



## LeedsBID — Transforming alongside the city

Leeds continues to boast the largest multi-sector Business Improvement District (BID) in the UK outside of London, with LeedsBID delivering an annual investment of £2.5m to the city centre. LeedsBID is one of 340 BIDs across the British Isles, collectively contributing over £152m\* to towns and city centres, bringing businesses together and addressing collective priorities.

2024 marks an important year for LeedsBID – our 10th year operating in the city and one in which we look forward and plan for our next five years. We are consulting businesses on our priorities and focus helping to shape our new business plan, which our levy payers will be asked to endorse in October 2024 through a ballot process. We wish to hear your views, ideas and priorities which will ensure LeedsBID invests the levy it receives into the correct areas, in line with an expanding city.

Leeds is a city that is ever transforming. The retail and leisure sectors continue to recalibrate and flourish while the professional sector and new office space grow at pace. The outlook for this city is very positive.

We want to ensure that as a Business Improvement District, we keep in step with this growth and are proposing for our next term (2025-2030), the BID boundary changes to encompass those businesses currently not included, particularly in the waterfront area of the city. The waterfront is becoming a natural expansion to the city centre, with new investment and infrastructure underway.

The improvement LeedsBID brings to Leeds city centre is only possible with your contribution for which I want to thank you. Your investment along with 950 other businesses makes it possible for new things to happen in the centre of Leeds; free city centre events and a fast-growing festival to drive footfall, new lighting and animations, free business training, enhanced street cleaning and a new security team for a safe city centre. You can read more about the success of these and more in this publication, which gives a brief overview of our last 12 months. I also 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.

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

Thank you again for your support and I look forward to working with you in 2024.



**Andrew Cooper,**  
Chief Executive, LeedsBID

\*Source British BIDs 2023

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## LeedsBID — Leading the ongoing improvement of Leeds city centre

### LeedsBID Business Priorities

- Ambition
- Curation
- Animation
- Collaboration
- Innovation

LeedsBID continues to drive improvements across Leeds city centre, delivering essential ongoing investment which is resulting in real benefits.

The BID remains responsive and relevant in its work to transform a changing and expanding city centre, doing its best for businesses and for Leeds.

LeedsBID is **ambitious** in what it brings to the city, introducing new initiatives and attractions to put Leeds on the map, and its creative use of events, activities and installations to **animate** places and spaces brings the city centre to life, providing that added appeal to attract people and business.

Its lead in **curating** the city centre experience is helping ensure Leeds is a clean, safe and welcoming place to be while it spearheads **collaboration**, joining forces and sharing resources with key partners to make things happen for the better.

Both **innovative** in its approach and the work it does, LeedsBID continues to make a real difference to Leeds city centre.

# Ambition

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

Helping fulfil the ambitions to make Leeds the best city it can be, LeedsBID directly supports its aspirations and economic growth.

Showcasing Leeds to the world in a new and innovative way has seen the ongoing success of [welcometoleeds.co.uk](http://welcometoleeds.co.uk) with the platform continuing to reach new audiences with its diverse storytelling about the city.

With a focus on Leeds' rich cultural scenes, communities and creativity, this leading content site for the city is celebrating and supporting its world-class events, organisations and people through engaging features, films, podcasts, events and more. Its focus on everything from the latest high-street openings and behind-the-scenes previews to the ultimate monthly guide to life in Leeds ensures it provides all people want and need to know.

Engine Room@LeedsBID remains a responsive resource, supporting business aims and aspirations with training and skills development. The consolidation of services at the BID's Briggate office brought access to Engine Room's exclusive services to levy payers under one roof. Its training and development opportunities attracted over 400 people onto courses covering Microsoft software to positive mental health and neurodiversity alongside focus sessions on retail crime, Corporate Social Responsibility and financial wellbeing. The invaluable offer of free city centre meeting space for off-site training, away days and team building saw more than 450 business bookings (worth the equivalent of £160,000 room hire).

