

Retail & Leisure BID

# Business Plan

2018  
— 2023



Liverpool  
BID Company

Retail &  
Leisure BID

# Summary

Publication Business Plan  
Ballot 2018—2023  
BID Area Retail & Leisure BID delivered by Liverpool BID Company

## Index

<b>page 2</b>	▶ Introduction
<b>page 3</b>	▶ The Story so far
<b>page 12</b>	▶ The Plan
<b>page 13</b>	▶ The BID Area
<b>page 15</b>	Core Areas ▶ ❶ Managed District - Environment & Safety
<b>page 18</b>	Core Areas ▶ ❷ Promoted District - Animation & Marketing
<b>page 19</b>	Core Areas ▶ ❸ Working District - Business Support
<b>page 20</b>	Core Areas ▶ ❹ Connected District - Connectivity & Transport
<b>page 21</b>	▶ The Budget
<b>page 23</b>	▶ About BIDs
<b>page 25</b>	▶ Key Dates

# Introduction



Ian Strettle — Chair of the Retail & Leisure BID

**Ten years since the arrival of Grosvenor’s Liverpool ONE development, the landscape of retail and leisure in Liverpool city centre has evolved and changed. Across the main High Street we have seen the opening of new flagship superstores alongside the collapse of some major retail giants; the sector still faces tough times ahead, amidst pressure to reinvent itself and be innovative.**

As we mark the 10th anniversary of Capital of Culture, now more than ever Liverpool is a 24 hour city, the leisure and hospitality sectors are thriving and industry growth is showing no signs of losing momentum, posing their own challenges in supporting a healthy synergy between the day and night time economies.

Distinctive leisure areas, like the independent hub of Bold Street, have emerged and continue to grow where others, such as Lime Street, Williamson Square and Cavern Quarter are going through a period of change, regeneration and diversification of their offer.

Liverpool BID Company has a key role to play in shaping the rapidly changing high street, supporting a thriving visitor economy and responding to demands for cleaner, safer streets, allowing the visitor experience to remain competitive over retail parks and out-of-town shopping centres.

More recently, as a city we have also seen difficult austerity measures enforced on the

local authority and Merseyside Police having to balance their books whilst maintaining the service businesses expect and deserve. Across the world the BID (Business Improvement District) model is being used as a sustainable way to complement and provide added value to the baseline services already provided.

This business plan takes into account all of the challenges we face as well as the unique opportunities that a successful BID presents. It reviews what the Retail & Leisure BID has already delivered on behalf of businesses during its 13 years of operation and outlines key areas and pledges that will be delivered if voted for in June.

The BID will continue to be your voice, championing your needs and ensuring Liverpool continues to be a place to visit and to do business, creating the right environment for success.

# The Story so far

Liverpool's Retail & Leisure BID (formerly City Central BID) was established in 2005 and will be entering its fourth term should the 678 levy paying properties support this proposal at the ballot in June.



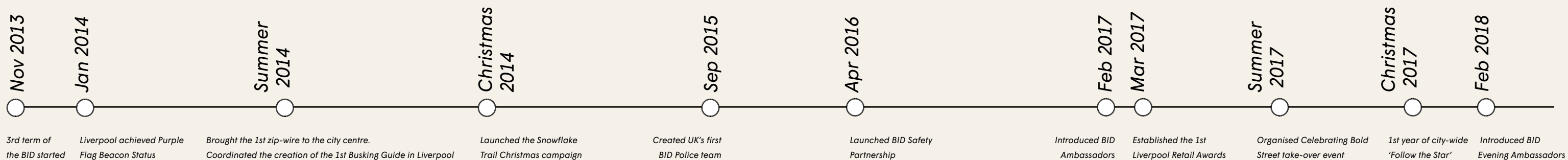
► The Snowflake Trail  
— Christmas 2014

▼ St Johns Shopping Centre



The Retail & Leisure BID is managed by the Liverpool BID Company, which since it was founded has collected an annual levy from businesses within the district, calculated using the property's rateable value. It then invests these monies into a core programme of activities, outlined in the business plan, that positions and promotes the district as a safer and more welcoming place for visitors and businesses to work, invest and play in – both during the day and night.

