

# Natural Infrastructure and Growth Scrutiny Panel



Date of meeting:	17 July 2024
Title of Report:	<b>Plymouth City Centre Business Improvement District (2025-2030)</b>
Lead Member:	Councillor Mark Lowry (Cabinet Member for Finance)
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Author:	Patrick Knight, Economy, Partnerships and Regeneration Manager Kezia Lock, Economic Development Officer Steve Hughes, Chief Executive, Plymouth City Centre Company
Contact Email:	patrick.knight@plymouth.gov.uk
Your Reference:	PK/ KL 05.07.2024
Key Decision:	Yes
Confidentiality:	Part I - Official

## Purpose of Report

The report provides Scrutiny with the opportunity for early consultation on the development of the City Centre Company business plan for the next City Centre Business Improvement District which will run from 2025 to 2030.

Plymouth City Centre is vital to the heart of the City; it is a place where investors, visitors and residents gravitate. It is the location for many of Plymouth's anchor institutions, such as the Theatre Royal, the Box, two universities, the arrival point by train. It is a key priority for Plymouth City Council (PCC), the Plymouth Plan and for the future success of the city overall. PCC will continue to give strong support to Plymouth City Centre Company's successful Business Improvement District and the 500+ businesses, organisations and occupiers it represents.

The report also sets out the Council's support for the CCC's City Centre BID going forwards and the ongoing partnership. Plymouth City Council has facilitated investment into flagship projects in the City Centre, ranging from the Box, Barcode, the first phase of Brunel Plaza, land assembly and the Heritage Action Zone. Alongside this, there has been significant investment by the University of Plymouth and its campus on the edge of the city centre. The value of these investments is over £250m with a £250m pipeline under development including

the Civic Centre, the Guildhall, public realm improvements, further phases of development at Brunel Plaza, a package of investment in the West End and a new Community Diagnostics Centre – all of which equates to additional investment of over £250m.

The CCC plays a vital role in supporting the City Centre, adding value to the flagship investments. Over the next 5 years the BID will generate £2.25 million, which will be supported by a further £590,000 of PCC support

CCC will provide leadership and management and be directly accountable to City Centre businesses for the delivery of the BID Business Plan, working in partnership with PCC, Plymouth Waterfront Partnership, Destination Plymouth, Plymouth Culture, the Police Authority, and other public agencies to benefit businesses located within the City Centre area.

The full version of the Plymouth City Centre Company BID Business Plan (Proposal) will be available at: [www.citycentrebid.co.uk](http://www.citycentrebid.co.uk) ahead of the ballot.

## Recommendations and Reasons

It is recommended that Scrutiny:

1. Support the principles and overall approach of the Plymouth City Centre Company BID and its draft Business Plan for 2025 to 2030 (however the BID legislation does not require the Local Authority's endorsement).

*Reason: To confirm the partnership approach to the Business Improvement District and to continue with a framework for service improvement mechanisms within the Business Improvement District area.*

For Information – Cabinet will be asked to approve the following recommendations:

1. Endorse the principles and overall approach of the Plymouth City Centre Company BID and its draft Business Plan for 2025 to 2030 (however the BID legislation does not require the Local Authority's endorsement).

*Reason: To confirm the partnership approach to the Business Improvement District and to continue with a framework for service improvement mechanisms within the Business Improvement District area.*

2. Approve the City Council's financial and in-kind contributions as set out in this report (totalling £590,000) and to demonstrate its continued commitment to the City Centre Company BID at existing levels through the proposed BID Concordat and Contract for the provision of services within the Plymouth City Centre Business Improvement District area.

*Reason: To enable the Plymouth City Centre Company Ltd. to implement the Business Plan 2025 to 2030.*

3. Authorise the Chief Executive as Ballot Holder to instruct a Ballot Holder to undertake a ballot of appropriate businesses within the City Centre Company Business Improvement District area.

*Reason: To enable a ballot in the Business Improvement District area to be conducted in accordance with Regulation 7 of the Business Improvement District (England) Regulations 2004.*

4. Delegate to the Service Director (Economic Development) the right to vote on behalf of the City Council in the Plymouth City Centre Company Business Improvement District ballot.

*Reason: To discharge the City Council's responsibilities in relation to the ballot as an occupier within the Plymouth City Centre Business Improvement District area in a timely manner consistent with the Business Improvement District ballot programme and to achieve the City Council's wider economic and regeneration objectives for the city centre.*

5. Delegate to the Service Director (Economic Development) approval of the Plymouth City Centre Company Business Improvement District Operating Agreement, provided it accords with the general principles set out in this report.

*Reason: To allow the Business Improvement District Operating Agreement to be formally signed by both parties after the Business Improvement District ballot and in advance of the formal commencement of the new Business Improvement District for the period 2025 to 2030.*

6. Request the Natural Infrastructure and Growth Scrutiny Panel to review the Business Improvement District proposals.
7. To make a recommendation to City Council regarding the 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 council's support for the Business Improvement District's proposal to go to ballot for a further five-year term.*

### **Alternative options considered and rejected**

#### **Option 1: Progress city centre management through a different vehicle using a voluntary contribution approach**

This has been rejected by the City Centre Company because the anticipated income and levels of commitment would be significantly reduced because of differential contributions from different businesses.

