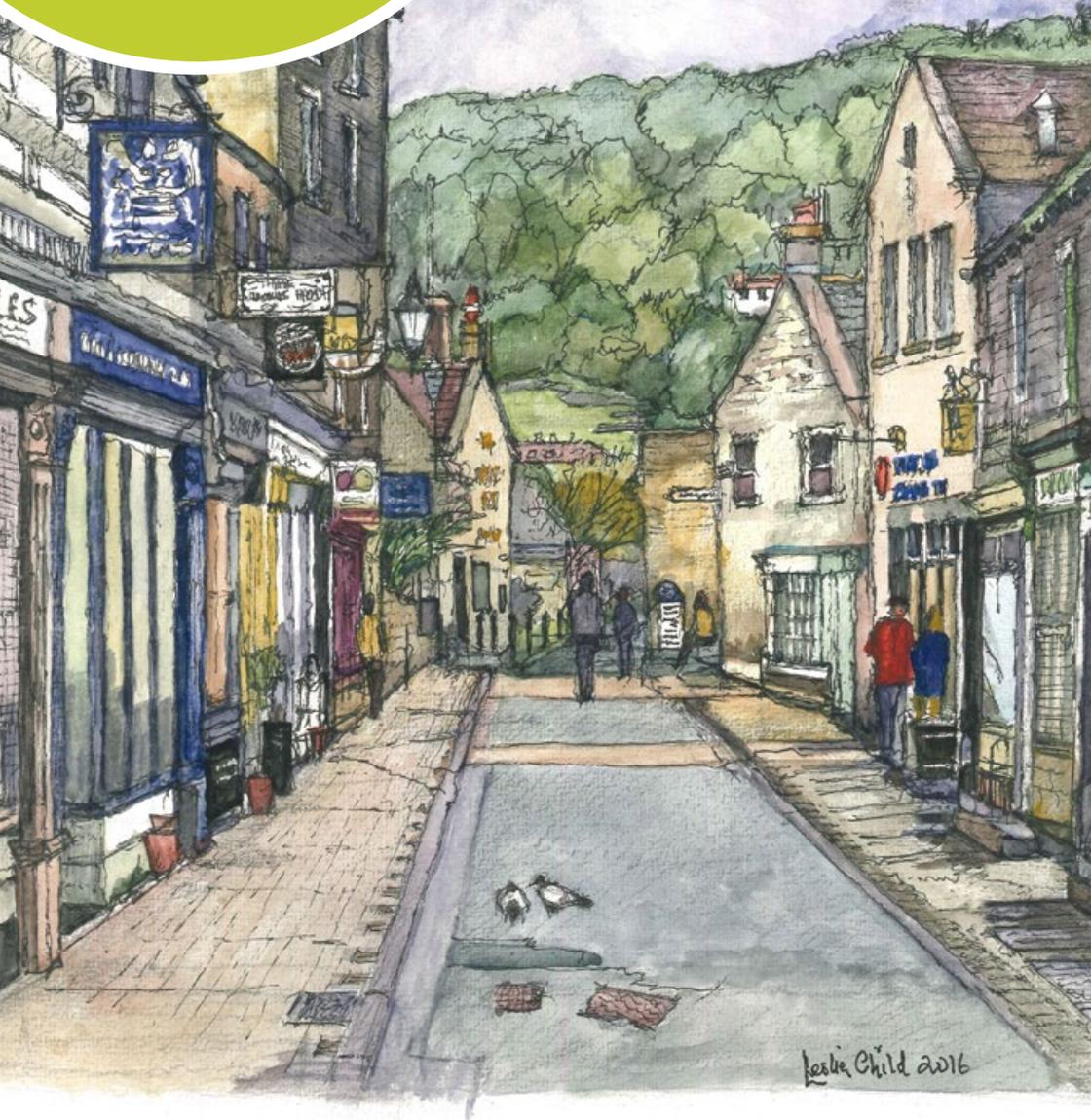


Otley BID Update 2016



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1. Introduction

In 2014 the Otley Business Improvement District (BID) was launched to improve the local economy and make Otley an ever nicer place to trade.

This update has been produced to show what has been done, projects underway and updates. It includes views from business and wherever possible these are the same businesses who expressed hopes for the original BID Business Plan.

