



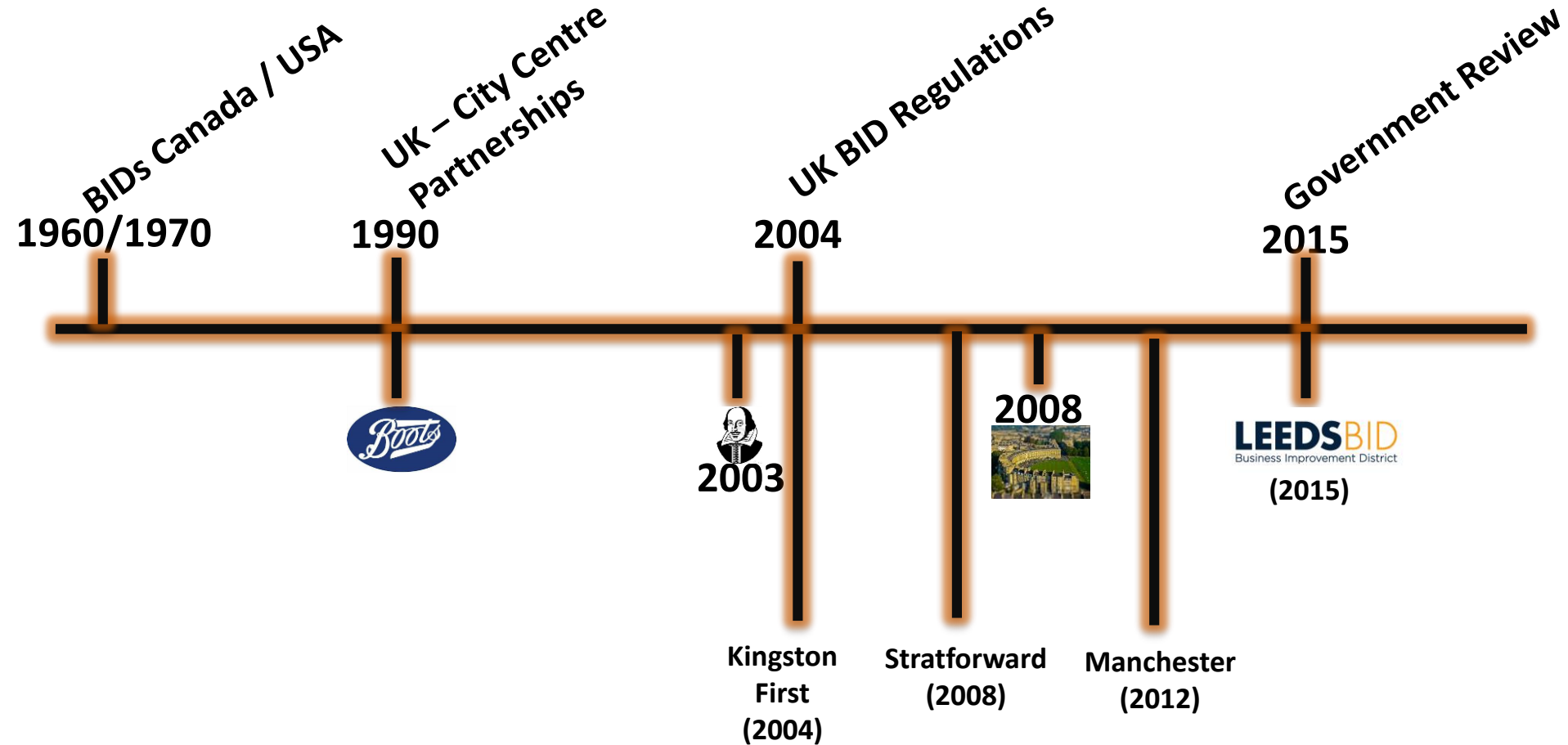
LEEDS BID

Business Improvement District



Andrew Cooper
Chief Executive
Leeds Business Improvement District

- Evolution of BIDs
- What is a BID?
- Governance
- Business Priorities
- Evening Economy



