WHAT IS THE PLYMOUTH CITY CENTRE COMPANY?

The Plymouth City Centre Company is the name of the organisation which runs the Plymouth City Centre Business Improvement District (BID).

The BID was first voted in by businesses in 2005 and has a track record of delivering change and attracting investment.

We are a not-for-profit, business-led scheme, supported by government legislation which gives businesses the power to raise funds locally to be invested in projects and services to improve the trading environment. We are independent from the local authority and other agencies but work in partnership with many organisations to ensure the city centre continues to thrive.

WHY DOES PLYMOUTH CITY CENTRE NEED A BID?

The High Street is going through a period of dramatic change. With changes in technology, the increase in online shopping and higher customer expectations, city and town centres across the UK are having to adapt to thrive.

We need our city centre to be the heart and soul of the community; new uses must be found for empty shops; public spaces have to be improved so they can become social hubs where people want to meet friends or family, play games or watch an open-air event.

That means the city centre needs to be clean, safe and welcoming and provide an attractive environment. It is in these areas where the influence of the Plymouth City Centre Company, speaking with one business voice, can be so important.

NEVER HAS IT BEEN MORE VITAL TO HAVE AN ORGANISATION FIGHTING AT EVERY OPPORTUNITY ON YOUR BEHALF.

VOTE YES TO ENSURE THE FUTURE OF THE BID WHICH WILL CHAMPION THE CITY CENTRE AT EVERY OPPORTUNITY.

Cover photo: Artist’s impression of Old Town Street
/ New George Street improvement scheme

WHY THE BID IS SO IMPORTANT FOR THE FUTURE PROSPERITY OF PLYMOUTH CITY CENTRE

Change is all around us. And that is especially true for the retail sector and town and city centres across the UK.

We are all well aware of the multiple challenges facing the High Street from online shopping, high business overheads, changing customer expectations and rapid changes in technology. But in Plymouth City Centre, we are well placed to weather the storm and indeed thrive.

The City Centre Business Improvement District (BID) was formed in 2005 and has been voted back in by businesses in 2010 and 2015 to consolidate the progress that has been made.

As a well-established BID, we have formed strong partnerships across the city and been successful in leveraging extra funding on top of the BID levy paid by businesses. This has enabled us to add to our programme of work and investment each year and become a strong influencing voice in shaping the future of the city centre.

I have championed Plymouth City Centre my whole career and strongly advocated for the first city centre manager in 1999. I am delighted by what has been achieved working with the City Centre BID over the past 15 years, creating a strong platform for the future.

We want our city centre to be the beating heart and soul of Britain’s Ocean City. Our top priorities are to introduce new uses and vibrancy to the city centre and secure significant investment that creates or secures jobs for our local community. That will lead to a more diverse High Street, enabling existing and new businesses to thrive in a more contemporary environment.

Over the last five years the City Council has invested £36m in city centre developments, which have leveraged £141m in further investment in some fantastic schemes to enhance our city such as The Barcode, The Box and Derrys redevelopment.

In the next five years the Council plans to invest a further £43m to leverage additional investment of £130m, as described in detail on pages 25, 26 & 27 of this Business Plan.

The BID played a significant role in developing a city centre masterplan which is now taking shape, with about £400 million of investment underway, bringing new cultural and leisure attractions, more homes and improved public space, enabling us to attract more visitors.

There is much more to be done and the new BID will focus on enabling city centre businesses to capitalise on the opportunities created by these new developments and any new inward investment.

The real relevance of the BID is that it creates cohesion and ‘one voice’ for retailers and the business community, giving us a sense of focus and ability to work together to create a city centre of which we can all be justly proud.

Please carefully consider this business plan. For you, there are benefits and cost savings that cannot be delivered without the continuation of the BID.

I wholeheartedly support this Business Plan in its confidence and ambition for the future of our city centre which, more than ever, needs a single-minded organisation dedicated to its improvement and success.

With the BID, we have formed a City Centre Regeneration Board which will include investors, landlords and other stakeholders. This will include a commitment from the council to devote officer time to the new challenges we face and give the city centre the absolute focus it requires to succeed.

Soon, you will have an opportunity to vote for the BID to continue for another five years. A YES vote will guarantee the substantial continued investment and focus that is required.

The City Council will then work tirelessly with the City Centre Company to ensure our city has the future we all want.

CLLR. TUDOR EVANS
Leader of Plymouth City Council
A NEW VISION FOR A NEW ERA

Our vision is one of ambition. We will position Plymouth City Centre as the major retail, visitor and leisure destination on the South West Peninsula.

With our partners, we will raise the profile of Plymouth as Britain's Ocean City and maximise the potential of the recent investment in cultural, leisure and entertainment venues to drive economic growth.

WE HAVE ONE CORE PRIORITY - TO DRIVE GROWTH FOR YOUR BUSINESS BY ATTRACTING MORE CUSTOMERS TO THE CITY CENTRE, ENCOURAGING THEM TO STAY LONGER AND TO RETURN AGAIN AND AGAIN.

OUR KEY OBJECTIVES

We will be the ONE BUSINESS VOICE for the city centre, influencing and working with partners, to:

- Recognise and adapt to the changing retail climate to ensure landlords and tenants find new uses for empty units
- Re-invigorate the city centre by pro-actively seeking inward investment and facilitating development
- Improve connectivity between the waterfront and city centre, giving visitors more reason to visit both locations

In addition, the BID will:

- Attract more visitors with marketing and promotion with a high-quality, year-round programme of events
- Improve our public spaces, so they are vibrant, clean, welcoming, green and safe
- Support our businesses with a range of services to reduce costs and improve customer experience
WHAT HAS THE BID DELIVERED IN THE LAST FIVE YEARS?

The BID lobbied for and was a key influencer in the development of the City Centre Masterplan which is now taking shape with developments, including:

- The £53m Barcode cinema, restaurant and leisure complex
- The Box, a new £40m cultural and visitor attraction
- Derrys Cross, a £60m redevelopment with Premier Inn hotel, student accommodation and new retail units

£400m OF INVESTMENT IN AND AROUND THE CITY CENTRE

These developments will attract more visitors and increase customer spend across the city centre. The full programme of planned investment is detailed on pages 25, 26 and 27.

