

LEEDS BID

Business Improvement District



MAGICAL LEEDS

This winter the city's major Christmas campaign began in late October through a significant new partnership between LeedsBID and VisitLeeds, aimed at boosting both the number of visitors into the city during this key trading period and driving an increase of spending into the city's shops, restaurants and hotels in particular.

The Christmas experience that Magical Leeds aimed to provide was enhanced by a series of unique physical and digital attractions, like a fly-thru view of the city centre at night via Reindeer cam ([check it out on YouTube](#)) and scoring as the most 'Christmassy city in the UK on Instagram' according to BBC online.

The campaign has continued post-Christmas, pushing the profile of key winter events such as the Ice Cube and the completion of the award-winning Chitty Chitty Bang Bang's run at the Playhouse. The scale of the integrated marketing campaign was significant, exploiting a full sweep of digital and traditional media and PR channels. This ensured that all potential targets from a very broad audience base were both connecting and engaging with the relevant elements of Magical Leeds that were talking to them.

The reach, impact and level of engagement on social media was outstanding as a particular level of the marketing success, reflected by the BBC Online comment above and by some impressive stats.

[Click here to read more about Magical Leeds](#)





GEORGE STREET WELCOME ARTWORK

The LeedsBID have revealed the first of a series of public art installations in the city, using leading contemporary artists from the area to produce outstanding pieces of work: the George Street Welcome, a twenty metre mural taking over the George Street wall at Kirkgate Market.

The piece hints at welcoming the market's new neighbours John Lewis and Victoria Gate to the city, but also says a big hello to the hundreds of people arriving at Leeds Bus Station. The project is linked to Leeds City Council's Unfold programme, that welcomed the British Art Show in November 2015. Officially launched and revealed on January 18th, the work was commissioned by the LeedsBID under the umbrella of British Artshow 8, and brings a stunning and attention grabbing piece of wall-art to the city.

[Click here to read more about the George Street Welcome](#)



THE CITY TALKING: MUSIC IN LEEDS, VOL.1

LeedsBID was proud to support an historic and significant event that took place in Leeds on December 8th. After months of work Hebe Works and The City Talking premiered an outstanding film about the history of music in Leeds, which has been influential in shaping the city's cultural development and media sector to the present day. The film was screened, with support from the LeedsBID, at a packed Belgrave Music Hall to an audience including many of the people who inspired and featured in the film; including the Kaiser Chiefs, Utah Saints, Pigeon Detectives, the Sisters of Mercy and Bridewell Taxis.

[Click here to read more about The City Talking: Music in Leeds, Vol.1](#)



THE WELCOME PEOPLE

LeedsBID has begun an exciting, major new project in partnership with The Welcome People.

The recruitment process got underway on January 15th to find the people to bring an innovative and outstanding improvement to the city's welcome for visitors, shoppers and commuters alike.

A primary focus within the LeedsBID business plan, as part of the Leeds Welcome theme, is to provide a high quality, professional team of Ambassadors delivering a meet and greet service to all city users. In addition they will also act as eyes and ears by reporting on cleansing and behavioural issues to the relevant bodies, offer a mobile and static information service to the city's community and enhance the enjoyment for all of the welcome experience within our BID zone and the city centre.

[Click here to read more about the Welcome People](#)



LEEDS SPORTS AWARDS

LeedsBID is proud to announce our support for this year's Leeds Sports Awards, happening in the city on March 3rd at the New Dock Hall. The profile achieved for Leeds on a national and international stage through the success of a wide range of sporting stars is a unique facet of the city's story and personality. From the rugby and cricket at Headingley, to the Olympic Gold of cycling and some of the greatest community sports organisations in the UK, the Leeds Sports Awards is a celebration of all the city offers and contributes to our great city.

[Click here to read more about Leeds Sports Awards](#)





LEEDS DIGITAL TECH & JOBS FAIR

LeedsBID is backing this major recruitment event in the city, happening on February 10th at the First Direct Arena. LeedsBID has invested support via a marketing campaign promoting both the event and raising the profile of Leeds nationally. The focus of the campaign messages will promote Leeds as a city at the forefront of the skills agenda in both the tech and digital sectors. HERD, the IT & Tech recruiters, backed by Leeds Beckett University and Leeds City Council, are delivering the event, which will bring together talented people from across the region who want to build careers within the full spectrum of exciting opportunities the digital world offers.

[Click here to read more about the Digital Jobs Fair](#)



CROWNE PLAZA HOTEL GRAND RE-OPENING: MARCH 1ST

We are delighted to bring you the news of the grand reopening of the Crowne Plaza Hotel on Wellington Street on March 1st. After a very challenging couple of months following the floods that hit Leeds from Boxing Day, the flagship hotels is pulling out all the stops to deliver a largescale re-opening, get fully back open for business, and return an important hotel asset to the city's visitors and business tourism communities alike once more.

Please can we encourage all our business friends, right across our networks, to spread the word that the Crowne Plaza is coming back on March 1st, and help their re-opening to be as successful as it deserves. Good luck to all the staff at the Crowne Plaza.

GOING ON IN LEEDS

Premier indie dance company Phoenix Dance Theatre perform their triple-bill 2016 show [at the West Yorkshire Playhouse from February 17th to 20th](#)

Chinese New Year falls on February 8th, and there will be a major day of events in celebration of this key city cultural event [at the Town Hall on February 14th](#)

As a great city for music, February offers a massive range for everyone's tastes, including '90s favourites [Fun Lovin' Criminals](#) and [Suede](#), current biggies [Slipknot](#), [Savages](#) and [Basement](#), and for a whole night featuring next big things, don't miss the [NME Awards Show](#) when it hits Leeds on February 8th with Bloc Party as headliners

Belgrave Music Hall is running its [Belgrave Feast](#) events in February, an amazing array of cool street vendor food, art, music and fun for families too — every second Saturday in the month

For a younger audience, check out the [Emperor's New Clothes performance at Carriageworks Theatre](#) on February 18th & 19th

And for those who like to run in aid of a brilliant cause, sign up for [the British Heart Foundation Half Marathon at Harewood House](#) on February 28th



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