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# Culture & Commerce BID

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Bringing  
Commercial District, Waterfront  
and St. George's Quarter  
together

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# Summary

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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.*

## Liverpool BID, How it started

Liverpool BID Company works at the heart of the city centre, with a proven track record over the past 16 years in delivering projects and campaigns to make Liverpool a more attractive place to work and live.

We develop ambitious regeneration projects by transforming and improving the public realm. We lobby, on behalf of our levy payers, to provide a voice for businesses. We work to shape the future of Liverpool, creating engines for growth and recovery.

We know that it is easier to have your voice heard when you are working together. The value of Liverpool BID Company is rooted in our ability to speak for the city centre's different, but interconnected, sectors and industries. Be it retail, hospitality, leisure, commercial activity or professional services, we know that for every business to thrive, each must be represented.

BIDs, Business Improvement Districts, were born out of a strategy to enable businesses to work together to improve their environment. Making a city an attractive place to both work and live requires energy and investment. As public purses become stretched, BIDs allow business to take some of the strain.

Our strategic approach allows us to work together for a shared goal, making the city centre more resilient, strengthening its community, improving how it looks and works for us all, making it safer and stronger. This future-proofs us, and allows Liverpool to continue to cater for each of its communities and city's residents.

We are now embarking on a new chapter where we bring onboard new parts of the city centre into the Culture & Commerce BID. Setting shared goals, it helps us to stay on a clear path and work together, for the next year, next five years and next 20 years. Working towards these goals helps us stay on a clear trajectory where we know we're all working together.

There is power in bringing businesses together, creating a platform, both of resources and experience, to make our city safer, more attractive, creative in solving its problems and campaigning for what Liverpool needs. In supporting arts and culture, making it more accessible, we attract people and we make Liverpool a vibrant place to live and work.

*There is power in working together, creating a platform of both resources and experience to build a city that works for us all.*

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# 2020 shows the power of working together

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**1** When businesses closed their doors in March 2020, the team at Liverpool BID Company knew it would be more important than ever to be able to connect with people whilst they worked at home or whilst their businesses closed.

**2** What the past twelve months has done has made us more determined to bring businesses together and to strengthen the city centre, not just for visitors or to make Liverpool a destination, but to help the city rebuild and thrive.

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**3** Giving different businesses a profile, both locally and nationally, has helped Liverpool business to share its case, giving them a voice in the media and talking directly to those in power.

**4** We provided a conduit between businesses and government on a local, regional and national scale by championing and lobbying for support. Liverpool BID Company made the case for Liverpool city centre's high street and its industries.

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**5** When support began to come, we worked to tell every levy payer how they could access it. We have also highlighted gaps and championed campaigns, like Raise the Bar for larger venues, the night-time economy and the self-employed.

**6** Providing data and analysis added context and learning, while regular digital events shared expertise and perspective. 2020 was, hopefully, a year like no other, and at every turn, Liverpool BID Company worked to be the voice and the platform our levy payers needed at a time of crisis.

**7** As the city began to re-open, we have helped businesses to navigate the ever changing waters.

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**8** We will not always be in a pandemic, but our shared way of working, of lifting up every business and being their voice at the table has helped to strengthen our levy payers. We have created a more sustainable, attractive and vibrant environment for our levy payers to do business, whether that means utilising public space, promoting them within the national media or making their case to the central government.

**9** A crisis has shown us all that collaboration and working together make us stronger as a whole, and make Liverpool much more resilient as a result.

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# 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.

We established our first BID, Retail & Leisure, originally called City Central, which was then quickly joined by the Commercial District BID.

What BIDs have shown is the power of bringing businesses together to transform the areas of a city, making them safer, more attractive, supporting culture, arts and events, increasing footfall and economic activity. We have become a platform and a champion for business in Liverpool.

BIDs began 50 years ago in Toronto and are rooted in answering the question of how businesses can contribute to a city. Doing business is not as simple as having an office space. The environment we do business in is vital. It shapes our daily experience, how we are able to connect and work together. It impacts how accessible and how attractive we are both to those who work alongside us and those from outside.

