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shops in Leeds?

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The Welcome Ambassadors are a high quality, professional team who provide a meet and greet service to Leeds. They bring an outstanding welcome experience to the city centre, providing a positive and lasting impression of friendliness and vibrancy to all users.

The Welcome Ambassadors have no statutory responsibilities but they work alongside relevant partner agencies.

What they do:

- Provide a warm and knowledgeable welcome to visitors, businesses and residents.
- Provide a concierge service across the Business Improvement District area offering key information and assistance about city events, tourist attractions and promote the activities of the commercial centre.
- Approach customers and those who look to be in need of assistance, acting as human sign posts.
- Observe and report on how the city is being used on a daily basis and help provide vital customer profile intelligence.
- At all times, act in a courteous and professional manner.
- Visit businesses in the BID area to promote all the activities of the Leeds Business Improvement District.

- Extra eyes and ears in the city communicating issues if necessary to the appropriate organisation e.g BACIL, Town Centre Security and Police.

- Add value to visitors through their expert city knowledge enhancing the Leeds welcome experience

What they have done:

- Within the first three months (March 1st – June 1st) Ambassadors have engaged with 70,000 members of the public on the city's streets.
- Over the course of a year they will engage with nearly 350,000 people – that's an average of 959 people per day.
- They have assisted over 4,500 visitors find the location they want.
- They have highlighted nearly 600 environmental issues to be addressed.