The BID also acts as an agent for change, through partnership working, to create new opportunities for growth, employment and help sustain the city centre as a major engine of the Liverpool City Region's economy.





Over the last five year term the BID has been working on priorities voted on by BID levy payers from the 2013-2018 business plan. These are:

## 1 Safety

Launched and developed an integrated BID Safety Partnership for levy payers across a range of services providing a supportive, holistic approach to creating a safer city centre.

- Supported and funded joint working with Merseyside Police including providing a dedicated Police presence, 'Cop Shop', pop-up events and safety initiatives such as purse bells, bike marking, and mobile phone registration.
- Supported the delivery of the Shopmobility service supporting users with access needs and mobility issues to access the retail area.
- Upgraded and extended the BID Radio Link service to a reliable digital system with a new crime intelligence software (DISC), connecting and supporting security staff to reduce crime.
- Implemented a city centre wide Alleygate Strategy and response plan to protect vulnerable businesses and maintain a safe and clean environment.
- Represented the voice of levy payers on city advisory panels and reviews, connecting businesses with multi-agency groups working on wider strategic programmes – such as rough sleeping or highways improvement plans.
- Maintained support and promotion of the 'Child Safe Zone' initiative with key shopping centres to help keep children safe while out shopping.



▶ Liverpool High Street

▼ Business communication coordination during Clayton Square work – 2016

## 2 Environment

Worked to champion the needs of the business community in improving the appearance of key areas and worked with Liverpool City Council to target areas in need of enhancement and facilitate change.

- Worked with Liverpool City Council to match fund and enhance street lighting through almost £100,000 of investment in tree lighting, ceilings of light and upgrades to LED street lighting.
- Acted as a key strategic partner with Liverpool City Council to champion city resilience, developing a clear plan and communication strategy for emergencies such as power outages, gas leaks and fires.
- Continued to provide seasonal planting, hanging baskets and additional furniture on key routes such as Bold Street, Ranelagh Street and Williamson Square.
- Reported over 1,600 environmental issues to the relevant agency to ensure issues are identified, monitored and actioned in a reasonable timeframe.
- Worked with landlords to improve the appearance and safety of vacant buildings through identifying vacant 'hot-spots', pro-actively engaged with stakeholders to dress vacant spaces and attract new investment.
- Worked with Liverpool City Council to seek additional investment and match funding for public realm schemes (e.g. Parker Street, Queen Square upgrades) and communicated key messages relating to city centre developments to businesses.
- Brought together business leaders and employees to engage in national 'Keep Britain Tidy' and 'Healthy High Street' initiatives improving the appearance of the district through partnership working.





### 3 Animation

Facilitated a diverse events programme and a better-managed city centre which helped to improve the customer and visitor experience.

- Developed high-impact Christmas campaigns and animation programmes bringing light, sound and art installations to the BID Area through 'Christmas By Liverpool', 'The Snowflake Trail' and 'Follow The Star' campaigns.
- Managed and promoted experiential activity on the highway to attract animation and footfall. Providing over £120,000 per year of additional revenue which is re-invested into the BID area and the Christmas campaign.
- Acted as a key stakeholder in the planning and safe delivery of the citywide events programme to partner festivals, support innovation and culture and celebrate key seasonal moments, driving footfall and raising the profile of the city centre.
- Rebranded and developed the PromoteInLiverpool.com platform to attract more external promotional activity and income from blue-chip companies and experiences.
- Extended the free use of Promote in Liverpool on-street sites within the BID for use by BID members 4 times yearly. Saving over £30,000 for BID levy payers.
- Demonstrated how animation can be used as a catalyst for regeneration through the return of the popular Bold Street street-takeover event which led to city-level conversations about upgrading the street's public realm.
- With partners, delivered high-impact seasonal campaigns to build awareness and drive footfall & sales - i.e. Summer of Love, Williamson Square Bandstand and the Christmas campaign.
- Continued to work with cultural and artistic partners to create eye-catching, bespoke events that incorporate venues within the BID area including: the annual Light Night cultural programme, Culture Liverpool 2018 programme and 'Follow The Star' Christmas commissions.
- Worked with BID members, Liverpool City Council and Musicians' Union to mediate conflicts and develop a guide to best practice for street entertainment across the BID Area which has in-turn been used as best practice nationally.
- Worked with Liverpool City Council enforcement colleagues to tackle illegal street trading and work to improve the quality and location of street trading pitches within the BID areas.



