

An aerial night photograph of Liverpool, UK, showing a mix of historic and modern architecture. In the foreground, a large, multi-level building with a prominent glass and steel dome structure is illuminated from within. The surrounding city is lit up with various colors, including the purple and blue lights of the Adelphi Hotel in the background. The overall scene is a vibrant urban landscape at night.

Retail & Leisure BID

Shaping communities to create a thriving and vibrant Liverpool



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Liverpool BID Company



Foreword



Bill Addy

—
Chief Executive Officer of
Liverpool BID Company

Liverpool has always been a city with a firm eye to the future and brave in the face of innovation. The city, as you might have expected, was one of the first UK cities to establish a BID, Business Improvement District, in 2004 through a national pilot project. The embrace of change has never ended and in 2022, we, again, became the first UK city to introduce an Accommodation BID, designed to drive footfall and tourism into the city through private sector investment.

We have had almost two decades of delivering success – with initiatives supporting our businesses, bringing animation to our city and driving the visitor economy and spend. The city has changed and grown beyond recognition in that time and at the heart of it has been BID, acting as a champion and instrument for progress and innovation, while looking after the day to day needs of our businesses.

Over the next five years, our purpose is to continue to bring the city together. Public funding is in decline and the private sector, through BIDs, must step in. We are a city renowned for collaboration and the

strength of our unity as a business community is immeasurably larger than our parts. For that reason, we are delighted to extend our BID area up to the Georgian Quarter, specifically Hope Street and its surrounding streets whose neighbourhoods add such important character and charm through their globally renowned hospitality and entertainment venues. It means as our city centre grows, we share the responsibility to take the city into its next chapter.

We know that the next five years will continue to be challenging for many. We are still recovering from the pandemic, we are in the midst of a changing high street landscape and businesses have been faced with more costs than they could have possibly forecasted. However, we know that, together, we are better and the BID promises with your YES vote to support your businesses and continue our great city's journey.

Liverpool, we will make you proud.

Bill Addy



Since 2004...



The story so far

Liverpool has always been a forward looking, ambitious city and it was one of the first to establish a BID, Business Improvement District, in the original pilot scheme in 2004.



The beginning

2005
City Central BID is established and begins first term

2007
Within two years of the BID, Liverpool city centre sees the lowest crime rates in ten years

2008
Second BID term begins

2013
Third BID term begins
Liverpool achieves Purple Flag status, the only UK city to do so

2014
Launched Promote in Liverpool, bringing major brands into Liverpool city centre commercial pitches

The first ever UK BID Police Team is created, working with Merseyside Police to fund 2 dedicated Police Officers





2015
BID Safety Partnership strengthened with the re-launch of BID Radio Link, which now connects over 150 businesses in Liverpool city centre

Veolia appointed as recommended waste services provider, with exclusive benefits for Levy Payers

2016
Secured a Late Night Levy exemption for BID Levy Payers, saving £1,200 a year for night-time economy businesses



Brought £600,000 of funding for Urban Green UP, creating a green wall at St Johns Shopping Centre

The Independents' Week campaign was launched, with 100 businesses taking part in Celebrating Bold Street festival

2017
Established a dedicated BID City Watch officer to assist our night time economy by monitoring CCTV from Thursday to Sunday

2018
Fourth BID term begins
Doubled amount of footfall cameras in city centre



Our BID Street Rangers team is created, providing additionality to city centre cleansing services



2023

Retail & Leisure BID's proposed area is expanded for the fifth term, now reaching Hope Street and surrounding areas

2022
Partnered with Nightlife CIC, increasing connectivity with Liverpool's night-time economy

2021
The BID Street Ranger team is expanded, now with five members of staff

2020
To support businesses throughout the pandemic, £450,000 of funding is put towards support of Liverpool Without Walls campaign to allow businesses to trade outdoors

2019
An international light show is brought into city centre for Christmas



The City in a Nutshell

SSS ART
EST. 2004

BRVSSIMO

OFFICES
TO LEASE

cl



1 Timeout

Liverpool (10th)
in **Top 10** Places to
visit in UK in 2023



2 Investment Monitor in 2021

Liverpool **12th** largest
UK City Economy
(according to Index Score)

5 Costar

Occupancy in BID
area for Hospitality
Industry up from
54.97% in Nov-21
to 74.04%
in Nov-22



3 LCC

Total population
of 500,500

4 Costar

Vacancy Rate in the
BID area is at 5.14%
(UK Average is at 13.9%)

6 Costar

Hotel RevPar*
in BID area
is up to £86.20
(Nov-22) from
£40.66 (Nov-21)

(Revenue Per Available Room - a
performance measure used in the
hospitality industry)



9

Liverpool City Council

Liverpool City Council projecting a **7.5% growth** in population over the next **10 years**

12

Liverpool set for record growth in Q4 2023, with employment level to increase by 1.7% from 2022 generating 5,800 extra jobs (CEBR)

10

Liverpool has the 4th largest port in the UK



11

Visit Britain

5th highest visited City in the UK in 2019 (845,000 visits)

