

SHAPING THE FUTURE OF OUR CITY CENTRE



Steve Hughes, Chief Executive

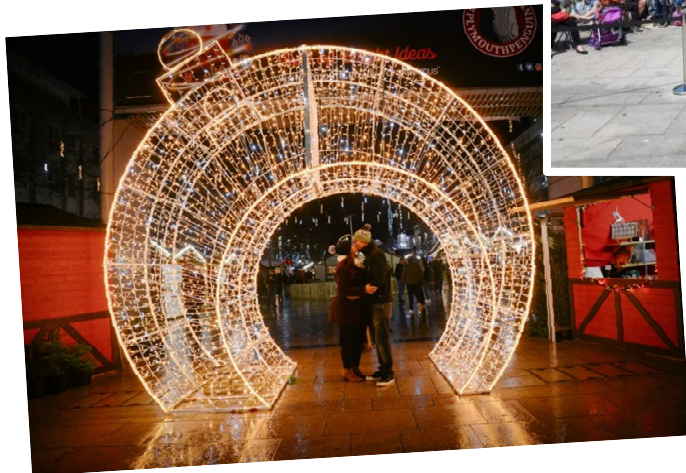
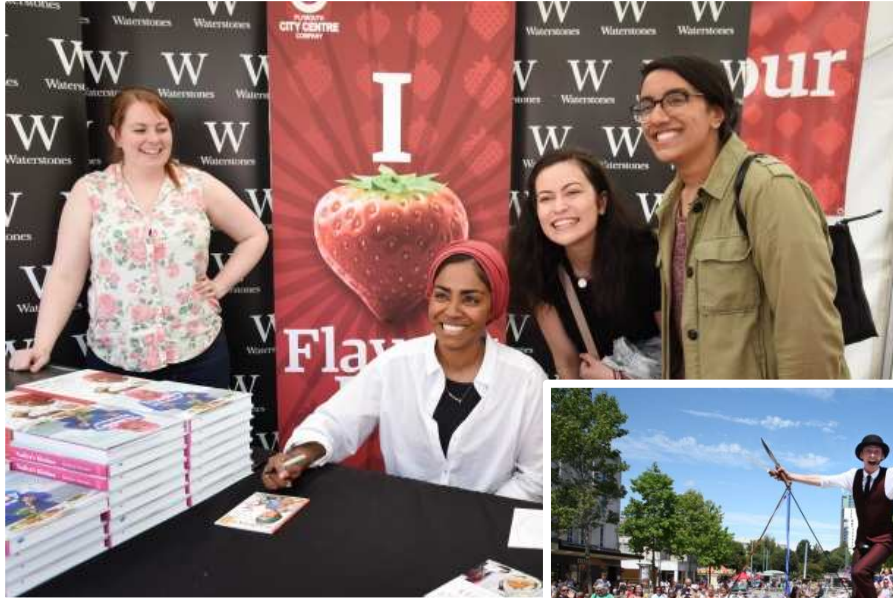
WHAT IS A BID?



A Business Improvement District

- **More than 300 UK BIDs**
- **Business led and funded**
- **Increased footfall and spend**
- **Shaping the place**
- **Attract investment**

