

Waterfront BID2 (2017-2022)

Continuing to Make a Difference...



TO ALL WATERFRONT BUSINESSES

The Plymouth Waterfront Partnership (PWP) was established in 2012 to operate a Business Improvement District (BID) across the Plymouth Waterfront area – our key visitor destination.

We have achieved so much – delivering more than ninety per cent of the forty-two projects within the Waterfront BID Business Plan - however there is even more to do in the future. BIDs run for five years and we now need to create our BID proposal for the next five year period.

PWP is consulting with all Waterfront businesses with a proposal to renew its Waterfront BID, to operate between 1st April 2017 and 31st March 2022.

We need *your* help - what do you want for your Waterfront by 2022?

BID DELIVERY

PWP is a team of more than forty Waterfront business representatives, working within a sector-based structure across two management boards, ensuring your business voice can be heard. PWP has two dedicated executives who drive project delivery and coordinate with an extended partnership team.

Our first BID's achievements to date (2012-2016) are now a matter of public record (details on our website: www.waterfrontbid.co.uk) with £884k raised from our membership, over 30% spent on direct marketing of the area, about 50% on new and future events and conferences, and the balance invested in daily operations including security and other improvements.

PWP has already influenced strategic plans, including international marketing, annual major events programming, the city's Economic Plan, Mayflower 400 and the Plymouth Plan. We have also secured £770k investment from external funding bodies, bid for £1.2m INTERREG funding and levered match funding from city partners in excess of £3m, securing a ratio of 5:1 return on Waterfront business investment.

Through PWP's new Waterfront BID, you and your business will be a vital partner in delivering the once-in-a-lifetime Mayflower 400 commemoration, focusing strategic plans, partnerships, funding and commitment - from both the public and private sector - to make sure our world-famous Waterfront is ready for the global spotlight.

TELL US WHAT YOU THINK

Throughout the past four years of BID delivery, PWP has been listening to your ideas and we have been learning together. The projects we've proposed overleaf represent those ideas. We'd like your feedback on our project proposals for the new Waterfront Business Plan, called Waterfront BID2 – please complete this questionnaire, send it back to us by 6th June 2016. Please note PWP may be unable to include all of the proposed projects in the final Waterfront BID Business Plan as they are subject to affordability, which is why your prioritisation is crucial.

Now, please turn the page to help us prioritise the projects for the Waterfront BID2 Business Plan (2017 – 2022)

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Please score each of the seventeen suggested projects listed below using a 1-5 scale where:

1. Unimportant

2. Of Little Importance

3. Moderately Important

4. Important

5. Very Important

THE PROPOSED PROJECTS:

- | | |
|---|---|
| ☐ 1. Enhance the public boulevards and spaces to better link the City Centre and Waterfront, prioritising Armada Way, Bretonside, Millbay Boulevard | ☐ 9. Continue contributing toward Day, Evening & Night Time safety coordination, provide BID Hotline, discounts on security radios and support a Street Ranger service |
| ☐ 2. Create new walking trails, prioritising Mayflower, Maritime Heritage and the existing South West Coast Path Waterfront Walkway; Millbay Cycle Link; promote 'Plymouth Waterlinks' - installing interpretation and signage; plus displays in hotel lobbies about the trails, The Sound, public events, etc | ☐ 10. Advocate for restriction of vehicular access at weekends in peak season along Barbican Parade e.g. between 11am and 5pm |
| ☐ 3. Explore with partners an integrated transport system to connect attractions, by bicycle hire, bus, car, waterbus, ferry and train | ☐ 11. Invest in the Waterfront Walkway to re-establish Hoe Road as a promenade, prioritising attractive lighting schemes for night-time displays |
| ☐ 4. Work with partners to create strategic public and visual art and interpretation across the Waterfront, prioritising Mayflower 400, a new Plymouth Visual Arts Festival, and an enhanced Arts Weekender | ☐ 12. Complete a feasibility study for Devil's Point, including potential to host new lighting and a Darwin-themed attraction or trail |
| ☐ 5. Improve The Hoe and its links to the water's edge, introducing high quality 'coastal' planting, furniture (e.g. seating and play structures) and facilities for hire (e.g. loungers, hammocks and bean bags) | ☐ 13. Create more opportunities for people to safely access and enjoy the water e.g. kayaking, paddle boarding and a swim raft |
| ☐ 6. Contribute to the co-designed five-year Plymouth Marketing Plan, targeting visitor markets to local, national and international audiences; including World Host Training | ☐ 14. Explore a waste collection service for the Barbican, Sutton Harbour and Hoe areas to reduce numbers of on-street trade waste bins |
| ☐ 7. Continue to grow annual events: Plymouth Pirates Weekend, Plymouth Seafood Festival, Mayflower Illuminate; also create monthly markets, prioritising Hawkins Square, West Hoe Park and Barbican Parade | ☐ 15. Continue PWP's strategic role in developing cruise ship benefits in Plymouth to drive visitor numbers and spend |
| ☐ 8. Continue to build a Christmas experience prioritising lights and activities | ☐ 16. Create an annual funding pot for businesses and residents to bid into for street animation, events, planters, flower displays, parties, activities, improvements, etc, across the Waterfront |
| | ☐ 17. Survey visitor accommodation providers (SMEs) to help identify their needs to flourish and then co-ordinate business support |

