



Renewal Ballot

Period 1st April 2014 - 31st March 2019

Detailed Proposal Document & Business Plan



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MESSAGE FROM THE CHAIRMAN

Dear Levy Payer

I believe Skipton to be a unique place and one where all of us who live or conduct business in the town can be justifiably proud. We are fortunate to be able to work in an historic town with arguably the finest medieval castle in the North of England, a wonderful and charismatic retail area, the Leeds and Liverpool Canal and its basin, a fascinating museum which houses a rare Shakespearian First Folio, and an ancient market together with many other attractive features. In addition Skipton is the historic Gateway to the Yorkshire Dales, an area that can be fairly described as one of the finest examples of natural beauty in the country with all the benefits that brings for tourism in the area.

Back in 2009 businesses voted for a Business Improvement District to be set up in Skipton and by doing so you have enabled the BID board to make investments in Skipton which, arguably, have enabled Skipton to weather the current economic storm far better than many comparable market towns.

I believe that it is vital for the continued economic health of Skipton that BID Levy Payers vote for a second term. A thriving Skipton is, to a greater or lesser extent, beneficial to all businesses irrespective of their trade or profession.

In its first term the BID has, or will have, invested in excess of £485,000 for the benefit of the town, these monies have enabled a further £391,496 to be invested by way of third party or partner funding. **IF WE DO NOT SECURE A SECOND TERM FOR THE BID THEN OUR INVESTMENT WILL CEASE ON THE 31ST MARCH 2014. THIS INVESTMENT IS HIGHLY UNLIKELY TO BE REPLACED BY FUNDING FROM CRAVEN DISTRICT COUNCIL, SKIPTON TOWN COUNCIL OR ANY OTHER AGENCY AND, WHILST INVESTMENT IN THE TOWN WILL CONTINUE, IT IS LIKELY TO BE ON A GREATLY REDUCED SCALE. IT IS MY VIEW THAT THE TOWN WILL BE THE WORSE FOR THE LACK OF INVESTMENT FROM THE BID.**

This document describes, in detail, that which the BID has achieved in its first term and that which we hope to achieve over the next five years, given your continued support.

I am indebted to all the directors of the Skipton BID Limited, both past and present, for their wise counsel and unstinting efforts on behalf of the Skipton business community. Their time has been given voluntarily and unpaid and I am extremely grateful to each and every one of them.

SKIPTON BID REALLY HAS MADE A DIFFERENCE TO THE TOWN AND I URGE YOU TO VOTE FOR A SECOND TERM WHEN YOU RECEIVE YOUR VOTING PAPERS IN JANUARY 2014.

Thank you all for your support.

Yours sincerely

A handwritten signature in black ink that reads "Dave Wathen". The signature is written in a cursive style and is positioned above a horizontal line that serves as a separator.

Dave Wathen
Chairman

INTRODUCTION AND BACKGROUND

Skipton is rightly referred to as the Gateway to the Yorkshire Dales; it can trace its origins back to 1085 and, over the years, has become a centre for culture, trade, tourism and commerce. It has one of the finest Medieval Castles in the North of England, a Higher Education College particularly devoted to local needs, a Law Court, the Leeds and Liverpool Canal and its basin, high quality services, a unique retail experience with both national and local shops and a famous outdoor market on its historic High Street. It is our belief that it is the perfect place in which to work, live, shop and visit.

It is the task of the Skipton Business Improvement District to ensure that we play our part in the continuing development of the town from both an economic and social perspective.

This Proposal Document and Business Plan has been prepared to enable Levy Payers to make an informed choice when they vote for or against the renewal of the BID in 2014. The vote will take place between the 2nd January 2014 and the 31st January 2014 and the result will be made known in February 2014.

Skipton BID operates within a defined geographic area where business ratepayers have voted collectively to invest in a Business Improvement District that delivers a range of local services that are in addition to those that are already delivered by local statutory bodies. The BID projects and initiatives are delivered by Skipton BID Ltd, which in the last eighteen months, has evolved into a Skipton Town Partnership.

Skipton BID Ltd is a not for profit company and its Board of Directors, with the exception of the Independent Chairman, are all drawn from businesses or organizations within the BID area.

Working in partnership with Skipton Town Council, Skipton Chamber of Trade and Commerce, Craven District Council, The Federation of Small Businesses in Craven, Craven College, Skipton and Ripon Enterprise Group, Skipton Crime Prevention Partnership, Welcome to Yorkshire and other public and private organisations, the BID seeks to deliver positive economic benefits together with marketing, educational and operational improvements that should benefit the businesses in the BID area.

LEVY PAYERS SHOULD BE AWARE THAT ALL BUSINESS IMPROVEMENT DISTRICTS IN THE UNITED KINGDOM ARE PRECLUDED FROM REPLACING ANY LOCAL AUTHORITY PRIMARY FUNDING. THIS IS ENSHRINED IN THE LOCAL GOVERNMENT ACT 2004 THAT RELATES TO THE BUSINESS IMPROVEMENT DISTRICTS (ENGLAND) REGULATIONS 2004 AND STATUTORY INSTRUMENTS 2004 NUMBER 2443.

The renewal of Skipton BID will result in the continued delivery of the existing successful projects and in the implementation of new projects where appropriate; all of which will contribute a positive impact of continued investment in the economy of Skipton between 2014 and 2019.

UNLIKE THE BUSINESS RATE, THE BID LEVY IS INVESTED IN SKIPTON FOR THE BENEFIT OF THE BUSINESS COMMUNITY.

SKIPTON TOWN PARTNERSHIP

During its first five years Skipton BID Ltd has worked closely with many organizations that are dedicated to ensuring that Skipton continues to prosper. We, and our partners, are focused on Skipton continuing to be a destination of choice in which to invest, work and do business. We are also acutely aware that we must try to improve the trading environment in the town for all businesses.

As a result of our developing relationships in Skipton, the Board has resolved that, for its second term, the BID should alter its structure to reflect a more inclusive format that should benefit our levy payers and, whilst the legal entity remains Skipton BID Ltd, it will operate as the Skipton Town Partnership.

To this end it is proposed that the following board structure should be adopted from April 2014.

A maximum of 11 directors appointed as follows:

Chairman – initially unchanged, however, the board will elect a new Chairman from their number, as the present incumbent is to stand down. It is expected that the new Chairman will assume overall responsibility for the BID after the AGM of the company in June 2014.

4 ex officio Directors, each of whom represents Levy Payers.

Craven College; a nominee.

Craven District Council, (The Enabling Authority); The Strategic Manager with responsibility for BID co-ordination.

Skipton Building Society; a nominee.

Skipton Town Council; The Chief Officer.

The remaining 7 directors will be appointed in accordance with current procedures and represent Levy Payers who are also members of the company. One of the directors will be the President of the Skipton Chamber of Trade and Commerce, as elected every two years by their members. All non ex officio directors will offer themselves for re-election by rotation at Annual General Meetings of the company.

Given its evolution it is proposed that the BID will have a dedicated manager, this person will be funded jointly by Skipton Town Council and the BID and will be recruited after the successful conclusion of the BID ballot. The manager will have a joint responsibility for the BID and the continued economic development of Skipton and, as a matter of course, will have a close working relationship with all of our partners but particularly with Skipton Town Council. It is anticipated that the appointment will be cost neutral, as the existing administrator is to retire, and the facilities costs will be shared with Skipton Town Council.

The new board will, in effect, be a supervisory board, which will set policy, give guidance to the BID manager, approve projects, expenditure, budgets and cash flow statements. As directors they will continue to have fiduciary responsibility for the running of the company.

