



Background

Businesses of Otley voted in favour of establishing a BID in 2013 and it was launched in 2014. The BID intends to deliver:

'a proactive and cohesive approach involving the whole business community, where collaboration brings with it the benefits of shared experience and common objectives.'

The three priority areas for the BID are:

- Promotion of Otley
- Pride in Otley
- Professional Otley

The BID's top three objectives (selected from a defined list) were:

- Keeping the public realm clean and tidy
- Developing the identity of the BID area
- Securing better deals for rate paying businesses

Otley BID's understanding of and aims around place branding

Otley has a strong retail offer that is dominated by independent, small businesses. Attracting increasing numbers of customers to Otley will involve celebrating the quality and variety of the retail and commercial offer, along with the development of shopping as a leisure activity. Otley also offers a range of outdoor activities that attracts a range of people both to live in and to visit the town.

Capitalising on this combination of assets will be a key part of developing an effective place brand.

Otley BID's role in place branding

The BID aims to promote Otley and its range of activities and assets, to attract more visitors to explore the wide offer of the town, stay longer and spend more. It wants Otley to be a fantastic town that caters both for local residents and the large population within a short drive away.

The BID is happy to assist with events including the Tour de Yorkshire, the annual Victorian Fair, and a Walking Festival. It has helped set up a team of volunteers that support organisers of these events.

Led by Otley Town Council, a developing strategy is expected to help to coordinate place branding and marketing activities.

Heritage in Otley

The town has a rich heritage which includes the town's role in the English Civil War, where Oliver Cromwell's men visited The Black Bull public house on the eve of the Battle of Marston Moor in July 1644. The famous eighteenth century carpenter Thomas Chippendale was born in and retained a strong association with Otley while the Wharfedale Printing Press, which revolutionised printing, also originates from the town.

The contribution of heritage to Otley BID's place branding

The BID uses visual images of their heritage assets extensively in marketing the town. The Otley Courthouse theatre remains a prominent advocate for culture and heritage within the town.

The BID is also keen to see heritage incorporated into the town's future, such as through the use of historic buildings for modern commerce. The transformation of the Victorian Otley Mills building into Wharfebank Business Centre, a digital hub, is a perfect local example of how this vision can become reality.

The value of place branding and heritage

The BID has introduced footfall counts to measure the impact on numbers of visitors. It is also keen to understand the balance between new visitors and repeat visitors. Promoters of the visitor strategy are considering adding more detailed footfall counters at visitor attractions.

Challenges and opportunities of using heritage in place branding

The BID would like the town to host more events that capitalise on the picturesque market square. In addition to markets themselves, this could extend to the evening economy.



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