▲ Liverpool Bandstand in Williamson Square — 2014



▲ Halloween Lantern Parade — 2017

The Retail & Leisure BID also works alongside the Commercial District BID, which represents a further 900 levy payers in the main commercial area of the city centre, to maximise the impact of its programmes. In an effort to provide levy payers with best value for money, joint initiatives have been delivered including the Christmas animation programme, CardiAct defibrillator-access campaign, Mystery Shopping programme and B2B Marketing.





▲ Independents' Week — 2017



▲ WWI art project at The Lyceum on Bold Street — 2016



▲ Mystery Shop Awards — 2016

## 4 Marketing

Supported BID Levy payers through their inclusion in city-wide marketing campaigns, free training opportunities and the promotion of the Retail & Leisure BID as an exciting place to shop and relax.

- Operated an annual Mystery Shop Programme assessing over 200 businesses per year and championing high standards in customer service.
- Delivered a seasonal marketing and events strategy that 'translates to the till' and directly impacts the high street – i.e. Independents' Week, Student Takeover Week and promoting Valentines, Grand National and Mothers' Day offers.
- Worked collectively with Liverpool City Council and partners to look at how the Cavern Quarter and Williamson Square experiences could be improved, developing proposals and achieving the implementation of a 'Strategic Regeneration Framework' (SRF).
- Maximised the potential of existing physical assets at gateways to create a welcoming approach to Liverpool city centre including animating vacant units, developing building facades, Christmas lighting spans and media screens.
- Collaborated with city region partners to ensure the areas and sectors in the Retail & Leisure BID are showcased, promoted and communicated in marketing campaigns at a local, regional and national level.
- Continued to provide members with access to BID PR and marketing platforms through digital, out-of-home and print media.
- Launched the city's first Retail Awards, celebrating excellence in Liverpool's retail sector.
- Provided a programme of free-to-access training for BID members from First Aid, World Host Customer Service and Counter-Terrorism.
- Worked with Liverpool Cruise Liner Terminal and partners to provide a free shuttle bus service from disembarkation into the BID area to bring high spending visitors directly into the district.





“We really value our long term partnership with the Liverpool BID Company and the role it plays in supporting and promoting the city centre economy. I urge all businesses to back the BID.”

Joe Anderson,  
Mayor of Liverpool

## The Plan

Liverpool BID Company will be holding a ballot in June 2018. If successful, this will enable the Liverpool BID Company to continue its work for a fourth term starting on the 1<sup>st</sup> November 2018 to 31<sup>st</sup> May 2023 (4 years, 7 months) – representing a further investment of over £5 million in the BID Area.

The aims and objectives set out in this business plan have been shaped by a continuous consultation exercise with levy payers and their employees, including a series of forums, perception surveys, 1-2-1 meetings, strategic analysis and ongoing feedback.

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For the Liverpool BID Company to work towards creating an outstanding retail and leisure experience

▶ [Managed District page 15](#)

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For the Liverpool BID Company to work towards promoting the Retail & Leisure BID as an exciting place to shop and relax and to increase footfall.

▶ [Promoted District page 18](#)

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For the Liverpool BID Company to work towards supporting businesses to enable them to flourish through initiatives that deliver added value.

▶ [Working District page 19](#)

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For the Liverpool BID Company to work towards creating a cutting edge environment that enhances the quality of accessibility and transit within and through the BID Area.