As Liverpool city centre has transformed over the past 16 years, Liverpool BID Company has been at its heart, providing a voice and a platform for busi-

nesses. Our 1,500 levy payers have played a central role in encouraging visitors to come to Liverpool, in helping to celebrate independents like those on Castle Street and Bold Street. In 2020, those levy payers were pivotal in creating Liverpool Without Walls, essential for the city centre's ability to innovate and survive during the pandemic.

Accountability is key, and we know that when we work together we are stronger for the city, connecting its range of voices, passions and interests.

With more than 300 BIDs in the UK, BIDs are proven to be the vehicle to strengthen the links within the business community and improve places. We firmly believe that with the Culture & Commerce BID we can continue to help businesses and areas across the city centre to maintain their distinct identity whilst working together. We are a destination on the global stage and when we enable the private sector to support and work alongside the public sector we are more resilient.

# £1.5m

Invested in the  
BID Area every year.



1. Mystery Shop Awards—2017
2. CardiAct—2019
3. Celebrating Bold Street—2017
4. Mystery Shop Awards—2018
5. BID Radio Link—2017
6. Promote in Liverpool—2011
7. Urban GreenUp Pop up Forest—2018
8. Commercial District £1.6m Public Realm Improvement—2015
9. The Liverpool Plinth—2018

## 1 Safety and Environment

### BID Street Rangers

- The BID Street Rangers provide extra cleansing and maintenance services on both private and public spaces across the BID Area. On average each month, 63 doorways and 55 phone boxes are cleaned, 9 graffiti locations are restored and 27 areas of private BID Levy Payers land are cleaned.

### Urban GreenUp

- We attracted £600,000 of funding for green spaces in the BID Area including a 60-metre long green wall in St Johns Shopping Centre.

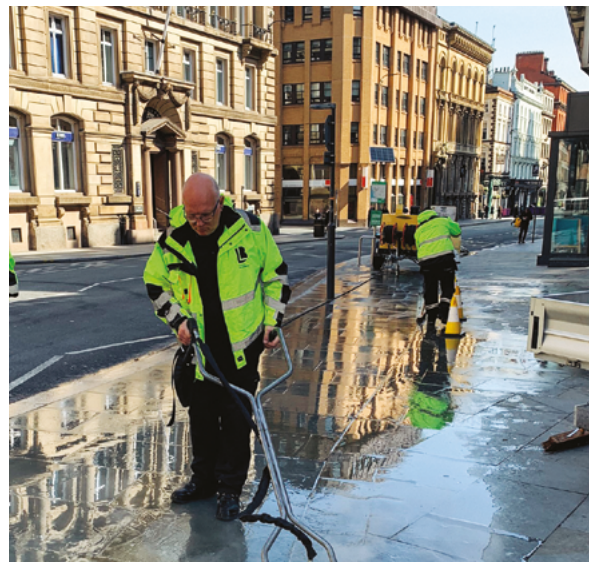
### BID Safety Partnership

- We make Liverpool safe for shoppers and businesses alike. We support and fund joint work with Merseyside Police including 2 BID funded Merseyside Police officers providing levy payers with a direct response to enquiries about safety, anti-social behaviour and security issues. We have liaised with partners to establish Public Space Protection Orders (PSPOs) to tackle issues in the city centre. Our BID Police Team have been instrumental to keep prolific offenders away from the city centre via CBOs (Criminal Behaviour Orders).
- We also connect and coordinate the response of the security teams of over 150 businesses as part of our BID Radio Link and DISC system. We signpost to counter-terrorism training and information.
- The Alleygate scheme we helped to implement, along with a response plan, has helped to protect vulnerable businesses and to maintain a safe and clean environment.

BID Police Officers



BID Street Rangers



## 2 Connectivity & Transport

### Travel & transport updates

- We work closely with Merseytravel, Merseyrail, Mersey Ferries and Regenerating Liverpool by supporting the communication of core campaigns with BID Levy Payers and employees to minimise disruptions in the district with a special emphasis on Merseyrail's platform upgrade work taking place from 20 Oct 2018-16 June 2019 and the £47m Liverpool City Centre Connectivity (LCCC) scheme.

