

Business
Plan
2024–29



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Vote YES for a third term: 13th October to 10th November 2023

01

**The main aim of all
BIDs is to rejuvenate
towns as a whole,
and by default
individual businesses**

We are delighted to be able to show you how the last ten years of Otley Business Improvement District (BID) has made a difference to our town and its businesses. **Our hope is that you will agree with us and vote for a third five years in October 2023.**

The BID board is made up of a team of volunteers drawn from a wide range of retail and service sector business owners who all passionately believe that Otley has a lot to offer in terms of its history, its character, its people and its location.

The economic climate continues to be challenging for all our businesses whether they are shops or in the service sector, however, the old adage of 'strength in numbers' is still very true. By joining together we have made a difference and we believe that when you have finished reading this document you will agree with us.

You will decide how £350,000, over the 5 year period of the renewal BID, will be spent. Otley BID Ltd will, once again, be run by a voluntary board of directors drawn from people with the same business aspirations as you.

Plenty to lose – Don't forget if the BID does not continue the town will lose £350,000 of potential investment into the town!

Join us and together we will make a difference - **VOTE YES!**

Katie Burnett

Katie Burnett, Chair

Kathryn Armitage

Kathryn Armitage

Tom Hatley

Tom Hatley

Jennifer Pugh

Jennifer Pugh

Greg Silverwood

Greg Silverwood

Alan Sowden

Alan Sowden



A BID is a business-led initiative where local businesses are invited to come together, in partnership, to make decisions and take action to improve their trading environment.

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.

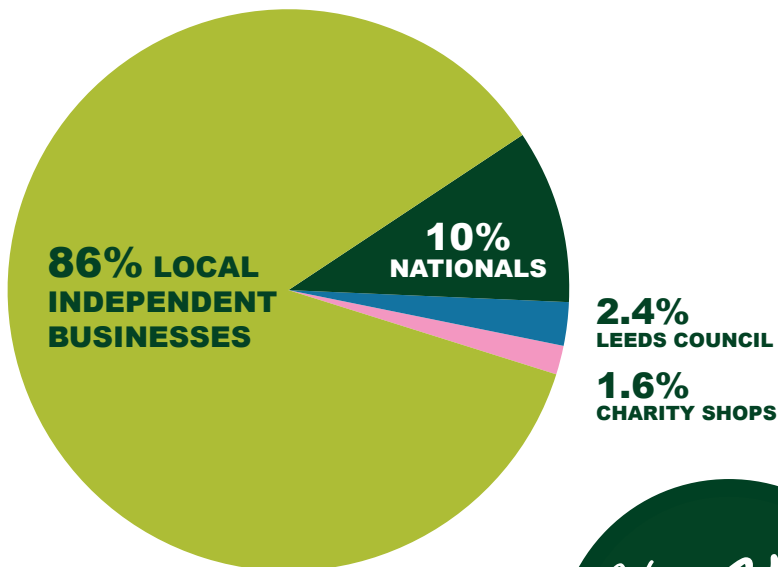
Who Will Manage the Funds?

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

WHO CONTRIBUTES TO THE BID LEVY?



VISIT OUR MONTHLY MEET-UPS:
DIRECTORS ARE AVAILABLE
ON THE 1ST THURSDAY OF
THE MONTH AT THE ROOKERY
FROM 5.30PM - 6.30PM

Email info@otleybid.co.uk



Follow us on Facebook & Twitter



Why are BID's successful?



BID's are now established in many of our neighbouring towns and cities including Leeds, Bradford, Harrogate, York, Skipton and Ilkley.

BIDs succeed because they are focused, entrepreneurial and cost efficient – providing a fast and powerful response to business needs.

Increasingly BIDs are becoming a means to move ahead of other locations, and businesses and consumers are choosing BID towns over their competitors.

Also with funding cuts from local authorities happening UK-wide, BIDs are often stepping in to provide co-funding for vital services, such as street cleaning and town marketing.

Otley BID is proud to have been the first Business Improvement District established in the whole of West Yorkshire. Since April 2018 there have been over 330 BIDs successfully setup in the UK and Ireland.

Successful BIDs have engaged with, and listened to, local businesses. This has led to a sense of ownership so when results are delivered everyone feels proud and benefits from the town's achievements. The town is drawn closer together and the doors are flung open to new visitors.



