

ILKLEY BID

BUSINESSIMPROVEMENTDISTRICT

2023/2024
ANNUAL REPORT
Term 5



The aim of Ilkley BID is to deliver a brighter future for Ilkley by helping business to flourish, attracting visitors and ensuring that the town prospers by working together.

BID Chairman



Ian White
Bluehoop Digital Ltd

It is my great pleasure to introduce Ilkley BID's 2023/2024 Annual Report. This past year has been one of significant milestones, not least of which was the successful re-election of the BID for the start of a second five-year term in June, following a positive ballot of our levy-paying businesses. We are incredibly grateful for the support and trust you've placed in us once again. Your vote confirms that the collective efforts of the BID are valued by the business community, and that you recognise the importance of maintaining and building upon the progress we've achieved together.

In the run-up to that vote, we had many discussions about the potential consequences for the town if the BID were no longer in place. We fully understand that these are challenging times, and that for many businesses, an additional bill each year is not something easily absorbed. We didn't take anything for granted. However, we hoped you would agree with us that the extensive list of benefits, a coordinated approach to marketing Ilkley, and ensuring that your businesses have a voice, far outweigh the costs of the annual levy.

The strong 'yes' vote serves as a mandate for us to continue our work, and we are enthusiastic about the opportunities ahead. The 2024-2029 Business Plan sets a clear path for us to build on our successes, further enhance Ilkley's appeal, and ensure that our town continues to thrive despite the national economic challenges. Whether it's through initiatives like the Ilkley Gift Card, partnerships with local events, or the continuing marketing of Ilkley for BID levy payers, we are committed to providing tangible, lasting value for your businesses.

Our primary aim remains clear: to make Ilkley the best place to live, work, visit, and do business. Through ongoing collaboration with our members, we will continue to deliver improvements that support local businesses, attract visitors, and strengthen the town's reputation. We are excited for the road ahead and confident that together we can continue to buck the national trends and make Ilkley's future brighter.

Thank you once again for your ongoing support. We look forward to working with you in the years to come.

BID Manager



Sarah Brookfield-Almond

The positive ballot result, securing a new term for Ilkley BID, was testament to the positive impact of the first 5 years of projects. With a changing and challenging economic landscape, working together to ensure Ilkley is a great place to live, work and visit is vital for the economic health of the town.

The development and growth of the Discover Ilkley website and social channels has been hugely important in sharing all that Ilkley has to offer, and communicating this to a ever growing audience. We will continue to increase the reach of this brand, and to be the go to authority on everything that is happening in the town.

Showcasing our fantastic and varied local businesses is always a priority, and we have provided promotional videos, radio interviews, press coverage, 'Behind the Scenes' features, and our ongoing 'Be Our Guest' campaign to allow our members to shine. We've partnered with many charity and community events to boost impact, engage members and attract visitors – including decoration of shop windows across the year, and provision of Christmas Lights for areas not previously covered. The support provided by the BID has also been fundamental in enabling the restoration of the Brook Street Fountain.

The Ilkley Gift Card has already generated around £50k of revenue being spent within LS29, and growing this even further is a big area of focus in Year 6.

In this report you'll find more details of the projects delivered over the last year. Looking forward to Term 2, around £750k of additional investment will be focused on the three principles of supporting businesses, attracting more visitors to Ilkley and presenting the town to its best advantage. We look forward to working with our members to continue to make a difference and yield positive outcomes.

THE BID TEAM



Sarah Brookfield-Almond
BID Manager



Jos Mountcastle
BID Communications



Sue Staton
Discover Ilkley
Communications

VOLUNTARY BOARD OF DIRECTORS

Representing a cross-section of BID businesses, our Board of Directors drives forward the agenda on which BID Area businesses voted at the beginning of the BID term.



Ian White
BID Chairman
Bluehoop Digital



Tim Tennant
BID Director
The Art Shops



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



Beth Wade
BID Director
Craghoppers/Regatta



Colin Butler
BID Director
Friends of Ham



Cllr Sean Spence
Ilkley Town Council
Representative



Cllr Alex Ross-Shaw
BMDC
Representative

New board members are always welcome. The criteria to become a director is detailed on the website www.ilkleybid.co.uk under the Governance section. Contact Sarah if you would like an informal discussion about what is involved.



