

DRIVING LEEDS CITY CENTRE FORWARD

BID BUSINESS PLAN 2015 TO 2020

BID **4** LEEDS



DRIVING LEEDS CITY CENTRE FORWARD TO COMPETE ON A GLOBAL SCALE

THE BID4LEEDS VISION

Many great partnerships, projects and initiatives exist across the city centre of Leeds.

The BID's vision is one of ambition.

To drive Leeds city centre forward to compete on a global scale and to act as a pivotal coordinating voice uniting the businesses and communities of Leeds reflecting the diversity of the city.

The BID's approach will encompass leadership of new ideas and standards together with supporting and enhancing existing initiatives.



WHAT IS BID4LEEDS?

BID4Leeds is the name given to the partnership run by Leeds BID Limited, which has been established as a not-for-profit company to act as the BID Proposer to create a Business Improvement District (BID) for investing in the city centre of Leeds.

WHAT IS A BID?

A BID is a business-led partnership that enables coordinated investment in the management and marketing of a commercial area. Governed by legislation to ensure fairness and transparency, a BID is created for a five year period following a successful ballot. During the term of the BID all businesses defined within this Business Plan will be required to pay the mandatory levy irrespective of whether they cast a vote in the ballot.

WHY DOES LEEDS NEED A BID?

LEEDS IS AN ECONOMIC POWERHOUSE

One of the fastest growing cities in the UK, Leeds has the second largest concentration of financial and professional services jobs and a population of over 750,000.

As the UK's largest financial and business services centre outside London, this sector employs over 124,000 people in the city. Leeds is also recognised as the UK's most important legal centre outside London, with over 180 law firms. It also has over 200 accountancy firms including the majority of the 20 largest UK practices.

ONE OF THE
FASTEST
GROWING
CITIES IN THE UK

750,000 POPULATION

The Bank of England also has a major presence in the city through its cash centre, which is responsible for bulk note handling for the North of England alongside over 30 national and international banks located in the centre. Further investment and development activity is continuing through the Sovereign Square scheme and West End schemes although there remains still little speculative office provision.

Leeds has consistently been ranked as one of the UK's top five retail destinations with over 1,000 shops and a wide variety of offerings although its position has dropped in recent years. Kirkgate Market, part of which is a Grade I listed building dating

back to 1875 was where Marks & Spencer originates - Michael Marks opened his penny bazaar there back in 1884 and still operates as the largest covered market in Europe. Many independent retailers can be found around the city amongst the various streets and arcades within the listed Corn Exchange. Significant recent retail investment has come to the city in the form of Trinity Leeds, which opened in 2013 joining Harvey Nichols and the many other high street and high-end names in and around Briggate and Victoria Quarter.

NO.3

UK'S TOP RETAIL
DESTINATION

SOURCE: JAVELIN

The next major wave of development is already underway through Victoria Gate with a major scheme comprising John Lewis, specialist retail linking through to Victoria Quarter and further city centre car parking.

Leeds is the only English city outside London with its own repertory theatre, opera house and ballet companies. The Cultural Quarter is situated in the east of the city centre with landmarks including the BBC building and the West Yorkshire Playhouse. Just to the south of the city centre also lies the Royal Armouries Museum, which is a major tourist destination for the city. The most recent visitor destination is the new First Direct Arena, which opened in 2013 and has a capacity of 13,500.

The many attractions and retail and leisure offerings are well supported by a wide variety of hotels across the city centre ranging through budget, business and luxury. Much of this activity could be better joined up to maximise the opportunities and therefore the BID will provide the mechanism to ensure coordinated activity.

In terms of education, the city is host to 200,000 students across a variety of institutions including Leeds Trinity University, Leeds Beckett University, the University of Law and Leeds City College with the College being the 3rd largest further education establishment in the UK.

LEEDS IS THE LARGEST CONCENTRATION OF FINANCIAL
AND PROFESSIONAL SERVICES JOBS OUTSIDE LONDON

200,000 OF UK GRADUATES EDUCATED IN LEEDS

Alongside this, there are many other highly regarded educational institutions within the city including the Leeds College of Music. Leeds City Station is the busiest in the North of England with over 900 trains and 100,000 passengers per day.

LEEDS CITY
STATION IS THE
BUSIEST
IN THE NORTH OF ENGLAND

But we must not be complacent. The competition is not standing still. Increasingly there is a need to collaboratively invest in our town and city centres to safeguard their future. With greater competition to the traditional high street model; heightened customer and client expectations; and increasing pressures on public sector resources, a BID provides a compelling and accountable approach to ensure continued investment and coordinated place management.

THE CONSULTATION

IT IS CRITICAL THAT WE HAVE UNDERSTOOD THE PRIORITIES FOR YOU, YOUR STAFF AND YOUR CUSTOMERS WHEN BUILDING THE BID BUSINESS PLAN FOR THE NEXT FIVE YEARS. WE THEREFORE CREATED A VARIETY OF OPPORTUNITIES TO ENGAGE WITH YOU AND TO ENSURE YOUR VIEWS WERE HEARD DURING THE CONSULTATION.

