

Leeds Business Improvement District (LeedsBID) is now in its tenth year.

ANDREW COOPER
CHIEF EXECUTIVE, LEEDSBID



With a decade of delivery, our mission is a simple one; to work collaboratively for the collective good in driving change and investing the BID levy back into Leeds city centre to continue to improve Leeds for all. Improvement is the middle initial and is the measure of our success.

Business Improvement Districts, a proven commercial model of bringing businesses together, have celebrated twenty years of success in the UK. Over 340 BIDs bring £152m¹ each year into UK towns and cities – an investment celebrated in the city of Leeds during UKREiiF 2024 with all industry bodies representing Business Improvement Districts in attendance.

This Business Plan sets out our ambition for 2025-2030. We have consulted widely and incorporated those priorities determined by the business sectors and organisations we represent.

As a BID, we recognise that Leeds is growing at pace and have incorporated new areas of the city south of the river, including Leeds Dock, Aire Park and the Temple Area within our extended BID boundary. Leeds is transforming and continues to see further investment with new companies and brands locating themselves in the heart of the UK in Leeds. As one of the UK’s leading cities, having one multi-sector BID for Leeds city centre ensures a clear voice and one set of priorities to benefit all.

Our priorities are to have a **WELCOMING** city which is clean, safe and friendly and to introduce **INSPIRATIONAL** events and animations which drive footfall and put Leeds firmly on the map. It is also imperative to be **AMBITIOUS**, working collaboratively on new initiatives to set Leeds apart and bring businesses together.

We can only achieve this by continuing to work with you and I actively seek your endorsement by voting positively in support of this Business Plan in October 2024.

I would personally like to say thank you for the ongoing support of and investment in LeedsBID and we look forward to continuing to drive the improvement of Leeds city centre together.

¹ British BIDs Survey 2023



LEEDSBID — THE BUSINESS OF IMPROVEMENT

LEADING THE IMPROVEMENT OF LEEDS CITY
CENTRE FOR LEEDS, FOR BUSINESS, FOR ALL

ENHANCING THE EXPERIENCE
OF BEING IN THE CITY

ONGOING ECONOMIC IMPACT, RESULTING
IN REAL BENEFITS TO BUSINESS

A DRIVING FORCE BRINGING
TRANSFORMATIVE CHANGE

A SHARED AMBITION TO WORK
COLLABORATIVELY FOR THE COLLECTIVE GOOD

THE UNITED VOICE OF
CITY CENTRE BUSINESSES

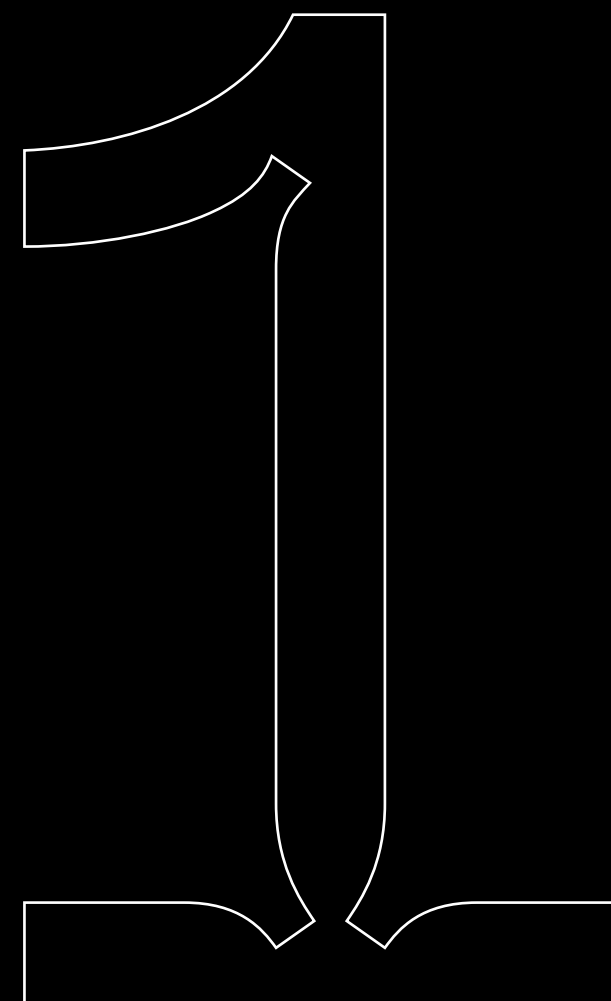
INNOVATING IMPACTFUL NEW IDEAS,
EVENTS AND ACTIVATIONS

DELIVERING ON THE AMBITIONS
OF AND FOR THE CITY

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PUTTING PLACE

FIRST



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The priority of LeedsBID comes in three clear steps; putting Leeds first, driving the improvement of the city centre and creating positive transformation.

LeedsBID occupies a pivotal role in the strategic shaping of the city centre, executing the creative use of places and spaces to enhance and improve the look, feel and experience of being in Leeds.

Bold in what it brings to the city, LeedsBID's innovation turns ideas into initiatives bringing essential added appeal and economic impact.

Its work is transformative, creating a catalytic effect with the city centre uniting to bring about positive change.

A Business Improvement District with a track record of delivery, LeedsBID recognises it is well positioned to harness the collective drive and ambition for the city which all sectors of the business community want to see.

With businesses at its heart, LeedsBID works hard to ensure its investments are delivering on an array of city needs, and bringing benefits all can enjoy.

With a decade of success in the city, it is evident what LeedsBID brings to Leeds with an expectation on its continued delivery for the future.

LeedsBID has proved it is best placed to act in the overall interests of Leeds, harnessing the power of cross city collaboration.

The city's voice for business, it brings sectors and organisations together, providing essential opportunities for cross pollination, working together for the greater good of the city.

Looking ahead to its third chapter in the city, LeedsBID will continue on its transformative trajectory. Bringing an investment of £18m to Leeds city centre over the next five years, it is aiming high in its next term, focusing its support on the aspirations and ambition for Leeds.

As Leeds city centre changes and expands, LeedsBID does so alongside it to ensure it continues to do the best for its place.

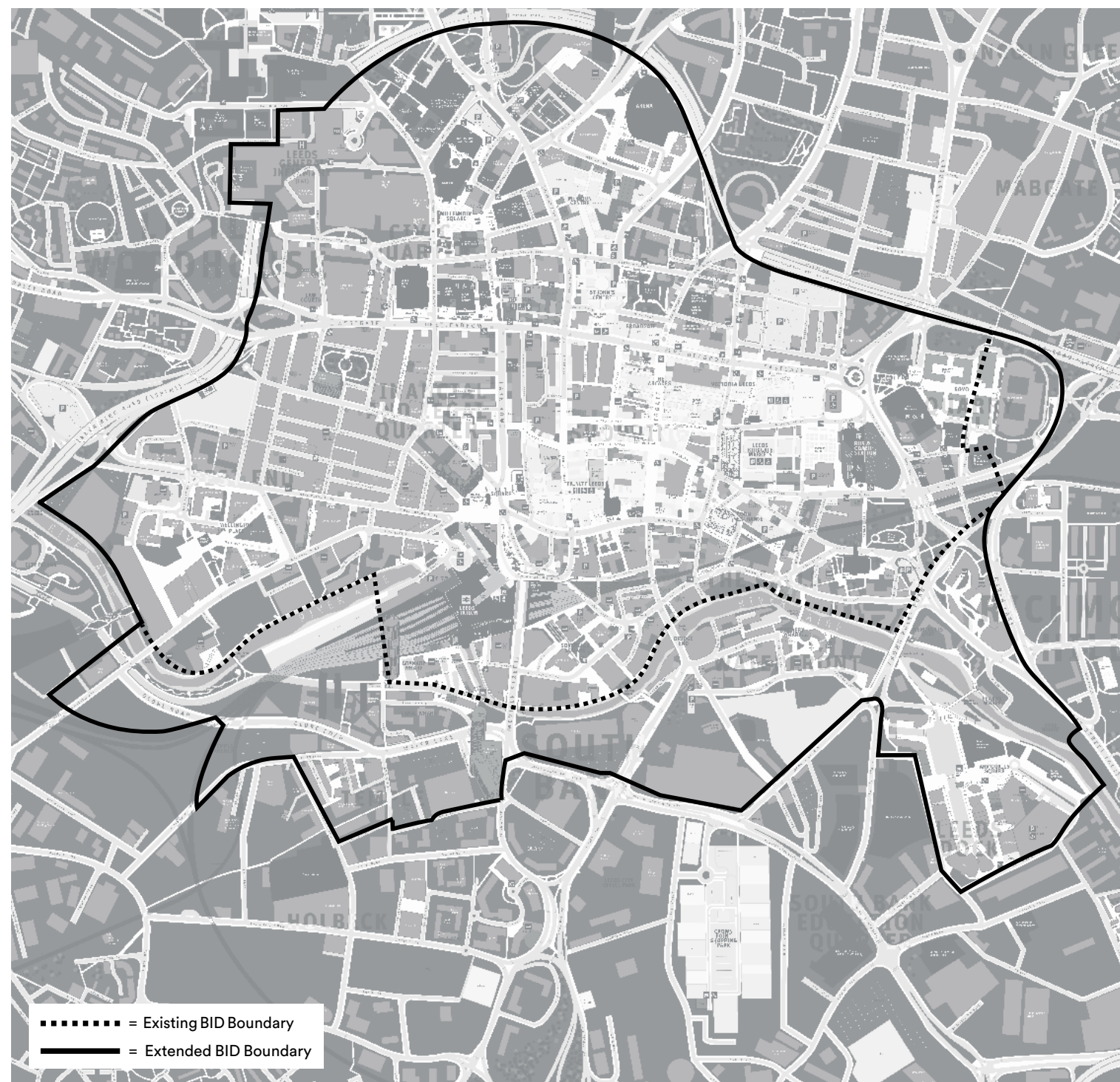
"Collaborating with LeedsBID on MONOPOLY Leeds Takeover was an extraordinary journey, seamlessly integrating our iconic game and its origins with the dynamic spirit of Leeds.