Health and Wellness Event September 2023

Ikley BID hosted its second Health & Wellness Festival in late September 2023 at the Winter Garden.

Each participating business was showcased in the event programme, and visitors had the chance to win a £50 Ikley Gift Card, a fantastic prize that encouraged them to explore and support the local economy. The festival also served as a platform to raise awareness of the Ikley Gift Card and the Discover Ikley brand, highlighting the town's commitment to promoting a healthy, vibrant lifestyle.

Late Night Christmas Shopping Event

To promote local shopping and celebrate the holiday season, Ikley BID organised a Christmas late-night shopping event on Wednesday 6th December 2023. Over 60 businesses participated, keeping their doors open until 7:30 PM.

To attract customers, retailers were encouraged to advertise their products or offer complimentary festive treats and this information was widely promoted on the Discover Ikley website and social media channels. Additionally, the BID team set up a free gift-wrapping station at Outside the Box café and curated a schedule of festive entertainment to create a joyful atmosphere. Carollers and musicians filled the town centre with Christmas melodies, performing at the Bandstand, outside Avanti Café, and in Crescent Court. Cafés remained open to serve warm beverages, adding to the cosy ambience. Many shops reported a strong turnout, and feedback from shoppers was overwhelmingly positive.



LoyalFree App - Augmented Trails

To attract families during school holidays, the BID partnered with the LoyalFree app to create exciting interactive trails during the Summer and Halloween periods and guided participants on a fun scavenger hunt around Ilkley businesses. By searching for images in shop windows, families were exposed to new products and displays they might otherwise have missed.



Discover Ilkley App - Augmented Trails



The Spring & Christmas augmented trails aimed to engage families visiting Ilkley through an exciting treasure hunt using Augmented Reality characters scattered around the town centre.

By utilising the Discover Ilkley App, the key goals of this seasonal trail was to:

- Market the town and encourage footfall
- Extend dwell time
- Allow families to discover shops in location they might not have intended to visit
- Support local businesses



Ilkley Pride - 1st July 2023

Ilkley BID were the headline sponsor for of the 2023 Pride festival organised by Ilkley Pride & Diversity. The lead up to the event as well as the actual day attracted many visitors to the town and was a great opportunity to promote the Discover Ilkley brand and Ilkley Gift Card.

Decorative Pride themed bunting was repurposed from 2022 and distributed to retailers to display throughout June.

Ilkley Carnival 2024 - 6th May 2024



Ilkley BID were the headline sponsor for the Ilkley Carnival arena. The event supported the Ilkley community, promoted the Ilkley businesses and the Ilkley Gift Card, the Discover Ilkley app and the Discover Ilkley website. The carnival attracts so many visitors to the town and this was an ideal opportunity for the BID to promote Discover Ilkley and grow awareness to a wider audience.



Market Research



The BID conducted market research surveys over the course of a few days in Ilkley town centre to identify and target potential new visitors for local businesses. The survey aimed to gather insights into visitors' demographics, travel patterns, reasons for visiting, and spending habits.

Of the 210 people who undertook the survey, 83 were from LS29 and 127 were from out of town. The majority of visitors (88%) drove to Ilkley and 49% combined their visit with leisure activities in the surrounding area, such as visiting the river, moors, parks, and Cow & Calf. The full report of the findings can be found on the Ilkley BID website.

Ilkley Literature Festival Partnership 2023

Ilkley BID proudly sponsored the 50th Ilkley Literature Festival in October 2023. This partnership provided significant visibility for the BID and its members. As part of the sponsorship, Ilkley BID secured three full-page advertisements in the Festival programme: one for the Discover Ilkley initiative, one for the Ilkley Gift Card, and one for the Pre-Show Dinner offer.

Additionally, the BID was allocated digital banner space at all festival events, allowing for flexible placement to maximize exposure. To further promote the Pre-Show Dinner offer, two mentions were included in the Festival's pre-event mailings.

Finally, Ilkley BID was acknowledged as a sponsor on the Literature Festival's official website.



