



# Liverpool BID Company

## *How we're working for retailers*

There are over 500 businesses with a shop front in Liverpool city centre, reflecting a vibrant and mixed use retail sector. Varying from independents to multinationals, homegrown brands to high street favourites, Liverpool's retail offer is richly diverse.

Liverpool BID knows that for retailers a crucial aspect of future planning is insight. From footfall and spend data to vacancy reports, BID provides monthly insights on how Liverpool city centre is performing and who is visiting. This helps retailers to be more nimble and adaptive to thrive in the city centre marketplace.

A high street is the essence of an urban area, a focal point, a place for practicality and purchase alongside experience and entertainment. Liverpool BID allows the city centre's retailers to come together and network, sharing experience and working strongly together.

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*With more than 300 BIDs in the UK, it is proven to be the vehicle that strengthens the links within the business community and improving places.*

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## How do we support you?

### Through Environment & Safety

With the BID Street Rangers cleaning over 2250 doorways and streets, walking 4500 miles, BID Safety Partnership with 3800 hours of BID Police Team support, BID-funded Citywatch (CCTV staff), BID Radio Link with 140 businesses, and over 200 businesses on the DISC crime app.

### With Marketing & Animation

Support is provided by connecting Levy Payers. Over the past five years we've collaborated in five city centre festivals, commissioned 20 public artworks, delivered over 14 marketing campaigns, installed over 695 Christmas lights, decorations and installations, and a footfall of over 150,294,445 brought into the city centre.

### By Connectivity & Transport

We work closely with Merseytravel and other key stakeholders, have hosted over 19 networking events, made 150 connectivity announcements, created the 911,505 city maps with Liverpool ONE, and are working closely with businesses and city to bring stakeholders together for the Eurovision Song Contest in May 2023.

### Through Business Support

We identify industry trends and facilitate planning for the future. We support and fund a range of frameworks, over the past 5 years we have held over 175 training sessions, visited 2,500 businesses, taken part in world-wide events on behalf of Liverpool, and provided exclusive deals, networks and footfall data to work to our businesses.

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## Want to find out more?

As we head towards our 5th ballot, we propose to raise our RV threshold to £45,000 + and also propose to expand the current BID area. Levy payers continue to be key city partners, helping to shape the city and its future, and be included within the ever expanding areas within the city centre.



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## Who we are

Get in touch.  
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