

2021

Annual Review
2021

A WORD FROM THE CHIEF EXECUTIVE

There is no escaping the fact that it has been and remains a challenging time for businesses in Leeds with the city still feeling the effects and impact of the ongoing pandemic.

What is clear is that the strength, support and collaboration shown in recent times of crisis will help ensure that Leeds city centre can succeed in this continuing changing landscape.

LeedsBID has no agenda other than the improvement and success of all businesses in the city centre, making Leeds a better place for all.

Our ability to respond and refocus our activities and investment to best support and address the immediate needs of those we represent has never been more paramount.

As the city centre has reopened and looked to recovery, LeedsBID has acted nimbly to

concentrate its work where its most needed while looking ahead to safely bring back those core events, activities and animations which celebrate its appeal once again and help reaffirm its attraction for people, businesses and investment.

It is thanks to the support of our levy payers and key partners, an exceptionally strong levy income, government grants, in-kind support and excellent collaboration that we can continue to deliver on the aspirations for this city centre and invest in the ambition to make Leeds the best it can be.



Andrew Cooper,
Chief Executive, LeedsBID



Christmas Hosts



Candy Cane Club

BROUGHT TO YOU BY LEEDSBID

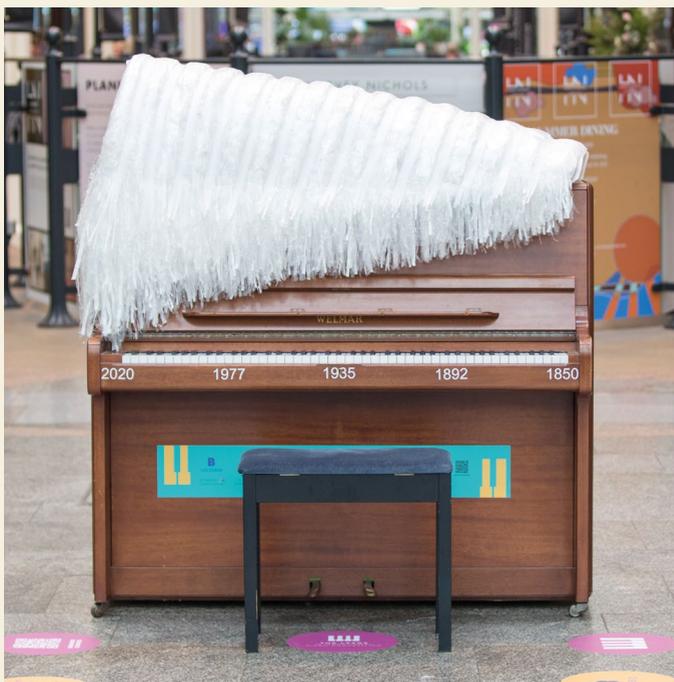
Key to helping drive Leeds on its road to recovery, LeedsBID is at the forefront of supporting businesses and the city centre. Its essential investment and strong partnerships have seen the reintroduction of events and activities, led innovative initiatives and worked to make the city a clean and safe place to be – all in the midst of the ongoing COVID-19 pandemic.

Extending the Welcome to Leeds

An integral part of the city centre recovery, the ongoing positive promotion of all Leeds has to offer remained front and central to helping it get back to business.

Inspiring and insightful, welcometoleeds.co.uk led by LeedsBID continued its focus on conveying key information alongside films, features and guides to remind all audiences of the city's appeal and offering, and encouraged them to reacquaint themselves with life in Leeds.

A Street Art Trail enticed people to safely step back into the city centre to appreciate its colour and creativity by exploring artistic talents adorning walls, walkways and buildings. Initiatives like Digital Food Week delivered tailored support, celebrating the city's amazing hospitality scene and getting customers excited about going out again.



Leeds Piano Trail 2021



Leeds Jurassic Trail 2



Leeds Intern

Being bold for business

A timely response to business changes, challenges and opportunities, the launch of The Engine Room @ LeedsBID brought essential resources into one location to support all sectors of the city. Striving to do the best for business, its responsive and agile service enables consultation and collaboration in addressing immediate training and skills requirements.

An informed investment from LeedsBID, its initial success has seen over 600 people benefit from 70+ courses covering mental health, hybrid working, being COVID safe and financial wellbeing, plus the exclusive use of free meeting rooms (the equivalent of £73,000+) bringing employees back together. Just as essential was support from the Street Rangers, deep cleaning doorways, walkways and key pedestrianised areas across the city centre as businesses readied for reopening.

Putting events back centre stage

Events took centre stage in actively encouraging people to experience Leeds city centre again, with LeedsBID leading a reintroduction of standout activities and attractions.

Work with partners saw the city enhanced with exciting events, providing added appeal and extra incentive while driving footfall and bringing economic benefits back for businesses.

Leeds became a prehistoric playground for families with the return of Leeds Jurassic Trail 2; the 7 week activity attracting 300,000 visitors, and bringing £2.6m extra spend to businesses. Leeds International Festival of Ideas brought renowned names from far and wide to discuss new ideas and innovation, presenting eight inspiring keynotes and thought-provoking debates in front of an audience of 1,200, putting the spotlight back on the city.



International Festival of Ideas 2021



MathsCity

Collaborating on impactful animation

Creative animation of places and spaces could be seen bringing Leeds back to life post pandemic.

LeedsBID's commitment to collaboration saw injections of colour and energy as a result of work with cultural partners. The return of the Leeds Piano Trail delivered music and striking sculptures in conjunction with the renowned Leeds International Piano Competition and the Trail for Hope presented original artwork on the high street while showcasing the world-famous Thought Bubble comic art festival. Come Christmas, Leeds celebrated in style again, adding sparkle with an array of new attractions from lights, music, family fun and festive art.

