



A YEAR IN REVIEW



BRUNNEN

Chief Executive
A Foreword

LeedsBID is one of over 270 Business Improvement Districts (BIDs) in the UK and the largest outside London.

Our ambition is simple: to work collaboratively to put Leeds firmly on the map and to improve our city. 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 year we have seen many projects come to fruition – inspiring, exciting initiatives, some large, many small, all helping enhance the city of Leeds as a great place to live, work and play.

LeedsBID has been at the forefront of attracting new events to Leeds including the ARIAS, MOBO Awards and the Leeds International Festival as well as enhancing its cultural landscape with statement pieces and simple installations. Using events, activities and attractions to shape a place is part of our ongoing strategy to transform Leeds for the benefit of all.

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

We recognise that all of our initiatives would not be possible without the levy funding we receive from the 1,000 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.

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 businesses, solving 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 community together for the benefit of the city and by its very title we want to see 'improvement' which has a tangible direct benefit to those who do business in Leeds.

We look forward to working with as many of you as possible to continue transforming the city together.



Andrew Cooper
Chief Executive
LeedsBID



2017 HAS BEEN A HUGE SUCCESS AND HAS EDUCATED ME ON WHO LEEDSBID ARE AND WHAT THEY STAND FOR. FROM THE STREET TEAM CLEANING UP AND AMBASSADORS DIRECTING GUESTS TO CREATING AND DRIVING EAT LEEDS RESTAURANT WEEK; ALL WORKING TOGETHER IN THE SAME DIRECTION FOR THE GREATER GOOD OF LEEDS.

Stephanie Bourne
Deputy Manager
Brasserie Blanc

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s LeedsBID reaches the end of its second year, the impact that its energy, ambition and investment is making to Leeds commercial city centre is clear to see.

LeedsBID has quickly demonstrated its ability to improve experiences, raise

standards and add value, turning the aspiration for the city shown in its business plan into a reality.

There has been an acceleration of pace and tangible results, with the realisation of a number of key initiatives and many others already in the pipeline.

Taking the lead on inspirational ideas, creative marketing, powerful partnerships and well-managed projects, LeedsBID

is delivering on its vision to drive through improvements to Leeds city centre, celebrating its strengths and successes and amplifying its appeal to wider audiences.

Its successes are the city's to share in – the hard work of the LeedsBID team in collaboration with the businesses and organisations in the city centre, plus the prudent use of the levy raised, have made real results possible.

Looking forward into year three, LeedsBID will continue to invest in innovative projects, working proactively alongside key stakeholders to make a difference and to deliver benefits for all city users.

Prew Lumley

Prew Lumley
Chair of LeedsBID Board



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CHAPTER ONE

An ambition to drive Leeds city centre forward with powerful and productive projects and partnerships to transform the city.

Inspirational leadership to instigate new ideas and amplify existing initiatives through innovative investment.

THE VISION FOR LEEDS

Leeds is a thriving, growing city; it is an economic powerhouse and recognised as among the country's top destinations for business and pleasure. Its commercial, cultural, retail and leisure assets have established it as a successful city - with the potential to be great.

LeedsBID is at the heart of the continued growth and co-ordinated management and marketing of Leeds' commercial city centre, working collaboratively to celebrate successes, strengths and appeal while ensuring the city is best placed to compete on a global scale.



LEEDSBID IS CLEAR AND CREATIVE IN PROMOTING THE CITY TO A NATIONAL AND INTERNATIONAL AUDIENCE. WE HAVE HAD THE WELCOME AMBASSADORS ON-SITE AT THE AIRPORT, PROMOTING THE CITY AND THEY HAVE BEEN VERY WELL RECEIVED BY PASSENGERS.

Martin Hopkins
Head of Advertising Sales
Leeds Bradford Airport

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LeedsBID is one of the most exciting initiatives developed by its business community in recent years.

A catalyst for change, in its first two years, LeedsBID has already been the driving force behind a number of bold and innovative projects, bringing people, businesses and sectors together

to make new things happen in Leeds city centre.

Created to support the growing aspiration and ambition for the city, its investments, which are made possible by the businesses and organisations in Leeds, are resulting in real differences for all city users.

LeedsBID aims to engage with every sector of the community to enhance and amplify all that is great about Leeds, making those


confident statements about the city's incredible depth and range while celebrating its unique identity locally, nationally and internationally.

Great places are attractive, exciting, inspiring and consuming – Leeds is all those things and can be more.

Making a place better is at the core of a Business Improvement District and LeedsBID has been at the forefront of implementing key ideas and investment to make Leeds city centre better.




Great experiences, events and times spent in a place for work or leisure can define a city and make it stand out. LeedsBID plans, projects and initiatives look to deliver those for Leeds city centre.