DRIVING SUCCESS



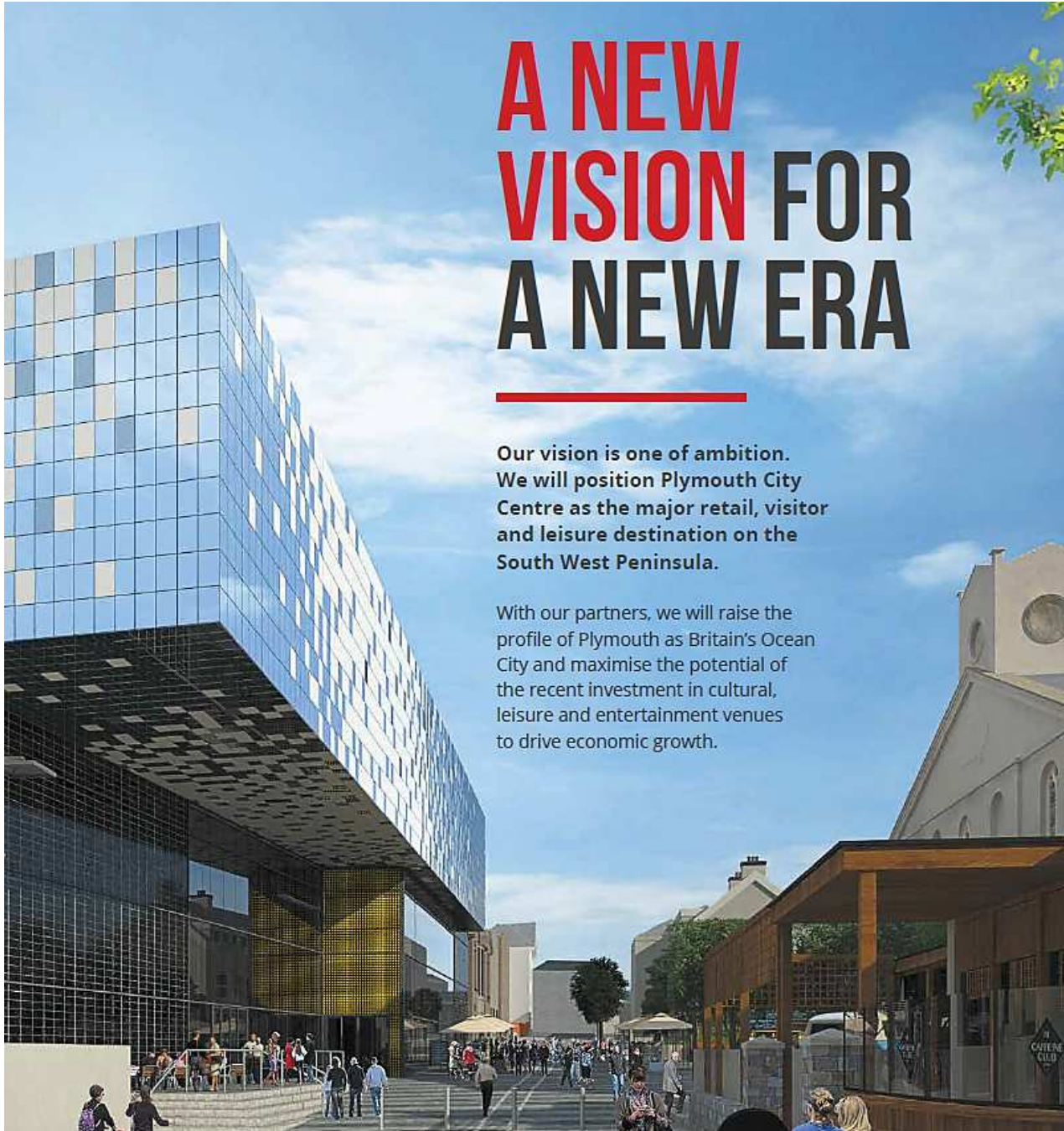
BID HIGHLIGHTS



- **City centre masterplan**
- **Huge programme of investment**
- **PARC Officers – reducing crime**
- **Great partnerships**
- **Extensive marketing and PR**
- **One business voice**
- **Additional cleansing**

REVITALISING THE WEST END





A NEW VISION FOR A NEW ERA

**Our vision is one of ambition.
We will position Plymouth City
Centre as the major retail, visitor
and leisure destination on the
South West Peninsula.**

With our partners, we 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.



WE HAVE ONE CORE PRIORITY- TO DRIVE GROWTH FOR YOUR BUSINESS BY ATTRACTING MORE CUSTOMERS TO THE CITY CENTRE, ENCOURAGING THEM TO STAY LONGER AND TO RETURN AGAIN AND AGAIN.

OUR KEY OBJECTIVES

We will be the 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

NEW THEMES



- **The Plymouth Welcome**
- **Events**
- **Marketing**
- **Business support**
- **Place making**