

**Annual
Review
Annual Review
2020**



LEEDSBID

Annual Review 2020

Foreword

Being innovative, collaborative and working together for the collective good has never been more important.

As LeedsBID started the first year of its Next Chapter in April 2020, we could not have imagined the challenging months which lay ahead as COVID-19 took a hold.

Reflecting on the last year, it is clear to see what can be achieved when the city comes together. Through the BID we have seen people, businesses and sectors show strength, innovation and support for one another during what continues to be a most unprecedented time for all.

LeedsBID has worked collectively for the benefit of the city centre, providing support, giving advice, and helping practically in as many ways as it can – and our work goes on. The BID is well placed to meet the ongoing challenges the city faces – nimble and adaptable in helping address

immediate need, responding and recalibrating to the changing environment while driving aspirations and hope moving forward.

Thanks to the support of our levy payers and key partners, strong levy income, government grants, additional private funding and in-kind support, we can rise to this continuing changing landscape, responding to the requests of all those who invest in LeedsBID and planning together for a better and brighter future for Leeds city centre.



Andrew Cooper,
Chief Executive, LeedsBID

Brought to you



Welcome (back) to Leeds



Dear Leeds

Leading collaboration in a crisis

The benefit of a Business Improvement District is an ability to respond and refocus its efforts and investment to support and help address the immediate need of the businesses and the city it represents.

This proved essential when Leeds, its businesses and organisations began to feel the impact and effects of the COVID-19 pandemic from March 2020 – at a time when LeedsBID’s second term and 6th financial year was underway.

LeedsBID acted immediately, concentrating its work and support to do the utmost to assist levy paying businesses and the wider city centre in the immediate crisis, and its work is ongoing.

u by LeedsBID

Keeping the city connected

Playing a pivotal role in leading city centre communications, LeedsBID worked to provide that key connectivity across the city. Its strength in encouraging collaboration brought partners and people together to best navigate the way through national lockdowns, crucial COVID legislation, operational information and grant applications as the city and businesses had to adapt to ever changing circumstances. The introduction of its 'People Helping People' webinars became an invaluable online platform – a virtual place for people and businesses to support and share in trying times.

In it Together

Post initial lockdown (June onwards), the work of LeedsBID became integral in reopening Leeds city centre ready to welcome people safely back. Its Street Rangers sprang into action, cleaning up the streets, while its Briggate office was open to offer help and advice in person. The BID's Ambition:Leeds office remained open throughout to support the multi-discipline Street Support team, working together for the good of the city and those who use it.

As the city centre got back to business, the BID set up co-ordinated daily briefings for cross city street teams and regular updates with retail centres, as well as taking an operational lead on running the city's 'Queue Marshals'.

Welcome (back) to Leeds

The BID's creativity came to the fore with the inspired introduction of its Welcome (back) to Leeds campaign. This positive and reassuring promotion centred around an informative website, providing essential information for people coming back into the city centre while supporting all business sectors. With focuses including retail re-opening, educational establishments as students returned and enhancing the Eat Out to Help Out message to help hospitality venues, the campaign celebrated the strengths and appeal of the city centre amid the challenges of COVID-19.

Reimagining the High Street

Rising to the challenge of a Christmas like no other, LeedsBID worked closely with key retailers in packaging all Leeds had to offer for the festive season to help provide a much-needed boost to the local economy as retail and some businesses safely reopened.

A centrepiece of the Welcome back to Leeds at Christmas campaign, the BID brought the spirit of the season to Briggate with "Dear Leeds" – its eye-catching neon lyrical messaging delivering a series of personal, uplifting and fun greetings, while subtly echoing sentiments of the season.

Find out more:
www.leedsbid.co.uk

Looking ahead for Leeds



Leeds Jurassic Trail

Supporting those ongoing ambitions for the city centre, LeedsBID's priority remains to work collaboratively to transform Leeds for the better.

Acting nimbly to recalibrate plans and projects to best meet immediate needs, the BID's focus is working to help reenergise the city centre and assisting businesses from all sectors and sizes by providing that essential practical help, support and investment as Leeds looks to recovery.

Work includes:

Focus on 'clean', 'safe' and 'friendly'

Helping ensure the city centre is ready to welcome people and businesses back to experience all it has to offer, bringing with it that essential economic effect. Street Rangers remain an essential service in maintaining levels of cleanliness across the city centre in preparation for reopening.

Extending the Welcome (back) to Leeds

Continuation of this insightful digital platform as a leading voice for key information alongside engaging and inspiring stories about Leeds for audiences as the city and sectors look to get back to business.

Development of Engine Room @ LeedsBID

A central hub enabling consultation and collaboration, and delivering support and resources to meet the needs of businesses across the city. Positioned to provide a responsive and agile service for training and skills requirements by responding to the changes, challenges and opportunities businesses encounter.

