

2020 2025



Spirit, Christmas 2007



Frank Bruno, L19



Leeds Jurassic Trail



Summer in the City



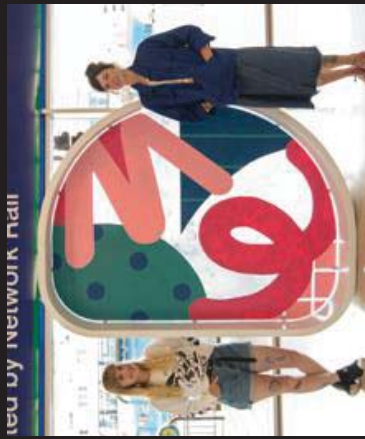
Sigrún, ARIAS 2017



Leeds International Piano Competition



Rick Astley, ARIAS 2016



Leeds Letters



Professor Alice Roberts, L19



Leeds Piano Trail



Windle Jones, L17



Made Up Leeds 2018



Suede Bubbly, L17



St Peter's Square



Jane Sparrow, L18



Queens Hotel, Christmas 2019



World Triathlon Leeds 2016



Matt Hill, L19



Athena Ring, A City Less Grey



Whale Song, Light Night Leeds 2015



Lauren Lawrence, L17



Helen Sharman CMG OBE, L18

Since inception in April 2015 our ambition as the largest Business Improvement District outside of London has been a simple one; to be a driving force for change by working collaboratively to put Leeds firmly on the map and improving the city centre. This has been achieved by acting nimbly in the delivery of an impressive and bold business plan and meeting the needs of the businesses and organisations which invest in LeedsBID.

A catalyst for change, influencing ideas and enabling action, LeedsBID is a driving force, making new things happen in Leeds city centre.

Visionary, creative and bold, it is leading innovation, investment and a vision of transformation, with results that are clear to see.

Committed to delivering over £14m back into Leeds over the next five years, transforming the city together.

In Spring 2019 we consulted our levy payers as to what the next chapter of LeedsBID should look like. There was a resounding endorsement to continue the core projects brought by LeedsBID which have become familiar and recognisable in the daily landscape of the city. Our successful street teams have helped establish a sense of place, essential for those first impressions of the city. Street Rangers raise standards of cleanliness and the Leeds Welcome Ambassadors play an invaluable role in the improved management of Leeds city centre.

Our animation of the city through events, cultural activities and artwork has brought Leeds international recognition and awards, bringing new events, enhancing existing ones and creating a lasting legacy which has coloured our city, making it a little less grey. Energy and momentum in this key area was highlighted by all sectors of the city which recognise that a vibrant cultural landscape is an important factor in the recruitment and retention of in excess of 390,000 staff working in businesses across Leeds.

Businesses also cited the need to be innovative in both delivering direct business benefits to them while ensuring LeedsBID can react to the future needs of the city. Creating the only seven-day waste and recycling service in Leeds city centre has not only saved businesses of all sizes money but has also addressed the 'greener credentials' that all 21st century cities should be aspiring to – recycling more, reducing carbon emissions and improving the consumer experience. Renewable and greener energy (electricity) is also available to LeedsBID businesses through the launch of BID Power. Greener businesses mean a greener city – something we all want to support.

Leeds is a city that continues to grow and expand at pace. A Business Improvement District which can respond to this change is vital. During the next five years, it is our aspiration to grow LeedsBID, through the consideration of a waterfront Business Improvement District to the south of the river. The city is to double in size and the river will become at the heart of Leeds. This regeneration is of considerable importance to the city and LeedsBID will be a connector and a catalyst in the changing needs of businesses and organisations in this area. It is vital as the Business Improvement District that we prepare ourselves to be meeting these changing needs.

LeedsBID brings together all sectors of the city to work towards a common goal and by our very title, we have delivered and wish to continue to see 'improvement'. Our achievements so far are just the start and there is so much more we can do in and for the city. We can only achieve this by working with you and are actively seeking your endorsement by voting positively for this business plan during October 2019.

Thank you for your continued support as we transform the city together.



Andrew Cooper
Chief Executive,
LeedsBID

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A large crowd of people is gathered in front of a grand, classical-style building with two prominent spires. The scene is captured during the day, with a clear sky. The crowd is dense, and many people have their arms raised, suggesting a festival or concert. The building's facade is detailed with columns and windows. The overall atmosphere is one of a major public event.

LEEDSBID IN THE MAKING

A Business Improvement District in the Making

Business Improvement District /impru:vm(e)nt/
District /distrikt/

Business Improvement Districts, known as BIDs, are business-led partnerships.

A geographical boundary is defined where businesses in this area come together to invest, collaborate and improve their trading environment.

Projects created provide added value and go beyond the statutory provision of the public services. They address local issues through partnership working and collaboration, achieved through a ballot process.

Leading the Way to Make New Things Happen in Leeds City Centre

An ambition to drive Leeds city centre forward with powerful and productive partnerships which transform this city.

Inspirational leadership to instigate new ideas and amplify existing initiatives through informed and innovative investment.

Our values define us. They guide us. They push us above and beyond the ordinary. We enhance. We transform⁰¹. We don't settle for the normal. We settle for the exceptional. We are bold⁰². We are fearless. We join the dots. Our ideas are innovative⁰³. Our ideas make a difference. We are resolute. We are responsible⁰⁴ and we are here to stay⁰⁵.

- 01 Transformative
- 02 Bold
- 03 Innovative
- 04 Responsible
- 05 Ambitious



Leeds Welcome Ambassadors

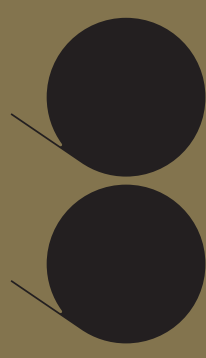
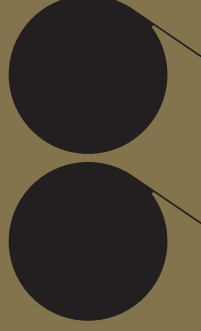
Our Business Priorities

AMBITION²⁸
CURATION³⁴
ANIMATION⁴⁰
COLLABORATION⁴⁶
INNOVATION⁵²

Driving the work of
Leeds Business Improvement District
for the next five years

“Business Improvement Districts are a great idea for raising new investment for the places where we live and work, and they have wide cross-party support. LeedsBID started in 2015 and over the past five years I have seen the benefits in new events, festivals and other projects which have brought the city community together and helped put Leeds even more firmly on the map.”

Rt Hon Hilary Benn,
Member of Parliament
for Leeds Central



“Partnerships need to be formed and maintained across the different professionals responsible for making, maintaining and marketing places – and across the business and wider community – the people that make places. And that’s what place management organisations like Business Improvement Districts achieve. You have to work in partnership to transform cities – because it is a very complex undertaking.”

Professor Cathy Parker,
Chair of the Institute
of Place Management

LeedsBID is one of the most exciting initiatives developed by the city's business community in recent years. Its establishment in 2015 came at a time of transformative change and regeneration in key sectors across the city centre and reflected a shared ambition to develop and grow, and a drive to put Leeds on the map.

Making a place better is at the core of a Business Improvement District and LeedsBID is at the forefront of implementing key ideas, initiatives and investment to make Leeds city centre better.

A not-for-profit, non-political organisation, and a recognised model of place management, LeedsBID brings businesses together for the collective good, to shape and improve Leeds.

Quickly occupying a pivotal position, LeedsBID has instigated the flow of new ideas, events and activities over its first term – and its impact is evident everywhere from both on the streets to the city's skyline.

The largest BID outside of London, LeedsBID's annual investment of £2.5m is transforming this city: a figure predicted to rise further as more investment and economic growth continue in one of the fastest growing UK cities.

LeedsBID is at the heart of the continued growth, marketing and management of the commercial city centre, making those confident statements about the city's incredible strengths, successes and appeal and celebrating its uniqueness while resulting in an on-going economic effect, bringing business benefits.

A steady stream of standout plans and projects brought to the city by LeedsBID sees the continuation of its core aim to enhance, animate and improve Leeds for all those who live, work and thrive here.

Collaboration is key, with inspirational leadership and strong working relationships across the city delivering appeal and impact, with LeedsBID best placed to respond nimbly to the needs and requirements of those in the BID area.

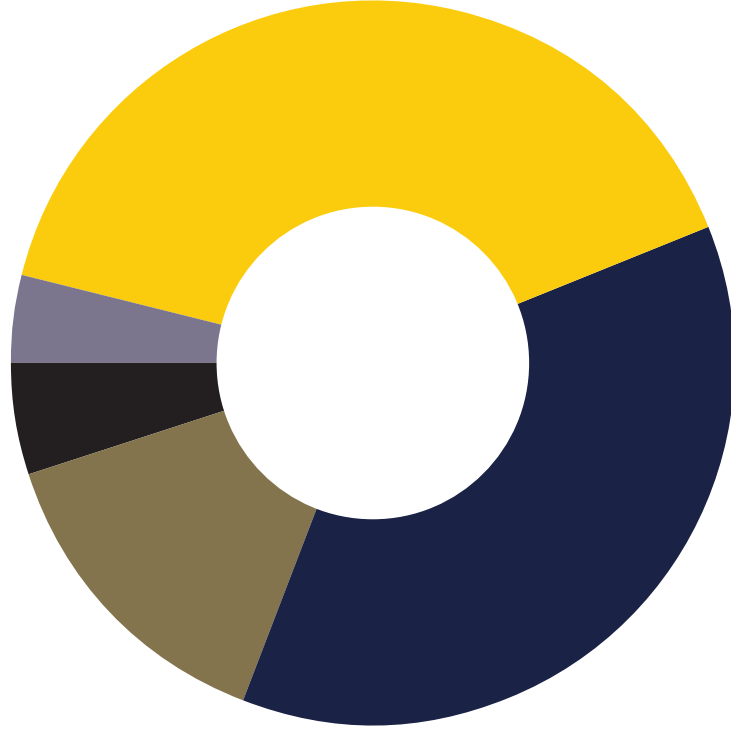
As a city of constant growth, economically and geographically, businesses recognise the essential role LeedsBID plays in supporting an overall sense of place. Investments in events, environmental initiatives, cultural festivals and arts installations, the retention of skills and talent and the presentation of clean and safe streets are all essential and collectively serve in defining the city.

LeedsBID brings this connectivity and its continuation is imperative to fuelling and supporting the on-going ambitions for the city, with its £14m investment into Leeds ensuring everyone benefits.

