



NORTHALLERTON BID



2023-24 ANNUAL REPORT

NORTHALLERTON
BUSINESS
IMPROVEMENT
DISTRICT



NORTHALLERTON BID

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2023-2024

BID Chairperson Statement



Welcome to our Annual Report for the Northallerton Business Improvement District (BID). This marks the second annual report published during this term and serves as a statutory requirement for its members.

Since its establishment in 2017, Lindsay Judd has been at the helm of the Northallerton BID, steering it with clear, decisive leadership and guidance. Northallerton BID expresses its deep gratitude to Lindsay Judd for his instrumental role in elevating the BID to great success. Over the six-year period, the BID triumphed in re-election, offered unwavering support and guidance during a global pandemic, and dedicated itself to fostering a robust business environment for growth and prosperity. Following Lindsay's resignation from the position of BID chair, Joan Dyke has graciously volunteered to assume the vacant role, for which the Northallerton BID expresses sincere gratitude. With a robust foundation in place, the BID eagerly anticipates continued stability, growth, and success in the years ahead.

The Northallerton BID is pleased to announce that footfall levels in Northallerton returned to pre-pandemic levels by May 2023. The BID will continue to monitor footfall and help keep this level steady and consistent.

Furthermore, the current vacancy rate for commercial property within the BID area is 10.8%, which is lower than the national average of 13.8%. This vacancy rate has remained consistent since the BID's establishment and has not reached or exceeded the national average. The BID expresses great pride in the resilience and success of the businesses that have navigated a myriad of challenges over its seven-year tenure, sustaining their operations and prosperity.

Northallerton BID has successfully attracted 166 coaches to the town since 2022, bringing an estimated value of £83,000 into the local economy. Each coach is estimated to bring a value of £500, and the coach party scheme organised and funded by Northallerton BID has played a crucial role in this achievement. Through a multi-agency partnership approach, we have ensured the smooth operation of the scheme, with the valued support of Northallerton Tourist Information Centre, Hambleton Community Action, Northallerton Town Council and North Yorkshire Council. We are also grateful to the dedicated Town Ambassador volunteers who warmly greet and assist every arriving coach. This success underscores our commitment to driving economic benefits to Northallerton and reinforces our confidence in further initiatives.

Northallerton BID has committed to providing funding and support for additional CCTV when deemed necessary. The BID successfully accomplished this endeavor within the initial month of its new term and remains steadfast in its dedication to offering continuous support to North Yorkshire Police, Safer Hambleton, and CCTV to ensure a safe and secure environment for conducting business in Northallerton. Furthermore, as part of its efforts to enhance business safety, Northallerton BID conducted a fully booked one-week first aid course available to all BID levy payers. This initiative resulted in 25 businesses and 60 participants receiving workplace

first aid training (1 day- Level 3) with a notable 100% completion pass rate. This program effectively fulfilled the commitment to providing skill-building opportunities and courses to local businesses.

Northallerton BID consistently provides an extensive range of top-quality services to its BID levy payers. These services encompass the contribution to floral displays and with ecofriendly gum zapping on the High Street and surrounding areas, the organisation of impactful large-scale events and the implementation of efficient cardboard recycling schemes. The BID is resolute in its commitment to fulfilling the needs of the levy payers it represents and aligning with the mandated objectives. Remarkably, over the past two years, the BID has been instrumental in fostering stability and growth for the businesses it represents and will undeniably continue to do so. Anticipating the future, we are enthusiastic about the exceptional achievements that lie ahead through our collaborative efforts.

JOAN DYKE
NORTHALLERTON BID CHAIRPERSON



166 coaches attracted to the town since 2022
Estimated value to local economy **£83,000**