A pivotal coordinating voice, LeedsBID is uniting individuals, businesses and organisations in the city to work collaboratively and in coordination to bring direct benefits to the city centre and enhance the experience of all those who use and visit it.



Welcome to Leeds!

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

– welcometoleeds.co.uk   

OUR VALUES DEFINE US. THEY GUIDE US. THEY PUSH US ABOVE AND BEYOND THE ORDINARY. WE ENHANCE. WE TRANSFORM⁰¹. WE DON'T SETTLE FOR THE NORMAL. WE SETTLE FOR THE EXCEPTIONAL. WE ARE BOLD⁰². WE ARE FEARLESS. WE JOIN THE DOTS. OUR IDEAS ARE INNOVATIVE⁰³. OUR IDEAS MAKE A DIFFERENCE. WE ARE RESOLUTE. WE ARE RESPONSIBLE⁰⁴ AND WE ARE HERE TO STAY⁰⁵.

Our Values
1 - Transformative
2 - Bold
3 - Innovative
4 - Responsible
5 - Ambitious

LeedsBID is focused on the delivery of an ambitious business plan to make tangible differences to Leeds city centre, with three agreed key priorities at its core:

Aiming High

Ensuring the city is ambitious and aims higher to maintain and enhance the quality of provision and services.

Profile Raising

Celebrating the city's offers for both consumer and business, nationally and internationally.

Adding Value

Coordinating effort and investment to increase performance and efficiencies.

LeedsBID plans, projects and initiatives centre around addressing three identifiable themes, essential in helping drive the city forward:

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 and supporting the city in retaining talent and skills.



Aison Smith
Christmas in Leeds
2016



Lumin Art Exhibition
Leeds International Festival
2017

CHAPTER TWO





Spearheading inspired projects to breathe life into public places and spaces throughout Leeds city centre, LeedsBID is leading the way to ensure the city is a little less grey.

Working alongside creative individuals and using artistic assets in the city, projects have introduced colourful elements to various corners of the city to add to the unique experience of moving about places and spaces.

MAKING PLACES SHAPING PLACES

PROJECTS SUCH AS THE MURAL OUTSIDE OUR OFFICE IN SOVEREIGN SQUARE AND THE IMPRESSIVE ATHENA RISING ON THE PLATFORM BUILDING NOT ONLY ENHANCE OUR ENVIRONMENT BUT FORM TALKING POINTS FOR LEEDS CITIZENS AND VISITORS ALIKE.

Sharon Gladish
Director at KPMG
Leeds

LeedsBID has engaged in a creative and collaborative process to look at the planning, design, management and animation of public places and spaces in the city centre.

It is areas accessible to all - streets, squares and parks, the spaces between shops and offices along with the buildings themselves

- which LeedsBID is looking to help enhance with permanent and temporary measures. The intention is to make a significant difference to how a space looks and feels and how people can enjoy it.

Working together with members of the city centre community, there is the desire for well-managed public spaces and animated streets that add something to those everyday experiences of life in Leeds.

Artists have been given the opportunity to literally leave their mark at key city gateways and busy commuter sites as LeedsBID's work continues to provide a more colourful welcome for people while helping enhance the city's cultural offer.

Street art has taken centre stage, with The Sunday Times recently referring to Leeds as the capital city of street art. It is bringing colour, curiosity and interest to the streets of Leeds, with LeedsBID and East Street Arts coming together on A City Less Grey urban arts project to animate both prominent and overlooked areas.

Hoardings have been brought to life with commissioned art installations at Kirkgate and Sovereign Square as well as

a prominent refurbished building which is now home to a landmark piece changing the city's skyline - and putting Leeds on the map as home to the UK's tallest piece of street art.

'Athena Rising' stands proud on the side of Bruntwood's new Platform building next to Leeds Station; this stunning visual artwork by Nomad Clan provides an immediate bold statement for those arriving in the city, and a fantastic and lasting impression of what LeedsBID can help achieve working with creative and corporate sectors.

The 'Windows of Leeds' letters on Leeds Station's south concourse have a new look as part of a continued investment in the Welcome to Leeds. The talents of a former city student provide a friendly greeting for all arrivals to the city. The letters, one of the first installations by LeedsBID, are now an iconic meeting point and a firm favourite as a photo backdrop.

On the waterfront, at The Calls, a collaboration with local landlords and property owners has seen the arrival of modern green Danish seating, adding a splash of vibrant colour to the area. While nearby an ambitious and evolving artwork connecting conversations between the UK and India resides in Leeds for 12 months - a great collaboration with businesses to enhance the city's streetscape.

The unique digital art installation DUET incorporates a series of dynamic interactive animated-light panels created from raw, single-line, real time conversations between two anonymous individuals across two continents, displaying snippets visible to those crossing Centenary Bridge.

