



BRANCH

ISSUE01

A LEEDSBID
PUBLICATION

FREE

Welcome to Branch.

Branch is a new publication brought to you courtesy of LeedsBID (Leeds Business Improvement District) to keep the business community informed about the BID's work in the city, and to encourage people to branch out to explore and experience what Leeds has to offer them.

As one of the fastest growing cities in the UK, Leeds boasts the most important legal centre outside of London, the second largest concentration of financial and professional services jobs, is a retail powerhouse and is fast becoming a destination of choice for young professionals.

Its Business Voice is imperative in promoting the city as a place for business and to do business as well as ensuring it retains the skills and talent it requires to remain economically dynamic.

For those of you not yet fully familiar with LeedsBID, it is a business-led, not for profit organisation voted for by the city's businesses with an ambitious plan to transform Leeds city centre – improving experiences and standards and adding value for all city users.

A multi-sector BID, it represents 1,000 businesses and organisations throughout the city centre districts of LS1 and LS2. LeedsBID is the largest UK Business Improvement District outside of London and the third largest in the country.

LeedsBID is one of the most exciting initiatives developed by its business community in recent years and has already been the driving force behind numerous bold, inspired and innovative projects, injecting key financial investment across all sectors in the city. From the introduction of our Welcome Ambassadors and Street Ranger teams to providing support to amplify existing events (Light Night Leeds, West Indian Carnival, the Digital Jobs and Leeds Apprenticeship fairs) to the introduction of new events and initiatives in the city (Letters in Leeds Station, Purple Flag award and the inaugural Leeds International Festival), meeting the needs of different key audiences.

I would encourage you all to ensure that you, your colleagues and senior managers are actively engaging with your Business Improvement District, benefiting from the services, funding and projects we are delivering, which can directly impact on you, your employer and organisational objectives.

Our innovative web-based dashboard enables organisations to directly work with LeedsBID and communicate with each other – please make sure you take advantage of this.

We hope you enjoy reading this first edition



Chief Executive, LeedsBID



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MAKING LEEDS BETTER

An
Investment
in Public Realm

Placemaking or simply making a place better is at the core of a Business Improvement District (BID); and LeedsBID is one organisation driving investment to make Leeds city centre better.

To improve a town, city, or region, placemaking inspires a reinvention of public realm. Public realm refers to the public places in towns and cities which are accessible to all - from the streets and parks to the spaces between shops and offices and the buildings themselves. And what's key is how this is used and animated, utilising the assets Leeds has and introducing elements which add to the unique experience of the city for all who use it.

Traditionally, investment in public realm has focused on the shaping of the physical environment. In reality, the success of great public realm relies on much more than just the delivery of great design; it cuts across maintenance, safety, security and animation. A space will only thrive, grow and be loved when all of these are in place.

There is an underlying aspiration (in the LeedsBID Business Plan) for Leeds to be more ambitious and aim higher; the city's public realm has a huge part to play in this and cuts across all three main LeedsBID objectives, reflecting the importance of getting this right and the need to address delivery, management and animation.

In terms of Leeds' physical welcome, there's a focus on access points into the city and ease of navigation around it; the

Leeds Experience highlights the need for a year-round co-ordinated events programme and animating the streets through street scape improvements, banners etc.; and an emerging focus in the Leeds Business Voice is the importance of placemaking and raising city profile in retaining talent and skills, an ongoing challenge for retail, hospitality and office sectors.

Putting that into practice has seen BID-backed projects and semi-permanent installations such as the Windows of Leeds letters standing on the concourse in Leeds Station which have become an iconic meeting point, the George Street Welcome designed by local artist Nathan Evans and the buzz on Briggate for an entire week as part of the Leeds International Festival.

We want to do more of this and we're currently working with businesses across the city in several areas.

LeedsBID projects in the pipeline include:

New Briggate – the vision to uplift an area which is home to some of the city's best cultural venues. Using the opportunity to improve the shop frontages and, where possible, influence the restructure of highways to calm traffic, create a street

café scene and breathe life into an emerging jewel in the city that already is home to a Leeds institution, the Grand Theatre

Commercial Street – turning the jewellery epicentre of the city into a street deserving of the name by creating a unique identity, improving the lighting artistically and adding greenery

Buttons Yard – a scheme to turn a busy, but drab thoroughfare from the train station to Lower Briggate into a vibrant area with its own identity which acts as a warm welcome to visitors

Dortmund Square – clear clutter and street furniture to create an area with an identity where city users can dwell and make use of its central location.