“Evidence of ‘bidness’ seems to be everywhere you look now in Leeds, from the street rangers to the welcome ambassadors, and their support is enabling bold new initiatives in our city’s cultural economy & the contribution it can make to our prosperity.”

Gerry Godley, Principal & Managing Director,
Leeds College of Music

A multi-sector Business Improvement District, LeedsBID represents professional, creative, retail, cultural and educational businesses and organisations across the city centre.



- 40% Offices
- 37% Retail
- 14% Leisure & Hotels
- 5% Public/Cultural/Health
- 4% Other

Established April 2015	200 th BID in the country and one of more than 300 in existence	970 hereditaments 684 businesses
1.25% levy	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.	
	Average collection rate of 99% over first term of LeedsBID	£60,000 threshold
£2.5m annual budget = £12.5m over first term	For every £1 LeedsBID brings in a further 20p cash or in kind	90% of LeedsBID spend is invested back into the BID area

LeedsBID has made a mark locally, nationally, and internationally, receiving recognition for its work across the globe and closer to home:

CIPR Excellence Award 2019 Winner
 —Made Up Leeds
 LeedsBID, SLB PR & Umptf

CIPR Excellence Award 2019 Finalist
 — Leeds City of the Piano LeedsBID,
 Leeds International Piano Competition
 and University of Leeds

Leeds Architecture Awards 2019 Winner
 — A City Less Grey
 LeedsBID & East Street Arts

International Downtown Association Award for Excellence
 — Leeds International Festival 2018

Association of Town and City Management (ATCM) Best Digital High Street Award Runner Up
 —Leeds Boost

The Planning Awards 2018 Winner
 — A City Less Grey
 LeedsBID & East Street Arts

Leeds Purple Flag Accreditation 2016, 2017 and 2018

Living Wage Accreditation
 — LeedsBID is a living wage employer



A founder member of **The BID Foundation**, the not for profit industry body supporting Business Improvement Districts across the UK, formed in 2017 to provide an authoritative voice for BIDs. As one of the country's larger BIDs, LeedsBID recognises its responsibility to support the wider BID industry. LeedsBID Chief Executive Andrew Cooper served as the inaugural Chair and continues to sit on the governing council, alongside 20 other UK BIDs.



Members of the **IPM (The Institute of Place Management)**, the international professional body which supports people committed to developing, managing and making places better. A professional body capable of developing and supporting the creation of sustainable formal structures of place management and ensuring professional standards amongst those involved in managing, developing and marketing places.



A founding partner of **(NBG) Northern BIDs Group**, hosting the first meeting in Leeds in 2015. Leeds sits alongside Liverpool, Manchester, Newcastle, Sheffield, Sunderland, Chester, Bradford and York on the NBG, providing strategic leadership and a unified voice for the Business Improvement Districts in the cities in the North of England, representing a total of 8,000 businesses. With a combined Rateable Value in excess of £920m, these BIDs are commercially-run and focus on delivering economic growth for the benefit of their cities and communities throughout the North.



Members of **ATCM (Association of Town and City Management)**, a respected voice for town and city management at both European and wider global level.

LeedsBID's catalytic effect has been felt further afield than the city with a boom in Yorkshire BIDs in the last 10 years, rising from 2 to 16, with LeedsBID providing support for neighbouring BIDs in York, Wakefield, Bradford and Harrogate in their development and growth.

LeedsBID is also a valued member of the following organisations and groups operating in the city: West and North Yorkshire Chamber of Commerce; Leeds Chamber Leadership Group; Quality Places and Spaces; Leeds Civic Trust; BACIL (Businesses Against Crime in Leeds) Steering Group; Top 12 Retailers; Safer Leeds City Centre Partnership Board and the Purple Flag Partnership.



ENGAGING BUSINESS

Leeds businesses came together in 2015 to create a brand-new Business Improvement District with the aim of driving significant improvements and change within our city centre.

Creating over £12.5m worth of investment over the last five years has enabled all those who had the vision to turn this ambition into a reality.

The impact of this investment has been palpable with new street teams, cultural events, festivals, artwork and many other new initiatives which Leeds BID has introduced and I am very proud of how much the team has been able to achieve in such a short time.

Both as Chair of Leeds BID and also in my role as a partner within one of the levy paying businesses, I am keen to see this momentum continue. The city is growing rapidly, and by the Business Improvement District committing a further £14m back into the centre of Leeds over the next five years we can really build on all that has been achieved so far. Every business in the city benefits from a more vibrant, cleaner, safer city that people want to live, work and thrive in and that is what Leeds BID has as its central goal.

The projects Leeds BID undertakes for us all would not be possible without the levy paying businesses which fund them. In order for this important work to continue I am asking you to back this business plan.

A voting paper will be sent to you on 10th October 2019 and I would ask that you endorse Leeds BID by voting YES to enable this important work to continue.



Prew Lumley
Chair of the Leeds BID Board
Partner Squire Patton Boggs

Opinion and impact on the businesses which enable its investments are of the utmost importance to Leeds BID. Levy paying businesses have been given the opportunity to feedback on the work of Leeds BID during its first term and to help shape priorities looking ahead to a second term.

Results

A cross section of businesses from all sectors represented by Leeds BID responded to the survey, with retail and office-based making up the largest contributors.

72%

highlighted the importance of delivering projects which deliver direct benefits (a return on investment) to businesses e.g. Commercial Waste and Recycling Services.

86%

valued the importance of the street teams; in particular Street Rangers, Leeds Welcome Ambassadors and Evening Ambassadors.

84%

of respondents stressed the importance of events in creating an experience in the city centre.

77%

identified the importance of supporting skills and digital skills through the Ambition: Leeds and Leeds Boost projects.

72%

of respondents stressed the importance of projects like A City Less Grey – made possible by collaboration from multiple partners.

98%

Over half of all respondents rated street teams, events and direct business benefits as highly valuable. Projects which drove footfall to the city centre were deemed to have created the most significant business impact, with the Street Rangers and Welcome Ambassadors credited for creating a positive impression of being in the city centre and most crucial to businesses. Curation of the city centre (clean, safe and welcoming) was a key consideration across all business sectors looking ahead to term two priorities for Leeds BID.

of respondents intend to support Leeds BID by voting YES for a second term.

***Footnotes**

Leeds BID commissioned negotiations to carry out a comprehensive independent survey of its levy paying businesses during March and April 2019. 290 surveys were completed – close to half of Leeds BID levy payers.

RF



THE NEXT FIVE YEARS

2020 2025

The Next Five Years

LeedsBID will direct its work into five areas of focus during the period 2020-2025: **Ambition, Curation, Animation Collaboration, Innovation.**

These themes will build on the success of projects delivered in LeedsBID's first term but will also incorporate new elements in response to consultation and reacting to the requirements of sectors and organisations in the LeedsBID area.

AMBITION

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

Continuing on LeedsBID's ambitious trajectory, work will be on-going on the creation of new additions to the city, enhancing the sense of place while reflecting its aspirations and economic growth.

Colouring The City

Utilising the city as a canvas to celebrate creativity and culture with projects which animate key areas and brighten up the streets and major gateways to the city.

“We are very lucky to have the BID in Leeds and I think it is pushing the city to be a truly magical place by recognising how art and commerce can sit side by side and improve everyone's lives.”

Anna Turzynski,
Independent Producer

Quality places and spaces add to the everyday experience of moving about the city, with the creation of statement pieces injecting some much needed colour and leaving a legacy for all to enjoy while helping drive commercial return.

The importance of artistic assets in place shaping perfectly illustrated by the impact of the award-winning A City, Less Grey project delivered in partnership with East Street Arts and property owners—Leeds became home to the UK's tallest piece of street art and the city was named 'Street Arts Capital of the UK' by the Sunday Times. A stunning visual statement and a lasting impression of LeedsBID investment and collaborative working between corporate and creative worlds.

A focus in this area can only add to this accolade and by animating areas with semi-permanent and permanent public art commissions, colour and culture will continue to emerge in the city centre.

Embracing the ambition shared by Leeds Our Spaces Strategy for the creation of city centre public spaces, new life flows into places and spaces across the BID area with the involvement in inspired outdoor additions. With LeedsBID supporting businesses' own aspirations to bring new energy, art and tactical improvements to their outdoor environments, projects such as the Leeds Letters in Leeds Station, St Peter's Square revamp and Button's Yard are making a lasting impression on the city centre. Further involvement and investment in place shaping projects will continue this colouring of all corners of the city.



A City, Less Grey, Harper St.

Future Leeds — & Future Leaders

“Besides being a great city to work in, Leeds is also a vibrant city with plenty going on (thanks to LeedsBID) whether that be enjoying the netball world cup around the city on my lunch break, going to events as part of Light Night Leeds or finally building up the courage to go to face a ‘Sweatworking’ class in aid of Big Change Leeds. Leeds really is the city to be in as a young professional.”

Megan Atack, Frcths.

Working with public and private partners to support the city’s ambition to be the best city centre.

Leeds city centre is the economic engine on which the region relies – with the city’s workforce as the fuel which keeps it going.

Key to helping future proof the workforce in this city is its growing number of young professionals. With the professional sector representing close to half (40%) of LeedsBID levy payers, it is imperative to ensure Leeds is perceived as a place to come to study, and then to stay to work.

