



SKIPTON BID

BUSINESS PLAN

THIRD TERM
2019-2024



Dear Levy Payer,

In January 2019 you will be asked to vote to decide whether Skipton should continue to have a Business Improvement District (BID).

It's an important decision for the Town. Much has changed in the period since the last vote in 2014. Life continues to be tough on the 'high street' – and the demands on your time and, most importantly, your money are relentless.

It would be easy to take the view that the cost of the BID levy is something which could usefully remain directly in the pocket of your business – but we mustn't lose sight of the bigger picture.

Over the last ten years, Skipton BID has invested over £1.5m in our Town – improving the environment; improving the offer to our hugely important visitors; improving the safety and security of our businesses and residents.

We are passionate about our Town but we haven't always been good at spreading the word about the projects we've invested in. That's why we have produced this Business Plan to showcase our vision for the next five years.

What is for certain is that, without the BID, the ongoing investment will be lost forever. The money will simply not come from elsewhere. Local authorities are no longer in a position to step up to the mark and fill the gap.

Don't just take our word for it, though. Since 2014 the number of BIDs in the UK has increased dramatically. Skipton is now surrounded by other towns and cities, each with a BID doing great work – Keighley; Otley; Colne; Halifax; Leeds. Others are on the way soon – Ilkley; Harrogate; Bradford; Burnley; Knaresborough.

All of these places can't be wrong – and it would be disastrous if Skipton, having been a pioneer of BIDs in the north of the country, was to lose its own. We really can't afford to lose that investment at a time when surrounding places are 'upping their game'.

And the 'game' is all about coming together for the greater good. The value of your BID levy, on its own, is unlikely to transform your business – but the value of all those levies, put together, can make a HUGE difference to our fantastic Town.

Please take the time to read through our plans – and make sure you **'VOTE YES'** when the ballot takes place in the New Year.

Yours sincerely
Andrew Mear
Chairman
Skipton BID



ANDREW MEAR
Local Property Owner and Businessman

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In 2010, Skipton BID funded the hugely successful 'Flock to Skipton' project, where around 40 life-size, highly decorated, sheep formed a trail around the town. The trail attracted regional and national media attention and brought thousands of extra visitors. At the end of the project, the sheep were auctioned off, raising over £20,000 for local charities.

WHAT IS A BID? A BRIEF HISTORY

WHAT IS A BID?

"A BUSINESS IMPROVEMENT DISTRICT IS A DEFINED AREA IN WHICH A LEVY IS CHARGED ON BUSINESS RATE PAYERS IN ADDITION TO THE BUSINESS RATES BILL. THIS LEVY IS USED TO DEVELOP PROJECTS WHICH WILL BENEFIT BUSINESSES IN THE LOCAL AREA."

That's the official government definition. But it doesn't give the whole picture.

In practice, it is the businesses themselves who decide whether a BID should operate – and a ballot of those who would be liable to pay the levy must take place before the BID can start to operate.

The rate at which the levy is set is usually small with the majority of BIDs in the UK setting their rate at 1.5% or 2%.

In Skipton the rate has been set at just 1% during the first two terms, and the proposal for the third term is that it should remain at 1%.

Each BID term runs for five years and there is no limit as to what projects or services can be provided. The only requirement is that it should be something that is in addition to services already provided by local authorities. Projects can enhance or improve what is already in place – or can bring something entirely new to the area.

SKIPTON BID

Work on the first Skipton BID commenced in 2007 and was championed by the Skipton Chamber of Trade & Commerce. The first ballot was held in early 2009, with the first term of the BID itself commencing in April of that year.

The BID is managed via a separate not-for-profit company – and by a Board of Directors comprising representatives of key stakeholders and levy payers.

In 2014 the Skipton BID was renewed for a second term which ends on 31st March 2019.

The launch of this Business Plan for a third term marks the start of the process towards a new Skipton BID commencing from 1st April 2019 and running through to 31st March 2024.

BIDS - A BRIEF HISTORY

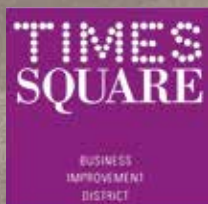
BIDs are not a new idea. The concept dates back nearly 50 years – and the first ever BID was set up in 1970 at Bloor West Village, a small suburb of Toronto in Canada.

By 1973 BIDs had moved into the United States – in Downtown New Orleans – and then, a year later, to the Times Square area of New York. Such has been the success of the BID concept in North America that there are now (in 2018) a total of 67 separate BIDs in New York City alone!

BIDs were a little later arriving into the UK. The 2003 Local Government Act set out the guiding legislation and the BID Regulations themselves were approved by parliament in 2004.