### Shopmobility

- Shopmobility helps to keep our shopping areas accessible and we work to deliver and support the scheme and its users.

### City map

- We annually co-produce 150,000 city centre maps in partnership with Liverpool ONE showcasing key attractions, accommodation and transport links across Liverpool city centre.

### Networking opportunities

- We host regular networking events for levy payers to create forums which bring neighbouring businesses and sectors together.

Urban GreenUp



Networking Office Market Review



## 3 Animation & Marketing

### Christmas

- Christmas is vital for our levy payers and for the whole city. We enhance the BID Area throughout the festive season, from the Snowflake Trail and Christmas projections on M&S and Primark to Christmas trees, lasers and light displays.
- In 2019 we brought an international light show to Liverpool, Liverpool Light Spectacular, a 50-metre LED tunnel of light and music. We decorated Liverpool city centre with Christmas lights and 2,000 baubles from Bold Street to Old Hall Street. A walkthrough Christmas tree in Williamson Square, along with Christmas trees in Church Street, Exchange Flags and St Paul's Square adding to the festive spirit. Our Neon Angel Selfie installations were part of our campaign aimed at encouraging visitors to share the Christmas magic through social media.

Christmas 2019



### Working in Partnership

- Alongside our cultural partners, like Culture Liverpool, FACT, Open Culture, Bluecoat and more, we create eye-catching and bespoke events, often using venues within the BID or animating the BID Area. We continue to support Culture Liverpool's annual programme, with an investment of over £500,000 in recent years.
- We have supported LightNight as a major sponsor since its inception.
- We have developed strong partnerships to bring art into the Commercial District with dot-art and through our £250,000 investment with Liverpool Biennial.
- We are always looking at opportunities to maximise the BID Levy and work together with city partners. We match funded Liverpool City Council to enhance street lighting with £100,000 of investment in tree lighting, ceilings of light and upgrades to LED street lighting.

Liverpool Biennial



### Seasonal campaigns

- We build awareness campaigns to drive footfall and sales, like Summer of Love, Williamson Square Bandstand, Independents' Week, Celebrating Castle Street and Bold Street, Student Takeover plus promoting Valentine's Day, Grand National and Mother's Day offers and more.

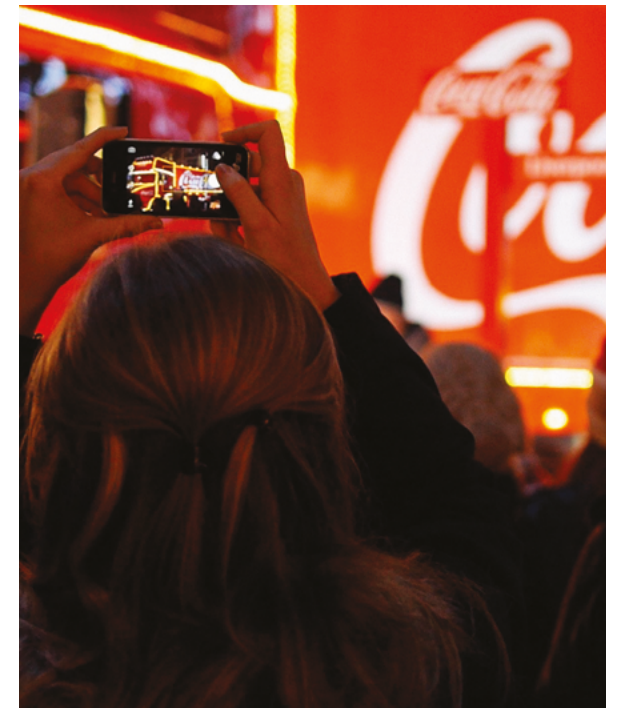
Celebrating Bold Street



### Promote in Liverpool

- With Promoteinliverpool.com we manage experiential spaces across the BID Area, including some of the most prominent locations with some of the best footfall levels in the North West for organisations who want to get in front of Liverpool city centre's 75 million annual visitors.
- We generate £120,000 additional revenue each year which gets re-invested into the city centre.

