



Business Improvement District 2012-2017

Progress Report: March 2015



Plymouth
Britain's Ocean City



National Partnership
Award Winner 2014



Introduction

Plymouth's Waterfront Business Improvement District is no ordinary BID.

There are now more than 200 BIDs across the UK focused on Clean, Safe and Better Promoting projects. We've adopted not only these but have prioritised Development, Regeneration, Visitor Information, Events and Environmental Improvement projects too. PWP is an Award-winning BID and delivers 42 targeted projects designed by Waterfront businesses within the BID area.



Chris Arscott, Chairman,
Plymouth Waterfront
Partnership

We work in a unique partnership with Plymouth City Council, the City Centre BID and Destination Management Organisation Destination Plymouth in a way that sees Private and Public sector trust built, shared budget contributions committed and a shared executive team created to strengthen our ability to raise Plymouth's profile and attract more visitors to Britain's Ocean City.

We've worked hard to ensure our Governance is right. Our Board of Directors are recruited on their skill set and experience to ensure the best advice and leadership and meet bi-monthly. Our Advisory Board is elected by BID Voters and represent each of the three core areas of the BID's geographical range and its seven sectors and meet monthly. Specific Task & Finish groups are frequently set up to focus developmental work. We confidently represent more than 627 Waterfront businesses with one single voice lobbying for change, improvement and investment.

Most importantly:

- Our delivery is on target with more than 64% of the BID's 42 projects delivered.
- Relationship with the City Council is strong and ring fencing of their budgets and services within the Waterfront is on target, despite the current cuts being made to local authorities all across the UK.
- We've been able to secure an additional £3.3m investment providing a return of 5:1 to Waterfront BID Levy contributions.
- We speak with one business voice that represents more than 627 Waterfront businesses, successfully lobbying the City Council and the UK Government.

We've still a long way to go to bringing about the changes we'd like to see within our Waterfront. Thank you for the support you've given us so far. We look forward to continuing to work with you.

Chris Arscott

Chairman, Plymouth Waterfront Partnership

When a BID for the Waterfront was first proposed there was some doubt that it could work, but it's proving that it is over-delivering and punching above its weight, winning awards and repositioning Plymouth through its Waterfront. The City Council took the decision to back the innovative and unique PWP Waterfront BID and we've been proven right to do so. The delivery achieved so far is tremendous.

We also mustn't forget just how much the storms of early 2014 devastated our foreshore and tourism economy. Working hard with PWP we're recording visitor numbers as being up 20% year on year, compared with January and February last year. The weather and damage to the railway had a significant effect but by working together our proactive efforts to make repairs and attract visitors are encouraging people to flood back.

Together we've begun to bring about changes to the Waterfront and secured major events like La Routes des Princes, La Solitaire du Figaro and now the Transat for 2016 and 2020. We're proud to work with the Waterfront BID and will continue to support its delivery and aspirations.

Cllr Tudor Evans

Leader of Plymouth City Council



Cllr Tudor Evans,
Leader,
Plymouth City Council

The focus and commitment from PWP greatly enhances Plymouth's Waterfront area.

Working closely with City Council officers the BID has ring fenced more than £2.7m of Council delivery budgets and manages them to achieve the most effective delivery. The mix of Private Sector voice and Public Sector delivery has begun to bring about rapid changes and enhancements for the Waterfront and we look forward to continuing to work with PWP.

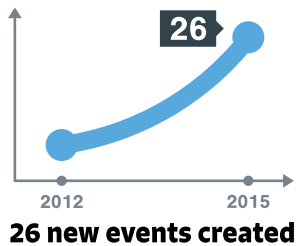
Tracey Lee

Chief Executive, Plymouth City Council



Tracey Lee,
Chief Executive,
Plymouth City Council

£670k
secured from the
Coastal Communities
Fund

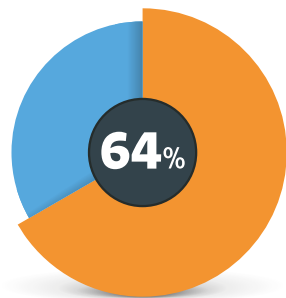


£360k
additional partner
contributions

**Lobbying of
Government**
Department for Culture,
Media and Sport

£320k
additional City Council
investment in
public toilets

Delivering the
42
project
Waterfront Business Plan



of projects delivered



**5:1 match funding
return on investment**

Estimated additional
£400k
economic impact
from new events

Are we meeting Waterfront Business Plan Objectives?

Leadership

Providing a strong business voice to lobby for future investments in the Waterfront: **YES!** Lobbying the City Council, the Minister for Coastal Communities and the Department for Culture, Media & Sport.

Marketing

Attracting more events linked to the needs of local businesses whilst radically improving visitor signage and information: **YES!** 26 new events created and La Routes des Princes 2014 secured, new 'monolith' orientation panels on the streets, new digital and printed visitor guides, Conference attraction - GMB secured for 2017.

Operational Management

Transparent and accountable contracts will make sure that the City Council and all service providers improve the standard of existing cleansing, maintenance and other services: **YES!** Monthly Operational meetings with senior management within the City Council and highways contractor Amey, BID gardening and handyman contract with Sound Site Services and on street Clean Team in red uniforms shared with City Centre BID.

Finance

Attracting significant match funding, in addition to contributions from businesses for expenditure within the Waterfront: **YES!** Sponsorship, street trading surplus, voluntary contributions and grant funding secure 5:1 match funding all invested within the Waterfront BID area.

Buy Local

Ensure the majority of purchase contracts are advertised through Sell2Plymouth: **YES!** All contracts are advertised through Sell2Plymouth.