The first UK BID was launched in 2005 at Kingston-Upon-Thames.

By 2010 there were over 100 BIDs in the UK (including Skipton). That total reached 200 in 2016, with the Leeds City BID – and earlier this year the Penrith Industrial BID became the UK's 300th.





Skipton BID funds our popular Town Centre Ambassadors. They act, not only as a 'mobile tourist information' service, but as a valuable additional on-street presence, assisting with the Skipton Crime Reduction Partnership and monitoring for litter, graffiti, fly-posting and issues with street furniture and other infrastructure.

TOWARDS A THIRD TERM THE IMPORTANCE OF RENEWAL

THE STORY SO FAR

Skipton BID was one of the very first BID's in the north of the country. Local Business Rate payers voted in favour of the BID in a ballot held in early 2009 – and the first term commenced in April 2009.

Since then, the BID has invested more than £1.5million in supporting the vibrancy and vitality of our town. This is investment that wouldn't have come our way from existing or alternative sources. It is investment that has really made a difference.

It is impossible to list all of the projects supported over the last ten years – but here are just a few highlights:

CCTV & SCRP ¹

One of the most recent investments by the Skipton BID has been to fund the reintroduction – after an absence of almost a decade – of Closed Circuit TV monitoring in Skipton Town Centre. This £50,000 scheme, which will be fully operational in the autumn of 2018, provides over 40, new, state-of-the-art cameras which will help play a key role in reducing crime and anti-social behaviour.

Linked to this is the BID funded Skipton Crime Reduction Partnership – a network of levy payers – shops, offices, pubs, restaurants – joined together by access to crime reduction intelligence and our 'ShopWatch' radio scheme, already a proven success.

SKIPTON IN BLOOM & OUR TOWN CENTRE AMBASSADORS

Skipton BID has been instrumental in funding the impressive work of the 'Skipton in Bloom' Community Group who work tirelessly across the year making Skipton a brighter and more attractive area with floral features, hanging baskets, barrel and railing planters – and much more.

Our Town Centre Ambassadors, in their bright red uniforms, provide a welcome to our thousands of visitors who can tap into their local knowledge. All first aid qualified, they make our town centre a safer and friendlier place – and they provide additional pairs of eyes to help monitor and deal with litter, graffiti, fly-posting and issues with street infrastructure.

The Ambassadors are also a vital link in our Crime Reduction Partnership

CHRISTMAS

Skipton's impressive Christmas lighting display – which receives hundreds of positive comments each year – is a funding partnership with the Town Council, and has allowed the scheme to be extended away from just the High Street into many other streets across our town centre.

Skipton BID also provides additional funding for the associated switch-on event and to enhance the annual Christmas Markets which bring essential additional trade to our town centre retailers and market.

EVENTS & FESTIVALS

There is no doubt that Skipton punches way above its weight in providing a first-class programme of events and festivals appealing to both visitors and residents – and each one benefiting the local economy as a whole.

Skipton BID provides substantial funding for Sheep Day, the Waterway Festival, the International Puppet Festival and many others. It has also provided seed funding to help others create and develop their own events – Yarndale and the Skipton Car Show are just a couple of examples.

BUSINESS SUPPORT

It is important that the BID provides direct support to businesses too – and there are many examples over the last decade, ranging from the installation of accurate footfall counting technology so we can compare the ongoing performance of our town, the impact of marketing initiatives and the success of events and festivals to the Best Bar None scheme providing a Home Office approved accreditation scheme for best practice in licensed premises.

The BID has supported the 'ShopAppy' scheme for independent businesses – and provides the GRANTfinder funding solution aimed at identifying grant funding options for building renovations, employment, art and culture.

A range of free or heavily subsidised training courses have been funded in areas such as health and safety, account keeping and social media – and we've helped facilitate initiatives such as the Women@Work networking group.

PROMOTING OUR TOWN

Using the 'Visit Skipton' brand, Skipton BID invests substantial amounts into promoting and marketing our town both regionally and nationally. It funds advertisements, magazine articles, and other incentives to ensure that the town and its businesses and attractions remain a popular visitor destination in an increasingly competitive market.

Skipton BID funds, in partnership, representation at key tourism, leisure and group travel shows at the NEC in Birmingham – again ensuring that our town continues to feature in the itineraries of coach operators and group travel organisers.

THE LIST GOES ON ...

As we've already said, it is impossible to list everything. Dozens of other smaller initiatives have been supported, many through the provision of small grants or by underwriting costs. In many cases, these have been repaid and have been utilised again.

