

# SKIPTON BID NEWS

Q3 2020 Newsletter – issue 19

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PHOTO CREDIT: 75th VE Day, Skipton.  
Jenny Cornish, Craven District Council



If you're a business owner in the Skipton BID district, then we want to hear from you! We'd love to hear your stories, ideas and best practices that can benefit the wider Skipton business community. If you want to feedback on a recent event, get involved in a current project or simply have your say, we're listening! Between printed quarterly newsletters we send out email bulletins. You can subscribe to these on our website.

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SKIPTON BID   
NEWS

Registered in England No. 6713115

Dear Businesses,

I hope this newsletter finds you safe, well and starting to find your way in our new normal as lockdown measures are eased. This is our first printed newsletter since lockdown, and if you haven't been following our social media or received our email bulletins throughout lockdown, I'd like to take this opportunity to commend everyone again on ensuring they comply with the guidelines for a safe and welcoming environment in our shops, offices and public spaces.

Like you, we too have had to change the way we work. Many of you have kept in touch with us online, and if you would like to receive our future updates and digital communications, please subscribe to these on our website. Although many of our planned events have had to be postponed, other projects and support are in planning to ensure we emerge out of lockdown in a strong, secure and welcoming way forward.

Firstly, with regard to the BID levy you paid in 2019, the business year ended on March 31st 2020. In light of the current pandemic, we postponed sending any invoices for the 2020 levy fees due until July 2020. This is a legal requirement that we have delayed by four months during the onset of lockdown. We couldn't delay any longer, if we are to help support you further, the levy needs to flow.

Many of you have either spoken, written or met with our new Marketing and Communications Officer – Liz Smailes – who has been helping us throughout lockdown in keeping you up-to-date on the Covid-19 developments for businesses. Having lived in Asia for 15 years, Liz has managed marketing communications and public relations through periods of a tsunami, SARS, H1N1, Bird Flu, five military coups in Bangkok, bomb attacks, floods, earthquakes and terrorist alerts. Needless to say, crisis management has become second nature and a necessary specialty for Liz, and we are immensely lucky to draw on her experience here at Skipton BID.

Between Liz and myself, we are here to help you as best we can. If you would like to speak with us about your business or to learn more about Skipton BID, please don't hesitate to call us on our mobile numbers during office hours or send an email to arrange a time for us to call you.

Kindest Regards

**Geraldine Thompson**  
BID Manager and Director

**Liz Smailes**  
BID Marketing & Comms Officer

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## FREE AFFILIATIONS HELPING YOU TO GENERATE BUSINESS

High streets and shops across the country are seeing a slow and steady return to trading. Consumer confidence is still relatively low and it is important to keep reassuring customers with your covid-secure safety measures. If you have not already completed the Visit Britain "We're Good To Go" industry standard, please do so. Equally, Welcome to Yorkshire are also offering free affiliate membership, which together with We're Good to Go provides free tools to help instil consumer confidence in your business.

## WE'RE GOOD TO GO

Apply for an industry standard to show you're "good to go"

Working in partnership with the national tourist boards for Scotland, Wales and Northern Ireland, VisitBritain have launched a new industry standard to help businesses reassure customers that they comply with official public health guidance on COVID-19.

<https://goodtogo.visitbritain.com/home>



## BECOME AN AFFILIATE MEMBER FOR FREE



Welcome to Yorkshire is supporting the tourism industry with a free entry-level membership. Benefits include the membership digital badge, as well as:

- Monthly industry newsletter sent to your registered email address.
- You can register to accept the Yorkshire Gift Card.
- Access to useful business resources
- Attend Welcome to Yorkshire webinars.

This is an excellent opportunity to benefit from local tourism support, knowledge, insights and marketing that will be vital as we all emerge from lockdown.

TO SIGN UP VISIT  
[WWW.YORKSHIRE.COM/FREE](http://WWW.YORKSHIRE.COM/FREE)



## Eat Out — TO — HELP OUT

On 8 July, chancellor Rishi Sunak gave an economic update that outlined the government plans for recovery. To support the hospitality industry, Sunak announced a short-term VAT cut from 20% to 5% and the 'Eat Out to Help Out' scheme to boost demand and get people spending in pubs, restaurants and cafes.

