

Annual Review

2023



HARROGATE
BUSINESS IMPROVEMENT DISTRICT

A Message from our Chair

It's a pleasure to be able to introduce this Annual Review for Harrogate BID in my first year standing as Chair of the Board of Directors.

The following pages fill me with pride, looking back on what has been an incredible year for the BID and for Harrogate. There are so many positive images and figures which fill me with confidence for the town and our members with what we can continue to deliver into the future.

And the future is something we'll very much be a part of, for the next five years at least. With a successful ballot in the summer for a second term, local businesses have confirmed their confidence in our ability to deliver on our objectives. We're grateful to receive this affirmation.

I'd like to take the opportunity to thank my fellow directors on the board, and in particular Bokmun Chan, Jim Mossman, Wayne Topley, and Richard Wheeldon who have stepped down this year. They each provided sage advice and experience from their sectors whilst they held their roles. I am grateful for the continuing support of the twelve remaining directors, especially from Andrea Thornborrow, an incredible Vice Chair who puts so much into the BID. We also welcome four new directors in Sue Kramer, Neil Mendoza, Simon Midgely and James White.

My thanks too, to the BID team, Bethany Allen, Chris Ashby, and our newest recruit Ed Horner, all led admirably by Matthew Chapman, BID Manager. The commitment and hard work from them all are what makes Harrogate BID a real success. I'd also like to thank David Simister for everything he has done for us over the years and wish him all the best in his continuing recovery.

Finally, to all the businesses in the BID area. Thank you for all your support and collaboration. Working together towards shared goals is making Harrogate a wonderful place for residents and visitors to live, work, shop, eat, drink and stay.

Thank you.

Dan Siddle

Chair and GM of The Crown Hotel



Welcome

Welcome to Harrogate BID's 2023 Annual Review, what an incredible year it has been. As a BID, our main goal is to deliver our business plan and prove return on investment to our members. We are not in the habit of blowing our own trumpet, but all organisations need to celebrate success.

I would like to begin by thanking each and every BID Member that supported Harrogate BID through our ballot process in June 2023. From helping us shape the new business plan early in 2023, to supporting us with a 'yes' vote, we are truly grateful for your continued support. Following a successful ballot result, the BID team and I were filled with a great sense of pride as we moved into Term Two and our new business plan on January 1st, 2024.

As Harrogate moves into a new era of Local Authority devolution, it is more important than ever that the town and its businesses are represented and it keeps its voice within the new North Yorkshire Unitary Authority. The Harrogate BID team are committed to ensuring the voice of businesses are heard and issues are lobbied where appropriate.

Looking back at 2023, it hasn't been an easy year with the economic crisis and a continually changing business environment, which our town isn't immune to. The BID is dedicated to ensuring that Harrogate continues to be the jewel in Yorkshire's crown, through bringing innovative first-time events after listening to

the thoughts and feedback of our members, including the Harrogate Celebration of Fashion and the Harrogate Music Weekender, to continuing the on the ground activities, such as regular deep cleans, reactive work from our in-house Street Ranger, and of course, additional floral displays. Receiving a Gold award in the Britain in Bloom final through the Harrogate Floral Summer of Celebration was a truly great achievement for the town, putting Harrogate on the map again as a floral resort. We continue to be passionate about making Harrogate a great place to visit, work and live.

I am extremely fortunate to work with a small yet passionate team, who all have the same collective goal to make the town the best it can be, which is evident within this review. I would like to thank the BID team for their hard work and dedication over the past twelve months. As well as this, I would like to thank Dan Siddle and Andrea Thornborrow - Chair and Vice Chair of Harrogate BID - and the rest of the Board of Directors for their continued support through an extremely important year for the BID. I would also like to offer my thanks all our partners.

Collaboration with shared goals definitely leads to success.

Going forward, I always welcome and value the views of our BID Members. Please do reach out if you would like to hear about our plans for 2024, or if you have anything you wish to discuss.



We at Harrogate BID cannot wait to continue our positive work to support and build the future of our town for a further five years, with our members and partners alike.

