



SKIPTON BID NEWS

Issue 14 | January 2019

THE BALLOT IS OPEN VOTE 'YES' NOW!

You should have received your ballot paper by now, you have until 5pm on 7th February to VOTE and post it back in the pre-paid envelope provided to the Electoral Reform Services.

If you need another ballot paper please get in touch with Skipton BID as quickly as possible and we'll help arrange this.

THIS IS THE LAST NEWSLETTER OF SKIPTON BID'S SECOND TERM

Keeping in touch with your BID



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LET SKIPTON BID KEEP TAKING OUR TOWN FORWARD!

VISIT SKIPTON

DEVELOPING THE BRAND

PROPOSED INVESTMENT: £300,000 OVER THE NEXT BID TERM

Over the last five years, Skipton BID has developed the 'Visit Skipton' brand into a regionally and nationally recognised Destination Management Organisation, helping to promote the town and ensure Skipton holds on to its position as a tourist attraction in its own right. Skipton BID has also continued to

support, enhance, seed fund and develop Skipton's range of events and festivals.

Our first core objective is to ensure this essential work can continue.

TOURISM

In Skipton BID's Third Term we will:

- Continue to develop the VISIT SKIPTON Destination Management Branding
- Redevelop the Visit Skipton website as the key source of information for visitors
- Develop and enhance social media
- Promote the town regionally and nationally
- Continue to build relationships with coach and group travel operators through attendance at high profile industry events
- Investigate the promotion of Skipton to international markets
- Work with partner organisations to maintain and enhance the profile of the town

EVENTS & FESTIVALS

Skipton BID will:

- Continue to develop and enhance the range of events and festivals in Skipton by helping to seed-fund and support new events and projects in the town.
- Support the development of Sheep Day as a week-long nationally recognised and multi-faceted festival.
- Support the redevelopment and enhancement of the Waterway Festival and Christmas Markets.
- Support the continued development of the Puppet Festival as a high-quality internationally renowned event.
- Celebrate the tenth anniversary of the 'Flock to Skipton' event with a new 'Flock Back to Skipton' project.
- Introduce new initiatives to enhance the benefit of the range of events and festival for the whole business community and for local residents.

ATTRACTIVE & CLEAN

IMPROVING OUR TOWN

PROPOSED INVESTMENT: £250,000 OVER THE NEXT BID TERM

Regardless of the nature of your business – a clean and attractive town is a must. Over the last ten years, Skipton BID has invested substantial amounts of money in improving the 'look' of the town centre area – but there is more to be done.

In the third term we will look to develop this further, aiming to ensure Skipton gains a reputation for its cleanliness and attention to detail.

ATTRACTIVENESS & CLEANLINESS

In Skipton BID's Third Term we will:

- Continue to fund and support the substantial work of the Skipton in Bloom community group – maintaining, enhancing and adding to the floral displays across the town.
- Fund a new initiative to provide additional cleaning in the town centre, throughout each working day, to achieve a higher standard and specification of cleanliness.
- Continue a scheme to improve the condition, cleanliness and attractiveness of ginnels and alleyways in our town centre area.
- Continue with the provision of themed bunting, lamp post banners and other similar materials to brighten the town centre area.
- Continue to work with landlords and business owners to enhance the look of empty properties and properties in general through seasonal window painting schemes.

INFRASTRUCTURE

Skipton BID will:

- Develop and fund, with partner organisations, a new five-year Christmas lighting scheme covering the whole of the town centre area.
- Develop a scheme to improve signage, signposting and other initiatives to ensure visitors can enjoy all parts of our town centre area.
- Work with partners to improve and enhance the quality of seating and other street furniture within the town centre.
- We will look to resolve the long-standing issue of unsightly railway bridges on the entrances to our town.



BUSINESS SUPPORT

A SAFER & MORE PRODUCTIVE BUSINESS ENVIRONMENT PROPOSED INVESTMENT: £250,000 OVER THE NEXT BID TERM

In our third term, Skipton BID will look to improve substantially on the range of support services provided to businesses within the BID area. This will include further development of safety and security measures aimed at making our town safer to live, work and visit – and to make Skipton much less attractive to opportunist criminals.

We will also develop a new 'Toolbox' of services and initiatives available to levy payers at either no cost or at substantially favourable rates.

SAFETY & SECURITY

In Skipton BID's Third Term we will:

- Continue to fund, maintain, enhance and raise awareness of the newly installed CCTV system in the town centre.
- Continue to fund and develop the Skipton Crime Reduction Partnership
- Continue to fund and promote the 'ShopWatch' radio scheme to encourage better 'live' communication between town centre businesses on security and safety issues
- Continue to fund and promote 'S.T.A.N.D.'² managing their banned lists; and for both ShopWatch and S.T.A.N.D. managing mugshots, suspicious activity, offenders profiles, news, alerts, documents and ID-sought images.
- Continue to fund and promote the 'Best Bar None' scheme for licensed premises
- Continue to fund and develop our Town Centre Ambassador Scheme
- To fund and promote additional security advice and assistance to levy payers

THE BID TOOLBOX

Skipton BID will:

- Continue to contribute to the funding of footfall counters and other data capture services to facilitate better monitoring of the performance of our town and its businesses
- Develop a 'mystery shopper' scheme to assist retail and other businesses in evaluating the 'public face' of our town
- Continue to support and develop schemes aimed at encouraging the use of local retail and service providers – including ShopAppy; Voucher and other discount and loyalty schemes; promotional trails and sector-related printed and online materials.
- Develop a portfolio of free and heavily discounted business training opportunities
- Develop a range of subsidised business support tools – including the provision of grant-finding software; access to HR advice and staffing and business support schemes.

² S.T.A.N.D. Stopping Trouble and Night-time Disorder (a.k.a. a PubWatch scheme)

CRAVEN DISTRICT COUNCIL GREEN APPLE AWARDS

Launched to recognise, reward and promote environmental best practice across Skipton and Craven.

We are looking for companies, organisations, communities or individuals who are helping the environment, to enter our Green Apple Awards for their chance to win a Craven District Council Green Apple Award Accreditation.

Simply complete the entry form on our website and use up to 1,000 words to go into more detail on why you should win a Craven District Council Green Apple Award.

Closing date for entries – 4th March 2019.

Winners will be announced week commencing 1st April 2019.

Are you leading the way in terms of environmental best practice in any of the following areas?

- **Business Travel Plans Habitat and Diversity**
- **Carbon Reduction Innovation**
- **Climate Change Benefits Land Regeneration**
- **Conservation and Wildlife Projects Lighting Efficiency**
- **Domestic Energy Generation Pollution and Emission Reduction**
- **Energy Management Renewable Heat**
- **Energy from Waste Sustainable Water Management**
- **Energy Saving Waste Management**
- **Fuel Efficiency Water Efficiency**



Enter now for your chance to win a Craven District Council Green Apple Award Accreditation.

We will be awarding a Green Apple Award accreditation to the Bronze, Silver and Gold Winner. We will also be making a donation to the Dales Woodland Restoration Programme on behalf of the winners and winning enters will also be entered into the National Green Apple Awards Programme.

We will also be commending other initiatives that impress all of the judges and these initiatives will also receive a certificate of accreditation.

WHO CAN ENTER?

Entries are invited from any company, organisation, community or individual That is helping the environment.

HOW TO ENTER

Simply complete the entry form on our website and use up to 1,000 words to say why you should win a Craven District Council Green Apple Award.

Please note, the web page and entry form is now live.

www.cravencd.gov.uk/green-awards

