

2021—22

Annual Report  
& Accounts  
Summary

Liverpool  
BID Company



# Summary

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Annual Report & Accounts Summary

Year  
2021/2022

BID Areas  
Retail & Leisure BID & Culture & Commerce BID

Delivered by  
Liverpool BID Company



# BID CEO & Chair Summary

Welcome to our 2021/2022 Annual Report. What does Liverpool city centre look like post-pandemic? If the worst of the Covid crisis is behind us, the question we are asking is what we need to recover, and what rebuilding looks like. Cities never stay the same, but the most successful cities see regeneration as an opportunity, a way to evolve and stay ahead of change, not purely as a response to it.

A year ago, in the introduction to our Annual Report we highlighted there is not a sector in the city unaffected by the pandemic. This remains true, and while some industries may be on different trajectories of recovery, we know that we require every piece of the jigsaw to be strong for our economy to be robust.

Our focus over the next twelve months looks to support business, enhancing the public realm and improving the connectivity of the city centre.

In 2023, our Retail and Leisure BID ballot will allow for a renewed focus on our central shopping spaces, and will illustrate once again the importance of how we integrate Liverpool city centre's various industries and sectors.

Our networking and events have moved from online to meeting face to face and we will continue to bring people together to share expertise and insight.

Our Public Art strategy has continued, as the city has looked to its creative industries for both entertainment, inspiration and joy in a difficult time. The Liverpool Plinth, Liverpool Biennial and River of Light have taken place within the BID areas, animating the streets and allowing us to come together safely.

Recovery does not need just one ingredient, instead we know it takes all of us to pull together, showing a need to build on our strengths to help us rebuild our city as one.

