

ILKLEY BID
BUSINESSIMPROVEDISTRICT



2024-2029
BUSINESS PLAN







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“Never has it been more important to have the support, the funds, the autonomy and the drive to keep on improving Ilkley, keep on investing in Ilkley and to be united in our vision to keep Ilkley as the best place to live, work, visit and to do business.”

Ian White,
Chairman of Ilkley BID Ltd





Foreword by the Chairman of the BID

I write to ask you to vote to renew the business mandate to keep Ilkley BID operating for a further five years, for the benefit of ALL businesses in the town. This will be a vote made by approximately 320 businesses and organisations with premises in Ilkley.

During our first term, Ilkley BID has invested over £1 million in Ilkley through the delivery of a wide range of projects, which have been based on the priorities of businesses. We believe that during this time we have proved our ability to listen to local businesses and to help deliver the improvements and innovations needed to support you in your efforts to thrive and prosper.

With your support, we've had some outstanding successes during these years in which the BID has operated, some of which are highlighted on pages 24-29.

The current economic climate continues to be challenging for us all, whether we operate in retail, hospitality or in the service sector. This is why we are stronger together. Never has it been more important to have the support, the funds, the autonomy and the drive to keep on improving Ilkley, keep on investing in Ilkley and to be united in our vision to keep Ilkley as the best place to live, work, visit and to do business.

All BID projects are about providing over and above the local council remit and, right now, there are approximately 330 BIDs across the UK who are forging their own town's futures, irrespective of the challenges of their local councils.

We have asked you what you would like to see in the next five years and have developed this Business Plan for a second five-year term, based on the feedback businesses have provided.

The next term, if successful, will commence on the 1st June 2024 and will allow further delivery and investment. I am confident that Ilkley BID has demonstrated that we can make a positive impact on our

town centre and believe that now, more than ever, businesses need the passionate advocacy and support that the Ilkley BID team deliver. I would therefore like to count on your support to continue to build on our achievements to date.

Our website, at www.ilkleybid.co.uk provides lots more information.

Do contact us if you have any questions and please ensure you look out for the ballot papers that will be issued prior to 21st February 2024.

Ian White
Chairman, Ilkley BID Ltd

“Tennant & Darragh Jewellery Workshop fully support Ilkley BID. It is most important that Ilkley is promoted as having much to offer, not only to people living within the vicinity but also outlying areas and beyond. Ilkley BID promotes all areas of Ilkley and not just the businesses on The Grove as there is so much more in the surrounding streets and pathways.

Ilkley is constantly overlooked by Bradford Council, concentrating on the inner cities and other towns and we rely on Ilkley BID and their hard work to promote us. With constant restraints of high rents and competition with the Internet, small independent businesses rely on Ilkley BID to promote them, ensuring a high footfall and, therefore, keeping the high street productive and viable.

Thank you Ilkley BID.”

The Team,
Tennant & Darragh Jewellery Workshop





Our vision

By working closely with our partners, Ilkley BID exists to support our local economy, improve facilities for the business community, boost visitor numbers and raise the overall profile and appeal of Ilkley as a great place to live, visit and do business.



"It's less about what the BID has done for our business but what it has done for our town. It's hugely important that I can continue to attract people to visit and work in Ilkley."

Roads and public transport are constantly working against us so we need as much help as possible in countering its accessibility challenges with what a fantastic place Ilkley is."

Jim Verbeken,
Store Manager, Booths Ilkley

What is a BID and how does it work?

A BID (Business Improvement District) is a business-led and business-funded body formed to improve a defined commercial area. Most are governed by a board made up of BID levy payers who represent the various trading components within the BID area. This means that all businesses have a genuine voice in deciding and directing how they want the trading environment around them to be improved.

BIDs were first introduced in the UK in 2005 and there are now over 300 BIDs across the UK as more and more business communities see the benefit of taking a greater control over the local business environment.

Locally, businesses in Harrogate, Otley, Skipton, Keighley and Bradford all invest in a BID for the benefit of the town's economy.

A BID is funded by businesses paying a small proportion of their business rateable value towards the BID. The money is then ring-fenced for use only in their BID area. A BID can only be formed if a successful ballot takes place, where the majority of businesses vote to adopt the Business Plan proposed, which they have developed.

BIDs succeed because they are focused, entrepreneurial and cost efficient, providing a fast and powerful response to business needs and increasingly, BIDs are becoming

a means for local businesses to influence the direction of the town.

The BID company is entirely independent of both Bradford Council and Ilkley Town Council and provides additional services and value over and above what is provided by the local authority or another existing organisation.

Following nearly five years of BID success here, we can confirm that there is a willingness on the part of a majority of businesses to see the BID continue and they have asked us to seek another 'yes' vote to continue Ilkley BID's work for a further period to May 2029.

Your opportunity to continue to support our town

Under current legislation, a Business Improvement District can only operate for a maximum of five years before being required to retest business support.

If the majority of businesses who vote (by number or rateable value) vote NO, Ilkley BID will cease operating from 31st May 2024, all benefits to town centre businesses listed on page 20 will be lost and investment into the town significantly reduced.

Competition across the region is already strong and BIDs operating in locations such as Harrogate and Skipton will help their town increase their appeal, with the potential to tease-away our customers, companies and employees.

Significantly, no other organisation will pick up the work of Ilkley BID.

Background

Ilkley needs to ensure that it remains competitive and the current economic circumstances mean that it is more important than ever for Ilkley to attract visitors and customers in order to encourage footfall into the town centre. Businesses have indicated that we need to continue the work of Ilkley BID to promote the town in order to develop footfall and trade and the proposals to achieve this are summarised in this document.