13

Liverpool John Lennon Airport

£2m being invested in passenger facilities creating 200 new jobs

8

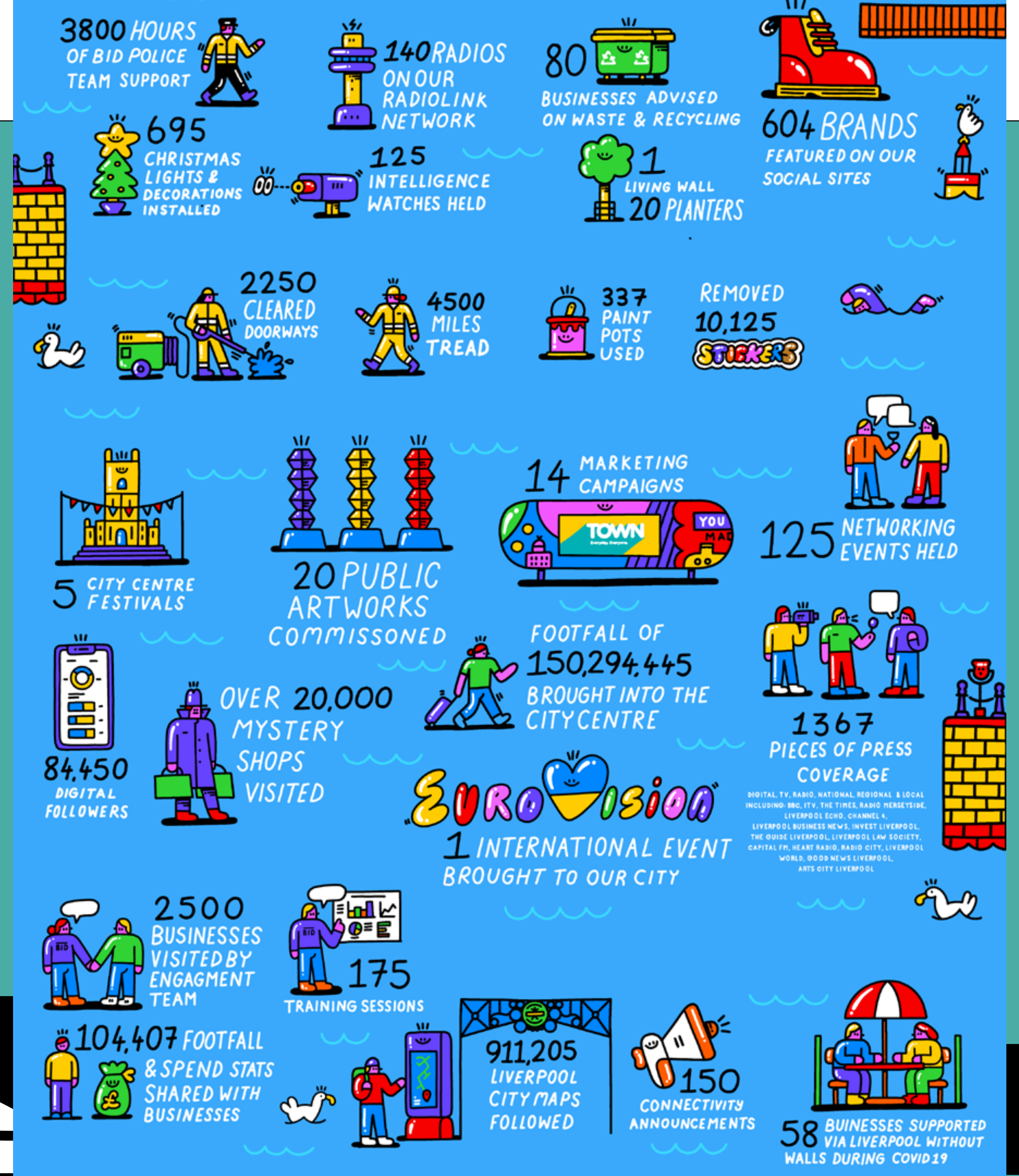
LCC

50,000 Student Population

The Past 5 Years of BID



LIVERPOOL BID COMPANY OVER THE PAST 5 YEARS



In 2022, Liverpool BID Company generated:

• Over 570 pieces of news

coverage about Liverpool, ranging from news about animation, events, businesses, investment and much, much more.

• Reaching 82.5 million people

across 12 months.

Here's a selection
of just **12 stories** from
across the year



[The Liverpool World](#)
Pancake Day [Read full article](#)

[Confidentials](#)
Bordeaux Wine Festival

[His & Hers](#)
MIB Awards

[Explore Liverpool](#)
McCartney Street sign

[BBC](#)
‘Pool of Life’ Mural

[The Liverpool Echo](#)
Brian Epstein statue

[The Business Desk](#)
Business support

[The Caterer](#)
Accommodation BID

[Evening Standard](#)
Eurovision

[The Liverpool Echo](#)
Christmas in Liverpool

[BBC](#)
Liverpool’s Cavern Quarter’s sign restored

[Prolific North](#)
Liverpool partnership

Our Pledge



Our pledge

We support our businesses through four key objectives.

Environment
& Safety

1

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Connectivity
& Transport

2

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Marketing
& Animation

3

[Jump to Section](#)

Business
Support

4

[Jump to Section](#)

Environment & Safety

1





[Click here](#)

to watch our
Street Rangers in action

BID Street Rangers

- Providing a street washing service for businesses whilst supporting additional cleansing in public spaces within the BID area. The team help keep key areas clean, tidy, graffiti free and maintained.
- Graffiti removal, gardening, removing rubbish and debris from doorways, repainting street furniture and shutters and litter picking will all continue to be priority work for our ranger team.
- Jet washing from our purpose designed electric vehicle will continue - scheduled and also on request from our Levy Payers.
- A schedule of locations of work will be communicated to businesses and they will also have the opportunity to request cleansing on demand by calling our designated line.

In 2023 we will see the street ranger cleaning service extend from a 5-day to 6-day week, servicing the city with 210 hours of pavement power every week.

Safety

Liverpool BID Company were the first BID to incorporate Police on our team and Levy Payers have communicated to us this service is invaluable to them.

Environment

In 2023, Liverpool BID Company will orchestrate Liverpool being one of the few city centres to take part in a recycling pilot, before being rolled out across the UK.



BID Safety Partnership

- Liverpool BID Company were the first BID to incorporate Police on our team and Levy Payers have communicated to us this service is invaluable to them.
- Due to consultation with our businesses, in 2023, the BID police team will remain a 7-day a week service.
- BID police will be directly linked to the Merseyside police database, so they can monitor the progress of any crime reported within the BID area and report on their outcome to Levy Payers.