Yours Sincerely,

Matthew Chapman
Harrogate BID Manager

38,915

4

300,000+

19,000+

2023 in Numbers

100,000+

467

196

60000+

**4km**

of street dressing
delivered

**467**

requests responded
to by the BID
Street Ranger

**£38,915**

locked into the local
economy through the
Harrogate Gift Card

**19,000+**

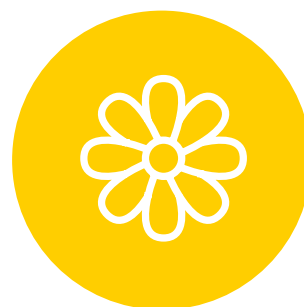
people passed through
the first ever Harrogate
Celebration of Fashion

**£5,000**

of match-funding
grants provided

**6000+**

hours of free car
parking funded

**196**

additional floral
displays, funded by
Harrogate BID

**300,000+**

impressions on
Harrogate BIDs social
media channels

**100,000+**

LED Christmas
lights throughout
the town centre

Marketing, Promotions and Events



Harrogate Celebration of Fashion

May 2023 saw the first ever 'Harrogate Celebration of Fashion' and what a success it turned out to be. The BID team managed to turn the event around within 12 weeks from the idea forming, with the help of the retail businesses within the town.

The event took place on a sunny Saturday in May and saw over 19,000 people pass through to see the town's retailers showcase their individual offers. From national retailers such as Primark and Marks and Spencer's, to sophisticated independents such as Bias and Morgan Clare, modelled their collections on an open-air catwalk at the Victoria Shopping Centre.

The day was divided up into different fashion themes - Harrogate on the High Street, Summer Selection, Upcycling, Wedding Season, Hair and Beauty and a Children's Celebration.

Although the high street is constantly changing - and Harrogate isn't immune to national changes - the success of the Harrogate Celebration of Fashion proved that there is lots to celebrate in the Harrogate retail sector. It was superb to hear such positive feedback from the retailers following the event; with some even selling out of the clothes that had been modelled on the catwalk.

Following on from the feedback and success of the first ever event, we are pleased to say the Harrogate Celebration of Fashion will return to Harrogate in 2024!



Harrogate Music Weekender

After a year of dog shows, catwalks and floral celebrations, the Harrogate Music Weekender was another first for Harrogate BID.

After hearing from a number of our members in the hospitality sector that October was a quieter time of year for them we decided to host a three-day, town-wide music event to showcase the town's great hospitality offer through live music performances.

The weekend saw over 30 acts and events, hosted across 15 venues in the town, from hotels to quirky independent bars. The performances over the weekend featured DJ's, acoustic sessions, live bands and a mariachi band.

The weekend was kicked off by DJ Mark Green at the Skybar of the Yorkshire Hotel with an Ibiza themed party night which went down a storm, with over 130 people in attendance. The opening event was held early doors to encourage people to experience the other events happening around the town.

The Saturday night saw 'Singo Bingo', another first for Harrogate BID. Think bingo, but with song titles instead of numbers and lots of dancing, singing and great prizes. The evening geared people up for another top night of live music around the town centre.

We are really pleased this event was a success for the venues involved and has hopefully put Harrogate on the map as a live music destination. The event is set to return bigger and better for 2024.



Coronation Celebrations

May 2023 saw Harrogate BID and Your Harrogate team up to host a fun-filled family celebration event to mark the coronation of King Charles III.

The two-day event took place within the grounds of Harrogate's DoubleTree by Hilton Majestic Hotel & Spa, attracting families to come along, pitch up their picnic blankets and enjoy the royal celebrations.

A stage and screen were the focal point of the weekend, where the coronation ceremony was streamed live, alongside a programme of entertainment, from live music to bingo.

The aim of the weekend was to bring people into the town to get together and celebrate the joyous occasion, the efforts of the organisations brought a truly royal atmosphere to the town.



Harrogate Dog Show

Following the tremendous success of the 'Jubilee Dog Show' in 2022 at the Platinum Jubilee celebrations, we at Harrogate BID knew it had to be a standalone event in the town.

