

SKIPTON BID NEWS

Issue 4 | March 2018

KEEPING YOU IN TOUCH WITH YOUR BID



Follow us on Twitter [@SkiptonBID](#) and via Facebook [@SkiptonBID](#), or take a look at our website [www.skiptonbid.com](#) which is updated regularly with our latest news and blog.

Even more of you are now receiving this newsletter by email, which is a great cost saving for us. If you are still receiving a printed version but would prefer it electronically, then please get in touch: info@skiptonbid.com or call **01756 799033**.

FREE OPPORTUNITY!

A new BID initiative for 2018 gives all levy payers the opportunity to appear in our new pocket-sized book of discount vouchers and offers, aimed at both visitors to the town and at local residents – and designed to give your potential customers another reason to pay you a visit. The handy booklets will be distributed to all homes in the Town and handed to visitors by our team of Town Centre Ambassadors. Booked coach tours will also receive a supply for their passengers and we aim to distribute them in hotel rooms and in the Tourist Information Centre.

It's completely **free** to BID levy payers – all we need is your business logo and details of your 'special offer'. We'll do the rest. You don't need to be a shop, any business can be included – and your offer is only limited by your imagination. It could be a simple 5% or 10% discount to a voucher holder, a free tea or coffee with a meal, a special offer on your professional services. The choice is yours.

We're approaching the deadline on this, so it's your last chance to take advantage of this offer. Space remains limited, so act now. Send your logo and offer details to info@skiptonbid.com or speak with a town ambassador.

We'd love to hear your stories about how Skipton BID has benefitted your business. Please email info@skiptonbid.com to share your news.

The next edition of Skipton BID News will be published in April 2018.



SKIPTON
BUSINESS IMPROVEMENT DISTRICT

FORTHCOMING EVENTS

Focus Group

April 26th – 5pm for a 6pm start

The conference room, Skipton Town Hall

Do not miss this opportunity to give us your feedback and ideas – vital now the ballot date has been set for January 2019.

Le Tour de Yorkshire

May 3rd – 6th

Catch the action on Skipton's award winning High Street, as the peloton passes through on the morning of Sunday May 6th.

Skipton Waterway Festival

May 5th – 7th

A free festival for all the family funded by Skipton BID which, this year, celebrates the bi-centenary of Skipton's historic canal heritage and for one year only coincides with Le Tour de Yorkshire.

Skipton Sheep Day

July 1st

Flock to the high street for this free event which celebrates Skipton's 'sheep town' heritage.

Skipton Cycle Races

July 11th

For the fourth year running Skipton town centre will be closed to become a 1km closed road cycle racing circuit. Races for children, teenagers and some of the best riders in the UK will ensure another great crowd-puller for the town centre. Junior fun races start at 6pm followed by the Youth Racing and finishing with the Elite race.

Skipton BID Annual General Meeting

September 18th

This will once again be held at Alexander's Bar and Kitchen. All BID businesses welcome from 6pm.

Santa Fun Run and Skipton Christmas Lights Switch On

November 25th

The Christmas fun doubles as Skipton Rotary Club's epic Santa Fun Run which last year saw nearly 2000 'Santas' running a course around the town centre, is brought together with the BID funded Christmas Lights Switch On.

The Ballot

January 2019

Unless you vote and say YES in the ballot, Skipton will lose the BID and all the events and initiatives it brings to the town.

www.welcometoskipton.com lists many of the other events taking place in Skipton throughout the year. Please email info@skiptonbid.com if you would like to add your business's event to the website.

SHOPAPPY

ShopAppy.com, the local shopping click and collect website, continues to go from strength to strength in Skipton with 49 shops and market stalls now part of its online community, following the November launch.

Skipton BID is financially supporting the scheme, and so for the initial 50 BID businesses that join this year, we will refund 50% of the fees. Please email info@skiptonbid.com for refund information, or visit www.shopappy.com to join.

Recent ShopAppy adverts in February All About magazine (p.3) and the March edition of Aspire (p.9) include a one use £5 off voucher for spends over £20, which is something well worth sharing with your customers and potential customers.

Said founder of ShopAppy, Jackie Mulligan: "Skipton has generated over 40,000 visits since its launch just before Christmas. Our estimate would be that at least 1,500 customers have made a visit into Skipton as a result of the ShopAppy Skipton shop window. A few more shops joined this month and we hope this shop window will continue to grow with shops and small businesses adding more of the products and services they sell.

