



Plymouth Waterfront Partnership
Extraordinary Board Meeting – Waterfront BID2 Draft Business Plan
4 July 2016, 3pm-4pm
Duke of Cornwall Hotel

Attendees: Chris Arscott (CA); Gavin Marshall (GM); Sarah Gibson (SG); Jon Morcom (JM); Chris Robinson (ChR); Glenn Jordan (GJ); Patrick Knight (PK); Sky Cole (SC);

Apologies: Ben Shearn (BS); Roy Martin (RM); Charlotte Malcolm (CM); Charlie Jones (CJ); Comron Rowe (CR); Josh McCarty (JMCC);

NOTES/ACTIONS

All agreed that the meeting was quorate and could proceed as a decision-making meeting.

The purpose of the meeting was to agree the direction of the draft Waterfront BID2 Business Plan.

SG ran through the Executive Team's presentation – update on Development of the Waterfront BID2 Business Plan

- Consultation Projects – the seventeen proposed projects – twelve projects stood out from the consultation
- Consultation Process – Took six weeks to create the consultation paper which was sent via a mailshot, shared door to door and drop-in sessions were run – 664 businesses invited to consult
- Feedback – 1 in 4 engaged and analysis done by PCC's Economic Development Team on the results.
- Result – The Top 5
- Results By Area
- Verbal Feedback
 - o When consulting face to face, the Executive Team were encouraged to find that the BID was widely known and understood
 - o Had feedback that the BID was Barbican centric
 - o Events were key
 - Weekly markets were supported – fish markets as well as craft etc
 - Suggestion of a 'Drake Day'
- Bid Member: New Ideas

JM thanked the Executive Team: SG, SC and PK and commended them on the work they had done/the consultation so far – this was echoed by the other Board members

- Proposal for Business Plan
 - o Overarching theme of connectivity.
 - o Deliver twelve projects
 - o Focus 'on the ground delivery'

- Group the projects into three areas:
 - Community Cohesion – the BID to be an enabler and ‘glue’
 - Strategic – SG and CA shared that the Waterfront Master Plan had been made public that day and caught us off-guard as PWP had not been informed and had not signed-off the final draft. Question raised regarding Bath Street and if a canal would be included in the development of the area as previously proposed by the Mackay Vision (2003)? – SG to ask PCC. **ACTION**
 - Operational – need to establish the function/event spaces across the Waterfront – SG to map out the areas. **ACTION**
 - Mutley Plain do a music festival between The Junction and The Underground – suggestion that events be held on the Waterfront between multiple venues
 - Main Board suggested that the BID use agents to deliver events. **NOTED**
 - GJ confirmed that Wildwood were keen to be included in the BID and would develop the relationship between Wildwood and the BID. GL to ensure formal introduction to SG. **ACTION**
- SG asked if anyone had any challenges to the twelve prioritised projects. – There was unanimous support and confidence in the twelve, but it was noted that we would need to be clear on the wording of projects; the description needed to be punchy. **NOTED**
- SG shared the timeline for the Waterfront BID2 Business Plan and confirmed that the plan was to unveil the draft Waterfront BID2 Business Plan followed by two months consultation. **NOTED**
- All confident that the Mayflower 400 Plan, The Plymouth Plan and the Waterfront Master Plan aligned with the twelve prioritised projects
 - SG confirmed that she was sighted as an observer on the Mayflower 400 Plan and was confident that the information could be lifted directly into the Waterfront BID2 Business Plan.
- Boundary
 - SG shared the figures for the new proposed BID boundary, based on a 1.5% Levy contribution.
 - SG/SC had met with businesses within the proposed additional areas for the blue line and had received a positive response to the possibility of being included in the Waterfront BID areas. SG/SC to get quotes from the prospective new businesses/reasons why they want to be in the BID. **ACTION**
 - SG had spoken with additional businesses to those on the Proposed BID Boundary Map along Union Street and wanted to profile the Levy for those businesses also – this was unanimously supported by the Main Board. **ACTION**
 - GJ to share information regarding businesses further down Union Street for consideration within the PWP BID Boundary. **ACTION**
 - It was confirmed that mobile phone masts were exempt from Levy for PCCC and deemed too difficult to include/collect
 - PCC's Mark Brunsden suggested that the BID Boundary ought to consider going up to Union Street in zone B of the proposed BID Boundary map.
 - SG given a steer to consider going as far as the Palace. **ACTION**
 - SG asked if all supported the BID proceeding with the Boundary as presented. Unanimously agreed. **NOTED**
- Levy
 - Main Board gave a steer that the Levy should stay at 1.5%, but build in an incremental increase into the Waterfront BID2 Business Plan from Year 2 (2018) as the City Centre Company applies. **ACTION**

****MEETING CLOSED****