Promote in Liverpool



## 4 Business Support

### Supporting sustainability

- We identify industry trends and facilitate planning for the future, for instance through the annual Liverpool Commercial Office Market Review, which we fund and deliver in partnership with Professional Liverpool's Property group.
- We support the Strategic Regeneration Framework (SRF) for Cavern Quarter and Williamson Square and co-funded the SRF for the Commercial District, creating a vision and plan for those areas.
- We take part in MIPIM, the world's largest property market exhibition in Cannes, France, to reach out to potential new investors from around the world, championing the Commercial District as a destination for investment.

### Championing your voice

- We make sure the voice and interests of our levy paying businesses are heard and reflected in the development of proposals and initiatives. We work with Liverpool City Council and our stakeholders to talk about how districts, experiences and public spaces can be improved.

### Mystery Shop: improving customer service

- We support our levy paying businesses by running an annual mystery shop programme to benchmark customer service across retail, food and leisure.

### Business support

- Business support at all stages is crucial for the sustainability of the city. We have created an environment to help even the smallest of firms flourish backed by a program of training and access to sources of funding and experts.

Mystery Shop Awards 2019



## Some conclusions from the last 16 years...

We have created partnerships  
with businesses and main city  
stakeholders

Delivered innovative  
solutions through public-  
private collaboration

We have created a strong-team that is  
innovative, experienced and flexible in  
responding to your business needs

Championed our levy payers  
by giving them a voice and  
represented their areas and  
sector needs

Strengthened the business  
community allowing  
collaboration and links  
among our levy payers



# The next Chapter, Expanding the BID

For 16 years, Liverpool BID Company has been at the heart of a city in transformation. From Grosvenor's Liverpool ONE to a global shift in how business is conducted around the world. Now we are facing a new chapter of this transformation and we want to continue to be at the heart of it bringing the business community together as we recover.

We invest £1.5m every year into the BID Area, working with our levy payers to create a place to do business, be that retail, hospitality, professional services, commercial activity, culture or creativity.

Our work includes making Liverpool safe, improving the public realm, adding art into the everyday and encouraging businesses to work together. Promotion and support helps to keep businesses competitive.

There is a shift in the way we work and use our city centres. This has been part of our planning for several years to ensure Liverpool would be able to adapt. Yet 2020 has thrown into sharp relief the desire and need for flexibility, for a city centre to work for all its communities and people.

We are ready for the next chapter in its development. Cities like Liverpool are ecosystems where every-

one, from the digital agency to the artist, the global leader to the independent bagelry, understands the power of working together for a shared goal.

In Liverpool it is about shaping that ambition together, and at Liverpool BID Company we see the power in being a voice and a platform for businesses. We believe in giving businesses a stake in our shared future.

Our strategy for Liverpool is the Culture & Commerce BID, covering an extended Commercial District, the Waterfront and St George's Quarter. We will take our proven track record, in the commercial and retail hearts of the city, to help Liverpool recover and rebuild.

Liverpool has faced challenges before and it faces a fresh one for the next generation. Like many cities there's less money to go round, especially in the public purse, and we have hard decisions to make about how that money should be spent.

Our strategy is to create a place that supports every business and enterprise, allowing larger companies and venues to power the city's renaissance, while creating an environment for our independents to thrive.

Liverpool BID Company will be holding a ballot in May 2021. If successful, the term of the Culture & Commerce BID represents a further investment of over £6.8 million in the BID Area. The aims and objectives set out in this business plan have been shaped by a continuous consultation exercise with businesses, their employees and stakeholders in the different areas.

<b>page 16</b>	See the proposed BID Area
<b>page 16</b>	Find out what this would mean for your area
<b>page 22</b>	Read through the Core Areas of work
<b>page 28</b>	See the budget
<b>page 30</b>	The businesses endorsing this Business Plan
<b>page 32</b>	Governance
<b>page 35</b>	Key Dates for the ballot

# What would it mean for each area

Liverpool is a city filled with characterful districts, each with a strong identity and individual needs.

