

UK SHARED PROSPERITY FUND PROJECT

Project overview



Project Summary

Love Plymouth – A Place Marketing Project

A joint project by Plymouth City Centre Company, Destination Plymouth and Plymouth Waterfront; to attract more visitors, workers and residents into the city, restore pride and revive the high street with a particular emphasis on the city centre and a greener waterfront.

The project will look to deliver and target a wide range of activities with the main objectives of: Increasing footfall and spend, growing the visitor economy, place making and restoring pride through enhancing the look and feel of the high street and public spaces. These will include: National and international destination marketing and city brand positioning, creating or enhancing events (such as Flavour Fest, Christmas Market and West End Carnival and two new Waterfront events). The project will also carry out streetscape improvements to the West End, following a small scheme last year with the introduction of six pavement planters and a community planting event in Frankfort Gate, following business and public demand for a more inviting high street in the area. Working on high street branding and marketing, street art and performance and other cultural activities such as the recent collaboration with the Barbican Theatre with outdoor city centre performances. In addition, there will be a business support grant scheme aimed at helping existing businesses to grow and new ones to set up with the aim of reducing the number of empty units which will help increase business confidence, attract more customers and protect and create jobs. The project intends to install five vehicle charging points on Hoe Road/Madeira for electric ice cream vans.