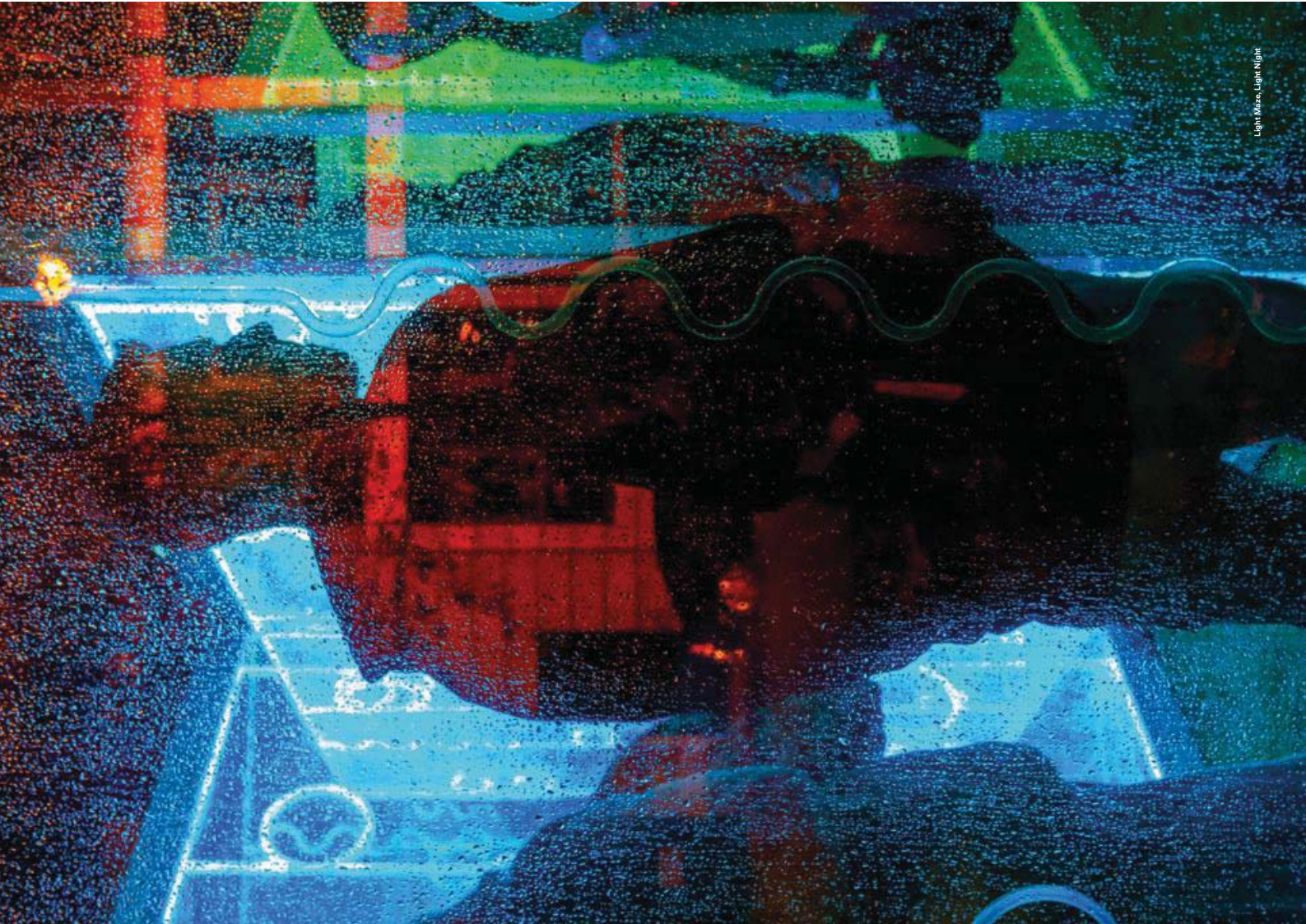
In supporting the city-wide objective to grow, attract and retain talent and skills within the city, LeedsBID will work with all sectors to tell the story of ‘Future Leeds’ in appealing to the needs of this important cohort of people who are essential to the future success of the economy - and indeed are the future leaders of the city.

Consultation with businesses has identified the need to ensure Leeds city centre is attractive, appealing and inclusive to future workforces. Importance is also to be placed on highlighting the city’s strengths and skillsets in line with opportunities on the horizon. The important arrival of Channel 4 has been significant in demonstrating Leeds’ attractiveness to other investors as they realise the opportunity Leeds presents.

The growth of business engagement will ensure the ideas and ambition of this demographic percolate through to the underlying work of LeedsBID.

Providing an important insight into life in the city is welcometoleeds.co.uk, LeedsBID’s digital platform created to showcase its rich cultural scenes, communities and creativity through the talents of local content creators.

The development of welcometoleeds.co.uk is helping people discover the city, telling the story of why Leeds is fast developing into one of the most desirable places to live in the UK; from detailing its rich history, art and culture to showing people where to go and what to do and the array of incredible places to eat, drink, play, shop, socialise, work and simply enjoy the city - all in one informative digital location.



Talent & Skills in the City

Further development of talent & skills academy Ambition:Leeds to meet the city's changing training needs in uncertain economic times, LeedsBID rises to its role of supporting business aims and aspirations with an informed investment in talent and skills.

Nationally the retail sector is under pressure, with major chain and store closures increasingly the norm, resulting in a decline in engagement in training and development opportunities as priorities focus elsewhere.

While Leeds is not immune to this impact, it is still seen as the main economic hub for the region and a retail destination of choice.

The high percentage of independent retailers surviving and thriving in Leeds is atypical for the majority of UK high streets, playing an important part in driving the sector forward, enabling agility and an ability to respond to changes in market forces.

LeedsBID is best placed through its commitment to Ambition:Leeds to support any fundamental refocusing of the sector and respond to new opportunities and a demand for new skillsets.

The recently launched Government Industrial Strategy, Tourism Sector Deal outlines an investment in the people who work in the sector, so

that a growth in visitor numbers can, in turn, create equivalent growth in well-paid employment opportunities. Ambition:Leeds is well placed to take advantage of this initiative, with LeedsBID, Leeds Beckett University, Leeds City College, Leeds City Council and Landsec working in unison to deliver a training academy for the retail and hospitality sector with an emphasis on:

- Moving people into work including retaining the talents of those who study in the city.
- Developing the skills and talent of those already employed.
- Business support – supporting growth and strategic development.

LeedsBID will work with key partners to expand the services of Ambition:Leeds as a centre to support training and development needs to all sectors of the business community, and will look to develop a functional skills service to provide another focus of engagement with regards to the apprenticeship agenda.

The on-going investment in upskilling the digital skills of staff will continue to bring benefits to all sectors of the city's business community, with the rolling on of LeedsBID's bespoke and innovative training initiative Leeds Boost. Unearthing the city's hidden digital talents and empowering people to help make positive impact on their business has seen 381 organisations and 1,143 people involved in bite-sizes training since launch in 2017.



CURATION

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

Clean—Street Rangers

Building on the phenomenal success of the Street Rangers who make the city shine.

“As a growing business, the environment inside as well as around our office is key to attracting the very best talent and from the Street Rangers who clean in the early hours to the simplicity of placing deckchairs on the grass during the summer months, these new additions bring a different, better dimension to city centre working.”

Bruce Lightbody,
Partner, Addresshaw Goddard,
Leeds

With the city centre experiencing greater use and new businesses making Leeds their home, a well presented and clean environment is critical to the customer experience, continued appeal and economic success of an area.

LeedsBID's hugely successful Street Rangers play an invaluable role in keeping the city clean, with the seven day service key to that all important 'first impression' of being in Leeds.

The continuation and expansion of the work of this essential additional service to all businesses in the BID area will help meet the ever growing demand for both scheduled street washing and the personal reactive service to levy payers.

An acknowledgement of the significance of working collaboratively with others in curating and managing the challenges of everyday use in a busy 24 hour city centre environment will see LeedsBID remain at the heart of this work.



Friendly—Leeds Welcome Ambassadors

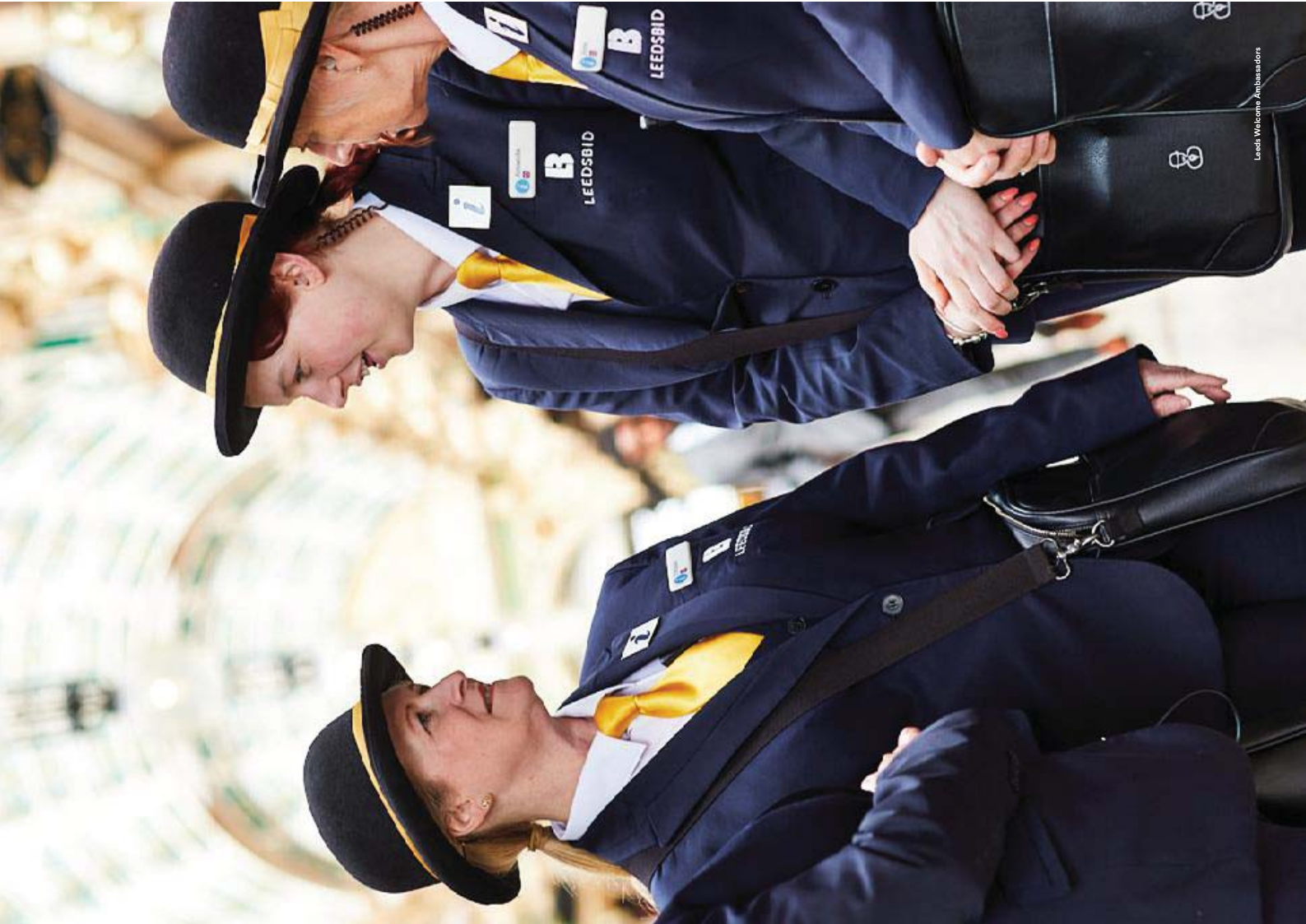
Maintaining that welcome addition which provides a distinctive introduction to the city.

