

PLYMOUTH CITY COUNCIL

Subject: Waterfront Business Improvement District (BID) Renewal

Committee: Cabinet

Date: 17 January 2017

Cabinet Member: Councillor Jordan

CMT Member: Strategic Director for Place

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Ref: Waterfront BID2 Renewal

Key Decision: Yes

Part: I

Purpose of the Report / Executive Summary:

This report sets out Plymouth City Council's support for the renewal of the Plymouth Waterfront Partnership (PWP) Business Improvement District (BID) for Plymouth's Waterfront. It defines the Council's financial and other support for PWP's Waterfront BID2 (2017-22) as well as a 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.£1,545,000) are effectively additional investment over and above the support made by the City Council which totals c.£2,920,000, plus targeted grant and other match funding totalling £5,991,000, over the five years. This brings the total projected value of the Waterfront BID to £10,456,000.

As Plymouth prepares for Mayflower 400 commemorations in 2020, PWP's new BID would be well placed to be a key strategic partner in the design and delivery of these plans. The new BID Business Plan focuses on marketing, major events, signage and trails, which aligns with the city's plans for Mayflower 400. In addition, the existing PWP Waterfront BID already plays a lead role in the city's visitor economy, working in close partnership with the City Council, City Centre Company BID and Destination Plymouth; all partners have signed a Memorandum of Understanding to maximise delivery outcomes.

The Plymouth Waterfront Partnership (PWP) is responsible for delivering the Waterfront BID. PWP is an independent, not for profit company limited by guarantee, which currently operates as a voluntary membership partnership with a Board of Directors representing all the key business sectors in the BID area, run by and for local businesses. PWP has successfully delivered its first BID Business Plan (2012-17) and has decided to renew its BID for a further 5 years of delivery.

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, hence the need to renew the Waterfront BID at this stage.

Waterfront BID2 will generate £1.545m of additional BID levy contributions across the 5 year term. It will include 875 BID levy payers (hereditaments), making it one of the UK's largest BIDs, and will

encompass 4 square miles of the city's primary waterfront destinations and target 3 major strategic priorities.

The full draft version of the PWP Waterfront BID2 Business Plan (2017-2022) is available at: www.waterfrontbid.co.uk/pwp-bid-renewal

The Corporate Plan 2016-2019:

Through the Plymouth Waterfront Partnership and the consolidation of resources the City will attract more visitors and visitors' spend, increasing the number of jobs within the visitor economy, encouraging enterprise, improving skills and making Plymouth a thriving regional centre.

Implications for Medium Term Financial Plan and Resource Implications: Including finance, human, IT and land

The City Council will provide existing statutory services and in kind support, such as premises, ICT, legal and administration. In addition, PCC will continue provision of BID levy billing, collection and enforcement costs (through the Courts to a maximum value of £9,000 per annum), HR, payroll, accountancy and invoice payment support.

Through the Waterfront BID the City Council will be held accountable to the business community and required to maintain their existing levels of service within the Waterfront. BID projects will be entirely additional to existing City Council services.

National BID legislation enables the PWP to establish a contractual agreement with the City Council over its provision of existing services in the Waterfront area to guarantee that they continue throughout the five year BID lifetime.

PWP will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the Waterfront BID area. Once the Waterfront BID has been established, the Council will be contractually obliged to maintain agreed standards to confirm to baseline service level agreements for all services provided (and listed in the body of this report).

The Waterfront BID Levy will be payable by all businesses located within the boundary of the defined Waterfront BID area. Plymouth City Council will be required to contribute approximately £18,700 per annum in BID Levy payments as it owns properties located within the proposed BID boundary.

Other Implications: e.g. Child Poverty, Community Safety, Health and Safety and Risk Management:

None. Destination Plymouth and Plymouth Waterfront Partnership will continue to ensure that their activities support these objectives.

Equality and Diversity:

Has an Equality Impact Assessment been undertaken? Yes.