This collaboration exemplifies our dedication to pioneering visionary experiences that capture the essence of Leeds city center and underscores our shared commitment to shaping the future of community engagement.

We are excited to continue our ground-breaking work together and reveal more trailblazing ideas that will redefine the landscape of Leeds and beyond."

— MATT PROULX
SENIOR VICE PRESIDENT, GLOBAL EXPERIENCES,
PARTNERSHIPS AND MUSIC, HASBRO, UNITED STATES

The extended LeedsBID area will stretch from the ring road in the north to Crown Point Road in the south, from Wellington Street and Holbeck in the west to Quarry Hill and Leeds Dock in the east.



OUR WORK IS
TRANSFORMATIVE

WE ARE BOLD

OUR IDEAS
ARE INNOVATIVE

WE REMAIN
RESPONSIBLE

OUR FUTURE
IS AMBITIOUS

LEEDS — A CITY TRANSFORMING

“Part of the reason our city centre is among the UK’s most vibrant, clean, and welcoming is because the private sector matches the Leeds Council’s investment, with LeedsBID (Leeds Business Improvement District) investing £14m in Leeds City Centre from 2020–2025.”

— LEEDS CITY COUNCIL

INCLUSIVE GROWTH LEEDS STRATEGY 2023–2030



In the 10 years since the establishment of LeedsBID, the city it represents has been transforming.

Many cities, globally and locally, are still struggling with the closure and relocation of businesses; nationally, there has been an acceleration in changing habits, with retail and some leisure operators particularly hard-hit, leaving holes in many high streets. Strong and continued demand from brands in Leeds has enabled the city to react nimbly, and creatively to protect its heart and its regional draw.

Currently boasting seven major shopping centres, the largest covered market in Europe and a retail hub in Leeds City Station, the retail sector remains buoyant and strong, with vacancy rates low. In addition, a huge, varied, quality offering of food and drink is a key component to the city’s make up. Evening and nighttime businesses are a key draw to visitors.

With over 7,000 hotel rooms ², the hospitality sector continues to flourish and is of vital importance to both the business and leisure trade, while a burgeoning professional sector has seen new office builds spring up throughout Leeds and the city become home to many well-established names.

Leeds has also seen the relocation of a number of government departments to the city centre, further recognition of its regional significance.

The momentum of continued growth is reflected in Deloitte’s Annual Crane Survey ³.

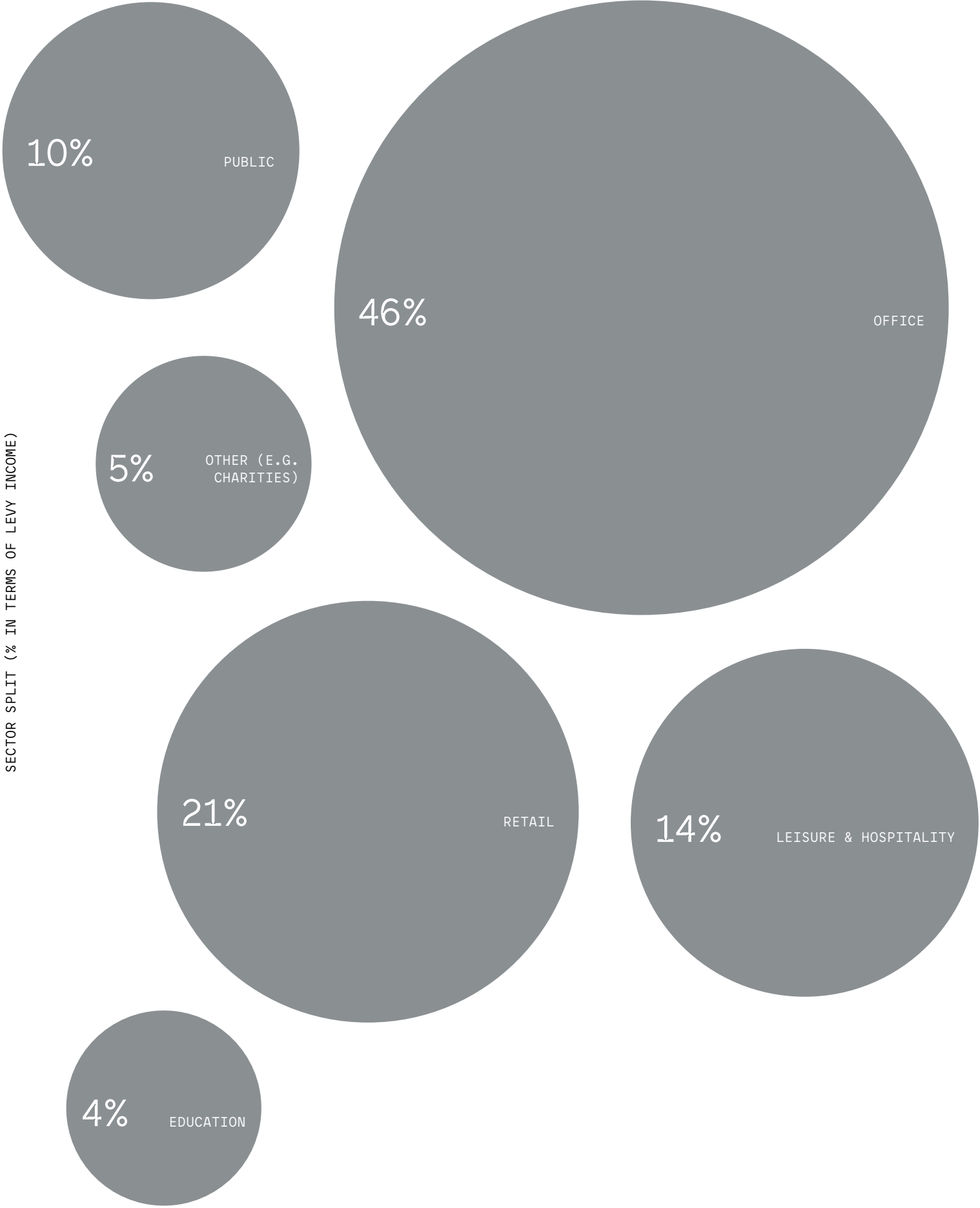
Aspirational plans to advance the city south of the river are becoming a reality, reflected by the expansion of the LeedsBID boundary. Yet Leeds remains a compact city, which is to its benefit. It is undergoing some major transformation particularly to its transport and road infrastructure, including the gateway to its station, the busiest in the north of England. New high-quality city centre residential developments and an increase in student accommodation are indicators of a 21st century city which people want to live in.

This is optimism for the future - the economic landscape is a positive one and Leeds is a resilient city.

LeedsBID will remain playing a pivotal role in the success of Leeds, helping to achieve its aspirations over the next five years.

It is only by working together that any place can truly thrive. LeedsBID is well placed to be the organisation which continues to bring businesses together for collective good, achieving discernible, tangible outputs driving direct economic benefits to Leeds.

