

# ILKLEY BID

## BUSINESSIMPROVEMENTDISTRICT

### Quarterly Newsletter

Bringing you the latest news and updates from the Ilkley BID's activities and projects in 2021 & 2022.



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## OUR PLANS FOR YOUR BID IN 2022

Spring/Summer 2022 Issue

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## A few words from

# Your Chairman

*With the unexpected challenging trading conditions we all experienced over the past year falling behind us, we're confident that we can help a busier, thriving Ilkley continue to grow.*

Helping this growth along, our **Discover Ilkley** initiative will look to boost footfall in the town, drawing residents and tourists to our Ilkley shops and businesses again. This project is central to our plans for growing the town's economy and encouraging residents and visitors to stay longer in the town centre and to increase their spend.

Reports are already in that business in **Ilkley is bouncing back** with consumers eagerly hitting our shops. This year will also see more BID supported events and collaborations across the town to encourage this further.

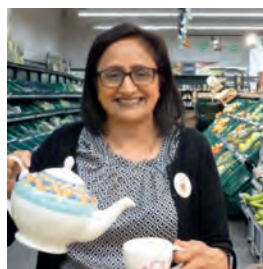
In 2022 we will make a commitment to you. We'll continue to support everyone; not just the retailers but also the **'hidden' businesses**, the service providers behind the doors and above the shops. We will keep you well informed, with an open door policy across all our channels.

We'll ensure we continue to be transparent, strengthening your confidence in us to work on your behalf to make Ilkley, not just a superb shopping experience, but also a great place to set up and run a business. We'll represent you with the local authority and other organisations as appropriate, being your collective **'One Voice'**.

On behalf of the BID board, I'd like to welcome you to a positive and prosperous 2022 in Ilkley.

### BID CHAIRMAN

Ian White  
Bluehoop Digital Ltd



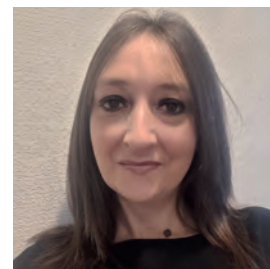
**BID DIRECTOR**  
Sarita Prashar  
Tesco



**BID DIRECTOR**  
Sarah Siddons  
Siddons & Co Financial Planning



**BID DIRECTOR**  
Tim Tennant  
The Art Shop



**BID DIRECTOR**  
Louise Barnes  
Bettys



**BID DIRECTOR**  
Mark Smith  
Royal Mail



**BID DIRECTOR**  
Steve Butler  
Retired Solicitor



**Ilkley Town Council Rep.**  
Cllr. Joanne Sugden



**BID DIRECTOR**  
Alex Ross-Shaw  
Bradford Council

# Your BID Manager

**HELEN RHODES**  
Ilkley BID Manager



2021-22 is the third year of our first, 5 year mandated term. Following the initial and ongoing challenges of COVID, firm momentum is now underway towards our vision to deliver a brighter future for Ilkley by helping business to flourish and attracting more visitors.

In September 2021, Ilkley BID secured a **grant of £320k** with Bradford council to invest into business support initiatives. All the projects and achievements over the last year and what's coming for 2022 are featured in this newsletter.

If you have a project that you feel passionate about and will benefit the business community, do get in touch with details at [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk).

If you would like to be directly involved with the Ilkley BID as a board member or volunteer we would love to hear from you. Please contact Helen at [helen@ilkleybid.co.uk](mailto:helen@ilkleybid.co.uk) with your details.

# Marketing the Town

*Ilkley BID have invested in many channels to promote the town including: Rombalds Radio, local TV commercials, media press releases, social media promotions and newspaper or magazine advertisements.*

## Media Advertising

Full page advertising and editorial articles have been featured in various publications including; **Northern Life**, **Yorkshire Living**, **Yorkshire Life** and the **Lancashire News** to promote and encourage tourism and days out in Ilkley. Several Ilkley businesses were offered a good price to advertise around these pieces.



## Ilkley Gazette Spotlights

The BID partnered with the **Ilkley Gazette** newspaper to showcase 4 businesses in each week's newspaper publication over a 16 week period. This was a chance for businesses to shout about themselves and share updates with readers of any changes they may have made through the lockdowns or while working from home. The aim was to create a positive message to highlight what Ilkley businesses were doing to bounce back or what they may have overcome throughout COVID. The articles have also been published on the Ilkley BID website and shared across the social media platforms.

## Sparkling Bradford Campaign

Ilkley BID joined the **Sparkling Bradford** winter 2021/22 promotional campaign which is aimed at promoting retail hospitality businesses through various initiatives, along with an extensive PR campaign to keep local people informed and engaged. All retail, leisure and hospitality businesses have the opportunity to feature on the website [www.sparklingbradford.info](http://www.sparklingbradford.info) and also to link into social media and promotional activity.

As part of Sparkling Bradford 2022, we will see 'Exciting Science' at the Kings Hall and 'An Evening With Alan Titchmarsh' at Ilkley Playhouse this Feb/March, plus much more later in the year.



