

SkiptonBID

Gateway to Business

Business Plan 2024-29



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A message from the Chair

A lot has happened over the last five years, the country has overcome many challenges and still trying to recover from others. The leadership of North Yorkshire has changed bringing devolution and potentially huge opportunities, with Mayoral elections to follow in 2024. Where we will be in another five years is unclear but by working together, we can strengthen what Skipton has to offer and bring benefits to all the businesses within the town.

On behalf of residents and businesses our vision is for Skipton to be a clean, attractive and vibrant town to live, work and visit. Where we can support businesses to enable Skipton to be a thriving, vibrant town, where residents have pride and shop local, visitors want to visit and re-visit and new businesses choose to invest and stay.

To do this we need to work together, support each other and have pride in our town, and we need you to once again put your confidence in Skipton BID and vote for another five-year term. We thank you for your continued support and look forward to working together so Skipton continues to prosper.



Andrew Mear

Andrew Mear

Skipton BID Directors

The BID is a not-for-profit company, with a BID Manager and an elected voluntary Board of Directors representing the businesses and key stakeholders of the town. Throughout the current term there has been a significant increase in the number of Directors representing the independent business within the town centre. The decisions being made are now truly representative of the needs of the levy payers and ensure your voice is heard.

Chair Andrew Mear High Corn Mill

Fred Maier Kooky Nightclub

Liz Bailey Teddy Boutique

Julian Hotchkiss Benjamin Opticians

Rebecca Elsworth Elsworth at the Mill

Jade Banham Kibble Bakery and Coffee Shop

Skipton Building Society

Louise Ackerman Craven Court

Joanne Briggs Yorkshire Building Society

Ivan Le Roux Independent Director

David Caulfield North Yorkshire Council

Louise Close Skipton Town Council

Anita Lall Craven College

Board Composition

- 3 Retailers
- 1 Independent
- 2 Professional Services
- 2 Local Authority
- 2 Hospitality
- 1 Night Time Economy
- 1 Education
- 1 Healthcare



What is a BID?

A BID or Business Improvement District is a not-for-profit business-led and business-funded body formed to improve a defined commercial area. BIDs are financed and controlled by the businesses within the selected area, they charge a levy to local businesses in return for providing services over and above the usual council provision.

A BID is about improvement and has no agenda other than improving the place in which they operate. Therefore, they can support the needs and requirements of the business community within a set boundary and focus on their specific needs.

The BID focuses on a defined commercial area. There are now over 330 BIDs in the UK and the BID concept has become a well-established model for town and city centre regeneration. A BID can only be formed following consultation and a ballot in which businesses vote on a business plan for the area. BIDs must go through a ballot process to secure another term of up to five years.

Background to Skipton BID

The Government introduced BID legislation in 2004 and Skipton was one of the first BIDs after the successful ballot in 2009. On the 31st March 2024 Skipton BID will have been supporting businesses for 15 years.

Over the last 15 years Skipton BID has invested over £2 million in Skipton through the delivery of a wide range of projects which have been based on the priorities of the businesses. We have asked you what you would like to see from the next five years and developed the fourth term business plan from the suggestions and ideas put forward.

The next term, if successful, will commence on the 1st April 2024 and will be the fourth term for Skipton BID. A new BID term allows further delivery and investment, enabling us to continue to work together for the benefit of Skipton.

Highlights from the Third Term

The BID has worked to deliver a wide range of projects throughout the third term, below is a snapshot of what has been delivered.

Objective #1 Visit Skipton



Skipton BID continued to develop the Skipton brand to ensure it is well-recognised both regionally and nationally. In June 2023 footfall was at its highest since pre 2019 with over 1.9 million visitors to the town in the first 6 months of the 2023.



Skipton BID continued to work in partnership to refresh and update the Welcome to Skipton brand. In the first year there were 250k page views and 82k users of the website.