Meals eaten at any participating places will give customers 50% off, which the firm can then claim back from the government.

<https://www.gov.uk/guidance/get-a-discount-with-the-eat-out-to-help-out-scheme>

"Show two or all three of these free affiliations in all your marketing, on your menus and email communications, and customers will feel reassured at a glance..."

# OUR LOCKDOWN ACTIVITIES

## KEEPING YOU UP TO DATE WITH THE DAILY BRIEFINGS

Throughout lockdown we have been here to support you and ensure you received the latest news from our government. The updates were shared on our social media channels, with the relevant links for grant funding and further information.

## #ATHOMEINSKIPTON



During lockdown we designed a digital campaign #AtHomeInSkipton to support awareness for local businesses who remained open or continued to offer their services. While #AtHomeInSkipton was created during COVID-19, it was always intended to continue once trading and travel bans eased. Moving forward, #AtHomeInSkipton will become our B2B platform for networking and sharing best business practices. You can read more about this and how you can get involved on our webpage.

## WEEKLY WEBINARS

Over two months of lockdown we hosted weekly webinars every Thursday afternoon that were free to attend and invited expert speakers in their respective fields. This included How to Zoom and Google for Business by Adaptivle, Savvy with Social Media and PR Potential with Manifest Marketing, and also the 5 Cs of Change with internationally renowned lifestyle coach Jenny Flintoft. These were attended by 10 - 15 businesses each week, reaching over 60 participants in total.

## 75TH VE DAY



Such an important occasion simply couldn't go uncelebrated. If you didn't see the video we created in the grounds of Skipton Castle, this can be found on our YouTube channel.

We'd like to thank Studio RTR for filming and producing this free of charge, and to all the participants for their involvement. Over the VE Day weekend, we arranged for a series of events under the #AtHomeInSkipton campaign so that our residents could join in from the comfort of their living rooms. Thank you again to everyone who hosted an event and joined in.

## WORKING WITH MEDIA

From local radio stations and newspapers to national and international online news channels, we've given interviews and received journalist alerts looking to speak with business owners. The media wanted to hear about our digital campaign, the reopening of Skipton Market, challenges business owners were facing and success stories out of lockdown. We made sure Skipton was kept in the news and in the public's mind as a tourism town to visit once lockdown restrictions eased.

## LOOKING TO THE FUTURE | DATES FOR YOUR DIARY

**Monday 24 August 4 - 6pm** – Bevvies & Business - our first networking event for #AtHomeInSkipton. Attendance will be limited to 30 people to comply with current Covid-19 regulations. We have scheduled the event so that you can enjoy an Eat Out to Help Out meal afterwards in one of Skipton's participating dining venues. We'll be bringing you up to speed on the town's Station Triangle Development Plans, how it will benefit Skipton and how you can get involved in the town's vision for the future. Please email [liz@skiptonbid.com](mailto:liz@skiptonbid.com) to be secure your place.

**Thursday 25 March - Skipton Business Awards** – we are taking over the reigns from the Skipton Chamber of Trade & Commerce to celebrate the best of business in our wonderful town. Details of the categories will be launched in September and the event itself will be held at Skipton Castle. It will be different, and there will be plan a, b, c, d, and e to ensure that whatever the covid-19 situation at that time, it will be a night to celebrate and remember.

**Tuesday 15 September - Skipton BID AGM, 5:30pm**  
Venue to be determined, please follow our social media channels for updates.

## BLOG SERIES

We've been inspired by the way so many of our BID Businesses adapted their business operations to continue working throughout lockdown. Each week we are sharing your stories or offering general business advice on our blog page. If you'd like to share your business story with us, please talk to us and we'll schedule a slot for you.

## THE FUTURE IN A BOTTLE – RESETTING A SUCCESSFUL RETAIL BUSINESS



Photo credit : Jo Denison – Lockdown Project – Instagram @jodenison

80% of the Wright Wine Company's business came from the restaurant trade which stopped overnight with lockdown. In fact the WWC, just as many other suppliers to the hospitality sector, have large amounts of outstanding invoices that have simply not been paid. It continues to be a worrying time, but they have enjoyed the unexpected change to the business and hope to continue the service with support from their new customers. Julian is clear about his gratitude to the local community: "The Aire valley has been our saviour".