Simpler animations saw a rainbow burst across Briggate and pop-up musical performances helped uplift the atmosphere of the city centre.

Investing in the ambitions for the city

A commitment to the ongoing ambitions for Leeds saw new things happen for the greater good of the city.

Assisting in the opening of MathsCity, an interactive mathematical discovery centre in the heart of the city enabling access to playful maths in a fun and supported space, LeedsBID lent its support to the ultimate mission of creating a permanent world-class visitor attraction in Leeds.

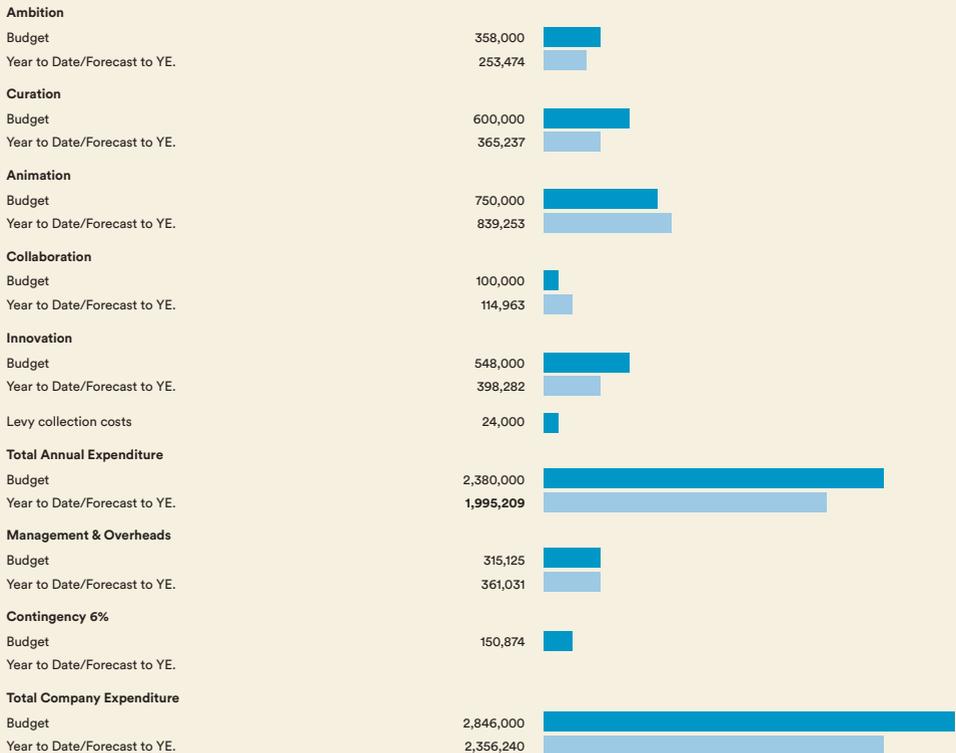
The hope to help make better lives, communities and futures for those in need on the streets of the city centre drove the launch of fundraising campaign Making Better. LeedsBID's investment in tap-to-donate units enabling people to assist those in genuine need, raising funds for local charities and working together to tackle homelessness and social disconnection in Leeds.

Annual Income

£



Company Expenditure

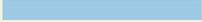


Surplus/Deficit reported in the year

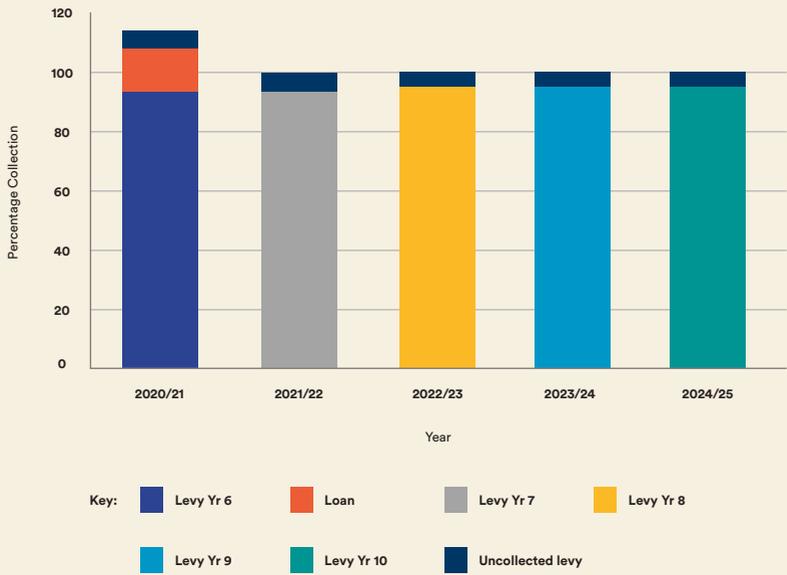
£

Budget	-	
Year to Date/Forecast to YE.	535,311	

Surplus Carried Forward

	From Year 6	821,055	
Budget		-	
Year to Date/Forecast to YE.	Into Year 8	1,356,366	

Term 2 — Projected levy forecast due to COVID-19



Note - LeedsBID levy has remained at 1.25% since 2015 with no inflationary rise

THE 'NEW' NEXT CHAPTER

LeedsBID
2020-2025

LeedsBID is committed to delivering over £14m into Leeds over its next five years, continuing its ambition to transform the city together.

Its priorities remain to continue to work collaboratively to support its levy paying businesses as it has done throughout the ongoing pandemic.

Directing its work into five areas of focus, its businesses priorities remain relevant to a post COVID-19 world and the recovery effort:

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.

