

Skipton BID Annual General Meeting Minutes

Wednesday 21st May 2025

Skipton BID Office 17.00

Attendees:

Neil Roe	Louise Close	Adam Dutton – Shepherd Partnership
Anita Lall	Sarah Howsen	Heather Langtree – Shepherd Partnership
Rebeca Elsworth	Emma Leithold	
Julian Hotchkiss		

Representatives from businesses:

Sharon Sunter – NYC	Selina McGonagle – Craven Arts House
Maria Birkett – Captain Jellyfish	
Steve Birkett – Captain Jellyfish	

Apologies:

Tristan Harris	Fred Maier	James Cunningham
Ivan Le Roux	Louise Ackerman	

Chairperson: Neil Roe

1. Welcome

Neil Roe welcomed the businesses attending the AGM.

2. Apologies

Apologies were received from Tristan Harris, Fred Maier, Ivan Le Roux and Louise Ackerman, James Cunningham

3. Approval of Previous AGM Minutes held 1st May 2024

The Board had received the minutes of the last AGM previously. The Board agreed they were a true representation of the meeting held.

Proposed by: Julian Hotchkiss Seconded by: Rebecca Elsworth

4 . Adoption of the accounts for the year 2024 – 2025

Financial Report presented by Adam Dutton from Shepherd Partnership

The accounts will be uploaded to the website. The Board accepted the accounts and had no further comments. The accounts were signed by Neil Roe and Anita Lall.

5. Resignation of Directors

Neil Roe announced the resignation of Fred Maier. Fred Maier was thanked for all the work and support he has offered the BID since his appointment.

6. Elections of Board Members

The following Directors joined the Skipton BID Board during the year since the last AGM and were required to be elected at the AGM.

- Neil Roe, James Cunningham, Tristan Harris.

Proposed Julian Hotchkiss Seconded Rebecca Elsworth

Neil Roe has become Chair of Skipton BID during the year since the last AGM and were required to be elected at the AGM.

Proposed Louise Close Seconded Julian Hotchkiss

Anita Lall has become Vice Chair of Skipton BID during the year since the last AGM and were required to be elected at the AGM.

Proposed Neil Roe Seconded Rebecca Elsworth

7 . Re-election of Accountants

Neil Roe proposed Shepherd Partnership Ltd be re-elected

Unanimous agreement

8. An Overview of the Year

Sarah Howsen presented an overview of the BID's work in the last 12 months and a look ahead to the upcoming 12 months.

2024-25

a. Objective One - Safe & Welcoming

- **Crime Prevention:** Skipton BID have continued to work with STAND and Pub Watch which has become very successful. Schemelink was introduced last year and funded by Skipton BID for pubs and retail. Schemelink is a WhatsApp style

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tool where businesses can communicate. Street marshals covered sporting events and Christmas. Skipton BID continue to fund the CCTV until the end of the term.

- **Christmas Lights:** This has been renewed for 2025 and is funded 50/50 with Skipton Town Council.
- Skipton BID have partnered with Glen Trool to renovate the amphitheatre space funded by Skipton BID with Craven College in the hope to use the space for more cultural activities

b. Objective Two - Thrive and Grow:

- I. **Training :** 140 people were trained last year, working with SBC Marketing, Tyro Training and more. The marketing and First Aid courses tend to be very well attended and will be continued.
- II. **Football monitoring** is to be continued to monitor who comes to the town and where from.
- III. The **Love Skipton** campaign was run by Skipton BID in partnership with Your Skipton which receives significant response and attention.

c. Objective Three - Vibrant and Inspiring:

- Financially supported the Car Show, Puppet Festival and Yarn Dale
 - Maria Birkett suggested that the Yarn Bus was resurrected to bring people into town. SH said she would speak to the Yarn Dale organisers.
- The Halloween activities such as Pumpkin Carving and Christmas event Santa's North Pole Post Office were remarkably successful and catered for locals as well as visitors
- The What's On Flyer was sent out to 18,000 houses in the area
- Last year's destination marketing was done with Absolutely Yorkshire magazine which is also distributed at The Great Yorkshire Show
- 25,000 Ale Trail leaflets were distributed and have been incredibly popular.

