



2021

Annual Report and Accounts Summary



ILKLEY BID
BUSINESSIMPROVEMENTDISTRICT

The aim of Ilkley BID is to deliver a brighter future for Ilkley by helping businesses to flourish, attracting visitors and ensuring that the town prospers by working together.



heidma

CHAIRMAN'S SUMMARY



This has been a most challenging time for the BID. Coping with the impact and aftermath of the global pandemic, the BID team have worked hard to protect our community and its businesses, providing much needed advice guidance and help to levy payers. Although we have lost several BID directors it has mostly been because of the challenges in their own companies, and for some, recovering from shutdown as well as much welcomed growth. We are grateful for the contributions of all

those who have given up their time to support our community and help each other grow. We have also had a number of staff changes and I would like to record my and the Board's thanks to Helen Rhodes who worked tirelessly to help establish and deliver the BID, Felicity Gains who took over the manager role for a few months, and now Geraldine Thompson who has secured a huge financial grant to support businesses in Ilkley. The Board is very grateful for their work and energy.

I would also like personally, to thank all Board members, who give up their time to help deliver the BID plan. Without that commitment and time given by local traders and businesses we would not be able to function. The Board will continue to develop over the next few months as we welcome new members from different sectors of Ilkley business Community.

Stuart Hyde

BID MANAGER'S MESSAGE



Welcome to Ilkley BID's Annual General Meeting (AGM)!

The Annual Report summarises clearly everything the Ilkley BID Team has achieved during the past unprecedented fiscal year; and therefore having joined the Team but three months ago, my message will look to the future. As Stuart mentioned, I have secured significant funding from the City of Bradford Metropolitan District Council through the Additional Restrictions Grant (ARG), to support Ilkley businesses.

The money has been approved for three major projects to help economic recovery in the town.

- The Digital Regeneration of the Discover Ilkley's website;
- The introduction of Augmented Reality Trails; and
- Improving connectivity by introducing public wi-fi.

The ARG has enabled Ilkley BID to develop a digital platform, innovative trails and town wi-fi that could not have been afforded on levy alone. These projects embrace additionality, facilitating more town marketing and business support; the levy will continue to be spent on Ilkley BID's 2019-2024 Business Plan.

I hope these projects are of interest to you and your business because they are tools to help your company get noticed.

In a modern fast-paced world a company needs to be noticed amidst all the digital noise as well as within the town it trades. A town digital platform can compliment your online presence, and collectively should provide greater exposure than you are able to achieve on your own. Trails are a successful way to encourage people to pass by and notice, augmented reality takes trails to a whole new level of innovation and wonder. Bespoke trails will attract footfall, as several of the trails planned will only be available in Ilkley. The wi-fi blends the technology seamlessly together enabling people to stay online longer, without draining their own download capabilities. The wi-fi and digital platform together build an infrastructure to drive future innovations such as digital signage.

Instantly browsers will know who you are, why you chose Ilkley to trade in and what you are offering, whether service or product. They will also know what is happening in Ilkley today, tomorrow and more.

Following today's AGM we have a presentation to provide more information about these three projects. As communication is only effective when mutual understanding is achieved; I am available to meet with you over the coming days, weeks and months to help you take full advantage of everything the Ilkley BID Team is offering you.

Kindest Regards

Geraldine

FACTS AND FIGURES



235 BUSINESSES
PROMOTED ON THE
DISCOVER ILKLEY
WEBSITE

* £23,500



6 BUSINESSES
UTILISED THE H.R.
SUPPORT SERVICE

* £1,080



ILKLEY BUSINESSES
PROMOTED ON
SOCIAL MEDIA

200+ Posts



150+ BUSINESSES
PROVIDED WITH
COVID FLOOR
STICKERS &
POSTERS

* £1,480



12 RADIOS
PROVIDED FOR THE
ILKLEY WATCH
SCHEME

* £1,734



20+ BUSINESSES
UTILISED THE
PHOTOGRAPHY
SERVICE

* £3,000

DISCOVER ILKLEY AT CHRISTMAS CAMPAIGN



ELF VIDEOS PROMOTING
RETAILERS & HOSPITALITY
HELPFUL ELVES GUIDING SHOPPERS
CHRISTMAS MUSIC PLAYED IN THE TOWN
PAINTING OF EMPTY SHOP WINDOWS
EXTENSION OF THE CHRISTMAS LIGHTS



40+ EMPLOYERS, STAFF
TOOK PART IN ONLINE
LEARNING



500+ SUPPORT EMAILS
ABOUT PARKING



LoyalFree
The Place Promotion App



750+ SUPPORT EMAILS
ABOUT COVID & GRANTS

536 FAMILIES VISITED ILKLEY
DUE TO LOYALFREE
TRAILS



11 BUSINESSES UTILISED
THE MEETING ROOM

* £430

Ilkley Gazette

100+ BUSINESSES ADVERTISED IN
SPOTLIGHTS & SUPPLEMENTS

* £3,480

* TOTAL ROI FOR PARTICIPATING BUSINESSES



DISCOVER ILKLEY
www.discoverilkley.co.uk

The BID's plan to create a brand for Ilkley involved the creation of the Discover Ilkley logo followed by the launch of the new consumer facing website and linked social media channels in early 2021. The site includes many BID member businesses and event listings of everything Ilkley has to offer. The aim is that this will become the 'go to' place for the whole town and the wider audience and will enable us to promote Ilkley both locally and further afield.

