



Annual Report 2024-2025



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A message from the Chair

As Chair, it's my privilege and pleasure to write the foreword to our 2024/25 annual report. Since the start of the new term in April 2024 we have worked 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 continuing 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, and your continued support. Skipton is a special place – by working together we can make sure it stays that way.



Neil Roe

This year was a fresh start as we entered a new term. A new Chair and Vice Chair along with a dedicated Board of Directors, representing you and your sector.

This year we have continued to develop and grow relationships with individuals and organisations. Skipton Building Society have rejoined the Board, we are working closely with Craven College and landowners in the town alongside strengthening relationships with voluntary organisations in the town. For us, it's about helping make businesses succeed and having a welcoming and attractive town centre. If we all support each other Skipton will continue to thrive.

Neil Roe

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, a third term in 2019 and our most recent fourth term in 2024. BIDs are governed by legislation, including the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

What is the BID Levy & 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 1.5% of a property's rateable value as at 1st April 2024; properties with a rateable value of £5999 or less, are exempt. The landlord or business owner responsible for the property are responsible for the levy payment

Voluntary BID Members

Businesses that are too small or not in the boundary, can opt to join the BID and become members on a voluntary basis. The annual charge 1.5% of their rateable value unless under £5999 and then it is £90 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.

Board Composition*



*Correct at time of print

Governance and Vision of Skipton BID

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.

Our vision is for Skipton to be a clean, attractive and vibrant town to live, work and visit. We will endeavour to improve the economic opportunities for businesses in the town, increase footfall and market the town as a destination. It contains the following objectives:

OBJECTIVE #1 Safe & Welcoming

- **CCTV**
- **Schemelink supporting Pubwatch and Shopwatch**
- **Annual deep clean of the streets**
- **Improving wayfinding**
- **Christmas Lights**

OBJECTIVE #2 Thrive & Grow

- **Free training workshops**
- **Welcome packs for residents and businesses**
- **Grant schemes for businesses**

OBJECTIVE #3 Vibrant & Inspiring

- **Manging the Welcome to Skipton brand and destination marketing**
- **Delivering and seed funding events**
- **Supporting Skipton in Bloom**

Objective #1 - Safe & Welcoming

CCTV

We take crime prevention seriously and have continued to fund the CCTV cameras across the town centre. They are an important part of ensuring businesses are safe and we are committed to continue to deliver the service.

Schemelink

We have worked in partnership with Schemelink to introduce a digital platform where both members of Shopwatch and Pubwatch can communicate effectively and securely. There are over 80 users plus North



Annual Deep Clean

We have worked with Nationwide Cleaning Services UK since 2023, to undertake an annual deep clean prior to the start of our main visitor season. This makes a huge difference to the attractiveness of the town and gives pride to residents and businesses.

Street Marshals

We continue to appoint two SIA and First Aid trained professionals 'Street Marshals' to assist in improving safety on the streets in busy periods. This includes sporting events as well as over the Christmas period. The aim is to deter incidents and provide welfare for Skipton's evening and late night patrons.

Christmas Lights

We continue 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.



Objective #2 Thrive & Grow

Training and Development

Offering a variety of training opportunities for businesses is a key priority. This year we have delivered 16 training sessions to approximately 140 people in partnership with Tyro Training, Craven Consultancy, SBC Marketing, Ask Clout. Covering subjects such as First Aid, Be a Canva Superstar to New Employment Law Legislation.



Love Your High Street

Working in partnership with Your Skipton Radio we delivered a Love Your High Street Campaign promoting the diverse range of businesses within the town. 30 businesses took part and were promoted via a reel on social media and a dedicated day on the radio. It also allows us to understand the use of space within the town and areas which need extra support.

Footfall Monitoring

HUQ provide the footfall monitoring for Skipton. It is crucial this data is collected to ensure we understand trends and patterns of visitors, which in turn influences the promotion of Skipton as a visitor destination.



2024 up 40% on 2023
Busiest days Fri/Sat/Sun

Objective #3 Vibrant & Inspiring

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.

All digital platforms have seen an increase in interactions over the last 12 months. Key takeaways for socials and the website www.welcometoskipton.co.uk include...

FACEBOOK REACH

+176% on previous year



INSTAGRAM REACH

+614% on previous year



GOOGLE SEARCH CLICKS

+687% on previous year

Events and Festivals

We continue to seed fund external events such as Skipton Car Show, Skipton Puppet Festival and new initiatives such as Skipton Ghost Walk.

2024 Saw the introduction of two new events, the Halloween Pop up Pumpkin Patch and Santa's North Pole Post Office. Both had positive feedback from the public and were a great addition to the town's event calendar.



Working in partnership with Yarndale and Carleton Brewery, a YarnAle was brewed and sold in a number of bars in the town to promote the event, encourage visitors to come into town and visit a number of our bars.



Objective #3 Vibrant & Inspiring continued....

What's On Flyer

A event flyer highlighting the main events for the year was distributed via Royal Mail to over 18k households and businesses within local area. To remind more local visitor everything Skipton has to offer throughout the year.



Ale Trail

The Skipton Ale Trail was introduced highlighting the large selection of bars and pubs in town offering real ale. 25k leaflets have been distributed locally and across West and North Yorkshire.



Skipton in Bloom

Skipton BID have been proud supporters of Skipton in Bloom for many years and value the work they do to improve the town centre, and continue to be their primary funder. They provide hanging baskets and flowerbeds, 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.



Destination Marketing

The Welcome to Skipton brand is managed by Skipton BID. Promotion takes place on many platforms including in print utilising publications including The Yorkshire Post, Absolutely Yorkshire and digitally through Leeds List and Tots to Teens.

Financial Report

Income		2024/2025
BID Levy		£221,668
Carry Over from 2023-24		£61,601
Other		£10,520
Total		£293,789

Expenditure		2024/2025
Safe & Welcoming		£57,270
Thrive & Grow		£40,306
Vibrant & Inspiring		£92,590
Operational Costs		£80,095

*Premises and rent, moving costs and fit out, utilities, professional and legal fees, BID levy collection fees, staff costs



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