1	Established in April 2015
2	200 th BID in the UK
3	One of more than 340 UK BIDs in existence
4	Largest multi-sector BID outside of London
5	The extended LeedsBID area will stretch from the ring road in the north to Crown Point Road in the south, from Wellington Street and Holbeck in the west to Quarry Hill and Leeds Dock in the east
6	Represents 790 businesses in Leeds city centre = 1,020 hereditaments
7	£60,000 rateable value threshold 1.9% levy (in 2025/2026)
8	£3.6m annual budget (in 2025/2026) = approx. £18.5m over third term
9	Average collection rate of 97% over second term (2020–2025)
10	95% of LeedsBID spend re-invested back into Leeds (and projects LeedsBID undertakes)



LeedsBID represents the biggest business voice in Leeds city centre, collaborating across all sectors from retail, professional services, leisure and hospitality, education and public sector to ensure it acts in the business interests of all.

BUSINESS CREDENTIALS

LeedsBID is recognised locally, regionally, nationally and internationally for its work in the industry, sharing best practice and lobbying on behalf of business.

It is now one of 16 Business Improvement Districts in Yorkshire as well as a valued member of The Northern BIDs Group, The BID Foundation (founder member), Institute of Place Management, and the Association of Town and City Management.

Marking the 20-year anniversary of Business Improvement Districts in the UK in 2024, LeedsBID joined Business Improvement Districts across the country in championing the work of BIDs and celebrating £1billion investment into UK towns and cities.

LeedsBID's acclaim has reached further afield with an invitation to share experiences on place marketing to delegates from

America and Canada at Chicago's International Downtown Association in 2023.

LeedsBID is also involved with the following organisations and groups operating in the city:

- BACIL (Business Against Crime in Leeds)
- Child Friendly Leeds (Ambassador)
- Leeds Chamber of Commerce
- Leeds Chamber of Commerce Leadership Group
- Leeds Property Forum - Quality Places and Spaces
- Leeds Property Forum - Waterfront Group
- Leeds Civic Trust
- Safer Leeds City Centre Partnership Board
- Safer Leeds: Protect & Prepare Bronze (Counter Terrorism)

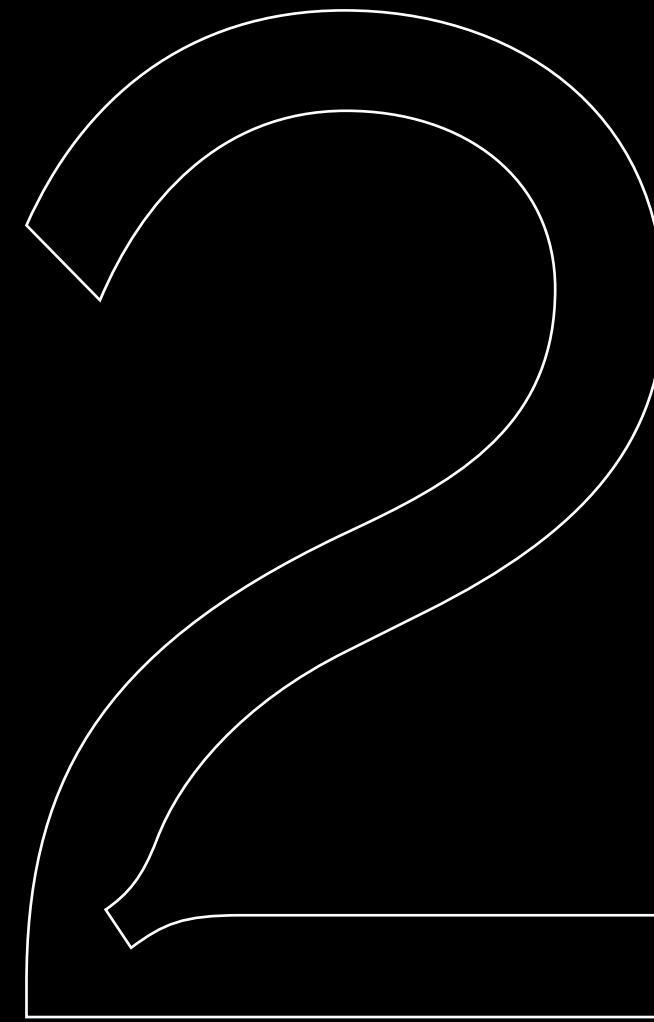


2024 UK BIDs Stand, UKREiF



2024 LeedsBID Welcome Host, UKREiF

BUSINESS PRIORITIES



ENDORSEMENT FROM THE LEEDSBID CHAIR

TRACEY LANCASTER
CHAIR, LEEDSBID & DEPUTY VICE CHANCELLOR,
LEEDS BECKETT UNIVERSITY

LeedsBID has worked with members to achieve a decade of delivery, investing £25m into Leeds since its inception. The BID exists to serve the business interests of the many sectors that constitute our city centre: those same sectors are represented on the BID Board. Together, we make Leeds a more welcoming, dynamic and prosperous city for the benefit of all.

In my role at the university, I see first-hand the positive impact of the Business Improvement District on Leeds city centre. The Street Rangers who keep the city clean and welcoming, the vital work in partnership with West Yorkshire Police and local authority in ensuring the city is safe, and the many ground-breaking events created by the BID throughout the year - from outdoor projections to dinosaurs and MONOPOLY; all of which were new, unique and innovative.

It is this innovation and collaboration which is vital as we continue to promote Leeds as a place to invest, live, work and study.

These activities would not be possible without the funding and support of our levy paying businesses. For LeedsBID to continue to support Leeds economic growth, I ask you to back this Business Plan.

A blue voting paper will be sent to you on 11th October 2024, please endorse the continued work of LeedsBID and vote YES.

Thank you.



Businesses are at the heart of all LeedsBID does in the city.

An all-sector Business Improvement District, LeedsBID acts as the voice for a cross section of city centre businesses, driving those shared priorities and ambitions for Leeds.

Business input is as vital as the investment itself, with consultation key to the ongoing success of LeedsBID. The opportunity for existing and future levy payers to feedback on the work of LeedsBID while helping shape its focus and priorities for the next five years ensures its work remains relevant and impactful.

WHAT BUSINESSES SAY ⁴

92%	Businesses value the work of LeedsBID in keeping Leeds clean, with essential services like the Street Rangers who make the city centre shine. It plays a vital role in presenting that clean and welcoming environment for all coming into Leeds.
83%	The additionality LeedsBID can bring is evident, with activities which help put Leeds on the map. Its Magical Night at The Queens installation creating that extra special sparkle to the festive season, providing that essential added appeal to the festivities in Leeds.
77%	There is a recognition LeedsBID is changing the dynamics of the city for the better, making it a more attractive, enjoyable and welcoming place to be, especially for families, with its array of free, impactful animations bringing Leeds to life.
77%	Businesses see the importance of the collaborative nature of LeedsBID and its strength in joining forces and resources with other city partners to help address specific city centre issues such as retail crime.

KEY PRIORITIES FOR 2025-2030

95%	City centre businesses overwhelmingly agree with LeedsBID taking a lead in ensuring the city is clean, safe and welcoming.
89%	There is a need for LeedsBID's continued investment in those animations, events and installations which make the most of the city's places and spaces and provide added appeal for all.
81%	LeedsBID is best placed to support Leeds city centre and business sectors to innovate in key areas including sustainability, digital, skills and training.

⁴ ngisolutions carried out a comprehensive independent survey of current and future levy payers between February 2024 – April 2024 on behalf of LeedsBID.

2025

2030

3

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WELCOMING INSPIRATIONAL AMBITIOUS

LeedsBID will focus on three clear areas over the next five years:

- To have a *welcoming* city which is clean, safe and friendly.
- To create and establish events and animations which are *inspirational*, driving footfall into the city and placing Leeds firmly on the map.
- To be *ambitious*, working collaboratively on new initiatives which sets Leeds apart from other cities, giving voice and support to business, and bringing all sectors in the city together.

These themes will drive the work of LeedsBID, building on its success of the last 10 years.

WELCOMING

To have a welcoming city which is clean, safe and friendly.

“Our aim is to create unforgettable experiences for our customers. The work undertaken by LeedsBID to ensure our city centre is clean, safe and welcoming plays a vital part in the overall customer experience. LeedsBID’s commitment to providing a warm welcome to the city supports our collective ambition to attract more visitors to Leeds and the first direct arena.”

– MARTIN MCINULTY
GENERAL MANAGER, FIRST DIRECT ARENA

“One of the basics for attracting visitors to a place is making people feel comfortable and cleanliness is a big part of this; the LeedsBID Street Ranger Team is a vital element in creating a positive first impression for Leeds city centre. Place management is essential to the success of the city, creating confidence in visitors and investors alike; the services LeedsBID delivers on this agenda make our city shine - and we would not want to be without them.”