Otley Market Place

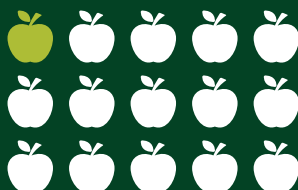


Otley Carnival

WHY BUY LOCAL?



THE OWNERS OF
local businesses
ARE BEHIND THE
COUNTER



LOCAL BUSINESSES STOCK

local products
AND BUY LOCAL SERVICES



BUYING LOCAL KEEPS

4x

THE MONEY IN
THE ECONOMY COMPARED
TO SHOPPING AT CHAINS



LOCAL BUSINESSES SUPPORT

LOCAL EVENTS,
SPORTS TEAMS
& CHARITIES

more than big organisations

Otley BID supporting
#BuyLocal in Otley

Email info@otleybid.co.uk



Funded by Otley Businesses

Why should you vote YES?

The BID is an investment scheme where local businesses can collectively agree on the priorities for Otley and how to invest their money to benefit themselves, their staff, their customers and their town.



Otley has a lot to be proud of:

- **Our history**
- **Our character**
- **Our people**
- **Our location**

Otley has a number of undoubted assets as a community and as a place to live and work, but continued investment is needed to help Otley to move forward successfully into the future. Otley must continue to adapt to changes in the way people live, work and spend; shopping trends and the increasingly uncertain economic times are just two key factors.

The choice for Otley's businesses is clear. It is between:

- a) Continuing with a proactive and cohesive approach involving the whole business community, where collaboration brings with it the benefits of shared experience and common objectives. This pooling of resources brings the required economies of scale to have much more impact at a lower per capita cost;
- or
- b) Reverting back to a reactive and piecemeal approach reliant on the goodwill of a handful of individual businesses, taking action on an ad-hoc basis as time and resources allow, and where planned investments are almost entirely dependent on the availability of increasingly scarce public resources.

ON **13TH OCTOBER** OTLEY BUSINESSES HAVE **TWO** CHOICES



TO ENSURE THAT OTLEY...

- ✓ **COMPETES WITH OTHER BID TOWNS AS LEEDS, BRADFORD ILKLEY, HARROGATE, SKIPTON, AND MORE**
- ✓ **IS LIT UP AT CHRISTMAS**
- ✓ **KEEPS FREE CHAMBER MEMBERSHIP**
- ✓ **KEEPS OUR BUSINESS AWARDS**
- ✓ **KEEPS TOURISM MARKETING**
- ✓ **KEEPS OUR COLLECTIVE VOICE FOR BUSINESS**
- ✓ **KEEPS ITS TOWN CARETAKER**
- ✓ **HAS MORE COACH VISITORS**



AND OTLEY WILL...

- ✗ **LOSE FLORAL DISPLAYS**
- ✗ **LOSE CHRISTMAS TREES**
- ✗ **LOSE FREE CHAMBER MEMBERSHIP**
- ✗ **HAVE NO BUSINESS AWARDS**
- ✗ **LOSE FUNDING FOR FESTIVALS & EVENTS**
- ✗ **HAVE LESS TOURISM MARKETING**
- ✗ **HAVE NO COLLABORATION WITH ORGANISATIONS ON JOINT PROJECTS**
- ✗ **HAVE FEWER COACH TRIPS VISITING THE TOWN**

Email info@otleybid.co.uk



Follow us on Facebook & Twitter



What does your BID do for you?



The main aim of Otley BID is to improve the economic conditions of the whole town but many businesses have had the opportunity to recoup the cost of their BID levy by taking advantage of the benefits below.

Otley Chamber of Trade Membership

The Partnership between Otley BID and Otley Chamber of Trade enables BID members to have free membership to Otley Chamber of Trade. See www.otleychamber.co.uk for more details.

Video Promotion of Otley

Videos promoting Otley to visitors have been created by our partnership with Otley Town Council and our town marketing strategy "Visit Otley" www.visitotley.co.uk

Otley Business Awards

Established through a working partnership with Otley Chamber of Trade the first awards were held at Korks in March 2015. Otley BID has been a proud main sponsor of the event since it's inception.



Otley Business Awards

Christmas Trees

Otley BID co-funds the mini Christmas trees above businesses and project manages the scheme. In 2022 the number was 125 to help 'light up Otley' which was funded by Otley BID. Otley BID has funded the Market Place tree for the last 3 years.

