

2017

# A YEAR IN REVIEW



LEEDSBID

2018

## Foreword

Leeds Business Improvement District is one of over 300 Business Improvement Districts (BIDs) in the UK and the largest outside of London.

Our ambition is simple: to work collaboratively to improve the city and to put Leeds firmly on the map.

LeedsBID is a driving force, working nimbly to respond to the needs of businesses and to deliver on the aspirations of an ambitious business plan.

During the last 12 months we have seen many inspiring, exciting initiatives and projects come to fruition – some large, many small, all helping enhance Leeds city centre as a great place to live, play and boost business opportunities.

LeedsBID has been instrumental in attracting new events to the city alongside supporting existing ones to achieve new audiences and be better integrated into a co-ordinated events calendar.

Attracting the ARIAS, MOBO Awards and the second year of The Leeds International Festival has enhanced the city's cultural landscape with statement pieces. Using events, activities and attractions to shape a place is part of our ongoing strategy and drive to transform Leeds for the benefit of all.

Our desire to improve the welcome to and experience of Leeds can be seen in the three street teams we deploy - The Welcome Ambassadors, Street Ranger Team and the Leeds Evening Ambassadors all provide visible benefits and support to all businesses across the commercial city centre.

We recognise that many of our initiatives would not be possible without the levy funding we receive from levy paying businesses and organisations in the city centre alongside the considerable in-kind support and practical help of those who give their time freely to support the work of LeedsBID. We are most grateful for that.

I would encourage 'all' businesses and organisations in Leeds to get involved and benefit from working with LeedsBID. Some of our projects have come directly from you, in answer to a problem or meeting a local need – one thing they have in common is to help ensure the city continues to succeed, putting it firmly at the forefront of people's minds locally, nationally and internationally.

The Business Improvement District brings all sectors of the city together to work towards a common goal and by its very title we want to see 'improvements' which have real direct benefit to those who do business in Leeds.

We look forward to working with you as we continue transforming this city together.



A handwritten signature in black ink that reads "Andrew Cooper". The signature is written in a cursive style and is underlined.

**Andrew Cooper**  
*Chief Executive*  
LeedsBID



## Foreword

It has been an exciting and busy year for LeedsBID. The team have delivered more by way of inspirational ideas, creative marketing and well managed projects for the city than ever before.

The impact of LeedsBID's informed and innovative investments is turning the ambition for the city that is shown in its business plan into a reality.

Continuing to work at pace in collaboration with others to make things happen is resulting in improved experiences, raised standards and added value.

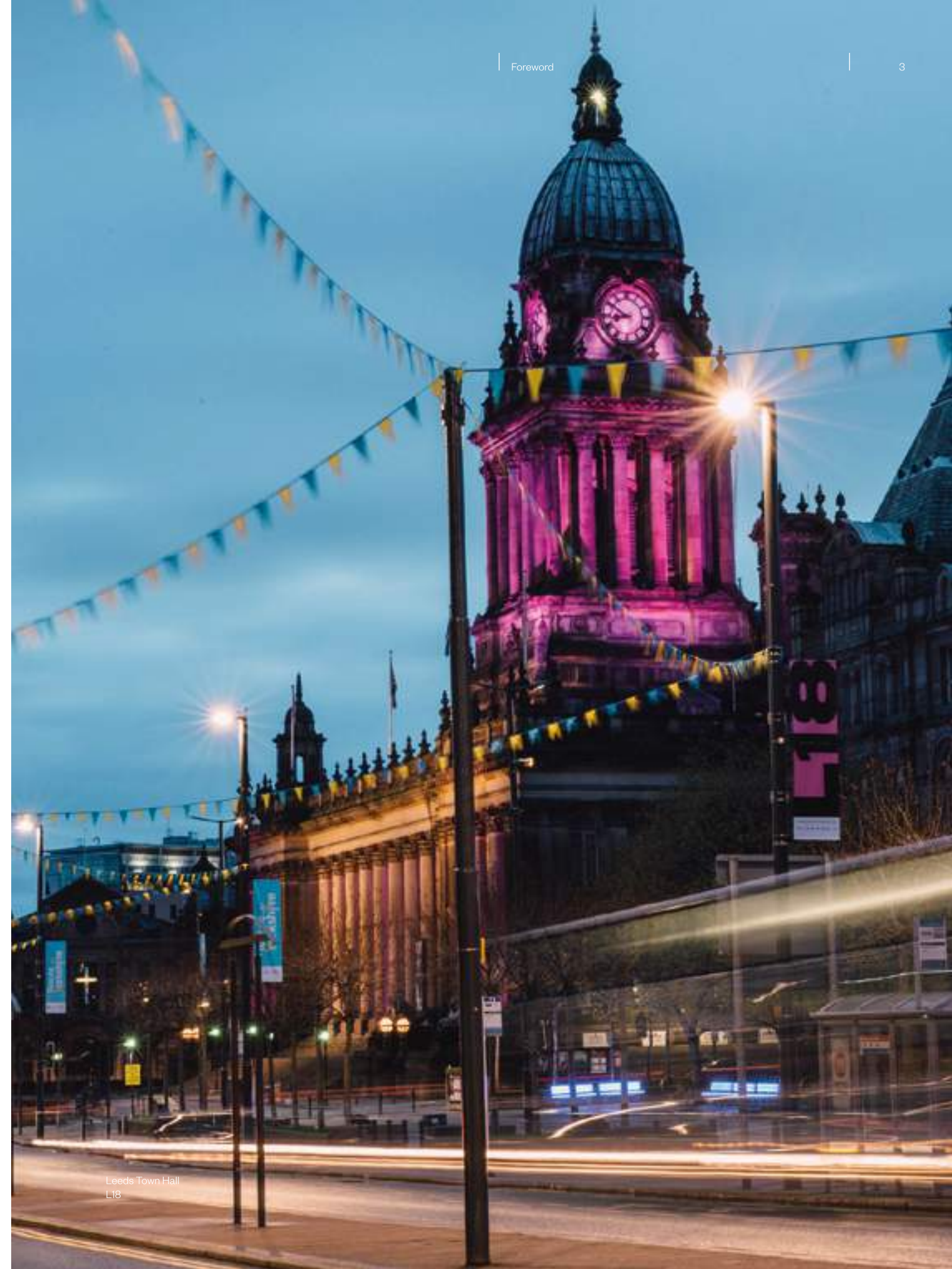
The plans, projects and initiatives – both large scale and small - brought to the city by LeedsBID are bringing Leeds to life with a warm welcome and standout events. Many of these initiatives are in partnership with others and are often only made possible by the many businesses and organisations in Leeds that have shown real support and belief in what the team are trying to achieve.