Placemaking is at the heart of LeedsBID's raison d'être, bringing colour and creativity with clever artistic touches to key walkways and entry points. The arrival of a new piece of street art Inhale, Exhale, a bold, vibrant mural by designer and illustrator Freddie Denton, brightening the busy but drab thoroughfare of Buttons Yard close to Leeds Station for commuters and visitors.

Public spaces and places have also been given a little sparkle, with the installation of thousands of pea lights, illuminating the city centre while making it a safer place to be.

Inhale, Exhale mural, Buttons Yard







# Curation

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

The look and feel of the city centre remain key to its appeal, with LeedsBID at the forefront of helping curate that all important experience of being in Leeds.

The Street Rangers continue to be essential in maintaining cleanliness across the city centre, providing businesses with a 7-day street cleansing service. Providing deep cleans and a reactive service, the team of 6 have been busier than ever in the last 12 months.

Demand for rangers services has increased, with the team completing 60 large scale deep cleans in key locations from Briggate and Millennium Square to Sovereign Street, Greek Street and Wellington Place, equalling approx. 23 miles of equivalent paving. In addition, there has been a 15% increase in reactive requests from businesses, with the team responding to an additional 2,600 individual cleans.

Focusing on that more personal introduction to the city has seen the Welcome Hosts out and about at key periods during the year. The team provides that warm and friendly reception as people arrive in Leeds and is on hand to help visitors navigate and discover the delights of the city centre.

In response to calls for help from businesses during key trading at Christmas, LeedsBID led a multi-agency partnership on the introduction of a new city centre security team to help ensure the retail experience was both safe and welcoming for people coming in.

The Leeds City Centre Response Team provided an on-street presence in the fight against retail theft and anti-social behaviour during the festive period, supporting businesses as well as local law enforcement agencies. The team patrolled the city centre in November and December and were on hand to help deal with over 700 issues including theft prevention and anti-social behaviour.



# Animation

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

An animated city centre with family-friendly appeal entices people in, driving footfall and that essential economic boost for businesses. From bunting, big top activities and bears, LeedsBID invests in an assortment of events and activities, adding to the enjoyment and appeal of Leeds city centre.

The ongoing success of the pop-up circus saw the LeedsBID Big Top roll up again for the school Easter holidays. There were daily shows on the city's main pedestrianised area before the opportunity for young members of the audience to get involved in multiple circus skills workshops – all for free.

Over summer, it was back on the road for the ever-popular LeedsBID Roadshow taking a tour of key office locations, bringing fun, games, music and bucket loads of ice cream to entice workers out of the office at lunchtime to enjoy being in the city centre. A giant interactive public art project also helped inject colour into the city by encouraging families to get creative. Summer of Colour invited people to decorate eight huge canvases depicting the Leeds cityscape, which on completion was put on public display.

The installation of special fixings along Briggate provides the opportunity for a series of seasonal installations to bring this key street to life, with giant bunting hung for King Charles' Coronation to a series of eye-catching neon Winter Decorations shining a light through the dark months.

Come Christmas, there was a stunning animation to celebrate the festive season in style which brought the city to a standstill. Working with Spanish-based Onionlab on a UK first for the agency, LeedsBID illuminated a landmark building, The Queens Hotel with a most spectacular 3D audiovisual projection, voiced by British actress Celia Imrie.

Thousands gathered nightly to experience a Magical Night at The Queens, which showcased festive themes using the elegant architecture of the building and gave audiences a tantalising glimpse inside the iconic hotel at Christmas.







# Collaboration

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

Aligning events and activities alongside key partners sees a joining of forces to make things happen. Working in tune with key cultural organisations brought monthly 'Days of Play' on the Leeds Piano Trail, with regular recitals planned with the Leeds International Piano Competition to liven up the city centre. Collaboration with city centre partners also helped the city host the second ever Leeds Jazz Festival, with six days of jazz activity for people to enjoy.

