

B LEEDSBID

[Newsletter - Issue 07 - August 2016](#)



**NOT JUST
FOR THE
SEASIDE**

Not just for the seaside - deck chairs will be in situ in Park Square from this week.

Sit down and enjoy one of the city's finest green spaces right on your doorstep, courtesy of LeedsBID.

Have a seat on us to take a break from your day to eat lunch, catch up with friends, enjoy the sunshine or simply to take in the surroundings of Park Square.

Our deck chairs will be out weekdays over the lunchtime period during August and September, weather permitting.

All we ask is that you leave them for others' enjoyment (so no pinching!) and please keep them off the grass.

The deck chairs are brought to you in association with the BID's Office Working Group to help provide events and activities for those living and working in the West End.

Plans are in the pipeline for other events in the calendar so keep a lookout for more details coming soon.





Countdown begins for Leeds West Indian Carnival

The Leeds West Indian Carnival hits the streets later this month, with an expected audience of thousands.

The carnival, on Monday, 29th August, which is in its 49th year, is Europe's longest running authentic Caribbean carnival parade, is renowned for its great atmosphere, music and food, not to mention the sparkling parade of floats and array of stunning costumes from across the UK.

Carnival Founder and Chairperson Arthur France said, "As well bringing the streets of Leeds to life with the colour, spectacle and unbeatable atmosphere that have attracted millions of visitors and millions to the economy over 49 years, Leeds Carnival 2016 gives culture in the city yet another chance to shine."

The team behind the carnival, which in 1967 was the first of its kind in Europe to feature all three essential Caribbean carnival elements of masquerade, music and a parade, is working closely with artists, funders, partners and sponsors to ensure that 2017's landmark 50th anniversary celebrations are the biggest and best yet.

LeedsBID is continuing its support of the Leeds West Indian Carnival, and will be helping make next year's 50th anniversary extra special for the city.

Read more about Leeds West Indian Carnival at [Leeds West Indian Carnival 2016 events](#) and keep up to date with the party at Twitter [@CarnivalLeeds](#) using [#CarnivalHappy](#).



Full steam ahead for Leeds' visitor economy performance

Want to know what makes Leeds special and why more tourists than ever come to visit?

Look no further than the recent data from STEAM survey which measures the economic impact of the tourism industry.

The city saw 26.21 million tourism visits in 2015, a 5.3% increase from 2013, with the

visitor economy sector growing at an impressive rate - day visitors up by 4.7% and overnight stays increasing by 12.5%.

And it's easy to see why. During 2013-2015, Leeds hosted major world class events such as the Rugby World Cup, the most successful Grand Départ ever staged, the MOBOs, British Art Show 8 and the BBC Sports Personality of the Year. It's also the home to a wealth of museums and galleries, an inspiring and vibrant cultural scene, sitting alongside strong heritage and history with a shopping destination currently ranked 5th in the UK.

Whilst business tourism continues to grow and contributes £501m to the local economy, attracting around 4 million delegates, leisure tourism visits were estimated to have generated £1.532 billion in 2015, a change of +10.7% compared to 2013. This means that the tourism industry plays a vital role in supporting more than 18,000 full time equivalent jobs which is an increase of 4% from 2013.

[Download your copy of new visitor economy infographic here](#) and read the full article at <http://www.visitleeds.co.uk/news/STEAM-2016.aspx>.

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



THE
BIG HOSPITALITY
CONVERSATION

Nationwide campaign come to Leeds to inspire the next generation into hospitality and tourism

LeedsBID is supporting [The Big Hospitality Conversation](#) coming to the Queens Hotel Leeds on Monday, 26th September.

The Big Hospitality Conversation is a nationwide campaign, led by the British Hospitality Association in partnership with Springboard, National Apprenticeship Service and the Department for Work and Pensions, offering a commitment to creating job opportunities for 16-24 year olds.

The event will see over 100 hospitality business leaders, restaurateurs, hoteliers and caterers from across the region come together for the one-day event to pledge jobs, apprenticeships and work placements.

Andrew Cooper, Chief Executive of LeedsBID said:

"This is a really important event for Leeds and we are delighted that we have been able to financially support it. One of our main business objectives is to focus on creating employment opportunities, particularly youth unemployment which in Leeds is just short of 19% of all 16-24 year olds. Hospitality can offer people a varied, exciting career path but I don't think as a city we shout about the opportunities within this sector".

The event runs from 11am – 12pm for young people aged 14-16, and from 1pm-4pm for everybody. More information and to register contact <http://bit.ly/BHCJobSeekers> or e-mail gabriella@bha.org.uk.

Hospitality Businesses with placement and employment opportunities wishing to attend the event are invited to register at <http://bit.ly/BHCbusiness>.



Jordan Harrison-Reader - Graphic Designer

Meet the Team

We are delighted to introduce you to LeedsBID's Graphic Designer Jordan Harrison-Reader.

Jordan hails from Blackburn originally and came to Leeds to study at the prestigious Leeds College of Art, gaining a degree in Graphic Design in July 2015.

Jordan said "A range of reason attracted me to working for LeedsBID. The BID gives me the opportunity to have a positive impact on the city which I now think of as my home, engage with diverse range of briefs and work in a dynamic environment that will aid my development as a designer."

Away from the office Jordan is a keen skateboarder and climber as well as enjoying the occasional music festival.

Whats going on in Leeds?

[Leeds City Beach](#) returns to Millennium Square for the fourth year running. The square is set to be transformed with sandcastles, deck chairs and ice creams between Saturday 13th August-Sunday 4th September. You'll be able to find all sorts of fun to keep the kids entertained over the summer holidays, with plenty of activities, rides and stalls.

[Wharfest](#) is coming to Granary Wharf this September, bringing with it a host of live bands and DJ sets...In January, Ossett Brewery launched Wharfest, a new waterfront festival that saw their three Granary Wharf venues taken over by live acts – and it's set to return on Saturday 24th September, with even more bands, artists and DJs. Each venue will offer something a little bit different, as Candlebar serves up chilled out acoustics, The Hop lines up lively bands and Archie's brings DJs until late.

The [Big Leeds Bike Ride](#) kicks off on Sunday, 18th September - starting from Roundhay Park, the 100 mile route tracks through the wonderful unspoilt landscape of Yorkshire before heading back to the finish, where you'll enjoy refreshments, massage and a well-earned rest! This event features chip-timing and web results so after the event, you can see your overall time and average speed along with the opportunity to compare your time with friends.

Click the link below to enter the 100km/50km ride.

[Enter the Big Leeds Bike Ride](#)

[Leeds International Beer Festival](#) returns for its 5th year running from 8th-11th

September. The festival in Leeds Town Hall celebrates and promotes craft beer brewed in the UK and overseas with hundreds of beers and ciders, street food and live music. For more information and to order tickets visit <http://www.leedsbeer.com/>



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