Invest in Otley

Encouraging businesses to move to and invest in Otley via the Buy in Otley website www.buyinotley.co.uk and monthly updates of Otley's vacant property listings on www.otleybid.co.uk

Town Caretaker

We have provided 50% funding towards additional street cleaning in the town since 2017 which has enabled Otley Council to employ a dedicated Otley Town Caretaker.

EV Chargers for Wharfebank Business Centre

We are co-funding the installation of several EV vehicle chargers at Wharfebank Business Centre to support the large number of businesses and visitors to this important business site in the town.

What has been done so far?

The Business of the Week campaign has been well received by visitors and residents with businesses benefiting from having circa 10-16k online views.

Business of the Week

Every week we offer levy payers the opportunity to feature as the town's Business of the Week. Otley BID fully funds this advertising and enables businesses to feature on Visit Otley's social media platforms and on the Home Page of the Buy in Otley website – our town's business directory. In particular it suits any new businesses or hidden/niche market gems, but is open to **ALL** our members in **ANY** sector, not just retail!

The campaign has been well received by visitors and residents with businesses benefiting from having circa 10-16k online views.

Lobbying

We are a non-political organisation, however, we aim to work closely with Otley Town Council and other local organisations to ensure that the needs of our business community are heard and taken into consideration. We actively lobby Otley Town Council and Leeds City Council, and we are also a member of the Town Co-ordination Group (see page 18 for more information). We have lobbied forcefully about parking and planters on Kirkgate.

Coach Tour Initiative

We have joined forces with Otley Town Partnership, Otley Town Council and Otley Chamber of Trade to encourage coach tour operators to visit Otley.

Otley in Bloom

Since Otley BID began in 2014, making the town an attractive place to visit and live was a key objective for us. This cumulated in a Britain in Bloom Silver Gilt award in 2017. Our support started with lamp post planters in 2014 and equipment to water them. In year 2 we increased the amount of lamp post planters. In year 3 we funded bigger and better displays and continue to financially support Otley in Bloom.

Otley Show Marquee

In partnership with Otley Chamber of Trade we have funded the very successful and popular Otley 'Shop Local' marquee. This has enabled BID members to promote their products and services to thousands of people at the oldest agricultural show in the country.



What has been done so far?



Otley continues to buck the national trend for mid-week and weekend footfall, with 2022 being 35% higher than the National Small Towns average.

Support of existing and new festivals

You asked us to support new and existing events in the town to increase footfall. We have sponsored the Otley Coffee Festival Marquee, Otley Live, Music on the Streets and Otley Carnival.

Breeze Events

Every Summer we collaborate with Breeze Leeds, a children's events organisation run by Leeds City Council, to bring our 'Kids Funzone' to Otley.

These annual events are aimed at encouraging families into town on a Wednesday when normally it would be fairly quiet with no weekly market. By families spending time in the Market Place we hope that they would also take the opportunity to visit our many fabulous independent shops and cafes and explore everything that Otley has to offer.

Otley's Tourism Strategy

Otley BID is a significant funder (circa 50%) of Otley's Tourism Marketing Strategy. In collaboration with Otley Town Council, Otley Town Partnership and Otley Chamber of Trade, these 4 organisations make up the Town Co-ordination Committee, who's main aim is to raise Otley's profile as a place to live, work and visit.

The promotion of Otley's tourism strategy includes the management and regular maintenance of the Visit Otley website, social media platforms, specific marketing campaigns and videos, tourism literature, press coverage and the maintenance and promotion of our business directory – Buy in Otley.

Accessibility

It was highlighted in the 2021 Otley Benchmarking Survey that 44% of locals indicated that 'Access to Services' was a negative aspect of Otley.

We therefore connected with a local accessibility ambassador from the Otley Access Group to help us understand the challenges and look at ways where we can, as a town, improve our disability access across all business sectors.

In 2022 we held a Disability Accessibility Meeting at Otley Courthouse, we've designed and circulated a list of easy quick wins that business owners can implement at very little or no cost to themselves to help them become more accessible, to open up businesses to a whole new community, and as a result generate more income.

We have also created a Business Accessibility Audit. These are FREE to a small number of businesses on a first come first served basis in collaboration with the Otley Access Group.



What has been done so far?

