
Accommodation BID

Bringing together the
Accommodation Sector
in Liverpool

Publication BID Business Plan
Ballot 2023—2027
BID Area Accommodation BID delivered by Liverpool BID Company

Summary

page 5	Liverpool BID Company
page 6	Working together
page 8	The story so far
page 16	The Accommodation BID
page 18	What would it mean for Liverpool?
page 20	Core Area of Work ❶ Future-proofing our city / <i>Resilience</i>
page 22	Core Area of Work ❷ Connecting our city / <i>Community</i>
page 24	Core Area of Work ❸ Improving our city / <i>Placemaking</i>
page 26	The Budget
page 30	Why I back the BID
page 32	Governance
page 34	Key Dates

Liverpool BID Company works to deliver a thriving city. *Bringing additionality through street transformation, connectivity and collaboration to enhance our community. We are passionate about what we do, strategic, resourceful, visionary and here to support you when you need us.*

Liverpool BID Company

Making Liverpool the place to do business. This is not just a city to visit. It is a place to stay.

Liverpool BID Company works at the heart of the city centre, with a proven track record over the past 18 years in delivering projects and campaigns to make Liverpool a more attractive place to work, live and stay. We develop ambitious regeneration projects, transforming and improving the public realm. We lobby, on behalf of our Levy Payers, to provide a voice for business. We work to shape the future of Liverpool, creating engines for growth and recovery.

Accommodation is at the foundation of Liverpool's visitor economy. It is the first welcome to the city, and provides a home from home, connecting the business community with leisure. Although visitors might come to Liverpool for a variety of different reasons, the quality of their stay is determined by the accommodation industry.

Many voices create volume, impact, change and innovation. The value of Liverpool BID Company is rooted in our ability to speak for the city centre's different, but interconnected, sectors and industries.

BIDs or Business Improvement Districts, were born out of a strategy to enable businesses to work together to improve their environment. Our strategic approach allows us to work together for a shared goal, making the city centre more resilient, strengthening its community, improving how it looks and works for us all, making it safer and stronger.

For the accommodation sector, this means having a say in destination marketing, in how the city looks and its connectivity. It means unlocking funds and investment to help secure its future working with Liverpool Hospitality to do this.

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

Working together

1 One of the strengths of Liverpool BID Company is supporting the city through change. For almost two decades, Liverpool BID Company has worked at the centre of the city as it has transformed. By focusing on resilience, community and place-making, Liverpool BID Company has been able to help businesses adopt and adapt to changing circumstances.

2 The past two years have brought this into sharp relief. It has made us determined to bring businesses together, to help them have a voice in shaping the city they are part of, to give them a platform to articulate what they, their customers and their sector need to thrive.

3 We provide a conduit between businesses and government on a local, regional and national scale by championing and lobbying for support. Liverpool BID Company works at the forefront for Liverpool city centre's high street and its industries and works closely with Liverpool Hospitality.

4 We have shaped and raised the profile of sector-specific campaigns. With data and analysis we empower businesses with insights so they can make informed decisions.



5 Since the start of the Covid-19 pandemic, our collaborative way of working, communication with every business and our commitment to be their voice at the table has strengthened our city's businesses.

6 For the Accommodation sector we believe a BID can support in a period of change, providing a foundation for post-pandemic growth and long term security. A reduction in tourism demand, alongside a growth in new hotels and serviced accommodation, against a backdrop of increased operating costs will impact Liverpool's hotel industry. With more hotel rooms but reduced demand, the ADR could go down.

7 An Accommodation BID would give the sector a voice in destination marketing, targeted investment for business tourism and attracting new customers.

8 A dedicated and bespoke strategy for both recovery and future growth helps the industry to become more resilient.

The Story so Far...

Liverpool has always been a forward looking, ambitious city and it was one of the first to establish a BID, Business Improvement District, in the original pilot scheme in 2004.

We established our first BID, Retail & Leisure, originally called City Central BID, which was then quickly joined by an additional BID, the Commercial District BID. In 2021, the Commercial District BID was expanded after a successful ballot and renamed the Culture & Commerce BID Area, as voted for by city centre businesses.

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

BIDs began 50 years ago in Toronto and are rooted in answering the question of how businesses can contribute to a city. The environment we do business in is vital. It shapes our daily experience, how we are able to connect and work together. It impacts how accessible and how attractive we are both to those who work alongside us and those from outside.