Welcome to Skipton Facebook has 5854 followers and the reach has increased 240% in the last 12 months which means nearly 82k accounts have been reached with the Welcome to Skipton messages in this period.



Skipton BID has been committed to supporting local events and over the last term contributed over £70k to events and festivals. These included the Waterways Festival, the International Puppet Festival, Skipton Car Show, Hinterlands and many more smaller events across the town.



Skipton BID continued to invest substantial time and money into promoting and marketing our town both regionally and nationally. It funded advertisements and magazine articles to ensure that the town and its businesses and attractions continued to remain a popular visitor destination in an increasingly competitive market. A Yorkshire Post feature in 2023 generated 34k Facebook views, and over 1000 people read the online feature.

Objective #2 Business Support



In 2021 new CCTV cameras were installed on the High Street and surrounding areas with the aim to monitor any crime and anti-social behaviour taking place in the town. Crime continues to remain very low, however there have been 50+ requests for footage to support police investigations.



There is continued support of the Night Time Economy through Pub Watch. The BID produced updated marketing material to relaunch the STAND (Stopping Trouble and Night-time Disorder) scheme to ensure a safer late night experience in the town. This was also supported by the DISC app which allows instant communication between businesses and the police.



A range of free and reduced price training courses were funded such as First Aid and CPR & Defib training.



LoyalFree, the place promotion app was introduced to the town in 2022. Over 300 businesses were promoted free of charge, 10,600 interactions on the app have taken place and 180 businesses took part or were included in trails. Nearly 800 people used the app while in Skipton.



Throughout the Covid pandemic Skipton BID worked in collaboration with Rombalds Radio to create a series of six podcasts in conversation with business and industry experts from the Skipton area. These were downloaded over 1500 times. A digital campaign was also introduced called #AtHomeInSkipton to support businesses throughout the pandemic by promoting online availability of local products and services.

Objective #3 Attractive and Clean



A programme of street hot-washing and chewing gum removal took place throughout the town centre in 2023 covering over 18000m² transforming the look of the town.



We continued our support of Skipton In Bloom to maintain and increase the floral displays in the town centre, planting 3500 plants in 2023 and watering over 600 floral displays a month in summer.



We installed 3500m of bunting over 4 years across the town centre.



We provided vinyl's and artwork in empty shop windows to enhance the High Street.



We worked in partnership with Skipton Town Council to deliver a Christmas lighting scheme across the town centre. These continue to be improved to ensure as much of the town centre is covered.

The importance of a new term for Skipton

Over 300 thriving towns and city centres in the UK have a BID and understand the value they bring to the destination. The number of BIDs in surrounding towns has increased dramatically since the last ballot in 2019. There are now BIDs in York, Leeds, Ripon, Ilkley, Otley, Bradford, Northallerton with Colne and Harrogate recently securing a new five year term. They all have extra investment into their towns and cities, and we are in direct competition with them for visitors and investment.

Skipton is now part of a unitary local authority, as of 31 March 2023, Craven District Council ceased to exist, and now all services being run solely by the new North Yorkshire Council. Funding is tighter than ever for local authorities and they have to prioritise their spending and focus on core responsibilities for the whole of North Yorkshire. Skipton BID are working towards a strong relationship with them, however it is now more important than ever Skipton has a BID to be the local voice of business and to ensure investment continues into the town.

Skipton BID will continue to deliver what the businesses require, we are able to fund initiatives and schemes which we feel are important for Skipton. Skipton BID has full control of the projects delivered and these can and do make a huge difference to the town. Skipton BID is essential if we are to continue being the destination of choice in North Yorkshire, we are a desirable place to live, work and visit and we can continue to increase footfall and generate economic benefits by working together. It is more important than ever that you 'vote yes' at the ballot to ensure Skipton continues to thrive.



We support the BID

Testimonials from our associates.

