



DISCUSSION DRAFT

Waterfront BID2 Continuing to Make a Difference

Creating a Renewed Business Improvement District for Plymouth's Waterfront

Plymouth
Britain's Ocean City



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Plymouth's Waterfront



“We are delighted to introduce a proposal for Waterfront BID2 (2017-2022) which aims to consolidate the progress that has been made since the creation of the first Waterfront BID in 2012.

A significant number of achievements have been delivered over the past five years despite the country being in the middle of an economic recession during our first BID term. We are committed to continuing to make a difference, to working in collaborative partnership with Plymouth City Council, the City Centre Company and Destination Plymouth to ensure the Waterfront is better promoted, clean, safe and more vibrant for residents and visitors alike.

We will continue the two-tier board structure, providing both Strategic and Operational focus, and we will enhance and strengthen your ownership of the Plymouth Waterfront Partnership BID and give you a more direct voice on the quality of the service delivery. We will ensure a more

cohesive Waterfront business community, seek greater benefit from events across all areas of the Waterfront and enable more organisations to use the spaces and places to help drive footfall beyond the spikes of event weekends. Building on Waterfront BID1 we will strive to champion the strategic goals of the Waterfront Masterplan, secure additional investment from outside the city and promote the city's new cruise terminal. We won't forget the basics and will continue to enhance the entire Waterfront BID area through more cleansing, flowers and coastal planting schemes.

Only by voting YES for this Business Plan in February 2017 can we ensure that Plymouth's Waterfront is successful.”

**Chris Arscott, Chairman
Plymouth Waterfront Partnership**



"The Plymouth Waterfront Partnership and the Waterfront BID are invaluable to Plymouth and a major strategic partner to Plymouth City Council. Every major decision the Council considers for the Waterfront involves the Plymouth Waterfront Partnership, its Board and its executive team.

Over the past four years we have worked hard together to make dramatic improvements and secured more than £1m in extra investment, new money from outside the city to improve the Waterfront's public realm.

Thank you for investing in the Waterfront through your BID and the tremendous achievements we are delivering together. It's vital that more than 750 businesses work together through the BID to achieve much-needed enhancements to the Waterfront and help to promote our great city. We couldn't deliver this without your help.

I ask each and every business within the Waterfront to continue to invest through your BID, continue to engage and back your BID to make a difference in your area. Vote Yes for your BID in February 2017."

Cllr Ian Bowyer, Leader, Plymouth City Council



"I believe there is nowhere else in the world like Plymouth's Waterfront. Here we enjoy stunning views, experience the most vibrant South West events, celebrate a thriving business community and walk in the footsteps of a host of inspirational pioneers - among them Drake, Cook, Darwin, Reynolds, Scott and the Mayflower Pilgrims.

Your Waterfront BID allows us to make this special place become even better. For almost five years we've delivered Marketing, Events, Visitor Welcome, Signage, Clean, Safe, Inward Investment and Regeneration initiatives. Through a renewed Waterfront BID2, we'll work together to build on this achievement. We must ensure our Waterfront is ready for the global spotlight that Mayflower 400 will bring and harness this opportunity to secure more investment and international awareness.

Waterfront BID2 is the glue that binds us together, unites our voices and provides dedicated project delivery.

We need an ambitious plan - we believe this is it. What do you think?"

Sarah Gibson, Waterfront Manager, Plymouth Waterfront Partnership

Why Create Waterfront BID2

Waterfront BID1 will come to an end on 31st March 2017.

We were bold when we set up Waterfront BID1 in 2012; eighteen months of consultation with Waterfront businesses resulted in the city's first ever Waterfront Business Plan pledging delivery of forty-two projects across five years.

With delivery at 93% of that Business Plan, we are extremely proud of what we've achieved together, here are just a few headlines:

- £6.2m BID pledged and delivered
- 5:1 return on your investments secured and delivered
- £2.77m Council services ring fenced and delivered
- £3m investment secured and delivered
- £5m Visit Britain investment in International promotion of the South West
- International Confex, Explore GB, UK Inbound and Brest International Maritime Festival promotion
- Government and Washington support secured for Mayflower 400
- Waterfront Masterplan created
- Cruise Terminal secured

We now propose the creation of Waterfront BID2 to build on these significant achievements.

Nationally, the trend, year on year for domestic visitor numbers is down, the trend for international visitors is up. We must continue the work we've begun with our partners the City Centre Company, Plymouth City Council and Destination Plymouth in promoting Plymouth as a major UK destination.

We cannot stop now.

Following consultation with Waterfront businesses during the first half of 2016, we've listened, we've learned. We've taken a new approach to empower our business community much more, we've suggested investments that make a difference within and beyond the Barbican and Royal William Yard.

Responding to Waterfront businesses we've identified twelve more projects that we believe will truly unite the Waterfront business community with the City Centre and maximise the opportunity that Mayflower 400 presents.

This is our DRAFT Business Plan for a renewed BID: Waterfront BID2 (2017 – 2022).

We're putting this to you for consultation, have we got it right?

Waterfront BID1...

In the first four years we have:

- Lobbied the Local Authority and UK Government for funding investment and helped to secure £770,400 Coastal Communities Funding.
- Nurtured links with Brittany to promote Plymouth as a destination for French visitors.
- Created new events – Plymouth Pirates Weekend, Plymouth Seafood Festival, Illuminate Thanksgiving, Christmas activities and Christmas lights.
- Attracted global events - La Solitaire du Figaro, Les Routes des Princes, the 2011 America's Cup, the 2012 Olympic Torch, the 2012 National Armed Forces Day celebration and 2016 Transat.
- Improved cleansing with a dedicated Street Scene Clean Team.
- Provided a dedicated BID Member Hotline for more rapid cleansing and safety needs.
- Contracted a dedicated Street Operations Manager.
- Employed an Evening & Night Time Economy Coordinator.
- Planned improvements to the CCTV Network including new cameras.
- Secured a mobile CCTV camera.
- Secured 30% discounts on trade waste removal for BID Members with Alpha Logic.
- Provided conferences and workshops for BID member networking.
- Provided press release writing for BID Members.
- Regular jet washing of pavements and repairs to street benches and railings.
- Created the award-winning Plymouth Your Space programme.
- Lobbied for and secured new public toilets.
- Lobbied for and secured permanent lighting of iconic structures Smeaton's Tower, Mountbatten Tower and the Mayflower Steps.
- Ring fenced Council services ensuring £2.77m of investment in the Waterfront BID area.
- Created a Plymouth Waterlinks brand with ferry operators and upgraded visitor information for Waterfront transportation.
- Developed a Waterfront Masterplan and its fifteen year delivery plan, the first since Abercrombie's in 1943.

To stay up to date with the latest news, keep an eye on the BID website: www.waterfrontbid.co.uk or Twitter@PWPBID

Total four year BID Levy Income: £884,000

1. Marketing

 **£50k**

Attracting new conferences to Plymouth including GMB2017. Exhibiting annually at International Confex, created a conference portal on www.VisitPlymouth.co.uk and produced dedicated information materials; attracted national conferences including the NHS, Marine Science and GMB Trade Union

£252k

Spent in marketing the Waterfront including a dedicated destination specialist PR company, city visitor guides, in-destination guides, city maps and new on street orientation panels

Mayflower 400
£60k

Leading involvement within Destination Plymouth, the destination management and marketing organisation (DMO) for the city, working in close partnership with the City Centre Company BID and Plymouth City Council. PWP has invested in key activities and supported work in marketing the city nationally and in developing plans for Mayflower 400 in 2020

2. Events

£249k

Created new events including Plymouth Pirates Weekend, Plymouth Seafood Festival, Thanksgiving, Markets and Christmas events at the Barbican, Sutton Harbour, Bretonside and Royal William Yard



3. Safe

£13k

Improved management of the Evening & Night Time Economy and communications



4. Regeneration



Including new signage, orientation maps and Plymouth Waterlinks transportation

6. Environmental Improvement

£60k

Delivered new Christmas lights in the Barbican and Bretonside, new planting schemes and provided a dedicated Waterfront caretaker team



7. Visitor Welcome

£23k

Including Waterfront imagery at city gateways, map pads to accommodation providers and investment in walking trail feasibility studies



5. Clean

 **£35k clean measures**

BID Hotline and rapid response on graffiti removal, litter-picking and improved management on waste collection

8. Management & Administration

£106k

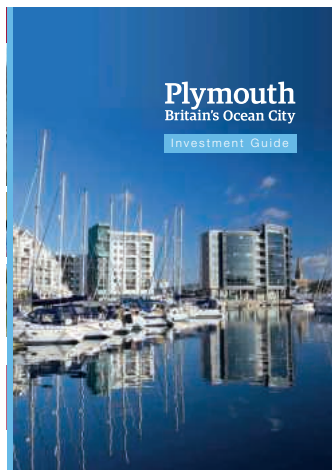
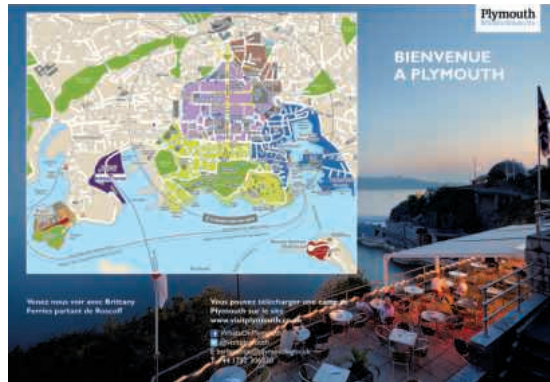
Toward PWP's dedicated executive team for the Waterfront area





PLYMOUTH'S BOOK OF WONDER

OVER 100 AMAZING FACTS



Waterfront BID2...

Plymouth, Britain's Ocean City, lies at the heart of Devon and Cornwall and is one of the major visitor destinations in the South West of England. The city attracts over 5.2million visitors annually who spend in excess of £316million pounds in turn supporting over 7% of the city's employment.

Marketing activity for the city is delivered through a partnership between the Plymouth Waterfront Partnership, City Centre Company, Destination Plymouth and Plymouth City Council who work together on a shared marketing, events and development plan. Marketing activity includes website, digital and social media activity, public relations, media and press, travel trade, groups and conference marketing.

