

OTLEY BUSINESS IMPROVEMENT DISTRICT

# Annual General Meeting

Wednesday 24th May 2023

# Welcome & Agenda

- Apologies for Absence & Previous AGM Minutes
- Introduction
- Director Resignations/Appointments
- Review of 2022/23
- Otley Benchmarking Survey Update
- How We Communicate With You
- Summary of 2022/23 Financial Accounts
- Plans for 2024 - 2029
- Question Time
- 8pm close



**APOLOGIES**

**&**

**PREVIOUS AGM MINUTES**

MINUTES OF THE ANNUAL MEETING OF THE BOARD OF DIRECTORS

The annual meeting of the Board of Directors of the Corporation was held at the corporation, on \_\_\_\_\_ (1) \_\_\_\_\_, immediately following the meeting of shareholders of the Corporation.

The Director present was \_\_\_\_\_ (3) \_\_\_\_\_.

Temporary Chairman was nominated and elected and acted as such until relieved by the President, same being \_\_\_\_\_ (4) \_\_\_\_\_.

The Chairman then presented and read to the meeting a Waiver of Notice of meeting as prescribed by all of the Directors of the Corporation.



**Katie Burnett - Chair**  
**Courtyard Planters**



**Kathryn Armitage**  
**Althams Travel**



**Jennifer Pugh**  
**Woolpack Music Studios**



**Tom Hatley**  
**Christopher Little & Co**



**Alan Sowden**  
**Sowdens Plumbers**  
**Merchants**



**Greg Silverwood**  
**The Rookery Bar**

# Introduction

BY TOM HATLEY - DIRECTOR

The last 12 months has felt like we have been able to get back to what we do best, run our businesses.

But it hasn't been without plenty of challenges. Rising energy prices, rising staff wages and rising interest rates.

The Otley Improvement District is here to help provide a better environment for your business to succeed. Our AGM will recap on the last 12 months and look ahead to the next 5 years should you vote 'yes' another fixed term this Autumn.



The background image shows the exterior of a building with a large sign that reads "WOOLPACK MUSIC STUDIOS". In the foreground, there is a colorful mosaic wall featuring various patterns and shapes in shades of green, blue, yellow, and orange. A green semi-transparent overlay covers the entire image, and a white rectangular box is centered over the text.

# **DIRECTOR RESIGNATIONS & APPOINTMENTS**



# YOUR BID CHAMPIONS & ADMIN TEAM



RACHELLE ATKIN  
The Yorkshire  
Marketing Company



JAMES ELLIS  
Visit Otley/Buy In Otley



TIM WILKINSON  
Dowgill House  
Bed & Breakfast



JAN EVANS  
Bookkeeper



A woman with long brown hair is smiling and holding a large white shopping bag. The bag features a green heart logo with the text 'Buy in Otley' and a small house icon. Below the heart, it says '#BuyLocal', 'Support Otley's Businesses', and 'www.buyinotley.co.uk'. The background is a grocery store with shelves of various products, including meat and vegetables. The entire image has a green tint and a white rectangular box in the center containing the text 'REVIEW OF 2022'.

# REVIEW OF 2022

# Our Projects

To May 2023

## PRIDE

- Funded Otley Town Caretaker
- Planting and watering of floral displays
- Painting of the former Fulton's windows and lobbying the tenant
- Lighting trees on Pool Road, Bondgate and Piper Lane (entrances to the town)
- Actively removing debris from street furniture and old signage
- Lighting up the Bay Horse Court passage way
- Organising and co-funding Christmas trees on businesses
- Funding Market Place Christmas tree (to maximum allowable height)
- Funding the Christmas video and Music On The Streets
- Lobbying Otley Town Council
- Yorkshire Day Flag and Kings Coronation organisation (in co-operation with OTC)





