



As we enter our fifth year, the impact of the energy, ambition and investment brought to the city centre by LeedsBID is clear to see.

LeedsBID is leading the way to make things happen in Leeds city centre, creating powerful and productive partnerships which are resulting in a real difference.

New initiatives, events and activities are enriching the city centre for those who live, work and play here and having an economic effect to benefit businesses in Leeds.

Collaboration remains key and as we plan ahead for continued investment over the next five years, we will be consulting you, our levy payers, in the coming months for your input and ideas – which are vital to our success.

We very much look forward to continuing to work with you in transforming this city together.

ANDREW COOPER
Chief Executive, LeedsBID



LEEDSBOOST

Delivering fun, engaging, and jargon-free digital-skills training to the businesses and people of Leeds, this LeedsBID initiative is unearthing the hidden talent across 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, bitesize sessions are helping empower people and grow the knowledge and digital skills in the city centre, supporting business growth on the high street.

EAT LEEDS RESTAURANT WEEK

Celebrating the city's outstanding and ever evolving food offer saw two servings of LeedsBID's Eat Leeds Restaurant Week on the menu.

This popular initiative welcomed over 18,000 diners into the city to eat out at more than 120 restaurants showcasing special menus, bringing an additional £353,000 worth of revenue to the city.

LIF 2018

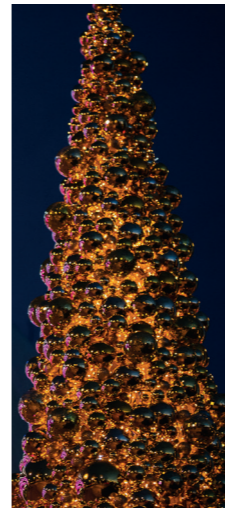
Back for a second year, LeedsBID's very own standout event grew in status, scale and size, delivering an unforgettable fortnight of events to excite, entertain and inspire.

Attracting over 20,000 people, the festival's eclectic programme saw international artists and local creatives present live music, tech talks, catwalk shows and exhibitions, with world firsts and original pieces of commissioned work that rejoiced in the creativity of science, music, interactive media and world culture.

CITY OF THE PIANO

Playing an instrumental role in showcasing the Leeds International Piano Competition 2018 to new audiences, LeedsBID led an orchestra of events and activities to help increase awareness, interest and participation in this world-renowned event.

From animating the city with the Leeds Piano Trail and pop-up performances and hosting the World's Smallest Concert Hall to providing a piano themed welcome for commuters and transforming Leeds Town Hall stairs into giant piano keys.



AMBITION: LEEDS

An exciting new addition to the Leeds retail and hospitality landscape, created in response to the recruitment, training, and development needs of the city.

An innovative, employer-led training centre, with key investment from LeedsBID, Ambition puts the needs of the sectors first by bringing together a range of established and well-respected regional education partners to deliver accessible retail and hospitality training under one roof.

CHRISTMAS IN LEEDS

Bringing added sparkle to the city with the addition of a number of show-stopping Christmas trees which sprung up in new locations.

LeedsBID brought festive spirit to new parts of the city, with statement trees on Briggate, Dortmund Square, St Peter's Square, Granary Wharf and outside first direct arena, with the additional adornment of innovative lighting in some much-loved iconic places and spaces.

BIG CHANGE

A driving force behind a new collaborative city-wide campaign to help make a big change to the lives of those in need on the streets of Leeds city centre.

Big Change enables businesses, people and charitable organisations to come together to provide practical support to make a real difference to individual lives through the channelling of donations of money, items and time through a central online resource.

TRADE WASTE

Helping businesses save money while enhancing street aesthetics with the only seven-day a week city-centre commercial waste and recycling collection service.

The service, introduced in partnership with Leeds-based Forge Recycling, is delivering on its aims to increase and improve recycling while helping keep business costs down, with a steady growth of businesses coming on board, average cost savings of 20%, and prices held for a second year.



ALTERNATIVE NETWORKING

Taking a fresh approach to networking, LeedsBID, partnering up with other organisations, continues with its popular alternatives tailored for the business community. BID, Bettakultoha and Big Ideas presents innovative and fun networking sessions featuring passionate people filling a five minute slot each to talk about the things they love, hate and find interesting – adhering to three simple rules: 20 slides, 15 seconds each slide and no sales pitches. And sweatworking sessions continue at pace - those high-intensity interval fitness classes at TRIB3, followed by networking over post-workout refreshments.

SUMMER IN THE CITY

A bright affair whatever the weather as LeedsBID brings a host of pop-up events, activities and the ever-popular deckchairs to the working week. Going from strength to strength, people are encouraged out of the office to make the most of their lunchtimes in the city with a packed programme of things to do, served up alongside another helping of Eat Leeds.