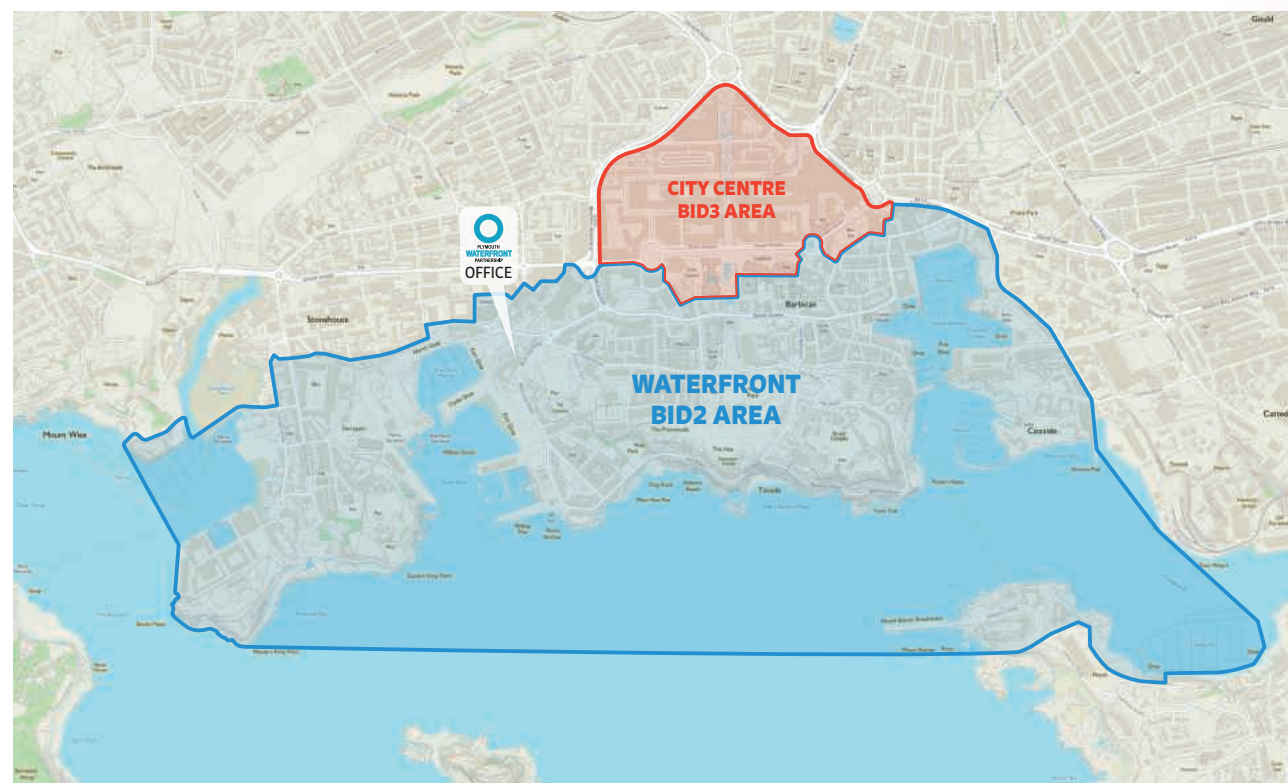
Waterfront BID2 will assist the city to:

- Grow visitor spend by 20% by 2020. This means visitor numbers would increase by 800,000 from 5million to 6million and visitor spend would rise by £84million from nearly £316million to £400million annually.
- Target a 33% growth in jobs in the visitor economy. That means 1,700 new jobs in the city by 2020 and 4,000 new jobs by 2026. Again, with the Waterfront securing much of this uplift.
- Strengthen Plymouth's position as the regional centre for Devon and Cornwall, by creating a great day out and evening destination, resulting in increased day and staying visitor numbers.

With Plymouth's Waterfront identified as the city's key asset, Waterfront businesses will be positioned at the heart of this growth.

Proposed Waterfront BID2 Boundary Map

Waterfront BID2 will encompass four square miles of the city's primary Waterfront area to ensure a cohesive approach. The map below is for indicative purposes only. For a full list of streets included within the BID area, please visit www.waterfrontbid.co.uk



“The Waterfront BID is brilliant, keep going!”
Stuart Elford, GA Solicitors

Waterfront BID2...

Our Strategy

- Champion delivery of the Waterfront Masterplan.
- Make the most of Mayflower 400.
- Celebrate our Heritage.

The Proposed Projects

Raise Plymouth's Profile

1. Support delivery of the Plymouth Marketing Plan and introduce World Host Training.
2. Maximise cruise ship benefits, tour group opportunities and conference tourism for Plymouth.
3. Lever the benefits from Mayflower 400 and deliver new funding grants, visual art and arts festivals.

Create Attractive Places

4. Further improve cleansing and explore an improved waste collection system.
5. Expand annual events, create new monthly markets and build the Christmas experience.
6. Enhance The Hoe's planting and street furniture, and enable facilities for public hire.

Create Safe Places

7. Improved Day, Evening & Night Time safety coordination through CCTV and street and taxi marshals.
8. Create more opportunities for people to access the water safely.

Improve Connectivity

9. Explore an Integrated Transport System involving bicycles, buses and ferries.
10. Enhance boulevard connectivity with the City Centre using Armada Way, Millbay and Bretonside.
11. Invest in a new digital App, walking trails, cycling links, signage and visitor interpretation.

Make A Difference

12. Enable and empower the Plymouth community - with its abundance of talents, energy and skills - to invest in the Waterfront including crowdfunding and volunteering initiatives.

Waterfront BID2 will...

The Waterfront Masterplan

Delivering the Waterfront Masterplan is of vital importance, both for Plymouth and its Waterfront. Waterfront BID2's powerful business voice, coupled with our intimate knowledge of the Waterfront enabled us to effectively campaign, fund raise and shape the Waterfront Masterplan. Waterfront BID2 will ensure a holistic, inclusive and sustainable approach to the Waterfront's regeneration aligned with the Masterplan's priority themes.

"Plymouth's Waterfront tells a powerful story about the City's enduring relationship with the sea but it also tells the bigger story of Britain's maritime history and an age of discovery and adventure. The sea has, arguably, played the leading role in shaping the identity of the City and in defining the spirit of Plymouth and its communities. It is so much more than a physical meeting of land and water and a sinuous and intriguing line on a map.

It could be that the magical bond between city and sea had been diminished by the downsizing of the defence industry and other economic changes in the last two or three decades, but that relationship is being re-kindled, by the gradual and incremental revival of the City's waterfront. The regeneration hotspots of Devonport, Royal William Yard, Stonehouse, Millbay, taken together with the improvements to the Barbican and the redevelopment of Sutton Harbour add up to a genuine Waterfront Renaissance for the City.

We could be forgiven for thinking that all we need to do now is join up the dots to complete the task. This is true in part, but the much bigger vision is of a seamless and dramatic connection of three things: Plymouth Sound with its astonishing setting, natural treasures and its ever-changing moods; the Waterfront with its unique and unbroken braid of places, old and new; and, a recolonized and intensified City Centre. This begins to paint a picture of a 21st Century Waterfront City unlike any other."

Bernie Foulkes LDA Design, Waterfront Masterplan 2016

Priority Themes

1. Sights and Sound

Plymouth is Britain's Ocean City and the natural harbour of the Sound is one of the main reasons why. We will explore the increased use and enjoyment of the Sound both in terms of views of it and opportunities to get into and next to the water, increasing its use for recreation and transport while recognising the ecological importance and sensitivities associated with it.

2. A Working Waterfront

Plymouth's Waterfront has shaped the history of the city and continues to host a vast range of activities and users which are critical to its economic success. Among other things, the Waterfront is home to the largest naval base in western Europe, a commercial port which handles over 2 million tonnes of goods a year, an incredibly successful and busy fishing industry, research, development and industrial institutions, 5 Gold Anchor Award marinas and an international ferry terminal.

3. Improving Waterfront Experience

This priority theme is about quality of place, increasing activity and enhancing resident and visitor experience of the Waterfront. In addition, new, higher quality (4 star and above) hotel accommodation. This may mean refreshing areas which are already important destinations, not just finding new ones, and making sure they are working as hard as they can in terms of quality of experience year round and that they send the right message about the life and future of the city.

4. Connecting Waterfront Neighbourhoods

Improving way-finding and signage but also about highlighting new strategic linkages across and through the city. The Waterfront Walkway is already an important part of connecting Waterfront neighbourhoods, it also forms part of the South West Coast Path and is therefore a key part of the visitor experience. A map which is memorable and provides the clarity of London's underground map, Venice's Vaporetto Route Map or even the St Mawes Ferry Map in Falmouth is a key ingredient as is the method of buying and using tickets for instance day passes which could be combined with land based transport or parking to make using the service as convenient as possible.

5. A World Class Waterfront

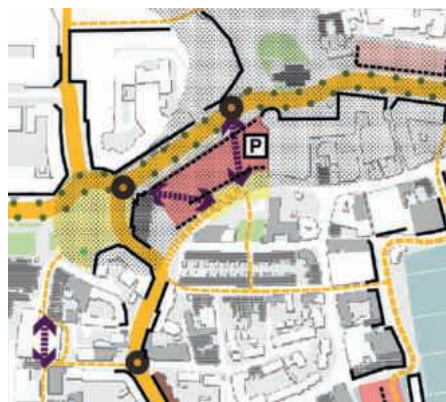
As Britain's Ocean City this priority theme is about developing a coastal design language for the public realm which celebrates the special qualities of the large scale, open, exposed coastal location using materials and planting which naturally colonise waterfront locations and ensuring that the public realm allows the full appreciation and enjoyment of such a special setting. Emerging work on heritage trails and public art strategies will be key in realising the potential of this.



Connecting Waterfront Neighbourhoods

Waterfront BID2 will work with partners to deliver enhancements to the Armada Way Boulevard consistent with those proposed within both the Waterfront and City Centre Masterplans.

We will also work with partners to ensure delivery of the new Millbay Boulevard along Bath Street to connect the International Gateway of the port with the City Centre and the new Bretonside Boulevard to connect the Barbican and Sutton Harbour with the proposed Drake Leisure complex.



The new Bretonside Boulevard

We will work with partners to ensure that:

- High quality paving and public realm infrastructure is secured.
- Colourful coastal planting schemes consistent with that of the Hoe are adopted.
- New on street signage consistent with the on street orientation monoliths is installed.
- All boulevards are clearly signposted within all city maps and visitor information materials.



Proposed view looking along The Millbay Boulevard towards King Point Marina

Waterfront BID2 will...

The Mayflower 400 commemorations present a major strategic opportunity to reposition Plymouth on the global stage and attract significant investment into Britain's Ocean City. It's one of many incredible stories of Plymouth.

