



PLYMOUTH
WATERFRONT
PARTNERSHIP

Waterfront BID4 (2027-2032)

Natural Infrastructure & Growth Scrutiny Report 29th 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

April 2027

Draft the BID4 Plan

Consult on the Draft BID4 Plan

Finalise the BID4 Plan

Present to Cabinet

Ballot of Waterfront businesses

Commence delivery of BID4

BID4 RENEWAL: Business and Partner Consultations (1st Stage Summary)

- **Business survey closes 31st January**
- **Partner survey closes 9th 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?