The average working week for those based in key business districts of the city have become a little more animated with some additional lunchtime ingredients courtesy of LeedsBID.





Athena Rising
Normad Clan
2017

Street Ranger
Sovereign Square
2017



E

mployees in the vicinity of Park Square and Wellington Street are encouraged to step out of the office on warmer days with the arrival of deckchairs in public places and pop-up musical performances utilising the talents of Leeds College of Music students. A success in enhancing the working environment and supporting the creation of social community spaces, the initiative has spread to Sovereign Square and Central Square. And LeedsBID brought Wimbledon to Bond Court and Wellington Place, with screenings of all the action helping create a vibrant 'continental café style' atmosphere.

LeedsBID is part of ongoing conversations with city planners, transport providers and businesses looking at much more than the design of major areas across the city centre, working collaboratively to consider layout, maintenance and safety to

help continually improve those all important public places and spaces.

Working with retailers in Commercial Street, LeedsBID is part of the plan to animate this busy pedestrian thoroughfare to give it an identity, with new street infrastructure to compliment the impressive architecture.

LeedsBID is supporting the vision to uplift the area in New Briggate which is home to some of the city's key cultural venues, with aspirations for the creation of a street café scene, improved shop frontages, and possible traffic calming measures.

Playful elements are being provided for a new public performance space in St Peter's Square, with LeedsBID working in conjunction with Leeds College of Music.



CHAPTER THREE



CITY EVENTS

Taking a lead in extending the experience and offer to those who come to play, LeedsBID is looking at events to showcase the city.

Profile raising, game changing, crowd pleasing - the combination of LeedsBID's work in attracting and creating new signature events and supporting well-established ones is raising the credentials of the city's events calendar, and its reputation as a major host.

AS A LEEDSBID LEVY PAYER, WE RECOGNISE THE IMPORTANCE OF WORKING WITH THE BUSINESS IMPROVEMENT DISTRICT TO SECURE NEW EVENTS TO LEEDS WHICH HAS A DIRECT ECONOMIC IMPACT TO US AND THE WIDER CITY.

John Sharkey,
Executive Vice President European
Operations, SMG operating the first direct
arena in Leeds.

ARIAS 2016

October 2016 saw the ARIAS (Audio & Radio Industry Awards) come to town with Leeds BID instrumental in attracting The Radio Academy to Leeds to launch its brand-new cross-industry awards. This was less than a year after helping secure the city's hosting of the MOBO Awards.

The industry's eyes were on Leeds as the flagship awards - celebrating the best of audio, innovation and excellence across all radio platforms and digital audio services - brought a star-studded event with show-stopping performances from headline acts to the first direct arena.

Leeds BID's key collaboration with Leeds Beckett University on the event also ensured the city had chance to inspire the next generation of talent with access all areas opportunities for students.

And in 2017 Leeds BID continued its support of these prestigious awards with both announcing a return to Leeds - the ARIAS as part of a bigger two-day industry event SEGUE in October and the 22nd MOBO Awards hitting the city on 29th November.

Christmas in Leeds 2016

Leeds BID added more than a little bit of sparkle to the city with its creative Christmas in Leeds campaign, providing an essential added element for people to come to stay, shop, explore and enjoy Leeds.