#### **Option 1: Progress city centre management through a different vehicle using a voluntary contribution approach**

This has been rejected by the City Centre Company because the anticipated income and levels of commitment would be significantly reduced because of differential contributions from different businesses.

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

This was rejected as the current level of service provision within the City Centre has to be met or 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, previous experience in delivering the City Centre 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.

### **Further background information:**

#### **1.0 Introduction**

This report sets out Plymouth City Council's rationale and support for the Plymouth City Centre Company's (CCC) Business Improvement District (BID) for Plymouth City Centre (2025-30).

Plymouth city centre's economic vibrancy is of vital importance to the city, hosting c.5% of Plymouth's business stock, c.6,200 employees (IDBR 2022) and is a key priority for this Council. Through the BID we have invested heavily in the city centre, matching the contribution of levy payers and prioritising city centre projects within our capital programme in line with the BID's ambitions. Over the last 5 years and going forwards, PCC has and will support the delivery of transformational investments, including:

**The Box** – new cultural hub, including a museum, gallery, archive spaces and café with a new public square for performances and events.

**Barcode** – new complex which houses a multi-screen cinema, major restaurant outlets and other leisure attractions.

**Civic Square** – restoring our listed park and garden, including the reflection pond and raised seating areas, replacement of the bowtie paving to match the historical style, new tree planting, benches, and lighting, as well as widening and upgrading existing footway outside of the Council House to enhance pedestrian and cyclist movement.

**West End** – improved public realm, including new planters, seating, building facades with West End brand / colours throughout the West End.

**Community Diagnostics Centre (CDC)** – 3,500sqm building being delivered over 3 floors in the City Centre. The CDC will carry out over 90,000 tests every year, bringing new footfall to the city centre to support local businesses.

**Civic Centre and Guildhall** – The Council secured £12m of grant funding through the Future High Streets Fund. This funding will allow the Guildhall to be refurbished and modernised, so that it can hold more events, attracting more visitors and helping to build Plymouth's night-time economy. Some of the funding will also go towards the refurbishment of the Civic Centre, which will deliver a new campus for City College Plymouth, focusing on marine and environmental skills, as well as providing up to 144 new homes in the heart of the city centre.

**Brunel Plaza** – This is the redevelopment of Plymouth railway station and the area around it, which has already seen over £40m of investment in concourse improvements, infrastructure upgrades, improvements to the public realm and the refurbishment of Intercity Place to provide new teaching facilities for the University of Plymouth's allied health professions.

**Land Assembly** – The Council has acquired a number of strategic assets in the city centre to allow regeneration to take place, including the land required for the CDC and land at Bath Street, where there are plans for 136 new homes on the edge of the city centre.

**New George Street and Old Town Street** – Further investment in public realm.

We recognise that the Plymouth City Centre Company Ltd. (CCC) has been hugely successful in delivering significant achievements and improvements over the past 20 years and is major voice for many businesses, organisations and partnerships within the city. Representing more than 500 businesses within the Plymouth city centre area it has gained a national reputation for best practice and has transformed the city centre environment into a safer, more welcoming and more vibrant place for residents and visitors alike. The BID is about sustainable partnerships that help drive investment in the area.

The report defines the Council's financial support for the CCC's City Centre BID5 as well as its 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.£2.25m) are effectively additional investment over and above the support made by the City Council which totals c.£590,000 over the five years. This brings the total projected value of the City Centre BID to c.£2.8m.

The Plymouth Plan's 'Growing' and 'International' chapters highlight the importance of Plymouth City Centre as a primary economic node, which is being enhanced and regenerated as a vibrant modern mixed-use regional shopping centre of appropriate scale for prevalent retail patterns, with high

levels of Internet connectivity, high quality high density urban living, and a hub for culture and leisure to serve the wider city. It is also crucial in the delivery of the refreshed Plymouth Visitor Plan (2020-30) and Culture Plan (2021-2030), enabling Plymouth to build a vibrant cultural scene for visitors and residents alike to experience.

Major investment at Babcock, the Plymouth and South Devon Freeport, plus other projected business growth, will drive demand for new housing, with potentially up to 5,000 new homes being provided in the city centre over the long-term.

### **1.1 The City Centre Company Vision**

To create an outstanding, contemporary city centre in which to live, work or play, maximising the huge investment in its public spaces with events, festivals, and other cultural activities to attract residents and visitors all-year round by day and night to help our businesses to thrive.

### **1.2 The City Centre BID5 Operation**

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 located within the area vote to invest collectively in delivering these improvements, which are wholly additional to those already delivered by local, statutory bodies. 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.

The Plymouth City Centre Company Ltd. will be responsible for delivering the new City Centre BID Business Plan. PCCC is an independent, not for profit company limited by guarantee, which currently operates as a voluntary membership partnership with a Board of Directors representing the key business sectors in the BID area, run by and for local businesses.

PCCC will provide leadership and management and be directly accountable to City Centre businesses for the delivery of the BID Business Plan 2025-30, working in partnership with Plymouth City Council, Plymouth Waterfront Partnership, Destination Plymouth, and other public agencies to benefit businesses located within the City Centre area.

