

ILKLEY TOWN CENTRE BID QUESTIONNAIRE 2023

Please note that all responses will be treated confidentially and none of the information you provide commits yourself or your organisation to support for the BID at any stage.

You can complete the survey online at www.surveymonkey.co.uk/r/ILKLEYBID2023

1. Your business name?
2. Your email address?

The following information about the BID is provided to assist your response to question 3

The Ilkley BID was set up in 2019 with a Business Plan to focus on the themes of marketing the town, one voice for businesses, maintaining Ilkley as an attractive place and supporting businesses. Over the first four years of our term we have delivered a number of initiatives within each sector and also supported businesses in many ways throughout the pandemic.

3. Overall, how would you rate the impact of the BID in improving the business environment in Ilkley? (please tick)

No impact Some impact Considerable impact High impact

4. As a business operator in the town centre, what would be your priorities over the next 5 year term? Please only choose those you consider to be priorities from the following options.

Town centre streetscene

- A cleaner town centre
- Better pedestrian signage, such as fingerposts
- Graffiti removal
- Improved lighting
- Improvements to street furniture
- Increasing floral planting
- Increasing greening and landscaping
- Litter removal and cleanliness
- Pavement jet washing, including chewing gum removal
- Provision of free town centre Wi-Fi
- Decoration / vinyl dressing of empty shop windows
- Improvements to the arrival points from the railway station

Events and vibrancy

- A bespoke trail app to direct visitors to key destinations and activities
- Street entertainment
- Events and activities focused on specific business sectors, such as the Health & Wellness event
- Improved street dressing, such as banners & bunting
- Increased public art
- More town centre trails
- More major events or festivals

Business support

- Annual awards ceremony to celebrate the achievements of BID businesses
- Business growth advice or support
- Business updates and more town centre information
- Further business networking events
- Greater lobbying, representation and championing of the town
- Continue marketing & promotion of the town via Discover Ilkley channels to project Ilkley to a far wider audience
- Locking in local spend by promoting the Ilkley Gift Card
- Projects to encourage investment into the town centre
- Schemes to save your business money on overheads
- Social media campaigning
- Staff training sessions
- Improving the facilities and location of the Visitor Information Centre, to include showcasing local businesses
- Provision of a town centre anti-crime radio scheme

Evening and night-time economy

- Activities and events which focus on evening and night-time businesses
- Marketing and promotion of the evening offer
- National accreditation schemes, such as Best Bar None
- Formalisation of a Pub Watch scheme and inclusion in the anti-crime radio scheme

Please list below any other improvement activities which you would suggest for Ilkley

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5. How far do you think the town centre might continue to benefit from an additional spend of approximately £150,000 per year plus any additional funds raised via the BID? (please tick)

- Not at all Somewhat Quite a lot Hugely

6. Would you be interested in being listed as being a supporter of the campaign to renew the BID? (please tick)

- Yes No Maybe

7. Please outline below any further information that you would like us to consider

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We are very grateful for your time responding to this questionnaire

If you have any questions regarding this questionnaire or the BID renewal project, please get in touch with Chris Gregory, Heartflood, 07854 027080 chris@heartflood.co.uk