100% of those interviewed would recommend a visit to the town – the highest response in benchmarking history across the UK (c2008).

Otley Town Benchmarking Survey

When assessing how a town is changing over time it's necessary to measure an array of town metrics to check against.

Otley Town Council and Otley BID have commissioned People & Places to undertake three Town Benchmarking studies:

1. The first took place during August and October 2020, measuring such metrics as car parking spaces, visitor numbers, footfall, current and empty shops and a whole host of other criteria.
2. Replicating 2020, the second Benchmarking Review measured town centre performance. Two waves of evaluation took place, the first in August 2021 and the second due in late October 2021.
3. The third Benchmarking Study undertaken in 2022 highlighted the following points:
 - Footfall - has increased year on year over the 3 years and is in line with national averages on non-market days, but 35% above the National Market Towns average on market days.
 - Car Parking – The report found lower than average vacancy rates on both the non-market days and market days. The general trend is that Car Parking vacancy rates have been dropping in both Summer and Autumn longitudinally.
 - We do have a distinct tourist season with 38% of those interviewed in Summer visiting Otley for 'Sightseeing'. 70% of those interviewed during the Summer visited 'The Riverside' and 79% of all those interviewed also visited the 'Town Centre'.

Otley now has 2 distinct types of resident / visitor – older / retired using the town during the week, and young families / young singles using the town at weekends and evenings.

100% of those interviewed would recommend a visit to the town, this is the highest response in benchmarking history across the UK (c2008). Plus all those questioned at the Victorian Fayre would also recommend a visit.

Please visit our website to view the 3 reports (the most recent appears first) which contains a wealth of information, busts a few myths and gives us the information we need to understand the needs of the town and to shape our plans for the future.

Buy in Otley Bags

In 2021 (post-Covid pandemic) we designed, printed and distributed circa 8,000 large and small Buy in Otley recyclable carrier bags around mainly the retail sector businesses. These bags were fully funded by Otley BID and were distributed to those businesses who requested them and had the ability to circulate them quickly to their customers to get the message out that Otley was open for business!



Buy in Otley Bags

Covid-19 response

2020/21 was a significantly tough year for everyone, especially small businesses. So we felt it was important to support our stakeholders in whatever way we could.

Covid-19 Business Support

One of the main ways we supported businesses was to create Covid-19 Business Support Packs (worth up to £100 each) available to every one of our stakeholders, absolutely FREE.

Other ways we supported businesses were:

Regular Government updates via our social media, website and email. Through out the Covid-19 Pandemic we kept businesses abreast of fast moving changes in Government policy and the different forms of financial support available.

Liaising with Leeds City Council's Business Rates Dept to ensure all our businesses who were entitled to the first Government grants received them. We provided the local knowledge required to solve issues when businesses were moving premises or the central LCC database wasn't up to date. This work has continued since March 2020.

'Otley Providing Essential Services' directory of businesses open during Lockdown 1 over a 2 month period via our website and social media

#OtleyOpenForBusiness daily promotional posts over a 2 month period on the Visit Otley and Otley BID social media platforms.

The resurrection of the website www.buyinotley.co.uk and the creation of an ongoing directory of businesses.

A new 'Welcome Back to Otley' video

featuring many different businesses around the town. The key messages were #StaySafe InOtley and #BeKindInOtley to help create a positive message that Otley is a safe place to come, shop and visit. The video reached more than 20,000 people on Facebook.

A new 'Welcome Back to Otley' newsletter

was circulated to all Otley households, businesses and the surrounding areas when businesses were able to re-open in June 2020.

Ongoing advice and support – as further restrictions and lockdowns were put in place at the end of 2020 and during 2021, we continued to advise businesses of grant availability, and liaised with LCC to find out when grant applications were opening, how to apply, and provided support to some businesses with their individual issues - we found lost applications worth over £4,000.

Covid-19 Support Cost

The total cost for this support was in excess of £20,000 with the funding coming from a joint collaboration between ourselves (who contributed two thirds of the overall cost) and Otley Town Council/our Ward Councillor (who contributed the remaining third).

We appreciate this is a lot of money but we felt that it was the best way to both support our stakeholders in re-opening safely and efficiently, and building confidence with our residents and the general visiting public by promoting the town as a safe place to shop and visit.