# Our Projects

To MAY 2023

## PROMOTION

- Visit Otley/Buy In Otley marketing co-funding (with OTC)
- Business of the Week on Buy in Otley/social media
- Co-funding the review of the Otley Town Benchmarking Survey
- Working with local and national agents to seek help in actively encouraging businesses to set up in Otley
- Funding of the Otley night time economy video
- Sponsorship for Otley Lido, Otley Coffee Festival, Otley Carnival and Otley Live all in 2022
- Funding Breeze Summer fun Wednesdays in the Market Place to encourage and retain footfall




# Our Projects

To MAY 2023

## PROFESSIONAL

- Sponsoring Otley Business Awards 2022
- Otley Accessibility Review with Otley Access Group
- Review town centre planning applications, submit supporting or objection comments to LCC
- Maintain Empty / Available Premises list on website
- Offering free advice on leases and planning issues to businesses
- Paying Chamber membership fees for BID levy payers
- Monthly meetings of the Town Coordination Steering group to ensure our businesses are represented
- Quarterly email newsletter updates to our levy payers
- Regular social media posts supporting events in the town and sharing information with businesses





# OTLEY BENCHMARKING SURVEY UPDATE

# THE RESULTS

## ■ RECOMMENDATIONS

100% of those interviewed would recommend a visit to the town. We are the only town to achieve this since benchmarking commenced in 2008.

## ■ FOOTFALL

Saturday Market Place footfall showed a 24% increase on 2022, up 10% from 2021 figures. The Non-Market Day footfall remains stable.

## ■ LOCALS

Older locals shop during the week, whilst a younger visitors come to the town on a weekend.

## ■ VACANT UNITS

28 of the ground floor, town centre units (out of 325) were vacant in Aug 2022. This provides an average of 9%, 1% lower than last 2021 and matching the National Small Towns average.

## ■ INDEPENDENCE

75% of A1 Shops in Otley are unique to our town centre. 15% higher than the national average.

## ■ TRAVEL

82% of visitors travelled into the town 'by car'.



# THE RESULTS

## ■ VICTORIAN FAYRE

19% of visitors to the Vic Fayre are tourists, double the number on a normal week.

## ■ VISITORS

Residents tend to make up around 50% of visitors to the town, with the other 50% being mainly people who live within 30 mins of Otley, and a small number of tourists.

## ■ VISITOR REASONS

Shopping, sightseeing, markets and meeting friends represent 74% of the reasons people visit Otley.

The town centre and riverside remain popular attractions.

## ■ TOURISTS

The 2022 results showed a greater number of tourists with higher footfall at the riverside, Gallows Hill Nature Reserve and Wharfe Meadows park.





# ROOM FOR IMPROVEMENT

## OVERNIGHT VISITORS

A lack of overnight visitors (just 4%) remains a problem for Otley. This in turn reduces spend per head and creating a more vibrant night time economy is something we need to address.

## PARKING ON KIRKGATE

Speaking to businesses there is no doubt that the lack of parking on Kirkgate, untidy and obstructive planters are creating unnecessary issues for our businesses.



A background image showing a group of diverse people from a high angle, with their hands raised and touching in a central circle. The image is overlaid with a semi-transparent green filter and a white diamond-shaped grid pattern. A white rectangular box is centered over the image, containing the text.