Recommendations and Reasons for recommended action:

It is recommended that the Cabinet:

1. Endorse the principles and overall approach of the draft Waterfront BID2 Business Plan 2017-2022.
Reason: To confirm the partnership approach to the Waterfront Business Improvement District and establish a framework for service improvement mechanisms within the Business Improvement District area.
2. Approve the City Council's existing and new commitments to secure financial, match and in kind contributions (totalling c.£8,911,000) and continued commitment to support the Waterfront BID at existing levels through the proposed BID Contract for the provision of services within the Waterfront Business Improvement District area.
Reason: To enable the Plymouth Waterfront Partnership to implement the Business Plan 2017-2022.
3. Authorise the Chief Executive to instruct a Ballot Holder to undertake a ballot of appropriate businesses with the Waterfront Business Improvement District area.
Reason: To enable a ballot in the Business Improvement District area to be conducted in accordance with Section 35 of the Representation of the People Act 1983.
4. Delegate to the Strategic Director for Place authority to vote on behalf of the City Council in the Waterfront Business Improvement District ballot.
Reason: To discharge the City Council's responsibilities in relation to the ballot as an occupier within the Waterfront Business Improvement District area in a timely manner consistent with the Business Improvement District ballot programme and in order to achieve the City Council's wider economic and regeneration objectives for the city.
5. Delegate to the Strategic Director for Place authority to approve the Waterfront Business Improvement District Contract provided that it accords with the general principles set out in this report.
Reason: To allow the Business Improvement District Contract to be formally signed after the Business Improvement District ballot and in advance of the formal commencement of the new Business Improvement District for the period 2017-2022.
6. PCC is responsible for managing Street Trading activity within the Waterfront BID area, with an agreed surplus of a minimum £20k generated from street trading, café licenses, events, fairs, festivals being transferred from PCC to PWP following the end of each financial year.
Reason: To enable the PWP (working closely with PCC, promoters, event managers and others) to generate revenues that can then be reinvested for the BID's delivery.
7. The City Council will assist PWP with cash flow over the initial 6 months of its new BID.
Reason: This will ensure that PWP can establish a trading operation and deliver BID Projects in a timely period.
8. Referral to Scrutiny/Select Committee for consideration of the ballot result and the right to exercise the veto. That meeting will then make a recommendation to Full Council. Request the Overview and Scrutiny Commission to insert into their scrutiny work programme a review of the Business Improvement District proposals with a view to making a recommendation to the City Council regarding 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 Business Improvement District proposals.

Alternative options considered and rejected:

Option 1: Progress Waterfront management through a different vehicle using a voluntary contributions approach

This has been rejected by PWP because the anticipated income and levels of commitment would be significantly reduced as a result of differential contributions from different businesses.

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

This was rejected as the level of service provision within the Waterfront has to be 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 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.

Option 3: Abandon the Business Improvement District Model

This was rejected as it might mean that some of the services and management to be undertaken by the Plymouth Waterfront Partnership would have to be managed in-house and it is not considered this would achieve value for money or efficient operations.

Published work / information:

The PWP BID operates an information website that contains a record of the Waterfront BID's delivery achievements so far; this may be viewed at: www.waterfrontbid.co.uk. Within this website there is a downloadable documents section that may provide:

- 1) The original PWP BID Business Plan (2012-2017)
- 2) A Three Year Review Document reporting on project delivery progress (March 2015)
- 3) The Proposed Draft PWP BID2 Business Plan (2017-2022)

The final PWP Waterfront BID2 Business Plan will be available before the end of January 2017 at: www.waterfrontbid.co.uk

Background papers:

Draft Plymouth BID Business Plan (see www.waterfrontbid.co.uk/pwp-bid-renewal)

Sign off:

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Originating SMT Member											

1.0 Introduction

This report sets out Plymouth City Council's support for the renewal of the Plymouth Waterfront Partnership (PWP) Business Improvement District (BID) for Plymouth's Waterfront. It defines the Council's financial support for PWP's Waterfront BID2 (2017-22) as well as a 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.£1,545,000) are effectively additional investment over and above the support made by the City Council which totals c.£2,920,000, plus targeted grant and other match funding totalling £5,991,000, over the five years. This brings the total projected value of the Waterfront BID to £10,456,000.

