

ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT

2022/2023

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

This past year has been an important one for the Ilkley BID. You'll see from the contents of this Annual Report the scope of the work that the team at Ilkley BID has done to promote Ilkley around the country as a great destination, and to make Ilkley a fantastic place to do business.

The team continues to be led by Helen Rhodes as BID Manager, who works tirelessly alongside Project Manager Lisa Drake, and our marketing contractors Jos Mountcastle and Sue Staton. This BID Term year, alongside delivering the projects that we've promised the business community in Ilkley, we are preparing to ask for your vote once again, to ensure that the Ilkley BID can continue to implement projects, marketing and to advocate on behalf of Ilkley BID levy payers.

We're bucking the trend in Ilkley; shop premises are generally filled quickly and we had a 7.5% vacancy rate as opposed to the countrywide figure of 13.9% for the 2nd quarter of 2023. We want to keep it that way. A vibrant and busy retail environment passes on to the hospitality and business services sectors. We'd like to see continued growth and a prosperous future for Ilkley's businesses.

That's why we're asking for your 'YES' vote when we go to ballot for our 2nd term between February and March 2024. Now more than ever businesses in Ilkley need the passionate advocacy and support that the Ilkley BID team deliver.

Thinking ahead, now is the time for you to have your say about what future projects you'd like to see Ilkley BID deliver. Please come along to one of our renewal drop-in sessions and voice your thoughts. It is your Business Improvement District, and we need your input on projects for the next five year business plan.

BID Manager



Helen Rhodes
BID Manager

Year 4 for Ilkley BID has seen more new projects delivered such as the Town Crier and the Health & Wellness events, but also significant consolidation of some of our ongoing work, particularly our Discover Ilkley marketing channels, growth of the Ilkley Gift Card and increasing use of the free Wi-Fi which we hope encourages longer dwell time.

As always, we thank those businesses who have interacted with us, taken advantage of the projects on offer and provided feedback along the way. We are now in our period of consultation to assess the appetite for the BID to continue for a further period of 5 years beyond May 2024. We hope that the information provided here and in past reports demonstrates the return on investment of the BID levy. If we can provide any further information, please contact us.

THE BID TEAM



Helen Rhodes
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



Tim Tennant
BID Director
The Art Shops



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



Sarah Barr-Young
BID Director
Stowe Family Law



Mark Smith
BID Director
Royal Mail



Cassie Bowley
BID Director
Fresh Health & Beauty



Hannah Parkin
BID Director
Tesco

COUNCIL REPRESENTATIVES



Cllr David Cowell
Ilkley Town Council



Cllr Alex Ross-Shaw
BID Director
BMDC

New board members are always welcome. The criteria to become a director is detailed on the website www.ilklebid.co.uk under the Governance section. Contact Helen if you would like an informal discussion about what is involved.

Health and Wellness Event 2022



“One of Ilkley BID’s aims is to support local businesses across the town so we were really happy to hold this event to showcase and promote all the amazing health, beauty and wellness businesses that we have in Ilkley as well as highlighting the importance of physical and mental wellbeing. We’re delighted that some of the businesses have already reported gaining new customers as a result of their participation.”

Lisa Drake, Project Co-ordinator

Ilkley BID arranged its first Health & Wellness event in September 2022 which took place at the Winter Garden in Ilkley. The exhibition was a great success, leading to new clients for some of the participants. Promotion included a feature in Beyond magazine, on Ilkley Chat, adverts and press releases in the Ilkley Gazette and online promotion on those channels and via Discover Ilkley.



BUSINESSES
PROMOTED

22

Online Christmas Advent Calendar

Throughout December 2022 we ran an online Advent Calendar to encourage people to shop local for Christmas gifts.

BUSINESSES
PROMOTED

53



LoyalFree App - Augmented Trails

To encourage families to visit the town during school holiday periods, the BID arranged for fun interactive trails during the Summer, Halloween, Christmas & Easter periods. The trails require participants to find images in shop windows which puts them directly in front of displays they might not normally have gone out of their way to look at.

BUSINESSES PROMOTED **60**



Ilkley Carnival 2023

Ilkley BID were the headline sponsor for the Ilkley Carnival arena. 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 Discover Ilkley and grow awareness to a wider audience.



Updated Town Centre Map

Ilkley BID partnered with an established agency to create a new updated map with annual events detailed.

30K PRINTED & DISTRIBUTED



National Town Crier Competition



The Town Crier Competition took place on Saturday 13th May and was a huge success. Months of planning and organisation ensured the day ran smoothly, with 19 Town Criers from across the UK coming to Ilkley to take part. We made sure the event attracted a great media coverage with mentions on local radio stations, third party websites such as Visit Yorkshire and Visit Bradford, social media and online press releases including the Ilkley Gazette. National competitions always require the Criers to write and perform a unique 'themed cry' and the theme we chose was of course, our local businesses. The crowd enjoyed hearing the cries and all businesses involved were given a recording of the cry to use in their online marketing activity.