Otley appears in The Times 2016 list of the UK's Top 10 Best Performing Suburbs and is one of 4 UK market towns to feature in central government's High Street Digital Hub investigation. Many people, groups and businesses have helped keep Otley in such a prominent position. We hope you see the BID playing a leading role in this.

You may not be aware that there are currently (Aug 2016) over 200 BID's operating in the UK. All are at the cutting edge of providing customised services to meet the needs of the business community.

One of the largest is New West End Company in central London with 600 business members and an income of over £3 million a year. With an annual income of just over £70,000 and around 529 businesses, Otley is one of the smallest BID's in terms of income in the UK.

One thing we should have in the back of our minds is that at some point during 2018 you will be asked if you want the BID to continue for a further 5 years. New goals, new directors and fresh ideas will be required. Please begin to give it some thought, as 2018 is not very far away.



Photo: Steve Davey

2. The BID Board

Your BID board of directors is made up of volunteers who live and/or work in Otley. We believe passionately that Otley has a lot to offer in terms of history, character and location as well as a huge variety of businesses.

Being one of the smallest established BID's in the country in terms of annual income has forced us to think very creatively about how to make the most of the income you, the levy payers, give us. We hope you will appreciate the hard work we have put in on your behalf. Nothing is ever perfect but rest assured we strive consistently, with the many projects we have undertaken, to benefit you our levy payers, and the area we all live and work in.

“We believe passionately that Otley has a lot to offer in terms of history, character and location as well as a huge variety of businesses.”



Rory McQuaid
Director
(The Ethical Jeweller)

Sally Hinchliffe
Director
(Bondgate Bakery)

Stewart Gibray
Director
(Just Add Water)

Peter Mudge
BID
Manager

Tom Hatley
Director
(Christopher Little & Co)

Peter Heald
Director
(Lunds Carpets)

Steph Lee
Chair

Elspeth Harrow
Director
(Newstead & Walker)

3. Otley BID Mandate 2014-2016

In November 2013, of the 42% that voted, 77.8% of businesses voted in support of Otley becoming a Business Improvement District (Otley BID). On 1st April 2014 Otley BID began its five year term. The Board is unique in the UK as it does not have any public sector representatives.

The amount paid by each business is referred to as the Levy. Under UK Law, the local authority must oversee collection of the Levy and take enforcement action for non-payment. Whilst Leeds City Council is responsible for the collection of the Levy, every penny goes into the Otley BID bank account and Leeds City Council has no say over how this is spent.

Following widescale consultation with the levy payers, in 2013 three main initiatives with 3 key projects were developed. The following sections outline the work that has so far been done and the projects that are currently underway.

Promotion of Otley

- A marketing and promotional strategy aimed at raising awareness both within and outside the town.
- Support new and existing events to increase footfall in the town.
- Improve signage and tourist information by working with Leeds City Council, Otley Town Council and Otley Town Partnership.

Pride in Otley

- Improvements to Wharfemeadows Park and appearance of riverside amenities.
- Support community led projects that generate pride in the town.
- We will support local sport and leisure events.

Professional Otley

- Lobby for improved transport links and communication.
- A strategy to introduce collective deals in order to reduce business overheads within the BID area.
- A comprehensive business directory that will encourage trading of knowledge and services within Otley.

3a. Promotion of Otley

What We Have Achieved

1. We joined forces with Otley Town Partnership who run the website www.visitotley.co.uk. Visit Otley is fast becoming the 'go to' website for everything happening, ie. Information and events within Otley. The BID were happy to offer funding to enable the overhaul of this website which is run by Otley Town Partnership.

To help promote the wide range of activities that Otley has to offer visitors, we created and funded A4 posters, 100,000 business card sized cards which are in circulation in retail outlets throughout the town, and tent cards which can be found in various café's, showing that Otley is 'open for business'. Businesses are handing these out locally and further afield.