As Plymouth prepares for Mayflower 400 commemorations in 2020, PWP's new BID would be well placed to be a key strategic partner in the design and delivery of these plans. The new BID Business Plan focuses on marketing, major events, signage and trails, which aligns with the city's plans for Mayflower 400. In addition, the PWP Waterfront BID already plays a lead role in the city's visitor economy, working in close partnership with the City Council, City Centre Company BID and Destination Plymouth; all partners have signed a Memorandum of Understanding to maximise delivery outcomes.

The Local Economic Strategy 2006-2021 and Beyond (LES) identifies the visitor economy (Tourism and Culture) as a priority growth sector. The baseline data from 2008 identified the potential to generate 7,000 additional jobs up to 2020. Tourism is a significant industry in Devon and Cornwall (14% of employment) and has been recognised in the heart of the South West (HotSW) LEP prospectus. The Visitor Plan (2011-2026) is a key component of the implementation of the LES; setting out a framework for realising the potential of Plymouth's visitor economy to 2026.

Following PWP's successful delivery of its existing forty-two project Waterfront BID Business Plan (2012-17), PWP's Board of Directors have taken the decision to proceed to a BID ballot for a new BID (2017-22) following extensive consultation with over 800 businesses. This report recommends that the City Council signals its strong support for the new BID's establishment by the private sector, to continue the good work already achieved through the first Waterfront BID (2012-2017). The renewal of a Business Improvement District for the Plymouth Waterfront would support the City's Visitor Plan (2011-2026).

1.1 The Waterfront Vision

Plymouth, Britain's Ocean City, is one of the major visitor destinations in the South West of England. The city attracts over 4.9 million visitors annually (2015 data) who spend in excess of £316.5 million, in turn supporting just under 7% of the city's employment. Waterfront BID2 will assist the city to strengthen its position as the regional centre for Devon and Cornwall, by creating a great day out and evening destination, resulting in increased day and staying visitor numbers.

With Plymouth's Waterfront identified as the city's key asset, Waterfront businesses will be positioned at the heart of this growth.

1.2 Waterfront BID2 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 within the area vote to invest collectively in delivering these improvements which are wholly additional to those already delivered by local, statutory bodies.

The BID is designed to attract and deliver investment in the Waterfront area, build sustainable partnerships and deliver agreed projects. The BID legislation does not require that the Local Authority endorse the BID proposals, however it is essential that Plymouth City Council confirms its support, financial and in kind.

Through this report the City Council is responding to the Plymouth Waterfront Partnership's draft Waterfront Business Improvement District 2 Business Plan (2017-22). Approval of the report's recommendations will signal the Council's strong support for the proposed BID and also provide match and in-kind funding towards the cost of the BID's delivery by the private sector, represented by the Plymouth Waterfront Partnership.

Plymouth's Waterfront is the magnificent jewel in the City's crown - by joining forces with key partners the Waterfront BID will continue to be able to maximise this wonderful asset for the benefit of businesses, visitors and the wider city and its economy.

The proposed new BID aims to contribute to and capitalise on wider initiatives, including Mayflower 400 commemorations, the Waterfront Masterplan and other significant initiatives. The Waterfront BID will identify and support visitor economy related commercial development opportunities, to enable the Waterfront to become an outstanding visitor destination. This will provide new jobs, better leisure facilities and improved pedestrian, cycling and other transport links with the City Centre, preserve the Waterfront area's extensive maritime heritage and improve and better maintain public space.

To secure the huge opportunities for the Waterfront requires a complete step change in dedicated delivery and management of the area, together with annual investment from both the private and public sector through the Waterfront BID. PWP's new BID2 Business Plan emphasises the importance of partnership working, including enabling local business and community groups to make their own unique contributions.

