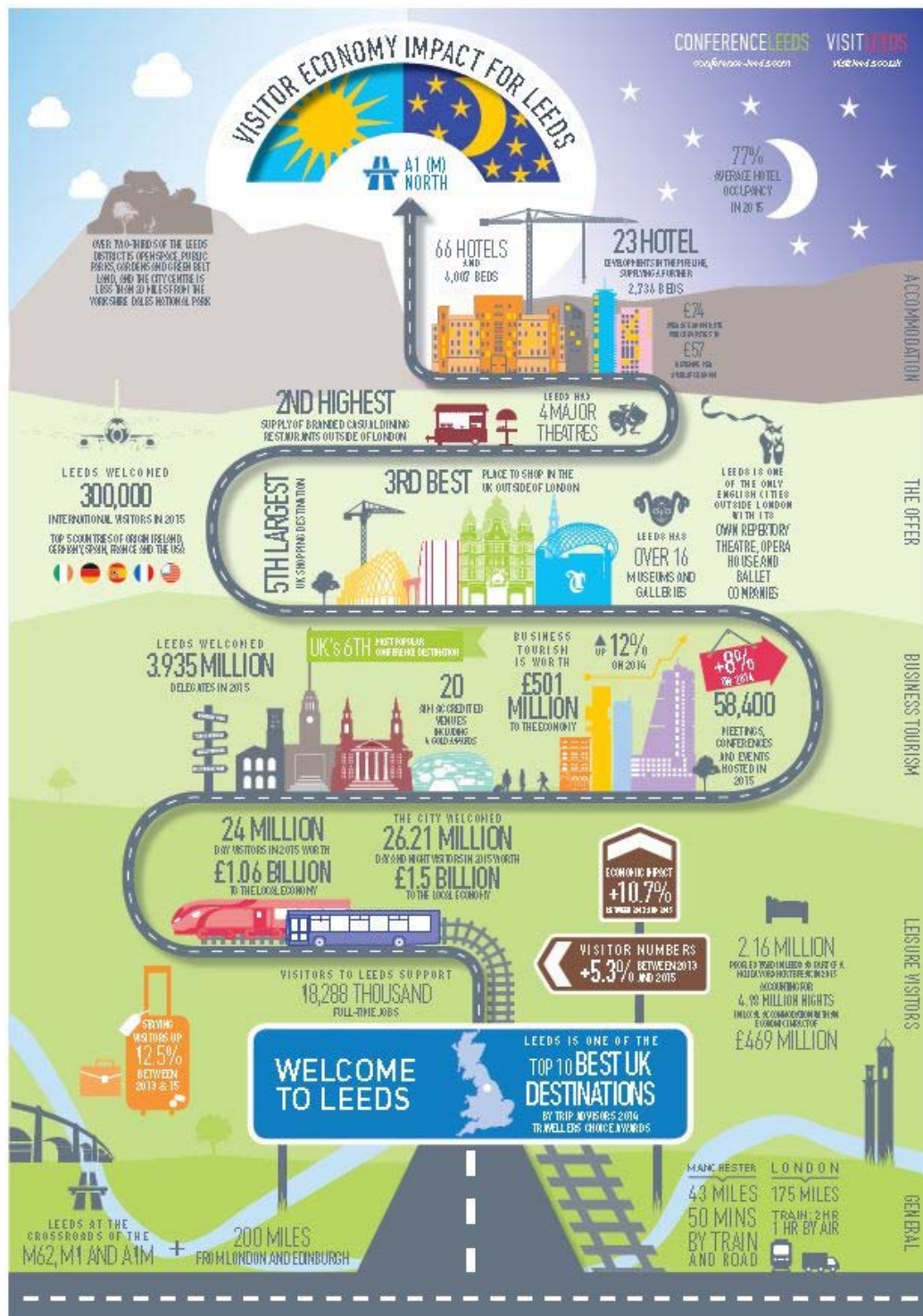


APPENDIX 1

1.1 Visitor Economy Impact for Leeds



1.2 Sovereign Square Greenspace

- Sovereign Square is the most significant piece of new green space in Leeds city centre for decades. The £2.3m scheme, delivered on a

former Council-owned surface car park, uses high quality materials and planting to create a distinctive, relaxing space. A fountain at the northern end of the square provides a family friendly feature, with a rill running the length of the site following the course of a historic waterway.

- The greenspace sits among new-build office developments, including KPMG's new flagship regional offices, and is already very popular with office workers.
- The scheme was funded through receipts from sales of land for adjacent office developments.

1.3 Cookridge Street Pop-Up Park

- In Summer 2016 a number of temporary public realm schemes were launched in the city centre, which were all aimed at making the city centre a more welcoming environment and increasing dwell time – all at low cost and with short lead times.
- In August 2016 a Pop-up Park was provided on a section of Cookridge Street, adjacent to the Henry Moore Institute and Radisson Blu hotel.

