



Plymouth Waterfront Partnership
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March 2019

Dear Waterfront BID Member,

We write to you with an update on the Plymouth Waterfront Partnership's progress in delivering the second term of the Waterfront Business Improvement District (BID) and the thirty-six projects of its business plan. With your help we have successfully delivered seven years' operating as a BID and as you receive your BID Levy contribution request today for 2019/20, we'd like you to know that we are working hard with your investments.

As the second year of delivery of the Waterfront BID2 Business Plan (April 2017 - March 2022) draws to a close, we have achieved a confident start to delivering our ambitious projects. To succeed in achieving the goals laid out in this business plan, which was shaped and voted on by our Waterfront business community, we've prepared for the challenges of the next three years including hosting significant Mayflower 400 commemorations, we've engaged our partner organisations to coordinate delivery in the Waterfront BID area and we've channelled investments in accordance with the business plan.

Here are some of the highlights of our Waterfront BID achievements you've helped to fund over the past twelve months:

- ✓ 47% delivery achieved of our Waterfront BID2 Business Plan projects.
- ✓ Silver Visit Devon Tourism Award secured and 20,000 visitors attracted to our rebranded Plymouth Pirates Weekend which has become established as the best family Pirates Weekend in the South West.
- ✓ 20,000 visitors attracted to the Plymouth Seafood Festival.
- ✓ 3,500 visitors attracted to the Christmas lights switch on and continued to support events at the Royal William Yard.
- ✓ £3k of potential savings offered to each BID member business through a benefits pack including exclusive discounts in print, design, signage, payroll services, scaffolding, single-use plastic alternatives, gym memberships and more.
- ✓ £6.06m total value of funding bids submitted to Coastal Communities Fund, Heritage Lottery Fund and INTERREG in partnership with the Council.
- ✓ 99 day Polar Bear Explorer delivered with partner the National Marine Aquarium as the city's longest running family trail campaign and secured support from the WWF (World Wildlife Fund) and nationwide Coast Magazine exposure.
- ✓ 183,559 total views of our #PlymouthWaterfrontPartnership and @PWPBID content over Facebook and Twitter.
- ✓ 27 volunteers have regularly gifted their time and expertise to advise and guide BID project delivery.
- ✓ Appointed new Directors to the strategic Board with most recent additions of Craig Moore of Womble Bond Dickinson and Andrew Brewerton, Principal & CEO of the Plymouth College of Art.
- ✓ Invested in Conference Plymouth and recruited a dedicated consultant to champion our accommodation and attraction members and deliver a five year plan to attract increased business tourism and conferences to the city.
- ✓ Delivered the taxi marshal service on the Barbican Parade and supported city partners Best Bar None, Pubwatch, Devon & Cornwall Police and the Street Pastors in shared efforts to secure Purple Flag Status for the city.

- ✓ 'Plastic Free Plymouth Waterfront' award for our Waterfront businesses from Surfers Against Sewage when we supported Environment Plymouth and the city's Plan for Plastics as a member of the Britain's Ocean City Taskforce.
- ✓ Influenced the design of new Mayflower trails and investments in the Elizabethan House and West Pier through representation on the city's Mayflower 400 Programme Board.
- ✓ Championed delivery of the Waterfront Strategic Masterplan and lobbied successfully for Council investment in the Millbay Boulevard and the Phoenix Wharf Mayflower building which was the former immigration office.
- ✓ Informed the next ten year Plymouth Visitor Plan (2020-30) and the proposal to create a National Marine Park in Plymouth Sound – a UK first if it's achieved.
- ✓ Continued to work closely with the City Centre Company BID, Destination Plymouth, the Mayflower 400 team and Plymouth City Council, to shape unified delivery and coordinated activity within and across the Waterfront BID area.
- ✓ Delivered another year of 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.
- ✓ Lobbied successfully to secure the repair of the Sutton Harbour swing bridge planned for Easter 2019 and for Hoe Foreshore investments for repairs, maintenance and new commercial uses.
- ✓ Waterfront Clean Week and a number of volunteering events delivered.

Our second year income from BID Levy during 2018/2019 has been £314,800 at a 99.1% collection rate, charged at 1.53% 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:	£144,000	On target for year two delivery
Create Attractive Places – Clean, Safe and Connected:	£75,000	On target for year two delivery
Management & Administration – Business, Office and Employee Costs:	£95,000	Lower than projected forecast
TOTAL	£314,000	

During 2018/19, the Waterfront BID Levy investment has attracted a total match fund in excess of £1.6m, which is collated partnership investment from the City Centre Company BID, Plymouth City Council, Destination Plymouth, Mayflower 400 delivery, successful funding grants, street trading surplus, voluntary contributions and Conference Plymouth memberships, as laid out in the Waterfront BID2 Business Plan. We're currently tracking at a 5:1 return on investment. For a full run down of PWP BID investment, check the waterfrontbid.co.uk website and quarterly newsletters for the very latest information. Also don't forget to follow Twitter: @PWPBID and Facebook: Plymouth Waterfront Partnership.

Looking to the year ahead we have two priorities, to attract footfall across the Waterfront and to ensure our BID area is ready to host the Mayflower 400 commemorations which begin in November. We shall continue to target BID Levy investments in marketing, expanded events, trails, transport and signage with the aim of increasing footfall to and across the Waterfront BID area and continue our work to secure funding grants. We're investing further into the Visit Plymouth website and the new city Visitor Guides for 2019, and we'll also be installing additional on-street 'monolith' orientation panels to assist visitors in moving around as well as designing new visitor information signage for the lobbies of hotels, B&Bs and guesthouses.

Thank you so much for the contribution you make toward this important work, we couldn't achieve any of these things without your support. There's a major business strength created from our unity through the BID and really great things are being achieved through our collaboration. Wishing you and your business a successful 2019.

Yours sincerely



Sarah Gibson
Waterfront Manager & Chief Executive



Nick Buckland
Chair