Presenting that distinctive welcome to Leeds is essential in ensuring people get a lasting good impression of being in the city centre.

This distinguishable and recognisable team of Leeds Welcome Ambassadors introduced by LeedsBID is firmly established as a valued city resource – and is here to stay.

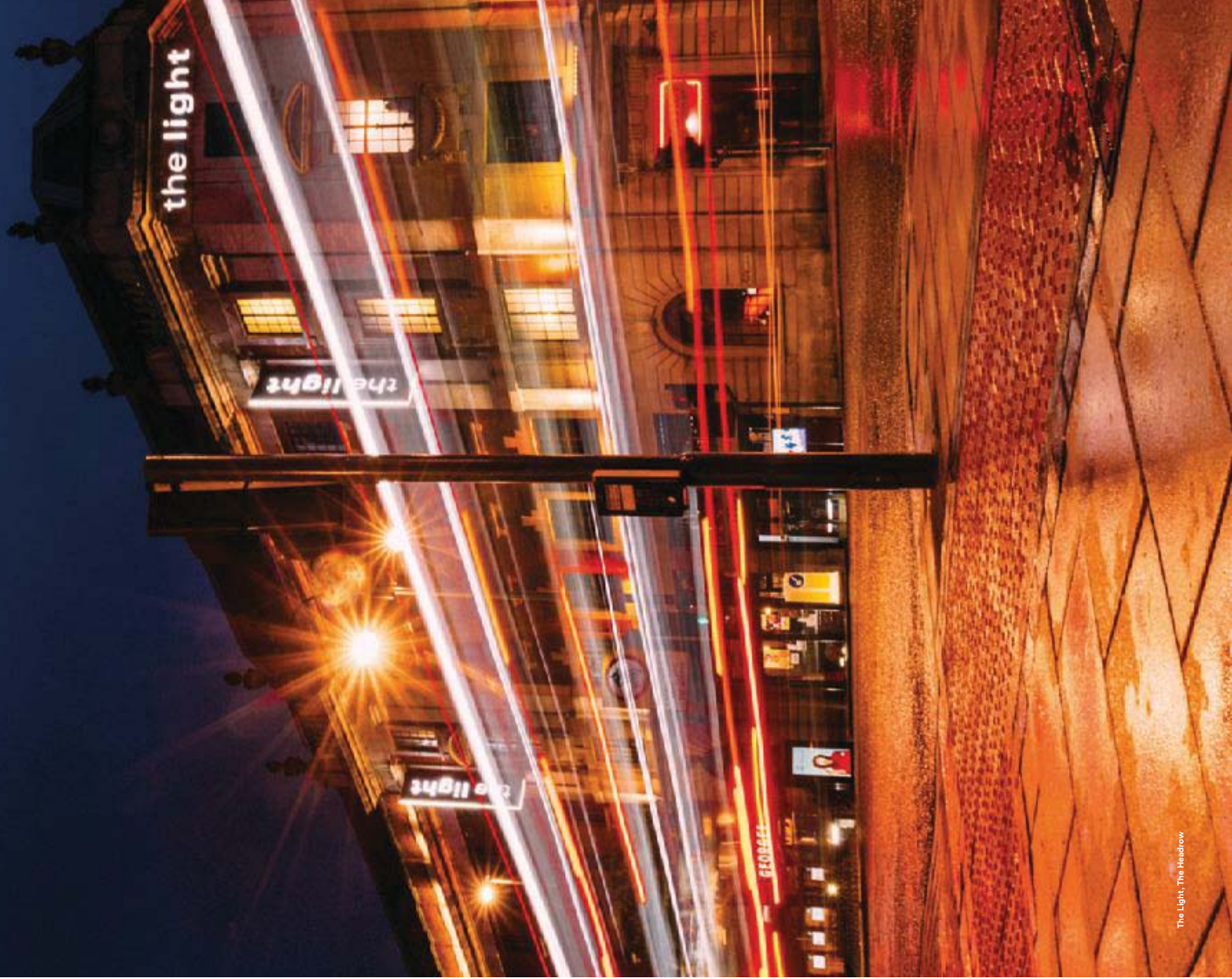
An invaluable repository of visitor information and advice, their on-street presence adds to the warmth, friendliness and safety of the place as people move about the city.

The availability of a business concierge service and in-person visits to levy paying businesses to provide relevant and useful city information ensures essential everyday contact between LeedsBID and its customers.



Safe—Leeds Evening Ambassadors

Supporting the growing night-time economy in making Leeds a safe place to enjoy an evening out.



“BACIL, the Crime Partnership in Leeds has worked closely with LeedsBID on joint projects. This has included gaining the Purple Flag accreditation and the introduction of the new Evening Ambassadors service. It is only by working collaboratively with the Business Improvement District that these projects have been successful and new additions in safety have been achieved.”

Susan Mendoza and Jon Hancock
 – Joint Chairs of BACIL
 (Businesses Against Crime in Leeds).

Investment in the city's evening and night-time economy shines a light on the appeal of an evening out in Leeds while helping ensure a safe and well managed city centre after hours.

Playing an integral role in initiatives which benefit all audiences and businesses sees LeedsBID instrumental in the city's Purple Flag accreditation, retained for three consecutive years.

Work will be on-going with key city centre partners including Businesses Against Crime in Leeds (BACIL) and Safer Leeds in the deployment of evening teams in supporting licensed premises and venues which operate as part of Leeds' thriving night-time economy.

ANIMATION

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

Having a vibrant and exciting city centre filled with events and animation is critical to the experience people have when visiting a place. Investing in animation provides Leeds with a point of difference and a compelling offer as a modern city with an energetic and diverse event calendar.

Events

The importance of events in animating the city centre from standout events to seasonal activity.

Inspired investment in securing standout events and the innovative introduction of new attractions raises the credentials of the city's event calendar.

Through strategic investment and strong working partnerships, new events and conferences are coming to the city centre, which were not prior to LeedsBID's inception. From the MOBOS and ARIAS to Thought Bubble and the Conference and Hospitality Show – their arrival in the city centre fulfilling a dual role of place branding and attraction of new investment into the city while bringing tangible economic benefit to businesses.

Seasonal activity and animation are also essential for the vibrancy of the city centre, with the continuation of successful collaboration with retail and professional services in creating events and promotion, many free for city users, which drive footfall into Leeds. Future initiatives will look to follow in the success of city-wide trails such as the Leeds Piano Trail, Leeds Jurassic Trail and the award-winning Made Up Leeds campaign.

Importance will also remain on investment into events helping to leverage additional resources, making it possible for campaigns to run longer, be more sustainable and achieve greater recognition.

Aspirations to help enhance Light Night Leeds to three evenings or more with the support of the business community will continue to be explored; over £200k investment from LeedsBID already helping to take this illuminating event from one to two nights.

With a large professional sector and an expanding West End area of Leeds, a priority will be for more events to allow businesses the opportunity to meet, cross pollinate and work together for the greater good of the city. There is opportunity to build on the success of LeedsBID Bettakutcha events and Sweatworking, ensuring this community can come together - to network, inform and be introduced to new issues and initiatives in the city centre.

Independent evaluation is carried out on all major LeedsBID events to demonstrate the economic and social impact to the city.

“Rushbond is a major investor in the city of Leeds. One of our areas of work is in transforming historic assets, of which Leeds has some real gems. We have been delighted to have had the opportunity of working with LeedsBID in our programme of re-imagining the wonderful Corn Exchange, sharing a commitment to enhancing Leeds' city centre as a vibrant and successful place to be”.

Jonathan W. Maud,
Managing Director and
Founder of Rushbond.



Summer In The City

Animating key office areas of the city with the introduction of vibrant and engaging summer activity.



A success in encouraging people to step out of the office environment to enjoy the city centre. Summer in the City enhances the working environment, aiding employee health and wellbeing while supporting the creation of social community spaces. Deckchairs, pop-up musical performances and giant outdoor games are among the simple yet highly effective introductions by LeedsBID which are adorning key sites across the city centre.

An activity emanated from the office communities themselves which LeedsBID investment introduced, expanded and enables to thrive, growing in scale and reach year on year.

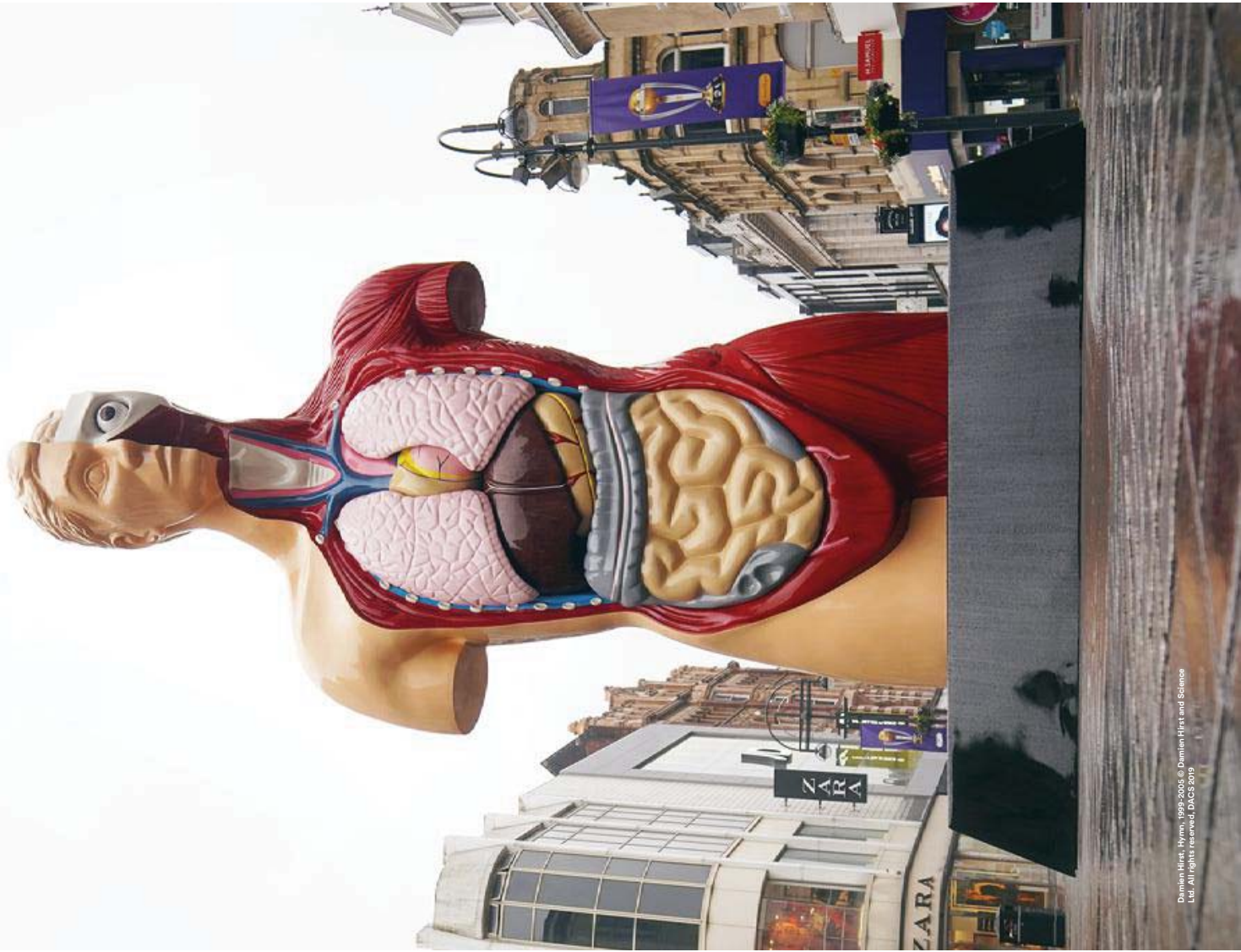
This expansion will continue with experiential activities including lunchtime yoga and tai chi, Sweatworking, wellbeing sessions and screens streaming live sporting events being brought to more city-centre locations.