Hosted over the Easter weekend, we were joined by TV vet Peter Wright, who judged the competition. Categories included best trick, the dog that looks most like its owner, best rescue, fanciest female, most handsome dog and a dog agility course.

The Victoria Shopping Centre Piazza area was filled with furry friends and their owners from 10am, eager to enter the categories or to have a go on the agility course. The 2024 event is set to be even bigger and better with more opportunities for businesses and pooches alike.



We Love Harrogate

A neon sign and a floral love heart were installed in the Montpellier area to attract visitors to the area to explore what is on offer.

The public were encouraged to share their pictures to social media. Those that shared pictures with #ShareTheLoveHG1 were in with the chance to win a £150 Harrogate Gift Card, a £60 Bettys voucher or a bouquet of flowers from Blamey's.



Mothering Funday

In March, Harrogate BID brought the town its very own 'total wipeout' course to the piazza area of the Victoria Shopping Centre for 'The Harrogate Mothering Funday', a campaign to promote the Harrogate Gift Card for Mothers Day.

The one-day event aimed to bring people into the town, to have a go on the course and those who could stay on the longest were entered into a prize draw for some great Harrogate prizes.



Street Entertainment

Since introducing roaming street entertainment to Harrogate in 2021, it has become a firm favourite with businesses and visitors alike.

From ABBA obsessed Vikings to Dubstep Elves, they attract the crowds wherever they go in the town. We aim to bring the street entertainers at key times of year such as Summer holidays, Christmas and Easter to add to the vibrancy of the town centre.





Spring Flower Show

For a second year in a row, Harrogate BID attended the Spring Flower Show to mark the launch of this year's Harrogate Floral Summer of Celebration.

At the show, Harrogate BID's aim was to encourage people into the town centre, either whilst they are at the Flower Show or to make a return visit later in the year, by promoting the Harrogate offer.

Harrogate BID partnered with Harrogate International Partnerships to showcase the town and celebrate the four locations around the world that Harrogate is twinned with; Luchon (France), Montecatini (Italy), Barrie (Canada) and Wellington (New Zealand).

This year's Harrogate Floral Summer of Celebration highlighted the links that Harrogate has made with countries from around the world.

Great Yorkshire Show

July saw Harrogate BID showcase the town at the Great Yorkshire Show to thousands of visitors across four days.

Whilst many come to the show each year, very few actually venture into the town centre itself. For the second year in a row, Harrogate BID had a presence at the show with an aim to speak to visitors, share information from our members and promote Harrogate BID activities.

This year, we were based in the 'Discovery Zone', whereby we had to run an educational activity. We knew this had to relate to Harrogate, so we held wildflower seed planting, which turned out to be extremely popular amongst families and school groups. The space was dressed with a faux floral wall, colourful picnic benches and a giant picture which proved to be a great photo opportunity for visitors.



Christmas in Harrogate 2023

November saw Harrogate's Christmas lights turned on throughout the town centre, marking the start of the festivities. The streets, buildings, lampposts and trees were adorned with glitter garlands, icicle drop lights and lit-up winter scenes to add a touch of magic to the town over the Christmas period.

Harrogate BID are proud to fund each and every Christmas light in the town centre, which consist over 100,000 LED bulbs, which certainly ensures Harrogate dazzles throughout Christmas.

We are pleased to play a major part in the Harrogate Christmas offer and are committed to delivering this year on year.

In addition to the lights, the arrival of the festive period is also marked by Enchantica's Father Christmas Experience, where children have the opportunity to meet Father Christmas in a truly magical setting. Harrogate BID are proud to sponsor this one-of-a-kind Christmas experience.

Once again, the Christmas offer in Harrogate was truly complimented by the return of the Harrogate Christmas Fayre for an extended period, the ice-rink and attractions in Crescent Gardens and the popular free road train, the Candy Cane Express. This year also saw a new addition of an open-top bus, which gave visitors greater access to attractions and businesses on its circular route.