Waterfront BID2 will work with partners to ensure that Plymouth's 'Britain's Ocean City' branding will be strengthened through alignment with the Mayflower story, and the improved cultural, heritage and marine expertise offers that Mayflower 400 will provide.

International Tourists

The 400th anniversary of the sailing of the Mayflower to America in 1620 is a major opportunity to drive tourist numbers in Plymouth. Events in Plymouth will be marketed and broadcast around the world, and will attract the attention of international visitors, particularly those from the East Coast of the US.

UK Visitors

A national heritage trail across all of the Mayflower Compact partners will also help to 'put Plymouth on the map' as a potential short-trip destination. From Plymouth, Waterfront BID2 will entice visitors to explore across the whole of the Waterfront and beyond to the wider South West.

Local People

The success of planned events, trails, engagement with heritage assets and provision of child-friendly facilities will depend upon the continuing support and participation of local communities.

Legacy

Mayflower 400 must remain powerful and meaningful after the anniversary year. In particular we are seeking to leave a lasting educational legacy, and to ensure that future generations will recognise the cultural and historic importance of the Mayflower story. Waterfront BID2 will build on this opportunity and champion the telling of Plymouth's many heritage stories.

Waterfront BID2 will support partners in leveraging ambitious benefits from Mayflower 400 to target delivery of:

Plymouth History Centre

A new, unique visitor attraction to tell Plymouth's many stories.

Oceansgate

Plymouth's new centre for World-class Marine Enterprise.

Arts and Military Festivals

World-class events of national significance.

The Plymouth Marine Tech Expo

Events designed to showcase Plymouth's Marine credentials across the World.

The Mayflower Autonomous Ship

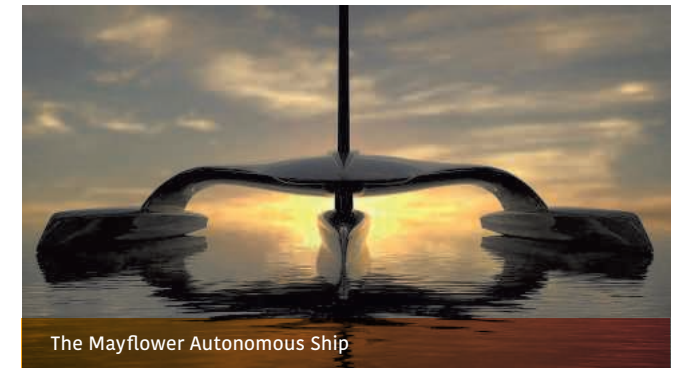
Building the first full-sized autonomous unmanned ship to sail across the Atlantic.

Plymouth Cruise Terminal

Reinforcing Plymouth's international gateway within Millbay Port.

The Mayflower Monument

Installation of a world-class piece of public art to commemorate and celebrate the Mayflower story.



The Mayflower Autonomous Ship

Waterfront BID2 will...

Waterfront BID2 will ensure Plymouth's pioneering stories are told - at every opportunity - and leveraged for the benefit of the entire city. Waterfront BID2 will support community engagement and the integration of our extraordinary heritage stories into every aspect of the Mayflower 400 commemorations, including the Plymouth History Centre, Mayflower Arts and Military Festivals, The Plymouth Marine Tech Expo, the Plymouth University Autonomous Ship project and Oceansgate (South Yard).

Our rich heritage will be fully celebrated and will bring the following stories to life:

Mount Batten

In 700BC it's thought this area was a premier port in England.

Drake and the Armada

Encountered the Spanish fleet outside Plymouth Sound in 1588.

Sir Joshua Reynolds

Born in Plympton in 1723, became one of Britain's finest portrait painters and the founding president of the Royal Academy.

Captain Cook

2018 is the 250th Anniversary of Cook's first voyage to Australia from Plymouth Dock in 1768 on the HMS Endeavour.

Napoleon

Held as a prisoner upon HMS Bellerophon in the Sound in 1815.

Darwin

Began his epic five year voyage on the Beagle from Plymouth which included the Galapagos Islands in 1831.

Victualling Yards

Naturally connecting two major visitor areas of the Waterfront, the Barbican Victualling Yard was sanctioned by Cromwell in 1656 and was eventually relocated to the Royal William Yard in 1835.

The Tolpuddle Martyrs

Returned to Plymouth from Australia via penal transportation in 1838.

The Breakwater and Sound

The mile long stone Breakwater opened in 1844 and the Sound is one of the oldest, continually studied marine areas on Earth.

Barbican Wharves

The site of emigration of more than 600,000 people to Australia, Canada and New Zealand during the second half of the 19th Century and England's Australian mail port in 1852.

Smeaton's Tower

Originally built on the Eddystone reef in 1759, dismantled, rebuilt and opened to the public in 1884.

Scott and Shackleton

Scott, a national hero, the Antarctic Explorer was born in Plymouth in 1868, and Shackleton who departed from Plymouth on the Endurance in his quest to cross Antarctica in 1914.

The Titanic

Crew survivors returned to England and were hosted in Millbay in 1912.

Transatlantic Cruising

In 1913, a total of 30,841 passengers passed through Millbay on cruise liners and over the years visitors included Walt Disney, Charlie Chaplin, Greta Garbo, Laurel and Hardy and Louis Armstrong.

Nancy Astor

An American-born Viscountess and resident of Plymouth who became Britain's first Member of Parliament in 1919.

Lawrence of Arabia

T.E. Lawrence was stationed at Mount Batten's RAF Cattewater in 1929 and lived in Plymouth until 1935.

Truman and the King

President Harry Truman met King George VI aboard HMS Renown in Plymouth Sound in 1945.

Chichester

Arrived in Plymouth in 1967 as he became the first Englishman to sail single-handed around the world.

Beryl Cook

One of Britain's best known painters and popular Barbican artists.

Robert Lenkiewicz

Celebrated Barbican artist whose murals famously adorn the buildings in the historic harbour.

Devonport

Cook, Nelson and the Duke of Wellington all sailed from Plymouth Dock which began in 1690, was renamed Devonport in 1824, today is the largest Naval Base in Western Europe and site of Oceansgate Plymouth's new centre of marine expertise.

Waterfront BID2 will...

£760k Total Expenditure / £180k BID Levy Investment

Waterfront BID2 Plan

Waterfront BID2 will work with partners to promote Plymouth's Waterfront and raise the profile of the Britain's Ocean City brand, regionally, nationally and internationally, engaging representation from the UK's International Tourism organisations including Visit Britain, UK Inbound, International Buyers and tour group operators.

BID1 Achievements

We created a five year marketing plan working with our partners and have begun to position Plymouth as a major UK destination. We have promoted Plymouth at International Confex, Explore GB and the Brest International Maritime Festival; a PR company has been commissioned to promote Plymouth nationally and internationally; a new Visit Plymouth website has been developed, visitor guides created and circulated regionally, our major events calendar promoted consistently and multiple social media channels created.

BID2 Approach

Waterfront BID2 will work with partners to deliver the five year marketing plan, work with Visit England and Visit Britain to promote Plymouth as a major UK destination, lever maximum benefit from the Mayflower 400 commemorations and develop links with Plymouth's city Twinning partners to attract more International visitors.

"The Waterfront BID is connecting things together, achieving partnership, more engagement, leveraging more value and making visible progress."

Chris Kemp, Brittany Ferries

The Projects	BID Levy	Match Fund
Plymouth Marketing Plan Deliver annual visitor guides, stepping ashore guides and events promotion, target regional camping and caravan sites, Tourist Information Centres and attractions with our materials; we will grow our social media followers and increase annual visits to the Visit Plymouth website.	£125k	£500k
Conference Plymouth Support Conference Plymouth and Destination Plymouth in their activities to raise Plymouth's profile as a Business Tourist destination including promotion at national trade shows and exhibitions and Visit Plymouth content.	£25k	£10k
Cruise Terminal Work with Destination Plymouth and Associated British Ports to attract more cruise ships to Plymouth and promote tours, activities and sight-seeing within the city.	£10k	£20k
World Host Training Work with partners to deliver an accredited training scheme for customer facing employees.	£5k	£25k
Explore GB Work annually with Visit Britain to directly target c.300 International Buyers and tour operators from around the World.	£10k	£10k
Brest International Maritime Festival Working with our Twinned City partner, we will ensure Plymouth is represented at this major Festival in 2020, promoting Plymouth as a visitor destination to as many as c.1m visitors to the show.	£5k	£15k

Waterfront BID2 will continue to work with partners to deliver a combination of digital marketing media, printed visitor guides, national and international PR, new photography and partnership work with Domestic and International visitor attracting organisations.



PWP's Sarah Gibson and The Duke of Cornwall Hotel's Leila Nottage at Explore GB 2016

Waterfront BID2 will...

£1,295,000 Total Expenditure / £65k BID Levy Investment

Waterfront BID2 Plan

We will ensure higher cleansing standards are maintained whilst encouraging a shift from investment and cleansing towards changing public attitudes and behaviour to litter through public education campaigns, enforcement and recycling to create a world-class Waterfront.

BID1 Achievements

In partnership with the City Council, Waterfront BID1 has delivered a series of targeted clean up improvements in specific Waterfront locations, at Devil's Point and The Hoe and launched Barbican Improvement Days taking place in August, September and November with further days planned for February.

BID2 Approach

We will rigorously improve cleansing, explore an improved waste collection system, enhance planting schemes and street furniture and expand events across the Waterfront.

“Just get the basics right - the cleansing, the flowers, the bins.”

Barry Oxinou, Bar Rakuda

The Projects	BID Levy	Match Fund
Improve Cleansing Ensure that the City Council's cleansing standards are maintained and operationally manage existing Council cleansing staff to ensure a Waterfront rapid response clean team.	£0	£1.03m
Public Realm Support public realm improvements across the Waterfront and in particular within the Hoe.	£0	TBC
Public Education Campaigns Work with The Tidy Britain Group to design public education 'No Litter' campaigns to challenge lazy anti-social behaviour, and work with partners to ensure enforcement. Annual Spring clean campaigns with a week of clean-up activities.	£0	TBC
Planting Schemes Deliver and maintain new wooden planters and planting to add vibrancy and colour across the Waterfront. Invest in and introduce new planting displays for the Hoe.	£65k	£200k
Trade Waste Management Work with operators to negotiate improved management and reduced costs.	£0	£0



Waterfront BID1 has delivered dramatic improvements including repainting Smeaton's Tower and the Belvedere, bench renovations, new public toilets, Christmas lights, colourful planting and help to secure £770K of Coastal Communities Funding.



