Dear BID Member,

Please find enclosed your invoice for the coming year, thank you for your support in what are very challenging times. There will be no increase to the bid levy for the entirety of the BID term 3 which runs until March 2027.

We will continue to concentrate on delivering the core elements of the business plan that you voted on and are constantly looking to enhance the services we offer.

https://waterfrontbid.co.uk/wp-content/uploads/2021/10/PWP-BID3-BP-FINAL.pdf

Kim Downer (Business Liaison Manager) and I have visited many businesses across the waterfront and have delivered two levy payer workshops in 2024, delivering tips on social media marketing, PR, Skills, Training and Apprenticeships, and secured Plymouth on the National Small Business Saturday Tour. Please see our latest Greatest Hits of 2024 video for our highlights!
PWP BID Events 2024 - Greatest Hits Video

During 2024 we also supported additional local events such as Bonfire Night, Trevi Women Firefly Fundraiser, NSPCC Festival of Trees, Saltram Rotary and their increasingly popular Santa Fun Run, Jeremiahs Journey and Shekinah – combined raising £25K for local causes. Social value and impact are at the core of what we do, providing a city welcoming to all.

Signature PWP events for 2025

- Britain in Bloom – Going for GOLD
- Pirates Weekend – 17/18th May (Finalist in the Devon Tourism Awards 2024)
- Seafest Weekend 13/14 September (a larger event in partnership with the National Marine Park)
- Barbican Lights Switch On and enhanced Waterfront Christmas campaign from Saturday 15th November

These events will continue be expanded to take in more areas of the waterfront, and levy payers will have special incentives to join the events and get involved in the communication to ensure you benefit from the additional footfall. We are also planning more smaller events throughout the year and will of course promote your offers via the PWP channels. As well as this please don't forget if you are an accommodation or food and drink provider, or a visitor attraction you have bronze membership with Destination Plymouth and lots of free training programs such as Green Tourism, PR and social media/marketing. We work closely with the Cruise Partnership that will bring at least 13 ships to Plymouth in 2025 with over 11,000 additional footfall and economic impact of over £5M.

We also offer a cost reduction service, at present via Smarta, this looks at all your current business costs, and some of our businesses have already saved money by using this BID benefit.
For more details on the benefits, we offer visit our website. Benefits - Waterfront BID

More workshop sessions will be organised throughout the year.

Heritage Lottery Funding (HLF), for the National Marine Park presents even more opportunities to grow our profile and engage with our community both locally, regionally and nationally as well as provide the media with great stories!

Please be assured we are doing all we can to help your business and to promote Plymouth to an even bigger audience than ever. The cruise ship programme is growing and our local, national and international profile as a city is bigger than ever-this is down to a collaborative effort by key stakeholders.

Budget allocation summary 2025

Event costs £130,000
Business Support £20,000
Destination marketing (including Cruise and Meet Plymouth) £30,000
Event staffing £30,000
Operating costs £100,000 (including audits and HR/H and S)
Security £12,000
Christmas decorations £30,000
Contingency £10,000

Please note that on top of the levy income, we do generate some sponsorship income, which we are looking to increase, all these monies are then reinvested into the BID; as we are a not-for-profit company.

I hope 2025 is a good year for you.

Kind Regards

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