



Plymouth Waterfront Partnership
C/o Ballard House
West Hoe Road
Plymouth
Devon, PL1 3BJ

March 2020

Dear Waterfront BID Member,

www.waterfrontbid.co.uk
www.visitplymouth.co.uk

We're really pleased 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 projects for eight years operating as a BID and as you receive your BID Levy contribution request today for 2020/21, it's important you know that we continue to work hard with your investments.

As our third year of delivery of the Waterfront BID2 Business Plan (April 2017 - March 2022) draws to a close, we reach a significant milestone in achieving our ambitious projects. We have now delivered 80% of the business plan, with twenty four projects completed and a further twelve projects near completion, still with two years of our BID term left to run.

As Plymouth begins its Mayflower 400 commemorations, we are attempting to make the most of the extra publicity and likely footfall in the year ahead. We continue to engage with our partner organisations to coordinate delivery in the Waterfront area and we're continuing 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:

- won a national Special Recognition Award from industry lead body British BIDs for our project work;
- worked closely with the City Centre Company BID, Destination Plymouth, the Mayflower 400 delivery team and Plymouth City Council, to shape delivery and coordinated activity within and across the Waterfront BID area;
- influenced the design of new Mayflower trails and investments in the Elizabethan House and Prysten House Square through representation on the city's Mayflower 400 Programme Board;
- funded the new Plymouth Trails App for android and iphone mobile phones;
- delivered the Plymouth Pirates Weekend, Plymouth Seafood Festival, Polar Bear Explorer trail, Christmas lights and events, whilst we've supported The Elmer Trail and the Royal William Yard and Mount Batten events;
- commissioned the installation of two new monolith orientation panels at Royal William Yard and Millbay Port and lobbied for additional Waterfront directional finger post signage across the City Centre and Bretonside signage near The Barcode;
- identified grants to bid for during 2019/20 including the Discover England Fund, Heritage Lottery Fund and Arts Council;
- lobbied for Hoe Foreshore investments for repairs, maintenance and new commercial uses;

- worked with Destination Plymouth, the City Centre Company BID and the Council to deliver 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 deliver their five year plan to increase business tourism in the city;
- supported the efforts to achieve Purple Flag status for Plymouth working 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;
- assisted 55,105 visitors in the Barbican with our BID Taxi Marshal team;
- saved 44 members more than £55k in utilities' costs through the SMARTA member benefit offer;
- informed and influenced Plymouth's new Visitor Plan 2020-2030.

Our income from BID Levy during 2019/2020 has been £316,000 at a 98.8% collection rate, charged at 1.58% 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:	£168,000	On target
Create Attractive Places – Clean, Safe and Connected:	£62,000	On target
Management & Administration – Business, Office and Employee Costs:	£86,000	Lower than projected forecast
TOTAL	£316,000	

During 2019/20, 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 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 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.

Whilst these are unprecedented times, with high street footfall challenged nationally, BREXIT and now COVID-19, we know it's tough for many of our Waterfront businesses and you're doing a phenomenal job. You bring our spectacular Waterfront areas to life and there's something for everyone to enjoy, so thank you for all you're doing. In our Mayflower 400 commemorative year, we're hopeful that this is a busy year ahead for every business across the Waterfront.

Thank you very much for the contribution you make toward your BID - we really couldn't achieve any of our project work without your support. Wishing you and your business a very successful 2020.

Yours sincerely



Sarah Gibson

Waterfront Manager and Chief Executive