



A N N U A L R E P O R T

2023



## A MESSAGE FROM THE CHAIR AS CHAIR...

It's my privilege and pleasure to write the foreword to our 2022/23 annual report. We've spent the past year working hard to ensure the money you contribute through the BID levy is used for the best possible benefit of Skipton and its businesses. In these difficult economic times, the joint contribution businesses make through the BID levy is so important to the future success of Skipton. I want to say thank you for the contribution you have made to the future of our town. Skipton is a special place – by working together we can make sure it stays that way.

This year we have continued to partner with a number of organisations whose combined aim is the promotion of Skipton as a destination of choice. For us, it's about helping make businesses thrive and having a welcoming and attractive town centre.

This year we will once again be undertaking a ballot for a new five year term, we are coming to the end of the third term and hope you will once again support us for another five years. Skipton BID has been supporting businesses in Skipton since 2009 and since then has invested over £2 million into Skipton. I urge you to take part in the consultations which will take place over the coming months, and help us shape the next five years to ensure they deliver the most benefits to you.



**Chair Skipton BID**

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ANNUAL REPORT

2023

# BACKGROUND

## WHAT IS A BID?

A Business Improvement District (BID) is a business-led partnership in a defined area. It is voted into existence by local businesses to deliver a range of activities that improve the trading environment. In Skipton, the BID area includes all the main retail and business streets. Skipton businesses voted to set up the BID in 2009 for a five year term; a second term was voted in 2014 and a third term in 2019. BIDs are governed by legislation, including the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

## WHAT IS THE BID LEVY AND WHO HAS TO PAY?

Once established, a BID levy is charged annually to all business rate payers in the BID area, in addition to their business rates bill. In Skipton the current levy is 1% of a property's rateable value as at 1st April each year; properties with a rateable value of less than £6000 are exempt. Whoever is responsible on 1st April each year for paying the business rates to North Yorkshire Council is liable for the BID levy for that year.

## ASSOCIATE BID MEMBERS

If you are a business or an organisation outside of the BID area and wish to join us, you can become an Associate Member, the annual charge is £60 per year.

## VOLUNTARY BID MEMBERS

Businesses that are too small to pay the levy can opt to join the BID and become members on a voluntary basis. The annual charge £60 per year.

## WHAT IS THE BID LEVY SPENT ON, AND WHO DECIDES HOW IT'S SPENT?

The funds raised are used to deliver services, projects and activities that increase Skipton's appeal to residents, visitors and investors, with the ultimate aim of improving the town's trading performance.

Skipton BID Ltd is the not-for-profit company responsible for managing the BID funds and deciding how the levy is spent. We are governed by a Board of Directors who represent levy payers and other key stakeholders within the BID area. We work towards a Business Plan that is written prior to the new term ballot and voted on by you, the BID levy payers.

## IT CONTAINS THE FOLLOWING OBJECTIVES:

- **Visit Skipton**
  - Tourism
  - Events & Festivals
- **Business Support**
  - Safety and Security
  - The BID Toolbox
- **Attractive and Clean**
  - Attractiveness & Cleanliness
  - Infrastructure

## HOW DOES THE BALLOT WORK?

The BID will develop a Business Plan and Proposal which will set out the priorities for improvements for the area and the services they will deliver, as well as how the BID will be managed and operated. This document will be developed after wide consultation with all levy payers. This document becomes legally binding once the ballot has been won. As a levy payer you will receive a copy of the business plan and a ballot paper to vote yes or no for the BID to continue for a further five years. To be successful the number of 'Yes' votes needs to be greater than the 'no' votes, and 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 the individual business voted. The result is only based on the businesses which vote, if you do not vote this will not influence the outcome.



# OBJECTIVE ONE

## VISIT SKIPTON

### DESTINATION BRANDING

In 2022 a new brand for the town was introduced and Welcome to Skipton was launched. The brand was developed in partnership with Skipton BID, Craven District Council and Skipton Town Council as well as external partners. The aim of the brand is to enrich the lives of our communities and enhancing tourism and boosting business and position Skipton as a leading visitor destination. A strong brand sets us apart from our competitors and supports our marketing and communications.

### WHAT DOES THIS MEAN FOR YOU?

The digital presence has been improved with the introduction of a new website which has been developed, along with social media channels.

All levy paying businesses can have a free website listing on [www.welcometoskipton.com](http://www.welcometoskipton.com), you can also promote your events on the website which will in turn be shared on all our social media channels. The digital presence has been improved with the introduction of a new website



which has been developed, along with improved social media channels.

A new short promotional video for Skipton was developed to promote the new brand and highlight everything the town has to offer. A bright, fresh and modern vision of Skipton which had a great reaction on our social media channels.

Skipton now has a stronger presence to compete with other destinations.



