

20th April 2010 Board meeting

skiptonbidltd@btinternet.com

Training

- Tyro Training has held very successful courses for BID levy payers and therefore it is the Boards intention to ask them to hold more. We will suggest to Tyro Training a further marketing course, basic accounting, websites and spreadsheets.
- If you have any ideas for a course that would be of benefit to businesses, **please contact the office.**

Skipton in Bloom

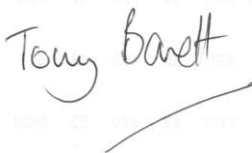
- The allocation to Skipton in Bloom has been increased for this year to enable more hanging baskets than ever to be placed in the town. We look forward to seeing a colourful display this summer.

The Ambassador Scheme

- The Board have offered to help support this scheme. The ambassador has been doing very good work helping people find their way around town and dealing promptly with incidents as they occur. He is in communication with the services in the town; Skipton Town Council, Craven District Council, the police, and North Yorkshire County Council to help him with his job.

Ongoing projects

- The BID is still working with Craven College on the ideas for signs to be placed in the town. Craven college is preparing designs for signs at the bus and rail stations and the car parks. The Board will work with CDC, STC and other interested parties to achieve these aims. It is hoped that there will be some designs available to view at the next Board meeting
- The BID is joining with The Chamber of Trade and Commerce, STC and CDC to look at ways to alleviate the car parking problems in the town as part of a shop local scheme and making Skipton more appealing to come to visit. The Chamber of Trade & Commerce presented its first ideas to the Board detailing how this would work. They will be meeting with CDC to discuss the costs involved for the car park ticket machines to produce a voucher along with the parking ticket. This voucher could be used to redeem all or part of the parking cost against a purchase in participating businesses. Each participating business would decide how much they will redeem and how much is required to be spent before any refund is made. Full details will follow.
- Chamber of Trade & Commerce also brought to the Board a Loyalty Card Scheme. This is a card based scheme where stamps are collected on the card when a purchase is made, (Conditions would apply) and when it is full this card is entered into a prize draw.
- Again this is in the early stages of development but it is hoped that this will happen in the autumn.
- **Businesses are asked to support both these initiatives.**



Tony Barrett
Chairman Skipton BID LTD