– NICK JONES
DEPUTY CENTRE DIRECTOR, TRINITY LEEDS

Creating that all important welcome is essential in leaving a lasting good impression of a place.

With new businesses investing in Leeds and the city centre experiencing greater use, a well-presented, safe and welcoming environment remains vital for the economic success of the city.

Cleanliness is key - both for businesses located in a place and for people visiting.

Taking the lead in providing that additional enhancement focused on keeping the streets clean, LeedsBID has transformed the look and feel of the city centre.

Establishing a reactive and reliable 7-day team, which has become invaluable in the curation of the overall appearance of the place, has created an ever-increasing demand and growing expectation from businesses which now prioritise this vital service.

The changing geography of the city centre, reflected by the new BID boundary, coupled with major investment in the city and the development of new and diverse building uses, drives the need for an expanded LeedsBID Street Ranger Team. Leeds is embracing its status as a city that doesn’t sleep, with usage by visitors, employees and residents rapidly increasing, making cleanliness of the highest priority.

LeedsBID will continue to build on the success of this compact and effective team, innovating with the use of industry leading green and hybrid technology, while working alongside multiple facilities teams to ensure the city shines.

Looking ahead the expanding city centre sees the river become at the heart of Leeds and LeedsBID will be exploring investments in those initiatives which can help improve the waterfront.

As a leading UK destination, is it essential to provide people with a positive experience of being in Leeds.

LeedsBID is committed to taking a proactive role in helping address perceptions of safety in the city, crucial to delivering that welcome.

Confident in the skills, expertise and investment it can bring to a city-wide collaboration, LeedsBID acknowledges the importance of creating a more positive ambience for those living, working, doing business and visiting Leeds.

Working with Business Against Crime in Leeds (BACIL), West Yorkshire Police and Leeds City Council (Safer Leeds), LeedsBID sees the strength in unity to combat challenging city centre issues.



“Leeds City Station is a key arrival point to the city and the contribution LeedsBID brings by way of physical events, animation and welcome makes a huge difference to the day-to-day experience of people coming into Leeds.

The strategic priority from LeedsBID of continuing to create a welcoming and safe city is supported by us. We will continue to work closely together as we help to connect both businesses and communities together.”

— GARY HUNNAM
RETAIL BUSINESS PARTNER, NETWORK RAIL

A priority is to build on previous initiatives and the initial success of the pilot trial of a city centre response team, providing a co-ordinated visible on-street presence with a focus on supporting businesses and helping ensure the city centre is perceived to be both **safe** and welcoming.

Maintaining a **friendly** welcome, distinctive to a city, makes all the difference to the experience of being in a place.

Creating that good first lasting impression not only makes an immediate impact but can reverberate out from the city, making time spent in Leeds more memorable to visitors and enticing people to venture back. Experience and positive emotion play an important part in successful places.

LeedsBID recognises the importance of that personal interaction, with the continuation of its very own identifiable hosts to deliver that all important welcome to Leeds. Providing a friendly face and expert local knowledge to meet and greet people at key city arrival points, as well as being part of the city’s welcoming party for those coming in for the large corporate events being hosted in Leeds is essential in enhancing the city centre experience.

“West Yorkshire Police have been working with LeedsBID since its inception a decade ago. It is only through partnership working and collaboration that we can address the challenging issues that face our towns and cities across the UK.

We fully endorse the work of LeedsBID and support its ambition to invest in safety initiatives in the centre of Leeds that work with the police to ensure Leeds remains a safe and enjoyable place to visit.”

– CHIEF SUPERINTENDENT STEPHEN DODDS
LEEDS DISTRICT COMMANDER, WEST YORKSHIRE POLICE



LeedsBID Street Rangers



LeedsBID Street Rangers



Leeds City Centre Response Team

INSPIRATIONAL

To create and establish events and animations which are inspirational, driving footfall into the city and placing Leeds firmly on the map.

“John Lewis has been an instrumental part of the Business Improvement District in Leeds. The standout events the BID has brought to the city, such as the Leeds Jurassic Trail and Leeds Bear Hunt, demonstrate the collaborative nature of its work, bringing businesses and sectors together to help drive footfall and add commercial value to the major retail areas. John Lewis is looking forward to future collaborations with the BID to achieve similar success over the coming years.”

— JAMES PRINCE
PARTNER & HEAD OF BRANCH, JOHN LEWIS, LEEDS

“LeedsBID has had a decade of success in the city, working alongside Leeds City Council. This future business plan demonstrates the importance of collaboration, bringing partners together to innovate and create change to drive Leeds forward. The BID’s investment and expertise is vital in securing new events and initiatives which increases footfall and delivers direct economic impact to all sectors of the city.”

— CLLR JAMES LEWIS
LEADER, LEEDS CITY COUNCIL

Celebrating a city with an inspirational array of events and activities puts a place on the map while establishing that ongoing appeal.

LeedsBID leads a calendar of city-wide events which delivers added attraction and vibrancy, enhancing the Leeds landscape.

Its portfolio of inspirational events engulfs places and spaces in colour and creativity, livening up the city centre and bringing fun and adventure out onto the streets.

Playing to the city’s strengths, LeedsBID pays homage to its heritage and is aiding investment in a better future, with ideas brought to life through new interactive experiences, colourful trails and exciting enhancements, providing added interest and increased footfall.

Awe-inspiring activities add that essential child friendly element to the city centre; cultural collaborations help dress the city, physically enhancing its colour and personality while an ever-growing inspirational ideas festival puts Leeds on the map for its bold innovation.

Collaborating across the city, LeedsBID is bringing diverse businesses and organisations together to help make a real difference to the city experience for all.

Creating city-wide events to appeal to all sectors, ages and demographics remains a key focus. Gaining national and international profile and recognition, there is an expectation of what is to come, with LeedsBID striving to deliver greater impact for the city with each new event.

There will be the continuation of those city-wide activations in key holiday periods bringing unique events offering family friendly fun, accessible to all, and illuminating seasonal showstoppers to delight the crowds and bring eyes on the city, with all events designed to drive footfall and bring direct economic impact.

There is also a continued commitment to actively assist long term, sustainable animations which are creative and leave a legacy with investment in inspirational lighting and artistic additions to the city landscape.

The work of LeedsBID is not only making Leeds as a city stand out; its array of additions and enhancements market the city to wider audiences, strengthening its identity and its appeal, and making it a place where people want to be.

225%

Waiting times for a woman to see a consultant have increased 225% over the past ten years



2023 When Will Women's Health Be Taken Seriously?, LIFI23, Leeds Playhouse

“LeedsBID plays a pivotal role in enriching our city, significantly benefiting key landmarks like The Queens Hotel, the wider hospitality sector, and also City Square, the heart of the city. The resounding success of the 'Magical Night at The Queens' projection on the hotel's facade made a big impact across the city and surrounding areas in terms of increased footfall, as well as awareness and press coverage.

Working collaboratively with LeedsBID helps all businesses in the city to provide a warm welcome to visitors and puts the city on the map as a destination to visit for great experiences, places to stay, eat and drink and enjoy the culture Leeds has to offer.”

— ALISTAIR CAMPBELL
GENERAL MANAGER, THE QUEENS HOTEL LEEDS



2023 **Magical Night at The Queens**

The landmark projection brought new attention to Leeds as the largest, longest running outdoor projection seen in the UK, with 200,000 people enjoying 81 showings over 9 nights, in addition to 900K social media impressions.



“Since 2012, Leeds has had a vision to be a child friendly city and we have been working closely with LeedsBID on its excellent free city centre events such as dinosaurs, space and MONOPOLY experiences to support our ambition. From pop-up events to permanent transformations, LeedsBID has been involved in our award winning ‘child friendly centre project’.

Through LeedsBID over the next 5 years, we want to continue our partnership and amplify our ‘12 Child Friendly Leeds wishes’ to all sectors of the business community.”

— SADIYA SALIM
PARTNERSHIP DEVELOPMENT COORDINATOR,
CHILD FRIENDLY LEEDS



AMBITIOUS

To be ambitious, working collaboratively on new initiatives which sets Leeds apart from other cities, giving voice and support to business, and bringing all sectors in the city together.

“I have seen over and over again the ways in which LeedsBID adds value to the city in such creative, surprising and effective ways. There’s a stylish flair to what the BID does that really catches the imagination. It’s style with substance quite rightly at the heart of this buzzing, creative, competing and caring place but it’s deeper than that; it’s about what being part of a community in the city really means.”

