



ANDREW COOPER CHIEF EXECUTIVE

As we enter the fourth year of the Leeds Business Improvement District, our work continues at pace to deliver on the vision to make Leeds city centre a better place to live, work and play.

The Business Improvement District brings all sectors of the community together for the benefit of the city and by our very title, we want to see 'improvement' which has a tangible direct benefit to those who do business in Leeds.

The financial contribution from businesses in Leeds allows us to invest in inspirational new ideas, ambitious projects and creative marketing, all of which makes a real difference for all city users.

We look forward to continuing to work with as many of you as possible in transforming this city together.

ABOUT THE BID

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

A catalyst for change, in its first three years, LeedsBID has spearheaded a number of bold and innovative projects, bringing people, businesses and sectors together to make new things happen by creating powerful partnerships.

Created to support the growing aspiration and ambition for the city, its investments are helping to

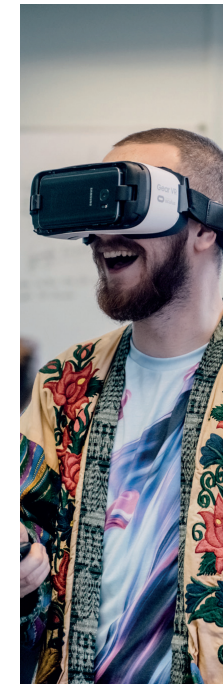
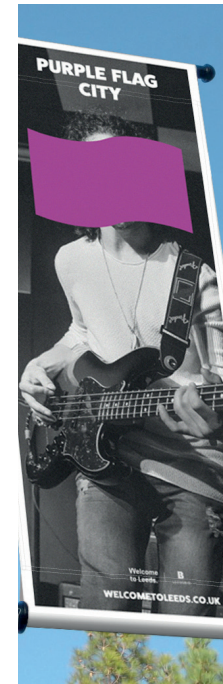
drive the city forward to compete on a global scale.

All this is only possible thanks to the BID levy contributed by businesses, alongside the incredible in-kind support received.

Visit www.leedsbid.co.uk to find out more and to keep up-to-date on the work of LeedsBID.

Date for the diary: **LeedsBID Annual General Meeting on Wednesday 10th October 2018**

Open to all businesses, we hope to see you there.



BROUGHT TO YOU BY LEEDSBID IN 2017

PURPLE FLAG

Flying the flag for a great evening out in Leeds, working collaboratively with partners and agencies to secure the city's Purple Flag status for providing a vibrant, diverse, safe, clean and well-managed evening and night-time experience.

An accreditation secured for a second consecutive year in January 2018.

LIF 2017

The driving force and sole funder of the first Leeds International Festival (LIF) - a new, hugely ambitious and exciting cultural festival, showcasing and celebrating the best of what the city has to offer.

Leeds International Festival 2017 delivered an outstanding line-up of 35 events including film premieres, headline performances, exhibitions and conferences, with keynote speakers leading the debates, over nine days in front of an audience of 17,000.

FASHION IN LEEDS

A fundamental part in the hugely successful Fashion in Leeds strategy alongside retail, design and educational partners, providing support for the sector with activity including: a network for those who share a passion for fashion; and showcasing the industry and offer to both consumers and beyond Leeds with inspiring marketing campaigns and high-profile events.

ATHENA RISING

Commissioning the UK's tallest piece of street art, dominating the city's skyline standing 135ft from the ground on the side of the Platform Building by Leeds Station.

Part of the 'A City Less Grey' project, which sees LeedsBID animating the city centre in collaboration with East Street Arts.



EAT LEEDS RESTAURANT WEEK

Initiating the first 'Eat Leeds' Restaurant Week, celebrating an outstanding food and drink offer while acting as the catalyst for a new working partnership to focus on the city's hospitality excellence and opportunities.

The week saw over 9,000 diners enjoy a meal out, with 70% taking the opportunity to discover a restaurant they had never visited before, and resulted in £200,000 total income.

