



## **Ilkley BID Action Plan June 2022- May 2023**

### **Introduction**

The aim of Ilkley BID is to work to deliver a brighter future for Ilkley by helping business to flourish, attracting visitors and ensuring that the town prospers by working together. We therefore plan the following activities in 2022-2023

### **Pillar 1: Marketing the town - budget £42,500**

1. Develop at least two promotional campaigns to benefit businesses across the town..
2. Maintain targeted digital media campaigns, including extensive social media activity.
3. Work with local tourism boards to develop at least one co-ordinated promotional campaign.
4. Carry out market research to identify and target new visitors to the town centre.
5. Produce and distribute monthly e-bulletins and a printed quarterly newsletter to BID businesses.

### **Pillar 2 One voice for businesses – budget £10,000**

1. Enact work with West Yorkshire Combined Authority to gain more investment into the town centre
2. Maintain strong links with Bradford Council to represent the views of BID businesses on a range of current issues affecting Ilkley.
3. Wherever possible, recycle the Ilkley pound by using local businesses to carry out BID projects.

### **Pillar 3 Maintaining Ilkley as an attractive place – budget £35,000**

1. Introduce at least one new, landmark public art or floral display.
2. Create and promote at least one new event which drives footfall to businesses across the town centre. .
3. Extend the Christmas lights to at least one new area of the town centre.

#### **4. Pillar 4      Supporting businesses – budget £20,000**

1. Create a new staffing structure to deliver BID projects and support BID businesses.
2. Provide free professional photography for businesses.
3. Help businesses to improve their 'green' credentials.
4. Providing meeting room / teleconferencing facilities available at Ilkley Town Hall.
5. Publish a system of key performance indicators for the town centre on a quarterly basis.

#### **Measures and governance**

The Ilkley BID will continue to measure the impact of our projects and will communicate progress back to all BID businesses in several ways, including:

- Organising an annual survey of BID businesses to seek detailed feedback on their perception of the performance of the town and the BID.
- Producing and distributing an Annual Report to BID members to track progress and continue to develop activities in line with business feedback.
- Inviting all BID levy-payers to an AGM to report back to them on operational, project and financial management.