

# Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee



Date of meeting:	10 March 2021
Title of Report:	<b>Waterfront Business Improvement District (BID) Renewal</b>
Lead Member:	Councillor Tudor Evans OBE (Leader)
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Author:	Patrick Knight, Economy, Partnerships & Regeneration Manager, Economic Development
Contact Email:	patrick.knight@plymouth.gov.uk
Your Reference:	Waterfront BID3 Renewal
Key Decision:	Yes
Confidentiality:	Part I - Official

## Purpose of Report

This report:

- Summarises the principles and themes of the draft Waterfront BID3 Business Plan 2022-2027
- Sets out Plymouth City Council's support for the renewal of the Plymouth Waterfront Partnership (PWP) Business Improvement District (BID) for Plymouth's Waterfront.
- Defines the Council's financial and other support for PWP's Waterfront BID3 (2022-27) as well as a commitment to establish baseline agreements for the Council's existing services within the BID area.

## Recommendations and Reasons

Subject to approval at Cabinet 9 March 21 -

1. the Brexit, Infrastructure and Legislative Change OSC are invited to consider the Business Improvement District (BID) proposals and provide feedback to the BID, and to consider including the Business Plan in its work programme when available with a view to making a recommendation to the City Council regarding exercising its power of veto.

**Reason:** To meet the requirements of Regulation 12 of the Business Improvement District (England) Regulations 2004 in relation to the use of the power of veto and to provide independent scrutiny of the Business Improvement District proposals.

## Alternative options considered and rejected

### Option 1: Progress Waterfront management through a different vehicle using a voluntary contributions approach

This has been rejected by PWP because the anticipated income and levels of commitment would be significantly reduced as a result of differential contributions from different businesses.

### **Option 2: Amend some of the assumptions in the Business Improvement District Business Plan**

This was rejected as the level of service provision within the Waterfront has to be enhanced above pre-Business Improvement District levels for the duration of the BID Business Plan in order to meet the requirements of the regulations. In addition experience in delivering the BID Business Plans demonstrates the added value of a realistic but challenging programme of integrated initiatives in leveraging other sources of income above the basic Business Improvement District levy.

### **Option 3: Abandon the Business Improvement District Model**

This was rejected as it might mean that some of the services and management to be undertaken by the Plymouth Waterfront Partnership would have to be managed in-house and it is not considered this would achieve value for money or efficient operations.

### **Relevance to the Corporate Plan and/or the Plymouth Plan**

The Waterfront Business Improvement District has played a key role in delivering the Council's vision of one of Europe's most vibrant waterfront cities. The BID principles are closely aligned to the Council's values as set out in the Corporate Plan, and the proposals are designed to deliver against the key Growing City priorities. The BID proposals support the strategic themes within the Plymouth Plan, as a growing, healthy and international city.

### **Implications for the Medium Term Financial Plan and Resource Implications:**

There are no specific financial commitments asked for as a result of this report. The future 5 year Business Plan will be subject to scrutiny and further recommendations will be taken forward at that point.

### **Carbon Footprint (Environmental) Implications:**

Delivery of the Waterfront BID Business Plan 2020-30 will help address the City Council's commitment to improve Plymouth's environment and establish a carbon neutral city by 2030:

The Plan's 'Blue-green' theme, including support for the Plymouth Sound National Marine Park, aims to reconnect people to the ocean, leading to increased understanding, respect and care for Britain's Ocean City and its associated blue and green environment.

PWP will also continue to promote use of non single use plastics supporting the city's 'Plan for Plastic'.

### **Other Implications: e.g. Health and Safety, Risk Management, Child Poverty:**

*\* When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the Equalities Act and those who do not.*

The business plan and associated service level agreements will address risk and health and safety management. The Brexit, Infrastructure and Legislative Change OSC will be invited to assess these implications in its review of the BID proposals.

