

2020—21

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& Accounts
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Publication
Annual Report & Accounts Summary

Year
2020/2021

BID Areas
Retail & Leisure BID & Commercial District BID

Delivered by
Liverpool BID Company



BID CEO & Chair Summary

Welcome to our 2020/2021 Annual Report. A year ago, our focus was on survival. Now, we look to rebuild. Where the challenge for the last year was on an immediate need for support, perhaps what we face as we look forward is just as significant. There is not a sector within our city unaffected by this crisis, and so recovery needs to be focused on every industry, business and profession.

When we look for positives, we can see the power of our BID Levy Payers in working together. As the COVID crisis unfolded, our work pivoted to identify areas of support that were needed, lobbying locally, regionally and nationally to ensure that support was forthcoming.

Projects like 'Liverpool Without Walls', born from the BID Area, have transformed our public realm and reevaluated how we integrate business and space.

Our regular Visitor Economy Panels have brought together over 65 voices from the sector, from Liverpool's leading visitor attractions, industry bodies and experts from across Europe to share best practice. Over 600 people have taken part in these sessions, a vital tool for keeping us connected digitally.

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, River of Light and LightNight have taken place within the BID Areas, animating the streets and allowing us to come together safely.

Our proposal for an expanded BID Area, extending the Commercial District to the

Waterfront and St George's Quarter is part of our vision for Liverpool city centre, creating a destination for those who live, work, visit and invest in our city.

As part of our ongoing commitment to accountability and transparency, Liverpool BID has achieved the newly launched BID Industry Standards, designed to help levy payers and the wider public understand and read about the work of the BID, its efficacy and delivery. Liverpool BID is one of the UK's first BIDs to attain this standard.

Recovery and rebuild will take heart and courage, but the last twelve months have shown us the power of our community when it pulls together.

Bill Addy
Chief Executive
Liverpool BID Company

Tony Wilson
Chair
Liverpool BID Company



Executive BID Board Members

Tony Wilson
Complete Mediation,
Chair

Nigel Britton
BDO LLP

Paul Cherpeau
Liverpool Chamber

Clr. Gary Millar*
Liverpool City Council

Clr. Liz Parsons*
Liverpool City Council

Iain Finlayson
Liverpool ONE

Carl Wood
Media
Expert

Jennina O'Neill
Metquarter

Julie Johnson
Morecrofts

Andrew Ruffler
Professional Liverpool

Ian Silverberg
Silverberg
Opticians

Sean Keyes
Sutcliffe

Retail & Leisure BID Board Members

Jennina O'Neill
Metquarter, Chair

Ian Silverberg
Silverberg Opticians,
Deputy Chair

Sara Carlisle
Boots

Mark Da Vanzo
Everyman & Playhouse
Theatres

Joanne Hornblower
HSBC

Matthew Knight
Holiday Inn

Louise Benson
M&S

Aaron Saphier
Next

Nicola Joyce
Primark

Vicki Allison
Radio City

Neil Ashcroft
St Johns Shopping
Centre

Kenny Brew
Liverpool City Council
(Stakeholder)

Clr. Christine Banks
Liverpool City Council
(Stakeholder)

Commercial District BID Board Members

Julie Johnson
Morecrofts, Chair

Sean Keyes
Sutcliffe,
Deputy Chair

Mike Wilson
Aloft Liverpool Hotel

Mark Blankstone
Blankstone Opticians

Phil Malthouse
Brock Carmichael
Architects

Sue Darwell
Bruntwood

Júlia Coutinho Huf
Fazenda

James Kirk
Kaleidoscope

Andrew Kingsley
Kingsley Recruitment

Matthew Ashton
MgMaStudio

Andy Webster
MHA Moore and
Smalley

Emma Carey
MSB Solicitors

Ian McCarthy
Former Director,
Liverpool Vision

Colleen Martin
Liverpool City
Council

Shane Fitzpatrick
Merseytravel
(Stakeholder)

