

ILKLEY BID
BUSINESS IMPROVEMENT DISTRICT
2022/2023
ANNUAL REPORT



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

Details of all our activities and projects during our very busy 4th year are documented in the Annual Report which was given out at the AGM in October. If you haven't received a copy of the Annual Report please get in touch and we will arrange for a copy to be sent.

You can also find the report on our website:
www.ilkleybid.co.uk.

Ilkley BID Renewal Timescales

Details of the Ilkley BID Renewal can be found on our website: www.ilkleybid.co.uk/renewal



September – January 2024
Renewal consultation period.

January 2024
Business Plan launch.

February 2024
Ballot papers issued to businesses.

22nd February – 21st March 2024
Voting period.

22nd March 2024
RESULT ANNOUNCED

FINANCIAL REPORT 2022/2023

TOTAL INCOME

LEVY INCOME

2023	2022	2021	2020
£135,077	£144,804	£126,518	£127,600

OTHER INCOME

2023	2022	2021	2020
£2,431	£6,609	£15,093	£793

ARG GRANT INCOME

2022
£309,902

The income to support the activities outlined in our business plan is derived principally from the levy collected from local businesses within the BID boundary, although some income will arise from external sources such as sponsorship, grants and voluntary memberships.

As owners/tenants trading from defined, business-rated premises inside the BID boundary, you are required by law to pay an annual contribution towards the identified costs of operating the BID company.

This levy is based on the rateable value of the property you occupy or own, as stated on the ratings list held by the Council's rating department as at 2017. This is the Rating Valuation (RV) that has been applied to create your invoice.

All rated and liable business properties within the BID boundary will pay 1.5% of their assigned RV. Vacant units will also be charged the same with the bill met by their landlords or managing agents. Any state school within the BID boundary will receive a 90% discount.

The BID operates on a not-for-profit basis, meaning that all income from BID levy and other sources is used towards improvement projects and approved overheads as specified in the mandated Ilkley BID Business Plan for 2019-24.

EXPENDITURE

OPERATIONAL EXPENSES

2023	2022	2021	2020
£63,879	£67,539	£59,721	£49,870

DIRECT PROJECT COSTS

2023	2022	2021	2020
£ 87,507	£375,192	£56,164	£37,061

SET UP COSTS

2023	2022	2021	2020
£0	£0	£0	£8,610

LEVY COLLECTION FEE

2023	2022	2021	2020
£8,223	£8,067	£6,240	£7,500

At the time of publication, the BID has 9 directors registered with Company House.

Please email info@ilkleybid.co.uk with any enquiries about the BID company and its plans to deliver additional services across the town.

The Ilkley Business Improvement District Limited is registered with Companies House in England as the trading name of the BID Company.

Our registered address is:
Ilkley Town Hall
Station Road
Ilkley
LS29 8HB

CARRY FORWARD

RESERVE PROVISION

ACCUMULATIVE RESERVES
£31,248

MEMBERS FUNDS

2023	2022	2021	2020
£9,520	£31,749	£29,141	£17,540

If you have any queries about your levy account or the collection process, please address your questions in the first instance to: Revenues & Benefits, City of Bradford Metropolitan District Council, Britannia House, Hall Ings, Bradford, BD1 1HX

Alternatively, you can telephone 01274 437744
Or email: business.rates@bradford.gov.uk



Ilkley Gift Card

The Ilkley Gift Card continues to grow, and we are pleased to report that 87 businesses now accept the gift card, with over £35k worth of cards purchased so far.



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 your business to address both the cost and climate crisis that all businesses are currently facing. The service includes a review of your business expenses highlighting any areas where you can save money, free webinars about business cost reduction initiatives, and advice on carbon reduction and green loans.

Be Our Guest Campaign



As part of our commitment to marketing the town and supporting businesses, the "BE OUR GUEST" campaign is inviting members of the public to review an Ilkley business. Each month, a winner is picked at random and given £50 to spend in an Ilkley business in return for answering a few questions about their visit.

The selected business will be able to use the positive feedback received for their own marketing campaigns, in addition to Ilkley BID publishing it on the Discover Ilkley website and social media channels. More Information: www.discoverilkley.co.uk/be-our-guest

Christmas Late Night Shopping



Ilkley BID have arranged for a late night shopping event to take place on Wednesday 6th December with many of Ilkley's shops and businesses staying open until 7.30pm and a gift wrapping service offered by the Ilkley BID team.

Discover Ilkley App

Ilkley residents and visitors can enjoy the Origins of Ilkley Trail which uncovers fascinating facts about the history of the town.



