

Review
2022-2023

2022
2023

LeedsBID is the Business Improvement District for the city.

The **improvement** the BID brings to Leeds city centre is only possible with your contribution for which I want to **thank you**. Your investment, along with 700 other businesses, makes it possible for new things to happen in the centre of Leeds. From dinosaurs to bears, tree lights to street cleaning, festivals and free training to cost effective recycling, and most recently our new Welcome Host team.

This review gives a brief overview of the last year and a look at what is to come from LeedsBID over the next 12 months. If you want to find out more, I, along with my team are more than happy to come and see you individually or you can attend one of our many events which take place throughout the year.

Our aim is a simple one – to make new things happen which were not taking place before, investing in projects which transform Leeds for everyone in every sector of business.

2023 has been a long-anticipated year of activity and culture for Leeds and it's turning out to be an exciting one. LeedsBID's strategy is to create and implement free events and

activities across the year which animate all of the city centre, and dress it in a celebratory way.

Finally, I want to thank the many organisations which we collaborate with as well as those which provide LeedsBID with sponsorship and in-kind support. This enables us to do so much more.

As a BID we are also conscious of the current financial climate facing businesses in the city and are keeping the BID levy at its original 2015 rate of 1.25%, having never increased it in eight years.

Thank you again for your support and I look forward to continuing to work with you in 2023.



Andrew Cooper,
Chief Executive, LeedsBID

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LeedsBID — The Business of Improvement

LeedsBID Values

Transformative

Bold

Innovative

Responsive

Ambitious

LeedsBID remains a driving force in the ongoing improvement of Leeds city centre, with its impact evident for all to see.

It continues to lead the way in transforming the city for the better; its innovative, informed investments making a real difference year on year, resulting in both experiential and economic benefits.

Inspirational leadership helps instigate new ideas and amplify existing activity and LeedsBID's strength in collaborating across the city and all sectors creates powerful and productive partnerships, with parties working together for the greater good of Leeds.

LeedsBID is bold in what it brings to the city centre – from artistic imprints left in places and spaces for people to admire, an array of events enticing all ages to come in and enjoy what the city has to offer, to support for the aims and aspirations of diverse business sectors with tailored training – leading to tangible positive outcomes.

As the city changes, LeedsBID is nimble in evolving alongside it to ensure its work supports essential ongoing improvement to the look, feel and experience of being in the city, helping fulfil the ambitions to make Leeds the best it can be.

AMBITION

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

A drive to fulfil the ambitions for the city sees support for economic growth while enhancing that sense of place.

Strengthening its role as a responsive resource for the city's diverse sectors, Engine Room @ LeedsBID remains essential in helping meet training aims and aspirations.

This central hub has seen more than 400 people benefit from its bespoke training and skills support, with courses covering diversity and inclusion to business leadership.

Its exclusive offer of city centre space and free meeting facilities (to levy payers) has also become invaluable, facilitating over 700 individual business bookings.

Its innovation in running tailored events like the Christmas Jobs Fair develops solutions for specific skills needs. The fair showcased hundreds of vacancies from a range of employers, with opportunities from Christmas temps to full-time and managerial positions and resulted in 50 candidate interviews.

The addition and enhancement of the city's sense of place supports its ambition to be the best it can be. The evolution of welcometoleeds.co.uk, the official Leeds guide to the wider Leeds story, puts front and central what the city does best, showcasing it to the rest of the world.

This digital guide brought to the city by LeedsBID celebrates the city's rich cultural scenes, communities and creativity, from its architecture, culture, food and events to its appeal to families, sports fans and those who like a little retail therapy.

The importance of quality spaces also helps shape a place, with LeedsBID driving the addition of artistic assets to the city's streets.

Giving an injection of colour to an important entry point, the bold public mural, "Here We Go Now" adorning the rear of Hilton Leeds City Hotel on Little Neville Street, conveying the flow of people arriving into and departing the city, brought interest and creativity to the south entrance of Leeds Station.