# HOW WE COMMUNICATE WITH YOU

# OUR COMMUNICATION CHANNELS

## Website - [www.otleybid.co.uk](http://www.otleybid.co.uk)

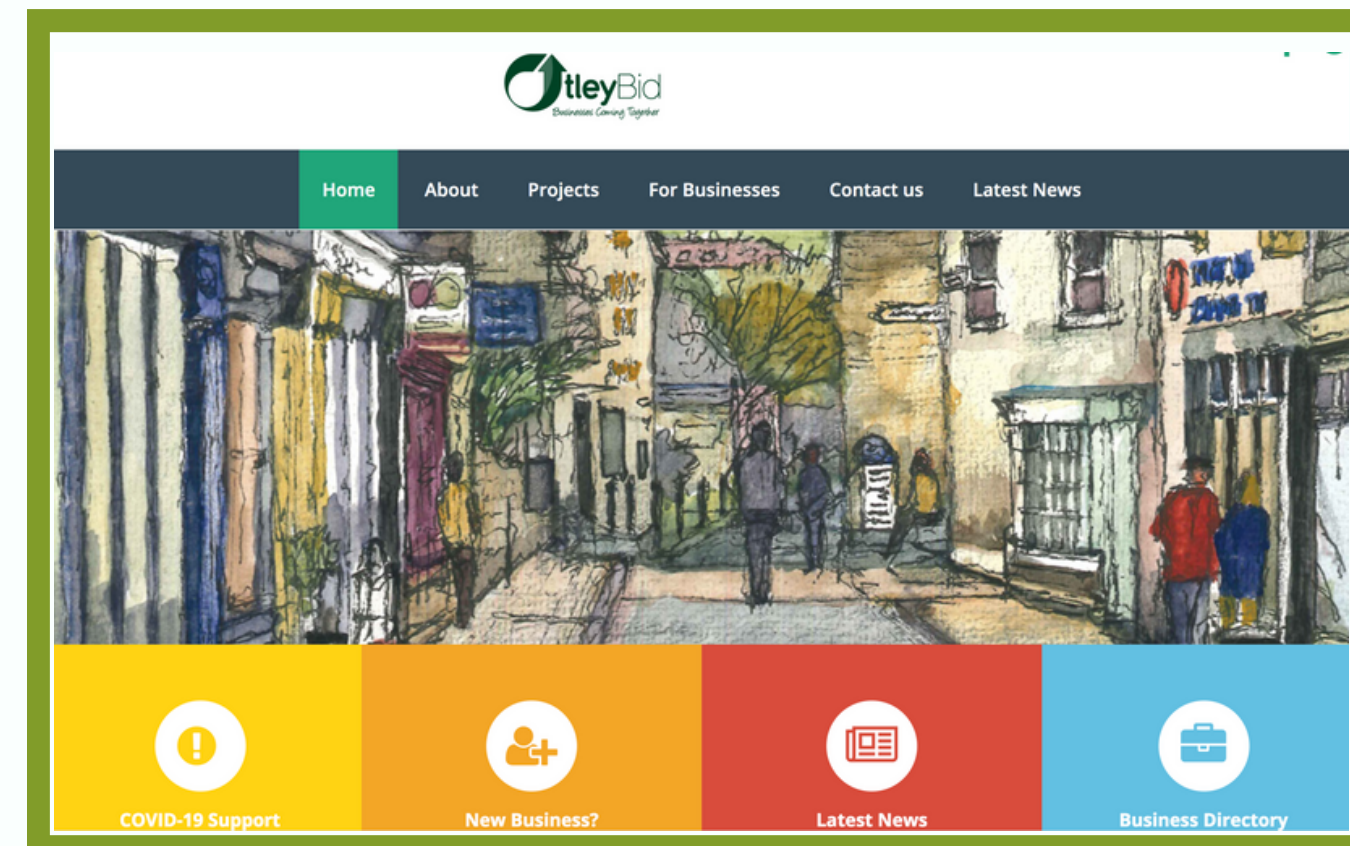
- **Latest News Page** : Regular updates
- **About Page** : Easy access to Business Plans / Financial Accounts / AGM
- **For Businesses Page** : Member Discounts / Vacant Premises / Benchmarking Survey / East of Otley Development
- **What We Do Page** : Past and present projects page
- **New Business (Home Page)** : Welcome letter & key information. You're then added to our database for email updates.