As Liverpool city centre has transformed over the past 18 years, Liverpool BID Company has been at

its heart, providing a voice and a platform for businesses. Our 1,000 Levy Payers have played a central role in encouraging visitors to come to Liverpool, and in doing so helping too celebrate independents like those on Castle Street and Bold Street.

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

With more than 300 BIDs in the UK, BIDs are proven to be the vehicle to strengthen the links within the business community and improve places.

An Accommodation BID will help Liverpool's hotel and serviced accommodation industry maintain its distinct identity whilst working together. Liverpool is a destination on the global stage and when we enable the private sector to support and work alongside the public sector we are more resilient.

£2.75m

Invested across the
BID Area every year.



1. Harrington St Mural—2022
2. Meet Your Neighbour Event—2022
3. BID Street Rangers at Castle Street—2022
4. Mathew Street—2022
5. Church Street—2022
6. Pancake Race—2022
7. Mystery Shop Awards—2021
8. Liverpool BID Police—2022
9. Merseyside Totemy—2022

1 Safety and Environment

BID Street Rangers

- In 2021, the BID Street Rangers supported over 1,300 businesses in the BID Areas, creating hub of connectivity, cleaning 260 private doorways and maintaining 355 pieces of street furniture and public land.
- Urban GreenUp - We attracted £600,000 of funding for green spaces in the BID Area including a 60-metre long green wall in St Johns Shopping Centre.

BID Police Officers



BID Safety Partnership

- We make Liverpool safe for visitors and businesses alike. We support and fund joint work with Merseyside Police including two BID funded Merseyside Police officers who provide Levy Payers with a direct response to enquiries about safety, anti-social behaviour and security issues. We have liaised with partners to establish Public Space Protection Orders (PSPOs) to tackle issues in the city centre. Our BID Police Team has been instrumental in keeping prolific offenders away from the city centre via CBOs (Criminal Behaviour Orders).
- We also connect and coordinate the response of the security teams of over 170 businesses as part of our BID Radio Link and DISC system. We signpost to counter-terrorism training and information.
- We helped to implement the Alleygate Scheme along with a response plan has helped to protect vulnerable businesses and to maintain a safe and clean environment.

BID Street Rangers



② Connectivity & Transport

Travel & transport updates

- We work closely with Merseytravel, Merseyrail, Mersey Ferries and Regenerating Liverpool by supporting the communication of core campaigns to BID Levy Payers and employees to minimise disruptions in the district with a special emphasis 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.

Networking opportunities

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

Transport



Networking



3 Animation & Marketing

Christmas

- Christmas is a special time in Liverpool for the accommodation sector. We drive tourism to the city during the festive period through focused, driven campaigns, enhancing the city lights, animations and events and a range of Christmas displays including trees, interactive displays and workshops. Our Christmas Campaigns and decorations ensure visitors return year upon year and enjoy their stay whether they are families, couples, young or old.

Christmas 2021



Working in Partnership

- Alongside our cultural partners, like Culture Liverpool, Tate Liverpool, Bluecoat, Open Culture, FACT, National Museums Liverpool and more, we create eye-catching and bespoke events, often using venues within the BID or animating the BID Area. We continue to support Culture Liverpool's annual programme, with an investment of over £500,000 in recent years.
- We have supported LightNight as a major sponsor since its inception.
- We have developed strong partnerships to bring art into Liverpool's city centre with dot-art and through our £250,000 investment with Liverpool Biennial.
- We are always looking at opportunities to maximise the BID levy and work together with city partners. We match funded Liverpool City Council in 1.4 million to be invested in public realm enhancement.

The Liverpool Plinth 2022



Seasonal campaigns

- We build awareness campaigns to drive footfall and overnight stays like 'TOWN. Everyday. Everyone', Independents Week, Celebrating Castle Street and Bold Street, Student Takeover plus promoting Valentine's Day, Grand National, Mother's Day offers and more.

Celebrating Bold Street



Promote in Liverpool

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

Promote in Liverpool



4 Business Support

Supporting sustainability

- Data and insight can help businesses to strengthen and grow. We identify industry trends and facilitate planning for the future. We support the Strategic Regeneration Framework (SRF) for Cavern Quarter and Williamson Square (The SQ) and co-funded the SRF for the Commercial District, creating a vision and plan for those areas.
- We take part in MIPIM, the world's largest property market exhibition in Cannes, France, to reach out to potential new investors from around the world, championing Liverpool city centre as a destination for investment.

Championing your voice

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

Mystery Shop: improving customer service

- We support our Levy Payers by running an annual Mystery Shop programme to benchmark customer service across: accommodation, retail, leisure and hospitality.