19

**BUSINESSES
PROMOTED**

Airport Advertising



A large advertisement was on display in the arrivals corridor at Leeds Bradford Airport. This is a high footfall area and was a great opportunity to promote Ilkley as a great day out and place to visit.

Radio Advertising

To help attract more visitors to Ilkley from further afield, Ilkley BID arranged for adverts on the Dales Radio station to showcase Ilkley as a great place to visit. The radio station is located in the Yorkshire Dales with a reach of up to 60k listeners. Ilkley BID also secured a 15% discount for any Ilkley businesses who wished to advertise their business with them.



Discover Ilkley Website



- 265+ BUSINESSES LISTED
- 150+ EVENTS LISTED
- 56k+ WEBSITE VISITS

Social Media Marketing

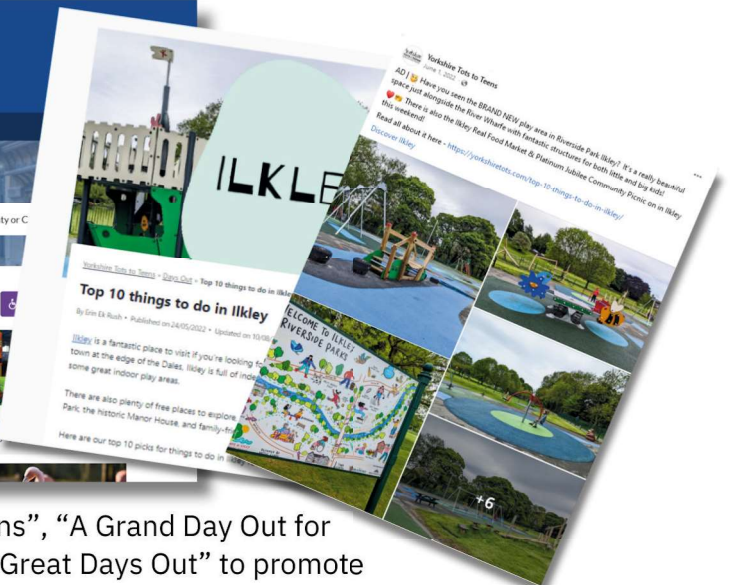
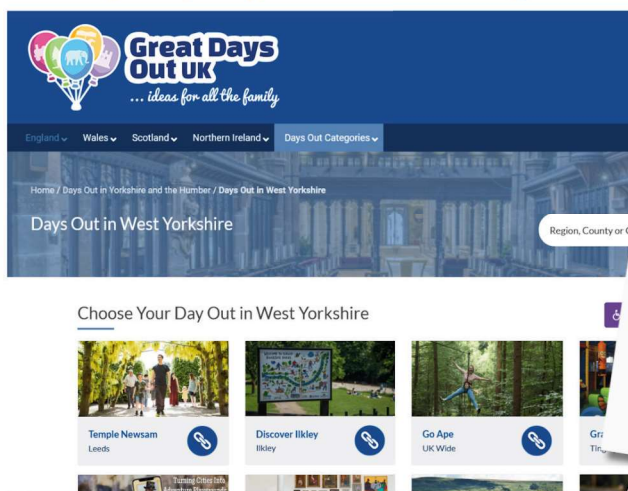
- 3M+ REACH
- 1.2k+ POSTS
- 660 POSTS / STORIES
- 35K+ REACH
- 572 TWEETS
- 200K REACH

Free Public WIFI

Public Wi-Fi is now in place in 11 locations around the town centre as well as the Ilkley Lido, the Ben Rhydding shops area and the Ben Rhydding playing fields. 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 and retailers.



Third party digital advertising



Ilkley BID worked with “Yorkshire Tots to Teens”, “A Grand Day Out for Families”, “A Grand Day out for Groups” and “Great Days Out” to promote Discover Ilkley and Ilkley attractions online and on social media, bringing everything Ilkley has to offer to a new audience.



Extension of the Christmas Lights

To complement the 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.

More new lights were purchased and 2022 was the first year that Christmas Lights were installed throughout all town centre areas including Wells Road, Railway Road, Rear of the Grove, New Brook Street & Skipton Road.

Lampost Banners



The Discover Ilkley/Ilkley Gift Card lamppost banners were displayed over the year in between the Ilkley Carnival, Ilkley Literature Festival and the Ilkley Tennis Tournament events.

Ilkley Pride - Decorative Bunting

Ilkley BID funded the supply of Pride bunting for the town centre shops for Ilkley's first Pride event which took place on 30th June 2022.



King's Coronation - Decorative Bunting

Ilkley BID used a local supplier to print Ilkley's bespoke Coronation bunting which was distributed to many businesses to display in shop windows during the carnival and Coronation weekends. Recognising this was a one-off event, care was taken to ensure the bunting was made from recyclable & reusable materials.



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. Permanent trails in place include an independent coffee shop trail, retail trails & walking trails.

