

BID LEICESTER YEAR 1 IN FACTS & FIGURES

CLEAN, SAFE AND ATTRACTIVE ENVIRONMENT



Team of **4 street Ambassadors** launched

2,177 Business interactions



130 street issues resolved including graffiti and ASB



2,349 miles walked in BID area by Ambassadors



1,466 Public interactions



Purple Flag application process begun

STRONG BUSINESS VOICE

137 levy-payers met by BID Director



4 steering group meetings, with average of 14 attendees



402 responses to Night Time Economy survey

39 businesses responded to consultation on training needs



over **60** delegates from BID businesses attending February 2019 training sessions



14 businesses met with savings advisory service providers

RAISING LEICESTER'S PROFILE



£149,903 committed to sponsoring events in BID area including Christmas in the Gardens, a new event in Old Town

Over **6.5 million** people reached by BID marketing in December 2018



180,000 Christmas in Leicester Guides circulated



31 extra Park & Ride buses through busy Christmas shopping period



2,630 Loyal Free app users in Leicester

Over **95,000** social media impressions in Quarter 4, 2018



17 businesses participating in Leicester Comedy Festival discount scheme



850k views of Christmas in Leicester TV advert

5,500 attendees at Christmas in the Gardens



BID LEICESTER



8 members of staff recruited



2 team members completed Certificate in BID Management



BID company set up



Street Ambassadors completed First Aid Training