



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

[www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk)

Dear Plymouth Waterfront BID Levy Payer,

Following the successful renewal of the Waterfront Business Improvement District (BID) for a Third Term, 1<sup>st</sup> April 2022 – 31<sup>st</sup> March 2027, I am writing to you with an update on the Plymouth Waterfront Partnership's progress in delivering the final year of the Waterfront BID2 Business Plan during 2021/22, and also to share with you details for the next twelve months as we begin delivery of the BID3 Business Plan from 1<sup>st</sup> April 2022.

We realise that the last twelve months have continued to hit businesses and our communities extremely hard. We are delighted that business owners have chosen to vote YES to the BID for another five years, enabling us to support you to drive more footfall and encourage visitors.

Below are some of the activities we have delivered over the past twelve months, as we have continued to work hard to make the most of your BID Levy, and I make no excuse for the long list of things we achieved because basically - it is a long list!

- Provided up to date information and assistance for the **Covid Response and Grant applications**, helping to ensure that our BID businesses could access the support available.
- Continued to finance **PWP's Taxi Marshals** initiative on the Barbican for extended hours and extra days to reduce anti-social behaviour and support the Hospitality Industry to reopen safely.
- With the support of Plymouth Waterfront Partnership, Plymouth City Council successfully secured major grants to develop **Plymouth's National Marine Park**.
- Provided **weekly drop-in sessions**, to make it easier for businesses to access the BID team and our services.
- After a successful initial trial period, we continue to deliver the five days a week **Ambassador Programme** improving visitor experience, business communication, direct support and increased incident reporting. (This was a Grant Funded initiative until December 2021)
- Delivered and fully funded the hugely successful **Plymouth Seafood & Harbour Festival**, **virtual online Plymouth Pirates Weekend** and **Christmas Lights Switch-On Event 2021**, keeping Plymouth fresh in the minds of our tourists, visitors and residents while operating within Covid guidelines.
- Designed and printed 125,000 **Waterfront Experience Visitor Guides** for use by hoteliers, camp sites, Tourist Information Centres and transport hubs to showcase the unique experiences that Plymouth Waterfront can offer to its tourists. (This was a Grant Funded initiative)
- Financially sponsored the superb **SailGP**, enabling the prestigious event to come to Plymouth Waterfront in July 2021, showcasing the Waterfront to millions across the globe.

- Sponsored eight businesses across the Waterfront to enable the **Famous Moor Otter Trail** to come to Plymouth for the first time, this encouraged additional footfall to the retail and hospitality sector after Lockdown 3 lifted in spring 2021, while raising much needed funds for the preservation of Dartmoor.
- Creation of **five New performance spaces** across the Waterfront (similar to the Southbank in London) to encourage entertainment, movement and excitement back into the outside space. The project is partnered with Plymouth Culture and Barbican Theatre and is well underway. This will create interest for residents and tourists but it also gives local professional artists, singers, performers and students the opportunity to perform to new and different audiences. (This was a Grant Funded initiative)
- Delivered an extended **Best Bar None** Scheme supporting all of our Hospitality Industry businesses to open safely and achieve a nationally recognised accreditation (This was a Grant Funded initiative)
- **Commercial Wharf** had a makeover, including painting the back wall area and bringing the site back up to a wonderful welcoming standard. The site will also feature brand new signage at both entrance ways showcasing what the Wharf and the Barbican has to offer to guests, as well as connectivity to other areas of the Waterfront such as Mount Batten and Royal William Yard. This scheme will also improve the look and feel of the Mayflower Steps (This is a Grant Funded initiative)
- **Installation of nineteen new tiered planters** within the Barbican to stop access by cars to the pavements, improving pedestrian safety and adding vibrancy to the area. We installed signs on the sides of the planters with interesting facts about the area and worked with local schools to also add art to the planters for all to enjoy.
- Launched the **NEW Plymouth Waterfront BID Website** linked to our social media channels to give information regarding the Waterfront, show business listings and where to find them, plus tender and investor opportunities. The website also allows all of our businesses quick access to all of our governing documents. (This was a Grant Funded initiative)
- Financially supported the **Destination Plymouth Cruise Ship Programme** showcasing the unique experiences you can have within Plymouth Waterfront to an international audience to bring new tourists into the area throughout the 2021/ 2022 seasons and beyond.
- Installation of **directional finger post signage** and a new noticeboard signposting people to the businesses on Bretonside, Looe Street and How Street.
- Launched **Plymouth Waterfront In Bloom 2021** in the summer, making improvements to the Waterfront environment while capitalising on the economic effect the positive marketing opportunities brought forward by the campaign made in the area – Plymouth Waterfront In Bloom won an impressive **Gold Award** in its first year, which is a huge achievement for the whole Waterfront BID area.
- Created a new **Heritage Pub Trail** due to be launched very soon on the Plymouth Trails App.