**Regular volunteering
activities organised**

£1.65m
**City Council service
budgets ring fenced
in first 3 years**

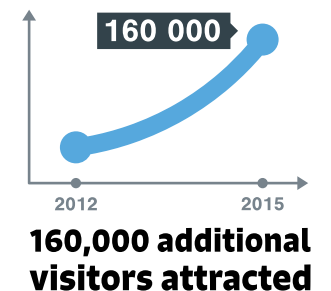
£120k
**additional investment in
on-street, monolith,
orientation panels**

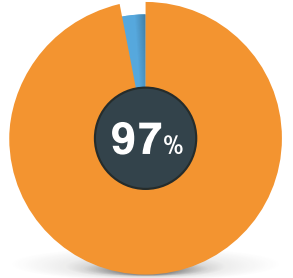

**Dedicated web
and social media
promotion and publications**

**Total BID Levy
spend so far:**
£625k

£215k
**additional investment in
road signage**

PWP
**Procurement Policy
created ensuring
the BID works
locally**
wherever possible




**Average 97% BID Levy
collection rate**

Improved Marketing

PWP pledged to develop and deliver a 5year marketing plan in partnership with Destination Plymouth, the City Centre Company BID and the City Council, progressively targeting new markets including day visitors, short breaks and US East Coast visitors.

Working to the city's adopted Visitor Plan 2012-2026, PWP has been working closely with our partners to achieve local, regional and national PR and Marketing goals. Successes to date include recruitment of a London based tourism focused PR agency, almost 1m unique visitors to the Visit Plymouth website, PR coverage of more than £3.8m Advertising Value Equivalency (AVE) and almost 36,000 Facebook likes. The Chair and Deputy Chair of PWP also sit as Directors within the Destination

Plymouth Board, commissioning both the Destination Plymouth Chief Executive and the City Council Visitor, Marketing and Events Team to deliver specific communications, marketing and project briefs.

Working with Conference Plymouth, PWP funds Plymouth's annual conference targeting to secure future events and increase overnight stays. This has resulted in Plymouth exhibiting at International Confex and the Meeting Show, the creation of dedicated promotional materials, a digital Conference Plymouth portal on the Visit Plymouth website and a GMB conference secured for 2017.

PWP ensures the Britain's Ocean City brand is rolled out in all communications and marketing media.



Launch of the new PWP driven city Visitor Guide

Plymouth

Britain's Ocean City

New city branding rolled out



First Great Western train wrap delivered

Mayflower400

- Delivery framework in creation with six core streams: Heritage, Education, Visitor Economy, Business & Economic, Arts & Culture and Sports
- Mayflower Leadership Group created
- Plymouth positioned to lead the UK Mayflower400 celebrations in 2020
- Lobbying of the UK Government for support underway
- US delegation visit hosted in June 2014
- Plymouth delegation visit to Massachusetts and Boston in March 2015

Achievements:

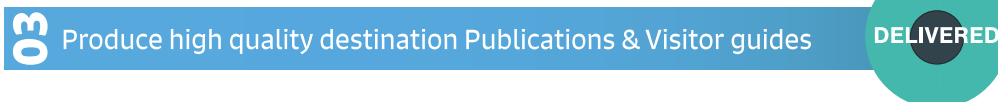
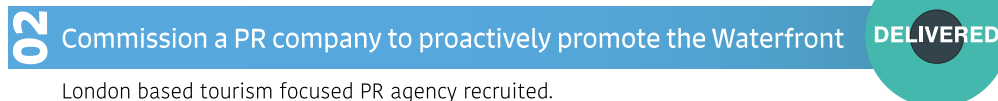
Relationship building with US East Coast, particularly Massachusetts

Relationship building with Visit Britain, Visit England and UKTI

21
journalist and business tourism familiarisation visits have been hosted in Plymouth

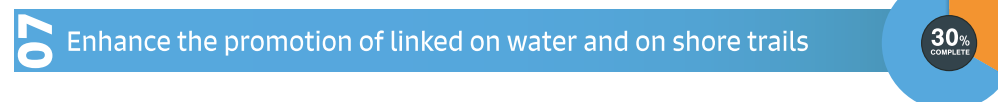
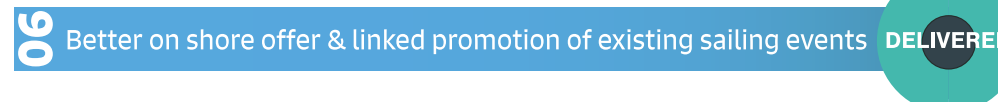
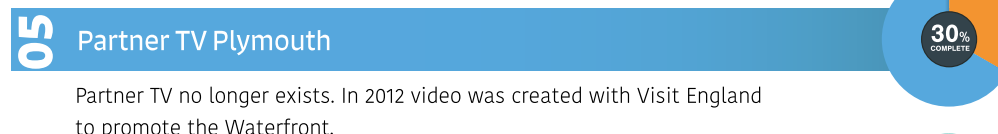
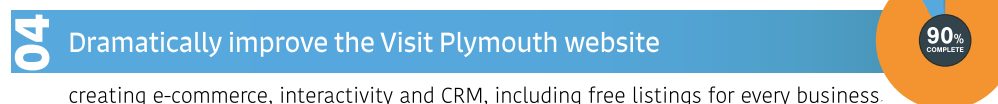
Growth of events profile through regional tourism networks

