

## Plans for renewal of the Ilkley Business Improvement District: Final project plans being drawn up



Issue 3 of 4



### Update

As part of the proposed renewal of the Ilkley BID, this information sheet outlines the main project themes being considered for the town centre for the next five years, following detailed feedback from a range of local businesses.

### Priorities identified by businesses

The recent survey, which was completed by 116 businesses and organisations, has identified a range of key priority projects for the town centre which will be included in the plans for the proposed second term.

These priorities fall under three key objectives:

#### Marketing & Promotion of the Town

- Market Ilkley locally and to a wider audience by continued and improved investment in the **Discover Ilkley** platform and marketing channels.
- Support and promote events in the town and collaborate with others to introduce new events such as **Yorkshire Day 2025**.

#### Keeping Ilkley Clean & Attractive

- Help keep Ilkley town centre clean by providing services **over and above those provided by the council**.
- Continue and further extend the provision of **Christmas lights** in areas not funded by the Town Council.
- Continue to contribute to initiatives that keep Ilkley **attractive and appealing**.

**You are invited**  
to the launch of the BID  
Business Plan from Ilkley  
BID at The Ticket Office,  
on Thursday 25th January  
2024 from 5:30pm



Scan the QR code to  
reserve your place



## Supporting Businesses

- Represent the **collective business interests** with third parties, including local authorities and other relevant organisations.
- Provide an **Anti-Crime Radio/App Scheme** for BID member businesses.
- Continue to research projects to **encourage investments** into the town centre.
- Continue the existing **Ilkley Gift Card** scheme.
- Continue the provision of **free public Wi-Fi**.
- Continue to investigate and communicate schemes to **save businesses money on overheads**.

## Business support for Ilkley BID

Jon Dillon, co-owner of Dillons Premium Fitness Training, values the marketing and business support provided by the BID and says:

*“As a small local business, Ilkley BID have 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!”*

Photo (right): Jon & Richard Dillon who took advantage of the Ilkley BID Photography Service. Photo: Heidi Marfitt



## How much would it cost my business?

A levy of 1.65% is being considered, which means that a small business with a rateable value of £12,500 would contribute £206.25 per year, a medium sized business with a rateable value of £35,000 would contribute £577.50 per year and a large business with a rateable value of £100,000 would contribute £1650.00 per year. A discount is also being considered for schools within the BID area. 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.

## Timetable to the ballot

Following the ongoing period of consultation, the following timescales will apply:

<b>25th January 2024</b>	Business Plan launch
<b>7th February 2024</b>	Businesses will be given formal notice of the BID renewal ballot
<b>21st February 2024</b>	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
<b>21st March 2024</b>	Ballot closes. All postal votes need to be received by 5pm on this date in order to qualify to be counted
<b>22nd March 2024</b>	Ballot result announced

## General BID Information

- There are more than 300 Business Improvement Districts operating around the UK.
- BIDs can only operate for a maximum of 5 years before being required to re-test the support of local businesses.
- BIDs operate according to legislation, which means that the main elements are set out in law and cannot be changed, for example the levy being compulsory for all businesses which meet the criteria.
- Locally, businesses in Harrogate, Otley, Skipton, Keighley and Bradford all invest in a BID for the benefit of the town’s economy.
- Ilkley businesses will decide in the upcoming ballot whether they want to continue to have a BID representing their interests.

## Where can I get further information?

As indicated, we are encouraging the views of as many businesses as possible in helping shape the proposals, so please get in touch urgently if you feel that anything further needs to be included which is not mentioned above.

Please contact Helen Rhodes:

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