The Culture & Commerce BID emboldens this, providing a solid foundation for each of these distinct areas. The Culture & Commerce BID would include the Waterfront, St George's Quarter and an expanded Commercial District BID working alongside its sister BID, Retail & Leisure BID.

# The BID Area

The Culture & Commerce BID helps Liverpool to face the future together.

**BID Term until 2023**

**● Retail & Leisure BID**

Retail & Leisure BID will continue to operate its current term which is due for renewal in 2023 and will continue the 16 years of improving Liverpool city centre. Having a bigger sister BID to work with will allow the Retail & Leisure BID to play a bigger part in city-wide initiatives and be more integrated with the rest of the city centre.

**The Culture & Commerce BID going for ballot in 2021**

**● Commercial District BID**  
**● Commercial District Extension**

Moving into the 3rd term Commercial District will be the core of the Culture & Commerce BID. Continuing the work to make this the international business destination that it is. Driving the delivery of the Commercial District SRF (Spatial Regeneration Framework) into reality.

**● Waterfront**

The Waterfront would benefit from destination marketing, selling its rich cultural offer and events, whilst also linking across the city centre. We will support a Subvention Fund, to attract conferences and business events to help contribute to Liverpool's competitiveness on the global stage.

**● St George's Quarter**

St George's Quarter is the gateway to so many of Liverpool's visitors, both culturally and commercially. Destination marketing will tie the Quarter to the wider city offer, while positioning itself at the heart of the city's heritage.

# What works for each BID

Liverpool is a city with character, each with a story and individuality



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Waterfront



St George's Quarter

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# 1. Future-proofing our city

## Resilience

Working together to strengthen and pooling abilities and resources.

### Insight

Knowledge is power, this is why we will help our BID Levy Payers to understand their marketplace and economy.

Our data collection and reports aim to offer a full picture of both locals and visitors including expenditure behaviour, demographics, footfall, visitor numbers and occupancy.

Our sectorial and city centre reports will contribute to assessing the health of the city's economy and help businesses to plan and to forecast.

### Business Support and Growth

Strengthening businesses and providing our levy payers with the support and the tools they need to thrive, access specialist support and optimise operational costs.

Supporting businesses into a more sustainable, digital adapted, ethical, diverse and carbon footprint neutral model of doing business.

Providing targeted training programmes working with Higher and Further Education institutions to support businesses to up-skill employees, particularly aiming to provide valuable free-to-access courses.

### Attracting Business

Working with partners to attract new investment and businesses into Liverpool city centre.

Initiatives such as MIPIM, a new empty unit/office strategy or the attraction of events and conferences to ensure we make Liverpool a vibrant place of business.

Collaborating with partners across Liverpool City Region to support business growth, start-up and scale-up to support the mixed-used economy of Liverpool.

Facilitating the retention and attraction of talent.

## Some of our key pledges are:

Supporting a Subvention Fund to attract conferences and business events.

Creating a solid data insights portal to support business planning.

Working with businesses towards a more sustainable and balanced economy.

Representing and joining global forums including Global Business District Innovation Club, MIPIM, IDA and IPM.

## 2. Connecting our city Community

Creating the bridges for a stronger and better connected business community.

### Connectivity & Transport

Working with partners across the city region and businesses to keep Liverpool on the move, improving connections and links within different areas of the city and regional centres whilst reducing disruption for businesses, employees, customers and residents.

Developing with partners a way for businesses to be able to access faster broadband connection.

Collaborating with employers and partners to facilitate sustainable, faster and cost effective commuting routes.

### Creating Links

Facilitating forums, platforms and events for the business community to be better connected as well as better linked with residents and the wider city region.

Facilitating the improvement of the level of business across different areas and sectors of the city to strengthen the links and support across the local economy.