— NAT EDWARDS
DIRECTOR GENERAL AND MASTER OF THE ARMOURIES, ROYAL ARMOURIES

“As a charity, our resources are limited and so we rely on support from others; unlocking corporate resource from days of action in the community is therefore vital to maintaining the waterfront area of the city. We support LeedsBID’s ambition to grow the ways in which this could be achieved, not only for the waterfront but for the wider city, working with the businesses that LeedsBID represents.”

— SEÁN MCGINLEY
DIRECTOR, YORKSHIRE & NORTH EAST, CANAL & RIVER TRUST

A drive to fulfil the ambitions for the city sees businesses with shared aspirations working together for collective benefit, putting the needs of Leeds first. As the largest representative body of the business community in the city, LeedsBID leverages that voice to support the strategic ambition of the city.

Making constructive and positive representation, LeedsBID works alongside partners on delivering innovative solutions and ideas which bring benefits for all businesses across Leeds city centre.

As an organisation, LeedsBID is committed to environmental sustainability. Its fleet of Street Ranger and Welcome to Leeds vehicles are fully electric and eco-friendly and includes one fitted with solar panels, a first of its kind utilised by a Business Improvement District in the UK.

LeedsBID places sustainability at the heart of the company and believes collaboration is essential to drive solutions for business and the wider community. It will continue its work with Biffa to offer a 7-day, innovative, sector leading waste collection service across Leeds city centre. On a macro level, LeedsBID is a leading voice in an ambitious multi-disciplinary project team working on greening the city.

Efficient and effective in making real immediate impact from its work, LeedsBID also acknowledges the need to help future-proof the city, seizing new opportunities to secure its ongoing success.

Anticipating and identifying such opportunities is a priority. Actively supporting the recent remarkable success of UKREiF (The UK’s Real Estate Investment and Infrastructure Forum), LeedsBID will continue to proactively look at new opportunities which can directly impact the economic success of the city and levy paying businesses.

LeedsBID is best placed to act, with an understanding of the city environment and an ability to invest to best support the city’s ambitions with pace and decisiveness.

With an expanding BID boundary, the river and waterways will become a central focus and provide exciting opportunities in line with the ongoing investment and expansion on the south side of the river. New developments and businesses bring new opportunities for the city centre and the work of LeedsBID.

LeedsBID will look at the expansion of its established events and activities to bring that success to new business areas of the city centre as well as exploring and identifying the new possibilities posed by an extended BID area.

Encompassing the River Aire running through the city centre gives way to explore and develop the use of the waterway for public transport with ambitious ideas to ‘glide and ride’ and other river-based enhancements and initiatives.



"We're delighted that our new SOYO Leeds neighbourhood is catalysing the wider Quarry Hill area into action, including its involvement within the LeedsBID area.

LeedsBID is nimble in reacting to a changing environment and is an essential component in supporting Leeds city centre and businesses as it continues to grow and develop."

— JOHNNY CADDICK
CADDICK GROUP & MODA

“LeedsBID has been an integral support to UKREiiF in the growth of the event in Leeds, creating a bespoke welcome event and enhancing the visitor experience for delegates. We will continue to work in partnership with LeedsBID during its third term as we continue to invest in Leeds and establish UKREiiF as the leading event in the UK property world, connecting people, places, and businesses to accelerate and unlock investment.”

– MATT CHRISTIE
DIRECTOR, EXTERNAL RELATIONS AND CONTENT, UKREIIF



2024 LeedsBID Chief Executive Andrew Cooper



2024 Welcome to Leeds official reception, UKREiiF

Connecting Leeds' most visited tourist attraction, Royal Armouries Museum, with the city centre is key, providing a business voice to support the ambitious expansion plans of this most valued visitor destination.

LeedsBID has listened to businesses which want to help add value to the city they are situated in. With a willing workforce, many are looking for inspiration to utilise days of action and connect staff with local organisations to help positively contribute to and impact the communities around them. LeedsBID aims to further harness this work, supporting stakeholders by connecting businesses with new Environmental, Social and Governance (ESG) opportunities, increasing the physical and social impacts these working partnerships can bring to the city.

BIDs have a responsibility to communicate the story of the places which they serve, marking a place and celebrating its heritage and successes. Delivering on those key attributes of place marketing, LeedsBID leads the way, with its innovative and pioneering Welcome to Leeds platform.

This official guide to the wider Leeds story tells the in-depth, untold, everyday stories of the city in its own unique way, with the use of the latest technology showcasing the city's rich cultural scenes, communities and creativity. Focusing on what sets Leeds apart from other cities, it encourages everyone to discover those stories as well coming together to shout loud and proud about the city and all it offers.

FIVE YEAR BUDGET FORECAST 2025–2030

	2025-26	2026-27	2027-28	2028-29	2029-30
Levy Income					
Levy Income	£3,607,247	£3,679,392	£3,752,980	£3,828,040	£3,904,600
Other Income	£150,000	£153,000	£156,060	£159,181	£162,365
Total Income	£3,757,247	£3,832,393	£3,909,039	£3,987,221	£4,066,966
Expenditure					
Welcoming	£1,014,457	£1,034,746	£1,055,441	£1,076,550	£1,098,081
Inspirational	£1,202,319	£1,226,365	£1,250,893	£1,275,911	£1,301,429
Ambitious	£601,160	£613,183	£625,446	£637,955	£650,714
Overheads	£676,304	£689,831	£703,627	£717,700	£732,054
Collection	£37,572	£38,324	£39,090	£39,872	£40,670
Contingency	£225,435	£229,944	£234,542	£239,233	£244,018
Total	£3,757,247	£3,832,393	£3,909,039	£3,987,221	£4,066,966

- Based on past performance of Leeds City Council collection services between 2020-2024, an assumed collection rate of 97.5% has been adopted. The levy collection charge will be 1% of levy collected.
- A contingency on expenditure of 6% has been applied. All reallocation of unspent contingencies will be agreed through the BID Board.
- Provision for the annual inflation rate on levy income has been reserved at 2% within the levy rules and this has been applied to the budget table.
- Management and overhead costs of the BID includes staffing, office accommodation, charges, legal and accountancy costs associated with running the BID, and are budgeted to remain below 20% of the total annual expenditure, well in line with industry criteria.
- In kind support which lowers overhead costs include:
 - Office accommodation at Briggate is provided by Victoria Quarter (Savills) at reduced cost.
 - Network Rail supply depot facilities for LeedsBID at no cost.
 - Trinity Leeds provides vehicle and goods storage at no cost.
 - No board director is remunerated; expertise and governance are given in-kind.
- Project costs will be directed to the themes of the Term 3 Business Plan. Decisions of budget allocation will be governed by the BID Board and minuted accordingly. Any variation to the percentage theme allocation beyond 15% of the whole will be subject to an EGM.
- Additional income is estimated on past performance which includes ticket sales for events, sponsorship and cash contributions for seasonal activity and initiatives.
- Although not a mandatory requirement, an annual audit is carried out with an accredited auditor in the city. Details are published on the LeedsBID website and shared at an annual showcase event.

A DECADE

OF DELIVERY

4

10 Years of Delivery

Brought to the City by LeedsBID

Making an Impact

48

50

52



“From its establishment right up to the present day, I believe LeedsBID has consistently exceeded expectations and brought a wealth of benefits to Leeds - it is undoubtedly a force for good in the city.”

— PAUL ELLISON
DIRECTOR, YORKSHIRE DESIGN GROUP



The last 10 years have been a decade of delivery from LeedsBID.

LeedsBID has been bold in driving new ideas to support a transforming city centre, enhancing its appeal with innovative exciting additions which make a statement about Leeds as a city.

LeedsBID has curated the look and feel of the city centre, injected colour and creativity with artistic additions, innovated to put Leeds on the map, animating it with exciting new events and activations for all, and been ambitious with its investments, helping drive Leeds city centre forward to be the best it can be.

BUSINESS OF
IMPROVEMENT
WELCOME
EXPERIENCE
VOICE FOR
BUSINESSES
AMBITION
ANIMATION
COLLABORATION
CURATION
INNOVATION

800+

Over 800+ deep cleans by a six-strong team of street rangers – the equivalent to cleaning from Leeds to London, in addition to 23k daily reactive cleans.

147

training courses run through Engine Room@LeedsBID, with 1,423 individual levy payers undertaking training.

1

Official guide to the wider Leeds story - welcometoleeds.co.uk with an ever-growing audience of 30,000 followers (as of July 2024) which has grown by 30% over the last 12 months.

4

Purple Flag awards for Leeds’ Evening and Nighttime Economy led by LeedsBID. The Purple Flag application for the city was initiated by LeedsBID in 2016.