Market research conducted through Visitor and Shopper surveys



**Almost 1million
unique visitors to
www.visitplymouth.co.uk**

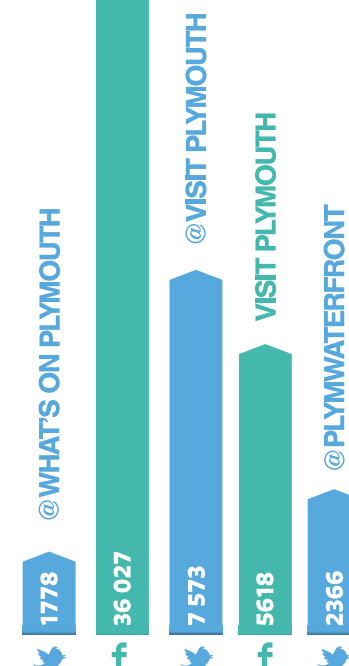
**PR coverage of more
than £3.8m AVE**



**Joined up working:
PWP BID Plan and city's
Visitor Plan overlap - when
projects are delivered
in one, it supports delivery
of the other**

WHAT'S ON PLYMOUTH

**Social
Media**



**A hotel demand
study undertaken
by Destination
Plymouth in 2014**

**PWP supported partners'
development of the sustainable
seafood campaign resulting in
Plymouth becoming Blue
Fish City – a World first**

**The Guardian, Daily Mail, The
Times and more featured Tinside
Lido and Plymouth cycling imagery
and editorial in digital and in print
during 2014**

**Annual Conference
Plymouth promotion**

08

Bi-annual research of visitor numbers, spend and perceptions

to position Plymouth's Waterfront as a major UK visitor destination targeting new markets including day visitors, short breaks and the US East Coast visitor market.

30%
COMPLETE

09

To better promote Plymouth nationally as a conference destination

DELIVERED

10

Provide an electronic portal and one point of contact

closely linked to the City Council's enquiry handling service.

30%
COMPLETE

11

Allocate funding to discount the cost of national conferences

DELIVERED

We have rebranded Commercial Wharf, Phoenix Wharf, Baltic Wharf and Elphinstone Car Park as the Barbican Wharves, a key Waterfront transport connectivity hub. We're now working on plans to improve provision of coach drop off/pick up points



Plymouth
Britain's Ocean City



PWP Armed Forces Day, 2013



***BBC's The One Show
featured the British
Firework Championships
August 2014 - first
national promotion of
the event in 16 years***



Visitor Welcome & Signage

PWP pledged to dramatically improve visitor signage, interpretation and information to create an accessible, engaging, fun and interactive experience for visitors, to tell Plymouth's many stories and ensure visitors move around all parts of the city and its Waterfront. Working with the City Council we have delivered new brown signs from Marsh Mills listing Waterfront attractions and destinations, new wall signage with Waterfront imagery and maps at Bretonside Bus Station and the Train Station, and working with the City Council, Destination Plymouth and the City Centre Company BID we have installed 19 new on-street 'monolith' orientation panels telling some of Plymouth's history and unmissable destinations.

More work has been planned for the Millbay Port, whilst we rigorously supported the City Council in their efforts with the Highways Agency to secure the A38 gateway signage featuring Smeaton's Tower and the Britain's Ocean City brand, the visual style **the first of its kind in Europe**.

We have co-funded the development of the Visitor Plan 2012-2026 'Telling Stories' initiative driven by Destination Plymouth, securing match funding from the City Council. This provides the strategic plan to coordinate all city signage, wayfinding materials, digital media and interpretation to ensure an holistic visitor experience.

12 Dramatically improve signage and interpretation to tell Plymouth's many stories

to tell Plymouth's many stories, physically linking the Waterfront with its City Centre, surrounding coast and countryside. Add value to the City Council's plans (funding secured to encourage commuting through the creation of walking and cycling trails across the Waterfront).

50% COMPLETE

13 Creation of linked mini destinations

including the Barbican, The Hoe, Sutton Harbour and Royal William Yard.

50% COMPLETE

14 New signage, involving innovative interpretations media installed

across the Waterfront, quality road signs and visitor information along strategic routes and maximise the value of the City's Park and Ride and Variable Messaging System (VMS) investments.

60% COMPLETE

We have installed 19 new on-street 'monolith' orientation panels telling some of Plymouth's history and unmissable destinations