Skipton BID is as much a facilitator as it is a funding provider. In many instances the initial funding from the BID levers in other grant funding from elsewhere – one of the best examples being the Puppet Festival, where our BID funding has realised hundreds of thousands of pounds of Arts Council grants.

SKIPTON BID MAKES A REAL DIFFERENCE TO OUR TOWN!

THE IMPORTANCE OF RENEWAL

Skipton BID was a pioneer in our part of the UK. Whilst we led the way for others, it was a steep learning curve for us with few existing BIDs to follow or ask for guidance.

That situation has changed radically – and now a long list of BIDs in surrounding areas have either been approved or are in development. Many have modelled themselves on Skipton, and many have sought advice from the Skipton BID team.

All of them have realised the benefits the BID has brought to their town – or have identified what a new BID would bring. With an increased density of BIDs all bringing additional investment to our adjacent towns, it is more important than ever that we maintain the investment in our own town.

It is very clear that BIDs are here to stay. There were less than 100 BIDs across the UK at the time of Skipton BIDs first ballot. Now, ten years later, there are well over 300 – each of them investing directly in their own towns or cities and providing valuable additional funding to help maintain their position in an increasingly competitive world.

It's not the time for Skipton to be left behind.

In the following pages, we'll explore the renewal further. We'll explain a little more about why it is so important and what we might lose if the BID isn't renewed; we'll dispel a few common myths about the BID by answering some of the regular comments we receive – and we'll hear from a selection of supporters from across our town about why they **will** be backing Skipton BID for a third term.

EXISTING BIDS

Since the launch of the Skipton BID, Business Rate payers in the following towns and cities have all voted **'YES'** – and BIDs are now operating in:

- Keighley
- Halifax
- Wakefield
- York
- Blackburn
- Preston
- Otley
- Leeds
- Northallerton
- Colne
- Lancaster

BIDS IN DEVELOPMENT

The growth of BIDs in our area is relentless. In addition to those already in existence, BIDs in the following locations are at various stages of development (including those at the steering Group stage):

- Bradford
- Morley
- Brighouse
- Knaresborough
- Richmond
- Burnley
- Ilkley
- Harrogate
- Ripon

SUPPORTING THE BID

DAVID CUTTER

Chief Executive,
Skipton Building Society

"Skipton Building Society (SBS) takes its role in the local community very seriously – and we have supported Skipton BID since day one. As the town's largest employer, with both our headquarters and High Street branch in the BID area, our contribution is substantial."

"Looking in isolation, some might argue that the Society gains no direct benefit from the BID, but this would be missing the bigger picture. A thriving town is of huge benefit to our employees, and to our business in general. The combined investment of all levy payers is vital to Skipton and makes a real difference."

"As a Society, we've played a very active role in the BID over the last ten years and this is something we would wish to continue."

"SBS will again be voting 'YES' in the forthcoming ballot – and we would encourage all our partners in our local business community to do the same."



FELICITY GREEN

Director, AWB Charlesworth Solicitors;

LIZ SMITH

Relationship Manager, Nat West Bank
Both Co-organisers of Women@Work

"The Skipton BID has supported two Women@Work business events in the last year which have attracted over a hundred professionals from among the local business community. Thanks to the funding provided by the BID, we have been able to source first class guest speakers – and keep the events affordable for the many sole traders and small businesses who attend."

"We are committed to building further on the high standard and quality of business networking and training in Skipton and we recognise the key part that Skipton BID has played in helping us achieve this goal."

"Both AWB Charlesworth and Women@Work fully endorse the BID renewal."



HAZEL MAXWELL

Proprietor, C&H Brown, Newmarket Street

"For many years, before the BID, it regularly fell to small groups of independent retailers, working mainly with the Chamber of Trade, to find the funds to support events and projects like Skipton's Christmas lights."

"The introduction of the BID has not only meant that the burden no longer falls on such a small group, but it has allowed so many of these projects to be improved way beyond what was possible before."

"The additional finance provided by Skipton BID is a boon for the town – and I fully support the renewal for a third term."



THE IMPORTANCE OF RENEWAL (CONTINUED)

Most businesses Skipton BID speak with share our vision for the BID and understand fully the benefits it brings to our Town. From the minority who don't share that view, we've pretty much heard it all!

To try and dispel some of the myths, we've put together a selection of the most common statements we hear – and why there are some dangerous assumptions to be made:

"THE 'COUNCIL' WILL FIND THE CASH"

No it won't. All three of our local Councils – North Yorkshire County Council, Craven District Council and Skipton Town Council – are already having to make difficult spending decisions each year. In the case of NYCC savings of multiple millions are having to be found. Councils have to focus on their core responsibilities, providing the services they have to provide by law. Whilst the funding currently provided by our Councils in support of some projects may continue, there is simply no way they could replace the cash provided by the BID.

