



2022 - 2023

Annual Report &  
Accounts Summary



Liverpool  
BID Company

Summary

Welcome to our  
2022 - 2023  
Annual Report

# BID Chief Executive & Chair

## Summary

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We look out onto a city centre that is, in many ways, at a moment of change. Behind us is the city we were before the pandemic. Ahead of us, the sustainable city we want to become for the future. The question we ask ourselves is, how much of what is in the rearview mirror do we want to take with us?

In November, it will be 20 years since Liverpool BID, one of a pilot project in the UK, was announced. Anniversaries are always a moment of reflection; where we have come from, where we are going? The mindset needed to regenerate Liverpool into a 21st century city began with BID, but the vision is one that is continually coming into focus. Change is a constant and it is our strategy to keep an eye on the horizon so we can work towards our goals.

This year we have become the first city to operate an Accommodation BID in the UK. This is a sizable achievement and gives the hotel and serviced accommodation sector a real voice when it comes to defining their role in the city economy. When we see the impact of major events like Eurovision, and the central role BIDs can have within it, it is a major development to see Liverpool as a city with a thriving mixed-use economy.

The fifth term of the Retail & Leisure BID has seen the BID Area extend up into the Georgian Quarter, including Hope Street. The majority of Liverpool city centre is now within a BID Area, helping to ensure that each Levy Payer within it has access to the benefits proffered.



## BID Chief Executive & Chair Summary

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Each of Liverpool's major cultural organisations is now within a BID Area and our cultural investment in Liverpool continues, first with the establishment of an Arts Fund to support cultural activity within the BID Area and to drive animation in the city centre. We delivered four public artworks; Merseyside Totemy, The Liverpool Plinth, The Pool of Life mural and The World Reimagined Globe. BID also co-funded and unveiled a dedicated Brian Epstein statue.

Meanwhile we continue to invest in the public realm, with the refurbishment and animation of the five Cavern Quarter archways.

We remain a champion for business. As physical networking events have returned we have been at the forefront, helping businesses to connect and share information and insight. Our new website contains a dedicated data centre, where each of our Levy Payers has access to the information, like daily footfall, that helps them to assess the city's economic health.

We also partnered with Nightlife CIC, helping them to define their offer to this vital sector of Liverpool's economy.

As we continue to look to the horizon, we are supporting businesses on their road towards Net Carbon Zero, helping to achieve the city's aims to have a more sustainable and greener future.

What we do today helps to shape each of our tomorrow's and at BID we continue to focus on how we can make Liverpool a city that is a place for people to live, visit, work, invest and thrive.

*Bill Addy, CEO of Liverpool BID Company &  
Nigel Britton, Chair of the Liverpool BID Company Executive Board*

## Executive BID Board Members

**Nigel Britton**  
BDO

**Carl Wood**  
Media Expert

**Ian Silverberg**  
Silverberg Opticians

**Paul Cherpeau**  
Liverpool Chamber of  
Commerce

**Andrew Ruffler**  
Professional Liverpool

**Harry Doyle**  
Councillor

**Jennina O'Neill**  
Metquarter & Chair of  
Retail & Leisure BID

**Sean Keyes**  
Sutcliffe

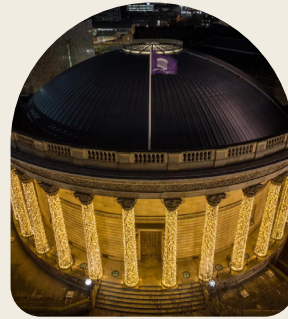
**Steven Hesketh**  
Savvy Hotels

**Bill Addy**  
Liverpool BID Company

**Iain Finlayson**  
Liverpool ONE

**Julie Johnson**  
Morecrofts LLP & Chair of  
Culture & Commerce BID

**Marcus Magee**  
Hilton Liverpool & Chair  
of Accommodation BID



## Chair Statement Summary

This spring, we celebrated as the Retail & Leisure BID was successfully voted in for a fifth term by our city centre businesses – making it one the most established BIDs in the UK. This fifth term, with an 84% 'YES' vote is not only a show of confidence and trust in Liverpool BID Company, but also shows the desire for businesses to support and drive the strategy for the city themselves.