# OBJECTIVE ONE CONTINUED



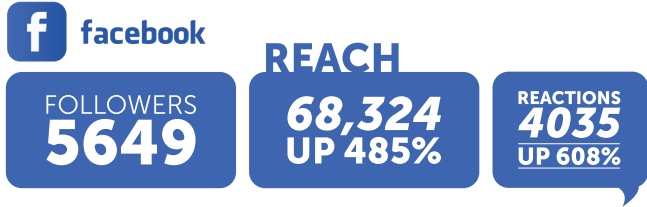
## VISIT SKIPTON

### SOCIAL MEDIA

Skipton BID manages the Welcome to Skipton platforms and in the last twelve months we have increased the social media presence on Facebook and Instagram to promote everything that is happening in Skipton.

## VISIT SKIPTON

### 2022/2023 STATS



## EVENTS AND FESTIVALS

Skipton has a reputation as a town worth visiting because there’s always something interesting going on. In 2022/23, the BID levy has continued to support and develop the events programme. We have continued to work in partnership with Skipton Town Council to ensure the key events such as Sheep Day continue but also supported new events in the town such as Pride and the Foodie Weekend.

Skipton BID want to support new events being brought to the town and offers seed funding, this year Hinterlands, Skipton’s Film Festival was supported to ensure the event could return for another year. This event has a national attraction and raises awareness of the town to new target markets.





# OBJECTIVE TWO

## BUSINESS SUPPORT

We are always looking for new ways to support local businesses to help them thrive and succeed.

### TRAINING AND DEVELOPMENT

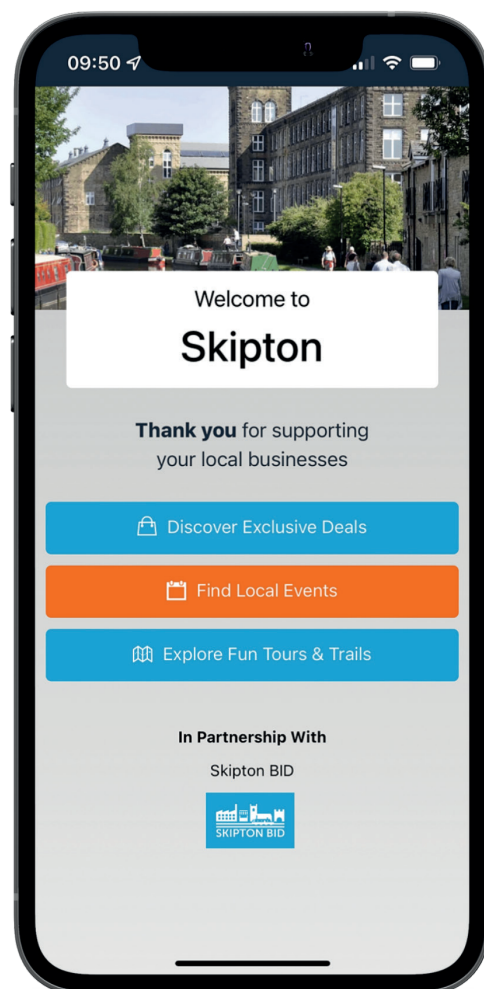
This year in partnership with Tyro Training we have delivered free First Aid at Work training to 55 staff members of levy paying businesses. Skipton is now a safer place for residents and visitors to visit.



A series of Retail Masterclasses were recorded and made available online. White Rose Retail Consultants delivered four themed short videos to offer tips which all retailers could implement into their business.

### LOYAL FREE APP

The award winning town centre app allows businesses to showcase their offers and/or adopt a digital loyalty scheme as well as displaying local events and town centre trails. Family fun trails were in place for Halloween and Christmas to encourage families to visit the town and explore. A number of permanent trails are in place and include independent coffee shop trail, ale trail, independent retail and many more.