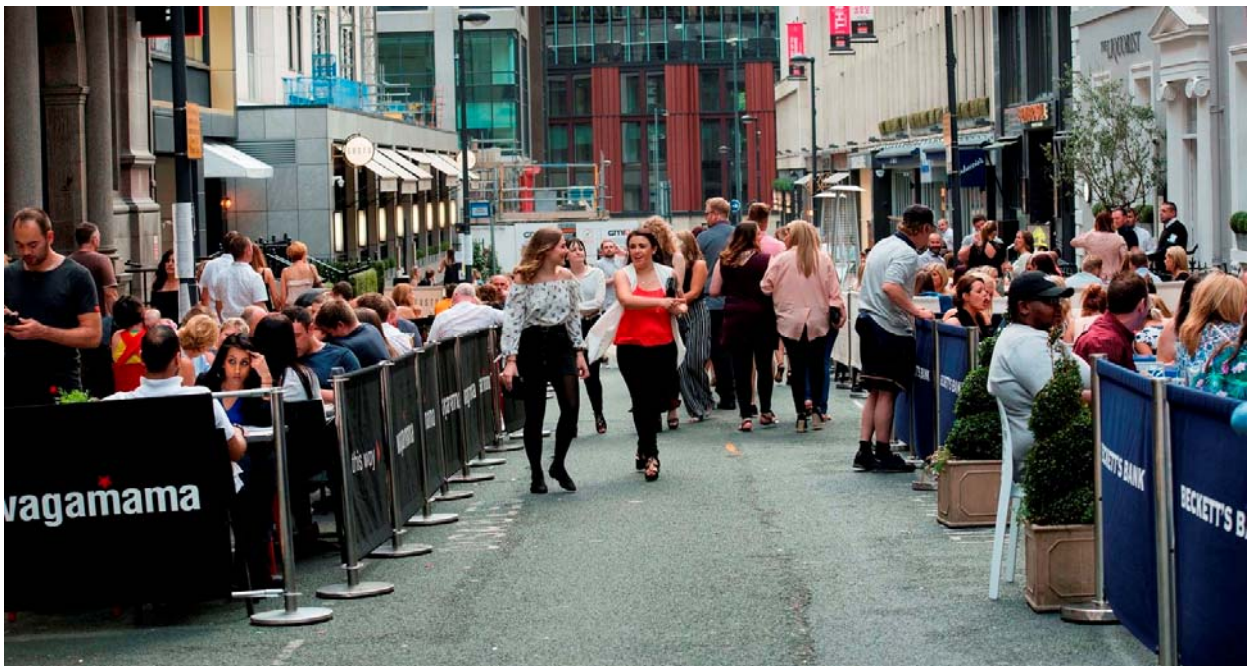


- A section of the street was closed to traffic and in a first for Leeds city centre, artificial grass was laid out to create a temporary park. The park was on a key route to Millennium Square, and was co-ordinated with the 'City Beach' so that visitors could experience both destinations in one visit.
- Surveys of park users revealed that nearly 80% of people spent more time in the city centre as a result of the park. Local businesses also supported the initiative and the public feedback was overwhelmingly positive and the park was usually at full capacity on dry days.

- With a total cost of £23,000, most of which spent on the grass and benches, which are fully re-usable, the cost of the scheme is relatively low. The ambition is to use the grass on the same street next year, as well as in other locations.

1.4 Greek Street Pedestrianisation

- The trial pedestrianisation of Greek Street is being delivered between April and October 2016. The street is fully closed to traffic, on Thursday and Friday evenings and at the weekends. It was inspired by the very successful pedestrianisation of Merrion Street East, which was the forerunner to a genuinely transformative few years in that area of the city centre.
- The street is unique in Leeds in that every ground floor unit on the street is a bar/restaurant occupier. The normal layout of the street however, is not conducive to outdoor dining, because the available space is dominated by highway uses such as car parking, loading and carriageway.
- The closure of the street meant that the bar/restaurant occupiers could place their tables and chairs outside to create “the largest outdoor dining area in Leeds”.



- The trial pedestrianisation has been well received by the public and has resulted in improved footfall, improved sales, and it has underlined Greek Street’s appeal as a key night time destination in Leeds city centre. At the start of 2017, every ground floor unit on Greek Street will be fully let. The scheme was delivered at nil cost to Leeds City Council and plans are being drawn up to extend the days and hours of operation next year.

1.5. St John's Playscape

- In seeking to address a common concern of parents and carers, a small children's 'playscape' is being delivered in St John's Churchyard from September 2016. Delivered using Section 106 funding, the scheme was aimed at providing somewhere for young children to play within easy reach of the main shopping area.