2. In addition to the website, the BID provides on-going publicity of its work and items of interest via Facebook, Twitter, newspaper, radio and several appearances on Leeds TV.
3. We have been instrumental in the initiative of displaying a map of Otley in every car park, with the opportunity for visitors to purchase the maps for a small donation.
4. Led by the Otley Chamber of Trade, the promotion of Otley as a Christmas Tree Town gains momentum year on year. The BID supports this excellent scheme in all ways it can and this includes funding and promotion.
5. The BID has funded footfall counters around the town to keep track of how many visitors are coming to Otley. This time next year we will be able to report on the footfall trends in Otley for the first time ever. See Section 7 for more information on where we are with this project at time of print.
6. The BID part-funds meal vouchers for coach drivers, funded national advertising and worked with relevant departments and personnel within Leeds City Council to procure all day parking on Cattle Market Street, this has led to a large increase in the number of visiting coaches.



Projects Underway

1. The BID is helping make Otley an attractive digital hub town leading to higher demand for offices and bringing benefits throughout the town for all age groups.
2. Various avenues have been explored to bring more visitors into the town on non-market days, eg. Parent and toddler events held every Wednesday throughout the Summer. These include a range of fun activities including circus skills and bouncy castles. To reach potential we need ever more participants, and if providers and businesses make the most of the opportunity it will be a huge draw for the town.
3. The BID is keeping a careful watch on plans for the redevelopment of Westgate and also behind the shops on Kirkgate. It receives on-going updates from the Leeds City Council, Otley Town Council and our Ward Councillors
4. The BID is working with Leeds City Council and Ward Councillors on a review of signage around the business areas, including a parking indicator on Bridge Street, alternative car park signage and yellow circles for coach drivers.
5. Otley is a market town. The market is central to our welfare and so a stronger market, benefitting existing town businesses and encouraging shoppers will lead to an ever stronger economy. The BID is working in partnership with Leeds Markets to further improve this offer to our shoppers.
6. The BID has worked with Otley Town Partnership, Otley Chamber of Trade and Otley Town Council with a view to producing a comprehensive Tourism Strategy for the town.



3b. Pride in Otley

What We Have Achieved

1. The BID have worked in partnership with the business owner wanting to run the boats, representatives of Leeds City Council departments responsible for the river and park, Ward Councillors and Otley Town Council. It is hoped that the boats will return in 2017, but ultimately the final decision is with Leeds City Council and the business owner involved.
2. The BID holds regular meetings with Ward Members and senior Leeds City Council officers to attempt to resolve neglected assets including the Lido, Civic Centre, One Stop, North Parade and park café / toilets.
3. Otley is a conservation town and as such all of its street furniture should be painted black. The BID negotiated with Leeds City Council, who are responsible for the street furniture, that they will fund the refurbishment of this throughout the town, via the Community Payback Scheme. This work has been completed and a new phase is about to start once again at no cost to levy payers
4. A partnership deal was achieved with the BID, Leeds City Council and Otley Chamber of Trade which resulted in 10 extra litter bins positioned at key trading areas throughout the town. Leeds City Council also funded the disposal of the old bins and fitted the new bins at no cost to the BID.
5. We have successfully collaborated with Otley in Bloom to provide and maintain additional floral displays throughout the town, which we are proud to boast has led to 3 Gold Awards over the last 3 consecutive years. It is hoped the town can be entered into the newly created 'BID Town' category next year.
6. After gaining planning and conservation area permission, we commissioned a local artist, James Davies from Studio Seven, to design and paint a mural that can be seen in Bay Horse Court at the entrance from the top of Bridge Street.
7. In the run up to the 2016 Tour de Yorkshire we:
 - Successfully worked with Shane Green and pupils at Prince Henry's Grammar School to design flags for the Tour de Yorkshire

- Provided 1500 metres of bunting throughout the town centre route of the Tour de Yorkshire
- Brokered a deal with ECON Engineering in Ripon to professionally spray paint yellow bikes which were displayed at key points throughout the town in the run up and duration of the Tour, at no cost to levy payers
- Agreed with landlords of empty premises along the route to display large format artwork by local artists Julia Odell, Leslie Child and Shane Green



8. Working with Otley Chamber of Trade and Otley Town Partnership we have launched 'Otley Town Team Volunteers'. The aim of the project is to assist the many and varied voluntary groups in the communication of business and event led information, as well as ensuring that events have the manpower to make them a success for the town. We now have over 40 people who are ready to help with such things as the distribution and feedback of business needs via the monthly Economic Bulletin, the erection of flags at key times throughout the year, manning the Otley Information Stall at the monthly Farmers Markets and stewarding of the many events held within the town.
9. The BID funded the new wreath stands in the Memorial Garden which were organised by Councillor Peter Jackson.