"THERE IS NO WAY 'THEY' WILL LET THAT DISAPPEAR"

Sadly, there is no 'they'. There is no easy replacement for any of the BID funding. Events or other projects supported by the BID will simply stop or be dramatically cut back if the unthinkable happens and the BID doesn't move forward into a third term.

There is quite simply nobody waiting in the wings to take over the reins.

"SKIPTON DOESN'T NEED THE BID – IT'S A SUCCESSFUL TOWN ANYWAY"

Skipton **is** a successful town. And the BID has played a key role in that. Skipton hasn't remained a vibrant market town by accident. A whole lot of work goes on behind the scenes to make sure Skipton retains the high profile it deserves. And a good chunk of that work is funded by the BID.

"THE TOURISTS & VISITORS WILL COME ANYWAY"

Some will, yes. But some may choose to divert to one of the other towns or cities where their own BIDs (most of them formed over the last five years) are investing in new initiatives to promote their towns and attract visitors.

Skipton BID funds a great deal of promotional and marketing activity which ensures that visitors and coach and group travel operators never forget that Skipton is here.

If Skipton doesn't continue to sing its own praises well, nobody will do it for us.

“THERE ARE ALREADY TOO MANY EVENTS ANYWAY – WE DON’T NEED ANY MORE TOURISTS”

Yes we do. Love it or loath it, Skipton **is** a tourist destination. Yes, we have our core employers (like Skipton Building Society) but a huge part of our local economy is based around tourism. And, even if your own business doesn’t appear to directly benefit from the tens of thousands who visit each year, it undoubtedly benefits indirectly. Visitors support businesses. Businesses support employees, Employees live in the Town – and then spend money on local businesses and services.

Skipton BID helps to ensure that the wheels turn in the right direction.

“THE CASH IS BETTER IN MY POCKET”

Well, yes. Everybody wants a bit of extra cash in their pocket – and businesses are no different. But the bigger picture is more important. How far will that £200 BID levy go to develop or promote your business? It might buy you one newspaper advert. But what about next week, or the week after?

Investing your £200 in the BID helps to provide three-quarters of a million pounds over five years – all of which will be used to benefit and promote the whole of the Town throughout the year!

Never underestimate the power of pooling resources and working together!

“I ALREADY PAY FOR ALL THIS THROUGH MY BUSINESS RATES”

Well, actually, no you don’t. Your Business Rates go to central government. Only a small proportion is returned to local Councils in the form of government grants – and none of that can be spent on the projects supported by the BID.

Your BID levy stays in Skipton. It goes directly to the BID to provide additional investment over and above that provided by the Council.

Most importantly, the BID levy **can’t** be used to replace funding provided by local authorities. So, everything the BID does is over and above what your Business Rates pay for.

“VOLUNTEERS WILL DO THAT”

Volunteers already do an awful lot. Many are already involved heavily in the success of projects supported by Skipton BID. Projects like Skipton in Bloom and our Town Centre Ambassador scheme.

But without the core funding to support the work of the volunteers, most of the projects will falter. It is simply not realistic to expect those volunteers to source the alternative funding for, say, the thousands it costs to provide, maintain and water the floral displays across Skipton.

WHAT SKIPTON COULD LOSE

Skipton BID is all about being positive – and looking towards a successful future for our beautiful Town.

But, there's no getting away from it, without the BID the Town **will** lose a lot.

THESE ARE JUST **A FEW** OF THE THINGS SKIPTON WOULD ALMOST CERTAINLY LOSE ...

- CCTV... again!
- The Crime Reduction Partnership
- The majority of our stunning Christmas Lights
- The vast majority of our floral displays
- Virtually **all** external marketing, advertising and promotion of Skipton
- Business support tools – footfall counters, grant finding software, training courses and accreditations
- The Town Centre Ambassador Scheme
- Bunting street decorations
- Many of the key events and festivals
 - Sheep Day
 - The Waterway Festival
 - Skipton Christmas Lights & Switch-On
 - The Christmas Markets
 - International Puppet Festival
 - Skipton Cycle Races

...the list goes on!

We're sure you will agree, this is **TOO MUCH** to lose. And none of it can easily be funded from alternative sources.

Perhaps more importantly, our surrounding towns and cities would continue to invest in similar projects taking vital visitors and trade away from our own Town.

Make sure you support Skipton's future – '**VOTE YES**' for a third term.