Business support

- Business support at all stages is crucial for the sustainability of the city. We have created an environment to help even the smallest of firms flourish backed by a programme of training and access to sources of funding and experts.
- We commission Movement Strategies and Springboard to provide data on Liverpool spend and footfall identifying where high-spenders come from both locally, nationally and internationally. This data helps us to develop and deliver targeted campaigns to increase accommodation spending and long-stay trips.

Cavern Quarter



Some conclusions from the last 18 years...

We have created partnerships
with businesses and main city
stakeholders

Delivered innovative solutions
through public-private
collaboration

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

Championed our Levy Payers
by giving them a voice and
represented their areas and
sector needs

Strengthened the business
community allowing
collaboration and links
among our Levy Payers

The Accommodation BID

For 18 years, Liverpool BID Company has sat at the heart of a city in transformation. There has been a global shift in how business is conducted around the world and we are on the cusp of another two decades of change and evolution. This new chapter will require us to bring our business community together, supporting both recovery but also sustainability and growth.

We invest £2.75m every year into Liverpool's BID Areas, working with our Levy Payers to create a place to do business - be that retail, hospitality, professional services, commercial activity, culture or creativity. A dedicated Accommodation BID extends and refines this work, developing and delivering a strategy designed for and by Liverpool's accommodation sector.

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

Liverpool is a place people want to visit, but destination marketing requires targeted investment. Attracting large conferences, business events and sport events will help Liverpool's accommodation sector weather an uncertain immediate future. The alternative, a Tourism Levy would bring more risk than benefit and could harm the ability of the city to attract national and international visitors. With the public purse shrinking, the private sector must be creative and ambitious when it comes to maintaining investment in the city.

The critical risks for hotels and hoteliers are triple threat; a reduction in tourism demand, a growth in new hotels or service accommodation and an increase in operating costs. For example, the growth in historical supply:

- In 2002, there were 22 hotels and serviced accommodation establishments with 2,333 bedrooms.

- There was a particular growth in supply during 2008, when Liverpool was the Capital of Culture. During that year alone, ten new hotels opened with 810 bedrooms.
- By 2019, the number had increased to 77 properties with 7,321 bedrooms.
- There has been a particular growth in aparthotels which accounted for 18% of total available bedrooms in 2019.

Each of these risks reducing the ADR and the revenue available per room. Liverpool's hotel industry could see a growth in hotel rooms with a slowdown in demand.

In order to create the Accommodation BID, a consultation has been undertaken with Liverpool Hospitality and all of the involved hotels and apartment providers. From the consultation results, we know hotel trading performance has decreased by 5.6% between 2018 and 2019 (average city-wide revenue per available room). Between 2010 - 2019, the number of available rooms grew by an average of 6% per year, with this growth expected to continue at a rate of 5%. AirBnB has seen 1970 homes and private rooms available in Liverpool (Jan 2022). Landlords see this as offering a greater financial return but it can have a negative impact on residential areas not designed for, and without the amenities to support tourism.

An Accommodation BID supports post-pandemic growth and long-term security for the sector. The challenges presented by post-Covid domestic and inbound recovery requires a dedicated and bespoke strategy which takes into account the sector's specific needs and understanding of its marketplace and audience.

We believe in giving businesses a stake in our shared future. We will take our proven track record, in the heart of the city centre, to help Liverpool's Accommodation sector grow and innovate.

Liverpool BID Company will be holding a ballot in Autumn 2022. If successful, the term of the Accommodation BID will start 1st January 2023 until 31 May 2027, with a total BID levy of £4,293,000. The aims and objectives set out in this business plan have been shaped by a continuous consultation exercise with businesses, their employees and stakeholders in the different areas.

page 16	See the proposed Accommodation BID
page 20	Read through the Core Areas of work
page 26	See the budget
page 30	The businesses endorsing this Business Plan
page 32	Governance
page 34	Key dates for the ballot

What would it mean for the accommodation sector?

Liverpool's hotels, serviced apartments and accommodation providers would be included in the Accommodation BID, including the city centre, Edge Lane, East Lancs and Speke hotels in proximity to Liverpool John Lennon Airport.

Bold Street



Urban GreenUp



Pre-Covid in 2019, Liverpool attracted nearly c. 850k conference and meeting delegates. Approximately 11% of these delegates attended events at ACCL, with the others attending conferences and meetings in a range of other city centre venues.