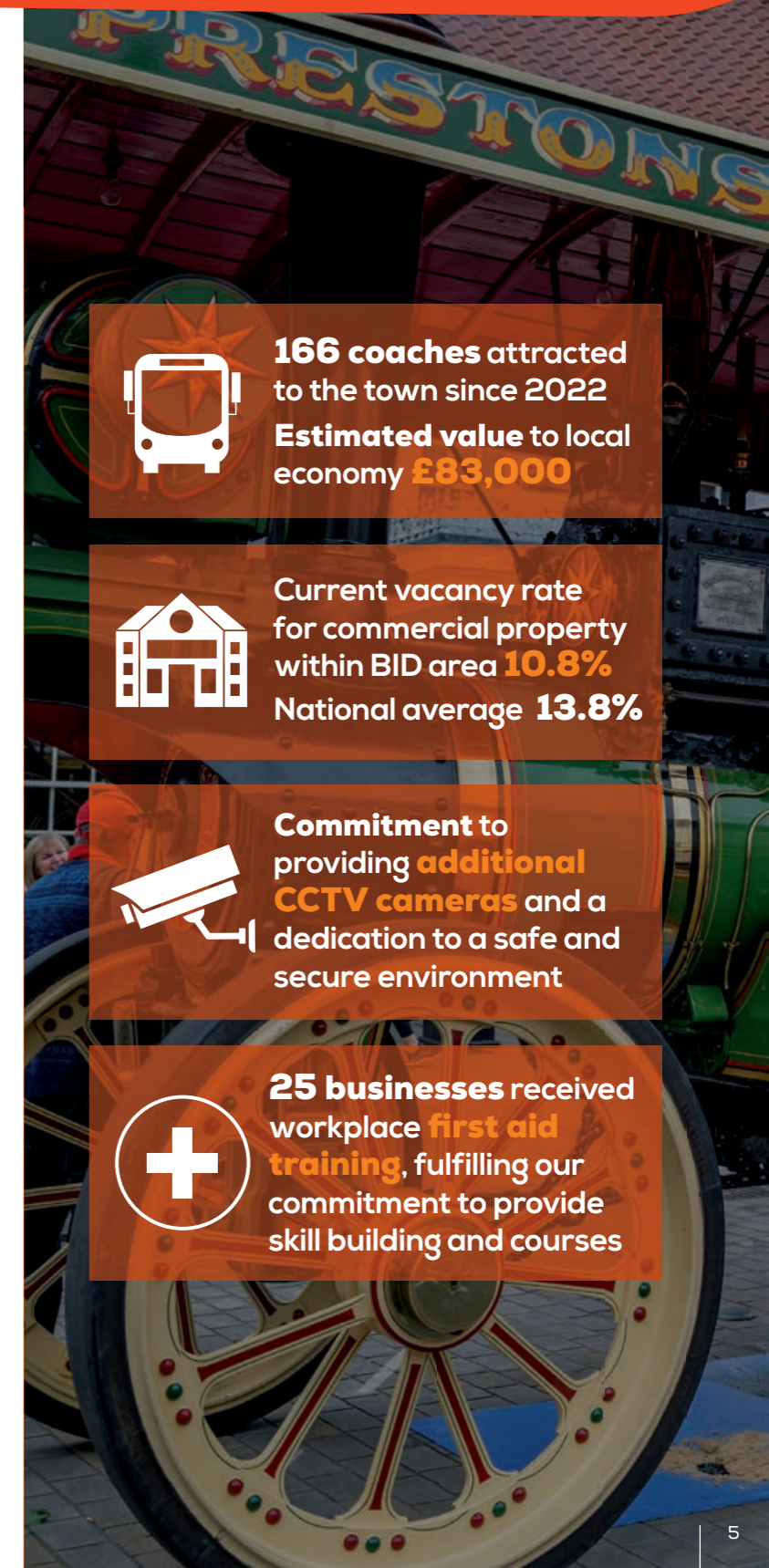
Current vacancy rate for commercial property within BID area **10.8%**
National average **13.8%**



Commitment to providing **additional CCTV cameras** and a dedication to a safe and secure environment



25 businesses received workplace **first aid training**, fulfilling our commitment to provide skill building and courses



About the BID

The Northallerton Business Improvement District (BID) was established in 2017 by the businesses within Northallerton. A BID constitutes a business-led and business-funded entity created to enhance a specific commercial area. The legislation enabling the creation of BIDs was ratified in 2003 in England and Wales, resulting in the operation of 330 BIDs in the United Kingdom. Northallerton BID is relatively small-scale, encompassing 200+ hereditaments compared to the national average of 300-400 hereditaments. The advantage of a smaller BID lies in the defined area, enabling businesses to benefit from a concerted and determined effort over an extended period.

The Northallerton Business Improvement District (BID) proudly boasts 11 dedicated board directors who generously volunteer their time to shape and steer the BID's initiatives. This dynamic board represents businesses of various sizes, from small independent retailers to large organisations, across diverse sectors. The management team for the BID consists of two members of staff: the BID Manager and the BID Activities and Social Media Assistant.

Their regular meetings throughout the year demonstrate the board's unwavering commitment to reviewing and discussing the BID's progress and the local business environment, ensuring the effective implementation of the business plan. Our comprehensive five-year strategic business plan clearly outlines the priorities of our BID businesses for the period of 2022-2027 and is available at www.lovenorthallerton.com.