Planned Activities for 2025

Safe & Welcoming

- A Cross Border Crime Partnership has been set up with quarterly meetings with Lancashire Police, West Yorkshire Police, Colne BID, Ilkley BID and Keighley BID.
- 360 project is similar to a Google maps for Skipton but will allow people to explore the town and enter businesses to help plan their visit. Tyro Training and leading on the project development.
- Accessible Skipton is a project to highlight to people with disabilities of all kinds they can visit the town and they will be welcomed. Businesses will be encouraged to undertake an access audit to highlight what they can offer. There is a grant scheme attached to the project to part-fund equipment such as ramps, doorbells, hearing loops etc. to help businesses be more accessible.
- New Town Map. The Cityscape maps will be simplified and have more focus on the town centre. Photos have been taken of areas off the High Street to show people what is on offer.
 - Maria Birkett asked if shops could receive small versions of the map to distribute. Sarah Howsen said this should be possible.
- Buzzing Skipton – it is yet to be announced that Skipton have received a £35,000 grant from North Yorkshire Mayoral Funding to focus on greening the town centre to move people around town using nature and greenery rather than signposts. The Artery will be contributing sculptures etc. to soften areas of town. Only 18 applications out of 42 were approved so it is positive that we received ours and this may be down to the amount of partnerships involved in the project.

Thrive and Grow:

- Skipton BID will continue to deliver regular training. If any business would like specific topics to be delivered, they can request this and Skipton BID will endeavour to cover these.
- Skipton BID will look into more ways of moving people around without erecting further signage.
 - Maria Birkett suggested playing music in the ginnels and alleyways to attract people off the High Street. Sarah mentioned the difficulty getting permission from building owners for such things.

Vibrant and Inspiring:

- Increase regional promotion of the town
- Investigating the printed guides and map production as visitors are requesting print again.
- Develop permanent trails and new events. A discussion is taking place with Yarndale to develop a sheep trail.
- Continue to support Skipton in Bloom, they are an integral partner and Skipton Town Council have now taken over the watering which is more cost effective.
- Websites and Social Media. The statistics show an increase in interaction with all digital platforms and shows having a member of staff focusing on digital has a positive impact.
- The footfall report showed an increase of 39% from 2023 to 2024, with Friday and Saturday being the busiest days. The average age of visitors is 60+ therefore the messages sent out are trying to reach a younger demographic.

Sarah concluded her presentation and asked the floor if there were any further questions.

Maria Birkett mentioned the 4-hour car park limit, that it is frustrating we are trying to encourage people to spend the day here, but this limit seems counterintuitive. Sharon Sunter informed the meeting that the parking across the county is being reviewed, with local action strategy plans to be put in place. Sarah Howsen mentioned that North Yorkshire are looking into a platform to accept all parking apps. Julian Hotchkiss

mentioned that the government have announced they are wanting to encourage people using one central app for parking.

9. Chair's Report – Neil Roe

- Neil mentioned the frustration a year ago regarding the move from Craven District Council to North Yorkshire. Neil Roe thanked Sarah Howsen and Emma Leithold for their work along with all the directors for their work in voluntary positions.
- Connections with local and national officers have been improved. Sir Julian Smith MP seems to be more engaged with issues, Neil Roe has met him on a number occasions. Sarah Howsen and Neil Roe made the point that despite the fact that Skipton is thriving and has low vacancies, it should still receive attention and support.
- Neil Roe mentioned that the relationship between Craven College and the BID has been exceptional.
- The results of Skipton BID's partnership with Skipton in Bloom will become evident across the town as the new project is delivered.
- Tristan Harris from Skipton Building Society has joined the Board. They want to support their volunteers in the town and are keen to get involved with sustainability projects in the town.
- This year is much more focused with directors taking on roles to support Sarah Howsen going forward.
- The amphitheatre is going to be renovated with the support of Craven College and signage redone so it can be a focal point for visitors.
- Neil Roe mentioned that everything happening would not be possible without Sarah Howsen and Emma Leithold's involvement. A full-time officer is pivotal in all plans being realised.

10. Any Other Business (AOB)

- Craven Arts would love to continue involvement with Craven College and other businesses.
- Julian Hotchkiss thanked Neil Roe for his work through the year.

Meeting ended at: 18:05