There were c. 1.2m delegate days (by both day delegates and staying delegates), of which 17% were generated by ACCL delegates). These delegates generated c. 562k bed-nights, of which 23% were from ACCL delegates.

Direct gross visitor expenditure arising from this conference activity was an estimated £128m, of which 24% was from ACCL delegates.

To stay competitive and to sustain its economic viability, the accommodation sector needs to work together and create a new vision and strategy for the future. A business-led, industry response through the Accommodation BID, puts the power in the hands of the industry – from promotional activity to choices around subvention.

It means having a say in investment, how the city sells itself and attracts leisure and business visitors and transformative events and business conferences.

It means having a voice at the table on connectivity and growth, unlocking funds to safeguard the future.

Oh Me Oh My



Taste Liverpool. Drink Bordeaux



1. Future-proofing our city Resilience

Working together to strengthen
and pool abilities and resources.

Insight

- Knowledge is power, this is why we will help our BID Levy Payers to understand their marketplace and economy.
- Our data collection and reports aim to offer a full picture of both locals and visitors including expenditure behaviour, demographics, footfall, visitor numbers and occupancy.
- Our sectorial and city centre reports will contribute to assessing the health of the city's economy and help businesses to plan and to forecast.

Business Support and Growth

- Strengthening businesses and providing our Levy Payers with the support and the tools they need to thrive, access specialist support and optimise operating costs.
- Supporting businesses into a more sustainable, digitally adapted, ethical, diverse and carbon footprint neutral model of doing business.
- Providing targeted training programmes working with Higher and Further Education institutions to support businesses to upskill employees, particularly aiming to provide free-to-access courses, links and support across the local economy.

Attracting Business

- Working with partners to attract new investment and businesses into Liverpool city centre.
- Initiatives such as MIPIM or the attraction of events and conferences to ensure we make Liverpool a vibrant place of business.
- Collaborating with partners across Liverpool City Region to support business growth, start-up and scale-up to support the mixed-used economy of Liverpool.
- Facilitating the retention and attraction of talent.

Some of our key pledges are:

Supporting a Subvention Fund to attract conferences and business events.

Creating a solid data insights portal to support business planning.

Working with businesses towards a more sustainable and balanced economy.

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

2. Connecting our city Community

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

Connectivity & Transport

- Working with partners across the city region and businesses to keep Liverpool on the move, improving connections and links within different areas of the city and regional centres whilst reducing disruption for businesses, employees, customers and residents.
- Developing with partners a way for businesses to be able to access faster broadband connection.
- Collaborating with employers and partners to facilitate sustainable, faster and cost effective commuting routes.

Creating Links

- Facilitating forums, platforms and events for the business community to be better connected as well as better linked with residents and the wider city region.
- Facilitating the improvement of the level of business across different areas and sectors of the city to strengthen the links and support across the local economy.

Vision and Strategies

- Ensuring Liverpool businesses have their voices heard. We are shaping how the city develops and know what it needs and wants to be in order to become a thriving place to live, work and play. We are a platform and a champion for businesses.
- As we all work on the recovery of the city, it is more important than ever that the business community has a platform to have their needs heard so nobody is left behind.

Some of our key pledges are:

Improving the look and connectivity of the city, making it more appealing to visitors, by delivering better pedestrian connectivity across Liverpool city centre.

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

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

3. Improving our city Placemaking

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

Destination Marketing

- Funding destination marketing and creating a forum which brings together major partners of the Visitor Economy in Liverpool like Royal Albert Dock Liverpool and National Museums Liverpool, towards a common approach that attracts businesses and people to our city.
- Strengthening relationships among Marketing Liverpool with the accommodation sector and partners is key to developing and driving a strategy which supports the attraction of visitors to Liverpool.
- Working with partners to develop a city approach for wayfinding, jointly promoting our city's quarters like St George's Quarter and Waterfront and creating effective routes.

Clean & Safe

- Having a safe and clean city with a consistent approach that benefits businesses, residents and visitors alike is key for the sustainable future of Liverpool.
- Our good working relationship with businesses, Liverpool City Council and Merseyside Police will allow us to expand the work of our successful BID Police Team and BID Street Rangers creating tailored initiatives, offering a dedicated presence and saving costs for businesses.
- Continue our work improving and increasing lighting, green/blue spaces and public art across the city centre.

Events & Campaigns

- Working with our partners to make Liverpool an engaging and attractive place to be. Curating seasonal campaigns to attract business and visitors, continuing our city's story.
- Working with art and cultural partners to showcase everything the city has to offer, from LightNight to Liverpool Biennial, celebrating our cultural heritage and supporting local organisations.
- Ensuring the whole BID Area is part of city-wide campaigns throughout the year facilitating a seamless experience for residents, employees and visitors especially at important times like Christmas, Summer or bank holidays.