The opportunity

This is your unique chance to continue to collectively invest over £730,000 of additional revenue into the town centre over the next 5 years. The projects have been carefully selected to positively impact on the town as a whole as well as the business community. This is therefore a huge opportunity for businesses to continue to take ownership of enhancing the trading conditions in and around Ilkley.



“I have valued the input of the BID team so far and feel the small annual investment for the upcoming term can only build on the great work already done to protect, preserve and promote our town and ensure the town is safeguarded from current and future council budget cuts.”

Richard Town,
Owner, Raymond Town Menswear

Funding the proposals

- The BID would be funded by an annual levy calculated at 1.65% of the rateable value of all eligible businesses within the proposed BID area
- Small businesses, with a rateable value of less than £7,000, will be exempt from the levy but may choose to make a voluntary contribution
- The levy has been carefully calculated to provide sufficient funds to deliver the range of improvement projects that businesses have identified through detailed consultation, whilst being mindful of the financial pressures of the current economic climate

The ballot

- As required by law, a postal ballot of all eligible businesses within the BID boundary will be conducted
- Voters will receive a ballot paper between 16th and 22nd February and will have until 5pm on 21st March 2024 to submit their vote
- If the ballot is successful, as determined by a majority of businesses voting in favour by both number and by aggregate of rateable value, the levy will become mandatory on all businesses in the BID area with a rateable value of £7,000 and above
- The BID would then renew its services on 1st June 2024 for 5 years until May 2029

BID management

- The BID would continue to be run by a private sector-led Board of Directors, all of whom would represent businesses or organisations paying the BID levy
- The Board would be responsible for the delivery of projects, ensuring that they are delivered on time, within budget and to the highest standards possible
- The Board would apply meticulous rigour and probity to the BID function, offering total openness, transparency and inclusivity



“Over the last 4 years, Ilkley BID has delivered on virtually everything set out in the Business Plan plus so much more.

Many BID projects are only possible because the BID has some certainty of income, which would simply not be the case for a voluntary group. Additionally, the BID’s level of income allows for paid staff, ensuring agreed projects become reality.

The Ilkley Business Forum committee all agree that the BID is invaluable for the town and hope that the local businesses recognise the bigger picture and vote ‘yes’ to ensure the BID’s great work continues.”

David Shaw MBE,
Chairman of Ilkley Business Forum

Planning for a second term

This new Business Plan has been the result of almost a year of consultation and planning, involving significant numbers of town centre businesses in the process. Activities have included:

- A business survey, which attracted 116 responses
- A series of business information sessions
- Formal notifications to Bradford Council and the Secretary of State
- Distribution of business information sheets
- Information updates via www.ilkeleybid.co.uk
- Extensive social media activity
- Regular newsletters
- Contact with the Head Office and Regional Managers of national businesses

Who decides?

You. If you have a business within the proposed BID area (see page 38), you will be invited to vote on whether or not to renew our Business Improvement District in Ilkley.

The postal renewal ballot will be held from 22nd February until 21st March and for the proposal to be approved, two tests must be met:

- More than 50% of those voting must vote YES;
- Those YES votes have to represent more than 50% of the total rateable value of all votes cast



"It's been great to have the support of the BID team in championing Ilkley.

At Ilkley Playhouse we have been pleased to be involved in BID-led events which have benefited the town community such as the vibrant and colourful Town Crier Competition in 2023.

We're delighted to feature on the Discover Ilkley website and welcome the Ilkley Gift Card at our theatre."

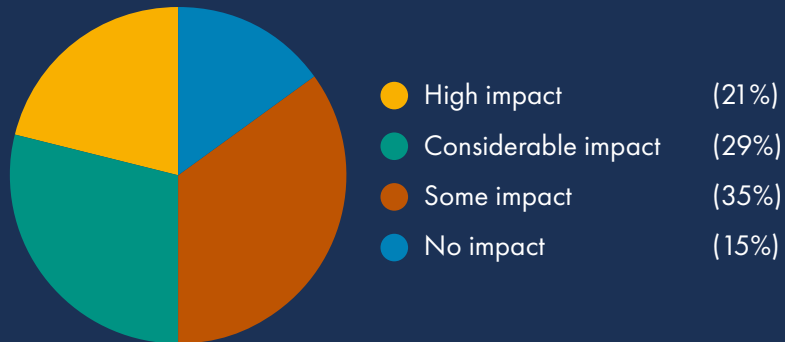
**Samantha Hill,
President, Ilkley Playhouse**

Town centre business feedback

Feedback from town centre businesses has been the bedrock of this plan and the following are the key findings from the survey.

The impact of the BID

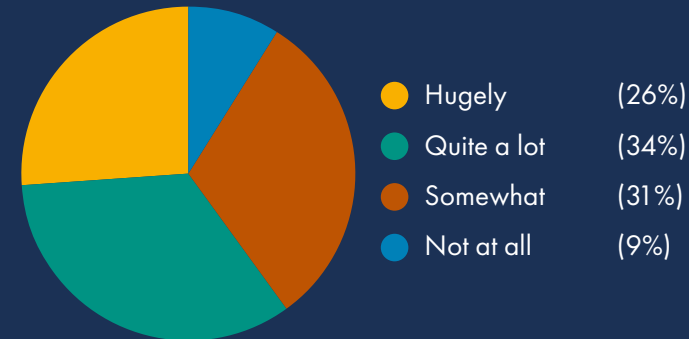
Businesses were asked to rate the perceived impact of the BID in improving the business environment in town.