### **Appendices**

*\*Add rows as required to box below*

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Briefing report							
B	Equalities Impact Assessment							

**Background papers:**

\*Add rows as required to box below

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable)						
	If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.						
	1	2	3	4	5	6	7
Draft Plymouth BID Business Plan (see <a href="http://www.waterfrontbid.co.uk/pwp-bid-renewal">www.waterfrontbid.co.uk/pwp-bid-renewal</a> )							
Baseline Service Level Agreements see: <a href="http://www.waterfrontbid.co.uk">www.waterfrontbid.co.uk</a>							

**Sign off:**

Fin	ba.20. 21.24 8	Leg	MS/3 6280	Mon Off		HR		Asset s		Strat Proc	
Originating Senior Leadership Team member: David Draffan (Service Director for Economic Development)											
Please confirm the Strategic Director(s) has agreed the report? Yes											
Date agreed: 26/02/2021											
Cabinet Member approval: Councillor Tudor Evans OBE (Leader)											
Date approved: 23/02/2021											

## Appendix A – Briefing report

### 1. Introduction and Summary

**1.1** This report sets out Plymouth City Council's support for the renewal of the Plymouth Waterfront Partnership (PWP) Business Improvement District (BID) for Plymouth's Waterfront. It defines the Council's financial and other support for PWP's Waterfront BID3 (2022-27) as well as a commitment to establish baseline agreements for the City Council's existing services within the BID area. Any business contributions through the BID that come from the private sector (BID levy c.£1,758,000) are effectively additional investment over and above the support made by the City Council which totals c.£6,210,000, plus targeted grant and other match funding totalling £5,025,000, over the five years. This brings the total projected value of the Waterfront BID to £12,993,000.

**1.2** Through the Plymouth Waterfront Partnership and the consolidation of resources the City will attract more visitors and visitor spend, increasing the number of jobs within the visitor economy, encouraging enterprise, improving skills and helping to make Plymouth a thriving regional centre.

**1.3** Plymouth, Britain's Ocean City, is one of the major visitor destinations in the South West of England. The city attracts over 5.2 million visitors annually (2019 data) who spend in excess of £334million, in turn supporting just under 7% of the city's employment. Waterfront BID3 will support delivery of the new Visitor Plan 2020-30 working in partnership with Destination Plymouth and Plymouth Culture. This will enable the city to strengthen its 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.

**1.4** With Plymouth's Waterfront identified as the city's key asset, enhanced by the development of the Plymouth Sound National Marine Park, Waterfront businesses will be positioned at the heart of this growth.

The BID will continue to focus on business priorities of increasing visitor numbers, customer spend and commercial success through:

- Leadership - Providing a strong business voice to lobby and influence for future investment and public realm improvements for the Waterfront.
- Marketing - Supporting regional and national marketing campaigns and key events linked to local businesses, to attract new customers and increase loyalty, whilst radically improving visitor signage and information.
- Operational management - contracts will hold the City Council and all area service providers to account for the standard of existing cleansing, maintenance and other services. BID investment will only be used to pay for additional services prioritised by businesses.
- Finance - Attracting significant match funding in addition to contributions from businesses for expenditure within the Waterfront.

The Waterfront BID will help the City to achieve its strategic visitor objectives of:

- Grow visitor numbers by 15% from 5.2 to 6 million by 2030
- Grow visitor spend by 30% from £334 to £450 million by 2030
- Generate a further 1000 jobs in the visitor sector by 2030

In addition the new plan aims to:

- **Make international tourism worth £60 million** a year spend in the city, that's 65% growth by 2030
- **Grow UK staying visits by 25%** to achieve £150 million spend, focusing on leisure short breaks
- **Make business meetings and conference tourism worth £25 million a year** in spend to the city, a 55% increase in a decade, using Plymouth's industry strengths to create a strong positioning
- Be renowned as the #1 must do destination in Devon & Cornwall....'

**1.5** The implementation of the BID will result in delivery of significant improvements, providing a private sector-led approach to managing the Waterfront area and attracting more visitors and customer spend. The new BID will enable the city to deliver the National Marine Park, the Waterfront Masterplan and other major initiatives and in a way that benefits Waterfront businesses.