Appearance and Environment

Northallerton BID is committed to preserving the appeal of the High Street. To achieve this, we sponsor floral displays throughout the town, funding twelve half barrels and a large flower bed. This not only enhances Northallerton's status as a tourist destination but also aids in the upkeep of the High Street, benefitting the local community and businesses.

Northallerton BID has revitalized the "Garthway Arcade" sign, bringing it up to a modern and uniform aesthetic that now harmonizes with Barkers and Central Arcade. This enhancement not only upholds the high standards of the High Street but also contributes to a cohesive visual appeal, making it easier for the public to navigate.



Business Support

2023-2024

In 2019, Northallerton BID proudly launched a cardboard recycling initiative, which has become instrumental in serving local businesses. This scheme not only saves businesses money, but also supports local charities like Northdale Horticulture and aligns with our environmental commitment. With demand increasing and the scheme nearing capacity, businesses can count on us to deliver a valuable return on their levy payments. The scheme has been running successfully for five years and will continue for the remainder of the BID term.

Northallerton BID understands the vital role of employment for the businesses we represent. As businesses face increasing challenges in hiring, our BID actively organises two annual job fairs. These fairs offer employers a direct platform to engage with potential employees and tap into the pool of local unemployed individuals. With the current unemployment rate in North Yorkshire standing at 2.2%, half of the national average, it is essential for businesses to access this potential talent pool to drive their growth and contribute to the development of individuals to match foot traffic patterns, enhancing the likelihood of turning views into visits to local shops.



The Business Improvement District (BID) is committed to providing valuable networking opportunities for all BID businesses through our engaging breakfast meetings. Each session has been carefully designed to address specific themes, encouraging collaboration, understanding, and pro-activity. We prioritise direct communication with our levy payers, ensuring their needs are met. From April 2023 to December 2023, we successfully hosted four productive breakfast meetings. In 2024, we've revamped the format to make it more convenient, introducing drop-in sessions instead of structured presentations. This change allows businesses to attend as per their schedule, reducing any feeling of obligation. Furthermore, the sessions will be held at different times to accommodate the schedules of all our levy payers, whether early morning or late evening.



Safe and Secure

Northallerton BID firmly believes that a safe and secure environment is the cornerstone of success, prosperity, stability, and growth for the area. Accordingly, the BID prioritises ensuring that businesses in Northallerton strictly adhere to safety regulations, thereby guaranteeing the safety of the public who frequent these establishments. Startling statistics reveal that only 4 in 10 individuals are trained in first aid and feel confident enough to administer it during emergencies. Furthermore, more than 80% of cardiac arrests occur outside of hospitals, in homes and businesses. In response to these findings, the BID has taken the decisive step of offering comprehensive first-aid training to businesses in the area.

Northallerton BID recently organised a first-aid week for all BID businesses, marking the first instance of such an initiative since its establishment. A total of twenty-five businesses participated, leading to sixty employees obtaining level three qualifications in Emergency First Aid at Work. The course, regulated by QFQUAL, provided each learner with a physical copy of their certification and a completion card. Notably, the course achieved a perfect 100% pass rate and received positive feedback, indicating extensive support and approval from participants.

The BID also maintains additional schemes to oversee the safety and security of Northallerton. These include pubwatch, shopwatch, APEX radio system, and the provision of supplementary CCTV if required. Furthermore, the BID finances an online crime-reporting app named DISC, which establishes a GDPR-compliant platform for all users.



Events and Nighttime Economy

To boost trade and encourage longer visits, the Northallerton BID orchestrates three major events annually to draw in more visitors and elevate the visibility of local enterprises. From April 2023 to March 2024, the Classic Car, Homefront 1940s, and Jurassic Northallerton events each attracted over 7,500 visitors, contributing to a substantial increase in footfall and delivering delightful entertainment for all participants.

The BID's Summer of Fun campaign spanned four weeks and provided delightful local entertainment for families, drawing widespread enjoyment. Furthermore, the BID organised a successful charity community action day to showcase various charities and boost awareness. To add a festive touch, the BID also hosted a well-received Snowman Trail during the Christmas period, spreading joy and holiday spirit. These events offer free entertainment for all ages and a chance to win a fantastic prize.



Over 7,500 visitors per event
Classic Car, Homefront 1940s and Jurassic Northallerton.



