

LEEDSBID
ANNUAL REPORT
2015-2016

A circular inset image showing two men in formal attire, including suits, white shirts, ties, and bowlers hats. They are standing side-by-side, smiling slightly. The image is semi-transparent and overlaid on the main blue background.

LEEDSBID ANNUAL REPORT



LEEDSBID

Welcome

The Leeds Business Improvement District (LeedsBID) is one of the most exciting initiatives developed by its business community in recent years.

The starting pistol for LeedsBID was fired in February 2015, and five weeks later, the 200th Business Improvement District in the UK became a reality.

There has been a great deal of expectation from businesses and organisations for the BID to quickly deliver the aspirations of an ambitious business plan, with the need for us to be nimble in delivering real value back to levy payers and making tangible difference in the city centre.

In the first year this has been evident through the Welcome Ambassadors, the Street Rangers, the support for existing events, and introduction of new events and initiatives in the city, meeting the needs of different business sectors.

These sectors, professional, creative, retail, cultural and education, are strongly represented both on the BID Board and through our Steering Group, where projects are taken forward and championed by key representatives.

I would encourage all businesses and organisations in the city to ensure that you are actively engaging with the BID, benefiting from the services, funding and projects we are delivering, which can

directly impact on you, your staff and your own 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.

Finally, the ambition of LeedsBID, and the desire to transform our city, was inspired by a group of innovative leaders who worked collaboratively to turn an ambition into a reality.

I would like to thank John Bywater, Gerald Jennings, Richard Lewis, Peter Cooper and Martin Farrington as well as the nine businesses and organisations who funded the feasibility study turning an idea into a £12m investment into the great city of Leeds.

We look forward to working with you as we accelerate the BID objectives and continue to deliver against the business plan.



Andrew Cooper
Chief Executive
LeedsBID

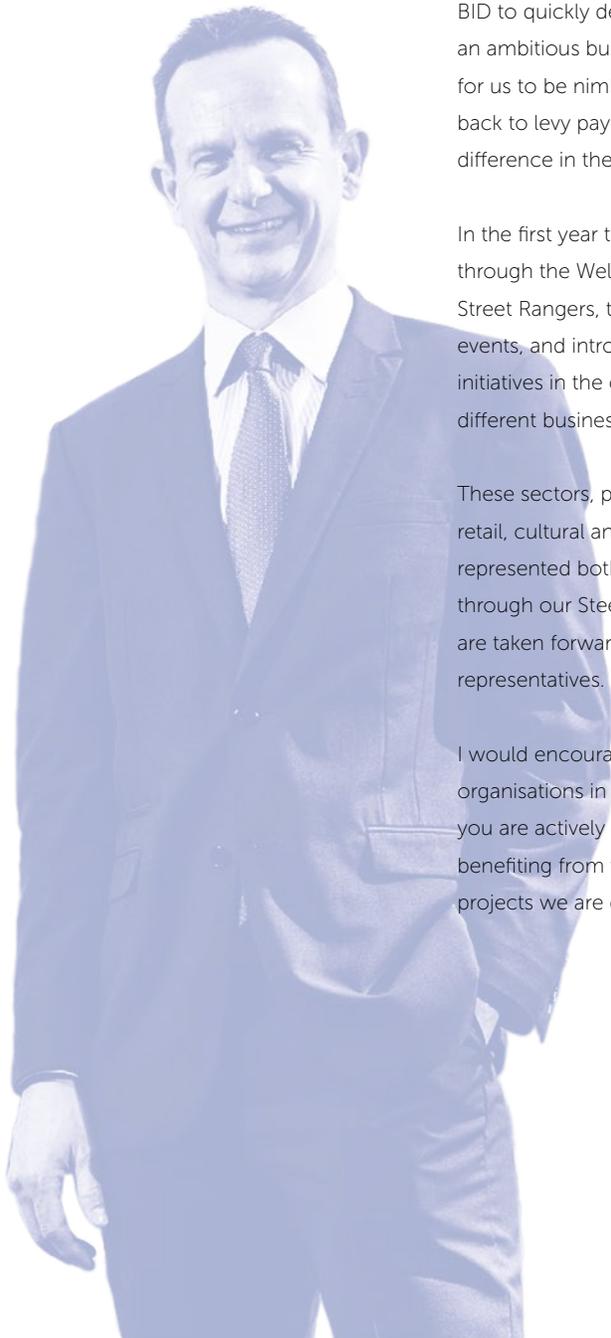


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THE STORY SO FAR

LeedsBID is a business-led, not for profit organisation voted for by the city's businesses and endorsed by the public sector. A multi-sector BID, LeedsBID represents over 1,000 businesses throughout the city centre of LS1 and LS2.

