

ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT

2022

ANNUAL REPORT



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

BID Chairman



Ian White
Bluehoop Digital Ltd

I am pleased to present this Annual Report in my first year as BID Chairman. Many of you will be aware that I have been involved with Ilkley BID from the early stages of the development as a committee member, then since inception as a voluntary director. I was delighted when the board asked me to take over from Stuart Hyde QPM, our previous Chairman, early in 2022. Thanks must go to Stuart for his hard work leading the team through some difficult times for both businesses and the BID itself as we all continued to navigate the Covid period.

At this stage of the BID's first term of 5 years, it is good practice to undertake a Mid-Term Review and in the last year we have worked with industry specialist Heartflood who completed this work for us. The full report is available on the website www.ilkleybid.co.uk. The report showed that the feeling of the majority of levy payers who completed the survey, was that they were reasonably satisfied with the progress we are making towards delivering the BID Business Plan. The report also highlighted some areas where improvements should be made and the internal team and directors have worked hard over the recent months to address these areas and implement changes.

We were pleased to welcome Helen Rhodes back on a part-time basis as BID Manager and with the addition of Lisa Drake as full time Project Co-ordinator, alongside Jos Mountcastle and Sue Staton our local part-time marketing and communications contractors, we have delivered a huge number of projects and have a full Action Plan for Year 4.

On behalf of the whole BID team, I would like to thank you for your support and assure you of our dedication to delivering projects for the benefit of our local businesses.

Part-Time BID Manager



Helen Rhodes
Part-time BID Manager

You will see from this Report that Year 3 for Ilkley BID was an exceptionally busy time. The additional funding received from Bradford Metropolitan Council in Additional Restriction Grant monies enabled us to deliver projects which would normally have been significantly outside our budget, many of which will continue to deliver benefits for years to come.

Initially expected to fund 3 large projects, through thorough procurement processes, we were able to reduce the costs of the town centre wi-fi, enabling us to take on additional projects including the Ilkley Gift Card, the street washing, meeting room refurbishment and airport advertising to name a few.

Awareness of the Discover Ilkley brand continues to grow as we work strategically with selected third parties to promote everything The Best Place To Live In The UK has to offer!

Thanks to my super team (we call ourselves the biddies – not very flattering!) for their hard work and genuine passion for everything we do.

THE BID TEAM



Helen Rhodes
Part-time BID
Manager



Lisa Drake
Project Co-ordinator



Sue Staton
Discover Ilkley
Communications



Jos Mountcastle
BID Communications

VOLUNTARY BOARD OF DIRECTORS

Representing a cross-section of BID businesses, our Board of Directors drives forward the agenda on which BID Area businesses voted at the beginning of the BID term.



Ian White
BID Chairman
Bluehoop Digital



Sarita Prashar
BID Director
Tesco



Steve Butler
BID Director
Retired Solicitor



Sarah Barr-Young
BID Director
Stowe Family Law



Mark Smith
BID Director
Royal Mail



Tim Tennant
BID Director
The Art Shops



Paul Craggs
BID Director
**The Ilkley Shoe
Company**



Cassie Bowley
BID Director
Fresh Health & Beauty

COUNCIL REPRESENTATIVES



Cllr Joanne Sugden
Ilkley Town Council



Cllr Alex Ross-Shaw
BID Director
BMDC

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.

Sparkling Bradford Campaign

Alongside Bradford BID, Visit Bradford, The Broadway Shopping Centre and Bradford Council, Ilkley BID joined the Sparkling Bradford promotional campaign to boost the visitor economy by showcasing the visitor experience on offer across the Bradford district during winter 2021/22. (Oct 21 - Feb 22).