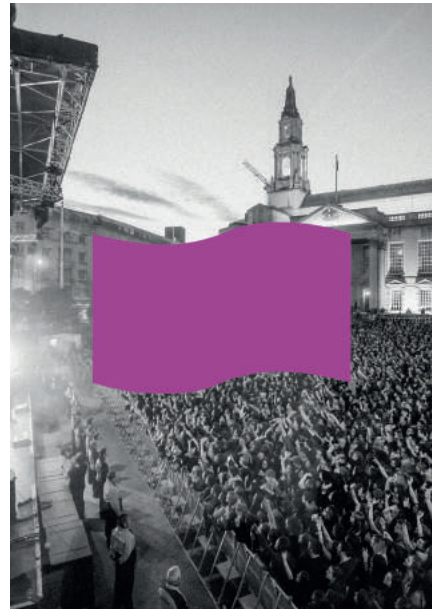
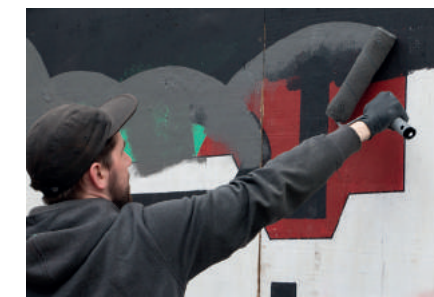
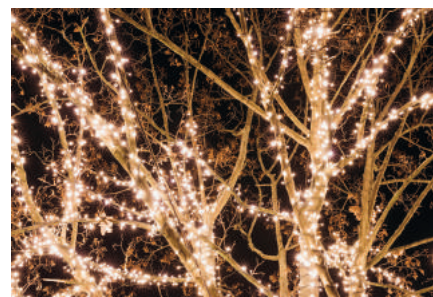
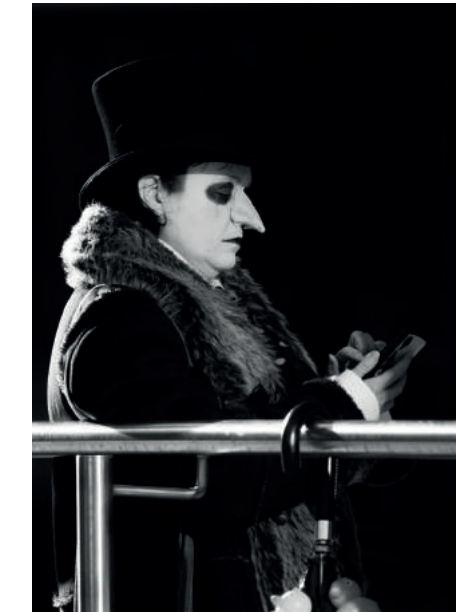
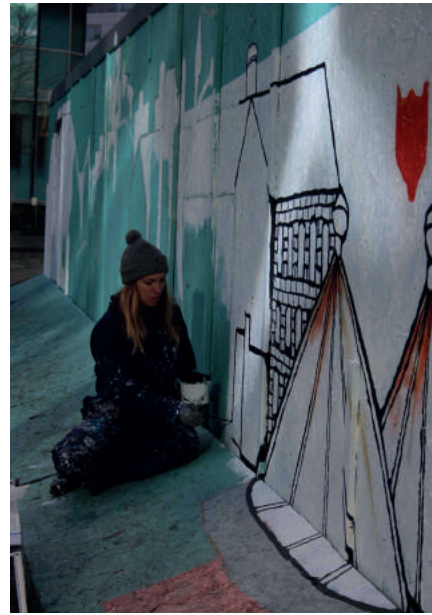
Working with key partners in art, education, retail and business, Leeds BID brought originality and innovation to the city for the festive season. Christmas In Leeds was something new and ambitious; an interactive trail of art, light and magic for all ages, guiding people around Leeds whilst simultaneously showcasing both local creatives and shining a light on all of the city's corners.

Leeds BID's investment gave the city awe-inspiring installations including SPIRIT, a huge ethereal figure hovering over commuters in Leeds Station, and The Northern Lights projections at the Corn Exchange.

It was the biggest Christmas campaign of this style the city has seen, appearing on a host of major outdoor media in London, Manchester, Sheffield and across the North East, with close to 10m social media impressions and an accompanying app.



Welcome to Leeds.
welcometoleds.co.uk



September 2016
Welcome to Leeds
- Platform Launch

November 2016
A City Less Grey
- Kasia Breska

January 2017
A City Less Grey
- Jo Peel

March 2017
Leeds Sports Awards

May 2017
Leeds Indie Food

August 2017
Leeds West Indian Carnival

October 2016
ARIAS

December 2016
Christmas in Leeds

February 2017
Purple Flag

April 2017
Leeds International Festival

June 2017
A City Less Grey
- Joe Dickinson
- Nomad Clan

September 2017
Thought Bubble

September 2017
Leeds Evening Ambassadors - Launch

2016

2017



Vinnie Jones, Howard Wilkinson & Gary McAllister
Leeds International Festival 2017



Fashion in Leeds
Leeds International Festival 2017

Assorted Events 2016-17

LeedsBID's support of existing well-established events in the city's cultural calendar has also been invaluable. Significant investment, both financial and practical, has played a key role in individual event expansion, appeal, impact and people's overall enjoyment of headline events - Light Night Leeds, Leeds West Indian Carnival and Leeds Pride.

Collaboration on specialised, smaller scale events - the Leeds Sports Awards, Leeds Indie Food festival and Thought Bubble (a home-grown comic art festival which

is the biggest and best in the UK) has helped raise their profile in the city and further afield, in turn putting a focus on the city and its successes.

Leeds International Festival 2017

A new highlight of the events calendar is the Leeds International Festival (LIF) after the inaugural event hit the city in April 2017, showcasing the best of music, moving image and tech.

LeedsBID's plan for a new ambitious and exciting cultural festival saw 35 events and more than 300 speakers and acts over a nine-day period. This new headline event brought a vibrancy and energy to the city, highlighting the international appeal of Leeds' rich and vibrant portfolio in front of an audience of 17,000.

Solely funded by LeedsBID, big industry names (Sky, BBC, Screen Yorkshire and AQL) stepped forward to collaborate and many major city centre retailers and venues offered support by hosting events.