LeedsBID is delivering on its vision to make a difference to Leeds city centre for all its users, celebrating strengths and successes while amplifying and adding to its appeal to wider audiences, and bringing economic benefits as a result.

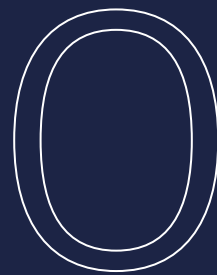
As we enter Year 4, LeedsBID will continue on its mission to transform the city.

*Prew Lumley*

**Prew Lumley**  
*Chair of Board*  
LeedsBID



Leeds Town Hall  
L18



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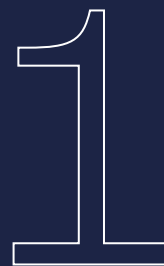
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A Closer Look At The BID





# BROUGHT TO YOU BY LEEDSBID

## LeedsBID is leading the way to make things happen in Leeds city centre.

Visionary, creative and ambitious, LeedsBID is taking the city centre forward with powerful and productive projects and partnerships which are resulting in a real difference.

Cementing its pivotal position in the city, it is driving innovation, investment, and a vision of transformation, making an impact that is clear to see.

An influencer for action, its inspirational leadership and extensive network of collaborative partnerships has instigated the flow of new ideas, events and activities while amplifying existing initiatives through informed investment, resulting in an economic effect – bringing direct benefits to Leeds city centre, its businesses and enriching it for those who live, work and play in the city.

A growth in the range of projects brought to the city by LeedsBID, made possible by its businesses and organisations, sees the continuation of its core work to animate and improve Leeds, extending its appeal, successes and strengths to wider audiences.

Collaboration across all sectors for the benefit of the city remains key to the work of LeedsBID as working together can and does make a place better.

## LeedsBID not only making its mark in Leeds.

Now a multiple award-winning BID, LeedsBID is gaining official recognition for the scope, scale and impact of its work on a national and international stage.

A City Less Grey urban arts project received a Planning Award for best use of arts, culture or sport in placemaking, with judges describing the project as "high-impact, low-cost" and admired the "grass-roots involvement of community"; Leeds Boost was highly commended in the Association of Town and City Management Awards category for 'Best Digital High Street Scheme'; and Leeds International Festival 2018 selected for an Award of Excellence in the 2018 Downtown Achievement Awards: Events and Programming category recognising high achievement in the areas of innovation, representation and sustainability.

LeedsBID's success is also benefiting the BID sector further afield and bringing enhancement for other regional towns and cities embracing the opportunities business improvement districts bring. LeedsBID has acted in an advisory capacity to neighbours including Morley, Bradford, Harrogate and Wakefield in establishing their own Business Improvement Districts.

LeedsBID also played an integral part in the formation of a bold, progressive and aspirational new national body for BIDs, The BID Foundation, run and managed by the Institute of Place Management which represents Business Improvement Districts across the UK and champions them as a vehicle for effective place management and delivery. LeedsBID is represented and currently chairs the National Council - a great accolade for LeedsBID's momentum and work in the city and a positive promotion of 'brand Leeds' on an important national stage.



The **PLANNING AWARDS 2018**  
*Celebrating excellence in planning and placemaking*



Achievement Awards:  
— IDA Achievement Award  
— Planning Awards 2018  
— ATCM Award





### LeedsBID's Vision for Leeds

The focus on a core business plan to make real differences to Leeds city centre sees LeedsBID;

aiming high to maintain and enhance the quality of city services and provisions; profile raising through a celebration of the city's strong offers for both consumer and corporate, nationally and internationally; adding value through coordinated effort and investment to increase performance and efficiencies.

### Plans, Projects & Initiatives

#### Welcome to Leeds

Raising the game for the physical and digital welcome to the city with a focus on projects and initiatives to improve access points; the development of a distinctive online brand and targeted marketing campaigns to celebrate Leeds' distinctiveness; and the creation of welcome teams on the city's streets.

#### The City Experience

Coordinating efforts, management and an all-round programme of events and activity for the benefit of Leeds city centre, leveraging investment and boosting footfall.

#### The Leeds Business Voice

Providing a strong, representative and effective business voice for the benefit of the city centre, promoting areas of excellence, acting as a data and intelligence hub, offering competitive, collaborative rates for services and supporting the city in retaining talent and skills.

“

“Evidence of ‘bidness’ seems to be everywhere you look now in Leeds, from the street rangers to the welcome ambassadors, and their support is enabling bold new initiatives in our city’s cultural economy and the contribution it can make to our prosperity.”

