

Date of meeting:	08 October 2019
Title of Report:	Plymouth City Centre Business Improvement District (2020-25)
Lead Member:	Councillor Mark Lowry (Cabinet Member for Finance)
Lead Strategic Director:	Anthony Payne (Strategic Director for Place)
Authors:	Patrick Knight, Economy, Partnerships and Regeneration Manager Steve Hughes, Chief Executive, Plymouth City Centre Company
Contact Email:	patrick.knight@plymouth.gov.uk
Your Reference:	Dev/ED/ED/Proj/CC/BIDCabinetReport08.10.19
Key Decision:	Yes
Confidentiality:	Part I - Official

Purpose of Report

This report sets out Plymouth City Council's rationale and support for the renewal of the Plymouth City Centre Company (CCC) Business Improvement District for 2020-25.

Plymouth City Centre is vital to the heart of the community and the businesses which trade within it. It is a key priority for Plymouth City Council, the Plymouth Plan and for the future success of the city overall, so we will continue to give our strong support to the City Centre Company's successful Business Improvement District and the businesses it represents.

The report defines the Council's financial and other support for the CCC's City Centre BID, as well as its 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.£2.1m) are effectively additional investment over and above the support made by the City Council which totals c.£600,000, plus an in kind contribution of £72,500 over the five year BID period. This brings the total projected value of Plymouth City Centre's BID to c.£2,772,500.

In addition, over the coming 5 years Plymouth City Council has committed up to £43m of its capital funding to key city centre developments, including the Railway Station area, Armada Way (Civic Centre/Civic Square), Old Town Street Street/New George Street and Millbay Boulevard which should lever private sector investment totalling c.£130m. This builds on our recent investment of £40m in The Box, c.£1m in Barcode and c.£5m in the West End, which has levered £165m from the private sector, all for the benefit of the local community and visitors to the city.

This City Centre BID was reviewed at the Brexit, Infrastructure and Legislative Change Overview and Scrutiny Committee on 25 September 2019 with all recommendations noted by that committee.

Recommendations and Reasons

It is recommended that the Cabinet:

1. Endorse the principles and overall approach of the Plymouth City Centre Company BID and their Business Plan for 2020 to 2025.

Reason: To confirm the partnership approach to the Business Improvement District and to continue with a framework for service improvement mechanisms within the Business Improvement District area.

2. Approve the City Council's financial and in kind contributions as set out in this report (totalling £672,500) and to demonstrate its continued commitment to the City Centre Company BID at existing levels through the proposed BID Concordat and Contract for the provision of services within the Plymouth City Centre Business Improvement District area.

Reason: To enable the Plymouth City Centre Company Ltd. to implement the Business Plan 2020 to 2025.

3. Authorise the City Council Chief Executive as returning officer to instruct a Ballot Holder to undertake a ballot of appropriate businesses within the City Centre Company Business Improvement District area.

Reason: To enable a ballot in the Business Improvement District area to be conducted in accordance with Regulation 7 Schedule 2 of the Business Improvement District (England) Regulations 2004.

4. Delegate to the Strategic Director for Place authority to vote on behalf of the City Council in the Plymouth City Centre Company Business Improvement District ballot.

Reason: To discharge the City Council's responsibilities in relation to the ballot as an occupier within the Plymouth City Centre 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 centre.

5. Delegate to the Strategic Director for Place authority to approve the Plymouth City Centre Company 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 2020 to 2025.

6. PCC is already committed to funding the City Centre Company, through its Medium Term Financial Strategy, so no new funding commitments are requested.

Reason: To enable the CCC to operate successfully and generate revenues that can then be reinvested for the BID's delivery.

7. Request the Brexit, Infrastructure and Legislative Change OSC to review the Business Improvement District proposals and make a recommendation to the City Council regarding the exercising its power of veto. The meeting to then make a recommendation to Full Council.

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 proposal.

Alternative options considered and rejected

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

This has been rejected by the City Centre Company 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 existing Business Improvement District Business Plan

This was rejected as the current level of service provision within the City Centre has to be met or 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 previous 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 City Centre Company would have to be managed in-house by Plymouth City Council and it is not considered this would allow sufficient private sector involvement and flexibility in the operation of the activities.

