

ILKLEY BID FORMALLY BEGINS

Ilkley BID now formed

Following the successful outcome of the recent ballot for the Ilkley Business Improvement District (BID), the BID Company has now been incorporated and the Board of Directors have been appointed. The BID officially begins its five-year term on 1st June 2019 and this update accompanies your levy invoice.

We have recently appointed a BID Manager and arranged an office base within the Town Hall, whilst work is also being done on enacting the first series of projects from the Business Plan.



The BID Board

As per the Ilkley BID Business Plan, which can be viewed at www.ilkleybid.co.uk, a board of unpaid Company Directors have been formed from BID levy-paying organisations. This creates a representative, business-led group to oversee the financial, managerial and operational activities of the BID.

The Board will be fully accountable to BID levy payers and consists entirely of representatives from BID levy paying organisations. The Board will meet regularly and receive both management and financial reports at each meeting. They will communicate regularly with BID levy payers on key issues, particularly including progress against the BID Business Plan.

The Projects

The BID exists to carry out a number of projects to benefit Ilkley and to boost trading performance over the next five years and these are shown overleaf.

Further information

For any further information on the proposals, please contact Ilkley BID at info@ilkleybid.co.uk

Further details are also available on the website at www.ilkleybid.co.uk



THE PROJECTS

Pillar 1

Marketing the town

- Create a recognised brand for Ilkley that businesses can use as a promotional tool.
- Create promotional campaigns that benefit local business across the town.
- Oversee targeted digital media campaigns, including extensive social media activity.
- Carry out market research to identify and target new visitors for local businesses.
- Develop initiatives to maximise footfall to all areas of the town.
- Work with tourism boards to develop collaborative and co-ordinated projects which better promote and benefit local businesses.

Pillar 3

Maintaining Ilkley as an attractive place

- Hold local authorities to account for maintaining streets and footpaths in a clean and safe condition.
- Introduce new, landmark public art and floral displays.
- Coordinate, create and promote an annual programme of events which support local businesses, including street entertainment and music.
- Make sure Ilkley is easily accessible for all visitors including those with disabilities.

Pillar 2

One voice for businesses

- Be a strong voice representing Ilkley businesses to Bradford Council and other agencies on issues such as parking and work with them to find solutions.
- Represent Ilkley businesses and work with other relevant organisations within the town to lobby for improvements and investments in Ilkley.
- Preserve the vitality of Ilkley for local businesses.
- Ensure that productive links are developed with organisations such as Visit Yorkshire and West Yorkshire Combined Authority to both promote Ilkley and to gain more investment into the town.

Pillar 4

Supporting businesses

- A dedicated BID Manager to be a clear point of contact.
- Introduce schemes that would save businesses money by group purchasing initiatives on overheads such as energy, telecoms and waste disposal.
- Encourage public transport operators to carry out seasonal discounted promotions for local businesses.
- Produce & distribute a regular newsletter to Ilkley businesses.
- Produce regular updates for businesses on the issues which are important to them and provide key performance information for the town.