"Here We Go Now" mural



CURATION

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

A welcoming and well-presented city centre remains at the heart of the overall appeal of an area and people's experience of being in that place.

The LeedsBID Street Rangers continue to provide that invaluable 7-day service in ensuring the streets beneath people's feet across the city centre shine.

The six strong team clean the city's pavements, walkways and high footfall areas, helping present that warm welcome to Leeds.

Their extensive programme of deep cleans has taken in key pedestrianised locations including Briggate and Millennium Square as well as areas in the vicinity of retail, office, tourist and hospitality premises while their reactive service has seen the team respond to over 2,000 levy paying business requests over a 12-month period.

And their impact has not ended there, with the team also becoming an essential resource for city-wide projects and animations including the cleaning and preparation of building elevations for impending artwork and more practical assistance for impactful installations such as the Leeds Jurassic Trail 3.

Investment in this crucial city centre resource has seen the provision of a central hub for the team and its extensive equipment.

Keen to create that more personal welcome to the city has seen LeedsBID take the initial steps towards the introduction of a new street team, providing that all important warm, friendly and distinct introduction to Leeds. The presence of a recognisable team of Welcome Hosts to help, guide and inform visitors further enhances people's overall lasting impression of being in Leeds, with a new digital media vehicle supporting that impactful and memorable welcome.

ANIMATION

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

The addition of activity and animation are essential for a vibrant and exciting Leeds city centre.

LeedsBID's innovative investment in the introduction of free interactive family friendly events during key holidays periods has not only provided that added appeal to the city centre but helped bring economic benefits to businesses.

The circus came to town not once but twice, transforming Briggate into a performance space, with an assortment of circus skills and masterclasses. And there was egg-citement to be had on the Easter Bunny Egg Hunt, providing a mini clue cracking adventure across Leeds.

The third instalment of the Leeds Jurassic Trail was a roaring success – with new attractions including a Spinosaurus in the Leeds and

Liverpool Canal plus live free shows, story times and a baby dino hatchery.

The most popular trail yet, it enticed in half a million dino hunters to track down the animatronic beasts and added over £3m to the Leeds economy in just over five weeks.*

The city's key office areas also got in on the fun with LeedsBID's Summer Roadshow taking a tour to animate lunchtimes and encourage people away from their desks for a taste of some seasonal fun.

Over six weeks and three locations, a free fun packed programme brought live music, circus skills, magic and comedy, seaside and fairground games, free ice cream and more as well as the familiar LeedsBID deckchairs popping up in popular places.

*Source NGI research 2022 – Leeds Jurassic Trail 3



COLLABORATION

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



Leeds We're Going On A Bear Hunt 2023

A commitment to collaboration across the city continues to help make things happen.

LeedsBID's ability to work with a diverse range of partners from corporate to cultural encourages and enables projects which deliver creativity, ambition and activity. A colourful partnership with Thought Bubble, the UK's biggest comic art festival, saw the expansion of activities in its hometown of Leeds, with a week-long celebration of comics including incredible talks, workshops, exhibitions, public art installations, film screenings and much more, all in the run-up to its annual convention.

Support for the city's biennial Compass Festival also enabled interactive live art projects in public spaces, made with and for the people of Leeds, helping bring communities back together while fostering conversation and communal activities.

Joint funding investments with key city centre partners made initiatives to tackle specific

situations possible. Christmas operating hours were extended for the city's Park and Ride services and a Street Marshals team introduced for the festive season to help ensure visitors had a welcoming, enjoyable and safe time in Leeds.

Continuing to work in tune with Leeds International Piano Competition in animating the city centre cemented plans for monthly 'Days of Play' on the Leeds Piano Trail, bringing music out onto the streets for everyone to enjoy as well as reaffirming the city's connection with the world's most famous piano competition.

A creative collaboration for the wider Leeds community, LeedsBID took the first steps towards embarking on Leeds We're Going On A Bear Hunt 2023, becoming a presenting partner of the large-scale public interactive art trail of individually designed life size bear sculptures and bear cubs coming to the city centre in summer to help raise money for Leeds Children's Hospital.