**6351**  
TRAIL INTERACTIONS

**8650**  
APP INTERACTIONS

**702**  
DELA VIEWS

**184** BUSINESSES PROMOTED.

# OBJECTIVE TWO CONTINUED

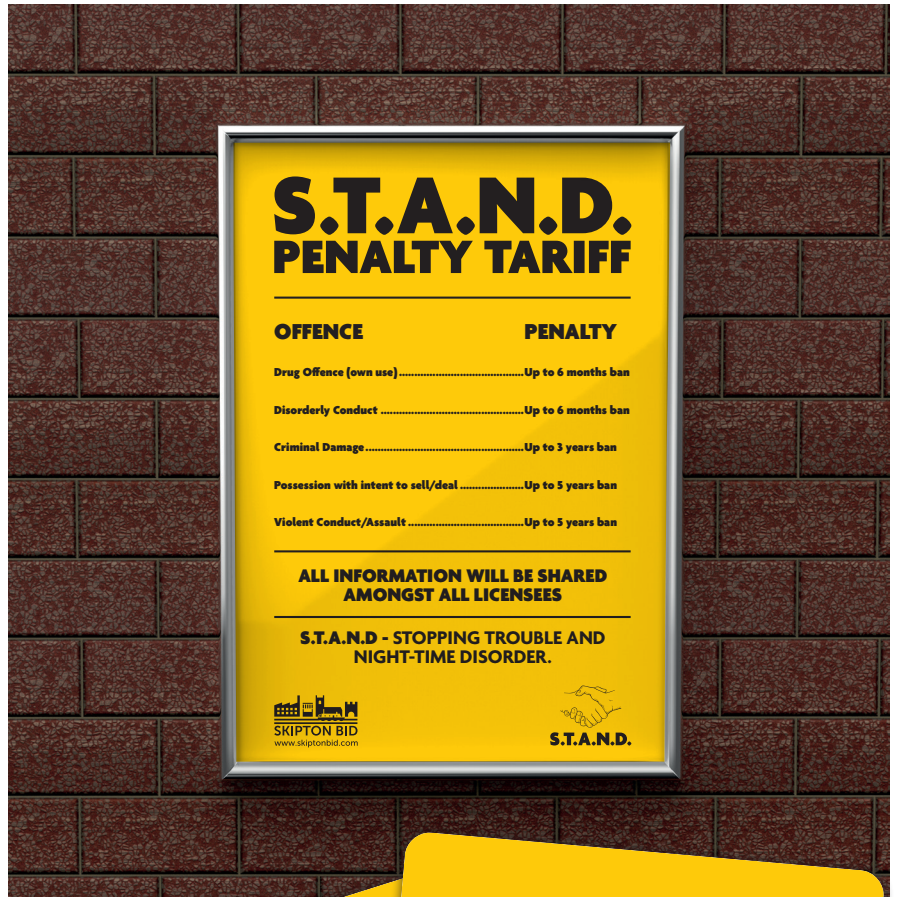
## CRIME PREVENTION

We take crime prevention seriously and have continued to fund the CCTV cameras across the town centre.

There have been approximately 60 request for footage and they have assisted the police with a number of incidents.

To ensure there is a safe night-time economy in the town we have worked in partnership with pub watch and assisted in the relaunch of STAND. 10,000 beer mats have been produced and new posters designed and printed for all the bars and pubs. To support this, we have continued to work with the National Business Crime Solution (NBCS) and the DISC portal and app. There is free access to the DISC portal for BID levy payers which provides intelligence and allows businesses to communicate directly on a GDPR secure app, sharing information and images to assist in reducing crime.

Skipton BID appointed 'Street Marshals' to help make the town centre a safer and more welcoming place to visit over the Christmas period. Two SIA and First Aid trained professionals patrolled the town between 9pm and 3am, every Saturday throughout December. The aim was to deter incidents and provide welfare for Skipton's evening and late-night patrons over the busy festive period.



OFFENCE	PENALTY
Drug Offence (own use) .....	Up to 6 months ban
Disorderly Conduct .....	Up to 6 months ban
Criminal Damage .....	Up to 3 years ban
Possession with intent to sell/deal .....	Up to 5 years ban
Violent Conduct/Assault .....	Up to 5 years ban

**ALL INFORMATION WILL BE SHARED AMONGST ALL LICENSEES**



# OBJECTIVE THREE

## ATTRACTIVE AND CLEAN

### SKIPTON IN BLOOM

Skipton BID are proud supporters of Skipton in Bloom. They provide hanging baskets and flowerbeds across the town centre, in total across the town there are 3495 plants. All floral displays are watered between June and October twice weekly which gives a lovely first impression to visitors to the town, as enjoyment for local residents.

### CHRISTMAS LIGHTS

We have continued to contribute 50% towards the cost of the Christmas Lights in partnership with Skipton Town Council. This provides a welcoming feel to residents and visitors over the festive period.

### BUNTING

Skipton BID contributed 50% towards the design, production and installation of bunting across the town centre to brighten the town and make it more attractive.

### ENHANCING EMPTY UNITS

Working in partnership with Craven District Council and Skipton Town Council, Welcome to Skipton branding was installed in the windows of the former Rackham's to make the building look more appealing.



### SKIPTON HAZ REANIMATING GINNELS PROJECT

Skipton HAZ with match funding from Skipton BID have made significant improvements to several ginnels on the High Street and Victoria Square. The aim for the project was to create attractive safe routes linking the High Street to the secondary retail areas and to encourage people to explore more of the town centre. The public realm work on Victoria Square which includes: the relaying and levelling of paving slabs, a dropped curb onto Victoria Street to help with pedestrian accessibility, new heritage style lighting to make the area more accessible and safer at all times of day, seating and cycle parking were all included in the work part funded by Skipton BID.



# THE FINANCIALS

## INCOME

Skipton BID Levy.....	<b>£168,026</b>
ARG Grant.....	<b>£6000</b>
Other.....	<b>£3021</b>
Total.....	<b>£177,047</b>

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## EXPENDITURE

Visit Skipton.....	<b>£29,116</b>
Business Support.....	<b>£33,321</b>
Attractive and Clean.....	<b>£31,431</b>
Operating costs.....	<b>£61,165</b>
<i>(Premises and rent, utilities, professional and legal fees, BID levy collection fees, staff costs)</i>	
Total.....	<b>£155,033</b>

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