SUPPORTING THE BID (CONTINUED)

LIZ LEMPEN

Skipton International
Puppet Festival

"Skipton's International Puppet Festival has grown over its seven biennial editions into a major jewel in the crown of Skipton's calendar. With more than 15,000 visitors over the course of each event it also generates a significant audience from further afield contributing to the local economy. Hotels are full. Restaurants and shops benefit from the additional trade."

"Skipton BID has been an important partner in supporting the festival but perhaps what many people don't realise is that, without the BID, this famous Festival simply would not happen."

"Around 75% of the cost comes from an Arts Council grant. However the application process is complicated and increasingly competitive. To have any kind of chance we must make the strongest application we can with a minimum of 10% partner funds in place. For the last four festivals Skipton BID has come forward with a grant offer to lay the foundations for a realistic budget in advance of that crucial application. Without the Arts Council the festival can't happen - and without the BID, the Arts Council would not fund it."

"We know that the BID helps attract similar funding for other organisations. In plain terms if this kind of external funding is to continue, we all need to vote for the BID in January."



WENDY LAWSON

Co-Ordinator, Skipton Chamber
of Trade & Commerce

"It is a pivotal time for Skipton BID, one of the leading examples of an organisation of its kind in the UK."

"Over ten years ago a dedicated team of business representatives; members of Skipton Chamber of Trade & Commerce, formulated a plan to create Skipton BID. Since then it has been fantastic to see how the business community funds have contributed to events and projects which have enhanced Skipton's place in the UK nation's hearts."

"The Chamber loves to hear from visitors about how they came to a Skipton event and then returned, bringing more people with them. Skipton is repeatedly mentioned in the media as one of the 'happiest' places to work and live and it is testament to the community spirit and support of the Skipton business community."

"Let's continue the good work and vote for a third term!"



Cllr CHRIS CLARK

Leader, Skipton Town Council

"Skipton Town Council fully supports the BID renewal proposals. Having worked in close partnership with Skipton BID over the last ten years, the Council knows, first hand, the positive impact it continues to make on the economic well-being of our town."

"BID funding, in conjunction with the Council's own contributions and resources, has enabled the development of a range of initiatives and improvements which have helped Skipton weather difficult times better than most. It is vital that this work continues."





Skipton BID works in partnership with Skipton Town Council and other local organisers to enhance and improve our range of events and festivals – including Sheep Day, the annual celebration of Skipton's heritage and its place as the 'Gateway to the Yorkshire Dales'.

THE BID VISION OUR THREE OBJECTIVES

BUILDING ON THE FIRST TEN YEARS...

Skipton BID has invested over £1.5m in our Town over the last ten years. The overwhelming part of that investment has resulted in the long list of hugely successful projects we've detailed elsewhere in this Business Plan. The BID has also 'seed-funded' a significant number of other projects which are now able to stand on their own, without further investment from the BID.

It would also be fair to say that the BID team has learnt a lot along the way about what works and what doesn't.

We've listened to feedback from across the Skipton business community and, moving into a third term, our key vision is to build on what has been achieved so far; to consolidate and protect for another five years those projects which have the greatest impact, bring the greatest benefit and have been the most successful; and to ensure that the investment made by each and every levy payer is used to the town's best advantage.

To help us achieve this, our Business Plan for this crucial third term is based on investing in **three key objectives**:

OBJECTIVE ONE: VISIT SKIPTON

- We will continue to develop the Visit Skipton brand by investing in promotional and marketing initiatives aimed at maintaining and enhancing Skipton's position as a high quality tourist destination.
- We will continue to support a programme of quality events and festivals aimed at attracting visitors and residents into the BID area.

OBJECTIVE TWO: BUSINESS SUPPORT

- We will continue to support initiatives aimed at making our town a safer and more secure place to visit and to run a business.
- We will provide a 'toolbox' of services, training, data and information aimed at helping businesses improve the quality of their offer and make better informed choices.

OBJECTIVE THREE: ATTRACTIVE & CLEAN

- We will continue to invest in, and improve further, the attractiveness and cleanliness of our town.
- We will invest in appropriate infrastructure improvements in our town centre area.

Over the next pages, we'll examine each of these areas in more detail.

VISIT SKIPTON

DEVELOPING THE BRAND

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.

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

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.

BUSINESS SUPPORT

A SAFER & MORE PRODUCTIVE BUSINESS ENVIRONMENT

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.

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

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)

ATTRACTIVE & CLEAN

IMPROVING OUR TOWN

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.

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

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.



Skipton BID funds, almost entirely, the substantial work undertaken by the Skipton in Bloom community group who work tirelessly throughout the year to brighten up the town with floral displays, hanging baskets, barrel planters and other colourful features.