▶ [Connected District page 20](#)

# the BID Area



- Current Retail & Leisure BID Area
- New areas added to the Retail & Leisure BID
- ▨ Shopping centres



# The Plan 2018—2023

# 1

## Managed District — Environment & Safety

### ▼ BID Police Officers



**Aim** To create an outstanding retail and leisure experience by:

- Investing in an on-street team who will deliver an enhanced reporting, cleansing and maintenance regime ensuring that private and public spaces are cleansed in addition to the city's baseline in a coordinated manner.
- Enhancing the BID Safety Partnership:
  - Continuing with Merseyside Police to fund a dedicated presence to deliver a responsive policing service that improves the safety of the individual and businesses.
  - Continuing to develop and enhance the Radio Link and online intelligence service to provide reassurance and support for retailers, leisure operators and the Evening and Night Time Economy (ENTE).
  - Continuing and further provisioning for the Evening & Night Time Economy through an out-of-hours presence on key nights, City Watch (CCTV) responsiveness and targeted operations to support licenced businesses to remain exempt from the Late Night Levy.
- Promoting and supporting investment to be leveraged for green infrastructure and initiatives to enhance the public realm such as green walls, wayfinding and consistent street furniture.
- Continue to support businesses in tackling anti-social behaviour outside of their properties through partnership working and funding of joint initiatives that benefit the wider community (such as in relation to Rough Sleeping, Street Drinking and Begging).



▲ Launch of the BID Safety Partnership





▲ Celebrating Bold Street

# Promoted District

## — Animation & Marketing

2

**Aim** To promote the areas within the Retail & Leisure BID as exciting destinations to shop, relax and to increase footfall especially in the quiet times:

- Working with city region partners to develop and advance a major Christmas programme and marketing campaign that animates both the indoor and outdoor spaces within the BID area and connects the visitor experience with the rest of the city centre.
- Support Culture Liverpool to deliver a programme of year-round, high-impact events that drive increase in footfall, sales and repeat visits.
- Champion the voice of the independent businesses through support for Independents' Week campaign and annual Celebrating Bold Street takeover event.
- Work with partners, including Marketing Liverpool, to develop and promote the destinations within the BID locally, nationally and internationally, attracting visitors and inward investment.
- Facilitate the delivery of a coordinated strategy for the Cavern Quarter and Williamson Square areas reflecting their iconic status.
- Support a series of complimentary events and activations within key shopping centres to drive footfall, new visits and build a sense of community between levy payers and the general public.
- Continue to enhance and deliver for PromoteinLiverpool.com platform that enables on-street commercial animation, creating revenue to fund an events programme and offering free promotional opportunities to BID members.
- Strengthen the relationship with local and national arts organisations to provide mutually beneficial opportunities for businesses and artists.



## 3

## Working District

— Business Support

## ▼ Mystery Shop Awards



**Aim** To support businesses to enable them to flourish through initiatives that deliver added value by:

- Providing real time local intelligence and data to support and enhance business growth and development of employee skills.
- Providing targeted training programmes that support businesses to upskill their employees and champion customer service, particularly aiming to provide valuable free-to-access courses.
- Developing and growing the annual Mystery Shop programme which anonymously visits over 150 levy payers each year and supporting members to increase their overall scores.
- Creating a programme of networking events, featuring keynote speakers and influencers from the retail and leisure industry, allowing businesses to connect with each other and with the wider city.
- Continuing to represent the retail and leisure sectors and be the voice for business in the Liverpool City Region Visitor Economy.

## Connected District

— Connectivity & Transport

## 4

## ▼ BID Forum



**Aim** To create a cutting edge environment that enhances the quality of accessibility and transit within and through the district by:

- Developing with partners a free-to-access city centre Wi-Fi and 5G access scheme.
- Strengthening the links with Merseytravel and other key partners to enhance the city centre commuting experience and influence future proposals.
- Continuing with and developing the BID sector and area forums, tasking groups and panels to better enable connectivity amongst levy payers, authorities and other stakeholders.
- Continue to develop the BID Dashboard to be an online reference for local data, intelligence sharing and to be the connection between the work of the Liverpool BID Company and BID Members.
- Working with businesses to promote and increase accessibility within the city centre including for people with access needs, autism and dementia.