We have worked extensively to deliver a range of projects and services to improve the city centre experience, attract more customers and provide support to all our businesses across our four main areas of focus:

- SAFER
- EVENTS
- CLEANER
- MARKETING

350 CITY CENTRE JOBS CREATED

In addition, we have delivered a huge range of improvements to support business in the West End of the city, including the creation and marketing of the West End Plymouth brand which has given the area a new identity and strong community spirit.

ADRIAN VINKEN
Chief Executive
Theatre Royal Plymouth
Chairman
Destination Plymouth

Plymouth made a statement in 2019 with the unveiling of Messenger - a giant sculpture in the heart of the city. We believe that a sculpture of this quality and scale will have a positive transformational impact not just on our Theatre, but on the whole of our city centre. It’s ambitious, it’s contemporary and it’s forward looking. The BID’s plan for the next five years is similarly ambitious and should be supported.
SAFER

Plymouth Against Retail Crime (PARC) is a wholly owned subsidiary of the Plymouth City Centre Company. PARC officers tackle a range of issues including anti-social behaviour, street drinking, shoplifting and begging and are available to deal directly with any issues faced by BID businesses. They are linked via radio to the police and CCTV control room, so can call for instant help when required.

We have a close working relationship with the Plymouth City Centre community policing team, who have recently introduced a number of new initiatives, including Coffee with Cops, a regular drop-in meeting for city centre businesses.

We have a service level agreement in place with Plymouth City Council which ensures high quality, 24-hour CCTV coverage across the city centre.

All BID members can sign up for discounted Storenet radios, giving them instant access to emergency services when needed.

The Plymouth City Centre Company worked with partners on the successful bid to gain Purple Flag status. The Purple Flag accreditation is in recognition of the city’s safe, welcoming and well-managed night time economy.

The success of the PARC scheme was recognised in 2019 with a Business Crime Reduction Partnership (BCRP) award from the Police Crime Prevention Initiative (PCPI), a national police organisation, which works alongside the police service to encourage and deliver safer communities.

You said, we did

Towards the end of 2018, we received an increasing number of complaints from businesses about anti-social behaviour and street drinking. We acted quickly to increase the number of PARC officers and target problem areas. We now employ three city centre PARC officers, seven days a week, with one officer always on duty in the West End.

CLEANER

A clean city centre is one of our top priorities. We have an agreement with Plymouth City Council to provide an enhanced cleaning service in the core city centre to include regular 7-day-a-week litter patrols and a city centre-wide weekly hot wash to remove stubborn stains.

YOU SAID, WE DID

You asked if we could urge landlords and tenants to do more to keep empty shop units clean and tidy and to improve the look and feel of our public spaces. Working with the city council and other partners we have:

- Improved more than 20 shop fronts
- Issued a number of untidy buildings notices requiring action
- Introduced volunteer clean-ups of specific areas
- Introduced new planting schemes
- Brought more colour to the streets with public art

You asked for more to be done to tackle problems with seagulls. We persuaded Plymouth City Council to re-instate the egg replacement programme to keep down the gull population.
EVENTS

Events are a major footfall driver and enliven our city centre, giving people more reasons to visit and our businesses an opportunity to reach more customers. Our flagship events are Flavour Fest and the Plymouth Christmas Market both of which attract thousands of visitors, giving a huge boost to the Plymouth economy.

We also organise the West End Carnival which we set up in 2018 and our ambition is to grow this into a major summer event to celebrate the unique, independent offer in and around Plymouth Market.

We organise, promote or support many other events in the city centre and beyond, recognising that visitors often combine a visit with a chance to enjoy our shops, bars, cafés and restaurants.

You said you would like to see more events, perhaps on a smaller scale, but in different locations to directly benefit more businesses.

This year, we created an Easter Trail around small, independent businesses along with a programme of Easter Arts and Crafts activities and free yoga sessions within BID levy-paying businesses.

We also created Plymouth Summer of Fun, providing FREE activities in different locations across the city centre from jaw-dropping circus acts on the Piazza to smaller events such as Salsa dancing, hip hop demonstrations, and Plymouth Bike Day, a daytime version of the popular Plymouth Bike Nights.

We support and promote a whole range of other events, including Lord Mayor’s Festival, Armed Forces Day, Plymouth half-marathon, 10k runs and the Plymouth Santa Fun Run, all of which bring increased business to the city centre.
But the City Centre Company provides a platform for more focussed campaigns and a year-round programme of events to benefit the city centre, whilst at the same time supporting the wider aspirations of the city, using the Britain's Ocean City brand.

Christmas: You asked for a strongly focussed Christmas retail campaign aimed primarily at attracting shoppers to the city centre.

By joining forces with Destination Plymouth and British Land (owners of Drake Circus), we were able to deliver one of our biggest ever Christmas marketing campaigns, including a TV ad for the first time in many years.

Visit Plymouth: Working with Destination Plymouth also gives us the opportunity to tap into the Visit Plymouth website and growing social media channels, encouraging visitors to city centre events and businesses. Visit Plymouth has more than 70,000 Facebook followers.

City Centre website and social media: With changes in technology and customer behaviour, we have hugely improved our digital marketing strategy – moving resource from traditional print advertising to lower cost social media platforms to more effectively reach relevant audiences.

We also wanted to improve our communication with you and your staff, so that the work we do is more visible to businesses and the general public.

We have revamped our website www.citycentrebid.co.uk and launched new social media channels on Twitter, Facebook and Instagram. This enables us to tell you and the general public everything that’s going on in the city centre.

But it also gives us the opportunity to market your business at no extra charge. Our Facebook profiles of individual businesses are proving popular and effective.

Ben Shearn
Owner
The Treasury

The BID’s programme of events is vital for the well-being of our city centre and it’s encouraging to see that the Plymouth City Centre Company is providing more multi-focused community events. The yoga event at The Treasury was a huge success and we look forward to working closely with the BID over the next five years. We will definitely be voting yes.

Ben Shearn
Owner
The Treasury

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MARKETING AND PR

We work closely with Destination Plymouth which delivers many of the major initiatives to market Plymouth nationally and internationally.