2023 will see the introduction of drop-in meetings for Levy Payers to speak to BID police directly, for advice on on-going issues, but also to help businesses focus on crime prevention.

CCTV

Liverpool BID Company employ a camera operator, dedicated to operate the city's CCTV cameras in live time and be able to report live crime or ASB immediately to authorities. This has proved so successful, that we have increased the hours of this post. The operator directly links with our dedicated crime app called DISC which is used for security and staff to report problems immediately, which can be reported and monitored.



Change Campaign for Rough Sleeping

Due to the current challenges in the city and across the UK with people who are rough sleeping, Liverpool BID Company is working with city partners to resurge the Change campaign. The Change campaign encourages city centre visitors to place a donation within a charity infrastructure instead of to people on the streets directly.

The city organisations that work across all the issues that contribute to support those people who find themselves rough sleeping can access these funds on behalf of individuals.

As such, ALL the funds donated go directly to supporting the individuals you see on the streets in the city centre, to attempt to move them forward to a better situation. The BID police team and street rangers have also been focused on, and will continue to build relationships with the city's rough sleepers, negotiating with them where possible to make sure businesses and their trade are not affected by their presence.



Night-Time Economy

Liverpool BID Company support the NTE CIC and Pubwatch to safeguard the city’s valuable night-time economy.

We work together to campaign for safe and thriving entertainment and nightlife sectors, while ensuring the sector is represented as such a valued part of the region.

BID Radio Scheme

Over 160 businesses across the city have radios organised through the BID. They communicate with one another and with our CCTV operator, and BID Police to report real time issues and alert each other to possible challenges. These radios have proved an invaluable resource, and in 2023 we will continue to promote and facilitate their use.

WRAP Pilot Scheme

Liverpool BID Company employs a dedicated waste consultant to work with Levy Payers and Veolia, our waste partner, to ensure as a city we are controlling and reducing waste, recycling and championing sustainability.

In 2023, Liverpool BID Company will orchestrate Liverpool being one of the few city centres to take part in a recycling pilot, before being rolled out across the UK.



Connectivity & Transport

2



Transport

Transport, particularly rail strikes, has proven challenging in 2022 and into early 2023. We are lucky that Merseyrail enjoys some autonomy for local transport, but the wider strikes will have proven detrimental to footfall. We will continue to provide up to date advice to our businesses, and look at alternatives, like good value car parking in the instance that public transport isn't working.

We will also continue our lobbying work with government and our national relationships across the train companies to ensure that we are presenting Liverpool's case on a national level. We are keen to support the night-time economy, hospitality, theatres and leisure businesses by supporting and campaigning for the return to a night bus service. We will continue to lobby for a trial - returning a night bus to both the Wirral and South Liverpool routes in the first instance.



City Maps

The city map we produce alongside Liverpool ONE, is a much-used tool for visitors and shoppers across the city centre, detailing the city centre businesses and their location. We will continue to produce this throughout the new term.



Data Insights

City Centre data helps to shape all the Liverpool BID Company's decisions and rationale. We distribute it to our Levy Payers through our monthly insight reports, which calculate both footfall and visitor spend. Our Information and Data officer has introduced for 2023 a monthly data drop in to discuss our data findings with Levy Payers, and answer any questions on this.

Key Communications

Joined up communication across the city and out to the external consumer is important to create a consistent voice of positivity and hope in the city. The BID attends all relevant city centre meetings and has created for 2023 a key communications group with city communication professionals, to ensure positive and useful external messaging about the city centre.

City-Wide Collaboration

Liverpool BID Company works hard to facilitate relationships with the city's senior stakeholders and the private sector through our Levy Payers. We use this to bring about collaboration within the city, raise challenges, seek opportunities and forge connections for public x private sector projects and campaigns. In 2023, we will see this in Eurovision, when the private sector, through Liverpool BID Company, supported the application that won Eurovision for Liverpool.

**DUST OFF THOSE
DANCING SHOES
LIVERPOOL**

**WE'RE GOING
OUT OUT.**

EUROVISION



Marketing & Animation

3





Christmas lights

Liverpool BID Company have contributed over £700K of Christmas lights across the city in the past five years. We bring the Christmas trees to Williamson Square. Lamppost motifs on Paradise Street and Whitechapel and illuminated baubles in trees of Church Street. We will continue a ceiling of light in Richmond Street and raindrop lighting across Church Alley. This year will expand to encompass the Hope Street area too. Without Liverpool BID Company's contribution, Christmas would look very different in the city centre.

News • Liverpool News • Liverpool Council

Christmas in Liverpool to be saved as company steps in

Liverpool Council could save £100,000 by stripping back its festive offer

NEWS By David Humphreys Local Democracy Reporter
13:17, 21 NOV 2022 | UPDATED 13:18, 21 NOV 2022

Bookmark



Comments 21

Liverpool BID Company have provided over £765,000 of festive funding over the past five years.



Christmas 2022

Seasonal Marketing

Seasonal campaigns and red letter days are important to our city. In the new term we will celebrate Chinese New Year, Valentine’s Day, Spring Blooms, Mothers Day, Summer, Student campaigns, Halloween, and Christmas with animations and events. We will continue our ‘TOWN. Everyday. Everyone.’ campaign to come into the city centre across the summer months.

These campaigns add colour and animation to our streets, encouraging visitors, boosting footfall and seeing a benefit to our retail, leisure and hospitality businesses.



VISITLIVERPOOL.COM/TOWN



Loverpool

Bringing together the love in Liverpool



Promotion

We will grow our consumer social channels that highlight and promote distinct areas of the city. As these grow (@boldstreetofficial for example has 10K plus followers) we will use them to directly promote on behalf of our businesses. We will look to extend this reach to other channels, like print and PR.

We have agreed a media partnership with The Guide which will mean key areas of the city will benefit from a monthly focus. They will also celebrate a BID business of the month, looking at businesses who create initiatives that add social value to the city.