**OUR VALUES DEFINE US. THEY GUIDE US.  
THEY PUSH US ABOVE & BEYOND THE  
ORDINARY. WE ENHANCE. WE TRANSFORM  
01. WE DON'T SETTLE FOR THE NORMAL.  
WE SETTLE FOR THE EXCEPTIONAL. WE  
ARE BOLD 02. WE ARE FEARLESS. WE JOIN  
THE DOTS. OUR IDEAS ARE INNOVATIVE 03.  
OUR IDEAS MAKE A DIFFERENCE. WE ARE  
RESOLUTE. WE ARE RESPONSIBLE 04.  
& WE ARE HERE TO STAY 05**

01. Transformative  
02. Bold  
03. Innovative  
04. Responsible  
05. Ambitious







# A WARM WELCOME

First impressions count and LeedsBID's distinctive Welcome to Leeds is helping ensure the city makes a lasting impact on people as they move about the city.

LeedsBID is at the forefront of providing that all-important positive experience for those who come to live, work and play in Leeds, with key projects and initiatives which create visual impact and a warm and friendly feel to being in the city centre.



Welcome Ambassador  
Briggate





## Our Street Teams

The LeedsBID Welcome Ambassadors and Street Rangers are now a familiar and welcome sight on the city centre streets and an invaluable resource in Leeds. These diverse teams are making a huge difference – both to physical appearance and the visitor experience.

As the city wakes, LeedsBID's Street Rangers are already out, making a real impact to the look and feel of the city centre.

Working seven days a week, they focus on raising levels of cleanliness across the city centre, street washing and chewing gum removal as well as responding to calls to city 'hotspots' and attending to levy payer requests for assistance.

And their work is clear to see, with rejuvenated main gateways, key pedestrian routes and high footfall areas across the city centre as well as the spaces surrounding landmark buildings, resulting in changes in behaviour and helping instil pride in public places. The team has deep-cleaned the equivalent of 8 times the length of the city loop through planned activity and reactive work.

Now well established as a valued street team, the Welcome Ambassadors continue to extend that all important welcome to the city, with a warm and friendly face and extensive city knowledge to help, direct, advise and guide. Interacting with an average of 40 people a day, they act as conduits of essential information for first time visitors and business delegates and are in demand to provide that more personal meet and greet for high profile visitors coming in to the city.

Their visits to levy-paying businesses in the BID area (LS1 and some of LS2) provide a vital link between LeedsBID and its customers, conveying essential BID and city information. Within a 12-month period, they carried out over 6,000 scheduled business visits providing updates about events, disruptions, road closures, and even fake bank notes in circulation.

On a daily basis, both teams also contribute to vital intelligence and data gathering on how the city centre is being used, helping further enhance and improve the experience, environment and enjoyment of being in Leeds.



## Celebrating Our Evening Economy

Leeds retained its Purple Flag status for the second consecutive year in 2018; an official accolade for providing an excellent evening out for all.

The award celebrates the strengths of the city's evening and night-time offer as vibrant, diverse, clean, safe and well managed alongside the collaborative efforts and support of key city centre partners in the delivery of that - of which LeedsBID plays an integral role.

The accreditation has not only shone the spotlight on the appeal of an evening out in the city but is further developing that coordinated approach to continuing to improve its offer, resulting in a number of new initiatives.

The city has welcomed an additional street team, which provides a warm and friendly welcome to those coming in to the city after hours for entertainment and leisure.

The Leeds Evening Ambassadors, launched with key investment from LeedsBID alongside Leeds City Council and BACIL (Businesses Against Crime in Leeds) in September 2017, are part of the ongoing collaborative work to strengthen and improve people's experience of the city's vibrant evening and night time economy.

Working Fridays and Saturdays from 10pm to the early hours, they can be found out and about in the city centre throughout the night, helping ensure people can have a great evening out and get home quickly and safely.

The team, with professional security training, also work alongside other organisations to help identify anti-social behaviour, and assist with early intervention and crime prevention. Similar to the Welcome Ambassadors, the Leeds Evening Ambassadors have extended that all important city welcome into the evening and overnight, making sure Leeds is an attractive, welcoming and safe place to be.





# Welcome to Leeds.

A platform to showcase the world class events, organisations & people in Leeds.

— [welcometoleeds.co.uk](http://welcometoleeds.co.uk)

## A Digital Welcome

2018 saw the relaunch of the 'Welcome to Leeds' website, making it even easier for people to find out online what Leeds is really all about. This LeedsBID digital platform showcases all that makes the city unique, celebrating and promoting its world-class places, events, and people.

[www.welcometoleeds.co.uk](http://www.welcometoleeds.co.uk) captures and shares stories that make up the city's DNA, through the use of quality photographs, films, news articles and narratives, all via the input of talented local creatives. A recent project included members of the public submitting their images of Leeds, competing for the privilege of having their picture showcased on the website.

Now featuring even more content and the introduction of channels to appeal to user-specific interests, it aims to enhance audience reach and engagement.

Providing an insight into the cultures and lifestyles of Leeds which make it such an incredible city to be part of, it is a digital journey of discovery for those who think they know Leeds and those who want to find out more, with a steady stream of new stories waiting to be viewed.

Since launching in 2016, the website has attracted over 60,000 unique users who spend an average time of two minutes and 56 seconds on site. Across all social platforms, reach has been over 1.6 million, an increase in following of over 75%.

Up-to-date city information is now at people's fingertips with the incorporation of a live calendar feed with a comprehensive listing of upcoming events all in the one place.