But the City Centre Company provides a platform for more focussed campaigns and a year-round programme of events to benefit the city centre, whilst at the same time supporting the wider aspirations of the city, using the Britain’s Ocean City brand.

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VOTE YES FOR A BETTER PLYMOUTH

MORE THAN 5 MILLION
ANNUAL VISITORS TO PLYMOUTH

£347 MILLION
ANNUAL VISITOR SPEND
We have worked with businesses and partners, including Plymouth City Council, Plymouth Market and Plymouth Community Homes, to enliven the streets, improve the look and feel of the area and attract more customers.

The BID led the way on the launch of the West End Plymouth brand, giving the area its own identity with an injection of colour in the shape of street art, banners, welcome signs, refurbished street furniture, new lighting and planting.

Combined with a dedicated website www.westendplymouth.co.uk and social media channels, the West End now has its own voice and a renewed confidence.

Other achievements include:
• Establishing and developing The West End Carnival
• The £3.5m refurbishment of Plymouth Market
• New Aspire student building
• Market Way landscaping and public space enhancement
• Improved access and 200 new parking spaces
• More than 20 shop fronts improved with grants of more than £150,000
• New £5m coach station

Work is also nearing completion on the £60 million conversion of the old Derrys building into a Premier Inn hotel, student accommodation and new retail units. This will provide a further economic boost and extra footfall.
This business plan for the next five years has been shaped by you - the businesses that are fundamental to the success of our city centre.

We have consulted extensively with business owners and managers across all sectors to make sure your views were heard.

This has been done via a series of presentations, business surveys, our regular Soundbite newsletters, a BID renewal document, networking events and individual face-to-face meetings. In all, we have consulted with more than 300 levy-paying businesses.

**DECEMBER 2018**
- New BID social media channels created to improve communication with BID levy payers and gather feedback

**FEBRUARY 2019**
- Initial BID survey of levy-paying businesses to canvas opinions and identify priorities

**MARCH/APRIL 2019**
- Follow-up meetings and presentations to gather views on BID projects
- Series of workshops with West End businesses on creation of the West End brand

**JULY 2019**
- BID website www.citycentrebid.co.uk relaunched and updated to include ballot renewal information

**AUGUST 2019**
- BID renewal document, outlining BID achievements and suggested priorities for the new BID term, sent to all known voters
- Two presentations to Drake Circus retailers

**SEPTEMBER/OCTOBER 2019**
- Second survey of BID levy payers sent to all known voters
- Series of BID presentations and networking events
- More than 50 one to one meetings
- West End business plan workshop with key stakeholders

**NOVEMBER/DECEMBER 2019**
- Four BID networking and information events
- Visits to more than 150 individual businesses
- Draft business plan uploaded to BID website
- Annual meeting

**JANUARY/FEBRUARY 2020**
- BID launch event – all levy payers invited to attend

**EVERY FIVE YEARS THERE IS A NEW VOTE TO DECIDE IF THE WORK OF THE BID SHOULD CONTINUE.**

**VOTE YES WHEN YOUR BALLOT PAPERS ARRIVE DURING THE WEEK BEGINNING JANUARY 27, 2020.**

**YOUR PRIORITIES 2020 - 2025**

Through the consultation, you identified the following projects and services as core priorities:

- Improving the look and feel of the city centre to provide a much better customer experience – through improved cleaning, weeding, repairs to pavements and street furniture and brightening up empty shop fronts

- You asked us to continue to provide flagship events, such as Flavour Fest and Christmas activities, but wanted us to create new events at different city centre locations to drive footfall throughout the year

- You told us you valued the work of our Plymouth Against Retail Crime (PARC) officers but wanted us to provide more resource to improve safety and tackle anti-social behaviour

- You identified a need for urgent action to revitalise the High Street by finding new uses for empty units and to diversify the offer by attracting more residential, office and leisure development in the core city centre area

**1 THE PLYMOUTH WELCOME**

We will focus on working with partners to improve the look and feel of the city centre to ensure we provide a clean, safe and welcoming environment for visitors, workers and residents.

**2 EVENTS**

We will develop and improve our flagship events, such as Flavour Fest and Christmas in Plymouth and will work with partners to host, support and create other events across the city centre to attract more visitors.

**3 MARKETING**

We will work closely with Destination Plymouth and other partners to market the city centre as a first class retail, visitor and leisure destination, taking full advantage of the city’s new visitor attractions and Mayflower 400 events to raise the profile of Britain’s Ocean City, locally, nationally and internationally.

**4 BUSINESS SUPPORT**

We will provide a range of BID member benefits aimed at reducing costs, lobby on your behalf on issues such as planning and provide access to business information and support services.

**5 PLACE-MAKING**

We will work with Plymouth City Council and other partners to ensure the city centre moves with the times and becomes an even better place to live, work and visit, supporting a thriving retail destination.
1. THE PLYMOUTH WELCOME

A clean, visually appealing and welcoming city centre will be one of our top priorities. You told us that the look and feel of the city centre needed to improve to create a better impression for visitors and to compete more effectively with other retail and leisure destinations.

Projects will include:

**IMPROVING OUR GATEWAYS**

The £80m joint venture scheme planned for the railway station will create a much better first impression for thousands of visitors and commuters. The Brunel Plaza scheme will include major investment in the public realm and a revamped pedestrian and cycle route to North Cross and the city centre.

Working with partners we will use this initiative as a catalyst to improve other gateways into the city centre with improved signage, planting and public art, including:

- The creation of an open and visually appealing entrance into the West End and up to Plymouth Market when the outdated footbridge across Western Approach is demolished in 2020
- Improved connectivity from Millbay and the ferry terminal to the city centre along the new Millbay Boulevard
- Improvements to the appearance of Embankment Road from Marsh Mills, as part of the Road to Mayflower project, including vibrant art and a BID sponsored scheme to repaint Gdynia Bridge

Work is also nearing completion on the £60 million conversion of the old Derrys building into a Premier Inn hotel, student accommodation and new retail units. This will provide a further economic boost and extra footfall.