### **1.3 The City Centre Company Objectives**

The City Centre Company's new BID business plan will include the following objectives:

Following the CCC's successful delivery of its projects in the 2020-25 BID Business Plan, the CCC's Board of Directors have taken the decision to proceed to a BID ballot for a further BID term (2025-30). Since October 2023, extensive consultation has taken place with the business community through a series of face-to-face meetings, surveys, networking events and 'open door' meetings.

Act as ONE BUSINESS VOICE for the city centre, influencing and working with partners, to:

- Create a vibrant, contemporary, mixed-use city centre to attract visitors, shoppers, residents and workers to enjoy the city centre all-year round by day and night.

- Work with the city council and other partners to maximise the newly improved public spaces and buildings with a focus on driving footfall.
- Re-invigorate the city centre by pro-actively seeking inward investment and facilitating development, especially housing for city centre community living, and finding new uses for empty buildings.
- Improve connectivity between the waterfront and city centre, giving visitors more reason to visit both locations.
- Improve accessibility to the city centre for all by working with partners to make the streets safer, cleaner, and more welcoming.
- Attract footfall and spend with a year-round programme of events and activities, including our flagship events, the three-day food and drink festival Flavour Fest, the West End Carnival and Christmas Lights-switch-on and market.
- Work with partners, including the city council, Destination Plymouth, Plymouth Culture, and the Plymouth Waterfront Partnership to maximise the potential of the Britain's Ocean City brand and to work with them on local, national and international marketing and PR campaigns.
- Support our businesses with a range of services to provide direct help or reduce business costs.
- Support our businesses to reduce carbon impacts and helping our businesses to be sustainable?

The new BID's projects are designed to enable the new-look city centre to thrive and to maximise the opportunities driven by a continuously changing consumer marketplace. Its objectives will include a commitment to working with partners to build on the recent success of attracting new retail brands e.g. Mango and Rituals and leisure opportunities and to attract and nurture new businesses, increasing footfall and reducing vacancy rates. Furthermore, the CCC will continue to work closely with Plymouth Culture, building on successful cultural projects and, in particular, to better support the evening and nighttime economy. In addition, the CCC will work with the Plymouth Sound National Marine Park to identify and maximise benefits for city centre businesses.

#### **1.4 The City Centre Targets**

The City Centre BID will help Plymouth to deliver its new Economic Development Strategy (2024-2034), including support for its four pillars – Productive Growth, Sustainable Growth, Inclusive Growth and Civic Pride and Regeneration. In addition it will support Destination Plymouth to meet its Visitor Plan targets:

- To grow visitor spend by 30% from £337 million to £450 million in a decade
- To increase the total visitor numbers by 15% from 5.2 to 6 million by 2030
- To reposition the city as somewhere attractive to live and work with a high quality of life

Working with Destination Plymouth and Plymouth Culture the City Centre Company will help to position Plymouth as an 'urban base' through which to enjoy modern city centre living, shopping, leisure, cultural activities and evening and night-time experiences e.g. The Theatre Royal, The Barcode cinema and leisure complex, The Box, Royal William Yard and the Barbican- I see it is referenced at the bottom of S2. and Millbay.

#### **2.0 How Will City Centre BID5 Be Managed?**

The new City Centre BID will be managed by the Plymouth City Centre Company Ltd. which will be directly accountable to City Centre businesses for the management of this area and the successful delivery of the BID Business Plan.

The BID's governance will be the responsibility of the PCCC Board, giving City Centre businesses and other stakeholders control in formulating strategy and overseeing BID project delivery. In addition, as a member of the CCC, businesses will also have a vote on major decisions.

The BID boundary area will cover the primary areas of the City Centre including the area to the North of Royal Parade and up Armada Way to North Cross, the area West of Armada Way across to Western Approach, the area to the East of Armada Way across to Charles Cross. The City Centre Company BID area will buffer up to the Plymouth Waterfront Partnership BID area ensuring joint working between the two areas and a seamlessly positive visitor experience.

### **3.0 The Costs to Businesses**

The businesses will have to decide whether to vote Yes or No to fund delivery of the final City Centre BID Business Plan. 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.

The proposed annual BID Levy is based on 1.75% of a business property's rateable value (RV). For example, if the RV is £30,000 a business will pay £525 per annum, that's £10 per week.

### **4.0 The Development of BID5**

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

Building on from the previous four BID business plans, the CCC has listened to business concerns, ideas and priorities, evolving this BID Business Plan from a detailed, democratic consultation process, involving a number of key stages. Extensive consultation has taken place with the business community since October 2023 through a series of face-to-face meetings, surveys, and 'open door' meetings. The BID is about investment in the area and sustainable partnerships. Consequently, the Plymouth City Centre Company's Business Improvement District Business Plan and the proposed projects within it are the result of extensive consultation with City Centre businesses reflecting their priorities and aiming to deliver them over the 5-year BID period.

### **5.0 Value for Money**

If the majority of businesses vote Yes, around 523 identified businesses (including City Council premises) within the City Centre BID area will be required to contribute through a Levy. The Plymouth City Centre Company Ltd. will then aim to secure match funding which could further increase the five-year investment.

Based upon rateable value, the average city centre business will pay an annual levy of £911 a year (£17.51 a week) in return for significantly higher benefits in terms of visitor spend and other advantages.