## **2. Context**

**2.1** As Plymouth recovers from the Coronavirus global pandemic, though delivery of the Resurgam Plan and its new Visitor Plan 2020-30 held by Destination Plymouth, PWP's new BID term would enable it to be a key strategic partner in the design and delivery of these plans. The new BID Business Plan focuses on four key, inter-related themes:

- Transformational, (Creating the Waterfront of Tomorrow Today)
- Vibrant Tourist Attraction
- Environmental Excellence
- Business Voice

**2.2** These themes align with the city's plans to develop the UK's first National Marine Park and new Cultural Strategy. In addition, the existing PWP Waterfront BID already plays a lead role in the city's visitor economy, working in close partnership with the City Council, City Centre Company BID and Destination Plymouth to maximise delivery outcomes. This work builds on the development and delivery of the Mayflower 400 commemoration programme during 2020/21.

**2.3** Marketing of Plymouth's events programme will promote travel by walking, cycling, water and public transport for all visitors, in line with and supporting initiatives funded by the Transforming Cities Fund.

**2.4** The Waterfront BID Business Plan, in concert with the Visitor Plan 2020-30, also aims to help deliver skills and talent development (GRO2), including business support work with hotels/accommodation providers, retailers and other businesses to maximise their environmental performance e.g. reducing heat wastage, increasing use of renewable energy sources, local / ethical procurement, thereby also reducing their overall carbon footprint, environmental credentials and business costs.

**2.5** Notwithstanding the above, it is important to recognise that the Waterfront BID Business Plan (in common with cities located around the world) aims to increase the number of visitors that travel to, visit and consume within Plymouth. People are free to choose where to holiday, study or conduct their business and - if Plymouth is to deliver growth and increase productivity in line with the Plymouth Plan - then it must successfully attract visitor and business tourists in the context of an exceptionally competitive global marketplace.

**2.6** Tourism is a significant industry in Devon and Cornwall (14% of employment) and has been recognised in the heart of the South West (HotSW) LEP prospectus. The new Visitor Plan (2020-2030) is a key component of the implementation of the Plymouth LES; aiming to grow visits to the city to 6 million and spend to £450 million generating a further 1000 jobs by 2030. The Resurgam Plan identifies the visitor economy (including Tourism, Retail and Culture) as a priority growth sector.

**2.7** Following PWP's successful delivery of its existing forty-two project Waterfront BID Business Plan (2017-22), PWP's Board of Directors have taken the decision to proceed to a BID ballot for a new BID (2022-27) following extensive consultation with over 900 businesses. This report recommends that the City Council signals its strong support for the new BID's establishment by the private sector, to continue the good work already achieved through the original and second Waterfront BIDs (2012-2017 and 2017-2022). The renewal of a Business Improvement District for the Plymouth Waterfront would support the City's Visitor Plan (2020-2030) held by Destination Plymouth.

**2.8** The Plymouth Waterfront Partnership (PWP) is responsible for delivering the Waterfront BID. PWP is an independent, Not For Profit Company Limited by Guarantee, which currently operates with a Board of Directors representing key business sectors in the BID area, run by and for local businesses. PWP has successfully delivered its second BID Business Plan (2017-22) and has decided to renew its BID for a further 5 years of delivery.

**2.9** Once a BID has been established all businesses contribute a BID Levy based on the rateable value of their premises (hereditaments) to ensure fairness and equity. BIDs have a maximum duration of five years, hence the need to renew the Waterfront BID at this stage.

**2.10** Waterfront BID3 will generate c.£1.758m of additional BID levy contributions across the 5 year term. It will include c.500 BID levy payers and 400 basic level, non-voting/non-paying members, encompassing 4 square miles of the city's primary waterfront destinations and target 4 major strategic priorities.

The full draft version of the PWP Waterfront BID3 Business Plan (2022-2027) is available at: [www.waterfrontbid.co.uk/pwp-bid-renewal](http://www.waterfrontbid.co.uk/pwp-bid-renewal)

### **3. Business Plan Priorities**

Since October 2020, the Plymouth Waterfront Partnership (PWP) has surveyed more than 900 Waterfront businesses/organisations, held formal and informal consultation meetings (mainly online, due to Covid-19 lockdown restrictions). It has also circulated a BID renewal business survey, receiving a c.30% response rate from businesses liable to pay the BID Levy. Furthermore, PWP has circulated a secondary consultation leaflet, describing the proposed four themes in the BID Business Plan and will incorporate this business feedback into the final BID Business Plan as appropriate. The priorities below have been identified through the above consultation exercises, and will inform the Waterfront Business Plan.