SKIPTON BID MISSION STATEMENT

The vision for the BID during its second term is to ensure that Skipton remains:

- 1 A vibrant, exciting and successful business community.**
- 2 Is an attractive, clean and safe destination for residents, clients, shoppers, staff and visitors.**
- 3 Is a pleasant and welcoming place in which to conduct business.**

Strategic Objectives 2014-2019

The BID will endeavour to ensure that Skipton remains the ideal place in which to work, visit, shop and live. We will continue to build on the success of the last five years and, working with our various partners, Skipton BID will aim to ensure that our fine market town is:

- **Attractive, clean and green.**
- **Safe and secure.**
- **Marketed and promoted successfully as a high quality visitor destination.**
- **An environment where businesses continue to prosper.**
- **A place where cultural activities and festivals add to the overall experience of both visitors and residents alike.**

The BID Levy 2014-2019

Skipton businesses, and more specifically those individual businesses situated in the BID area, are a vital part of life in Skipton. Those 544 individual business hereditaments in the BID area house 486 separate businesses that are BID Levy Payers and have a combined business rateable value of approximately £15m. The levy charged, as a percentage of the business rateable value, will remain at 1% and businesses with a rateable value of less than £3,000 will be exempt from the levy. The structure of the BID means that the proposed total income for the BID in 2014/15 is estimated to be in the region of £150,000; the average levy payment will be £264.08 pa and the median levy payment, that is the figure for half of the BID levy payers, will be £102.50 pa or less.

WHAT HAS BEEN ACHIEVED DURING OUR FIRST TERM?

In its first term the Skipton BID has funded, in part or in whole, the following initiatives.

Festivals

- The Skipton International Puppet Festival
- Sheep Day
- The Waterways Festival
- The Royal Wedding celebrations
- The Diamond Jubilee celebrations
- The Olympic Torch Relay Festival of Sport
- The Yuletide Festival
- The Yarndale Festival
- The Beer Festival
- Let It Grow
- Yorkshire Day
- Flock to Skipton

Training and Business Support

We have facilitated the following training courses run by Tyro Training, which were offered free to levy payers.

- Fire Marshall
- Using Financial Data to make Business Decisions
- CIEH level 2 Award in Food Safety
- CIEH level 2 Award in Health and Safety
- Personal Skills for Effective Team Work
- First Class Sales and Customer Service Skills
- HSE Emergency First Aid at Work
- Welcome Host
- CIEH Level 3 Award in Risk Assessment
- Introduction to marketing
- Managing data

We have also provided funding for courses in Social Media for Business

Meercat Associates:

We have developed an initiative with Meercat Associates whereby businesses in the levy area can benefit from collective purchasing schemes, initially for utility costs including telephones. If successful the scheme will be rolled out in the second term of the BID to include other business services including waste management, equipment testing and pest control.

Seminars for Business:

We have part funded the following workshops and seminars for the benefit of levy payers

- Meet the Experts
- Retail Audits
- The Psychology of your Customer
- The Reality of Retailing
- Business mentoring, jointly with Skipton and Ripon Enterprise Group

At no cost to levy payers, Skipton BID has endorsed the RadioSkipton application to Ofcom which, if approved, will enable Radio Skipton to deliver a community radio station based in the centre of Skipton.

The Environment

- With Skipton Town Council, we have part funded the expansion of the Christmas Lights.
- Placed six permanent structures displaying maps of the town in the main car parks, bus and railway stations.
- Provided a stone bench in the bus station.
- The refurbishment of existing and placement of new finger posts in the town.
- Funded Skipton in Bloom.
- Part funded the Town Centre Ambassadors.
- We have, at no cost to the BID, ensured that road markings and signs have been replaced along with new signs to show walking routes to the High Street and the Canal Basin.
- Funded new and improved tariff boards for the town center car parks.
- Twice, during the five years of the BID, we have commissioned Craven College to undertake a “Visitor Survey” to identify the strengths and weaknesses of the town as perceived by visitors.
- When permitted to do so by landlords we have dressed windows of empty business properties with attractive posters of Skipton.
- Liaised with the local police regarding crime prevention in the BID area.
- At no cost to Levy Payers, we have assisted Craven District Council in their bid for funding for a new canal side cycle/walkers path from Skipton to Gargrave.

Marketing

- A joint initiative has been entered into with Welcome to Yorkshire to market Skipton in 2013 and 2014 (please refer to the separate report on pages 14-19 of this document).
- Developed and delivered the brand “I Love Skipton”.
- Sourced and distributed hessian shopping bags with the “I Love Skipton” logo and “welcometoskipton.com” web site address. The bags have been made available to levy payers at cost to sell to the general public.
- Initially assisted the Chamber of Trade and Commerce with the production of the Town Guide.
- Liaised with Welcome to Yorkshire in the premiere of the ITV Dales television programme at the Plaza Cinema in Skipton.
- Developed a Town Trail Leaflet with Welcome to Yorkshire.
- Developed an “Events” leaflet with Welcome to Yorkshire.
- Ensured the Skipton features in the Yorkshire Dales National Park annual publication.
- Lobbied Yorkshire MP’s about the attractions of Skipton for both businesses and visitors.

Welcome to Skipton Web Site

We, in conjunction with the Skipton based web design company Selestial Ltd, have developed the web site www.welcometoskipton.com that details events, activities, festivals, history, geographic location etc. and provides all levy payers with the opportunity to have a free listing and photograph in the Skipton Businesses section. There is also the provision for businesses outside the BID area to feature on the web site, subject to the payment of an annual fee, which will help to defray the annual cost of maintenance of the site. The web site has an important reciprocal link with the Welcome to Yorkshire web site for two-way traffic. Visitors to the web site are increasing month by month and in July 2013 we had 11,000 visitors for the first time.

WHAT WE WILL CONTINUE TO DO

- Fund Skipton in Bloom for specific projects.
- Fund floral displays to ensure that the town looks attractive throughout the year.
- Continue to part fund the Town Center Ambassadors who play a vital role in communicating with visitors, residents and businesses.
- In conjunction with Welcome to Yorkshire we will continue to market Skipton as a “Destination of Choice” in order that business can capitalize on the unique attributes of the town and its immediate environs.
- Produce regular newsletters outlining the work of the BID.
- Continue the funding of the Christmas Lights and possibly extend the areas covered.
- Support local businesses through the Chamber of Trade and Commerce, the Federation of Small Businesses and other relevant organizations.
- Continue to support festivals and cultural activities that add so much to the diverse attractiveness of Skipton.
- Continue to fund the Tyro Training courses that are free for levy payers.
- Support local businesses by sponsoring seminars and mentoring services.
- Liaise further with the police and the Skipton Business Crime Prevention Partnership to ensure that Skipton continues to be a safe place to visit, shop, work and reside.
- Continue to develop and enhance the www.welcometoskipton.com web site.
- Develop further the relationship with Meercat Associates in order that businesses in the levy area can benefit from collective purchasing arrangements that will embrace other business costs ranging from waste management to statutory building and equipment testing and also pest control.
- Provide funding for new festivals and events that enhance the visitor, business and cultural appeal of the town.

OUR PLANS AND OBJECTIVES FOR THE NEXT FIVE YEARS

It is the Board's intention, in conjunction with our partners where appropriate, to ensure that the town continues to develop economically for the benefit of the levy payers.