## Email

- Regular emails straight to your Inbox

## Social Media

- Facebook / @otleybid
- Twitter / @otleybid





# **SUMMARY OF 2021/22 FINANCIAL ACCOUNTS**

# 2021/22 INCOME STATEMENT

	2022		2021	
	£	£	£	£
<b>TURNOVER</b>				
BID Levy received		63,530		59,806
Xmas sales		4,280		4,200
Covid supply sales		60		989
Training income		25		-
		<hr/>		<hr/>
		67,895		64,995





# 2021/22 'Expenditure'

## Distribution Costs

PRIDE - Floral displays	8,420	3,573
PRIDE - Xmas expenses	7,853	8,742
PRIDE - Artwork	42	1,250
PRIDE - Caretaker	-	6,140
PRIDE - Street Cleaner	2,500	-
PROM - Newsletter	-	5,160
PROM - Events Support	100	18
PROM - Adverts & Marketing	6,758	9,486
PROM - Sponsorship	5,018	200
PROM - Benchmarking	-	3,100
PROM - Promotion of Otley	10,172	2,700
Breeze Events	5,185	-
PROF - Otley Business Awards	2,514	1,107
PROF - Chamber Subscriptions	3,250	3,250
PROF - BID Champion	3,839	7,184
PROF - Training	-	18
PROF - Survey	3,384	384
PROF - Covid expenses	-	14,083
	<hr/>	<hr/>
	(59,035)	(66,395)

..... -



# 2021/22 'ADMINISTRATION'

## Administrative Expenses

ADMIN - Bookkeeping Services	2,890	2,253
ADMIN - Secretarial Assistance	455	650
ADMIN - Hosting Fee	-	455
ADMIN - Printing, postage and stationery	91	233
ADMIN - Xmas expenses	672	933
ADMIN - LCC Charge	-	500
Bank charges	90	90
Sundry expenses	239	74
	<hr/>	<hr/>
	(4,437)	(5,188)



# 2020/21 'OTHER'

## Detailed Income and Expenditure Account for the Year Ended 31 March 2021

	31.3.21		31.3.20	
	£	£	£	£
Brought forward		(11,777)		3,550
<b>Other income</b>				
Sundry receipts	-		200	
Xmas Sales	4,200		3,960	
Covid supply sales	989		-	
LCC grants	11,158		-	
	<u>11,158</u>	(16,347)	<u>-</u>	(4,160)
		4,570		7,710
<b>Finance income</b>				
Deposit account interest		1		45
<b>NET SURPLUS</b>		<u>4,571</u>		<u>7,755</u>





# PLANS FOR 2024 - 2029

# THE VOTE

Through consultation, a range of projects and services are agreed and these are then voted upon by all the businesses in the proposed area.

## **How Will It Work?**

The income required to deliver a 5 year programme of investments within Otley's BID area will be almost entirely drawn from the BID Levy, collected on behalf of Otley BID by Leeds City Council.

A levy of 1% of each Business Rates bill will be charged to each business within the proposed BID area. For example: if your rateable value is £10,000 you will pay just £100 per year or £1.92 per week. That £1.92 per week will be contributing to a yearly BID income of approximately £75,000.

## **Who Decides?**

**YOU!** If you have a business within the proposed BID area you will be invited to vote on whether or not to renew our Business Improvement District in Otley. The renewal ballot will be held in October 2023 and, for the proposal to be approved, two tests must be met:

- More than 50% of those voting must vote YES.
- Those YES votes have to represent more than 50% of the total rateable value of all votes cast.

## **Who Will Manage the Funds?**

Once a third YES vote is secured the management and operation of the Otley BID will once again be undertaken by a company limited by guarantee – Otley BID Ltd.

All members of Otley BID are eligible to join the board of directors (subject to a member vote of approval). The Otley BID board completely controls the funding and activities in the BID area.

To read more visit The Business Improvement Districts (England) Regulations 2004.

[www.legislation.gov.uk/ukdsi](http://www.legislation.gov.uk/ukdsi)



# The VOICE for Businesses in Otley

Continue to be active in the Town Co-ordination Group which looks at:

- Visit Otley Marketing Strategy
- Buy in Otley Marketing Strategy
- Coach Friendly status
- Accessibility issues
- Benchmarking Survey

Continue to represent businesses on the Town Plan Steering Group, which includes:

- Considering how planning applications affect the business community, eg. the East of Otley Development.
- Lobby to ensure we do not lose commercial sites where developers want to favour housing development.