“

Leeds Dance Partnership has been working with the support of the business improvement district to develop the city into a major centre for dance with its own distinctive national and international profile. The city has been a pioneer in dance for many years and through collaborative working we can increase Leeds' profile for its vibrant and diverse dance scene.

Mark Skipper DL  
Chief Executive of Northern Ballet  
Chair of Leeds Dance Partnership







# BRINGING LEEDS TO LIFE

LeedsBID is shaping places and making new spaces throughout Leeds city centre, collaborating on creative plans and projects to enhance environments and create animated areas people can experience and enjoy.

A focus on artistic interventions at key city centre sites has brought Leeds to life with colour, creativity and cultural points of interest.



Slam Dunk Festival  
Millennium Square



## Leeds Letters

The unmistakable Leeds Letters standing tall on the concourse of Leeds Station are now a much-loved welcome for visitors and commuters alike and firmly established as a huge platform to showcase the city's talented visual arts community.

Bringing that impactful hello to the thousands of people that pass by, their changing appearance interrupts the everyday and sparks thought and conversation with an array of eye-catching artwork.

Now iconic symbols of the creative vibrancy of Leeds, these Windows of Leeds provide an artistic insight into life in the city, showcasing a graphic tribute to the return of the MOBO (Music of Black Origin) Awards to Leeds in November 2017, taking on striking pink imagery for Leeds International Festival (LIF) 2018, featuring bold forms and abstract artwork to celebrate local street artists, and, more recently, a musical nod to the world acclaimed Leeds International Piano Competition 2018.

Watch out for more exciting incarnations to come.



Leeds Letters, Leeds Train Station





Athena Rising, Platform

### A City Less Grey

The award winning A City Less Grey, a collaboration between LeedsBID and East Street Arts with property owners, saw its final installation take pride of place in Harper Street. The piece is inspired by the phrase 'Common Ground' which is depicted in the numerous languages spoken in Leeds and includes local, historical, and cultural iconography – and is the last of six in the series.

Gateway locations and corners of the city have been brought to life, animating areas and engaging communities through semi-permanent and permanent public-art commissions.

This ambitious urban street art project has put Leeds on the map as a city committed to public art and social-wellbeing and reinforced how culture and creative industries are vital to the success of a place's survival, while delivering some significant outcomes. The epic Athena Rising mural - painted the full length of the east elevation of Platform and now the UK's tallest piece of street art - generated an international media reach of nearly 389 million.

Plans are now underway for a second project phase with aspirations to support more artists across further locations.



## Public Space

Throughout the city centre, more has been made of those all-important public spaces, with LeedsBID helping to sow the seeds for new pop-up places as well as enhancing those precious pockets already in existence.

Working together with Yorkshire Design Group, Leeds City Council, and LAAND landscape architects, two ordinary parking spaces in the city centre were transformed into something more extraordinary.

A temporary 'parklet' on the cobbles of The Calls was created to inject green space into the lives of city residents and employees in the area, with the pavement extension providing social space and amenities for people by using the street.

This accessible public space in the heart of the city, with plants and outdoor seating enabled people to meet, chat and spend time socialising in a normally urban environment. It is set to return next year.

The Calls, Leeds



St Peter's Square, Leeds

## St Peter's Square

A revamped St Peter's Square became a new playful public space to be enjoyed by everyone from students in Leeds' cultural quarter to those visiting Quarry Hill.

A productive partnership between Leeds College of Music, LeedsBID, Napier and Group Ginger has seen the rejuvenation of this important piece of green space in a central area of up-and-coming developments in the city centre.

Now a fun family space with climbable bench seating and platform stages which double up as wobble-boards, a terraced lawn and a broadcast point for the neighbouring BBC building, it provides a welcoming refuge from the busy traffic of the adjoining Duke Street. A diagonal path running through the centre also gives a nod to musical heritage, with a zebra crossing design reminiscent of the Beatles' Abbey Road album cover.





Deck Chairs, Sovereign Square

### Summer In The City

As temperatures soared in the city, LeedsBID helped brighten up the working week with the return of its successful Summer in the City programme.

Going from strength to strength, this annual initiative to help animate lunchtimes for those who work in the city centre with an array of activities saw an ever-increasing number of events and venues getting in on the action.

Deckchairs were back in larger numbers and in more city centre locations including Park Square, Sovereign Square and Central Square as were pop-up performances with the immensely talented students from Leeds College of Music, and Wimbledon screenings returned to Wellington Place and Bond Court.

New for summer 2018 were fitness yoga sessions in conjunction with Firehouse Fitness and Tai Chi, free for employees of levy paying businesses. And to help keep the children entertained, LeedsBID played a part in this year's Pop-Up and Play, which created a colourful platform for two weeks of free, fun, family-friendly activities on Victoria Gardens as well as bringing giant board games to Dortmund Square, which proved popular with children and adults alike.

Images from left to right:

Wimbledon Screen  
Firehouse Fitness  
Pop-Up & Play









# STANDOUT EVENTS

Presenting an inspired offering, LeedsBID combines the creation of new standout events with helping raise the game of some of the city's firm favourites to ensure Leeds showcases its strengths and successes as well as its credentials as a most fitting host of headline events.

Appealing to an array of audiences and interests from mainstream to the more niche, LeedsBID invests in and adds to the city's wonderfully diverse calendar while helping drive direct economic impact to the businesses in the city.