Great places are attractive, exciting, inspiring and consuming. Leeds is already an amazing place, let's give it a little more polish, be proud and be ambitious in its development. More than that, let's celebrate the unique identity that we have as a city!

Great ideas on a postcard to enquiry@leedsbid.co.uk

Previous
Abi Moffat and the artwork she created for the station letters

Right
Top - Welcome Ambassador Paul
Bottom - LeedsBID deckchairs in Park Sq.





SUMMER IN THE CITY

Summer for those working in the office areas of the city is about to get a little brighter with LeedsBID providing some added ingredients to lunchtimes.

The summer programme of events aims to help animate the working week for those located in the key business districts of the city.

EVENTS

Deck chairs are adorning green spaces and public parks throughout June, July and August and into September (weather permitting!), accompanied by an assortment of pop-up performances so have a seat on us to eat lunch, catch up with friends or simply enjoy the sunshine and take in the surroundings.

FROM
05.06.2017

DECK CHAIRS

Deck chairs out at lunchtimes at Park Square and Sovereign Square

POP-UP ENTERTAINMENT

Launch of live music programme, with ad hoc performances from Leeds College of Music students among others over lunchtimes in Park Square and Central Square's Piazza

WIMBLEDON SCREENS

From July the 3rd city dwellers were able to watch all the action on court with Wimbledon Screens at Wellington Place and Bond Court.



17/08/2017 & 21/09/2017

WP MARKET

Live music from Leeds College of Music students will add to the atmosphere at the Street Food and Market Stalls hosted by MEPC at Wellington Place

Keep a look out for details of other events and activities popping up



INTRODUCING

LEEDSBID

A CLOSER LOOK AT THE ORGANISATION
DRIVING A CITYWIDE TRANSFORMATION



Previous
Welcome Ambassadors
in City Square

Left
The Hunna - Leeds
International Festival

Right
Top - LeedsBID Street
Ranger team
Bottom - Vinnie Jones,
Howard Wilkinson and
Gary McAllister - Leeds
International Festival



LeedsBID brings together 1,000 levy paying organisations which contribute £2.5m per year – an investment of more than £12m over the BID’s initial five-year term - into the great city of Leeds.

The Welcome Ambassadors, identifiable by their unique black and gold uniform and bowler hat, provide a friendly and informed welcome for people and act as human signposts, with their expert city knowledge.

This budget is invested into a wide range of projects, events and initiatives focused on increasing investment, profit and profile for Leeds and to achieve the vision of helping to create a truly outstanding European destination city.

They are also a valuable resource for businesses and organisations, and are available to personally meet and greet clients, customers and VIP guests, helping ensure their visit to the city is a memorable one.

Working in collaboration with businesses and organisations of all sizes and across all sectors – public, private and third sector/ voluntary, retail, office, educational and cultural, LeedsBID aims to make Leeds city centre a cleaner, safer and more welcoming place; raising its profile nationally and internationally with new, diverse and prestigious events and exciting marketing campaigns, bringing direct benefits to businesses based in the city.

The Street Rangers provide a hands-on approach to improving the look and feel of the city, carrying out additional cleansing throughout the city centre.

Providing a seven-day service, the team focuses on main entrances across the city centre (train station, bus stations), key pedestrian routes and high footfall areas (Briggate, Boar Lane, Albion Street) alongside offering a rapid response service for businesses to help with unforeseen cleansing issues.

Did you know? LeedsBID has two very distinctive street teams operating in Leeds city centre for the benefit of all city users - residents, commuters and visitors alike - working to improve the welcome to Leeds.

Find out more about how the street teams could help you by contacting: enquiry@leedsbid.co.uk

RECENT PROJECTS

PUTTING LEEDS ON THE MAP

The first Leeds International Festival (LIF) hit the city in April, showcasing the best of music, moving image & tech, and certainly made its mark.

The new ambitious and exciting cultural festival, funded by LeedsBID, boasted 35 events, with more than 300 speakers and artists over a nine-day period, and highlighted the international appeal of Leeds' rich and vibrant portfolio in front of an audience of 17,000.

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

LIF secured the backing of big industry names, collaborating with Sky, BBC, Screen Yorkshire and AQL, and many major city centre retailers and venues which stepped forward to host events. Plans are already in the pipeline for a bigger and even more ambitious LIF in 2018 - running 28th April - 12th May.



ARTISTS IMPRESSIONS

A number of public art installations are popping up in the city to provide a more colourful welcome for people passing through key commuter sites and enhance the city's cultural offer.