Skipton BID has supported Skipton in Bloom since 2009 and the continued funding has led to a phenomenal increase in the number of floral displays around the town in both the summer and winter months. Without Skipton BID, the majority of the floral displays would disappear and the town would lose its bright and welcoming appearance. Skipton BID is vital to the town. We need to build on all the hard work that has taken place over the last 15 years, not see it go to waste.

Sue Warburton Skipton in Bloom

The BID is helping to ensure Skipton is a vibrant destination peppered with opportunities and events throughout the year. I look forward to another term of mutual support to continue to help Skipton thrive.

Helen Payton Magpie

I'd like to praise Skipton BID for their hard work to support businesses and to keep our streets safe. In particular the CCTV system, which is strategically placed to cover wide areas of the town and help combat crime, small or on a bigger scale. In addition to this the initiatives to get people exploring our town, the trail concept is great and the more businesses that get involved the greater it is for our town. Skipton BID works hard to support and back events, bringing in further interest and helping to boost footfall and business to our town, it is a great initiative.

From the Source

Skipton BID under its enthusiastic Manager Sarah Howsen, helps to create a vibrancy to the town by keeping Skipton in the spotlight and making it an interesting town centre for both locals and visitors alike. The amount of levy for most retailers is fairly small compared to the benefits BID brings.

Richard Mashiter at Craven Stationery

Hospitality is at the heart of what Skipton offers and as such I believed we needed representation in the BID. Since doing so we have pushed greater support to the Night Time Economy and worked collaboratively on projects over the last year. These supportive measures have meant a much safer and better customer experience for all who enjoy Skipton. Over another BID term, I believe we can further expand key business support and push events within the town to new heights.

Fred Maier – Manager of Kooky and Director of Skipton BID

Consultation Results

We conducted a series of surveys, drop in surgeries, workshops and business visits to understand what you thought of Skipton BID. This is what was said...

78%

of respondents were aware of what Skipton BID has delivered throughout their third term.

72%

of respondents believed BID projects/services have benefited or improved Skipton.

66%

of respondents were concerned about what would be delivered if the BID didn't proceed for a fourth term.

69%

of respondents believed without a BID, Skipton would be worse off.

63%

saw Skipton as a good place to do business.

72%

support Skipton BID for a fourth term.

22%

of visitors were families and Skipton rated highly as welcoming and friendly.

26%

of visitors had only ever visited once.

62%

said a good food and drink offer was a reason for choosing their destination.

42%

used a destination website e.g welcometoskipton.com when planning their holiday.

75%

were unsure what Skipton has to offer.

31%

of respondents were from Yorkshire, followed by the North East.

We worked with NGI to undertake research to understand what visitors think of Skipton. NGI is a renowned consultancy which undertakes bespoke research projects to shape and inform business strategy and decision-making.

Myth Busting

We have put together a few statements which we hear from levy payers to dispel some of the myths...

#1 The Council will find the cash

We no longer have a District Council and spending decisions are now made by the unitary North Yorkshire Council. This means there is a larger area for administration, and this may mean local government is less responsive to local needs. Skipton BID will ensure funding continues for the town and is spent to benefit businesses. It is unlikely the local authority will replace the money brought in by the BID and continue the projects we deliver.

#2 We can just change our minds and reinstate the BID

If the BID is unsuccessful it will not be reinstated. Skipton BID is a limited company and will be dissolved if the vote is not in favour of another term.

#3 Skipton doesn't need a BID

Although Skipton is a successful and busy tourist town, without the funding of the BID this cannot be guaranteed to continue. Skipton BID has delivered projects to ensure the town is an attractive place to live, work and visit. We are competing with a number of other towns for visitors, many of these towns such as Harrogate now have a BID which is investing and raising the profile of the town. Skipton BID promotes the town and continues to deliver projects to make the town more attractive. Without the BID these roles are unlikely to be delivered. It's very simple having no BID will result in reduced investment in the town and reduced investment can only be a bad thing.