A VARIETY OF OPPORTUNITIES
TO ENGAGE

1 FEASIBILITY

200 KEY
STAKEHOLDERS
OVER 30
MEETINGS

A comprehensive feasibility phase was undertaken, which ran from September 2013 to February 2014. Members of the Feasibility Study team undertook a consultation process which involved nearly 200 key stakeholders through over 30 meetings,

five presentations and three workshops. Support for a BID for Leeds city centre was overwhelming and the feedback has informed this next stage of consultation and development.

2 CONSULTATION

A thorough consultation of all those likely to be subject to the levy, and therefore have a vote, were contacted during June 2014 to August 2014. A variety of means were utilised including email, telephone, face to face and meeting presentations.

DISTRIBUTED TO
100%
OF BUSINESSES

The survey was available online and by hard copy and was distributed to 100% of businesses. Direct contact was made with named individuals for a total of 709 out of the probable 1,097 voters (65%) during this phase.

3 BUSINESS PLAN PROJECTS TESTING

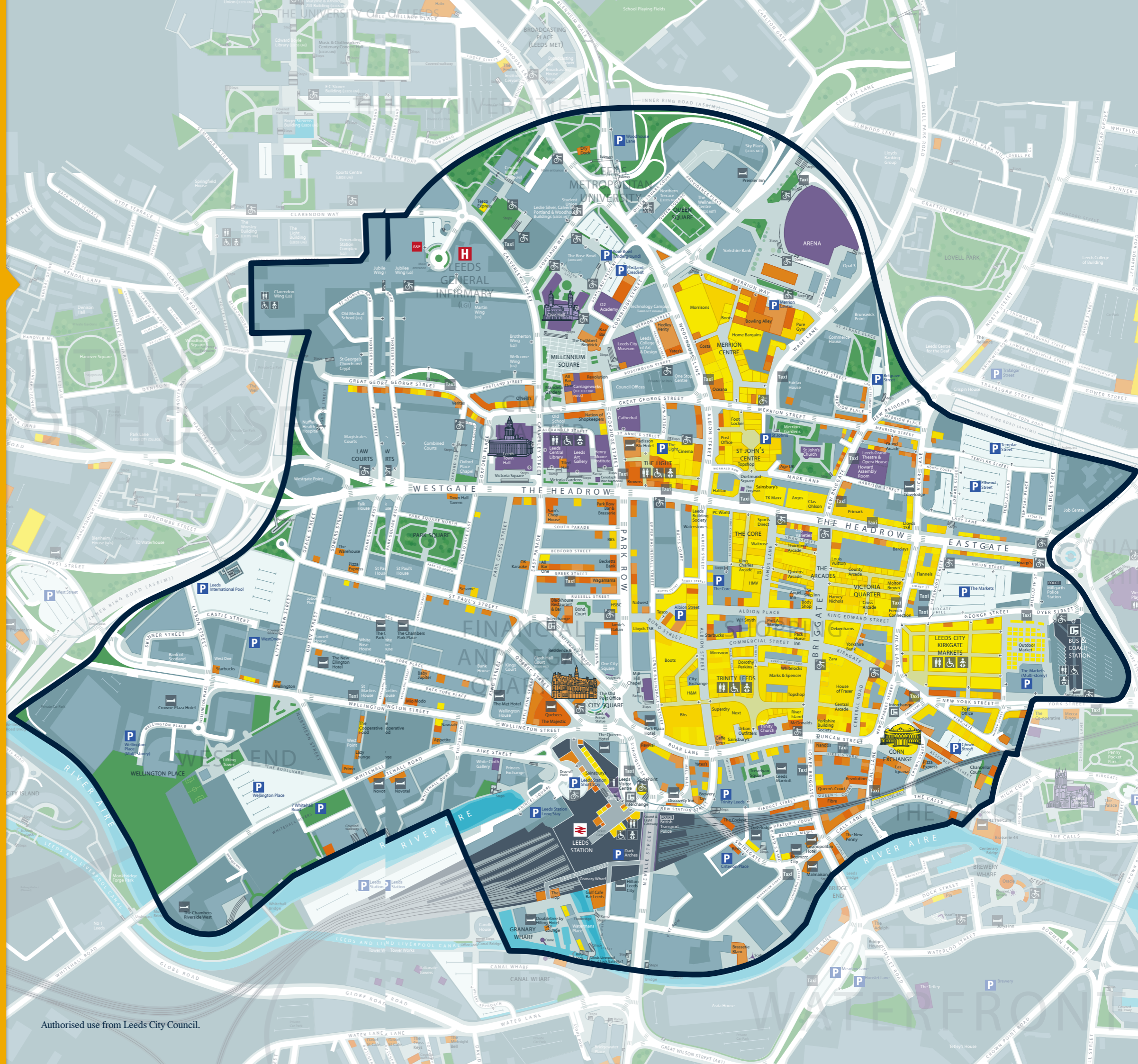
Draft Business Plan projects were drawn up through the BID4Leeds Steering Group and this was tested through a variety of routes using email and hard copy versions for the month of

October 2014. This was sent to all known voters via email and distributed by hard copy through a variety of groups and initiatives.