We were also delighted to welcome Hope Street and the surrounding areas to our BID. The Georgian Quarter is a true asset to our city centre and we look forward to connecting them to the rest of the city, while also celebrating the uniqueness of this historic area, that homes such a rich array of cultural, leisure and hospitality businesses.

We take pride in helping to make our city centre as safe, secure and attractive as we can and are working hard to further the services we offer. Our street ranger service is increasing to six days a week with 210 hours of service each week. We also have drop in meetings for businesses giving them direct access to our BID police who operate 7 days per week.

Another huge focus of our work is to animate our public realm, increasing our footfall, visitor spend and ensuring our businesses feel the benefit of being located in Liverpool. This summer we will be reinstating 'Celebrating Bold Street', a one day celebration of the businesses on the street. The festive season too will see a brighter and better Christmas as we launch a new, upgraded lighting scheme across the city, which will also extend up to the Georgian Quarter for the first time.

Whilst we recognise the challenges businesses are facing in the economic landscape we sit in, we are proud that our city centre is a place where independents and multinationals can prosper on our high streets. Liverpool city centre's vacancy rate currently sits at half the national average, 5.4% to the UK's 11% - a testament to the confidence businesses have in Liverpool.

As we look forward, we will continue, with your input and support, to focus on making sure that from Williamson Square to Hope Street, Mathew Street to Church Street, we continue to make Liverpool the vibrant and thriving city we are all so proud of.

## Retail & Leisure BID Board Members

Jennina O'Neill  
Chair | Metquarter

Carl Burns  
Stonagate

Ian Silverberg  
Silverberg Opticians

Mark DeVanzo  
Everyman & Playhouse

Sandra Byrne  
LUSH

Paris D'Allessandro  
Quest Apartments

Anneliese Herbert  
Next

Cllr Christine Banks  
Liverpool City Council

Jason Flelo  
Flannels

Kenny Brew  
Liverpool City Council

Matt Bigland  
GPO

Vicki Allison  
Radio City

Andrea Edwards  
MOVE Onwards

Bill Addy  
Liverpool BID Company

Gary Owens  
Metro Bank

Joanne Hornblower  
HSBC UK

Louise Benson  
Marks and Spencer

Neil Ashcroft  
St Johns Shopping Centre

Jason Flelo  
Flannels



## Chair Statement Summary

Our work at Liverpool BID is about shaping a city where business can thrive – where there is opportunity to grow and expand and where there is a high quality of life for their workforce. Our Levy Payers include all sectors, from world leading professional services to amazing cultural institutions stretching from the Waterfront, through the Commercial District, up to William Brown Street and St George's Quarter. It is the entrance way and stage for much of our city centre activity and it is how we attract a global audience.

Central to our work is our commitment to and investment in the Arts, a strong value within Liverpool's business community and important for our visitor economy. We continue to support The Liverpool Plinth, Liverpool Biennial through a new Arts and Culture Fund. We also supported Eurovision, and through the dedicated support to Levy Payers, we have shown how we can work alongside and elevate business through events.

We have also increased the security and cleansing services we offer that are so important to our levy payers. This continues to have a positive impact on the city centre environment. We are committed as a BID to get to Net Carbon Zero, and we will be working to help our businesses to get there too. From workshops to targeted and sector specific advice, one of the first steps will be to help navigate through policy, guidelines and expectation. This will ensure every business knows what Net Carbon Zero means for them, and will provide them with the tools to develop a roadmap to get there.

We launched our quarterly Green Business Seminars in 2022 to help to collaboratively tackle issues important to businesses. This is part of our wider training and support helping businesses to reach their potential.

We are seeing an increasing return to the office post-pandemic, with businesses adapting to new ways of working, utilising technology and promoting healthier workforces with a better work-life balance. We have incorporated a number of health and wellbeing benefits to employees, including Dr Bike, Community Choir, BID Netwalking Tours and Community Litter picking.

Collaboration is key and networking continues to be a valuable aspect of our services with a programme of regular events, helping them to gain insight, share experience and work better together.