**CLEAN AND GREEN**

First impressions are crucial and we will step up our efforts to improve the look and feel of the city centre. A rapid response, council clean team will be responsible for ensuring the city centre streets are clean and litter free and that the bins are regularly cleaned. The BID will also ensure the provision of:

- Regular hot wash of streets and pavements
- FREE trade waste recycling scheme for BID levy payers
- New litter and recycling bins
- Volunteer planting initiatives

We will also work with partners to make the city centre more environmentally friendly, urging businesses and street traders to adopt low-carbon practices and supporting sustainable transport schemes.

The BID will work closely with Plymouth City Council to achieve its pledge of becoming a Carbon neutral city by 2050. The council has been awarded £7.6m from the Transforming Cities Fund towards improvements to sustainable transport and has submitted a second application for up to £100m in further funding.

We are committed to working with businesses and other organisations to tackle the issue of single use plastics and plastic pollution and welcome the new code of conduct which gives businesses, organisations and individuals tips and advice on what to do.

The BID will support moves to transform the city centre with the introduction of:

- New cycling and walking routes
- The removal of unnecessary street clutter
- More electric vehicle charging points
- A new gateway from the ferry port to the city centre
- Improvements to the Derrys Cross road junction

**A SAFER CITY CENTRE**

We will create a safe and welcoming city centre, building on the success of the BID's Plymouth Against Retail Crime (PARC) scheme. PARC is a subsidiary of the Plymouth City Centre Company and delivers all Safer projects, including our highly visible PARC officer patrols.

They provide a reassuring and welcoming presence for visitors and are a major factor in reducing crime, including shoplifting, anti-social behaviour, begging and street drinking.

Plymouth recently received Purple Flag accreditation in recognition of its partnership work in creating a safe and welcoming night-time economy.

Through PARC, BID levy payers also have access to:

- Discounted security radios, giving instant access to PARC officers and CCTV operators
- Regular meetings with police, Pubwatch, Best Bar None and other partners
- Crime awareness information

**EMPTY SHOP UNITS**

We will launch a concerted campaign to persuade landlords to make sure empty units are properly maintained and that shop fronts remain clean and tidy. In cases of persistent neglect, we will urge the city council to serve untidy site notices on landlords to ensure action is taken.

Where possible, we will commission creatives to brighten up empty shop windows.
We will continue to work with partners to develop, support, promote and host a range of other events across the city to maximise footfall throughout the year.

Projects will include:

**CHRISTMAS IN PLYMOUTH**

For many of our BID businesses, Christmas is the single biggest sales opportunity of the year. Over the last five years we have continually added to our investment in Christmas activities, features and Christmas marketing to drive footfall.

Over the next five years of the BID we will invest in a spectacular, contemporary Christmas lights display to attract more visitors. We will develop the Plymouth Christmas Market, with more entertainment and early evening activity to enhance the customer experience and encourage customers to stay longer.

We will also work with Plymouth Market to develop more Christmas activity in the West End, including the finish of the Santa Fun Run.

**FLAVOUR FEST**

Flavour Fest has grown into the biggest food and drink festival in the south west, attracting more than 100,000 visitors over three days.

Next year the event will be even bigger and we will also take advantage of the removal of the Big Screen to create a new lay-out with a central seating area and will look to stay open longer with early evening entertainment.

**FLAVOUR FEST: 100,000 VISITORS**

**ECONOMIC IMPACT: £2.5M**

**MAYFLOWER 400 AND THE BOX**

The 400th anniversary of the sailing of the Mayflower in 2020 and the opening of The Box, Plymouth's new state of the art cultural and visitor attraction, will lead to a host of new events across the city and will attract thousands of extra visitors.

To help capitalise on this opportunity, other BID events across the year will include:

- West End Carnival
- Plymouth Summer of Fun
- Easter and Halloween trails
- Restaurant Week

As an independent trader in the city centre, I highly value the contribution of the BID in improving our city centre and driving footfall. I have been a director of the BID and was one of the founders of Flavour Fest which we grew into the biggest food and drink festival in the South West. I honestly believe most businesses don’t know how much work the BID does on their behalf and how much that translates into a better city centre for all of us. With the retail environment changing so rapidly, the work of the BID has never been more important.

**LIZ LAWSON**

Managing Director

Lawsons

DID YOU KNOW?

As a BID levy payer you can get a discount on trade stands at our popular events, giving you the opportunity to extend your brand and win new customers.

**VOTE YES FOR A BETTER PLYMOUTH**

Artists impression: The city BID will create a new and spectacular Christmas lights display

2 EVENTS

We will enhance and develop our events programme, including our Christmas activities, Flavour Fest, West End Carnival and Plymouth Summer of Fun which we launched in 2019 and proved popular with BID levy payers and visitors.

We will continue to work with partners to develop, support, promote and host a range of other events across the city to maximise footfall throughout the year.

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**FLAVOUR FEST: 100,000 VISITORS**

**ECONOMIC IMPACT: £2.5M**

Economic Impact:

- Flavour Fest: 100,000 visitors
- Mayflower 400: 400,000 visitors
- Plymouth Summer of Fun: 100,000 visitors
- Other BID events: 200,000 visitors

**DID YOU KNOW?**

As a BID levy payer you can get a discount on trade stands at our popular events, giving you the opportunity to extend your brand and win new customers.
3 MARKETING

Working with Destination Plymouth and other partners, we will develop a marketing plan for the next BID term to reflect the changing nature of the city centre. It will make the most of the city’s new cultural, retail and leisure developments.

- **The Box** - A stunning new cultural and visitor attraction for the 21st century
- **The Barcode** - A multi-screen cinema, restaurant and leisure complex with views from the Sky Bar across Plymouth Sound
- **Plymouth Cross** - A transformation of the former department store into a Premier Inn hotel, student accommodation and new retail units

The Mayflower 400 anniversary in 2020 gives us an added opportunity to market Plymouth to the world as Britain’s Ocean City, highlighting its stunning location, heritage, and reinvigorated cultural offer. It will bring thousands of extra visitors to the city, creating opportunities for all our city centre businesses to attract new customers.

Other marketing initiatives will focus on the growing café culture, night-time economy and the positioning of the city centre as a vibrant space in which to live, work and play.