The festival delivered something for all; its line-up boasted footballing greats, a Hollywood star, a BRIT winner and a not so classical symphony, an array of international headline speakers and an interactive event for children, served up with side orders of fashion and food.

LIF put eyes on Leeds, with the festival trending nationally on twitter twice over the nine day period. Post event, planning has begun for a bigger and more ambitious LIF in 2018, with the festival increased to a two-week period from 28th April-12th May 2018.



Andrew Cooper
Leeds Sports Awards 2017



CHAPTER FOUR

Introducing its own distinctive branded Welcome to Leeds, LeedsBID is improving those all-important first impressions of the city.

LeedsBID has given a focus to projects creating visible impact, helping to improve people's welcome to the city and the visitor experience.

The launch of a number of exciting new additions is helping ensure that essential positive experience of being in the city.

A dedicated platform, creating a strong consumer and corporate brand and on-line presence, alongside key uniformed street teams all work towards providing a warm and welcoming feel to Leeds city centre.

A WELCOME CITY



A new digital platform is making its mark on showcasing all that makes Leeds unique – celebrating and promoting its world class places, events and people.

Steering the concept and launch, LeedsBID (with leading design and marketing representatives from the city) has created a distinct online Welcome to Leeds, with a strong presence and brand, and a compelling marketing campaign behind it.

welcometoleeds.co.uk is about capturing and sharing the stories which make up the city's DNA, through the use of quality photographs, films and narratives – the commissions of highly talented local creatives.

The portal is a window on the city, telling a wider, more rich and diverse story than has been told

before. It provides an insight into the cultures and lifestyles of Leeds which make it such an incredible city to live, work and play.

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.

Up-to-date city information is at people's fingertips with the incorporation of a live calendar feed with a comprehensive listing of upcoming events, as well as live travel information available on any day, week or month - all in the one place.

The work does not stop there. This digital welcome to the city continues to evolve with the switching on of various channels to actively engage people in all Leeds has to offer.

The Welcome Ambassadors

LeedsBID's first street team, the Welcome Ambassadors, are now an identifiable and valuable resource in the city centre, bringing that outstanding welcome experience to Leeds.

The introduction of what is the largest single ambassador team in the UK has set the city apart as a leader, and is reflective of LeedsBID's commitment to pushing Leeds forward as a friendly, welcoming destination for business and leisure visitors.

Daily interactions exceed over 900, with the team's professional meet and greet service and city knowledge helping to enhance the Leeds welcome - providing a positive and lasting impression of friendliness and vibrancy to all city users. Attendees at high-profile events, and many visiting VIPs and business delegates are also feeling the warmth of their all-important personal welcome.

Businesses and organisations in the LeedsBID area are benefiting from established links with the ambassadors, who act as conduits of information about the city centre and the activities of LeedsBID. Their daily presence on the streets is a vital channel for intelligence and data gathering, helping further enhance and improve the physical welcome, environment and enjoyment for all within the city centre.

The Street Rangers

LeedsBID's second team to hit the streets is fulfilling the aspiration and ambition for Leeds to be a first-class city, going above and beyond statutory obligations to create that essential positive first impression.

The Street Ranger Team is going from strength to strength, making a real difference in the city centre by raising levels of cleanliness.

With a steady growth in numbers and increased cleaning capacity, the team is now operational seven days a week, providing a planned and reactive street cleansing service with a focus on street washing and chewing gum removal.

And the impact is clear to see; main gateways, key pedestrian routes and high footfall areas across the city centre are being rejuvenated – Briggate, Leeds Station and bus station, Buttons Yard and Dortmund Square as well as the areas surrounding landmark buildings such as the Corn Exchange, West Yorkshire Playhouse, Leeds Minster, Leeds City Museum and Leeds General Infirmary.

The Rangers' reactive work is making just as much impact with the team responding to individual business calls to attend at more than 60 city 'hotspots' per day, with requests ranging from debris and graffiti removal to jet washing and disinfecting.

The Evening Ambassadors

New to Leeds is a third team operating in the city centre with LeedsBID backing.

The Evening Ambassadors extend the warm and friendly welcome to all those coming in to the city for leisure and pleasure after hours; out and about in the city centre every Friday and Saturday from 10pm to the early hours plus key bank holidays.

Created in response to the city's Purple Flag Accreditation and recommendations, this team is predominantly funded by LeedsBID with financial support from BACIL and Leeds City Council.

The team can be found on-site across the city centre working alongside the licenced trade and supporting other city centre organisations to ensure people can have a great evening out.





Street Team Photographs
2016-17

01 The Street Ranger Team

03 The Evening Ambassadors
The new team

02 Street Ranger
Cleaning Park Square

04 The Welcome Ambassadors
Directions on Briggate



CHAPTER FIVE



CITY OF TALENT

Enabling strength in numbers, LeedsBID provides a united effective business voice for the city, supporting aims and aspirations with an investment in talent and skills.