A continued partnership with the internationally acclaimed and homegrown comic art festival Thought Bubble saw comic art and culture take over town, with a programme packed full of talks, workshops, exhibitions, public art installations, film screenings, and more. The introduction of a new city-wide art trail bought comic images onto the high street and enticed people to explore shops and venues displaying the work of renowned and ground-breaking artists.

Highlighting the city's strengths to potential new investment brought the city's business community together. In conjunction with Leeds hosting the UK's Real Estate Investment and Infrastructure Forum (UKREiif), LeedsBID played its part in providing a distinct introduction for the 7,000+ delegates attending this major conference, with supporting events and activities to improve the visitor experience.

Collaborating for the good of the community saw a bearly special event come to Leeds city centre in summer, raising over £110,000 for the new Leeds Children's Hospital. Working closely with Leeds Hospitals Charity, LeedsBID was a presenting partner of the Leeds Bear Hunt - a large-scale public art trail of bears hiding in plain sight across the city centre. Over 80 beautifully decorated life-sized bear and bear cub sculptures were let loose for the trail for people to track down and discover.



# Innovation

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

Investment in innovative projects and ideas sees LeedsBID shaping Leeds centre city and putting it on the map. Leeds International Festival of Ideas (LIFI) continues its rich enhancement of the city's cultural offering. Now established as a staple of the city's events calendar, LIFI celebrated its biggest year following an astounding success.

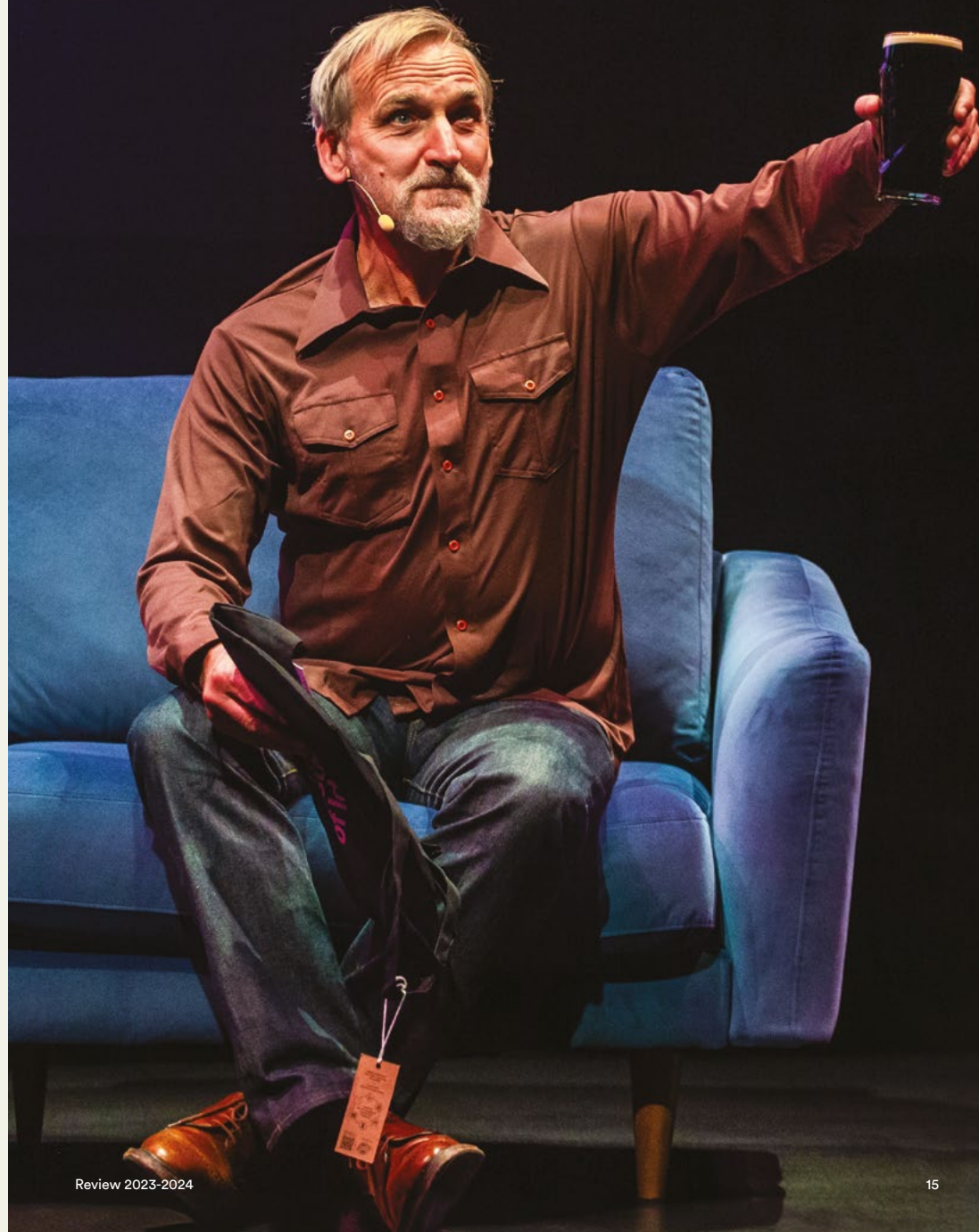
The four-day festival brought to the city by LeedsBID settled into its new home at Leeds Playhouse, presenting 11 events with 39 speakers and attracting a new audience high of over 5,000 people. Its amazing lineup of world-class speakers and experts in their field saw names including Steven Bartlett, Davina McCall MBE, Ruby Wax OBE, Christopher Eccleston, Rob Rinder, Will Young, Bimini, Lauren Mahon, Matt Baker MBE, Dame Prue Leith and Sir Jon Cunliffe delve into conversation, connection and curiosity.