Pictured: Sachi's took advantage of the Campaign

30m PRESS OFFICE COVERAGE



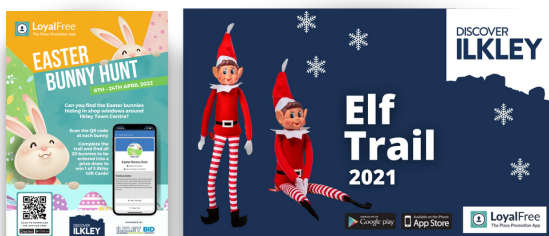
Promotional Videos

Ilkley BID arranged for promotional videos to be aired on local TV channels: Freeview 7, Virgin 159 and Sky 195 over set weekend periods. The short films were used to promote Ilkley as a great place to visit, stay, eat and shop and each business featured has access to the media to use in their own marketing campaigns.

The films are a permanent fixture on the Discover Ilkley YouTube Channel.

6.7k TOTAL CHANNEL VIEWS

LoyalFree App



The award winning town centre app allows businesses to showcase their offers and/or adopt a digital loyalty scheme as well as displaying local events and town centre trails. Family fun trails were in place for Christmas and Easter to encourage families to visit the town and explore the shops. Permanent trails in place include an independent coffee shop trail, retail trails & walking trails.

4.9k APP INTERACTIONS

3.1k TRAIL INTERACTIONS

817 DEAL VIEWS





Station Plaza Planters

As part of the BID's promise under Pillar 3, Maintaining Ilkley as an Attractive Place, Ilkley BID awarded £5k funding to "Improving Ilkley" a Charitable Trust, to help pay for the flowerbeds outside the railway station.

It gives a lovely first impression to visitors to the town arriving by train, the local workforce commuting as well as shoppers and customers who use the retailers in that vicinity.

The funding contributed to the planting and maintenance costs of the 3rd planter.



Extension of the Christmas Lights

To complement the current Christmas lights funded by the Town Council, the BID paid for the installation of additional lights on The Grove Promenade, Hawksworth Street, The Moors Shopping Centre and the Crescent Courtyard.



Lamppost Banners

Ilkley BID have funded the installation of lamppost banners throughout the town to promote the Discover Ilkley website and Gift Card. The banners are rotated throughout the year around other events.



BID Meeting Room

The BID meeting room is available for BID businesses to use for meetings and video conferences. A licence has been agreed with CBMDC Estates Department to allow use of the room free of charge until at least May 2024. No charge will be made to businesses for using the room with a 'policy of fair use' in place and bookings managed by Ilkley BID. This type of facility is not available anywhere else in the town centre.

50+ ROOM BOOKINGS

HR & Employment Law Advice

The service was available to BID members who required advice with HR issues such as; restructures, recruitment, contracts, training etc. The campaign was finalised with a HR Advice Podcast created by Rombalds Radio.



10 BUSINESSES USED THE SERVICE



Ilkley Gazette Business Spotlights

The BID partnered with the Ilkley Gazette newspaper to showcase 4 businesses in each week's newspaper publication. 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 were also published in the Discover Ilkley News section and shared across the social media platforms.

42 BUSINESSES PROMOTED

Photography Service

Businesses have continued to take advantage of the Ilkley BID photography service.





One Voice

Mid-Term Review

The half-way point of the BID's five-year term was marked with a mid-term review looking at what we've achieved and refining what our 320+ levy paying businesses would like us to prioritise in the remaining period of our Business Plan.



The Sunday Times Best Place to Live 2022



Ilkley BID represented the business community and the town as well as being the main media contact in the run up to The Sunday Times Best Place to Live 2022 accolade.

Recycling the Ilkley Pound

Where possible, Ilkley BID always try and use a local business when carrying out projects and campaigns. Businesses include TaxAssist, Olicana Stationery, PS Website Design, Shoo Media, Clarke Foley Centre, Westbrook Agency, JCM Website Design, Floral Dance, Jet Ready, Rombalds Radio, Ilkley Gazette, Ilkley Cafe Company, The Loafer & Moin Moin Bakery.



Keeping Businesses Informed



Ilkley BID ensure businesses are updated with local authority matters directly relevant to them.

- FREQUENT SOCIAL MEDIA UPDATES
- PRESS RELEASES
- REGULAR EMAIL COMMUNICATIONS
- PRINTED & E-NEWSLETTERS

Representing the Businesses



Liaisons with the community groups and official organisations.