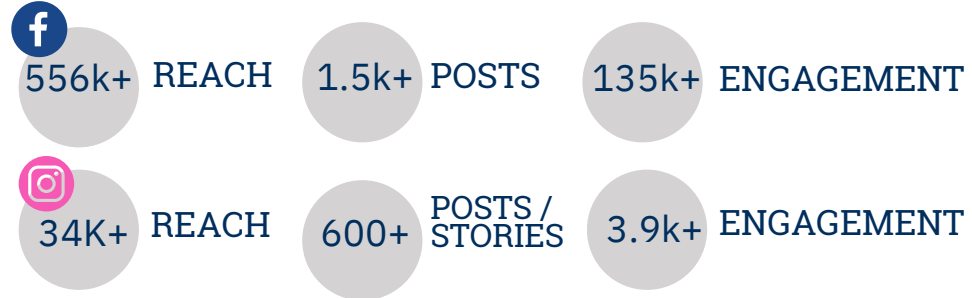
Be Our Guest Campaign

The Ilkley BID's "Be Our Guest" campaign is a promotional initiative designed to attract new customers and boost business in the local area. By offering customers the chance to win a free shopping or dining experience, the campaign creates a sense of excitement and encourages people to explore the diverse offerings of Ilkley's businesses.

For businesses, participating in the campaign provides a valuable opportunity for free promotion and the potential to acquire new customers. Additionally, positive reviews from satisfied winners can significantly enhance a business's reputation and encourage others to visit. This mutually beneficial approach makes the "Be Our Guest" campaign a win-win for both businesses and their customers in Ilkley.



Social Media Marketing



Discover Ilkley Website



Free Public WIFI

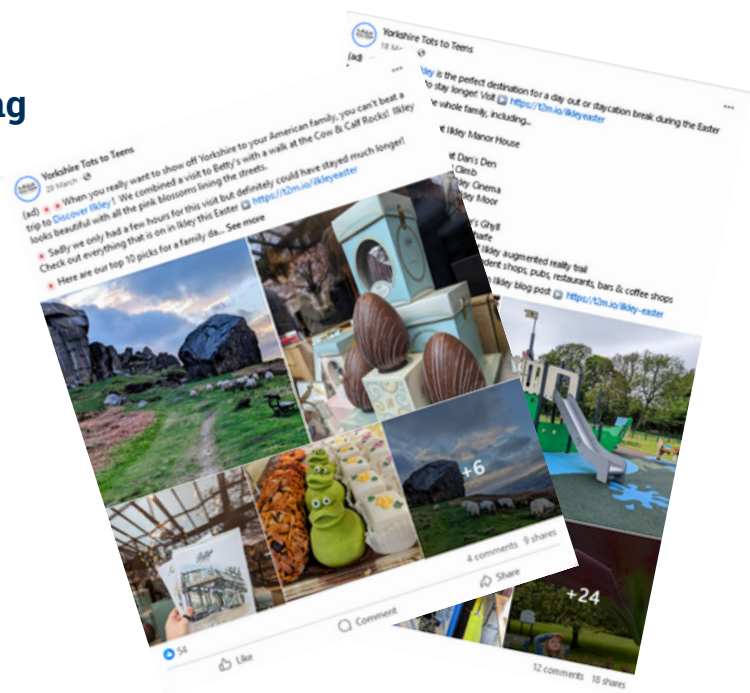
Public Wi-Fi is in place in 11 locations around the town centre as well as the Ilkley Lido, the Ben Rhydding shops area and the Ben Rhydding playing fields. The platform allows us to display marketing messages as people access the service, taking visitors straight to the Discover Ilkley website which showcases the businesses and retailers.



38.7k+ CONNECTIONS

Third party digital advertising

Ilkley BID worked with “Yorkshire Tots to Teens”, “A Grand Day Out for Families”, “A Grand Day out for Groups” and “Great Days Out” to promote Discover Ilkley and Ilkley attractions online and on social media, bringing everything Ilkley has to offer to a new audience.



Love Your High Street

In an effort to boost local businesses, Ilkley BID partnered with Rombalds Radio to launch the "Love Your High Street" campaign. This promotional initiative aimed to provide BID members with a unique opportunity to market their businesses to a wider audience.