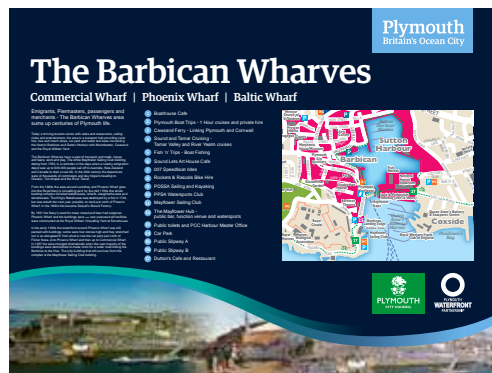
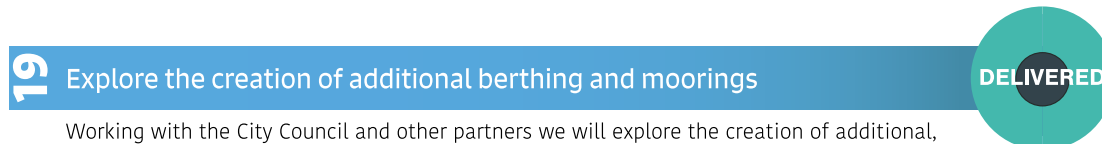
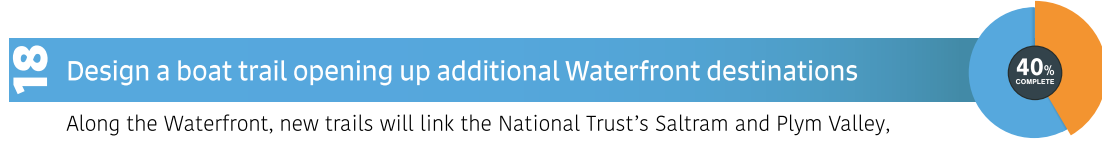
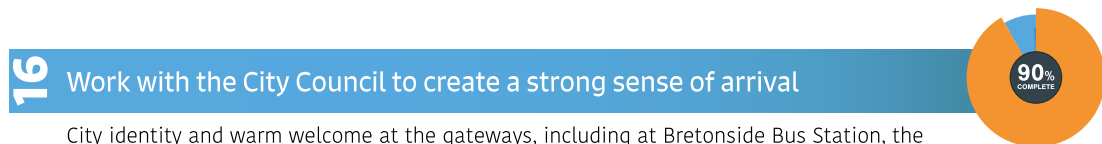
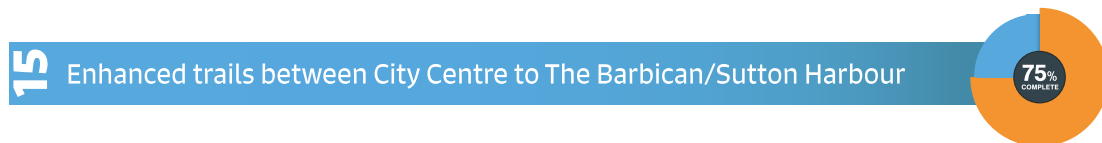
Before: orientation panel on the Hoe



After: new, double-sided replacement monolith panel



New: Brown signage from Marsh Mills listing Waterfront attractions



Before: Bretonside Bus Station



After: Waterfront wall visuals installed at Bretonside Bus Station featuring Royal William Yard, the Barbican, Sutton Harbour, the Hoe, aerial views and city maps

Enlivening the Waterfront

PWP pledged to grow events and festivals to generate additional visitor spend, create a platform to raise sponsorship and enable Plymouth to be showcased both regionally and nationally. In the first 3 years we've created 26 new events, attracted an additional estimated 160,000 visitors worth an estimated £400k boost to the economy (based on an average spend of £25 per head), generated in excess of £25k sponsorship which has been reinvested in events and won two regional tourism awards.

To keep overheads to a minimum we commissioned the City Council Events Team to organise our events to our brief. We work closely with the City Council, the City Centre Company BID and Destination Plymouth sharing one team to organise and coordinate an annual events calendar to strengthen the city's ability to attract major, high profile events – including La Solitaire du Figaro, MTV Crashes and the Transat 2016. Through this partnership a 10 year Major Events Strategy is currently in creation.



20 Establish a major Shore-side Events programme

DELIVERED

On-shore events that complement existing on-water sports. Creating family appeal, overseeing the infrastructure to manage entertainment, markets, marquees, licensing and the promotion of this new on-shore programme to increase visitor spend, running May-September each year.

21 Establish a new, major City event with international profile

DELIVERED

building on the America's Cup and British Art Show. Based on the Waterfront and embracing Plymouth's marine and cultural heritage, the event will extend the summer season, spread visitor spend and create a new platform for destination marketing. Provide on-shore activities and entertainment, including a seafood/fine dining experience linked to a wider City event programme. Targeted at new national audiences, beginning in 2012, this annual September event will build to a planned Mayflower 2020 celebration.

Levy funding contributed to:



I was one of the people who attended all the meetings not supporting the BID. I was so against it and did not believe it would work. It is now time for me to admit that I was wrong and to tell you what a wonderful job you are doing. Each event you have put on...has been amazing. The atmosphere has been great and all the traders are enjoying the extra footfall you have brought in.

Rose MacInnes, The Gin Distillery

22 The BID will enliven the Waterfront year-round, increasing visitor appeal

60% COMPLETE

by adding value to the British Firework Championships, Christmas, Easter and school holiday periods. Also provide occasional street entertainment and re-enactment, e.g. Drake playing bowls on the Hoe.

23 Promote Plymouth as a destination for visiting heritage ships

DELIVERED

and tall ships to provide frequent, rotating attractions.

24 Deliver themed weekend activities

DELIVERED



Our Events

- Easter Market and Tea Party
- Plymouth Pirates Weekend
- Hoe Colonnade Markets
- Jaguar Classic Car Show
- August Bank Holiday '14 Music in the Harbour
- Royal William Yard Super Summer Sunday
- Plymouth Seafood Festival
- Thanksgiving Celebrations
- Christmas in the Barbican & Sutton Harbour
- Christmas at the Royal William Yard

What a fantastic weekend we had, it was the best yet, the atmosphere was brilliant and all that came said what a great time they had, well done!

Linda Macintosh, The Pasty Shop, Barbican (Plymouth Pirates Weekend 2014)



26
new events
created

160,000+
visitors attracted

Estimated
additional
£400k
visitor spend

3year BID
Levy Events
Investment:
£167k

**British Firework
Championships**
budget ring fenced

Secured
La Routes des
Princes 2014

£25k+
sponsorship
generated and
reinvested in
Events

**Annual
support**
for the Ocean
City Festival

Clean and Safe

PWP pledged to ensure higher cleansing standards are maintained whilst encouraging a shift from investment and cleansing towards changing public attitudes and behaviour to litter. PWP also pledged through partnership to maintain an attractive, family friendly reputation by tackling low level anti-social behaviour, car and retail crime particularly at the weekends. During the first 3years we have focused on ensuring the cleansing standards are improved across the Waterfront with close operational management of the City Council teams and an additional Waterfront BID contract with Sound Site Services providing caretaking services. Volunteer schemes have been organised and an annual volunteer programme is currently in creation.

