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

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Dear Waterfront BID Member,

We wanted to write to you with an update on the Plymouth Waterfront Partnership's progress in delivering the Waterfront Business Improvement District (BID). With your help we have successfully delivered six years' operating as a BID and as you receive your BID Levy contribution request today for 2018/19, it's important you know that we are working hard with your investments.

As the first year of delivery of the Waterfront BID2 Business Plan (April 2017 - March 2022) draws to a close, we mark a confident start to delivering our ambitious projects. To ensure we succeed in achieving the goals laid out in this Plan shaped by our Waterfront business community, we've taken some time to get ready for the challenge of the next four years ahead. We've engaged our partner organisations to coordinate delivery in the Waterfront area, we've reviewed our internal organisation to ensure we're best matched for the task ahead and we've begun to channel investments in accordance with the Waterfront BID2 Business Plan.

Here are a few highlights of our achievements over the past year, we have:

- worked closely with the City Centre Company BID, Destination Plymouth, the Mayflower 400 delivery team and Plymouth City Council, to shape unified delivery and coordinated activity within and across the Waterfront BID area;
- influenced the design of new Mayflower trails and investments in the Elizabethan House, Merchants' House and Hawkins Square through representation on the city's Mayflower 400 Programme Board;
- informed public realm investments in the City Centre and Waterfront BID areas to maximise the connectivity between the two areas through representation on the city's Better Places Plymouth Programme Board;
- recruited a new Chair and several new Directors to the strategic Board and recruited a new Chair and two Co-Vice Chairs to the operational Advisory Panel;
- delivered the Plymouth Pirates Weekend, Plymouth Seafood Festival, Christmas lights and events, whilst we've supported the Royal William Yard events, the Chichester commemorations and the National Dinghy Regatta;
- set the dates for our events for the next four years – so get planning now in how to use events to benefit your business;
- delivered local, regional, national and international marketing as Plymouth Britain's Ocean City, promoting our events, attractions, trails, food and accommodation on offer, both in print and digital channels;
- worked with Conference Plymouth members to design a five year plan to increase business tourism in the city;
- worked with Plymouth Pubwatch, Best Bar None, Plymouth Against Retail Crime and Devon & Cornwall Police to deliver safety improvements to the evening / night time economy through the introduction of taxi marshals and discounted NiteNet Radios;
- saved members more than £35k in utilities' costs through the SMARTA member benefit offer;
- lobbied for and supported the repair of the Sutton Harbour swing bridge and lobbied for Hoe Foreshore investments for repairs, maintenance and new commercial uses;
- provided members with a Mayflower 400 business toolkit, the BID Hotline and another City and Waterfront Awards event;
- delivered a high profile Waterfront Clean Week engaging support from the wider community through volunteering events;

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- designed a digital marketing campaign with the City Centre Company BID to increase footfall during the Easter holidays;
- identified grants to bid for during 2018/19 including the Coastal Communities Fund, Heritage Lottery Fund and INTERREG.

Our first year income from BID Levy during 2017/2018 has been £285,000 at a 99.7% collection rate, charged at 1.5% of available business rates. Expenditure of BID Levy has been allocated in accordance with the Waterfront BID2 Business Plan as follows:

Attract More Visitors - Marketing and Expand Events:	£158,000	On target for year one delivery
Create Attractive Places – Clean, Safe and Connected:	£53,000	On target for year one delivery
Management & Administration – Business, Office and Employee Costs:	£74,000	Lower than projected forecast
TOTAL	£285,000	

During 2017/18, the Waterfront BID Levy investment has attracted a total match fund in excess of £1.1m, which is collated partnership investment from the City Centre Company BID, Plymouth City Council, Destination Plymouth, Mayflower 400 delivery and Conference Plymouth memberships, as laid out in the Waterfront BID2 Business Plan. We're currently tracking at a 4:1 return on investment. For a full run down of PWP BID investments, check the waterfrontbid.co.uk website and fortnightly e-newsletters for the very latest information. Also don't forget to follow Twitter: @PWPBID and Facebook: Plymouth Waterfront Partnership.

It's a tough climate, with high street footfall being challenged nationally by internet shopping, a possible interest rate increase on the horizon and BREXIT worries. We know it's tough for many of our Waterfront businesses. So for the year ahead it's vital that our biggest priority is to attract footfall across the Waterfront and we're targeting further BID Levy investments in marketing, expanded events, trails and signage with the aim of increasing footfall to and across the Waterfront BID area.

Thank you very much for the contribution you make toward this important work. We really couldn't achieve any of this without your support so let's keep working together as a Waterfront business community. Wishing you and your business a successful 2018.

Yours sincerely





Sarah Gibson
Waterfront Manager and Chief Executive

Nick Buckland
Chair