*Bill Addy*  
Chief Executive  
Liverpool BID Company

*Tony Wilson*  
Chair  
Liverpool BID Company



## Executive BID Board Members

**Tony Wilson**  
*Simple Legal  
Hub,  
& Chair*

**Andrew Ruffler**  
*Professional  
Liverpool*

**Carl Wood**  
*Cockbain & Associates  
Wealth Management  
Company*

**Iain Finlayson**  
*Liverpool ONE*

**Ian Silverberg**  
*Silverberg Opticians*

**Julie Johnson**  
*Morecrofts Solicitors*

**Jennina O'Neill**  
*Metquarter*

**Nigel Britton**  
*BDO LLP*

**Paul Cherpeau**  
*Liverpool Chamber*

**Sean Keyes**  
*Sutcliffe*

**Cllr. Abdul Qadir**  
*Liverpool City  
Council (Observer)*

**Cllr. Harry Doyle**  
*Liverpool City  
Council (Observer)*

## Retail & Leisure BID Board Members

**Jennina O'Neill**  
*Metquarter,  
Chair*

**Ian Silverberg**  
*Silverberg Opticians,  
Deputy Chair*

**Anneliese Herbert**  
*Next*

**Louise Benson**  
*Marks & Spencer*

**Carl Burns**  
*Stonegate Group*

**Gary Owens**  
*Metro Bank*

**Joanna Rowlands**  
*Bluecoat*

**Joanne Hornblower**  
*HSBC*

**Mark DaVanzo**  
*Everyman & Playhouse  
Theatres*

**Matt Bigland**  
*Milestone Group/GPO*

**Matthew Knight**  
*Holiday Inn*

**Neil Ashcroft**  
*St Johns Shopping Centre*

**Sandra Byrne**  
*LUSH*

**Sara Carlisle**  
*Boots*

**Vicki Allison**  
*Radio City*

**Kenny Brew**  
*Liverpool  
City Council  
(Stakeholder)*

**Cllr. Christine Banks,**  
*Liverpool  
City Council  
(Stakeholder)*

## Culture & Commerce BID Board Members

**Julie Johnson**  
*Morecrofts Solicitors,  
Chair*

**Sean Keyes**  
*Sutcliffe,  
Deputy Chair*

**Alan Robson**  
*Project Four*

**Andy Webster**  
*MHA Moore and Smalley*

**Chris Capes**  
*Peel L&P*

**Faye Dyer**  
*ACC Liverpool*

**Graham Dagnall**  
*DWF Law LLP*

**Ian McCarthy**  
*Former Director,  
Liverpool Vision*

**Laura Irving**  
*Tate Liverpool*

**Laura Pye**  
*National Museums  
Liverpool*

**Ross Hazelhurst**  
*Grosvenor Casino*

**Mark Blankstone**  
*Blankstone Opticians*

**Matt Donnelly**  
*Griffiths & Armour*

**Gabi Monk**  
*Home Office*

**Peter Kinsella**  
*Lunya*

**Phil Malthouse**  
*Brock  
Carmichael*

**Stephanie Harrison**  
*Regenda Group*

**Sue Darwell**  
*Bruntwood*

# Retail & Leisure BID Accounts Summary

Year 4  
1 June 2021 – 31 May 2022

## Funded by

BID Levy Income <sup>(1)</sup>	£806,702
Additional Income Generated	£64,798
Other Income	£97,624
Reserves	£451,775
<b>Total</b>	<b>£1,420,899</b>

## Expenditure

Managed District <sup>(2)</sup> <i>Environment &amp; Safety</i>	£154,981
Promoted District <sup>(3)</sup> <i>Animation &amp; Marketing</i>	£343,393
Working District <sup>(4)</sup> <i>Business Support</i>	£39,777
Connected District <i>Connectivity &amp; Transport</i>	£86,038
Overheads	£153,688
<b>Total expenditure</b>	<b>£777,877</b>
Carried forward	£643,022
<b>Total</b>	<b>£1,420,899</b>

<sup>(1)</sup> Exceeded budget expectations

<sup>(2)</sup> Accommodated for recruitment that did not occur

<sup>(3)</sup> Underspend to be carried forward for Destination Marketing

<sup>(4)</sup> Underspend due to timing of Mystery Shop

# Retail & Leisure BID Chair Welcome

Next year, in 2023 we will ask for our Retail & Leisure BID to be renewed. The focus of our work is in resilience, in placemaking and in strengthening Liverpool's community.

As Liverpool's high streets have opened post-pandemic we know that we have faced challenges but also that we have been able to bounce back quickly. Seeing customers and businesses return, seeing the regular rhythm of the city come back, has reminded us of how important our central spaces are. It is also a reminder that Liverpool city centre is attractive for many different reasons, and our work is committed to making each of these thrive.

Liverpool city centre is a destination. At Liverpool BID, animating the city centre, increasing footfall and encouraging people to spend more time here is a vital ingredient in our recovery.

It is a destination, a place that people come for high street names that are familiar, thriving independents adding character, our passionate hospitality sector, hotels, visitor attractions and cultural organisations. Selling and marketing that offer is important as we attract visitors back, from our city and beyond. At Liverpool BID, animating the city centre, increasing footfall and encouraging people to spend more time here is a vital ingredient in our recovery.

Improving both the public realm and making Liverpool city centre more interconnected will continue to be a significant aspect of our work. With the new Culture & Commerce BID, how we bring together the two pillars of our city, our cultural institutions alongside our retail heart, is crucial.

We have invested in knowledge and understanding to help better shape the experience of those working in our city. Sharing data and learning helps to create a more robust sector.

Creating a vibrant environment for every business for every business within our Retail & Leisure BID is what will continue to make us strong. Safety and security remain paramount and it is a critical element of what helps our city centre businesses to thrive.

Jennina O'Neill  
Chair Retail & Leisure BID



# Culture & Commerce BID Accounts Summary

Year 1  
1 June 2020 – 31 May 2021

## Funded by

BID Levy Income <sup>(1)</sup>	£1,104,939
Additional Income Generated	£36,942
Reserves	-
<b>Total</b>	<b>£1,141,881</b>

## Expenditure

Community <sup>(2)</sup>	£45,099
Placemaking <sup>(3)</sup>	£213,632
Resilience <sup>(4)</sup>	£78,468
Overheads <sup>(5)</sup>	£145,952
Contingency (4% of budget)	£19,326
<b>Total expenditure</b>	<b>£502,477</b>
Carried forward	£639,404
<b>Total</b>	<b>£1,141,881</b>

<sup>(1)</sup> Budget was set at a lower percentage than forecast due to COVID

<sup>(2)</sup> Underspend due to limited public realm works due to COVID

<sup>(3)</sup> Underspend to be carried forward for Destination Marketing

<sup>(4)</sup> Underspend to be carried forward for Subvention Fund

<sup>(5)</sup> Lower than forecast due to recruitment underspend



# Culture & Commerce BID Chair Welcome

As we mark the first year of the Culture & Commerce BID it allows us to reflect on how we are playing a role in Liverpool's recovery. Our mission is always to help to create a city centre where business can thrive, attracting both investment and confidence.

