

Plans for renewal of the Ilkley Business Improvement District



Issue 1 of 4

Background

Ilkley BID is seeking the views of businesses regarding the renewal of the town centre Business Improvement District. If supported, the renewal period will last for approximately four months during which time there will be ample opportunity for every business in the town centre to contribute their thoughts, comments and ideas on a renewed BID Business Plan. This plan would form the basis of the business priorities for the next 5 years.

A reminder about the Ilkley BID

The BID is a business-led and business funded body, which was formed in June 2019 to deliver improvements within the town centre. The BID was supported by 81% of those who voted within a ballot and generates approximately £130,000 per year.

In addition, Ilkley BID has secured £334,804 funding on top of the BID levy income from various grants and partnerships to invest in the town centre. This means that every £1 of BID levy has been converted into £1.62 (in the first 4 years).

This is spent on a range of projects aimed at boosting town centre trade and supporting businesses.

So why are we being asked to renew the BID?

There are over 300 BIDs across the UK and, under current law, they cannot exist for a term of longer than 5 years and are required to test business support towards them continuing to operate through a ballot of eligible voters.

How are BIDs funded and set up?

A BID is funded by businesses paying a small proportion of their business rateable value towards the BID. This money is then ring-fenced for use only in the BID area, unlike Business Rates which are re-distributed by Government. Whilst the local authority collect the funds on behalf of the BID, the decisions about how the money is spent are made by local businesses.

What's inside?

Read about the projects delivered by the BID in its first four years, plus how to **have your say** on the BID's renewal plans...

What has Ilkley BID achieved in its first four years?

The key projects for the first term of Ilkley BID's Business Plan were grouped into four specific pillars:

Marketing & Promotion of the Town Maintaining Ilkley as an Attractive Place Business Support One Voice for Businesses

Ilkley BID is proud to have delivered a wide range of improvement activities since 2019 under these pillars.

Here are just some of the highlights of what the BID has achieved...



Marketing & Promotion of the Town

- Development and implementation of the **Discover Ilkley brand**. With a bespoke website featuring all BID businesses and town centre events backed up by extensive social media activity and customer newsletters
- **Promotional videos** both for the town as a whole and for individual businesses
- Regular, seasonal **interactive trails** bringing people to shop windows they might otherwise walk past, including a bespoke augmented reality trail
- Promotion of the town outside Ilkley:
 - An eye catching **mural** at Leeds/Bradford Airport Arrivals promoting *Discover Ilkley*
 - Extensive regional **magazine coverage**
 - Two town centre printed **maps and visitor guides** distributed across the whole of the North of England
 - **Collaboration** with tourist and days out guides and strategic third parties to promote Ilkley and its businesses to a wider audience
- Management and promotion of key town centre events:
 - Two **health & wellness events** at the Winter Garden
 - A **National Town Crier** competition
- **Radio advertising** on Stray FM, Rombalds Radio and Dales Radio
- Local press '**Business Spotlights**'
- Business **podcasts**
- Annual **Christmas campaigns** including the production and distribution of 7,500 printed gift guides, extensive social media promotion, elf videos featuring independent businesses, and an online advent calendar
- Behind-the-scenes **business articles** promoting the businesses and the people behind them in line with the key 'people buy people' message
- **PR business support**, writing press releases on behalf of businesses and distributing the articles to the media
- '**Be Our Guest**' campaign encouraging consumers to visit shops and restaurants they may have overlooked and promotion of the selected businesses
- **Ilkley's Got Heart** - a campaign that aimed to make Ilkley the first UK town to become a 'town of life-savers'
- Working with well-respected local event organisers to promote *Discover Ilkley* and the *Ilkley Gift Card*, including the **Ilkley Carnival** and the **Ilkley Literature Festival**
- Key sponsorship activity with **Ilkley Pride**
- **Free town centre WiFi**
- **Market research** to identify and target new visitors for local businesses and increase awareness of existing businesses away from the key destination areas of town

Maintaining Ilkley as an Attractive Place

- A programme of deep cleaning and hot washing the **paved areas** around the town centre
- Extension of the popular **Christmas lights**
- Contributions to the **Station Plaza flower bed** development
- Vibrant **lamppost banners** promoting *Discover Ilkley*
- **Bunting** for key occasions such as the King's Coronation and Pride month
- Research into **improving the appearance** of the Rear of The Grove
- Ongoing contribution to the **Brook Street fountain restoration project**

One Voice for Businesses

- Representing **business interests** on a regular basis with a wide variety of organisations including Bradford Council, Ilkley Town Council and many community groups
- **Lobbying on behalf of businesses** to improve parking, liaison with Bradford Council to introduce staff permits and increase the time periods for free parking

Business Support

- Significant **Covid-19 support** including help with grant applications and understanding the changing rules for operating, extensive promotion of businesses offering delivery services and provision of free social distancing stickers and posters
- Establishment of the **Ilkley Gift Card** to encourage local spend and to reinforce the 'shop local' message
- Provision of a newly renovated **meeting room** which is used free of charge by BID businesses
- Free **HR support**
- **1-2-1 Digital Training** sessions and support, and free online learning
- Free **professional photography**
- Initiatives to **save businesses money** on overheads
- Regular **business networking** events
- **Ilkley Watch** radio scheme
- Regular support of the **Ilkley Business Awards**



SCAN ME

Tell us about the projects you would like to see...

In the coming weeks we'll be asking businesses to share their views on proposed projects in the BID renewal plans.

Have your say by completing the BID survey - simply scan the QR code or visit: www.surveymonkey.co.uk/r/ILKLEYBID2023

ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT



Which area would be covered?

It is suggested that the area covered by a renewed BID should be within the existing BID boundary within the core town centre, however the area proposed remains open to consultation with businesses.

Would all businesses be liable to pay the BID levy?

In principle yes, although maintaining the current exemption level of £7,000 is being considered, which means that small businesses which fall under this threshold would not be liable to pay the levy. (Small Business Rate Relief does not exclude premises from being liable for the BID levy).

How can I tell you about the projects that I would like to see?

We will be carrying out a survey in the coming weeks to establish business views on the projects which might be included within the renewal plans and this will be followed by detailed and ongoing consultation with businesses.

The link to the survey is as follows:

www.surveymonkey.co.uk/r/ILKLEYBID2023



Or scan the QR code to complete the survey from your tablet or mobile phone.



Where can I get further information?

We want the views of as many businesses as possible in helping shape the proposals and would urge you to get in touch with us via the details shown below.

Please contact Helen Rhodes:

T: 07887 606265

E: helen@ilkleybid.co.uk

W: www.ilkleybid.co.uk/renewal