

# A TERM IN REVIEW 2015-2020



# A TERM IN REVIEW

## 2015-2020

### Introduction by Andrew Cooper

Since inception in April 2015 our ambition as the largest Business Improvement District outside of London has been a simple one; to be a driving force for change for the better, working collaboratively to put Leeds firmly on the map and improving the city centre.

More than £12.5m worth of investment over the BID's first term has resulted in a steady stream of standout initiatives and innovative projects brought to the city as part of our core aim to animate and enhance Leeds for all those who live, work, and thrive here.

As a city which continues to grow, economically and geographically, our future vision is to ensure that development is matched by the growth of the Business Improvement District during the next five years. LeedsBID will be committing a further £15m back into the centre of Leeds over a second term.

Our achievements so far are just the start and there is so much more we can do in and for the city.

We look forward to our next chapter, working with and for the businesses which continue to support us.

Thank you.



**Andrew Cooper**  
LeedsBID Chief Executive

### LeedsBID making its mark

**Business** /'biznəs/  
**Improvement** /im'pru:vm(ə)nt/  
**District** /'distrikt/

Business Improvement Districts (BIDs) are business-led partnerships in which businesses in a geographical boundary area come together to invest, collaborate and improve their trading environment, with projects created through partnership working and collaboration to provide added value and go beyond the statutory provision of the local authority.

A catalyst for change, influencing ideas and enabling action, LeedsBID is making new things happen in Leeds city centre.

Visionary, creative and bold, it is leading innovation, investment and a vision of transformation, with results which are clear to see on the city's streets to the city scape above.

Making a place better is at the core of a Business Improvement District and LeedsBID is at the forefront of implementing key events, activities and initiatives to make Leeds city centre better.

LeedsBID brings business together for the collective good, to shape and improve Leeds. Collaboration is key with inspirational leadership and strong working relationships across the city and sectors delivering investment, appeal and impact, with the BID's commitment to supporting the city's ambition to be the best city centre it can be.



### **An impeccable first impression**

The successful introduction of a distinctive branded welcome to Leeds has seen an improved look and feel to the city centre. The addition of bespoke uniformed street teams responding to business requests while providing a friendly face for people help provide that all important positive lasting impression of being in Leeds.



### **A digital celebration of the city**

Showcasing all that makes the city unique, [welcometoleeds.co.uk](http://welcometoleeds.co.uk) encourages people to discover the real Leeds by celebrating and promoting its places, events, and people. A digital platform capturing and sharing its rich cultural scenes, communities and creativity through the talents of local content creators, with a joint ambition to help showcase Leeds to the world.



### **An impactful hello, provoking debate and interest**

An iconic welcome for visitors and commuters alike, the unmissable 'Windows of Leeds' letters have stopped people in their tracks with a host of eye-catching commissioned artwork. Their presence interrupting the everyday for the thousands who pass through Leeds Station, one of the busiest outside of London, and sparking thought and conversation.



### **Colouring the city streets**

Utilising the city as a canvas, inspiring street art has injected colour into places and spaces while helping local creatives and the city make its mark. Among the works on public display, the results of the award-winning A City Less Grey, animating Leeds and engaging people through a series of ambitious installations. A catalytic venture, this collaboration between arts, community, and business partners made Leeds home to the tallest piece of street art Athena Rising, a lasting legacy on the city's skyline.



### Securing standout events

Strategic investment and strong working partnerships saw the MOBOs and The Radio Academy make Leeds their home. The Music of Black Origin Awards came to Leeds twice in three years while the Radio Academy hosted its prestigious, star-studded annual ARIAS (Audio & Radio Industry Awards) for three years running in the city.



### Brightening up the working week

Summer in the city became a whole lot brighter for those who live, work and do business in Leeds as public places are annually brought to life with a host of outdoor activities. Pop-up musical performances, leisure pursuits and open-air screenings of top sporting events, while deckchairs are now a firm favourite for those wanting to enjoy an escape from the office.



### An international hint of pink

LeedsBID's very own standout event, Leeds International Festival paints the city pink with an eclectic programme of new ideas and innovation, providing a platform to showcase its culture, rich diversity and home-grown talent, with an added international element. Going from strength to strength since its introduction in 2017, the award-winning annual event consists of world-firsts, original performances, and compelling speakers and is not to be missed.



### Journeys of discovery to inspire awe and wonder

Putting Leeds on the map with some high-profile seasonal trails around the city, enthralling families and visitors alike. Christmas in Leeds, Leeds Piano Trail, and Leeds Jurassic Trail led people on an animated adventure around the city centre, with interactive stops to engage, inspire wonder and offer excitement.



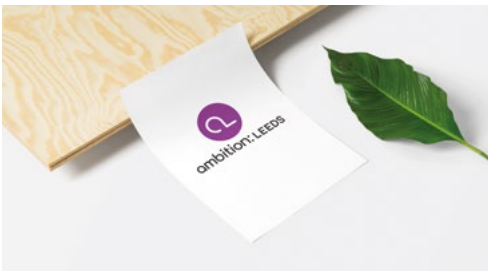
### Feast of food offerings

Highlighting the city's excellent food and drink offering with investment in an innovative service to nurture new and existing independent businesses through the IFDA (Independent Food & Drink Academy) and supporting the growth of Leeds Indie Food to celebrating the diverse menus found on the high street with a number of Eat Leeds Restaurant Weeks.