INNOVATION

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

Rising to the challenge of a changing city centre demands bold innovation to support the future needs of Leeds and the businesses which call it their home.

Consultation continues on extending LeedsBID to reflect the ongoing investment in the city's south bank, re-establishing the river as the heart of the city centre and supporting the aspiration to make more of the waterfront. The expansion would build on the success of LeedsBID's first and second terms, with the proposal to extend the BID's operating area in its third term (2025-2030). Plans would extend existing LeedsBID projects, enhance events and story-telling to bring the city together and establish new activities, bringing BID benefits to additional businesses.

The drive to introduce events to make a statement about the city, delivering a local impact while putting Leeds on the map, has seen Leeds International Festival of Ideas (LIFI) go from strength to strength.

The festival of new ideas and innovation has created a stage where creatives and businesses collaborate, with key corporate

partners integral to presenting the programme of conversation, connection and curiosity.

LIFI22 saw five keynote talks, six panels and one must-see music performance, with nine sold-out events and an audience of 2,700 - more than double that of 2021.

Inviting world-leading thinkers and experts to Leeds to discuss issues of the day, the talks were as diverse as the speakers, covering The (Built) Environment and The Contemporary Voice of Screenwriting to How Do We Talk About Mental Health? and Is Social Media Ruling The World? with Yotam Ottolenghi, David Olusoga, Rosie Jones, Christopher Wylie, David Harewood, Kevin McCloud, Aisling Bea, Sonia Sodha and Baroness Tanni-Grey Thompson among those leading the conversation.

The festival continues to make its mark with audiences, who are proud to have it in the city and see LIFI as a unique and diverse festival, enhancing the city's cultural offer.*

*Source NGI research 2022 – LIFI22



WHAT'S WRONG WITH CLIMATE ACTIVISM?



Looking Forward to 2023-2024

Driving change, initiating ideas and enabling action with informed and innovative investments, LeedsBID continues to transform Leeds for the better for all those who use it.

Supporting the ongoing ambitions for the city, LeedsBID's focus remains the continued improvement of Leeds city centre. Its innovation and collaboration bringing new animation, providing an array of reasons for people to visit, while supporting businesses and helping drive economic impact.

The curation of a calendar of events brings the pop-up circus back for Easter and come summer, activities take a walk on the wild side as part of Leeds We're Going On A Bear Hunt. Preparing to paint the town pink, LIFI23 promises to deliver more thought-provoking debates with an ever-impressive line-up hosted in a new home – the renowned Leeds Playhouse.

Focusing on the city's sense of place sees innovative enhancements to the look and feel of Leeds, with a planned winter lighting installation taking centre stage. And delivered for Christmas, a showstopping festive addition, illuminating a landmark city building in a most unique way, will delight home crowds and attract visitors. LeedsBID's street teams will continue to make that ongoing essential impact on Leeds as a clean, safe and friendly city.

Engine Room @ LeedsBID will carry on igniting innovative engagement with levy payers, extending its offer to meet business and sector needs as well as introducing fun and inspiring training opportunities.

As LeedsBID looks ahead to a third term, it will accelerate plans to bring all BID benefits to more businesses in the city, south of the river and along the waterfront.

FINANCIAL REVIEW

LeedsBID has had another very successful year and continues to make informed and innovative investments into a diverse range of projects, delivering against its ambitious 2020-2025 business plan.

The BID carries on exceeding expectations, bringing high quality and professional events and activities to the city which benefit all business sectors.