### Vision and Strategies

Ensuring Liverpool businesses have their voices heard. We are shaping how the city develops and know what it needs and wants to be in order to become a thriving place to live, work and play. We are a platform and a champion for businesses.

As we all work on the recovery of the city, it is more important than ever that the business community has a platform to get their needs heard so nobody is left behind.

Turning visions and strategies into tangible projects is at the core of BID's work.

## Some of our key pledges are:

Delivering better pedestrian connectivity across the BID Area, linking Waterfront, Commercial District and St George's Quarter with the rest of the city.

Working with partners such as Merseyrail and bus providers to enhance the look and feel of the key gateways of the city centre.

Creating a platform to bring together, showcase and represent the quarters and sectors in the city.

### 3. Improving our city Placemaking

It is vital that Liverpool is an attractive place to do business, that it is clean and safe, easy to travel around and that it shows its best self.

#### Destination Marketing

Funding destination marketing and creating a forum which brings together major partners of the Visitor Economy in Liverpool like Royal Albert Dock Liverpool and National Museums Liverpool, towards a common approach that attracts businesses and people to our city.

Strengthening relationships among Marketing Liverpool, the accommodation sector and partners is key to developing and driving a strategy which supports the attraction of visitors to Liverpool.

Working with partners to develop a city approach for way finding, jointly promoting our city's quarters like St George's Quarter and Waterfront and creating effective routes.

#### Clean & Safe

Having a safe and clean city with a consistent approach that benefits businesses, residents and visitors alike is key for the sustainable future of Liverpool.

Our good working relationship with businesses, Liverpool City Council and Merseyside Police will allow us to expand the work of our successful BID Police Team and BID Street Rangers into the new areas of Waterfront and St George's Quarter creating tailored initiatives, offering a dedicated presence and saving costs for businesses.

Continue our work improving and increasing lighting, green/blue spaces and public art across the city centre.

#### Events & Campaigns

Working with our partners to make Liverpool an engaging and attractive place to be. Curating seasonal campaigns to attract business and visitors, continuing our city's story.

Working with art and cultural partners to showcase everything the city has to offer, from LightNight to Liverpool Biennial, celebrating our cultural heritage and supporting local organisations.

Ensuring the whole BID Area is part of city-wide campaigns throughout the year facilitating a seamless experience for residents, employees and visitors especially at important times like Christmas, Summer or bank holidays.

## Some of our key pledges are:

Continuing the delivery of enhanced public realm through our commitment to a Public Realm Fund.

Revitalising and enhancing Derby Square, St John's Gardens and other civic squares across the BID Area.

Working with Retail & Leisure BID to celebrate the "Pool of Life" across Whitechapel as the key connecting route from Royal Albert Dock Liverpool to William Brown Street.

Extending our successful BID Police Team and BID Street Rangers to the new areas in the BID.

Leading on seasonal animation and Christmas.

# The budget

As part of the proposed Culture & Commerce BID, we are changing the threshold that sets which businesses can be liable for BID Levy.

We are proposing a BID Levy of 1.6% of the rateable value of businesses whose rateable value is £45,000 or above with a levy cap at £40,000 for any one hereditament.

For existing levy payers within Commercial District BID who will be exempt from paying the BID Levy moving forward, due to the increase on the rateable value, we value your support and there will be ways in which you can continue to get involved with BID projects.

## Income

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Total
BID Levy income*	£1,226,604	£1,263,402	£1,301,304	£1,340,343	£1,380,553	£6,512,206
Additional income**	£50,000	£50,000	£75,000	£85,000	£90,000	£350,000
<b>Total income</b>	<b>£1,276,604</b>	<b>£1,313,402</b>	<b>£1,376,304</b>	<b>£1,425,343</b>	<b>£1,470,553</b>	<b>£6,862,206</b>

\* BID levy income based on 95% collection, with a £40,000 levy cap for any one hereditament and potential annual inflation increase from Year 2 onwards.

\*\* Income from Promote in Liverpool generated via the commercialisation of experiential sites across the Culture & Commerce BID area.