LeedsBID was established on April 1st 2015, after being 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. It was the 200th BID in the UK and is the third largest in the country and the largest outside of London.

Businesses in the BID area with a rateable value of £60,000 and above pay an annual 1.25% levy, resulting in £2.4m investment per year into the city – more than £12m over the initial five-year term.

LeedsBID is focussed on delivering an ambitious business plan to transform Leeds city centre.

It aims to drive the city centre forward, improving experiences, standards and adding value, working in collaboration with all sectors. It will make Leeds city centre a cleaner, safer and more welcoming place; raising its profile through a series of diverse and prestigious events and innovative marketing campaigns, bringing direct benefits to businesses and enhancing the experience of all city users.

LeedsBID enables a co-ordinated investment in the management and marketing of Leeds' commercial city centre, delivering on a set of agreed business priorities, addressing three core themes identified and agreed during the formation of the business plan:

- The Leeds Welcome – raising the game for the physical and digital welcome to the city
- The Leeds Experience – an all-round programme of events and activity to maximise investment and footfall
- The Leeds Business Voice – sharpening the focus of the business voice

Chair's Introduction

At the end of its first year, LeedsBID is meeting the vision and ambition of the business plan and is demonstrating itself to be a dynamic venture helping Leeds to thrive.

LeedsBID has been the driving force behind a number of bold and innovative projects, delivering key investment to propel the city centre forward.

As one of the fastest growing cities in the UK, Leeds is an economic powerhouse and recognised as one of the country's top destinations for business and pleasure – it needs to consolidate, celebrate and amplify its appeal, successes and strengths and the BID is working hard to help achieve this.

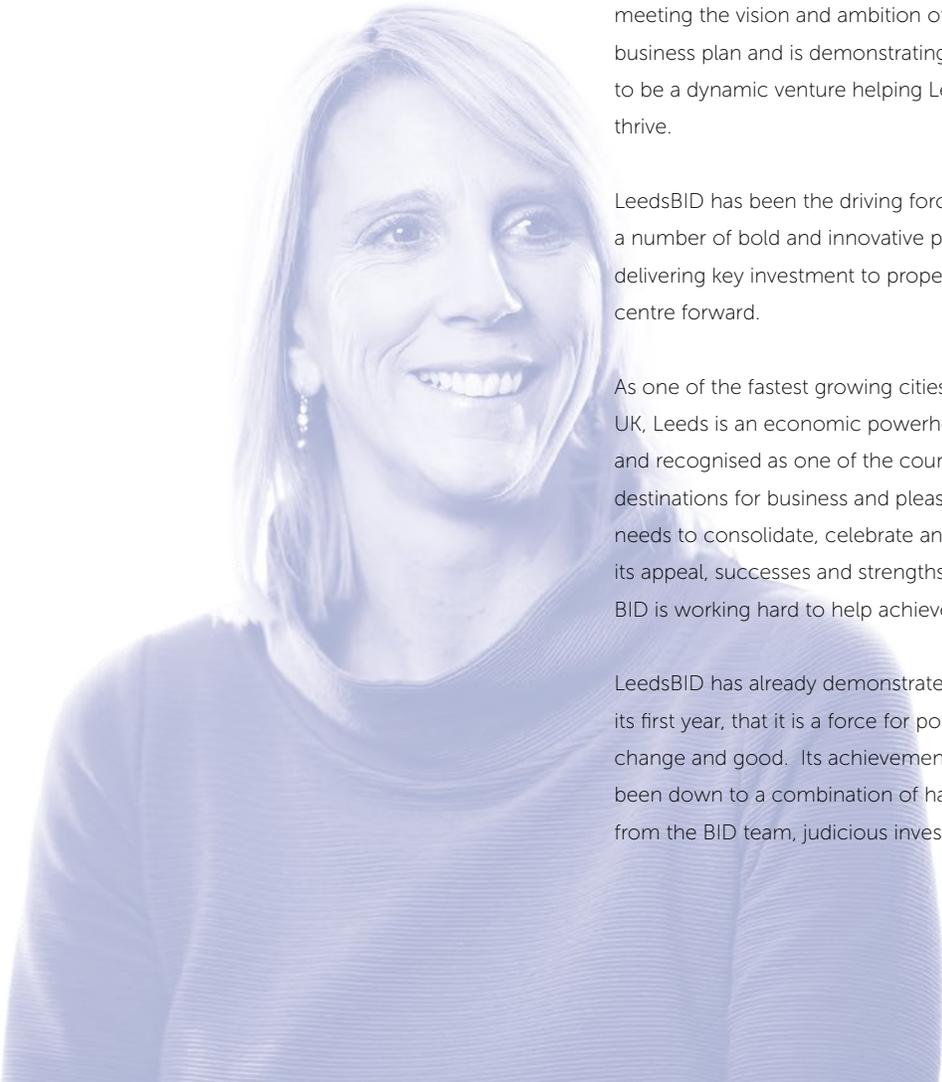
LeedsBID has already demonstrated, in its first year, that it is a force for positive change and good. Its achievements have been down to a combination of hard work from the BID team, judicious investment

