

Plans for renewal of the Ilkley Business Improvement District



Issue 2 of 4

Background

Ilkley BID is an independent, not-for-profit organisation whose mission is to support the local economy and improve facilities for the business community, as well as making the town a better place to live, work and visit. The BID company is entirely independent of both Bradford Council and Ilkley Town Council, it is fully business-led and governed by a board of voluntary Directors who represent the business sectors within the BID area. It provides additional services and value over and above what is provided by the local authority or another existing organisation.

By supporting Ilkley BID, you are making an investment in your town for the collective good of its businesses, visitors, workers and residents.

Sally Shelton, Director of Clip 'N Climb, advocates for the message of businesses coming together as a collective:

"We appreciate everything that Ilkley BID does for the town collectively and for my business specifically."

Photo (right): Sally Shelton,
Director of Clip 'N Climb



As a business, we've had free professional photographs taken, free personal 1-2-1 social media training, enjoyed all the networking opportunities available and much more; all of which would cost a significant amount of money if not organised through the BID. I like the fact that the services offered to me and my business are targeted to my business needs and provided by a team that is local, knows us and is passionate about the town and its businesses."

What the BID already does for you

It already provides a range of activities which have been shaped by businesses and organisations and which make the town centre a cleaner, safer, more vibrant and better place, including the following list (overleaf):

Please turn over...

to read about projects delivered by the BID and the process from this point.



Your Ilkley BID:

- **Keeps the town centre clean and attractive** by hot washing the pavements, extending the areas covered by Christmas lights, contributing to the station plaza flower bed development, providing vibrant and eye-catching bunting to businesses, and contributing in the ongoing initial stages to the Brook Street fountain restoration project.
- **Supports business** through organising and facilitating free training programmes, cost reduction schemes, business networking sessions, professional photography services, an Ilkley Watch radio scheme, the provision of a free-to-use meeting room and more.
- **Boosts footfall** by marketing the town, through its Discover Ilkley brand, through press & PR, social media, magazine coverage, online coverage, airport advertising, wide distribution of flyers & maps, strategic third-party collaborations and more.
- **Promotes business** through website coverage, promotional videos, business press spotlights, business podcasts, radio advertising, social media, Christmas shopping campaigns, business articles, PR support services, key sponsorship activities, market research and more.
- **Organises events** from two Health & Wellness events showcasing the town's health and wellbeing businesses, to a national Town Crier competition, and collaborates with other major event organisers including Ilkley Carnival, Ilkley Pride, Ilkley Literature Festival and Ilkley Business Awards.
- **Generates trade** through initiatives such as the Ilkley Gift Card, the Be Our Guest campaign as well as seasonal interactive trails, encouraging local residents and visitors to discover new businesses and 'shop local'.
- **Provides a voice** by representing business interests on a regular basis with a wide variety of organisations including Bradford Council, Ilkley Town Council and many community groups, as well as lobbying for improvement of town centre parking.

The results of our current consultation will determine which of these improvements should continue and what else the BID should consider doing to boost business performance over the next 5 years.

Thank you...

Thank you to the 116 businesses that completed our survey and let us know what they consider to be priorities for the next 5 years.

We would still like to hear from you if you haven't yet given us your feedback or if you would like to arrange a visit from a member of the BID team.

Please email Helen at helen@ilkleybid.co.uk.

The results of the survey will feature in our next Information Sheet at the beginning of January.

The process from this point

Following the ongoing period of consultation, we will be in a position to launch the Business Plan for a possible BID second term, which will include full details of how the BID could continue to operate and also fully costed proposals for the projects which businesses have identified as being most important for the town centre.

All eligible businesses will then have the ability to vote on this plan and the following timescales will apply:

January 2024	Business Plan launch
February 2024	Ballot papers will be issued to businesses along with a copy of the Business Plan and a reply-paid envelope to use when casting your vote
March 2024	Closing date for return of postal votes and announcement of the ballot result

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