## Culture & Commerce BID Board Members

**Julie Johnson**  
Chair | Morecrofts LLP

**Bill Addy**  
Liverpool BID Company

**Gabrielle Monk**  
-

**Matthew Donnelly**  
Griffiths & Armour

**Ross Haslehurst**  
Grosvenor Casino

**Sean Keyes**  
Deputy Chair | Sutcliffe

**Alan Robson**  
Project Four  
Safety Solutions

**Chris Capes**  
Peel

**Graham Dagnall**  
DWF

**Rosalind Stockard**  
Tate

**Peter Kinsella**  
Lunya

**Stephanie Harrison**  
Regenda Group

**Andy Webster**  
Moore & Smalley

**Joanna Rowlands**  
ACC

**Ian McCarthy**  
-

**Laura Pye**  
NML

**Phil Malthouse**  
Brock Carmichael Architects

**Sue Darwell**  
Brunwood



## Chair Statement Summary

This year, Liverpool became the first city to operate an Accommodation BID in the UK. The city-wide BID was backed by the sector overwhelmingly in the ballot, with 84% in favour. It becomes Liverpool's third business improvement district and is designed to support the city's hotel and serviced accommodation sector.

In a year where we have welcomed Eurovision, it is vital that we are able to provide security for an industry that is so critical to retail, leisure and hospitality. Over the past two decades, Liverpool's visitor economy has grown substantially. In 2019, before Covid, there were 37.06m day visits and overnight tourist trips to Liverpool. Because of these visitors, the visitor economy was worth £3.35bn, which supported over 36.9k jobs.

It is predicted the Accommodation BID would help create jobs and increase the economic performance of the city, with 200 jobs created in year 1 and £10.6m created economically, rising to 311 jobs in year 5, with £16.5m added to the city's GVA. The dedicated BID could see 160k average bed nights each year, with an average daily room rate of £106 for sports and conference events, and £76 a night for general leisure visits.

The Accommodation BID means a dedicated investment supporting the hotel and serviced accommodation sector. It will help to attract major events to the city with a dedicated subvention fund. The sector will be able to add their voice to destination marketing and how Liverpool is sold, especially for conferences and the significant business tourism that can have a significantly positive impact on the sector.

As we approach the twenty year anniversary of the launch of Liverpool BID, it is heartening to see the city's continued ambition and appetite to support its visitor economy and the businesses and industry that support it.

## Accommodation BID Board Members

**Bill Addy**  
Liverpool BID Company

**Dave Brewitt**  
Hope Street Hotel

**Marian Cotter**  
StayCity

**Paris D'Allessandro**  
Quest Apartments

**Darren Walsh**  
Leonardo Hotels

**Gareth Marsh**  
Marriott Hotels

**Marcus Magee**  
Chair | Hilton Liverpool

**Helen Roberts**  
Holiday Inn Express

**Mark Tasker**  
Crowne Plaza

**Steven Hesketh**  
Savvy Hotels

**Faye Dyer**  
ACC Liverpool

**Janet Nuzum**  
Growth Platform

**Ann Chamber**  
Istay Liverpool

**Howard Lewis**  
Novotel Liverpool Paddington

**Matthew Knight**  
Holiday Inn

**Neil Brailsford**  
Pullman

**Frank McKenna**  
Downtown in Business

**Peter Sandman**  
Liverpool Community  
College



# LIVERPOOL BID COMPANY

## KEY ACHIEVEMENTS 2022 – 2023



We were the  
**first operational  
Accommodation BID**  
in the UK

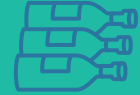
We secured the 5th term  
of the Retail & Leisure  
BID and expanded to  
Hope Street



Refurbished and  
animated 5 Cavern  
Quarter archways



Helped to deliver  
**Taste Liverpool Drink  
Bordeaux**



Delivered 4 public artworks with  
local organisations including the  
Merseyside Totemy, The Liverpool  
Plinth, The Pool of Life mural and  
The World Reimagined Globe



# EUROVISION

## SONG CONTEST

We supported the bid to bring the  
huge international event **Eurovision**  
to Liverpool



Held the biggest  
Mystery Shop  
so far with over  
**650 businesses**  
shopped