Interventions along the foreshore and a new coastal planting scheme for the Hoe

Waterfront BID2 will...

£375k Total Expenditure / £180k BID Levy Investment

Waterfront BID2 Plan

Work with partners to continue to employ an Evening and Night Time Economy Co-ordinator, tackling anti-social behaviour during key events and Bank Holiday weekends, involving Police, City Council and partner agency support to secure an accredited national safety standard.

BID1 Achievements

A BID Hotline was set up to provide a dedicated response to BID businesses. Working with Plymouth's Community Safety Partnership we have secured 50% match funding to recruit an Evening & Night Time Economy Coordinator and we have supported the creation of a new Pubwatch group in the Waterfront. We have explored the Purple Flag accreditation. We work closely with the Police, PCSO's and Council Licensing to ensure improved coordination of Bank Holiday weekends to minimise anti-social behaviour and work with the city's Plymouth Against Retail Crime (PARC) initiative. Waterfront BID1's key priority is constant lobbying for CCTV improvements.

BID2 Approach

Continue to work with partners to invest in improved management and co-ordination of day, evening and night time across the city, rigorously improve management of taxi ranks, secure investment for the CCTV network and secure savings for BID Members.

The Projects	BID Levy	Match Fund
Day, Evening and Night Time Build on successes of improved management and co-ordination between the day, evening and night time economies, continue to work with partners to employ an Evening and Night Time Co-ordinator, and continue to improve Bank Holiday weekend management.	£95k	£75k
Street and Taxi Marshals Create a dedicated marshal team to improve management of taxi queues and the safety of vulnerable persons, whilst tackling night time anti-social behaviour.	£60k	£120k
BID Hotline Continue to provide a dedicated telephone hotline for Waterfront businesses to access for swift removal of graffiti and to report waste issues.	£10k	TBC
CCTV Continue to lobby for investments in CCTV provision across the Waterfront BID area.	£0	TBC
Late Night Levy Ensure Licensees within the Waterfront BID area are exempt from paying any new Late Night Levy.	£0	TBC
Reduced Cost Night Net Radios Seek reductions in the cost of Night Net Radios.	£15	TBC

BEST BAR NONE
B3



BID Hotline Number:
01752 712 300



**PLYMOUTH
 LICENSING
 FORUM**



Above: Michael Connor, Plymouth's Evening and Night Time Economy Co-ordinator, with the Street Marshal Evening Ambassadors Team which was successfully trialled over Christmas 2015.

Waterfront BID2 will...

£1,920,000 Total Expenditure / £235k BID Levy Investment

Waterfront BID2 Plan

We will help create a better connected Waterfront, enticing visitors to spend longer exploring our spectacular attractions, offer and environment, thereby driving visitor spend and, in particular, overnight stays.

BID1 Achievements

We helped design and install the Welcome to Britain's Ocean City signage; on-street 'monolith' panels and new brown signs. We also delivered city map pads for visitors to the Tourist Information Centre, accommodation and attraction providers.

BID2 New Approach

Waterfront BID2 will work with partners to deliver a more unified travel ticket and create unified Waterlinks signage, invest in signage and interpretation along new walking trails, create a digital trails App and information boards for accommodation and attraction providers.

"Create a trails app and link the quieter places with the Barbican to attract more footfall to the side streets."

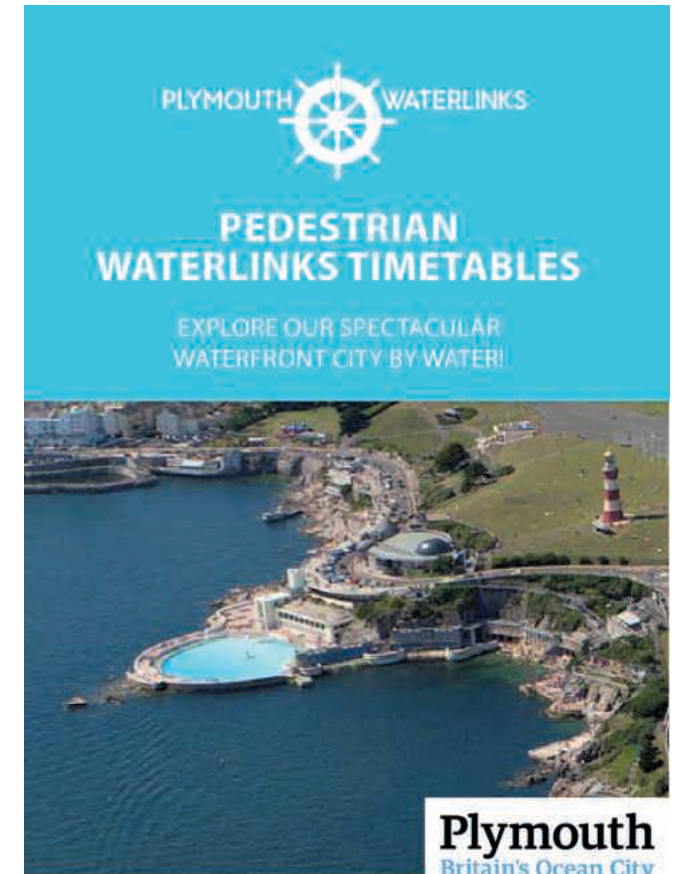
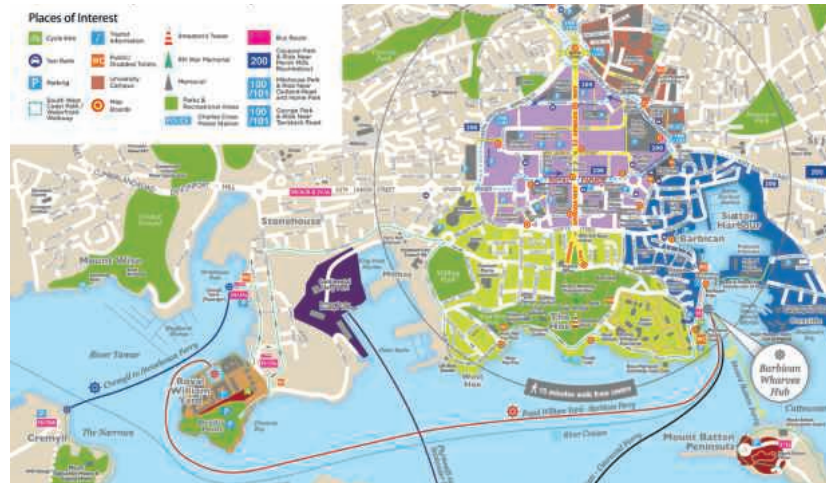
Martin Jones, The Minerva

The Projects	BID Levy	Match Fund
Integrated Transport Explore the creation of an integrated ticket system involving Plymouth transport operators. Investigate the infrastructure to enable the system, including options of different types of ticketing. If a suitable solution can be found, we will work with partners to identify and seek funding to deliver the project. Explore with the Council(s) and city transport operators the opportunities to adjust timetables and scheduling to improve the transfer between the vehicles.	£20k	£50k
Trails and Signage Deliver, in partnership, a joined up approach to trails that incorporates Mayflower, Sound, Waterfront Walkway, Blue Plaques and a Pub and Restaurant Trail.	£150k	£1.6m
Trails App Deliver a new App promoting Trails across the Waterfront will be created in both Android and iPhone formats, incorporating the new Mayflower Trails, Sound Trail, heritage plaques and the city's existing Waterfront Walkway and heritage trails.	£30k	£0
Plymouth Waterlinks Design and install signage at each of the seven ferry pontoon locations at Mount Batten, Barbican, Hoe, Royal William Yard, Stonehouse, Cremyll and Kingsand. Each of the four Waterlinks ferry operators will match fund the project.	£10k	£15k
Information Boards Create one sign featuring the city map, events listings, trails and heritage information and make available for accommodation providers to install in their lobbies and guest areas. Install large events notice boards across the Hoe and Waterfront Walkway.	£25k	£20k

Transportation

Integrated Transport

Waterfront BID2 will champion a better connected, sustainable transport system involving local bus services, ferry operators, Park & Ride, bicycle hire and the land train making it easier for residents and visitors to switch between the different modes of public transport, to increase length of stay and improve the experience for visitors and residents alike. Colour-coded routes will also be introduced to ensure easier navigation across the Waterfront.



Trails

The Waterfront Walkway

Increased visibility and awareness of the Waterfront Walkway, Plymouth's part of the South West Coastal Path, which connects each of the mini-destinations across the Waterfront.

Monoliths

Installation of new monoliths at Millbay, Royal William Yard, Mount Edgumbe and Mount Batten to increase the network of on-street orientation panels.

Built and Streetscape Assets

Prioritised streetscape projects and refurbishment of key assets to maximise the visitor experience will include:

- The Elizabethan House, New Street.
- The Merchants House, Hawkins Square.
- Prysten House, St Andrews' Street.
- The Mayflower Centre, Southside Street.
- The Custom House, Barbican Parade.

Trails App

Creation of a new App promoting Trails across the Waterfront in both Android and iPhone formats, incorporating the new Mayflower Trails, Sound Trail, blue heritage plaques, pub and restaurant trail and the city's existing Waterfront Walkway and heritage trails.

New Mayflower Trail

Three trails have been identified in Plymouth that will help visitors find their way around the city, understand its historic assets, and engage in live and digital events. We have identified these trails as:

- A trail based in the historic Barbican area.
- A trail helping visitors to navigate between The Barbican, Bretonside and the city's new History Centre.
- A trail tracing the journey along the Hoe, looking out towards Plymouth Sound.