Our income from BID Levy during 2021/2022 has been £311,305.00 which is a 94.7% collection rate (as at 1/3/2022), charged at 1.606% of available business rates. Actual and committed expenditure (Grant Funding is taken into account within the below figures) for this financial year is as follows:

|                                        |                                      |                 |
|----------------------------------------|--------------------------------------|-----------------|
| <b>Attract More Visitors</b>           | Marketing and Expand Events          | £214,156        |
| <b>Create Attractive Places</b>        | Clean, Safe and Connected            | £81,246         |
| <b>Reduce Your Business Costs</b>      | Match Funding and Specific Marketing | £41,875         |
| <b>Management &amp; Administration</b> | Business, Office and Employee Costs  | £119,710        |
|                                        | <b>TOTAL:</b>                        | <b>£456,986</b> |

A full set of statutory accounts can be seen on our website [www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk)

This level of activity, combined with the successful renewal of the BID for a third five-year term, shows that confidence in Plymouth Waterfront remains high.

We are in the process of recruiting a new Waterfront BID CEO; we anticipate the appointed candidate starting in early summer this year and hitting the ground running to begin delivery of our exciting BID3 Business Plan objectives.

Working with our Levy Payers, Plymouth City Council, Plymouth City Centre Company, Destination Plymouth, grant funding bodies and other key Stakeholder, we believe that together we can continue to develop Plymouth's unique and historic Waterfront, giving people more reasons to visit and stay – Creating the Waterfront of Tomorrow, Today!

There are four themes, which we set out in the BID3 Business Plan in order to achieve our vision, as voted for by our Levy Payers during the BID Ballot.

### **Theme One: Transformational – Creating the Waterfront of Tomorrow, Today!**

- PWP will continue to financially contribute to PCC's Economic Development, Marketing and Events teams and Destination Plymouth's core operating costs, so they can continue to deliver Plymouth's Visitor Plan 2020-2030, the UK's first National Marine Park and other key projects.
- The new Waterfront BID will help shape and actively support the development of the UK's first National Marine Park (NMP) - a 'Park in the Sea' for Plymouth.
- Continue delivering PWP's Waterfront Masterplan.

### **Theme Two: Vibrant Tourist Destination**

- Continue to financially contribute to Destination Plymouth's core costs, enabling all of our Levy Paying businesses a free Bronze Membership to Destination Plymouth (DP) and Conference Plymouth (CP).
- Work closely with all our world-class attractions, educational establishments and partner organisations to maximise the economic growth potential of the Waterfront.
- Continue to work closely with The Box, to maximise the potential of the Waterfront of days gone by, while promoting the Waterfront of the future to all their visitors.
- Continue to develop and promote high-impact events to drive significant footfall and press coverage for our Levy Payers, including: Plymouth Pirates Weekend, Plymouth Seafood & Harbour Festival, Barbican Christmas Extravaganza and a new Cocktail Weekend to be launched in February 2023.
- Plymouth Waterfront Partnership fully understands the importance of our Evening and Night-Time Economy, and has therefore put industry-leading projects in place to support this vital business sector.

### **Theme Three: Environmental Excellence**

- We want the Waterfront to gain recognition for our amazing environment, while working closely with our businesses and partner organisations to make it better.
- Continue the Ambassador Programme and the delivery of a five day a week service.
- Deliver better wayfinding and signage improvements across the Waterfront.
- Lead the Waterfront's entries into Keep Britain Tidy Awards, including Blue Flag, Seaside and Mariner Awards.

- Deliver a year-round lighting display across the Hoe Foreshore starting at Grand Parade and leading into Sutton Harbour.
- Support and publicise our world renowned research-based Levy Payers, to continue the amazing work they do providing vital research and information for International bodies such as the United Nations Framework Convention on Climate Change.
- PWP will deliver a set of pledges to make a commitment to the Environmental Sustainability of the Waterfront.
- PWP will be working towards becoming a nationally recognised Britain In Bloom Gold Standard Waterfront.

#### **Theme Four: Business Voice**

- PWP gives our Levy Payers a collective voice, knitting together a diverse local business community, advocating for the entire Waterfront, representing our Levy Payers on key issues affecting the City and regional economy.
- PWP is an advocate for almost 1000 businesses (approximately 560 Voting Levy Payers and 400 Basic Level businesses). Our aim is to promote, guide and support the development of the Waterfront.

Here are the projected figures for BID Levy allocation to each of the themes over the next twelve months:

|                                               |          |
|-----------------------------------------------|----------|
| <b>Theme One: Transformational Waterfront</b> | £44,500  |
| <b>Theme Two: Vibrant Tourist Attraction</b>  | £205,000 |
| <b>Theme Three: Environmental Excellence</b>  | £52,000  |
| <b>Theme Four: Business Voice</b>             | £40,500  |
| <b>Operating Costs</b>                        | £23,000  |
| <b>TOTAL:</b>                                 | £365,000 |

You will have seen the BID3 Business Plan during the BID Ballot, but to view it in full and for more information about the Waterfront BID, visit our website: [www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk)

To continue to deliver all that we do, we need BID Levy Payers to pay their Levy, to enable your BID to invest in Plymouth's Waterfront and make it an even better place to live, work, visit, grow and invest in.

Thank you very much for the contribution you make toward your BID - we really couldn't achieve any of this without your support. Wishing you and your business a very successful 2022/23.

Kind regards,



**Nick Buckland OBE**

Chair

Plymouth Waterfront Partnership