*Stepped down in May 2021

Retail & Leisure BID Accounts Summary

Year 3
1 June 2020 – 31 May 2021

Expenditure

Managed District <i>Environment & Safety</i>	£123,303
Promoted District ⁽¹⁾ <i>Animation & Marketing</i>	£129,115
Working District <i>Business Support</i>	£14,885
Connected District <i>Connectivity & Transport</i>	£50,051
Overheads ⁽²⁾	£223,155
Total expenditure	£540,509
Carried forward	£519,484
Total	£1,059,993

Funded by

BID Levy Income ⁽³⁾	£564,924
Additional Income Generated ⁽⁴⁾	£186,081
Reserves	£308,988
Total	£1,059,993

⁽¹⁾ Expenditure lower than expected as no events delivered due to COVID.
⁽²⁾ Additional expenditure in IT/Remote working due to COVID & office relocation.

⁽³⁾ Income reduced to 67% due to COVID.
⁽⁴⁾ Income from Christmas contribution, COVID grants and Furlough.

Retail & Leisure BID Chair Welcome

We are halfway through our fourth Retail & Leisure BID term. The work we are doing is focused on the three tenets of Liverpool BID; resilience, community and placemaking.

Our high streets across Liverpool city centre are strong because of our vibrant mixed economy. We have faced incredible challenges over the past year, but the diversity of our offer is what helps us to attract both customers and businesses. As Liverpool has gradually reopened, seeing our public spaces animated, with people coming back to shop, go for lunch or catch up with friends and family has been heartwarming. 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, 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 connectivity, and making it easier to get around Liverpool city centre will be a significant aspect of our work. Whether people are walking, driving, cycling or using

public transport, making those gateways both accessible and attractive is an important part of welcoming people back.

Supporting our community has been a focus as we work together during the crisis and move into rebuilding. It is our shared experience and our knowledge that when we all contribute we make the whole stronger that is the foundation of our work. Much of our networking has shifted online during the past twelve months, and we have continued to share data, expertise and insight to help our levy payers grow and understand the economy and challenges they may face.

Creating an environment for every business within our Retail & Leisure BID is what will continue to make us strong. From our independents to our multinationals we must ensure that as recovery continues we bring everyone with us.

Jennina O'Neill
Chair Retail & Leisure BID



Commercial District BID Accounts Summary

Year 5
1 June 2020 — 31 May 2021

Expenditure

Managed District <i>Environment & Safety</i>	£174,203
Promoted District ⁽¹⁾ <i>Animation & Marketing</i>	£199,720
Working District <i>Business Support</i>	£27,384
Connected District <i>Connectivity & Transport</i>	£20,092
Overheads ⁽²⁾	£270,364
Total expenditure	£691,763
Carried forward	£0
Total	£691,763

Funded by

BID Levy Income ⁽³⁾	£383,750
Additional Income Generated ⁽⁴⁾	£52,993
Reserves	£255,020
Total	£691,763

⁽¹⁾ Expenditure lower than expected as no events delivered due to COVID.

⁽²⁾ Additional expenditure in IT/Remote working due to COVID & office relocation.

⁽³⁾ Income reduced to 64% due to COVID.

⁽⁴⁾ Income from Christmas contribution, COVID grants and Furlough.

Commercial District BID Chair Welcome

Liverpool BID's plans for a new Culture & Commerce BID, extending the size of the Commercial District, are focused on how we can support Liverpool's recovery, making the city centre a place where business can thrive, attracting investment.

£7m of investment would be directed into Liverpool city centre, supporting its growth, connectivity and business environment. Improving our Civic Squares, making the public realm safe, secure and attractive helps to 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.

Our city is stronger when each of our industries and sectors is able to thrive. As we have seen the way we work change over the past twelve months, we have continued to focus on what our community needs. Different and more flexible ways of working mean perhaps a move from a 9-5 and towards a city that flows in a new way. Adapting to that change, especially the sectors that rely on that traditional commute, is vital.

The Subvention Fund we are proposing, which is supported by ACC Liverpool, will help to attract major events, like conferences and business events, which have a positive impact on every sector across our leisure and hospitality industries. For our business communities, accessing the latest thinking, trends and developments keeps us one step ahead, with

a workforce that is informed, passionate and in tune with what its sector needs.