SENT TO
ALL KNOWN
VOTERS

THE BID AREA

THE PROPOSED BID AREA IS SHOWN. PLEASE VISIT WWW.BID4LEEDS.COM FOR A FULL LIST OF STREETS WITHIN THE BID AREA.





THE BUSINESS PRIORITIES

FOLLOWING THE EXTENSIVE CONSULTATION, A SET OF CLEAR BUSINESS PRIORITIES HAVE BEEN IDENTIFIED FOR THE FIRST FIVE YEARS OF THE BID.

THE PRIORITIES ARE:

1 } AIMING FOR HIGH STANDARDS

In the competitive landscape that we are faced with, it is critical that the BID ensures that the city is ambitious and aims higher in terms of place shaping standards to maintain and enhance the quality of provision and service across the city.

3 } ADDING VALUE

The BID has the ability through coordination of effort and investment to increase performance and achieve cost efficiencies whilst ensuring it doesn't just duplicate or replace existing provision.

2 } RAISING THE PROFILE

Leeds has a great deal to offer, and much more investment still to come. We must raise the profile of the city from both a consumer and corporate perspective.

THEME 1:

THE LEEDS WELCOME

01

THEME 1: THE LEEDS WELCOME

LEEDS IS ALREADY A SUCCESSFUL CITY WITH THE POTENTIAL TO BE GREAT. MORE NEEDS TO BE DONE TO ENSURE THE CITY IS MAINTAINED AND ENHANCED OVER THE COMING YEARS. WE MUST NOT BE COMPLACENT.



FIRST DIRECT ARENA WAS VOTED BEST NEW VENUE IN THE WORLD AT THE 2014 STADIUM BUSINESS AWARDS

THEME 1:

RAISING THE GAME FOR THE CITY >>

THE PUBLIC SECTOR PROVIDERS INCLUDING LEEDS CITY COUNCIL AND THE WEST YORKSHIRE POLICE DELIVER A ROBUST AND THOROUGH CLEANSING, STREET MANAGEMENT AND POLICING SERVICE THAT ENSURES A CLEAN, SAFE AND WELCOMING ENVIRONMENT TO WORKERS, SHOPPERS, RESIDENTS AND VISITORS ALIKE. BUT THE REQUIREMENTS OF A HIGH-CLASS CITY OFTEN GO BEYOND THE STATUTORY OBLIGATIONS.

BID4LEEDS WILL FOCUS ON PROJECTS AND INITIATIVES THAT RAISE THE GAME FOR BOTH THE PHYSICAL AND DIGITAL WELCOME TO THE CITY.

01 | THEME 1: THE LEEDS WELCOME

THE PROPOSED PROJECTS THAT THE BID COULD DELIVER INCLUDE:

1 | PHYSICAL WELCOME

Improving the access points to the city centre to ensure a better 'physical' welcome at all entry points, especially the train station, and to ensure ease of navigation around the city utilising new contemporary, consistent and visible way finding signage.

2 | DISTINCTIVE WELCOME

Developing and delivering a robust marketing and communication strategy showcasing and focusing on Leeds' cultural, retail, leisure and commercial assets. Start the welcome for the consumer right from the online perception in the form of a strong consumer and corporate brand and website for the city and continue this through the full suite of digital and physical media propositions to ensure prospective visitors and users have all the information available to them. Targeted campaigns to celebrate Leeds' distinctiveness would include a focus on independent retailers, markets and the cultural offer to name just a few.

FOCUSING ON LEEDS' CULTURAL, RETAIL, LEISURE AND COMMERCIAL ASSETS

3 | BRANDED WELCOME

Creating a uniformed team of BID Ambassadors to provide a meet and greet service, which could include static and mobile information points as the need arises. These Ambassadors could act as the eyes and ears for the city both reporting on standards of cleansing and enforcement whilst also acting as an information conduit to individual businesses as required.

THEME 2:

THE LEEDS EXPERIENCE

OVER THE YEARS, LEEDS CITY CENTRE HAS LACKED A SUSTAINED SERIES OF CITY EVENTS AND ACTIVITIES OF A NATIONAL SCALE, BUT MORE RECENTLY HAS BEEN BOOSTED BY THE OPENING OF THE ARENA TOGETHER WITH HOSTING LE GRAND DÉPART OF THE TOUR DE FRANCE AND THIS MUST BE BUILT UPON. WITH HEIGHTENED COMPETITION THERE IS A NEED TO ENSURE A WELL-ROUNDED SCHEDULE OF ACTIVITIES SUITING ALL USERS OF THE CITY, TO MAXIMISE INVESTMENT AND FOOTFALL.



THEME 2:

MAXIMISE INVESTMENT AND FOOTFALL »

LEEDS CITY COUNCIL, VISIT LEEDS AND LEEDS HOTELS AND VENUES ASSOCIATION CURRENTLY DELIVER SOME OF THESE ELEMENTS AND INEVITABLY MANY OF THE MAJOR INITIATIVES AND INDEED STATUTORY SERVICES ARE FUNDED AND DELIVERED BY THE CITY COUNCIL.