Enhancements & Dressing

An investment in improvements & enhancements to areas across the city centre for lasting legacy.

“We recognise the importance of working with LeedsBID to bring unique experiences to our shoppers and the local community. Already this year, we have collaborated to deliver Damien Hirst’s ‘Anatomy of an Angel’ sculpture and the renowned Leeds International Festival, cementing our place as a retail and cultural hub in Leeds.”

Jo Coburn,
General Manager
Victoria Leeds.



Damien Hirst, 'Hymn', 1999-2005 © Damien Hirst and Science Ltd. All rights reserved. DACS 2019

A city that is well-dressed creates a sense of place – and as Leeds moves towards 2023*, the importance of that will intensify.

City dressing elevates the experience and profile of event promotion, with LeedsBID providing support for the delivery of more events in the city centre with investment in physical improvements and enhancements.

Taking a lead on professionalising spaces and promotional activity, with the introduction of specifically designed shipping containers adaptable to a host of events and activities and complementary peripheral activity to complete the experience.

Working alongside the local authority, there will be a focus on bringing in new event income into key city spaces which can be re-invested into the BID area.

A joining of resource is also enabling temporary and permanent additions to landmark sites in the city; LeedsBID funding and providing logistical assistance to make Briggate home to Damien Hirst’s eye-catching Hymn as part of Yorkshire Sculpture International, and supporting a new public piece to champion the achievements of women in the city located in Quarry Hill (coming soon by artist Pippa Hale) illustrate the improvements which can be achieved.

*Leeds 2023 - a year of cultural celebration

COLLABORATION

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

Big Change Leeds

Continuation of this collaborative campaign helping people in need on the streets of Leeds city centre.

“Time and again the Business Improvement District in Leeds has brought business and communities together for the collective good. Big Change Leeds is a great example of this. The project supports the vulnerable people on the streets of Leeds and has not only generated new funding for the charities registered but has also provided businesses with a concrete way of responding compassionately towards the complex challenges of those in need.”

The Reverend
Canon Sam Corley, Leeds

Collaboration is bringing the city together to help make lasting change to people in need on the streets of Leeds. Big Change Leeds, the city-wide campaign, is connecting individuals and businesses who want to support those who need help through a network of over 60 charitable organisations operating in Leeds.

Instigated by LeedsBID and Leeds City Council, with support from Leeds Community Foundation and the business community, the simplicity of Big Change enables people to donate money, time and resources through the one campaign in the knowledge it will assist those in genuine need. Emphasis is placed on addressing individual needs with those small but essential items which can make such a significant difference to the lives of those in need.

With increasing support from the city, more than £50,000 has been raised since its launch in October 2018.

A commitment from LeedsBID will see it continue to raise awareness, create momentum and invest resources in this essential city campaign.

www.bigchangeleeds.co.uk



Purple Flag

Working with key partners across the city in achieving accreditation in management of the evening and night-time economy.

Spearheading the joining of forces and resources, Leeds BID is a driving force for collaboration in helping address issues and improve outcomes in the evening and night-time economy.

Securing Purple Flag status for the city, a national accreditation issued by the Association of Town and City Management, has enabled Leeds to celebrate and promote its night-time offering as well as utilising its criteria as a tool in managing arising issues.

A Purple Flag visitor map for the city details key attractions and safety advice while the recent introduction of West Yorkshire Police's 'Night Safe' project contributes to the city's on-going Purple Flag commitment and brings uniformed and non-uniformed agencies together in ensuring Leeds remains a safe night out.

Playing to its strength in bringing individuals, businesses and sectors together, the BID's role will remain central to the key city partnerships which exist for the good of the city and those who use it.

Street Support Team

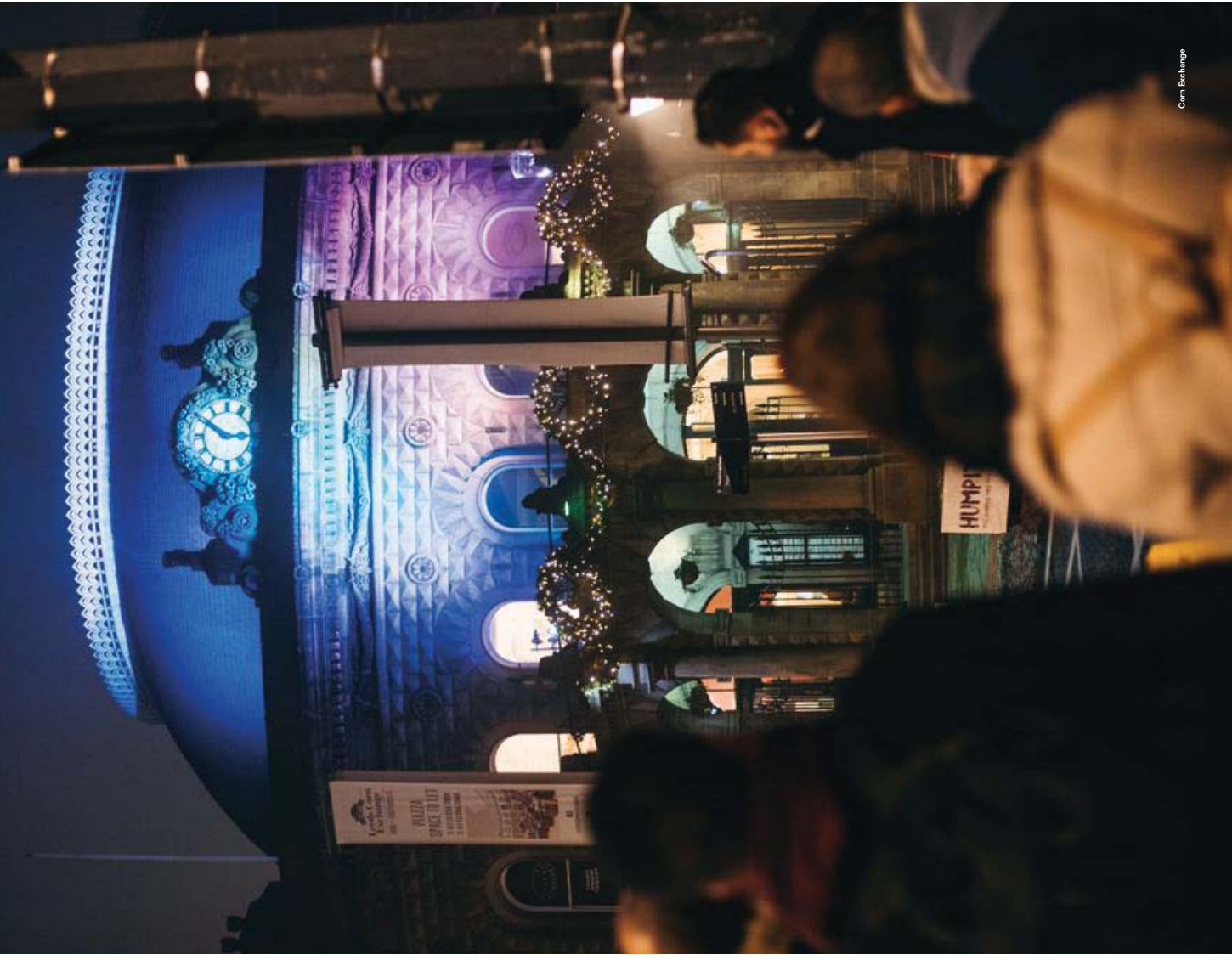
Supporting the physical accommodation of this team and its on-going aspirations of dealing with the challenge of on-street issues in the city centre.

The introduction of an integrated, multidisciplinary team has seen a new city-wide approach in dealing with the challenges of vulnerable people on the streets of Leeds.

The Street Support Team, a statutory led project, combines the resources of West Yorkshire Police, social care services and Safer Leeds to focus on this complex and often difficult issue which includes mental health, drug addiction and anti-social behaviour among street users.

Support from Leeds BID and the wider business community for this multi-agency approach has seen this team 'housed' centrally in its office accommodation at City Exchange since its launch in October 2018.

Leeds BID support will remain in place for the continuation of this team and in its objectives, bringing people to work together for the collective good and improving safety in the city.



Only Together

Working collaboratively to make new things happen.



Leeds Jurassic Trail

Many LeedsBID projects could not be achieved in isolation or delivered by one organisation. It is only by coming together to collaborate as a city, the strength of all the parts give rise to new creativity, ambition and activity.

LeedsBID is a central driver, bringing individuals, businesses and sectors together to work collaboratively on new additions and attractions which drive footfall and bring economic benefits to all involved.

The success of working together is illustrated by the UK's first ever city centre animatronic dinosaur trail roaring into life in Leeds. Teaming up with three separately owned shopping centres and Leeds Kirkgate Market, LeedsBID created a ground-breaking new partnership and experience in the city centre - Leeds Jurassic Trail - attracting thousands to Leeds throughout the summer months in 2019. And key collaboration hit all the right notes with LeedsBID joining Leeds International Piano Competition 2018 and the University of Leeds in celebrating Leeds as City of the Piano, with an orchestra of events and activities which continue to animate the city centre.