Some of our key pledges are:

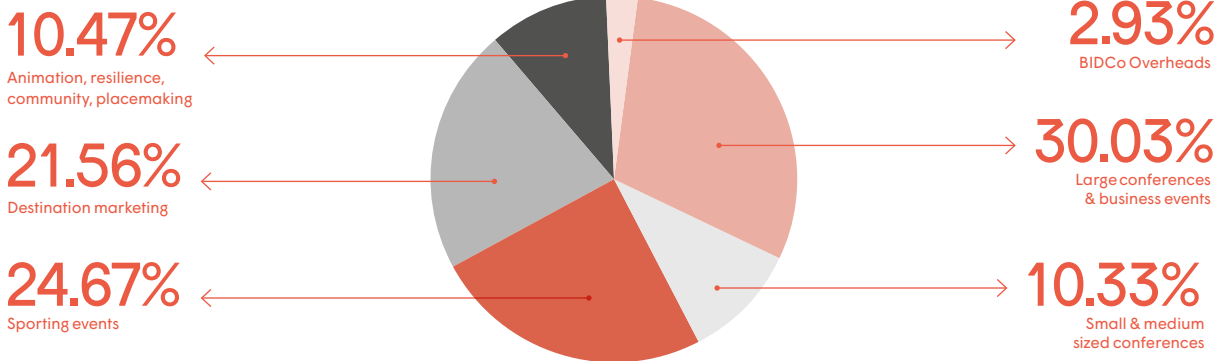
Continuing the delivery of enhanced public realm through our commitment to a Public Realm Fund.

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

Leading on seasonal campaigns to enhance the visitor experience.

The budget

Estimated expenditure



The chart above summarises the estimated % split of baseline and operating services as budgeted over a 5 year term. As noted later, Levy Payers (as represented on the Operating Board) would have discretion as to how resources are allocated in practice.

The BID Levy in the first year of the Accommodation BID is 1.6%. In years 2 & 3, the levy will increase to 4.5%. In years 4 & 5 these rates will increase to 5.5%.
Businesses whose rateable value is £45,000 or above will be included as a BID Levy Payer. There will be a levy cap at 50,000 for any one hereditament.

Visitor economy estimated expenditure (over 5 years)

	Year 1 5 months	Year 2	Year 3	Year 4	Year 5	Total
ACCL business events subvention (gross expenditure)	£56	£800	£800	£800	£800	£3,256
Smaller conference subvention (gross expenditure)	-	£160	£320	£320	£320	£1,120
Sports & culture subvention (gross expenditure)	-	£550	£850	£725	£550	£2,675
Destination marketing (gross expenditure)	£227	£544	£539	£514	£514	£2,338
Subtotal	£283	£2,054	£2,509	£2,359	£2,184	£9,389
BID contributions*	£108	£257	£257	£257	£257	£1,136
BIDco additional cost	£18	£42	£42	£42	£42	£186
BIDco levy collection fee	£13	£30	£30	£30	£30	£133
Subtotal	£138	£329	£329	£329	£329	£1,454
Total expenditure (anticipated spend for LCC visitor economy)	£420	£2,383	£2,838	£2,688	£2,513	£10,842

* needed to fulfill already committed budgets and business plans

Visitor economy income (over 5 years)

The funding to meet expenditure will be funded by:

	Year 1 5 months	Year 2	Year 3	Year 4	Year 5	Total
Estimated BID Levy						
Accommodation BID % of RV (£45K RV collar and £50K p/a cap)	0	4,50 %	4,50 %	5,50 %	5,50 %	
Accommodation BID levy income (gross @ 95% collection rate)	£141	£939	£939	£1,137	£1,137	£4,293
Subtotal - BID levy funding	£141	£939	£939	£1,137	£1,137	£4,293
Estimated Income from other funding sources						
Growing Business Tourism SIF*	£35	£250	£250	£250	£250	£1,035
Destination Marketing SIF	£106	£254	£212	-	-	£572
Current committed Culture & Commerce BID	£354	£250	-	-	-	£604
Current committed Retail & Leisure BID	£75	-	-	-	-	£75
Committed private sources (destination marketing)	£44	£106	£88	-	-	£238
Subtotal - committed partner funding	£579	£860	£550	£250	£250	£2,524
Proposed Culture & Commerce BID	-	-	£250	£250	£250	£750
Proposed Retail & Leisure BID	-	£60	£60	£60	£60	£240
Proposed LCC (major sports & culture events)	-	£175	£300	£275	£175	£925
Proposed other public sources	-	£200	£250	£175	£200	£825
Proposed private sources - ACCL to voluntarily join the ABID (£100k cap)	£18	£100	£100	£100	£100	£418
Proposed private sources (small conferences)	-	£80	£160	£160	£160	£560
Proposed private sources (destination marketing)	-	-	£17	£100	£100	£217
Subtotal - proposed partner funding	£53	£865	£1,387	£1,370	£1,295	£3,935
Total funding sources	£632	£1,725	£1,937	£1,620	£1,545	£10,752