Summary: 85% say the BID has had an impact

Benefit of the BID renewal

Businesses were asked how far the town might continue to benefit from a BID.



Summary: 91% say a second term will benefit the town centre

Survey respondents were asked to prioritise the improvement projects that should feature in the renewal Business Plan. The range of projects that the survey respondents consider to be most important are outlined on pages 18 and 19.

The next chapter

2024-2029



“I am personally in favour of the BID and think it’s a great resource for our town and for local businesses. I have personally requested help with various projects that I feel would benefit the town whilst simultaneously benefiting various businesses.

The BID Manager has always been so helpful and inclined to help as much as possible. I think ideas like the Ilkley Gift Card and the BID-sponsored Business Awards are just some of the little extras that make having a business in this area even better.”

Emily Slater,
Owner, Luxe Beauty Lounge



Second term proposals

Priority projects for the next five years

The following proposals are based on direct business feedback from the survey and input received from email and direct visits. The proposals focus on 'big picture' projects, to encourage collective town-wide thinking around the concept: 'we're stronger together'. Emphasis continues to be on 'additionality' - providing services over and above those provided by other organisations.

Objective

1

Marketing and promotion of the town

Budget: £281,250 over the five year BID period

1. Market Ilkley, its events, facilities and businesses to both a local audience and further afield by continued and improved investment in the **Discover Ilkley** platform and marketing channels including website, newsletter, advertising and strategic partnerships
2. Extensive **social media** and online campaigns
3. Support and promote **events in the town**, and collaborate with others to bring new events, such as **Yorkshire Day 2025**

Objective 2

Keeping Ilkley clean and attractive

Budget: £136,250 over the five year BID period

1. Help **keep Ilkley town centre clean** by providing services over and above those provided by the council. (Previous occurrences of street washing were only able to be completed on paved areas, but as cleanliness has been highlighted as a major concern, alternative ways to try and keep all areas clean will be adopted)
2. Continue and expand the provision of the **Christmas lights** to areas not funded by Ilkley Town Council
3. Continue to contribute to initiatives that keep Ilkley attractive and appealing, such as introducing new **floral displays** and working with the Ilkley Rail and Bus Board to improve the appearance of **Ilkley Railway Station**



Objective 3

Supporting businesses

Budget: £121,250 over the five year BID period

1. Represent the **collective business interests** with third parties, including local authorities and other relevant organisations
2. Expand a **town-wide anti-crime radio/app scheme** to help combat 'shrinkage' and concerns about anti-social behaviour
3. Research projects to **encourage investments** into the town centre
4. Investigate and communicate schemes to **save businesses money on overheads**
5. Continue the existing **Ilkley Gift Card** scheme
6. Continue the provision of **free public Wi-Fi** to encourage dwell time

Benefits your business will enjoy

Professional and office sector

- Improved connections between businesses and networking opportunities
- The ability to promote products and services via BID information sheets and other communications
- A cleaner, safer and more vibrant BID area to help recruit and retain high quality staff and for the benefit of customers
- A powerful and proven collective voice on key business issues



Independent and national retailers

- Collaboration over seasonal trading campaigns and initiatives
- Promote the town to encourage footfall and longer dwell-time
- Promotional campaigns to highlight the range of specialist retail in the town
- Initiatives to reduce retail crime and stock-loss



Leisure and hospitality operators

- Campaigns and initiatives to highlight the breadth of the leisure and hospitality offer
- Promote specific events to bring visitors into the town
- Work on projects to improve the evening economy

The community

- An enhanced sense of local pride
- More activities and entertainment within the town
- Greater employment prospects



The BID levy

The cost of the levy for each business is a percentage of its rateable value as specified by the Valuation Office Agency.

The BID Directors have considered both the pressures on business but also the cost increases over the last 5 years and propose a small increase in the current levy of 0.15% resulting in a proposed charge of 1.65%.

Some examples of the costs are detailed on this page.

To calculate your proposed annual levy, simply multiply your rateable value by 1.65%. If you are unsure about your rateable value, please contact the Valuation Office on 03000 501501 or visit www.gov.uk/find-business-rates

Remember that any property with a rateable value of £6,999 or less would be exempt from paying the BID levy, although would be able to join the BID as a voluntary member, enabling them to participate in BID initiatives.

Note: BID levy bills are issued annually but any business can arrange monthly payments by request.

Smallest businesses
with a rateable value
of £7,000

Monthly cost
£9.63

Small businesses
with a rateable value
of £12,500

Monthly cost
£17.19

Medium businesses
with a rateable value
of £35,000

Monthly cost
£48.13

Large businesses
with a rateable value
of £100,000

Monthly cost
£137.50



"I don't think about my business in isolation but as part of a collective offering in our fantastic town. I know that with the BID behind us, there is a solid foundation for moving forward."

David Billington,
Full Circle Funerals

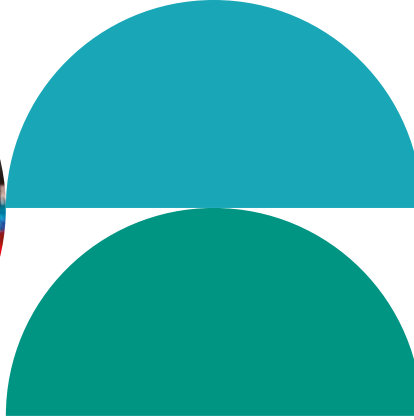


Ilkley BID's successes 2019-2024

The key projects for Ilkley BID's first term were grouped into the following four key areas: **Marketing and promotion of the town**, **One voice for businesses**, **Maintaining Ilkley as an attractive place** and **Business support**.