Information sharing through various channels, for example:

- Facebook and Twitter
- Website
- Email newsletters
- Otley Matters

Create Street Representatives to help share information, which includes:

- Lobbying Leeds City Council and Otley Town Council on issues affecting businesses.
- Continue problem solving for businesses offering advice on leases and planning issues.

# The MARKETING of Otley & Events

## Visit Otley Marketing Strategy

- Website management and maintenance
- Social media promotion
- Tourism videos
- Christmas videos
- Keeping Otley in the press

## Buy in Otley Marketing Strategy

- Website management and maintenance
- Business of the Week
- Super Sunday's in December

## Invest in Otley Marketing Strategy

- Actively promote Otley as a business centre

## Support new and existing events and festivals:

- Otley Business Awards (part-fund)
- Kids Summer Breeze events
- Music on the Streets
- Coffee Festival

**Continue to part-fund the Street Cleaner.**

**Continue to part-fund floral displays throughout the town.**

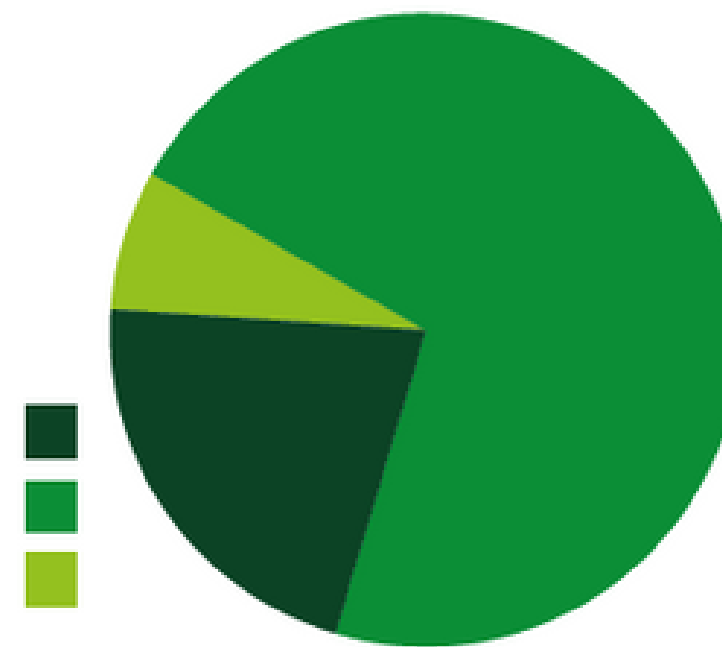
**Continue to part-fund Christmas decorations across the town.**

**Look at new ways to make the town attractive**, such as public art, creation of a bandstand in Wharfemeadows, and supporting the creation of Otley Lido.

# 04 Budget 2024–2029

## Otley BID Budget Forecast for 5 year term

Total Expenditure  
VOICE of Otley (21.5%)  
MARKETING of Otley (71.5%)  
Company costs (7%)



EXPENDITURE	% of Total Expenditure	2024/25 (£)	2025/26 (£)	2026/27 (£)	2027/28 (£)	2028/29 (£)	TOTAL (£)
The VOICE of Otley Businesses	21.5%	15,000	15,000	15,000	15,000	15,000	75,000
• Town co ordination group, representing businesses on Town Council & lobbying LCC		2,500	2,500	2,500	2,500	2,500	12,500
• Coach friendly status		1,000	1,000	1,000	1,000	1,000	5,000
• Accessibility issues		500	500	500	500	500	2,500
• Benchmarking survey		2,000	2,000	2,000	2,000	2,000	10,000
• Admin associated with information sharing		2,500	2,500	2,500	2,500	2,500	12,500
• Professional advice for businesses on planning and leases		1,000	1,000	1,000	1,000	1,000	5,000
• Chamber subscriptions		5,500	5,500	5,500	5,500	5,500	27,500