Key city gateways such as Leeds Station and George Street, in the vicinity of Leeds Bus Station, now have a more visually welcoming feel to them thanks to LeedsBID backed projects. Local artists have been given the chance to literally leave their mark with the Hello & Welcome walls brightening up the walk to and from the bus station and Kirkgate while the Windows of Leeds letters, standing proud on the station's south concourse, provide an iconic welcome to the city.

And work continues with A City Less Grey, with LeedsBID and East Street Arts coming together on an urban arts project to animate often overlooked areas of the city, with Kirkgate and Sovereign Square among the first sites to receive an injection of much needed colour. And the finishing touches have just been put to the UK's tallest piece of street art with 'Athena Rising' taking pride of place on the side of Platform by Leeds Station.

OFFICIALLY A GREAT NIGHT OUT

Do you know Leeds can fly the flag – a purple flag – for offering a great night out?

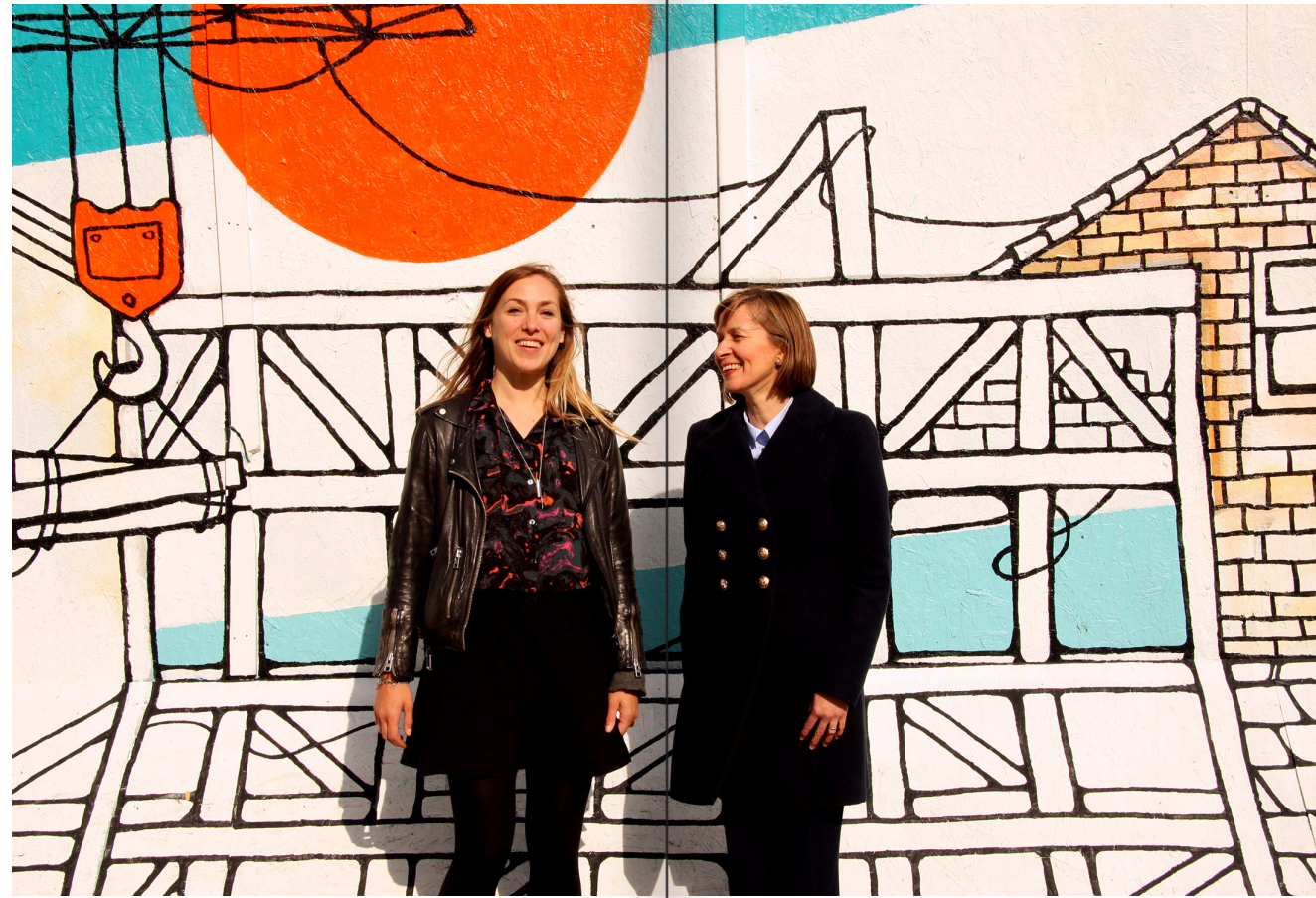
The city now has Purple Flag status in recognition of its vibrant, diverse, clean, safe and well managed evening and night-time offer. It is only the second place in West Yorkshire to be awarded a Purple Flag.

