

SKIPTON BID NEWS

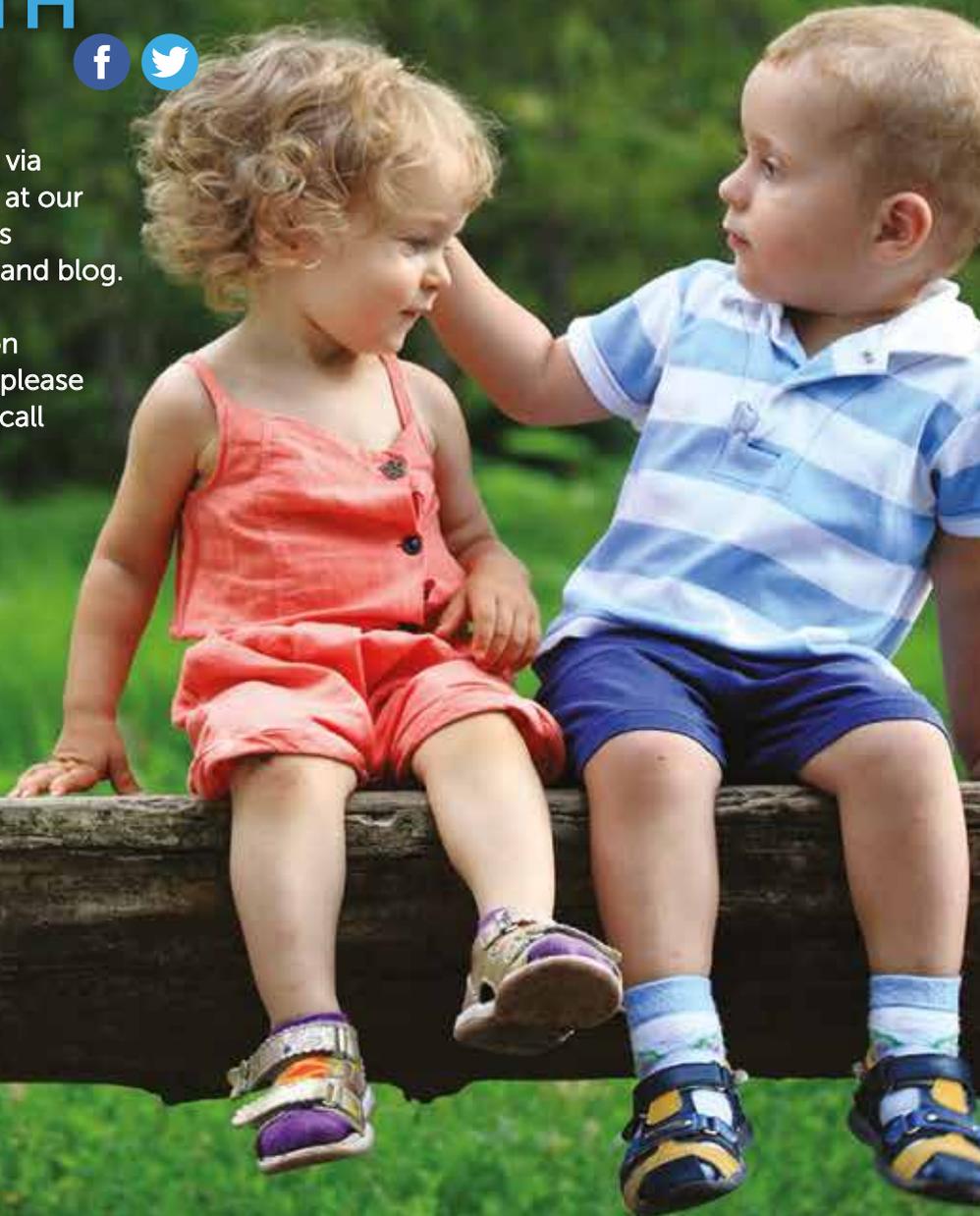
Issue 8 | July 2018

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.

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 August 2018.



SKIPTON
BUSINESS IMPROVEMENT DISTRICT



TOGETHER WE CAN MAKE A DIFFERENCE

There has been much media chatter recently about the success or failure of the high street. In 2016 the sector employed 1/5th of the UK total, now with so many high-profile retailers falling into administration or undertaking financial restructuring, stores are closing and jobs are at risk.

Consumer behaviour is changing driven by technology, this revolution is upon us. The Grimsey Review 2 says 'It's time to reshape our town centres' their top finding recommends that 'towns need to develop plans to transform into a community hub, incorporating health, housing, arts, education, entertainment, leisure, business/office space, as well as some shops, while developing a unique selling proposition'.

SaveTheHighStreet.org says '... we can achieve this together ... the success or failure of the high street affects us all ...

- The livelihoods of 100s of 1000s of entrepreneurs
- The largest private sector employer in the UK
- The heartbeat of our local communities
- The fuel that powers the local economy
- The reason we want to live in some places and not others
- The customer for a wide variety of related industries
- The place where people interact in the real world'

Tom Moore (head of retail & shopper at Geometry UK) says '...retail isn't dying – it just needs to evolve'. In summary his article from 4th June said – online and offline will continue to co-exist with people moving seamlessly between the two. We live in the moment and dash for convenience, but at the same time we crave unique, curated and immersive experiences ... people hanker after emotional storytelling, sensory immersion and human connections. Retailers should take heart from smart ideas to win experiential shoppers now being

pioneered. Such as embracing technology to send consumers requested alerts on a regular product going on offer. A return to craft, such as a workshop area where a craftsman is repairing or customising orders. Staff-powered personalisation with wearables is another growth area. Customer service, know your customers, ensure you and your staff know the products and availability. Be engaging and use the power of innovation.