Relevance to the Corporate Plan and/or the Plymouth Plan

The Plymouth Plan's 'Growing' and 'International' chapters highlight the importance of Plymouth City Centre as a primary economic node, which is being enhanced and regenerated as a vibrant modern mixed-use regional shopping centre of appropriate scale for prevalent retail patterns, with high levels of Internet connectivity, high quality high density urban living, and a hub for culture and leisure to serve the wider city. It is also crucial in delivery of the refreshed Plymouth Visitor Plan (2020-30), enabling Plymouth to position itself an 'urban base' for visitors to stay to combine activity and culture.

The full draft version of the Plymouth City Centre Company BID Business Plan will be available from November 2019 at: www.citycentrebid.co.uk

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

The renewal of the City Centre BID will also support the following Corporate Plan outputs:

Pioneering: Supporting strategies: 'Vital Sparks' cultural strategy	Plymouth's cultural offer provides value to the City
Growing: Supporting strategies: Local Economic strategy	A strong economy creating a range of opportunities Plymouth is an attractive place for investment
Caring:	Children, young people and adults are safe and confident in their

Supporting strategies: Children's strategy	communities
Confident Supporting strategies: Plymouth Visitor Plan	Citizens enjoy living and working in Plymouth Plymouth's brand is clear, well known and understood

Implications for Medium Term Financial Plan and Resource Implications:

Over the 5 years Plymouth City Council plans to support the BID with cash contributions of £187,500 (contribution to Christmas Illuminations), an estimated £112,500 in BID levy payments, £300,000 from Street Trading and an 'in kind' contribution amounting to the value of £72,500.

Total value of support, cash, in kind commitments and BID levy payments over 5 years is estimated at £672,500.

This represents a potential return of investment of 3:1 for the City Council during the BID period, which does not include the wider economic impact of supporting the Plymouth Plan (including Plymouth Visitor Plan) and the less tangible benefits gained through supporting the small businesses which provide jobs in the city, enlivening the city centre and keeping it clean and safe.

The City Council has already committed a total of £43m+ expenditure from its capital programme over the next 5 years subject to funding and business cases.

The Plymouth BID provides exceptional value for money. Plymouth's BID is based on a BID levy of 1.363% of the rateable value of every business in the BID area representing an investment of £2.1m over 5 years (taking into account collection rates, and estimated Small Business Rates Relief).

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

** When considering these proposals members have a responsibility to ensure they give due regard to the Council's duty to promote equality of opportunity, eliminate unlawful discrimination and promote good relations between people who share protected characteristics under the*

Equalities Act and those who do not.

None. Plymouth City Centre Company Ltd. will continue to ensure that its activities support these objectives.

Carbon Footprint (Environmental) Implications:

No new carbon footprint implications are implied by the BID renewal.

However, with work on the City Council's Climate Action Plan progressing there is an opportunity for the CCC/PCC to work together to promote action to reduce carbon emissions relating to the City Centre.

It is noted that many street traders using on street electricity supplies have been encouraged to source their electricity through renewable electricity suppliers/ contracts and are doing so. This could be taken further with the range of retailers/traders that the Council has contractual arrangements with.

In addition the CCC could look at the potential for delivery of a wider business advice scheme re low energy equipment (low energy lightbulbs, heat pumps etc.) and using renewables.

Early action on establishing a portfolio of City Centre action is therefore envisaged.

Appendices

*Add rows as required to box below

Ref.	Title of Appendix	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
		1	2	3	4	5	6	7
A	Briefing – Background Information							
B	Equality Impact Assessment							

Background papers:

*Add rows as required to box below

Please list all unpublished, background papers relevant to the decision in the table below. Background papers are unpublished works, relied on to a material extent in preparing the report, which disclose facts or matters on which the report or an important part of the work is based.