and the proactive involvement from businesses and organisations across the city.

Going forward into year two and beyond, the BID will continue to build on this, working collaboratively across all sectors to deliver an aspirational and exciting project plan which will make a real difference to Leeds city centre.



Prew Lumley
Chair of LeedsBID



A YEAR IN
THE LIFE OF
LEEDSBID

AUGUST - DECEMBER 2015

Leeds West Indian Carnival August 2015

Adding more than a splash of colour and the carnival vibe to the city centre by supporting a pop-up performance of Leeds' iconic annual event and Europe's longest running Caribbean carnival. And looking ahead to helping make next year's 50th anniversary celebrations even more memorable for city residents and visitors alike.

21st Century Leaders Seminar September 2015

Supporting a special seminar, chaired by businesswoman, campaigner and former cabinet minister Baroness Warsi, for senior city leaders on meeting the challenges of business leadership in the 21st century.

Whale Song, Light Night October 2015

Making a splash while highlighting the city's vibrant creative sector, providing audiences with an illuminating experience on the banks of the River Aire on Light Night Leeds.

The Big Sleepover October 2015

Helping extend a warm welcome to delegates from across the country to showcase the very best Leeds has to offer from a cultural, leisure and conferencing perspective as part of a major business tourism strategy.



MOBO Awards

November 2015

Playing a pivotal role in bringing one of the stand out music awards shows to the city, attended by household names from the industry and broadcast live from first direct arena to national and international audiences. Illustrating what Leeds can achieve and has to offer, while amplifying the profile of the city.

Magical Leeds

December 2015

Forging a major new partnership with Visit Leeds and other key partners to launch a significant winter visitor campaign to help boost the city's economic growth in the run-up to Christmas.

The 'Magical Leeds' campaign aimed to raise the profile of the city, increase visitor numbers and encourage overnight stays during the festive period, by highlighting Leeds' festive visitor offerings, attractions and events.

Music in Leeds

December 2015

Backing for a film celebrating the history of music in Leeds which has been influential in shaping the city's cultural development and media sector. Premiere held at Belgrave Music Hall with many of the people who inspired and featured in the film in attendance including the Kaiser Chiefs, Utah Saints, Pigeon Detectives, the Sisters of Mercy and Bridewell Taxis.





TEAMS ON THE STREETS

In an exciting addition to the city, the BID introduced its own distinct branded Welcome to Leeds in February with the launch of the Welcome Ambassadors. A high quality professional meet and greet team of 13, they provide a warm, friendly and knowledgeable welcome to visitors, residents and businesses alike. The Ambassadors act as human signposts, adding value with their expert city knowledge and enhancing the Leeds welcome for all.