40+

MEETINGS ATTENDED ON BEHALF OF THE BUSINESS COMMUNITY.



Ilkley Carnival Advertising



Ilkley BID were the headline sponsor for the 2022 Ilkley Carnival arena which included large banner advertising in the main event arena and a full-page advert to promote Discover Ilkley in the printed programme.

The event supported the Ilkley community, promoted the Ilkley businesses and the Ilkley Gift Card, the Discover Ilkley app and the Discover Ilkley website. The carnival attracts so many visitors to the town and this was an ideal opportunity for the BID to promote the Discover Ilkley branding and grow awareness to a wider audience.

“I just wanted to say you have been a fantastic sponsor this year. You have engaged with the whole build up to the Carnival with your social media activity, which is fantastic for us and greatly appreciated.” *Andrew Stacey, Chairman of Ilkley Carnival*

Ilkley Business Awards - Headline Sponsor



Ilkley BID were the headline sponsor of the 2022 Ilkley Business Awards. The awards are run by a small voluntary committee, funded by sponsorships from local businesses and supported by the Ilkley Business Forum. Without the sponsorships, the awards would not be able to go ahead. The ethos of the awards is to promote and celebrate the amazing businesses in the LS29 area and this clearly fits with the aims of the Ilkley BID under Pillar 4, Supporting Businesses and Pillar 1, Marketing the Town.

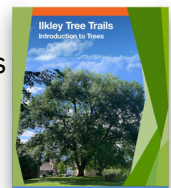
Ilkley Bandstand



Ilkley BID funded the cost of using the Ilkley Bandstand for the Christmas Market 2021. The Christmas music and carol singers performed throughout the day creating a wonderful festive atmosphere for visitors and shoppers in the town.

Ilkley Tree Trails

Ilkley BID paid for the printing of the four Ilkley Tree Trails. The trail booklets are available, at no charge, from the Visitor Centre, the Grove Book Shop and the Clarke Foley Centre.



In 2021, the BID secured more than £300k 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.

Business Podcasts

A series of podcasts were created by Rombalds Radio to showcase the town's business community to residents and visitors. They were broadcast on the local radio station and are a fixture within their podcasts section.



10

**BUSINESSES
PROMOTED**

Free Public WiFi

Public WiFi is now in place around the town centre, the Lido, the Ben Rhydding shops area and the Ben Rhydding playing fields, with more locations coming soon. Our aim is to boost connectivity within the town for residents and visitors encouraging people to stay longer. The platform also allows us to display marketing messages as people access the service.



Business Networking Sessions

Business networking events were arranged for the local businesses to engage, meet and socialise. Due to Covid restrictions only one session took place during Year 3 with more dates added in Year 4.



Ilkley Gift Card

The ARG funding enabled the BID to set up Ilkley's own currency, a gift card scheme facilitated by Miconex. A three-year minimum period is in place and this will keep spending local and encourage town centre footfall. There was plenty of promotional and marketing activity over various platforms to ensure the scheme was well promoted.

290+

**Total Gift
Cards Sold**

82

**Businesses
Accept the Card**

£9.6k+

**Total
Value**



"We think the gift card is a great initiative and hope lots more businesses join the scheme. People enjoy gifting and receiving the gift card." *The Grove Bookshop*

Discover Ilkley Augmented Trails

In preparation for the Discover Ilkley App two augmented trails were launched for Halloween 2021 and Christmas 2021 before the official launch of the "Origins of Ilkley" trail in March 2022.



The app makes it more exciting for visitors and residents to explore the town or enjoy a spot of shopping while the children look for the fun characters that have been strategically placed in the augmented reality trails across the town centre.



The trails have been designed for people to discover Ilkley in new ways and access information about local events and redeem fantastic local business offers.

Origins of Ilkley Trail



Origins of Ilkley is our bespoke trail featuring historical local characters, highlighting additional points of interest for visitors to the area. Heritage and cultural experts were involved in the creation of the trail which uses 8 augmented reality locations covering mythology (Rombald the Giant and Goddess Verbeia), Roman Ilkley and the Middleton Dynasty, The Manor House and spa destinations, and historic 'local celebrities' including Charles Darwin and John 'Donkey' Jackson.