#4 We already pay the council business rates we can't afford the levy as well

Business rates are collected by the Local Authority which are due in their area and pass the money over to central Government. A proportion of these funds are then redistributed back to local authorities to pay for local services, including highways, lighting etc. Business rates do not contribute toward the type of projects the BID delivers, the BID levy can only be spent on projects which are in addition to services provided by local authorities. Your BID levy goes directly into improving Skipton. Skipton BID is about the power of pooling resources and all businesses however big or small all benefit. A business paying £100 per year levy may be able to have one advert for their business, the BID will use this £100 to provide local and regional promotion for a full year. We have to work together for the benefit of the town. It is undisputable the 1.5% BID levy is great value for money when you consider what services you receive for your business rates.

#5 There is too much focus on attracting visitors

Skipton is a tourist town and encouraging visitors is a key objective of the BID. However, there are many other projects which benefit non-visitor businesses. Training has been a key focus over the last term and improving the safety and security of the town. In the next term there will be increased engagement with residents to ensure they use and value Skipton as the place they choose to live.

Vision and Mission Statement

Our Vision: For Skipton to be a clean, attractive and vibrant town to live, work and visit.

Our Mission Statement: To support businesses to enable Skipton to be a thriving, vibrant town, where residents have pride and shop local, visitors want to visit and re-visit and new businesses choose to invest and stay.

The principle aim of the BID is to deliver projects and services that will improve the BID area, to benefit businesses, their customers, and visitors. We will endeavour to...

- Improve the economic opportunities for the businesses in the town
- Increase footfall and spend
- Market the town to a local, regional and national audience

Objective #1 - Safe & Welcoming

It is important for the visitors and residents in a Town Centre to feel safe and the BID has several initiatives in place to ensure the town is protected. It is also important the town is attractive and businesses and residents have pride in the town centre

We commit to continuing to fund the CCTV cameras across the town centre to ensure residents and visitors feel safe.

We will continue to fund initiatives such as STAND (Stopping Trouble and Night-time Disorder) and introduce new measures to support businesses and help employees feel safe at work.

We will continue to fund deep cleans of the town to ensure residents are proud of where they live and visitors value the town.

We commit to improve way finding to ensure all businesses, regardless of location, benefit from footfall, working with partners to develop innovative signage solutions to connect the town.

We support working towards improving and implementing accessibility and sustainability measures to ensure a secure future for businesses.

Objective #2 Thrive & Grow

It is essential the BID provides an environment where growth is encouraged, and we support investment into the development of existing and new businesses in the town.

We will work with key stakeholders to influence the attractiveness and marketability of vacant sites and properties across the town to encourage growth and investment. We will work with key stakeholders to develop links between businesses and organisations in the town centre and its surrounding area to encourage a town centre circular economy.

We will continue to work with educational partners to develop and deliver appropriate training courses for businesses to support growth and staff development.

We will develop a Welcome Pack for all new residents to be aware of the business offer available in the town to reduce economic leakage.

We will introduce a Business Improvement Grant Scheme to support businesses upgrade their frontages to improve the visual appeal and accessibility to support the BID objectives.

Objective #3 Vibrant & Inspiring

Skipton is a popular tourist destination, and it is important the town continues to thrive and increases footfall. We need to stand out from the competitors and ensure we can offer visitors and residents a memorable experience.

We will continue to manage the Welcome to Skipton brand and undertake destination marketing locally, regionally and nationally. Focus on increasing awareness of the towns quality offer and attracting new visitors.

We will continue to support and seed fund events while committing to develop up to five new events across the BID term.

We will continue to support Skipton in Bloom throughout the BID term to ensure Skipton continues to be vibrant and attractive.

We will develop new initiatives to encourage new residents to the area to integrate into the town activities.

The cost to you

£224000

Skipton BID is projected to raise £224000 per annum

1.5%

based on a levy of 1.5% of the rateable value of all eligible premises

£6000

with a rateable value of £6000 and above

420

from approximately 420 businesses

If your business has a rateable value of £5999 or less, you will not pay the BID levy. Any business with a rateable value of £5999 and under, or located outside of the BID boundary can choose to become an Associate Member. You will pay 1.5% of your rateable value.

