

## **Waterfront BID4 (2027-2032)**

**Natural Infrastructure & Growth  
Scrutiny Report  
29<sup>th</sup> January 2026**



£3,000,000  
Contributed to Plymouth  
Events and Marketing



Britain In Bloom 2025 GOLD Award,  
2024 & 2023 – Silver Gilt Award



Plymouth awarded Purple Flag  
Accreditation



Pirate Weekend Plymouth Awarded  
Silver 2018 & Bronze 2024 at Visit  
Devon Tourism Awards



BID Industry Favourite Shortlisting  
for Plymouth's Waterfront



# BID RENEWAL:

## Waterfront BID4 Boundary Consideration



## BID4 RENEWAL: Timeline

**February and March**

**April**

**May**

**June/July**

**September and October** **Ballot of Waterfront businesses**

**April 2027**

**Draft the BID4 Plan**

**Consult on the Draft BID4 Plan**

**Finalise the BID4 Plan**

**Present to Cabinet**

**Commence delivery of BID4**

## BID4 RENEWAL: Business and Partner Consultations (1<sup>st</sup> Stage Summary)

- **Business survey closes 31<sup>st</sup> January**
- **Partner survey closes 9<sup>th</sup> February**
- **63 completed business surveys – 58 are Voters**
- **87% aware of comms (61% Good or Excellent)**
- **48% Good or Satisfactory BID support to trading**
- **“Clean. Paint. Bins. Homeless. Security. Lighting. Parking”**
- **“Jazz & Blues, Sailing, Steampunk, Lord of the Rings, Victorian.”**
- **78% support a BID renewal**

## BID4 RENEWAL: DRAFT Themes and Emerging Projects

- Back to basics...
- Public realm
- Add new events
- BID maintenance team
- Barbican brand
- Better conserve and preserve
- New plant displays
- Help to reduce, reuse, recycle, save money, build resilience
- Support for non-hospitality businesses, e.g. Jobel, Princess

**National Marine Park alignment:**

1. Place
2. People
3. Planet

## BID4 RENEWAL: DRAFT Themes and Emerging Projects

### Place – Vibrant, Regenerative Waterfront:

Enhance business trading in the Waterfront area, through:

- support for major defence-linked growth and regeneration.
- enhance and promote Waterfront as Plymouth's cool place to live, work and play, supporting pride in place.
- influence city's "new town" ambitions for 10,000 new homes in the City Centre and Waterfront area.
- private sector-led approach to place-making in the Waterfront area including..
- major signage and interpretation improvements to link Waterfront businesses with benefits of Plymouth Sound National Marine Park.

## BID4 RENEWAL: DRAFT Themes and Emerging Projects

### People – Vibrant Culture, Day and Night:

Enhance business trading in the Waterfront area, through:

- help deliver 2020-30 Plymouth Visitor Plan.
- promote and support the UK City of Culture 2029 bid.
- champion safety and security, particularly through Purple Flag and PARC initiative support.
- establish a new Evening and Night-time Economy approach.
- deliver cultural events and story-telling.
- welcome visiting cruise ship visitors.
- support skills and talent development.
- unify the voices of Waterfront businesses.
- support business growth, including reducing business costs.
- champion projects that promote access, equality and inclusion for all.

## BID4 RENEWAL: DRAFT Themes and Emerging Projects

### Planet – Environmental Excellence:

Enhance business trading in the Waterfront area, through:

- support Plymouth Plan for Nature and People (2025–2030)
- support our re-imagined Britain's Ocean City brand, aligned to the city's new Brand Strategy 2030.
- boldly position the importance of our 'blue and green' economy and spaces, including our unique heritage.
- support the UK's first Plymouth Sound National Marine Park.
- signpost businesses to enable them to improve their environmental performance/standard.
- champion the Green Tourism scheme.

## WATERFRONT BID4 RENEWAL:

**What do you think we should include?**