They provide a link on the streets to the businesses in the BID area, carrying out visits to provide information on the activities of LeedsBID. They also help inform vital customer profile intelligence and details on how the city is being used.

- Within the first three months, the Welcome Ambassadors engaged with 70,000 members of the public
- They assisted over 4,500 people to find the location they were looking for
- On average they will engage with 959 people a day

- And they cover the whole BID area, walking an average of 10-12 miles a day

Within six months, LeedsBID unveiled a second street team in the city – this time with a focus on the physical welcome, with the aim to enhance the look and feel of the city centre.

The LeedsBID Street Rangers are a highly visible team, carrying out an enhanced cleansing service, with a programme of planned deep cleans in key areas as well as reactive cleans on both public and private property, responding to requests directly from businesses.

They have quickly made an impact in key areas of the city centre - Buttons Yard and Corn Exchange where the paving around the landmark building was rejuvenated – with a major clean-up of Briggate a priority to coincide with the opening of the new Victoria Gate retail development.



A YEAR IN
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JANUARY – MARCH 2016

George Street Welcome

January 2016

Animating the streets of Leeds with the first in what is to be a series of public art installations to brighten up the city's public realm. The commissioning of the George Street Welcome – a 20m mural at the city's historic Kirkgate Market by a local artist to greet passers-by and create an interactive point of interest at a main city gateway. With hand-drawn letters to reflect the Victorian origins of the building and a vibrant colour palette and geometric background to root the work firmly in the 21st century.

Digital Jobs Fair

February 2016

Raising the city's profile at the forefront

of the skills agenda in the tech and digital sectors with support for marketing this major recruitment event, while helping address the city's digital skills shortage.

The event brought together a range of exhibitors including Sky and Google with talented people from across the region who wanted to find out more about the exciting opportunities the digital world offered.

Windows of Leeds

March 2016

Creating an iconic welcome to visitors arriving in the city with the Windows of Leeds installation in Leeds Station, with giant steel letters showcasing the city's creative talent. Also providing a unique, artistic focal point to reach new

national and international audiences and contributing to the growth in promotion of Leeds as a cultural tourism destination.

Leeds Sports Awards

March 2016

Celebrating Leeds as a truly phenomenal sporting city and helping it raise its game in terms of recognising its excellence and profiling its achievements in the public arena. These annual awards acknowledge the city's sporting prowess, its stars, clubs and community organisations and the contributions they make.



A YEAR IN
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APRIL - CURRENT 2016

[Independent Food & Drink Academy](#) April 2016

Investing in an innovative new business service hailed as the first of its kind in the country to professionalise, sustain and grow the independent food and drink sector in the Leeds city region.

Recognising independent food and drink as a key ingredient in the city's culinary offer, putting Leeds firmly on the national food map, continuing to raise it's profile as a centre of outstanding cuisine nationally and internationally.

[Live at Leeds](#) April 2016

Making the 10th anniversary of Leeds' biggest multi-site festival that bit more memorable with assistance to provide a free pop-up stage on the city's most prominent street - Briggate. Profile raising for a homegrown unique

and outstanding music event, responsible for showcasing and breaking a huge number of renowned bands, and shining the spotlight on the city's musical talent.

[Leeds Indie Food Festival](#) May 2016

Spreading the word about Leeds' thriving independent business community, and blooming food and drink scene as this unique festival made its second debut to the city's annual events calendar. With over 130 events across 19 days, the festival was bigger and better with more venues, more events and more choice – good news for all businesses, venues, visitors and city users.

[Big Disco](#) July 2016

Getting people in the party mood by promoting Leeds' most spectacular disco

with the world's biggest glitter ball taking pride of place in the city's skyline. Word was spread throughout the country to help secure a crowd of 4,000 who came for a night to remember, putting Leeds on the map as a creative, cultural city which knows how to have fun.

[Summer in the Park](#) August 2016

Inviting employees in the core office sector to take a seat in the sunshine with the provision of deckchairs and entertainment during lunchtimes to help enhance the working environment and create a social community space.



LEEDSBID
FINANCIAL
REPORT

FINANCE OVERVIEW 2015-2016

LeedsBID is in a strong financial position after the first year of business. The BID levy, which is our primary form of income, is by law collected by the local authority and transferred to the BID upon receipt. The collection rate for year one was 97.4% which equated to £2.5m of income. This is an exceptional collection rate which is testimony to the efficiencies of the systems in place and widespread support for LeedsBID.