HOWEVER THE BID PROVIDES THE OPPORTUNITY TO PUT A SHARPER FOCUS ON COORDINATED EFFORTS, MANAGEMENT ARRANGEMENTS AND AN ALL-ROUND PROGRAMME OF EVENTS AND ACTIVITY FOR THE BENEFIT OF THE CITY CENTRE TOGETHER WITH ADDING VALUE AND SUPPORTING THE DELIVERY OF EXISTING ASPIRATIONS ACROSS THE CITY.

THE PROPOSED PROJECTS THAT THE BID COULD DELIVER INCLUDE:

1 } COORDINATED EVENTS PROGRAMME

Creating a year-round programme of activities, from large signature events through to small-scale sector-focused promotions, to build on the existing well-established events and to identify gaps and opportunities for further provision to enhance the business performance of the city. Build on the 'Tour de France' effect that the city was so proud to achieve.

BUILDING ON THE TOUR DE FRANCE EFFECT THAT THE CITY WAS SO PROUD TO ACHIEVE

Activities could include consumer-facing initiatives to increase footfall such as coordinated retail opening hours during Christmas trading or promotion-led activity to increase overnight stays across the city. Particular emphasis would be placed on driving footfall and spend at times of the day and week when Leeds currently underperforms.

2 } ANIMATING THE STREETS

Generating a series of propositions to animate the streets including items such as streetscape improvements, green audits and initiatives, planting schemes, street furniture and banners.

3 } PROVIDING A ONE STOP SHOP

Acting as a one stop shop for businesses to ensure a clean and safe city centre. Working with the various existing initiatives such as Radio Link, Pub Watch, Taxi Marshalls and Street Angels that are run through partners including Leeds City Council, the Police and BACIL (Business Against Crime in Leeds) to ensure a well-managed city both day and night.

4 } BUSINESS TOURISM PROPOSITIONS

To support the creation of a city wide project team to generate and fund a business tourism strategy around the 'Leeds - The Conferencing City' Proposition.

5 } STIMULATING A MODERN CITY

Identify opportunities to maximise the experience for all users of the city utilising modern technologies such as supporting the provision of free WiFi throughout the city.

THEME 3:

**THE LEEDS
BUSINESS
VOICE**

CITIES OPERATE MORE EFFICIENTLY AND PROFITABLY IF BUSINESSES AND PUBLIC AUTHORITIES ARE WORKING EFFECTIVELY TOGETHER. A STRONG, REPRESENTATIVE AND EFFECTIVE BUSINESS VOICE IS THEREFORE A CRITICAL COMPONENT OF SUCCESSFUL PLACE MANAGEMENT.



THEME 3:

SHARPENING THE FOCUS OF THE BUSINESS VOICE »

THE BID PROVIDES THE OPPORTUNITY TO SHARPEN THE FOCUS OF THE BUSINESS VOICE FROM ALL SECTORS AND KEY STAKEHOLDERS INCLUDING HEALTH, EDUCATION AND CULTURE FOR THE DIRECT BENEFIT OF THE CITY CENTRE AND IN PARTICULAR SECTORS WHERE VARYING NEEDS AND ASPIRATIONS EXIST.

03 | THEME THREE: THE LEEDS BUSINESS VOICE

THE PROPOSED PROJECTS THAT THE BID COULD DELIVER INCLUDE:

1 | ONE VOICE FOR BUSINESS

Creating a conduit for all sectors across the city centre to ensure their voice is heard at a strategic level whilst also on a practical level to report on operational concerns such as parking, traffic and planning matters. The BID would also provide regular business communications and briefings as well as hosting forums and networking activities.

2 | INVESTMENT OPPORTUNITIES

Creating a focus on investment needs in the city centre and identifying new opportunities to leverage new sources of funding for the benefit of individual businesses, sectors and the city as a whole to ensure Leeds can compete in the global marketplace. This is also representing business to ensure the city achieves a fair deal from the public sector and other funding sources.

3 | PROMOTING EXCELLENCE

Delivering activities such as a Business Festival and a Business Awards initiative to promote excellence across the city and showcase best practice for the benefit of others.

4 | ACHIEVING ECONOMIES OF SCALE

Driving down occupancy costs for businesses including investigation into a possible business recycling service and other collective buying opportunities to ensure the BID levy operates as an investment as opposed to a cost on business.

5 | A CONDUIT FOR DATA, INTELLIGENCE AND INNOVATION

Creating the BID as a hub for the collection and collation of data and intelligence of the city including footfall analysis, business surveys and customer surveys whilst providing a platform for innovation across the city.

6 | RETAINING TALENT AND SKILLS

Promoting Leeds city centre in collaboration with Leeds Chamber and Leeds City College as an economic driver of Leeds and Leeds City Region and promoting the city as a great place to work particularly for graduates. The ability for Leeds to retain talent, graduate or otherwise, and not have it drawn to other locations is crucial if it is to remain economically dynamic. The BID will also take action to stimulate business interest and leadership with regard to work experience placements, apprenticeships and volunteering to improve employment opportunities and skills.