Projects Underway

1. We are continuing to work with the interested parties within Leeds City Council, the Environment Agency and the owner of The Old Cattle Market at Bridge End to ensure a positive community usage for this site.
2. The River Wharfe runs through the town and we are once again at the forefront of negotiations to ensure it's long term ecological impact. This includes discussions with the Environment Agency on matters such as fishing and encouraging walkers and visitors to this area.
3. We are preparing artwork for Council consideration on Mercury Row and Market Street to draw people to business areas they have not previously visited.
4. Plans are afoot to brighten up Bay Horse Yard and Manchester Square with refurbished street furniture, artwork and floral displays to develop these as destinations.
5. Following a suggestion from Otley Town Council, Prince Henry's Grammar School and ourselves are hoping to show disabled access in Otley's trading areas. Then, with disability access representatives we hope to see where improvements can be made.

3c. Professional Otley

What We Have Achieved

1. With Superfast Broadband now in Otley, the BID is co-ordinating with BT to provide initial support on use of the new system to benefit businesses.
2. Throughout 2014 we developed the Otley Business Directory which went live in January 2015. The directory is available both on the Otley BID website and the Visit Otley website, to help encourage residents to shop locally wherever possible, and for visitors to see the array of businesses we have available in our small market town. Supporting promotional literature was distributed to raise awareness of this key tool, along with local PR, radio and social media campaign.

Feedback has led to on-going improvements to the Business Directory, such as making the site mobile friendly and including an advanced search system.

3. In January 2016 the Transdev 762 bus service from Keighley to Ilkley extended the route to Otley. In 2015 the BID contacted Metro and its chair asking if this could be done following requests from Otley businesses.
4. A close partnership with Otley Chamber of Trade has been forged over the last 2.5 years culminating in the following:
 - All BID members are entitled to free membership of Otley Chamber of Trade
 - The part-funding of the Otley Business Awards
 - The funding of the first Otley Show marquee in 2015 to promote local businesses to a wider audience. Following the success of this we once again supported it in 2016
 - The part-funding of the Christmas Trees outside businesses throughout December
5. Deals are available to BID members from 7 local independent companies:
 - Business waste collection from LiliWaste (Wharfebank Business Centre)
 - Business consumables from Excel Office Supplies (Wharfebank Business Centre)
 - Social media and marketing solutions from The Yorkshire Marketing Company (central Otley)
 - Customised signage and liveries from Print Crew (central Otley)
 - Reduced annual bus fares from First Bus (National)
 - Fuel cards from Tate Oil (Gay Lane)
 - An all over business health check from JSPS Consulting (Yeadon)
6. Many towns have said how impressed they are by the online Business Directory, which has a page for every BID member, and over 300 provide details. Central Government noted Otley's achievements in its 2016 White Paper on Digital Hub Towns.

“We have also directly benefitted by becoming members of Otley Chamber of Trade and we took part in the Chamber of Trades ‘shop Local’ marquee at the 2016 Otley Show. This was a great benefit to us helping with valuable marketing of our business as well as providing a great retail opportunity.”

BJ - The Art Works



From London to Bath, 27 Town Managers toured Otley during the Association of Town and City Managers Summer School last year

Projects Underway

1. As new businesses open within the town, the Otley Business Directory is regularly updated by the BID team. Each business has access to their own individual entry and the information that is held within it, to ensure that information is kept accurate and up to date. At the time of going to print, there were 354 'active' businesses live on the directory.
2. A BID representative sits on the Neighbourhood Plan team led by Otley Town Council. When approved by a community vote, the plan will offer exciting opportunities for housing, business and leisure.
3. The BID has suggested to British Rail, that as there are connecting bus services from Menston, it would benefit Otley if the station could be renamed 'Menston with Otley' which would put us more firmly on the national map.
4. A fresh layout and approach to the collective deals is being developed with the hope of including property owners seeking new offers for Otley.
5. Job opportunities are now sent to Otley Job Club in the hope they have suitable candidates. Following discussions with DWP there is also the opportunity for Otley businesses to provide free work-experience type training to jobseekers wishing to learn skills.
6. Communication improvements are underway, This includes the viability of an online shopping app for independent businesses. Otley is one of 3 towns looking to trial this UK prototype. (Correct at time of print.)
7. The BID Manager Peter Mudge is always delighted to meet with businesses on an ongoing basis to discuss ideas and opportunities.
8. Additional training for many topics is being considered including The Business Directory, online sales and first aid.