Marketing and Advertising

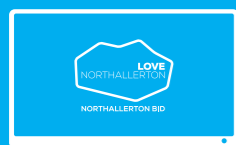
The BID allocates a substantial portion of its revenue to effectively market and promote Northallerton, cater to the needs of the BID levy payers, and enhance the BID's visibility. Through a diverse range of resources such as TV, billboards, social media, websites, competitions, merchandise, and event guides, we ensure the successful achievement of our goals.

The BID has showcased Northallerton during Christmas by promoting the town on Sky TV to a large audience. In 2023, Northallerton BID aired a six-week Sky TV ad that reached 54,074 people, garnered 314,205 impressions, and was viewed an average of 5.8 times per household. The ad's geographical placement was tailored to match foot traffic patterns, enhancing the likelihood of turning views into visits to local shops.

Furthermore, the BID continued its successful business competitions, hosting a competition every month from April 2023 to March 2024. With a total of 4,500 participants and reaching an audience of 82,500, these competitions have proven to be a fantastic opportunity for businesses across all sectors to get involved. Northallerton BID has developed a public-facing

brand of Love Northallerton for social media and currently boasts 16,000 followers on all different platforms, the BID has recently branched out to Tik Tok where we have developed a business spot-light scheme where a video will be filmed to promote the business. These spotlights are very popular and on average reach an audience of 10,000 across all platforms.

In 2023, the BID unveiled an event guide that showcased all major events in Northallerton. This innovative promotion method received positive feedback and was even expanded in 2024. Once again, the BID strategically targeted the area with the highest foot traffic, distributing 10,000 event guide copies. Furthermore, an additional 3,000 copies were printed for distribution among the local community and parish councils.



Christmas Sky TV ad
Audience **54,074**
Impressions **314,205**
Average view per household **5.8**



Social Media Presence
Followers on all platforms **16,000**



Monthly Business Competitions
Total Participants **4,500**
Audience reached **82,500**



What's On Guide
10,000 printed and
7,000 delivered to local households

FINANCIAL INFORMATION

The directors present their report and the financial statements for the year ended 31 March 2024.

This report has been prepared in accordance with the micro-entities provisions of the Companies Act 2006 and in accordance with FRS 105 The Financial Reporting Standard applicable to the Micro-entities Regime.

During the period spanning from 1 April 2023 to 31 March 2024, the Northallerton Business Improvement District (BID) meticulously executed its business plan, which had obtained approval through a vote by our levy payers. The business plan revolves around five primary themes, namely Appearance and Environment, Business Support, Marketing and Advertising, Safe and Secure, and Events and Night-Time Economy.

The budget for the current year was allocated across the following categories: Appearance and Environment (5%), Business Support (10%), Marketing and Advertising (45%), Safe and Secure (4%), and Events and Night-Time Economy (36%). Overall, the income for Northallerton BID experienced a decrease due to a reassessment of the rateable value of properties within the BID's jurisdiction, resulting in a £10,000 reduction. Nevertheless, Northallerton BID has successfully upheld the consistent level of service output to adhere to the business plan and cater to its levy payers.

To list a few notable developments within the BID's year to March 2023, the "Welcome Coaches to Northallerton" initiative was launched, resulting in 42 coaches visiting. In the 2023-24 year, this number increased to 124, meeting our target and significantly benefiting the local community and economy. Additionally, Northallerton BID introduced a first aid course for all levy payers, receiving positive feedback from participants.

Furthermore, the introduction of the Northallerton BID What's On Guide, which comprehensively lists major events throughout the year, has been distributed locally and to postcodes with the highest footfall in Northallerton. Furthermore, we have upheld our large-scale events by successfully hosting three events that significantly increased foot traffic in Northallerton, thereby yielding positive impacts on the local economy.

These developments have effectively augmented our existing operations while upholding the exemplary level of service provided in previous years. The funding for these initiatives is collected quarterly in arrears by North Yorkshire Council.

BALANCE SHEET	2024 £	2023 £
Fixed assets	1,653	389
Current assets	80,779	120,414
Prepayments and accrued income	29,293	25,030
Creditors: Amounts falling due within one year	(24,477)	(26,241)
Net current assets	85,595	119,203
Total assets less current liabilities	87,248	119,592
Accruals and deferred income	(870)	(1,612)
Reserves	86,378	117,980

DIRECTORS OF THE COMPANY

The directors who held office during the year were as follows: **Mr L P Judd, Mrs N L Burton, Mrs J A Hutson, Mr M Grover, Mrs J Fedyszyn, Mr D Pears, Mr T Crow, Mrs J S Dyke, Mr G C Barker, Mrs M Kettlewell, Mrs S L Rutter, Mr J Rafferty.**

SMALL COMPANIES PROVISION STATEMENT

This report has been prepared in accordance with the special provisions relating to companies subject to the small companies regime within Part 15 of the Companies Act 2006.