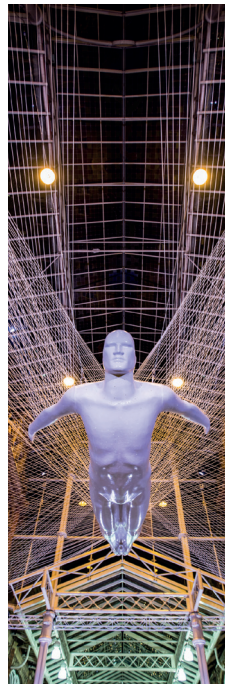


SUMMER IN THE CITY

Animating the average working week during the summer months for those based in key business areas of the city. Deckchairs, pop up musical performances and Wimbledon fortnight screenings provided welcome additional lunchtime ingredients while supporting the creation of social community spaces.

ARIAS & MOBO AWARDS

Instrumental in the return of not one but two high profile music events to the city. Leeds rolled out the red carpet for big names from Freddie Flintoff to Stormzy as a bigger and better ARIAS (Audio and Radio Industry Awards) was brought back to Leeds as part of two-day expo (Segue) and the MOBO Awards were back for the second time in three years.



LEEDS WINTER MOMENTS

Delivering an unprecedented Advent with immersive art and light installations around the city, encouraging people to create and experience their own special festive moments while helping highlight Leeds as a must visit Christmas destination.

Landmark venues receiving some added sparkle included The Queens Hotel, Holy Trinity Church, Wellington Place Lifting Tower and Victoria Quarter as part of the annual Christmas in Leeds campaign.



THE YEAR AHEAD

TRADE WASTE

The introduction of a new commercial waste and recycling collection service in Leeds city centre to save businesses money while enhancing street aesthetics.

Working in partnership with Leeds-based Forge Recycling to deliver a new collection service to levy paying businesses, reducing their costs while increasing recycling and improving the appearance of the city centre.

BIG CHANGE

Acting as a catalyst for a campaign hoping to help make lasting change for those people in need on the streets of Leeds city centre, with the launch of an 'alternative giving' campaign.

Connecting organisations, individuals and charities with people who need assistance, it presents an opportunity for organisations to appeal for help and donations and the general public to give money, time and items.

LIF 2018

Back for its second year, with an unforgettable fortnight of events to excite, entertain and inspire.

The UK's leading metropolitan festival of new ideas and innovation celebrates local creativity and international culture whilst creating one of the biggest events in Leeds.



This year's festival from 28th April – 12th May 2018 promises an eclectic programme, boasting an array of original performances, world firsts, premieres and debates with big names from across the worlds of music, technology, moving image and fashion, popping up in venues across the city.

leedsinternationalfestival.com

CENTRE OF RETAIL AND HOSPITALITY EXCELLENCE

Instrumental in the establishment of a new Centre of Retail and Hospitality Excellence (CORHE) in Leeds city centre to improve sector skills, service standards and business performance of employers and current and future employees.

Part of a continued investment in the development of a stronger, higher skilled workforce, the delivery of greater economic growth for the city and increased levels of employment.