We will invite businesses to use the Central Station screens with offers and news.

In 2023 and for the next term, we will be providing Levy Payers with a PR service, where we send live journalists requests to relevant city's businesses. '5 of the best' Every Friday Liverpool BID's social will feature five of the city's best offers.



Cavern Quarter

In 2022 we worked hard to improve the Cavern Quarter listening to Levy Payers' concerns. We restored the famous Cavern Quarter arches, installed a statue of the legendary Beatles manager Brian Epstein, and commissioned 'The Pool of Life' mural. In 2023 we have launched a colourful outdoor feature that will allow permanent light shows across the world famous street. The next term will show a focus on restoration and animation in this area, all ensuring the Cavern Quarter is a thriving and vibrant destination for tourists, workers and locals.

Greening our City

We will continue to green up the city centre – in 2023 we will see new planters on Leeds Street, Bixteth Street and baskets on Bold Street. The Castle Street terrorism blocks will be restored, some with planting. We will work with the business community to volunteer within the city, to create more green spaces and introduce community gardening and caretaking of city assets.



Culture

Our visitor economy thrives on culture – the next term will see us refresh the Liverpool Plinth, support the Liverpool Biennial, Culture Liverpool and continue to work alongside our city partners like Tate Liverpool, Bluecoat, Open Culture, FACT, National Museums Liverpool and more.

A focus across the new term will be summer consumer events – we will revive the beloved independent’s week festivals with a different slant, celebrating summer in the city, where in 2023 we will create celebrations of different neighbourhoods – Castle Street, Bold Street, Williamson Square and in September, Hope Street. These streets will all come alive with a festival feel created by Liverpool BID Company. This will become part of Liverpool BID’s ‘Summer of ‘23. They will be developed through close consultation with the businesses in those areas to attract summer footfall.



Influencing

Liverpool BID Company is developing a city ‘influencer network’ to harness the power of social media reach to promote the city and businesses.





Taste Liverpool. Drink Bordeaux.

In Summer 2022, Liverpool BID Company invested £100k to bring the incredible 'Taste Liverpool. Drink Bordeaux.' festival to the city centre. The immersive food and drink festival brought a total of over £758k of direct economic impact.

2023 will see a further investment and development of 'Taste Liverpool' continuing the relationship with Bordeaux but also seeing new initiatives to supporting restaurants and bars.



Re-purposing city assets

We are transforming and animating old telephone boxes across the city centre, creating art installations or using them for defibrillators.



Business Support

4





Mystery Shop Awards 2022



Net Carbon Zero

Liverpool BID Company have committed to get to Net Zero Carbon by 2030. This will be achieved through a roadmap created with Liverpool environmental consultants, Arete.

Taken into account on this roadmap will be energy and utilities, staff travel and procurement. Only after all measures possible have been implemented will we offset remaining emissions through a verified and local carbon project.

[See the roadmap](#)

*Join with Liverpool BID Company
to reach your Net Carbon Zero goals*

Equality, Diversity and Inclusion

In 2022 our business went through Equality, Diversity and Inclusion training to ensure it is embedded into the core of the Liverpool BID Company's organisation, processes and policies, and now we will look to fully implement this throughout the BID area.

Forums and Networking

We will continue to offer Netwalking and the Mystery Shop Awards. In addition, we will be running complimentary language, welcome, safety, first aid and marketing workshops to our businesses, some in preparation for Eurovision when the city will be welcoming many different nationalities and large numbers of visitors.

Health and Wellbeing

Health and wellbeing for our businesses and their teams will continue to be a huge focus. Liverpool BID Company will introduce a running club and yoga sessions. We will also be introducing creative activities to make sure as people return to work more in the city centre, they can enjoy the same quality of work/ life balance.

Charity Business Network

In 2022, alongside the Liverpool Chamber of Commerce, we created the Charity Business Network, a way for city businesses to connect with local charities. We will continue to run these events in the new term empowering them to make informed decisions within their own businesses and operations.

Green Business Network

In 2022, we also saw the launch of the Green Business Seminar. This gives the opportunity for businesses to learn, network and discuss all things green and sustainable.



Placemaking

Liverpool BID Company plays an intrinsic and strategic role in the city, in terms of placemaking. Alongside animating and greening up the city, we are also significant in supporting future development and investment in the city working in partnership with key civic institutions, cultural organisations and local businesses. As the public purse faces ever increasingly challenging times, our role in shaping place is more important than ever before.

In the new term, we will be setting the framework for the future of Williamson Square and surrounding streets under the name of SQ. Within this will be considered –

- **Williamson Square Activation Study** is facilitating wider aspirations for activation of Williamson Square.
- **Reinventing Public Spaces** will create a blueprint for public spaces across the SQ – addressing sustainability, digital innovation, greening and improving well-being. Establish a 'critical-mass' of cultural businesses and providing a catalyst for growth.
- **Greening the SQ** with opportunities and locations for greening and other nature-based green infrastructure solutions.
- **Co-designing equity in the public realm** creating temporary small-scale interventions and activations – exploring design, equity and the public space.
- **The Liverpool Cultural Mile** explores the concept of a cultural mile that runs from St Georges Plateau through the SQ and down to the waterfront as a means of linking the institutions in the city.



© Haworth Tompkins



Data

Making Informed Decisions

Spend data provides critical support in understanding where, how and when customers are spending money within the city centre. Using this data, we are able to provide detailed insight into the performance and growth within the Liverpool BID area.