#### **3.1 Permanent and Dedicated Management**

Continue the Waterfront management structure accountable to businesses to prioritise and deliver benefits for all users. Taking control of the trading environment by co-ordinating and championing business and partner efforts to regenerate the area, whilst working in partnership with and holding the City Council to account for delivery of existing services.

#### **3.2 Improved Marketing**

Deliver a five-year marketing plan, supporting the overall city marketing strategy held by Destination Plymouth, to position Plymouth's Waterfront as a major UK visitor destination targeting day visitors, short breaks, cruise, conferences and the international visitor market. Improved website and visitors information, promoting Plymouth's Waterfront, sailing events and the city as a national conference destination including conference enquiry handling.

#### **3.3 Major Events**

Continue the major Summer Shore-side Events Programme, by creating major on-shore events that complement existing on-water sports, delivering themed weekend activities.

#### **3.4 Visitor Welcome, Access, Signage and Information**

Dramatically improve signage, interpretation and visitor information exploring digital and traditional media to tell Plymouth's many stories. Develop enhanced pedestrian and cycling links between the City Centre and Waterfront. Continue to develop linked boat, cycle and pedestrian trails.

### **3.5 Safer Waterfront**

Deliver improved management and promotion of shops, pubs and late licensees. Work with partners to provide night-time street and taxi marshals.

### **3.6 Cleaner Waterfront**

Ensure that the Council's cleansing standards are maintained and operationally manage existing Council cleansing staff to ensure a Waterfront rapid response clean. Anti-litter campaigns and a community volunteers' programme for regular Waterfront clean ups.

### **3.7 Waterfront Environment**

Develop attractive planting schemes to secure award-winning status. Provide Christmas illuminations focused on linking the City Centre with the Barbican. Commission a bespoke 'visitor welcome' training programme for Waterfront staff, bus and taxi drivers.

### **3.8 Inward Investment and Regeneration**

Lead economic development in the Waterfront, encouraging new businesses and brands to invest. Coordinate efforts to create mini-destinations nationally famed for their individuality and enthuse the community working with residents groups and businesses city-wide through community crowdfunding schemes, volunteering initiatives and new events.

### **3.9 Lobbying and Influence**

With the power of a strong BID mandate, PWP will use its business voice to lobby for: more static/mobile CCTV cameras; better Barbican street lighting; car parking and gateway improvements; improved maintenance and repair of Waterfront public toilets; tackling waste hotspots including using bin stores and seagull proof bins. PWP will also be the primary consultee for City Council strategies and major planning applications within the Waterfront area.

### **3.10 BID Member Benefits**

Use the buying power of the BID to provide reduced utility and insurance costs; gain increased networking and advertising opportunities; free listing of BID Members on the Visit Plymouth and PWP websites and membership of Destination Plymouth; reduced cost of Chamber of Commerce and Federation of Small Businesses membership; create a Privilege Card for all Waterfront businesses, with promotional offers on entertainment, food and shopping.

## **4. Management and partnership arrangements**

**4.1** The proposed new BID aims to contribute to and capitalise on wider initiatives, including the Plymouth Visitor Plan 2020-30, Waterfront Masterplan, Cultural Strategy and other significant initiatives. The Waterfront BID will identify and support visitor economy related commercial development opportunities, to enable the Waterfront to become an outstanding visitor destination and premier destination. This will provide new jobs, better leisure facilities and improved pedestrian, cycling and other transport links with the City Centre, preserve the Waterfront area's extensive maritime heritage and improve and better maintain public space.

**4.2** To secure the huge opportunities for the Waterfront requires a complete step change in dedicated delivery and management of the area, together with annual investment from both the private and public sector through the Waterfront BID. PWP's new BID3 Business Plan emphasises the importance of partnership working, including enabling local business and community groups to make their own unique contributions.