The provision of additional funding granted to Ilkley BID from Bradford Metropolitan District Council as part of the Government's Additional Restrictions Grant scheme in

2021 enabled the BID to deliver projects that would normally have been significantly outside the original budget, many of which will continue to deliver benefits for years to come. This grant was allocated specifically to the BID to help drive the local economy and bring new, business-boosting initiatives to the town; grant monies were only available to areas in the district operating a Business Improvement District.



Marketing and promotion of the town

Marketing the town

Here are some of the highlights of what the BID has delivered so far:

- Developed and implemented the **Discover Ilkley brand** to showcase and promote everything that the town has to offer, with a **dedicated website**, extensive **social media** activity and a twice-monthly **newsletter**
- Local **radio advertising**
- Sponsored the **Ilkley's Got Heart 'Save a Life' campaign**
- Took part in the collaborative **Sparkling Bradford** promotional campaign
- Worked with well-respected local event organisers to **promote Discover Ilkley** and the **Ilkley Gift Card**, including the Ilkley Carnival, Ilkley Literature Festival and Ilkley Pride
- Provided **free town centre Wi-Fi** throughout key areas of the town (grant-funded)
- Managed and promoted a **national Town Crier competition**; a colourful and eye-catching spectacle that brought the crowds into town
- Promoted the town outside Ilkley with:
 - An eye-catching **mural at Leeds/Bradford Airport Arrivals** promoting *Discover Ilkley*
 - Extensive **regional magazine coverage**
 - Two town centre printed **maps and visitor guides**, which were distributed across the whole of the north of England
- Collaborations with **tourist and days out guides** and strategic third parties to promote Ilkley to a wider targeted audience

Marketing the businesses

In addition to the previous activities, Ilkley BID worked directly with businesses to help them with specific marketing activities, including:

- **Promotional videos** aired online and on local TV
- **Local press 'Business Spotlights'**
- Business podcasts on local radio stations, featuring **interviews with business owners**
- **Annual Christmas campaigns** including the production and distribution of 7,500 printed gift guides, extensive social media promotion, elf videos featuring independent businesses and reintroduction of Late Night Shopping
- Behind-the-scenes **business articles**
- A **'Be Our Guest' campaign** encouraging consumers to visit shops and restaurants they may have overlooked and promotion of the selected businesses
- **PR business support**, including writing press releases on behalf of businesses and distributing the articles to the media
- **Two Health & Wellness events** at the Winter Garden to showcase to visitors the health and beauty businesses in town
- Regular, seasonal **interactive trails** bringing people to shop windows they might otherwise walk past



One voice for businesses

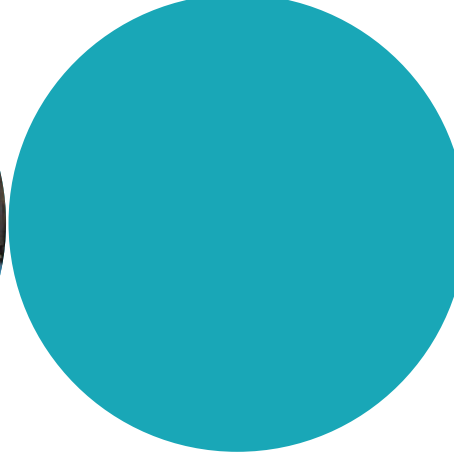
Ilkley BID represents business interests on a regular basis with a wide variety of organisations, including Bradford Council, Ilkley Town Council, the local MP, the West Yorkshire Combined Authority and many community groups.

Ilkley BID was very vocal and proactive in supporting, accessing and responding to business needs with regard to the parking changes in Ilkley in 2019.

- Hundreds of hours were spent liaising with Bradford Council, the Town Council, the District Councillors, residents and businesses about the impacts of the **parking scheme** in order to find some workable solutions
- A **professionally-advised survey** was set up to gather data from town centre businesses, residents and visitors to assess the impact of the new parking scheme
- The BID was the first organisation to put in a **formal request for a series of amendments to the scheme**, which were echoed by some of the District and Town Councillors

- Amendments included: an **increase of free parking** from 30 minutes to 1 hour, an increase of the maximum 2 hours parking limit in many areas to 4 hours, more signage highlighting **long-stay parking areas**, provision of **long-stay coach parking**, multiple day parking and the ability to purchase parking tickets to cover **multiple days**, as well as the installation of **new software** in the meters of all long-stay car parking areas
- Responded to over **600 emails** related to parking

In addition, Ilkley BID joined forces with its Bradford and Keighley counterparts to call on the Government to **stop plans to cut key rail services** in the district.



Maintaining Ilkley as an attractive place

People who live and work in Ilkley are proud of their town and want to keep it looking beautiful. Ilkley BID has delivered:

- A programme of **deep cleaning and hot washing** the paved areas around the town centre
- Additional **Christmas lights** to benefit businesses, which complement the Christmas lights funded by the Town Council
- Contributions to the **Station Plaza flower bed** development
- Vibrant **lamp post banners** promoting *Discover Ilkley* and the *Ilkley Gift Card*
- Vibrant and eye-catching **bunting** for the key occasions of the King's Coronation and Pride month
- Ongoing research into **improving the appearance** of the Rear of The Grove
- Ongoing contribution to the **Brook Street fountain restoration** project

We need to be realistic that in these challenging times for district councils, these services will not be council funded.