[See full Reports](#)

Footfall Statistics

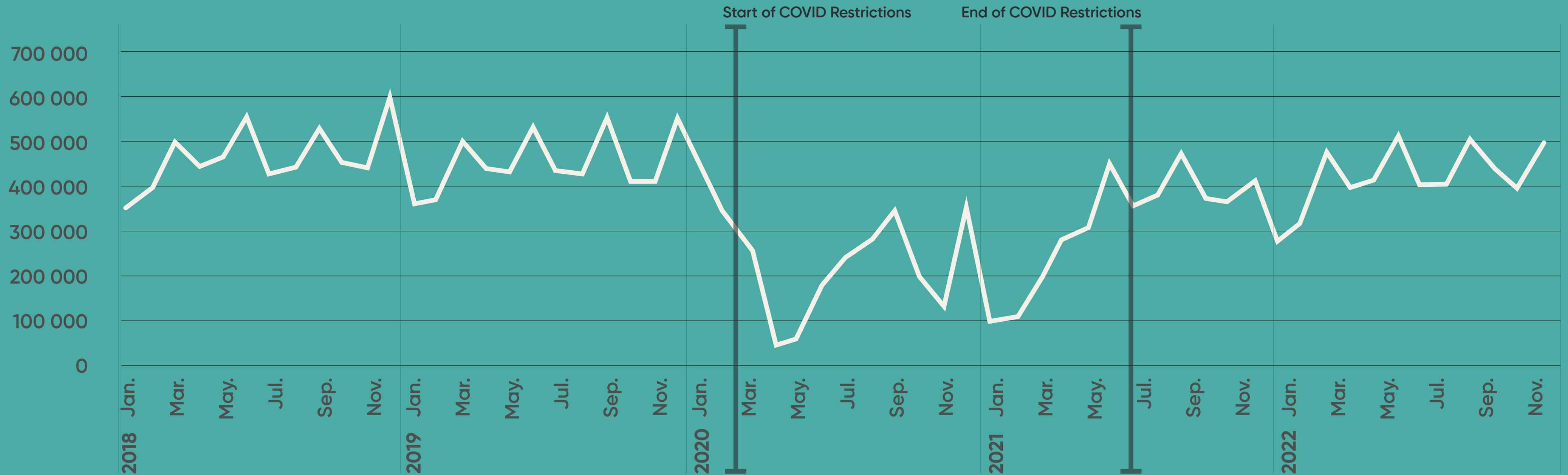
Footfall statistics can provide an insight into consumer activity, changing demographics and how they might impact performance in the city centre. With ten dedicated footfall tracking cameras spread around the Liverpool city centre, we are able to provide detailed footfall comparison statistics for our Levy Payers.

Liverpool BID Company provide weekly, monthly and quarterly footfall statistics for the Liverpool BID area.

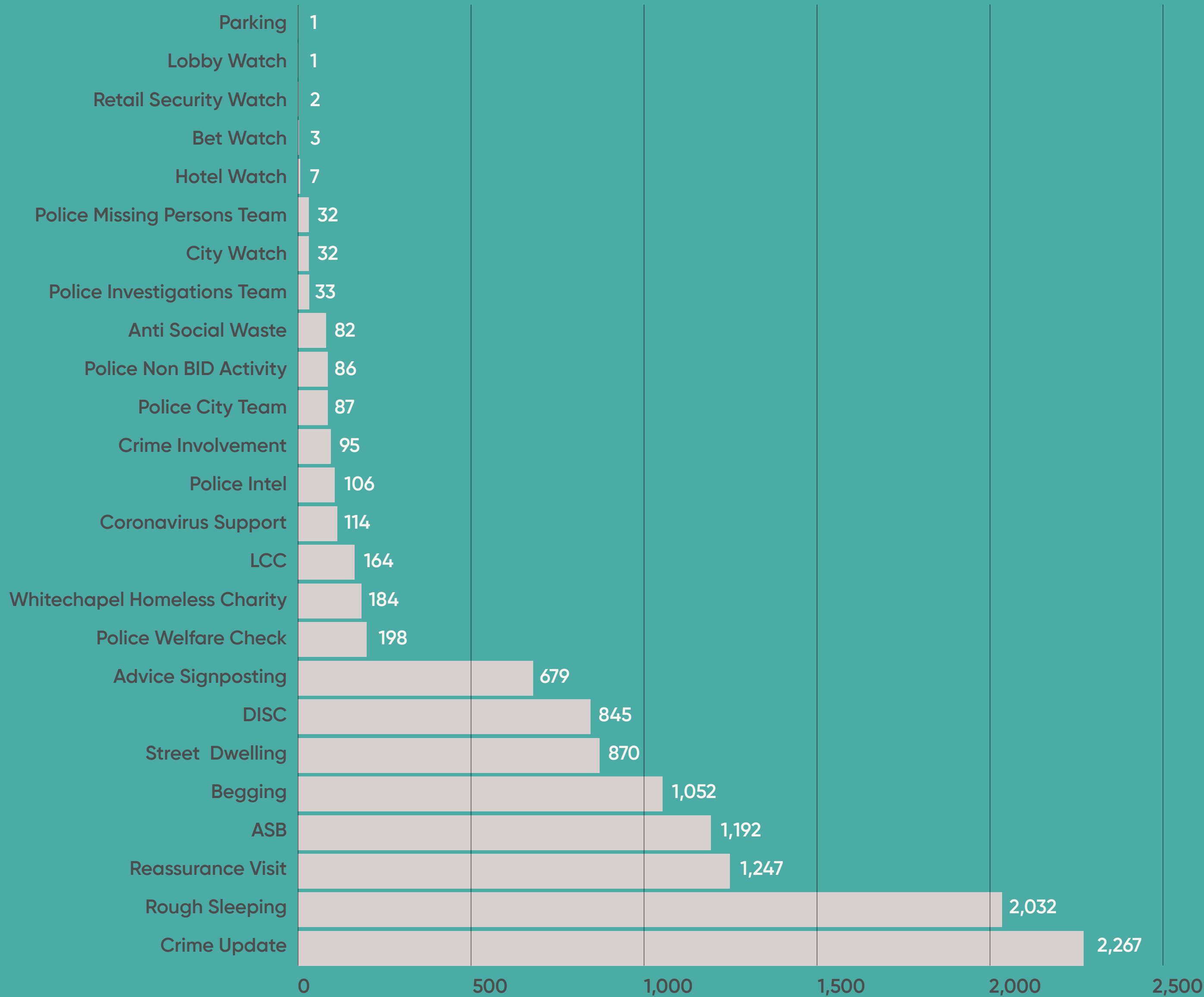
[See full Reports](#)

* Cameras used in the above graph are as follows: Bold St, Williamson Sq, Church St, Clayton Sq & Whitechapel. Total recorded footfall over the last five years using these cameras is 232,504,020.

