



2019—20

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BID CEO & Chair Summary

Welcome to our 2019/2020 Annual Report. This year, we are especially proud to be reflecting on the past twelve months. We are in a uniquely challenging moment, but the work we have been part of, and the spirit we have seen from our 1,500 BID Levy Payers at this difficult time, is nothing short of inspiring.

It has never been more important to have a platform supporting BID Levy Payers across both BIDs to facilitate a smooth recovery for all sectors affected. In the nine months before March, we worked to champion and support our levy payers, with our annual investment of £1.5m into the BID Area.

Through Independents’ Week, our work developing new visions for the Commercial District and for the Retail & Leisure’s Cavern Quarter, along with a hugely successful Christmas campaign, we were excited for a strong future, working together.

The global crisis we all now find ourselves in has meant we are walking a different path.

Our day to day work shifted at the start of the crisis to help provide businesses with a voice and a place of support, as well as, operational support onsite via our BID Police Team and the set up of the city centre operations group. We have helped our levy payers navigate these uncertain waters and secure the support they need to survive.

We have been a champion for our BID Levy Payers, lobbying at a local, regional and national level to identify the help and investment needed, lending our time and energy to campaigns from different industries and sectors.

Bringing together a range of experts and specialists from the vast array of industry in our BID Area has been a vital source of insight and guidance. Pivoting to digital support has been something our levy payers have found useful as they hear from their peers and we share that journey with them on the road to recovery.

Moving forward, partnership and working together will be important like no time before. As a city, we know that when we share our experience, our knowledge and we pull together, we can succeed. Confidence will be key as we begin to rebuild.

At Liverpool BID Company, we will continue to provide representation at every layer of government. We work with partners across the city region, including Liverpool City Council, Liverpool Chamber of Commerce, the Combined Authority, Liverpool Hospitality Association and more to jointly invest in our BID Area, so that they work for business, for residents, employees, shoppers, visitors and more in this challenging time.

Bill Addy
Chief Executive
Liverpool BID Company

Tony Wilson
Chair
Liverpool BID Company



Executive BID Board Members

Tony Wilson
Complete Mediation, Chair

Cllr. Gary Millar
Liverpool City Council

Carl Wood
Media Expert

Andrew Ruffler
Professional Liverpool

Nigel Britton
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Cllr. Liz Parsons
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Metquarter

Ian Silverberg
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Iain Finlayson
Liverpool ONE

Julie Johnson
Morecrofts

Sean Keyes
Sutcliffe

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Sara Carlisle
Boots

Katie Coyle
Matalan

Neil Ashcroft
St Johns Shopping Centre

Ian Silverberg
Silverberg Opticians,
Deputy Chair

Mark Da Vanzo
Everyman & Playhouse
Theatres

Aaron Saphier
Next

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Liverpool City Council
(Stakeholder)

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McAlice-Kennedy
Barclays

Jonathan King
Holiday Inn

Nicola Joyce
Primark

Cllr. Christine Banks
Liverpool City Council
(Stakeholder)

Louise Benson
M&S

Vicki Allison
Radio City

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Brock Carmichael Architects

James Kirk
Kaleidoscope

Richard Hill
NCP Car Parks

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Bruntwood

Andrew Kingsley
Kingsley Recruitment

Colleen Martin
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Takis Melitsiotis
Aloft Liverpool Hotel

John Clegg
Downing

Matthew Ashton
MgMaStudio

Ian McCarthy
Former Director,
Liverpool Vision

Mark Blankstone
Blankstone
Opticians

Júlia Coutinho Huf
Fazenda

Andy Webster
MHA Moore and Smalley

Shane Fitzpatrick
Merseytravel
(Stakeholder)

David Swaffield
Hill Dickinson

Emma Carey
MSB Solicitors

Retail & Leisure BID Accounts Summary

Year 2
1 June 2019 — 31 May 2020

Expenditure

Managed District <i>Environment & Safety</i>	£190,795
Promoted District <i>Animation & Marketing</i>	£359,110
Working District <i>Business Support</i>	£20,209
Connected District <i>Connectivity & Transport</i>	£39,674
Overheads	£159,164
Total expenditure	£768,952
Carried forward	£308,988
Total	£1,077,940

Funded by

BID Levy Income	£761,362
Additional Income Generated ¹	£135,589
Reserves ²	£180,989
Total	£1,077,940

⁽¹⁾ Income from 'Promote in Liverpool' experiential sites across the Retail & Leisure BID Area, along with contributions from partners and projects revenue.