Based upon existing rateable values within the BID area:

264 businesses will pay between £100 and £500 a year - 50% of businesses  
118 businesses will pay between £500 and £1,000 a year - 23% of businesses  
130 businesses will pay between £1,000 and £5,000 a year - 25% of businesses  
9 businesses will pay more than £5,000 a year - 1.7% of businesses

It is proposed that a minimum rateable value threshold of £6,500 is set within this new BID term, below which no additional BID levy is made. This will help support those very small businesses within the independent retail areas which add distinctiveness, diversity and character to the city. They will not be excluded from BID benefits or services.

## 6.0 Projected Funding/Budget over 5 Years

Total estimated BID Levy income from City Centre businesses/organisations	£2.25m (inc. PCC BID Levy)
Total projected other private sector funding	£75,000 (inc. British Land voluntary contributions)
Total projected PCC cash and in-kind contributions	£590,000
(PCC Christmas Illuminations contribution - £187,500 PCC Voluntary Landlord's contribution - £190,000 (subject to annual agreement by the Assistant Director of Economic Development) PCC 'In kind' contribution - c.£72,500)	
Total value of existing City Council Services, BID Levy, and Match Funding	c.£854,500
(PCC Services – c.£642,000 PCC BID Levy payments - £140,000 PCC In Kind/Match funding – c.£72,500)	

### Total 5 Year joint PCC enabled investment and BID funding\*

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

Planned funding breakdown over 5 years:

Planned Funding	Value £	Cash or in kind?
PCC - Capital Programme (OTS/NGS/Civic Centre/West End)	49,500,000	Cash, subject to funding and business cases
PCC - Christmas lights installation	187,500	cash
PCC - BID levy payment	140,000	cash
PCC - Levy collection (admin and legal)	72,500	In kind
<b>Total planned PCC contribution</b>	<b>49,900,000</b>	<b>Cash/in kind</b>
CCC - BID levy income (projected)	2,250,000	Cash
CCC - Landlords - BID voluntary subscriptions	190,000	Cash
CCC - Commercial Trading Income (estimate)	100,000	Cash



CCC - PARC: MRS – Security radios / PARC – Trading income	200,000	Cash
<b>Total planned CCC BID contribution</b>	<b>2,740,000</b>	<b>Cash</b>
<b>Total planned funding PCC and CCC</b>	<b>52,640,000</b>	<b>Cash/in kind</b>

## 7.0 Why Continue with the City Centre BID?

The continuation of the BID will result in continuing delivery of significant improvements, providing a private sector-led approach to managing the City Centre area by working with Destination Plymouth and Plymouth Culture to make the city more attractive, vibrant and commercially successful.

## 8.0 How will the City Centre BID maximise its impact?

The BID Levy will be paid by every business and ring-fenced for projects identified in the final BID Business Plan.

The BID Levy is match funded by Plymouth City Council and other partners to generate further funds from additional sources to maximise the delivery of capital, project and service improvements.

## 9.0 City Centre Service Baselines

The proposed BID projects and services will be entirely additional to any services already delivered by Plymouth City Council. CCC will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the BID area. Once the BID has been established, the Council will be contractually obliged to maintain agreed standards to conform to baseline service level agreements for the following services:

- **Safety**
  - Closed Circuit Television (CCTV)
- **Street Services**
  - Graffiti and fly posting removal
  - Power washing, e.g. planters/litter bins
  - Street cleansing (inc. bin emptying/washing)
  - Waste collection (Trade and Domestic)
  - Trees and landscaping
- **Events and Marketing**
  - Attractions
  - Events
  - Visitor information provision
  - Marketing and promotion, including Visit Plymouth, City Centre BID and West End Plymouth websites
  - Social media and PR
  - Supporting the work of Destination Plymouth and Plymouth Culture
- **Planning**

- **Facilities Management**
- **Other Services** (we don't have baseline agreements, however the services below are mentioned in the Concordat):
  - Administrative support
  - ICT provision and office space

## 9.0 City Centre BID Ballot

All non-domestic rate paying businesses within the proposed BID area will be eligible to vote on the final City Centre BID Business Plan (Proposal), apart from those excluded (see exemptions in Section 10). A four-week postal ballot will be held at a date to be announced.

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

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.

The ballot papers will be forwarded to those ratepayers who are eligible to vote.

## 10.0 The City Centre BID Levy, Liability and Collection

The City Centre BID Levy will be payable by all businesses located within the boundary of the defined City Centre BID area with the following exemptions:

- Those with a rateable value of less than £6,500
- Car parking spaces that are rated separately

The City Centre BID Levy will be set on the 1st April 2025, based on the rateable value shown in the 2023 Local Non-Domestic Rating list, updated for any changes in ratepayer appeals, additions and removals from the list, and will last for the duration of the BID.

There will be no refunds given for retrospective years because of successful appeals, however changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

For new assessment, splits and mergers (of rateable values) brought into the list between 1st April 2025 and 31st March 2030, the rateable value used will be that as shown in the Non-Domestic Rating 2023 at the date the new or amended assessment is brought into that list. 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 City Centre 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 City Centre 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 City Centre BID levy will be collected at 100% from either the owner or leaseholder (if an occupational lease exists).