## WELCOME TO SKIPTON WEBSITE

We have upgraded the town's visitor website to a responsive layout suitable for a range of mobile devices. Categories for shopping, dining, accommodation and local services have been created, as well as an activities and events page. All BID Businesses receive a complimentary listing and there are opportunities to promote or advertise events and offers. Please visit [www.welcometoskipton.com](http://www.welcometoskipton.com) and review your listing or submit your entry to [liz@skiptonbid.com](mailto:liz@skiptonbid.com)  
<https://www.welcometoskipton.com/>

## KROWD

As most of you will know, we're a member of the National Association of Business Crime Partnerships (NABCP). Due to data protection and security breaches involved in the use of communication channels such as WhatsApp, Skipton BID has selected KROWD as our secure communication channel for members of Stopping Trouble and Night-time Disorder (S.T.A.N.D. aka Skipton's PubWatch scheme).

At the meeting in August for the ShopWatch scheme we will discuss the merits of switching from the Radios to Krowd communication. PubWatch and ShopWatch are ultimately about real-time communication between establishments in the same area, working together to ensure an attractive daytime shopping experience as well as a safe and secure night-time economy for the town.



## WEEKLY TOWN PARTNERSHIP MEETINGS

Collaboration is key and to further communication between ourselves, Skipton Town Council, Skipton Police and Craven District Council, Since April we've been attending weekly online meetings every Tuesday morning. If you have an issue you'd like us to discuss, please email or call us and we'll present it on your behalf.

## Business Assistance **COVID-19 BUSINESS TIMELINES**

On 16 July, Prime Minister Boris Johnson announced the latest measures for reopening as well as a framework to contain future outbreaks in England.

The conditional timeline covered indoor performances, wedding receptions of up to 30 people and some sports resuming from 1 August. Conferences and Business Events that operate in a COVID-secure way will be able to take place from October subject to successful pilot events.

### FROM 17 JULY

Anyone may use public transport but they will be encouraged to use alternative transport where possible.

As previously stated, from the 25 July – indoor gyms and pools can reopen.

### FROM 1 AUGUST

There will be an update to the guidance on returning to work. Businesses will have discretion for what works for them and their employees.

Most remaining leisure settings, bowling, skating rinks, and close contact beauty services will be allowed to reopen. Nightclubs will remain closed for now.

Live performances will also restart, following some successful pilots this month. They will begin to pilot larger gatherings, for example in sport stadiums for reopening later in the autumn.

Wedding receptions and business events for up to 30 people will also be able to take place.

### SEPTEMBER

Schools, nurseries, and colleges to open on a full time basis.

### OCTOBER

Conferences and Business Events to resume in a COVID-secure way, subject to successful pilots. Audiences to return to stadiums.

### NOVEMBER

More close contact between friends and family in time for Christmas.

The Prime Minister also said that from 18 July local authorities will have new powers to be able to close specific venues, shut public places and cancel events.



## MEET THE MENTOR

Following a successful start to our programme last year, we would like to extend our partnership with local employers further and continue to develop relationships between our students, staff and business owners/managers.

### What do we need?

Our students are working at level 3 and are undertaking a BTEC diploma in Business. They are aged 16-19. In order to develop fundamental Business knowledge, skills and behaviours they need you to mentor and train them.

Please help us by providing work experience for a young person. This is voluntary, unpaid work however insurance must be in place before a student can begin. Students are able to work for you one day per week and this is likely to be either a Wednesday or a Friday. Should you form a good relationship with a student you can offer further part time paid work to suit your business needs.

We do hope you will be able to support this project and the college. We plan to hold a 'meet the mentor' interview event online towards the end of September so that you can interview several students and make a selection based on 'best-fit' for your business. We value any comments or contributions you have regarding development of our Business programmes and would love to hear from you anytime.

Thank you once again, your time and help will really make a difference.

Kind regards

**Jill Frik** (sector leader for Business) and

**Sandy Brook** (Head of Faculty).

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