



Publication

**Annual
Report &
Accounts
Summary**

Year

2018/19

Publication Annual Report & Accounts Summary
Year 2018/2019
BID Area Retail & Leisure BID
Commercial District BID
delivered by Liverpool BID Company

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BID CEO & Chair Summary



Bill Addy—Chief Executive Liverpool BID Company

Welcome to our 2019 annual report that for the first time encompasses both BIDs - Retail & Leisure BID and Commercial District BID. The previous 12 months have been particularly successful for Liverpool BID Company as we continue to represent the interests of 1,500 BID Levy Payers, with £1.5m worth of investment into the BID area annually.

A highlight of the last year came in the summer when 66% of Levy Payers voted yes for a fourth term of Retail & Leisure BID, extending operation until 2023, and representing a vote of confidence in the work we do to improve the Retail & Leisure BID area.

We are half way through the delivery of the £3.5m masterplan to improve the Commercial District BID which levy paying businesses voted for in 2016. Our Office Market Review demonstrated earlier this year that office take-up in the area is the highest since records began!



Tony Wilson—Chair Liverpool BID Company

Looking ahead, we will continue to work closely with our partners at Liverpool City Council, Liverpool & Sefton Chambers of Commerce and Liverpool City Region Combined Authority to ensure the interests of our BID levy paying businesses and areas are being met.

We will also strengthen our partnerships with Marketing Liverpool and Liverpool Hospitality Association to ensure the different destinations within the BID areas are a destination of choice for locals and visitors to work, shop, eat and play.

We will ensure that the additional services we provide such as the BID Safety Partnership will continue as we work in partnership with Merseyside Police, the BID Street Rangers and Street Support Liverpool network. Alongside our other popular events and animation, including the Christmas campaign.

We would also like to thank all our BID Levy Payers for your ongoing support. The more engagement we receive from you, the greater impact our campaigns, lobbying and services will have. Please get involved in our work in making this great city even greater. ■

Church St Christmas Tree



Celebrating Castle Street



The Great British Baraat as part of LightNight 2019



Retail & Leisure BID Accounts Summary

Year 1

1 November 2018 — 31 May 2019 ¹

Expenditure ▶

Managed District <i>Environment & Safety</i>	£128,782
Promoted District <i>Animation & Marketing</i>	£121,394
Working District <i>Business Support</i>	£19,954
Connected District <i>Connectivity & Transport</i>	£34,995
Overheads	£94,190
Total expenditure	£399,315
Carried forward	£173,931
Total	£573,246

Funded by ▶

BID Levy Income	£456,236
Additional Income Generated ²	£82,490
Reserves ³	£34,520
Total	£573,246

⁽¹⁾ The Retail & Leisure BID term is for 4 years and 7 months, the first billing period detailed above is for 7 months.

⁽²⁾ Income from 'Promote in Liverpool' experiential sites across the Retail & Leisure BID Area.

⁽³⁾ Including repayment of loan provided by Retail & Leisure BID to Commercial District BID to enable the purchase of cleansing equipment, along with sponsorship and affiliation.

Retail & Leisure BID Chair Welcome



Jennina O'Neill — Chair Retail & Leisure BID

We are thankful for the support shown at the Retail & Leisure BID ballot back in June, when 66% of Levy Payers voted yes for a fourth Retail & Leisure BID term, taking it to 2023, and unlocking £5m worth of investment in improving the city's main retail and leisure district.

We will continue to adapt and provide dynamic solutions in order to face the challenges seen in the high streets across the country. Never has it been more vital that our high street is well-managed and promoted for the benefit of businesses, visitors and locals. To achieve this we will continue to work with our partners to provide additional services through the BID Safety Partnership, the BID Street Rangers and the Street Support Liverpool network among others.

Supporting customer service across the BID area is one of our main priorities, which is why we will continue to invest in the Mystery Shop programme as the cornerstone of the BID's work on improving customer service standards. We will also continue to champion and support businesses with our Independents' Week campaign or the Christmas programme to name just a few.