A BID Hotline was set up to provide a dedicated response to BID businesses which has resulted in swift removal of graffiti and waste. Working with Plymouth's Community Safety Partnership we have secured 50% match funding to recruit an Evening & Night Time Economy Coordinator and we have supported the creation of a new Pubwatch group in the Waterfront. We work closely with the Police, PCSO's and Council Licensing to ensure improved coordination of Bank Holiday Weekends to minimise anti-social behaviour and work with the city's Plymouth Against Retail Crime (PARC) initiative. PWP's key priority is constant lobbying for CCTV improvements.

25 Ensure that the City Council's cleansing standards are maintained **DELIVERED**

and operationally manage existing Council cleansing staff to ensure a Waterfront rapid response clean team. Clothe the team in highly visible red Waterfront uniforms.

26 Employ a permanent Waterfront Caretaker **DELIVERED**

to promptly tackle urgent maintenance, painting and repairs of street furniture within the BID boundary, adding value to existing Council services.

27 Create a dedicated community volunteers programme **AWAITING START**

for regular, structured Waterfront clean up actions. Work with key partners including the Royal Navy, Plymouth University and Private sector organisations to provide regular activities focusing specifically on the foreshore.

28 Public education 'No Litter' campaigns **AWAITING START**

Work with The Tidy Britain Group to design public education 'No Litter' campaigns to challenge lazy anti-social behaviour, and work with partners to ensure enforcement.



Cllr Tudor Evans, Leader of Plymouth City Council assists during clean week



One of Devil's Point beach cleans



BID contractor Sound Site Services

BID Hotline Number:
0845 111 44 00

29 New Evening and Night Time Economy Manager **50% COMPLETE**

Work with partners to employ a new Evening and Night Time Economy Manager, tackling anti-social behaviour during key events and Bank Holiday weekends, involving Police, City Council and partner agency support to secure the Purple Flag national safety standard.

30 Improve management & promotion of shops, pubs & late licensees **AWAITING START**

31 Provide a dedicated 24 hour hotline with a one hour response **DELIVERED**

for all businesses to access when required e.g. for removal of graffiti, waste issues and anti-social behaviour.

Environmental Improvement, Investment and Regeneration

PWP pledged to create a 'visitor experience worth having', from arrival in the Waterfront to departure, to increase visitor expectation, increase dwell time, sales, loyalty and pride. PWP also pledged to lobby and influence the City Council and other partners to deliver projects that are in addition to those in the Waterfront BID Business Plan, whilst ensuring a powerful, joined up approach to the Waterfront BID area's regeneration. Following successful lobbying of the City Council to ensure the repaint of Smeaton's Tower we have continued to highlight key areas requiring improvement, maintenance and painting including Globe Wall on Notte Street, The Belvedere on the Hoe and at Devil's Point. PWP fund Christmas lights installations annually and Christmas trees were installed in 2014 in both the Royal William Yard and the Barbican. Working with Plymouth University, City College, the City Council and City Centre Company BID we developed the Plymouth Your Space business start up programme which has won two Awards from ATCM.

Working closely with the City Council we successfully submitted a partnership bid

to the Coastal Communities Fund and secured a £670,400 investment to link the Royal William Yard with the Barbican Wharves through the creation of cycle hubs and improved cycle routes. Creation of a Cruise Terminal at Millbay is a prominent aspiration for the Waterfront BID and we've driven and co-funded a feasibility study. Close partnership work with Associated British Ports, Plymouth Chamber and the City Council is continuing to try to make this vision a reality.

PWP is currently forming 'A Vision for the Waterfront', working with landowners and partners to shape a plan to improve connectivity, identify targeted improvements, coordinate the creation of a series of mini-destination identities and provide the basis for which further investment may be attracted.

Welcome Host scheme trialled with Plymouth University, Drake Circus and Destination Plymouth



Launch of the Plymouth Your Space partnership programme



Before: numerous benches and railing repairs



After: newly refurbished bench

32 Develop attractive ground maintenance

DELIVERED

Planting schemes and memorial care to secure award-winning status. Work with the City Council to manage vibrant Waterfront ground maintenance schemes aspiring to secure high profile awards e.g. Royal Horticultural Society's Britain in Bloom Award. We will attract sponsorship and encourage community involvement for enhanced displays e.g. tower planters at gateways.

33 Dress vacant shop windows, enabling artistic and creative solutions

DELIVERED

34 Re-paint Plymouth's iconic Smeaton's Tower

DELIVERED

Attract match funding from the City Council and private sector sponsorship to repaint Plymouth's iconic Smeaton's Tower. Lobbying for the next repaint in 2019.

35 Provide Christmas illuminations

DELIVERED

focused on linking the City Centre with The Barbican and co-ordinate linked events in partnership with City Centre Company BID.

36 Bespoke 'visitor welcome' training programme

20% COMPLETE

Commission and roll out a bespoke 'visitor welcome' training programme for bus and taxi drivers and hotel, shop, restaurant and pub staff, covering specialist knowledge of Plymouth as a tourist destination.



**National Partnership
Double Award Winner 2014**

Diversifying the Business Mix
and
National Partnership of the Year

A big thank you for all your efforts and hard work towards the Music in the Harbour (August 14). It was a fantastic event and a massive success achieving exactly what we had all hoped for. The event definitely brought a new crowd to the area and created a much calmer and more civilised atmosphere. I would love to see this grow and become an annual event, very well done!