The campaign offered participating businesses the chance to:

- Conduct a radio interview: Share their business story, unique selling points, and contributions to the Ilkley community on Rombalds Radio.
- Leverage social media: Reach a larger audience through a captivating video shared on Rombalds Radio and Discover Ilkley's social media platforms.



By connecting businesses with Rombalds Radio's engaged audience of 35,000 listeners and the combined online following of both Rombalds Radio and Discover Ilkley, the campaign sought to increase visibility and drive customer traffic to local businesses.

Ilkley Carnival - Window Competition May 2024



The Ilkley Carnival window competition was a successful initiative that promoted local businesses, generated excitement in the town, and created a more vibrant shopping experience for everyone.

Ten businesses decorated their shop fronts and residents of Ilkley were invited to vote for their favourite display on Facebook. Mortens emerged as the winner, capturing 29% of the 725 votes cast.

This competition offered several benefits to the town and participating businesses. It boosted town spirit and vibrancy, creating a festive and inviting atmosphere that attracted residents and visitors alike. Free publicity and increased footfall were also generated, as social media engagement led people to discover new shops and bring in more customers.

Extension of the Christmas Lights

To complement the Christmas lights funded by the Town Council, the BID paid for the installation of additional lights on The Grove Promenade, Hawksworth Street, The Moors Shopping Centre and the Crescent Courtyard, Wells Road, Railway Road, Rear of the Grove, New Brook Street & Skipton Road.



Lamppost Banners



The Discover Ilkley/ Ilkley Gift Card lamppost banners were displayed over the year in between the Ilkley Carnival, Ilkley Literature Festival and the Ilkley Tennis Tournament events.

Ilkley Pride Decorative Bunting

Ilkley BID funded the supply of the Ilkley Pride bunting for the town centre shops for Ilkley's second Pride event which took place on 1st July 2023.



Ilkley Carnival - Decorative Bunting



Ilkley BID used a local supplier to print Ilkley's bespoke Ilkley Carnival bunting which was distributed to many businesses to display in shop windows leading up to the carnival that took place on 6th May 2024.

The Ilkley Carnival window displays brought colour, fun & customers to town!

LoyalFree App

Ilkley BID partnered with the LoyalFree app to provide local businesses with a powerful platform to reach and engage with customers. Through the app, businesses could showcase their offers, implement digital loyalty schemes, and promote local events and town centre trails.

The campaign concluded in December 2023 and registered businesses had the opportunity to continue promoting their deals to local app users at no additional cost. Additionally, LoyalFree offered existing users a discounted rate of 50% to maintain their app subscription. This partnership proved to be a valuable asset for Ilkley BID and its member businesses, offering a convenient and effective way to connect with the community and drive customer engagement.



BID Meeting Room

The Ilkley BID Meeting Room offers a valuable resource for businesses looking to hold meetings in a professional external venue. With no additional cost, this is a significant benefit for BID members. Before the room's establishment, there were no comparable facilities in the town centre. This unique resource has filled a crucial void, providing a much-needed space for meetings and collaboration.



Business Networking Meetings



The Ilkley BID meeting room also serves as a hub for joint networking sessions organised in collaboration with the Ilkley Business Forum. Throughout the term networking sessions were arranged which offered a fantastic opportunity for LS29-based businesses to connect, share ideas, and build relationships. Refreshments were sourced from local hospitality businesses, further supporting the local economy.

Ilkley Gift Card



The initiative helps local businesses thrive by encouraging spend in the local economy.