Title of any background paper(s)	Exemption Paragraph Number (if applicable) <i>If some/all of the information is confidential, you must indicate why it is not for publication by virtue of Part 1 of Schedule 12A of the Local Government Act 1972 by ticking the relevant box.</i>						
	1	2	3	4	5	6	7

Sign off

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Originating Senior Leadership Team member: David Draffan, Service Director for Economic Development											
Please confirm the Strategic Director(s) has agreed the report? Yes											
Date agreed: 12/09/2019											
Cabinet Member approval: Approved by Councillor Mark Lowry by email on 06/09/19											
Date approved: 06/09/2019											

Plymouth City Centre Business Improvement District (2020-25)

Further background information:

1.0 Introduction

This report sets out Plymouth City Council's rationale and support for the Plymouth City Centre Company's (PCCC) Business Improvement District (BID) for Plymouth City Centre (2020-25).

Plymouth city centre's economic vibrancy is of vital importance to the city, supporting 14% of the city's employment and is a key priority for this Council. Through the BID we have invested heavily in the city centre, matching the contribution of levy payers and prioritising city centre projects within our capital programme in line with the BID's ambitions. The BID has proved to be a resounding success.

The report defines the Council's financial support for the CCC's City Centre BID4 as well as its 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.£2.1m) are effectively additional investment over and above the support made by the City Council which totals c.£672,000 over the five years. This brings the total projected value of the City Centre BID to c.£2,772,500.

1.1 Background

Plymouth City Centre Company has been hugely successful delivering significant achievements and improvements over the past 15 years and a major voice for many businesses, organisations and partnerships within the City. Representing more than 500 businesses within the Plymouth City Centre area it has gained a national reputation for best practice and has transformed the city centre environment into a safer, cleaner and more vibrant place for residents and visitors alike. The BID is about sustainable partnerships that help drive investment in the area.

Following the CCC's successful delivery of its projects in the 2015-20 BID Business Plan, the CCC's Board of Directors have taken the decision to proceed to a BID ballot for a new BID (2020-25). Since March 2019 extensive consultation has taken place with the business community through a series of face-to-face meetings, surveys, workshops and 'open door' meetings.

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) prior to the ballot and before the BID will reach the end of its third term on 31st March 2020. Through approval of this report's recommendations the Council will signal its strong support for Plymouth City Centre Company's City Centre BID Business Plan (2020-25).

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

1.2 The City Centre Company Vision

To position Plymouth City Centre as the major retail, visitor and leisure destination on the South West Peninsula.

With its partners, the BID will raise the profile of Plymouth as Britain's Ocean City and maximise the potential of the recent investment in cultural, leisure and entertainment venues to drive economic growth.

1.3 The City Centre BID4 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 located within the area vote to invest collectively in delivering these improvements which are wholly additional to those already delivered by local, statutory bodies. 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.

The Plymouth City Centre Company Ltd. will be responsible for delivering the new City Centre BID. PCCC 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.

PCCC will provide leadership and management and be directly accountable to City Centre businesses for the delivery of the BID Business Plan, working in partnership with Plymouth City Council, Plymouth Waterfront Partnership, Destination Plymouth, and other public agencies to benefit businesses located within the City Centre area.

1.4 The City Centre Company Objectives

The City Centre Company's new BID will:

Act as ONE BUSINESS VOICE for the city centre, influencing and working with partners, to:

- Recognise and adapt to the changing retail climate to ensure landlords and tenants find new uses for empty units
- Re-invigorate the city centre by pro-actively seeking inward investment and facilitating development
- Improve connectivity between the waterfront and city centre, giving visitors more reason to visit both locations

In addition, the BID will:

- Attract more visitors with marketing and promotion and a high-quality, year-round programme of events
- Improve our public spaces, so they are vibrant, clean, welcoming, green and safe
- Support our businesses with range of services to reduce costs and improve customer experience

The new BID's projects are designed to enable the city centre to thrive and to maximise the opportunities driven by a continuously changing consumer marketplace including, out-of-town shopping, online shopping, and changing customer expectations and habits. The BID and partnership activities will respond proactively

by offering targeted, attractive and unique experiences to attract, retain and exceed the expectations of new and existing customers.