PARTNERED  
WITH  
**NIGHTLIFE  
CIC**

CO-FUNDED AND UNVEILED A  
**BRIAN EPSTEIN STATUE**

Took part as 1 of 5 UK  
cities in a recycling pilot



**B2C Campaign**  
**TOWN. Everyday. Everyone.**  
ran in Summer 2022



## Retail & Leisure BID Accounts Summary

Year 5  
1 June 2022 – 31 May 2023

### Funded by

BID Levy Income	£741,551
Additional Income Generated	£23,170
Other Income	£67,622
Reserves	£589,346
<b>Total</b>	<b>£1,421,689</b>

### Expenditure

Managed District	£258,503
Promoted District	£688,150
Working District	£52,035
Connected District	£119,864
Overheads	£237,971
Total Expenditure	£1,356,523
Carried Forward	£65,166
<b>Total</b>	<b>£1,421,689</b>

## Culture & Commerce BID Accounts Summary

Year 2  
1 June 2022 – 31 May 2023

### Funded by

BID Levy Income	£1,150,274
Additional Income Generated	£17,337
Reserves	£557,846
<b>Total</b>	<b>£1,725,457</b>

### Expenditure

Community	£48,263
Placemaking	£454,531
Resilience	£297,412
Overheads	£223,758
<b>Total Expenditure</b>	<b>£1,023,964</b>
Carried Forward	£701,493
<b>Total</b>	<b>£1,725,457</b>

# Accommodation BID Accounts

## Summary

Year 1

1 June 2022 – 31 May 2023

### Funded by

BID Levy Income	£25,110
Additional Income Generated <sup>(1)</sup>	£68,051
Reserves	-
<b>Total</b>	<b>£93,161</b>

### Expenditure

ACCL business events subvention	-
Smaller conference subvention	-
Sports & culture subvention	-
Destination marketing	-
<b>Expenditure Sub-Total</b>	<b>-</b>

### BID Services

Transfer to Culture & Commerce BID <sup>(2)</sup>	£60,370
Transfer to Retail & Leisure BID <sup>(3)</sup>	£7,681
<b>Services Sub-Total</b>	<b>£68,051</b>

<sup>(1)</sup> Levy contribution from accommodation providers in Retail & Leisure and Culture & Commerce BIDs

<sup>(2)</sup> Repayment of levy to Culture & Commerce BID to continue BID services

<sup>(3)</sup> Repayment of levy to Retail & Leisure BID to continue BID services

<sup>(4)</sup> Unspent levy receipts due to be accrued as proposed

BID Company operating costs	-
BID levy collection costs	-
<b>Operating Costs Sub-Total</b>	<b>-</b>
Carry forward to Year 2 <sup>(4)</sup>	£25,110
<b>Total</b>	<b>£93,161</b>

## Environment & Safety

### BID Safety Partnership

Our 2x BID police work 7x days a week and provide Levy Payers with a direct response to enquiries about safety, anti-social behaviour and security issues.

- Our BID Police have directly supported 2,501 businesses (583 unique businesses).
- On average the BID Police deal with 75 Rough Sleepers, 51 Street Dwellers, 36 Beggars and 50 anti-social behaviour issues per month.
- DISC is our crime and intelligence sharing platform. It has 198 active levy payers signed up to it and works directly with our BID Radio Scheme. Over 170 active businesses have access to the radio scheme which provides intelligence sharing and reassurance, and operates 24 hours a day.
- The BID also fund an officer 3 days per week to monitor the city centre security cameras on behalf of businesses, which is fed back via our Radio Link system to prevent crime.
- We regularly host intelligence sharing briefings to discuss safety issues including Hotel Watch, Retail & Security Watch and Car Park Watch.



## BID Street Rangers

Our 6x street rangers worked 5x days a week, providing a cleansing and maintenance services on both private and public spaces across the BID area.