**September 2017**  
Evening Ambassadors

**October 2017**  
ARIAS

**October 2017**  
Segue

**November 2017**  
MOBOS

**December 2017**  
Forge

**December 2017**  
Christmas In Leeds

**January 2018**  
Purple Flag

**February 2018**  
Herd Digital Jobs Fair

**March 2018**  
LeedsBoost

**March 2018**  
Millennium Square village

**April 2018**  
Leeds International Festival

**May 2018**  
As Good As it Gets



**May 2018**  
Leeds Indie Food

**June 2018**  
Hyde Park Brass

**June 2018**  
City Less Grey Planning Award

**June 2018**  
St Peter's Square



**June 2018**  
Yoga & Tai Chi

**July 2018**  
T-REX in Trinity

**July 2018**  
Station letters

**July 2018**  
Wellington Place



**June/July/August 2018**  
Deckchairs

**September 2018**  
Thought Bubble

**September 2018**  
International Piano Competition





Stormzy, MOBOs

## ARIAS

The Audio and Radio Industry Awards (ARIAS) made Leeds their home for the second year running after successfully launching in Leeds in 2016, and brought a star-studded event hosted by Radio 1 DJ Scott Mills and including performances from Busted, the Fratellis and Sigrid to first direct arena.

With the ongoing support of LeedsBID, The Radio Academy added a two-day industry expo Segue to the calendar, enticing big industry names, brands and headline acts into the city over a two-day period for a series of speeches, masterclasses and networking opportunities open to the Leeds business community, as well as students of the creative industries.

## MOBO Awards

And just a month later, the MOBO (Music of Black Origin) Awards made a spectacular return to Leeds in November 2017 - the second time in three years thanks to powerful partnerships in the city working together, led by LeedsBID. The show delivered the glitz and glamour as thousands attended and saw Stormzy steal the show alongside Cardi B and Stefflon Don while delivering half a million pounds of extra consumer spend in the city.

Sigrid Performance  
ARIAS, 2017





Light Maze  
Light Night

### City Events

Annual favourites such as Light Night Leeds again received significant support, with LeedsBID bringing statement pieces such as the light benches, light maze and lampounettes to add to the overall illuminating effect.

LeedsBID helped the city celebrate its sporting successes on home turf as Title Sponsor of the Leeds Sports Awards for the second consecutive year, while elevating the status and position of the event and enabling attendance numbers to grow to make it the biggest and best awards in its 15 year history.

### Leeds Winter Moments

LeedsBID played a key role in ensuring the city had an unprecedented Advent with its Leeds Winter Moments, involving immersive art and light installations around the city, bringing added sparkle, originality and innovation to the festive season.

Encouraging people to create and experience their own special festive moments while shopping, staying, exploring and enjoying Leeds, it shone a light on all corners of the city centre while showcasing the incredible talent of local creatives.

From the magical draping white lights on the iconic Queens Hotel to the scandi-inspired indulgence of Arctic Bazaar complete with marketplace, hot chocolate bar and sweet bites, and the welcome return of pieces including the ethereal SPIRIT flying high in a new location in Victoria Quarter and the delicate tree lights adorning Park Square, it delivered something special for all ages.

David Shearing Christmas In Leeds 2017







“

“Participation in Eat Leeds Restaurant Week provided great success in terms of bookings and added exposure for the restaurant, with a high number of guests visiting for the first time. We had such a good response that we updated our lunch menu to continue the same offering after the event finished.”

Master Chef finalist Matt Healy,  
owner of Matt Healy x The Foundry

### Eat Leeds

There was the serving up of not one but two helpings of LeedsBID's new initiative Eat Leeds for people to feast on.

Celebrating the city's outstanding and ever evolving food offer, Eat Leeds Restaurant Week was back on the menu in February and August 2018, giving people the opportunity to dine out and sample a taste of what is on offer with specially crafted 2 and 3 course menus, for £10 or £15.

Combined, these two Restaurant Weeks welcomed over 18,000 diners to the city, with 124 restaurants showcasing special menus, bringing an additional £353,000 worth of revenue to the city.

### Leeds Indie Food

There was also a continued investment in Leeds Indie Food festival, helping celebrate the important ingredient provided by independent businesses in the city's diverse and unique food scene, supporting businesses while strengthening the reputation of the sector and raising the profile of Leeds on the national food map.

Left: Leeds Indie Food  
Below: Eat Leeds





### The Leeds International Piano Competition

LeedsBID played an instrumental role in showcasing the Leeds International Piano Competition 2018, one of the world's foremost music competitions, to new audiences both near and far.

Taking the lead on an orchestra of events and activities, LeedsBID helped bring twelve beautifully decorated pianos to iconic locations across the city for people to play and enjoy on the Leeds Piano Trail, delivered the World's Smallest Concert Hall to host an engaging daily programme of free events, and transformed Leeds Town Hall stairs into a giant piano keyboard for the competition finals.

Key collaboration with partners including the University of Leeds and businesses across the city centre saw Leeds hit all the right notes in celebrating the piano like never before, increasing awareness, interest and participation with this world-renowned triennial event. The legacy of this support is that nine of the pianos remain in the city for people to enjoy.

“

“LeedsBID’s involvement has been crucial in achieving our joint goals of really connecting the city to the Leeds International Piano Competition and turning Leeds into the 'Piano City'. The projects and campaigns have breathed new life into the Competition, broadening our reach and helping us to engage with new audiences for The Leeds. The whole team at LeedsBID has been dynamic, supportive and creative, and very collaborative in helping us reach out to Leeds residents, businesses and visitors alike. We have seen the city animated by music in an innovative and exciting way.”