PWP will continue to provide leadership and management and be directly accountable to Waterfront businesses for the delivery of the new BID Business Plan, working in partnership with Plymouth City Council, Destination Plymouth, the Police Authority, Plymouth University and other public agencies to benefit businesses located within the Waterfront area. Following detailed consultations with businesses, PWP have decided on the precise BID boundary area, which will continue to cover the primary attraction areas of The Barbican, Sutton Harbour, The Hoe and foreshore, Millbay and Royal William Yard. In addition PWP have decided to expand the BID boundary to encompass Mount Batten, Mayflower Marina and parts of Union Street and Durnford Street, to ensure a wide view is taken on the visitor experience. The Waterfront BID area will continue to buffer against the boundary of the City Centre Company's existing BID area, ensuring enhanced links between the two areas and a seamlessly positive visitor experience.

There are already more than 227 BIDs in the UK, including Exeter, Falmouth, Newquay, Tavistock, Taunton, Torbay, Bristol and Plymouth. A mark of their success is that 99% of BIDs are renewed by business ballot after their first term. The City Centre Company is in its third term following two successful renewals.

1.3 The Waterfront Objectives

The BID will focus on business priorities of increasing visitor numbers, customer spend and commercial success through:

- Leadership - Providing a strong business voice to lobby and influence for future investment and public realm improvements for the Waterfront.
- Marketing – Supporting regional and national marketing campaigns and key events linked to local businesses, to attract new customers and increase loyalty, whilst radically improving visitor signage and information.
- Operational management – Tough contracts will hold the City Council and all area service providers to account for the standard of existing cleansing, maintenance and other services. BID investment will only be used to pay for additional services prioritised by businesses.
- Finance – Attracting significant match funding in addition to contributions from businesses for expenditure within the Waterfront.

1.4 The Waterfront Targets

The Waterfront BID will help the City to achieve its strategic visitor objectives of:

- Grow visitor numbers by 20% by 2020 (baseline 2008)
- Grow visitor spend by 25% by 2020 (baseline 2008)
- Target a 33% growth in jobs in the visitor economy providing 4,000 new jobs by 2026 (baseline 2008)
- Strengthen Plymouth's position as the regional centre for Devon and Cornwall, by creating a great day out and evening destination, resulting in increased visitor numbers.

2.0 How Will Waterfront BID2 Be Managed?

The Waterfront BID will be managed by PWP which will be directly accountable to Waterfront businesses for the co-ordination of the Waterfront area and the successful delivery of the Waterfront BID.

The Waterfront BID's governance will be the responsibility of the PWP Board with operational matters overseen by the Waterfront BID Advisory Panel, giving Waterfront businesses and other stakeholders control in formulating strategy and overseeing BID project delivery. In addition, as a member of the PWP, businesses will also have a vote on major decisions.

Business BID Levy contributions will be spent entirely to service the area within the boundary of the Waterfront BID. This will ensure fair representation for businesses investing within their own areas.

The Waterfront BID will encompass the core areas of the Barbican, Bretonside, Sutton Harbour, West side of Sutton Road, Queen Anne's Battery Marina, The Hoe, West Hoe, Notte Street, Vauxhall Street, Millbay, Stonehouse, Royal William Yard and Mayflower Marina.

3.0 The Costs to Businesses

In February 2017 the businesses will have to decide whether to vote Yes or No to fund delivery of the final Waterfront BID Business Plan 2017-22. 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 (hereditament).

The proposed annual BID Levy is based on 1.5% of a business property's rateable value (RV). For example, if the RV is £30,000 a business will pay £450.00 per annum, that's £8.65 per week. The BID Levy will be increased each year by the annual inflationary factor for Local Non-Domestic Rate bills as calculated by H.M. Government.

It is estimated that 71% of businesses within the Waterfront area will pay less than £250 per annum.

4.0 The Development of Waterfront BID2

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

PWP has listened to business concerns, ideas and priorities, evolving its new BID Business Plan from a highly structured, detailed, democratic consultation process, involving a number of key stages.