Exploring pressing topics of the modern day through panel debates and exclusive one-on-one discussions, women's health, cryptocurrency, true crime, arts and class, political systems, wellbeing and gender fluidity were all on the agenda for discussion.

An additional element saw an inspiring exhibition linking to one of the festival debates take centre stage. Projecting Grief, an online gallery exploring the connection between loss, creativity, and healing, presented a captivating offline exhibition, offering an immersive experience and some thought-provoking workshops in conjunction with LIFI.

Responding to the changing economics and geography of Leeds city centre, LeedsBID is leading the transformation of its boundary to best serve businesses. The reality of an expansion of the BID boundary is underway with work completed on a Waterfront Feasibility Study – delivering a key pledge in LeedsBID's Term 2 Business Plan.

There have been positive responses from existing and new levy payers and key stakeholders in the city to the planned extension to include land and properties to the south of the River Aire. Based on demand and in line with an expanding city centre, the expansion will bring more LeedsBID benefits to those businesses particularly in the waterfront area.







## Coming in 2024—2025

**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.**

As the BID enters its 10th year operating in the city, its focus will remain on doing its best for businesses, leading ambition, curation, animation, collaboration and innovation.

Its drive to ensure Leeds city centre is clean, safe and welcoming sees a resourceful use of key street teams. The essential service of its Street Rangers in raising cleansing standards and an expansion of the newest BID team out in the city, the Welcome Hosts contributing to an improved look and feel to the city centre.

Driving that creative use of events and activities to animate the city centre, LeedsBID will be delivering more of that added appeal, with free family-friendly events and activities bringing the city centre to life. There is something out of this world planned for the Easter holidays, while in summer there's a first of its kind city-wide version of Monopoly. LeedsBID, working with Hasbro, is to take over the city centre with Monopoly elements and activities, paying homage to the iconic board game's heritage links to Leeds.

Showcasing the strengths of the city will continue to take centre stage with the further development of [welcometoleeds.co.uk](https://welcometoleeds.co.uk), celebrating all that is great about Leeds.