A promotional video was created and published on YouTube and Social Media to promote Ilkley as a great place to visit.

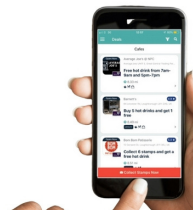


What to expect when you are visiting Ilkley. Discover the independent shops, enjoy an evening out or explore the stunning Yorkshire Moors. Discover what makes this picturesque Yorkshire town such a hit with locals and visitors alike.



Discover what's on in Ilkley

- Events
- Offers
- Trails



The LoyalFree place promotion app includes business listings with the option for venues to offer digital loyalty schemes if they wish. The app works along side the Discover Ilkley website and has been used for interactive trails in the town centre to encourage visitors to the town.

22k + interactions with Ilkley



200+ SOCIAL MEDIA POSTS
93K + REACH

Thanks To:

- Ilkley Town Council for support funding.
- The 29 local businesses assisting with the branding project.
- Ilkley Chat for continued support

DISCOVER ILKLEY AT CHRISTMAS



Welcome Elves

Welcome Elves on the streets, helping people, directing them to shops that may be slightly off the main areas and helping to make sure people don't gather in crowds and maintain social distancing.

"Such hard work and commitment to make Christmas very special for our residents, visitors & businesses"

Ilkley Playhouse



**780 PEOPLE
TOOK PART
IN THE
CHRISTMAS
TRAILS**



Festive Window Display

19 businesses took part in the Festive Window Display competition to encourage shoppers to walk around the town shops and vote for their favourite display on the LoyalFree app. Three winners were given vouchers to spend at an Ilkley business of their choice.

Interactive Elf Trails

Two Christmas Elf Trails were organised to encourage people to visit the town and explore the shops. Participants were invited to follow the interactive trails on the LoyalFree app by looking for elves hiding in business windows around the town. 37 businesses took part which encouraged shoppers and visitors to the town and brought attention to the retailers and hospitality that maybe visitors were not aware of.



Elf Shopping Videos

Thanks to Santa for lending his Elves we were able to post video bites on Facebook and YouTube to promote festive tips and offer gift ideas from a wide range of Ilkley businesses.

"Great to have something to laugh about in the moment - GREAT IDEA!"



We also arranged:

- Festive music playing throughout the town on the Sundays in December.
- Empty Shop Windows painted with a Christmas theme to hide vacant shops.
- Empty retail unit shop window painted as an Elfie Selfie Station.
- Extension of the Christmas Lights.

MARKETING THE TOWN DURING COVID-19



LoyalFree & Social Media Promotion

Lockdown Trails supporting businesses offering takeaway and delivery services and retailers offering online services were promoted throughout Covid-19 closures.

"Your support for us as a business in my opinion is amazing. Great work"

Clip n Climb

Halloween & Easter Trails



Family fun through interactive competition trails created for Halloween and Easter. Inviting local families to visit Ilkley and search for strategically placed QR codes around shop windows. A great way to encourage people into the town centre during restrictions, advertising who was still open.

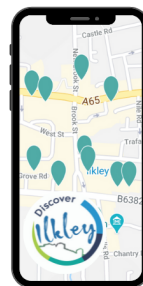


**1.2k app
views.**

Discover Ilkley Al Fresco!



An Al Fresco trail was created for all hospitality businesses that were allowed to operate outdoors during the Covid-19 restrictions. This was publicised on the LoyalFree app and promoted on Social Media.



Many of the Ilkley hospitality venues took part in "The Eat Out To Help Out" Government scheme.

The BID set up a trail on the LoyalFree app so visitors and residents could find out about local offers.

"Thanks once again for your invaluable support"

Ilkley Manor House

THE DISCOVER ILKLEY GAZEBO



In partnership with Ilkley Town Council, the BID purchased a Gazebo to lend to BID businesses and community groups who would want to showcase their organisations at events such as the Real Food Ilkley (RFI) market. The opportunity was restricted during Covid due to market trading limitations; however, we hope more will take advantage of this benefit in the following months. RFI trades the first Sunday of the month on The Grove and Ilkley BID pays the attendance fee of £55, and RFI helps to coordinate your necessary paperwork.

HR SUPPORT

Ilkley BID worked in partnership with local firm Candid HR to offer the BID Businesses telephone and online support relating to HR issues & employment law.