**4.3** PWP will continue to provide leadership and management and be directly accountable to Waterfront businesses for the delivery of the new BID Business Plan, working in partnership with Plymouth City Council, Destination Plymouth, the Police Authority, Educational Establishments and other public agencies to benefit businesses located within the Waterfront area. Following detailed consultations with businesses, PWP have decided to make a minor alteration to their existing BID the existing BID boundary area, through the inclusion of Drake's Island. Consequently the new BID boundary will now cover the primary attraction areas of The Barbican, Sutton Harbour, The Hoe and foreshore, Millbay and Royal William Yard, Mount Batten, Mayflower Marina, Queen Anne's Battery Marina, Drake's Island and parts of Union Street and Durnford Street, to ensure a wide view is taken on the visitor experience. The BID boundary will also continue to include Bretonside, West side of Sutton Road, West Hoe, Notte Street, Vauxhall Street and Stonehouse.

**4.4** The Waterfront BID will be managed by PWP which will be directly accountable to Waterfront businesses for the co-ordination of the Waterfront area and the successful delivery of the Waterfront BID.

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

**4.6** The Waterfront BID area will continue to buffer against the boundary of the City Centre Company's existing BID area, ensuring enhanced links between the two areas and a seamlessly positive visitor experience.

**4.7** The BID Business Plan has been driven at every stage by business owners and managers seeking to improve their trading environment and profitability.

**4.8** PWP has listened to business concerns, ideas and priorities, evolving its new BID Business Plan from a highly structured, detailed, democratic consultation process, involving a number of key stages. The total budget (direct contributions plus match funding) will be invested to drive customer numbers and spend by more effectively marketing the Waterfront, improving the experience for residents and visitors and maximising the economic potential of the city's most spectacular asset.

**4.9** The Plymouth Waterfront Business Improvement District Business Plan and the proposed projects within it are the result of extensive consultation with Waterfront businesses on what they want.

**4.10** There are c.320 BIDs in the UK, including Exeter, Falmouth, Newquay, Tavistock, Taunton, Torbay, Bristol and Plymouth. A mark of their success is that c.99% of BIDs are renewed by business ballot for their third term ballot. The City Centre Company is in its fourth term following three successful renewals.

## **5. Structure and delivery arrangements**

**5.1** A Business Improvement District (BID) is a private sector led management organisation for a precisely defined geographical area, where business rate payers have identified projects and services that will have a positive impact on their trading environment. Businesses within the area vote to invest collectively in delivering these improvements which are wholly additional to those already delivered by local, statutory bodies.

**5.2** The BID is designed to attract and deliver investment in the Waterfront area, build sustainable partnerships and deliver agreed projects. The BID legislation does not require that the Local Authority

endorse the BID proposals, however it is essential that Plymouth City Council confirms its support, financial and in kind.

**5.3** The City Council will provide existing statutory services and in kind support, such as premises, ICT, legal and administration. In addition, PCC will continue provision of BID levy billing, collection and enforcement costs (through the Courts to a maximum value of £9,000 per annum), HR, payroll, accountancy and invoice payment support.

**5.4** Through the Waterfront BID the City Council will be held accountable to the business community and required to maintain their existing levels of service within the Waterfront. BID projects will be entirely additional to existing City Council services.

**5.5** National BID legislation enables the PWP to establish a contractual agreement with the City Council over its provision of existing services in the Waterfront area to guarantee that they continue throughout the five year BID lifetime.

**5.6** PWP will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the Waterfront BID area. Once the Waterfront BID has been established, the Council will be contractually obliged to maintain agreed standards to conform to baseline service level agreements for all services provided (and listed in the body of this report).

## **6. BID Ballot arrangements**

**6.1** In November 2021 the businesses will have to decide whether to vote Yes or No to fund delivery of the Waterfront BID Business Plan for 2022-27. If a majority of businesses vote Yes, then all businesses in the BID area will be required to contribute an annual BID Levy payment, based on the rateable value of the premises that the business occupies (hereditament).

**6.2** All non-domestic rate paying businesses within the proposed BID area whose property (hereditament) has a Rateable Value of over £7,000 will be eligible to vote on the final Waterfront BID Business Plan. A four week postal ballot will be held between 27 October 2021 and 25 November 2021. The result of the ballot will be publically announced on 26 November 2021.