New Sound Trail

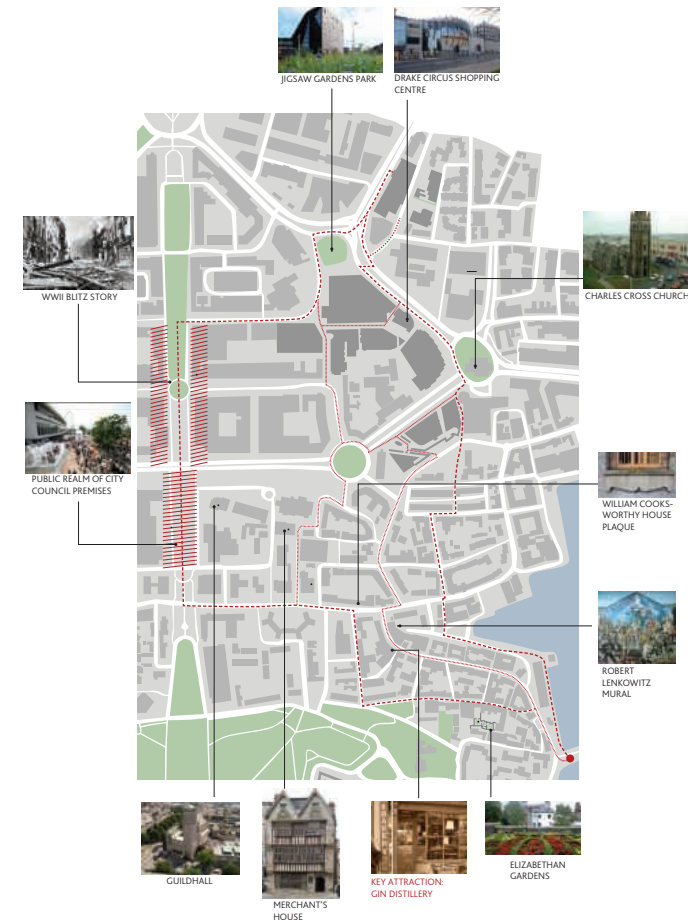
A circular trail, encompassing the Hoe and West Hoe and majoring on the spectacular views across Plymouth Sound, which will help interpret historic events that took place on land and sea.

New Blue Plaques Trail

We will ensure heritage plaques are replaced within the BID area with colourful blue and white plaques, consistent with those used in other destinations, and we will create a walking trail map in print and digital formats.

New Pub and Restaurant Trail

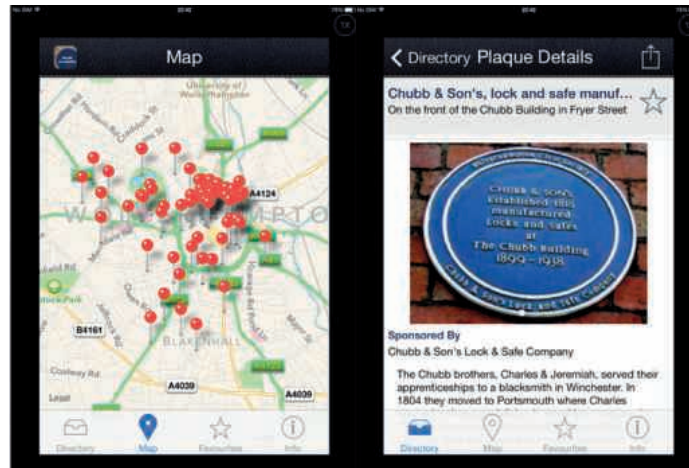
Creation of a new pub and restaurant trail linking destinations across the Waterfront and City Centre.



Above: The proposed new Mayflower Trail

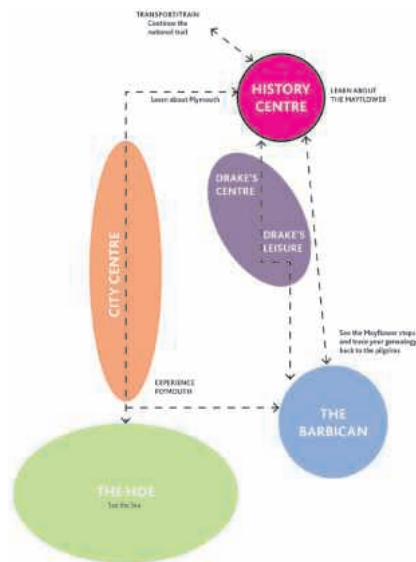
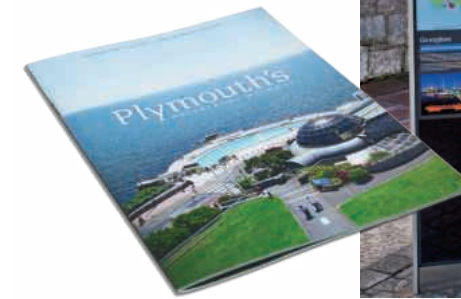


Above: Existing Darwin Plaque at Devil's Point.

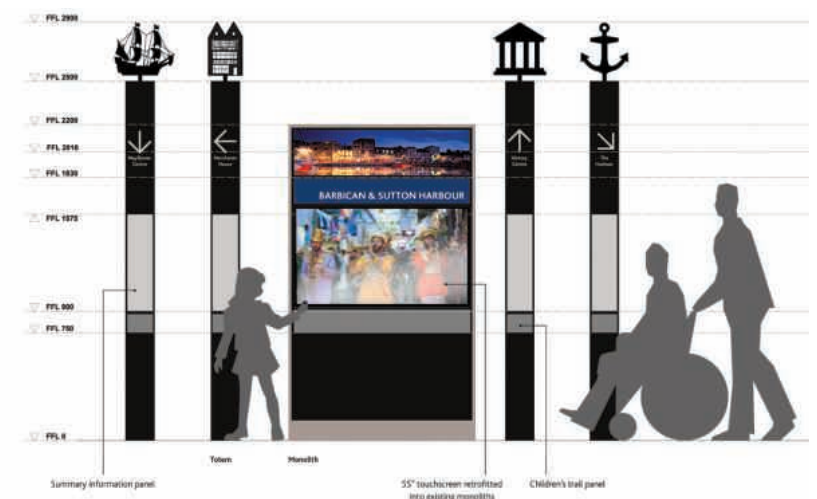


Above: Example of Wolverhampton's App featuring Blue Plaque trails.

Right: By 2020 monolith panels will feature the Waterfront Walkway, Sound Trail, Mayflower Trail and other newly created walking routes.



Below: Images represent the proposed new Sound Trail and suggested "Totem" signage for the Mayflower Trail, incorporating touch screens.



Waterfront BID2 will...

£1,050,000 Total Expenditure / £415k BID Levy Investment

Waterfront BID2 Plan

Waterfront BID2 will adopt a new, innovative approach to getting things done. We will be the ‘glue’ that brings businesses, residents groups, partners and resources together. We will also actively influence and help deliver projects and regeneration outcomes across the Waterfront. BID2 will promote mini-destination initiatives and Waterfront cohesion to create positive outcomes for all.

BID1 Achievements

We delivered six Plymouth Pirate Weekends, five Plymouth Seafood Festivals, six Christmas Events and four Thanksgiving Illuminate events, centred on the Barbican. We supported Super Summer Sunday, The Antiques Roadshow, Weekend of Wonders and The Easter Wonderland and a range of Christmas events at the Royal William Yard.

BID2 New Approach

We will continue to deliver events, whilst also helping to empower residents groups to make a difference by supporting the community itself to facilitate dialogue, build partnerships and collaboratively deliver Waterfront projects, events and regeneration.

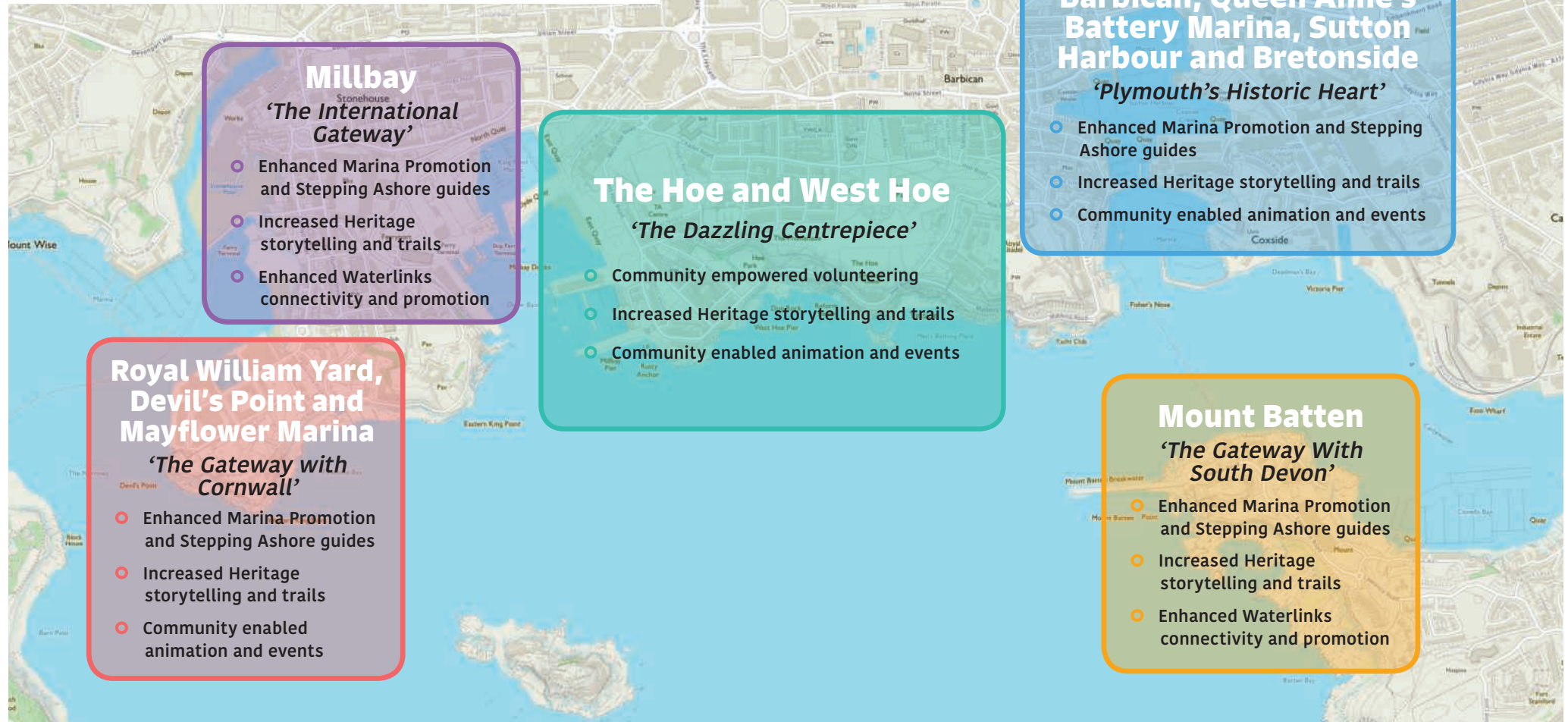
“Really want to push for partners to create strategic and public art so Plymouth becomes culturally rich.”