The BID levy will be collected by Plymouth City Council annually on 1st April. The Council will reimburse the CCC with BID Levies on a quarterly basis. The average BID Levy collection rate for the last five years has been greater than 95%.

## **11.0 Governance and Management**

The current CCC Board of Directors will represent the key business sectors currently operating in Plymouth City Centre. The Board will meet at least quarterly.

The new BID will be managed by Plymouth City Centre Company Ltd (CCC). As an independent, not-for-profit company, the Plymouth City Centre Company will continue to be directly accountable to retailers for the management of the city centre and the successful delivery of the BID. The Plymouth City Centre Company is responsible for one wholly owned subsidiary company - Plymouth Against Retail Crime Limited.

The new BID's governance and management arrangements will support:

- individual city centre businesses engaging directly with the Plymouth City Centre Company Board
- grouping city centre businesses together to enable collective discussions
- establishment of an appropriate forum for individual businesses and/or groups to present their views to the Board, and
- creation of a Board structure that allows direct representation of city centre businesses on the Board.

It is anticipated that the Board will be constituted with up to fifteen directors drawn from a cross-section of BID levy-paying businesses and stakeholders. One seat will be allocated to a Plymouth City Councillor. The Board structure is designed to give city centre businesses the opportunity to have a real say on project development, delivery and day to day issues. 2

Plymouth City Centre Company will continue to work closely with Destination Plymouth (DP) and Plymouth Culture, which respectively hold strategic oversight for delivery of the city's Visitor Plan and Culture Plan.

## **12.0 Alteration of BID Arrangements**

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

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

## **13.0 Commencement and Duration of the BID**

The City Centre BID's fifth term will start on 1st April 2025 and will operate for five years.

A postal ballot of business ratepayers in the City Centre BID area, based on the list of non-domestic ratepayers, will take place at a date to be confirmed.

If the City Centre BID proposal is approved, it will operate for five years from 1st April 2025 until 31st March 2030. At or before the end of this period, the Board may choose to seek renewal of the City Centre BID's mandate.

#### **14.0 Projects Identified by City Centre Businesses**

The priorities identified in the draft BID Business Plan (2025-2030) have been drawn up following extensive consultation with businesses and stakeholders in the BID area. The BID is in constant dialogue with its BID levy payers through face-to-face meetings, monthly newsletters, networking events and its BID website and social media channels.

Consultation on the new business plan began in October 2023 and included three surveys of BID levy-paying businesses, regular BID business meetings, visitor and business surveys at two of the BID's major events Flavour Fest and the West End Carnival. The City Centre Company's objectives within this summary document are the result of the priorities identified by businesses:

- **Permanent and Dedicated Management**

*Establish a City Centre 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.*

- **Marketing & PR**

*The BID will leverage Plymouth marketing and promotional activities by developing three interrelated brands: Britain's Ocean City, City Centre, and West End brands. In addition, CCC will continue to develop hyper-local marketing activities for traders who are new to digital marketing. This will benefit the overall city centre and the unique character of our independent shops in the West End.*

*CCC will retain and target new markets, using the 'Britain's Ocean City' brand and supported by exciting campaigns that drive peak trading, local and regional spend whilst supporting the positioning of Plymouth as a leading UK destination to live, work, visit and study. This will include activity in the cruise, international and UK domestic trade market as well as PR and consumer marketing. The new BID will seek to maximise the opportunities created by new cultural and leisure attractions, including The Box and the Barcode. CCC will also support and promote the growing night-time economy.*

- **Major Events**

*CCC will increase the city centre's share of the regional tourism spend measured by day visitor numbers and the new Data Hub insights. The CCC will drive footfall year-round, particularly at Christmas, through the provision of new attractions and a city-wide approach to marketing.*

*The CCC new West End marketing and events such as The West End Carnival will reinforce the distinctive West End brand. CCC signature events (e.g. Flavour Fest, Switch-On / Christmas in Plymouth) will also be scaled*

up and better commercialised; whilst designed to drive and better distribute footfall. All will provide exciting animation, supported by community events and national campaigns, to distinguish the city centre from clone towns.

CCC will also look to maximise the potential of the newly improved public spaces at Civic Square and in New George Street and Old Town Street as extra events spaces and will continually seek to improve the city centre experience by adding to the events programme. It will also look to maximise the huge potential of the revised plans for Armada Way.. This will enable the CCC and partners to make a step-change in the type and number of events that can be staged in the city centre.

- **Cleaner City Centre**

Ensure that the City Council's cleansing standards are maintained and improved via a new service level agreement to include performance measures, including regular walk rounds.

The BID will continue with its successful free trade waste recycling scheme for small and medium-sized businesses.

- **Safer City Centre**

The new BID will build on PARC's (Plymouth Against Retail Crime) outstanding success to date. PARC will be responsible for delivering Safer projects. In addition, PARC will use new technologies to share intelligence with the Police, Safer Plymouth, Pubwatch, Best Bar None, and other groups to better coordinate and address issues in the day and evening economy. PARC will continue to be a full subsidiary company of the City Centre Company.

CCC supported the city's successful bid for Purple Flag accreditation, recognising that Plymouth has a safe and welcoming night-time economy.