Other marketing initiatives will include:
- Dedicated city centre and shopping pages on www.VisitPlymouth.co.uk
- Regular city centre promotion via Visit Plymouth social media channels
- Summer and Christmas campaigns with Visit Plymouth and other partners
- Promotion via our BID website www.citycentrebid.co.uk
- A new city centre welcome pack aimed at students and new home buyers

*THE COMBINATION OF NEW LEISURE ATTRACTIONS AND MAYFLOWER COMMEMORATIONS WILL LEVERAGE EVEN MORE MARKETING SPEND FOR THE CITY IN 2020*

**WEST END PLYMOUTH**

We will also run targeted campaigns to build on the launch of the West End Plymouth brand and public realm improvements around Plymouth Market, accentuating the area’s position as an independent quarter with a growing reputation for its food offer with tastes from around the world.

We have created a website www.westendplymouth.co.uk featuring everything that’s great about the West End, along with social media channels on Facebook, Twitter and Instagram. We will invest in these platforms to profile your businesses in new and innovative ways, giving you access to more customers.
In many cases, the value of these services can easily outweigh the BID levy cost.

Benefits include:

**Trade Waste Recycling**: Shared trade waste collection bins available for all BID members at no extra charge, saving £500 a year.

**PARC**: Participation in our award-winning Plymouth Against Retail Crime Partnership with access to PARC officers, community policing services and crime information.

**Discounted Storenet Radios**: BID members will receive a 12.5% reduction in the cost of hiring a Storenet radio system, saving £50 a year.

**Promotional Spaces and city centre poster sites**: Free booking of city centre promotional space (saving £400 a day) and city centre poster sites.

**Digital marketing**: Free promotion of your business, services and products via the Plymouth City Centre Company website www.citycentrebid.co.uk and its social media channels and newly launched platform specifically for the West End of Plymouth www.westendplymouth.co.uk and its social media channels.

In addition, through our partnership with Destination Plymouth, we can help raise the profile of your business via Visit Plymouth and What’s On Plymouth.
VOTE YES FOR A BETTER PLYMOUTH

DEVELOPMENT
Over the last 5 years we have influenced or delivered the following:

PLANNING PROTECTION
We have supported the adoption of the city's Joint Local Plan with policies to protect the retail function of the city centre, plus designation of a City Centre Conservation Area to recognise and promote the city centre's unique post-war history and heritage assets.

THE BARCODE
The Barcode, a £53m cinema, leisure and restaurant complex, with the largest IMAX screen in the South West, is now open as a major city centre visitor attraction.

TRANSPORT
The Charles Cross £7.3m Improvement Scheme has eased congestion and improved journey times at this important gateway into the city centre.

WEST END
Public Space and Branding
• The new West End Plymouth brand is now clearly visible on shop fronts, lamp post banners and street furniture to provide a better welcome for visitors. Improvements to Market Way have transformed an important gateway into the West End.

Shop Fronts
• More than 20 grants worth more than £150k have supported shop front improvements, mainly in the West End.

Car Parking
• 160 extra parking spaces have been made available to support the West End following the city council’s acquisition of Toys R Us. Almost 50 extra spaces have been created elsewhere in the West End.

Plymouth Market
• A £3.5m renewal of the Plymouth Market has been completed to help maintain annual visitor numbers of around 200,000 with annual visitor numbers of around 200,000.

BECKLEY POINT
Beckley Point is a £30m student tower block in Plymouth, with ground floor retail units, promising increased vibrancy and student spend.

BHS
Through its freehold ownership Plymouth City Council is enabling the former BHS store to be brought back into use as a major retail outlet and two restaurants, with further scope for residential or office units on the upper floors.

WHAT’S NEXT FOR 2020-25?
The BID will help maximise the benefits of the following planned developments:

RAILWAY STATION AND UNIVERSITY
The £80m Brunel Plaza development will transform the Railway Station area and create a much better welcome to visitors arriving by rail, including an iconic university building, new hotel, station concourse, larger multi-storey car park and improved pedestrian links to North Cross and the city centre.

CIVIC CENTRE AND CIVIC SQUARE
A £35m refurbishment and repurposing of the Civic Centre will create much needed city centre residential accommodation. Developers Urban Splash have submitted plans to convert the former council offices into 140 quality apartments with office and leisure space. The plans include a refurbished Civic Square and walkway through to the Theatre Royal.

THE BOX
The £40m new visitor attraction The Box will open in April 2020, strengthening the city’s national cultural presence (see following page for details).

OLD TOWN STREET AND NEW GEORGE STREET
Two of the city centre’s prime shopping streets will be transformed in this £40m joint venture between British Land and Plymouth City Council.

New, taller glass-fronted shop units will be created in Old Town Street, along with landscaping and creation of pedestrian-friendly public spaces, including on-street retail or café pavilions. Work will start in 2020.

REDEVELOPMENT SITES
We will work with developers to bring new housing, office and other uses to redundant or under-used buildings such as Mayflower House, Good Companions, Woolworths and the Money Centre.

WEST END
Colin Campbell Court/Millbay
• Work will start in 2021 on a purpose-built health hub with doctors’ and dentists’ surgeries and other health services. This will bring regular workers and customers in to the West End and kick-start further development, including new housing. Any new development would open up a direct link between the city centre and new Millbay Boulevard, a tree-lined route to the waterfront with plans for 300 homes and new hotel.

Western Approach/Frankfort Gate
• The outdated footbridge from the Western Approach car park to Frankfort Gate will be demolished in 2020, enabling the creation of a new crossing and much improved gateway into the West End and Plymouth Market. We will then work with Plymouth City Council to complete improvement works to Frankfort Gate.

GRANT FUNDING
The council has been awarded the following grants, bringing millions of pounds of further investment into the city centre:

Transforming Cities Fund:
• £7.6m for sustainable transport initiatives

Heritage Action Zone:
• £1.9m for heritage improvement works in the Civic Square/Theatre Royal/Royal Parade area of the city centre

In addition, the City Council and BID has been shortlisted for:
• Up to £25m from the Future High Streets Fund

The council is also applying for up to £100m from the second tranche of the Transforming Cities Fund.
A museum and visitor attraction for the 21st century

The Box is a multi-million pound scheme in the heart of Plymouth - a symbol for the city's current regeneration and a museum for the future.