We are looking forward at our plans over the remaining four years of the BID term:

→ We will be working on the strategic plan over the Christmas offering for the city.

- We will continue to lead the way by working closely with Liverpool City Council and partners to develop the next chapter of Cavern Quarter and Williamson Square through the SRF (Spatial Regeneration Framework) which will create a vision and a plan to improve both areas.
- We will strengthen the Retail & Leisure BID Operating Board.

I invite all Levy Payers to get involved in all these areas over the next 12 months as we shape a high street and city centre that meet the demands of tomorrow. ■

Retail & Leisure BID Operating Board Members:

Jennina O'Neill — <i>Metquarter</i> , Chair	Louise Benson — <i>M&S</i>
Ian Silverberg — <i>Silverberg Opticians</i> , Deputy Chair	Ed White — <i>Marriot Hotel Liverpool City Centre</i>
Lindsay McAlice-Kennedy — <i>Barclays</i>	Katie Coyle — <i>Matalan</i>
Sara Carlisle — <i>Boots</i>	Matt Jones — <i>NEXT</i>
Robert Longthorne — <i>Everyman & Playhouse Theatres</i>	Adrianna Szablowska — <i>Primark</i>
Gregory Abrams — <i>Gregory Abrams Davidson LLP Solicitors</i>	Vicki Allison — <i>Radio City</i>
Jonathan King — <i>Holiday Inn</i>	Neil Ashcroft — <i>St Johns Shopping Centre</i>
	Paul Curran — <i>Wetherspoon</i>

Commercial District BID Chair Welcome



Julie Johnson — Chair Commercial District BID

Representing more than 800 businesses in the district, the Commercial District BID is a vital cog in the city region economy, and remains the preferred destination of choice in the city region for the professional sector, creative and digital industries. Our work supporting levy paying businesses to grow and thrive will continue to involve key partners including Liverpool & Sefton Chambers of Commerce along with Professional Liverpool.

Earlier this year we reported the highest commercial office take-up since records began at our annual Office Market Review. While this is to be celebrated, the report, and indeed the BID, recognise the challenges we face, particularly the lack of Grade A office space availability.

We are excited to be writing the next chapter of the district through our investment in the Commercial

District SRF (Spatial Regeneration Framework), which aims to drive investment into the area and create jobs. These plans were outlined and welcomed at this year's MIPIM event, of which the BID formed part of the city's delegation.

Elsewhere, exciting art and animation - including the Liverpool Biennial 'Cenotaph' and Liverpool Plinth, Celebrating Castle Street, Food & Drink Week (including the debut Chefs Awards), continues to encourage more visitors into the area, as well as championing Liverpool's growing hospitality sector, which continues to outperform most other major cities in the country.

All these activities will not be possible without your input which helps us to adapt and shape our services. Thanks to your involvement, you will be able to see new initiatives coming to fruition such as the upcoming Christmas campaign.

This year, we will see Levy Payers and external businesses hosting promotional activities across the district, generating additional revenue to be reinvested back into the area. Check with the BID Team about your free allocation of promotional spaces.

With a strengthened Commercial District BID Operating Board after several new faces joined at the end of last year, the future looks very positive for the area. I want to thank all our BID levy paying businesses for your support over the past 12 months, and look forward to working with you as we take the district into the next chapter. ■

Commercial District BID Operating Board Members:

- | | |
|-----------------------------------------------------|---------------------------------------------------------|
| Julie Johnson — <i>Morecrofts Solicitors, Chair</i> | James Kirk — <i>Kaleidoscope</i> |
| Sean Keyes — <i>Sutcliffe, Deputy Chair</i> | Andrew Kingsley — <i>Kingsley Recruitment</i> |
| Takis Melitsiotis — <i>Aloft Liverpool Hotel</i> | Gavin Sherratt — <i>Mashbo</i> |
| Mark Blankstone — <i>Blankstone Opticians</i> | Paul Moran — <i>Mason Owen</i> |
| Phil Malthouse — <i>Brock Carmichael Architects</i> | Matthew Ashton — <i>MgMaStudio</i> |
| Sue Darwell — <i>Brunwood</i> | Andy Webster — <i>MHA Moore and Smalley</i> |
| John Clegg — <i>Downing</i> | Emma Carey — <i>MSB Solicitors</i> |
| Dayle O'Hara — <i>Fazenda</i> | Richard Hill — <i>NCP Car Parks</i> |
| David Swaffield — <i>Hill Dickinson</i> | Ian McCarthy — <i>Former Director, Liverpool Vision</i> |