* if formally approved October 2022

Accommodation BID Income & Expenditure (over 5 years)

	Year 1 5 months	Year 2	Year 3	Year 4	Year 5	Total
Income						
Accommodation BID levy revenue @95% collection rate	£140.83	£939.00	£939.00	£1,137.00	£1,137.00	£4,292.83
Expenditure						
ACCL business events subvention	£0.66	£237.59	£194.50	£274.01	£295.97	£1,002.73
Smaller conference subvention	-	£47.52	£77.80	£109.61	£118.39	£353.32
Sports & culture subvention	-	£163.34	£206.66	£248.33	£203.48	£821.81
Destination marketing	£2.68	£161.56	£131.04	£176.05	£190.16	£661.49
Expenditure Subtotal	£3.33	£610.01	£610.00	£808.00	£808.00	£2,839.34
BID Services						
Resilience	£28.12	£67.10	£65.77	£66.59	£67.04	£294.62
Community	£22.05	£53.17	£54.81	£54.90	£55.87	£240.80
Placemaking	£57.33	£136.73	£136.42	£135.51	£134.09	£600.08
<i>Services Subtotal</i>	<i>£107.50</i>	<i>£257.00</i>	<i>£257.00</i>	<i>£257.00</i>	<i>£257.00</i>	<i>£1,135.50</i>
Bid Co Operating costs	£17.50	£42	£42	£42	£42	£185.5
BID levy collection costs	£12.50	£30	£30	£30	£30	£132.5
Subtotal	£30.00	£72.00	£72.00	£72.00	£72.00	£2,053.58
Total	£140.83	£939.01	£939	£1,137	£1,137	£4,292.84

How the BID Levy works

1. Boundary: The defined BID Area in this proposal is the City of Liverpool and includes all Liverpool postcodes.

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 Liverpool BID Company by Liverpool City Council who will determine eligibility.

3. Levy payments: BID Levy for Year 1 will be calculated at 1.6% of the hereditament's rateable value.

4. Inflation: Income from year 2 and subsequent years has a 3% increase applied year on year to allow for inflation. Whether this additional amount is charged is at the discretion of the Accommodation BID operating board and may not necessarily be applied.

5. Threshold: The threshold for BID Levy is £45,000. Any hereditament whose rateable value is £45,000 or above will be liable for BID Levy.

6. Chargeable day: The levy eligibility and liability is determined on a single chargeable day which will be on 1st June each year. The first chargeable day will be the 1st January 2023 for a period of 5 months and then be the 1st June each year thereafter, each for a full year until the end of the BID.

7. Exemptions: There are no proposed exemptions and discounts. There is a levy cap of £50,000 for any one hereditament.

8. Vacant properties: Where a property is vacant, liability for the full BID Levy chargeable falls to the owner/landlord of the property.

9. Culture & Commerce BID hereditaments: Accommodation businesses operating within the Culture & Commerce BID will only be required to pay this levy once the Accommodation BID comes into force over the same geographical area. At that point their Culture & Commerce BID levy becomes null and void for accommodation businesses, and instead those businesses will pay the new levy charged by the Accommodation BID for the term of these BID arrangements. The affected business will have the opportunity to vote in the Accommodation BID ballot when it takes place.

10. Retail & Leisure hereditaments: Accommodation businesses operating within the Retail & Leisure BID will only be required to pay this levy once their current BID term comes to an end. At that point those businesses will pay the new levy charged by the Accommodation BID for the term of these BID arrangements. The affected business will have the opportunity to vote in the Accommodation BID ballot when it takes place.