Total Footfall in Liverpool city centre over the past five years



Police and BID Street Rangers Statistics



Police and BID Street Rangers Statistics

What the BID Police and Street Rangers do for you.



[See full Reports](#)

Vacancy Reports

A quarterly report which gives insight into development within the Liverpool BID area.

Business Insight Reports

A monthly report that we provide that brings together our monthly Footfall and Spend data together in an easily digestible report. We provide news on local events, traffic/travel disruptions and store openings in the Liverpool BID area.

[See full Reports](#)

We are able to provide reports into the catchment area of where customers come from and how much they spend, so you are able to manipulate your marketing preferences accordingly.



Destination Liverpool

Liverpool BID Company has always supported the city through change, and with the challenges facing the hospitality industry post covid, addressed this with the launch of the Accommodation BID. Through this BID, we will support the visitor economy through subvention funding and destination marketing.

The big *picture*



We are ambitious for Liverpool and over the next five years we want Liverpool to not just survive post-pandemic, but thrive. Through key strategic partnerships we represent our Levy Payers at conversations at local, regional, national and international level.

We make sure Liverpool's voice is heard, ensuring that we continue to sweep away old ideas about the city and replace them with the opportunity that is Liverpool in the 21st century. Our role, and our passion for Liverpool is to build on the foundations of this great city. We want it to do well and we want the people within it to succeed. Liverpool's private sector has always had a strong civic pride and a sense of duty for helping the city through difficult times to prosper.

We aim to; transform Liverpool's public realm with key interventions to make it more attractive, accessible and connectivity; tie the city centre together, making it easier for visitors to see everything it has to offer; tell the story about the people and the businesses of our city, showcasing them and their work; help to share and connect the great ideas happening across the city and ensure that everyone can benefit from them.

Liverpool BID Company is a major stakeholder in the city. Since 2016 we have received no public funding but instead we are the voice of our Levy Payers, and their champion.

The Ballot



Expanded Retail & Leisure Area

● Hope Street and the Georgian Quarter

With an incredible range of independent offerings, and enriching institutions, Hope Street would benefit from the proposed BID's support to businesses. Hope Street would enjoy its own summer festival, joining the BID's 'Independents Month', a month of fully funded festivals directing footfall to a range of streets within the BID. Hope Street would become a focus of marketing and animation campaigns helping the businesses to sell their individuality, while also benefitting from the BID's Safety Partnership under the umbrella of the city's identity. Connectivity and the drive for footfall from the city centre would be a priority. The BID's Christmas lighting and animation programme would also be extended to include Hope St.

Current Retail & Leisure Area

● Bold Street

Central to Liverpool's rich cultural offering, Bold Street's priorities are attracting visitors, foodies and international audiences. The Liverpool BID Company will be bringing back the long-awaited Bold Street Festival for a day of fully-funded street activity. The BID team will continue their everyday presence of the Street Cleansing Team and BID Safety Partnership ensuring Bold Street is as attractive for breakfast meetings as it is for late-night cocktails.

● Church Street / Lord Street / Metquarter / St Johns

The heart of the city to so many visitors and residents, shopping every single day in Liverpool City Centre. Businesses benefit from regular briefings in safety, events, data including spend and footfall and so much more. This area in particular benefits from Liverpool BID Company's partnership with Citywatch and radio scheme, ensuring the city's success as a shopping destination. A prime area for boosted footfall with BID seasonal animations.