“As a small business owner, in these unprecedented times, it’s been reassuring to have the support at the other end of a phone.”

MEETING ROOM HIRE



Ilkley BID has an office in the Town Hall and has negotiated the hire of a meeting room on the ground floor. The meeting room seats 16 people (without Covid restrictions) and is a useful place to hold staff and business meetings. There is no additional cost to BID businesses for the room hire. The ROI is £20 an hour / £70 for the day.

PHOTOGRAPHY



BID businesses like The Ilkley Motor Company (pictured above) took advantage of a BID funded professional photography service offered by a local photographer Heidi Marfitt. The service provided two fully edited photos, with the option to purchase further photos at a special discount of £15 each.

HIDDEN ILKLEY CAMPAIGN



The Hidden Ilkley Campaign highlighted non-retail business based in Ilkley to showcase how they play a part in the vibrant and interesting commercial activity of the town. Five businesses took part and were featured in the Ilkley Gazette, LinkedIn, the Discover Ilkley website, Ilkley Chat and Facebook.

ILKLEY WATCH



The Ilkley Watch Scheme supports 12 radios distributed amongst retailers who have issues and concerns regarding retailer crime and anti-social behaviour. The scheme is facilitated by Ilkley BID and managed by Tesco Manager Sarita Prashar and Royal Mail Postman Mark Smith.



PARKING



Ilkley BID have been very vocal and proactive in supporting, accessing and responding to business needs with regard to the parking changes in Ilkley. Every business was informed about Bradford Council's parking changes in the town with a useful map provided to locate the new permit parking areas. Multiple hours of email and telephone support was given to BID businesses.

COVID-19 BUSINESS SUPPORT Keeping Businesses Informed

- A Covid19 Support page on the Ilkley BID website to help businesses obtain government information, financial support and access working safely guides.
- Social Media postings keeping businesses up to date with guidance, links and Covid-19 advice.
- Attendance at weekly Bronze Partner Council Meetings.
- Keeping businesses informed via email, newsletter and social media as well as assisting 78 businesses with grant applications.

"It's such a great help to have Ilkley BID here to help"

Carers & Companions

"Your help in this matter has been invaluable."

The Loafer



Many businesses were provided floor stickers, posters and safety guidance to assist in re-opening after the Lockdown.

Set up by the Virtual College, Ilkley BID have funded an online learning portal set up with free and part funded online courses for businesses and their employees. A great opportunity for furloughed staff and closed businesses to learn new skills and qualifications during Covid-19.

FREE E-LEARNING COURSES AVAILABLE TO BRADFORD DISTRICT BUSINESSES



Brought to you by Virtual College in conjunction with Bradford, Ilkley and Keighley BIDs



ACCOUNTS SUMMARY

These accounts relate to the BID financial year of 1st June 2020 to 31st May 2021 and have been produced by TaxAssist Ilkley.

<div>TOTAL INCOME</div> <div>LEVY INCOME</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£126,518</td><td>£127,600</td></tr> </table> <div>OTHER INCOME</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£15,093</td><td>£793</td></tr> </table>	2021	2020	£126,518	£127,600	2021	2020	£15,093	£793	<div>EXPENDITURE</div> <div>OPERATIONAL EXPENSES*</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£59,721</td><td>£49,870</td></tr> </table> <div>DIRECT PROJECT COSTS</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£56,164</td><td>£37,061</td></tr> </table> <div>SET UP COSTS</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£0</td><td>£8,610</td></tr> </table> <div>LEVY COLLECTION FEE</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£6,240</td><td>£7,500</td></tr> </table>	2021	2020	£59,721	£49,870	2021	2020	£56,164	£37,061	2021	2020	£0	£8,610	2021	2020	£6,240	£7,500
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<div>CARRY FORWARD</div> <div>RESERVE PROVISION</div> <div>ACCUMULATIVE COSTS</div> <div>£15,625</div> <div>OPERATIONAL SURPLUS</div> <table> <tr> <td>2021</td><td>2020</td></tr> <tr> <td>£11,601</td><td>£17,540</td></tr> </table>	2021	2020	£11,601	£17,540																					
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*Operational Expenses are administrative expenses minus reserve provision, levy collection fee and set up costs (where applicable).

THE BID TEAM



Stuart Hyde
BID Chairman
Clark Foley Centre



Geraldine Thompson
BID Manager



Steve Butler
BID Director
Retired Solicitor



Sarah Siddons
BID Director
**Sarah Siddons
Financial Planning**



Mark Smith
BID Director
Royal Mail



Sarita Prashar
BID Director
Tesco



Tim Tennant
BID Director
The Art Shops



Ian White
BID Director
Bluehoop Digital



Joanne Sugden
BID Director
Ilkley Town Council



Alex Ross-Shaw
BID Director
BMDC



Helen Rhodes
BID Director
Ideal Extraction



Jos Mountcastle
BID Communications