450

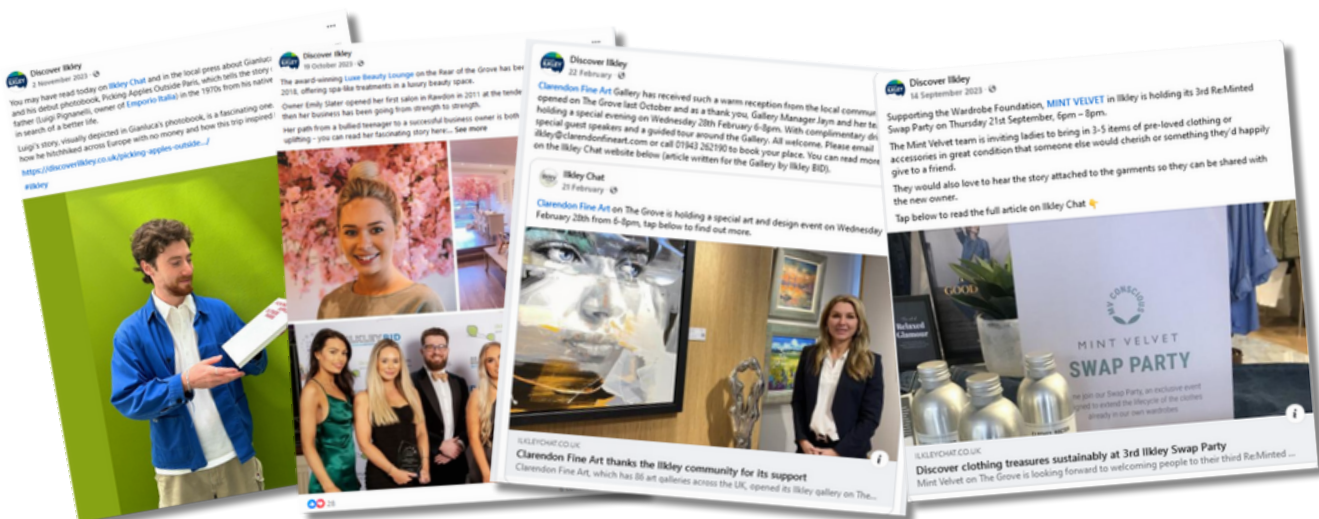
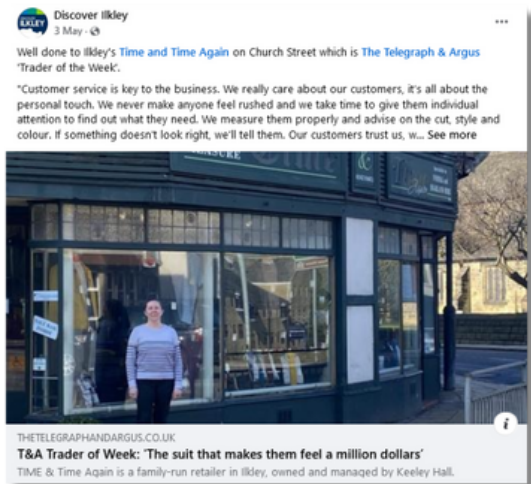
GIFT CARDS SOLD
= £18,254

84+

BUSINESSES
SIGNED UP

PR for Ilkley BID Businesses

Ilkley BID produced in-depth "Behind the Scenes" PR pieces for local businesses, providing a deeper look into their history and the people behind them. These articles were designed to be used by businesses in their own promotional activities, as well as being featured prominently on the Discover Ilkley website and social media channels. To further amplify their reach, the articles were also submitted as press releases. Notably, the "Time and Time again" and "Milestone Design" articles were successfully submitted to the Telegraph and Argus, securing district-wide exposure and earning the businesses the coveted "Trader of the Week" recognition



To boost Ilkley's profile, the BID provided PR support to local businesses, generating media coverage that showcased the town's businesses and unique offerings. This proactive approach secured valuable exposure for businesses like Emporio Italia, Luxe Beauty, Martinez Wines, Mint Velvet, and Clarendon Fine Art Gallery, further strengthening Ilkley's appeal to visitors.

Supporting BID Businesses with Beyond Procurement Services

To help address rising costs and assist businesses in reducing their carbon footprints, Ilkley BID has partnered with industry experts Beyond Procurement to bring a suite of free guidance and support to members.

As an Ilkley BID member help and support is available to help tackle the cost and climate crisis that all businesses are currently facing. This includes a review of business expenses identifying where savings can be made, free webinars on business costs, and advice on carbon reduction and green loans.



Ilkley Watch - ShopSafe app



The Ilkley BID has successfully implemented the ShopSafe app to combat retail crime and anti-social behaviour in the town. This initiative, launched in response to a rise in such incidents, has proven to be a valuable tool for local businesses. The app allows BID members to share information, images, and alerts related to suspicious activity, fostering a sense of community and vigilance. As a result, the scheme has improved communication, enhanced security awareness, and deterred criminal activity, leading to a safer business environment in Ilkley.