Collaboration with Ilkley Grammar School



ILKLEY GRAMMAR SCHOOL
A MOORLANDS LEARNING TRUST ACADEMY

We are delighted to be collaborating with the art department at Ilkley Grammar School to showcase and celebrate the amazing artistic talent of their art and photography students.

Christmas Lights

To complement the current Christmas lights funded by the Town Council, Ilkley BID fund the installation of further Christmas lights in the town centre including; Wells Road, Railway Road, Skipton Road, The Rear of The Grove, Hawksworth Street, The Grove Promenade, The Moors Shopping Centre and the Crescent Courtyard.

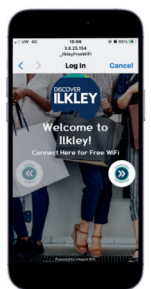


Ilkley Business Awards

Once again, Ilkley BID are sponsoring the Ilkley Business Awards and entries are now open for the 2024 Awards that take place on Friday 1st March 2024. Entries close at midnight 1st December 2023. For more information and to enter your business go to: www.ilklebusinessawards.co.uk

Free Public WI-FI

Public Wi-Fi is now 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.



DISCOVER ILKLEY PR for Ilkley BID Businesses

We can create a business article for the Discover Ilkley website and if you have a business story to share, we can write you a press release. Once you have approved the business article it will be published online, and the approved press release will be submitted on your behalf to the local press. You will also be given a digital copy of the article for you to use/adapt in any of your own marketing campaigns.

AVAILABLE TO BID BUSINESSES

All BID members can take advantage of the following campaigns.
Please get in touch for further information.



BID MEETING ROOM

GET IN TOUCH TO BOOK THE ROOM.



ILKLEY GIFT CARD

87 RETAILERS ACCEPT THE CARD, LOCKING IN LOCAL SPEND.



DISCOVER ILKLEY

270+ BUSINESSES LISTED ON THE DISCOVER ILKLEY WEBSITE



LOYALFREE APP

SHOWCASE YOUR OFFERS & REWARDS AND TAKE PART IN TRAILS.



SOCIAL MEDIA

SOCIAL MEDIA - SHARING AND PROMOTING YOUR BUSINESS.



FREE GAZEBO USE

BID MEMBERS CAN USE THE GAZEBO AT THE REAL FOOD ILKLEY MARKET. GET IN TOUCH TO BOOK.



BID PHOTOGRAPHY

GET IN TOUCH FOR MORE INFO AND TO BOOK THIS SERVICE.



NETWORKING EVENTS

COME ALONG TO OUR NEXT NETWORKING EVENT.



BUSINESS COSTS

PROCUREMENT REVIEWS. SAVE MONEY ON BUSINESS COSTS.



BUSINESS SPOTLIGHTS

PROFESSIONAL MARKETING CONTENT AND PRESS RELEASES FEATURING BUSINESSES ON THE DISCOVER ILKLEY WEBSITE .



BE OUR GUEST

MEMBERS OF THE PUBLIC ARE GIVEN £50 TO SPEND IN A BID BUSINESS OF THEIR CHOICE.



ILKLEY NEWSLETTER

LET US KNOW YOUR NEWS, EVENTS AND OFFERS AND WE WILL SHARE THEM IN OUR DISCOVER ILKLEY NEWSLETTER.



ILKLEY BID ENSURE BUSINESSES ARE UPDATED WITH LOCAL AUTHORITY MATTERS DIRECTLY RELEVANT TO THEM.



WHERE POSSIBLE, ILKLEY BID ALWAYS TRY AND USE A LOCAL BUSINESS WHEN CARRYING OUT PROJECTS AND CAMPAIGNS.

THE ILKLEY BID TEAM

THE BID TEAM



Helen Rhodes
BID Manager



Lisa Drake
Project Co-ordinator



Sue Staton
Discover Ilkley
Communications



Jos Mountcastle
BID Communications

VOLUNTARY BOARD OF DIRECTORS & COUNCIL REPRESENTATIVES

Representing a cross-section of BID businesses, our Board of Directors drive 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



Sarita Prashar
BID Director
Tesco



Mark Smith
BID Director
Royal Mail



Cassie Bowley
BID Director
Fresh Health & Beauty



Chris Stapleton
BID Director
Boxtree Restaurant



Gary Wilkinson
BID Director
Go Outdoors



Colin Butler
BID Director
Friends of Ham



Cllr David Cowell
Council Representative
Ilkley Town Council



Cllr Alex Ross-Shaw
Council Representative
BMDC

If you would like to be directly involved with the Ilkley BID as a board member or volunteer we would love to hear from you. Please contact Helen Rhodes at helen@ilkleybid.co.uk with your details.

Let's keep in touch

info@ilkleybid.co.uk



ILKLEY BID
BUSINESSIMPROVEDISTRICT

www.ilkleybid.co.uk