The audited accounts shows a profit for the financial year of £1.5m which is in fact a surplus of unallocated BID levy, which will be carried forward and distributed amongst our business headings and objectives over the remaining BID term. It is also worth highlighting that LeedsBID is exempt from corporation tax on trading profits. The small tax charge of £441 relates to interest income for the financial year.

Management and overheads expenditure in year 1 represents 17% of year 1 levy income which is in line with our business plan.

This is also 3% lower than the BID industry guidance. It is worth noting that some of this expenditure relates to set up costs that will not be repeated. In addition to this we have received an amazing amount of "in kind" support, including storage from Network Rail, Chamber of Commerce and Trinity Leeds, office rent from Hammersons and workwear from Dickies UK.

When setting up a BID, there is usually a 3-6-month period between a positive vote and the issuing of the levy bill. For Leeds, this period was just 5 weeks, which meant that during the first six months of our term we were engaged with not just delivering projects but also recruiting staff and setting up the business. Project spending has therefore been lower than budgeted but

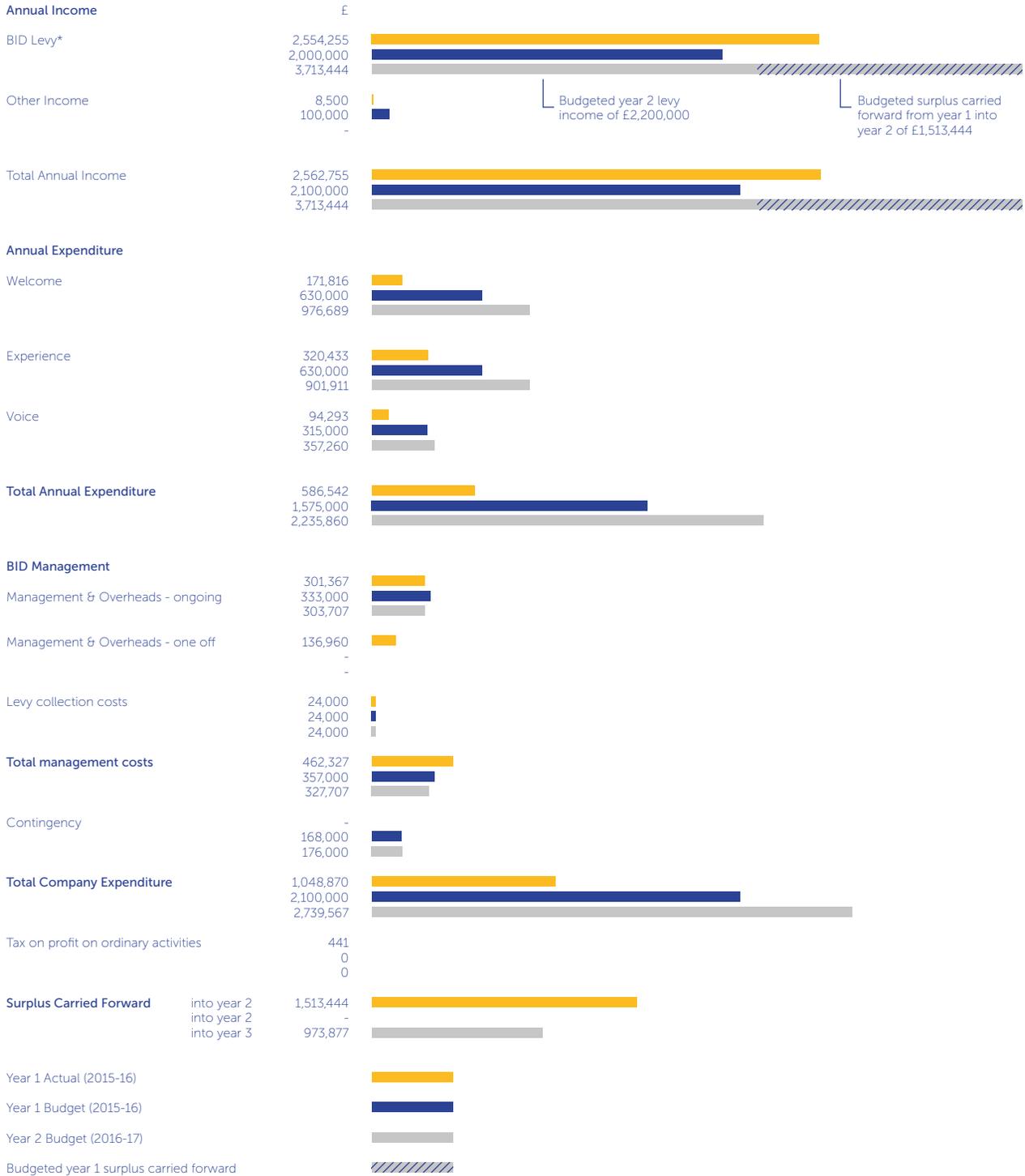
has accelerated over the course of the year and the surplus carried forward will be distributed in future periods.