- The BID Street Rangers have directly supported 40,549 businesses in the year.
- Over the past 12 months:
  - 12 miles of pavement cleaned
  - 900 doorways cleaned
  - 30 phone boxes maintained
  - 30 planters and hanging baskets maintained
  - 2,000 stickers and graffiti removed
  - 300 areas of Levy Payers private land cleaned
  - 13 private alley gates maintained

## BID Waste pilot

We took part in the WRAP Business of Recycling pilot scheme as one of only 5 in the UK. We worked with DEFRA to ensure all BID Businesses were aware of the upcoming changes to how all businesses will need to recycle.



# Animation & Marketing

## Christmas

- Liverpool BID Company fund over 90% of Liverpool Christmas lights every year.
- For the past 5 years, we have contributed £745,000 to ensuring the city sparkles and glows in Winter.
- In 2022 we expanded the lighting to the St. George's Quarter including William Brown Street and the Central Library, World Museum and Walker Art Gallery.
- We celebrated Christmas theatre with the Festive Night Out campaign, encouraging visitors from a 2 hour drive time to visit the city, watch a show and stay overnight.
- In St John's Shopping Centre we animated the space with our Elfie Selfies, encouraging visitors to bag a selfie and send their Christmas list in. At Metquarter, we saw a range of Christmas crafting sessions, like wreaths and lights, for a perfect gift and at a discounted cost.
- Animating Church Street was via the Christmas Countdown, 12 nights of festive fun in the run up to Christmas day with games, sing-a-longs and Christmas characters too!
- We worked closely with key city centre stakeholders to make sure the BID area was included in the Liverpool Feels Like Christmas campaign from Marketing Liverpool.



## Seasonal

- In Summer, we delivered a B2C campaign, Town. Everyday. Everyone. To drive footfall into the city centre from a local audience, showcase activities and promote experiences. We worked with a range of city stakeholders to deliver the campaign across Merseyrail, Bauer Media, The Guide, Marketing Liverpool and local influencers.
- For Valentines, our Loverpool campaign partnered with Radio City and encouraged visitors to call in their best Liverpool love stories for the chance to win a prize.
- During September and October, our Student Takeover campaign included a range of videos encouraging students into the city.
- The BID Culture Ambassadors scheme gives Levy Payers the chance to get discounted and giveaway tickets from theatres and venues in the city centre.



## Public Art

The BID worked with a range of key organisations to fund a range of public artwork in the BID areas this year including:



- SMUG's Pool Of Life at the Cavern Quarter
- Sound Drops wellness walking tour with Sarah Stephenson and Roger Hill
- Liverpool Biennial collaboration for the Merseyside Totemy at the waterfront
- The Liverpool Plinth annual competition at St Nicholas Church with dot-art
- The Brian Epstein statue at Whitechapel with the Brian Epstein Legacy Project
- Cavern Quarter archways restoration and Mathew Street projections

## Public Realm

Across the city's Promote in Liverpool sites, we had public activations including:

- The International Tennis Mini Tournament on Castle Street.
- The Red Ball Project on Lord Street
- The Our Place in Space activation city wide including Church Street and Lord Street
- Every Can Counts recycling campaign at Williamson Square
- We created an All You Need is Love selfie heart to encourage visitors to snap their favourite Liverpool locations

# EUROVISION

## SONG CONTEST

and  
**Liverpool BID Company**  
 National Supporter

- Liverpool BID Company supported the Eurovision pitch with a £300,000 contribution towards staging the Eurovision Song Contest in Liverpool.
- We facilitated the sustainable city dressing by offering businesses the chance to have their own Eurovision window art, taking benefit of our relationship with a local window artist.
- We delivered a range of language taster classes including Ukrainian, Spanish, French, Italian and Portuguese.
- Delivered a range of Proud to Welcome collateral from Culture Liverpool including Eurovision Visitor guides.
- Delivered a range of Marketing Workshops and Levy Payers updates including a Green Business Seminar for sustainable events in the run up to Eurovision.
- We used our data and monitored footfall throughout the week, with the highest footfall day over Eurovision being on the final day (13/05/2023) with a footfall count of 353,503 – 18.34% higher than its equivalent in 2022.
- The National Lottery performance day (7th May) saw the highest % increase when compared to 2022, with a 33.26% increase.
- Overall we saw a 287,536 increase in footfall in the city centre when compared to 2022 & a 121,951 increase in footfall when compared to 2019 (pre-COVID).
- We raised £2500 for funding local Ukrainian aid appeals through a silent auction of final and semi-final tickets.
- We helped businesses publicise by connecting them with journalists, and created £1.9mil worth of PR Coverage for the city businesses, and Liverpool BID Company.

