

SkiptonBID

Gateway to Business

Annual Report 2025-2026



Contents

A Message from the Chair	02
What is a BID?	03
Governance and vision of Skipton BID	04
Objective #1 - Safe & Welcoming	05
Objective #2 - Thrive & Grow	06
Objective #3 - Vibrant & Inspiring	07
Financial Report	09

A message from the Chair

As Chair of Skipton BID, it's my pleasure to preface our annual report of 2025/26. Over the last year, we've continued our hard work to ensure the money invested through the BID levy is utilised as best as possible to benefit our business community.

From excellent events at key times of the year and creative campaigns to shine a light on the wonderful businesses in our town to vital services to ensure a safe and welcoming town, we continue to champion our place.

The annual investment made by BID Members through the levy is so important as we continue to build and enhance the future of our town, so I'd like to thank all Members for their contributions.

Skipton is a special place with its own vibrant, unique character and we want to ensure it stays that way.

As we move further into our fourth term, we're pleased to have a dedicated Chair, Vice-Chair and Board of Directors – representing different sectors and committing their time and effort for the good of Skipton. We have consistently developed and grown relationships with key individuals and organisations, including the likes of Craven College, Sir Julian Smith MP, SELRAP, Skipton Building Society and David Skaith, Mayor of York and North Yorkshire.

As the BID in Skipton, we're all about helping our business community to succeed while ensuring our town remains a safe, clean and attractive place to work and live, as well as a must-visit destination. We're also pleased to work in partnership with Skipton Town Council to boost sustainability and active travel in and around our town.

If we work together and support each other, Skipton will continue to flourish.



Neil Roe

A handwritten signature of Neil Roe in black ink. The signature is written in a cursive style, with the first letters of 'Neil' and 'Roe' being larger and more prominent.

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. Skipton BID is made up of the Chair, Vice-Chair, Directors, Company Secretary, BID Manager and Projects & Communications Executive.

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 of 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 choose 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 continue to improve the economic opportunities for businesses in the town, increase footfall and market the town as a destination. Our Business Plan contains the following objectives:

OBJECTIVE #1

Safe & Welcoming

- CCTV cameras around town centre
- Schemelink app to support Pubwatch and Shopwatch
- Improving wayfinding and signage
- Improving and implementing accessibility and sustainability
- Christmas Lights

OBJECTIVE #2

Thrive & Grow

- Free training workshops and sessions
- Welcome packs for residents and businesses
- Grant schemes for businesses
- Encouraging a town centre circular economy by building relationships between businesses
- Working with stakeholders to influence the marketability of vacant units

OBJECTIVE #3

Vibrant & Inspiring

- Managing the Welcome to Skipton brand and destination marketing
- Delivering and seed funding events at key times of the year
- Continuing to fund Skipton in Bloom to ensure our town continues to be a vibrant and attractive location
- Developing initiatives to encourage new residents to the area to integrate into the town activities

Objective #1 - Safe & Welcoming

CCTV

We continue to fully fund the CCTV cameras in place across the town centre to support crime prevention. The cameras are an important part of ensuring businesses are safe and we are committed to continuing to deliver this service.

Schemelink

We work in partnership with Schemelink to introduce a digital platform to allow members of both the Shopwatch and Pubwatch schemes to communicate effectively and securely. There are currently more than 80 users signed up to use the Schemelink service in Skipton.

Wayfinding and Signag

We are working in partnership with the Heart of Skipton CIC to renew the wayfinding and signage around the town centre. Through recent funding from the York and North Yorkshire Combined Authority's Vibrant and Sustainable High Streets Fund, we aim to refurbish signage and maps around the town centre to encourage exploration and increase footfall.

Street Marshals

We appoint SIA and First-Aid trained professionals known as 'Street Marshals' to assist in improving safety on the streets over busier periods of the year – including sporting events and the Christmas period. The aim of these Marshals is to deter incidents and provide welfare for patrons of Skipton's night-time economy.