1.5 The City Centre Targets

The City Centre BID will help the City to achieve its Visitor Plan targets:

- To grow visitor spend by 30% from £347 million to £450 million in a decade
- To increase the total visitor numbers by 15% from 5.1 to 6 million by 2030

This will involve positioning Plymouth as an 'urban base' through which to enjoy modern city centre shopping, leisure, cultural activities and evening and night-time experiences e.g. The Barcode cinema and leisure complex, The Box, Royal William Yard and Millbay.

2.0 How Will City Centre BID4 Be Managed?

The City Centre BID will be managed by Plymouth City Centre Company Ltd. which will be directly accountable to City Centre businesses for the management of this area and the successful delivery of the BID business plan.

The BID's governance will be the responsibility of the PCCC Board, giving City Centre businesses and other stakeholders control in formulating strategy and overseeing BID project delivery. In addition, as a member of the CCC, businesses will also have a vote on major decisions.

The BID boundary area will cover the primary areas of the City Centre including the area to the North of Royal Parade and up Armada Way to North Cross, the area West of Armada Way across to Western Approach, the area to the East of Armada Way across to Charles Cross. The City Centre Company BID area will buffer up to the Plymouth Waterfront Partnership BID area ensuring enhanced links between the two areas and a seamlessly positive visitor experience.

3.0 The Costs to Businesses

In February 2020 the businesses will have to decide whether to vote Yes or No to fund delivery of the final City Centre BID Business Plan. 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.

The proposed annual BID Levy is based on 1.363% of a business property's rateable value (RV). For example, if the RV is £30,000 a business will pay £409 per annum, that's £7.86 per week.

4.0 The Development of BID4

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

Building on from the previous three BID business plans, CCC has listened to business concerns, ideas and priorities, evolving this BID Business Plan from a highly structured, detailed, democratic consultation process, involving a number of key stages. Extensive consultation has taken place with the business community since February 2019 through a series of face-to-face meetings, surveys, workshops and 'open door' meetings. The BID is about investment in the area and sustainable partnerships. Consequently, the Plymouth City Centre Company's Business Improvement District Business Plan and the proposed projects within it are the result of extensive consultation with City Centre businesses reflecting their priorities and aiming to deliver them over the 5 year BID period.

5.0 Value for Money

If the majority of businesses vote yes, around 550 identified businesses (including City Council premises) within the City Centre BID area will be required to contribute through a Levy. The Plymouth City Centre Company Ltd. will then aim to secure match funding which could further increase the five-year investment.

Based upon rateable value, the average city centre business will pay an annual levy £765 (£14.70 a week) in return for significantly higher benefits in terms of visitor spend and other advantages.

Based upon existing rateable values within the BID area:

- 7.5% of businesses will pay less than £100 per year
- 49% of businesses will pay between £100 and £500 per year
- 23% of businesses will pay between £500 and £1,000 per year
- 19% of businesses will pay between £1,000 and £5,000 per year
- 1.5% of businesses will pay more than £5,000 per year

It is proposed that a minimum rateable value threshold of £4,000 is set within this new BID term, below which no additional BID levy is made. This will help support those very small businesses within the independent retail areas as well as in the market which add distinctiveness, diversity and character to the city.

6.0 Projected Funding/Budget over 5 Years

Total estimated BID Levy income from City Centre businesses/organisations	£2.1m*
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Total projected other private sector funding	£2,565,000
Total projected PCC cash and in kind contribution.	£672,500
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Total value of existing City Council Services, BID levy, and Match Funding	

Total 5 Year joint PCC and BID funding

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

Planned funding breakdown over 5 years:

Planned Funding	Value £	Cash or in kind?
PCC - Capital Programme (OTS/NGS/Civic Centre/West End)	43,000,000	Subject to funding and business cases
PCC - Street Trading contribution	300,000	cash
PCC - Xmas lights installation	187,500	cash
PCC - BID levy payment	112,500	cash
PCC - Levy collection (admin and legal)	72,500	In kind
Total planned PCC contribution	43,672,500	Cash/in kind

CCC - BID levy income (projected)	2,115,000	Cash
CCC - Landlords - BID voluntary subscriptions	150,000	Cash
CCC - Commercial Trading Income	100,000	Cash
CCC - PARC: MRS – Security radios / PARC – Trading income	200,000	Cash
Total planned CCC BID contribution	2,565,000	Cash
Total planned funding PCC and CCC	46,237,500	Cash/in kind

Plymouth City Council will work in partnership with the Plymouth City Centre Company and Plymouth Waterfront Partnership to maximise commercial income from street trading activities.