The BID has been very active on social media with the focus on promoting hospitality, retailers, events and activities in the town. Be sure to follow, like and share.  
Facebook: @IlkleyBID  
Instagram: @ilkleybid  
Twitter: IlkleyBID  
Linkedin: ilkleybid





## Marketing the town

# Discover Ilkley

Discover Ilkley is the result of an initiative to 'create a recognised brand for Ilkley that businesses can use as a promotional tool'. It is now being recognised as a platform for promoting Ilkley as a great place for residents and visitors.

In 2021, the BID secured more than £320k in funding from Bradford Metropolitan District Council as part of the government's Additional Restrictions Grant scheme. The funds were allocated to the BID to help drive the local economy. Here we outline how the BID used some of that funding to bring new, business-boosting initiatives to Ilkley.

## Discover Ilkley Podcasts

A series of podcasts were created by Rombalds Radio and broadcast on their local radio station. The podcasts are also available on **Ilkley Chat** and the **Discover Ilkley** website. You can listen to interviews with:

Richard Grafton Interiors  
Brooke Financial  
39 Cafe & Bakehouse  
The Craiglands Hotel & Spa  
Alpkit  
Banyan Bar & Kitchen  
The Art Shop  
Milestone Eco Design  
Olicana Stationery & Print  
The Ticket Office.



## Discover Ilkley App

As part of our commitment to marketing the town and supporting local businesses our new **augmented reality trails** will encourage people to get out and about and explore the local area.

The app will be available on Android and iOS towards the end of March 2022 – please visit the app store to download.

Please get in touch if you would like to submit your details.



## LoyalFree Town Center App

The **LoyalFree** place promotion app is a great platform to promote offers and trails throughout the town. The app includes business listings with the option for venues to offer digital loyalty schemes if they wish and the option to sell online through their market place at no extra cost. To encourage footfall during seasonal times, the app has been utilised for fun promotional trails including: **2021 Easter Trail, 2021 Halloween Trail and The Christmas Elf Trail.**

Other Trails include: Independent Coffee trail, Real Ale trail and Shopping trails.

Once registered each business has access to their own dashboard to upload and manage their loyalty offers and rewards. For more information and help with setting up please get in touch: [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk).

# DISCOVER ILKLEY

## DISCOVER ILKLEY WEBSITE

Every BID business has been contacted to be listed on the website, if you are not yet listed, get in touch today - [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk)



Be sure to follow, like and share Discover Ilkley via our social channels.  
Facebook: @DiscoverIlkley  
Instagram: @discoverilkley29  
Twitter: @discover\_ilkley  
Youtube: Discover Ilkley





# Business Support

## Ilkley Business Awards

**Ilkley BID** was the headline sponsor supporting the 2020 **Ilkley Business Awards**. As usual the turnout was superb with the brightest and boldest from the town scooping up a variety of awards. The awards are open to all businesses in Ilkley, you simply have to put your business forward in the appropriate category. Go to [www.ilkleybusinessawards.co.uk](http://www.ilkleybusinessawards.co.uk) for more information. The BID will be back supporting again this year as headline sponsor.



Rouge Beauty

## Discounted Photography

Throughout 2021 BID businesses were able to utilise the photography service which included two professional photographs and an option to purchase additional photographs at a special discount of £15 each. Please get in touch to use this service if you haven't used it before.

The Grove Bookshop



The Vine Restaurant

## Discover Ilkley Gazebo



**Ilkley BID** and the **Ilkley Town Council** jointly set up the purchase of a **Discover Ilkley** gazebo for businesses and the community to use. The gazebo can be borrowed free of charge at events and the **Real Food Ilkley Market**.

## Funded e-learning Courses Available to BID Members



**Ilkley BID** offers a range of free and discounted on-line, e-learning courses in association with **Virtual College**.

Please check the BID website on how to register and utilise this service.





The Grove, Ilkley in Summer 2021, featuring a Discover Ilkley Banner

# Attractive Ilkley

## Lamppost Street Banners 2021

*Brightening up the town and to welcome visitors back to Ilkley, lamppost banners were installed throughout the Grove and Brook Street.*

For those that may not have seen them, the banners adorn lampposts from one end of the Grove to the other. From the memorial park to the Town Hall and down the length of Brook Street, each lamppost displays a 54cm wide x 240cm, vertical banner.

The banners are rotated throughout the year, promoting various town centre events. If you have an event or business you would like to see promoted, get in touch and we can explore opportunities.



Before and after

## Station Plaza Stone Planters

After a somewhat 'rocky' start, pun intended, the town was able to gain approval to renovate the planted areas outside the Station Plaza. Throughout 2021, two out of the three beds were built up using beautifully cut stone and planted up by volunteers, creating superb new spots for people to take a seat under the shade of the trees.

We are pleased to say the BID contributed £5000 towards the build of the final of the three beds, completing the set. Works are currently under way and should be finished by the spring, ready for planting.



## Christmas Lights

Ilkley BID was pleased to be able to fund the installation of the extra **Christmas lights** on the Grove Promenade, South Hawksworth Street and Crescent Court. We think all will agree how stunning Ilkley looked at Christmas and we were pleased to see the High Street bustling. In response to feedback from many businesses Ilkley BID are planning to further extend the Christmas lights to cover more areas across the town in 2022.





