



You Told Us You Wanted...

When you designed the Waterfront BID Business Plan back in 2011, you and more than six hundred other Waterfront businesses selected forty-two projects to be delivered. You voted and gave us the mandate to deliver the plan to make it happen. You wanted:

- better marketing...
- better visitor information...
- cleaner and safer streets...
- key landmarks to be looked after better...
- more footfall and more jobs in the visitor economy...
- more regeneration and inward investment...

So in the first four years we have:

- Provided city maps, visitor guides, in destination guides, on street orientation signage
- Lobbied the Local Authority and UK Government for funding investment and helped to secure £770,400 Coastal Communities Funding
- Lobbied the UK Government and Washington representatives for Mayflower400
- Driven content of the Visit Plymouth website
- 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
- Enhanced the British Firework Championships, annual Armed Forces Day and supported the MTV Crashes events
- 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
- Contracted a dedicated Waterfront caretaking provision for swift repairs and enhanced planting schemes
- Employed an Evening & Night Time Economy Coordinator
- Planned improvements to the CCTV Network including new cameras
- Secured a mobile CCTV camera
- Supported the formation of the Barbican Pubwatch group
- 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
- Smeaton's Tower and The Belvedere repainted and an ongoing maintenance management plan put in place
- Regular jet washing of pavements and repairs to street benches and railings
- Recruited a PR company to promote the Waterfront
- Created the award-winning Plymouth Your Space programme
- Secured investment for a new cycle trail linking the Barbican with the Royal William Yard
- Secured investment in new public realm improvements including lighting, paving and road resurfacing
- 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 landowner vision for the Waterfront
- Developed a Waterfront Masterplan and its fifteen year delivery plan, the first since Abercrombie's in 1943

This is a snapshot of what your Waterfront BID has achieved over the past four years. To stay up to date with the latest news, keep an eye on the BID website: www.waterfrontbid.co.uk [@PWPBID](https://twitter.com/PWPBID)

Turn overleaf to see how we've spent your BID Levy contributions →



How have we invested your money?

In the first four years of the Waterfront BID (2012-2016) we've worked hard to achieve a maximum return on your investment:

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

5. Clean



£35k Clean measures

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

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



8. Management & Administration

£106k

Toward PWP's dedicated executive team for the Waterfront area