Rising to its role as an economic driver, LeedsBID's focus on promoting business excellence and the exciting employment opportunities Leeds presents is seeing the stimulation of interest and support for new engaging initiatives.

LeedsBID is delivering on an overarching objective to assist businesses, sectors and key stakeholders within the commercial city centre to identify and provide best routes to attract, retain and develop talent while showcasing the city's key skillsets.

WE HAVE SEEN GREAT SUCCESSES AND POSITIVE FEEDBACK FROM OUR INDEPENDENT FOOD AND DRINK MEMBERS AND WE HOPE TO CONTINUE TO WORK WITH LEEDSBID TO FURTHER SUPPORT THIS GROWING SECTOR, WHICH IS THRIVING IN LEEDS AND ACROSS THE UK.

Simon Baldwin
Head of Enterprise and Operations
Leeds Beckett University

LeedsBID's investment in the city's Business Voice is making for a stronger, higher skilled workforce, greater economic growth for the city and increased levels of employment for all.

An instrumental part in the hugely successful Fashion in Leeds strategy alongside retail, design and educational partners,

LeedsBID is proactively supporting the sector with key activity.

From providing a network for those who share a passion for fashion, boosting the industry to both consumers and beyond Leeds with inspiring marketing campaigns, to showcasing the city's fashion offer - particularly successful during the Leeds International Festival 2017 when renowned names and international fashion descended on the city as part of week-long promotion on Briggate.

Investment in the city's thriving food and drink sector has seen LeedsBID among those behind an innovative service to nurture new and existing independent businesses in the city through the IFDA (Independent Food & Drink Academy)

as well as continuing to support the growth of Leeds Indie Food festival.

The recent success of the first ever 'Eat Leeds' Restaurant Week helped celebrate the outstanding food and drink scene in the city, and kickstarted a new working partnership, initiated by LeedsBID, between venues to focus on the city's hospitality excellence and opportunities.

Acting to stimulate interest in the growth of the wider apprenticeship agenda, LeedsBID works in collaboration with Leeds City Council's apprenticeship hub on events including seminars and an annual recruitment fair to deliver advice and guidance to help demystify the apprenticeship option and increase engagement.

A commitment to helping provide specialist support for key sectors of economic importance for the city will see LeedsBID working with retailers to address employee shortage issues, low-level skills and recruitment challenges. The assembling of an innovative employer-led solution around a Retail Centre of Excellence could provide a "one stop shop" solution for both recruitment and training/development needs of the sector. The scope of such a unit will evolve over time, expanding the range of skills opportunities available to all city centre businesses.



Mayur Patel
The Bundo Brunch
Leeds Indie Food
2017

A black and white photograph of a restaurant interior. The scene is captured from a low angle, looking down a long dining area. On the left, a bar is visible with several bottles of liquor on shelves. In the center, a large, ornate chandelier hangs from the ceiling. To the right, a bar counter is lined with various bottles and glasses. In the foreground, a person's hand is visible holding a glass. The background shows several tables with patrons seated and dining. The overall atmosphere is elegant and sophisticated.

CHAPTER SIX

WORKING TOGETHER



A central driver, LeedsBID is spearheading the joining of forces and resources to address issues, make new things happen and improve outcomes in the city.

Many great partnerships, projects and initiatives exist across Leeds city centre. LeedsBID's strength is in bringing the individuals, businesses and sectors behind these together to work collaboratively for the greater good of the city.

THE CITY'S FIRST PURPLE FLAG AWARD IS TESTAMENT TO ALL THE WORK OF THE PARTNER AGENCIES IN PROVIDING A NIGHT-TIME ECONOMY THAT IS SAFE AND WELL-MANAGED, AND PRESENTS THE OPPORTUNITY TO DEVELOP THAT CO-ORDINATED APPROACH EVEN FURTHER WHICH CAN ONLY BE A GOOD THING FOR PEOPLE VISITING THE CITY AND FOR BUSINESSES.

Inspector Andy Berriman
Inspector of Leeds City Policing team
West Yorkshire Police

Leeds is already seeing the results of these collaborative efforts with a pooling of investment, time, and expertise creating improvements on a broad front across the city.

The strength of city partnerships means Leeds can fly the flag for offering a great evening out.

The city's Purple Flag status – in recognition of its vibrant, diverse, clean, safe and well managed evening and night-time offer – is the result of the excellent collaborative working between key partners, who play a vital role in the evening economy.

With investment from LeedsBID, alongside Leeds City Council and NHS Public Health, the well-established partnerships and positive, supportive businesses – all with passion for the city – stood out to official assessors who awarded the accolade.