Working in Partnership

Many of the projects Otley BID has undertaken have not involved direct investment of your levy money. By hosting meetings between relevant parties, we have seen many projects come to fruition in the town.

"I have had various volunteer roles in the town over the past 20 years but I find that the town now benefits from us all working together, sharing best practice and co-funding larger projects. It hasn't always been this way and the fact that we have moved away from "working in silos" in recent years is best for the town.

We work with Leeds City Council, Otley Town Council, Otley Town Partnership and Otley Chamber of Trade, and we can achieve more by pooling resources such as co-funding the town caretaker with Otley Town Council."

Director Katie Burnett - Chair

We Collaborate & Joint Fund



03 Communicating with YOU



OtleY BID comprises of over 500 businesses, most of which are owned locally, and some have headquarters across the country. Keeping you all up to date has been a priority for us. We endeavour to inform you of what we have done, are doing and propose to do in the future.

BID Champions

Our 4 Champions support the directors in running the BID and helping it achieve its aims:

Sally Hinchliffe

Sally has been a BID Director since its inception in 2014 completing 2 full terms on our board. If we are successful in gaining a 3rd term Sally will stay on in the background supporting us with day to day administration. Sally has a useful perspective on wholesaling, retail and food industries as the co-owner of Bondgate Bakery.

Rachelle Atkin

Rachelle is our communications expert. Managing our website, keeping you up to date with what the BID is doing and responding to your emails and social media queries. She is also the brains behind all our marketing collateral.

Tim Wilkinson

Tim is our property expert and liaison with LCC. He investigates issues you raise such as lease, parking and highways disputes, the town's empty property listing (available to view on our website), as well as removing fly posters, repairing flag poles and other ways to improve the look of the town.

James Ellis

James is our tourism and PR expert. He works with ourselves and OtleY Town Council to create and manage the town's tourism marketing strategy. This includes maintaining the Visit OtleY and Buy in OtleY websites, social media, marketing collateral, videos and the Business of the Week promotion.

Street Representatives

We have a team of around 30 business owners who are our 'eyes on the ground' letting us know about new businesses opening, and closing and delivering a Welcome Letter to any new business.

Direct Mailing

Key communications are sent out via our governing authority Leeds City Council.

Annual General Meeting

Held in May following the end of every financial year.

Facebook www.facebook.com/otleybid

Twitter www.twitter.com/otleybid

What do we want to achieve in our next 5 years?

Feedback from the Business Survey, (Dec 2022) Chamber of Trade meetings, AGM's and one-to-one discussions have resulted in our proposal for the third BID term focussing on 2 areas:

- 01 The VOICE for Businesses in Otley
- 02 The MARKETING of Otley

It is likely that during the 5 year term new opportunities and projects will come forward. Once again we will be able to adapt accordingly and make the most of these opportunities.



The VOICE for Businesses in Otley



Focusing on helping both new and existing businesses to adapt and thrive in the ever changing business and economic environment.

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.

**Budget over 5 years
£75,000**

The MARKETING of Otley & Events

Putting Otley on the map by increasing resident and visitor footfall, recruitment opportunities and making Otley an attractive place to live, work and visit.

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.

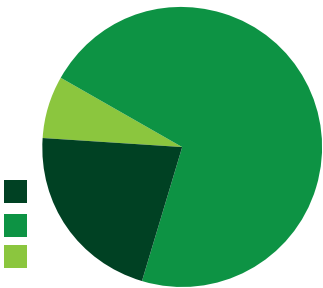
Look at new ways to make the town attractive, such as public art, creation of a bandstand in Wharfemeadows, and supporting the creation of Otley Lido.