It will feature amazing gallery displays highlighting the city's art, human history, natural history, film, photographic and archive collections, as well as a programme of high profile artists, exhibitions and events.

The Box is Plymouth's flagship building for the Mayflower 400 commemorations and will host the major 'Mayflower 400: Legend and Legacy' exhibition when it opens in 2020.

The exhibition will run until autumn 2021 and will feature over 200 objects from more than 30 different lenders drawn from across the UK, USA and Netherlands. In late 2021, The Box will be one of the host venues for British Art Show 9, the UK's largest touring exhibition of contemporary art.

The Box also includes the transformation of St Luke's Church into a world class gallery, an active public space where visitors can sit and relax, eat and drink and enjoy outdoor events and artist commissions, education and research spaces and The Arts Institute's Levinsky Gallery on the University of Plymouth's campus.

The BID will work closely with The Box, the University of Plymouth and Plymouth College of Art to maximise the economic growth potential for the city centre by:

- Adding to and supporting events and festivals
- Hosting cultural events at other city centre locations
- Maximising the potential of joint marketing and PR campaigns

The Box will also act as the heart of a series of Mayflower 400 trails, to encourage visitors to explore the city centre's history and cultural offer.

To find out more visit: theboxplymouth.com

The Mayflower commemoration in 2020 will be an exceptional year of culture in Plymouth, attracting more than 500,000 visitors and significant investment.

It provides the city with a huge opportunity to reposition itself on the global stage as an exciting cultural, visitor and heritage destination for years to come.

The commemoration marks the 400th anniversary of the sailing of the Mayflower to the New World, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the United States of America, Native American Nations and the Netherlands.

Its significance has led to the creation of an international partnership which will transform communities, provide cultural, business and visitor links and highlight the people and places of this epic, pioneering story.

The City Centre BID has been at the heart of these discussions and has been working closely with Destination Plymouth and key city partners to ensure Mayflower 400 acts as a catalyst for investment and future economic growth for the city and its businesses.

In Plymouth, the benefits will include:

- More than 100 events across the city
- Major investment in the city's public spaces
- High profile national and international marketing and PR campaigns
- The restoration of historic buildings and Mayflower Steps
- Creation of a series of Heritage Trails telling the stories of the Mayflower, City Centre and Waterfront
- Anticipated uplift in visitor numbers of more than 500,000 in 2020

In addition, subject to a successful ballot, the City Centre BID will deliver or support:

- A major, crowd-pulling, city centre Mayflower event
- Other Mayflower themed events across the city centre
- Support for businesses to help them make the most of the opportunities in 2020

LEGACY

The BID will continue to work closely with Destination Plymouth on a ten year campaign to attract more US visitors and international visitors to Plymouth which will boost the economy and support jobs. We will also lobby for more 4 star city centre hotels to support visitor growth, extend the shoulder seasons and add to the vibrancy and footfall for the long term.

More details on the Mayflower 400 programme can be found at: www.mayflower400uk.org

Mayflower 400 presents a huge opportunity for Plymouth to showcase itself to the world and boost the profile and economy of the city for years to come. The programme of events will include art, music, theatre, exhibitions, storytelling, digital innovation, literature, crafts, festivals and debates. It will be a landmark year for the city and we are delighted to be working with the City Centre BID to use Mayflower 400 as a catalyst for change and economic growth.
RAISING THE GAME FOR THE VISITOR ECONOMY

Tourism and development of the visitor economy has been a huge success story for Plymouth over the past eight years with the city seeing impressive growth in the number of visitors and value of their spending.

This brings added value to the city economy and tourism sector which employs around 8,000 people in the city.

The Visitor Plan developed in 2011 by Destination Plymouth and key city partners set ambitious targets for growing the city’s visitor economy, including growing visitor numbers by 20%, visitor spend by 25% and jobs by 2,800.

All these targets have been exceeded with visitor numbers growing significantly from just above 4 million in 2008 to 5.4 million in 2018, with 5% growth between 2017 and 2018. Visitor spending has also increased from £273.7m in 2008 to £337m in 2018.

The new Visitor Plan up to 2030, puts the city centre at the heart of the strategy which sets out following targets:
- Grow visitor numbers to 6 million
- Grow visitor spend to £450 million

The strategy aims to position Plymouth as the South West’s premier destination and a UK top ten city break over the next ten years, attracting more than six million visitors and considerable additional spend.

The BID works closely with Destination Plymouth which markets the city regionally, nationally and internationally and promotes the Britain’s Ocean City brand. Representatives have been working in the US market for three years in the run-up to the Mayflower 400 commemorative events in 2020 which will raise the city’s profile across the world and attract thousands of new visitors.

Much of this has been made possible with the success of grant funding applications to Visit England and the Department for Digital, Culture, Media and Sport which has brought in an extra £5.4 million over the two years.

The Destination Plymouth team runs the Visit Plymouth website and BID levy payers can expand their reach and attract new customers through the membership scheme which includes advertising on the website, PR and business support in the tourism sector. Destination Plymouth is also responsible for promoting the Britain’s Ocean City brand.

AMANDA LUMLEY
Executive Director
Destination Plymouth

More than 85% of our visitors to Plymouth come for the day with just 1% from overseas and 14% UK staying visitors. This will change over the next two years through significant marketing activity linked to Mayflower 400 as well as working in the cruise sector where we have had great success, going from no ships in 2017 to 12 booked in for 2020.

Did you know?
CONDE NAST TRAVELLER, ONE OF THE WORLD’S LEADING TRAVEL MAGAZINES, HAS LISTED PLYMOUTH AS THE THIRD BEST PLACE IN THE WORLD TO VISIT IN 2020?

CONDE NAST

PARTNERSHIP WORKING

The Plymouth City Centre Company works in a strategic partnership with Plymouth City Council, Plymouth Waterfront Partnership (PWP) and 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 to marketing the city nationally and internationally to attract more visitors and investment.

The partnership enables us to maximise resource, leverage ideas and funding, and speak with one voice to government and funding bodies.

A new City Centre Regeneration Board has been set up for the next BID term with membership drawn from the city council, city centre BID and city centre landlords, developers and investors.