Joint injections of funding made possible by LeedsBID are also enabling operations and initiatives to tackle specific situations including busy taxi ranks and reducing street counterfeits goods.

This collaborative pooling of time, resources and expertise will continue to create improvements on a broad front across the city centre.

INNOVATION

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

The raison d'être of a business improvement district is about 'nimbleness and now', delivering projects and initiatives that were not in place prior to the BID's investment.

With Leeds' economy set to outperform the national economy of the next 20 years¹ and the imminent growth of the city south of the river, LeedsBID recognises the requirement to be innovative in its response to the changing economic conditions of the city.

¹Footnote

¹ Leeds City Council – Best Council Plan - Leeds economy forecast to OUTPERFORM the national economy over the next 20 years, increasing its output by an extra £9bn annually – growth of almost 50% - and creating an extra 68,000 jobs. (Source: Regional GVA, ONS (2016); Volterra forecast)

Leeds International Festival

Utilising events to tell the story of the city, reflecting its cultural, digital and innovative DNA. A stage for the creative community and businesses to collaborate, which provides unforgettable impact locally, nationally and internationally.

“I believe culture is an essential ingredient for our cities. It is not enough to have great transport and efficient roads - cities need a soul. Culture is the golden thread woven through all aspects of urban life; it brings us together and creates the places we love.”

Justine Simons OBE, Arts Council England Report 2017 Improving Places - Culture and Business Improvement Districts - Thriving Partnerships 2017.

Bringing business and culture together, the outcome can be explosive and unexpected, and the introduction of Leeds International Festival delivers just that to the city.

This standout event – a metropolitan festival of new ideas and innovation brought to the city by LeedsBID – is making its mark (a pink one) as it celebrates all that is culturally great about Leeds. Its eclectic programme is a showcase of local talents billed alongside an influx of international culture, whilst also a promotional tool for the vitality of Leeds as a world-class destination.

Still establishing itself, engagement levels from local creatives, businesses and audiences continue to climb annually and with the introduction of a fresh festival theme each year, this star is rising.

Here to stay as a highlight of the city's cultural calendar - its existence supports Leeds City Council's ambition of Leeds 2023 – a year-long event investing in the city's cultural landscape, bringing business and organisations together.

A widely shared objective, this investment in culture will continue, enhancing the overall visitor experience of coming to Leeds, while playing that important role in attracting and keeping the brightest minds in the city.



Greener Business, Greener City

Projects to meet the greener agenda of the city which give direct benefit to the environment and businesses.

The ambition for a greener city is being met with support for and investment in collaborative projects and innovations which support businesses in cleaning up their operations.

Businesses are already seeing the economies and efficiencies of working with LeedsBID on addressing their waste and recycling, with the delivery of a resourceful partnership with Leeds-based Forge Recycling.

The 7 day a week waste recycling service will continue to save businesses money, while increasing recycling rates on diverse waste streams, improving street aesthetics and reducing city centre waste to landfill.

To complement this, the launch of a powerful partnership with Yorkshire Energy in 2019 brings competitively priced renewable energy to all Leeds-based businesses.

With an offer of 100% green electricity (backed by renewable energy guarantee certificates), competitively priced tariffs and a bespoke customer service, this is a commitment to assisting businesses to switch to renewable energy and helping tackle climate change.

In addition, there will remain a focus to collaborate on city wide campaigns – such as Leeds By HUBBUB and Forge Recycling's Paper Cup Collection Service - which encourage greater awareness and responsibility to green and environmental issues while benefitting business and city centre consumers.

Ensuring it leads by example in supporting the city's drive to improve air quality, all LeedsBID driving vehicles continue to be electric and renewable and clean energy options sourced for outdoor events.



Growing LeedsBID

Exploring the feasibility of a waterfront Business Improvement District, extending to the south of the river.

“We wholeheartedly support the work of LeedsBID and have seen first-hand the significant improvement this investment has made to the city centre of Leeds. We applaud the vision to grow the BID, giving consideration to a new Waterfront BID during the next term. This supports our members’ aspirations to make better use of the river as it becomes a focal point of a city that is expanding both economically and geographically.”

Sandy Needham, Chief Executive of the West and North Yorkshire Chamber of Commerce.

*Footnote

The ever-changing geography of the city centre presents an opportunity to explore extending LeedsBID to best serve businesses.

Aspirations are mounting for another Business Improvement District, triggered by the Waterfront Report ² and subsequent joint work which has taken place, to reflect the make-up of an expanding city centre.

With major investment set to take place in the South Bank over the next 10 years, the river will be at the heart of Leeds.

The proposal will undertake a feasibility of the waterfront and businesses south of the river, carried out in conjunction with the West and North Yorkshire Chamber of Commerce, property owners, landlords, the local authority and existing businesses who currently fall out of the current BID area but are already actively engaged with it.

The exploration of new investment and leveraged funding will look to engage businesses below the £60,000 threshold or on the geographical periphery of the BID area in plans, projects and initiatives.

Inclusion will be available through a voluntary membership scheme, with two LeedsBID Board positions for non-levy paying businesses to ensure a broad representation of leaders from the business community.

² West and North Yorkshire Chamber of Commerce: Leeds – a Waterfront City 2017.



FIVE YEAR BUDGET 2020-2025

£	2020/2021	2021/2022	2022/2023	2023/2024	2024/2025
Income					
Surplus b/f	35,000	0	0	0	0
Levy Income	2,521,000	2,521,000	2,521,000	2,521,000	2,521,000
Additional Income	300,000	325,000	325,000	335,000	340,000
Total Income	2,856,000	2,846,000	2,846,000	2,856,000	2,861,000

Expenditure					
Project Costs	2,365,000	2,356,000	2,356,000	2,365,000	2,370,000
Ambition	360,000	358,000	358,000	360,000	365,000
Curator	600,000	600,000	600,000	600,000	600,000
Animation	750,000	750,000	750,000	750,000	750,000
Collaboration	100,000	100,000	100,000	100,000	100,000
Innovation	555,000	548,000	548,000	555,000	555,000
Overheads 12.5%	315,125	315,125	315,125	315,125	315,125
Levy Collection	24,000	24,000	24,000	24,000	24,000
Contingency 6%	151,875	150,874	150,876	151,876	151,876
Total	2,856,000	2,846,000	2,846,000	2,856,000	2,861,000

FINANCE NOTES

- Based on past performance of Leeds City Council collection services between 2015-2019, an assumed collection rate of 98% has been adopted.
- A contingency on expenditure of 6% has been applied. All reallocation of unspent contingencies will be agreed through the BID Board.
- Provision for the annual inflation rate on levy income has been reserved at 2% within the levy rules but application is at the discretion of the BID Board annually, therefore this rate has not been applied in the budget table.
- Management and overhead costs of the BID includes staffing, office accommodation, charges, legal and accountancy costs associated with running the BID, and are budgeted to remain below 20% of the total annual expenditure, well in line with industry criteria.
- In kind support which lowers overhead costs include:
 - Office accommodation at Briggate is provided by Hamnerison at no cost.
 - Office accommodation at Ambition:Leeds is significantly reduced as part of Landsec's contribution to this project.
 - Network Rail supply depot facilities for LeedsBID at no cost.
 - Merrion Centre and Trinity Leeds provide vehicle and goods storage at no cost.
- The levy collection charge is £24,000pa, which amounts to 0.95% of the year 1 levy and equates to £25/unit. This has not increased since 2015.
- Project costs will be directed to the themes of the Term 2 Business Plan. Decisions of 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.
- Additional income is estimated on past performance which includes ticket sales for events, sponsorship and cash contributions for seasonal activity and initiatives.



A TERM IN REVIEW

2015-2020

A WARM WELCOME & IMPECCABLE FIRST IMPRESSION

Leeds Welcome Ambassadors

A firm favourite and familiar sight on the streets of Leeds city centre following their introduction in February 2016. Making business visits, engaging with the public, capturing visitor information, and providing a concierge service for distinguished city visitors, the team are always on hand to make an impeccable first impression.



LEEDS LETTERS

— **More than Words**

The unmissable 'Windows of Leeds' letters in Leeds Station are home to a host of eye-catching commissioned artwork, stopping people in their tracks as they pass through one of the busiest stations outside of London. This iconic welcome for visitors and commuters stands as an impactful hello, to interrupt the every-day and spark thought and conversation.



Leeds Station, Leeds Letters

SUMMER IN THE CITY

— **City Cheer**

Summer in the city became a whole lot brighter for those who live, work and play in it as they can take a seat to enjoy a host of outdoor activities. Public places are brought to life with pop-up musical performances, leisure pursuits and screenings of top sporting events, while deckchairs are a firm favourite for those wanting to enjoy an escape from the office.



Thur-eh, Summer in The City



Athens Rising, A City Less Grey

A CITY LESS GREY

— **Inspiring Street Art**

The award-winning A City Less Grey animated Leeds and engaged the public through a series of ambitious street art installations. This project, initiated by East Street Arts and fully-funded by LeedsBID, involved collaboration between arts, community, and business partners and made Leeds home to the tallest piece of street art Athena Rising.