“The collective budget available by us all contributing to Ilkley BID means far more can be done than by an individual business and I think it’s important that we all pull together, especially in these tough times.

I’ve also appreciated having a central point of contact and if I’ve been unable to find information on a particular subject, the BID team have usually been able to signpost me to the relevant place, saving lots of time.”

Debbie Heeley,
Owner, The Fitting Room



Business support

Ilkley BID has delivered a huge amount of business support including:

COVID response

- Ilkley BID was instrumental in sharing the **latest COVID-19 news, advice and government instructions** with its members, often being asked to provide clarity
- Added a **COVID-19 support page** on the Ilkley BID website for business information, financial support and safety guides, resulting in an increase in website traffic of over 500%
- Provided **daily updates** via Facebook, Twitter and LinkedIn with COVID-19 guidance, links and advice
- The BID Manager participated in **weekly Bronze Partner Council Meetings**, resulting in the identification of numerous businesses who had not realised they were eligible for grants, and aided businesses with grant applications
- Launched campaigns to **promote open businesses during lockdown**, including the *Ilkley To You* website featuring 108 businesses
- **Increased campaign awareness** through regional radio adverts, a huge billboard display and social media promotion
- Initiated **Lockdown Trails**, an **Al Fresco Trail** and a **LoyalFree Trail** to support various business services and participate in the Eat Out To Help Out scheme
- Supplied **hot food delivery bags** to businesses and refunded some delivery costs to **encourage free customer deliveries**
- Distributed **floor stickers, sector-specific posters** and **safety guidance** to businesses for post-lockdown reopening
- Funded an **online learning portal** through Virtual College for businesses and their staff to gain skills and qualifications during the pandemic

Ilkley Gift Card

A town-wide *Ilkley Gift Card* has been established to encourage local spending, encourage town centre footfall and reinforce the 'shop local' message. At the time of writing, 90 businesses are participating in the scheme with over £40,000 of gift card sales registered.

Meeting room

The BID meeting room is conveniently located and available for BID businesses to use free of charge for meetings and video conferencing and can be configured for training and other purposes.

Ilkley Watch Scheme radio/app

Ilkley BID paid for 10 new high tech radios, which were loaned to the larger retailers and others in key positions in the town. More recently, an app-based scheme has been introduced, meaning it can be rolled out to all BID businesses to help combat 'shrinkage' and concerns about anti-social behaviour.

Free HR support

The service was available to BID members who required advice with HR issues such as restructures, recruitment, contracts and training. The campaign was backed up with an HR advice podcast.

1-2-1 digital training

Free, bespoke digital training to help improve social media, search engine visibility and graphics creation.

Free professional photography

A free professional photography service for BID members by a local photographer.

Reducing business costs

Worked with specialists on two separate occasions to identify savings in overhead costs for BID members. To date, £108,000 of savings have been identified and communicated to businesses.



LoyalFree

Partnership with multi award-winning place promotion app, LoyalFree, featuring interactive trails, event listings and a digital loyalty programme.

Business networking events

Joint networking sessions with Ilkley Business Forum to bring businesses together, using BID member local catering services.

Regular support of the Ilkley Business Awards

Headline sponsor of the Ilkley Business Awards to promote and celebrate the businesses operating in the LS29 area.

Real Food Market

Paid for eligible levy members to have a stall at the Real Food Ilkley Market to enable them to bring their products to a new audience.

“Ilkley BID has helped our business in many ways. Not just in the way they have promoted Ilkley generally but with promoting our business individually.

A good example of this is our annual charity wine tasting held at the Ilkley King’s Hall and Winter Garden. With their help, attendance at the event increased by around 25%. This helped Martinez raise more money for Save the Children and Macmillan as well as raising our profile.

In our opinion, Ilkley BID is an invaluable asset to Ilkley’s small businesses. You do of course have to be proactive in partnering with them to promote your business individually. They will always help where they can.

Our vote is a BIG YES.”

**Jonathan Cocker,
MD, Martinez Wines**

(Image features Chris Wood, Director, Martinez Wines)

The current BID board

Ilkley BID is governed by a board of voluntary Directors who represent the business sectors within the BID area.



Ian White
BID Chairman
Bluehoop Digital



Tim Tennant
BID Director
The Art Shop



Paul Craggs
BID Director
The Ilkley Shoe Company



Garry Wilkinson
BID Director
Go Outdoors



Mark Smith
BID Director
Royal Mail



Cassie Bowley
BID Director
Fresh Health & Beauty



Sarita Prashar
BID Director
Tesco



Chris Stapleton
BID Director
The Box Tree



Colin Butler
BID Director
Friends of Ham



Cllr Alex Ross-Shaw
BID Director
BMDC

The BID team



Helen Rhodes
BID Manager



Lisa Drake
Project Co-ordinator



Sue Staton
Discover Ilkley
Communications



Jos Mountcastle
BID Communications



"We just wanted to thank you for posting invitations to our event last week. Some ladies came in and said that they knew about it from seeing the posts on the Discover Ilkley Instagram feed. It massively helps to have your support; we really appreciate it."

Sylwia Miler,
Store Manager, Jigsaw Ilkley



“Ilkley Manor House Trust was delighted to start working with Ilkley BID as soon as it was formed as we saw the benefit of being part of a wider community network of businesses and being part of a process to help improve the town’s prosperity for everyone. We continue to support Ilkley BID and the team whose focus is the wider benefit of the town.”