We are committed to making the public realm safe, secure and attractive, to help make Liverpool a great place to live and work. Animating squares supports our hospitality sector, as well as making us a healthier city with easier connectivity for pedestrians.

The hybrid model of working has seen the rhythm of our city change. At Liverpool BID our work has been to support business in understanding the changing needs and behaviours around the future world of work.

Part of our investment is to create a Subvention Fund, supported by ACC Liverpool, to help to attract major events, like conferences and business events, which have a positive impact on every sector across our leisure and hospitality industries. This helps us to keep the business community internationally connected, injected with both the latest thinking and expertise, creating a workforce that is dynamic and informed.

We continue to invest in public art, from our partnership with Liverpool Biennial to The Liverpool Plinth and are exploring new ways in which we can invest to animate the public realm, attracting footfall but also making Liverpool city centre a better place to live, work and visit.

*Julie Johnson*  
Chair Culture & Commerce BID



# Environment and Safety

Recovery and rebuild has meant working together, and Liverpool BID has been at the heart of that collaboration. Keeping the city safe, secure, and maintaining it as a clean and welcoming space for those who live, work and visit the city has been crucial. As we have welcomed back our city, with footfall increasing month on month, we want to ensure we provide the warmest of welcomes.

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## BID Safety Partnership

- Your BID Levy has funded and will continue to fund two BID Police Officers, who provide BID Levy Payers with a direct response to enquiries about safety, anti-social behaviour and security issues. On average each month, they directly deal with 110 anti-social behaviour issues, along with providing reassurance and support to more than 120 BID Levy Payers.
- As part of the BID Safety Partnership, we also fund DISC (a crime and safety intelligence sharing platform) with over 200 users which is supported by our Radio Link Network with more than 130 active businesses. The Partnership also includes a dedicated BID funded City Watch Officer in the council's CCTV (City Watch) control room who works Thursday daytimes and during the evenings on Fridays and Saturdays.
- Following the creation of our Operations Group Forums that supported safety throughout the pandemic, we have continued to strengthen and regularly communicate with our highstreet network of over 90 store leaders in the city centre.
- The BID supported safety by running regular safety forums, including Hotel Watch, Security Watch and Safety Strategy Group.

*Visit the [BID website](#) to join the BID Safety Partnership and help us make a safer city centre.*

## Dispersal Zones and Criminal Behaviour Orders

- To maintain the safety and security of businesses and the general public, the BID Police Team works alongside Merseyside Police and levy paying businesses to tackle anti-social behaviour. Working together and sharing information helps our work to be intelligence led.
- The strengthening of this collaboration has seen multiple Dispersal Zones put in place during the year aiming to limit the impact of anti-social behaviour in the city centre.
- Over 25 Criminal Behaviour Orders (CBOs) have come into effect after sustained work and a collaborative effort by businesses, the 2 BID Police Officers and Merseyside Police. CBOs ban anti-social behaviour offenders and prolific shoplifters from entering certain parts of the city centre.

## Night-time Economy

### Late Night Levy Exemption

- Those BID Levy Payers licenced to serve alcohol after midnight continue to be exempted from paying the Late Night Levy thanks to our negotiation with Liverpool City Council.
- On average each year the 70 exempt BID Levy Payers have saved £1,000 each as a result.

### Pub Watch Partnership

- BID has strengthened our commitment to support the night time economy through entering a formal agreement with Liverpool Nightlife CIC to enable their work and to strengthen and facilitate Pubwatch, ensuring we are meeting the needs of those Levy Payers.