4. Where Are We Financially?

It was reported at the AGM 2014/15 there was quite a large underspend. It was decided by the directors that this cost would be divided up over the next 4 years, creating an annual budget of £83,000 per annum.

Income and Expenditure Account For the Year Ended 31 March 2016

	YEAR 2 2016 £	YEAR 1 2015 £
BID levy received	70,403	71,061
Levy spend	(81,242)	(18,080)
	(10,839)	52,981
Other income	2,308	116
Operating (deficit)/surplus and (deficit)/surplus		
On ordinary activities before taxation 2	(8,531)	53,097
Tax on (deficit)/surplus on ordinary activities 3	(38)	(23)
(Deficit)/surplus for the financial year	(8,569)	53,074
BID levy spend breakdown		
<i>Pride</i>	£30,361	£3,471
<i>Promotion</i>	£16,744	£4,275
<i>Professional</i>	£15,633	£2,897
<i>Admin</i>	£18,346*	£7,437**

*Note: includes cost of BID Manager

**Note: includes cost of ballot and levy collection £3,850

Full accounts are available at www.otleybid.co.uk

5. Who's Supporting the BID?

BJ & Martin – The Art Works

"In all The Art Works is a supporter of and is pleased with the work the BID has carried out so far. We have directly benefitted from some of the projects implemented and we are keeping an eye on hopefully further good work and improvements by the BID team."



Bruce Sturrock Excel Office Supplies

"As a business to business office services supplier Excel have both utilised and assisted the Otley BID team in the first half of its tenure. We have succeeded in making new contacts within the local area and have enabled a full update to the BID catalogue with the information we have gathered. We like to consider the whole process an inevitably mutually beneficial exercise."

Jenni Small Jenni's Dresser

"Having just spent an hour walking around the town I felt really excited! There were shop frontages being painted and fascia panels being replaced, new businesses opening, cafes with more outdoor seating and lots of new development too. The street furniture looks fresh and the flower displays are stunning! Well done Otley and well done Otley BID!"



Gary Shankland Dale Eddison

"Otley BID has successfully pulled many businesses together, working for the stronger good of this fantastic town and its excellent community, enhancing its image far and wide."

Sandra Threlfall **Chevin Health**

"I have found the BID has a very real wish to look at matters from the business viewpoint and I have found this encouraging. It campaigns for the right way forward and will explore every opportunity to try and find a satisfactory solution."

Les Winder **Cranberry**

"Otley BID has made good progress during the past year with their promotion of our town. The weekly children's entertainment in the Market Place, the Yorkshire Volunteers Brass Band in particular were very popular. We are looking forward to their continuing efforts to promote Otley in conjunction with the Otley Chamber of Trade and the Otley Town Partnership."



Peter Jackson **FBI, MIAPI, MIBA, LLB (Hons)** **The Otley Tavern**

"As a levy payer I am very pleased with the performance of Otley BID and the work carried out to make Otley a visitor friendly town. We have seen Otley BID arrange for 50 unique flags to be flown and the installation of 8 painted bicycles to celebrate Stage 2 of the Tour De Yorkshire and painting/refurbishment of street furniture throughout the town. We have also seen Otley BID arrange a Town Team Volunteer Group to help with running of events in the town. This will also include a traffic management training course. I am pleased to be a BID levy payer and see where my contribution goes to benefit Otley."

Dave Robson **Otley Courthouse**

"Otley Courthouse continues to be fully supportive of the work of Otley BID, which has brought tangible benefits to the town over the last two years. A more vibrant town makes it easier for the Courthouse to make a success of initiatives such as the Victorian Fayre Lantern Parade and Live streaming of National Theatre plays."