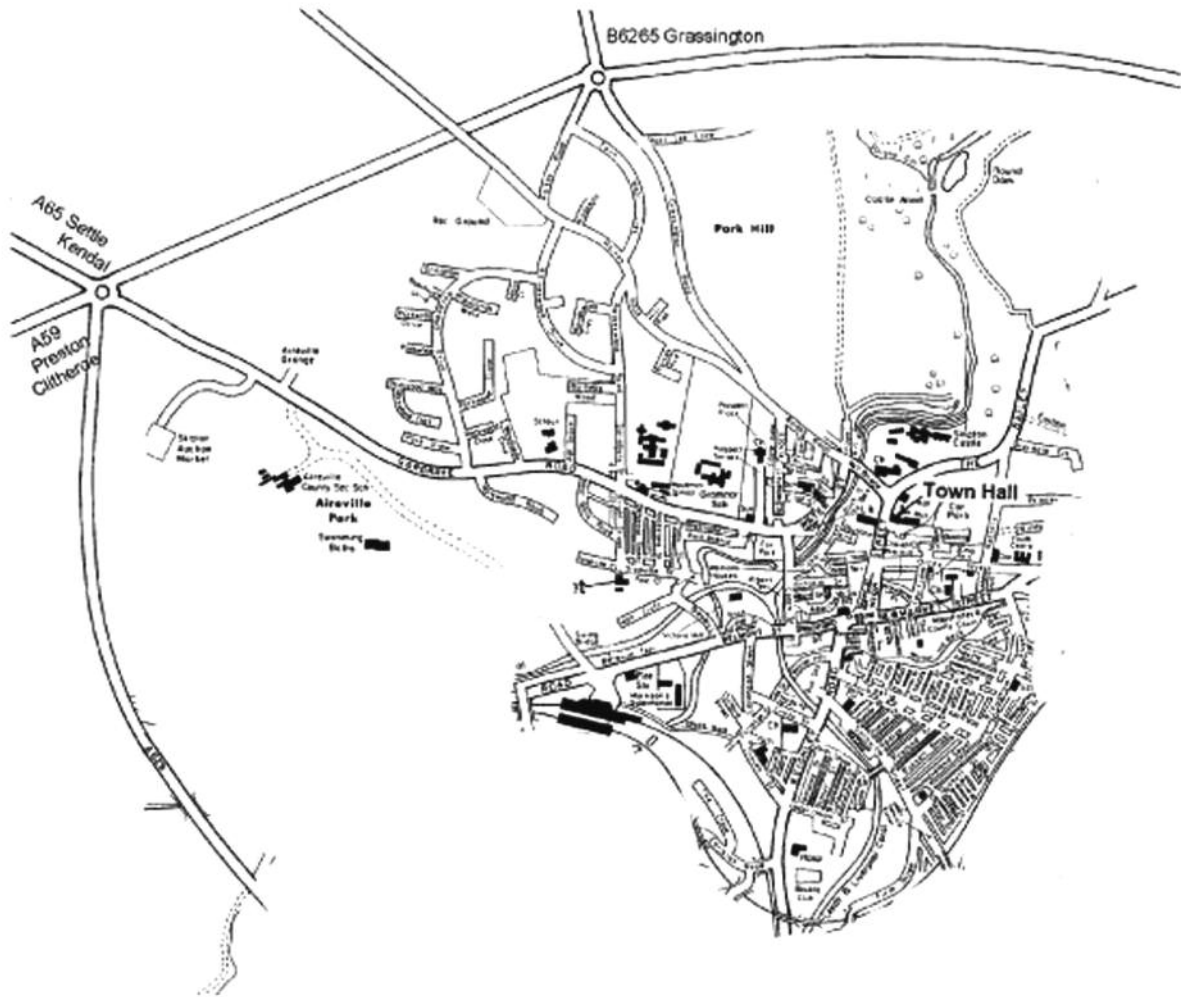
Initiatives are expected to include:

- 1 Measures aimed at reducing the chewing gum residue and graffiti in the levy area.
- 2 Develop and implement an enduring shop local scheme in conjunction with Skipton Chamber of Trade and Commerce.
- 3 Introduce “Showcase Events” for Skipton businesses.
- 4 Introduce iPhone/android apps to co-ordinate with the website.
- 5 Assist the Market Manager in ensuring that the High Street Market reflects the high standards appropriate for the town.
- 6 In conjunction with Welcome to Yorkshire, the marketing of The Tour de France “Le Grand Départ” which is coming through Skipton in July 2014.
- 7 Examine the possible provision of “Local Shopper Car Parking Concessions” with Craven District Council.
- 8 Liaise with Craven District Council to try to protect the existing car parks thus ensuring that there is no erosion of the total number of spaces available to visitors and residents.
- 9 Work with Meercat Associates to design a waste and recycling scheme for the benefit of levy payers.
- 10 Examine external and matched funding sources that could enable the BID to undertake larger projects in conjunction with our partners.
- 11 Enable businesses outside the BID area to become associate members whereby they pay an appropriate levy and are bound by the 2014 vote and enjoy the benefits available to BID Levy Payers.
- 12 Develop a strategy to ensure that there is professional support for new businesses that open in Skipton.
- 13 Work with Craven College to help students obtain the requisite skills that will equip them for employment in Skipton and beyond.
- 14 The lobbying of, and representation to, local and national politicians to give Skipton business a voice on those matters that impact directly on their fortunes.
- 15 Implement a park and ride scheme for bank holidays and the larger festivals.

THE BID AREA

The existing boundaries of the BID area will not be altered for the 5-year period commencing 1st April 2014. It incorporates the main commercial and retail core, bus and railway stations and other peripheral areas as described below.

Map



The area of the Skipton BID is set out in the above map and encompasses the following significant roads and streets.

- | | |
|---------------------|-------------------|
| Albert Street | Cavendish Street |
| Albion Square | Chapel Hill |
| Albion Yard | Clifford Street |
| Back Bridge Street | Coach Street |
| Belmont Street | Craven Court |
| Belmont Wharf | Cross Street |
| Bowers Wharf | Cumberland Street |
| British School Yard | Devonshire Place |

The BID area continued from previous page

Brook Street	Rectory Lane
Duckett Street	Craven Street
Brougham Street	Duke Street
Broughton Park	Firth Street
Broughton Road	Gargrave Road (including the Auction Mart)
Canal Street	Gas Street
Canal Wharf	Grassington Road
Carleton New Road (north of the railway)	Hallams Yard
High Street	Rope Walk
Jerry Croft	Rowland Street
Keighley Road	Royal Oak Yard
Lower Union Street	Sackville Street
Mill Bridge	Salisbury Street
Mill Lane	Sheep Street
Mount Pleasant	Skipton Castle
Swadford Street	Newmarket Street (to junction with Otley Road & Brougham Street)
Otley Street	The Bailey
Providence Place	Victoria Square
Park Avenue	Victoria Street
Raikes Road	Water Street

The following properties/businesses are exempt from paying the BID levy

- Those properties with a business rateable value of less than £3,000
- Hospitals and health centers
- Schools
- Voluntary organizations with premises of a non-commercial nature

Associate Membership will be available to businesses located outside the BID area, please refer to item 11 in the section 'Our Plans and Objectives for the next Five Years' on page 8 of this document and also the section 'Outside the BID Area' on page 28 of this document.

A THRIVING SKIPTON

The BID plays an important role in ensuring that businesses in the Skipton BID area thrive and in doing so we utilize a wide range of networking, information gathering and monitoring to ensure that we are aware of business needs.

The current BID Board is made up of an Independent Chairman together with directors drawn from local businesses within the BID area and as such ensures that, as far as possible, business in the BID area has effective representation.

The major thrust of the BID has been in the following sectors, all of which will be continued throughout the second term of the BID to a greater or lesser degree.

- To Market and Promote Skipton as a High Quality Visitor Destination
- To Provide Business Services to Levy Payers
- Provide Funding for Environmental Improvements
- Finance New and Existing Festivals and Events
- Provide Funding for the Built Environment

The Board supervises the BID activities and directs the annual discretionary budget to deliver local benefits as appropriate.

Lobbying and Representation:

The BID has become a significant lobbying body and engages regularly with Craven District Council, Skipton Town Council, Skipton Chamber of Trade and Commerce, The Federation of Small Businesses, Welcome to Yorkshire and other businesses that are based in the town. It also has lobbied Members of Parliament on behalf of Skipton business.

Collective Procurement to Reduce Business Costs:

The BID has developed a project with Meercat Associates that is likely to be extended through the second term of the BID. The project is managed by an intermediary that has extensive experience of operating such schemes for a number of Business Improvement Districts in the UK. Initially the collective procurement scheme is aimed at energy utility costs but the second phase will include waste disposal/recycling, telecoms, electrical testing and pest control. The primary objective of the scheme is to reduce overheads for businesses in the BID area and thereby assisting in the making of the BID levy cost neutral for some Levy Payers.

Working with Craven District Council:

The BID has sponsored the following business events in conjunction with Craven District Council

- Retail Audits
- Meet the Experts
- The Psychology of your Customer
- The Reality of Retailing
- The Olympic Torch Relay Festival of Sport

Business Support:

We have hosted a joint seminar with Skipton and Ripon Enterprise Group to introduce the concept of Business Mentoring to BID area businesses.

