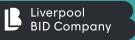


## Liverpool BID Company

Supporting Liverpool's cultural sector

Liverpool is a city famous for its culture. From theatres to galleries, museums and festivals, the city centre is a hub for cultural organisations and activity that inspires both people born and bred here to those visiting from around the UK and abroad. At Liverpool BID Company we work to both support cultural organisations, but also help create an environment in which they can thrive.



The Retail & Leisure BID is going for ballot 2023

## With more than 300 BIDs in the UK, it is proven to be the vehicle that strengthens the links within the business community and improving places.

How do we support you?	<b>Through Environment &amp; Safety</b> With the BID Street Rangers cleaning over 2250 doorways and streets, walking 4500 miles, BID Safety Partnership with 3800 hours of BID Police Team support, BID- funded Citywatch (CCTV staff), BID Radio Link with 140 businesses, and over 200 businesses on the DISC crime app.
	With Marketing & Animation Support is provided by connecting Levy Payers. Over the past five years we've col- laborated in five city centre festivals, commissioned 20 public artworks, delivered over 14 marketing campaigns, installed over 695 Christmas lights, decorations and installations, and a footfall of over 150,294,445 brought into the city centre.
	<b>By Connectivity &amp; Transport</b> We work closely with Merseytravel and other key stakeholders, have hosted over 19 networking events, made 150 connectivity announcements, created the 911,505 city maps with Liverpool ONE, and are working closely with businesses and city to bring stakeholders together for the Eurovision Song Contest in May 2023.
	<b>Through Business Support</b> We identify industry trends and facilitate planning for the future. We support and fund a range of frameworks, over the past 5 years we have held over 175 training ses- sions, visited 2,500 businesses, taken part in world-wide events on behalf of Liverpool, and provided exclusive deals, networks and footfall data to work to our businesses.
Want to find out more?	As we head towards our 5th ballot, we propose to raise our RV threshold to £45,000 + and also propose to expand the current BID area. Levy payers con- tinue to be key city partners, helping to shape the city and its future, and be included within the ever expanding ar- eas within the city centre.