*BID Police Team —*



### BID Street Rangers

- Since their launch in 2018, the BID Street Rangers have been providing cleansing and maintenance services on both private and public spaces across the BID area. This includes Bold Street, Castle Street, Cavern Quarter, Old Hall Street and Water Street.
- Over the past 12 months:
  - 12 miles of pavement cleaned
  - 900 doorways cleaned
  - 30 phone boxes maintained
  - 30 planters and hanging baskets maintained
  - 2,000 stickers and graffiti removed
  - 300 areas of Levy Payers private land cleaned
  - 13 private alley gates maintained
  - 20 hanging baskets and planters maintained

### BID Environmental Partner

- We have responded to the urgent need for business to adopt sustainable practices by commissioning a specialist in Waste Management to deliver robust plans for the BID area. Through this service, businesses can receive support and advice on recycling and efficient waste management.

*BID Street Rangers —*



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Making Liverpool  
the place to do  
business. **This is not  
just a city to visit, it  
is a place to stay.**

# Animation & Marketing

Our public realm is our first impression, it's the place that ties our city together, that has to be welcoming, safe, clean and animated. We work with our partners, not only to ensure our public realm is maintained but also that it helps to sell Liverpool's vibrant offer. Our seasonal campaigns and activities are part of communicating the work done in Liverpool, year in and year out.

## Christmas 2021

- In partnership with Liverpool City Council we coordinated the Christmas decorations that sparkled through Liverpool city centre with festive lights from Bold Street to Castle Street and the shopping areas in between. We took people on a journey of Christmas trees, starting from our brand new 'walk through' Christmas tree on Old Hall Street, to Williamson Square ending at the traditional Christmas tree on Church Street.
- We celebrated theatre with our Great Liverpool Shows campaign, and promoted businesses on Bold Street with our #DoorsOfBoldStreet digital campaign.
- We animated the city centre's high street with magical pop-up performances from Paperwork Theatre, part of our Christmas Countdown which was centred around Church Street and Williamson Square.
- We worked closely with key city centre stakeholders in Liverpool to make sure the BID area was joined up with the rest of the city centre and included in the city-wide Christmas campaign, Liverpool Feels Like Christmas.

Christmas 2021 —



Christmas 2021 —



Christmas 2021 —



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## Placemaking Digital Presence

- We have continued to strengthen our city centre placemaking presence, by introducing Castle Street digital platforms to accompany our existing Bold Street platforms, on Instagram, Facebook and Twitter. We have used our growing social media voice to support BID Levy Payers through promoting offers, events, news and jobs from the businesses in those communities.

*Bold Street in bloom —*



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## Visitor Campaigns

### Summer in the City

- The summer months see a shift in Liverpool, with the students leaving the city and a focus shifting to families and leisure time for many. Summer 2021 saw Liverpool BID and Liverpool ONE work together on Summer in the City, a joint campaign showcasing the very best in food, drink, retail and leisure in Liverpool city centre.

### Sundays in Town

- Insight and data help businesses to understand key trends and behaviours. When we discovered that Sundays were seeing a slower recovery in the week, we designed and delivered a tailored campaign to show off the most relaxing day for many. With offers on food and drink, news on the latest exhibitions and suggested itineraries for local and regional visitors, the campaign was designed to remind people of everything Liverpool city centre has to offer.



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A business  
community that is  
as strong as the sum  
of its parts is much  
**more effective for  
a local economy  
than one single  
business.**

### Student Takeover Week

20 September – 4 October

- Across 2 weeks, the campaign promoted offers and events from over 80 BID Levy Payers to students in Liverpool both digitally and at major student events. We worked closely with student accommodations and all Universities to share the offerings through their internal student networks.

*The Liverpool Plinth —*



### Culture & Commerce

#### Public Art Initiatives

##### The Liverpool Plinth

- In 2018 we established The Liverpool Plinth, working with dot-art to create a dynamic art installation at the empty plinth at St Nick's Church to give artists in the North of England a unique opportunity to have their work showcased.
- Faith Bebbington's 'Jimmy' has been the fourth sculpture to call The Liverpool Plinth its home since July 2021.

#### Liverpool Biennial

- Our ongoing partnership with Liverpool Biennial brought Emma Dolan's 'Remember How Boss It Was' to the Culture and Commerce BID as part of Art in Motion, an art trail with 8 key sites in the area.