Grant giving

Talking shop

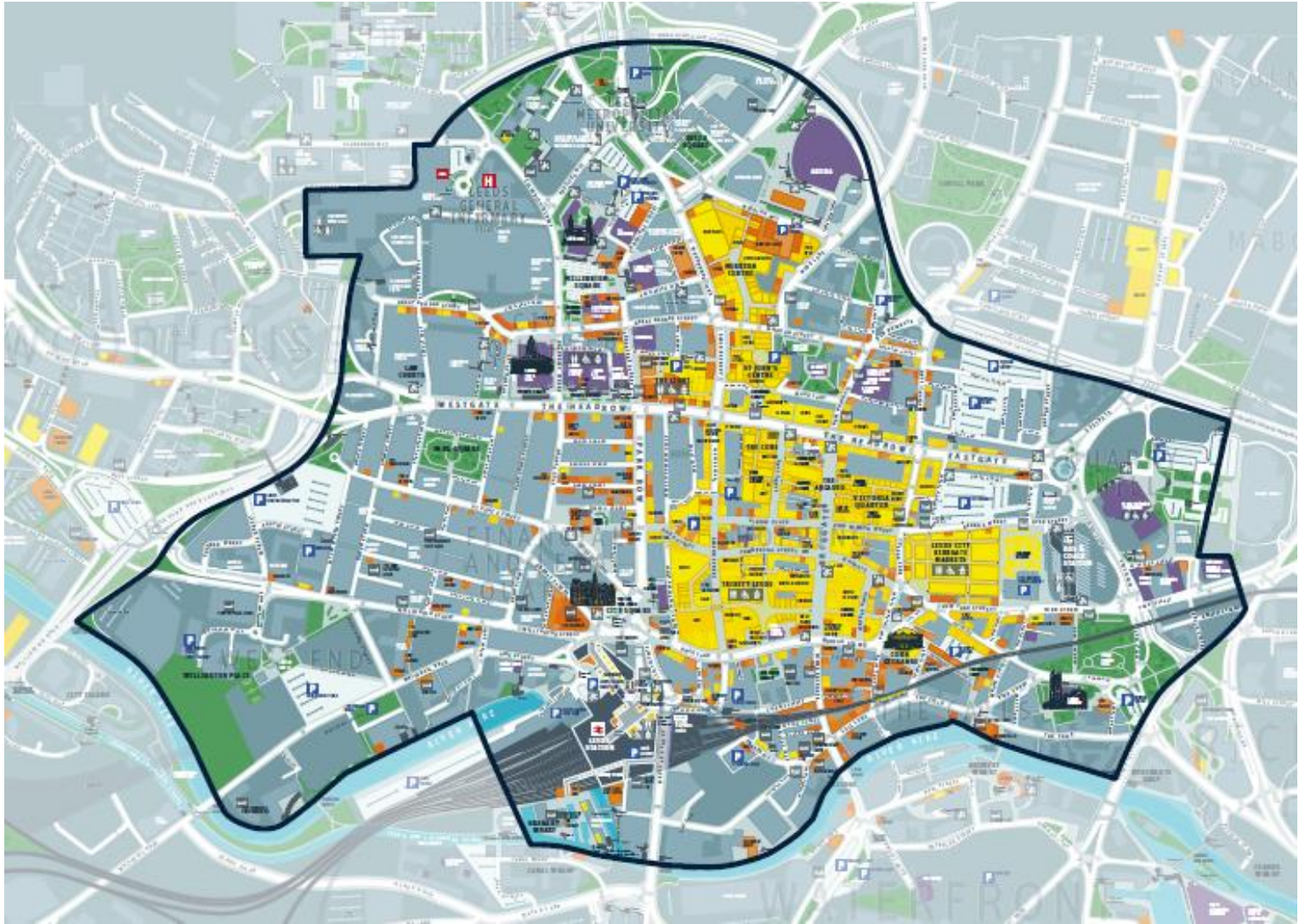
Charity

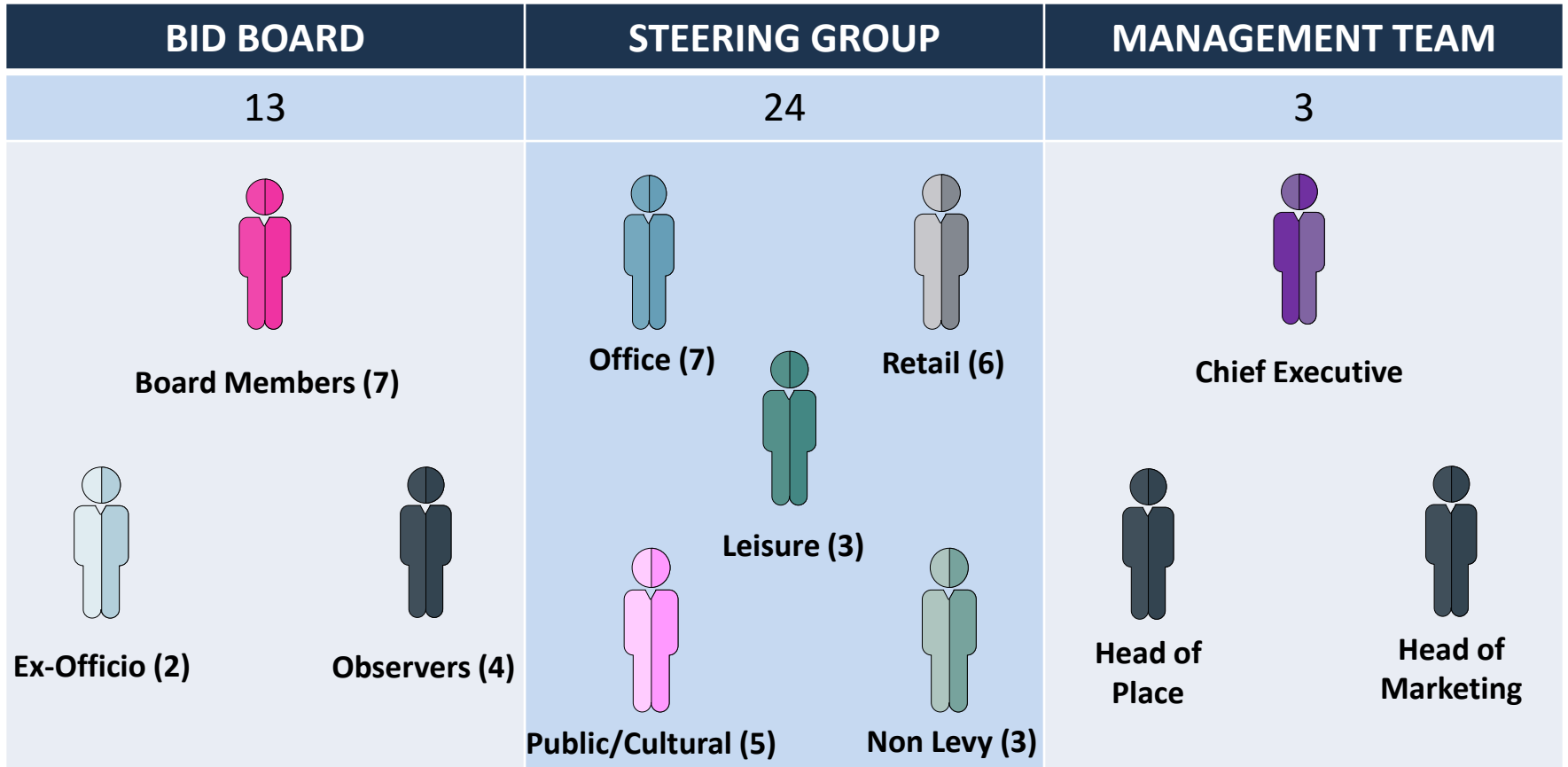
The Council



**Not a basket
for unfunded
problems**

- Business Led
- Defined area
- Business >£60K RV 1.25%
- Deliver a business plan for improvement
- Transparent
- Give ROI
- Not just for those paying the levy / in the BID area





“ a test for acidity or alkalinity using litmus”

“Litmus test for any BID...

.....was this happening before the BID arrived?”

- Aiming for high standards
- Raising the profile
- Adding value

- First impression
- Physical welcome to the city
- Enhanced street cleansing, recycling activity
- Improvements via a dedicated ambassador team

- A co-ordinated events programme
- Animating the streets
- Increase business tourism
- Providing one point of contact for business
- The evening economy / Bacil

- One voice for business
- Achieving economies of scale
- Attracting and retaining talent and skills
- Data & information hub

- Late Night levy – why this is not the way forward in Leeds
- Purple Flag – raising standards and working collaboratively
- Working with BACIL and funding
- LCC making it a condition of licensees to participate in current BACIL initiatives to support a well-managed evening economy
- Work to curate the evening economy and work on campaigns and events that support this objective
- Leeds has a **STRONG** partnership approach in addressing issues relating to the evening economy – The Leeds BID aims to support, fund and enhance this.



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