The chart below shows the typical contribution based on the 1.5% levy.

Rateable value of property	Annual Levy	Weekly cost
£6000	£90	£1.73
£10000	£150	£2.88
£20000	£300	£5.77
£30000	£450	£8.65
£40000	£600	£11.54
£50000	£750	£14.42
£60000	£900	£17.03
£70000	£1050	£20.19
£100000	£1500	£28.84
£200000	£3000	£57.70
£500000	£7500	£144.23
£1000000	£15000	£288.46

Skipton BID is about the power of working together as a team. By being one team we can all ensure Skipton remains the vibrant town it is. **Can you afford not to invest in the town?**

Budget

The budgeted income from levy collection in the first year is £224000

	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID Levy*	£212335	£212335	£212335	£212335	£212335	£1061675
Additional Income**	£5000	£5000	£5000	£5000	£5000	£25000
Total Income	£217335	£217335	£217335	£217335	£217335	£1086675
Safe and Welcoming	£46000	£46000	£46000	£46000	£46000	£230000
Thrive and Grow	£60000	£60000	£60000	£60000	£60000	£300000
Vibrant and Inspiring	£53335	£53335	£53335	£53335	£53335	£266675
Operating costs	£58000	£58000	£58000	£58000	£58000	£290000

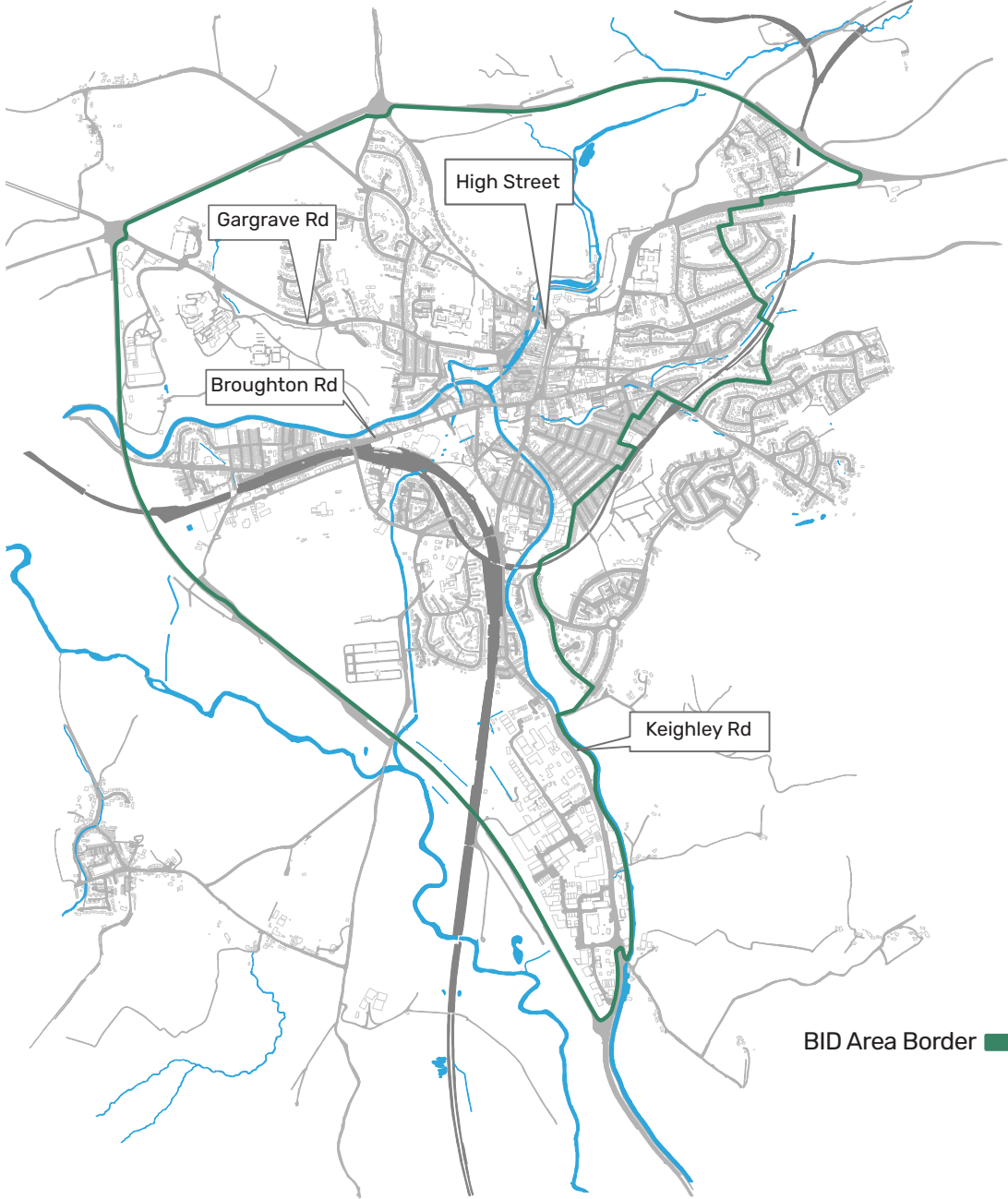
*Based on 95% collection

**Predicted

BID projects, costs and timescales may be altered by the BID board provided they remain in line with the overall BID objectives. However, the BID area or levy rate may not be altered without an alteration ballot.

The BID Area 2024 - 2029

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BID Area Border



List of streets