⁽²⁾ Including repayment of loan provided by Retail & Leisure BID to Commercial District BID to enable the purchase of cleansing equipment.

Retail & Leisure BID Chair Welcome

We are a year and half into our fourth Retail & Leisure BID term. The confidence, support and added investment through the BID Levy are vital ingredients in our work to face the coming challenges side by side.

As we began 2020, we were enthused by a successful Christmas campaign, and where Liverpool performed as one of the country's strongest areas. Our high street, by no means immune from the difficulties facing the sector nationally was, in the large part, performing more robustly than in other towns and cities. Our work with Bold Street and our arts and cultural partners meant we were excited for what the year ahead had in store.

The BID is a team, from the BID Safety Partnership and the BID Street Rangers to each of our levy payers and through to those who work in different agencies and groups within the city and wider city region. We collaborate with one goal in mind, to make the high street safe, secure, attractive and a place people want to be, whether they live, work or relax there.

The global crisis we find ourselves in does not put a stop to that objective, instead it makes it imperative. Whether it has been through identifying business support, championing our levy payers at regional and national government level to secure the help they need, or by representing your voice on national platforms, we are working to help our high streets survive.

We are working with levy payers to open their doors and navigate the new restrictions they need to adhere to. Public Health is a priority but we are uniquely placed to understand the concerns and challenges our levy payers face so they are not alone.

Your support, our BID Levy Payers, is needed more than ever. Confidence is key, and we will continue to create a high street people want to be in and feel comfortable in. That includes working closely with Liverpool City Council reimagining public spaces as well as continuing the work on the Cavern Quarter and Williamson Square SRF (Spatial Regeneration Framework) as we work to improve both areas.

Recovery may be long but it will be possible, and we know we are stronger when we work together. We may not be facing the same challenges that we thought we would be, but we can continue to shape a high street and a city centre that works for all of us and continues to be a place we love.

Jennina O'Neill
Chair Retail & Leisure BID



Commercial District BID Accounts Summary

Year 2
1 June 2019 — 31 May 2020

Expenditure

Managed District <i>Environment & Safety</i>	£195,655
Promoted District <i>Animation & Marketing</i>	£247,616
Working District <i>Business Support</i>	£27,731
Connected District <i>Connectivity & Transport</i>	£13,727
Overheads	£161,723
Total expenditure	£646,452
Carried forward	£255,020
Total	£901,472

Funded by

BID Levy Income	£588,538
Additional Income Generated ¹	£17,654
Reserves	£295,280
Total	£901,472

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

Commercial District BID Chair Welcome

We represent over 800 businesses in Liverpool's Commercial District and we know how important it is to fuel the city region's economy, now more than ever, as we come out of lockdown and enter the last year of the current term of the Commercial District BID. From professional services and hospitality, to creative and digital industries, we have seen sectors coming together like never before to share knowledge and expertise, to work for the future hand in hand.

The global crisis we find ourselves in is challenging, but we will face it together. Along with our partners, we will always work to champion our levy payers and help to create a place in which they can not just survive, but thrive.

Our work does not stop. MIPIM might have been delayed in 2020, but we continue to promote the Commercial District as a place to do business, and identify what the area needs to help it to grow and play its unique role in the city region's economy.

The work we undertook with the Commercial District SRF (Spatial Regeneration Framework) ahead of the crisis will help us to drive investment to create jobs.

The Commercial District is a place with a thriving hospitality offer, especially around its restaurants and bars and we want it to stay that way. We are working with them to navigate the future and play their role in Liverpool's recovery.

Art and animation will play an important role in generating confidence, and we continue to work with Liverpool Biennial and dot-art to create a space to both inspire and welcome.

We could not do any of this without the support, passion and investment of our levy payers. We have seen them give time, energy and enthusiasm over the past few months. We are honoured to work among such a committed neighbourhood of people and businesses, and it puts us in a strong position as together we work to the future.

Within our board we have the skills, abilities and experience to help support the Commercial District as we strive to recover and rebuild.

Julie Johnson
Chair Commercial District BID



Managed District

Safety and Environment

Looking after the safety and environment of the Liverpool BID Area and wider city centre, working with our partners, has been paramount in the last 12 months. Especially during the lockdown period where we supported both essential and non-essential businesses providing reassurance, minimising anxiety and facilitating a smooth transition for employees, customers and providers.