Commercial District BID Accounts Summary

Year 3
1 June 2018 — 31 May 2019

Expenditure ▶

Managed District <i>Environment & Safety</i>	£114,552
Promoted District <i>Animation & Marketing</i>	£208,456
Working District <i>Business Support</i>	£65,065
Connected District <i>Connectivity & Transport</i>	£19,423
Overheads	£146,725
Total expenditure	£554,221
Carried forward	£169,981
Total	£724,202

Funded by ▶

BID Levy Income	£607,889
Additional Income Generated ¹	£7,813
Reserves	£108,500
Total	£724,202

⁽¹⁾ Income from 'Promote in Liverpool' experiential sites across the Commercial District BID Area, along with sponsorship and affiliation.

1 ↪

Managed District Environment & Safety



BID Street Rangers

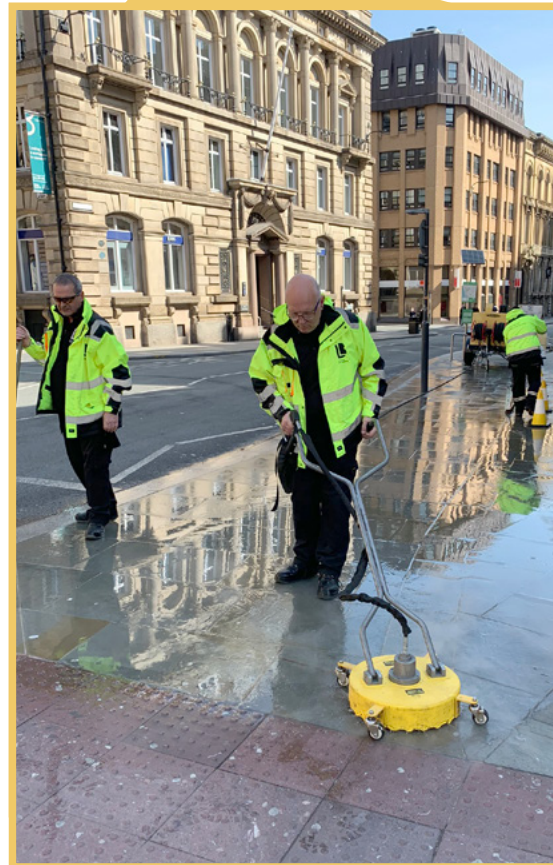


BID Police Officers

BID Safety Partnership

- Your BID levy continues to fund two BID Police Officers, who provide BID Levy Payers a direct response to enquiries about safety, anti-social behaviour and security issues.
 - On average each month, they directly deal with 61 anti-social behaviour issues, along with providing reassurance and support to more than 51 BID Levy Payers.
- As part of the BID Safety Partnership, we also operate a Radio Link network with more than 130 active businesses which provides support and encourages intelligence sharing, supported by the digital platform DISC. The partnership also includes a dedicated BID officer in the council's CCTV (City Watch) control room who works during retail hours on Thursdays and on the evenings on Fridays and Saturdays.
- We have also worked with city partners to retain Purple Flag status for the eighth consecutive year. The status recognises places providing a vibrant mix of entertainment while promoting the safety and wellbeing of visitors and local residents.
- We have established regular intelligence sharing briefings led by the BID Police Team:
 - Bank Watch
 - Bet Watch
 - Hotel Watch
 - Lobby Watch
 - Retail & Security Watch

Visit the BID website to book your place at our intelligence briefings.