**THE BID BUDGET
HOW MUCH WILL IT COST YOU?**

PROPOSED EXPENDITURE 2019-2024

This section of our Business Plan summarises the basis on which the BID will plan and operate its finances over the **next five-year term**. It sets out who will pay, how much they will pay – and, of course, it sets out the amount the BID plans to invest in the three core areas covered in the previous section.

So, how much will Skipton BID spend? We’ve simplified it a little for the purposes of this Business Plan – but wanted to give you an overview of how Skipton BID proposes to invest the income generated during the **next five-year term** across each of our three key objectives.



The figures shown cover the full five-year term of the BID from 1st April 2019 to 31st March 2024.

The figures have been rounded to provide a general guide to the proposed income and expenditure. The actual figures will, of course, be more precise – and the BID will operate to a fully detailed budget and audit process.

Income estimates do not take account of likely additional sources of revenue from, for example, associate or voluntary membership of the BID or from matched and grant funding exercises. Previous experience has shown that the availability of BID funding significantly increases the likelihood of attracting additional funding arrangements both for the BID itself and for partner organisations. Any such additional funds will be distributed across the

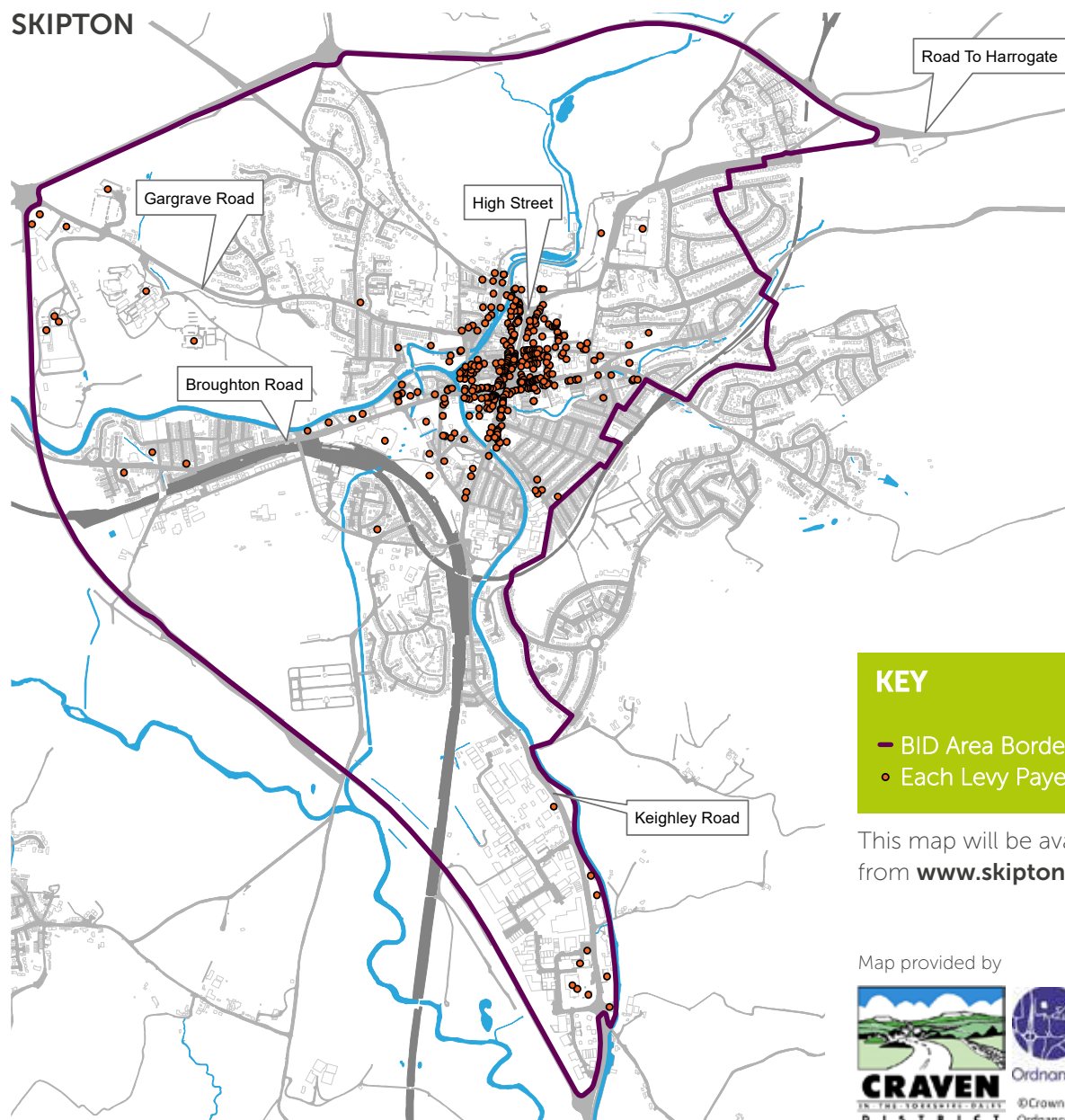
appropriate budgets – or will be used to support additional specific projects.