Sarah Thomas,
Chair, Ilkley Manor House Trust



Myth-busting

“The council should be paying for street cleaning and other projects”

We need to be realistic that in these challenging times for district and town councils, many of which are considerably in debt, these services will not be council funded. The financial situation with Bradford Council is well publicised so without the BID’s input, these services would not be actioned.

“We already pay the council business rates that cover these projects”

Business rates do not contribute towards the type of projects that the BID delivers. The BID levy can only be spent on projects that are in addition to services provided by local authorities. Your BID levy goes directly into improving Ilkley.

“We can just change our mind and reinstate the BID”

If the BID is unsuccessful, it will not be reinstated. Ilkley BID is a limited company and will be dissolved if the vote is not in favour of another term.

“Ilkley doesn’t need a BID!”

All BID projects are about providing over and above the local council remit; right now there are over 300 BIDs across the UK who are forging their own town’s futures, irrespective of the challenges of their local councils. Never has it been more important to have the support, the funds, the autonomy and the drive to keep on improving Ilkley, keep on investing in Ilkley and to be united in our vision to keep Ilkley as the best place to live, work, visit and to do business.

Having no BID will result in reduced investment, whereas neighbouring towns such as Harrogate and Skipton, which have BIDs, will continue to enjoy increased investment.

BID development timetable and the ballot process

Date	Milestone
June - September 2023	Project development and planning
October - December 2023	Business survey and extensive consultation with businesses to develop the draft Business Plan projects
December 2023	Formal notifications to the Secretary of State and Local Authority of intention to hold a ballot
1st February 2024	Despatch Notification of Ballot
7th February 2024	Statutory (Latest) Date: Notification of Ballot
15th February 2024	Despatch Ballot Papers
21st February 2024	Statutory (Latest) Date: Despatch Ballot Papers
21st March 2024	Ballot closing day
22nd March 2024	Ballot result declared
23rd March 2024	Preparations begin for second BID term, subject to a positive business vote
1st June 2024	BID levy invoices become due and the BID company formally begins operating for a second term, subject to a positive business vote

The BID has taken an appropriate amount of time to follow the correct processes for a renewal ballot, seeking and confirming the views of businesses at every step of the way.

Legally, all BIDs need to be established via a ballot of eligible businesses and the vote is conducted entirely by post over a 28-day period.

The voting papers will be sent to the registered liable party (which may be the landlord in the case of vacant units) within the BID boundary and a specialist electoral services provider, UK Engage, will be carrying out the voting process.

For the BID proposal to be successful, there are two requirements that must be met:

1. A majority of those who vote must have voted in favour
2. The total rateable values of those who vote yes must exceed that of those who vote against

“I believe our business has benefited from the creation of the BID through attracting visitors to Ilkley and encouraging locals to shop within the town.

The gift cards are well used and the town centre, with the help of BID money, looks inviting and refreshed. I look forward to seeing projects such as Discover Ilkley continuing and the reinstallation of the fountain being completed, which I know the BID is playing an instrumental part in.

A joined-up approach to the improvements in our town has a good impact for local businesses.”

David Lishman,
Owner, Lishman's of Ilkley



Planned five-year budget

The following table summarises the proposed BID budget for the next 5 years.

	2023-2024	2024-2025	2025-2026	2026-2027	2027-2028	Total
Income (£)						
BID levy revenue	146,443	146,443	146,443	146,443	146,443	732,215
Expenditure (£)						
Marketing	56,250	56,250	56,250	56,250	56,250	281,250
Clean and attractive	27,250	27,250	27,250	27,250	27,250	136,250
Business support	24,250	24,250	24,250	24,250	24,250	121,250
Levy collection costs	12,127	12,127	12,127	12,127	12,127	60,635
Central operational costs	19,299	19,299	19,299	19,299	19,299	96,495
Contingency and reserves	7,267	7,267	7,267	7,267	7,267	36,335
Total expenditure	146,443	146,443	146,443	146,443	146,443	732,215

Notes:

1. A projected 96% collection rate has been applied
2. Contingency has been set in line with industry expectations
3. Central management and administration costs have been capped to be consistent with industry expectations
4. Management costs of £40,500 have been applied across projects
5. Annual BID levy collection costs are expected to be £38.50 per listing
6. To account for inflation, and at the discretion of the BID Board, the annual levy may be increased each year from year two, by a maximum rate of no more than the prevailing Consumer Price Index
7. It is anticipated that the BID would generate additional income in the form of grants, sponsorship and other fundraising activities

Please note that with regard to notes 6 and 7, we have taken a prudent financial approach and not accounted for any such additional income in the above table.

"I have run my business from Ilkley for 12 years and seen many changes happen in the town during that time. In the last five years, I've relied heavily on the BID as a voice for my business, particularly around the challenges of staff parking and business and location promotion. Attracting a younger generation of employees, who are often blinded by the bright lights, accessibility and attractions of a city-centre location, is key to staff recruitment and retention. While we all know that Ilkley is an incredible place to live and to work, so many are put off by the challenging transport links here, i.e. congested roads, cancelled trains and the perception that we are 'out in the sticks' and lacking the kudos of a city-based job. Ilkley employers need all the help they can get in cutting through the negatives and showcasing the positives.