CCC will work closely with partners to develop and promote the city as an evening and night-time destination.

- **Inward Investment and Regeneration**

The BID will help the City Council to establish an agreed vision for development of key city centre sites and seek funding for targeted improvements. A new approach has been taken with the establishment of a city centre regeneration group and a new public realm board will be set up to help deliver continued improvement of the city centre's public spaces. The council will provide a dedicated resource to assist the BID to proactively address the changing nature of the High Street with a particular emphasis on trying to find new uses for empty retail units and add to the diversity of the city centre by attracting housing, office, hotel accommodation and leisure investment.

The BID will also work with Plymouth City Council and Destination Plymouth, encouraging strong retail brands, accommodation providers and new businesses to invest.

- **BID Member Benefits**

Gain increased networking and advertising opportunities through free membership for BID Members of Destination Plymouth providing a listing on the Visit Plymouth and City Centre Company websites.

All BID levy payers in the visitor sector will have free access to the new South West Data Hub which will provide real time and advance information on footfall, visitor spend and forward bookings to help support planning and business growth.

*The BID has created a brand and new identity for the West End, plus set up a dedicated website and social media channels to promote the area. All West End businesses can upload news and information about their individual business to the website and use the social media channels for further marketing.*

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

Working with the Police to tackle crime and anti-social behaviour	CCC work with Plymouth Against Retail Crime, whose officers assist businesses with incidences of crime and anti-social behaviour. CCC are part of multi-agency community safety partnerships which include the police, PARC, the PCC Community Connections Team and other PCC departments. In line with the Safer Plymouth Plan.
Fewer potholes, cleaner, greener streets and transport	CCC supports public realm improvements in the City Centre, including bus service improvement works that aim to increase the accessibility and capacity of public transport. CCC also gives an additional annual contribution to Street Cleansing operations.
Build more homes – for social rent and affordable ownership	CCC supports the vision for more homes in the City and Centre and works closely with Plymouth Community Homes and PCC.
Green investment, jobs, skills and better education	CCC offers business support, supports Skills Launchpad and is in support of PCC's Heat Network Infrastructure Programme.
Working with the NHS to provide better access to health, care and dentistry	CCC supports the plans for the Community Diagnostic Centre in the West End, bringing needed health facilities to the City Centre.

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

Over the 5 years, Plymouth City Council plans to support the BID with cash contributions of £187,500 (contribution to Christmas Illuminations), an estimated £140,000 in BID levy payments, and a £190,000 voluntary landlord's contribution (subject to annual agreement by the Assistant Director of Economic Development) and an 'in kind' contribution amounting to the value of c.£72,500.

**Total value of support, cash, in kind commitments and BID levy payments over 5 years is therefore estimated at £590,000.**

This represents a potential return of investment of 3:1 for the City Council during the BID period, which does not include the wider economic impact of supporting the Plymouth Plan (including Plymouth Visitor Plan) and the less tangible benefits gained through supporting the small businesses which provide jobs in the city, enlivening the city centre and keeping it welcoming and safe.

**The City Council has already committed a total of c.£63.5m expenditure from its capital programme over the next 5 years subject to funding and business cases.**

The Plymouth BID provides exceptional value for money. Plymouth's BID will be based on a BID levy of 1.75% of the rateable value of every business in the BID area representing an investment of £2.25m over 5 years (taking into account collection rates and estimated Small Business Rates Relief).

### **Financial Risks**

BID Ballot does not go through – this exposes the Council to additional financial and reputational risks, the exposure is £2,000,000 of income for direct delivery across the time frame. The council would either have to step in and pick up the delivery or face the reputational risk of delivery not happening (e.g Christmas lights)

Cost inflation – salaries have continued to rise and the bid contributions have remained static, to date this has been absorbed through increased productivity and efficiency. Going forward there is an option for inflationary increases.

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

No new carbon footprint implications are implied by the BID renewal.

However, with work on the City Council's Climate Action Plan progressing there is an opportunity for the CCC and PCC to work together to promote action to reduce carbon emissions relating to the City Centre.

It is noted that many street traders using on-street electricity supplies have been encouraged to source their electricity through renewable electricity suppliers/ contracts and are doing so. This could be taken further with the range of retailers/traders that the Council has contractual arrangements with. The CCC also works closely with Destination Plymouth which operates and promotes a 'Green Tourism Scheme' to businesses in the tourism, hospitality, and wider visitor sector with the aim of reducing carbon impacts providing training, advice and guidance to small businesses.

In addition, the CCC could look at the potential for delivery of a wider business advice scheme regarding low energy equipment (low energy lightbulbs, heat pumps etc.) and using renewables. Furthermore, CCC is committed to supporting the development of the proposed heat networks for city centre businesses/organisations in the city centre.

Early action on establishing a portfolio of City Centre action is therefore envisaged.

### **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.*

None. Plymouth City Centre Company Ltd. will continue to ensure that its activities support these objectives.