The total budget (direct contributions plus match funding) will be invested to drive customer numbers and spend by more effectively marketing the Waterfront, improving the visitor experience and maximising the economic potential of the city's most spectacular asset.

The Plymouth Waterfront Business Improvement District Business Plan and the proposed projects within it are the result of extensive consultation with Waterfront businesses on what they want.

5.0 Value for Money

If a majority of businesses vote Yes, all 875 identified businesses within the Tourism, Leisure, Retail and Professional Services sectors in the Plymouth Waterfront area will be required to contribute through a Levy. The Plymouth Waterfront Partnership will then aim to secure match funding which could multiply the five-year investment from £1.5 million to £10.4 million.

Based upon rateable value, the average Waterfront business will pay an annual levy of £353 (£6.79 per week) in return for significantly higher benefits in terms of visitor spend and other advantages.

Based upon existing rateable values within the Waterfront area:

33% of businesses will pay less than £100 per year

54% of businesses will pay between £100 and £500 per year

7% of businesses will pay between £500 and £1,000 per year

5% of businesses will pay between £1,000 and £5,000 per year

1% of businesses will pay more than £5,000 per year

6.0 Projected Budgets over 5 years

Total Estimated Levy Income from Waterfront Businesses	£1,545,000
Total value of existing City Council Services	£2,770,000
Total City Council Match Funding	£150,000
Total Other Match Funding e.g. PCC Support To Secure Grants, etc	£5,991,000 (projected)

Total 5 Year Project Expenditure £10,456,000 (projected)

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

6.1 City Council contributions – financial and in kind

Assuming the Waterfront BID is successfully established, Plymouth City Council will continue to provide the following services and target associated match funding over the 5 years of the BID's lifetime:

Source of Match Funding	Value	Confirmed?	New?	Cash?
Existing City Council Services – see www.waterfrontbid.co.uk for full details of SLAs				
Plymouth City Council – Street Scene & Waste Services	£1,145,855	Confirmed	Existing	In Kind
Plymouth City Council – Maritime Services	£620,000	Confirmed	Existing	In Kind
Plymouth City Council – Car Parks	£440,000	Confirmed	Existing	In Kind
Plymouth City Council – Trading Standards Service	£110,000	Confirmed	Existing	In Kind
Plymouth City Council – Tourist Information Centre	£200,000	Confirmed	Existing	In Kind
Plymouth City Council – Closed Circuit TV	£32,000	Confirmed	Existing	In Kind
Plymouth City Council – Licensing Enforcement	£29,000	Confirmed	Existing	In Kind
Plymouth City Council – Staff Support	£148,000	Confirmed	Existing	In Kind
Plymouth City Council – Office, ICT and Business Admin	£45,000	Confirmed	Existing	In Kind
TOTAL	£2,770,000			
Other City Council Match Funding				
Plymouth City Council – Levy Collection	£50,000	Confirmed	Existing	In Kind
Plymouth City Council – Street Trading Surplus	£100,000	Estimated	New	Cash
TOTAL	£150,000			
Other Match Funding				
Landlords BID Subscription	£150,000	Estimated	New	Cash
Various Partners – Evening & Night Time Economy	£215,000	Estimated	New	In Kind
New Visual Art	£635,000	Estimated	New	In Kind
Partnership Marketing Campaigns	£1,534,000	Estimated	New	In Kind

Arts Council BID for Mayflower 400 Campaigns	£1,000,000	Estimated	New	In Kind
Coastal Communities Fund	£250,000	Estimated	New	In Kind
Heritage Lottery Fund	£455,000	Estimated	New	In Kind
Business Tourism Contributions	£10,000	Estimated	New	Cash
Partner Contribution Toward Events, Signage & Interpretation	£1,042,000	Estimated	New	In Kind
Mayflower 400 Public Realm Improvement	£700,000	Estimated	New	In Kind
TOTAL	£5,991,000			
Total of Existing and New City Council & Other Match Funding The BID reserves the right to modify these figures depending on circumstances	£8,911,000			

PCC will continue to be responsible for managing Street Trading activity within the Waterfront BID area, with an agreed surplus generated from street trading, café licenses, events, fairs, festivals being transferred from PCC to PWP following the end of each financial year.