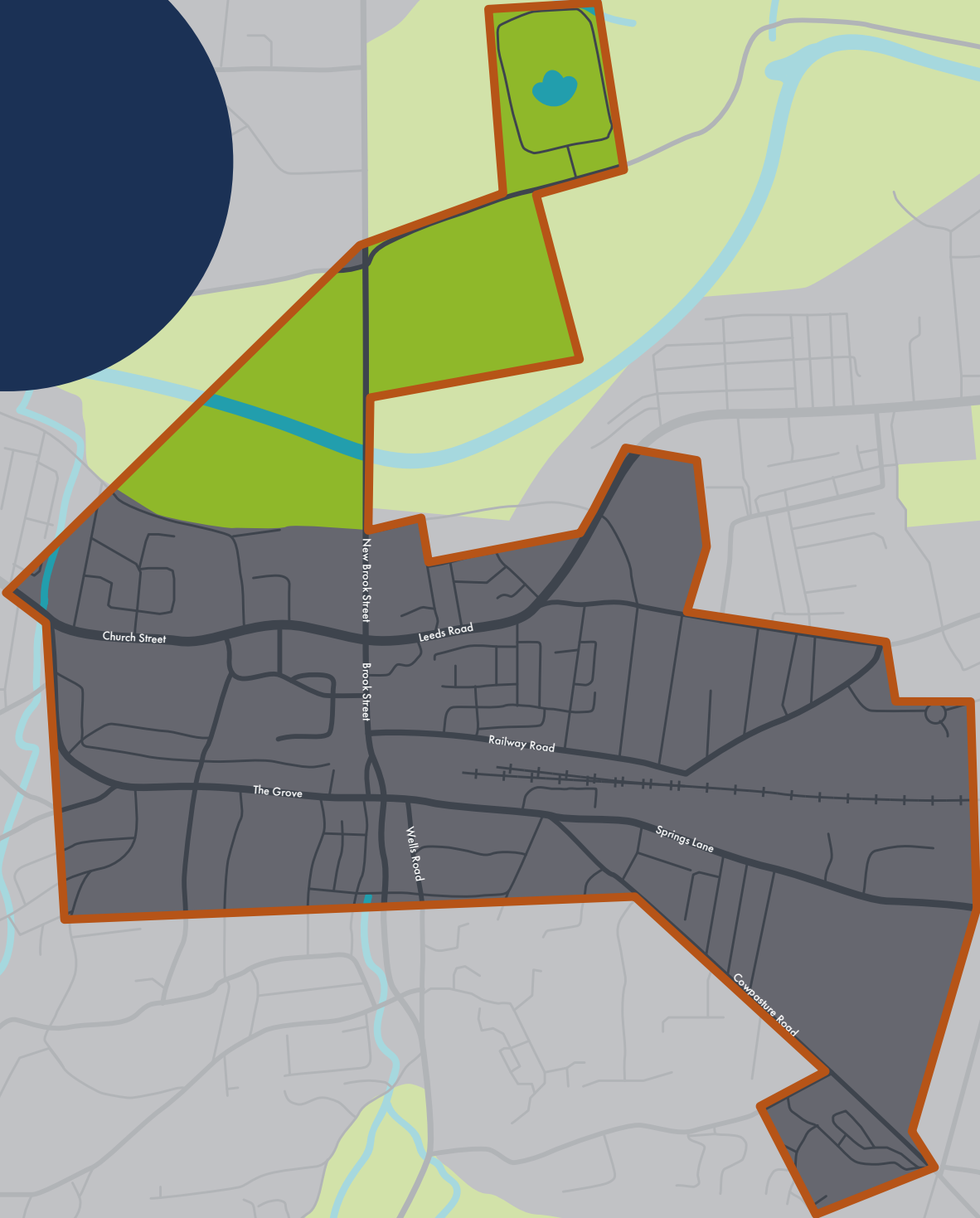
Ilkley is a fantastic place, but it's also part of a district where funding is devastatingly lacking and where we are consistently seeing cuts to services and support. I hope that other businesses are equally as aware of the threat we are all under and can see that Ilkley BID is an asset and a community resource to benefit us all."

Suzanne Watson,
SW Communications



The proposed BID area

The proposed BID boundary would cover the area shown within the boundary on this plan.



The following streets fall within the defined BID boundary for the purposes of the renewal ballot and the subsequent levy process:

Alexandra Place	Golden Butts Road	Springs Lane
Alexandra Crescent	Grove Road	Springs Pavement
Back Church Street Court	Hawksworth Street	St James Road
Back Grove Road	Holme View	Station Road
Back Middleton Road	Leeds Road	Stephensons Way
Back Parish Ghyll Road	Lister Street	The Grove
Back Weston Road	Little Lane	The Grove Promenade
Bolton Bridge Road	Lower Railway Road	The Moors Shopping Centre
Brewery Road	Lower Wellington Road	The Victorian Arcade
Bridge Lane	Mayfield Road	Tivoli Place
Brook Street	Middleton Avenue	Trafalgar Road
Castle Hill	Mornington Road	Victorian Mews
Castle Road (West and East)	Nelson Road	Victoria Works, Leeds Road
Castle Yard, off Church Street	New Brook Street	Victory Road
Chantry Drive	Nile Road	Wellington Road
Church Street	Parish Ghyll Road	Wells Promenade
Cowpasture Road	Railway Road	Wells Road
Craiglands Park	Regent Road	Wells Walk
Crescent Court	Richmond Place	West Street
Crescent Terrace	Riddings Road	Weston Road
Crossbeck Road	Saddlers Croft	Wharfe View Road
Cunliffe Road	Sefton Drive	Whitton Croft Road
Denton Road	Skipton Road	Wilmot Road
	South Hawksworth Street	
	Springfield Avenue	