Christmas Lights

We continue to contribute 50% towards the cost of the Christmas Lights, in partnership with Skipton Town Council. The range of lights around town create a welcoming feel for residents and visitors over the festive period.



Objective #2 Thrive & Grow

Training and Workshops

16 training sessions to approximately 140 people in partnership with Tyro Training, SBC Marketing, Brand Concerns, Heald Training covering Women's Empowerment, Bleed Kit training, First Aid to Digital Marketing.



Campaigns with Media Partners

We've worked with a number of different media outlets over the last year to deliver campaigns to shine a light on our levy-paying Members. Working with the likes of Your Skipton, Leeds List, Yorkshire List and Absolutely Yorkshire, we have created campaigns at key times of the year to encourage people into Skipton, while gathering hundreds of thousands of views and impressions across different social media platforms.

Data partner HUQ

Working alongside our data partners at HUQ, we can observe figures around footfall, density and where people are travelling to Skipton from. We know it's important that this data is collected and shared with businesses to track trends and patterns in visitors, which can lead to influences on our promotion of Skipton as a must-visit destination.

- Total footfall over the last year was 14.9 million (3% down on 2024/25).
- 70% of footfall was visitors, while 30% was people passing through Skipton
- Busiest days of the week – Monday, Tuesday, Sunday
- Busiest time of day – 12pm – 3pm
- Visitors travelled from 265 different postcodes over last year including in Scotland, Ireland and Wales.

Skipton Business Awards

We have built and developed the Skipton Business Awards over the last few years to highlight and celebrate our town's fantastic community. The event is very well attended every year and always receives fantastic feedback from our Members.

Skipton 
Business Awards 2026

Objective #3 Vibrant & Inspiring

Social Media

We manage the Skipton BID and Welcome to Skipton channels across different social media platforms. Over the last 12 months, we have appointed a Projects & Communications Executive to lead on social media, which has led to a vast increase in our digital presence.

FACEBOOK REACH

2.8 million views

across BID and Welcome to Skipton
Facebook pages

SOCIAL VIEWS

up 2500%

since Ed started 6 months ago

FOLLOWERS

up 400%

across BID and Welcome to Skipton
channels

CONTENT INTERACTION

up 230%

Events and Festivals

We continue to deliver a series of events at key times across the year, from Halloween and Christmas, to Easter and Yorkshire Day across the warmer summer months. Last year, we saw the return of a firm favourite, the Halloween Pop-Up Pumpkin Patch, along with new additions such as the Nutcracker and Giant Easter Egg trails – both of which received very positive feedback from the public and Skipton's businesses.

We also seed fund external events throughout the year, including Skipton Car Show, Skipton Puppet Festival and the Skipton Ghost Walk.



Objective #3 Vibrant & Inspiring continued...

What's On Flyer

We provide an annual flyer to highlight the main events taking place across the year. These are distributed into local businesses as a reminder of everything that our town has to offer over a jam-packed schedule throughout the year.



Ale Trail

Over the last couple of years, we have introduced the Skipton Ale Trail to highlight the large selection of bars and pubs offering real ales across the town. We have created and distributed maps to guide participants around the trail and town centre.



Skipton in Bloom

We proudly support and act as the primary fund source for the Skipton in Bloom initiative – and have done so for many years now. We value the work the group do to improve the town centre, such as providing hanging baskets and flower beds. All floral displays are watered between June and October weekly, offering a lovely first impression to any visitors to our town.



Welcome to Skipton

As well as our own, we also manage our town's destination marketing through the Welcome to Skipton brand. Promotional materials are provided in a variety of ways through different platforms, including Leeds & Yorkshire Lists, The Yorkshire Post and Absolutely Yorkshire to name a few.

Financial Report

Income	2025/2026
Levy	£216,549
Other Income	£15,535
Grant Funding	£26,560
Carried Forward	£25,922

Expenditure	2025/2026
Vibrant & Inspiring	£61,304
Thrive & Grow	£36,459
Safe & Welcoming	£41,730
Operating Costs *	£83,411

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

SkiptonBID

Gateway to Business

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