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 68 anti-social behaviour issues, along with providing reassurance and support to more than 100 BID Levy Payers.
- As part of the BID Safety Partnership, we also fund DISC (a security intelligence sharing platform) with over 250 users which is supported by our Radio Link Network with more than 130 active businesses. The partnership also includes a dedicated BID City Watch Officer in the council's CCTV (City Watch) control room who works during retail hours on Thursdays and in the evenings on Fridays and Saturdays.
- Night Time Economy bespoke safety support - Newly introduced over the last 12 months is the BID funded mobile police station, anti-drugs dog and police officer on the evening of payday weekends to support the safety in the city centre.
- We continued to host and will host regular Watches, intelligence sharing briefings, led by the BID Police Team. At the moment those active are Bet Watch, Hotel Watch and Retail & Security Watch.

Visit the BID website to join the BID Safety Partnership and help us make a safer city centre.

City Centre Management

Dispersal Zones

- Thanks to increased reporting facilitated by the BID Police Team and collaboration from levy payers, Merseyside Police have been warranting Dispersal Zones during certain weekends of the year aiming to limit the impact of anti-social behaviour in the city centre.

Public Space Protection Order (PSPO)

- After a long BID liaison with Liverpool City Council, businesses in the city centre, Merseyside Police and stakeholders, a PSPO was authorised in January 2020 to tackle issues on the public highways in the city centre.
- The PSPO prevents people from obtaining money whilst attempting and succeeding in selling articles or entertainment on the public highway which has been causing a detrimental effect for a sustained period of time to the well-being of children, as well as, to people living, visiting or working.

Further information is available on the BID website.

BID Police Team —



BID Street Rangers —



BID Street Rangers

- Launched in 2018, the ITV-featured, BID Street Rangers have been providing and will provide additional cleansing and maintenance services on both private and public spaces across the BID Area. This includes cleaning areas such as Bold Street, Castle Street, Cavern Quarter, Old Hall Street and Water Street.
- Over the past 12 months:
 - 20 miles of pavement cleaned
 - 750 doorways cleaned
 - 55 phone boxes maintained
 - 20 planters and hanging baskets maintained
 - 700 stickers and graffitis removed
 - 325 areas of private levy payer's land cleaned

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

Green Wall —



Green Wall

- The installation of the 60-metre long green wall at St Johns in May 2020 has been one of the main highlights of the £3.5m EU funded project, Urban GreenUP, a collaboration between Liverpool City Council, The Mersey Forest and partners including Liverpool BID Company and cities across Europe. It's been a long journey which started back in 2016 when we commissioned a green audit of Liverpool city centre which helped bring those funds to Liverpool.

Defibrillator

- Working with Medicash and North West Ambulance Service we transformed an abandoned phone box next to the Town Hall into a life-saving defibrillator which was launched in February 2020.

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 £1,200 each as a result.



Defibrillator—

Lockdown highlight

- During the lockdown the BID Police Team supported and worked closely with non-essential and essential businesses as well as Merseyside Police on a wide range of safety issues, providing crime prevention and cybersecurity advice.
- The BID supported safety by the creation of a daily Operations Group Forum with businesses and stakeholders including Liverpool City Council, Merseyside Police and major shopping centres in the BID Area to tackle and solve any safety issues problems quickly and easily, like anti-social behaviour, during the lockdown which provided reassurance to businesses, employees and customers.
- The BID co-ordinated and co-delivered the application of social distancing across the BID Area to facilitate a smooth transition.

Promoted District

Animation & Marketing

We have been working with partners to make Liverpool an engaging and attractive place to be. Curating seasonal campaigns to attract business and visitors, continuing our city’s story. In the recent months, we had to adapt campaigns to provide you with channels to promote your business during the lockdown and to support you during the phased reopening of the city centre.

Christmas 2019

- We worked closely with key city 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, Christmas in Liverpool.
- During Christmas 2019 we brought an international light show to Liverpool to get you into the festive spirit, Liverpool Light Spectacular, an awe-inspiring 50-metre LED tunnel of light and music show on Church Alley.
- We decorated Liverpool city centre with Christmas lights and 2,000 baubles from Bold Street to Castle Street and the shopping areas in between. We encouraged people to walk-through the 16-metre high Christmas tree in Williamson Square and to take a snap at our Neon Angel selfie installations on Clayton Square and Castle Street.
- We also brought workshops to St Johns and Metquarter and Christmas trees across the city in Church Street (with Liverpool City Council), Exchange Flags (with Ashtrom) and St Paul’s Square (with CBRE).