The app also has two seasonal trails for Spring (Easter Theme) and Summer (Bug Theme) which were launched in mid-March.

740+ TOTAL DOWNLOADS

580+ HOURS

1.7k+ INTERACTIONS

Discover Ilkley Marketing Campaign



Full page advertising and editorial articles have been featured in various publications including; Northern Life, Yorkshire Living, Yorkshire Life, Beyond 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.



Updated Town Centre Map

ARG funding paid for a promotional Discover Ilkley folding leaflet & town centre map to be placed in the Visitor Information Centre and hospitality venues to promote what Ilkley has to offer to visitors to the town. A national distribution company was used to deliver 10k copies across the north of England.

12.5k PRINTED & DISTRIBUTED

FACEBOOK REACH

200,690

INSTAGRAM REACH

14,437

TWITTER

IMPRESSIONS

98,381

The ARG funded a sponsored social media campaign to attract more visitors to Ilkley.



Ilkley BID worked with influential bloggers and 'listings' websites to feature Ilkley as a travel destination for a day trip, weekend or holiday.

Gift Card Jubilee Competition



Ilkley BID & Rombalds Radio took to the streets of Ilkley on Saturday 4th June to spread the word about the new Ilkley Gift Card. A total of £550 in multiples of £50, £10 & £5 were handed out to the public to spend with participating Ilkley businesses.



Leading up to the Jubilee weekend, an online competition saw 238 people take part. This was great publicity for the town and BID businesses.

Four prizes, £250, £100, 2x £50 were awarded to the winners.

Discover Ilkley Website

265+ BUSINESSES LISTED

150+ EVENTS LISTED

51k WEBSITE VISITS



Airport Advertising



Large advertisements were placed in the arrivals corridor, a high footfall area of Leeds Bradford Airport. Promoting the hospitality and retail section as well as the Ilkley Gift Card, website and new Discover Ilkley app.



Promotional Videos

Ilkley BID arranged for Local TV to produce 6 videos to feature local popular annual events including the beer festival and the Ilkley Business Awards, both of which include many Ilkley businesses. Further videos featured independent retailers, cafes and Ilkley nightlife. All videos have been made available to the businesses featured, to provide them with professional marketing content. The videos have been used on our websites and social media channels and were featured on the Local TV programmes on Sky, Virgin Media and Freeview.



60+ BUSINESSES SHOWCASED

1.3k+ TOTAL VIEWS

The Origins of Ilkley Launch Event



The launch event took place on 2nd April at All Saints Church to celebrate the new augmented trails on the Discover Ilkley App. Families were invited to a fun packed day to find out about the App and the fun trails.

Street Cleaning

To make Ilkley a clean and attractive place the paved areas around the town centre were steam cleaned and jet washed by local contractor Jet Ready.



BID Meeting Room Refurbishment



The meeting room refurbishment included new audio-visual and digital conferencing equipment and redecorating to create an attractive venue for use by Ilkley businesses (and community groups).



These accounts relate to the BID financial year of 1st June 2021 to 31st May 2022 and have been produced by TaxAssist Ilkley.

TOTAL INCOME

LEVY INCOME

2022	2021	2020
£144,804	£126,518	£127,600

OTHER INCOME

2022	2021	2020
£6,609	£15,093	£793

ARG GRANT INCOME

2022
£309,902

CARRY FORWARD

RESERVE PROVISION

ACCUMULATIVE RESERVES
£23,436

MEMBERS FUNDS

2022	2021	2020
£31,749	£29,141	£17,540

EXPENDITURE

OPERATIONAL EXPENSES*

2022	2021	2020
£67,539	£59,721	£49,870

DIRECT PROJECT COSTS

2022	2021	2020
£375,192	£56,164	£37,061

SET UP COSTS

2022	2021	2020
£0	£0	£8,610

LEVY COLLECTION FEE

2022	2021	2020
£8,067	£6,240	£7,500