The award flies the flag for the mix of entertainment, food, drink and culture on offer between 5pm-5am as well as helping to enhance the city centre for those who use it and raising its profile both locally and nationally. It acknowledges work done by organisations such as Businesses Against Crime in Leeds and initiatives such as taxi marshals. Led by LeedsBID, Leeds City Council and NHS Public Health in conjunction with several integral key partners, the award is reviewed annually, with work ongoing to further improve Leeds' evening and night time offer.

FESTIVE CHEER

Christmas in Leeds 2016 brought some added sparkle, originality and innovation to the festive period in the city centre, with LeedsBID delivering something new with a trail of art, light and magic.

An immersive trail for all ages helped to shine a light on all corners of the city from Trinity Church, the Corn Exchange, Park Square and Wellington Place while showcasing several artistic installations including the 6m ethereal SPIRIT figure flying high over commuters in Leeds Station and the unique and intimate experience of Christmas with us located in Central Square.



Previous
Fashion In Leeds on
Briggate

Top To Bottom
Jo Peel, City Less Grey
Evening entertainment
in Leeds
Holy Trinity Church
light installation
Dave Lynch light
installation, Corn
Exchange



LIFE



IN LEEDS

WITH

LISA
WILSON

A snapshot of life in Leeds through the eyes of the people who live, work and play here. Here we hear from one young professional who has made Leeds her home after moving to the city from Carlisle to study more than 10 years ago and stayed put.

During lunch times the streets around Park Square are buzzing with people taking advantage of the eateries and cafes. A particular favourite of mine is Wolf for the delicious pizzas. Park Square is also alive with people on sunny days; with people using the deck chairs and any spare patch of grass to enjoy the surroundings. Last summer there was a pop up jazz band entertaining people in the park that added a touch of class to the working day.

I particularly enjoy wandering up to Millennium Square and Millennium Gardens when events are on such as the Leeds Food Festival and the German Market at Christmas time.

If networking is your thing, then barristers' chambers and the Leeds Law Society regularly host events to meet with like-minded professionals and grow your business network. You never know when you may need to take some advice from another professional at short notice, so it is always good to know a friendly face. The business community in the Office Sector is fairly close knit and business is often referred between the various professions.

Working in the office sector in the west of the city centre definitely has its perks. I am a solicitor at Levi Solicitors LLP, working from our main office on St Pauls Street. The firm was founded in 1934 by Jack Levi in offices overlooking Park Square. The office moved around the corner to St Pauls Street during the 1960's, where it has remained until today.

The office is located a stone's throw away from beautiful Park Square, the Courts and Town Hall. The location of the office is a fantastic base for young professionals starting out their careers, as it is surrounded by other professionals such as accountants, surveyors and barristers.

After the working day is done and some well-deserved relaxation is due, you are spoilt for choice with restaurants and bars that are less than five minutes away from the office. A favourite haunt of many solicitors is the Atlas Pub at the end of St Pauls Street and then up to Greek Street for a cocktail. Greek Street has seen a recent revival with many of the popular bars such as Manahatta and The Alchemist recently taking up residence there.

Overall, working in Leeds city centre is fantastic for young professionals as everything is on your doorstep and there is a real sense of community spirit within the Office Sector.

Welcome to Leeds.



Welcome to Leeds is a new portal, showcasing the city through commissioning talented photographers, film makers and storytellers to capture and share the places, events and people that make Leeds such a unique city.

Indulge in the video library and discover the city which put pictures into motion and is home to the oldest West Indian Carnival in Europe; flick through the galleries capturing some of the stories being lived in Leeds right now.

Tune in to the channels to help guide you through the content that encompasses the culture and lifestyles which contribute to making Leeds an incredible city to live, work and visit.

Check out the live feed calendar for a comprehensive listing of upcoming events, highlighting all Leeds has to offer and is a great tool to plan your trips, evenings and weekends, as well as keeping you up-to-date with live travel information.



Left
Nomad Clan's 'Athena Rising' on the Platform building at Leeds Station

Right
Virtual Reality Experience, Leeds International Festival

Branch is a publication
by LeedsBID.

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**Welcome
to Leeds.**

