



LEEDSBID

Newsletter - Issue 12 - February 2017



Leeds flies Purple Flag

Leeds is getting ready to paint the town purple after receiving a prestigious award for offering a great evening out.

The city has been awarded Purple Flag status for excellence in managing its evening and night time economy. Purple Flag is an accreditation process run by the Association of Town and City Management (ATCM) similar to Green Flags for parks and Blue Flags for beaches, and is the benchmark for good night time destinations.

The award flies the flag for Leeds, demonstrating the city's entertainment, food, drink and cultural offer from 5pm-5am as vibrant, diverse, clean, safe, well managed and providing a positive experience to customers.

The award comes after a rigorous application process, led by LeedsBID, Leeds City Council and NHS Public Health in conjunction with several key partners - BACIL (Businesses Against Crime in Leeds), West Yorkshire Police, Safer Leeds, Leeds Pubwatch and British Transport Police.

LeedsBID Chief Executive Andrew Cooper said: "This is great news for Leeds and this accreditation is the result of the excellent collaborative working which exists in our city."

Leeds officially receives its Purple Flag at a special awards ceremony this month.

Dec. 2016 - Busiest Streets in Leeds



LeedsBID Dashboard - key city intelligence at your fingertips

The LeedsBID Dashboard is available to all our levy payers. The dashboard gives on-demand access to local information through a user friendly interface, as well as displaying itemised bills providing businesses with an up-to-date account of what LeedsBID is doing to benefit levy payers.

We would like to invite levy payers to attend a workshop to gain an insight into the LeedsBID dashboard. Details for the workshop are below.

Date: Tuesday 21st February

Time: 11:00am

Location: LeedsBID Offices, 104 Briggate, LS1 6BG

If you would like to attend the workshop please contact joe.lawson@leedsbid.co.uk.



Leeds LGB&T* History Month

February is LGB&T* History Month and an ambitious programme of events is being planned to mark the passing of an important milestone - the 50th anniversary of the decriminalisation of homosexuality in England.

History Month will start and end in style with many city centre buildings, including the Merrion Centre and first direct Arena, lit up pink on 1st and 28th February to commemorate the occasion.

A comprehensive list of all events taking place can be found at <http://lgbthistorymonth.co.uk/>

An accompanying social media campaign is running and to pledge your support click this link - <https://www.thunderclap.it/projects/52406-leeds-lgb-t-history-month-2017>

Leeds has a vibrant LGB&T* community and History Month is an opportunity to showcase the fantastic contribution it makes to the city.

Do get involved to help make this February the best LGB&T* History Month for Leeds.



Street Rangers extend service to help keep city clean

LeedsBID's Street Ranger service is now available seven days a week as part of the drive to improve the physical welcome and experience of Leeds city centre.

As the team marks six months on the streets, the Rangers will be out providing additional cleansing on from Monday-Sunday.

The team of eight operate a planned programme, predominantly jet washing and chewing gum removal, in the city centre alongside offering a rapid response service exclusively for LeedsBID levy payers.

Since summer, the Rangers have concentrated on deep cleaning main gateways to the city centre, key pedestrian routes and high footfall areas including Briggate, Albion Street, Corn Exchange, Buttons Yard and Dortmund Square.

They have also completed jobs for individual businesses on private land at the request of levy payers, with recent work for Northern Ballet, Leeds Minster and the Merrion Centre.

Denise Jeffery, The Core Shopping Centre Manager, said: *"We have recently engaged with LeedsBID and the Street Rangers to bring a very satisfactory conclusion to a local issue; one that will now reap rewards for all concerned and*

For further information or to request the Rangers for a cleaning activity in your area, please contact enquiry@leedsbid.co.uk