These partners, including West Yorkshire Police, Safer Leeds, BACIL (Businesses Against Crime in Leeds), Leeds Pubwatch and British Transport Police, continue their work together to further improve Leeds' evening and night-time offer.

As a unifying voice for the city centre, LeedsBID is a valuable resource in leading efficient and effective solutions to business challenges.

The funding of a major street operation saw £250,000 of counterfeit branded goods seized from street pedlars in Leeds city centre.

The multi-agency collaboration involving high-end brand retailers, instigated by LeedsBID, received praise from West Yorkshire Trading Standards for what was one of their most successful projects.

A LeedsBID review of city centre trade waste and recycling services is on track to make tangible improvements, enhancing the environment and saving businesses money.

Having led research to identify service gaps, LeedsBID is looking at implementing trade waste service improvements to fulfil identified business needs while improving the physical environment of the central business district. This is to include additional services, with ambitions to start in the new year.

LeedsBID has acted as a catalyst for a campaign hoping to help make lasting change for those people in need on the streets of Leeds. It is bringing people together to take a look at jointly providing relevant help in conjunction with the city's charities and support organisations.

An innovative 'alternative giving' campaign Big Change will promote Leeds' own Street Support, an online portal which connects organisations, individuals and charities with people who need help. It presents an opportunity for organisations to appeal for donations and the general public to give money, time and help.

Look out for Big Change launching in the city early in 2018.

There is still more to do and no one organisation can achieve this in isolation – LeedsBID's collaborative ethos ensures the city continues to succeed.