**6.3** Each person entitled to vote in the Waterfront BID ballot shall have one vote in respect of each hereditament in the geographical area of the Waterfront BID on which non-domestic rates are payable.

**6.4** The ballot will have to meet two tests. First, a simple majority (above 50%) of those voting must vote in favour. Second, those voting in favour must represent a majority of the aggregate rateable value of hereditaments voting.

**6.5** The ballot papers will be forwarded to those ratepayers who are eligible to vote by 27 October 2021 and must be returned by 5pm on 25 November 2021.

## **7. BID Levy arrangements**

**7.1** Business BID Levy contributions will be spent entirely to service the area within the boundary of the Waterfront BID. This will ensure fair representation for businesses investing within their own areas.

**7.2** The BID Levy will be paid by every business located in a building (hereditament) with a Rateable Value of over £7,000 and ring fenced for projects identified in the final BID Business Plan.

**7.3** The BID Levy is match funded by Plymouth City Council and other partners to generate further funds from additional sources. This Waterfront BID aims to lever £3 of additional match funding for

every £1 of BID levy received from businesses within the Waterfront BID area, to maximise the delivery of project and service improvements.

**7.4** The proposed annual BID Levy is based on 1.7% of a business property's rateable value (RV). The BID Levy will not be increased by any annual inflationary factor. For example, if the RV is £30,000 a business will pay £450.00 per annum, or £8.65 per week.

**7.5** The Waterfront BID Levy will be payable by all businesses (unless exempted) located within the boundary of the defined Waterfront BID area. Plymouth City Council will be required to contribute approximately £18,700 per annum in BID Levy payments as it owns properties located within the proposed BID boundary.

**7.6** If a majority of businesses vote Yes, all c.500 identified businesses within the Plymouth Waterfront BID area will be required to contribute through a Levy. The Plymouth Waterfront Partnership will then aim to secure match funding which could multiply the five-year investment from £1.5 million to £5 million.

**7.7** Based upon rateable value, the average Waterfront business will pay an annual levy of £353 (£6.79 per week) in return for significantly higher benefits in terms of visitor spend and other advantages.

### **7.8 Projected Budgets over 5 years**

Total Estimated Levy Income from Waterfront Businesses	£1,758,000
Total value of existing City Council Services	£6,210,000
Total Other Match Funding e.g. PCC Support To Secure Grants, etc	£5,025,000 (projected)

**Total 5 Year Project Expenditure      £12,993,000 (projected)**

\*Based upon current projected budgets and grant applications which could be subject to change.

## **8. The Waterfront BID Levy, Liability and Collection**

**8.1** The Waterfront BID Levy will be payable by all businesses located within the boundary of the defined Waterfront BID area. The first day of the new 5-year BID term will be 1<sup>st</sup> April 2022.

**8.2** The Waterfront BID Levy will be set on the 1st April 2022, based on the rateable value shown in the 2017 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 2022 and 31st March 2027, the rateable value used will be that as shown in the Non-Domestic Rating 2017 at the date the new or amended assessment is brought into that list. The Waterfront BID Levy will not be adjusted to reflect any changes to the rateable value during 5 years of the Waterfront 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 Waterfront BID levy not be increased each year any annual inflationary factor.

**8.3** The following types of businesses within the Waterfront BID area will be exempt from paying the BID Levy:

Commercial car parking spaces that are rated separately; concessions; on-street traders and

promotions; telephone masts, and advertising poster drums. The Waterfront BID Levy will not be reduced where the ratepayer is a charity or non-profit making organisation. 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 Waterfront 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 Waterfront BID levy will be collected at 100% from either the owner or leaseholder (if an occupational lease exists).

**8.4** The BID levy will be collected by Plymouth City Council annually on 1st April at no cost to the BID. The Council will reimburse PWP with BID Levies on a quarterly basis. The BID Levy collection rate will be 1.7% and the BID Levy will not be increased each year by any annual inflationary factor.

