



New Accommodation BID Board meets

The new Board of the Accommodation BID has met for the first time. The Board will be responsible for delivering a Commercial Business plan investing £4m in supporting Liverpool Region's visitor economy. The fund has been financed by the hotels and serviced accommodation sector in Liverpool.

Liverpool's Accommodation BID, the first in the UK, was established in late 2022 after the city's hospitality sector voted overwhelmingly in support. One of the Board's key strategies is to attract major events to the city of Liverpool and the surrounding Boroughs such as Eurovision, The Open Golf Championship and the Labour Conference all of which will attract tens of thousands of people to experience the city region. The Accommodation BID is also designed to provide additional security for all businesses within the BID district.

The Board is made up of representatives from many of the city's hotels and serviced accommodation providers. The new board will deliver the 2023 – 2027 business plan for the Accommodation BID in Liverpool. To read the full list of Board members, and the read the business plan <https://www.liverpoolbidcompany.com/say-hello-to-our-new-accommodation-bid-board/>

Marcus Magee the newly appointed Chair of the Accommodation BID Board

"The ABID is a significant step for Liverpool City Region's Hospitality sector who have collectively voted to join together in supporting the Liverpool City Regions future Commercial strategy by providing not only best in class business expertise but also committing considerable investment of funds in key initiatives to drive more visitors to the Liverpool City Region.

Steven Hesketh from Savvy Hotels is the Board's Vice-Chair

"I am so proud to see that Liverpool is the very first UK City to get an Accommodation BID over the line. Our Hoteliers and accommodation providers truly see themselves at the forefront of supporting the city regions economic growth. The Accommodation BID will be a critical part in raising the profile of the great City of Liverpool as the first choice for all major event organisers, regionally, nationally & internationally. The Board will also continue its commitment in developing the Liverpool City Regions skill agenda ensuring that we are identifying and developing our young talent in to future leaders in our hospitality sector."

Bill Addy is CEO of Liverpool BID Company

"What began as a conversation with the hotel and serviced accommodation industry to see how they could tackle the economic challenges facing the sector post pandemic has turned

into a strategy that allows business to define and determine its future. This industry is vital to our visitor economy and we are excited and inspired to see what happens next”.

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Editor's Notes

Liverpool BID Company

Liverpool BID Company is a private, not-for-profit organisation, representing the interests of 1,000 levy paying businesses in Liverpool city centre, across two BIDs (Business Improvement Districts) - Retail & Leisure BID and Culture & Commerce

The aim of Liverpool BID Company is to:

- Bring added value to levy payers and build on the core services already provided by Liverpool City Council and Merseyside Police
- Ensure both BID areas are clean and secure for businesses and visitors, and have the right environment for the private sector to succeed - whether a retailer, restaurant owner, or legal and financial service
- Work with the city and charities to tackle street dwellers
- Drive footfall and develop activity where needed
- Champion the voice of the levy payers it represents, pushing forward their agendas and making things happen

The Liverpool BID areas cover some of the most iconic locations in Liverpool city centre:

- The eclectic and diverse independents of Bold Street
- The thriving restaurant and hotel scene of Castle Street
- Liverpool's ever-evolving high street - from the iconic brands on Church Street and Williamson Square, to the high-end boutiques of Metquarter
- The professional and financial services around Old Hall Street
- Mathew Street and Cavern Quarter - the birthplace of The Beatles, a focal point in the city's music heritage, and a colourful nightlife scene

For more information about Liverpool BID Company, please visit:

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