## 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 title							
B	Equalities Impact Assessment (if applicable)							
C	Climate Impact Assessment (if applicable)							

# EQUALITY IMPACT ASSESSMENT – CITY CENTRE BID

## SECTION ONE: INFORMATION ABOUT THE PROPOSAL

Author(s): <b>The person completing the EIA template.</b>	Kezia Lock/ Patrick Knight	<b>Department and service:</b>	Place – Economic Development	<b>Date of assessment:</b>	21/06/2024
Lead Officer: <b>Head of Service, Service Director, or Strategic Director.</b>	Amanda Ratsey	<b>Signature:</b>	AMANDA RATSEY	<b>Approval date:</b>	03.07.2024
Overview:	Proposal to continue the operation of the Plymouth City Centre Business Improvement District (BID) and support for the City Centre Company to deliver its Business Plan covering objectives outlined including The Plymouth Welcome (cleaner), Safer Streets, Events and Marketing, and Business Support.				



Decision required:	Approval of this EIA.
--------------------	-----------------------

## SECTION TWO: EQUALITY IMPACT ASSESSMENT SCREENING TOOL

Potential external impacts: <ul style="list-style-type: none"> <li>Does the proposal have the potential to negatively impact service users, communities or residents with protected characteristics?</li> </ul>	Yes	X	No	
Potential internal impacts: <ul style="list-style-type: none"> <li>Does the proposal have the potential to negatively impact Plymouth City Council employees?</li> </ul>	Yes		No	X
Is a full Equality Impact Assessment required? (if you have answered yes to either of the questions above then a full impact assessment is required and you must complete section three)	Yes	X	No	
If you do not agree that a full equality impact assessment is required, please set out your justification for why not.	All the proposals aim to improve the experience for all users, communities and residents, including those with protected characteristics.			

## SECTION THREE: FULL EQUALITY IMPACT ASSESSMENT

Protected characteristics (Equality Act, 2010)	Evidence and information (e.g. data and consultation feedback)	Adverse impact	Mitigation activities	Timescale and responsible department
Age	Plymouth <ul style="list-style-type: none"> <li>16.4 per cent of people in Plymouth are children aged under 15.</li> <li>65.1 per cent are adults aged 15 to 64.</li> <li>18.5 percent are adults aged 65 and over.</li> <li>2.4 percent of the resident population are 85 and over.</li> </ul> South West	Customers of the City Centre Company and BID activities include a fully cross-sectional workforce and most of the population of the City and its retail catchment area and travel-to-work area.  No significant adverse impacts are considered to exist although it is recognised that	None proposed	N/A

	<ul style="list-style-type: none"> <li>• 15.9 per cent of people are aged 0 to 14, 61.8 per cent are aged 15 to 64.</li> <li>• 22.3 per cent are aged 65 and over.</li> </ul> <p>England</p> <ul style="list-style-type: none"> <li>• 17.4 per cent of people are aged 0 to 14.</li> <li>• 64.2 per cent of people are aged 15 to 64.</li> <li>• 18.4 per cent of people are aged 65 and over.</li> </ul> <p>(2021 Census)</p>	<p>some individual elements of the programme of activities in the City Centre are from time to time focussed on particular population groups (e.g. families with children).</p>		
<p>Care experienced individuals</p> <p><b>(Note that as per the Independent Review of Children’s Social Care recommendations, Plymouth City Council is treating care experience as though it is a protected characteristic).</b></p>	<p>It is estimated that 26 per cent of the homeless population in the UK have care experience. In Plymouth there are currently 7 per cent of care leavers open to the service (6 per cent aged 18-20 and 12 per cent of those aged 21+) who are in unsuitable accommodation.</p> <p>The Care Review reported that 41 per cent of 19-21 year old care leavers are not in education, employment or training (NEET) compared to 12 per cent of all other young people in the same age group.</p> <p>In Plymouth there are currently 50 per cent of care leavers aged 18-21 Not in Education Training or Employment (54 per</p>	<p>No adverse impacts</p>	<p>None proposed</p>	<p>N/A</p>

	<p>cent of all those care leavers aged 18-24 who are open to the service).</p> <p>There are currently 195 care leavers aged 18 to 20 (statutory service) and 58 aged 21 to 24 (extended offer). There are more care leavers aged 21 to 24 who could return for support from services if they wished to.</p>			
Disability	<p>9.4 per cent of residents in Plymouth have their activities limited 'a lot' because of a physical or mental health problem. 12.2 per cent of residents in Plymouth have their activities limited 'a little' because of a physical or mental health problem (2021 Census)</p>	<p>Disability access issues are raised and addressed from time to time e.g. lifts in buildings being out of action and greater disabled access to shops.</p>	<p>CCC can, does and will continue to provide a useful route to addressing issues with relevant businesses in the City Centre.</p>	Ongoing
<ul style="list-style-type: none"> <li>▪ Gender reassignment</li> </ul>	<p>0.5 per cent of residents in Plymouth have a gender identity that is different from their sex registered at birth. 0.1 per cent of residents identify as a trans man, 0.1 per cent identify as non-binary and, 0.1 per cent identify as a trans women (2021 Census).</p>	<p>Such groups are expected to be proportionately represented amongst City Centre users – no adverse impacts</p>	<p>None proposed</p>	N/A
Marriage and civil partnership	<p>40.1 per cent of residents have never married and never registered a civil partnership. 10 per cent are divorced, 6 percent are widowed, with 2.5 per cent are separated but still married.</p> <p>0.49 per cent of residents are, or were,</p>	<p>Such groups are expected to be proportionately represented amongst City Centre users – no adverse impacts</p>	<p>None proposed</p>	N/A