The renowned Christmas Shop Window Competition saw a return in 2023, with over 30 businesses from all sectors taking part, the efforts and time that go into the displays certainly add to the magic of Christmas in the town. Harrogate BID partnered with the Rotary Club of Harrogate to facilitate the competition.

The annual awards evening saw the Yorkshire Soap Company take home the certificate for overall winner as well as the medium category winner. Sophie Likes won the small shop category and Bettys claimed the large shop category title.

The North Pole Post Office - Harrogate Branch returned for its fourth festive season following previous years of success, in time for children to post their letters to Father Christmas. The North Pole Post office is definitely a key feature of the Harrogate Christmas offer and has become a tradition for many.

Once again, we were proud to partner with a host of organisations to ensure Harrogate was the place to be this Christmas. A huge thanks to Visit Harrogate, North Yorkshire Council, Harrogate International Festivals and Enchantica's





Safe, Clean and Welcoming



Street Ranger and Deep Cleans

The end of 2023 marked two years since our in-house Street Ranger team was introduced at Harrogate BID, and what a great asset it has been to the town so far, proven by the outstanding achievement of receiving the Unsung Hero Award at The Stray Ferret Business Awards in 2023.

Throughout 2023, the in-house Street Ranger team has responded to 467 requests from BID members, which has been anything from weeding, jet washing outside shop fronts to painting street furniture ahead of the Royal visit from HRH Princess Anne.

Not only are the team hands-on and reactive to a multitude of issues, they act as an ambassadorial presence and friendly face in the town centre. Harrogate BID is looking to expand the team in 2024 to ensure that the first impressions of those visiting, living or working in Harrogate continue to be positive.

In addition to the reactive work of the in-house Street Ranger team, at key times of the year, Harrogate BID have completed several deep cleans of the town centre as part of our current objective, 'safe, clean and welcoming'.

Hot steam and pressure washers were used to clean the pavements on key streets including Cambridge Street, Beulah Street, Oxford Street, Cambridge Road, James Street, Parliament Street, West Park, John Street, The Ginnel, Montpellier Mews, Kings Road and Station Parade, with an aim to bring them back to their original quality. The deep cleans were undertaken in Spring, Summer and in the lead up to Christmas.



Additional Floral

From barrier baskets to impressive planters, Harrogate BID ensures that the town's floral heritage is prominent throughout every season.

Harrogate BID funds over 190 barrier baskets and over 50 additional planters.



Street Dressing

From the end of April, we kickstarted the Coronation celebrations across the town by lining the streets with themed bunting.

Starting with Union Jack and the Royal Standard colours in April ahead of the King's Coronation. We replaced the patriotic decoration with the Yorkshire Flag and brightly coloured bunting to celebrate Yorkshire Day, which helped brighten up our streets throughout the Summer. The streets that were dressed included James Street, Cambridge Street, Market Place, Oxford Street and Albert Street.

Anti-Social Behaviour

Harrogate isn't immune to the challenges surrounding anti-social behaviour and crime. Harrogate BID have stepped up work with partners to ensure Harrogate town centre is as safe as possible.

From funding Harrogate Homeless Project's Springboard centre, to working closely with the Police and Local Authority, we believe that positive collaboration with all partners can overcome the issues that town centres are facing and to ensure it is safe and welcoming for residents and visitors alike. This year saw the restart of the Harrogate District Businesses Against Crime (HDBAC) meetings for Radio Link members, in 2024 Harrogate BID will encourage attendance from BID members.

Next year will also see Harrogate BID explore other options to resolve the anti-social behaviour issues in the town centre.



Vacant Units

Nationally, high streets are facing higher vacancy rates and although Harrogate isn't immune to this, on average the vacancy rate of units in the town is lower than the average across the UK.

Nevertheless, Harrogate BID see the importance of improving the look of vacant units in the town centre, through street art, vinyls and uplifting imagery.

As well as this, Harrogate BID has been reactive to shop closures and ensured the units are tidy when tenants have left and also installing hoarding to block any recesses.

Projects this year have involved units on Albert Steet, Parliament Street, James Street and Cambridge Street.