7.0 Why Continue with the City Centre BID?

The continuation of the BID will result in continuing delivery of significant improvements, providing a private sector-led approach to managing the City Centre area, attracting more visitors by supporting the work of Destination Plymouth and increasing customer spend.

8.0 How will the City Centre 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 to maximise the delivery of project and service improvements.

9.0 City Centre Service Baselines

The proposed BID projects and services will be entirely additional to any services already delivered by Plymouth City Council. PCCC will establish a contractual agreement with Plymouth City Council to regularly review Council services delivered within the BID area. Once the 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)
 - Community safety and management
- **Cleanliness**
 - Graffiti and fly posting removal
 - Gully cleansing
 - Power washing, e.g. planters/litter bins
 - Street cleansing (inc. bin emptying/washing)
 - Waste collection (Trade and Domestic)
- **Promotion**
 - Attractions
 - Events
 - Visitor information provision
 - Marketing and promotion, including [visitplymouth/citycentrebid](#) and [WestendPlymouth](#) websites
 - Social media and PR
 - Supporting the work of Destination Plymouth

- **Planning**
- **Other Services**
- Administrative support
- Car parking
- ICT provision and office space
- Supporting major events
- **Maintenance**
- Grounds maintenance (inc. weed spraying)
- Highways maintenance and management
- Traffic signals and pedestrian crossings
- Trees and landscape development

9.0 City Centre BID Ballot

All non-domestic rate paying businesses within the proposed BID area will be eligible to vote on the final City Centre BID Business Plan (Proposal), apart from those excluded (see exemptions in Section 10). A four week postal ballot will be held between 28 January and 27 February 2020.

Each person entitled to vote in the City Centre BID ballot shall have one vote in respect of each hereditament in the geographical area of the 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 on 28 January 2020 and must be returned by 5pm on 27 February 2020.

10.0 The City Centre BID Levy, Liability and Collection

The City Centre BID Levy will be payable by all businesses located within the boundary of the defined City Centre BID area with the following exemptions:

- Those with a rateable value of £4,000 or less
- Commercial car parking spaces that are rated separately

The City Centre BID Levy will be set on the 1st April 2020, based on the rateable value shown in the 2017 Local Non-Domestic Rating list, updated for any changes in ratepayer appeals, additions and removals from the list, and will last for the duration of the BID.

There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

For new assessment, splits and mergers (of rateable values) brought into the list between 1st April 2020 and 31st March 2025, the rateable value used will be that as shown in the Non-Domestic Rating 2017 at the date the new or amended assessment is brought into that list. 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 City Centre 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 City Centre 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 City Centre 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. The Council will reimburse the PCCC with BID Levies on a quarterly basis. The average BID Levy collection rate for the last five years has been greater than 95%.

11.0 Governance and Management

The current PCCC Board of Directors will represent all business sectors currently operating in Plymouth. The Board will meet at least quarterly.

The new BID will be managed by Plymouth City Centre Company Ltd (PCCC). As an independent, not-for-profit company, the Plymouth City Centre Company will continue to be directly accountable to retailers for the management of the city centre and the successful delivery of the BID. The Plymouth City Centre Company is responsible for one wholly owned subsidiary company - Plymouth Against Retail Crime Limited.

The new BID's governance and management arrangements will support:

- individual city centre businesses engaging directly with the Plymouth City Centre Company Board
- grouping city centre businesses together to enable collective discussions
- establishment of an appropriate forum for individual businesses and/or groups to present their views to the Board, and
- creation of a Board structure that allows direct representation of city centre businesses on the Board

It is anticipated that the Board will be constituted with up to fifteen directors drawn from a cross-section of BID levy-paying businesses and stakeholders. One seat will be allocated to a Plymouth city councillor.