# The Budget

Income ▼	Year 1	Year 2	Year 3	Year 4	Year 5	Full Term
Annual BID levy Income <sup>(1) (2)</sup>	£477,976.00	£843,969.64	£869,288.73	£895,367.39	£922,228.41	£4,008,830.17
Additional Income Generated <sup>(3)</sup>	£116,666.67	£206,000.00	£212,180.00	£218,545.40	£225,101.76	£978,493.83
Property Owner Contributions	£14,583.33	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£114,583.33
Working District <sup>(4)</sup>	£15,833.30	£15,833.30	£15,833.30	£0.00	£0.00	£47,499.90
<b>Total Income <sup>(5)</sup></b>	<b>£625,059.30</b>	<b>£1,090,802.94</b>	<b>£1,122,302.03</b>	<b>£1,138,912.79</b>	<b>£1,172,330.17</b>	<b>£5,149,407.24</b>

Operating Expenditure ▼	Year 1	Year 2	Year 3	Year 4	Year 5	Full Term
Central Running Cost <sup>(2)</sup>	£103,541.67	£182,825.00	£188,309.75	£193,959.04	£199,777.81	£868,413.28
Levy Collection Charge	£20,146.67	£35,000.00	£35,000.00	£35,000.00	£35,000.00	£160,146.67
Ballot Funds	£3,500.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£27,500.00
<b>Total Operating Expenditure</b>	<b>£127,188.34</b>	<b>£223,825.00</b>	<b>£229,309.75</b>	<b>£234,959.04</b>	<b>£240,777.81</b>	<b>£1,056,059.95</b>

Core Area Expenditure ▼	Year 1	Year 2	Year 3	Year 4	Year 5	Full Term
Promoted District	£220,208.33	£388,825.00	£400,489.75	£412,504.44	£424,879.58	£1,846,907.10
Managed District	£170,059.17	£300,275.90	£309,284.18	£318,562.70	£328,119.58	£1,426,301.53
Connected District	£59,208.33	£104,545.00	£107,681.35	£110,911.79	£114,239.14	£496,585.61
Working District	£21,875.00	£38,625.00	£39,783.75	£40,977.26	£42,206.58	£183,467.59
<b>Total Core Area Expenditure</b>	<b>£471,350.83</b>	<b>£832,270.90</b>	<b>£857,239.03</b>	<b>£882,956.20</b>	<b>£909,444.88</b>	<b>£3,953,261.84</b>
Contingency	£26,520.13	£34,707.04	£35,753.25	£20,997.55	£22,107.48	£140,085.45
<b>Total Expenditure <sup>(6)</sup></b>	<b>£625,059.30</b>	<b>£1,090,802.94</b>	<b>£1,122,302.03</b>	<b>£1,138,912.79</b>	<b>£1,172,330.17</b>	<b>£5,149,407.24</b>

## Notes

<sup>1</sup>— The BID Term is proposed for a period of 4 years and 7 months (in order to align billing year across all BIDs in Liverpool) this is reflected by the first column showing an income for just 7 months, not a full year. A reduced bill will be issued for this period.

<sup>2</sup>— Projected BID levy income is shown at 93% of the total levy available to allow for the amount actually collected and bad debt. Any levy collected over this amount will be reflected in a surplus each year.

<sup>3</sup>— The Liverpool BID Company is committed to leveraging additional funding over and above the BID Levy for the benefit of the aims set out in this business plan. In the budget an allowance for income from 'Promote in Liverpool' experiential sites, sponsorship and affiliation have been included however additional income generation is not limited to these initiatives. Any funding achieved will be documented in an annual report issued with the BID Levy bill.

<sup>4</sup>— In 2018 the Retail & Leisure BID provided a loan of £47,499.90 to the Commercial District BID to enable the purchase of cleansing equipment.

<sup>5</sup>— All income and expenditure amounts have increased by 3% year-on-year to allow for inflation. Whether this additional amount is charged is at the discretion of the Retail & Leisure BID operating board and may not necessarily be applied.