Ilkley Business Awards - Headline Sponsor



Ilkley BID were the headline sponsor of the 2024 Ilkley Business Awards which took place on 1st March 2024 at the Craiglunds Hotel.

The Awards are run by a small voluntary committee, funded by sponsorships from local businesses and supported by the Ilkley Business Forum. Without the sponsorships, the awards would not be able to go ahead. The ethos of the awards is to promote and celebrate the amazing businesses in the LS29 area and this clearly fits with the aims of the Ilkley BID under Pillar 4, Supporting Businesses.

Business Networking Events

Ilkley BID collaborated with the Ilkley Business Forum to organise a series of lunchtime networking events aimed at fostering stronger connections within the local business community. These events provided a relaxed environment for businesses to interact, share ideas, and explore potential partnerships.



Keeping Businesses Informed

To ensure BID businesses stay in the loop, we've adopted a multi-channel communication strategy. This includes regular monthly e-newsletters, social media posts, and targeted emails.

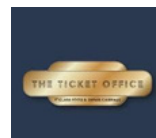
Photography Service

Businesses have continued to take advantage of the Ilkley BID photography service.



Recycling the Ilkley Pound

Whenever possible, Ilkley BID partners with local businesses in sectors such as hospitality, printing and design, and professional services to carry out initiatives and promote the town.





One Voice

Representing Businesses

Ilkley BID actively represented the business community by attending key meetings, including the Ilkley Ward Leadership meetings, the Ilkley Community Network, and the Ilkley Rail and Bus Board. We also participated in discussions with Bradford Council and Ilkley Town Council.

This engagement ensured that the interests of businesses were considered by all parties and allowed us to keep businesses updated on relevant topics. Additionally, the Ilkley BID team collaborated with organisations like Invest in Bradford and Improving Ilkley to support business funding opportunities and community initiatives to improve local services.



Walkers are Welcome Status for Ilkley

Ilkley BID has initiated the process to achieve "Walkers Are Welcome" status for the town. This prestigious accreditation recognises destinations that offer exceptional walking experiences and facilities. By achieving the status, Ilkley can position itself as a premier destination for walkers and hikers, enhancing its reputation and attracting visitors from far and wide.

Coach Friendly Status for Ilkley

Ilkley BID has been working with Bradford Council and CPT to try to achieve 'Coach Friendly Status', for the town. Putting Ilkley on the map for coach trips and becoming a coach-friendly town will be a strategic move that benefits the local economy, promotes community spirit, and contributes to a more sustainable future. Suitable parking bays need to be established and correct road signs in place to direct coaches through the town and plans are still being discussed.



Yorkshire Day 2025



Ilkley BID played a crucial role in securing Bradford & Ilkley as the joint hosts for the 2025 Yorkshire Day civic event. Held on 1st August every year, Yorkshire Day celebrates the county's heritage, history, landscape, culture, and its people. Each year a different city is chosen as official hosts of the event, and it's a huge honour to be selected. This will give the BID the opportunity to showcase all what's great about Ilkley to a huge audience as well as highlighting the true diversity of the Bradford district.

These accounts relate to the BID financial year of 1st June 2023 to 31st May 2024 and have been produced by TaxAssist Ilkley.

TOTAL INCOME

LEVY INCOME

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£128,339	£135,077	£144,804	£126,518

OTHER INCOME

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£1,981	£2,431	£6,609	£15,093

CARRY FORWARD

YEAR 1

**SURPLUS RESERVES RELEASED AFTER
RENEWAL EXPENSES**

£8,208

MEMBERS FUNDS

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£20,331	£9,320	£31,749	£29,141

EXPENDITURE

OPERATIONAL EXPENSES

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£56,553	£63,879	£67,539	£59,721

DIRECT PROJECT COSTS

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£55,019	£ 87,507	£375,192	£56,164

LEVY COLLECTION FEE

YEAR 5 2023/2024	YEAR 4 2022/2023	YEAR 3 2021/2022	YEAR 2 2020/2021
£8,223	£8,223	£8,067	£6,240