In the next BID term, we expect this partnership will attract more inward investment as the city develops its visitor plan from 2020 to 2030, attracting more overnight visitors from across the world and establishing Plymouth as a top 10 UK city break destination.

We expect the partnership to deliver:
- More city centre housing
- More hotels
- Improved public spaces
- An internationally appealing cultural offer
- A growing leisure and night-time economy
- Improved connectivity between the city centre and waterfront

This added investment and vibrancy will increase visitor numbers and bring benefits to businesses across the city centre and waterfront.

VOTE YES FOR A BETTER PLYMOUTH
The retail environment remains challenging and is evolving all the time. It is vital that Plymouth City Centre is at the forefront of that change and builds on its reputation as a great retail destination by innovating and improving the customer experience. Opening later in the evenings to tie in with the city’s new leisure offer at The Barcode has already seen a marked improvement in trading. The BID brings all city centre businesses together and is a great way of helping the city achieve its ambitions.

JAMES CLARK
Store Manager
Marks & Spencer

The City Centre BID operates within the definitive boundary shown on the map above and includes the pedestrianised shopping centre, Drake Circus, the Barcode and the following streets, either in whole or part:

- Armada Way
- Bretonside
- Catherine Street
- Charles Street
- Cobourg Street
- Colin Campbell Court
- Cornwall Street
- Courtenay Street
- Derry’s Cross
- Eastlake Street
- Exeter Street
- Frankfort Gate
- Market Avenue
- Market Avenue
- Market Way
- Mayflower Street
- Money Centre Precinct
- New George Street
- Old Town Street
- Raleigh Street
- Royal Parade
- St Andrew’s Cross
- Union Street
- Western Approach

Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary.
BUDGET

TOTAL BUDGET OF MORE THAN £3.5 MILLION FOR CITY CENTRE PROJECTS OVER 5 YEARS

We are determined to make Plymouth City Centre one of the most attractive, vibrant, and welcoming retail, visitor and leisure destinations in the UK. The funding from levy payers will enable us to work with partners to improve the retail offer in line with customer expectations and emerging trends, as well as attracting new investors and providing other reasons to visit.

As a well-established BID, we aim to secure annual income of more than £275,000 on top of the BID levy payments through sponsorship, voluntary contributions and commercial income. Without the BID, all of this investment would disappear.

This figure includes income from street trading, Christmas Market, Fairground rides, voluntary contributions and sponsorship.

*This is a projected figure based on information at time of going to print and is subject to change.

Total budget of more than £3.5 million for city centre projects over 5 years at the end of March 2025 will be carried forward into the next term.

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<th>INCOME</th>
<th>2020/21</th>
<th>2021/22</th>
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<td>TOTAL EXPENDITURE</td>
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HOW MUCH WILL YOU PAY?

As a levy payer you will be required to pay one annual payment towards the BID each year for five years, starting on April 1 2020.

This payment will be calculated at 1.4% of the rateable value for each property. This is a marginal increase on the 1.363% charged in 2019/20.

For the next BID term, we have decided not to apply any inflationary increase, so your annual payments will remain the same for five years.

Most businesses will pay a lower levy in the next five years due to a reduction in rateable values.

Businesses with a rateable value of £4,000 or less are exempt from the BID levy but are not excluded from the wider benefits of the scheme. This will help support those very small businesses within the independent retail areas which add distinctiveness, diversity and character to the city.

For many small and medium sized businesses, savings available via the BID, such as trade waste recycling or use of city centre promotional space, exceed the annual BID levy payment.

The average city centre business will pay an annual levy of £765 (£14.70 a week) in return for significantly higher benefits in terms of visitor spend, marketing, business crime reduction and other advantages.

INDICATIVE ANNUAL PAYMENTS

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<th>Rateable Value</th>
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<tr>
<td>£1,000,000</td>
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</tr>
</tbody>
</table>

*This is a projected figure based on at time of going to print and is subject to change.

**This figure includes income from street trading, Christmas Market, Fairground rides, voluntary contributions and sponsorship.

BID Delivery and Running Costs

BID Management salary costs are split between the project themes according to the estimated time resource required for each theme, acknowledging that none of the projects or measures can be delivered without a staffing resource. A proportion of the BID-Management time is also allocated to delivering and running costs covering the time spent on running the BID-Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of March 2025 will be carried forward into the next term.

Alterations policy

The BID projects, costs, time-scales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objections. This enables the BID to operate flexibly in response to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or to the levy rate would require an alteration ballot. The BID will adhere to the Letters of Agreement for any future changes.

Any reserves at the end of March 2025 will be carried forward into the next term.

**VOTE YES FOR A BETTER PLYMOUTH**
HOW WILL THE BID BE RUN?

The BID proposer is the Plymouth City Centre Company Ltd, a not-for-profit company limited by guarantee to oversee the management and operation of the Plymouth City Centre BID.

The Plymouth City Centre Company is responsible for one wholly owned subsidiary company - Plymouth Against Retail Crime Limited (PARC).

Subject to a successful ballot, the new Board will be constituted with up to 15 directors, drawn from a cross-section of BID levy-paying businesses and stakeholders, who will voluntarily support the BID. One seat will be allocated to a Plymouth city councillor. The Board will meet at least quarterly.

The Board structure is designed to give city centre businesses the opportunity to have a say on project development, delivery and day to day issues.

The Plymouth City Centre Company employs a full-time chief executive who is responsible to the Board and will oversee the projects and services in this business plan.

Accounts are independently prepared and the statutory accounts are available on request.

Performance and measurement

We want to make sure the money we spend is making an impact in the areas that are important to you and that you recognise the value of your investment in the BID.

Where possible we will source third party information to assess the economic vitality of the city centre in areas such as: footfall, occupancy rates, public transport and car park usage.

Where we work in partnership with or procure services from other organisations such as Plymouth City Council or Destination Plymouth there are service level agreements in place, including key performance indicators. These agreements are available on request.

We will carry out independent surveys of major events such as Flavour Fest, Plymouth Christmas Market and the West End Carnival.

Most importantly, we will be asking you how we are doing. This will be carried out via our newsletters and networking events and an annual BID levy payer survey.

HOW WE COMMUNICATE WITH YOU

We issue regular newsletters, via email and hand delivered copies, to keep you informed of projects, services and opportunities to promote your business. We also keep you informed of city centre developments, new business openings, networking events and issues such as planning, roadworks, and parking.