In conjunction with Welcome to Yorkshire we arranged for BID area businesses to be invited to attend a seminar with the objective of exploiting the exciting opportunities that the Tour De France "Grand Départ" will provide in July 2014

Training and Development:

Over the term of the BID we have provided free training courses to levy payers through Tyro Training. The courses have covered a wide range of topics although courses covering regulatory issues have been the most popular. We have also arranged for free courses on "Using Social Media for your Business".

BID Newsletter and E-Newsletter:

The BID will continue to produce regular newsletters in both the printed format and by way of an e-newsletter. The newsletters will disseminate the outcome of projects, new initiatives and other information that is relevant to Levy Payers.

The Environment:

Throughout the term of the BID we have provided Skipton in Bloom with substantial funding to provide colourful floral displays in the town. Our support helped Skipton in Bloom win the prestigious Gold Award from Yorkshire in Bloom in 2012.

We have also provided significant funding for additional Christmas Lights in the town.

Web Site:

We have developed a new web site www.welcometoskipton.com. Please see the section on page 21 of this document.

Visitor Surveys:

The BID board is cognizant of the need to understand the ever-changing requirements of visitors and residents of the town and has commissioned two visitor and resident satisfaction surveys. These surveys have been undertaken by business studies students at Craven College and identify how visitors and residents perceive Skipton in relation to car parks, attractions, festivals, retail outlets etc. Typically the survey canvasses opinion from 500 people.

Skipton Business Crime Reduction Partnership:

The BID is working closely with the Skipton Business Crime Reduction Partnership to re-energize business crime prevention in Skipton. Measures that are expected to be implemented will include a state of the art computer based monitoring of known criminals and speedier reporting by businesses of crimes committed on their premises.

Welcome to Yorkshire:

The relationship with Welcome to Yorkshire has enabled Skipton to be marketed in a professional and effective way to both the local, national and international markets. They have ensured that the town had the best media coverage of the Diamond Jubilee and also the Olympic Torch Relay and will continue to work closely with the BID in 2013 and, hopefully, 2014 and beyond. **THE BID BOARD BELIEVES THAT IT IS NO COINCIDENCE THAT THE FIRST STAGE OF THE TOUR DE FRANCE GRAND DÉPART IS COMING THROUGH SKIPTON ON SATURDAY THE 5TH JULY 2014 AND INDEED THE NEXT DAY THE SECOND STAGE COMES WITHIN FIVE MILES OF THE TOWN.** Full detail of the work of Welcome to Yorkshire and the also Le Grand Départ can be found on pages 14 to 20 of this document.

Festivals and Events:

Throughout its first term the BID has supported many of the festivals and events that add so much to the cultural attractiveness of our historic town. **WITHOUT THE CONTRIBUTION FROM THE BID MANY OF THESE FESTIVALS WOULD HAVE TO BE SCALED DOWN OR WORSE STILL NOT TAKE PLACE AT ALL. IN ITS SECOND TERM SKIPTON BID WILL CONTINUE TO SUPPORT EXISTING FESTIVALS AND EVENTS TOGETHER WITH NEW INITIATIVES AS APPROPRIATE.**

The Built Environment:

The BID has organised the refurbishment of existing finger posts and the placing of new finger posts in the town center, funded new signage in the car parks, funded the stone seat in the bus station and had permanent maps for visitors placed at strategic positions in Skipton. We will continue to fund improvements to the built environment as and when suitable opportunities arise.

The Benefits of the BID

This section details some of the benefits that have accrued to Levy Payers as a result of the creation of Skipton BID in 2009.

A variety of cost saving initiatives; examples of which are free training courses, business support initiatives, development of collective utilities and waste management procurement and various targeted seminars.

The revitalisation of the Skipton Business Crime Reduction Partnership and the creation of a new and comprehensive web site, www.welcome to skipton.com with free web site listings for Levy Payers.

By funding existing and new festivals, events and cultural activities we have ensured that Skipton remains an interesting and attractive place to visit.

We have endeavoured to ensure that Skipton remains visually attractive with colourful planting, the refurbishment of the finger posts in the town, permanent map placement and the provision of additional Christmas lights.

The very high quality marketing of Skipton by Welcome to Yorkshire and the development of the brand 'I Love Skipton' should have increased business opportunities as a result of the increased footfall in the town by customers, visitors and clients.

Lastly, but certainly not least, the additional business opportunities created by the first stage of Le Grand Départ of the Tour de France coming through Skipton on the 5th July 2014 together with the legacy benefit from this once in a lifetime event.

All of the above and much more, have helped existing businesses during the unprecedented economic downturn that we have experienced in the last four years, and indeed are still experiencing; also it has helped to attract new business ventures to the town that in turn have provided new employment opportunities and added to the rich tapestry of our historic market town. In this context it is interesting to note that the retail premises vacancy rate in Skipton is consistently lower than the national average.

WELCOME TO YORKSHIRE

Marketing Skipton 2012

In 2012 Welcome to Yorkshire was appointed by Skipton BID as its marketing partner to assist in promoting the town of Skipton to a wider audience both within the UK and overseas.

The aims agreed with Welcome to Yorkshire were to:

- Promote Skipton as a quality market town and the Gateway to and from the Yorkshire Dales.
-
- Promote Skipton to new target markets and broaden the visitor appeal to attract a more contemporary audience with higher disposable incomes.
- Increase visitor spend in Skipton businesses and improve the visitor experience.

The activities carried out during the year to promote Skipton were:

Brand Development

Creating a brand identity is a necessary first step when promoting a destination. It is important to differentiate from other towns across Yorkshire and to stand out from the masses.

The *I Love Skipton* brand was conceived by Welcome to Yorkshire to enhance the brand image of the town and is used across the marketing channels to deliver a consistent and instantly recognisable look.

Advertising

Skipton was promoted using artwork created by Welcome to Yorkshire incorporating themes and messages conceived by W2Y in liaison with Skipton BID. Advertising space was taken in:

- This is Y 2012
- This is Y 2013
- The Visitor 2013
- March / April Northern Life
- Skipton Yuletide Festival Advertising

Event / Exhibition Opportunities

In the last two years W2Y arranged for Skipton to be promoted at the Great Yorkshire Show by participating in a stand share with Welcome to Yorkshire.

Printed Material

Printed material to help to promote Skipton was designed in-house by Welcome to Yorkshire, incorporating themes and messages conceived in liaison with Skipton BID.

The items created and printed were:

- Print of a town trail leaflet
- Print of a leaflet distributed on the day of the torch relay
- A Skipton postcard

Distribution of printed material

W2Y produced a distribution plan to ensure that the printed material created would reach the types of potential visitor the BID wanted to target. This included paid-for distribution channels as well as using TIC's across Yorkshire, relevant accommodation providers and opportunities arising from the events and activities attended by Welcome to Yorkshire.

Paid-for distribution channels were:

- Distribution via Infodisplay
- Distribution via Take One Media

Branded Goods

Using the *I Love Skipton* design and brand image W2Y had a number of promotional items produced to help to build awareness of the brand and of Skipton itself.

A W2Y team spent the day in Skipton handing out various pieces of branded items to businesses in the BID area. This helped to introduce the new brand identity and the promotional work being done on behalf of Skipton.

Branded items produced in 2012 (which will continue to be used into future years) were:

- Feather flags
- Mesh banners and pop ups
- Pens and window clings
- Badges
- T shirts
- Flags
- Stickers

PR

In 2012/13 Welcome to Yorkshire secured regional and national PR coverage for Skipton worth in excess of £338,000 in equivalent editorial value including articles in the Sun, Yorkshire Evening Post, The Yorkshire Post, The Times, The Guardian, The Sun, The Manchester Evening News, The Northern Echo and the BBC.

Online Marketing

A Skipton microsite was created at Yorkshire.com/skipton. The microsite benefits from the substantial traffic that the Yorkshire.com site receives each year (7 million page views in the past year and visits up 30% this year against last year). The microsite also incorporates the I Love Skipton brand image and allows visitors to download the Skipton Town Trail.

Welcome to Yorkshire were delighted to have been so heavily involved with promoting Skipton in 2012/13 and are looking forward to another successful campaign in 2013/14.

