



A PLACE FOR LIFE

Waterfront BID4 (2027-2032)

Executive Summary



Our Vision

One of Europe's most attractive places, at the forefront of Britain's Ocean City, Plymouth's City-Centre Waterfront is a healthy, prosperous, resilient environment and vibrant destination for business, entertainment and regeneration. Attractive, safe, secure, verdant and celebrating global embarkation, exploration, innovation and science, this is an exceptional place for people to live, work and visit, where an outstanding quality of life is enjoyed by everyone.

- ➔ A place of big horizons
- ➔ A place of endless creativity
- ➔ A place of living adventure

A Fourth Term of the
Plymouth Waterfront Business Improvement District



“With fifteen years of delivery and three business plans behind us, we are delighted to be introducing our most advanced Plymouth Waterfront BID plan so far. In developing a fourth BID term for 2027-2032, we’re presenting our vision, our passion and our actions that have been shaped by you, our Waterfront businesses. This is a united plan for Plymouth’s City-Centre Waterfront area, business-led and accurately aligned to deliver city strategy, and we will deliver this plan together. Thank you for your investments and all you are doing to bring life and excitement to this special place. We’re looking forward to your YES vote for another five years.”

Nick Buckland OBE
Chair, Plymouth Waterfront Partnership



What's in BID4 for Your Business?



SECTOR	Influence and Unified Business Voice	Business Information and Promotion	Business Savings, Networking and Free Staff Training	Culture and Entertainment: Pirates, Seafest, Christmas and New Events	Clean and Maintained Waterfront	Safe & Secure Waterfront	Place Marketing and Annual Awards	Visitor Marketing
Education	✓	✓	✓	✓	✓	✓	✓	
Leisure & Hospitality (Accommodation, Attractions, Cafes, Clubs, Pubs, Restaurants, Takeaways, Venues)	✓	✓	✓	✓	✓	✓	✓	✓
Manufacturing and Specialist	✓	✓	✓	✓	✓	✓	✓	
Professional Services (Offices)	✓	✓	✓	✓	✓	✓	✓	
Retail (Galleries and Shops)	✓	✓	✓	✓	✓	✓	✓	✓
Sports and Leisure (Gyms and Watersports)	✓	✓	✓	✓	✓	✓	✓	✓

BID4 will offer every levy-paying business a return on their investment through up to fifty actions across the next five years.

See the full plan for the entire list, here's a summary:



→ Celebrating Our Vitality

- **Events** – Pirates, Seafest, Christmas lights plus new Elizabethan Christmas Weekend, Carnival, Jazz & Blues, sailing, Tinside Cove and Mountbatten Breakwater
- **Marketing** – strengthen place and visitor promotion, target more Conferences, Cruise, Group & Travel Trade and Boat Shows
- New Plymouth digital gateway to refresh Visit Plymouth and expand the Love Plymouth Gift Card
- Green Tourism Scheme, reinstate the City Centre Waterfront Awards and new 'Work from the Waterfront' campaign



→ Moving People Around

- Update on-street monoliths, mapping and install new Plymouth Sound National Marine Park signage
- Improve promotion of transport connections between Waterfront destinations, and explore bus and timetable coordination
- Expand the digital Trails App and encourage more travel by bicycle, bus, ferry and on foot
- Maintain the Beryl Cook statues and develop a Lenkiewicz trail



→ Shaping Our Place

- Enhanced cleansing and maintenance, reduce single-use plastic and waste, and install on-street bin stores
- Advocate for our natural environment including clean ocean, Conservation Areas, gardens and parks
- Introduce new planters including boats and Covent-Garden style barrows
- Champion the Waterfront within the strategic City Living Framework



→ Supporting Each Other

- B2B cross-selling, business discounts and Waterfront supplier register
- 380+ free online training courses offered to every Waterfront employee, access to apprenticeships and recruitment services
- Business promotion for every levy-payer to residents across Plymouth
- Target anti-social behaviour, educate to prevent violence against women and girls, support safety and improvement to the Evening and Night-time Economy

See the full BID4 plan at www.waterfrontbid.co.uk



What is a BID?

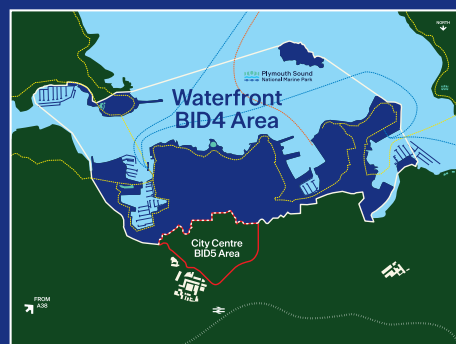
A Business Improvement District (BID) is an independent, not-for-profit company and a business-led initiative supported by government legislation which gives businesses the power to 'raise funds locally to be spent locally' on improving a defined commercial area. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline services provided by them. There are 352 BIDs operating across the UK.

Businesses are consulted on what additional improvements they want to make, all of which becomes embedded within a business plan along with a costed budget. A BID is created when the majority of business ratepayers within that area vote at a formal ballot to support the business plan and to invest collectively via a levy based on the rateable value of their business premises. Many businesses view their BID levy as an investment rather than a cost; that return on investment can be significant in terms of increased footfall, sales and a more appealing area to trade. On top of levy funds, income can also be secured from other sources such as grants.

Plymouth Waterfront BID first became operational in April 2012, investing £4.5m of levy payer's money into the Waterfront over the past 15 years in marketing, events and much more.

For BID4, the levy rate to be paid by each hereditament or rateable premises with a rateable value of £9,001 or more will be calculated at 1.9% of its rateable value p.a. using the 2026 non-domestic ratings list throughout the BID's fourth term. The first BID levy under the fourth term will be due on 1st April 2027 with subsequent levies due each year until 31st March 2032. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check:

www.gov.uk/find-business-rates



Ballot

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (Tuesday 1st September 2026) will receive a ballot paper and ballot letter (sent out on Monday 14th September 2026) and will be entitled to vote in a secret ballot. For the BID to be approved, two tests need to be met:
 - a) More than 50% of those voting must vote in favour.
 - b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.
2. Under the legislation, if both these tests are fulfilled, the BID is approved and will operate for five years from 1st April 2027 to 31st March 2032, delivering the projects outlined in this business plan. The levy becomes mandatory for all eligible businesses of £9,001 rateable value or over within the BID4 boundary, regardless of how and if they voted.
3. The ballot will be conducted independently by CIVICA on behalf of Plymouth City Council and will be a confidential postal vote, run for a minimum of twenty-eight days. Voters will have until 5pm on the close of the ballot (Thursday 15th October 2026) to return their ballot paper. A proxy vote is available, if needed and details will be sent out with the ballot papers.
4. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
5. The number of hereditaments liable for the levy is 533 (at the time of writing – August 2026).
6. The results of the ballot will be declared on Monday 19th October 2026.



For a list of streets where BID4 will operate, visit: www.waterfrontbid.co.uk/bid-4-rules

**Vote
YES**



➔ **Notification of ballot:**
1st September 2026

➔ **Your ballot papers will be sent out to you on:**
14th September 2026

➔ **Your vote must be received by:**
15th October 2026

➔ **The result will be announced by:**
19th October 2026