*“There’s no shying away from it - we could not have got the bid to host over the line without Liverpool BID Company’s support. You took a risk on us borne out of a belief in what the city could gain - as you always do - and for that we are eternally grateful. This adventure is yet another success in our much-valued partnership with Liverpool BID Company.*

*Most importantly, Eurovision has reminded the world of what a truly world-class city Liverpool is. Whilst we begin our debrief process internally, we look forward to working with you on cementing the legacy of Eurovision by building its success into long-term benefits for the city and residents.”*

**Theresa Grant**  
 Interim CEO at Liverpool City Council



Liverpool  
 BID Company

## Business Support & Connectivity

- We won the renewal ballot of the Retail & Leisure BID for another 5 year term, including the expansion of the area up to Hope Street.
- We became the first operating Accommodation BID on 16th January 2023.
- We held the annual Mystery shop awards with over 650 businesses being Mystery Shopped, making it the biggest ever for BID Levy Payers with the final awards evening at the Hilton and a number of follow-up sessions with businesses.
- Regularly delivering business data through our data hub, we send out weekly footfall figures and monthly business insights reports. Every quarter we deliver a monthly sales, expenditure and demographic data report.

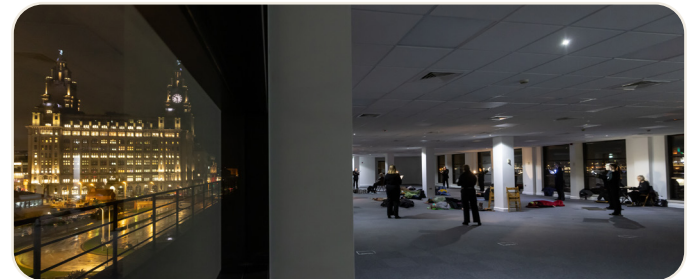
### Connectivity schemes

- We began a number of new networking series including the Charity Business Network in association with Liverpool Chamber, the Green Business Seminar series exploring sustainability in business, and continued the bi-monthly netwalking tours exploring the city with BID Levy Payers.
- In regards to Eurovision, we also worked with Pride to deliver You're Safe Here training.



### BID Levy Payer Employee benefits

- In 2022 we began the Health and Wellbeing initiative which includes free monthly yoga classes, community litter picking groups and Dr Bike sessions with free bicycle check-ups and repairs. We also ran a Sound Bath experience on Blue Monday to ensure businesses take care of their mental health and get active.
- We delivered free one-day first aid classes in advance of Eurovision support.
- The continuation of BID Community Choir, BID Netwalking tours, and support.



# As we look ahead

In the BID, from June 2023 - May 2024  
we will see:



The return of city  
festivals and activity  
brought to key city  
centre locations

A bigger and better  
Christmas with  
lights extended to  
Hope Street



Increase the street ranger  
service to a 6-day week, with  
210 hours of service every week

Drop-in meetings  
for businesses to  
speak directly  
to the BID police  
and engagement  
team



Supporting and facilitating  
changes to the public realm,  
including around Williamson  
Square, the waterfront



TOWN. B2C digital  
campaign

PR opportunities  
for Levy Payers



Liverpool BID Company are  
committed to get to Net  
Carbon Zero by 2030 and  
will support businesses to  
do so

Developing a  
city 'influencer  
network'



Further arts and culture funding  
in the city centre through the  
BID's arts and culture fund

As we mark 20 years since the start of the BID we want to look ahead to our next chapter.

An invigorated private sector, contributing to the enhancement and positivity of life in Liverpool, attracting inward investment, being supported for growth and working in an environment conducive to good business.

Our levy does not simply pay for services, it pays for partnership and our ambitious plans for the next twelve months are designed to have a positive impact on you and your business.





Get in touch

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[@MathewStreetOfficial](#) | [@HopeStOfficial](#)