Stella Hajianni, Blues Bar & Grill Restaurant



14 After: Smeaton's Tower repainted

37 Establish an agreed vision for development

of key Waterfront sites and seek funding for targeted improvements that could support the visitor economy. All visitor attractions, facilities and developments will be linked to the Waterfront's many 'hidden gems' by new pedestrian/cycle/boat trails designed to increase visitor dwell time and spread footfall across the Waterfront.



38 Take the lead for economic development in the Waterfront

by identifying and actively encouraging businesses and brands to invest, adding significant value to Plymouth's existing offer.



39 Co-ordinate the creation of a series of mini-destinations

We will work with existing Waterfront land owners and other partners to co-ordinate the creation of a series of mini-destinations, nationally famed for their individuality e.g. The Barbican, The Hoe, Sutton Harbour and Royal William Yard.



Before: Smeaton's Tower

Congratulations and thank you for the really lovely Christmas lights in the trees in Bretonside.

They are a pleasure to all the local residents and, I'm sure, to all coming into Plymouth along this busy way into the city. Well done!

Jill C, Local Resident



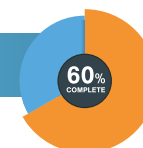
Before: Globe wall



After: Globe wall repainted

40 Additional static/mobile CCTV cameras

Enhanced lighting to dark streets around The Barbican area; Tackling waste hotspots including the installation of bin stores and seagull proof bins; Investment in car parking and gateway improvements, including Bretonside Bus station and Union Street; Improved maintenance and repair of the Waterfront's existing public conveniences, particularly in The Barbican and The Hoe.



41 Be a primary consultee for City Council

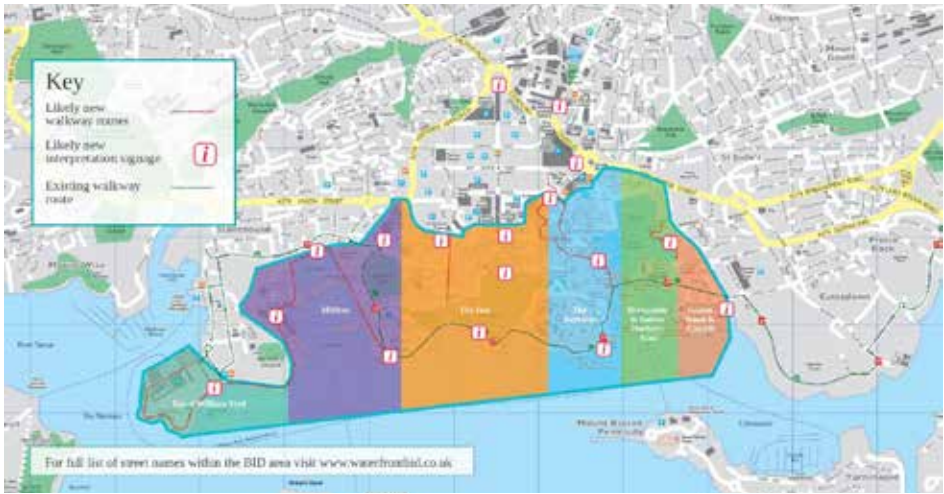
PWP is a primary consultee for City Council strategies and major planning applications within the Waterfront area



Lobbying and Member Benefits

PWP pledged to use its business voice to lobby for and influence key enhancement and investment within the Waterfront BID boundary, whilst ensuring an holistic approach to Waterfront developments. PWP has successfully lobbied the City Council to improve the Elphinstone car park at East Hoe requesting resurfacing, enhanced lighting and additional parking spaces. PWP has also successfully lobbied the City Council to invest in the Waterfront public toilets, resulting in complete renewal of the Barbican Quay Point toilets and the Elphinstone car park toilets, whilst we continue to lobby for West Hoe Park and Devil's Point toilets.

New seagull proof bins have been installed across the Waterfront BID area, improved cleansing of Bretonside Bus Station has been achieved and a mobile CCTV camera is now in use. PWP reviewed a scheme to light the iconic structures across the Waterfront, focusing on Smeaton's Tower, The Belvedere, Citadel Walls, The Great War Memorial, Drake's Statue, Mount Batten, Mayflower Steps and the 'Prawn'. The Waterfront BID's early investigation work into the costs for this has been provided to the City Council who have adopted some of our aspirations and plans are in motion to begin the work.



PWP BID businesses represented at conferences with:

- Visit Britain
- Visit England
- Dept for Culture, Media and Sport
- SW Tourism Alliance
- Visit Devon
- British BIDs
- Association of Town City Management (ATCM)

42 Reduce business costs associated with trading in the Waterfront



The Business Improvement District will reduce business costs associated with trading in the Waterfront, using its shared buying power strength to negotiate discounts and subsidise costs of important services, will create a Waterfront Privilege Card and will provide discounted PARC Membership.



New Barbican Toilets; next targeting Devil's Point and West Hoe for 2016/17



Elphinstone Car Park: new tarmac, lighting and toilets



Lobbying Coastal Communities Minister Penny Mordaunt in Plymouth's Barbican

Hosting of Coastal Communities Minister Penny Mordaunt

All BID businesses are freely listed on the Visit Plymouth and Waterfront BID websites

Free press release writing service made available

PWP and Visit Plymouth weekly/ fortnightly e-newsletters circulated



Investigations into reduced cost trade waste collections and recycling

The Plymouth Waterfront Partnership is the primary private sector advocate for the Plymouth Waterfront economy building on the unparalleled maritime heritage of the City and committed to a vibrant future for Waterfront businesses, residents and visitors.