You can also find the latest city centre news and information on our website www.citycentrebid.co.uk and log in to the members’ area for business intelligence information such as footfall figures.

We hold regular networking events and workshops and communicate via social media on Facebook, twitter and Instagram.

Our BID manager and team can be contacted by phone or email.

Members of the BID company are entitled to attend an annual meeting when they can ask questions and examine the annual statutory accounts.

BOARD OF DIRECTORS

The BID champions are drawn from a cross-section of businesses across the city centre, support our objectives and provide the Board with valuable feedback on issues that affect city centre businesses.
The BID is absolutely essential for the West End. Without the BID we have no single organisation fighting for all the independent traders in this area. The BID fights for investment and has helped us to get the extra parking spaces we desperately needed and the West End brand that we can now all use to promote everything that’s great about this end of the city. With the BID we can continue to make the most of the West End’s unique customer offer. I will be urging all West End businesses to vote yes.

Ray Robins
Owner
Robins Brothers, Jewellers
Chairman
Plymouth Market Association

The BID levy will not be affected by the government’s Small Business Rate Relief Scheme.

Charities and non-profit making organisations will be liable to pay the full levy.

If a business ratepayer occupies a business for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property, known as “daily charging”.

Under BID regulations, the BID levy will be collected by Plymouth City Council annually on April 1. These arrangements will be formalised in an operating agreement signed by both parties. The council does not charge a fee for BID levy collection and will reimburse BID levies to the Plymouth City Centre Company on a quarterly basis.

The following exemptions will apply: Places of worship, commercial car parking spaces that are rated separately, telephone masts, ATM machines, advertising poster sites, concessions, on-street traders, kiosks and promotions, charity offices.
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 ballot (15th January 2020) will receive a ballot paper and ballot letter 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 per cent 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

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.4% of rateable value each year for five years until 31st March 2025 becomes mandatory for all eligible businesses (those with a rateable value of more than £4,000 within the BID boundary) regardless of how they voted.

The ballot will be conducted independently by the Electoral Reform Service, on behalf of the ballot holder Plymouth City Council and will be a confidential postal vote. Voting papers will be sent out on 27th January 2020 and voters will have until 5pm on the close of the ballot on 27th February 2020 to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.

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.

If the BID is approved, it will operate from 1st April 2020 to 31st March 2025, delivering the projects outlined in this business plan.

The number of hereditaments liable for the levy is 565 at the time of writing.

The results of the ballot will be announced on 28th February 2020.

**Alteration of BID Arrangements**

The City Centre BID area and the BID Levy percentage cannot be altered within the five year lifetime without an Alteration Ballot.

The City Centre BID projects, headings, costs and timescales can be altered by the Board, within the constraints of BID income - providing that the City Centre BID’s aims are adhered to.

A NO vote means that none of the BID projects outlined in the business plan will be delivered and the Plymouth City Centre BID will cease to exist from 31st March 2020. That means:

- No BID funding for marketing for the city centre or its businesses
- No BID funding for PARC officers and tackling anti-social behaviour
- No West End Carnival, BID Christmas activities, or Flavour Fest
- No organisation to represent your interests and fight your corner
- No funding to maintain the West End brand
- No voice at decision-making meetings with stakeholders and partners

A YES vote means the BID can continue to be a force for city centre investment and deliver the projects and services businesses have said are important to them.

---

**Fighting Your Corner**

This business plan has been written with you, the BID levy-payer, in mind.

As a not-for-profit, business-led organisation our primary aim is to do everything we can to help your business to flourish.

It is not always easy against a backdrop of economic uncertainty and changes in the retail climate.

But what you can be sure of, is that we will fight your corner at every opportunity. And, as a well-established BID, we have built up strong relationships with decision makers and can lobby on your behalf to speak with one business voice.

We are always there if you want to contact us whether that’s to deal with urgent clean-ups, anti-social behaviour matters or to keep you informed on city centre developments.

In the next BID term, we want to do even more as we have set out in this business plan.

But, if you don’t vote YES for the BID to continue everything we do will disappear overnight.

To achieve the vision and objectives set out in this business plan, please vote YES.
FAQS

HOW WILL THE BID IMPROVE MY BUSINESS?

A BID is a successful way of providing extra services in line with what businesses believe will improve the trading environment. The renewed BID will give your business a stronger voice on city centre issues, bring in thousands of extra visitors through our events programme and provide investment for city centre projects and services.

SHOULDN’T MY BUSINESS RATES COVER THIS?

Business rates are a property tax used to fund national and local services and you have no control over those spending decisions. All the money raised from the BID is invested in the city centre.

IS THIS A WAY FOR THE COUNCIL TO SAVE MONEY?

No. The BID is a business-led, independent, not-for-profit company. All projects have to be in addition to those provided by the council. Where the BID procures services from the council, these services are monitored through service level agreements. The council is the single biggest contributor to the BID levy fund.

HOW WILL I GET A SAY ON WHAT THE MONEY IS SPENT ON?

This proposal has been drawn up after extensive consultation with BID levy payers and stakeholders. All the projects detailed in this plan have been identified as important by city centre businesses. All levy payers can raise issues with our voluntary Board members or BID champions, who are drawn from a cross-section of city centre businesses, or contact our executive team.
HOW TO VOTE:

NOTIFICATION OF BALLOT: 15TH JANUARY 2020
YOUR BALLOT PAPERS WILL BE SENT OUT ON: 27TH JANUARY 2020
YOUR VOTE NEEDS TO BE RECEIVED BY: 27TH FEBRUARY 2020

THE RESULT WILL BE ANNOUNCED: 28TH FEBRUARY 2020

PLEASE NOTE: YOU CAN ONLY VOTE BY POST
SIMPLY PUT A CROSS IN YOUR CHOSEN BOX, SIGN AND RETURN IN THE PRE-PAID EnVELOPE.

PLYMOUTH CITY CENTRE BID:

BID MANAGER: STEVE HUGHES
TEL: 01752 304980
EMAIL: INFO@CITYCENTREBID.CO.UK

WWW.CITYCENTREBID.CO.UK