6. Greg Mulholland MP

“Congratulations to Otley BID on its achievements over the past two and a half years. With the support of organisations and individuals in Otley, the BID has been instrumental in delivering improvements to the town. Otley is on course to make further steps forward, increasing its attractiveness as a business and leisure destination and it is encouraging to see the progress that can be made when everyone works together. I am looking forward to seeing more success and the increasing prosperity that this brings over the next few years.”

Greg Mulholland MP



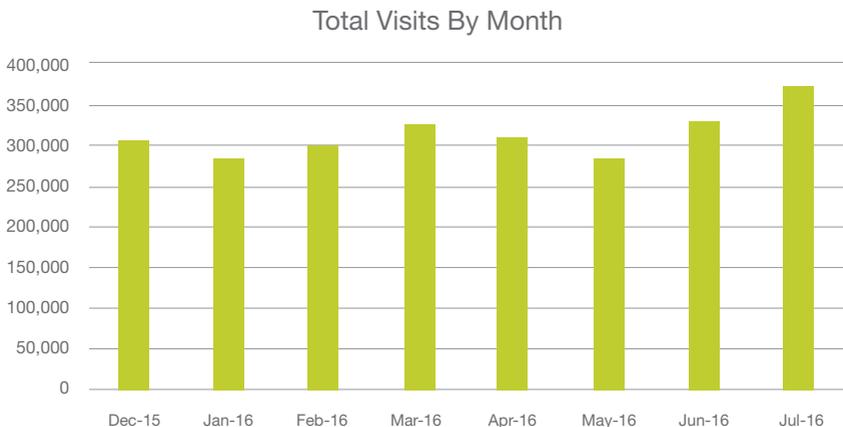
7. Footfall Counters

Following the success of an initial trial, which took place from 17th August to 14th September 2015, we have appointed Noggin Ltd who are specialists in providing data analysis to small businesses and towns. With their expert advice we can understand and make considered decisions for our town that are based on facts from the footfall data we have collated.

A second trial is currently being carried out involving a total of 8 footfall counters, located as follows:

- Browse Time
- Patsy's Wicker Basket
- Lunds Carpets
- iVision Opticians
- Bondgate Bakery
- BEKS Electrical
- Jenni's Dresser
- The Ethical Jeweller

We will shortly be coming up to the 1 year anniversary of these counters being in place whereby we can assess footfall on a year by year basis.



We are looking at ways to measure spend so we can accurately analyse footfall versus spend.

8. Waitrose



“As a major business in the town, Waitrose continues to play a key role in the community. We backed Otley BID from the outset and we have not been disappointed. The BID is undoubtedly helping the town become increasingly competitive by providing support wherever and in whatever ways it can. Otley BID is also playing its part in improving the appearance of the town with the painting of street furniture, support of In Bloom and pieces of artwork. We wish them every success in continuing to improve our town where we are proud to be part of this thriving community.”

Tony Parker, Branch Manager

9. What I Would Like To See

"I am hoping to put the rowing boats back on the river at Wharfemeadows Park, Otley. When the BID levy was approved, it allowed the town to appoint a manager to help co-ordinate individual and group efforts to run projects that would benefit the town. In my case, the BID's efforts to help me further my project have been invaluable and hopefully sometime soon the boats will return."

Chris Thornton - Aura Jewellery



Photo: Dr Neil Clifton, 1974

"I would like to see provision of easily accessible notice boards at key locations throughout town with space clearly allocated to specific businesses. This would enable visitors to have clear information of the range of business, facilities and events that the town has to offer. Possible locations could be The Market Square (already in place but could be better used), Bus Station/Otley Core, Wetherspoons, Licks Car Park, Wharfemeadows Park.

Secondly, signs at the key entrances to Otley which read "Otley - Festival Town" with removable boards giving the date and name of the next event would prove useful to visitors and residents alike."

Dave Robson - Otley Courthouse

"We have many specialist businesses like jewellers, photographers, art shops etc, some of which may be not visible on the high street. We have the Otley Business Directory, but in my opinion more needs to be done for the service sector in terms of promotion for these types of businesses. Also there should be only one central "Otley" website with dates of events happening, businesses available etc rather than the various splinter websites that seem to be in existence so the marketing of Otley could all go in one direction for the good of the town."

Christopher E. Winpenny - Winpenny Photography



Kharferdows Park, Otley

Leslie Child 2016

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Cover artwork courtesy of local artist Leslie Child 2016