Board of Directors

	Chris Arscott Chairman		Charlie Jones (née Mark) Financial Advisor
	Chris Robinson Heritage Advisor		Charlotte Malcolm Marketing Advisor
	Cllr. Peter Smith Deputy Leader Plymouth City Council		Jon Morcom Chair of Conference Plymouth
	Gavin Marshall Deputy Chair		Roy Martin Chair of Plymouth Hospitality Association
	Ben Shearn Chair of Association of Barbican Businesses		Chris Price Chair of PWP Advisory Board
	Comron Rowe Legal Advisor		

Dedicated Executive Team

	Sarah O'leary Waterfront Manager		Sky Cole Project Assistant (As of December 2014)
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Ward Councillor Advisors

St Peter & The Waterfront

St Peter & The Waterfront

Sutton & Mount Gould

	Cllr Sue McDonald		Cllr Chris Penberthy		Cllr Jean Nelder
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Advisory Board

Bretonside & Sutton Harbour

Barbican & Hoe

West Hoe, Millbay &
Royal William Yard

Accommodation

	Matt Warwick	Vacant Position		Carla Williams
	Kate Sparshatt	 (Shared role)		Thecla Keizer
				
	Adrian Curtin		Vacant Position	
	Peter Cuddehay			Michelle Watson
	Martin Jones	Vacant Position		Yannick Loué
	Richard Taylor			Martin Bush
	Mike Kitt			Derek Smith

Education &
Charities

Restaurants &
Cafes

Professional
Services

Licensed
Premises

Retail

Sports & Leisure

Finance

PWP pledged to provide exceptional value for money. The Waterfront BID is based on a BID Levy of 1.5% of the rateable value of every business premise (hereditament). Matched with City Council, land/property owners and other contributors, this will generate c.£6.2million for BID projects over its 5year life.

In addition to the £1m of BID Levy raised a total match funding of c.£5million will be targeted to enable Plymouth to drive its visitor economy.

Performance to date has secured the match funding value originally targeted.

NB: PWP reserves the right to amend these reported figures. At the time of going to print, the financial year 2014/15 reports were unaudited and may be subject to minor change.

At the outset of BIDs back in 2005, a number of us leading the concept were asked to forecast the future – the most optimistic was 50 in 5 years. Clearly an underestimate, as we are on double that with 200 in 10 years. British BIDs is delighted to announce that the 200th BID is BID4Leeds, a hugely ambitious city centre BID encompassing all sectors with just short of a 1,000 levy payers investing £2 million per annum. It demonstrates this ‘big city’ format is absolutely right enabling the BID to be the major place shaper and voice for the city. This approach is akin to [Plymouth](#), which boldly took this approach over 10 years ago and aligned with [Plymouth Waterfront Partnership](#) relatively recent joining up of the two BIDs into one project delivery structure in partnership with Plymouth City Council, establishing a Visitor, Marketing & Events team delivering over 25 major / signature events and other projects per annum.

British BIDs, March 2015

Three Years In: 2012/2015

INCOME	FORECAST 2012/2015	ACTUAL 2012/2015	CASH / IN KIND
BID Levy	£615k	£665k	Cash
Existing City Council Services	£1.65m	£1.65m	In Kind
Landlord BID Donations/Subs	£90k	£35k	Cash / In Kind
Plymouth City Council - Street Trading Surplus	£170k	£150k	Cash / In Kind
Grants, Partnership Projects, other Match Funding	£985k	£1.15m	Cash / In Kind
Total Income	£3,510,000	£3,650,000	
Expenditure			
Project & Entrepreneurial	£3,101,200	£3,223,900	
Management & Admin	£388,800	£389,100	
Total Expenditure	£3,490,000	£3,613,000	
Net Surplus	£20,000	£37,000	Cash (Committed 2015/2016)

You're Part of the Evolution

With more than 200 BIDs now operating across the UK, you are a part of a major economic evolution.

Totals for the BID Industry (as at 1st April 2014):

- 74,744 total hereditaments – including your Waterfront BID area business
- 1,923 businesses on BID Boards
- 240 property owners on BID Boards
- £195,500,000 total investment in BID areas
- £65,500,000 combined BID Levy income
- £130,300,000 additional income
- 239 Local Authority representatives on BID Boards
- 659 staff employed in BIDs

The Waterfront BID enables Waterfront businesses with a new progressive approach, unique to Plymouth.

Waterfront BID Levy is match funded by partners the Plymouth City Centre Company and Plymouth City Council. Together they fund Destination Plymouth, the city's Destination Management Organisation. This strong Private and Public sector partnership of three not for profit PLCs and the local authority enables a significant, joined up, city-wide focus and improvement to visitor destination management, maximising leverage of ideas, resources and funding, vitally speaking with 'one voice' to Government, funding bodies and the US East Coast.

Roles and responsibilities for each partner organisation are strategically planned (see graphics to the right).

- The Waterfront BID and City Centre Company BID provide a dedicated focus for their geographical areas, lobbying and influencing Plymouth City Council and Destination Plymouth decisions.
- The PWP Chairman and Deputy Chairman sit on the Destination Plymouth Board of Directors, maximising executive delivery and ensuring Waterfront focus.
- The Deputy Leader of Plymouth City Council sits on the PWP Waterfront BID Board of Directors to ensure maximum support for the Waterfront area.