Support for UKREiIF's (the UK's Real Estate Investment and Infrastructure Forum) return to Leeds in May will see the BID playing a part in the programming with a Welcome to Leeds event as well as leading a UK BID activity to highlight the contribution business improvement districts make to the economy.

Leeds International Festival of Ideas will be back at Leeds Playhouse, enticing audiences with an exciting lineup of renowned speakers coming to the city to tackle an array of topical issues of the day.

# Financial Reviews

The levy collection rate of 97.10% (as of Feb 1st 2024) demonstrates the commitment and support for the work of the BID from businesses throughout LS1.

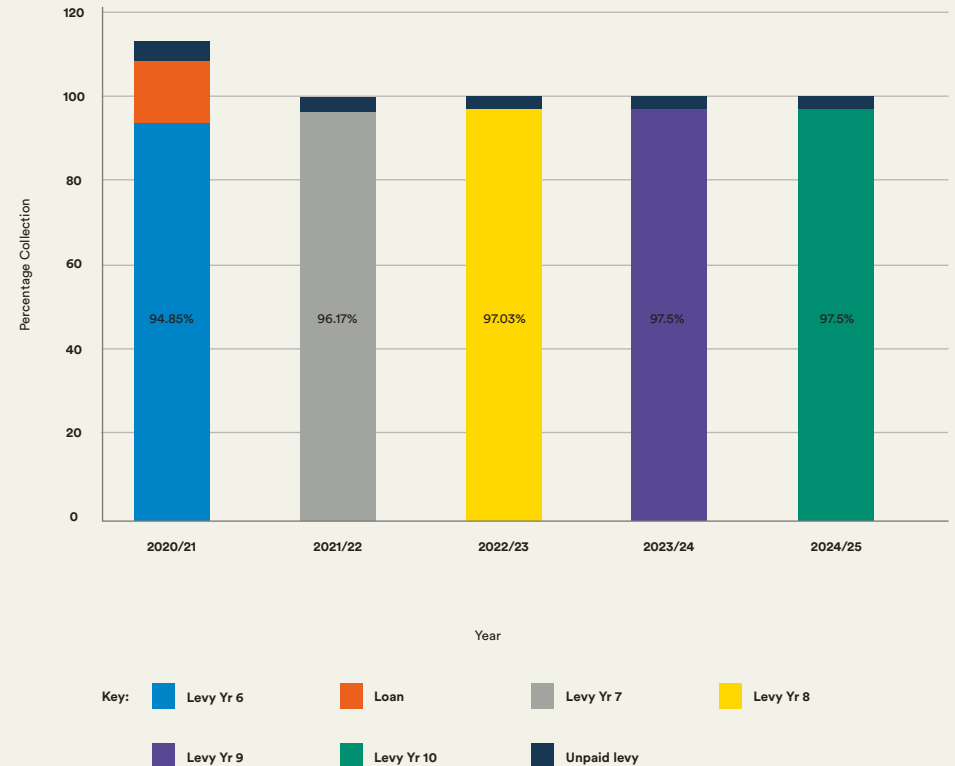
Businesses trust the BID to deliver on its business plan and invest 95% of levy back into our city for projects. This has been seen with events and animations which create impact and a lasting legacy; all of which enhance the city, making it cleaner, greener and safer.

Sagars continue as our auditors, and we thank them for carrying out the annual audit. The findings can be found along with our filleted accounts at [www.leedsbid.co.uk/resources/](http://www.leedsbid.co.uk/resources/)