## Expenditure

	Year 1 2021-22	Year 2 2022-23	Year 3 2023-24	Year 4 2024-25	Year 5 2025-26	Total
Operating Costs	£255,321	£262,680	£275,261	£285,069	£294,111	£1,372,442
Resilience	£255,000	£265,000	£270,000	£285,000	£300,000	£1,375,000
Community	£200,000	£210,000	£225,000	£235,000	£250,000	£1,120,000
Placemaking	£520,000	£540,000	£560,000	£580,000	£600,000	£2,800,000
<b>Expenditure</b>	<b>£1,230,321</b>	<b>£1,277,680</b>	<b>£1,330,261</b>	<b>£1,385,069</b>	<b>£1,444,111</b>	<b>£6,667,442</b>
Contingency	£46,283	£35,722	£46,043	£40,274	£26,442	£194,765
<b>Total Expenditure</b>	<b>£1,276,604</b>	<b>£1,313,402</b>	<b>£1,376,304</b>	<b>£1,425,343</b>	<b>£1,470,553</b>	<b>£6,862,206</b>

## BID Levy broken down by areas in Year 1

	Hereditaments*	Rateable Value (RV)	BID Levy
Current Commercial District BID	274	£43,559,400	£696,950
Commercial District Extension	16	£2,929,750	£46,876
St George's Quarter	35	£8,029,500	£128,472
Waterfront	131	£26,279,000	£418,864
<b>Total</b>	<b>456</b>	<b>£80,797,650</b>	<b>£1,291,162</b>

BID Levy	1.60%
Rateable Value Threshold	£45,000

\* Hereditament is a term used in UK local taxation to refer to rateable units of property. It can also be defined as a property which is or may become liable to a rate, shown as a separate item in the valuation list.

## How the BID Levy works

- 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.
- Rateable values:** The eligibility based on rateable value is not fixed and will fluctuate with the national Valuation Office Agency evaluations. Billing is carried out on behalf of Liverpool BID Company by Liverpool City Council who will determine eligibility.
- Levy payments:** BID Levy for Year 1 will be calculated at 1.6% of the hereditament's rateable value.
- 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 Culture & Commerce BID operating board and may not necessarily be applied.
- 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.
- 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 12th June 2021 for an initial period of 354 days and will then be the 1st June each year thereafter, each for a full year until the end of the BID term.
- Exemptions:** There are no proposed exemptions and discounts. There is a levy cap of £40,000 for any one hereditament.
- Vacant properties:** Where a property is vacant, liability for the full BID Levy chargeable falls to the owner/landlord of the property.
- Accommodation hereditaments:** Accommodation businesses within these BID arrangements will only be required to pay this levy until such time as an Accommodation BID comes into force over the same geographical area. At that point this levy becomes null and void for accommodation businesses, and instead those businesses will pay the new levy charged by the Accommodation BID for the term of those BID arrangements. The affected business will have the opportunity to vote in the Accommodation BID ballot when it takes place.

# £6.8m

The proposed Culture & Commerce BID represents £6.8m investment in improving your trading environment.



# Why I back the BID

**Sue Weir**  
CEO of  
Medicash

Liverpool BID Company works in that it helps to bring the business community together meaningfully. Working on projects with a shared vision and aim makes us stronger as a city and better placed to succeed

**Laura Pye**  
Director of National  
Museums Liverpool

Liverpool's cultural offer is central to its economy and ensuring via the BID we have an environment to attract visitors and give them a warm welcome is incredibly important to us at National Museums Liverpool

**Nisha Katona**  
Founder of  
Mowgli

Liverpool has proved to be a city that gets on with the business of helping businesses create wealth and jobs for others

**Troy Johnson**  
Development Director  
of Griffiths & Armour

Knowing there's a strategy in place, that there's a team on hand to support you and your business when you need it, working to constantly improve and evolve the business environment helps to build a thriving business community



**Faye Dyer**  
Managing Director  
of The ACC  
Liverpool Group

The business tourism sector is critical to the economy of Liverpool, particularly now at this vital time of recovery. The BID Subvention Fund will help to support in attracting business events to the city, which in turn will help to underpin the success and growth of our retail and hospitality sectors