	married or in a civil partnerships of the same sex. 0.06 per cent of residents are in a civil partnerships with the opposite sex (2021 Census).			
Pregnancy and maternity	The total fertility rate (TFR) for England was 1.62 children per woman in 2021. The total fertility rate (TFR) for Plymouth in 2021 was 1.5.	Such groups are expected to be proportionately represented amongst City Centre users – no adverse impacts	None proposed	N/A
<ul style="list-style-type: none"> <li>▪ Race</li> </ul>	<ul style="list-style-type: none"> <li>▪ In 2021, 94.9 per cent of Plymouth's population identified their ethnicity as White, 2.3 per cent as Asian and 1.1 per cent as Black (2021 Census)</li> </ul> <p>People with a mixed ethnic background comprised 1.8 per cent of the population. 1 per cent of the population use a different term to describe their ethnicity (2021 Census)</p> <p>92.7 per cent of residents speak English as their main language. 2021 Census data shows that after English, Polish, Romanian, Chinese, Portuguese, and Arabic are the most spoken languages in Plymouth (2021 Census).</p>	Such groups are expected to be proportionately represented amongst City Centre users – no adverse impacts	None proposed	N/A
<ul style="list-style-type: none"> <li>▪ Religion or belief</li> </ul>	48.9 per cent of the Plymouth population stated they had no religion. 42.5 per cent of the population identified as Christian (2021 Census). Those who identified as Muslim account for	Some activities supported by the CCC can be seen to support some faith/religious groups more than others (e.g. Christmas events) and could be seen	No change in action proposed	Ongoing

	1.3 per cent of Plymouth's population while Hindu, Buddhist, Jewish or Sikh combined totalled less than 1 per cent (2021 Census).	as adverse but can bring people of different faiths together.		
▪ Sex	51 per cent of our population are women and 49 per cent are men (2021 Census).	No adverse impacts	None proposed	N/A
▪ Sexual orientation	88.95 per cent of residents aged 16 years and over in Plymouth describe their sexual orientation as straight or heterosexual. 2.06 per cent describe their sexuality as bisexual, 1.97 per cent of people describe their sexual orientation as gay or lesbian. 0.42 per cent of residents describe their sexual orientation using a different term (2021 Census).	Relevant events, such as Gay Pride, are and will be supported by the CCC.	No change in action proposed	N/A

#### SECTION FOUR: HUMAN RIGHTS IMPLICATIONS

▪ Human Rights	Implications	Mitigation Actions	Timescale and responsible department
	No implications	None proposed	N/A

#### SECTION FIVE: OUR EQUALITY OBJECTIVES

Equality objectives	Implications	Mitigation Actions	Timescale and responsible department
Work together in partnership to: <ul style="list-style-type: none"> <li>▪ promote equality, diversity and inclusion</li> <li>▪ facilitate community cohesion</li> </ul>	It is expected that the wide-ranging events supported by CCC will on the whole support good relations between Plymouth's communities.	Ongoing support of wide-ranging events including food markets with a wide-ranging offer to include businesses/offer that reflect the diversity of our resident population.	PCC Events Team and City Centre Company over 5 years of the BID term.

<ul style="list-style-type: none"> <li>▪ support people with different backgrounds and lived experiences to get on well together</li> </ul>			
Give specific consideration to care experienced people to improve their life outcomes, including access to training, employment and housing.	Not a direct City Centre Company responsibility.	CCC will work with PCC to directly support care experienced people wherever appropriate and feasible.	Over 5 years of the BID term.
Build and develop a diverse workforce that represents the community and citizens it serves.	CCC is committed to being an equal opportunities employer and will ensure its Board is representative of its key stakeholders.	CCC supports PCC's Skills Launchpad.	Over 5 years of the BID term.
Support diverse communities to feel confident to report crime and anti-social behaviour, including hate crime and hate incidents, and work with partners to ensure Plymouth is a city where everybody feels safe and welcome.	CCC's events and other activities attract diverse communities to the city centre, and its subsidiary company, PARC, employs trained security staff to help tackle ASB and other crime in the city centre.	<p>PARC works closely with the Police, PCC Community Connections team, Violence Against Women and Girls partnership and others to help people report incidents.</p> <p>CCC also supported introduction of Help Points across the city centre, plus improved lighting and CCTV.</p> <p>It was also responsible for setting up quarterly Safer Plymouth meetings, with the Police, PARC, PCC's Community Connections team and business owners/managers.</p>	Over 5 years of the BID term.

### 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.						
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>

**Sign off:**

Fin	DJN. 24.2 5.03 7	Leg	LS/00 0013 12/2/ AC/3/ 7/24	Mon Off	Click here to enter text.	HR	Click here to enter text.	Asset s	Click here to enter text.	Strat Proc	Click here to enter text.
Originating Senior Leadership Team member: Anthony Payne											
Please confirm the Strategic Director(s) has agreed the report? Yes Date agreed: 05/07/2024											
Cabinet Member approval: Tudor Evans, agreed verbally Date approved: 13/06/2024											