All BIDs operate within a definitive boundary, the boundary remains unchanged from the third term proposal. These are the main streets included in the boundary map area.

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

Who Is In?

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

Shops, markets, stores, showrooms, superstores	Dentists and clinics
Car showrooms	Laundrettes
Auction rooms	Sales kiosks
Accommodation providers	Funeral parlours
Licensed premises	Leisure and entertainment
Offices and premises	Food stores
Colleges	Betting offices
Libraries	Car washes
Restaurants, cafés and fast food	Car parks
Banks, insurance, building societies, post offices	Public conveniences
Professional services	Bus stations
Hairdressers and beauty salons	

By Percentage*

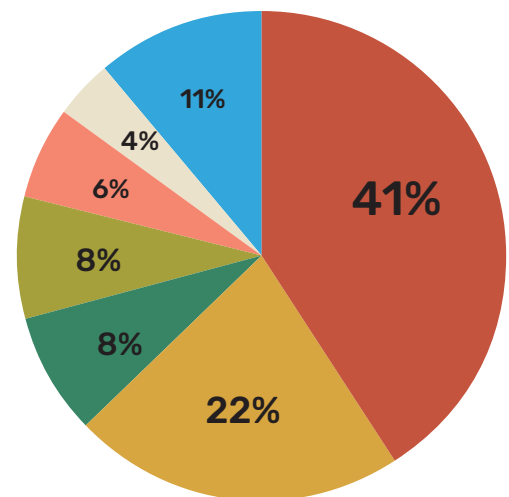


*Excluding vacant properties August 2023

Who Is Not In?

Skipton BID is not an Industrial BID – so, generally, businesses on industrial estates have been excluded. There is also the exemption based on rateable value – so the smallest businesses will not pay a levy, unless they get in touch to become an Associate Member.

Schools, day nurseries, hospitals and Voluntary Organisations with premises of a non-commercial nature are exempt business categories.



Governance and Management of Skipton BID

Skipton BID Ltd, is a not-for-profit company limited by guarantee set up in 2008 (registered in England and Wales company number 06713115) and is the Proposer of the Skipton BID and the BID Body, who will deliver the new business plan should the BID be voted in for a fourth term.