In 2024, Harrogate BID will look at being more proactive and engaging with agents to act quickly if units become vacant.



Harrogate Floral Summer of Celebration

In 2023, Harrogate BID partnered with Harrogate International Partnerships to celebrate the town's international connections for the second Harrogate Floral Summer of Celebration. The floral campaign marked many international links, and multi-national cooperation through a series of spectacular floral installations in the town centre, including Harrogate's four twinned towns; Luchon (France), Montecatini (Italy), Wellington (New Zealand) and Barrie (Canada).

The installations included a wicker plane to represent Harrogate's link to Canada and a handmade road to celebrate cycling events which have been held here in Harrogate as well as in our twinned towns Luchon and Montecatini.

The campaign also celebrated connections to Japan. The talented Helen James dressed each display in beautiful flowers, which made every installation truly showstopping.

Adding to the floral excellence in town in the spring were the spectacular floral displays that retailers put together as entries into the Floral Shop Window Competition, in partnership with Harrogate in Bloom. Helen James were winners of the competition, taking home the McCrindle Trophy at the awards evening at the West Park Hotel in September.



Britain In Bloom – Going For Gold

Following on from our focus in 2022 of reinstating Harrogate as a floral destination and winning Gold and Best in Category in Yorkshire in Bloom, this year we surpassed that and succeeded in winning Gold in Britain in Bloom!

After the success of winning Gold in Yorkshire in Bloom as a result of last year's inaugural Harrogate Floral Summer of Celebration campaign, this year we were entered into Britain in Bloom.

We welcomed the Britain in Bloom judges to Harrogate, as we were selected in the BIDs, Town & City Centres category for the Harrogate Floral Summer of Celebration campaign. We had a superb day showcasing the outstanding floral displays in the town whilst the judges inspected the efforts of the town. The sun even came out on the day. The efforts of Harrogate BID, Harrogate in Bloom and North Yorkshire Council Parks and Gardens department shone through as we were proudly presented a Gold award at the Britain in Bloom Awards in London in October.

A key partnership within the success is the Harrogate in Bloom group, a group of dedicated volunteers who give up their time to make sure Harrogate's floral elegance is the best it can be all year round. We are very grateful for their hard work and owe them a huge thank you.



Access & Car Parking



Free Public Transport

To start the new year on a high, every Sunday in January and February we partnered with The Harrogate Bus Company to support the local economy through the first two months of 2023.

The Sunday Freeway saw passengers able to travel for free into the town centre on the bus company's award-winning fleet of electric buses - providing an extra incentive to attract people to shop locally.

The town has an impressive array of bars, restaurants and shops and we hoped this free initiative would encourage people to make the most of the offers in the town.



Free Car Parking

October was a busy month for Harrogate's hospitality sector, with the first Harrogate Music Weekender, the second Visit Harrogate Restaurant week and the renowned Harrogate Theatre Comedy Festival all taking place.

Over the duration of these events, Harrogate BID funded free parking in the Jubilee multi-storey car park, to give an added incentive to visit the town to shop, eat, drink and enjoy three great initiatives.

In addition to the 'Sunday Freeway' initiative, Harrogate BID also funded free weekend parking on Saturdays in January and February.

The campaign was an aim to give town centre retailers a welcome post-Christmas and New Year lift and encourage visitors into town at a typically quieter period of the year with the freedom of all day, free-of-charge parking.



Business Plus



Harrogate Gift Card

The Harrogate Gift Card scheme, which was introduced in 2019 has now locked in over £140,000 into the local economy.

This year saw many new businesses join the scheme including Morgan Clare, Piccolino's, Montey's and Husk, adding to the superb choice of places that accept the Harrogate Gift Card.

The total sales for 2023 saw a 16% increase on the 2022 sales, with the most successful promotional campaigns being end of term, 'Teachers Treats' and Christmas.

There is no cost to BID members to be part of the Gift Card scheme and it's a great way to keep spend locked into the local economy. To be part of the program, please email info@harrogatebid.co.uk.



