



Waterfront Manager
Plymouth Waterfront Partnership
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www.waterfrontbid.co.uk
www.visitplymouth.co.uk

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Dear Waterfront BID Member,

Important News from Your Waterfront Business Improvement District

Please take a moment to read this letter - we need your help.

The Plymouth Waterfront Partnership (PWP) was established in 2012 to operate a Business Improvement District (BID) representing seven hundred businesses across the Plymouth Waterfront area – our key visitor destination.

We have achieved so much – delivering more than ninety per cent of the forty-two projects within the Waterfront BID Business Plan which was shaped by Waterfront businesses. However, there is even more for us to do in the future.

BIDs run for five years and our first Waterfront BID will end on 31st March 2017. We now need to create our BID proposal for the next five year period to continue and build on the great work we've begun as a Waterfront business community.

PWP is launching a consultation of Waterfront businesses with a proposal to renew its Waterfront BID, to operate between 1st April 2017 and 31st March 2022. **We need *your* help - what do you want for your Waterfront by 2022?**

PWP has a Strong Reputation for Delivery

PWP is a team of more than forty Waterfront business representatives, working within a sector-based structure across two management boards, ensuring members' voices are heard. PWP has two dedicated executives who drive project delivery and coordinate with an extended partnership team. PWP has won four exemplary awards and is currently shortlisted for another.

During the course of the past four years, we have influenced the city's agenda; we have informed strategic plans; we have worked with partners to create significant legacy projects; we have secured substantial Waterfront investment, we have been working hard at raising Plymouth's international profile; we have created new events; we have enhanced areas of the public realm. We'll be announcing more major interventions very soon.

Our first Waterfront BID's achievements to date (2012-2016) are now a matter of public record (details on our website: www.waterfrontbid.co.uk) with £884k raised from our membership, over 30% spent on direct marketing of the area, nearly 50% on new and future events and conferences, the balance invested in daily operations including security and other improvements.

We have also secured £770k investment from external funding bodies, bid for £1.2m of INTERREG funding and levered match funding from city partners in excess of £3m, securing a ratio of 5:1 return on Waterfront business investment.

PWP: Harnessing the Opportunity

Through PWP's Waterfront BID2, you and your business will be a vital partner in delivering the once-in-a-lifetime opportunity of the Mayflower 400 commemoration, focusing strategic plans, partnerships, funding and commitment - from both the public and private sector - to make sure our world-famous Waterfront is ready for the global spotlight.

We must work together to harness this opportunity to secure more investment, more physical improvements and more international awareness of our fantastic Waterfront.

Help to Shape Waterfront BID2 (2017 – 2022)

We are seeking project ideas for Waterfront BID2 to deliver within a geographical range, including the mini-destinations of the Royal William Yard, Devil's Point, Millbay, West Hoe, The Hoe, Armada Way, the Barbican, Sutton Harbour, Bretonside and Queen Anne's Battery Marina. Connectivity is our core theme. We've suggested seventeen projects to kick-start the process.

There are two ways to share your views with us:

1) Complete the enclosed proposed projects questionnaire and send it back to us or give us a call and we'll collect it.

2) Consultation workshops have also been planned, come along if you can:

Wednesday 18th May

West Hoe, Millbay & Royal William Yard

Venue: Seco Lounge

Monday 23rd May

Bretonside & Sutton Harbour

Venue: Boston Tea Party

Thursday 26th May

Barbican & Hoe

Venue: Holiday Inn

Each Day:

8.30am – 10.30am

10.30am – 12.30pm

1pm – 3pm

3pm – 5pm

Licensed Premises, Restaurants, Cafes & Takeaways, Retail, Sports & Leisure

Education & Charities, Professional Services, Accommodation

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How to Engage with Your Waterfront BID

The Waterfront BID is the glue that binds us together, unites our voices and provides the dedicated focus for Waterfront delivery. At operational levels we focus on destinations to maximise visitor appeal. At strategic levels, we work Waterfront-wide. By working together through the Waterfront BID we achieve major improvements, which is why it's vital to back your BID.

We try to keep you updated but if our messages just don't reach you, always stay informed of what your Waterfront BID is achieving through any of the following channels:

- Visit our website: www.waterfrontbid.co.uk
- Follow us on social media: Twitter - @pwpbid Facebook and YouTube – PlymouthWaterfrontPartnership
- Follow our Waterfront Manager weekly blog
- Contact your BID Ambassador: find them on-line at: www.waterfrontbid.co.uk/advisoryboard
- Call the PWP Executive Team: 01752 304919
- Email: waterfrontmanager@waterfrontbid.co.uk
- Join us for our **Annual Review, Wednesday 8th June, 2pm – 4pm, The Duke of Cornwall Hotel, Plymouth.**
- Are you a member of the Association of Barbican Businesses, Conference Plymouth or Plymouth Hospitality Association? Contact us through your Chair or Secretary.

With The Transat successfully delivered and the Plymouth Pirate Weekend upon us (14th & 15th May), this is yet another bumper year of spectacular events in Britain's Ocean City (check them out at: www.visitplymouth.co.uk). With city partners we've already planned Armed Forces Day, British Firework Championships, Ocean City Festival, Plymouth Seafood Festival, Royal William Yard events, Illuminate Thanksgiving celebration, Christmas activities and more.

Engage with the events; use the themes to attract more custom, tell us if you plan activities so we can promote them, get in touch if you want to get involved, 'talk Plymouth up' on your social media channels and task your employees to do the same. Make the most of engaging with your Waterfront business community to make the most for *your* business.

On behalf of the PWP team, we wish you a very successful 2016 and look forward to continuing to make a difference with you. With very best wishes,

Sarah Gibson (nee O'Leary)

Waterfront Manager, Plymouth Waterfront Partnership