Marketing Skipton in 2013

This year's goals for marketing Skipton build on from the agreed goals for the previous year:

- Promoting Skipton as a quality market town
- Promoting Skipton to new target markets and broaden the visitor appeal to attract a more contemporary audience with higher disposable incomes
- Increase visitor spend to business in Skipton and improve the visitor experience

Marketing Objectives

Within these goals, and having had regular discussions with Skipton BID and Skipton Town Council during the year, the specific aims from a marketing perspective remain to be:

- Increase number of visitors by 5% year on year
- Increase length of stay and spend per visit in Skipton
- Generate media coverage in and out of region for the destination and for business in Skipton
- To communicate a series of modern, contemporary and classic messages about Skipton

Skipton – the Place, the Brand

W2Y will continue to develop the Skipton brand and to promote Skipton as a base and hub for all activity and as a place to start from for days out in the hinterland and environs. The rationale continues to be that as Skipton becomes busier, so do the town's businesses and by default the surrounding areas businesses and attractions and vice versa.

Skipton – Marketing Plan

In order to achieve the objectives, Welcome to Yorkshire will:

Develop and regularly review / revise a fully integrated marketing plan for Skipton

- Help save money on the existing marketing spend
- Increase the reach of promotional messages by exploring additional distribution channels
- Regularly review Skipton's online offering
- Deliver a PR and communications campaign targeting regional and national media
- Organise journalist and tour operator familiarisation visits
- Help to maximize the events programme - working together on existing activities and events in Skipton to exploit all opportunities

Proposed 2013-2014 Marketing

W2Y propose that for 2013-2014 they will continue the general profile-raising plan and introduce three specifically targeted campaigns. These campaigns will focus on consumer groups for whom Skipton would be a desirable place to visit and who would have characteristics that would make them the type of visitors and customers that Skipton would be keen to attract.

Continuation of Profile Raising Plan

Significant progress has been made in the past year in raising the profile of Skipton and the plan for 2013-2014 involves building on these successes and continuing to work to raise awareness. The methods proposed for the continuation of the profile raising plan are brand identity development, online marketing, offline and print marketing, ad hoc advertising and promotional activity, and the PR and communications plan.

Specifically, it is intended that there will be further:

1 Brand Identity Development

Continue to use mesh banners / flags / posters and other marketing material.

2 Online Marketing

Help develop I Love Skipton's Facebook account to encourage engagement, build awareness and to gather data around the new 'my perfect day in Skipton' campaign.

Develop website and Search Engine Optimisation plan (in-house W2Y).

Incorporate call to action into the I Love Skipton logo, directing people to welcometoskipton.com.

3 Offline Marketing

Skipton Town Trail has been refreshed and revised for 2013.

Create testimonials / case studies making use of the images from the Skipton photo-shoot day.

Create day itineraries around 'my perfect day in Skipton' which give ideas and suggestions on how to spend a great day in Skipton.

Participate in the Welcome to Yorkshire Great Yorkshire Show Stand.

4 Ad hoc advertising and promotional activity

Develop the Yorkshire Day event plan.

Include advertisement in 'This is Y 2014'.

Include advertisements in other W2Y publications i.e. seasonal guides, food trails, Yorkshire Post supplements.

5 PR and communication plan

Specific Yorkshire Pride courses and workshops to be held during 2013, which are available to Welcome to Yorkshire members and will be available to Skipton BID Levy Payers.

Continue to pursue PR opportunities regionally and nationally.

Introduction of Targeted Campaigns

Targeted Campaign 1

A More Contemporary Audience:

The W2Y definition of a contemporary market is 'twenty and thirty something's / people travelling by train on weekends to go shopping / commuters travelling during the week by train.

The focus on this market is to bring a new group of people into Skipton for a day out.

The plan in relation to the more contemporary market is to meet the objective of promoting Skipton to new target markets and broadening the visitor appeal.

It is proposed to use targeted day itineraries around 'My Perfect Day in Skipton' to appeal to the target market

Targeted advertising within individually selected railway stations and within a relatively short travelling time of Skipton. The railway station advertising campaign is based on selecting stations in relatively affluent areas within 45 minutes or less travelling time from Skipton and will include Saltaire for 8 weeks and Guiseley for 8 weeks. Subsequent year advertising options based on selecting stations within close driving distance of Skipton are likely to be Ilkley where 1,342,018 passengers per year use the station and Burley in Wharfedale where 441,078 passengers per year use the station.

W2Y is also evaluating the use of itineraries linking a morning at Bolton Abbey with an afternoon in Skipton (5 miles apart) in an effort to benefit from the tourist traffic heading to Bolton Abbey at the weekends.

Targeted Campaign 2

The Family Market:

The plan in relation to the family market is to meet the objective of increasing visitor spending in Skipton and improving the visitor experience. This may mean that this target market is already visiting Skipton, but there is a benefit by encouraging them to spend more time in the town, engage with more businesses, spend more money and return more often. To achieve this W2Y will create targeted day itineraries around 'My Perfect Day in Skipton' which should appeal to the family market

Create a 'Children's Activity Sheet' to engage with younger visitors, encourage exploration of more of the town and increase the time spent in Skipton per visit

Make activity sheets available to download online in advance of the trip and to continue make available the I Love Skipton stickers, badges and flags for children.

The Cycling Market:

Skipton is already well established on the cycling map with strong cycling clubs in the town and immediate vicinity. With the increased interest in cycling on the back of London 2012 and Bradley Wiggins' 2013 Tour de France victory it is expected to continue to grow as we approach the 2014 Tour de France Grand Départ in Yorkshire in July 2014. This is a market opportunity that all towns on the Grand Départ route will be focusing on to gain the maximum economic benefit and Skipton is no exception. The plan in relation to the cycling market is to promote Skipton to new target markets and improve the visitor / cyclist experience.

Also to target the cycling market in the context of the route of the Tour de France Grand Départ and the Dales Cycleway together with the Way of the Roses coast to coast cycle route that passes close by Skipton. It is proposed to promote Skipton as follows:

- 1** To produce cycle route maps, subject to permissions, based on the routes recommended on the Skipton Cycling Club's website.
- 2** To work with the Skipton Cycling Club to cross promote the benefits of starting a ride in Skipton.
- 3** To promote places for cyclists around Skipton i.e. cafes, where to buy packed lunches / liquid refreshment, bike repair shops, bike retailers, route information and accommodation providers.
- 4** Produce a "Skipton Loves Cyclists" flyer giving this type of information including how to get to Skipton by train and road.
- 5** Seek to maximise the opportunity presented by the proposed 2014 community cycle rides, which will include a Junior Ride, a Family Ride (40 miles) and a Sportive Ride (70-80 miles which will include part of the Craven route of the first leg of Le Grand Depart).

TOUR DE FRANCE - LE GRAND DÉPART, THE WEEKEND OF THE 5TH AND 6TH JULY 2014

On the 14th December 2012 the Amaury Sports Organization, the organizers of the Tour de France, announced that Yorkshire would be hosting the first two stages of the Tour De France 2014 and subsequently on the 17th January 2013 Welcome to Yorkshire announced the proposed route of the Grand Départ of the 2014 Tour de France.

The first two stages will be in Yorkshire and the proposed route comes through Skipton on Saturday 5th July 2014. The following day the route comes within 5 miles of Skipton and therefore the town should benefit from a weekend of cycling excellence.

The Tour de France is the third largest sporting event in the world, after the Olympic Games and the FIFA World Cup, and has immense interest from both the written and visual media with approximately 200 journalists from 35 different countries covering the Tour. There is a substantial anticipated equivalent media value and it is inevitable that, in publicity terms, Skipton will benefit to some degree from this spend.

The Tour caravan is expected to be in excess of 180 vehicles and up to nine media helicopters may be in the air at any one time. There are hundreds of support vehicles and spectators typically spend 6 hours at the road side, some of whom will have travelled many miles from within the UK and overseas, just to be part of the experience.