**Paul Varley**  
 Non-Exec Director, LeedsBID  
 Lloyds Bank Area Director

## Term 2 — Levy Collection Actuals & Forecast











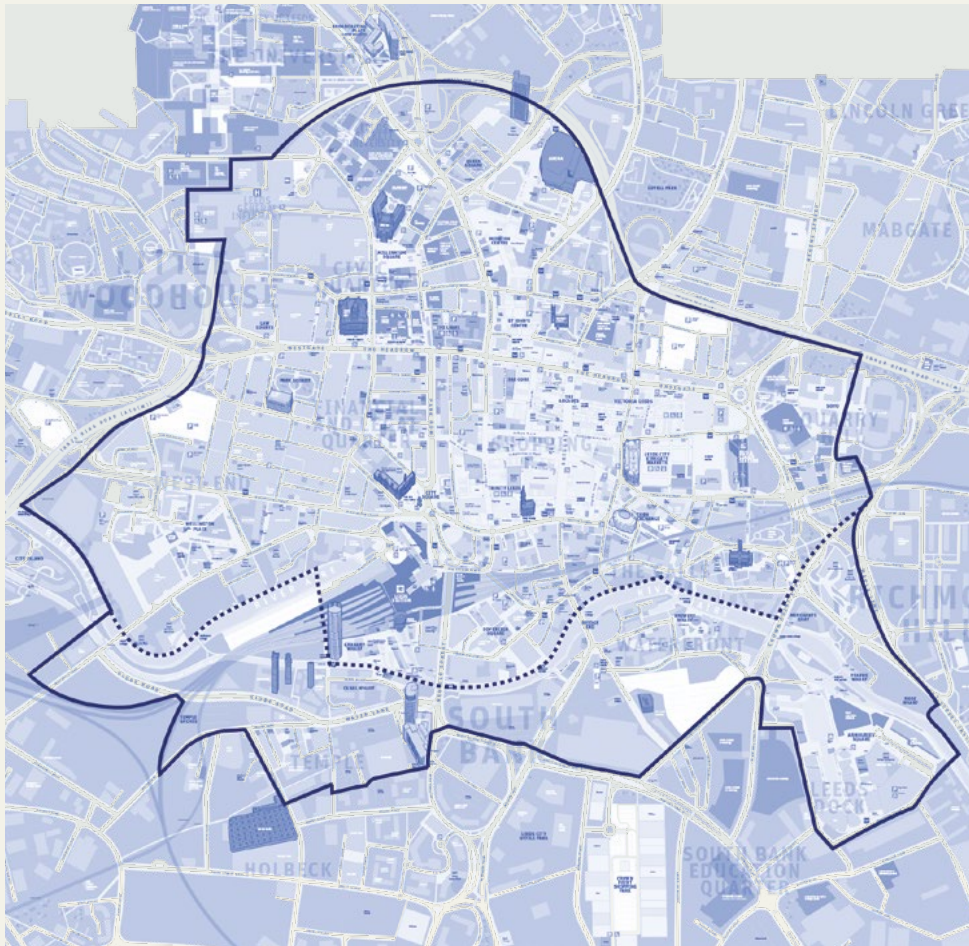


# Income

Income	£	
<b>Annual Income</b>		
Cash c/fwd from Yr 8	£900,00	
<b>BID Levy</b>		
Budget	£2,245,942	
YTD/Forecast to YE.	£2,305,056	
<b>Other Income</b>		
Budget	£53,679	
YTD/Forecast to YE.	£118,933	
<b>Total Annual Income</b>		
Budget	£2,299,621	
YTD/Forecast to YE.	£2,423,989	
<b>Surplus C/fwd Yr 10</b>		
YTD/Forecast to YE.	£373,857	

# Expenditure

Expenditure	£	
<b>Project Expenditure</b>		
Budget	£2,408,967	
YTD/Forecast to YE.	£2,549,741	
<b>Management &amp; Overheads</b>		
Budget	£385,241	
YTD/Forecast to YE.	£400,391	
<b>Contingency 5%</b>		
Budget	£135,518	
YTD/Forecast to YE.	£0	
<b>Total Annual Expenditure</b>		
Budget	£2,929,726	
YTD/Forecast to YE.	£2,950,132	
<b>Surplus C/fwd Yr 9</b>		
YTD/Forecast to YE.	£373,857	



LeedsBID Map

The LeedsBID area stretches from the ring road in the north to beyond the river in the south, from Wellington Street in the west to Quarry Hill in the east.



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