GENERAL INFORMATION

The company is a company limited by guarantee, incorporated in England and Wales, and consequently, does not have share capital. Each of the members is liable to contribute an amount not exceeding £1 towards the assets of the company in the event of liquidation.

The address of its registered office is: Office 19, Block C 1852 Wing 10, Treadmills, Crosby Road, Northallerton, North Yorkshire, England, DL6 1AU

BASIS OF PREPARATION

The financial statements have been prepared under the historical cost convention and in accordance with FRS 105 'The Financial Reporting Standard applicable to the Micro-entities Regime'.

STAFF NUMBERS

The average number of persons employed by the company (including directors) during the year, was 14 (2023 - 13).

DIRECTORS' RESPONSIBILITIES

For the financial year ending 31 March 2024 the company was entitled to exemption from audit under section 477 of the Companies Act 2006 relating to small companies.

- The members have not required the company to obtain an audit of its accounts for the year in question in accordance with section 476; and
- The directors acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and the preparation of accounts.

These financial statements have been prepared in accordance with the micro-entities provisions of the Companies Act 2006.

PROFIT AND LOSS ACCOUNT	2024 £	2023 £
Turnover	153,243	167,674
Other Income	3,059	130
Cost of raw materials and consumables	-	(1,200)
Staff costs	(44,302)	(41,621)
Depreciation and other amounts written off assets	(211)	(305)
Other charges	(143,391)	(138,954)
Surplus for the period	(31,602)	(14,276)

DETAILED PROFIT AND LOSS ACCOUNT	2024 £	2023 £
Turnover	153,243	167,674
Cost of sales	-	(1,200)
Gross surplus	153,243	166,474
Gross surplus %	100.00%	99.28%

ADMINISTRATIVE EXPENSES

Employment costs	(44,302)	(41,621)
Establishment costs	(5,520)	(4,367)
General administrative expenses	(137,746)	(134,454)
Finance charges	(125)	(133)
Depreciation costs	(211)	(305)
	(187,904)	(180,880)
Other operating income	3,059	130
Operating deficit	(31,602)	(14,276)
Deficit before tax	(31,602)	(14,276)

TURNOVER

Levies received	150,539	163,244
Voluntary contributions and memberships	2,704	150
Business awards income	-	4,280
	153,243	167,674

EMPLOYMENT COSTS

Wages and salaries	(43,388)	(40,996)
Staff pensions	(914)	(617)
Staff training	-	(8)
	(44,302)	(41,621)

ESTABLISHMENT COSTS

Rent	(3,780)	(2,400)
Insurance	(1,559)	(1,102)
Repairs and maintenance	(181)	(865)
	(5,520)	(4,367)

GENERAL ADMINISTRATION EXPENSES

Telephone and internet	(649)	(720)
Printing, postage and stationery	(152)	(128)
Subscriptions	(2,215)	(2,042)
Travel and subsistence	(27)	(321)
Advertising and general marketing	(56,911)	(61,925)
Events and NTE group transactions	(45,240)	(46,456)
Business support working group	(12,480)	(12,789)
Gateway working group	(7,125)	(5,439)
Refreshments and entertaining	(728)	(964)
Safe and secure working group	(5,001)	(1,284)
Accountancy fees	(870)	(825)
Legal and professional	(2,857)	(2,813)
Software costs	(373)	(368)
Bad debts	(3,118)	1,620
	(137,746)	(134,454)

FINANCE CHARGES

Bank charges	(125)	(133)
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DEPRECIATION COSTS

Depreciation of fixtures and fittings	(211)	(305)
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OTHER OPERATING INCOME

Other operating income - events	1,059	130
Local government grants receivable	2,000	-
	3,059	130

Conclusion

Northallerton BID is incredibly grateful for the unyielding support of our BID levy payers. As a Business Improvement District, our primary objective is to cater to the needs of our levy payers by executing our elected business plan. We strongly urge all BID levy payers to actively engage in the initiatives, events, and decision-making processes provided by the BID. Your feedback is crucial in ensuring that the BID remains aligned with its core purpose. We are eagerly anticipating a productive and prosperous 2024/25 and welcome your enthusiastic involvement.





#LoveNorthallerton
www.lovenorthallerton.com



NORTHALLERTON BID