PLACESHAPING

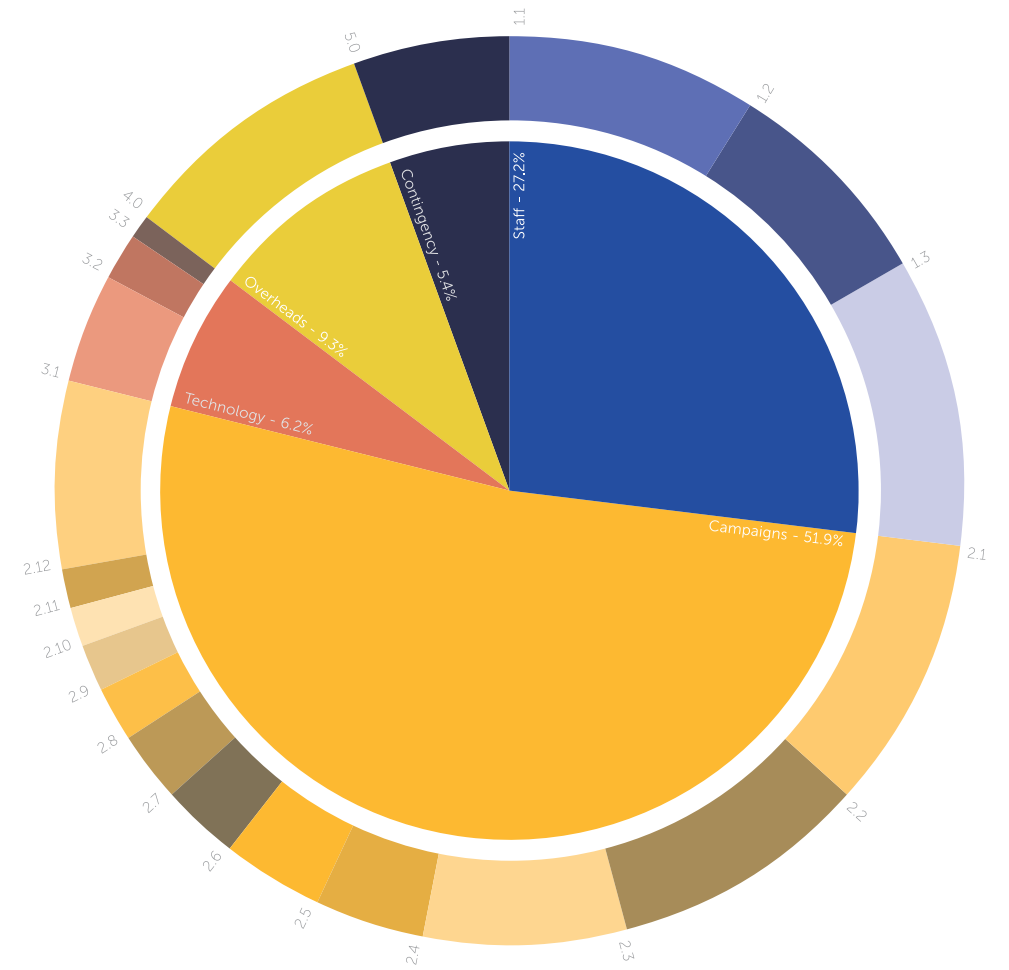
Collaborating on inspired projects to help animate public places and spaces throughout Leeds city centre. Future plans include the creation of a US-style parklet in The Calls – a vibrant community space in on-street parking bays - along with working on exciting proposals for Commercial Street and Buttons Yard.

Years 1-3 Financial Results

Annual Income		£
BID Levy Income (billed in year)	Year 1	2,554,255
	Year 2	2,553,104
	Year 3	2,558,893
Other Income	Year 1	8,500
	Year 2	21,100
	Year 3	100,000
Total Annual Income (excl interest income)		
Year 1	2,562,755	
Year 2	2,574,204	
Year 3	2,658,893	
Annual Expenditure		
Welcome	Year 1	176,872
	Year 2	1,017,274
	Year 3	1,304,203
Experience	Year 1	325,490
	Year 2	965,176
	Year 3	1,410,663
Voice	Year 1	96,821
	Year 2	236,592
	Year 3	528,336
Levy collection costs	Year 1	24,000
	Year 2	24,000
	Year 3	24,000
Total Annual Expenditure		
Year 1	623,183	
Year 2	2,243,042	
Year 3	3,267,202	
BID Management		
Management & Overheads - ongoing	Year 1	290,569
	Year 2	355,341
	Year 3	353,207
Management & Overheads - one off	Year 1	136,960
	Year 2	-
	Year 3	-
Total management costs		
Year 1	427,529	
Year 2	355,341	
Year 3	353,207	
Contingency	Year 1	-
	Year 2	-
	Year 3	212,887
Total Company Expenditure		
Year 1	1,050,712	
Year 2	2,598,383	
Year 3	3,833,297	
Interest receivable	Year 1	2,207
	Year 2	6,767
	Year 3	2,200
Tax on profit on ordinary activities	Year 1	441
	Year 2	1,353
	Year 3*	1,395
Bank Charges	Year 1	365
	Year 2	759
	Year 3*	782
Surplus / (Loss) Reported in the current year		
Year 1	1,513,444	
Year 2	£(19,524) **	
Year 3	£(1,174,381) **	
Surplus carried forward		
Into Year 2	1,513,444	
Into Year 3	1,493,920	
Into Year 4	319,539	