BID Street Rangers

BID Street Rangers

- Launched last year, 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 are cleaned
 - 55 phone boxes are cleaned
 - 9 graffiti locations are painted over
 - 27 areas of private Levy Payer's land are cleaned
- They have also deep cleaned areas in the BID area such as Bold Street, Derby Square, Castle Street or Leather Lane.

If you need support with cleansing and maintenance contact the BID Team.

Late Night Levy Exemption

- Those BID Levy Payers licenced to serve alcohol after midnight are exempted from paying the Late Night Levy thanks to our negotiation with Liverpool City Council.
 - On average the 70 exempt BID Levy Payers have saved £1,200 each as a result.

Street Support Liverpool

- We are funding Street Support, a network working on-line and off-line which aims to connect and support both local people and organisations to help end homelessness across Liverpool. Street Support seeks people, decision makers and those with resources to come together in one forum to co-create effective solutions to end homelessness.

Visit streetsupport.net/liverpool for further information.

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.
- The newly-launched insurance deal with Griffiths & Armour allows BID Levy Payers to find and negotiate the most comprehensive cover that fits their budget.

Contact the BID team for more information.

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Promoted District

Animation & Marketing



Elfie Selfie Station at St Johns

St Paul's Square Christmas Tree

Christmas 2018

→ Every year your BID levy funds activities which improve the shopping and leisure experience across the BID area for visitors, employees and residents; from extra seasonal lights and workshops, to animation and the city-wide destination marketing campaign.

During Christmas 2018 this included:

- Light and sound installations on Bold Street, Castle Street, Lord Street, along with the Christmas Tree in Church Street
- Christmas trees in St Paul's Square with CBRE and in Exchange Flags with Shelborn Asset Management
- Additional Christmas lights across the district on: Cook Street, Exchange Flags, Old Hall Street and Tithebarn Street
- Elfie Selfie Station at St Johns
- Workshops at Metquarter
- On-street pop-up animation

Your BID levy also contributed to the city-wide destination marketing campaign 'Christmas in Liverpool' promoting the retail, leisure and hospitality offer of the BID area to a national audience.

Independents' Week

2–8 July

→ The week-long campaign saw over 100 BID Levy Payers showcasing and celebrating their local independent businesses. The campaign was featured across local and regional media including generating £143,832 PR Value, reaching a readership of 143,586 and 2,843,324 unique users online.



Food and Drink Week

Food and Drink Week

24–30 September 2018 & 27 May–2 June 2019

- The week-long campaigns showcased leisure and hospitality businesses across both BID areas. The May edition was organised to coincide with the return of Bordeaux Wine Festival.
- New to 2019, we launched the inaugural Chefs Awards in partnership with Liverpool Hospitality Association to reward those chefs who are excelling in their field.

Promote in Liverpool

- On your behalf we coordinate experiential promotions and bookings throughout the BID area. This has generated over £84,365 which we have re-invested into the city centre to support our core areas of work. BID Levy Payers can promote their businesses for free at our promotional spaces in the city centre.

Visit the BID website for further information.

Student Takeover Week

1–14 October 2018 & 1–7 April 2019

- Both campaigns promoted offers and events from over 80 BID Levy Payers to students in Liverpool on-line and through pop-up events at universities and key student locations. New to this year, we hosted an additional April edition in line with Liverpool ONE.

Commercial District BID Highlights

Celebrating Castle Street

31 May 2019

- As part of Food and Drink Week, we hosted 'Celebrating Castle Street' a street takeover by local businesses including art and craft stalls, street entertainment and your favourite restaurants, cafés and bars.

Public Art initiatives

- We worked with dot-art to create a dynamic art installation at the empty plinth at St Nick's Church giving local artists a unique opportunity to have their work showcased. 'Gold Lamé' was the first sculpture to call The Liverpool Plinth its home.
- We Sponsored Liverpool Biennial which brought the installation 'Cenotaph' from Holly Hendry to Exchange Flags.



