

## WELCOME TO OUR FIRST NEWSLETTER OF 2023



**CHAIRMAN**  
Ian White  
Bluehoop Digital

As we enter 2023, we are starting to plan for the BID's renewal campaign. In March 2024, you will be asked to vote to decide whether the BID is successful in securing another term of 5 years. There will be numerous opportunities for you to give feedback and make suggestions regarding what you think the priorities should be for 2024 – 2029.

As an example, one of the things we continue to see as a priority is the BID created Discover Ilkley marketing campaigns. This, and the majority of the other work Ilkley BID has completed, is extremely unlikely to be picked up by another organisation, so businesses will need to decide if they are willing to continue to pay the BID levy to fund these initiatives. Our research will include surveys, drop-in sessions and one-to-one meetings, and we hope that you will get involved. If you have any queries, as always, please do get in touch.

## The BID TEAM



Helen Rhodes  
BID Manager



Lisa Drake  
Project Co-ordinator



Sue Staton  
Discover Ilkley Comms



Jos Mountcastle  
BID Comms

## VOLUNTARY BID BOARD



Paul Craggs  
The Ilkley Shoe Company



Cassie Bowley  
Fresh Health & Beauty



Mark Smith  
Royal Mail



Sarah Barr-Young  
Stowe Family Law



Hannah Parkin  
Tesco



Tim Tennant  
The Art Shops



Cllr Alex Ross-Shaw  
BMDC Council Representative



Cllr Joanne Sugden  
Ilkley Town Council Representative

## ILKLEY BID UPDATE



Over the next few months, we intend to carry out some market research to share with BID businesses. This will include where visitors to Ilkley are coming from to help you target your online marketing more accurately. We would like to understand what other information you would find useful, so we can tailor our approach accordingly. Please send your suggestions to: [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk)

We are continuing to record footfall data using Town and Place AI, and we are now working with market leading company Springboard to compare Ilkley figures to the national picture. We will be publishing this information on a quarterly basis starting in the next month.



January has seen 1.9k unique users using the public Wi-Fi, which is now in place in 11 locations around the town centre. The platform allows us to display marketing messages as people access the service, taking visitors straight to the Discover Ilkley website which showcases the businesses. We encourage all businesses to check their listings and if you have any news or offers to add to the website, please let us know.



Ilkley BID are continuing discussions with Ilkley Town Council & Visit Bradford to discuss the possible re-location of the Visitor Information Centre, which is currently located next door to the library.

## Brook Street Fountain Restoration



We are delighted to be financially supporting Improving Ilkley with their project to reinstate the fountain at the top of Brook Street. Plans include a new seating area and a performance space circling the new restored working fountain.

This legacy project, which will be enjoyed by residents and visitors now and for many years to come, fulfils one of the BID's aims to maintain Ilkley as an attractive place and enhance the visitor experience.

## Ilkley Business Awards

Congratulations to all those who have reached the shortlist for the final stages of the Ilkley Business Awards. As headline sponsor of the awards, we are delighted to see so many levy payers included in the final listing. You can find details of all the finalists at [www.ilkleybusinessawards.co.uk](http://www.ilkleybusinessawards.co.uk)



## Let's keep in touch



Follow, like and share.  
Facebook: @IlkleyBID  
Instagram: @ilkleybid  
Twitter: IlkleyBID  
LinkedIn: ilkleybid

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 Rhodes at [helen@ilkleybid.co.uk](mailto:helen@ilkleybid.co.uk) with your details.

[info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk)  
[www.ilkleybid.co.uk](http://www.ilkleybid.co.uk)





## Ilkley Gift Card

December was our best month to date, with a whopping **233** cards purchased to the value of **£9,580**. **£3,335** of these (106 cards) were purchased at the Visitor Information Centre.

There's a total of £15.5k in circulation and with so much Ilkley currency waiting to be spent, we are planning a "Spend It" campaign to remind people of where they can spend their Ilkley Gift Cards.

## Christmas 2022

- Online Advent Calendar to promote local shopping and advertise festive hospitality events.
- The BID funded additional Christmas lights and the installation of lights in all areas not covered by Ilkley Town Council.
- The LoyalFree Interactive Quizmas trail and the Augmented Ilkley Christmas trail made Ilkley a fun place to visit during the festive season, encouraging families to visit and explore the town centre businesses.



## 2023 BID Events



- We are currently discussing plans for the King's Coronation with thoughts such as providing bunting, a shop window display competition and a coronation themed treasure trail. If you have any ideas or wish to help with any arrangements, please get in touch.
- On Saturday 13th May, Ilkley will play host to a National Town Crier Competition bringing together town criers from across the country to compete against each other under the watchful eyes of the local judges. The event is organised by Ilkley BID and hosted by Ilkley's Town Crier Isabel Ashman and the BID team are hoping to engage local schools and businesses.
- Plans are underway for our second health and wellness event that will take place on 30th September.



## 2023 Current BID Benefits



Free Meeting Room Hire



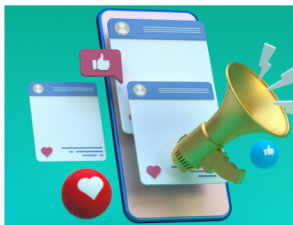
BID Funded Photography Service



Showcase your offers, rewards and business on the LoyalFree app.



Professional marketing content and press releases.



Social Media Marketing on Discover Ilkley Facebook, Instagram & Twitter



Discover Ilkley Origins of Ilkley Augmented Trail

## A SUMMARY OF OUR ACHIEVEMENTS IN 2022



Ilkley BID have invested in many channels to promote the Discover Ilkley brand including: Local TV & radio, media press releases, social media campaigns and media advertisements.



Promotion of Discover Ilkley and the gift card in the arrival area of Leeds Bradford Airport and at the Ilkley Carnival, Ilkley Pride and The Ilkley Literature Festival.



10k copies of a new town centre map were distributed throughout the North of England to encourage visitors to the town.



Represented Ilkley Businesses by working with Bradford Council, Ilkley Town Council, Climate Action Ilkley, Improving Ilkley and Friends of Ilkley Railway Station.

Recycled the Ilkley pound by using the services of local businesses when carrying out projects and campaigns where possible.



Ilkley BID were the main media contact for The Sunday Times newspaper for Ilkley being named the Best Place to Live in April 2022.



- Station Plaza Planter
- Brook Street Fountain funding
- Lamppost Banners
- Street Cleaning
- Christmas Lights



- Ilkley Gift Card
- Digital Support and Training
- BID Meeting Room
- Business Networking Sessions
- Health and Wellness Event
- Professional Photography Service

More in depth details about all our projects & campaigns can be found on the BID website including the Ilkley BID Business Plan [www.IlkleyBid.co.uk](http://www.IlkleyBid.co.uk).



For all enquiries, meeting room, photography & PR bookings, please email: [info@ilkleybid.co.uk](mailto:info@ilkleybid.co.uk)