Adam Gatehouse  
Co-Artistic Director  
Leeds International Piano Competition



Piano Trail  
Victoria Quarter





T	H	O	U	G	H	T
B	U	B	B	L	E	

### Thought Bubble

Continuing its commitment to raising the profile of creative, cultural and artistic appeal of the city saw LeedsBID's on-going support of Thought Bubble, the UK's largest comic art festival.

An investment which is helping it go from strength to strength and enabling a more permanent move to a prime spot, bringing this colourful, memorable and successful homegrown festival to the city centre.

Thought Bubble turns Leeds into the comic capital and animates the city centre for one week in September, attracting leading creators, publishers and retailers and bringing fans from 18 countries from around the world.

“

LeedsBID has played a vital role in the development of our event throughout 2017 and 2018 by helping move to the heart of Leeds city centre. Its investment, time and expertise has allowed us to take our small arts organisation to the next level and with that, grow our international brand. We are now attracting more attendees and guests from overseas than ever before. We simply could not have made this leap without them.”

Lisa Wood  
Director, Thought Bubble: The Leeds Comic Art Festival







# LEEDS INTERNATIONAL FESTIVAL 18

Leeds International Festival was back in 2018 and LeedsBID's very own standout event grew in status, scale and size, delivering an unforgettable fortnight of events to excite, entertain and inspire.







The city turned pink for LIF 18 – a leading metropolitan festival of new ideas and innovation launched by LeedsBID in 2017 to celebrate local creativity and international culture while promoting the vitality of Leeds as a world-class destination.

The festival's eclectic programme combined the talents of international artists with local creatives to present everything from live music to tech talks, catwalk shows and photo exhibitions, with world firsts and original pieces of commissioned work that rejoiced in the creativity of science, music, interactive media, and world culture.

In 2018, LIF attracted over 20,000 people to Leeds to listen, watch, see, appreciate and get involved in more than 50 events, with 44 speakers over 15 days (an increase from 35 events over 8 days in 2017).

Only two years since inception, the Leeds International Festival has quickly become the umbrella event to encompass and enhance all that is already great about the city.

House Gospel Choir, L18





## 2018 Highlights

### The Village

A team up with Welcome to Yorkshire and Leeds City Council saw Millennium Square brought to life as “The Village” a cultural hub with the Leeds International Festival spiegel tent presenting music, art, theatre, fashion and film alongside all the cycling action and activities from the Tour de Yorkshire Fourth Edition. Leeds’ long-lost dance KAOS night at Warehouse took it over in celebration of their 30th anniversary and House Gospel Choir - who gained rave reviews at the Glastonbury Festival in 2017 - had the audience on their feet.

### Helen Sharman OBE

#### Astronaut Wanted, No Experience Necessary

At the other end of the cultural spectrum, a talk on the solar system at the stunning AQL headquarters with astronaut Helen Sharman OBE (the first British astronaut and the first woman to visit the Mir space station) was sold out to an audience of inspired adults and children.

### Empowering Women With Science & Tech

The Empowering Women with Science and Technology Conference at Leeds Dock drew an audience of over 170 guests. Hosted by June Sarpong MBE, and with a stellar line-up including TV’s Sarah Beeny, the hashtag #EmpowerWithTech trended throughout the day.

### As Good As It Gets

The world premiere of ‘As Good As It Gets?’ the Leeds Rhinos’ story of sacrifice and glory starring Kevin Sinfield, Jamie Peacock, Jamie Jones-Buchanan, Danny McGuire, Rob Burrow and Clare Balding, saw some of its sporting legends in attendance.

### Christopher Ræburn

Christopher Ræburn, the award-winning British fashion designer, brought his legendary off-cut animal workshop to Leeds as part of the Fashion Space events on Briggate. The workshops, hosted in transformed shipping containers, saw participants learn how to choose textile combinations and sew iconic owl mascots.

### Cosey Fanni Tutti

Another sold-out event was the unstructured chat between Chris Madden and cultural icon, Cosey Fanni Tutti – punk, pornographer, pioneer, and provocateur. The discussion had guests enthralled as they heard about pushing boundaries through pioneering art and electronica music in the 1970s.

### JUICEBOX

LIF closed on another sell-out: the “Queer Culture” celebration, JUICEBOX, with performance artist David Hoyle and transgender rapper, Mykki Blanco. This sublimely anarchic art party in collaboration with Live Art Bistro, was an explosion of immersive and sensory happenings that brought together music, film, cabaret, and club culture.

Images from left to right:

- Helen Sharman, OBE
- As Good As It Gets
- JUICEBOX
- Christopher Ræburn
- Empowering Women With Tech, June Sarpong
- House Gospel Choir







Stakeholder collaboration is not only key to the work of LeedsBID but the key to the success of LIF with the creation of a model which enables others to generate ideas and then acts as the catalyst to make them happen without restriction.

The date is set for LIF19 (2nd-12th May) with the festival focusing on a CORE and OFF programme, enabling unique stellar large-scale events continuing the theme of new ideas and innovation while giving local creatives an international platform to showcase new and experimental works as part of a programme of fringe events across the city.

Visit: [leedsinternationalfestival.com](http://leedsinternationalfestival.com)

Astronaut Wanted, No Experience Necessary, Baas Lansdorp, L18









# IN PARTNERSHIP

A catalyst for collaboration, LeedsBID is proactively bringing people, businesses, sectors and the city together to make things happen.

Its lead in encouraging and establishing powerful partnerships is resulting in the joining of forces, pooling of resources and realisation that working together gets results for the greater good of the city.