£140,000+
Locked into the
local economy
through the
Harrogate Gift
Card



Shop Front Improvement Grant

Each year, Harrogate BID has a fund available for BID Members to apply for to improve shop frontages.

Qualifying businesses are able to claim up to £750 of match-funding from Harrogate BID for making a variety of upgrades, including paintwork, signage and accessibility.

Cattleman's Grill was just one of a number of businesses which accessed the grant and improved the outside seating area.

BID Clubs

Harrogate BID believe quirkier and more unique ways of networking truly bring people together, when compared to more traditional methods.

Our first BID Club of 2023 was in partnership with the Harrogate celebrity, Harry Satloka who runs the free walking tours in the town. We felt this was a great way for businesses to get to know a little bit more about where they work and live, whilst meeting other business owners.

Harry took us on an exclusive tour of Harrogate town centre and told us many fascinating stories of the town's' rich history that most had never heard of before.

His knowledge of Harrogate is second to none and the free walking tour is a must. We finished with a drink at The Disappearing Chin on Beulah Street, also a Harrogate hidden gem

Next saw a morning training session provided by Counter Terrorism Policing North East. With the terrorist threat level at 'substantial' and looking back at previous incidents, Harrogate BID felt it would be insightful and educational to host a session that would help businesses to be prepared in the event of such an incident.



August's BID Club saw Harrogate BIDs annual collaboration with the Harrogate Chamber of Commerce, whereby both BID and Chamber members are invited for a 'Summer Social' at The Harrogate Inn after it's re-launch. With over 60 members from each business organisation in attendance, it was a great opportunity for all.

In October, we partnered with F45 to host a high-energy networking event; a 45 minute cross-fit style workout class for 20 BID members. It was certainly a networking event with a twist thoroughly enjoyed by all.

In November, Harrogate Soccer Aid returned for a second year, with six teams made up of the various business sectors in Harrogate. This years tournament was in support of our close colleague and friend, David Simsiter, who suffered a life changing stroke in March 2023. We are proud to have raised over £4,000, which will go towards funding vital equipment to support him and his family.

Our final BID Club in December was host to the Christmas Window Competition Awards with the Rotary Club of Harrogate, followed by a joint evening, hosted with Your Harrogate, giving BID members exclusive access to the ice rink and Christmas attractions at Crescent Gardens.



Subvention Fund

The Harrogate District Subvention fund was created and launched in 2022 by Harrogate Borough Council, now North Yorkshire Council with support from Harrogate BID.

The fund has a total value of £500K and its purpose is to be able to attract more events to the Harrogate District. More events mean more visitors, spending more money in our venues, hotels, restaurants, shops, and visitors' attractions, ultimately supporting the economic prosperity of Harrogate District. Subvention Funding is a standard method used by destinations to stimulate interest in a destination and secure new events. It can be used to secure both business and leisure events.

Being able to offer subvention incentives is a key part in attracting new events to the district and allows Harrogate to compete with areas and venues all over the country who also offer subvention incentives.

Subvention can make a difference to the overall cost of the conference or event and can sometimes sway a decision for choosing one destination over another. Some National Associations PCOs (Professional Conference Organisers) will base their decision on whether subvention is offered, and the value of support given.

The fund is administered by Events Harrogate, and with partner support has allocated over £50K, to events since it was launched with an estimated EI of £1.2M for the local economy. Several other applications are currently working their way through the process.



COMING IN 2024...

huq

A place monitoring system that will allow us to monitor footfall data, dwell time and the areas of which people come from to visit Harrogate town centre.

Huq will be officially launched in Jan 2024.



Voice of Harrogate

Harrogate BID represents over 450 town centre businesses and work on their behalf to ensure our collective voice is heard, surrounding local and national issues.

This year, we have listened to our members issues and opinions regarding a multitude of topics. With the new Unitary Authority, it is more important than ever that there is a voice and an organisation that represents Harrogate.

Going forward, Harrogate BID will be the glue that holds everyone together and ensures your opinions are heard and aspirations are delivered.