FINANCES

TOTAL BUDGET OF C. £10 MILLION OVER 5 YEARS

INCOME	2015/16	2016/17	2017/18	2018/19	2019/20
LEVY @ 1.25%	2,000,000	2,040,000	2,080,800	2,122,416	2,164,864
OTHER INCOME (ESTIMATED)	100,000	100,000	100,000	100,000	100,000
TOTAL INCOME	2,100,000	2,140,000	2,180,800	2,222,416	2,264,864

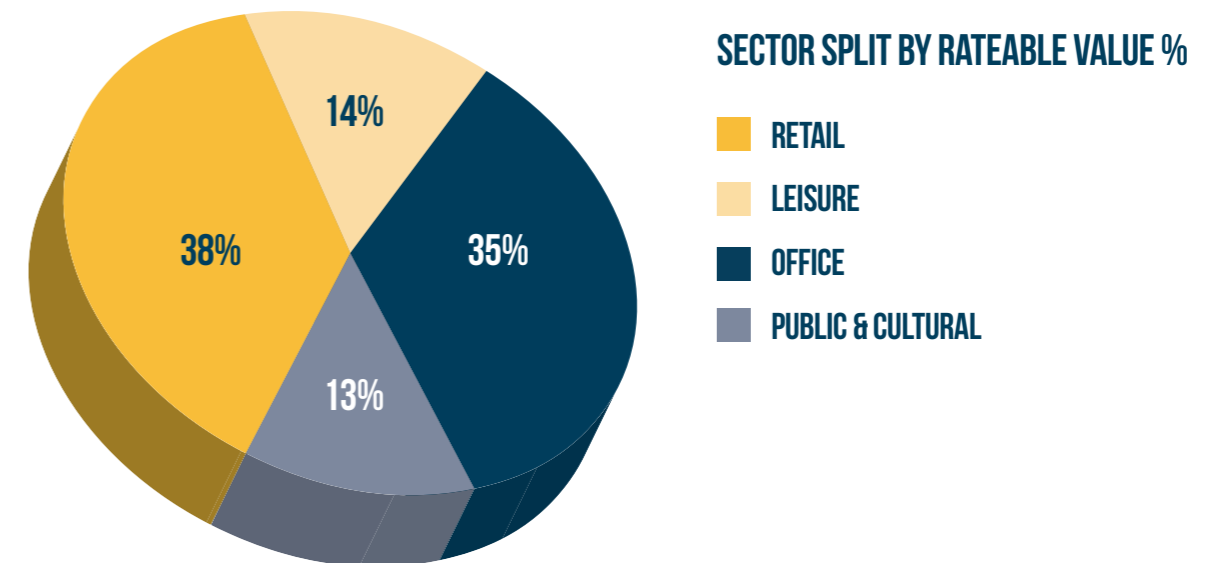
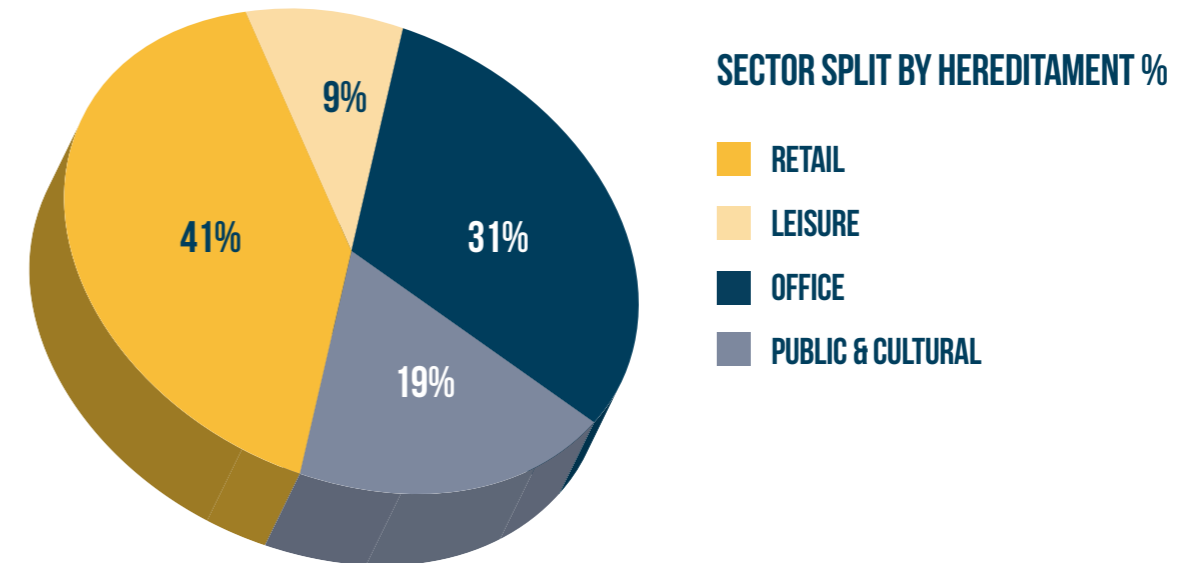
EXPENDITURE						%
THE LEEDS WELCOME	620,000	632,400	645,048	657,949	671,108	30
THE LEEDS EXPERIENCE	630,000	642,600	655,452	668,561	681,932	30
THE LEEDS BUSINESS VOICE	310,000	316,200	322,524	328,974	335,554	15
MANAGEMENT & OVERHEADS	360,000	367,200	374,544	382,035	389,676	17
CONTINGENCY & LOAN REPAYMENT	180,000	181,600	183,232	184,897	186,595	8
TOTAL EXPENDITURE	2,100,000	2,140,000	2,180,800	2,222,416	2,264,864	100

The BID finances table represents an indicative budget based on estimated levy income from the rating list at the time of writing. Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly. Any variation to the percentage theme allocation beyond 15% of the whole will be subject to an EGM.

