



Have you returned your ballot paper?

Use your vote to continue to make a difference to Plymouth's Waterfront.



We need your help!

Please vote 'Yes' to support Plymouth Waterfront Partnership BID2

Our Vision:

- Establish Plymouth's Waterfront as a major visitor destination in the South West and a significant economic and community investment driver for Plymouth

Our Purpose:

- Improve business profitability across the Waterfront
- Improve the visitor experience, overnight stays and spend

Our Strategy:

- Champion delivery of the Waterfront Masterplan
- Make the most of Mayflower 400
- Celebrate our Heritage
- Increase connectivity across the Waterfront and with the City Centre

What Our Voters Say



LIZZY EVANS
@ MAKE 140

Owner of café, shop and

workshop space Make at 140, Lizzy Evans, said "The small team at the Waterfront BID have the time to listen to ideas and talk things through with you and they work so hard to make everyone feel included.

"Over the last five years there has been a real improvement to the look of the Waterfront area, even in the most basic things like plant pots.

"There is so much potential for the Waterfront over the next five years and I want to see the area grow, with more event promotion and visitor growth.

"Without the Plymouth Waterfront Partnership I think a lot of the momentum will be lost."



ANN ANDERSON
@ SEA BREEZES

Ann Anderson,

who owns the Sea Breezes Guest House, said: "Indirectly my business has benefitted because PWP keeps a watchful eye on the area.

"I believe the Waterfront BID team has kept the standards of the area up, in terms of cleanliness and stopping the area from falling into disrepair.

"They monitor things and it's great for a local business to have a point of contact and a voice for when things go wrong. We can point people in the right direction and it really has made a difference to the feel of the area.

"It's good to have someone batting in your court. I mean, what would Plymouth be without its Waterfront? It's the city's backdrop.

"I've also been getting great feedback from our guests. They visit and they're wowed by how much Plymouth has changed and how great it looks. Everything is looking more professional."



ROSE MACINNES
@ PLYMOUTH GIN

Plymouth Gin

Visitor Centre Supervisor Rose Macinnes said: "What the BID team has done in the Barbican and Waterfront areas is amazing. I admit when the idea was first suggested I said no and was really against it.

"Now I have no hesitation in putting my hands up and saying I was wrong. I'm delighted to be able to say they have done a really good job and I would tell any city to do it.

"I don't think it matters how small or large your business is we need to join together, with everyone being on the same page for the good of us all. That's what the Waterfront BID provides."



CRAIG MOORE
@ BOND DICKINSON

Craig Moore,

Partner and Head of the Plymouth office of UK solicitors Bond Dickinson, said: "The BID helps to create a real focus for action for the Waterfront area and has really created a buzz around the place.

"Before the bid there was no one to push the Waterfront's agenda. There wasn't a mouthpiece for the area when it came to the strategic direction the city was moving in.

"Now the Waterfront very much has its own identity and there are people within the BID who can make sure the area is included in any decisions.

"It also means the local authority has a vibrant Waterfront to help attract more visitors to the city.

"We have seen the area around our offices change in terms of vibrancy. There is also a real growth agenda around Plymouth and it is important the Waterfront BID continues that momentum."

Find out more and view the BID2 business plan in full at waterfrontbid.co.uk

What happens with your vote in February 2017?

Vote “YES”?

The BID continues. Your voice will be heard, this Business Plan will be delivered, Council services will be ring-fenced for five years and we'll lever more investments from outside the city.

Don't Vote?

You abstain, you leave things entirely to chance. Your business isn't registered in the Ballot as a Yes or a No.

Vote “NO”?

The BID ends. You will no longer have a unified voice in the Waterfront's future, limited investments are likely and Council services are unprotected.

Waterfront BID2 is crucial to the success of the Mayflower 400 commemorations in 2020. If you want Plymouth's Waterfront to flourish, vote YES for Waterfront BID2

How to vote: By now you should have received your ballot paper, these should be returned to ERS no later than 5pm on Wednesday 1st March.

Who gets a vote: The person eligible to vote for the property will receive a ballot paper through the post with a copy of the business plan.

What to do if you haven't received your ballot paper: Please call the Waterfront BID Team on 01752 304919 who will be able to help.

Dates to remember:
Deadline for returning ballot paper
Wednesday 1st March

Result announced
By 8th March

Please visit **waterfrontbid.co.uk** for more information on the Waterfront BID.