3

Leeds Jurassic Trails, with over 30 dinosaurs, attracting close to 1m people, and bringing over £6m investment to the city centre.

100+

More than 100 deckchairs out across Leeds city centre annually.

UP TO
12

pianos on the Leeds Piano Trail in addition to 1 giant set of piano keys steps at Leeds Town Hall.

14

Welcome Ambassadors.

2

installations of SPIRIT (in Leeds City Station and Victoria Quarter).

1

Dear Leeds bringing eye-catching neon lyrical messaging to Briggate.

£584,500

– value of meeting room services provided free of charge at LeedsBID’s Briggate office.

11

Street art commissions across the city centre including 1 of the tallest in the UK - Athena Rising.

6

Leeds International Festivals / Festivals of Ideas, reaching a total audience of 52,000 people.

8

summers of activity (summer roadshows / summer in the city).

83

bears brought to the city as a key partner on the Leeds Bear Hunt.

£182,000

invested in safety and security initiatives across the city centre.

A CITY CELEBRATING MUSICAL ACHIEVEMENTS WITH:

3

ARIAS (Audio and Radio Industry Awards), bringing £180,000 investment into Leeds.

9

Magical Nights at the Queens, with an estimated 200,000 people over 81 shows.

2

MOBO Awards resulting in over £250,000 investment in Leeds city centre.

5

out of this world attractions from Leodis Space Agency including 8 planets over Briggate.

140

speakers taking to the stage at 4 Leeds International Festival of Ideas.



2016 Street Rangers
LeedsBID's 6-strong street cleansing team, dedicated to ensuring the streets beneath people's feet shine.



2016–2020 Leeds Welcome Ambassadors
The iconic and unique bowler-hatted Welcome Ambassadors brought a warm and impeccable first impression to all visitors coming into Leeds.



2017 **MOBOS**

Powerful partnerships across the city secured the return of The MOBO Awards to Leeds' first direct arena for the second time in 3 years, with the night's big winner Stormzy stealing the show.



2017 **Athena Rising**

Dominating the city skyline, this stunning visual statement, at the time the UK's tallest piece of street art, leaves a lasting artistic impression on the city it pays homage to.



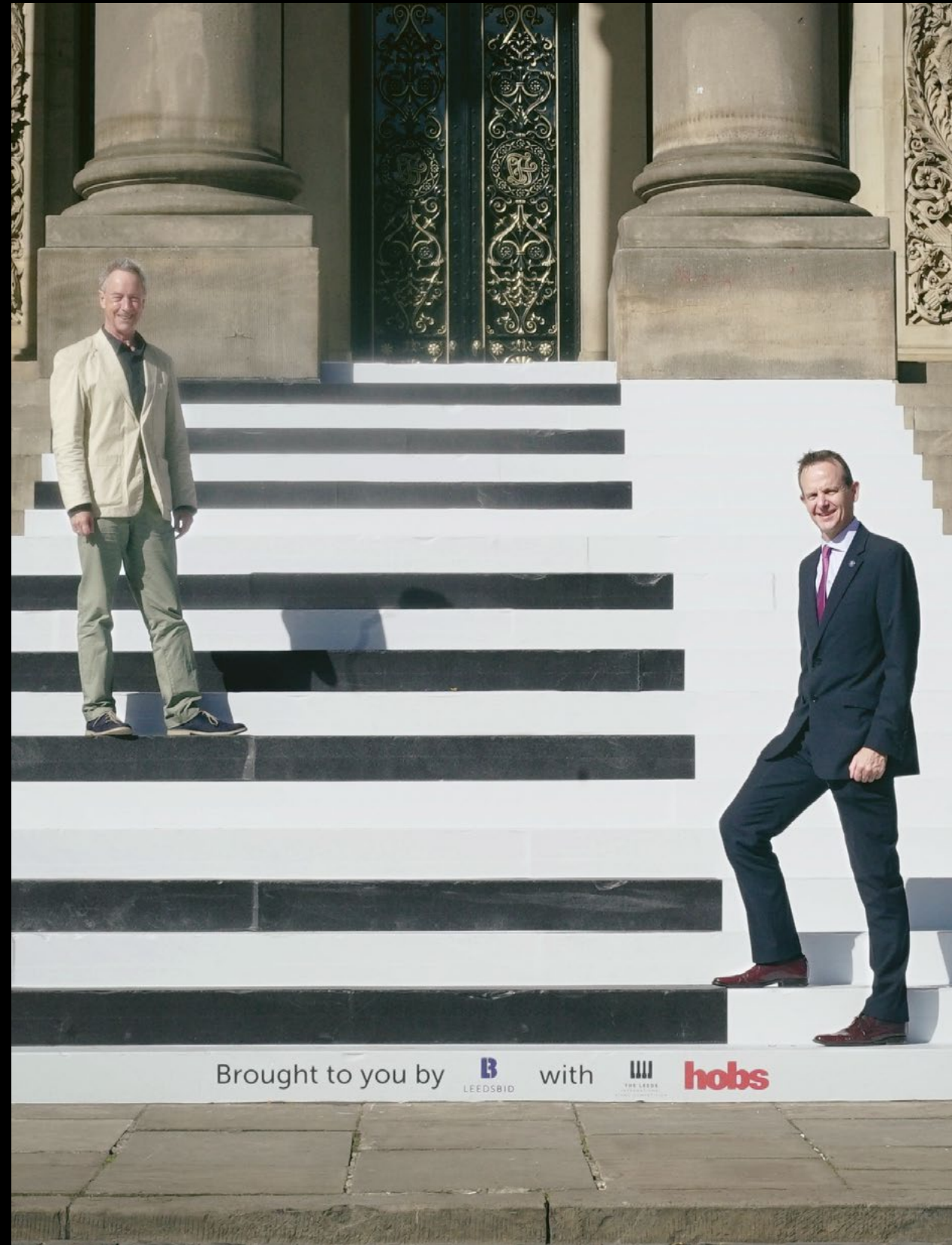
2016 **Spirit**

SPIRIT, an ethereal figure housing 3,000 LED lights created by NEWSUBSTANCE, hovered above commuters in Leeds City Station, during the festive season.