Proposed levy rules

1. This is a BID renewal proposal to cover the period 1st June 2024 to 31st May 2029 inclusive
2. All National Non-Domestic Ratepayers within the proposed boundary, as outlined within this Business Plan, would be liable to pay the BID levy, with the exception of any hereditament with a rateable value below £7,000. Charity shops and all other not-for-profit organisations occupying business premises within the BID area will continue to be required to pay the levy
3. The annual BID levy is proposed at 1.65% of applicable rateable value payable in advance using the Rateable Value list, as of 1st April 2023, which will be used for the calculation of the annual BID levy for the duration of this proposal
4. The BID levy would apply from 1st December each year, other than the first year, which would include an additional billing period of 1st June to 30th November and the chargeable day policy would operate, which means that liable parties would pay their levy for the year in advance with no refund due in the case of subsequent non-occupation or change of ownership
5. Any new hereditament entered in the rating list, within the BID boundary during the period of this Business Plan and not exempt under the BID rules, would become subject to the BID levy from the next billing date
6. The liability for the BID levy on any eligible vacant premises, or premises undergoing refurbishment, would revert to the liable party as defined under prevailing Non-Domestic Rates legislation, with no void period
7. The BID Board may exercise the ability to raise the BID levy on an annual basis for the duration of the BID, with such increases limited to the increase in the Consumer Price Index of the preceding year
8. Non-Domestic Rates regulations would be used to collect any outstanding BID levy and any write-offs would be submitted to the BID Board for approval
9. Voluntary BID contributors would be welcomed, although will not be entitled to vote in the BID ballot. Such voluntary contributions would be paid by separate agreement with the BID Company
10. VAT would not be charged on the BID levy
11. Any state school within the BID boundary will receive a discount of 90% on the annual BID levy payable

More detailed information on the BID proposals is available via www.ilkeleybid.co.uk

Management and governance

If the ballot is successful, it is proposed to continue with a Board of volunteer company directors, drawn from levy-paying organisations to create a representative, business-led group to oversee the financial, managerial and operational activities of the BID.

The majority of the Board would continue to come from private sector organisations and the Chair would always be a private sector member to ensure that the BID retains its strong business focus. This company would continue to be limited by Guarantee, thus limiting the liability of Directors and businesses.

The Board of Directors would be fully accountable to BID levy payers and would consist entirely of representatives from BID levy paying organisations who would be senior figures within their parent organisations. The Board would meet at least 6 times per year and receive both management and financial reports at each meeting.

They would communicate regularly with levy payers on key issues, particularly reporting on progress against this Business Plan.

All BID levy payers would be entitled to attend meetings of the Board to raise any matter and the Board would also follow industry best practice in the following aspects:

- Being subject to independent, accredited, external scrutiny, leading to the production and submission of an annual report, annual accounts and the submission of statutory financial and corporation tax returns
- Undertake a mid-term review of BID activities
- Producing regular updates to BID levy payers, including an annual report



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

**Sally Shelton,
Director, Clip 'n Climb Ilkley**

“Whilst we haven’t taken advantage of many of the direct BID support projects, I’ve seen a lot of good stuff happening and I think it’s important that there is an organisation representing Ilkley businesses and promoting the town. Business owners need to collaborate and that’s one of the things Ilkley BID does well, bringing businesses together and coordinating events and marketing activities. When you run a business, there are never enough hours in a day so without the BID, it’s very unlikely that anyone would take the reins and make things happen.”

Ali Allawa,
Owner, The Courtyard





How you can be sure the BID is working for you

Ilkley BID proposes to continue with a number of Key Performance Indicators to measure the impact of the projects contained within this plan. These include:

- Measuring and reporting on a package of town-wide indicators, to include pedestrian footfall and vacant unit levels
- Survey of BID businesses each year to seek detailed feedback on their perception of the performance of the town and the BID
- Conducting regular customer surveys to learn how the town centre is changing in the eyes of our visitors

- Producing and distributing an annual report to BID members to advise on our progress and activities
- Commissioning a mid-term review of all aspects of the BID, with the report sent to all levy payers

We would of course continue to communicate with all BID businesses on a regular basis by email bulletins, newsletters, social media, our website and stakeholder meetings. One to one meetings can also be requested at any time.

“Here at Pizza Express we believe that it is important to support local business, local initiatives and local communities.

Whilst we are a multi-national company, we value being part of the local community and local initiatives to try create Ilkley as a place to visit.

We hope that through initiatives such as the ‘Be Our Guest’ scheme we can raise awareness of the fantastic businesses, establishments and venues Ilkley has to offer.”

Phil Nevis,
Manager, Pizza Express Ilkley



Council agreements

In developing our BID proposal, we have carried out extensive consultation with Bradford Council over a number of aspects of our plans and they have consistently voiced their support for our BID and the projects planned for the future.

Specifically, we have worked with the Council in assessing the service levels that are currently provided by the public sector in the town and they have agreed that, as far as possible given the current national economic circumstances, they will maintain these throughout the five-year term of the BID.

We have also agreed a draft Operating Agreement that details the proposed arrangements for BID levy collection.

This is available for viewing by any potential BID levy payer via www.ilkeleybid.co.uk



“As a small local business, Ilkley BID has been invaluable to us in a wide variety of ways.

They support local and have helped us with social media, industry-themed events and local advertising. We’ll be voting yes to the BID and we’d recommend our local business neighbours to do the same!”

Jon Dillon,
Co-owner, Dillons Premium Fitness Training



ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT



Contact us

For further information on any aspect of this proposal, please contact:

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Photography: Heidi Marfitt

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