

“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



Without Ilkley BID...

Who will **invest** into our town?

Who will **speak collectively** for the **interests of Ilkley businesses** with Bradford Council and other parties?

Who will **showcase Ilkley** as a great place to work, visit and do business?

Who will **market Ilkley** and its businesses both **locally and further afield** to a highly engaged audience via established and dedicated marketing channels?

Who will **liaise with the Bradford City of Culture 2025 team** to maximise opportunities for Ilkley in the lead up to, during and after 2025?

Who will **organise the Ilkley activities** needed to be joint hosts of **Yorkshire Day 2025**?

Who will **arrange and pay** for the installation of the additional **Christmas lights**?

Who will **work with groups** such as Friends of Ilkley Railway Station to **lobby for investment** into the town?

Who will **coordinate** the **Ilkley Watch anti-crime scheme**?

Who will **introduce and continue initiatives** to support the 'shop local' message, such as the **Ilkley Gift Card**?

Which other organisation has the **dedicated capacity or resources** to take on the work of Ilkley BID?

VOTE YES.



What's inside?

Hear from other Ilkley businesses on why they will be voting YES.

These Ilkley businesses are voting YES.

Here's why...

The Grove Bookshop



Joules



Richard Grafton Interiors



Attic Womenswear



For more business supporters, please refer to the Business Plan which you will have received with your ballot papers.

Or download the Business Plan at: www.ilkleybid.co.uk/renewal



Lishman's of Ilkley

"I believe our business has benefited from 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 reinstatement 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."



Martinez Wines

"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.

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. They will always help where they can. Our vote is a big YES."



Tennant & Darragh Jewellery Workshop

"It is most important that Ilkley is promoted as having much to offer, not only to people living within the vicinity but also beyond. Ilkley BID promotes all areas of Ilkley and not just the businesses on The Grove.

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."



Clip 'n Climb Ilkley

"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."



Dillons Premium Fitness Training

"As a small local business, Ilkley BID has been invaluable to us in a 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 do the same!"

The Courtyard

"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."



ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT

The Ticket Office



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.

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.

Fresh Skincare & Beauty Salon



Clarke Foley Community Hub



The Art Shop



The Ballot

The ballot for the renewal of Ilkley BID closes on 21st March.

Please return your ballot papers to the independent ballot service provider, UK Engage, by 18th March to ensure they are received by the deadline of 5pm on 21st March.

Make your vote count and return your ballot paper ASAP!

If you are receiving this flyer, you are entitled to vote and will be a member of Ilkley BID if the vote is in favour.

Questions?

Attend the drop-in session on Wednesday 6th March from 4-6pm at Ilkley Town Hall.

Email helen@ilkleybid.co.uk to confirm your attendance.

Please contact Helen Rhodes:

T: 07437 504614

E: helen@ilkleybid.co.uk

W: www.ilkleybid.co.uk/renewal