The City Council will assist PWP with cash flow over the initial 6 months of its new BID in order for it to establish a trading operation and delivery of BID projects.

6.0 Why Have a Waterfront BID?

The implementation of the BID will result in delivery of significant improvements, providing a private sector-led approach to managing the Waterfront area and attracting more visitors and customer spend. The new BID will enable the city to deliver the Mayflower 400 commemorations, the Waterfront masterplan and other major initiatives and in a way that benefits Waterfront businesses.

7.0 How Will the Waterfront 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. This Waterfront BID aims to lever £5 of additional match funding for every £1 of BID levy received from businesses within the Waterfront BID area, to maximise the delivery of project and service improvements.

8.0 Waterfront Service Baselines

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

Safety

- Closed Circuit Television (CCTV)
- Licensing and Enforcement
- Street Lighting

Cleanliness

- Street Scene and Waste Services
- Trade Waste Collections
- Domestic Waste Collections
- Public Conveniences

Promotion

- Attractions (inc Smeaton's Tower, Elizabethan House)
- Marketing and Major Events

Statutory

- Planning
- Environmental Health, Health & Safety and Environmental Quality
- Plymouth Trading Standards Service
- Street Trading and Enforcement

Other Services

- Administrative, ICT and Office Space Support
- Car parking
- Maritime Services and Waterfront Slipways
- Tourist Information Centre

Maintenance

- Highways maintenance and management
- Traffic signals and pedestrian crossings

Others

For full details of Baseline Service Level Agreements see: www.waterfrontbid.co.uk

9.0 Waterfront BID Ballot

All non-domestic rate paying businesses within the proposed BID area will be eligible to vote on the final Waterfront BID Business Plan. A four week postal ballot will be held between February 1 and March 1, 2017. The result of the ballot will be publically announced by 8th March 2017.

Each person entitled to vote in the Waterfront BID ballot shall have one vote in respect of each hereditament in the geographical area of the Waterfront 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 by 1st February 2017 and must be returned by 5pm on 1st March 2017.

10.0 The Waterfront BID Levy, Liability and Collection

The Waterfront BID Levy will be payable by all businesses located within the boundary of the defined Waterfront BID area.

The Waterfront BID Levy will be set on the 1st April 2017, based on the rateable value shown in the 2010 Local Non-Domestic Rating list, updated for any changes in ratepayer appeals, additions and removals from the list to date. For new assessment, splits and mergers (of rateable values) brought into the list between 1st April 2017 and 31st March 2018, the rateable value used will be that as shown in the Non-Domestic Rating 2010 at the date the new or amended assessment is brought into that list. The Waterfront BID Levy will not be adjusted to reflect any changes to the rateable value during 5 years of the Waterfront BID. 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 Waterfront BID levy will be increased each year by the annual inflationary factor for Local Non-Domestic Rate bills as calculated by H.M. Government.

The following types of businesses within the Waterfront BID area will be exempt from paying the BID Levy:

Commercial car parking spaces that are rated separately; concessions; on-street traders, kiosks and promotions; telephone masts, and advertising poster drums. The Waterfront 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 Waterfront 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 Waterfront 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 at no cost to the BID. The Council will reimburse the PWP with BID Levies on a monthly basis. The BID Levy collection rate will be 1.5% and the BID Levy will be increased each year by the annual inflationary factor for Local Non-Domestic Rate bills as calculated by H.M Government.

11.0 Governance and Management

The PWP Board of Directors will represent all business sectors currently operating in Plymouth's Waterfront. This will occur by co-option until the first Annual General Meeting. BID Members will be eligible to vote at Annual General Meetings. A Plymouth City Council Cabinet Member will also have a seat on the Board and will be excluded from rotation at Annual General Meetings. The full board will meet quarterly.