Francesca Hawkesworth, Ocean Studios, Royal William Yard

The Projects	BID Levy	Match Fund
Enable and Expand Events Encourage Plymouth’s residents groups to contribute ideas, energy and skills to expand event activities (prioritising Plymouth Pirate Weekend; Plymouth Seafood Festival and Mayflower Illuminate) beyond a limited geography, thereby increasing and spreading footfall.	£275k	£0
New Markets Promote monthly street markets, prioritising Hawkins Square, West Hoe Park and Barbican Parade. We will aim to create a monthly fish market.	£0	£0
New Arts and Festivals Support public and visual art / interpretation across the Waterfront, prioritising Mayflower 400, a new Plymouth Visual Arts Festival, and an enhanced Arts Weekender.	£0	£635k
Christmas Experience Empower businesses and residents groups to enhance the Christmas experience prioritising lights, activities and events.	£140k	TBC
Plymouth Culture Work strategically with Plymouth Culture to empower and enable arts and cultural groups to deliver events across the Waterfront.	£0	£0

Waterfront BID2 will...

Waterfront BID2 will enable each mini-destination within the Waterfront community to develop their own identity, connecting them through events, trails and transport:



Waterfront BID2 will...

£TBC Total Expenditure / £TBC BID Levy Investment

Waterfront BID2 Plan

BID2 will play a major role in the partnerships and delivery processes to undertake regeneration. We want to do this through a participative process; engaging businesses and residents groups, amongst other stakeholders.

BID1 Achievements

We lobbied for and secured the first Waterfront Masterplan for Plymouth since 1943, creating PWP's opportunity to help shape the Waterfront's future regeneration. In addition, we secured match funding on BID Levy payments of 6:1 to achieve a total investment of £8.8 million into Plymouth's Waterfront.

BID2 New Approach

We will work with community and resident groups and engage them with the Plymouth Coastal Community Team and others to help unite efforts to regenerate the Waterfront and secure match funding, specifically targeting Coastal Communities Fund contributions. We will better engage with, network and promote each 'mini-destination' and establish a cohesive Waterfront community offer and profile. We will listen to and learn from businesses and residents groups to better understand the delivery and impact of projects.

The Projects	BID Levy	Match Fund
Community Enabling Explore the use of social media and crowdfunding (see below) to create a supportive community culture, on and off-line, that enables street animation, events, planters, flower displays, parties, activities, improvements etc, across the Waterfront.	TBC	TBC
Grants Identify and apply for external grant funding and other sources to maximise leverage on your BID Levy contribution. Waterfront businesses will contribute a projected £1.3m towards delivery of this plan. Waterfront BID2 will target an additional income and match funding of £6.3m, bringing the estimated project expenditure to a total of £7.6m.	TBC	TBC
Crowdfunding PWP will pledge up to 25% (up to £5k) towards community projects promoted on www.crowdfunder.co.uk/plymouth building on PCC's successful model that has seen £60k pledges lever £280k in resident and business investment.	TBC	TBC
Community Share PWP will develop a way for local residents to choose to buy in to the BID activity as residents to help develop working relationships between businesses and residents and build shared resources to get things done.	TBC	TBC
Impact We will measure impact, including how businesses and residents feel about delivery of projects. We will listen and learn.	TBC	TBC



Above: Volunteers from the Duke of Cornwall Hotel on Make A Difference for Mayflower 400 painting activity on the Hoe foreshore.



Above: Volunteers on one of Devil's Point beach cleans.



Below: Ferry operators fully empowered and gathered to design their new Plymouth Waterlinks marketing campaign.



Waterfront BID2 will...

Waterfront BID2 is taking a new approach to communications.

We will build additional capacity within the BID's dedicated Executive Team and empower the Board and Advisory Board to assist in communicating with BID Business Members across the entire Waterfront BID area.

The Executive Team

Waterfront BID2 will employ a full time Waterfront BID Manager to represent the Plymouth Waterfront Partnership's Waterfront BID2, ensure delivery of the five year Waterfront Business Plan, coordinate project delivery, engage partner organisations, manage the financial accounts, coordinate funding applications, recruit contracted services and manage the BID's communications team.

Waterfront BID2 will employ a communications team involving a Business Liaison Manager to coordinate BID Business Member communications, PR releases, liaise with the city's Marketing Team, work with contracted PR agencies and manage a part-time, two member Street Team to assist in making regular face to face contact and business visits.

The Board and Advisory Board

Waterfront BID2's Executive Team will facilitate and support the Board and Advisory Board to enable these representatives to engage in a more proactive dialogue with BID Business Members, to assist in making regular face to face contact and business visits and to engage and enable others in distributing leadership more widely across the Waterfront BID area.

Communication Channels

Waterfront BID2 will continue to provide regular, dedicated communications including fortnightly e-newsletters, quarterly printed newsletters, a dedicated Waterfront BID website and direct mail.

Waterfront BID2 will continue to use Social Media including Facebook, LinkedIn, YouTube and Twitter to engage with BID Business Members and share news and BID delivery successes.

Waterfront BID2 will create an annual Waterfront Magazine for BID Business Members and residents, communicating annual events, crowdfunding initiatives, opportunities to engage within the Waterfront, new business openings within the Waterfront, city-wide news stories and more features of interest to businesses and residents. The magazine will be a Waterfront focused communication and distributed city-wide to entice and engage Plymouth's wider business and residential community to work with, rest and play in the Waterfront.

Dedicated BID Email Address: waterfrontmanager@waterfrontbid.co.uk

BID Hotline: 01752 712300

Twitter: @PlymWaterfront and @PWPBID

Facebook, LinkedIn and YouTube: Plymouth Waterfront Partnership

Web: www.waterfrontbid.co.uk

Waterfront BID2 will..

Waterfront BID2 Plan

Waterfront BID2 will reduce business costs associated with trading in the Waterfront, using the shared buying power strength of more than 750 businesses to negotiate discounts and subsidise costs of important services.

BID1 Achievements

Waterfront BID1 has responded to more than 1400 BID Hotline calls from Waterfront BID members, has ensured BID members are excluded from paying the Late Night Levy, has secured 30% reductions on trade waste collections with contractor Alphalogic, written more than 200 press releases for BID Member businesses, provided more than 50 networking and workshop sessions.

BID2 Approach

The table on the right summarises the key member benefits for your business when Waterfront BID2 becomes operational from 1st April 2017:

Service	Benefit	Saving
BID Hotline	Access to swift response services	
Free listing on the Waterfront BID website	Online promotion	£1,250
Free listing on the Visit Plymouth website	Online promotion to visitors	£1,250
Free member workshops including Social Media, Marketing Your Business, Making the Most of Events		
Free staff recruitment advertising on the Waterfront		
Dedicated Waterfront BID website		
Free Member meetings and networking events		
Reductions on Trade Waste		
Reductions on Utility Bills		
Reductions on Gym Membership		
Reductions on Night Net Radios		
Fortnightly e-newsletters and quarterly newsletters	Stay better informed	

How Will Your Waterfront

The Waterfront BID will be managed by Plymouth Waterfront Partnership which will be directly accountable to Waterfront businesses for the management within the Waterfront boundary area and the successful delivery of the Waterfront BID.

The Waterfront BID's governance will be the responsibility of the Plymouth Waterfront Partnership Board with operational matters overseen by the Waterfront BID Advisory Board, giving Waterfront businesses and other stakeholders control in formulating strategy and overseeing BID project delivery. In addition, as a member of the Plymouth Waterfront Partnership, businesses will also have a vote on major decisions.

BID levy contributions will be spent entirely to service the area within the identified boundary. This will ensure fair representation for businesses investing within their areas.

The Waterfront BID will encompass the core areas of The Barbican, Sutton Harbour, The Hoe and Foreshore, Notte Street, Vauxhall Street, Bretonside, Sutton Road, Millbay Docks, Devil's Point, the Royal William Yard, Mayflower Marina and Mount Batten.

The proposed Waterfront Business Improvement District projects and services will be entirely additional to any services already delivered by Plymouth City Council.

Plymouth Waterfront Partnership will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the Waterfront Business Improvement District area. Once the Waterfront Business Improvement District has been established, the City Council will be contractually obliged to maintain agreed standards through baseline service level agreements.

This is likely to include the following services:

Safety

Closed Circuit Television (CCTV)
Community safety and management
Licensing and enforcement
Street lighting

Cleanliness

Graffiti and fly posting removal
Gully cleansing
Public conveniences
Street cleansing (inc. bin emptying/washing)
Waste collection (Trade and Domestic)

Promotion

Attractions (inc Smeaton's Tower, Elizabethan House and Merchant's House)
Events and Tourist Information Centre marketing
Mount Wise and Tinside Lido

Statutory

Environmental health
Planning
Plymouth Trading Standards Service

Other Services

Administrative support
Car parking
ICT provision and office space
Major events
Maritime services

Maintenance

Grounds maintenance (inc. weed spraying)
Highways maintenance and management
Traffic signals and pedestrian crossings
Trees and landscape development
Waterfront slipways