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“Getting a new concept up and running requires commitment, enthusiasm and vision - the Big Ideas event is simply one of many that the BID team organise but their commitment and attention to detail is exactly the same as given over to bigger events. What a pleasure it is working with LeedsBID and with talks about another programme of events for next year, I look forward to our partnership strengthening over the years.”

Ivor Tymchak  
Bettakultcha  
CEO

Bettakultcha  
First Direct Arena

### **Bettakultcha & Big Ideas**

Taking a fresh approach to networking - that all important everyday interaction essential to doing business in the city - LeedsBID has introduced an array of alternative opportunities tailored for the business community.

LeedsBID has partnered up with other organisations and started a quiet revolution, inviting employees to get out of the office and their comfort zones to try some new ways to network.

A collaboration with Bettakultcha, an established open forum for ideas, inventiveness and fun in the city, has seen a successful programme of monthly mini business breakfast, lunch and after work events hit the circuit, all free to LeedsBID levy payers.

Each BID, Bettakultcha & Big Ideas event has a topical, pertinent theme, and a handful of speakers; each one having to meet the three important rules of Bettakultcha: deliver 20 slides, 15 seconds each slide, and no sales pitches.

Compered by Bettakultcha CEO Ivor Tymchak, the events enable passionate people to speak about important issues relevant across the city's business community and have fast become a 'not to miss event' in the diary.

### **Sweatworking**

The introduction of a more active approach to making contacts across the city comes in the form of Sweatworking, providing that additionality for those who work at levy paying businesses within the BID area.

This accessible and engaging networking opportunity purposefully planned around a day in the office sees a team up with boutique fitness gym TRIB3, on Wellington Street, going from strength to strength.

Employees have the chance to experience a 45 minute, high-intensity interval fitness class followed by the opportunity to network with other business professionals over nutrient-packed post-workout refreshments twice a week, with regular early morning and after work sessions.



### Commercial Waste & Recycling Service

The benefits of a new commercial waste and recycling collection service introduced by LeedsBID to help save businesses money while enhancing street aesthetics are becoming clear.

LeedsBID working together with Leeds-based Forge Recycling are offering levy payers an opportunity to refresh existing commercial waste contracts, with levy paying businesses typically saving up to 20% annually. Businesses also have access to a wider range of waste collection and recycling, a 7 day service and excellent customer service.

Based within 1 mile of the city centre, Forge Recycling has invested heavily in technology, including digital route planning to maximise crew time and state of the art weighing equipment, which enables waste from each business to be recorded.

Forge Recycling works closely with organisations, understanding the needs of each business and is able to offer a very personal, tailored service; some of the early converts have been multi-tenanted buildings, including The Merrion Centre and Yorkshire House.

Leeds Boost aims to unearth the hidden digital-skills talent across all jobs and sectors in the city, showing how small digital hacks can make a big impact on the day-to-day running of a business.

This LeedsBID initiative delivers fun, engaging, and jargon-free digital-skills training to the businesses and people of Leeds, with bitesize sessions aiming to empower people and grow the knowledge and digital skills in the city centre, which in turn supports business growth on the high street.

Led by one of Google's European masterclass trainers Simon McCaskill and his business partner Daniel Robinson formerly of the BBC, it was born out of LeedsBID levy payer consultation highlighting a need to future-proof business by keeping on top of the latest digital skills and technologies.

Currently the only BID in the UK to have this bespoke digital training available to its levy paying businesses, the success of Leeds Boost has been overwhelming in such a short space of time. In its first eight months over 150 organisations and 500 people were trained across a massive range of business types - from universities, law firms, and banks, through to bars, media companies, and hotels.

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“LeedsBID has got the back of businesses - it is truly trying to find the best solutions to help levy payers in the city centre.”

Daniel Robinson  
Experience Manager  
Leeds Boost



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“We are delighted to be working with LeedsBID to offer businesses a more convenient service and help them recycle more. We are proud of our roots in Leeds and passionate about improving the city centre.”

Harvey Mills  
Co-Founder  
Forge Recycling





Fashion in Leeds, Part of LIF Festival, 2017

### Made Up Leeds

A retail collaboration with LeedsBID at the helm saw Leeds host its first ever city-wide cosmetics festival which took a look beyond beauty.

Made Up Leeds was an inclusive, two-day festival in September with free events, demonstrations, tutorials, speakers and special offers involving big names from the industry including headline speaker I'm a Celebrity...Get Me Out Of Here! winner and former Made in Chelsea star Georgia 'Toff' Toffolo, British makeup artist and columnist Ruby Hammer MBE, co-founder of Ruby & Millie make up, award winning professional hairdresser Andrew Barton as well as makeovers, tutorials and a 'meet and greet' by Love Island stars.

LeedsBID brought together some of the biggest names in the city's retail scene including John Lewis, Harvey Nichols, Debenhams, Trinity Leeds, The Merrion Centre, St Johns Centre and The Light, to make the festival happen which saw more than 90 cosmetics stores, franchises, restaurants and bars taking part with more than 110 individual offers available.

### Ambition:Leeds

New to Leeds is an exciting addition to its retail and hospitality landscape, created in response to the recruitment, training, and development needs of the two largest private-sector employers in the city.

Ambition:Leeds, the Centre for Retail & Hospitality Training made possible by key investment from LeedsBID, Leeds City Council and Landsec, is the result of two years' planning and research into the resourcing and skills challenges faced by local businesses.

This employer-led training centre brings together a range of established and well-respected regional education partners, to deliver retail and hospitality training under one roof. Taught by experienced tutors, the programmes are designed for employees working in the retail and hospitality industries.