The Waterfront BID Advisory Panel operations committee will represent all business sectors and areas of the Waterfront BID area. The Advisory Panel will meet regularly and will be responsible for the delivery of BID projects, with operational sub-groups covering specific themes and projects. Representatives from each of the St Peter & the Waterfront, Sutton & Mount Gould and Plymstock Radford Wards will have a seat on the Advisory Panel.

12.0 Alteration of BID Arrangements

The Waterfront BID area and the BID Levy percentage (other than inflationary increases announced by Government for NNDR) cannot be altered within the five year lifetime without an Alteration Ballot.

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

The Waterfront BID Advisory Panel management committee and any sub-groups may manage budgets within their areas of speciality.

13.0 Commencement and Duration of the BID

If the Waterfront BID proposal is approved, it will start from 1st April 2017 operate for five years until 31st March 2022. At or before the end of this period, the Board may choose to seek renewal of the Waterfront BID's mandate.

I4.0 Projects Identified by Waterfront Businesses

Since October 2015, the Plymouth Waterfront Partnership (PWP) has surveyed more than 800 Waterfront businesses, held formal and informal consultation meetings and organised a major Waterfront Business conference for January 2017. The Waterfront Business Plan and projects within this summary document are the result of the priorities identified by businesses.

Permanent and Dedicated Management

Continue the Waterfront 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.

Improve Marketing

Deliver a five-year marketing plan supporting the overall city marketing strategy to position Plymouth's Waterfront as a major UK visitor destination targeting new markets including day visitors, short breaks and the US East Coast visitor market. Improved website and visitors guides, promoting Plymouth's waterfront, sailing events and the city as a national conference destination including conference enquiry handling.

Major Events

Continue the major Summer Shore-side Events Programme, by creating major on-shore events that complement existing on-water sports, delivering themed weekend activities.

Visitor Welcome, Access, Signage and Information

Dramatically improve signage and interpretation to tell Plymouth's many stories. Develop enhanced pedestrian and cycling links between the City Centre and Waterfront. Continue to develop linked boat, cycle and pedestrian trails.

Safer Waterfront

Deliver improved management and promotion of shops, pubs and late licensees. Provide a dedicated 24 hour hotline with a one hour rapid response. Work with partners to provide night time street and taxi marshals.

Cleaner Waterfront

Ensure that the Council's cleansing standards are maintained and operationally manage existing Council cleansing staff to ensure a Waterfront rapid response clean team with highly visible blue Waterfront uniforms. Anti-litter campaigns and a community volunteers' programme for regular Waterfront clean ups.

Waterfront Environment

Develop attractive planting schemes to secure award-winning status. Provide Christmas illuminations focused on linking the City Centre with the Barbican. Commission a bespoke 'visitor welcome' training programme for Waterfront staff, bus and taxi drivers.

Inward Investment and Regeneration

Lead economic development in the Waterfront, encouraging new businesses and brands to invest. Coordinate efforts to create mini-destinations nationally famed for their individuality e.g. The Barbican, Sutton Harbour, The Hoe and Royal William Yard. Engage and enthuse the community working with residents groups and businesses city-wide through community crowdfunding schemes, volunteering initiatives and new events.

Lobbying and Influence

With the power of a strong BID mandate, PWP will use its business voice to lobby for: more static/mobile CCTV cameras; better Barbican street lighting; car parking and gateway improvements; improved maintenance and repair of Waterfront public toilets; tackling waste hotspots including using bin stores and seagull proof bins. PWP will also be the primary consultee for City Council strategies and major planning applications within the Waterfront area.

BID Member Benefits

Use the buying power of the BID to provide reduced utility and insurance costs; gain increased networking and advertising opportunities; free listing of BID Members on the Visit Plymouth and PWP websites and membership of Destination Plymouth; reduced cost of Chamber of Commerce and Federation of Small Businesses membership; create a Privilege Card for all Waterfront businesses, with promotional offers on entertainment, food and shopping.