Christmas 2019 —



Christmas 2019 —



Christmas 2019 —



Independents' Week & Celebrating Bold Street
1-7 July 2019

→ The week-long campaign saw over 200 BID Levy Payers involved as we celebrated their local independent businesses. As part of the campaign we rebranded the artwork on the Lyceum building working with Panther and hosted the finale event Celebrating Bold Street (Sunday 7 July) which saw thousands visit on the day.

Promote in Liverpool

→ For the past 15 years, we have been coordinating experiential promotions and bookings throughout the BID Area. This has generated over £64,234 which we have re-invested into the city centre to support our core areas of work included in this document. 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
23 Sep - 6 Oct 2019

→ Across 2 weeks, we promoted offers and events from over 80 BID Levy Payers directly to students through pop-up events at universities, key student locations and at the ACC's freshers' week event as well as online and printed drop offs at student accommodations, university buildings and more across the city.

Commercial District Highlight
Public Art Initiatives

The Liverpool Plinth

→ Back 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 giving artists in the North of England a unique opportunity to have their work showcased. Sam Shendi's 'Split Decision' has been the second sculpture to call The Liverpool Plinth its home since June 2019.



The Liverpool Plinth—

Art in Motion

→ As part of our partnership with Liverpool Biennial we launched 'Art in Motion' bringing art into the fabric of city life. From 20 January 2020, city centre visitors found Gordon Cheung's glitch-based artworks for a limited time on Arriva bus tickets (routes 26 and 27), inside Arriva buses and on specially printed coffee cups, available at independent coffee shops.



Art in Motion—

Independents' Week —



Promote in Liverpool —



! Lockdown highlight

o Liverpool Delivery Directory

Working with The Guide Liverpool and Independent Liverpool, we promoted those businesses still operating and promoting services during the lockdown process. The directory reached over 600 businesses and reached an approximately audience of 450,000 people across the 3 organisations.

o Reopening Plan

Working with the Liverpool Visitor Economy Board which includes Liverpool ONE, Royal Albert Dock, National Museums Liverpool among others, we co-funded the marketing campaign promoting the phased re-opening of businesses in the city centre.

Working District

Business Support

We are here to support our levy payers not just survive but thrive. We have adapted our services and projects to provide a helping hand to our levy paying businesses and the wider business community.

Training package

- We support free training opportunities for employees in the BID Area including: Mental Health Awareness, Social Media, Conflict Management, Equality and Diversity, Fire Marshal and Counter-terrorism awareness. Over 100 BID Levy Payers have benefited from our training packages.

Let us know which training you'd like to see in the future by emailing info@liverpoolbidcompany.com

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.

High Street Task Force

- Through our collaboration with The BID Foundation, we supported the lobby process for the establishment of the £8.6m High Street Task Force as part of the Government's Plan for the High Street. Our CEO, Bill Addy, sits on the High Street Task Force Leadership Group, providing a voice and platform for Liverpool businesses.

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 BID Choir or Net-Walking Lunches which will resume once it's safe.

Find out more on the BID website.

Commercial District Highlight

Commercial Office Market Review

- Once again we produced the annual Commercial Office Market Review in partnership with Professional Liverpool's Property Group. The 15th edition of the report highlighted that Liverpool Office Market remains strong despite lack of Grade A space. The Commercial District accounted for 60% of space taken across Liverpool City Region.

This report is available to download on the BID website.

Commercial District SRF

- The co-funded Commercial District SRF (Spatial Regeneration Framework) was approved in October 2019 after a thorough process involving public consultations, businesses and stakeholders in the area. The masterplan is essential to grow the City's office market and facilitate a step-change in Liverpool's office economy.

View the SRF document on the BID website.

Footfall and sales insights —



Cavern Quarter SRF —



Pall Mall, Commercial District SRF —



Net-Walking Lunch, Summer 2019 —



Retail & Leisure Highlight

Cavern Quarter and Williamson Square SRF

→ Back in March 2020, the BID-supported, Cavern Quarter and Williamson Square SRF (Spatial Regeneration Framework) showcasing a range of recommendations to help attract new investment, celebrate the current music scene and to enable the future use of existing buildings in the area.