Pat Leeds Launch 2017



Purple Flag Campaign 2017

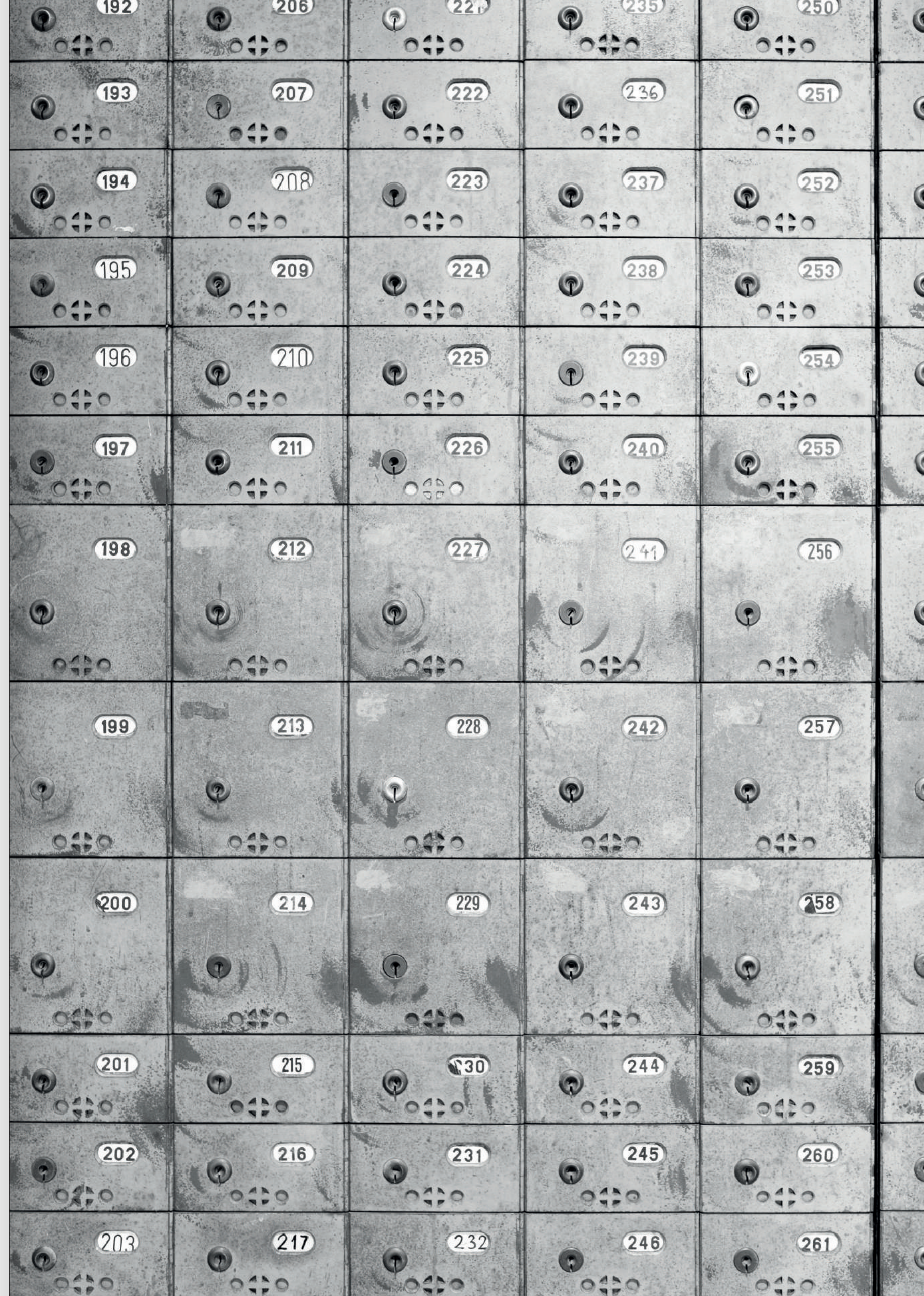


CHAPTER SEVEN

A LOOK AT THE NUMBERS

**I FORESEE THE YEAR AHEAD
WILL CONTINUE TO BE A BUSY
AND EXCITING TIME AS LEEDSBID
CONTINUES ITS GREAT WORK IN
DRIVING CHANGE FOR THE BETTER
IN LEEDS CITY CENTRE.**

Sam Perry
Director of Commercial Banking
West Yorkshire Nat West
Board Director LeedsBID



THE MOVERS AND THE SHAKERS

A COLLECTION OF CITY
INFLUENCERS AND LEADERS



Prew Lumley
Real Estate Partner
Squire Patton Boggs



Helen Green
Associate Director
TCS



Andrew Latchmore
Partner
Shulmans



Sarah Dear
Managing Director
Elmwood Branding &
Design Consultancy



Sandy Needham
Director
West & North Yorkshire
Chamber of Commerce



Sam Perry
Director of Commercial
Banking, Nat West



David Maddison
General Manager
Trinity Leeds



Diane Cheesebrough
Deputy CEO
The Big Word



Colin Oliver
Managing Director
Futuresound Events



James Prince
Head of branch
John Lewis



Jonathan Pryor
Councillor
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And with thanks to all our levy payers without whom none of this would have been possible.

OPINIONS MEAN THE WORLD TO US

OUR PASSION AND DEDICATION IS
REFLECTED IN WHAT PEOPLE SAY

"We were delighted to work with LeedsBID on the 'A City Less Grey' project, with Platform providing the giant canvas for a striking piece of street art. Bruntwood firmly believes that the strength of our cities is directly impacted by social and cultural vibrancy, so it's great to see citywide projects, the likes of what LeedsBID is spearheading, bringing organisations from across the city together to create powerful pieces of art for everyone's enjoyment."

Craig Burrow
Director of Leeds
Bruntwood

"LeedsBID always delivers quality opportunities and events that are thoughtful and well put-together. Much of our work with LeedsBID has been in the public domain and we are actively promoted and supported throughout all of their engagements, making us visible to future clients and giving us the platform to grow as a small independent business."

Alex Marshall
Managing Director
Adelia Quartet

"In 2015 the MOBO Awards, the leading urban music celebration, came to Leeds for the first time. We worked closely with Leeds City Council and LeedsBID who supported MOBO in enabling the event to come to Leeds. The show sold out quickly and Leeds truly embraced us with warmth and energy. We are very much looking forward to working with our Leeds' partners again to not only produce a first-class experience but to leave a great memory behind for many of its citizens and out-of-town visitors".

Henk Elzenga
Director
MOBO Organisation

"The LeedsBID Street Ranger Team are friendly, helpful, with attention to detail, and the front of our premises are looking much improved as a result of all their hard work,"

Michelle Crooke
The Stick or Twist

"LeedsBID promotes this city so well."

Eamon Fox
MRICS
Knight Frank

Having Ambassadors creating and providing links between visitors, residents, businesses, organisations and people that work in the city is a commendable idea for all involved, and one of great potential for everyone's enjoyment."

Robert Kilner
Redmayne Bentley

"Investment has enabled students of the conservatoire to perform in key sites across the city, often animating public spaces that have historically hosted little cultural activity. This place-making activity has created paid work for musicians and supported the city's creative economy."

David Warren
Director of Operational Services
Leeds College of Music

"LeedsBID has supported Light Night both practically and financially since 2015. The financial support enables Leeds City Council to unlock further funding from the Arts Council which in turn has led to an expansion of Light Night, which has become an established showcase event for the city of Leeds."

Cluny Macpherson
Chief Officer, Culture and Sport
Leeds City Council

"We experienced first-hand the positive and tangible impact that an initiative like LeedsBID can have on a city. Our Bond Court Wimbledon Festival would not have been half as successful without the help, resources and equipment facilitated by the LeedsBID team."

Alex Galantino
La Bottega Milanese

"Many congratulations on an outstanding event [Do You Want to Win film premiere, LIF 2017] last night. Great coverage in the media, putting Leeds firmly on the map once again."

David Maddison
General Manager
Trinity Leeds



LeedsBID
Boundary Map

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