- Based on Industry Criteria, an assumed collection rate of 96% has been adopted.
- A contingency on expenditure of 9% has been applied to allow for repayment on the set-up loan of £150,000 across years 1 and 2 and to enable flexibility to the plan in the later years of the BID.
- All new allocation of funds from the contingency budget and/or variations of allocation from the theme budgets will need to be reviewed and decided through the BID Board.
- The annual inflation rate on levy income has been assumed at 2%.
- The percentage of estimated additional income, derived in particular from voluntary contributions, amounts to 5% over the term of the BID although this should prove to be a cautious estimate.
- Management and overhead costs of the BID include all staffing, office accommodation, levy collection charges, legal and accountancy costs associated with running the BID, and are budgeted to remain below 20% of the total annual expenditure in line with Industry Criteria.
- The levy collection charge is £24,000, which amounts to 1.2% of the levy and £22/unit.

SECTOR BREAKDOWN OF THE BID AREA

THE BROAD BREAKDOWN BY SECTOR OF THOSE CONTRIBUTING TO THE BID ARE SET OUT BELOW BY PERCENTAGE.



BID LEVY RULES

CONSIDERATION HAS BEEN GIVEN TO THE BRITISH BIDS INDUSTRY CRITERIA AND GUIDANCE NOTES 2014 WHEN FORMULATING THE BID LEVY RULES.

- 1 From April 2015, the levy rate to be paid by each hereditament is to be calculated as 1.25% of its rateable value as at the selected 'chargeable day' (1st April annually).
- 2 All new hereditaments entering the Rating List after 1st April 2015 will be levied at 1.25% of the prevailing list.
- 3 A threshold of £60,000 Rateable Value will be applied, thereby exempting any businesses within the BID area falling below £60,000 Rateable Value.
- 4 The number of eligible hereditaments is estimated at 1,090.
- 5 The BID levy may increase by an inflationary factor of up to 2% in successive years (i.e. up from 1.25% to 1.27% in year 2). The board will assess if any increase is appropriate each year, giving careful consideration to the economic environment.
- 6 The levy will be charged annually in advance for each chargeable period from April to March each year, starting in 2015. No refunds will be made.
- 7 Any adjustments to the rateable values will only be adjusted at the fixed date of the subsequent chargeable year.
- 8 The term of the BID will be five years from 1st April 2015 to 31st March 2020.
- 9 In the case of an empty or untenanted premises, the property owner will be liable for the BID levy with no void period, and will be entitled to vote.
- 10 A cap on annual levy payable will be set at £25,000 per hereditament.

LEGAL ARRANGEMENTS

PRIVATE SECTOR LED PUBLIC SECTOR BACKED

LEEDS CITY COUNCIL IS BACKING THE BID. THE POLICY OF THE COUNCIL IS TO SUPPORT THE BID4LEEDS PROPOSALS TO ACHIEVE A STEP CHANGE IN THE ABILITY OF LEEDS TO IMPROVE AND PROMOTE ITS CITY CENTRE AS SUCCESSFUL BUSINESS LOCATION, AS A PLACE TO STUDY, A SOURCE OF JOBS GROWTH, AND AS A LEADING RETAIL, LEISURE, CULTURAL AND VISITOR DESTINATION. AS WELL AS BEING A SUBSTANTIAL LEVY PAYER IN ITS OWN RIGHT, THE COUNCIL HAS COMMITTED TO ALIGN ITS ACTIVITIES WITH THE BID. THE COUNCIL'S POLICY IS NOT TO PURSUE A LATE NIGHT LEVY IF A BID IS IMPLEMENTED.

LEGAL AGREEMENTS

A baseline agreement is in place, which sets out the agreed levels of service provided by Leeds City Council.

An operating agreement between Leeds BID Limited and Leeds

City Council, which defines the contractual arrangements for the collection and enforcement of the BID levy is in place.

Copies of these agreements can be viewed at www.bid4leeds.com

MANAGEMENT & GOVERNANCE

BID MANAGEMENT

The management team for the BID will be a combination of directly employed, seconded and outsourced staff to ensure the full extent of skills and expertise are achieved. The team will need strategic leadership along with place management and place marketing expertise.

BID GOVERNANCE

Leeds BID Limited has been established as a not-for-profit company to act as the BID Proposer to create a Business Improvement District (BID) for investing in the city centre of Leeds.

During the BID development, a Management Board has overseen the legal and technical elements of the process. Alongside this, a Steering Group of willing volunteers from all sectors of the city have contributed their time and knowledge to the consultation and creation of the Business Plan.