Leeds Carnival

WELCOME TO LEEDS.CO.UK

— **A Digital Greeting**

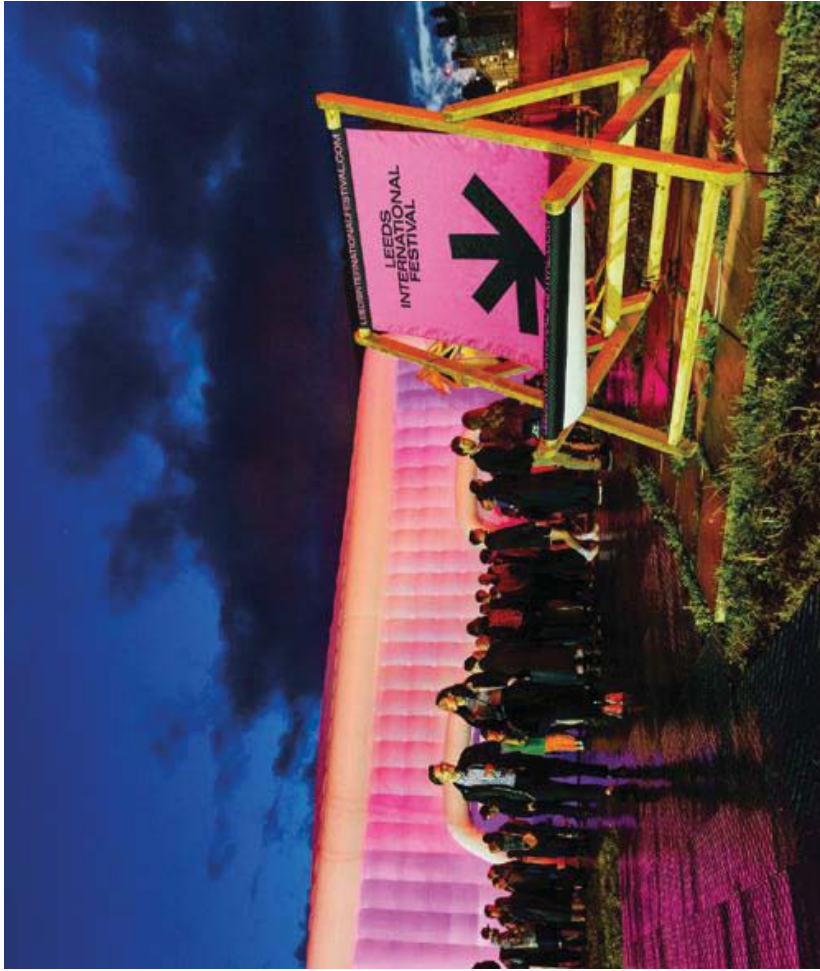
Showcasing all that makes this city unique, welcometoleds.co.uk celebrates and promotes its world-class places, events and people. This digital platform captures and shares stories that make up the city's DNA with the input of talented local creatives.

MAKING THE CITY SHINE

Clean streets — Street Rangers

An invaluable resource in the city, the Street Rangers make that visible difference to the streets beneath our feet. Deep cleans of the city's streets seven days a week have an enormous impact on the aesthetics of Leeds, resulting in rejuvenated walkways while an everyday reactive service ensures key areas are kept clean from spillages to graffiti.





LIP Event Village

LEEDS INTERNATIONAL FESTIVAL

— A Global Platform Coloured Pink
LeedsBID's very own standout event, Leeds International Festival presents an eclectic programme of new ideas and innovation in the city, providing a platform to showcase its culture, rich diversity and home-grown talent, with an added international element. Going from strength to strength since its introduction in 2017, the award-winning annual event consists of world-firsts, original performances, and compelling speakers and is not to be missed.

ARIAS

— Sound of Success
The Radio Academy came to Leeds to launch its new annual high-profile showcase and made the city home for its prestigious, star-studded ARIAS (Audio & Radio Industry Awards). The addition of a two-day UK radio and audio industry expo, Segue, helped draw big names, brands and headline acts to the city.

ARIAS 2018



CITY TRAILS

— On the Map

Putting Leeds on the map with some high-profile trails around the city, enthralling families and visitors alike. Christmas in Leeds, Leeds Piano Trail, and Leeds Jurassic Trail (Summer 2019) all took people on a route around the city centre with interactive stops to inspire wonder and excitement.



Christmas in Leeds

BIG CHANGE

— Making a Difference

Big Change Leeds — an alternative giving project changing the face of street support in the city. Raising awareness of alternative ways to help those in genuine need on the streets of the city centre, a central campaign to support the donation of money, time, or items in shortage.



Sainsbury's staff supporting Big Change Leeds



Storm Troopers, Thought Bubble

THOUGHT BUBBLE

— Growing a Graphic Convention

A continued commitment to raising the profile of the colourful and unique Thought Bubble, the UK's largest comic art festival, homegrown in Leeds. With resource and investment, BID support proved vital in taking the festival to a city centre location and helping to grow its international brand.



AmbitionLeeds Event

AMBITION: LEEDS

— Training Reinvented

Ambition:Leeds, a new retail and hospitality training academy for the region's top talent, responding to the demand for skilled recruits in the industry. Bespoke retail and hospitality training is delivered under one roof in the heart of Leeds by some of the region's most respected education partners.

Leeds Welcome Ambassadors / ARIAS (Audio & Radio Industry Awards) / Light Benches / Christmas
 in Leeds / welcometoleds.co.uk / Eat Leeds / Forge Recycling commercial waste and recycling
 collection service / BID Power / Leeds Boost / Leeds International Festival / LeedsBID does Yoga
 / Sweatworking / Mental Health First Aid training / SEGUE / Solomon / Street Rangers / Summer
 in the City / Whale Song / 'Windows of Leeds' Leeds Letters / Mindfulness / Menopause Café
 / Lampounette / 'Heofon' Light Maze / Deckchairs / Retail & Hospitality Conference / SPIRIT
 / Thought Bubble / A City Less Grey / Ambition:Leeds / Bettakultcha / The BID Foundation /
 Big Change Leeds / Leeds Evening Ambassadors / Fashion in Leeds / George Street Welcome /
 Independent Food & Drink Academy / Leeds Piano Trail / Made Up Leeds / MOBOS / The Calls Parklet
 / St Peter's Square revamp / Purple Flag / Hymn (Yorkshire Sculpture International) / Leeds Jurassic
 Trail / Street Counterfeit Operation / DUET / Street Support Team (accommodation) / Empowering
 Women with Tech / Leeds Winter Moments / Buttons Yard / 21st Century Leaders Seminar / ASMBly
 lab / Big Disco / BOA Benches / The British Art Show / World Triathlon Leeds / Conference and
 Hospitality Show / Herd Digital Jobs Fair / Inner City Electronic / Jazz Leeds / Leeds Elland Road
 Park and Ride extended services / Leeds Indie Food / Leeds Sports Awards / Leeds Student Star
 Awards / Leeds West Indian Carnival / Live at Leeds / Magical Leeds / Christmas with Visit Leeds /
 Music in Leeds / Pop Up allotment in Leeds Market / Pop-up & Play / Raising the Bar Awards / The
 Big Hospitality Conversation / The Big Sleepover / Trinity T-rex / UNKLE / Leeds Dance Partnership
 / Leeds Beach Hut / As Good As It Gets? / Park & Ride seasonal services / Designated Drivers
 Campaign / Nadine Senior celebration gala / Transform / Leeds 2023 / City of Cake / Interlegal /
 Do You Want To Win? / BACIL Awards / LHVA Awards / Light Night Leeds / New Briggate revamp

5

awards including one international accolade for Leeds BID projects.

15,47,080

Extra spend in the city over two MOBOs (2015 & 2017).

8

Welcome Ambassadors walking an average 10 miles a day – that's a grand total of 124,000 miles covered by the team since first stepping out on the city's streets.

5

Letters of Leeds, with seven specially-commissioned pieces of artwork.

506,751

People engaged with by Leeds Welcome Ambassadors (March 2016 - July 2019).

96

people trained as Mental Health First Aiders – people who can identify, understand and help someone who may be experiencing a mental health issue.

20%

(average) cost saving to levy payers using Forge Commercial Waste and Recycling Service.

650

Free room bookings taken by Leeds BID levy payers.

10,000,000

Over 10 million impressions across all Leeds BID social media platforms.

1,557,972

Hotel, restaurant and retail extra spend by Thought Bubble attendees (2017 & 2018 combined).

12

Pianos out to play in Leeds city centre, with seven still in situ leaving a legacy for all to enjoy. (Leeds Piano Trail 2018+).

2000

city centre maps handed out weekly by Welcome Ambassadors.

5

city-centre trails, encouraging diverse audience to explore Leeds.

246

individual pieces of press coverage, reaching an online readership of 617m, with a £189,000 AVE (Advertising Value Equivalency) for Leeds International Festival 2019.

1

UK's tallest piece of street art – Athena Rising.

120

businesses with 226 learners undergoing training at Ambition:Leeds (April-June 2019).

17

miles of paving (average) cleaned by the Street Rangers per year, while removing about 500,000 pieces of chewing gum during that time.

6,000

people watching one giant whale rise out of the River Aire (Whale Song, Light Night Leeds 2015).

180,000

football over the weekend of Made Up Leeds (2018), with 572 average spend.

2

Two unmissable Damien Hirst sculptures brought out into the city centre (VSI 2019).

62 events

31 venues

15,000

people engaged – one Leeds International Festival 2019.

6

Street Rangers keeping the city centre's streets clean.

350

Sweatworkers from over 200 different companies enduring a Leeds BID Sweatworking session.

5,000+

Leeds BID deckchairs, in 12 different venues for more than 300 days over three summers (2017, 2018 & 2019). Seating for an awful lot of bottoms!

FFS

A LOOK AT THE NUMBERS



FINANCE REVIEW YEARS 1-5

April 2015 – March 2020

LeedsBID Finance Review

LeedsBID is in a strong financial position with the average levy collection for 2015-2020 at 99% - a collection rate which continues to be ahead of the national average.

A Business Improvement District is about utilising its levy nimbly each year to invest in projects and initiatives in line with our business plan. I am pleased to report that we will end Term One with a very small surplus to take forward into Term Two. In addition to the levy income, there has been a steady increase in other income, generated from sponsorship opportunities, voluntary levy and project investments.

Our overheads over the first five years have remained low at 12.5%, remaining below business plan expectations and ensuring we dedicate as much resource as possible to project delivery.

LeedsBID is exempt from corporation tax on trading profits.

Over the five years, the tremendous 'in-kind' support from our levy payers has again ensured we have more resource for project delivery. We have received support on office rent, storage space and equipment. Our thanks go to Network Rail, the Merriion Centre, Hammerson, Trinity Leeds, Landsec and Clarion. We also receive nearly 1,000 hours of time each year through the LeedsBID Board, Steering Group and other working groups.

Each year, the Board has undertaken a full audit which has been carried out by Armstrong Watson. This is not mandatory, but we consider this good practice and it enables LeedsBID to be aligned with governance and changing legislation. All our audits have been clean and free from material misstatements, and no material findings on performance objectives or non-compliance with legislation.

The next chapter, 2020-2025, is an exciting one for LeedsBID, and we go into it with an excellent financial track record.