When London and Kent hosted Le Grand Départ in 2007 it generated approximately £88m in economic benefit to the area with an additional £35m generated in publicity with over 20,000 pieces of media coverage. Over 3m spectators attended the event, more than half from outside London and 10% from overseas. Welcome to Yorkshire anticipates that hosting the event in Yorkshire has the potential to surpass the benefits to London and Kent in 2007.

Whilst the Tour de France Grand Départ is a one off event it has the potential to deliver a lasting legacy to Skipton, which should benefit the economic vibrancy of the town both in 2014, and subsequent years. Over the weekend of the 5th and 6th July 2014 there are a myriad of opportunities for businesses to exploit; increased tourism, overnight stays, increased day visitors, cycling enthusiasts visiting both before the event, on the day of the event and after the event, the media on the ground, accommodation requirements, food and refreshment for visitors to the town, retail opportunities and much more.

IT IS NO COINCIDENCE THAT THIS EVENT IS COMING THROUGH SKIPTON. We are at the heart of an amazingly scenic area that will be broadcast to a huge audience through the medium of television, the Internet, magazines and newspapers. It is an incredible opportunity for businesses in Skipton to maximize their return from this once in a lifetime event and, perhaps of greater importance, to benefit from the legacy of the Tour de France coming to Skipton in July 2014.

If the BID receives your backing for a second term we will do everything we can to ensure that Skipton business benefits from the Grand Départ.

THE WEB SITE www.welcometoskipton.com

In its first term Skipton BID commissioned a web site that is both informative and easy to navigate and that gives a visitor to the web site a comprehensive picture of Skipton and all that it has to offer.

The website incorporates pods with the following information which can be expanded by entering the pod:

- Home page
- Things to do
- What's on
- Shopping
- Skipton Market
- Eat and Drink
- Accommodation
- Explore
- Business directory
- About Skipton
- Cycling
- Walking
- Skipton BID
- Maps

In addition it has links to external websites for local information, local authority web sites, transport facilities, business organisations and Skipton societies.

Our web site has a direct reciprocal link to the Welcome to Yorkshire web site, which enables visitors to the Skipton page on Welcome to Yorkshire to be directed to the Welcome to Skipton web site. This facility has been granted to us directly as a result of the relationship between Welcome to Yorkshire and Skipton BID.

All Skipton BID Levy Payers have been invited to have a free listing on the web site. The listings can have a picture of the business or its offering and a narrative describing the business together with a note of its own web site. To date in excess of 200 businesses have listings on the site.

Any web site should be continually evolving to provide the most up to date information that it can;

www.welcometoskipton.com is no exception, and, given that we achieve your authority for a second term for the BID, it is our intention to continue with this evolution and to examine, in detail, the possibility of incorporating iPhone and Android apps to be co-ordinated with the web site.

The Skipton BID pod on the website contains statutory information about the BID and also a copy of the latest newsletter and this document.

MONITORING AND MEASURING THE BID

A key task for the BID is to be able to measure its own success and that of its collaborative ventures. A number of key indicators are, and will continue to be, used for that purpose.

- Visitor and resident surveys - these are conducted by Craven College on a regular basis.
- Media coverage - the Board receives regular reports from Welcome to Yorkshire, which gives detail of the equivalent editorial value of all media coverage.
- Utility take up – the Board receives a monthly report from Meercat Associates.
- Map sales – a six monthly report is given by Cityscape Maps, which, in addition to a commission on map sales, gives an indication of new visitor activity.
- Crime figures – the BID will receive regular figures from the Skipton Business Crime Reduction Partnership.
- Skipton Chamber of Trade and Commerce - through its membership of, and representation at the Chamber, the BID is able to access feedback on its projects and evaluate Chamber projects whereby BID involvement could be beneficial.
- All beneficiaries of funding are required to complete a request for the release of monies confirming that the project has been completed and its relative success.
- Monitoring and review of all activities of the BID is conducted at monthly board meetings.
- An Audit Committee of the Board meets quarterly.

At the same time the BID will monitor its effectiveness with Levy Payers and we gather feedback by way of e-surveys and e-mails, holding open meetings for Levy Payers, an example of which is the AGM that is open to all Members and Levy Payers and at which they are able to express any relevant views. Attending meetings of our partner organizations and keeping the web site up to date enables the dissemination of relevant information.

BASELINE AND CONTINUATION OF EXISTING SERVICES

The BID will enhance existing services, not replace them.

Baseline statements have been established for both statutory and existing services with the existing local authority providers and include the following public sector services:

- Street cleaning
- Police and Community Support Officer presence
- Licensing and enforcement of street activities
- Car parking
- Highways management
- Waste and litter removal

Statutory services will continue to be provided by the relevant authorities, however where it is appropriate to do so and clearly beneficial to the town, at the discretion of the Board the BID may consider enhancing such services as may be deemed appropriate.

It is intended that Skipton BID will manage and bring new initiatives to the town and build on existing public service provision.

PROPOSED BID FINANCES

2014 – 2019

The Skipton BID Board is proposing an unchanged levy of 1% of the rateable value of every business with a rateable value of £3,000.00 or above, each year, for the next five years. Business categories exempt from the levy are detailed on page 10 of this document under the section The BID Area.

The second term of the BID will commence on the 1st April 2014 for a further five years.

The 1% levy will, with careful and prudent management, together with economies of scale resultant from the development of the Skipton Town Partnership, enable the BID to continue to deliver ongoing and new projects as outlined in this document. A unique aspect of the Skipton BID area and its attraction to visitors is its many and varied small independent businesses all of whom collectively benefit from the overall impact of the BID investment, a great deal of which is generated from a relatively small number of larger businesses.

It is anticipated that the BID levy income may rise as a result of new businesses coming to the town and occupying new premises, and also associate membership of the BID from businesses outside the BID area but whom, nevertheless, want to be part of Skipton BID.

During the next five years it is intended that we will seek to generate additional project funding from the EU, independent funding bodies, local government and central government. Income from commercial activities is projected to rise from under 1% of the annual levy in the first term to approximately 2% pa at the end of the second term.

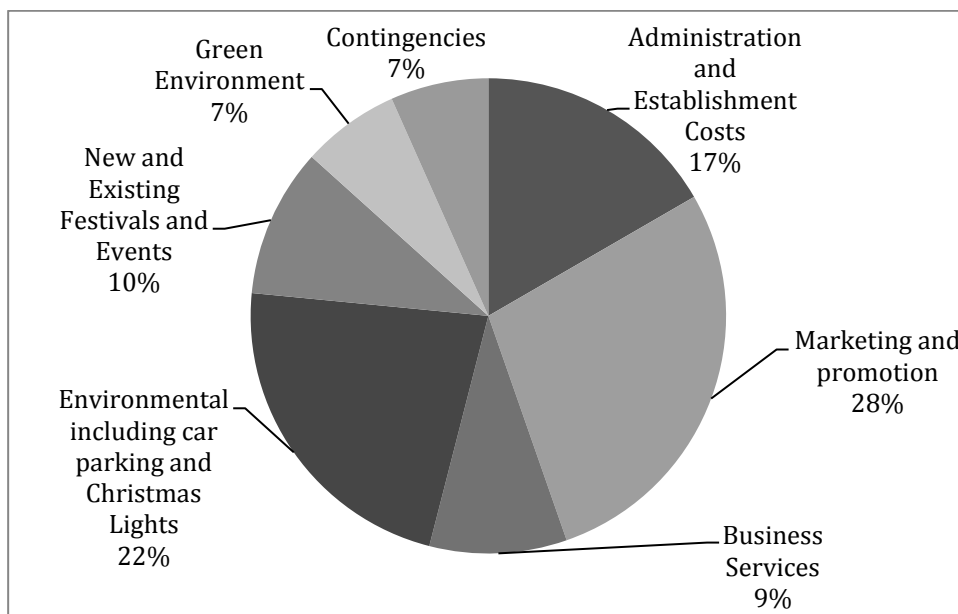
Rateable values are not expected to fall in the next five years and thus income projections are assumed not to change over the term however levy receipts will fluctuate as business both come and go within the BID area.