Continuous Service Improvements

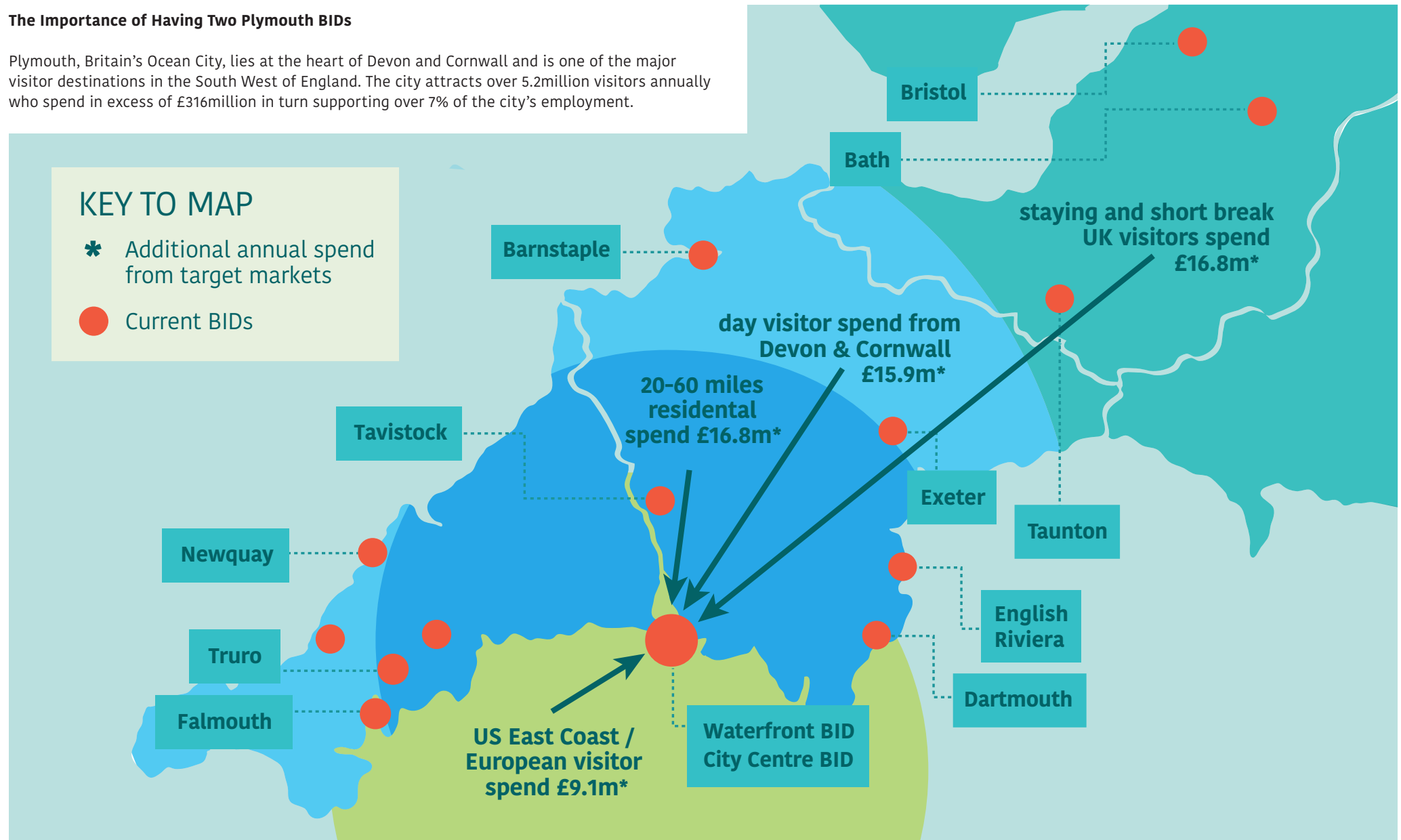
The Waterfront Business Improvement District Contract will commit Plymouth City Council to continually improve its services throughout the lifetime of the Waterfront Business Improvement District.

This will include annual reviews of individual services, with regular meetings to monitor performance. In the event of service delivery issues, the Plymouth Waterfront Partnership company will be entitled to issue a formal notice requesting the City Council to remedy the issue. Any failure to perform will initially be addressed through co-operation and negotiation, but if this fails then a process of formal mediation will follow. For details of Service Level Agreements go to:

www.waterfrontbid.co.uk

The Importance of Having Two Plymouth BIDs

Plymouth, Britain's Ocean City, lies at the heart of Devon and Cornwall and is one of the major visitor destinations in the South West of England. The city attracts over 5.2million visitors annually who spend in excess of £316million in turn supporting over 7% of the city's employment.



How Will Your Waterfront

Income	2017/8 Est £	2018/9 Est £	2019/20 Est £	2020/21 Est £	2021/22 Est £	2017/22 Totals £
BID Levy	270,000	270,000	270,000	270,000	270,000	1,350,000
Existing City Council Services	550,000	550,000	550,000	550,000	577,000	2,777,000
Voluntary BID Subscriptions	30,000	30,000	30,000	30,000	30,000	150,000
Plymouth City Council Street Trading Surplus	20,000	20,000	20,000	20,000	20,000	100,000
Grants, Partnership Projects, Other Match Funding	659,000	659,000	659,000	659,000	659,000	3,295,000
Total Income	1,529,000	1,529,000	1,529,000	1,529,000	1,556,000	7,672,000
Expenditure						
Projects and Entrepreneurial	1,419,000	1,419,000	1,419,000	1,419,000	1,451,000	7,127,000
Management and Administration	105,000	105,000	105,000	105,000	125,000	545,000
Total Expenditure	1,524,000	1,524,000	1,524,000	1,524,000	1,576,000	7,672,000
Net Surplus or Deficit Position	5,000	5,000	5,000	5,000	-20,000	0

Project Funding Sources 2017 – 2022

The creation of Waterfront BID1 (2012-2017) enabled a new approach to be realised, whereby Plymouth City Council, Plymouth City Centre Company BID, Destination Plymouth and other key partners could match fund the Waterfront BID Levy contributions. This model ensures significant, joined up, city-wide improvements to visitor destination marketing, maximising the leverage of ideas, resources and funding.

Waterfront BID2 will build on this approach and the learning gained in the first five years of operation. Waterfront BID2 will confidently bid for funding grants from the Arts Council, Heritage Lottery Fund, Coastal Communities Fund and Visit Britain and lever the following package of match funding, providing a 6:1 return on your business BID Levy investment:

Source of Match Funding	Value	Confirmed?	New?	Cash?
Existing City Council Services				
Plymouth City Council - Environmental Services	£600,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Maritime Services	£496,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Car Park Improvements	£436,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Hoe Park Events	£425,000 TBC	In discussion	Existing	Cash
Plymouth City Council - Grounds Maintenance	£177,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Seconded Staff	£148,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Office, ICT and Business Admin	£125,000 TBC	In discussion	Existing	In Kind
Plymouth City Council - Research and Monitoring	£20,000 TBC	In discussion	Existing	Cash
Plymouth City Council - Local Transport Sustainability	£350,000 TBC	In discussion	Existing	In Kind
Total	£2,777,000 TBC			
New City Council and Other Match Funding				
Landlords BID Subscriptions	£150,000	Estimated	New	Cash
Plymouth City Council - Street Trading Surplus	£100,000	Estimated	New	Cash
Various Partners - Evening & Night Time Economy	£195,000	Estimated	New	In Kind
New Visual Art	£635,000	Estimated	New	Cash
Partnership Marketing Campaigns	£520,000	Estimated	New	In Kind
Plymouth City Council - Levy Collection	£50,000	In discussion	Existing	In Kind
Arts Council BID for Mayflower 400 Events	£1,000,000	Estimated	New	Cash
Coastal Communities Fund	£250,000	Estimated	New	Cash
Heritage Lottery Fund	£455,000	Estimated	New	Cash
Business Tourism	£30,000	Estimated	New	Cash
Voluntary Contributions - Signage and Interpretation	£55,000	Estimated	New	Cash
Visit Britain - Brest International Maritime Festival	£15,000	Estimated	New	Cash
Total	£3,545,000			
Total of Existing and New City Council and Other Match Funding The BID reserves the right to modify these figures depending on circumstances		£6,322,000 TBC		

Why BIDs Work

BIDs work. With over 220 BIDs in the UK and the number, type and spread of new and renewed BIDs ever rising, it is clear BIDs are a good idea.

A BID provides a direct opportunity to improve long-term business profitability, by helping to attract new investment, visitor numbers and spend across a defined commercial area. The benefits of BIDs are wide-ranging and include:

- Businesses decide and direct what they want for the area.
- Businesses are represented and have a voice in issues effecting the area.
- BID levy money is ring-fenced for use only in the BID area – unlike business rates which are paid into, and redistributed, by government.
- Increased footfall.
- Improved staff retention.
- Business cost reduction.
- Area promotion.
- Ring-fencing (protection) of local authority services.
- Facilitated networking opportunities with neighbouring businesses.

In addition, the BID levy income creates opportunities to lever more public and private resources to deliver projects in the area. A strong, unified voice is able to represent business interests to the City Council and other partners more effectively than individual business owners. BIDs also allow a more unified marketing approach – helping to raise the profile of the entire area for the benefit of all business owners

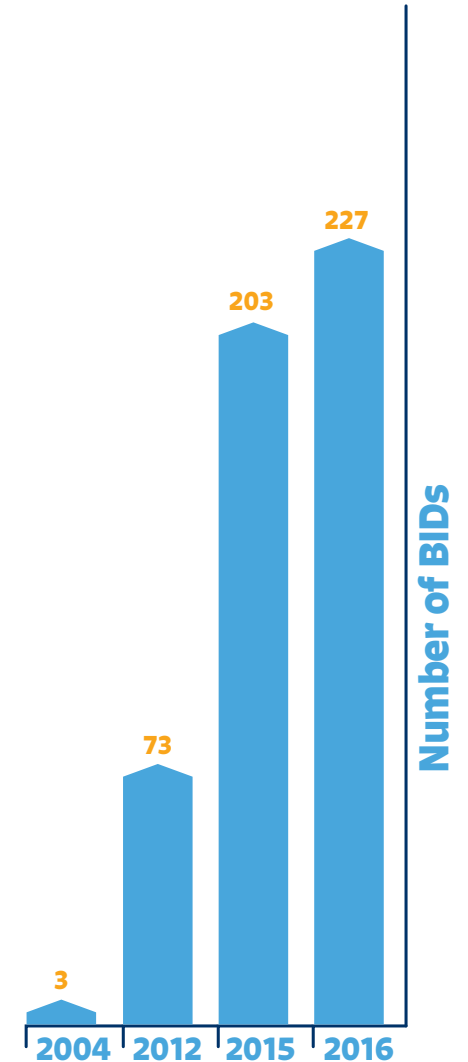
With more than 220 BIDs now operating across the UK, you are a part of a major economic evolution.

“At the outset of BIDs back in 2005, a number of us leading the concept were asked to forecast the future – the most optimistic was 50 in 5 years. Clearly an underestimate, as we are on double that with 200 in 10 years. British BIDs is delighted to announce that the 200th BID is BID4Leeds, a hugely ambitious city centre BID encompassing all sectors with just short of a 1,000 levy payers investing £2 million per annum. It demonstrates this ‘big city’ format is absolutely right enabling the BID to be the major place shaper and voice for the city. This approach is akin to Plymouth, which boldly took this approach over 10 years ago and aligned with Plymouth Waterfront Partnership relatively recent joining up of the two BIDs into one project delivery structure in partnership with Plymouth City Council, establishing a Visitor, Marketing & Events team delivering over 25 major / signature events and other projects per annum.”

British BIDs, March 2015

Joint Value of the Plymouth BIDs	%	Levy	Match	Total Value	ROI	Number of Members
Plymouth City Centre BID	1.332	£2,115,000	£6,537,500	£8,652,500	4 : 1	615
Plymouth Waterfront BID	1.5	£1,350,000	£6,322,000	£7,672,000	6 : 1	765
Total Joint Value		£3,465,000	£12,859,500	£16,324,500		1,380

The Growth of BIDs Nationally



Legislation and BID Terms

The BID Levy, Liability and Collection

The BID Levy will be payable by all businesses located within the boundary of the defined BID Area.