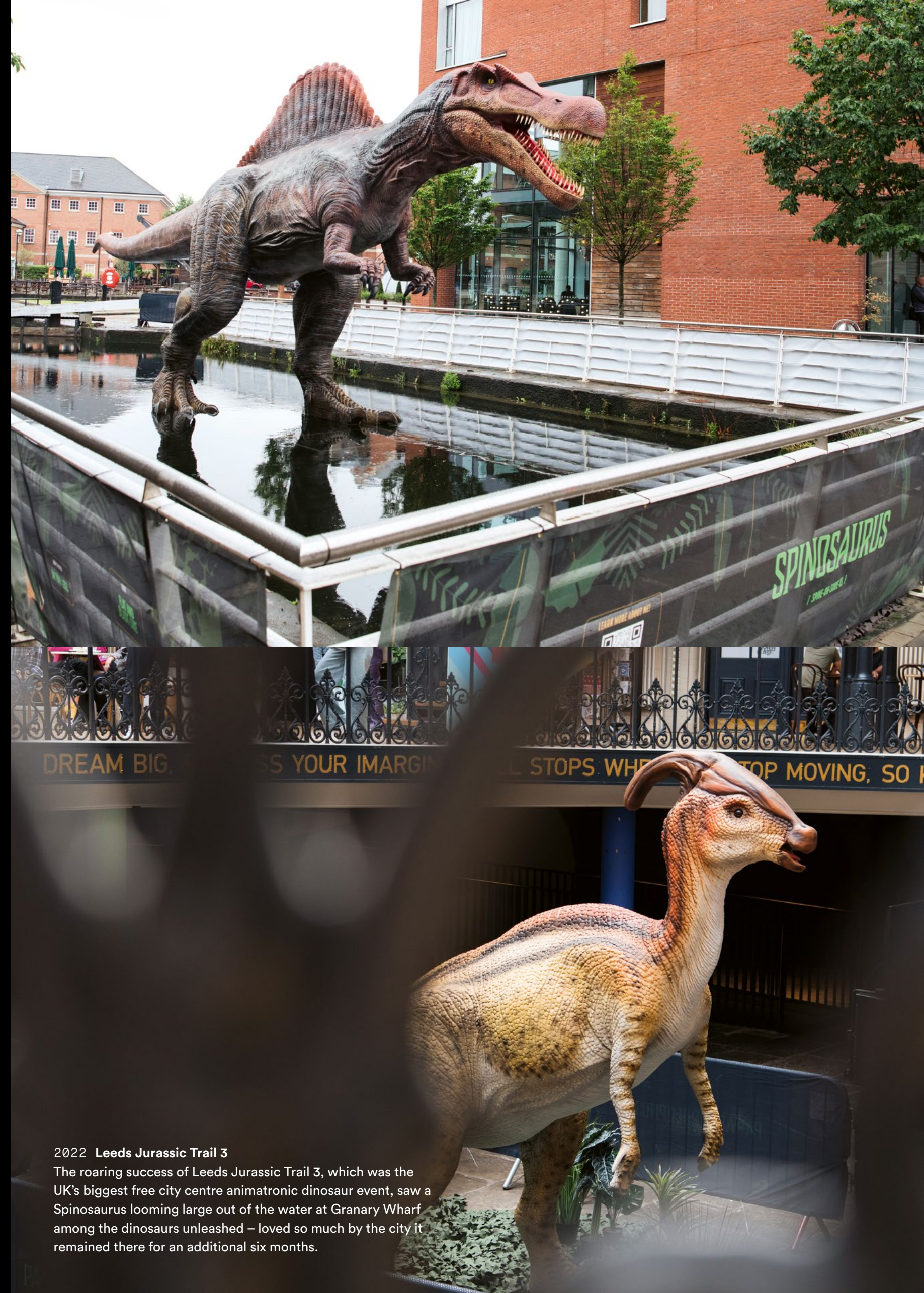
2016-2018 **Windows of Leeds Letters**

The five letters of Leeds, standing 2m high, provided a bold welcome statement for commuters arriving at Leeds City Station while giving a platform to shine a light on the talents of local artists.



2018 City of the Piano

A landmark installation celebrating Leeds' status as "the city of the piano" and home to the world-renowned Leeds International Piano Competition.



2022 Leeds Jurassic Trail 3

The roaring success of Leeds Jurassic Trail 3, which was the UK's biggest free city centre animatronic dinosaur event, saw a Spinosaurus looming large out of the water at Granary Wharf among the dinosaurs unleashed – loved so much by the city it remained there for an additional six months.



Since 2017 **Leeds International Festival of Ideas**
Showcasing Leeds on the national stage, this innovative, engaging, exciting festival goes from strength to strength with stellar speakers and a bold array of topics encouraging conversation, connection and curiosity.



Since 2016 **Deckchairs**
An established firm favourite for people to take a seat on while enjoying the summer months out of the office in the city.



2020-2022 **Dear Leeds**
An illumination addition to the high street, bringing more than the spirit of the season to Briggate as it delivered a series of personal, uplifting and fun greetings to people passing beneath.

FINANCIAL REVIEW

2020
– 2025

5



LeedsBID is in a strong financial position with the average levy collection for 2020–2024 at 97.5%.

A Business Improvement District is about utilising its levy nimbly each year to invest in projects and initiatives in line with our business plan. I am pleased to report that we are forecasting to end Term Two with a very small surplus to take forward into Term Three. In addition to the levy income, there has been a steady increase in other income, generated from sponsorship opportunities, ticket sales and voluntary levy contributions. Our overheads over the last five years have remained below 20%, which is under business plan expectations and enables us to dedicate as much resource as possible to project delivery.

LeedsBID is exempt from corporation tax on trading profits.

Over the five years, the tremendous ‘in-kind’ support from our levy payers has again ensured we have more resource for project delivery. We have received support on office rent, storage space and equipment. Our thanks go to Network Rail, Victoria Leeds, Trinity Leeds, Landsec and Clarion. We also receive nearly 1,000 hours of time each year through the LeedsBID Board and other working groups.

Each year, the Board has undertaken a full audit which has been carried out by Armstrong Watson and more recently Sagars, both located in Leeds. This is not mandatory, but we consider this good practice, and it enables LeedsBID to be aligned with governance and changing legislation.

Chapter Three, 2025–2030, is the next exciting instalment for LeedsBID, and we go into it with an excellent financial track record.

Paul Varley,
Non-Exec Board Director, LeedsBID

Sagars have been delighted to be auditors for LeedsBID since 2021. All the audit opinions have been unmodified and free from material misstatements, and we have identified no material findings on performance objectives or non-compliance with legislation.

As a business located in the centre of Leeds, we have been proud to support the ambitions of LeedsBID and its importance to the professional services sector.

Susan Seaman BA FCA CIOT (Senior statutory auditor) for and on behalf of Sagars Accountants Ltd (an AAB group company) Chartered accountants & Statutory auditor

LeedsBID has worked closely with the business rates team at Leeds City Council ensuring a regular cycle of billing and auditing of levy collection. Our levy collection has been strong and all audit and financial information can be found on the LeedsBID website.

I would like to thank Mark Amson and the team for their support.

The BID continues to work closely with our Finance Director and auditors, ensuring we develop new systems and procedures to maximise our levy and reduce costs. This has included bringing payroll in house, moving to Xero, and working with banking partners Santander and Barclays.

Sharon Aston,
Management Accountant, LeedsBID

Annual Income		£	
BID Levy	20–21	2,165,094	
	21–22	2,406,565	
	22–23	2,380,188	
	23–24	2,266,526	
	24–25	2,356,159	
Other Income	20–21	567,353	
	21–22	359,943	
	22–23	317,438	
	23–24	211,903	
	24–25	233,060	
Total Annual Income	20–21	2,732,447	
	21–22	2,766,508	
	22–23	2,697,626	
	23–24	2,478,429	
	24–25	2,589,219	
Total Company Expenditure	20–21	1,569,034	
	21–22	2,507,170	
	22–23	3,180,555	
	23–24	3,261,086	
	24–25	2,788,091	
Surplus/Deficit reported in the year	20–21	1,163,413	
	21–22	259,338	
	22–23	-482,929	
	23–24	-782,657	
	24–25	-198,872	
Surplus Carried Forward	into year 6	51,396	
	into year 7	1,214,809	
	into year 8	1,474,147	
	into year 9	991,218	
	into year 10	208,561	
	End of Term 2	9,689	

(APRIL 2020 – MARCH 2025)

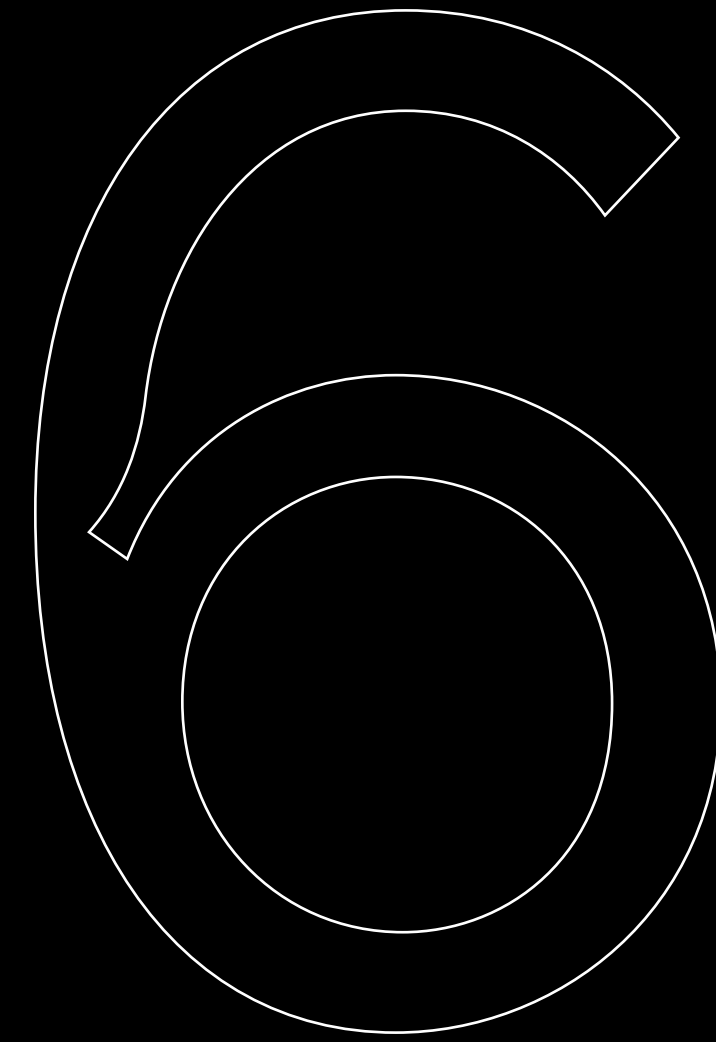
Years 6–9 costs have been audited by Armstrong Watson and Sagars. Audited accounts and LeedsBID business plan are available on our website: leedsbid.co.uk

For financial information scan here:
Or visit leedsbid.co.uk/resources under documents.