Liverpool Plinth

Cenotaph Liverpool Biennial 2018

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Working District Business Support



Mystery Shop Awards 2019

Mystery Shop Awards 23 May 2019

- Our annual Mystery Shop programme covertly assesses the levels of customer service from 200 BID Levy Payers (130 from the Retail & Leisure BID and 70 from Commercial District BID), followed by 1-2-1 sessions to address any room for improvement. This year businesses across the BID Area scored 81% on average based on their customer service levels, with 66 businesses scoring 90% or more.
- White Wolf Yoga, Boodles, Signature Living, Lalligrass, The Restaurant Bar & Grill, The Sweets & Gift Company, Key Lime Coffee, Drome, L1 Styles and Travelodge were among the overall winners for 2019.

Send your expression of interest if you would like your business to be considered for the Mystery Shop 2020 programme.



Net-walking Tours



India Buildings

Commercial District BID Highlights

MIPIIM and Commercial Office Market Review

- We participated in MIPIIM the world's largest property market in Cannes, France, to reach out to potential new investors from around the world, championing the Commercial District as a destination for investment.
- We produced the annual Commercial Office Market Review in partnership with Professional Liverpool's Property Group. Overall office space take up in the Commercial District has seen a record year accounting for 582,084 sq ft including the HRMC deal at India Buildings.

This report is available to download on the BID website.

Commercial District SRF

- Funded the Commercial District SRF (Spatial Regeneration Framework), working alongside partners at Liverpool City Council and the private sector to safeguard the future growth of Commercial District BID for the benefit of BID Levy Payers and the wider city region economy.

Retail & Leisure BID Highlights

Cavern Quarter and Williamson Square SRF

- We are working with Liverpool City Council and private sector stakeholders on the Cavern Quarter and Williamson Square SRF (Spatial Regeneration Framework) looking at developing a vision and plan for the future of these two prominent areas at the heart of the BID Area and Liverpool city centre.

Footfall and sales insights

- We have doubled and improved the provision of footfall cameras by increasing the areas covered which provides weekly and monthly footfall figures.
- We continue to collate a combined monthly sales figure for the retail area.

You can access footfall and sales data through the use of the BID Dashboard. Get in touch with the BID Team to get access.

Wellbeing initiatives

- We are committed to continuing to support the wellbeing activities which are free to join for employees in the BID area such as the weekly BID Choir or the fortnightly Net-Walking Lunches.

Find out more on the BID website.

Training package

- We facilitated free training opportunities for employees in the BID area including: Counter-terrorism awareness, Child exploitation awareness and First aid training. Over 100 BID Levy Payers have benefited from our training packages.

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Connected District Connectivity & Transport

Travel & Transport Forum

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

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.
To obtain copies please contact the BID team.

→ Worked with city partners to coordinate delivery of bespoke maps linked to key events in the city including the last visit of the Giants, 'Liverpool's Dream', and the city-wide 'Christmas in Liverpool' campaign.

Networking events

→ We continue to host networking events for Levy Payers, an opportunity to get updates on upcoming campaigns and promotions across the BID area, a chance to speak to some of our partner organisations on what matters to you, as well as meeting your neighbours across the BID area along with the BID team.

→ We host our events at levy payer's venues and deliver them at different times (morning, lunch and evening) to facilitate attendance of levy payers from different sectors. They represent a great opportunity for businesses to showcase their work and venue to other Levy Payers.

If you want to attend or host any future events get in touch with the BID Team.

Merseyrail Platform upgrade work

It's happening
Platform upgrade works

Platform upgrade work
October 2018 – June 2019

Your brand new trains are on track for 2020 and to get ready for their arrival platform upgrade works are taking place across the Merseyrail network in phases.