Evening & Night Time Economy



Pubwatch App

Harrogate BID have funded the Harrogate Pubwatch app since 2021. It is an early warning system which alerts night-time economy venues to troublemakers. Harrogate BID are proud to support the scheme as to benefit our hospitality members.

The app shares the details of individuals banned from hospitality venues and offers live information on anyone causing trouble in the town, to ensure it is a safe place to be.

Harrogate Pubwatch continues to go from strength-to-strength and currently has more participating venues than at any time in its history - the current total is 54 venues which means that most town centre bars are part of the Scheme. In 2023, 17 bans were imposed which is significantly down on the 29 banned in 2022.

The Schemelink app continues to be a sound platform for administering the Pubwatch Scheme as it connects venues and allows information to be stored and retrieved easily and securely. In 2023, 17 bans were imposed in total through the work of the Pubwatch Scheme



Harrogate Beer Week

September saw the third Harrogate Beer Week, a celebration of Harrogate beer. Harrogate BID have been proud to be the headline sponsor since its launch in 2021.

Harrogate is blessed with numerous breweries, taprooms and some of the best independent pubs and bars in Yorkshire and is nurturing a growing reputation as a beer destination.

A week long celebration of the Harrogate beer scene took place in September, where pubs, bars, breweries, artists, musicians, cafes and restaurants came together to shine a light on Harrogate's craft beer and brewing heritage.

The week ended with Septemberfest - a family friendly mini-festival of German food and barbeques, oompah bands, DJ sets and children's entertainment in the Tipi at the Cedar Court Hotel.

It's a Yes!



Building on Five Successful Years...

During the month of June, Harrogate BID were successful in its ballot process for a second five-year term. The support of local businesses has shown the true value of a BID in Harrogate. Harrogate BID will continue to comprehensively deliver its plans over the next five years, its second term began on 1st January 2024 and will run until 31st December 2028. Visit our website to read the term 2 business plan.

Term 2 Objectives

Pride in Our Town

Street Ranger

Tackling crime and anti-social behaviour

Deep cleans

Championing our floral heritage

Vacant units

Street dressing

We all want a clean, safe and attractive town centre. Our aim will be to ensure these elements are delivered by partners and the pride in our town shines through our additional projects to strengthen the environment for businesses, residents and visitors alike.

A Vibrant Town

Christmas lights

Wider promotion of Harrogate town centre

Footfall and spend increasing campaigns

Unique experiences & animation

The Harrogate welcome

Partnerships to showcase our town

This will include creating events and campaigns that promote our town in a multitude of ways, to ensure that visitors travel to Harrogate from far and wide and that residents love where they live that little bit more.

Voice & Vision

Collaboration

Understanding business needs

Long-term strategy

The Harrogate voice

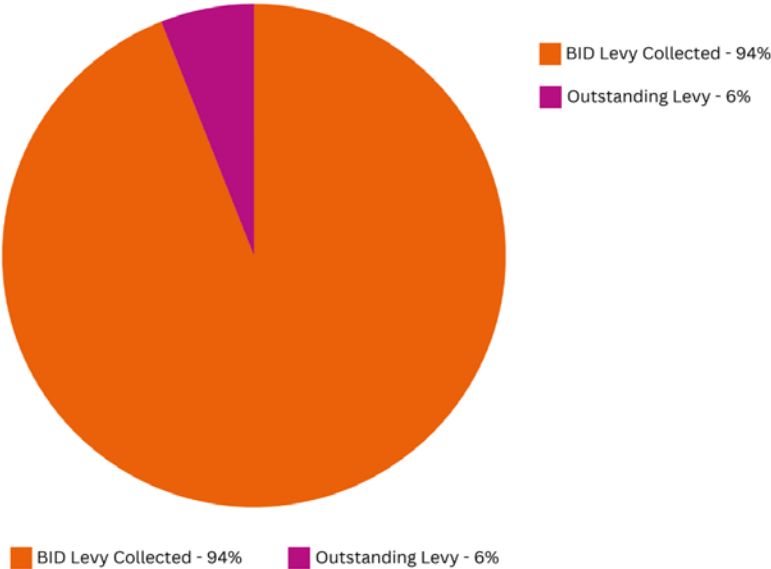
Sustainability

The Harrogate offer

Harrogate BID will act as the glue that brings everyone together, while not being afraid to raise our collective voice for the good of our town. We will work on your behalf to get your opinions heard and aspirations delivered.