*Liverpool Biennial—*



# Business Support & Connectivity

Being the voice of business means sharing our knowledge and expertise, helping business to understand the latest trends and being able to communicate what they need to help them thrive. As a champion at local, regional and national level, Liverpool BID has delivered initiatives designed to support BID Levy Payers and the wider Liverpool City Region business community.

## Mystery Shop

- Our annual Mystery Shop Awards returned following a 2020 break. 413 businesses across the Retail & Leisure BID Area in Liverpool city centre were visited anonymously and scored on their customer service. Recognising businesses across Independent and National retailers, Accommodation, Hospitality, Leisure and Service Providers, the awards reflect a continued commitment to providing the famous Liverpool warm welcome.
- We were able to provide bespoke support and recommendations from the findings of the visits following the audits, as well as celebrating the success of the top performing businesses at the awards ceremony in November.

### *Mystery Shop Awards 2021—*

### *Mystery Shop Awards 2021—*



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## Business Data Hub

- We continued to deliver our Business Data Hub featuring our ongoing weekly and monthly footfall figures, with the addition of daily figures. Monthly sales and the newly added expenditure behaviour and demographic data helped our businesses understand the levels of recovery while being better prepared to forecast. Our quarterly vacancy reports allow us to understand and tackle issues with empty units across the city centre.
- Key stats and intel are digested and presented to businesses in our Monthly Business Insights Updates.

*Individual and monthly reports can be accessed on [liverpoolbidcompany.com/business-data-reports](https://liverpoolbidcompany.com/business-data-reports)*

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## Connectivity Schemes

- We have worked, and will continue to work, closely with Merseytravel, Merseyrail, Mersey Ferries and Regenerating Liverpool supporting the communication of core campaigns with BID Levy Payers and employees in the BID Area. The main projects involved were:
  - The Strand
  - Lime Street
  - Ropewalks
  - Williamson Square
  - Cavern Quarter

*Latest updates can be seen on [liverpoolbidcompany.com/connectivity](https://liverpoolbidcompany.com/connectivity)*

### Citywide partner events—



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## Return of partner and networking events

- 2021 saw the return of our regular citywide partners events and socials, giving businesses a chance to get together to discuss issues that are most important to them.
- Meet Your Neighbour networking events have been relaunched, bringing local business communities together within BID areas to discuss the latest BID projects, city centre updates and to give a chance for BID Levy Payers to network.

### Exclusive Commercial Deals

- Our commercial waste service deal with Veolia provides BID Levy Payers with better buying power and contract security, saving money on current deals.
- Our insurance deal with Griffiths & Armour allows BID Levy Payers to find and negotiate the most comprehensive cover to fit their budget. Contact the BID Team for more information.

*Exclusive Commercial Deals —*



### BID Levy Payer Employee Benefits

BID Levy Payers have accessed the following opportunities:

- Health and Wellbeing Schemes
  - BID Historic Network Walking Tours
  - Qwell community
  - Shiverpool tours
  - BID Community Choir
- BID Levy Payer Training
  - First aid
  - Mental health first aid
  - Counter-terrorism
  - You're Safe Here accreditation
  - Dementia Friends
  - Cyber security

*To find out more visit [liverpoolbidcompany.com/opportunities](http://liverpoolbidcompany.com/opportunities)*

*Meet Your Neighbour networking events —*



# Up to £5,000 worth of BID opportunities for your business

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## Networking events

BID Meet Your Neighbour  
Connecting with your community  
Sector events  
Round-table events

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## Wellbeing activities for employees

BID Historic Net-Walking Lunches  
BID Community Choir  
Shiverpool tours  
Qwell community

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## Free training

First aid at work  
Child exploitation awareness  
Mental health awareness  
Counter-terrorism awareness  
Sustainability and carbon reduction

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## Safety Forums

Hotel watch  
Retail & Security watch  
Safety Strategy Group

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## Promote in Liverpool

Free prime sites to promote your business twice a year in Liverpool city centre.

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## Exclusive Commercial Deals

Veolia's commercial waste service deal  
Griffiths & Armour's insurance deal  
Transport and employee benefits

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## Business Insights

Footfall and sales  
Expenditure behaviour  
Vacancy reports  
Transport updates

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Businesses working  
together to create a  
**thriving and vibrant  
destination.**



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