

# **Natural Infrastructure and Growth Scrutiny Panel**



**PLYMOUTH**  
CITY COUNCIL

## **Civic Pride & Regeneration Pillar Report**

**4<sup>th</sup> February 2026**

# I of 4 Pillars in our Economic Strategy



## Leads

- **Cabinet** Cllr. Jemima Laing
- **PGB** James Mackenzie-Blackman
- **PCC** Emma Wilson

## Support

- **PGB** Paul Fieldsend-Danks & David Bayliss
- **PCC** Victoria Pomery & Emma Hewitt



# Civic Pride & Regeneration



*“Through this pillar we will seek to build on the work of Destination Plymouth and Plymouth Culture’s leadership of the Visitor Plan, Culture Plan and city branding work. We will focus on how the city is perceived by its residents, businesses, visitors and the media. In doing so, we will ensure that the city has a compelling narrative that can be used to attract businesses, employees and retain graduates. Focus will be given to the city centre to reimagine it as a place to live, work, play, socialise and shop. A continuation of the previous 15 years of growth, regeneration and renewal.”*

## A Plan for Action



At the heart of this Pillar is a particular focus on:

- Culture and active leisure
- An attractive and vibrant city centre

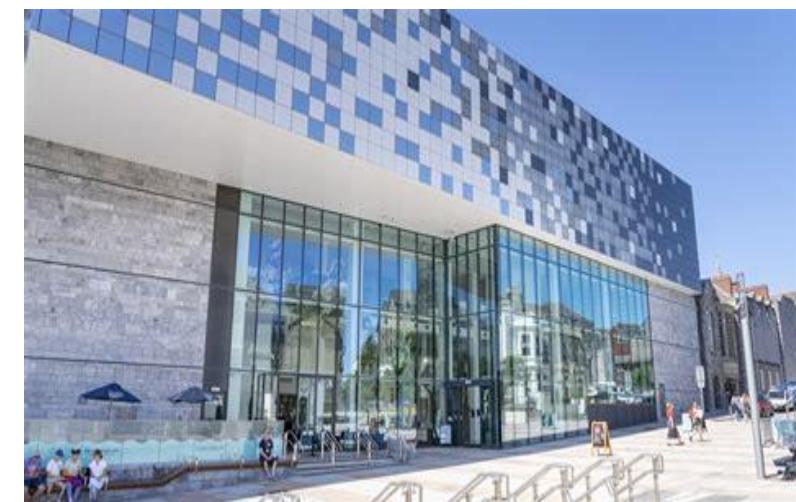
This aligns to our work in Plymouth Sound National Marine Park (PSNMP) as well as our ports and the development and improvement of the city's image and brand.

# Case Study – Cultural Impact on Growth

**Theatre Royal Plymouth** has announced it has delivered an estimated **£53.3 million economic impact** in the city of Plymouth and the wider South West region during the financial year 2024/2025, up from £45.9m the previous year and marking the most successful period in the theatre's history.



**The Box** has emerged as a significant force in the UK's cultural landscape, generating a **£244 million economic footprint** while forging partnerships with premier national institutions including the National Gallery, National Portrait Gallery, and the V&A since opening in autumn 2020.



# Case Study – Civic Centre

Backed by Homes England and led by Plymouth City Council in partnership with City College Plymouth, the regeneration will deliver:

- **144 new homes** in the iconic tower, designed for modern city-centre living.
- **A Blue-Green Skills Hub** on the lower floors, training thousands of students each year in sustainable technologies and marine innovation.
- Public spaces and ground-floor activity that **reconnect the Civic Centre with the city around it**, including Civic Square, the Theatre Royal and Royal Parade.



# City Centre Living Framework



The city centre currently has only around 1,000 homes, compared to 8,000 in similar-sized cities. The City Living Framework will change that - introducing high-quality homes, mixed-use developments, and green spaces to create a thriving urban community.

Our recently appointed team led by WSP will lead a year long commission to co-design an ambitious vision for a new town in the city centre, creating a strong identity and market for urban living. This is about more than housing though - it's about creating a city centre that celebrates culture, fosters innovation, and provides opportunities for all.



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# Town in the City- New Towns Bid



Government's Taskforce shortlisted Plymouth as 1 of the 12 potential New Towns.

The proposed new town is a compelling opportunity to transform Britain's Ocean City with new high-quality housing to support the jobs created through the investment of an extra £4.4bn in the Navel base at Devonport.

Attracting and retaining skilled workers through high quality development and placemaking.

To deliver 10,000 new homes, well-connected, well-designed, sustainable, 40% affordable.



# Next Steps



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Through the leadership group, we are:

- Meeting on a quarterly basis
- Scheduling regular monitoring in 2026
- Reviewing individual project progress