Table 1: Anticipated Skipton BID Income 2014 – 2019

<i>Financial Year</i>	<i>2014-15</i>	<i>2015-16</i>	<i>2016-17</i>	<i>2017-18</i>	<i>2018-19</i>	<i>Total</i>
<i>BID Levy</i>	150,000	150,000	150,000	150,000	150,000	750,000
<i>Cityscape Map Receipts</i>	250	275	302	332	365	1,524
<i>Hessian Bag Sales</i>	350	385	423	465	512	2,135
<i>Website Income</i>	300	330	363	399	439	1,831
<i>Total Income</i>	150,900	150,990	151,088	151,196	151,316	755,490

Table 2: Anticipated Skipton BID Expenditure 2014-2019

<i>Financial Year</i>	<i>2014-15</i>	<i>2015-16</i>	<i>2016-17</i>	<i>2017-18</i>	<i>2018-19</i>	<i>Total</i>
Administration and Establishment Costs	24,000	24,485	24,969	25,468	25,978	124,900
Marketing and promotion	60,000	40,000	40,000	35,000	35,000	210,000
Business Services	19,520	15,520	12,520	11,020	11,520	70,100
Environmental including car parking and Christmas Lights	37,000	34,000	34,000	32,000	32,000	169,000
New and Existing Festivals and Events	20,000	16,000	12,000	16,000	12,000	76,000
Green Environment	10,000	10,000	10,000	10,000	10,000	50,000
Contingencies	10,000	10,000	10,000	10,000	10,000	50,000
Total Expenditure	180,520	150,005	143,489	139,488	136,498	750,000



STAFFING AND ADMINISTRATION OF THE BID

The part time Administrator and, for the last two years and ten months, the Independent Chairman, have been responsible for the day-to-day management and running of the projects together with the administration of the company. However the board of directors collectively has overall responsibility for Skipton BID Ltd. In accordance with its obligations the company has managed, implemented and evaluated projects and maintained communications with the BID Levy Payers.

The Directors have overall responsibility for the BID Renewal Detailed Proposal Document and Business Plan.

The administration costs of the BID in its first five years, including staff costs, premises and running costs are estimated to be £88,566 or 12.97% of total income. The part time Administrator is remunerated at £12.00 per hour and the Independent Chairman receives no remuneration, save for a one off consultancy fee of £12,000 which is solely for the production of the Renewal Ballot Detailed Proposal Document Business Plan together with associated meetings relative to the renewal process.

A new board structure, together with a BID manager, is proposed for the second term of Skipton BID with the appointments as described under the section Skipton Town Partnership on page 4 of this document.

Contingencies and Reserves

At the end of the financial year 2012/13 the BID had audited non committed funds of £75,109 and, whilst it is difficult to estimate the non-committed funds as at 31st March 2014, nevertheless it is anticipated that there will be a substantial amount of uncommitted funds which it is proposed will be carried forward and invested in the second term of the BID.

BID GOVERNANCE

Skipton BID Ltd is responsible for the delivery of the Skipton BID objectives and is the delivery vehicle of all aspects of the overall strategy of the company.

Craven District Council is the enabling authority, which is kept properly informed of the strategy, projects and achievements of the BID.

Statutory details of Skipton BID Ltd, including its Memorandum and Articles of Association, can be viewed online at www.welcometoskipton.com and accessed via the Skipton BID pod.

The Memorandum and Articles of Association of the company were adopted by the directors of Skipton BID Ltd present at the first Board Meeting of the company after the initial BID proposal was approved by Levy Payers.

THE BID LEVY, LIABILITY AND COLLECTION

To meet the many and varied objectives of the BID an annual levy of 1% of the business rateable value of each hereditament within the BID area will apply. As previously there will be an exemption for all businesses with a business rateable value of less than £3,000.

The BID area cannot be altered without an Alteration Ballot; similarly the BID Levy Rules cannot be altered in such a way that causes any business to be liable to pay the levy that it was not previously liable to pay; or to increase the levy for any business without an Alteration Ballot.

The budget headings and project costs can be altered within the constraints of the revenues received through the BID levy. The BID Board will be empowered to move funds between budget headings, subject to the BID aims and objectives as outlined in the Proposal Document and Business Plan. Other alterations will involve consultation between the BID Board and Craven District Council as the Enabling Authority, and any material change from the arrangements set out in the Proposal Document and Business Plan will be possible without an alteration ballot, subject to consultation with, and approved by, Craven District Council.

VAT

VAT is **NOT** charged on the levy however, in common with most businesses, Skipton BID Ltd does pay input vat on most of the goods and services that it purchases. In an endeavour to obtain best value for Levy Payers and, in an attempt to mitigate the impact of input vat, the BID has agreed with Craven District Council that we can charge output vat to them on the overall levy collected. The vat charged is then recovered by Craven District Council in accordance with section 33 of the VAT Act 1994. This vat is **NOT** onward charged to levy payers and, in the financial year 2012/13, has resulted in an additional £13,400 being recovered by the BID and made available for investment in the town.

Financial Reporting

The Skipton BID Ltd board generally meets on a monthly basis to review progress and will receive monthly financial and operational reports from the BID manager. Regular meetings will take place with senior management at Craven District Council to keep them properly and fully informed of the activities of the BID.

There will be quarterly meetings with the Finance and Collections Teams at Craven District Council to monitor levy collection rates and other relevant financial matters.

External Auditors

Independent Auditors will prepare and report on the statutory accounts each year, which will then be submitted to Companies House in a timely manner. Skipton BID Limited will hold an AGM in June of each year to approve the accounts and any other resolutions properly proposed.

Other Income Generation

In addition to the levy from business ratepayers, the BID will seek to attract income from its peripheral activities. It will also endeavour to attract matched funding from a variety of sources, both local and national government, national agencies and, if appropriate and available, the EU.

Additional income and matched/partner funding in the first 4 years was £391,496, this is likely to rise to £487,000 by the end of year 5 at prudent estimation.

The Cost to Each Business

At a 1% levy, the indicative cost to a business is:

<i>Rateable value</i>	<i>Annual Levy @1%</i>	<i>Weekly Cost</i>	<i>Daily Cost</i>
£3,000	£30	£0.58	£0.08
£5,000	£50	£0.96	£0.14
£10,000	£100	£1.92	£0.27
£20,000	£200	£3.85	£0.56
£50,000	£500	£9.62	£1.37
£100,000	£1,000	£19.23	£2.74
£250,000	£2,500	£48.08	£6.85
£300,000	£3,000	£57.69	£8.22
£500,000	£5,000	£96.15	£13.70

Levy Collection

Craven District Council is required to collect and recover the levy based on the business rateable value and will make a charge for the cost of collecting the levy.

The annual cost for the collection of the levy is expected to be £4,000, which equates to £7.35 per hereditament. This amount will be billed to the BID at the end of each financial year.

Exemptions apply to hereditaments with business rateable values of less than £3,000, hospitals and health centres, schools and voluntary organisations with premises of a non-commercial nature.

The levy will be based on the rating list as at 1st April in the year of collection of the levy and Levy Payers will be advised of the amount of the levy in their billing information from Craven District Council. They can check their business rateable value by contacting Craven District Council, 1 Belle Vue Square, Broughton Road, Skipton BD23 1FJ.

Normally the levy will be collected in April of each year and the levy will be remitted to Craven District Council who will then remit the funds to Skipton BID Limited, without deduction of costs.

Levy Calculations

A business ratepayer will be subject to an annual BID levy in respect of a hereditament if, on the 1st April in the year of the collection of the levy, the hereditament:

- Is in the defined Skipton BID area; and
- Is on the Rating List on that day for Craven District Council.

The BID Levy is payable in one installment. The payment date will be specified on the levy invoice. The invoice will be delivered as soon as is practicable after the local authority becomes aware of the BID levy liability.

The BID Levy will be calculated based on the Rateable Value shown in the current rating list on 1st April each year and collected in April of that year.

Thus the levy payable for the year 2014/15 will be based on the hereditament and their rateable values on the 1st April 2014 for collection in April 2014.

Outside the BID Area

The company will engage in activities outside the BID area only where there is a direct benefit to businesses within the BID area.