EXPENDITURE	% of Total Expenditure	2024/25 (£)	2025/26 (£)	2026/27 (£)	2027/28 (£)	2028/29 (£)	TOTAL (£)
<b>The MARKETING of Otley &amp; Events</b>	<b>71.5%</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>50,000</b>	<b>250,000</b>
• Visit Otley & Buy in Otley Marketing Strategy		10,000	10,000	10,000	10,000	10,000	50,000
• Christmas & tourist videos		1,500	1,500	1,500	1,500	1,500	7,500
• Business of the Week		6,000	6,000	6,000	6,000	6,000	30,000
• Invest in Otley Marketing Strategy		1,000	1,000	1,000	1,000	1,000	5,000
• Town Events support		9,000	9,000	9,000	9,000	9,000	45,000
• Street cleaner		4,000	4,000	4,000	4,000	4,000	20,000
• Floral displays		4,500	4,500	4,500	4,500	4,500	22,500
• Christmas costs		5,000	5,000	5,000	5,000	5,000	25,000
• New ways to make the town attractive		9,000	9,000	9,000	9,000	9,000	45,000
<b>Company Costs</b>	<b>7%</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>5,000</b>	<b>25,000</b>
• Bookkeeper		4,000	4,000	4,000	4,000	4,000	
• Fees (bank, LCC, accountant)		500	500	500	500	500	
• Stationery & postage		500	500	500	500	500	

## What happens next?

We have notified the relevant Secretary of State and Leeds City Council of our intention to hold a ballot.

In late September you will be sent a Notice of a ballot by Leeds City Council (our governing authority).

Prior to the start of the ballot on the **13th October 2023**, businesses within the BID area will be sent ballot forms.

The ballot will run for 28 days from 13th October 2023 – until 10th November 2023.

Please remember that you must vote for your voice to be heard. If you want the BID to continue to provide £350,000 of investment into the town **VOTE YES**

If your business does not think the BID is still needed **VOTE NO**.

Please don't ignore your voting papers. Your vote makes a difference.

**REMEMBER** – if the YES vote is achieved, ALL businesses in the BID boundary are required to pay the BID levy for the duration of the full 5 year term, irrespective of whether they have charity status or qualify for Small Business Rate Relief.



The background of the image features a green-tinted landscape with silhouettes of several athletes standing on a mountain ridge. They are all raising their arms in a gesture of triumph or celebration. The background also includes a faint, repeating diamond-shaped pattern.

**WOULD YOU LIKE  
TO BE INVOLVED?**

# WE NEED YOU!

---



Want to have a say in how we can continue to make Otley a thriving town to live, work and visit?



Do you have a few hours spare each month to attend a Board Meeting and get involved in projects?



Are you an action-taker and have any of the experience we're looking for:

- Retail?
- Business to business?
- Disability awareness?

## INTERESTED?

### LET'S HAVE A CHAT

**Email :**

[katie.burnett@otleybid.co.uk](mailto:katie.burnett@otleybid.co.uk)

**Call:**

07801 382788



The background features a collection of yellow sticky notes pinned to a surface with wooden clothespins. The notes contain various question words and symbols, including 'WHY', 'HOW', 'WHICH', 'WHO', 'WHEN', 'WHAT', and a large question mark. A white rectangular box is centered over the image, containing the text 'QUESTION TIME' in a bold, white, sans-serif font.

**QUESTION TIME**

# Talk to Us



**LET'S WORK  
TOGETHER**



EMAILS

[info@otleybid.co.uk](mailto:info@otleybid.co.uk)



WEBSITE

[www.otleybid.co.uk](http://www.otleybid.co.uk)



FACEBOOK

[@otleybid](https://www.facebook.com/otleybid)



TWITTER

[@otleybid](https://www.twitter.com/otleybid)