# BID Plans for 2022

## Public WiFi

*Public WiFi to be available across Ilkley*

A contractor is currently assessing various locations for **public WiFi**, as our original plan was to cover just the town center. We're now hoping to extend further to include the area at the **Lido**, the **Riverside Hotel** and **park**, the **Cow & Calf car park**, the **Ben Rhydding shops** area and potentially the **Ben Rhydding playing fields**.

Our aim is to **boost connectivity within the town** for residents and visitors. Increasing mobility around the town, we encourage people to stay longer and spend more. We will keep you updated on progress through the website and social media.



## Ilkley Gift Card

The **Ilkley Gift Card** will be launched by the end of March. It offers a host of benefits to business owners:

- Drives additional spend to business communities by locking in spend locally
- Costs businesses the same as accepting any other debit card
- Funds held by Mastercard so secure
- Users get the choice of where to spend the money
- Order on-line or through at least one physical sales point in the town
- Digital cards also available to send to someone via text to download straight to their Apple Wallet or similar
- Great corporate gifts / staff incentives / presents for teachers etc.

**Contact us now to register your interest in accepting Ilkley Gift Card payments.**

## Meeting Room Facilities

The **Meeting Room / Digital Conferencing Facility** has now been completed in the **Town Hall building** and is available to businesses and local community groups free of charge on a 'fair use' basis.

The space has been re-decorated, and re-carpeted with new chairs and blackout blinds for effective presentations and privacy. The addition of a larger screen and sound bar allow on-line conferencing.

We have been granted permission to use the room now until May 2024. Please contact us to book this superb space.



## Street Cleaning

**Jet Washing** the streets was so popular it is back. The team will be out in March to clean the pavements once again.



## Origins of Ilkley Trail

The '**Origins of Ilkley**' trail is a brand new Augmented Reality trail available through the Discover Ilkley App in late March.



## Local TV Filming

In 2021 we produced videos to promote Ilkley as a great place to visit, shop and eat. The films were broadcast on Local TV and shared on social media. To view the videos check out the Discover Ilkley YouTube channel.

We have more films planned for 2022, if you would like to be involved and feel there is a location to promote, please get in touch with details.

**Contact [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk)**



## About the BID

# 'Busting a few BID myths'

Details of the BID's full, 5 year Business Plan are available from [www.ilkeleybid.co.uk](http://www.ilkeleybid.co.uk) as well as a host of other useful information about the BID, its people and the activities planned for the coming year.

It's not unusual for businesses to want to know how the Ilkley BID is run and structured, and we're often asked questions about governance. Here are a few of the more popular questions, answered.

**Q: The BID board get work from the BID and/or make money out of the BID.**

A: This is not true. Anyone on the BID board is a volunteer and out of principal they take themselves and their businesses out of any tender process for BID work.

**Q: I'm outside the BID boundary, I can't benefit.**

A: Not true. Any business in Ilkley or Ben Rhydding can become a voluntary levy payer and benefit from the BID activities. The cost of voluntary membership is capped. Please get in touch if you want to be a voluntary BID levy payer.

**Q: I can't join the board, I have to know someone on the board.**

A: Not true. Any individual can put themselves forward for the BID board. It is reviewed annually or when an individual needs to step down. All we ask is that you can bring value, perspective and an open mind to the BID board.

**ILKLEY BID**  
BUSINESS IMPROVEMENT DISTRICT

WE NEED YOUR FEEDBACK  
The Ilkley BID (Business Improvement District) is currently in the process of the 5th annual survey. Your views are very important as part of the process.  
[TAKE OUR SURVEY](#)

**A BRIGHTER FUTURE FOR ILKLEY**  
The Aim of the 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.  
[VOLUNTARY MEMBERS SIGN UP HERE](#)

**PILLAR 1: MARKETING THE TOWN**  
PROJECTS & NEWS

**PILLAR 2: ONE VOICE**  
PROJECTS & NEWS

**PILLAR 3: CLEAN & ATTRACTIVE**  
PROJECTS & NEWS

**PILLAR 4: BUSINESS SUPPORT**  
PROJECTS & NEWS

**Latest News**

- ILKLEY BUSINESS AWARDS 2022**  
19th Feb 2023
- CALL FOR CONTENT FOR SPARKLING BRADFORD WINTER**  
19th Feb 2023
- A NEW DIGITAL WEBSITE FOR ILKLEY**  
19th Feb 2023

**Business Spotlights**

- Hidden Ilkley - Halliday Clark Architects**  
Strolling around the streets of Ilkley you might have admired renovation and refurbishment...
- Sturman & Co. Interior Design Studio**  
In 2015, a lifelong fascination with architecture and interior led Sturman & Co. away from a successful...
- Milestone Design Limited**  
In April's Spotlight we have Milestone Design Ltd. Providers of quality fitted kitchens...
- 2021 Travellers' Choice**  
TripAdvisor  
Best of the Best

**ILKLEY BID**  
BUSINESS IMPROVEMENT DISTRICT

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# ILKLEY BID

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## Let's keep in touch

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