



## **Ilkley BID Action Plan June 2023 - May 2024**

### **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 2023/24.

### **Pillar 1 Marketing the town - budget £42,000**

1. Develop at least two promotional campaigns to benefit businesses across the town.
  - Health and Wellness feature and event promoted in the Ilkley Gazette and more.
  - Ilkley Literature Festival sponsorship show/dinner promotion for restaurants.
  - Gift Card promotional campaigns on social media and more.
  - Pride event sponsorship and bunting provision for businesses.
  - Be Our Guest business features.
2. Maintain targeted digital media campaigns, including extensive social media activity. Ongoing work results to be reported monthly and will be included in levy payer communication.
3. Work with third parties to develop a co-ordinated promotional campaign.
  - Tots to teen social campaign (x2) reaching 70k people.
  - Welcome to Yorkshire 160k FB followers social push.
  - Produce and distribute bi-monthly e-newsletter to Discover Ilkley subscribers.
  - Continue Loyal Free App with trails, offers and loyalty discounts.
  - Continue Discover Ilkley App with Origins of Ilkley Trail.

### **Pillar 2 One voice for businesses**

1. Maintain strong links with Bradford Council to represent the views of BID businesses on a range of current issues affecting Ilkley. Ongoing as and when matters arise.
2. Continue wherever possible to recycle the Ilkley pound by using local businesses to carry out BID projects.

### **Pillar 3 Maintaining Ilkley as an attractive place – budget £7,000**

1. Introduce town centre map in the main car park.
2. Re-install the extended areas of Christmas lights as purchased in previous years.
3. Re-install the lamppost banners.
4. Work with CBMDC and CPT to gain Coach Friendly status.

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

1. Provide free professional photography for businesses. Ongoing limited slots available.
2. Market stalls for businesses at Real Food Ilkley. Ongoing limited slots available.
3. Identify cost saving opportunities for businesses such as water and utilities savings using third-party supplier Beyond Procurement.
4. Providing meeting room / teleconferencing facilities available at Ilkley Town Hall. Ongoing.
5. Produce and distribute monthly e-bulletins.
6. Publish a system of key performance indicators for the town centre on a quarterly basis. Ongoing work including subscription to Place Informatics.
7. Support Ilkley Businesses with sponsorship at the Ilkley Business Awards.
8. BID website and communications and the Discover Ilkley website.
9. Gift Card promotion – Rombalds Radio Time Check sponsorship.

## **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:

- 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.
- Renewal project/ballot planning for March 2024.