## Carried Over Surplus

The Liverpool BID Company has not carried forward any surplus from the previous BID term. Any funding retained on the last day of the BID will have been committed to BID projects for the previous term and not yet invoiced.

## Application of funds

The BID funds are ring-fenced and will be controlled by participating businesses via the Liverpool BID Company and used in accordance to this plan. The Retail & Leisure BID Operating Board reserves the right to vary, within reason, the pledges and budgets within this business plan in accordance with applicable legislation

## Accountable

The Liverpool BID Company will produce quarterly (at least) headline financial reports with reference to the budgets enclosed in this plan which will be presented to the Retail & Leisure BID Operating board and available to any levy payer on request. Appointed auditors will produce end-of-year accounts, made available and filed as required with Companies House.

## Performance measures

The Liverpool BID Company will strive to transparently and clearly report on the performance of its work to levy payers and other stakeholders regularly through the following channels:

- ▶ A detailed annual report produced at the end of each BID year and sent to all levy payers alongside the BID Levy Bill detailing how the previous year's funds have been spent and the projections for the following year.
- ▶ An open 'Annual Review' meeting where achievements and learnings can be discussed and financial reports provided.
- ▶ Regular member forums where levy payers can meet the BID Team, hear about projects and opportunities and get an update on the pledges in this business plan.
- ▶ Regular communication and surveys, including a mid-term evaluation to measure delivery and member satisfaction with the Liverpool BID Company.
- ▶ As far as possible accommodate interest from those who wish to be involved or find out more about how the Liverpool BID Company operates.
- ▶ No fewer than 4 yearly (quarterly) Retail & Leisure BID Operating Board Meetings where full reports and financial reports are given.
- ▶ No fewer than 4 yearly (quarterly) reports presented to the Liverpool BID Company executive board on progress on these proposals and finance.
- ▶ Regular reporting online and through other communications, including a monthly member update communication, BID Dashboard and social media.

## Direct Performance Measures

These are some of the indicators we will use to directly measure how we deliver this BID Business Plan:

- ▶ Business Surveys to assess business satisfaction and priorities.
- ▶ Project evaluations to review each core campaign against the aims of this proposal.
- ▶ Event attendance to gauge the success and popularity of events organised or supported by the Liverpool BID Company.
- ▶ Engagement reporting to understand the reach of activities of the BID and which members benefit, or need to be engaged further.
- ▶ Perception scoring to monitor satisfaction with the BID consistently gathered over time.
- ▶ Service specific indicators generated from BID activity – such as street cleansing, business interactions and achievements recorded and displayed via the BID Dashboard.
- ▶ Directly attributed media coverage of BID projects, members and influence featured in online and print media.

## Indirect Performance Measures

We will use these indirect measures to record the indirect impact of the Liverpool BID Company as well as the general area context

- ▶ Crime statistics provided by Merseyside Police and consenting businesses
- ▶ Occupancy rate and number of new openings through regular street audits
- ▶ Condition of public realm, street furniture and other infrastructure from regular street audits
- ▶ Footfall and sales monitoring including around specific events and campaigns

This BID Business Plan represents **£5m** investment in improving your trading environment.



# About BIDs

With over 300 BIDs (Business Improvement Districts) in the UK, and growing, businesses of all sizes are choosing the opportunity to work in partnership and have their voice heard in their local area. Becoming law in 2004, 'The Business Improvement Districts (England) Regulations' allow businesses to be formally recognised in their area and leverage additional funding to be invested in.

## How do they work?

BIDs are democratic. To form a BID, over half of the businesses in a designated area must vote 'YES', by total number of votes cast but also by the total rateable value of properties in the area. If successful every business that meets the criteria automatically becomes a BID Levy Payer and pays a levy each year.

## Who manages them?

In Liverpool, it's nice and simple. There are two BIDs, the Retail & Leisure BID and Commercial District BID, both managed by us, the Liverpool BID Company. This will continue if this proposal is successful at ballot. The Liverpool BID Company Ltd (the BID Body) is a not-for-profit, private limited company governed by an executive board. The day-to-day running of the Retail & Leisure BID is managed by the 'Operating Board' made up of levy payers representing the different areas, sectors and sizes of levy payers within the district. The Chair and Deputy Chair of the Operating Board are Executive Board Members.