"Adding the Woolly Sheep Inn as the click and collect collection point has also significantly enhanced the time frames available for people to collect their shopping. For a limited time only, shoppers will be able to enjoy a free drink when they collect their shopping in the evening too!"

Skipton's ShopAppy has already featured on BBC The One Show and Look North and will also be part of a forthcoming Yorkshire Post story, as well as being the current focus of the new ShopAppy advert.



SKIPTON ON THE ONE SHOW

Skipton Market trader, Lee Grover, took the spotlight when BBC's The One Show travelled to Skipton for a special weather feature on the 'Beast from the East'.

Presenter Mike Dilger and a film crew journeyed with Lee to Skipton as he set up his market stall. Mike also spoke to fishmonger, George Wilson and market trader Paul Smith, as well as Skipton BID's town ambassador, Judy Probst about how people in town were coping with the extreme cold.

The team then went on to see how farmers were managing to look after their livestock. The footage was aired February 28th as part of larger feature about the extreme weather in the north.



BALLOT DATE SET

The ballot to decide on a third term for Skipton BID has been set for January 2019. For the BID to continue working to make Skipton a better place to live, work and visit, we need to be voted in for a third term.

Consider, how would your business be affected if Skipton lost all of the following:

- The Visit Skipton brand - www.welcometoskipton.com - our strong online presence which receives 20,000 browsers per month. Analytics also show that browsers read an average of three pages each!
- The Town Ambassador meet and greet scheme attracted 40 coaches to Skipton, in addition to the organised coach trips, which for the Christmas Markets alone numbered 132 last year.
- High-profile events such as Le Tour de Yorkshire, Skipton Cycle Races, Sheep Day, the Waterway Festival, and the International Puppet Festival
- The Christmas Lights and Christmas Markets which drew an additional 30,000 visitors to Skipton over the 2017 festive trading period
- The Business Crime Reduction Partnership (BCRP) which is freely available to all businesses and enables important information about potential shop-lifting and anti-social behaviour to be shared immediately.

Remember, unless you use your vote to say YES, this important promotional activity, which makes Skipton a valid, vibrant and prosperous place will cease.

CCTV

We announced in January's Skipton BID News that we are inviting tenders for the installation of CCTV into the town centre. We are delighted to report that the feedback we've received about this business support measure has been very positive indeed. We are currently finalising tenders, and hope to update you on the rollout in the next edition of Skipton BID News.



Photo credit: Stephen Garnett Photography

MARKETING SKIPTON

Following feedback received from our February focus group and the discussions with several BID businesses, we are now taking steps to increase our online marketing and promotion activity for Skipton.

We are in the early stages of commissioning the production of a series of short videos to promote the town, and its businesses, which will be added to both the Welcome to Skipton and Skipton BID websites, as well as being used within our Skipton BID social media campaigns.

Since Skipton offers some really exciting food and drink venues we have decided that the first series of business videos will promote some of the 'flavours' or 'tastes' of Skipton [it's a work in progress]. Once we move into our third BID term, we could further uplift the marketing campaigns and showcase more, should you tell us this is what you want.

BCRP - BUSINESS CRIME REDUCTION PARTNERSHIP

Following last month's focus on the importance of the BCRP as a free business support tool available to all BID businesses, membership has increased – regrettably this may also be due in part to a spate of business break-ins across the town.

Unless your business signs up to become a member of BCRP you will not be able to gain access to the website information and radios which could help to protect your business, staff and stock.

Please email bcrp@skiptonbid.com or phone **01756 799033** for more information or to apply to join the scheme.



Photo credit: Stephen Garnett Photography

WE WANT YOUR FEEDBACK

All the events and initiatives that Skipton BID supports, such as Sheep Day and Skipton Cycle Races, are decisions that we aim to make in consultation with the businesses we represent.

With the ballot date now set for January 2019, it is more important than ever that you give us your feedback so that the business plans we put in place for this year and beyond – should we win that vital third term – reflect what you believe Skipton needs. **We have organised another focus group for April 26th starting at 6pm for all BID businesses to share their ideas and feedback.**

We would love to hear your ideas about:

- Visit Skipton** - how we can strengthen the brand and encourage even more people to visit our wonderful town
- Environment** - how we can further improve and enhance the aesthetic appeal of Skipton
- Business support** - what measures we can introduce to further support your business.

The focus group will be hosted in the Skipton Town Council conference room which is on the first floor of Skipton Town Hall. This will be an informal event, with members of the Skipton BID board available for you to talk to over complimentary cheese and wine. Please email info@skiptonbid.com or call **01756 799033** to confirm your attendance.