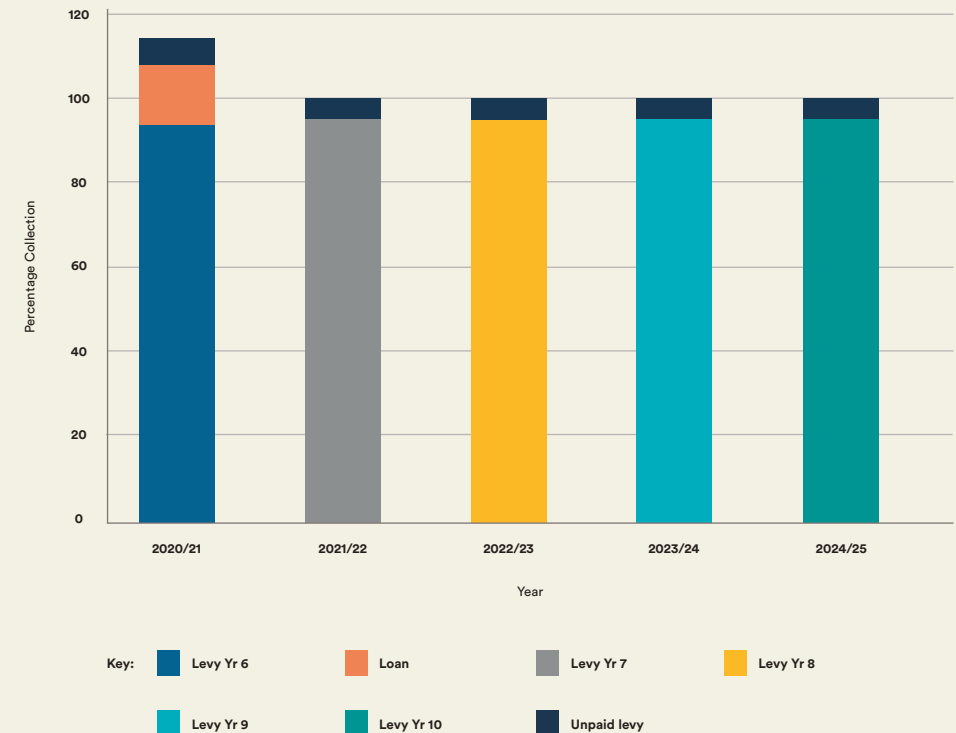
As a board, we have agreed not to increase the LeedsBID levy against inflation and for it to remain at 1.25% (as it has been since LeedsBID was established in 2015). From a levy payer's perspective, I feel that is great value.

Our thanks to Sagars who have audited our accounts which are published openly and can be found at www.leedsbid.co.uk/resources/