Skipton BID has positions on its Board for up to 13 elected Directors who voluntarily support the BID.

Skipton BID employs a BID Manager who reports to the Board and who will deliver the projects in this business plan. Skipton BID operates under the terms of Skipton BID's Articles of Association. The BID is business-led for business benefit and all levy contributors are automatically members of the company. All members are invited to Annual General Meetings where past and prospective BID activities are presented. Accounts are independently prepared each year and submitted to Companies House. These are available on www.skiptonbid.com.

Levy Payer Communications

You can contact the BID Manager by email, phone or request a visit or meeting. We want to hear your feedback or ideas, and will lobby on your behalf for things that are important to your business and the town.

We will issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media including Facebook, Instagram. Each year you will receive an update included in your levy bill which will highlight what has been delivered and at what cost.

Key Performance Indicators

It is important we monitor and evaluate the activity we undertake as Skipton BID to ensure you, the levy payer, are getting value for money. We will monitor our activity in the following ways:

- Website and social media analytics on views, followers, engagement and reach.
- PR Coverage, the number of mentions in the press.
- Event feedback and the impact it has had on your business.
- Footfall counts.
- Vacancy rates.

What happens next?

The Ballot

The Ballot holder for the Skipton BID is North Yorkshire Council who has contracted Civica to manage the ballot process.

16th October 2023

Civica will send those responsible for eligible properties or hereditaments, a ballot paper and pre-paid return envelope to return your vote.

19th October to 16th November

Each property or hereditament will be entitled to one vote in respect of this BID proposal in a 28-day postal ballot. Votes must be cast by 5pm on Thursday 16th November. Ballot papers received after 5pm on that day will not be counted. In order for the proposal to be successful at ballot the result will need to meet, as a minimum, two independent criteria which are:

(a) the number of Yes votes need to be greater than the No votes (only votes cast are included in the results)

(b) of those ballot papers returned by the close, the total rateable value of those properties or hereditaments which voted yes, must exceed the total of those voting no.

If these two criteria are met the BID levy becomes legally binding for all eligible businesses, regardless of how they voted, for five years.

20th November

The result of the ballot will be announced as soon as practically possible after the close of ballot. The results will be announced on the Skipton BID website and social media accounts.

1st April 2024

If successful at ballot, the new BID will commence delivery of services and will continue for a period of 5 years to end 31 March 2029.

Skipton BID Levy Rules

Below is a summary of the BID Levy Rules which explain who is entitled to vote in the BID ballot, who is liable for the BID levy, when levy payments should be made, and the circumstances of any exemptions or refunds. The full rules can be found on www.skiptonbid.com

1. The levy rate to be paid by each property or hereditament is to be calculated as 1.5% of its rateable value as at 1st April each year throughout the term of the BID.
2. Each person entitled to vote will have one vote in respect of each hereditament within the boundary with a rateable value of £6000 or more.
3. Premises occupied by charities or non-profit making organisations will be liable for the full BID levy.
4. The levy will be charged annually from 1st April 2024 to 31st March 2029. The BID levy will be based on the 'daily charge' principle that that mirrors the approach in the business rate system of the charge being broken down to each day of the 365 days of the year. Each business will be charged for the time they are responsible for the hereditament.
5. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
6. Exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988, will not apply.
7. The owners of untenanted or part-occupied properties or hereditaments will be liable for the payment of the full levy.
8. If a property undergoes a split or merger mid-year the levy will not be amended to reflect the change until the following year.
9. If a property's rateable value is decreased/increased mid-year the levy will not be amended to reflect the change until the following year.
10. Any new rateable property created during the lifetime of the BID will be obliged to pay the levy calculated using the 2023 Non-Domestic Rating List.
11. The BID levy will be calculated using the 2023 Non-Domestic Rating List for the duration of the BID.
12. The BID area and the levy percentage cannot be altered without an alteration ballot.

SkiptonBID

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