Plymouth City Centre Company will continue to work closely with Destination Plymouth (DP), which holds strategic oversight for delivery of the city's Visitor Plan, aiming to grow visitor spend by 30% from £347 million to £450 million, and increase the total visitor numbers by 15% from 5.1 to 6 million, by 2030.

Plymouth City Centre Company will continue to be consulted by DP on its priorities to drive the visitor economy and will support the BID to effectively market and promote the city centre. Destination Plymouth will support joint projects, events, marketing and PR where this is cost effective and in the city centre's interests.

The Board structure is designed to give city centre businesses the opportunity to have a real say on project development, delivery and day to day issues.

12.0 Alteration of BID Arrangements

The City Centre BID area and the BID Levy percentage cannot be altered within the five year lifetime without an Alteration Ballot.

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

13.0 Commencement and Duration of the BID

The City Centre BID's fourth term will start on 1st April 2020 and will operate for five years.

A postal ballot of business ratepayers in the City Centre BID area, based on the list of non-domestic ratepayers, will take place between 28 January and 27 February 2020. The result of the ballot will be announced by 28 February 2020.

If the City Centre BID proposal is approved, it will operate for five years from 1st April 2020 until 31st March 2025. At or before the end of this period, the Board may choose to seek renewal of the City Centre BID's mandate.

14.0 Projects Identified by City Centre Businesses

The priorities identified in the BID business plan (2020-2025) have been drawn up following extensive consultation with businesses and stakeholders in the BID area. The BID is in constant dialogue with its BID levy payers through face to face meetings, monthly newsletters, networking events and its BID website and social media channels.

Consultation on the new business plan began in February 2019 and included, two surveys of BID levy-paying businesses, regular BID business meetings, visitor and business surveys at two of the BID's major events Flavour Fest and the West End Carnival. The City Centre Company's BID Business Plan and projects within this summary document are the result of the priorities identified by businesses:

- **Permanent and Dedicated Management**

Establish a City Centre 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.

- **Marketing & PR**

The BID will leverage Plymouth marketing and promotion activities by developing three interrelated/ nested brands: Britain's Ocean City, City Centre, and West End brands. In addition, PCCC are developing smart hyper-local marketing activities for traders who are new to digital marketing. This will benefit the overall city centre and the unique character of our independent shops in the West End.

PCCC will retain and target new markets, using the 'Britain's Ocean City' brand and supported by exciting campaigns that drive peak trading, local and regional spend whilst supporting the positioning of Plymouth as a leading UK visitor, retail and leisure destination. The new BID will seek to maximise the opportunities created by new cultural and leisure attractions, including The Box and the Barcode and Mayflower400.

PCCC will also promote the growing night-time economy.

- **Major Events**

PCCC will increase the city centre's share of the regional tourism spend measured by day visitor numbers. PCCC drive footfall year round, particularly at Christmas, through the provision of new attractions and a city-wide approach to marketing.

PCCC new West End events will reinforce the distinctive West End brand. PCCC signature events (e.g. Flavour Fest, Switch-On / Christmas in Plymouth/Plymouth Summer of Fun) will also be scaled up and better commercialised; whilst designed to drive and better distribute footfall. All will provide exciting animation, supported by community events and national campaigns, to distinguish the city centre from clone towns.

CCC will also look to maximise the potential of Mayflower 400 events in 2020 and continually seek to improve the city centre experience by adding to the events programme.

- **Cleaner City Centre**

Ensure that the City Council's cleansing standards are maintained and operationally manage existing Council cleansing staff to ensure a rapid response clean team.

The new BID will also focus more on weed removal and work with community partners to provide colourful planting displays.

The BID will continue with its successful free trade waste recycling scheme for BID levy payers.

- **Safer City Centre**

The new BID will build on PARC's (Plymouth Against Retail Crime) outstanding success to date. PARC will be responsible for delivering all Safer projects. In addition, PARC will use new technologies to share intelligence with the Police, Safer Plymouth, Pubwatch, Best Bar None, and other groups to better coordinate and address issues in the day and evening economy. PARC will continue to be a full subsidiary company of the City Centre Company.

PCCC supported the city's successful bid for Purple Flag accreditation, recognising that Plymouth has a safe and welcoming night-time economy.