Financial Summary

Levy collection chart

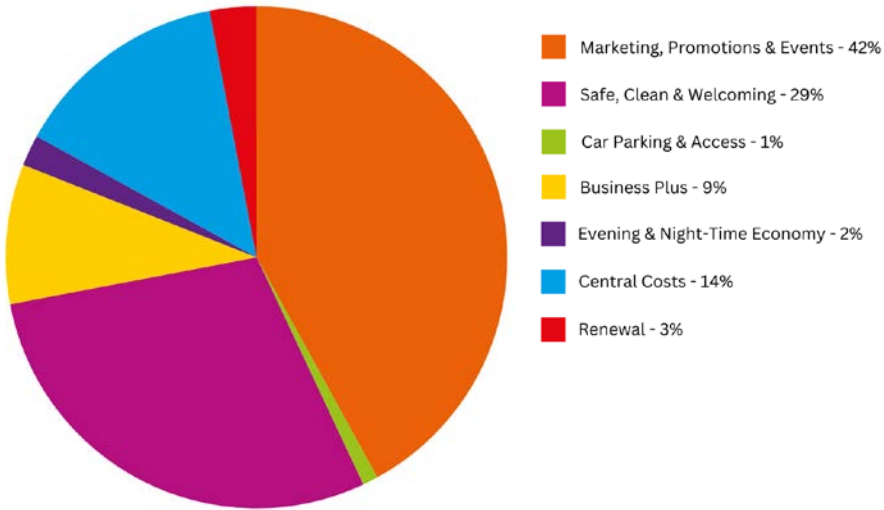


Overview of 2023 Levy Collection and Income:

Total 2023 levy due	£537,649
Total levy collected (as of 23/12/2023)	£503,423
Voluntary levy collected	£1,200
Total % of 2023 levy collected	94%

We continue with levy collection reminders and court summons to collect the remaining balance for previous years levy. 94% is above the national average of BID levy collection.

Expenditure chart



Marketing, Promotions & Events	£270,254
Car Parking & Access	£3,160
Safe, Clean & Welcoming	£183,081
Business Plus	£60,014
Evening & Night-Time Economy	£10,289
Central Costs	£95,514
Renewal	£18,002
Total	£640,314

(includes 9% above predicted collection and 2023 committed spend)
The above includes some committed spends for 2024 and term two.

The Team

2023 Board of Directors

Dan Siddle, Chair	The Crown Hotel
Andrea Thornborrow, Vice Chair	Primark
Bokmun Chan	Studley Hotel
Jim Mossman	Cold Bath Brewery
Julian Rudd	North Yorkshire Council
Lesley Wild	Bettys & Taylors
Lyndsay Snodgrass	Verity Frearson
Mark Robson	Marks and Spencers
Mike Patterson	Berwins Solicitors
Nick Hubbert	Hoopers
Russell Davidson	Laxford LTD
Ruth Burke-Kennedy	Bettys & Taylors
Sara Ferguson	Caffe Marconi
Sharon Canavar	Harrogate International Festivals
Wayne Topley	Cedar Court Hotel

2024 Appointed Directors

James White	Victoria Shopping Centre
Neil Mendoza	Studley Hotel
Simon Midgley	Starling Café
Sue Kramer	Crown Jewellers

External Support

Mike Briggs (Lithgow & Perkins)	Accountancy & Payroll
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Harrogate BID Staff Team

Matthew Chapman	Harrogate BID Manager
Bethany Allen	Marketing & Business Executive
Chris Ashby	Street Ranger
Ed Horner	PR & Communications Officer



HARROGATE
BUSINESS IMPROVEMENT DISTRICT

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