● Williamson Square

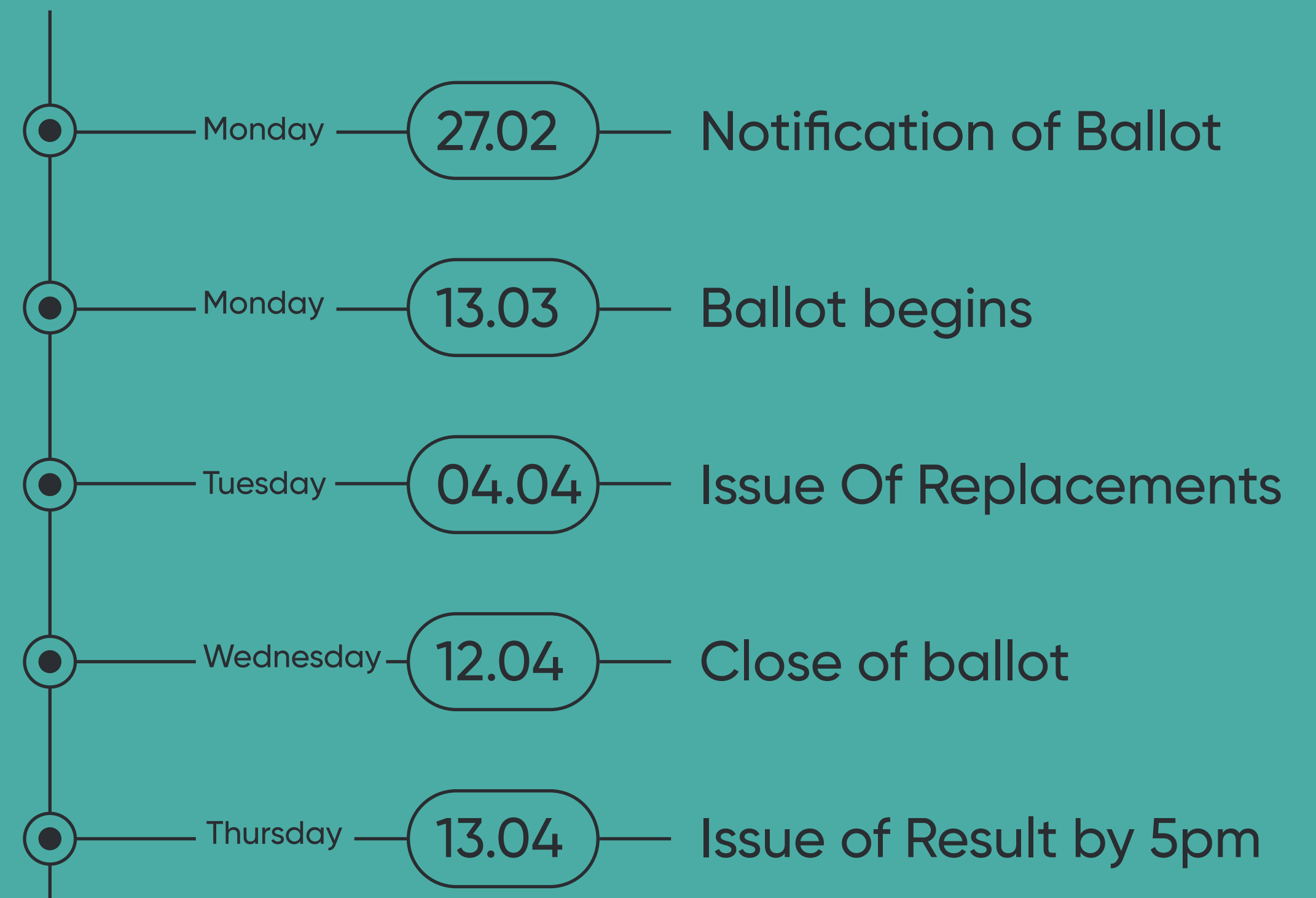
Liverpool BID Company have pledged a commitment towards stimulating meaningful change across the SQ (area including Williamson Square, and the streets and squares that radiate from it). This will create a healthier, safer, greener, and more inclusive environment in Liverpool City Centre that benefits everyone. These changes will not be focussed solely on public realm and streetscape, but will include the activation of vacant and underutilised buildings and roof spaces together with the identification of wider regeneration opportunities across the SQ.



Ballot Information

Liverpool BID Company will be holding a ballot in March and April 2023. If successful, the term on the Retail & Leisure BID will start on the 1st June 2023 until May 2028, with a total BID levy of £5 million over five years. The aims and objectives set out in the business plan have been shaped by consultation with current businesses and prospective businesses, their employees and stakeholders in the different areas.

Key Dates



The budget

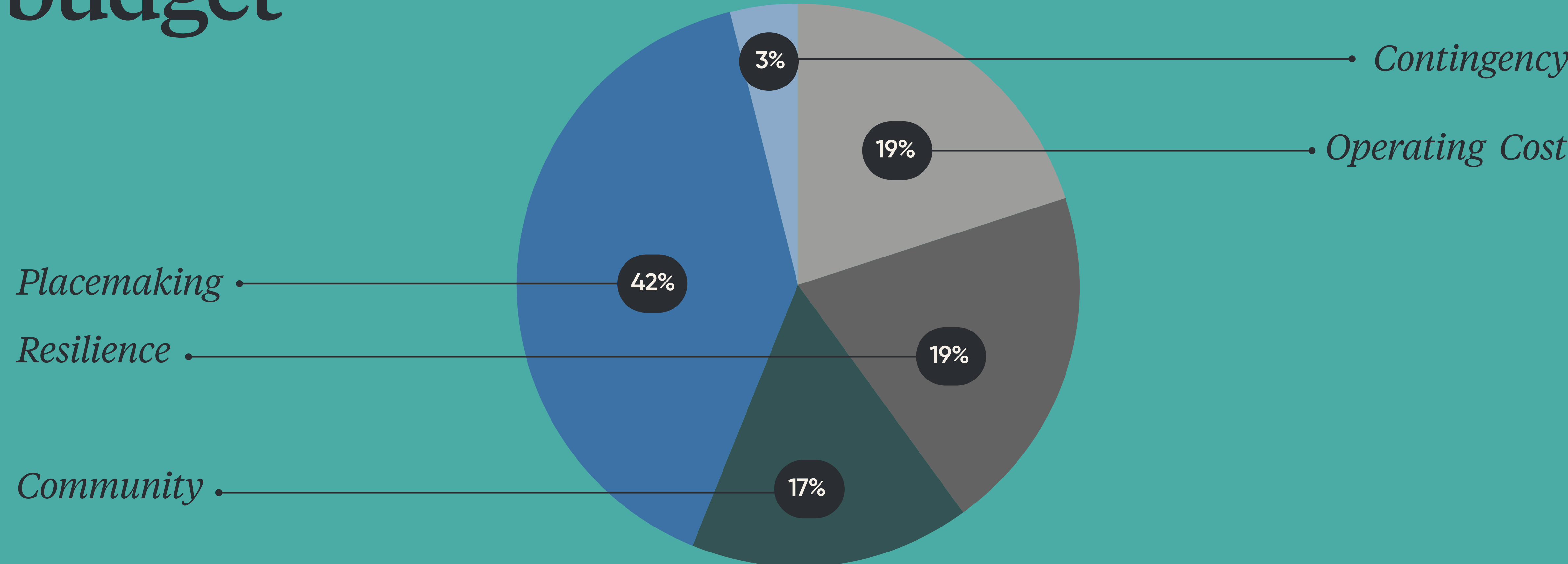
	2023-2024 Year 1	2024-2025 Year 2	2025-202 Year 3	2026-2027 Year 4	2027-2028 Year 5	Total
Income	2%	2.06%	2.12%	2.18%	2.25%	
BID Levy Income*	£758.689	£781.450	£804.210	£826.971	£853.525	£4.024.845
Additional income **	£110.000	£125.000	£125.000	£150.000	£150.000	£660.000
Total Income	£868.689	£906.450	£929.210	£976.971	£1.003.525	£4.684.845