To check when your route will be affected and to plan your journey visit merseyrail.org/itshappening



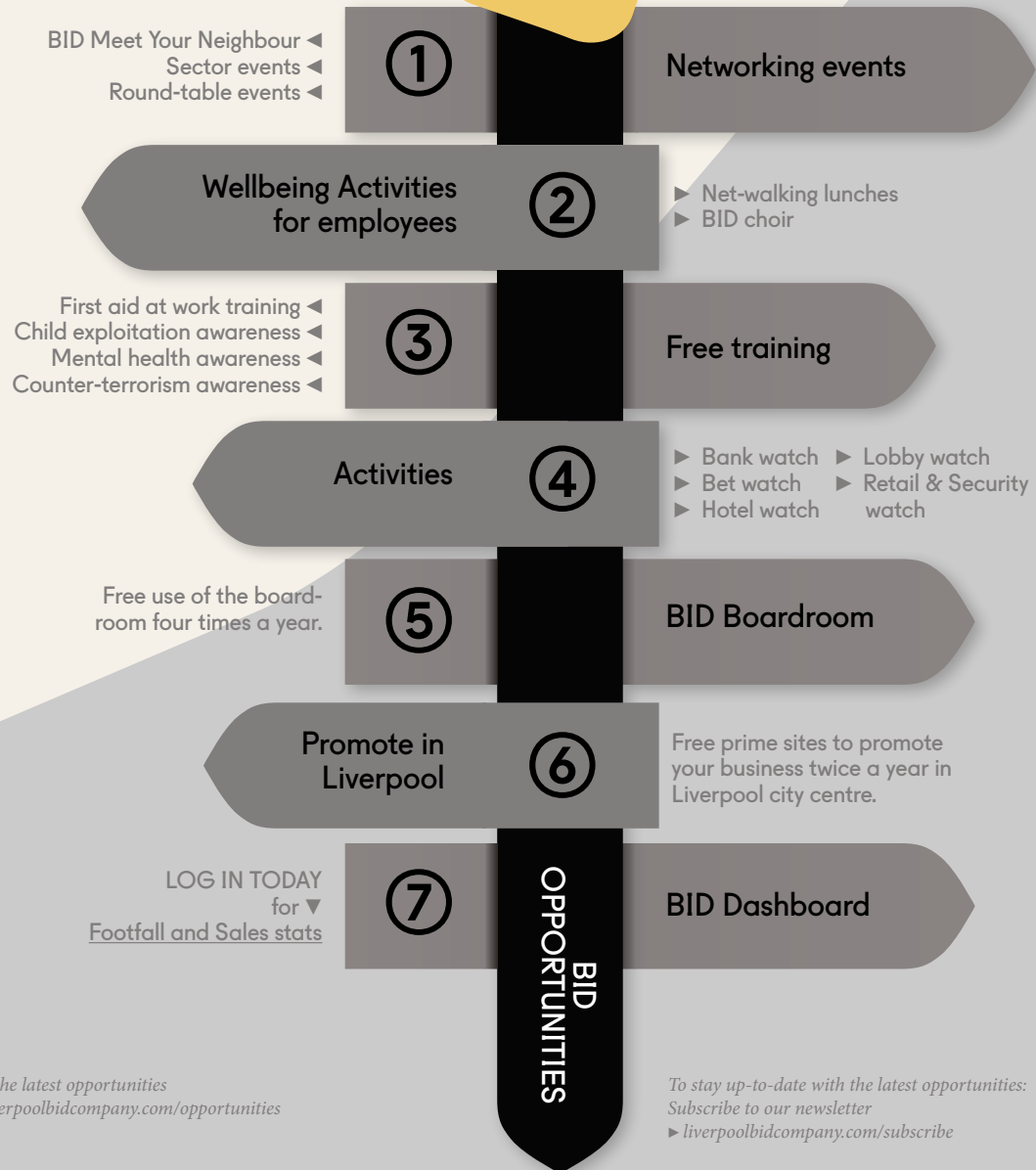
Networking events



Networking events

Up to £5,000

worth of BID opportunities for your business



For the latest opportunities
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Businesses
working together
to create a thriving
and vibrant
destination.



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