The Strategic Regeneration Framework (SRF) in the Commercial District is focused on improving connectivity, and with the expanded BID Area, we extend that from the Waterfront to William Brown Street. It covers what Carl Jung described as the 'Pool of Life' and it helps to remove barriers and boundaries in the city centre to make it easier to get around.

Liverpool BID recognises that if the city is to recover from this crisis, it is not merely the work of individual businesses, but it is the environment in which they operate that will help them thrive. Our commitment to our levy payers means they can focus on the day to day, while we create a place for them to succeed.

Julie Johnson
Chair Commercial District BID



Environment and Safety

While the city centre was closed, Liverpool BID and our partners in the wider city centre still had to focus on safety, keeping the city centre clean and welcoming for residents, key workers and those unable to work from home. As the city centre has welcomed a higher level of footfall we have continued to ensure we meet the high standard our visitors, businesses and partners expect.

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 74 anti-social behaviour issues, along with providing reassurance and support to more than 65 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 the evenings on Fridays and Saturdays.
- 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 twice weekly Operations Group Forums with businesses and stakeholders including Liverpool City Council, Merseyside Police and major shopping centres in the BID Area to tackle and solve safety issues quickly and easily, like anti-social behaviour, during the lockdown which provided reassurance to businesses, employees and customers.

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 20 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.

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.

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 cleaning areas in the BID Area such as Bold Street, Castle Street, Cavern Quarter, Old Hall Street or Water Street.
- The team were also instrumental in installing signage to encourage social distancing and to create orderly queues for members of the public to access businesses. This helped to facilitate a smooth transition during the different stages of the reopening of the economy after the different lockdowns.

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

- Over the past 12 months:
 - 7 miles of pavement cleaned
 - 450 doorways cleaned
 - 30 phone boxes maintained
 - 15 planters and hanging baskets maintained
 - 1,000 stickers and graffitis removed
 - 150 levy payers private land cleaned
 - 13 private alley gates are maintained

BID Street Rangers —



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 has never been more important to us, whether we are a business, a shopper, an art lover or diner. Working together with our partners we continue to make Liverpool a destination, selling its vibrant offer to attract business and visitors. Seasonal campaigns have helped to focus industry communication, supporting businesses through lockdown and during restrictions.

Christmas 2020

→ 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 St Paul's Square into Williamson Square ending at the traditional Christmas tree on Church Street.

We celebrated city centre businesses to a local audience with our Advent Calendar and Liverpool Memories campaigns.

→ 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, Love Your Liverpool Christmas.

Christmas 2020 —



Christmas 2020 —



Christmas 2020 —



Liverpool Without Walls

- We lobbied and lead the delivery of the Liverpool Without Walls £450,000 fund to support independent restaurants and bars across the city allowing them to expand outdoors. The cost for new street café licenses was waived and existing ones were allowed to expand and operate longer hours. Specifically on Bold Street, hospitality businesses were allocated free street furniture and they are operating outdoors under the BID's section 115 license to speed up the process.
- As part of the project, Bold Street and Castle Street have been partially pedestrianised and saw the city become an example of best practice nationally for supporting hospitality during the pandemic.
- Liverpool Without Walls has been shortlisted for 'Placemaking Project of the Year' at Insider's North West Property Awards. Winners will be announced on 1st July.

Liverpool Without Walls —



Marketing Support during lockdowns and reopening

Liverpool Local Business Guide

- Working with The Guide Liverpool and Independent Liverpool, we promoted businesses operating and providing services during the lockdown and beyond. The directory features over 1,000 businesses, reaching 11,000 people every month.

Reopening Support

- 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.
- Throughout the different reopenings we supported the local marketing campaign Love Your Liverpool while supporting and promoting over 375 venues participating in the Eat Out To Help Out scheme in Summer 2020.

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

28 September – 11 October

- Across 2 weeks, the campaign promoted offers and events from over 50 BID Levy Payers to students in Liverpool online working closely with student accommodations and all Universities.

The Liverpool Plinth—



Commercial District Highlight

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.
- Gail Dooley’s Tidal Shame has been the third sculpture to call The Liverpool Plinth its home since July 2020.