FAQ

Who are the BID? Liverpool BID Company is a private not-for-profit limited company working, since 2005, on behalf of our 1000 BID Levy Payers in Liverpool across two current Business Improvement Districts (BID's), Retail & Leisure BID and Culture & Commerce BID. Each BID is delivered by us, Liverpool BID Company, and if the Accommodation BID is successful at ballot, we will refine, develop and deliver a strategy designed for and by Liverpool's accommodation sector, working closely with Liverpool Hospitality (LH).

What is the proposed Accommodation BID? An Accommodation BID would support post-pandemic growth and long-term security for the sector. The challenges presented by post-Covid domestic and inbound recovery require a dedicated and bespoke strategy which takes into account the sector's specific needs and understanding of its marketplace and audience. A business-led, industry response through the Accommodation BID, puts the power in the hands of the industry - from promotional activity through Destination Marketing to choices around subvention. It means having a say in investment, how the city sells itself and attracts leisure and business visitors and transformative events and business conferences where 160k average bed nights pa are estimated to arise in the city from events attracted as a result of BID activities.

What is the difference between the Retail and Leisure, Culture & Commerce and proposed Accommodation BID? The Accommodation BID covers the whole of Liverpool not just the city centre, including all of Liverpool's hotels, serviced apartments and accommodation providers. It will provide a voice at the table to stay competitive and to sustain its economic viability on connectivity and growth, unlocking funds to safeguard its future. The accommodation sector needs to work together and create a new vision and strategy for the future.

How would the Accommodation BID be governed? Liverpool's two existing BID's are each overseen by an operating board who ensure what's delivered is in line with the business plan. They approve their budget and the main projects, which are delivered by the BID team. Both boards include members representing the sectors and areas present within each BID. This would be the same for the Accommodation BID. There is also an Executive BID board that oversees strategy for the organisation, finances, company structure, and major long term decisions. BID executive board members include the chair and deputy chairs of each BID board and a representation of the leadership and main stakeholders in Liverpool City Centre. Board members support the BID on a voluntary, unpaid basis.

What is the levy fee and how does it work? Only businesses with a rateable value (RV) of £45,000 and above pay a levy. This money will then be used to benefit businesses within the Accommodation BID. This system is designed to be the fairest and most affordable way to ensure that the interests of all businesses are represented. For most of the businesses who pay levy, this represents an average cost of under 70 pence per room. Billing is currently carried out by Liverpool City Council on behalf of Liverpool BID Company. If your RV is below the minimum threshold you will pay nothing, otherwise you will pay a fixed annual % of your RV.

Why is there a % increase each year? In year 1, the proposed BID levy is 1.6% of RV. In years 2 and 3, this levy will be 4.5% of RV. In years 4 and 5, the levy will be 5.5% of RV. This staggered increase in levy fee % each year, is to compensate for the reduction in funding from the public sector. As the funding reduces, the levy fee is increased to fill the gap. With the reduction of public funds, it is critical the private sector takes control and stands on its own two feet, with a greater say in its future. With a five-year investment of £4.3m, the return is estimated to protect over 1,400 jobs with an average GVA of £15m a year.

What will the Accommodation BID do for my business? Without an Accommodation BID, businesses will see increase in supply, a decrease in demand and a negative impact on occupancy rates. An Accommodation BID provides destination marketing and subvention to support the accommodation sector and give businesses a chance to use their voice for the future of the sector. Without a dedicated and investable strategy, Liverpool risks undoing all hard work by multiple sectors and organisations to make this a global city, for both businesses and leisure visitors.

Why are funds earmarked to cover existing BID services? These funds are needed to replace the levy paid to the existing BID's and to provide continuity of service the cost of BID services including street cleanliness, safety partnership, admin and operations. The feedback from our consultation with Accommodation providers, shows these key services have been flagged as extremely important.

What happens if I'm in an existing BID? If the Accommodation BID proposal is successful, your business will move from its current BID and into the Accommodation BID. The levy you pay, will then be directed towards the Accommodation BID strategy.

£4.3m

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Why I back the BID



Steven Hesketh
CEO Savvy Hotel Group

A Yes vote is imperative for the future of the city's accommodation sector. It ensures the essential support of the key markets are given through destination marketing, and bringing big events into the city.

Harry Doyle
Assistant Mayor and
Cabinet Member for
Culture & Visitor Economy

It is crucial that we are able to maintain support for our visitor economy and keep the city bustling with visitors. An Accommodation BID will give hoteliers the chance to financially support initiatives and events that will increase hotel occupancy, whilst supporting the City's aims and ambitions.