The inevitable associated administrative costs (such as staff salaries; office and utility charges; office supplies and associated on-costs) are distributed across each of the budget headings – and will aim to keep within a maximum of 20% of income from the BID levy.

BID levy collection costs are also included in the above figures. There is an industry guideline on the amounts which can be charged.

It is always prudent to allow for a contingency to cover any unexpected expenditure – and an allowance for this will be incorporated into the detailed budget plans for each of the three core objectives.

THE BID AREA 2019-2024



KEY

- BID Area Border
- Each Levy Payer's Location

This map will be available online from www.skiptonbid.com

Map provided by



Ordnance Survey

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THE MAIN STREETS

All BID areas operate within a carefully constructed boundary, although this does not mean that they act in an exclusive way, actually quite the opposite.

The BID area has changed and considers current BID guidelines. The area map on page 23, includes the following **main** streets.

Albert Street	Keighley Road
Albion Square	Low Bradley
Albion Yard	Mill Bridge
Alma Terrace	Millenium Road
Belle Vue Terrace	Mount Pleasant
Belmont Street	Newmarket Street
Belmont Wharf	Otley Road
Brewery Lane	Otley Street
Brook Street	Providence Place
Brougham Street	Raikes Road
Broughton Road	Rectory Lane
Canal Street	Rope Walk
Carleton New Road	Rowland Street
Carleton Road	Russell Street
Caroline Square	Sackville Street
Cavendish Street	Salisbury Street
Chapel Hill	Sheep Street
Coach Street	Shortbank Road
Court Lane	Skipton Castle
Craven Street	Skipton Road
Duckett Street	Swadford Street
Duke Street	The Bailey
Gargrave Road	Victoria Square
Gas Street	Victoria Street
High Street	Water Street
Jerry Croft	

WHO IS IN & WHO IS OUT?

WHO IS IN?

Generally, the BID covers retail and service businesses – and includes such business categories as:

- shops, markets, stores, showrooms and superstores
- car showrooms
- auction rooms
- accommodation providers
- licensed premises
- offices and premises
- colleges
- libraries
- restaurants, cafes and fast food
- banks, insurance, building societies and post offices
- professional services
- hairdressers and beauty salons
- dentists and clinics
- laundrettes
- sales kiosks
- funeral parlours
- leisure and entertainment
- workshops, warehouses and foodstores
- betting offices
- car washes
- car parks
- public conveniences
- bus stations

WHO IS NOT IN?

Skipton BID is not an Industrial BID – so, generally, businesses on industrial estates within the area have been excluded.

- There is the exemption based on rateable value – so the smallest businesses will not pay a levy, unless they get in touch to become an Associate or Voluntary Member.
- Schools, day nurseries and hospitals are examples of exempt business categories.
- Voluntary Organisations with premises of a non-commercial nature will remain exempt.

The above list is not exhaustive, the detailed list of inclusions and exclusions will be listed in the BID Proposal. This can be viewed by appointment at Craven District Council offices, once the information has been checked and verified.

HOW MUCH WILL IT COST YOUR BUSINESS?

BID legislation is designed to be fair to all levy payers. Larger businesses invest more than smaller businesses – but everybody above the exemption threshold makes a contribution, creating the central pool of funding which benefits the whole Town, regardless of sector.

1% OF RATEABLE VALUE

THE COST OF THE LEVY FOR EACH BUSINESS IS A PERCENTAGE OF ITS RATEABLE VALUE.

Skipton BID has, throughout its ten year existence, set the levy at the lowest possible level of 1% of rateable value. It is not proposed to make any increase for the third term – and the rate will stay at 1%.

Despite setting the levy at this low level, the combination of contributions from ALL levy payers creates a substantial pool of funding amounting to around £800,000 over the five-year term.

The ‘pooling’ of relatively small amounts make a real difference to everybody’s business – directly and indirectly – as the general wellbeing and vitality of Skipton has a knock-on effect for everyone.

£6K EXEMPTION THRESHOLD

THE BID LEVY WILL NOT APPLY TO ANY RATEABLE VALUE OF £6,000 OR LESS.

If your business has a Rateable Value of £6,000 or less you won’t pay the BID levy.

Below this level, the proportion of cost associated with administering and collecting the levy starts to become an issue – so the BID generally exempts those who would be paying lower amounts.