Budget over 5 years
£250,000

04 Budget 2024–2029

Otley BID Budget Forecast for 5 year term

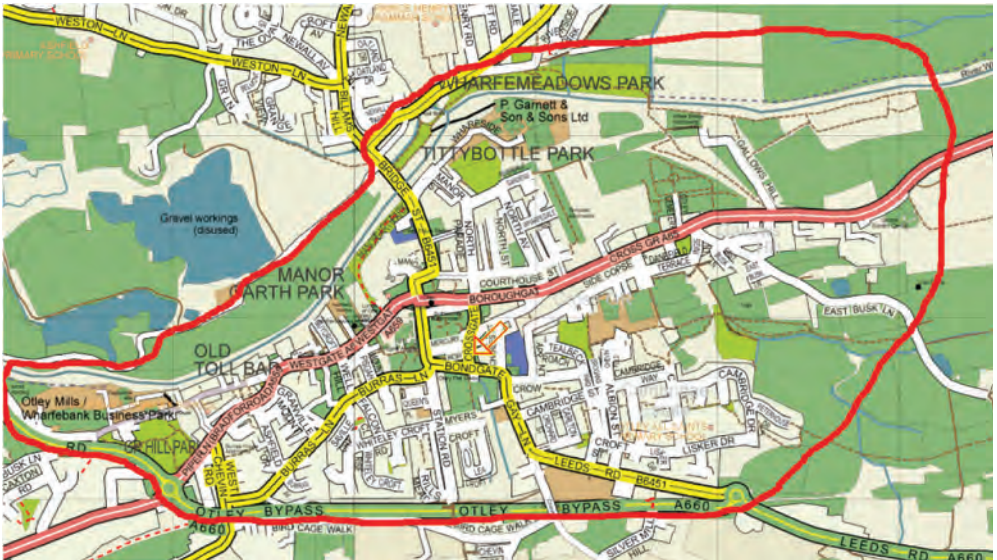
Total Expenditure
VOICE of Otley (21.5%)
MARKETING of Otley (71.5%)
Company costs (7%)



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
The MARKETING of Otley & Events	71.5%	50,000	50,000	50,000	50,000	50,000	250,000
• 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
Company Costs	7%	5,000	5,000	5,000	5,000	5,000	25,000
• 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	

NB – The figures given above are a budget and are provided as an indication of how your BID levy will be spent. The directors of Otley BID Ltd reserve the right to adjust the spending if there are significant hanges in circumstances or costs. All decisions on spending are made at Monthly Directors Meetings with a vote on each proposal which is recorded in the minutes of the meeting.

Otley BID Boundary



Below are the postcodes included within the BID boundary:

LS21 1AA	LS21 1HB	LS21 3AE	LS21 3DT
LS21 1AD	LS21 1HD	LS21 3AF	LS21 3DZ
LS21 1AE	LS21 1HE	LS21 3AG	LS21 3EE
LS21 1AG	LS21 1HL	LS21 3AJ	LS21 3HA
LS21 1AH	LS21 1HN	LS21 3AL	LS21 3HD
LS21 1AQ	LS21 1HQ	LS21 3AN	LS21 3HE
LS21 1AY	LS21 1JD	LS21 3AP	LS21 3HJ
LS21 1AZ	LS21 1JE	LS21 3AQ	LS21 3HN
LS21 1BA	LS21 1JH	LS21 3AS	LS21 3HP
LS21 1BB	LS21 1QE	LS21 3AT	LS21 3HS
LS21 1BD	LS21 1QL	LS21 3AU	LS21 3HW
LS21 1BJ	LS21 1QX	LS21 3AY	LS21 3HX
LS21 1BQ	LS21 1SB	LS21 3AZ	LS21 3HZ
LS21 1BR	LS21 2AA	LS21 3BA	LS21 3JF
LS21 1BT	LS21 2AB	LS21 3BB	LS21 3JN
LS21 1BU	LS21 2JW	LS21 3BD	LS21 3JP
LS21 1BW	LS21 3AA	LS21 3BJ	LS21 3JR
LS21 1DY	LS21 3AB	LS21 3DR	LS21 3NX
LS21 1FE	LS21 3AD	LS21 3DS	LS21 3PB

Note 1: If your postcode is not listed but your business is based within the BID area, please contact us for clarification regarding your inclusion.

Note 2: Schools, hospitals, emergency services and churches are excluded from the BID Levy.

Meet the Directors

A lot of work goes on behind the scenes, but we've realised that you don't often see much of our volunteer directors. They are all fellow business owners who give their time in various ways to helping Otley to be a wonderful place to work, live and visit.



Katie Burnett - Chair
Courtyard Planters

Tell us a bit about your business (past & present)

My business is Courtyard Planters, run with my partner since 2005. I have also been involved in the family property rental business all my life, so I can see business from two sides.

Why did you join the Otley BID board of directors?

I became a director just before the 2nd term started in 2018 as I knew how many unseen benefits Otley BID brings to the town. I had been a volunteer with Otley in Bloom and Otley Chamber of Trade and saw how important the funding and other support from the BID was to those groups.

