

BID Presentations Q&A points

Questions 1-8 were in answer to the key note speech by David Wathen, Skipton BID Ltd Chairman.

	Questioner	Question/Answer
27.09.11 pm	Q1] Tony Blaney [LHA]: once BID is approved (ie a YES vote) how do you ensure continuity?	A1] at Skipton, businesses pay £1 (annually?) to become members of the BID and it is from those members the Directors are elected. There is no Council representative on the BID Board but the Board Chairman meets monthly with the Council CEO
	Q2] Craig Adamson; at Skipton as there is no Council representative on the BID Board, how do you get business done when both parties are involved?	A2] It was recognized there could be a conflict of interests for a Council representative on the BID Board – which could affect how they might vote issues/subjects. BID Board and Council talk regularly to businesses – being seen to be involved in/part of the local community
	Q3] David Howarth; what fee will the local authority charge to collect the levy?	A3] At Skipton the Council charge £7k pa – having agreed with the BID Board it was preferable to charge and be levied themselves rather than offset costs & charges
	Q4] Carol Shaw; the BID leaflets don't say what the Council provides; does a successful BID vote give the BID Board 'leverage' when talking to the Council on proposed projects (eg car parking)?	A4] Yes; (at Skipton) 'leverage' might be on a matched funding basis; also the BID Board is prepared to (and has) say NO to a Council proposal to the BID Board
	Q5] Adrian Faulkner; at Skipton are Council collection charges deducted from levy?	A5] At Skipton, the Council pay the full levy on their properties and charge for the collection of the levies due to the BID Board
	Q6] Steve Barton - Delicatessen; what happens over a non-payer or a late payer of levy.	A6] Late payments are collected in the same way as late payment of non-domestic rates. Democratically, those who voted 'NO' pay their levy
	Q7] Jerry North, (BID observer from Lancaster); How do/did Skipton get and retain business rate payers on the Board?	A7] Via AGM; news letters – and include progress of projects and the £p spends; being available to talk with businesses regularly. The Skipton BID Board also outsourced some activities to existing businesses/professionals (eg marketing survey, leaflets, maps etc) rather than create a 'team' to do these projects
	Q8] Adrian Faulkner; further to Q7	A8] Bowness & Windermere BID Steering Group has sent two leaflets to 800 non-domestic rate payers (explaining purpose of BID, possible projects, dates of meetings); use has been made of BID page on Chamber or Trade's website, Steering Group has a Communications

		Officer and has communicated regularly with media
	Q9] Bill Johnson, Steering Group; points from that day's morning meeting when Tim Farron MP spoke	A9] a) Bowness & Windermere BID is the first such project in SLDC area and many other communities are watching with interest how the process evolves – the process is a learning curve for the Steering Group and SLDC A9] b) 2012 (Olympic Games) and 2014 (Commonwealth Games, Glasgow) are important Events and years <u>and</u> the Lake District is a feature part of the promotional package which the Event organisers are making to the rest of the world to encourage people to come to those two Games and their host cities. A successful BID project will help ensure this part of the Lake District is attractive and inviting as possible
	Q10] Tony Blaney; comment re marketing	A10] as an hotelier not a retailer there is an awareness that economic cutbacks have affected SLDC and Cumbria Tourism – so the BID Budget commitment to marketing is very positive
	Q11] Craig Adamson; a follow up to Q10	A11] as a former Guest House owner – he is aware of the “wavy pattern” or seasonal variations in that business sector; so a BID participation in encouraging/facilitating events and activities in the quieter parts of the season is a real bonus. Above all a BID Board should work to ensure the Quality of Experience for those who visit the LA23 area
	Q12] Ian Stevens, Cumbria Tourism; comment on marketing	A12] Cumbria Tourism would readily work with the BID Board on a Marketing Project (for the LA23 area) – probably on ‘matched funding’ basis. Also make use of the BID Steering Group’s Facebook and Twitter sites