ABOUT LEEDS BID

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

Driving innovation and investment, LeedsBID is focused on delivering an ambitious business plan to transform Leeds city centre, working in collaboration to improve experiences, raise standards and add value for all city users.

Instigating new ideas, events and activities while amplifying existing initiatives, it is delivering on its aims to animate and improve Leeds, extend its appeal and celebrate successes

to wider audiences while strengthening and developing the city's skills and talent.

Now a multiple award-winning Business Improvement District, LeedsBID is gaining official recognition for the scope, scale and impact of its work on a national and international stage while bringing direct benefits to Leeds city centre, its businesses and those who use and visit it.

Find out more about LeedsBID, its work and projects at:
LEEDSBID.CO.UK

THE YEAR AHEAD

LIF 2019

Year three of this leading metropolitan festival of new ideas and innovation led and fully-funded by LeedsBID, promises not to disappoint. With two dedicated sites - LIF Village and the Discovery Zone – as well as populating venues throughout the city centre, LIF 19 presents a CORE & OFF programme. CORE gathers world-leading creators, innovators and thought-leaders to disseminate the most pioneering new thoughts and discuss the world of tomorrow. The OFF programme showcases creativity and diversity, with a vibrant and experimental programme of citywide fringe events.

Keep up to date at:
LEEDSINTERNATIONALFESTIVAL.COM

ARIAS

Making Leeds its home for a fourth year, this star-studded event is back, bringing big industry names, brands and headline acts to the city to celebrate exceptional individual and collective talent across all audio platforms.

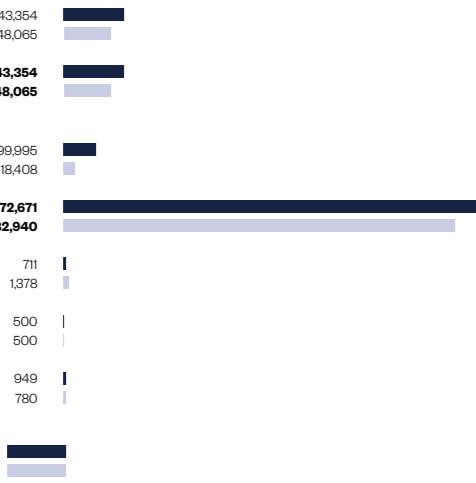
ANNUAL INCOME



ANNUAL EXPENDITURE



BID MANAGEMENT



Please note the following:

- Years 1 - 3 costs have been audited by Armstrong Watson. Audited accounts for Years 1 - 3 and the LeedsBID business plan are available on our website: WWW.LEEDSBID.CO.UK
- * The tax on profits relates to interest income only. The term "profit" relates to a surplus of unallocated BID levy
- All figures are correct at the time of going to press

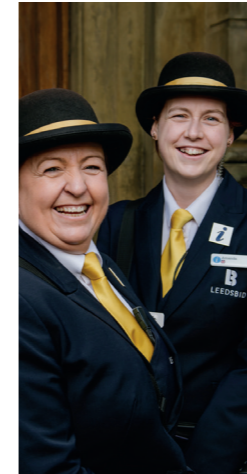


WHERE DOES YOUR LEVY GO?



Please note the following:

- Years 1 - 3 results have been audited by Armstrong Watson
- Year 4 is based on 9 months of actual results and 3 months of forecast
- Year 5 income projection has been held flat
- Year 5 committed / uncommitted in line with year 4
- All figures are correct at the time of going to press



A WARM WELCOME

First impressions count and LeedsBID's street teams are making a lasting impact on the city's physical appearance and the visitor experience.

STREET RANGERS

The LeedsBID Street Rangers are up and out early, making a real difference to the look and feel of the city centre. Working seven days a week, their focus is raising levels of cleanliness, with street washing and chewing gum removal as well as responding to calls to city 'hotspots' and private land.

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.

WELCOME AMBASSADORS

Now a familiar sight, the Leeds Welcome Ambassadors extend that all important welcome to Leeds, with a warm and friendly face and extensive city knowledge to help, direct, advise and guide. Interacting with over 13,000 people per year, 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.

EVENING AMBASSADORS

The Leeds Evening Ambassadors continue that warm and friendly welcome for those coming in to the city after hours for entertainment and leisure.

Working Fridays and Saturdays from 10pm to the early hours, they can be found

out and about in the city centre, helping ensure people can have a great evening out and get home quickly and safely while working alongside other organisations to help identify anti-social behaviour, and assist with early intervention and crime prevention.

All the 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.