Key Headline Events

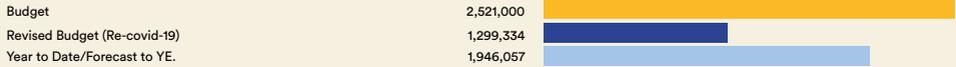
Planning for the return of some of the BID's headline events and activities to enhance Leeds city centre safely with innovative animations. Looking ahead to Summer 2021 for the sequel to Leeds Jurassic Trail plus a welcome return of Leeds International Festival of Ideas later in the year (in line with latest COVID-19 legislation and restrictions).

Ongoing animation

Working with cultural partners to bring colour and creativity to places and spaces, including financial investment in public art and piano performances to teaming up to present a dynamic interactive maths space in Leeds city centre.

Annual Income

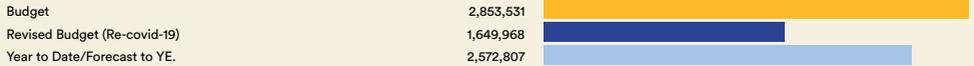
BID Levy



Other Income

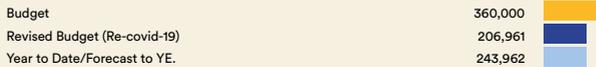


Total Annual Income

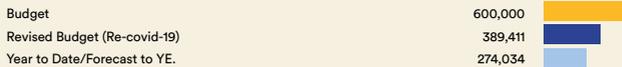


Company Expenditure

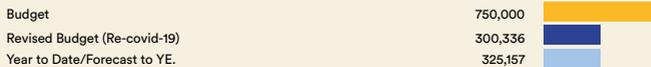
Ambition



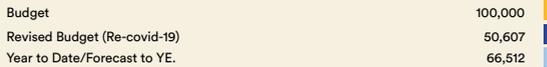
Curation



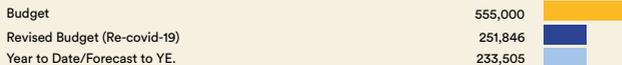
Animation



Collaboration

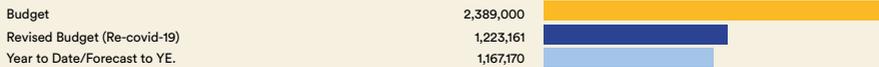


Innovation

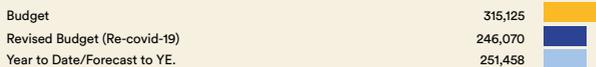


Levy collection costs

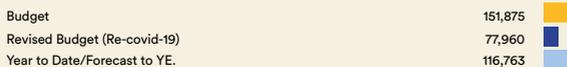
Total Annual Expenditure



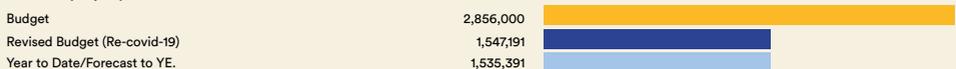
Management & Overheads



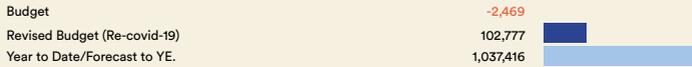
Contingency 6%



Total Company Expenditure



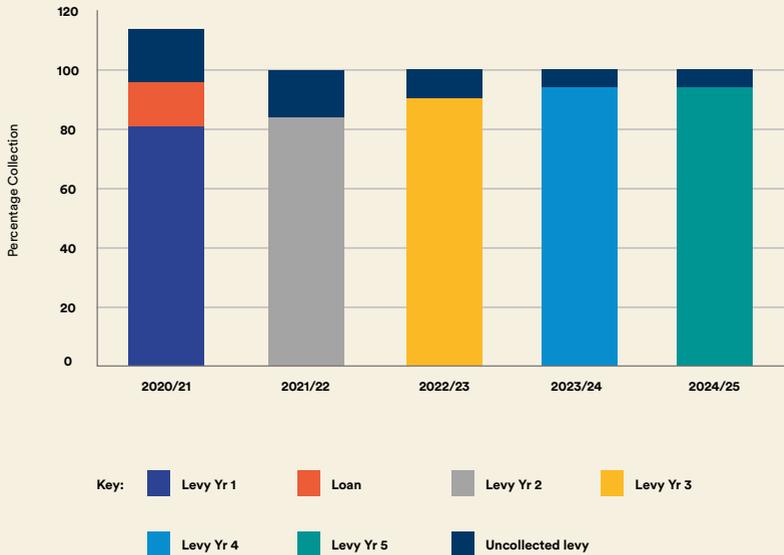
Surplus/Deficit reported in the year



Surplus Carried Forward



Term 2 — Projected levy forecast due to COVID-19



Note - LeedsBID Board has taken out a loan as contingency to cover uncollected levy in the period 2020/2021

At the time of print (Feb 2021), levy collection for FY 2020/2021 was over 80%

LeedsBID The 'new' Next Chapter 2020-2025

LeedsBID is committed to delivering over £14m into Leeds over the next five years, continuing its ambition to transform the city together. Directing its work into five areas of focus, its business priorities, remaining relevant to a post COVID-19 world and the recovery effort, are:

Ambition

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

Curation:

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

Animation:

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

Collaboration:

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

Innovation:

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