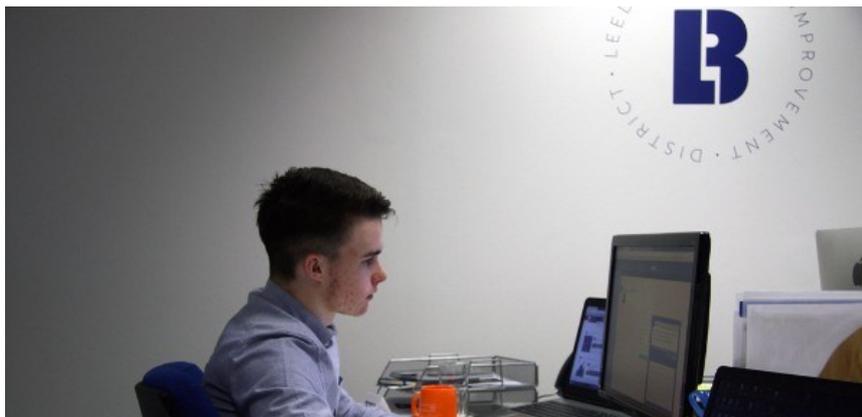


Phoenix Dance seeks Marketing Manager

Phoenix Dance Theatre is seeking a creative and enthusiastic individual to lead on the company's marketing and communications. Working as part of a small team of core staff, the successful applicant will be responsible for shaping Phoenix's marketing and communications strategy, working across all platforms (print, digital etc.) to build audiences and profile the company nationally. Permanent, full time (alternative flexible arrangements considered).

For full details download the [application pack](#).
To apply, complete the [application form](#) and return to mark.hollander@phoenixdancetheatre.co.uk

Application deadline: 10am Wednesday 1st March,
with interviews held on Friday 10th March.





Meet the Team – new apprentice on board

LeedsBID is helping shine the spotlight on the city's apprenticeship opportunities by employing one of its own. Kieran Chappell, 17, has recently joined the LeedsBID team as Digital Marketing Apprentice and is settling in well.

Kieran is providing day to day support to Joe Lawson, Digital Marketing Assistant & Office Manager Rachel Robertshaw with his duties including social media, website & database management, and office administration.

LeedsBID liaises with organisations on the city's skills agenda, looking at stimulating and supporting business interest in training such as apprenticeships to improve employment opportunities and retain skills and talent in the city.

"Hopefully we are leading by example and helping to highlight the opportunities and benefits apprenticeships can provide for young people as well as employers," said Andrew Cooper, LeedsBID Chief Executive.

For the second year, LeedsBID is the main funder of the Leeds Apprenticeship Fair, going ahead at first direct Arena on Monday 6th March, showcasing the range of exciting apprenticeship opportunities available to young people in the region.

What's on in Leeds ?

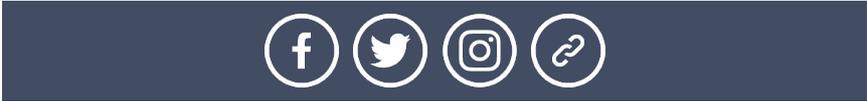
On **8th February Drake** comes to the First Direct Arena for his global Boy Meets World tour. Expect an amazing night of hit songs, slow jams and fresh beats from Drizzy himself. This is an incredible opportunity to see one of the biggest stars in R&B flex his huge hits. Book your tickets now to make your Hotline Bling.

Cinderella comes to The Leeds Grand Theatre on **16th February**, showcasing the much-loved fairy tale, but not quite as you know it. Cinderella scrubs the floor of a dance school and dreams of a better life. A prince arrives seeking a companion and so this sparkling romcom is set in motion.

February 21st see **Busted** take to the stage at the O2 Academy as part of their Night Driver UK Tour. After a decade of experiences and newly-discovered influences behind them, Busted reunited in the studio almost by accident. Though stylistically unrecognisable and far darker around the edges, Busted's third album, *Night Driver*, is still the vivid hook riot you would expect from the band.

Until **15th February**, The **Ice Cube**, Yorkshire's coolest wintertime attraction, will be centre stage at Millennium Square. Open throughout the Leeds School Half Term holiday, it's the ideal way to entertain the kids, with an ice skating experience.

If you have any news, promos or events you would like us to share across the BID, please email them to sarah.towns@leedsbid.co.uk



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Glad to have you with us!

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