

# ILKLEY BID HELPING LOCAL BUSINESSES

## Introduction

Following the recent information sheet regarding the possible creation of a Business Improvement District (BID) in Ilkley, this is the second of a series of updates for businesses asking for your views on the proposals.

## Possible BID projects

As part of the development of a BID proposal for Ilkley, this sheet outlines the proposed projects which have been suggested for the town following extensive consultation with businesses over the past 9 months. A BID is a business-led and business-funded body, which means that businesses such as yours have a genuine voice, deciding and directing which extra services or activities you want for the area. We therefore urge you to register your views on the following proposals, either by endorsing what you see or by suggesting any changes or additions to what is being put forwards.



**We need the views of as many businesses as possible, so please tell us which projects you like and which you don't and give us your own ideas. Your feedback is critically important to us and will directly shape the proposed BID Business Plan.**



## Marketing & promotion of the town and everything it has to offer

- 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 increase 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.



## Being a recognised voice to represent the interests of Ilkley 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 to lobby for improvements and investments in Ilkley.
- Preserve the vitality of Ilkley for local businesses.

**Any other ideas you may have are encouraged as part of our ongoing consultation.**



## Maintaining Ilkley as an attractive place to do business, work and live.

- Hold local authorities to account for maintaining streets 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.
- Develop maps/visitor guides and trails to enhance visitor experience and promote businesses in all areas of the town.
- Make sure Ilkley is easily accessible for all visitors.
- Provide subsidised hanging baskets for businesses.



## Supporting businesses with a range of services to both cut costs and provide added value

- Save businesses money by group purchasing initiatives on overheads such as energy, telecoms and waste disposal.
- Work with public transport operators and other bodies to offer BID members discounts.
- Encourage public transport operators to carry out seasonal discounted promotions for local businesses.
- Enact a number of initiatives to support businesses within the BID boundary.
- Produce and 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.

**Any other ideas you may have are encouraged as part of our ongoing consultation.**

### A reminder of how much businesses are being asked to invest and the money raised

A levy of 1.5% is being considered in Ilkley, which means that a small business with a rateable value of £10,000 would invest £150 per year, a medium sized business with a rateable value of £75,000 would invest £1125 per year and a large business with a rateable value of £150,000 would invest £2250 per year. This would generate approximately £120,000 per year, which we would also expect to be supplemented by contributions from businesses and organisations outside the town centre.

## 1.5% Levy

**Rateable Value of £10,000**      **£150 per year**

**Rateable Value of £75,000**      **£1125 per year**

**Rateable Value of £150,000**      **£2250 per year**

### A reminder of when this could happen

The proposals are for the following timetable to be adopted:



#### Now – January 2019

Business liaison and consultation on proposed Business Plan



#### January 2019

Launch of Business Plan



#### March 2019

Ballot papers issued, votes cast and result announced



#### April 2019 to July 2019

BID begins operation – subject to a positive vote

### How businesses can become more involved

We are currently seeking to appoint a number of BID Champions to act as informal ambassadors for the BID proposals and are also seeking further volunteers who may be interested in joining a Development Board to help direct the emerging BID proposals.

#### Further information

For any further information on the proposals, please contact:

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Further details are also available on the website at [www.ilkleybid.co.uk](http://www.ilkleybid.co.uk)