### Helping make a Big Change

Big Change Leeds, a collaborative alternative giving campaign, is helping make a real difference to the lives of people in most need on the city's streets by providing practical individual support. Over £50,000 has been raised, with close to 300 people benefitting to date from small but essential low cost items which are resulting in change for the better.



### Supporting the city's talents and skills in the city

Responding to the demand for skilled recruits in the retail and hospitality industry saw Ambition:Leeds open its doors to target training to help retain the region's top talent. Providing bespoke courses in the heart of Leeds delivered by some of the region's most respected education partners, this training academy is helping meet changing needs, additional skillsets and supporting business aims and aspirations.



### Helping businesses go green

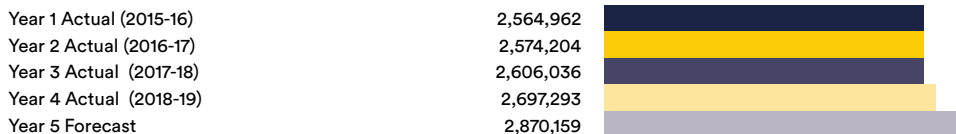
The introduction of projects and initiatives bringing benefits to businesses and the environment. A resourceful partnership with Forge Recycling introduced a seven day a week recycling service in the city centre, saving businesses money and improving recycling rates and street aesthetics while reducing city centre waste to landfill. Further work with Yorkshire Energy is offering the opportunity for competitively priced renewable energy from a local supplier.

# FINANCE RESULTS YEARS 1-5 (APRIL 2015 - MARCH 2020)

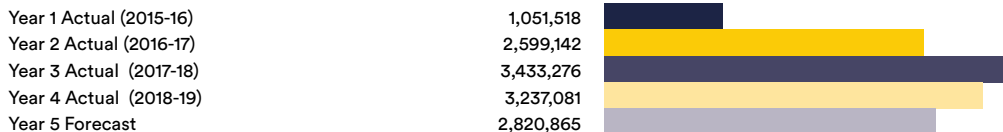
Years 1-4 costs have been audited by Armstrong Watson and are available on our website. LeedsBID business plan, The Next Chapter, is also available. [www.leedsbid.co.uk](http://www.leedsbid.co.uk)

Year 5 costs are based on the Year 5 budget.

## Total Annual Income



## Total Company Expenditure



## Surplus/Deficit reported in the year



## Surplus Carried Forward



# FIVE YEAR BUDGET FOR 2020-2025

£                      **2020/2021**                      **2021/2022**                      **2022/2023**                      **2023/2024**                      **2024/2025**

## Income

Surplus b/f	35,000	0	0	0	0
Levy Income	2,521,000	2,521,000	2,521,000	2,521,000	2,521,000
Additional Income	300,000	325,000	325,000	335,000	340,000

<b>Total Income</b>	<b>2,856,000</b>	<b>2,846,000</b>	<b>2,846,000</b>	<b>2,856,000</b>	<b>2,861,000</b>
---------------------	------------------	------------------	------------------	------------------	------------------

## Expenditure

Project Costs	2,365,000	2,356,000	2,356,000	2,365,000	2,370,000
Ambition	360,000	358,000	358,000	360,000	365,000
Curation	600,000	600,000	600,000	600,000	600,000
Animation	750,000	750,000	750,000	750,000	750,000
Collaboration	100,000	100,000	100,000	100,000	100,000
Innovation	555,000	548,000	548,000	555,000	555,000
Overheads 12.5%	315,125	315,125	315,125	315,125	315,125
Levy Collection	24,000	24,000	24,000	24,000	24,000
Contingency 6%	151,875	150,874	150,876	151,876	151,876

<b>Total</b>	<b>2,856,000</b>	<b>2,846,000</b>	<b>2,846,000</b>	<b>2,856,000</b>	<b>2,861,000</b>
--------------	------------------	------------------	------------------	------------------	------------------

## LeedsBID The Next Chapter 2020-2025

## LeedsBID will direct its work into five areas of focus during the period 2020-2025:

---

Striving to achieve the best for business in Leeds, supporting the aspirations and excellence of the city centre.

---

# AMBITION

---

Creating and maintaining an overall improved city centre experience for those who live, work and thrive in it.

---

# CURATION

---

Breathing new life into the city with engaging events, activities and installations.

---

# ANIMATION

---

Connecting with key partners for the greater good of the city and its communities.

---

# COLLABORATION

---

Continuing as a catalyst for change in the city centre, leading transformation with new, exciting ideas and innovative investment.

---

# INNOVATION

These themes will build on the success of projects delivered in LeedsBID's first term but will also incorporate new elements in response to consultation and reacting to the requirements of sectors and organisations in the LeedsBID area.