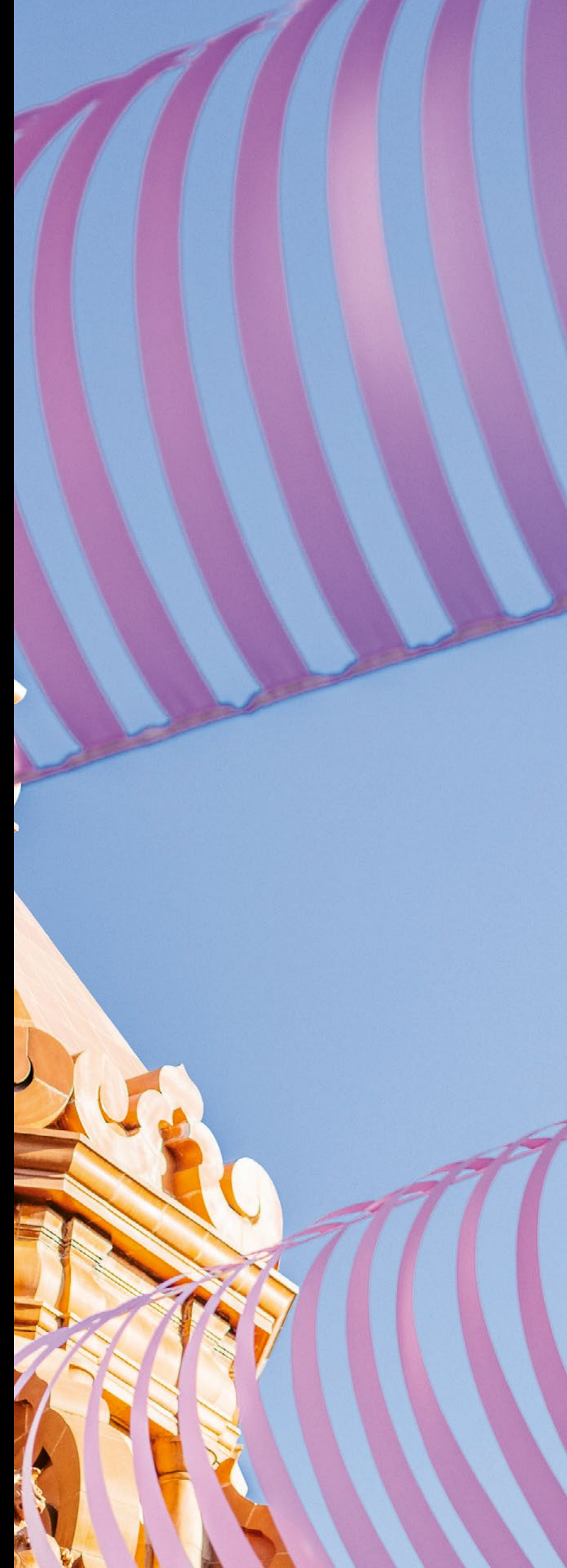


ABOUT

LEEDSBID



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LEEDSBID BOARD

AND TEAM



LeedsBID Board

A collection of influencers and leaders from across the key business sectors of the city who provide strong governance, strategic direction and ensure oversight and scrutiny of the delivery of the ambitious business plan against the recommendations of levy payers.

Meet the LeedsBID Board at leedsbid.co.uk/leedsbid-board

LeedsBID Team

LeedsBID is led by the Senior Leadership Team of Chief Executive Andrew Cooper, Director of Place Management and Engagement Karen Butler and Director of Brand and Innovation Martin Dickson. They are supported by a small, dynamic, energetic and dedicated team of key office, financial, operational, project management and marketing personnel in addition to the street teams.

Meet the LeedsBID Team at leedsbid.co.uk/our-team



LeedsBID Board and members of the Senior Leadership Team

The establishment and operation of a BID is governed by legislation – Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

2023 Christopher Eccleston, LIFI23, Leeds Playhouse

ABOUT BUSINESS IMPROVEMENT DISTRICTS

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area.

A BID can only be formed following consultation and a ballot in which businesses vote on a BID Proposal or Business Plan for the area.

LeedsBID was given a positive mandate by a ballot of businesses over £60K rateable value in the designated BID area on 8th November 2019. 93.7% of voters backed renewing the Business Improvement District for a second term, to run from April 2020 – March 2025.

Leeds Business Improvement District was the 200th BID. There are now over 340 BIDs bringing £152m each year into UK towns and cities.

A BID operates for a maximum of five years and then must go through a renewal ballot process to secure another BID term of up to five years. A BID is funded through the BID levy, which is a small percentage of a businesses' rateable value.

The BID levy is mandatory for all eligible businesses following a successful ballot.

LeedsBID operates as a not-for-profit company limited by guarantee and has a Board of voluntary Directors. The BID Board is responsible for the strategic and financial management of the BID and meets on a quarterly basis as a minimum. The split of representation on the Board reflects the sector breakdown of the BID levy paying businesses across the city.

Alongside the BID Board there are ongoing working groups focused on specific issues as the need arises. These groups will always have at least one Director in their membership and any necessary budget will be agreed at Board level. Annual accounts will be produced alongside an annual review, and these will be made available to levy paying businesses.

As required by the BID legislation, LeedsBID will enter into legal agreements with Leeds City Council as follows:

- Baseline agreement – this will set out the minimum service standards to be delivered by Leeds City Council along with any additional agreed discretionary services within the BID area
- Operating agreement – this defines the contractual arrangements for the collection and enforcement of the BID levy

Copies of these legal agreements will be made available at leedsbid.co.uk



2018 Christmas at Granary Wharf

When formulating the levy rules for LeedsBID, consideration has been given to the industry research and guidance from the BID Foundation and other industry bodies, along with our own independent research carried out by NGI between February 2024 and April 2024.

1. A BID levy of 1.90% of rateable value will be charged on all eligible hereditaments listed in the 2023 local Non-Domestic Rating List as at 31st August 2024.
2. All new hereditaments entering the Rating List after 31st August 2024 will be levied at 1.90% of the rateable value in the prevailing list.
3. A threshold of £60,000 Rateable Value will be applied, thereby exempting any businesses within the BID area falling below £60,000 Rateable Value.
4. The BID levy will increase by an inflationary factor of 2% (rounded) in successive years (i.e., up from 1.90% in 2025/26 to 1.94% in 2026/27; 1.98% in 2027/28; 2.02% in 2028/29; and 2.06% in 2029/30).
5. The term of the BID will be five years from 1st April 2025 to 31st March 2030.
6. The levy will be charged annually in advance for each chargeable period from April to March each year, starting in 2025. No refunds will be made.
7. In the case of empty or untenanted premises, the property owner will be liable for the BID levy with no void period and will be entitled to vote.
8. A cap on annual levy payable will be set at £40,000 per hereditament in 2025/6, increased by an inflationary factor of 2% (rounded) in successive years (i.e., £40,000 in 2025/26; £40,800 in 2026/27; £41,616 in 2027/28; £42,448 in 2028/29; and £43,297 in 2029/30).
9. Reliefs and discounts do not apply to the LeedsBID levy.

USING YOUR VOTE

VOTE for a further
five years of investment

LeedsBID Ballot

11th October – 7th November 2024

- An impartial ballot of defined business ratepayers in the BID area will take place during Autumn 2024. This will be run by UK Engage on behalf of Leeds City Council. It is conducted as a secret ballot thereby meaning no one other than the electoral team will know how votes have been cast.
- Notice of Ballot will be issued on 26th September 2024. This provides an opportunity to ensure the ballot paper is being directed to the correct recipient.
- Ballots will be posted on 9th October 2024. The Ballot takes place between 11th October and 7th November 2024.
- Voters must cast their vote and return their ballot paper(s) either to the ballot box in Leeds Civic Hall or in the pre-paid addressed envelope to arrive by 5pm on 7th November 2024.
- Businesses with **multiple premises** will receive a ballot paper for each unit, and ALL ballot papers must be returned
- The ballot will be successful if the following **two criteria** are met:

More than 50% of businesses that vote must be in favour;

and

Of the businesses who vote, more than 50% of the rateable value must be in favour
- The **result** of the ballot will be announced on 8th November 2024.
- If the Ballot is successful, LeedsBID will commence a third term of five years from 1st April 2025. Irrespective of how or whether you voted, the BID levy is mandatory on all eligible ratepayers following a successful ballot.
- In the event that the ballot is unsuccessful, all staffing, projects and services funded by the BID will be terminated as at 31st March 2025.

