

Plymouth City Centre Company

Supporting paper for Scrutiny Committee July 17, 2024

Introduction

The Plymouth City Centre Company intends to ballot city centre businesses later this year on proposals for a further 5-year term for the city centre's Business Improvement District.

The BID was set up in 2005 and was one of the first in the UK outside London. This would be its fifth term.

As a well-established BID, it has a track record of successful investment in the city centre and strong partnership working to create a more vibrant and diverse city centre so that its businesses can thrive.

Our objectives are closely aligned with those of the council as set out in the full report.

The city centre is being transformed into a safer, more welcoming, and vibrant place to attract more visitors and investment and up to 4,000 homes. With a newly revamped Civic Square, the clean-up of historic buildings and the £17m of improvements to New George Street and Old Town Street almost complete, the vision for a new-look city centre is starting to take shape. We are currently drafting the next business plan for April 1 2025 to March 31 2030 in consultation with businesses and stakeholders.

Below is a draft of our vision and objectives:

Vision and objectives

CREATING A BETTER CITY CENTRE FOR EVERYONE

Our Mission

To create an outstanding, safe and welcoming city centre, maximising the huge investment in our public spaces with events and other cultural activities to attract residents and visitors all-year round by day and night to help our businesses to thrive.

We will deliver our mission through four main themes:

- 1 The Plymouth Welcome
- 2 Safer Streets
- 3 Events and Marketing
- 4 Business Support

RAISING THE BAR

We will be the BUSINESS VOICE for the city centre, working with partners to achieve the following objectives:

- Realise the potential of our new public spaces with events and festivals across the city centre to attract more visitors
- Re-invigorate the city centre by seeking inward investment and facilitating the development of up to 4,000 homes
- Improve the look and feel of the city centre and ensure it is clean and well-maintained
- Use culture and the arts to drive economic growth, including the evening and night-time economy
- Build on the success of our Plymouth Against Retail Crime (PARC) initiative with extra funding and more patrols
- Market and promote the city centre at every opportunity as a top retail, leisure and visitor destination
- Support our businesses with a range of services to provide direct help or reduce business costs