Businesses outside the BID area and those not making a contribution through the BID levy arrangements will be encouraged to participate and to support the BID through additional voluntary contributions.

Where associate members commit sums equivalent to a normal BID levy for the rateable value of their hereditament, they will be able to benefit from BID initiatives and will also have the ability to contribute to the delivery of the BID objectives.

Additional voluntary contributions will be linked to the rateable value of the business, or the BID board may, at its absolute discretion, agree some other arrangement for each associate member

DIRECTORS

At the date of the publication of this document the following are directors of Skipton BID Ltd:

C David Wathen, Independent Chairman

Dave is a retired stockbroker who has served on the boards of a number of publicly quoted and private companies both in the UK and overseas. Currently he serves as a non-executive director of a quoted Irish natural resource exploration company.

Richard Mashiter, Deputy Chairman

Richard is a retired banker who owns and runs Craven Stationery.

Anthony G Barrett

Tony has been the owner/manager of Belmont of Skipton for many years.

Matthew Boggan

Matt is a NatWest Bank Business Account Manager for this area.

Janet Collins

Janet is the President of the Skipton Chamber of Trade and Commerce and is also the proprietor of the Skipton Mill Shop.

Christine Hodgson

Christine is the managing director of Coffee Care (Northern Counties) Ltd.

Andrew Mear

Andrew is a retail and commercial property manager and is the managing director of Eagerlux Ltd, a property management and investment company with a number of properties in Skipton.

Tony Barrett, Matthew Boggan, Christine Hodgson and Richard Mashiter have indicated that, after long service on the BID Board, they do not wish to serve as directors of the company for a second term and will be standing down after the new Board is elected at its first meeting after the outcome of the ballot.

Skipton BID Ltd, registered number 06713115, was incorporated in England and Wales on the 1st October 2008.

During the first 5 year term the following individuals have all served as directors.

Joan Evans, Oswaldwistle Mills of Skipton (Founder Director and Chairwoman)

Sebastian Fattorini, Skipton Castle

David Goldie, David Goldie Ltd

James Hope, Recordmaster

Nina Learoyd, Credicard

Barry Peters, IMH Group

John Rhodes, John Rhodes Carpets and Blinds

Leda Ward, Mo's

Ian Wilcock, Spencers Café Bistro

Ken Wood, Skipton Park Guest'otel

The company is indebted to all of its directors, past and present, without whose dedication, foresight and wise counsel we would never have been able contribute so emphatically to the economic well-being of the town.

TESTIMONIALS

Sebastian Fattorini, Skipton Castle

“Skipton needs the investment in the town from Skipton BID. It is vital for the continuing prosperity of the town.”

Rufus Drake, Ellsmere Press

“I can confirm my support for the BID organizations efforts to help business’s locally through promotion, sponsorship of events and training. These are difficult times, which makes the BID organisation all the more important. The small amount paid by each Levy Payer provides much better returns when pooled and coordinated by the BID organisation. I am sure BID has made a significant difference. I appreciate the BID officers efforts all the more for being voluntary.”

Dave Parker, Chief Officer, Skipton Town Council

“Skipton Town Council fully supports the renewal proposals. Having worked in Close partnership with the BID for five years the council knows, first hand, the positive impact it has made on the economic well-being of the Town Centre. BID funding, in conjunction with the Council’s own contributions and resources, has enabled the development of a range of initiatives and improvements which have allowed the Town to weather difficult times better than most. It is vital that this work continues.”

Robert Hadaway, The Home Company

“I believe that Skipton BID has had great success in enabling events, promotions and improvements which have benefitted all businesses in the town either directly or indirectly. These initiatives bring money into the local economy, and this filters through to accountants, tradesmen and furniture retailers like ourselves. Skipton really has been put on the map over the last few years – it is essential that this continues, and without the renewal of the BID, I fear that the impetus may be lost.”

David Cutter, Chief Executive, Skipton Building Society

“The inaugural stage of any new initiative is always challenging, but we are delighted with the progress made and achievements to date of Skipton BID during its first term of office. We endorse its nomination to operate for a second term and look forward to working with it to achieve its objectives.”

The Executive Committee of Skipton Chamber of Trade and Commerce

“The Skipton Chamber of Trade and Commerce will support the BID 100% and we look forward to working together within the Skipton Town Partnership towards improving Skiptons economic prosperity, increase in visitors and take more pride in this beautiful historic town.”

George Bellas, The Federation of Small Businesses, Craven Committee

“The BID is an integral part of Skipton’s continued prosperity through these challenging economic times. The small amount paid by the majority of Levy Payers has allowed so many of our annual events to continue to draw crowds into Skipton. Numerous training programs and free consultants are offered to BID members along with a cracking town website and a real focus on the area by Welcome to Yorkshire. On behalf of the FSB Craven Committee and a good number of Craven FSB members we warmly support Skipton BID and we encourage local firms to do the same.”

Matthew Mason, John Mason Printers

"I believe that Skipton BID has done a lot to help promote Skipton and to help small business in the town. We have taken advantage of some of the free training that has been funded by the BID. Think it is essential that the BID continues, if they do not win the renewal vote, it is hard to see that anyone will be there to take over the valuable work that they do, and Skipton as a whole will suffer."

David Oliver, General Manager, Herriots Hotel

"Everyone associated with Herriots is fully supportive 100% of the renewal vote in January 2014."

Adam Dutton, The Shepherd Partnership, Accountants

"All High Streets are suffering from the impact of the recession and competition from internet sales and out of town shopping centres. Without a concerted effort to attract visitors to the town centre the unique character that attracts us to live and work in Skipton will be lost for ever. Skipton BID has a vital role in promoting the town for the benefit of all residents and businesses and needs to have our continued support in these difficult times."

THE BID BALLOT JANUARY 2014

The person, registered company or organisation that is a ratepayer for business rates of a hereditament within the BID area as at the notice of the ballot, is entitled to vote.

Each person entitled to vote in the BID ballot shall have one vote in respect of each hereditament in the geographical area of the BID on which business rates are payable.

The ballot will have to meet two tests:

First a simple majority of those voting must vote in favour. Second, the aggregate rateable value of hereditaments of those voting in favour must exceed the aggregate rateable value of hereditaments of those voting against.

The Electoral Reform Society, as instructed to do so by Craven District Council, will conduct the ballot.

Ballot papers will be sent to ratepayers on the 2nd January 2014 and must be returned no later than 5pm on the 31st January 2014

The result of the ballot will be announced on the Craven District Council and the Skipton BID websites during February 2014.

Consultation on the Proposal Document and Business Plan

The Board of Skipton BID Ltd has drawn up the Proposal Document and Business Plan after careful consideration and consultation with various interested parties within the BID area. These include Skipton Town Council, Craven District Council, Skipton Chamber of Trade and Commerce, The Federation of Small Businesses and Levy Payers. This consultation has been in the form of one to one discussions, together with presentations, e-mail surveys and contact with Levy Payers to solicit their views on current and future projects.

Skipton BID regards consultation as a continuous process and members of the Board are in regular contact with businesses in the BID area. All of the projects undertaken are validated by the Board and reviewed regularly to ensure fair value for Levy Payers. An example of this is the quarterly review meeting that is held with Welcome to Yorkshire to ensure that we are getting the best marketing programme available for Skipton. Further examples are Skipton in Bloom, where a member of the BID board attends the Skipton in Bloom committee meetings, our membership of the Skipton Business Crime Reduction Partnership, regular consultations with Craven District Council and Skipton Town Council together with our membership of the Chamber of Trade and Commerce where a member of the BID Board attends their monthly meetings. In addition the BID holds an AGM where members receive statutory information and are invited to attend. At the AGM the Chairman gives a progress report on BID activities during the year. We also produce regular newsletters throughout the year that are sent to levy payers either by e-mail or hard copy.

A meeting with Levy Payers is scheduled for October 2013 to present this document and to answer any questions that may arise.

DAVE WATHEN
CHAIRMAN

T: 01756 799033

M: 07751 275971

W: www.welcometoskipton.com

E: skiptonbidltd@btinternet.com

A: Skipton BID Ltd, 7 Albert Street, Skipton, BD23 1JD