## 9. Plymouth City Council service provision and match funding

**9.1** Assuming the Waterfront BID is successfully established, Plymouth City Council will continue to provide the following services and target associated match funding over the 5 years of the BID's lifetime:

Source of Match Funding	Value	Confirmed?	New?	Cash?
<b>Existing City Council Services – see <a href="http://www.waterfrontbid.co.uk">www.waterfrontbid.co.uk</a> for full details of SLAs</b>				
Plymouth City Council – Street Scene Services	£1,266,000	Confirmed	Existing	In Kind
Plymouth City Council – Maritime Services	£620,000	Confirmed	Existing	In Kind
Plymouth City Council – Car Parks	£383,000	Estimated	Existing	In Kind
Plymouth City Council – Public Protection Service	£110,000	Confirmed	Existing	In Kind
Plymouth City Council – Tourist Information Centre	£175,000	Confirmed	Existing	In Kind
Plymouth City Council – CCTV	£33,000	Confirmed	Existing	In Kind
Elizabethan House, Smeaton's Tower, Merchant's House	£159,000	Confirmed	Existing	In Kind
Tinside Lido and Mount Wise Swimming Pools	£1,354,000	Confirmed	Existing	In Kind
iuPlymouth Hoe Events	£1,038,000	Confirmed	Existing	In Kind
Highway Maintenance	£353,000	Confirmed	Existing	In Kind
Street Lighting and Traffic Control	£495,000	Confirmed	Existing	In Kind
Highway Licensing and Enforcement	£29,000	Confirmed	Existing	In Kind
Street Trading and Enforcement	£195,000	Confirmed	Existing	In Kind

<b>TOTAL</b>	<b>£6,210,000</b>			
<b>Other Match Funding</b>				
LEP Getting Building Fund	£625,000	Confirmed	New	In Kind
Heritage Lottery Fund	£4,400,000	Prospective	New	In Kind
<b>TOTAL</b>	<b>£5,025,000</b>			
<b>Total of Existing and New City Council &amp; Other Match Funding</b> The BID reserves the right to modify these figures depending on circumstances	<b>£11,235,000</b>			

**9.2** PCC will continue to be responsible for managing Street Trading activity within the Waterfront BID area, with an agreed surplus generated from street trading, café licenses, events, fairs, festivals being transferred from PCC to PWP following the end of each financial year.

**9.3** The City Council may assist PWP with cash flow over the initial 6 months of its new BID in order for it to establish a trading operation and delivery of BID projects.

**9.4** The proposed Waterfront BID3 projects and services will be entirely additional to any services already delivered by Plymouth City Council. PWP will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the Waterfront BID area. Once the Waterfront BID has been established, the Council will be contractually obliged to maintain agreed standards to confirm to baseline service level agreements for all the services listed in the table above.

For full details of Baseline Service Level Agreements see: [www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk)

## **10. Governance and Management**

**10.1** The PWP Board of Directors will represent business sectors currently operating in Plymouth's Waterfront. A Plymouth City Council Cabinet Member will also have a seat on the Board and will be excluded from rotation at any Annual General Meetings. The full board will meet five times per year.

**10.2** The Waterfront BID Advisory Panel operations committee will represent all business sectors and areas of the Waterfront BID area. The Advisory Panel will meet regularly and will support the Board of Directors by providing further business feedback on the development and delivery of BID projects. Representatives from each of the St Peter & the Waterfront, Sutton & Mount Gould and Plymstock Radford Wards will have a seat on the Advisory Panel.

## **11. Alteration of BID Arrangements**

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

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

The Waterfront BID Advisory Panel operations committee and any sub-groups may offer advice on budget management within their areas of speciality.

If the Waterfront BID proposal is approved, it will start from 1st April 2022 operate for five years until 31st March 2027. At or before the end of this period, the Board may choose to seek renewal of the Waterfront BID's mandate.

The PWP BID operates an information website that contains a record of the Waterfront BID's delivery achievements so far; this may be viewed at: [www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk). Within this website there is a downloadable documents section that may provide:

- 1) The original and second PWP BID Business Plans (2012-2017 and 2017-22)
- 2) The Proposed Draft PWP BID3 Business Plan (2022-2027)

The final PWP Waterfront BID3 Business Plan will be available before the end of August 2021 at: [www.waterfrontbid.co.uk](http://www.waterfrontbid.co.uk)