HOWEVER, this doesn’t mean you can’t play your part. You can join as an ASSOCIATE or VOLUNTARY MEMBER of the BID. You can choose to pay the amount you would have paid – and you can have your say in the way the BID is run. Your contribution, however small, will always make a difference.

As we’ve said before, it is the combination of everybody coming together that creates the power behind the BID.

The BID Office will be delighted to let you know how you can become an Associate or Voluntary Member.

AVERAGE COST

Based on an annual collection of £160,000 and approximately 410 levy paying businesses, the average amount collected is:

AVERAGE RATEABLE VALUE	LEVY RATE	ANNUAL	THIS EQUATES TO: WEEKLY	THIS EQUATES TO: DAILY
£39,024	1%	£390.24	£7.50	£1.07

However, removing the top 25 levy payers, whose support is invaluable, the average cost for the remaining levy payers is:

AVERAGE RATEABLE VALUE	LEVY RATE	ANNUAL	THIS EQUATES TO: WEEKLY	THIS EQUATES TO: DAILY
£20,909	1%	£209.09	£4.02	£0.57

Rateable values for Skipton BID's third term are based on 2017 business rateable values.

THE POWER OF WORKING TOGETHER

The weekly cost of the BID levy, taken in isolation, is unlikely to transform your business. For a small business it won't even cover the cost of a cup of coffee on your way into work.

But the key to Skipton BID – and to the hundreds of other BID's in the UK and the thousands of BID's around the world – is the concept of working together, as a team, to maintain the viability and vitality of our Town.

Since the last Skipton BID renewal in 2014 a dozen new BID's have been created in surrounding towns and cities. Now is **NOT** the time to pull back and watch others invest while Skipton falls behind.

That is too big a price to pay!



Skipton's Award Winning Christmas Markets attract in excess of 40,000 visitors each year, bringing vital additional customers to our street market and to retailers across the town centre. Skipton BID provides substantial funding to ensure it remains as one of the most popular Christmas Markets in the UK.

WHAT HAPPENS NEXT? THE RENEWAL PROCESS

THE BID BALLOT & TIMETABLE

THE RENEWAL PROCESS

The launch of this Business Plan is a key step in the process towards renewal. As we said in our introduction, this Plan can only give you an outline of the proposals.

A more detailed BID proposal will be submitted as part of our application process. This details the purpose of the BID, each proposed levy paying business address and rateable value, and the geographical area. It also sets the value of the levy, thresholds, exemptions and inclusions. Once this information is checked and verified, the ballot process can start.

KEY FACTS TO NOTE ARE:

- Only the levy paying businesses will get a vote. So, if you fall below the threshold, are in a business category exempted (schools or hospitals, for example) you won't be involved in the ballot.
- To be returned for a third term, the BID ballot will need to meet both of two separate criteria:
 - The number of **'YES'** votes needs to be greater than the 'no' votes.
 - The aggregate rateable value of the **'YES'** votes needs to be greater than the 'no' votes.
- If these two criteria are met, the BID levy becomes legally binding for everyone – regardless of how they voted.

THE RENEWAL TIMETABLE

3RD OCTOBER 2018	Launch of business plan
11TH NOVEMBER 2018	Submission of (draft) BID proposals
7TH JANUARY 2019	Ballot papers issued
11TH JANUARY 2019 - 7TH FEBRUARY 2019	Ballot open for voting
8TH FEBRUARY 2019	BID ballot result announced
1ST APRIL 2019	Third term starts (assuming a 'YES' vote)
BID TERM RUNS TO 31ST MARCH 2024	

The Ballot process is independently managed and scrutinised by the Electoral Reform Society.

In the event that the BID renewal is not successful, the Skipton BID would cease to exist on 31st March 2019.

WHAT CAN YOU DO?

There is plenty you can do to help us ensure Skipton BID move to our vital third term. You can display a **'VOTE YES'** sticker in the window of your business; you can provide us with a testimonial showing your support for the BID; you can tell others how important it is that the BID continues. Most important of all, when the time comes, make sure you look out for your ballot paper – and make sure you **'VOTE YES'**.

SO, WHAT CAN YOU DO?

- ✓ DISPLAY A 'VOTE YES' STICKER
- ✓ TELL OTHERS TO SUPPORT THE BID
- ✓ SEND US A TESTIMONIAL
- ✓ LOOK OUT FOR YOUR BALLOT PAPER
- ✓ MAKE SURE YOU VOTE!
- ✓ TELL OTHERS TO 'VOTE YES'





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Version 2 (confirm a spelling and page number change only, BID Business Plan remains unchanged).