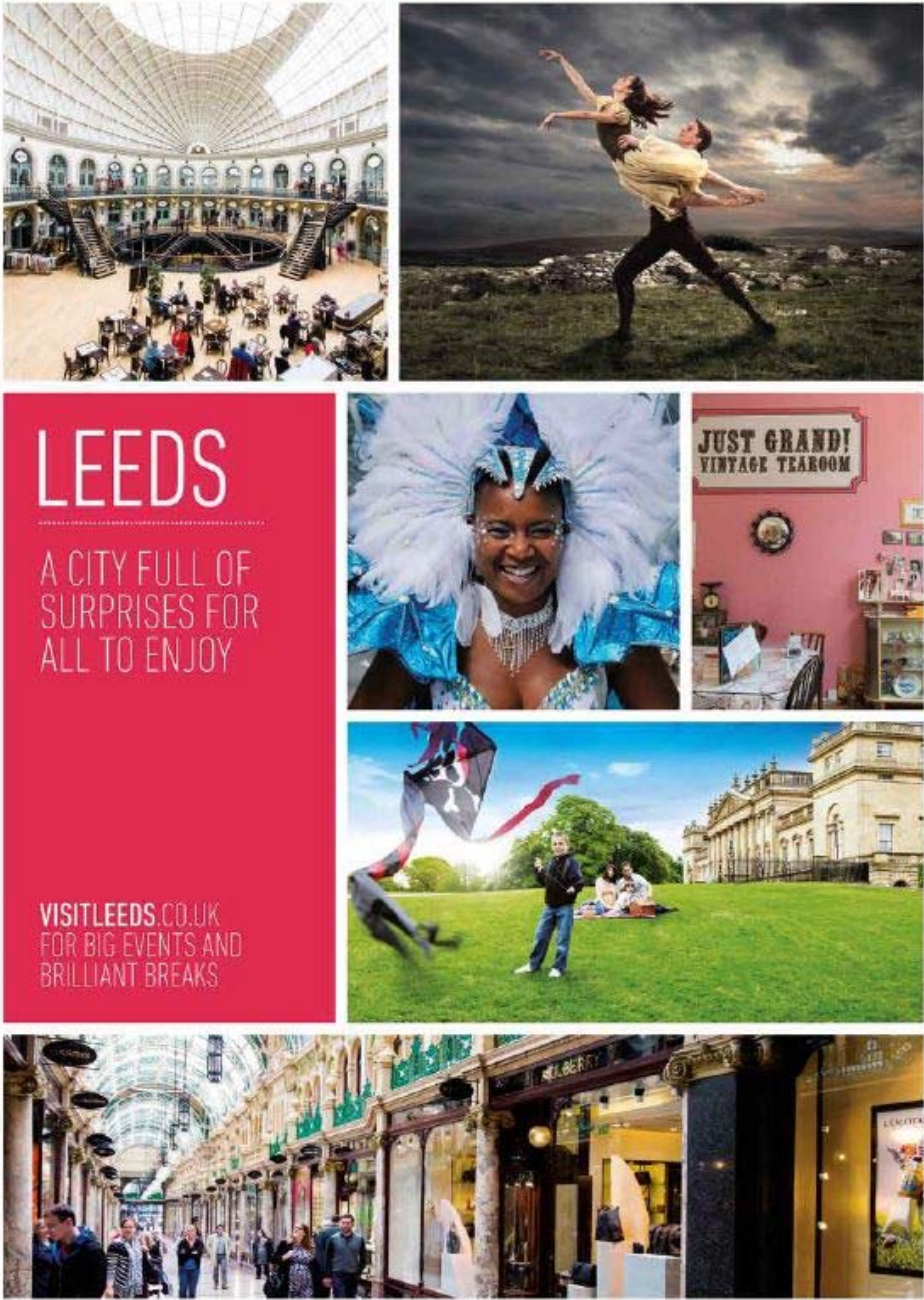
- The lack of permanent children's play provision exists in Leeds city centre currently, and in order to entice families to the city centre, and to encourage them to spend more time when they arrive, more work needs to be done to make adequate provision. Working with an adjacent business and Leeds City Council's Children's Services Directorate, the St John's Playscape is a step in the right direction.
- The success of these projects demonstrates how the Council can bring forward both permanent enhancements to the city centre such as Sovereign Square, alongside temporary proposals which enhances the vitality and vibrancy of the city centre which will provide a further boost of the city's visitor economy.

1.6. VisitLeeds Summer Campaign

- VisitLeeds has delivered an umbrella campaign to raise the profile and drive national attendance to all these initiatives, dovetailed into the Council's regional and local comms initiatives to deliver a seamless approach.
- The VisitLeeds summer visitor campaign targeted national audiences where visitors came from during Christmas 2015. Outdoor advertising, radio and social media concentrated on Blackpool, Preston, Hull,

Nottingham, Newcastle and Kings Cross station and Paddington Underground station in London.

- Messages were amplified through targeted digital campaigns which resulted in excellent engagement in competitions, an increase in traffic to visitleeds.co.uk and an increase in followers on social media. The second phase of our campaign is currently underway and is in partnership with Virgin Trains East Coast, targeting cities and towns on the train line from Leeds to London.



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