

SKIPTON BID NEWS

Issue 6 | May 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**.



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 June 2018.



SKIPTON
BUSINESS IMPROVEMENT DISTRICT

FORTHCOMING EVENTS

Le Petit Depart

June 3rd

Racing through the beautiful Yorkshire Dales, celebrating the very best of cycling, following much of the Tour de France 2014 Stage 1 route, starting from Skipton Auction Mart, offering two fantastic routes to cater to all abilities.

www.lepetitdepart.co.uk

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.

Christmas Markets

December 2nd and 9th

The Christmas fun continues with our award winning markets, Best Large Speciality Market 2018 and Best Small Outdoor Market 2017. Over 20,000 people attend on each of these two Sundays, the opportunities are before you.

The Ballot

January 2019

Unless you vote and say YES in the ballot, Skipton will lose the BID and all the events, services 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.

SKIPTON SHOPS & BUSINESSES ARE NOW ON APP & ONLINE

ShopAppy – the shop local scheme that launched in Skipton, Christmas 2017, is now even easier to access through its own downloadable app for Android and iPhones. The app increases promotional support for local businesses attracting new users and encouraging more people to shop locally. This easy to use app compliments the website, social media promotions and customer monthly eshots undertaken by ShopAppy. The website is also being linked to Welcome to Yorkshire's destination pages to enable potential visitors to browse Skipton shops in advance of their visits.

Founder of ShopAppy and shop local fan, Dr Jackie Mulligan said "Skipton has a fantastic range of local businesses and a great market. This online shop window and app enables more customers to see why they should visit Skipton and makes it easier for customers and residents to browse items online. As more businesses join and more products and services are added, the site makes bigger impact." To date ShopAppy has generated at least 1500 customers to Skipton who may now be repeat customers. Businesses interested in joining ShopAppy should email jackie@shopappy.com.

BID Manager and shop local fan, Geraldine Thompson said "ShopAppy should be one of the tools in your business box. Why wouldn't a business that needs customers through their door embrace as much exposure to as many people as possible! Skipton BID is supporting this initiative financially for the first 50 BID businesses to sign up, and we are very open to continuing this support to more than the 50, not just now, but as part of our business plan as we move into a third term."



SKIPTON BID OFFERS GRANT FINDING SOLUTIONS FOR BID BUSINESSES

To date several businesses have embraced this GrantFinding tool and sought out grants to apply for, such as those to assist with apprenticeship employees and their training, renovation and rebuilding for heritage and community projects, and to improve the facilities for people with disabilities.

Did you know that one of the key benefits of being a BID business, is that we now have GRANTfinder available in our offices for you to use.

We purchased this amazing resource at the end of 2016, for a period of three years, so that any BID business can spend time at the BID office and apply for grants and funding available to them.

According to the GRANTfinder website: *'It is Europe's leading service for grants information and it is an easy and reliable system to use. It is recognised as the largest and most comprehensively supported service of its type, with extensive coverage of sources*

including local, regional and national UK government and European funding, private initiatives, charitable trusts and corporate sponsorship. By inputting the correct data, it will then identify funding for projects, activities and business development that are relevant to your business.'

The BID Manager, Geraldine Thompson, is happy to sit and talk through the system with BID businesses. She said: *"You wouldn't believe the amount of opportunities that there are available for the taking. The system is really easy to use so it's well worth coming down and spending some time with us. We want many levy paying businesses to make use of this tool, so please get in touch to find out more."*



SKIPTON BID FOCUS GROUP A SUCCESSFUL GROUP MEETING

The focus group meeting held last month provided much insight into what the businesses would like the BID to do in the third term. An informal meeting with the attending businesses, Jackie Mulligan from ShopAppy, PCSO Gillian Seed, representatives from the BID Board, Craven District Council and Skipton Town Council, discussed the possibilities.

Continuing to market Skipton, was the most favoured choice, but with more! To continue to embrace the events that attract visitors and residents into town, perhaps stop the small adhoc funding in favour of structured events for the wider business sectors. Also ideas were put forward to make Skipton known for more; for example being greener, with recycling initiatives for plastics, renewables, composting.

Continuing the crime reduction scheme, a huge YES to CCTV back in Skipton, and it was strongly suggested that the businesses need to get more involved in the sharing of information. Let Skipton be known for its intolerance with crime and anti-social behaviour.

Business support initiatives, continuing with ShopAppy, the Welcome to Skipton Directory, the GrantFinding tool; re-introducing training events, such as social media tips, customer & sales based, basic financial best practises.

Don't worry if you were unable to attend either of the focus groups, it's not too late to have your say, phone, text, email or visit the BID office!

CCTV

STILL PROGRESSING THIS, WE APPRECIATING YOUR PATIENCE,
IT IS HAPPENING, JUST SO MUCH RED TAPE!



BCRP - BUSINESS CRIME REDUCTION PARTNERSHIP



As mentioned in last month's newsletter, BCRP membership is growing, but petty crime and anti-social behaviour remains an issue in Skipton.

As not all petty crime is reported, it's difficult to get an exact picture; and without CCTV evidence, the prosecution rate is poor. However, there was some success in March, the offenders who stole more than £1,000 of goods from a large retailer in Skipton and those who stole various new mobile phones were caught.

Two female shoplifters were also apprehended, thanks to a vigilant PCSO and an orchid plant. The PCSO first noticed one of the females carrying several items and let's just say she wasn't known for her gardening skills. They were asked to stop on

Newmarket Street, after a brief pursuit they did stop and both had various stolen items on them which had not been reported; they had even been into a bakery and stolen food. Incredibly, one of these females had been in court that morning charged with theft.

Together we can make a difference.

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

Remember: It has been free to BID businesses for more than two years now. You have nothing to lose ...except maybe your stock!