What BID activities are you involved with?

I'm currently the Chair, so it's lots of computer work – setting agendas, writing minutes, making sure we do all the legal stuff we have to have covered, and liaising with Otley Town Council and Leeds City Council.



Kathryn Armitage
Althams Travel

Tell us a bit about your business (past & present)

I have been branch manager at Althams Travel on Kirkgate for the last 18 years but I have worked in the Otley branch for 30 years.

Why did you join the Otley BID board of directors?

I am a relatively new director of the BID but I have been in favour of it since it was launched. My desk at work is facing Kirkgate so I do notice the busy traffic and the problematic parking with the positioning of the dreaded planters, which have definitely affected the footfall throughout town.

What BID activities are you involved with?

Being new to the team I'm yet to get my teeth into any activities, but it's already really interesting to see everything that goes on behind the scenes and all the positive and diverse initiatives that the BID gets involved with to benefit the businesses and the town as a whole.



Tom Hatley
Christopher Little & Co

Tell us a bit about your business (past & present)

I have been working in Otley for 13 years and took over Christopher Little & Co Financial Advisers in 2016. We offer Financial Planning Advice to people who live in Otley and the surrounding area.

Why did you join the Otley BID board of directors?

I've been a Director of Otley BID since the very beginning and I wanted to get involved to help improve the local business environment. It's also great to work with other business, you're always learning something new!

What BID activities are you involved with?

Helping to bring new BID Directors on board recently has been important. It's great to hear about new ideas and help shape the business plan for the next five years.



Jennifer Pugh
Woolpack Music Studios

Tell us a bit about your business (past & present)

I have been a self-employed musician since 2009 and have co-managed the Woolpack Studios on Bondgate with Richard Sabey since 2014.

Why did you join the Otley BID board of directors?

I was made an Otley Ambassador in 2017 because of the Otley Ukulele Orchestra and work at Woolpack Studios. I wanted to contribute some of my time into working together to further Otley's reputation as a great town to visit and live in.

What BID activities are you involved with?

I became a BID director in 2021; since that time I have helped organise the Summer Fun Zone for children and young people with Breeze in the Market Square, Music On The Streets in August and Otley Live Festival. I am also on the volunteer committee for Otley Carnival so it is useful to be able to get advice and feedback from Otley's businesses regarding these events in town and how we can help businesses gain from them.



Alan Sowden
Sowdens Plumbers Merchants

Tell us a bit about your business (past & present)

I started my business in Otley in 1979 and we currently trade from just off Station Road in Otley. The business comprises of myself, my youngest son Phillip, his wife Kathryn and my grandson Jack. We still install bathrooms and around 120 boilers per annum.

Why did you join the Otley BID board of directors?

The decision to join the BID came following my long-term involvement with the Chamber of Trade having served as President in 2014 and being a 'BID Champion' when the BID was being proposed. I felt that I had something I could 'bring to the table' as it were.

What BID activities are you involved with?

Having only recently joined the BID team, I've not yet been active on any projects. However, I am working with the team on the objective of getting the BID re-elected.



Greg Silverwood
The Rookery Bar

Tell us a bit about your business (past & present)

I've been a DPS (Landlord) in Otley for the last 18 Years and worked in hospitality for over 30 years. I currently run The Rookery Bar and Venue and had Rocca Bar before that.

Why did you join the Otley BID board of directors?

I wanted to help move Otley forward and believe being a Director of the BID is the best way to do that. I've been critical of certain issues in the past and it was time to put "my money, where my mouth is" as they saying goes.

What BID activities are you involved with?

I'm currently on the committees for Otley Live, Otley Pub Club and The Victorian Fayre, and give these events a channel back to the BID. I've also met with new businesses to make sure they're aware of Otley BID and what we do.

DON'T FORGET

The Directors are available on the 1st Thursday of the month at The Rookery from 5.30pm - 6.30pm (except January)

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 main aim of all BIDs is to rejuvenate the town as a whole, and by default individual businesses.

If you would like to display your support for Otley, please contact us for a window sticker

Email: info@otleybid.co.uk



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Otley BID Business Plan

My Notes



**Otley Business
Improvement District Ltd**
C/O 75 Bondgate
Otley LS21 3AB

**E: info@otleybid.co.uk
www.otleybid.co.uk**

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