CCTV

Installation has commenced!!



Photo by Arvin Febry on Unsplash

WE'RE BEING SURROUNDED, BUT WE DID IT FIRST!

Don't let Skipton get left behind! **#VOTESkiptonBID**

Congratulations to Colne who had a successful vote confirmed Friday 29th June! 74% in favour by number, 62% in favour by Rateable Value.

During Bradford BID's feasibility stage the businesses voted 70% in favour of moving forward with their BID. Their vote results will be known on 12th October.

It's not too late to provide feedback to us on what you'd like considered for Skipton BID's third term. Get in touch!

Existing BIDs in North & West Yorkshire & East Lancashire:

Keighley, Otley, Halifax, Leeds, Wakefield, Northallerton, York, Colne, Blackburn, Lancaster, Morecambe, Preston.

Developing BIDs in North & West Yorkshire & East Lancashire

Burnley, Bradford, Morley, Brighouse.

Steering Groups formed for BIDs in Yorkshire:

Ilkley, Harrogate, Knaresborough, Richmond.

FORTHCOMING EVENTS

These are the events specifically supported by Skipton BID!

www.VisitSkipton.co.uk lists many of the other festivals and 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.

NEW Training Day for BCRP aka ShopWatch

Skipton BID is hosting this Training Day as an 'Open' event, for Business Crime Reduction Partnership (BCRP).

August 7th – 8am to 6pm

With Skipton Police, with Sgt Paul Evans and PCSO Gillian Seed; BID Manager, Geraldine Thompson; Town Ambassador, Judy Probst; and the BCRP champion Mandy Abramson, Cinderella's.

Skipton BID's BCRP is evolving to help assist Skipton's vulnerable! We're still here to continue to try to reduce crime and anti-social behaviour, we're just aiming to be more proactive! This day needs to be scheduled into your plans - **it is essential ALL BCRP & members attend and any interested businesses.**

Training will be provided on:

- How you and your business can assist us in helping Skipton's Vulnerable;
- The use of DISC Littoralis Gallery of Known and ID-sought Offenders; and
- Radio use.

Please get in touch on **01756 799033** or email bcrp@skiptonbid.com to register your attendance and let us know the time.

If you can't make it, let us know - we'll work out an alternate.

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.

NEW Launch of Skipton BID's Third term Business Plan

October 3rd – 6pm.

A date for your diary for this important launch event, more information to follow in next month's newsletter!

Santa Fun Run and Skipton Christmas Lights Switch On

Sunday November 25th

The Christmas fun doubles as Skipton Rotary Club's epic Santa Fun Run which last year saw nearly 2,000 '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

7th January – 3rd February 2019 – Results 4th February
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.

BCRP – BUSINESS CRIME REDUCTION PARTNERSHIP



MESSAGE FROM PCSO GILLIAN SEED

"I just wanted to explain a little bit on the police and PCSO's role in the ShopWatch radio. The police have a few ShopWatch radios which we monitor, most of you will know me and will recognise my lovely Lancashire accent and by the mistakes I make when talking on the radio (yes even I make mistakes sometimes on the radio) I usually say I will put my teeth in and start again. I take the radio out with me when I am in town. I am the Town Centre PCSO and part of my role is to listen out for descriptions that are passed on by yourselves. When the shops shout up in the morning for radio checks if I am working I will respond, but the radio belongs to you, if you hear a shop shout for a check then it's down to yourselves to answer. The radio is used to pass information to the other shops, such as descriptions of persons who maybe acting suspiciously, or perhaps someone is lost. It is not to be used to report incidents to the police. If you have a theft then please call 101, for those with CCTV, the images must show the person stealing that item and leaving the premises passing by the tills without paying, in other words following the person throughout. If this is not the case we will struggle to prosecute.

"If you do have CCTV please make sure it is working, clear and someone in your store knows how to use it, (I am a little too old to know technology). On a final note Skipton BID have provided these radios to you, now free of charge, please make sure you use it every day and yes that means doing a radio check. If you don't know how to use it or need to have some training then please contact myself or Skipton BID. We have a lovely town so let's keep these people out who come to Skipton because they think we are an easy touch regarding shop theft. CCTV is not costly so if you haven't got it in your shops please think about getting it installed. It will work out worthwhile in the long run, it not only protects you and your staff but also we can get a conviction. Please use the radio or you will lose it."

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.

GETTING THE BEST FROM ONLINE AND SOCIAL MEDIA

In response to several businesses asking for help with their online sales and social media, please note that Tyro Training have been working with local business, developing training to fulfil skills needs and presently deliver the following:

Using Social Media for Business

Suitable for all business owners and those involved in marketing for the business to provide a basic understanding of Social Media platforms. Next on 25 September – 9am-5pm.

www.tyrotraining.co.uk/using-social-media-for-businesses

How to Start Selling Online

Suitable for anyone wanting to start online retailing to promote their online store. Next on 13 September – 9am-5pm.

www.tyrotraining.co.uk/grow-online-sales

Taking Your Online Sales to The Next Level

Suitable for anyone who is already retailing online and wants to grow the platforms they are using. Next on 9 October – 9am-5pm.

www.tyrotraining.co.uk/taking-online-sales-next-level

Courses are for one day and are usually £95 per person, however, your business may be eligible to receive this training course for FREE. To be eligible, your business must be based in North Yorkshire and employ less than 250 people. Candidates must be over 19, employed and have lived in the EU for the past three years. Please contact Tyro Training for further information about funding eligibility.

If there are a number of businesses who would like to attend this training sooner than the scheduled delivery dates, there is a possibility Tyro can schedule dates to suit – minimum 8 attendees. Collaborate and get in touch!