

SKELL  
VALLEY  
PROJECT

Co-led by



National  
Trust



Nidderdale  
Area of Outstanding Natural Beauty

*visit*  
**Ripon**

Susan Briggs



# Strategic Marketing Action Plan for Skell Valley Project & Visit Ripon

# Skell Valley Project



**Presentation  
for key  
points**



**Written notes  
for actions &  
details**



**A plan for all,  
not just SVP,  
VR & BID**

# What is Ripon? Why is it special?

Welcoming visitors since xxx

Saints, sinners, sanctuary & stories

Positioning – beguiling, unexpected hidden gems, incredible concentration of unexpected hidden gems within a small area



# What is Ripon? Why is it special?



Ancient charms

Human creative endeavour, harnessing  
natural environment

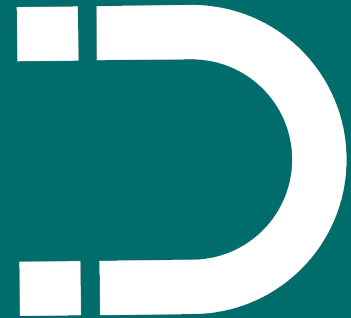
Essence of England & Englishness

Sense of community, arts, stories, civic pride



# Attracting visitors

- Strong reasons to visit
- Appeal to mindsets
- Use themes
- Collaborative marketing
- Sense of place and local pride



# We don't have to do everything ourselves

Create locally distinctive content that acts as a catalyst and talk trigger

Provide features' ideas, itineraries and angles for journalists. Help businesses & organisations to use them in their own marketing

Make use of growing content channels such as Substack – actively target 'educated' visitors





## **Insider tips are key**

Highlight Ripon's hidden gems, deep history & beautiful landscapes through insider tips & suggestions for distinctive experiences

# Visitor target mindsets

- Loyal locals
- Celebrations & gatherings
- Intrigued discoverers
- Extended families
- Challenge & comfort
- Outdoor explorers





# Sustainability & environment



- Encourage longer stays, less travel with 'doorstep delights' & deeper experiences
- Focus on nature, well-being, local food
- Help visitors to become absorbed by all that Ripon has to offer
- Totally Locally
- 'How to' resources to be more sustainable

# Marketing channels

- Strong foundations
- Collaborative marketing calendar
- Engaging social media
- Many websites = more channels
- Invest effort in VisitRipon
- Steer others with content
- PR opportunities



# Watery wonders



- Studley Royal Water Garden
- Skell Valley
- Rivers Ure & Laver
- Ripon Canal
- Moat at Markenfield Hall
- Newby Hall water fun
- Ripon as a spa town – and baths

# Set in Stone



- Fountains Abbey
- Ripon Cathedral
- Historic houses –Newby, Markenfield
- Built heritage with stories - Ripon Museums Trust
- Monuments, attractive architecture around Ripon



# Law & Order



- Still relevant today - need to show
- Ripon Museums Trust
- Hornblower
- Stories of law and order
- Cathedral?
- Stories from past – law breakers & makers
- Uprising

# Gardens and green



- Himalayan Gardens
- Newby, Studley, Markenfield
- Ripon walled garden & workhouse garden
- Spa gardens & public spaces, Ripon in Bloom
- Green frame and Nidderdale AONB
- Aislaby connections
- Farming & outdoor activities

# Outdoor & wellbeing



- Named walks and activities
- Ripon races
- Fun at Lightwater Valley
- Challenge and comfort
- Read, relax, arts
- Dark skies

# Quirky & Unexpected



- Hornblower & Obelisk
- Alice in Wonderland
- Sword and Morris dancers
- Follies eg Hackfall and Dallowgill crackpots trail
- Stories & features associated with key attractions





Work with passionate persuaders

Info & inspiration to stimulate word of mouth

Build loyalty - segmented mailings

- Health & well-being
- Events
- Gardens & horticultural
- Culture
- Food heaven
- Independent spirit
- Great outdoors



## Destination Harrogate pillars

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