



Plymouth Waterfront Partnership Business Improvement District (BID)

Partner Survey

Hello from the team of your Plymouth Waterfront Partnership BID! We deeply value your partnership and the collaborative work we achieve together. We'd love to hear your views on Plymouth's Waterfront, its events and what you would like to see from another five year Waterfront BID business plan (2027-2032).

Hopefully you've subscribed to our Waterfront BID e-newsletters and tuned into our PWP social media posts on Facebook, Instagram or LinkedIn to stay updated. We keep our BID Members informed via these channels and you can always contact our team if you need more details.

We'd appreciate your views on what projects and services are working well, where we still need to make improvements and your suggestions for new projects so that the Waterfront area has the very best ideas from amongst us all to continue to thrive. We're listening to you. **Please complete this Waterfront BID survey by midday on Monday 9th February. If you would prefer to discuss with Sarah or Kim please get in touch: sarah.gibson@plymouth.gov.uk**

YOUR DETAILS

Name: _____ Position: _____

Organisation Name: _____

Organisation Address: _____

Postcode: _____ Telephone Number: _____

Email: _____

1 Are you aware of the news, projects, and services the Waterfront BID delivers? You can find more information on the Waterfront BID website: [HOME - Waterfront BID](#)

YES NO

How could we improve our communications for you? Please comment:

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2 We've been operating since 2012 and contributed £4.5m which was raised from Waterfront business BID Levy as well as levering in additional income through sponsorship and street trading. How well throughout that time have the Plymouth Waterfront Partnership BID activities created a positive difference to the Waterfront area?

- Events including the annual Pirates, Seafest and Christmas lights switch on
- Flower displays and enhanced cleansing
- Signage, maps, orientation and trail projects
- Christmas lights in the Barbican, Sutton Harbour, Millbay Park and North Street
- Marketing and social media promotions
- Destination Plymouth membership
- Cruise ships strategy
- BID Member communications and benefits including business savings

Please give us a rating:

Excellent

Satisfactory

Good

Poor

Please comment further:

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3 How would you like to see our Waterfront businesses engage with the UK City of Culture bid and the Plymouth Sound National Marine Park?

Please comment:

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4 Is there anything more you would like to see the Plymouth Waterfront Partnership BID achieve and include within our Waterfront business planning?

YES NO

If yes, please give details below:

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5 Of the four key areas that the Plymouth Waterfront Partnership BID currently focuses on, please rank in order of importance to you and your business (1 being most important and 4 being least important). You can view the BID3 Business Plan here: [About BID3 - Waterfront BID](#)

Theme 1: Transformational – creating the Waterfront of Tomorrow, Today! This theme includes delivering Plymouth's National Marine Park and the Waterfront Masterplan

Theme 2: Vibrant Tourist Destination – This theme includes raising the profile of the Waterfront working with Destination Plymouth, promoting our world class attractions, supporting our hospitality industry and developing and promoting high impact events

Theme 3: Environmental Excellence - This theme includes our ambassador service, maintenance of the public realm reporting and sorting environmental issues, lighting, greening, support with environmental sustainability and delivering improved wayfinding and signage

Theme 4: Business Voice - This theme includes training, our SMARTA cost savings scheme and opportunities to network with you and other businesses

6 Should we place a stronger focus into tackling anti-social behaviour? We currently provide Taxi Marshalls on busy evenings in the Barbican between March and December, work closely with the Police and PCSOs, support Best Bar None and PARC and coordinate with the Evening and Night-Time Economy teams. Should we do more and if so what?

YES NO

Please Comment further:

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7 The Plymouth Waterfront BID is due to come to an end in March 2027. We are proposing to renew the Waterfront BID for operation between April 2027 and March 2032. Would you like to see the Waterfront BID continue and help design a new 5-year delivery plan?

YES NO

Please Comment further:

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8 Would you be prepared to give the Plymouth Waterfront Partnership BID a quote/testimonial that we could use in our publicity material please?

YES NO

If it's a yes, thank you – we will follow up with you very soon.

Thank you for your time in completing this survey.

PLYMOUTH WATERFRONT PARTNERSHIP BID

HOW WE WILL USE YOUR DATA

Please note that the information you provide will be kept confidential in line with GDPR and individual responses will remain anonymous. Information given by levy payers will be summarised and used as valuable feedback for the Plymouth Waterfront Partnership BID. Giving your business name allows us to understand the views of levy payers from different sectors, business sizes and areas within the BID boundary, as well as ensuring we have the correct details to keep in touch with you.