I foresee that year ahead will be an exciting and busy time, as projects become more established and levy payers see the benefit of engaging with the BID, drawing down funding to make a positive impact on the city.

Sam Perry
Director of Commercial Banking,
Leeds & Wakefield Nat West
Board Director LeedsBID

Year 1 2015-16 Financial Report:

Profit & Loss



All figures have been audited by Armstrong Watson and are available on LeedsBID website.
 * Budgeted levy income for year 2 is made up of £2,200,000 income for year 2 and a surplus carried forward position (at time of budget) of £1,436,196.

COMING
SOON FROM
LEEDSBID

AUTUMN 2016 & BEYOND



Photo by Tom Joy.

The vision of LeedsBID is one of ambition, investing in key projects, plans and initiatives which help elevate Leeds locally, nationally and internationally.

Welcome to Leeds

September 2016

Leading the design and launch of a platform to showcase the world class events, organisations and people in Leeds. Promoting the city through photographs, films and stories to capture and share moments which make this city unique, complete with live feed featuring a comprehensive daily events listing, up-to-date news and travel information.

ARIAS come to town

October 2016

Securing another headline event with the hosting of the newly launched Audio and Radio Industry Awards (ARIAS) in Leeds with major partners, with the industry's attention brought to the city.

A City Less Grey

November 2016

Continuing the drive to inject art into the city's public realm, with support for a project to reflect the vibrancy of a growing, multicultural hub by bringing colour, curiosity and interest to the streets of Leeds.

Welcome to Leeds at Christmas

December 2016

Counting down to Christmas in the city with more than a little bit of added sparkle, illustrating how Leeds can 'shine' during the festive period, showcasing local talent and bringing a contemporary feel to aspects of the city centre.



Welcome to Leeds.

Christmas in the city with more than a little bit of added sparkle.

www.welcometoleeds.co.uk

A YEAR IN
THE LIFE OF
LEEDSBID

THE WHO THE WHAT THE WHERE

LeedsBID is led by Chief Executive Andrew Cooper, supported by Karen Butler Head of Place Management and Delivery, Head of Marketing Martin Dickson and key office, financial, place management and marketing personnel.

They have the support of representatives from all sectors of the community through the board. Chair Prew Lumley is joined by Andrew Latchmore, Sarah Dear, Helen Green, Sandy Needham, Judith Blake, Sam Perry, David Maddison, Colin Oliver, James Prince and Diane Cheesebrough.

The LeedsBID Steering Group brings together a dynamic collection of professionals representing all sectors in the city. Members work together with the BID team to shape, craft and implement a diverse range of projects to both achieve the key objectives of the BID business plan and work to enhance the profile of the city.

LeedsBID is located in the heart of the commercial city centre on Briggate. Its easily accessible offices offer meeting rooms and conferencing space for levy payers to hold meetings, host events and hot desk. Businesses Against Crime in Leeds (BACIL) now have a regular office space in this building.

