

FOR JOBS AND PROSPERITY

Pledge 8 – Attract more high quality hotels to the city

What we said we would do: To support Plymouth's ever-growing tourism industry and to capitalise on the legacy of Mayflower 2020, we will attract more high-quality hotels to open in the city.

What we wanted to achieve: We know that demand for hotel accommodation in Plymouth is high and that, compared to other UK cities, the number of hotel bed spaces is relatively low. Studies commissioned by the Council have demonstrated the need to encourage new hotels to the area. We wanted to attract new hotels to open in Plymouth to increase the city's capacity to accommodate visitors. This would help meet existing demand from businesses, as well as those choosing to come for holidays or to enjoy specific events.

What we have done: The Joint Local Plan was adopted by the Council in March 2019 and this included a number of site allocations that support new hotel development. This includes the site of the former Quality Hotel on the Hoe, which the Council acquired in order to safeguard the site for the future development of a high quality hotel. The Council started a process to market this site for development in October 2020. Planning consent was granted in June 2020 for a 200-room Moxy Marriott hotel in Millbay, on land south of the Pavilions. A new masterplan for the regeneration of the city's railway station (known as Brunel Plaza) was also agreed in 2020 and incorporated within a Site Planning Statement published by the Local Planning Authority: this includes a 228-bedroom hotel to be located on the main plaza. The Council has also been working alongside a number of partners, including Destination Plymouth, the Plymouth City Centre Company and the Plymouth Waterfront Partnership to further promote Plymouth as a visitor destination and increase the number of visitors to the city. New hotels have been completed in Plymouth City Centre: the OYO Hotel opened on New George Street in December 2020 and a new Premier Inn being provided as part of the conversion of the former Derry's Store was completed in December 2020 and is due to open in 2021.

What's next: We are expecting work to start on the new Moxy Marriott hotel in Millbay by summer 2021. The Council will also continue with its work to secure new high quality hotels in or close to Plymouth's city centre, including on the former Quality Hotel site on the Hoe.

