

17th November 2009 Board meeting

Marketing

- Alexander King Associates (AKA) are busy getting Skipton highlighted in the press, with articles in regional magazines about the Yuletide Festival.
- With guidance from AKA the BID has paid for them to produce an article highlighting Skipton as a shopping destination. This will appear in the December issue of Northern Life magazine,
- AKA has looked at the budget for marketing and have set aside up to £3,000 for the design, printing and distribution of a Skipton events leaflet and are looking for sponsorship to help with the distribution costs to deliver the leaflet to the wider area.

Car Parking/Signage

- Members of the Board are meeting with Craven College to discuss the design and construction of signs and maps around the town.
- A meeting has been held with HML regarding the use of their car park for a 'park and ride' scheme. There were no substantive objections to the suggestion, but the BID must be aware that HML employees would also have need of the car park at weekends.
- The BID has written to Yorkshire Forward to request their help with this project.

Training

- Tyro Training has prepared a leaflet listing the FREE training courses on offer and it is hoped this will be available to be posted and emailed to Levy Payers before the New Year.

Tony Barrett
Chairman Skipton BID LTD