More information on the BID boards and governance can be found on [liverpoolbidcompany.com](http://liverpoolbidcompany.com)

## 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' that is effective on the day of the ballot, setting out what services are provided by them and allowing the BID to pledge additional support.

The following baselines apply to this BID ballot and are available at [liverpoolbidcompany.com/ballot](http://liverpoolbidcompany.com/ballot)

<ul style="list-style-type: none"> <li>▶ <b>Street Cleansing</b> Provided by Liverpool Street Scene Limited on behalf of Liverpool City Council</li> <li>▶ <b>City Centre Policing</b> – Merseyside Police</li> <li>▶ <b>City Centre CCTV Monitoring (CityWatch)</b> – Liverpool City Council</li> </ul>	<p>Service level agreements are also in place for:</p> <ul style="list-style-type: none"> <li>▶ <b>Christmas Light Provision</b></li> <li>▶ <b>Operation of a Section 115 licence</b> within the BID Areas</li> </ul>
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## The BID Levy Rules

Every BID must set their own levy rules which specifies who is eligible to vote and would be liable for the levy if successful.

### 1. Boundary:

For avoidance of doubt, the defined BID Area in this proposal includes all roads, streets or private developments (and therefore eligible hereditaments located on/within) within the defined boundary, even if they are not listed above or are created after the ballot has taken place.

### 2. 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 the Liverpool BID Company by Liverpool City Council who will determine eligibility.

### 3. Levy payments

Will be calculated at 1.5% of the hereditament's rateable value (listed on the most recent Valuation Office Agency ratings list) and charged to the occupier of the property on the chargeable day each year.

### 4. Chargeable day:

The levy eligibility and liability is determined on a single chargeable day each year. The first chargeable day will be the 1st November 2018 for an initial period of seven months and will then be the 1st June each year thereafter, each for a full year until the end of the BID term.

### 5. Threshold:

All non-domestic hereditaments within the defined area with a rateable value of £10,000 or over (the threshold) will be liable to pay the BID Levy if this proposal is approved at ballot.

### 6. Exemptions:

There are no proposed exemptions, discounts or levy caps within this BID proposal.

### 7. Vacant properties:

Where a property is vacant, liability for the full BID levy chargeable falls to the owner/landlord of the property.

You can check the rateable value of your property at: [voa.gov.uk](http://voa.gov.uk)

# Key Dates

**Conducted independently by Electoral Reform Services (ERS) a postal ballot will be held of all eligible businesses within the defined area of this proposal.**

The ballot date is 28th June 2018 at 5pm – all votes received by ERS 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 levy on the chargeable date specified on page 24.

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<b>17<sup>th</sup> May 2018</b>	▶ Launch of the Retail & Leisure BID Business Plan. This will be posted to the voter for your business.
<b>29<sup>th</sup> May 2018</b>	▶ Expect your ballot paper in the post. This must be received by ERS by the 28th June 2018
<b>18<sup>th</sup> June 2018</b>	▶ Deadline for you to declare a proxy voter who is able to cast the vote on your behalf.
<b>22<sup>nd</sup> June 2018</b>	▶ Deadline for you to inform us of any lost ballot papers, these can only be reissued on this date.
<b>28<sup>th</sup> June 2018</b>	▶ Deadline for ballot papers to be returned to ERS by 5pm to be counted in the vote.
<b>29<sup>th</sup> June 2018</b>	▶ Announcement of BID Ballot Result.



**“Our ever evolving city centre means that we too have to constantly review, adapt and grow based on what matters to you, our BID levy payers.**

**As CEO of the Liverpool BID Company, my promise to you is that we will always listen and work with you, not just through the successes you have but also through the challenging times a changing city brings.”**

**Bill Addy,  
Chief Executive  
Liverpool BID Company**






Retail & Leisure BID

Businesses working  
together to create a  
thriving and vibrant  
destination.

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