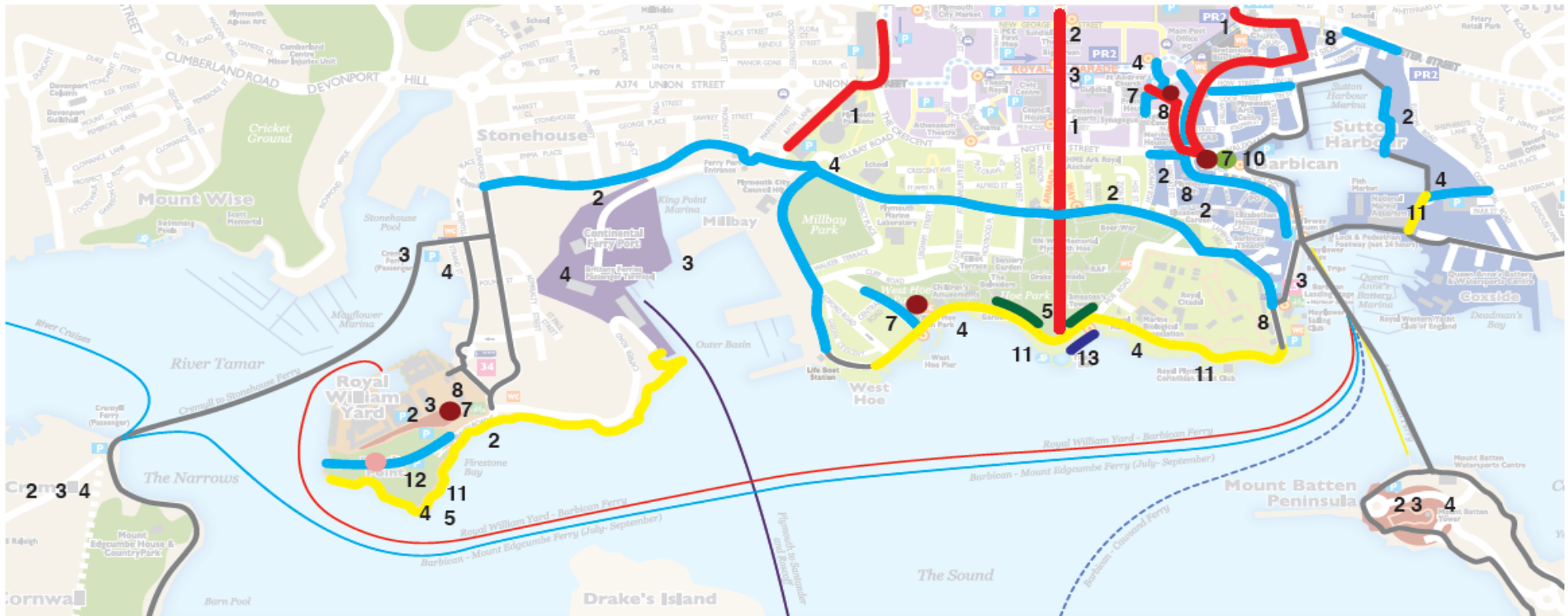
BID MEMBER BENEFITS

PWP will provide Waterfront BID Member benefits

- BID Hotline for ease of access to rapid BID services
- Discounted safety radios
- Plymouth website listings for all BID Members
- Discounted trade waste collections
- Discounted utility bills

Can you recommend any others?

Waterfront BID2: Continuing to Make a Difference...



Waterfront BID2: This map illustrates delivery areas for proposed projects, for indicative purposes only and are subject to change. Project numbers listed below correspond with the map. Where numbers are not shown suggests implementation across the BID area.

- | | | |
|---|---|--|
| — 1. Pedestrian links | ● 7. Annual events | — 13. Paddle boarding, swim raft, water access |
| — 2. Deliver enhanced trails | ● 8. Christmas experience | — 14. Fewer trade waste bins |
| — 3. Integrated travel | ● 9. Day, Evening, Night connectivity | — 15. More cruise ship visits |
| — 4. Interpretation signage | ● 10. Restrict vehicles at seasonal weekends | — 16. Community funding pot |
| — 5. New coastal planting | — 11. Enhance lighting | — 17. Survey visitor accommodation |
| — 6. International marketing | ● 12. Review Devil's Point attraction | — South West Coast Path Waterfront Walkway |

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WHAT ELSE SHOULD WE DO?

Thank you for completing this questionnaire and prioritising projects that may outline the Waterfront BID2 Business Plan.

Your Waterfront BID is **vital** to ensuring the city makes the most of these opportunities for our Waterfront area. We ask you to continue to invest in your business's future and **back Waterfront BID2 to continue to make a difference**. Are there any other projects you'd like Waterfront BID2 to prioritise?

Would you like us to consider using your personal quotation in the Waterfront BID2 Business Plan?

“ _____ ”

Your Name:

Business Name:

WHAT HAPPENS NEXT

Thank you for helping to shape this plan. We'll help you to secure Waterfront BID2 and make sure these proposals are delivered by 2022.

Following your feedback we plan to prepare our draft Waterfront BID2 Business Plan (2017-22) in June 2016. Once the draft BID2 Business Plan is unveiled, you will have further opportunities to comment before the finalisation of the Business Plan in October 2016 and subsequent BID Ballot in February 2017.

Questions and Comments

Contact the PWP Team through one of the following ways:

- Call us on 01752 304919 or drop us a line over email at waterfrontmanager@waterfrontbid.co.uk
- You can also stay up-to-date and follow us via:
 - Web: www.WaterfrontBID.co.uk
 - Twitter: @PWPBID

Facebook: PlymouthWaterfrontPartnership
YouTube: PlymouthWaterfrontPartnership

Thank you for completing this questionnaire. Please return it to:

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

Or hand it to your Waterfront BID Ambassador
Deadline for receipt: 6th June 2016