Once the BID is established, there will be a Management Board representing all sectors. The Board will be responsible for the strategic and financial

management of the BID and will meet on a quarterly basis as a minimum.

The split of representation on the Management Board will be per sector based on their relative value across the BID area to ensure all interests are suitably represented and the City Council will have formal representation as the provider of statutory services across the city.

Alongside the Management Board, there will be short-life and/or ongoing working groups focused on specific issues/projects as the need arises. These groups will always have at least one Director from the Management Board in their membership and the appropriate budget will be agreed at Management Board level.

WE'RE IN FULL SUPPORT OF THE BID



“As Chairman of BID4Leeds I have been inspired and humbled by the commitment of so many of our Leeds businesses to have the desire to make this great City better. Help us make the BID a reality by voting YES in February 2015.”

John Bywater,
Chairman, BID4Leeds

MANAGEMENT BOARD



“As one of the major property investors and owners in Leeds city centre we are determined to see its attractiveness and vitality continue to improve. We can do that by being an active supporter of the BID so that more people come to work, live and play here. The BID can ensure that all stakeholders and businesses join together in achieving that.”

Gerald Jennings, Portfolio Director for North and Scotland, Land Securities



“As long term owner managers of some of the UKs most successful shopping destinations, Hammerson have first-hand experience of the impact a well run BID bestows on its host location. To compete and grow in the 21st century, successful cities need a clear and compelling identity - a tangible sense of place, supported by smart management. This is what the BID4Leeds will have the scope to deliver.”

Peter Cooper, Director of Asset Management, Hammerson UK



“More than ever the major cities of the UK such as Leeds have to compete on a global stage for investment, skilled employees, health and educational services. It is essential that we all play our part in presenting our city at its best and the BID structure allows us to do this. We need to seize the opportunity and work together to make the most of it.”

Richard Lewis, Property Director, Town Centre Securities



“In other cities, BIDs have been successful in bringing a focus to business priorities, funding services to support economic growth which are complementary and additional to those provided by their respective local authorities. Leeds already has a very successful city centre with a diverse commercial and office sector working alongside a vibrant cultural, leisure and retail community, a BID could bring new focus and funding to facilitate greater partnership working amongst the private and public sectors for the benefit of all in the city.”

Mark Goldstone, Head of Policy and Representation, West and North Yorkshire Chamber of Commerce

OFFICES



“Bond Dickinson supports the Leeds BID wholeheartedly. Working together to improve the area in ways which will boost the economy has to be a positive thing. We have seen real benefits from BIDs in other cities and we are confident that the Leeds BID team will make a positive difference in our city.”

Paula Dillon, Partner, Bond Dickson



“Indigo Planning is fully committed to supporting initiatives which build on previous city-wide marketing and cityscape investment successes. We see the Leeds BID as crucial in delivering focused activity to the benefit of occupiers of, visitors to, and owners of property within the BID area - this can only be a good thing - in reinforcing and improving what Leeds city centre has to offer.”

Robert Crolla, Regional Director, Indigo Planning



“As a global law firm Squire Patton Boggs sees Bid4Leeds as an excellent opportunity to improve Leeds’ ability to attract interest and investment from all over the world and to take its place as a leading UK city. In my role as a retail real estate expert I also think that a successful BID is essential for the Leeds retail scene to truly thrive.”

Prew Lumley, Real Estate Partner, Squire Patton Boggs



“I have worked in Leeds for 27 years now, and am hugely enthusiastic about what it currently offers. That said, where we have any opportunity to further enhance the experience of the user, whether that be a retail customer, a theatre-goer, or a client of our thriving and varied businesses, then we should grasp that opportunity. BID4Leeds is exactly this, which is why Pinsent Masons is right behind it.”

Chris Booth, Partner, Head of Leeds office, Pinsent Masons



“Leeds remains a strategic centre for DLA Piper and we are committed to its future. It therefore goes without saying that we are committed to the BID. By backing this together, we will all play a vital part in propelling the city forward to the next stage of its commercial development.”

Sarah Day, Partner, DLA Piper



“Leeds is a great city to work in but we need to make it better to ensure that our young people stay in the region and that national and international businesses want to relocate here. A BID can play a strong part in delivering this outcome bringing together the private and public sectors to achieve an outstanding result. This teamwork will help us make Leeds a place where everyone wants to live, work in or visit.”

Andrew Latchmore, Partner, Schulmans



“It is vital that Leeds city centre joins together to build on its attractiveness as a great place for visitors, residents and workers. These people are the life blood of the city, bringing prosperity and growth. The best way for the city to achieve its ambitions and combat competition is to support the BID, ensuring Leeds develops its compelling status as a place to do business, to live and to visit.”

Kevin Duffy, General Manager, Trinity Leeds



“The umbrella of the BID will help encapsulate the whole of the city community which many groups have strived for over the years.”

John Bade, Centre Director, Victoria Quarter



“A new age for the high street is evolving, requiring clear and strong leadership and collaboration at local level. BIDs have a potentially vital role in enabling change to happen effectively and at pace.”