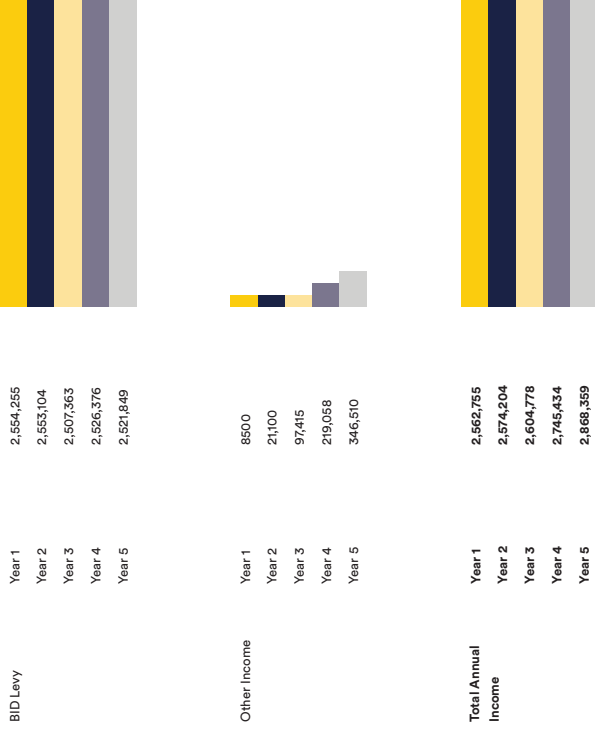


Sam Perry

Director of Commercial Banking
West Yorkshire NatWest
Board Director LeedsBID

Annual Income

£



Annual Expenditure

£

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Welcome	176,872	1,017,274	1,208,173	985,336	849,186



Year	Year 1	Year 2	Year 3	Year 4	Year 5
Experience	325,490	965,176	1,380,328	1,062,944	952,276



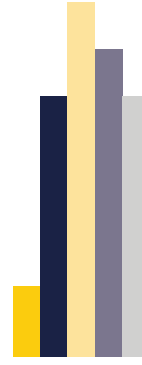
Year	Year 1	Year 2	Year 3	Year 4	Year 5
Voice	96,821	236,592	327,233	558,014	414,100



Year	Year 1	Year 2	Year 3	Year 4	Year 5
Levy Collection	24,000	24,000	24,000	24,000	24,000



Year	Year 1	Year 2	Year 3	Year 4	Year 5
Total Annual Expenditure	625,183	2,243,042	2,985,734	2,620,294	2,239,562



BID Management

£

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Management & Overheads - ongoing	290,569	355,341	291,582	310,642	427,050



Year	Year 1	Year 2	Year 3	Year 4	Year 5
Management & Overheads - one off	136,960	0	0	0	0



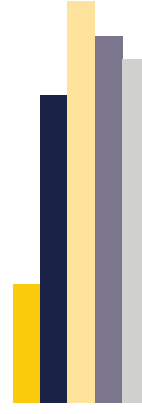
Year	Year 1	Year 2	Year 3	Year 4	Year 5
Total Management Costs	427,529	355,341	291,582	310,642	427,050



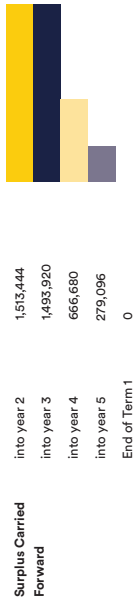
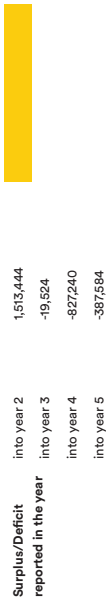
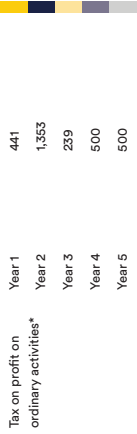
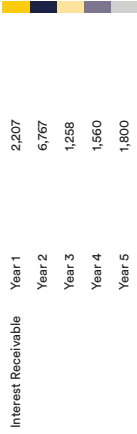
Year	Year 1	Year 2	Year 3	Year 4	Year 5
Contingency	0	0	200,589	202,111	201,748



Year	Year 1	Year 2	Year 3	Year 4	Year 5
Total Company Expenditure	1,050,712	2,598,383	3,431,905	3,133,047	2,868,360



£



Key:



Year 1 costs have been audited by Armstong Watson. Audited accounts for Year 1 and LeedsBID business plan are available on our website: www.leedsbid.co.uk

Year 2 costs have been audited by Armstong Watson. Audited accounts for Year 1-2 and LeedsBID business plan are available on our website: www.leedsbid.co.uk

Year 3 costs have been audited by Armstong Watson. Audited accounts for Year 1-3 and LeedsBID business plan are available on our website: www.leedsbid.co.uk

Year 4 costs are in the process of being audited.

Year 5 costs are based on the Year 5 budget.

* The tax on profits relates to interest income only. The term "profit" relates to a surplus of unallocated BID levy.

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LEEDSBID



BEHIND THE SCENES

LeedsBID Board

A collection of influencers and leaders from across the key business sectors of the city who provide strong governance, strategic direction and ensure oversight and scrutiny of the delivery of the ambitious business plan against the recommendations of levy payers.

LeedsBID Steering Group

A dynamic collection of professionals from key sectors in the city—works alongside the Senior Management Team to shape, craft and implement a diverse range of projects to achieve the key objectives of the BID business plan and work to enhance the profile of the city.

LeedsBID Board

From left-right, back-fronts: Prew Lumley, Wayne Topley, David Maddison, Andrew Cooper, Andrew Latchmore, Diane Cheesebrough, Sam Perry, Sandy Needham, Sarah Dear and Helen Green. Board members not pictured include Al Garthwaite, James Prince, Tracey Lancaster and Jen Mitchell.



Steering Group
Members of LeedsBID Steering Group.

“Leeds City Council was a founding supporter in establishing the largest Business Improvement District (BID) in the UK outside of London. Leeds is thriving both economically and culturally. Through the businesses and organisations in Leeds, £14m will be invested back into the heart of Leeds over the next 5 years from LeedsBID. I endorse this ambition and will continue to be an active Director in supporting projects and being the Council’s representative working collaboratively on projects that deliver improvements for all those who work and live in the city and promote inclusive growth”.

Al Garthwaite, LeedsBID Board Director and Leeds City Councillor Deputy Executive Member.

LeedsBID Team

LeedsBID is led by Chief Executive Andrew Cooper, supported by Karen Butler Head of Place Management and Delivery, Head of Marketing Martin Dickson, and a small energetic and dedicated team of key office, financial, operational, project management and marketing personnel.

About Business Improvement Districts

A Business Improvement District (BID) is a business-led and business-funded body formed to improve a defined commercial area.

A BID can only be formed following consultation and a ballot in which businesses vote on a BID Proposal or Business Plan for the area.

LeedsBID was given a positive mandate by a ballot of businesses over £60K rateable value in the designated BID area on February 27th 2015. Of those who voted, 84% of the total number and 86% of the total rateable value said yes.

Leeds Business Improvement District was the 200th BID. There are now over 300 Business Improvement Districts in the UK; that is over 140,000 business hereditaments investing over £180m into towns and city centres each year.

A BID operates for a maximum of five years and then must go through a renewal ballot process to secure another BID term of up to five years.

A BID is funded through the BID levy, which is a small percentage of a businesses' rateable value. The BID levy is mandatory for all eligible businesses following a successful ballot.



“I have seen, as I have gone around the country, that the areas that often do best are those areas that have a really good and strong BID.”

Jake Berry MP, Minister for the Northern Powerhouse and Local Growth, in concluding evidence to the Parliamentary Select Committee on the High Street 2030.



LeedsBID Governance

The establishment and operation of a BID is governed by legislation – Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.

LeedsBID operates as a not-for-profit company limited by guarantee and has a Board of voluntary Directors.

The BID Board is responsible for the strategic and financial management of the BID and meets on a quarterly basis as a minimum. The split of representation on the Board reflects the sector breakdown of the BID levy paying businesses across the city.

Alongside the BID Board there will be working groups focused on specific issues and projects. These groups will always have at least one Director in their membership and any necessary budget will be agreed at Board level.

Annual accounts will be produced alongside an annual review and these will be made available to levy paying businesses.

As required by the BID legislation, LeedsBID will enter into legal agreements with Leeds City Council as follows:

- Baseline agreement – this will set out the minimum service standards to be delivered by Leeds City Council along with any additional agreed discretionary services within the BID area
- Operating agreement – this defines the contractual arrangements for the collection and enforcement of the BID levy

Copies of these legal agreements can be viewed at www.leedsbid.co.uk

LeedsBID Levy Rules

When formulating the BID Levy Rules for LeedsBID, consideration has been given to the Industry Research and Guidance from The BID Foundation and other industry bodies.

1. A BID levy of 1.25% of rateable value will be charged on all eligible hereditaments listed in the 2017 local Non-Domestic Rating List as at 1st April 2017.
2. All new hereditaments entering the Rating List after 30th August 2019 will be levied at 1.25% of the rateable value in 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 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. (Nb. No inflationary increase was applied by the LeedsBID board between 2015-2020, i.e. the levy remained at 1.25% for five consecutive years.)
5. The term of the BID will be five years from 1st April 2020 to 31st March 2025.
6. The levy will be charged annually in advance for each chargeable period from April to March each year, starting in 2020. No refunds will be made.
7. In the case of empty or untenanted premises, the property owner will be liable for the BID levy with no void period and will be entitled to vote.
8. A cap on annual levy payable will be set at £25,000 per hereditament.
9. Reliefs and discounts do not apply to the LeedsBID levy.

USING YOUR VOTE

VOTE for a further five years of investment LeedsBID Ballot 10th October – 7th November 2019

An impartial ballot of defined business ratepayers in the BID area will take place during Autumn 2019 and this will be run by Electoral Services within Leeds City Council. It is conducted as a secret ballot thereby meaning no one other than the Electoral team will know how votes have been cast.

- Notice of Ballot will be issued on 10th September 2019. This provides an opportunity to ensure the ballot paper is being directed to the correct recipient.
- The postal Ballot will be held between 10th October 2019 and 7th November 2019.
- Voters must cast their vote and return their blue ballot paper(s) in the pre-paid addressed envelope to arrive by 5pm on 7th November 2019.
- Businesses with multiple premises will receive a ballot paper for each unit, and ALL ballot papers must be returned in separate pre-paid envelopes.
- The ballot will be successful if the following two criteria are met:
 - More than 50% of businesses that vote must be in favour; and
 - Of the businesses who vote, more than 50% of the rateable value must be in favour.
- The result of the ballot will be announced on 8th November 2019.

If the ballot is successful, LeedsBID will commence a second term of five years from 1st April 2020. Irrespective of how or whether you voted, the BID levy is mandatory on all eligible ratepayers following a successful ballot.

In the event that the ballot is unsuccessful, all staffing, projects and services funded by the BID will be terminated as at 31st March 2020.