PCCC will work closely with partners to develop and promote the city as an evening and night-time destination.

- **Inward Investment and Regeneration**

The BID will help the City Council to establish an agreed vision for development of key city centre sites and seek funding for targeted improvements. A new approach is being taken with the establishment of a city centre regeneration group. The council will provide a dedicated resource to assist the BID to proactively address the changing nature of the High Street with a particular emphasis on trying to find new uses for empty retail units and add to the diversity of the city centre by attracting housing, office and leisure investment.

The BID will also work with Plymouth City Council and Destination Plymouth, encouraging strong retail brands, accommodation providers and new businesses to invest.

- **BID Member Benefits**

Gain increased networking and advertising opportunities through free membership for BID Members of Destination Plymouth providing a listing on the Visit Plymouth, and City Centre Company websites;

The BID has created a brand and new identity for the West End and set up a dedicated website and social media channels to promote the area. All West End businesses can upload news and information about their individual business to the website and use the social media channels for further marketing.

Plymouth City Centre Business Improvement District (2020-25)

EQUALITY IMPACT ASSESSMENT

Place – Economic Development

STAGE 1: WHAT IS BEING ASSESSED AND BY WHOM?

What is being assessed - including a brief description of aims and objectives?	The proposal to continue the operation of the Plymouth City Centre Business Improvement District (BID) and support for the City Centre Company to deliver its plan covering Safer, Events, Cleaner and Marketing themes.
Author	Paul Vann
Department and service	Economic Development
Date of assessment	September 2019

STAGE 2: EVIDENCE AND IMPACT

Protected characteristics (Equality Act)	Evidence and information (eg data and feedback)	Any adverse impact See guidance on how to make judgement	Actions	Timescale and who is responsible
Age	Customers of the City Centre Company and BID activities are reckoned to include a fully cross-sectional workforce and most of the population of the City and its retail catchment area and travel-to-work area.	No significant adverse impacts are considered to exist although it is recognised that some individual elements of the programme of activities in the City Centre are from time to time focussed on particular population groups (eg families with children).	None proposed.	N/A
Disability	Disability access issues are raised and addressed from time to time eg lifts in buildings being out of action.	Yes, as and when issues arise.	CCCo can, does and will continue to provide a useful route to addressing issues with relevant businesses in the City Centre.	Ongoing.
Faith/religion belief	or Such groups are expected to be proportionately represented amongst City Centre users.	Some activities supported by the CCCo can be seen to support some faith/religious groups more than others (eg	No change in action proposed.	Ongoing.

Christmas events) and could be seen as adverse but can bring people of different faiths together.

Gender - including marriage, pregnancy maternity and	Such groups are expected to be proportionately represented amongst City Centre users.	No adverse impacts.	None proposed.	N/A.
Gender reassignment	Such groups are expected to be proportionately represented amongst City Centre users.	No adverse impacts.	None proposed.	N/A.
Race	Such groups are expected to be proportionately represented amongst City Centre users.	No adverse impacts.	None proposed.	N/A.
Sexual orientation - including civil partnership	Such groups are expected to be proportionately represented amongst City Centre users.	Relevant events, such as Gay Pride, are and will be supported by the CCCo.	No change in action proposed.	N/A

STAGE 3: ARE THERE ANY IMPLICATIONS FOR THE FOLLOWING? IF SO, PLEASE RECORD ACTIONS TO BE TAKEN

Local priorities	Implications	Timescale and who is responsible
Reduce the gap in average hourly pay between men and women by 2020.	None.	N/A.
Increase the number of hate crime incidents reported and maintain good satisfaction rates in dealing with racist, disablist, homophobic, transphobic and faith, religion and belief incidents by 2020.	Information awaited from Police.	Awaiting information from Police.

Good relations between different communities (community cohesion)

It is expected that the wide ranging events supported by CCCo will on the whole support good relations between Plymouth’s communities.

Ongoing support of wide-ranging events.

General Police sense of inter-community cohesion awaited.

Human rights

Please refer to [guidance](#)

None

N/A

STAGE 4: PUBLICATION

Responsible Officer

Date

Strategic Director, Service Director or Head of Service