LeedsBID offers its levy payers:

- Access to LeedsBID dashboard – free service providing levy paying businesses access to real-time city statistics including footfall and parking as well as communications hub for information sharing with other businesses across the city
- Meet and Greet / concierge service for key events / private functions by Welcome Ambassadors
- Cleansing service and rapid response service by Street Rangers
- Free hot desking in Welcome, Experience and Business Voice rooms on Briggate.
- Discounted conference facilities
- BID e-newsletter – for latest city news as well as opportunity to share information with cross section of businesses.



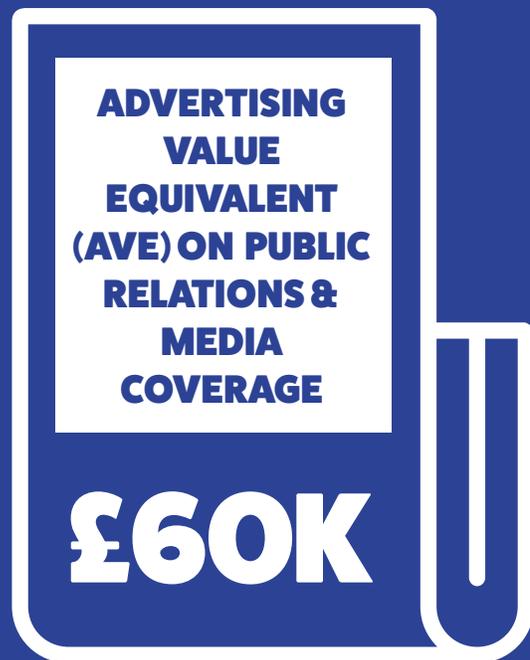
A YEAR IN STATISTICS



**STREET
RANGERS HAVE
REMOVED
400,000
PIECES OF CHEWING
GUM FROM
BRIGGATE**



**WELCOME
AMBASSADORS
PERSONALLY
WELCOMED OVER
150,000
PEOPLE IN LEEDS
CITY CENTRE**



**ADVERTISING
VALUE
EQUIVALENT
(AVE) ON PUBLIC
RELATIONS &
MEDIA
COVERAGE**

£60K

(FACEBOOK MONTHLY STATISTICS)



ENGAGEMENT RATE - 5%
IMPRESSIONS - 17,287
FAN INCREASE - 6.4%
LINK CLICKS - 154



FOLLOWER INCREASE - 12.3%
ENGAGEMENTS PER POST - 11

(TWITTER MONTHLY STATISTICS)



ENGAGEMENT RATE - 2.4%
IMPRESSIONS - 49,784
FOLLOWER INCREASE - 6.4%
LINK CLICKS - 108



Testimonials

[Mark Goldstone](#)
Head of Policy and Business Representation
West & North Yorkshire Chamber of
Commerce

"LeedsBID brings new funding, and with it, new opportunities to promote and develop the city as a great place to live, work and play."

[Nicola Greenan](#)
External Relations Director
East Street Arts

"LeedsBID has been a breath of fresh air in the city centre. It is taking bold steps to make things happen and providing a much needed opportunity to make space for arts & culture in Leeds. Their commitment to support local talent is having a major impact on the sector and will in time be a fundamental reason for talent to stay or relocate to Leeds."

[David Maddison](#)
General Manager
Trinity Leeds & Retail Top 12 Chair

"The LeedsBID has hit the ground running, delivering a clear strategic plan to drive significant improvement across the vibrant city of Leeds."

[Mike Piet](#)
Chair of Leeds Civic Trust Planning
Committee

"The stakeholder contributions to the Leeds BID are an opportunity to provide

some of those long-awaited services and features which will enhance the centre for businesses, retailers, visitors and the local community."

[Wayne Topley](#)
General Manager
The Queens

"It is great to see what the work of LeedsBID is doing for the city. There appears to be stronger cohesion between all the different agencies working with the city; more co-ordinated towards a common purpose – to raise the profile of Leeds as a major destination for business."

[Ben Williams](#)
General Manager
first direct Arena

"LeedsBID has already proved its worth as a collaborative instigator to move forward projects and initiatives for the common good of the city and everyone who lives and works in it."

[Susan Burgess](#)
Kirkgate Market Manager
Leeds City Council

"The BID signals a steep change for Leeds city centre from which all businesses, large and small, can benefit, growing our national reputation as a great place to live, work and play and delivering direct economic growth to the city."

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