Paul Varley

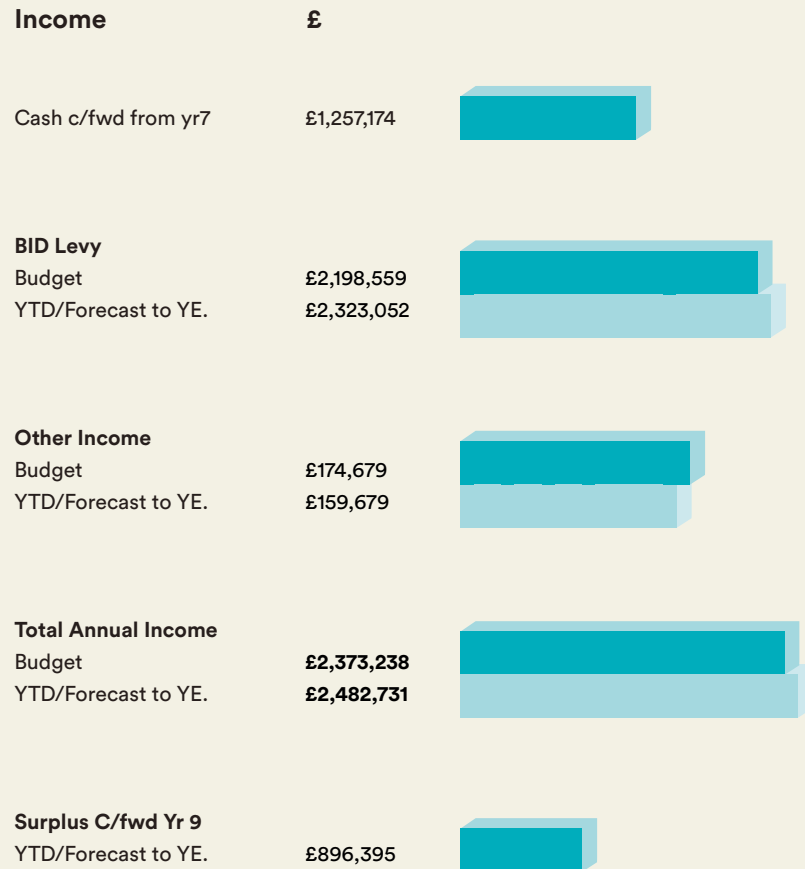
Paul Varley
Non-Exec Director, LeedsBID

Term 2 — Projected Levy Forecast

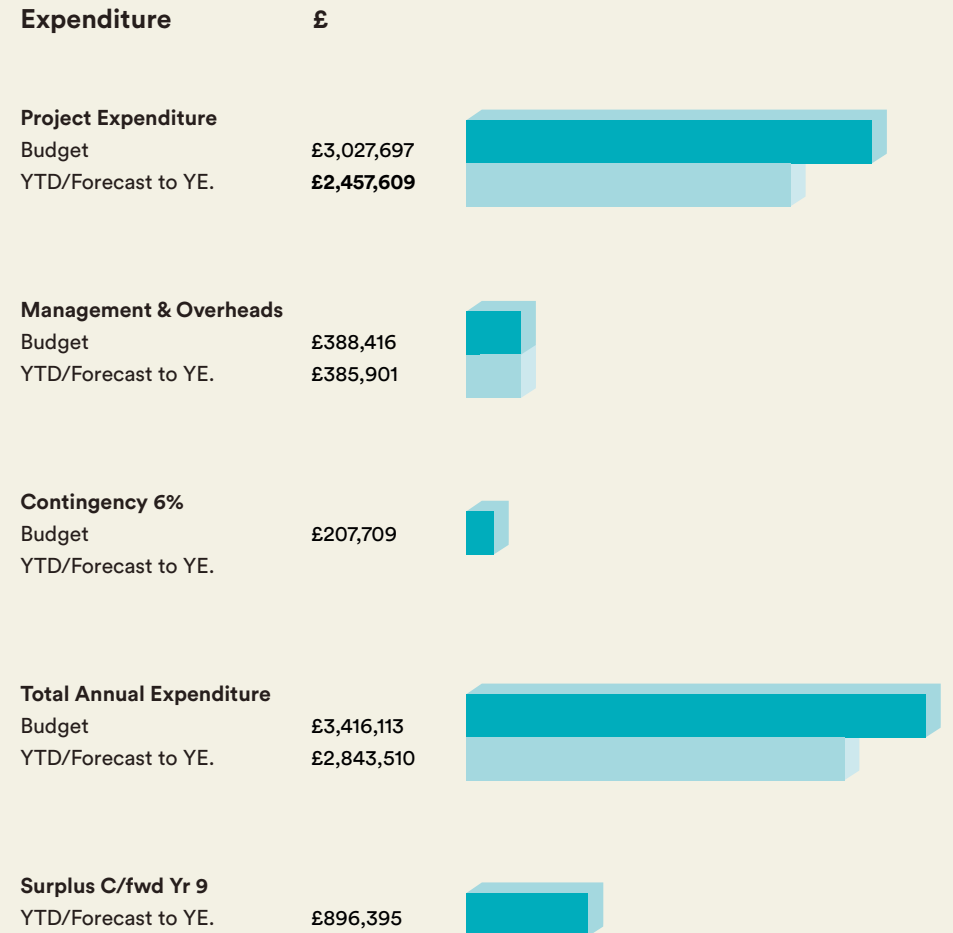


Note - LeedsBID levy has remained at 1.25% since 2015 with no inflationary rise

Income



Expenditure





LeedsBID Map

The LeedsBID area is the whole of LS1 and a proportion of LS2, stretching from the ring road in the north to the river in the south, from Wellington Street in the west to Quarry Hill in the east.



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