The Waterfront BID - focusing the Waterfront business voice at the heart of Plymouth's partnership delivery

Partner Executives



Plymouth City Council: Jamie Yabsley



Delivery: Visitor & Events Manager, Jamie Yabsley heads up the thirteen strong team commissioned by the Plymouth Waterfront Partnership BID to deliver city Marketing activities, Events, Tourist Information and Street Operations. This one team delivers for Plymouth Waterfront Partnership, City Centre Company, Destination Plymouth and the City Council.



Plymouth City Centre Company: Stefan Krause



Shared Business Voice: The City Centre Manager works closely with Plymouth Waterfront Partnership Waterfront Manager Sarah O'Leary. Together the visitor experience is improved across the City Centre and Waterfront through joint initiatives and shared BID planning, leveraging maximum benefit for a total of 1100 businesses and providing dedicated focus on each of their geographical areas.

Delivery Partnership:

Plymouth Britain's Ocean City



Events
For PWP, CCC and PCC

Street Operations:
For PWP, CCC and PCC

Visitor Info:
Mayflower centre/TIC
Visitor guides
Visit Plymouth website,
social media & PR

14 Executives



Waterfront BID
Business Plan

42 Projects

Business Voice

Dedicated place
management

2 Executives



City Centre BID
Business Plan

25 Projects

Business Voice

Dedicated place
management

2 Executives



Marketing
Visitor Plan

Profile:
Visit England
Grant Applications
Mayflower400
Ministerial Visits
Major Sponsors
Inward Investment

2 Executives



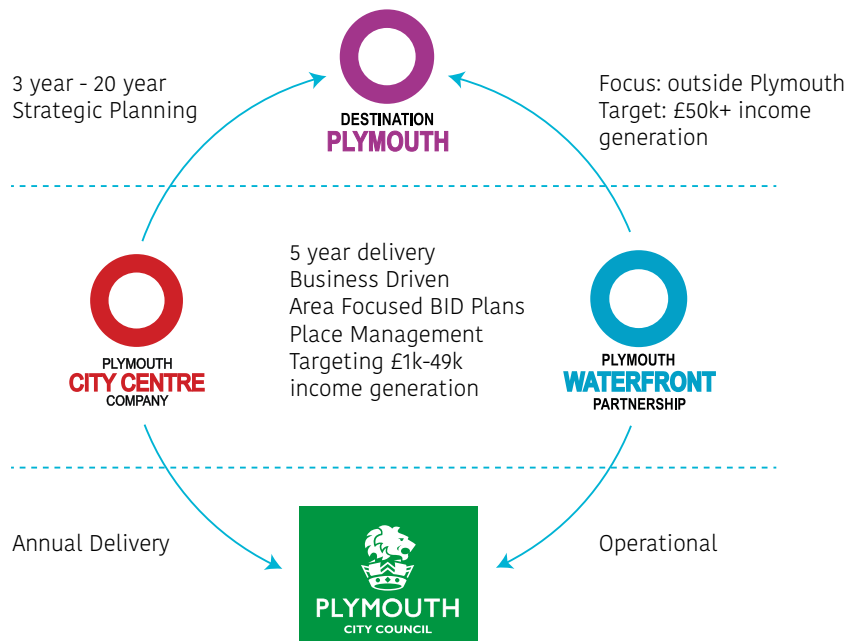
Destination Plymouth: Amanda Lumley

Strategy, Profile and Income Generation: Destination Plymouth's Chief Executive is commissioned by Plymouth City Council, Plymouth Waterfront Partnership and City Centre Company to drive the city's national and international marketing and profile, secure major grant and sponsorship funding and deliver the Visitor Plan (2012-2026).



Plymouth Culture Board: Dominic Jinks

Creative Culture: Executive Director, strategic lead and ambassador for Plymouth's Cultural sector works closely with Plymouth Waterfront Partnership in seeking grants for Waterfront area arts projects.



Across 2014/16 PWP will contribute a total of £60k toward Destination Plymouth activities

to ensure rigorous expansion of Plymouth's national and international marketing, progression of the Visitor Economy strand for Mayflower400 generating legacy beyond 2020, generation of new major funding income, and increased lobbying and partnership work with Visit England, Visit Britain, UKTI, the UK Government and the US East Coast.

You - Our BID Member

Thank you for being a part of something uniquely special happening in Plymouth.

Britain's Ocean City is beginning to lead the way and is becoming known nationally for our ambition and innovation through our approach to city marketing and tourism attraction.

Our strong Private & Public sector approach is gaining traction, funding is sound for another two years thanks to you and your annual contribution of 1.5% of your Business Rates. We know you may not see direct business benefit from your contribution, hopefully you do notice the rapid changes going on around you. We appreciate your help and value your contributions.

Thank you for your fantastic support.

Shared Goals - by 2020

**Grow visitor
spend by
25%**

**Create
2,800
new jobs
in the visitor
economy**

**Grow visitor
spend by
£63million**

**Reposition Plymouth as a major
visitor destination and a
globally recognised
Waterfront City**

Not a BID Member and want to get involved?

We want to work with you.

**Contact us today to find out how to get involved in
rejuvenating Plymouth's Waterfront:**

Waterfrontmanager@plymouthwaterfrontbid.co.uk
Twitter: @plymwaterfront



Information

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

For the British Retail Consortium's view on BIDs, visit www.retailbids.org.uk

For other UK BID support organisations visit www.britishbids.info or www.ukbids.org

For information on Rateable Values – www.voa.gov.uk

If you require information in a different format – for example electronic copy or large print, please contact:

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Your Ideas. Your Plan. Your Delivery.

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