Andy Godfrey, National Public Policy Manager, Boots



“BACIL is fully supportive of the Leeds BID and looks forward to working alongside the organisation to make Leeds a safer friendlier city centre to visit, work and live in.”

Sean Walker, Manager, BACIL



“The independent retail sector in Leeds is creative, talented and industrious and has been vital to Leeds’ growth for over a century. Leeds Corn Exchange is a magnificent shopping destination in the city centre and is both an important part of the overall retail offer for customers and an original point of difference for Leeds. The Business Improvement District approach will enable the retailers to provide a better experience for residents and visitors by working together on important issues and we fully support the plans outlined in the business plan.”

Rod Witton, Director, GBR Phoenix Beard, Leeds Corn Exchange



“As a hotelier in the centre of Leeds, I welcome the opportunity that the BID brings us to collaboratively invest in our leisure and business tourism offers. This can only be good for business.”

Stephen Turner, General Manager, Doubletree Hilton



“The BID signals a step change for Leeds city centre from which all businesses, large and small, can benefit. The key project areas proposed will enable them to have a reach and profile to visitors, customers and potential inward investors that even the biggest could not achieve alone, thus growing our national reputation as a great place to live, work and play and delivering direct economic growth to the city.”

Susan Burgess, Kirkgate Market Manager, Leeds City Council



“I am confident the Leeds BID can provide a platform for growth across both day and night time business sectors in the city. It will create a positive impact for consumers with investment in new initiatives, and support for agencies focussing on creating a safer, cleaner and more vibrant economy in Leeds.”

Jon Hancock, Chairman, Pubwatch





“BID4Leeds is essential for the future and will create a step change in the ability of Leeds to improve and promote its city centre as a leading European business location, a top UK retail destination, and a source of new jobs and economic growth. Private sector led and public sector backed, Leeds City Council has given full support to the BID. Leeds is one of the few major centres in the UK without a BID so it is vitally important we ensure it is a success.”

Cllr Richard Lewis, Executive Member for Transport and Economy, Leeds City Council



“City Centre Management have, for many years now, set high standards for management of the city centre. We have supported BID4Leeds from inception and are collaborating with business and BID4Leeds to raise the bar even higher. We are confident that a BID for Leeds will deliver real added value and enhance our outcomes for the city centre.”

John Ebo, City Centre Manager, Leeds City Council



“The proposed BID for Leeds is such a fantastic opportunity to showcase a truly northern and vibrant community which needs support to get the most from its surroundings. The Tour De France showcased this County like no other marketing tool could, we now need to do the same for our fantastic city of Leeds.”

Samantha Millar, Superintendent, West Yorkshire Police



“Leeds Beckett University fully supports the plan to create a Business Improvement District within Leeds. Our University is highly successful in supporting thousands of regional businesses and our delivery of knowledge transfer and enterprise services have gone from strength to strength in recent years, mirroring our city’s successful economic development. We believe the Leeds BID is vital to ensure this momentum continues and the growth potential of our city and the businesses within it are realised.”

Susan Price, Vice Chancellor, Leeds Beckett University



“Leeds is a city with great ambition and as Chief Executive of Leeds Teaching Hospitals NHS Trust, the city’s second largest employer, I am keen that we maximise our potential to its full effect. By bringing together the public and private sector organisations across Leeds city centre to support the BID, we are creating a stronger and more collaborative partnership which can build real momentum and place Leeds firmly on the national and international map. If we can share our exciting vision and our big ambition for Leeds we can retain and attract the best possible talent into our city, which in turn will help us to deliver the best possible healthcare services for the people who live and work here.”

Julian Hartley, Chief Executive, Leeds Teaching Hospitals NHS Trust



“Opera North has a track record of creating world class quality outside the capital. Leeds needs to invest in its physical infrastructure to display its cultural gems and attract visitors from around the globe. BID4Leeds is the right way to go about doing just that.”

Richard Mantle, General Director, Opera North

THE STEERING GROUP



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Leeds City Council
Leeds City Council
Leeds & Partners
Leeds University
Opera North
West Yorkshire Police

Stephen Willis
Martin Farrington
John Ebo
Lurene Josphe
Steve Gilley
Kate Hainsworth
Supt Samantha Millar

VOTE

TO SECURE FIVE YEARS
OF INVESTMENT IN
LEEDS CITY CENTRE

29TH JAN

A postal ballot of all business ratepayers in the BID area will take place from 29th January 2015 to 26th February 2015

26TH FEB

**THE RESULT WILL BE ANNOUNCED ON
27TH FEBRUARY 2015**

The BID will proceed if two tests are met –

- 1.** A simple majority of those voting in the ballot must vote in favour
- 2.** Those voting in favour must represent a majority of rateable value of the hereditaments (rateable properties)



BID4LEEDS

www.bid4leeds.com

Leeds BID Limited is the local partnership company created to act as the BID Proposer for the creation of a Business Improvement District in the city of Leeds.

Company registered in England 9063015. Registered Office: Leeds BID Ltd (T/A BID4Leeds) 2nd Floor, Elizabeth House, 13-19 Queen St, Leeds, West Yorkshire LS1 2TW.