Please note the following:
 Armstrong Watson have audited LeedsBID years 1 and 2 statutory accounts and the budget numbers on this page
 A copy of the statutory accounts is available on www.LeedsBID.co.uk.
 Year 3 - 2017-18 audited results will be available at our annual meeting and online in October 18
 Year 4 - 2018-19 budget will be signed off at the LeedsBID board meeting on 21st March 2018.
 There have been some small reallocations between headings for prior year numbers so they are consistently reported against Year 2. There is no impact to total reported surplus carried forward into year 2.
 * The budget for Year 3 was updated with actual results for surplus carried forward and estimates for tax and bank charges.
 ** The loss reported within the year cannot easily be pictorially represented.
 All figures are correct at the time of going to press.

Where does your levy go?



- 1.0 Staff 27.2%
 - 1.1 Ambassadors - 9.1%
 - 1.2 Project Delivery - 10.5%
 - 1.3 Rangers - 7.6%
 - 2.0 Campaigns - 51.9%
 - 2.1 Christmas - 9.6%
 - 2.2 Leeds International Festival - 9.3%
 - 2.3 Stand out events - 7.2%
 - 2.4 Fashion in Leeds - 3.9%
 - 2.5 Physical Welcome & Animating the streets - 3.4%
 - 2.6 Purple Flag initiatives - 2.9%
 - 2.7 Event Enhancements - 2.6%
 - 2.8 Communication to Levy payers - 1.8%
 - 2.9 Depreciation on Project infrastructure - 1.6%
 - 2.10 New Events - 1.6%
 - 2.11 Trade Waste - 1.3%
 - 2.12 Projects < 50k - 0.7%
 - 3.0 Technology - 6.2%
 - 3.1 Welcome to Leeds - 3.9%
 - 3.2 Retaining skills and talents - 1.5%
 - 3.3 CRM Licenses - 0.8%
 - 4.0 Overheads - 9.3%
 - 5.0 Contingency - 5.4%
- * Please note this analysis is based on 10 months of actual results plus 2 months of forecast for financial year ending 31st March 18.



TEAMS ON THE STREETS

Key uniformed street teams all working towards providing a warm and welcoming feel to Leeds city centre.

WELCOME AMBASSADORS

LeedsBID's first street team is now an identifiable and valuable resource in the city centre, bringing that outstanding welcome experience to all those coming into the city.

The largest single ambassador team in the UK, daily interactions exceed over 900, with the team's all-important personal welcome and city knowledge helping drive Leeds forward as a friendly, welcoming destination for business and leisure visitors.

Businesses and organisations in the LeedsBID area benefit from established links with ambassadors who act as conduits of information

about the city centre, and the activities of LeedsBID.

STREET RANGERS

A highly visible team on the streets going from strength to strength and making a real difference by raising levels of cleanliness.

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

Major gateways, key pedestrian routes and high footfall areas across the city centre are being rejuvenated

while reactive work is making just as much impact with the team responding to individual business calls ranging from debris and graffiti removal to jet washing and disinfecting.

EVENING AMBASSADORS

A new team on the streets from September 2017, extending the warm and friendly welcome to all those coming into the city for entertainment after hours.

With professional security training, the team are out on Friday and Saturday evenings until the early hours and work alongside other organisations to help ensure Leeds is an attractive, welcoming and safe place to be.

LEEDSBID ANNUAL REVIEW