Liverpool Biennial

- Our ongoing partnership with Liverpool Biennial brought Teresa Solar’s Osteoclast (I do not know how I came to be on board this ship, this navel of my ark) into the Commercial District, initially to Exchange Flags, to then be moved to Derby Square.

Liverpool Biennial—



Business Support & Connectivity

It has never been more important for business to come together, to share their expertise and support each other. At Liverpool BID we have worked to be the voice of business, at local, regional and national level, strengthening and creating new partnerships to champion business needs and co-deliver initiatives to support BID Levy Payers and the wider Liverpool City Region business Community.

COVID Business Support and Guidance

- During the ongoing crisis we have kept businesses up to speed with daily updates on the latest business support announcements, grants available, guidance releases, reopening support 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
- Digesting and signposting you to business support and guidance available.
- Lobbying for and leading the delivery of Liverpool Without Wall’s £450,000 fund to support independent restaurants and bars and the operational support required by hospitality businesses.
- Lobbying on your behalf to increase funds, such as the Raise The Bar campaign and Forgotten Ltd.
- Co-organised joint letters for the Government highlighting the business support needed and especially around the needs of the Visitor Economy and hospitality.
- Provided free Mental Health Awareness workshops to support our businesses and workforce during and post lockdowns.

Raise the Bar —



Mystery Shop Covid audits

→ We adapted our well-established mystery shop programme to provide two rounds of Covid secure audits in October and December. 200 levy payers across both BIDs were assessed on their compliance to covid guidance and were advised if they could improve their customer service. We were able to provide bespoke support and recommendations from the findings of the visits.

Visitor Economy Panel

→ Our joint Liverpool Visitor Economy Panels with Marketing Liverpool continue to bring together sector leaders and Liverpool businesses providing sector and industry updates and discussing recovery strategies. After 16 panels we have welcomed 65+ experts from across Liverpool, the UK and beyond with over 600 individual viewers taking part.

Previous panels can be watched on the BID website.

Visitor Economy Panel—



Business Data hub

→ We launched 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

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:

- The Strand
- Lime Street
- Ropewalks

Latest updates can be seen on liverpoolbidcompany.com/connectivity

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 —



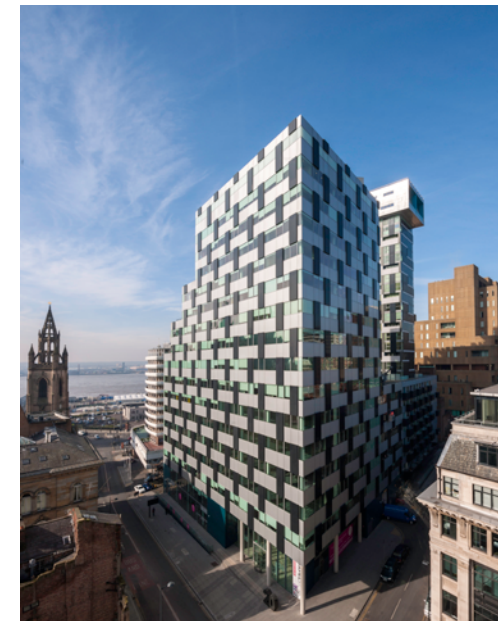
Commercial District Highlight

Commercial Office Market Review

- We produced the annual Liverpool City Region Commercial Office Market Review in partnership with Professional Liverpool's Property Group. The 16th edition of the report highlighted a desire for flexible office space, a growth in professional services and Creative industries in Liverpool's Commercial District and a need for more Grade A development.
- The main findings of the report alongside the return to office trends, MIPIM and the importance of mental health were discussed at the virtual round-table event 'The Future of Office Space in Liverpool' which had over 100 attendees.

This report is available to download on the BID website.

Commercial Office Market Review — ©McCoy Wynne



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

Networking events

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

Wellbeing activities for employees

BID Historic Net-Walking Lunches
BID Community Choir
Shiverpool tours

Free training

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

Safety Forums

Bet watch
Hotel watch
Retail & Security watch

Promote in Liverpool

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

Exclusive Commercial Deals

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

Business Insights




Footfall and sales
Expenditure behaviour
Vacancy reports
Transport updates

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



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