5.2k APP INTERACTIONS

3.5k TRAIL INTERACTIONS

2k+ APP USERS

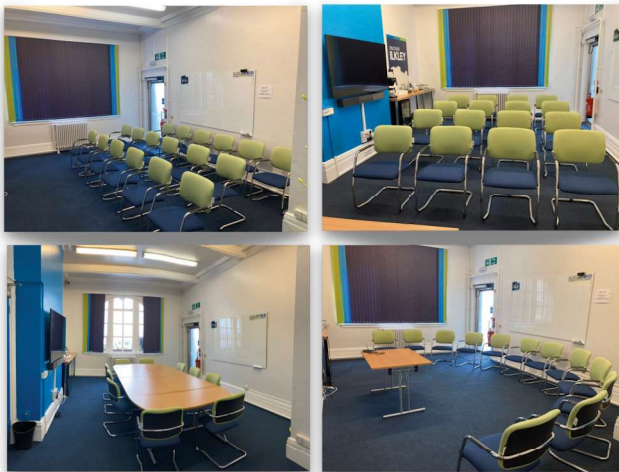


SAVE MONEY WHEN YOU SHOP LOCAL

- FIND LOCAL DEALS
- FUN TRAILS
- LOCAL EVENTS



SUPPORT ILKLEY BUSINESSES & EXPLORE THE TOWN



BID Meeting Room

The BID meeting room continues to be well used by BID businesses 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 is 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 was not available anywhere else in the town centre.

80 ROOM BOOKINGS

Business Networking Meetings

The BID meeting room is used to host joint networking sessions in conjunction with Ilkley Business Forum, bringing businesses together and using local hospitality to cater for refreshments. Future dates will be published in the BID e-newsletter or email info@ilkleybid.co.uk to register your interest in upcoming sessions which are open to all LS29 based businesses.



32 BUSINESSES ATTENDED

Ilkley Gift Card



The initiative helps local businesses thrive by encouraging spend in the local economy.

706

GIFT CARDS SOLD
= £25,842

84+

BUSINESSES
SIGNED UP



figures correct as of 31/5/2023

PR for Ilkley BID Businesses

Ilkley BID produced specific 'Behind the Scenes' PR pieces for local businesses to use as part of their own promotional activities as well as being featured on the Discover Ilkley website and social media channels. These articles are more in depth about the history and people behind the businesses and have included showcases on The Art Shop, Dillons Premium Fitness, Martinez Wine and Pure Pilates to name a few. Please get in touch if you would like to have your business featured.



Ilkley BID also wrote several press releases to promote the town, businesses and events throughout the year. The Grove Bookshop, Mint Velvet, Brook Street Deli & Nora's were amongst the businesses that received media exposure.





King's Coronation Family Fun Activities in Ilkley

In response to levy payers' concerns about the possibility of the town centre being quiet on Coronation day, Ilkley BID created family friendly activities to encourage visitors to Ilkley. With the presumption that households would be staying home to watch the Coronation, the planned trails were scheduled to support the businesses by encouraging families to get out of the house and enjoy time outside.

Photography Service

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



Ilkley Business Awards - Headline Sponsor



Ilkley BID were the headline sponsor of the 2023 Ilkley Business Awards which took place in March 2023 at the Craiglunds Hotel. 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.



One Voice

Recycling the Ilkley Pound

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

25+ LOCAL BUSINESSES USED



Representing Businesses

Ilkley BID represented the business community with regular attendance at the Ilkley Ward Leadership meetings, the Ilkley Community Network meetings and the Ilkley Rail and Bus Board meetings, in addition to meetings with Bradford Council and Ilkley Town Council. This enables us to ensure the interest of businesses is taken into consideration by all parties and also means we can update businesses on relevant topics. The team have also worked with organisations such as Climate Action Ilkley and Improving Ilkley.

50+

MEETINGS ATTENDED ON BEHALF OF THE BUSINESS COMMUNITY.

Keeping Businesses Informed



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



These accounts relate to the BID financial year of 1st June 2022 to 31st May 2023 and have been produced by TaxAssist Ilkley.

TOTAL INCOME

LEVY INCOME

2023	2022	2021	2020
£135,077	£144,804	£126,518	£127,600

OTHER INCOME

2023	2022	2021	2020
£2,431	£6,609	£15,093	£793

ARG GRANT INCOME

2022
£309,902

CARRY FORWARD

RESERVE PROVISION

ACCUMULATIVE RESERVES
£31,248

MEMBERS FUNDS

2023	2022	2021	2020
£9,520	£31,749	£29,141	£17,540

EXPENDITURE

OPERATIONAL EXPENSES

2023	2022	2021	2020
£63,879	£67,539	£59,721	£49,870

DIRECT PROJECT COSTS

2023	2022	2021	2020
£ 87,507	£375,192	£56,164	£37,061

SET UP COSTS

2023	2022	2021	2020
£0	£0	£0	£8,610

LEVY COLLECTION FEE

2023	2022	2021	2020
£8,223	£8,067	£6,240	£7,500

ILKLEY BID

BUSINESS IMPROVEMENT DISTRICT

WWW.ILKLEYBID.CO.UK



WWW.DISCOVERILKLEY.CO.UK