

## Introduction

Ripon is unique. Our small city of under 20,000 inhabitants boasts a vibrant city centre with its mix of small independent shops, high street names, a stunning Cathedral, a World Heritage Site in Fountains Abbey and one of Britain's greatest stately homes, Newby Hall. Add to that our city's own museums and market square - and surely one of the prettiest racecourses - and you can see why.

I believe Ripon can emerge strongly from the huge challenges presented by the Covid pandemic. Our unique local retail and leisure businesses have weathered much of the storm finding new ways of working and collaborating. We have so much to offer and as we perhaps see the light at the end of the tunnel, all of the city's businesses need a plan to boost the place, for the benefit of all those who shop, live, work and visit our stunning city.

**Richard Compton, Newby Hall**  
**Chairman, Ripon BID Task Group**



## Executive Summary 2021 - 2026

### Ripon BID will help to develop our strengths and our being able to:

- carry out exciting projects and events to drive footfall and spend in the city, raise its profile, help it recover and maintain its position as a vibrant destination.
- give businesses the support they need to flourish by driving down business costs whilst being a powerful voice.
- make Ripon a better place for you to do business in and for your customers to enjoy.

## Business Improvement Districts Explained

BIDs are an arrangement whereby businesses get together, decide what improvements they want to make in their destination, outside of those carried out by public agencies and, how they will manage these and what it will cost them. This all goes into a business plan which is voted on by all those who would have to pay. The BID lasts for a maximum of five years and must be able to demonstrate how it benefits the businesses that have funded it. BIDs deliver additional projects and services over and above those already provided by public bodies.



"I believe the Destination BID will drive Ripon forward".

**Rick Jones**  
**Restaurateur**

# Ripon Projects

These projects have been developed through extensive consultation with businesses over the last year

## Local and Visitor Marketing

### Say 'YES' to a Ripon BID and we will:

- Develop a marketing plan and campaigns that will include destination and local marketing to promote the city & BID businesses. This will include conventional and online marketing platforms.
- Develop a comprehensive website and social media platforms to showcase the complete Ripon experience, promote offers and be an effective way of communicating with customers and engaging with businesses.

## Access and Facilities

### Say 'YES' to a Ripon BID and we will:

- Develop car parking and public transport incentives
- Develop the use of Market Square as a public space.
- Lobby to ensure high quality public conveniences
- Further develop the Retail Radiolink to reduce business crime
- Improve the appearance of the city
- Lobby for better wayfinding and signage

## Business Support

### Say 'YES' to a Ripon BID and we will:

- Developed centralised procurement for services such as trade waste, recycling, insurance.
- Be an influential lobbying and advocacy group.
- Work to ensure that Post COVID, Ripon is in a position with a plan and a partnership to recover.
- Provide regular intelligence and information about the business environment.
- Develop the profile and quality of independent businesses in Ripon

“The BID gives Ripon’s businesses the opportunity to fund and determine the future direction of the city as a retail and tourism destination”.

**Stephen Craggs**  
**G Craggs Ltd**

‘A successful BID for Ripon will represent the chance for much needed investment in our amazing little city’.

**Rachel Hartridge**  
**Ripon Revivals**





## The Finances

BIDs are funded by the eligible businesses included in the BID area. If businesses vote 'yes' for the Ripon BID, the levy will raise approximately £160,000 per annum for five years. With additional income, this equates to over £800,000 to deliver improvements that will directly benefit you. If the BID vote is successful, all eligible businesses will pay a levy of 2% of the rateable value of the business per annum. Small businesses, with a rateable value of less than £5,000, will be exempt from paying.

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
£5,000	£100	£0.27
£10,000	£200	£0.55
£25,000	£500	£1.37
£50,000	£1,000	£2.74
£100,000	£2,000	£5.48
£200,000	£4,000	£10.96

### Voluntary/Investor Membership

A voluntary/investor contribution can be made by businesses that are exempt.

## BID Governance and Management

If the BID ballot is successful, an independent, not-for-profit company, limited by guarantee, will govern the BID. The board will have up to 10 directors made up of representatives of levy paying businesses. Additional non-levy paying members may be co-opted, as required. The board will serve voluntarily (without payment) and will be composed to reflect the make-up of the BID area in business sectoral terms. The board of directors will be directly accountable to BID levy payers.



## Measuring Results

Ripon BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance.

“Together we will be able to bring bigger gains and work towards shared priorities”.

**Annette Duffy**  
**Specsavers**

## What's Next?

Businesses within the BID area will receive a ballot paper by post. The vote to establish a BID for Ripon is then formally open. From this date businesses can complete and return their ballot papers to Civica ERS, the independent agents acting on behalf of Harrogate Borough Council's Returning Officer. The following outlines the Ballot timetable:

"Ripon's got so much going for it – a great location with plenty to do and see – but it's not pulling together to make the most of its opportunities. What we need is action not words".

**Richard Taylor**  
**Chair, Ripon Museums**

## Your BID Team

The Ripon BID has been guided to this point by a Task Group, of local business people, champions and Stakeholders who are passionate about the future success of the city.



### Ballot Notice

**To be sent by 22 April 2021**

### Despatch of Ballot Papers

**06 May 2021**

### Close of Postal Ballot

**03 June 2021**

### Formal Declaration of Ballot Result

**04 June 2021**



"It makes sense to encourage the unity, membership and strength of one team sponsored by our local businesses to help drive our economy".

**Sheila Webb**  
**Skell Gardens Cottage**

**FOR THE FULL BUSINESS  
PLAN, TO FIND OUT MORE  
ABOUT THE BID TEAM OR TO  
CONTACT US, PLEASE VISIT:**

**[www.riponbid.co.uk](http://www.riponbid.co.uk)**