Chris Brown
Director
Marketing
Liverpool

The importance of this initiative cannot be underestimated. A vote for Yes will help the City greatly in helping it compete and win more business that in turn will support the sector in handling what are very challenging times. The hoteliers vision to recognise that doing nothing is not an option is to be applauded.



Laura Pye
Director of National
Museums Liverpool and Chair
of Visitor Economy board

The Accommodation BID creates the opportunity for funding to be directly invested into business and leisure events here in the city as well as improved destination marketing, both will support tourist growth which ensures our hotels are busy all year round.

Enda Rylands
Managing Owner EPR Hospitality

We want to ensure that a thriving events and conferences sector plays a key role in Liverpool Visitor Economy. With the BID, the possibilities for growth are endless. Without, we will be impacted by the increase of supply and decrease of demand for hotel rooms.



Marcus Magee
General Manager
Hilton Liverpool
Chair Liverpool Hospitality

The future strategy of raising the profile of our Great City of Liverpool and the wider City Region is key to our Visitor Economy's future commercial success as is the transparency and Strategy of Destination Liverpool's business model. An Accommodation BID will assist in supporting this and more.

Marian Cotter
Sales Manager Staycity Group

The positive impact events and conferences have on mid-week business is essential in ensuring sales are boosted and consistent. It gives the mid-week business in Liverpool a increase in year-round trade and this is what the Accommodation BID will do.



John Irving
CEO Liverpool John
Lennon Airport

The Airport plays a key role in the City Region's visitor economy helping to improve access and attract international visitors on new and existing services and the Accommodation BID is exactly the sort of initiative needed to drive more international events and conferences and to ensure help is given in welcoming, providing and accommodating such visitors.

Howard Lewis
General Manager
Novotel Paddington Village

If the Vote Yes ballot is unsuccessful, Liverpool's hotels and accommodation providers will lose a say in their future. It is critical the private sector takes control and ensures the city is a year-round destination.



Faye Dyer
Managing Director
ACC Liverpool

Business tourism is key to ensuring Liverpool's economy continues to progress and to flourish. It is vital that the city region works together to stay ahead of our competitors and to maximise opportunities. The Accommodation BID is key to the growth of the city and to the events sector and supporting the initiative is integral to the strategic focus and vision for the future of the region.



Governance, How it will work

The Accommodation BID is rooted in legislation, which gives businesses the power to formally designate an area and to leverage additional funding to be invested on priorities that matter to them.

How the BID works

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

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

Governance

Liverpool's existing BIDs, Retail & Leisure BID and Culture & Commerce BID, are both managed by us, the Liverpool BID Company. We are a private, not-for-profit limited company, working on behalf of our 1,000 BID Levy Payers.

The new BID will be named Accommodation BID which will be managed by us, Liverpool BID Company. It will bring businesses from across Liverpool city centre allowing a better connected and supported sector.

Liverpool's two existing BID's are each overseen by an operating board who ensure what's delivered is in line with the business plan. They approve their budget and the main projects, which are deliv-

ered by the BID team. Both boards include members representing the sectors and areas present within each BID. This would be the same for the Accommodation BID. There is also an Executive BID Board that oversees strategy for the organisation, finances, company structure, and major long term decisions. BID Executive Board members include the chair and deputy chairs of each BID board and a representation of the leadership and main stakeholders in Liverpool City Centre. Board members support the BID on a voluntary, unpaid basis.

Any accommodation businesses within the current Culture & Commerce BID or Retail & Leisure BID will be transferred to the new Accommodation BID and will pay their levy through this BID.

All operating boards will be able to influence and take part in the strategy helping to make Liverpool as welcoming, accessible and safe as it can be.

Baselines

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

The following baselines apply to this BID ballot:

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

Service level agreements are also in place for:

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

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

Conducted independently by Civica Election Services, formerly Electoral Reform Services, a postal ballot will be held for all eligible businesses within the defined area of this proposal.

The ballot will be successful if more than 50% of businesses vote 'YES' by total number of votes cast (one per eligible hereditament) and also 'YES' by a majority of the total rateable value of the hereditaments voting.

If successful, every business that meets the criteria automatically becomes a BID Levy Payer and pays a BID Levy.

The Accommodation BID term will last 4 years and 5 months, commencing on Sunday 1st January 2023.

The BID term will commence 30 days after the result is published and such commencement date shall be no later than a year after the date of that notice.

Stakeholder engagement

2022

Public consultation





July–August 2022

For more information visit:

liverpoolbidcompany.com/ballot

Vote YES for Accommodation BID 2023—2027

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

