

19th January 2010 Board meeting

Marketing

- Alexander King Associates (AKA) are busy getting Skipton highlighted in the press, with articles in the regions newspapers.
- With guidance from AKA the BID will be putting a Yorkshire Dales feature in the March edition of the Yorkshire Life magazine.
- AKA is preparing 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

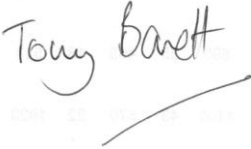
- The BID is looking into the way that signs are sited and used in the town, with a view to improving on them and making them more effective, so that people can easily find their way to all areas and not just the High Street. William Lambert from Craven College attended the Board meeting and gave a very detailed and interesting presentation about signs and information systems. The BID will need to join with other agencies to ensure that all details are considered and for help with financial support. This project will be delivered over the life of the BID.
- Discussions about a possible 'park and ride' scheme at HML's new headquarters on Gargrave Road are still ongoing.

Training

- Tyro Training has prepared a leaflet listing the FREE training courses on offer and the information will be sent to Levy payers shortly. The Marketing Course is to take place on 23rd February, 2nd March and 9th March at 6-8pm. The Customer Service course is to take place on 16th and 23rd March at 2-5pm.

Festivals

- The Board are looking ahead to this year's festivals and events to balance the funding available to them.



The image shows a handwritten signature in black ink that reads "Tony Barrett". The signature is written in a cursive style and is positioned above a horizontal line that serves as a separator. The background of the page is slightly faded, showing some of the text from the previous sections.

Tony Barrett
Chairman Skipton BID LTD