	2023-2024 Year 1	2024-2025 Year 2	2025-202 Year 3	2026-2027 Year 4	2027-2028 Year 5	Total
Expenditure						
Operating Costs	£170.000	£175.000	£180.000	£190.000	£195.000	£910.000
Resilience	£170.000	£175.000	£180.000	£190.000	£195.000	£910.000
Community	£145.000	£150.000	£155.000	£160.000	£165.000	£775.000
Placemaking	£365.000	£380.000	£390.000	£405.000	£420.000	£1.960.000
Expenditure	£850.000	£880.000	£905.000	£945.000	£975.000	£4.555.000
Contingency	£18.689	£26.450	£24.210	£31.971	£28.525	£129.845
Total Income	£868.689	£906.450	£929.210	£976.971	£1.003.525	£4.684.845

* based on receipts of 95% total levy billed and an annual inflationary increase of 3%.

** Additional income includes a contribution from LCC for Promote in Liverpool generated via the commercialisation of experiential sites and also the recovery from the Accommodation BID of revenue lost from hotels and accommodation providers formerly within the Retail and Leisure BID area

The budget



Levy Rules

- 1. Boundary:** The defined BID Area in this proposal includes all roads, streets and private developments within the defined boundary, even if they are not listed yet or are created after the ballot has taken place. As indicated on accompanying plan.
- 2. Rateable values:** : The eligibility based on rateable value is not fixed and will fluctuate with the national Valuation Office Agency valuations. Billing is carried out on behalf of Liverpool BID Company by the billing authority Liverpool City Council or its appointed agent, who will determine eligibility.
- 3. Levy payments:** BID Levy for Year 1 will be calculated at 2.0% of the hereditament's rateable value.
- 4. Inflation:** Income from year 2 and subsequent years has a 3% increase applied year on year to allow for inflation. Whether this additional amount is charged is at the discretion of the Retail & Leisure BID operating board and may not necessarily be applied.
- 5. Threshold:** The threshold for BID Levy is £45,000. Any hereditament whose rateable value is £45,000 or above will be liable for BID Levy. Accommodation providers whose rateable values are £45,000 or above will not be included as they are already included within the Accommodation BID. Education hereditaments will receive a discount of 25% of Levy charged. The first chargeable day will be the 1st June 2023 for a period of 12 months and then be the 1st June each year thereafter, each for a full year until the end of the BID in 2028.
- 6. Chargeable day:** The levy eligibility and liability is determined on a single chargeable day which will be on 1st June each year. The first chargeable day will be the 1st June 2023 and will then be the 1st June each year thereafter, each for a full year until the end of the BID term.
- 7. Exemptions:** There are no proposed exemptions and discounts. There is a levy cap of £40,000 for any one hereditament.
- 8. Vacant properties:** Where a property is vacant, liability for the full BID Levy chargeable falls to the owner/landlord of the property.

FAQ's

What is the difference between the Retail and Leisure, Culture & Commerce and Accommodation BID?

The Retail & Leisure BID is a boundary led Business Improvement District, meaning any businesses within the district will be included in the BID area. This is the same for the Culture & Commerce BID. The Accommodation BID is not boundary led but instead all accommodation providers are included.

How are BID's governed?

Liverpool's three existing BID's are each overseen by an operating board who ensure what's delivered is in line with the business plan. They approve their budget and the main projects, which are delivered by the BID team. Both boards include members representing the sectors and areas present within each BID. There is also an Executive BID board that oversees strategy for the organisation, finances, company structure, and major long term decisions. BID executive board members include the chair and deputy chairs of each BID board and a representation of the leadership and make stakeholders in Liverpool City Centre. Board members support the BID on a voluntary, unpaid basis.

What is the levy fee and how does it work?

The threshold for BID Levy is £45,000. Any hereditament whose rateable value is £45,000 or above will be liable for BID Levy. This is not fixed and will fluctuate with the national Valuation Office Agency evaluations. This money will then be regenerated to benefit businesses within the BID. This system is designed to be the fairest and most affordable way to ensure that the interests of all businesses are represented.

How to vote

Conducted independently by Civica Election Services, formerly Electoral Reform Services, a postal ballot will be held for all eligible businesses within the defined area of this proposal.

An envelope will arrive to your business address by Civica on the 13th March 2023. The postal ballot will then take place until the 12th April.

The ballot will be successful if more than 50% of businesses vote 'YES' by total number of votes cast (one per eligible hereditament) and also 'YES' by a majority of the total rateable value of the hereditaments voting. If successful, every business that meets the criteria automatically becomes a BID Levy Payer and pays a BID Levy. Retail & Leisure BID term will last five years, commencing on Thursday 1st June, 2023.

The BID term will commence 30 days after the result is published and such commencement date shall be no later than a year after the date of that notice.

Contact details can be updated [here](#)

What would
happen **without**
a BID?



Without Retail & Leisure BID

There would be no...

- Additional street cleansing
- Dedicated BID Police Team
- Christmas Lighting funded by BID
- Radio scheme & CCTV support
- City Centre Street Festivals
- Enhanced Marketing support
- City Centre footfall & spend data

With Retail & Leisure BID

- Introduction of deep street washing
- More Christmas lights including Hope Street
- A summer of city centre festivals
- Business support for Eurovision
- Launch of city centre Green Initiative
- Increased city centre social presence
- BID Police support 7 days a week
- Dedicated street cleaning team for Levy Payers
- Destination Marketing

Watch Liverpool
Businesses on why
they **#BackTheBID**





Vote YES!



**Why Hope Street
want to join**



**Why Liverpool businesses
#BackTheBID**