View the SRF document on the BID website.

Footfall and sales insights

→ We continue to provide weekly and monthly footfall figures, as well as a monthly sales figure for the retail area.

You can access footfall figures on liverpoolbidcompany.com/footfall

ⓘ Lockdown highlight

○ Sector and Leadership

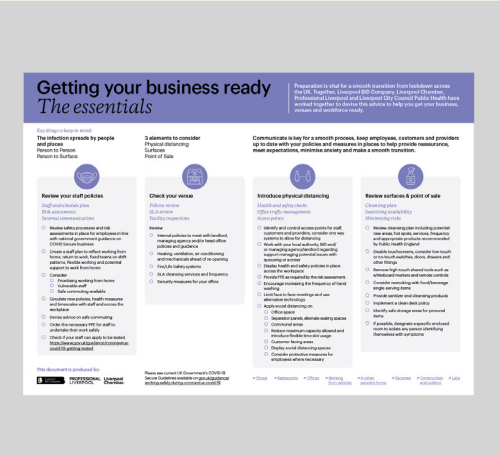
The BID Team has been at the heart of key decision making forums throughout the coronavirus crisis, meeting on a regular basis, lobbying business needs and co-delivering initiatives to support BID Levy Payers and the wider Liverpool City Region business Community.

○ Business Support and Guidance

During the coronavirus crisis we have kept business up to date with daily updates on the latest business support announcements and guidance releases as well as lobbying for further help where it has been needed, or clarity on official guidance. Some of the highlights during this period include:

- Creating a dedicated hub of information liverpoolbidcompany.com/coronavirus
- Creating an Essentials Business Checklist in partnership with Liverpool Chamber and Professional Liverpool which has been used across the UK, to help getting your business ready
- Partnered with the Crowdfunder on the Pay it Forward campaign to ease your needs of cash flow.
- Digesting and signposting you to business support and guidance available
- Lobbying for and leading the delivery of the £450,000 fund to support independent restaurants and bars.
- Lobbying on your behalf to increase funds, such as the Raise The Bar campaign.

Essentials Business Checklist —



Connected District
Connectivity & Transport

Working with partners and BID levy paying businesses to improve connectivity and accessibility, making it easier to get in and move around the BID Area but also for those businesses who call the BID Area their home.

Highways Improvements Communications

→ 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. In the last 12 months we focused on helping to communicate the £47m Liverpool City Centre Connectivity (LCCC) scheme on Victoria Street and Moorfields, as well as the deconstruction of the Churchill Way Flyover, with the BID website acting as a hub of information.

H2S and Rail Connection Lobbying

→ We continue to support and lobby on your behalf for Liverpool to be included on the HS2 plans and delivery of the Northern Powerhouse Rail as part of the Connecting Britain campaign.

City Map

→ We co-produce city centre maps in partnership with Liverpool ONE, showcasing key attractions, accommodation and transport links across Liverpool city centre. We also support Marketing Liverpool with specially printed Christmas maps to promote the city during the Christmas in Liverpool campaign.

To obtain copies please contact the BID team.

BID Annual Showcase 2019 —





Networking Event—

Networking events

We hosted a wide-range of networking events for levy payers during the last 12 months. These included our BID Meet Your Neighbours events, the BID Annual Showcase and the BID-sponsored Question Time. During the coronavirus crisis we adapted to host these online.

ⓘ Lockdown highlight

○ Visitor Economy Panels

During the lockdown we hosted very successful Liverpool Visitor Economy Panels showcasing 15+ sector leaders, local and national to provide insights, updates and give our 450+ virtual attendees reassurance about their own businesses and the scope for recovery.

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

Networking events

BID Meet Your Neighbour
Sector events
Round-table events

Wellbeing activities for employees

Net-walking lunches
BID choir

Free training

First aid at work training
Child exploitation awareness
Mental health awareness
Counter-terrorism awareness

Activities

Bet watch
Hotel watch
Retail & Security watch

Promote in Liverpool

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

BID Dashboard

Log in today for:
Footfall and Sales stats

For the latest opportunities visit
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Second Floor
76—78 Lord Street
Liverpool, L2 1TL

0151 703 2399
info@liverpoolbidcompany.com
liverpoolbidcompany.com

 [@LpoolBIDcompany](https://twitter.com/LpoolBIDcompany)
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