The BID Levy will be set as per the version of the List current on the ballot date, based on the rateable value shown in the 2010 Local Non-Domestic Rating list, updated for any changes in ratepayer appeals, additions and removals from the list to date. For new assessment, splits and mergers (of rateable values) brought into the list between 1st April 2017 and 31st March 2022, the rateable value used will be that as shown in the Non-Domestic Rating 2010 at the date the new or amended assessment is brought into that list.

From 1st April 2018, the BID Levy for any new occupiers, splits or mergers in the BID area, will be calculated based on the 2010 Local Non-Domestic Rating List (as at date brought into list).

The BID Levy will not be adjusted to reflect any changes to the rateable value during 5 years of the BID.

In addition any “Taken out of Rating” cases will be deleted from the effective date as advised by the Valuation Office Agency to the City Council’s Non-Domestic Rates section.

The BID Levy will be increased each year by the annual inflationary factor for Local Non-Domestic Rate bills as calculated by H.M. Government.

In 2017/18 financial year the BID Levy for the renewal will be set at the same level as for 2016/17 i.e. 1.5% of the rateable value, with subsequent increases or decreases matching the increase or decrease in the small business rate multiplier, as determined by central government on the inflation or deflation rate from year to year.

The following types of businesses within the BID area will be exempt from paying the BID Levy: schools, churches, Doctor’s surgeries, commercial car parking spaces that are rated separately; telephone masts and advertising poster drums.

The BID Levy will not be reduced where the ratepayer is a charity or non-profit making organisation, retail or customer facing premise, charity offices will be excluded.

The BID Levy will also not be affected by the Government’s Small Business Rate Relief Scheme which came into effect on 1st April 2005. The BID Levy is payable on the whole rating assessment irrespective if part or all of it is empty. In the case of empty properties, the BID Levy will be collected at 100% from either the owner or leaseholder (if an occupational lease exists). The BID Levy will be collected by Plymouth Council annually on 1st April. The Council will reimburse the Plymouth Waterfront Partnership with BID levies on a quarterly basis. The average BID Levy collection rate over the last four years is 98.3%.

If you would like to find out the rateable value of your business, please refer to your rates bill or check it at: www.voa.gov.uk

Financial Management

Plymouth Waterfront Partnership will provide the Council with quarterly updates detailing expenditure under the BID.

Governance and Management

The current Plymouth Waterfront Partnership Board of Directors will represent all business sectors currently operating in Plymouth. The full board will meet at least quarterly.

The BID Advisory Board management committee will meet monthly and will be responsible for the delivery of BID projects, with operational sub-groups covering specific themes and projects.

Alteration of BID Arrangements

The BID area and the BID Levy percentage (other than inflationary increases announced by Government for NNDR) cannot be altered without an Alteration Ballot.

The BID projects, headings, costs and timescales can be altered by the Board, within the constraints of BID income - providing that the BID’s aims are adhered to. The BID Operations Board and any sub-groups will manage budgets within their areas of specialty.

Who Is In Control of Your Investment?

During Waterfront BID1, Plymouth Waterfront Partnership has a two-tier governance structure including two voluntary boards:

Strategic Board of Directors

	Chris Arscott Chairman		Charlie Jones (née Mark) Financial Advisor
	Chris Robinson Heritage Advisor		Charlotte Malcolm Marketing Advisor
	Cllr. Glenn Jordan Portfolio Holder Plymouth City Council		Jon Morcom Chair of Conference Plymouth
	Gavin Marshall Deputy Chair		Roy Martin Chair of Plymouth Hospitality Association
	Ben Shearn Chair of Association of Barbican Businesses		Josh McCarty Chair of PWP Advisory Board
	Comron Rowe Legal Advisor		

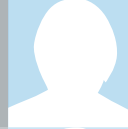
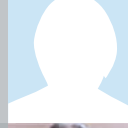
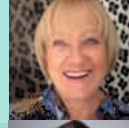
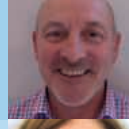
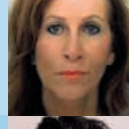
Dedicated Executive Team

	Sarah Gibson Waterfront Manager		Sky Cole Project Assistant
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Ward Councillor Advisors

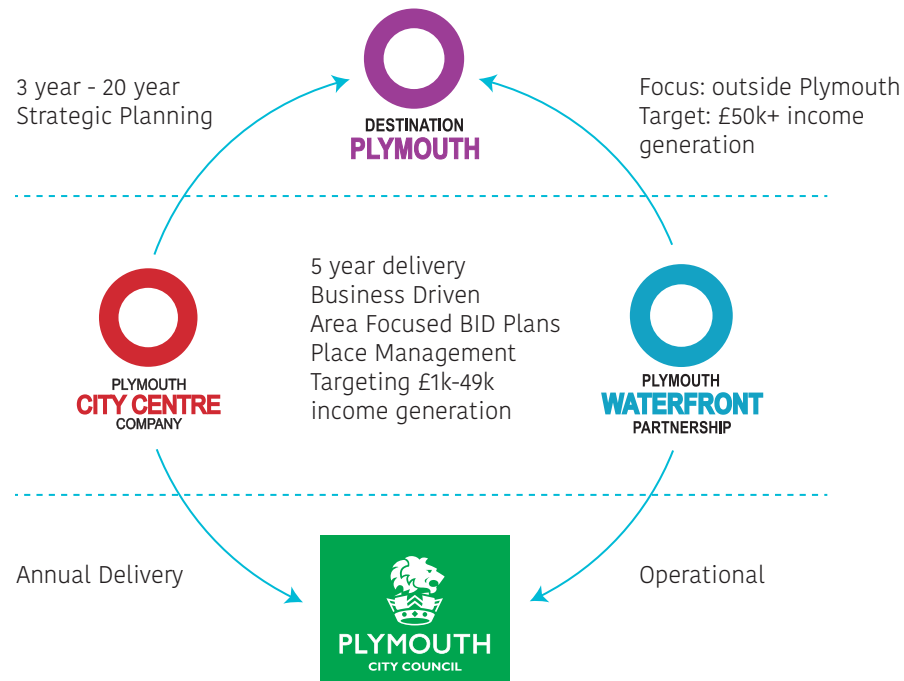
St Peter & The Waterfront		St Peter & The Waterfront		Sutton & Mount Gould	
	Cllr. Ian Tuffin		Cllr. Chris Penberthy		Cllr. Sue Dann

Operational Advisory Board

	Bretonside & Sutton Harbour		Barbican & Hoe		West Hoe, Millbay & Royal William Yard	
Accommodation		Laura Shepherd	Vacant Position			Carla Williams
Education & Charities		Hannah Harris		Josh McCarty		Thecla Keizer
Restaurants & Cafes		Stacey Allen	Vacant Position			Jean Lightfoot
Professional Services		Daniel White		Marc Nash		Michael McGregor
Licensed Premises	Vacant Position			Stella Hajjiyanni	Vacant Position	
Retail		Richard Taylor		Clare Phillips		David Stolton
Sports & Leisure	Vacant Position			Ben Squires		Mike Kitt

Who Are Our Partners?

Waterfront BID Levy is match funded by partners the Plymouth City Centre Company and Plymouth City Council. Together they fund Destination Plymouth, the city's Destination Management Organisation. This strong Private and Public sector partnership of three not-for-profit PLCs and the local authority enables a significant, joined up, city-wide focus and improvement to visitor destination management, maximising leverage of ideas, resources and funding, vitally speaking with 'one voice' to Government, funding bodies and the US East Coast.



Contracted Team:



Michael Connor
Evening and Night Time
Economy Co-ordinator



Patrick Knight
Economy, Partnerships and
Regeneration Manager,
Plymouth City Council



Emily Bullimore
BID Street Operations and
Street Trading Manager



Plymouth City Council: Jamie Yabsley



Delivery: Visitor & Events Manager, Jamie Yabsley heads up the thirteen strong team commissioned by the Plymouth Waterfront Partnership BID to deliver city Marketing activities, Events, Tourist Information and Street Operations. This one team delivers for Plymouth Waterfront Partnership, City Centre Company, Destination Plymouth and the City Council.



Plymouth City Centre Company: Jon Walton



Shared Business Voice: The City Centre Manager works closely with Plymouth Waterfront Partnership Waterfront Manager Sarah Gibson. Together the visitor experience is improved across the City Centre and Waterfront through joint initiatives and shared BID planning, leveraging maximum benefit for a total of 1100 businesses and providing dedicated focus on each of their geographical areas.



Destination Plymouth: Amanda Lumley



Strategy, Profile and Income Generation: Destination Plymouth's Chief Executive is commissioned by Plymouth City Council, Plymouth Waterfront Partnership and City Centre Company to drive the city's national and international marketing and profile, secure major grant and sponsorship funding and deliver the Visitor Plan (2012-2026).



Plymouth Culture Board: Dominic Jinks



Creative Culture: Executive Director, strategic lead and ambassador for Plymouth's Cultural sector works closely with Plymouth Waterfront Partnership in seeking grants for Waterfront area public arts projects and festivals.



Information

Please visit www.waterfrontbid.co.uk for more information on the Waterfront BID.

For the British Retail Consortium's view on BIDs, visit www.retailbids.org.uk

For other UK BID support organisations visit www.britishbids.info or www.ukbids.org

For information on Rateable Values – www.voa.gov.uk

If you require information in a different format – for example electronic copy or large print, please contact:

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Web: www.waterfrontbid.co.uk
www.visitplymouth.co.uk

Twitter: @plymwaterfront

Registered in England and Wales, company number 7303310

Your Plan. Your Investment. Your Delivery.

What happens next:

- Tell us what you think of this plan by 31st October.
- We will create a final plan and ask you to vote for it in February 2017.

What happens with your Vote in February 2017? Here are the facts:

Vote "YES"?

The BID continues. Your voice will be heard, this Business Plan will be delivered, Council services will be ring-fenced for five years and we'll lever more investments from outside the city.

Don't Vote?

You abstain, you leave things entirely to chance, your business isn't registered in the Ballot as a Yes or a No.

Vote "NO"?

The BID ends. You will no longer have a unified voice in the Waterfront's future, limited investments are likely and Council services are unprotected.

Acknowledgements

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Destination Plymouth Limited
Plymouth Culture Board
Plymouth Community Safety Partnership
Bromhead Limited
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