**Denise Barrett-Baxendale**  
Director  
and CEO of  
Everton FC

Liverpool's world-renowned waterfront is a growing, dynamic hub of business and cultural activity. As residents of the Royal Liver Building in the heart of Liverpool's waterfront, Everton is proud to be working alongside partners in contributing to our city's exciting future as together we boost our local economy, create jobs, attract visitors and help our region compete on a global stage



**Gillian Miller**  
CEO of Liverpool's  
Royal Court and Chair of  
St George's Quarter CIC

Making the whole of Liverpool city centre a vibrant destination, from its history and heritage to nighttime economy, is vital for the city as it moves forward. Liverpool BID Company threads the city centre together, ensuring all its parts work in harmony

# Governance, How it will work

It's rooted in legislation, which gives businesses the power to formally designate an area and to leverage additional funding to be invested on priorities that matter to them.

## How the BID works

A BID is a voice and a platform for businesses. To form a BID, over half of the businesses in a designated area must vote 'YES' by total number of votes cast, and also by rateable value of those votes cast. If successful, every business that meets the criteria automatically becomes a BID Levy Payer and pays a levy each year, which is invested to deliver the aims of the BID business plan which is created following consultation with businesses in the area.

The levy creates extra benefits that work to vastly improve the quality of the area, for businesses, visitors and employees, as well as, making it more attractive to investors. This money can pay for physical projects, like better lighting or street cleaning, the creation of green spaces, crime reduction programmes, special events, transport, accessibility or marketing. All these decisions are set out in the BID business plan.

## Governance

Liverpool's existing BIDs, Retail & Leisure BID and Commercial District BID, are both managed by us, the Liverpool BID Company. We are a private, not-for-profit limited company, working on behalf of our 1,500 BID Levy Payers.

The current Commercial District BID will expand and also include Waterfront and St George's Quarter. The new BID will be named Culture & Commerce BID which will be managed by us, Liverpool BID Company. It will bring businesses from a larg-

er area under one umbrella, allowing a better connected and supported Liverpool city centre.

Each BID is overseen by a separate operating board, currently one for Retail & Leisure BID and another one for Commercial District BID, who ensure that what's delivered is in line with the business plan. The Liverpool BID Company Executive Board oversees the strategic and financial aspects of the company.

The current Commercial District BID board will transition into the Culture & Commerce BID board by enlarging the representation and including businesses from the new areas. All operating boards will be able to influence and take part in the strategy helping to make Liverpool as welcoming, accessible and safe as it can be.

## Baselines

As a BID we must deliver services that are over and above those provided by statutory partners (such as Liverpool City Council and Merseyside Police) we establish a 'baseline statement', setting out what services are provided by them and allowing the BID to pledge additional support.

The following baselines apply to this BID ballot:

- Street Cleansing Provided by LSSL (Liverpool-Street Scene Limited) on behalf of Liverpool City Council
- City Centre Policing – Merseyside Police
- City Centre CCTV – Monitoring (CityWatch) – Liverpool City Council

Service level agreements are also in place for:

- Christmas Light Provision
- Operation of a Section 115 licence within the BID Area

*A BID is a partnership allowing businesses, within a specific area, to access additional services, business support and representation.*

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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.*

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## Key dates

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.

The ballot date is 10 June 2021 at 5pm – all votes received by Civica before this time will be counted. 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.

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Stakeholder engagement	2020
Public consultation	February 2021
Launch of the business plan	April 2021
Postal ballot 2021	Thursday 13 May 2021–Thursday 10 June 2021
Announcement of ballot result	Friday 11 June 2021
Culture & Commerce BID starts operating	Saturday 12 June 2021

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For more information visit: [liverpoolbidcompany.com/ballot](https://liverpoolbidcompany.com/ballot)

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# Vote YES for Culture & Commerce BID *2021—2026*

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Liverpool BID Company  
LiverpoolBIDcompany

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

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