Housed in City Exchange, on Albion Street in the centre of Leeds, employees can easily access seamless training pathways and follow 'at a glance' progression routes delivered by a range of providers.

Visit: [www.ambitionleeds.co.uk](http://www.ambitionleeds.co.uk)

Fashion in Leeds, Part of LIF 2018





## Big Change

Leeds is to see the introduction of a collaborative city-wide campaign created to make a lasting change to those people in need on the streets of the city centre.

Big Change Leeds is a major new initiative instigated by LeedsBID and Leeds City Council, with the support of Leeds Community Foundation and in collaboration with up to 30 third sector organisations operating in the city.

The campaign has been created to question behaviours and raise awareness, inform and educate, and engage people in alternative ways to help those in genuine need.

Big Change promotes the Leeds branch of Street Support - a central online resource where businesses and individuals can help make a lasting change to someone's life. Street Support actively brings city organisations together onto one public facing platform - making information about existing resource in the city centre and how people can directly help available all in one place.

It enables both offers of help and appeals for help, connecting charities, organisations, businesses and the general public with a mechanism to make donations of money, time or items.

Visit: [www.bigchangeleeds.co.uk](http://www.bigchangeleeds.co.uk)

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“LeedsBID has done great things for our city and its engagement with the Wellington Place community has created opportunities for the businesses across the development. We've partnered on numerous projects with them, from networking events through to showcasing Wimbledon live in Tower Square. These partnerships not only support the business community in Leeds, but also positions it as a vibrant and fun city to work and play.

We're delighted that the BID continue to deliver unique opportunities and great benefits to Wellington Place, and we're looking forward to more collaborations in the years to come.”

Dominique Simcox  
Head of Customer Experience,  
Marketing & Office Manager, MEPC Limited



Piano Steps  
Leeds Town Hall







# A CLOSER LOOK AT LEEDSBID

The Leeds Business Improvement District is one of the most exciting initiatives developed by the city's business community in recent years.

Representing over 900 businesses and organisations, LeedsBID is focused on delivering an ambitious business plan to transform Leeds city centre – improving experiences, standards and adding value for all city users.

## Our Board Members



**Prew Lumley,**  
*Chair Real Estate Partner*  
Squire Patton Boggs



**Andrew Latchmore**  
*Partner*  
Shulmans



**Sam Perry**  
*Director of*  
*Commercial Banking*  
NatWest



**Helen Green**  
*Associate Director*  
TCS



**Diane Cheesebrough**  
*Consultant/NED*



**David Maddison**  
*General Manager*  
Trinity Leeds



**Sarah Dear**  
*Managing Director*  
Elmwood Branding &  
Design Consultancy



**Al Garthwaite**  
*Councillor*  
Leeds City Council



**Sandy Needham**  
*Director*  
West and North Yorkshire  
Chamber of Commerce



**James Prince**  
*Board Advisor*  
John Lewis



**Colin Oliver**  
*Board Advisor*  
Futuresound Events



**Andrew Cooper**  
*Chief Executive*  
LeedsBID



## Testimonials

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"LeedsBID has delivered its business plan in a short space of time with energy and innovation bringing a real impact across a range of projects to enhance the city centre. They have worked proactively with the Chamber of Commerce and other key groups, amplifying the business voice and driving significant transformation."

Gerald Jennings  
Chairman, West & North Yorkshire Chamber of Commerce

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"LeedsBID has worked with SMG and the first direct arena to support a number of new events and conferences in coming to Leeds. The MOBO Awards in 2017 was another great coup for Leeds.

We have worked closely on the ARIAS, now in its third year, the Conference and Hospitality Show, The Leeds Apprenticeship Fair and Leeds Digital Jobs fair. The increased number of events we can support and facilitate with LeedsBID, the greater the economic ripple and impact to the whole of the city."

Jen Mitchell  
General Manager, first direct arena

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"Working together with LeedsBID and land owners to incorporate some new yet simple additions to Dortmund Square has helped to create that important sense of community, and a relaxed, family friendly feel throughout the summer months.

That investment and collaboration has significantly changed the space for the better and led to a real sense of pride in the place and we look forward to having the opportunity to bring more animation to Dortmund Square in future."

Eddie Stapleton  
Northern Property Manager, Direct Line Group

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"I doff my bowler hat, complete with fetching yellow trim, to the committed and enthusiastic team at LeedsBID. It has come so very far in such a short space of time.

They have stood over their promise to work with all the city's stakeholders, something we greatly appreciate here in the cultural quarter at the periphery of the central district. Value has been added!"

Gerry Godley  
Principal & Managing Director, Leeds College of Music

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"Being part of Leeds Business Improvement District has been an amazing opportunity for our business in Leeds. We have had access to some great initiatives which help and support our business as well as the surrounding areas; these include the street rangers and the ambassadors.

It is clear, LeedsBID's main focus is to make Leeds a better place and in turn has brought key ideas and investment into the city."

Isobel Sibley  
Relationship & Events Manager, Fazenda Leeds

## 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 positive 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 February 27th 2015. Of those who voted, 84% of the total number and 86% of the total rateable value said yes.

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.

## About LeedsBID

- Established on 1st April 2015
- Over 900 levy payers from all business sectors within an area approx. 1 sq. mile
- Businesses in the LeedsBID area with rateable value of £60,000 and above pay an annual 1.25% mandatory levy
- Yearly investment of £2.5m in Leeds city centre which is the largest BID outside of London, and third largest BID in the UK
- 200th BID in the UK

Industry Bodies  
— BID Foundation  
— ATCM  
— Northern BIDs  
— IPM



Institute of Place Management





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LEEDSBID