

Welcome

Plymouth City Centre



Business
Improvement
District

Ambassadors Presentation

What is a BID?

A Business Improvement District is a clearly defined part of a city centre with an independent management structure dedicated to providing services and making physical improvements in addition to those delivered by the city council.

It is funded, subject to the agreement of rate payers by a supplementary payment on the business rate, made by all business rate payers in a BID area.

The rate payers decide in advance how their money will be spent and how much they are prepared to pay. Each rate payer will vote on whether or not the BID goes ahead. The supplementary payment is collected with the business rate and transferred to the control of the BID organisation for its exclusive use in implementing the business plan.

Office of the Deputy Prime Minister – BIDs Guidance January 2003

Why is a BID special to you ?

- You identify the projects
- You identify the area for improvement
- You define the investment
- You reap the benefits

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Association of Town Centre Management BIDs National Pilot Project

- Government legislation planned for summer 2004

- BIDs pilot project steering group

- Participating locations:

Bedford, Birmingham, Blackpool, Brandon, Bristol, Bromley, Coventry, Ealing

Greenwich, Hamersmith & Fulham, Hull, Keswick, Warwickshire, Lincoln

Liverpool, Manchester, Oxford St, Peterborough, Plymouth, Reading, Newquay

Swansea.

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BIDs Steering Group

Supporters



The Plymouth Team



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Our Plymouth BID

- BIDs Steering Group

Duncan Currall, Managing Director Westcountry Publications

James Carter, Property Manager Plymouth and South West Co-op

Nigel Pitt, Director of Development, Plymouth City Council

Liz Lawson, Managing Director Lawsons

Mathew Deeks, Prudential Property

Andy Godfrey, Corporate Affairs Boots

David Draffan, City Centre Manager

Patrick Knight, City Centre Projects Officer

- BIDs Retail Working Group

Paul Martin, Retail Crime Manager

Sally Perdrisat, Director of Operations Plymouth Chamber

David Draffan, City Centre Manager

BIDs Ambassadors

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BIDs Ambassadors

Principles	MVC
Tesco Metro	Devon & Cornwall Police
Domestic Appliances	Comet
Derrys Department Store	Superdrug
Armada Centre	Café D'Azure
Jamma Uneek	Browns
Lawsons	Monsoon
TK Maxx	Express Goldsmiths
Debenhams	Brewsters
Dingles	Marks & Spencer
Michael Spiers Jewellers	Woolworths
Sainsburys	BHS
W H Smiths	The Contact Lens Centre
Wilkinsons	Disney Store
Rainbow's End	Littlewoods
National Westminster Bank	Coronet Jewellers
O'Briens Sandwich Bar	The Bag Shop
Surfing Life	Shop@Panasonic

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Why are you here today?

- To find out how to revitalise your business and trading environment
- To improve City Centre Services
- To identify capital projects
- To champion the BIDs process
- To build on the strength of City Centre Management, Storenet, PARC & Hosts
- To be a founder member of the new City Centre Company

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Benefits of a BID

- Investment in your business
 - Improved footfall
 - Lower costs
 - Higher asset value
- Business led and management process
- Fair system – Those who invest benefit
- Competitive regional advantage

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What have BIDs achieved ?

- UK
 - Coventry City Centre Company – £4million additional investment
 - Plymouth Against Retail Crime – 15% reduction in retail crime
- US
 - Philadelphia – 20% increase in perception of safety
 - New York Bryant Park – £5million in sponsorship
 - New York Down Town – Graffiti problem removed and 9% increase in cleanliness
 - Washington – 71% reduction in theft from cars, 28% reduction in serious crime

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Plymouth Projects ?

- Additional Police
- Improved CCTV
- Secure Car Parks
- Street Cleaning
- Events
- Marketing
- Street Furniture
- Signage
- Lighting
- Litter Bins
- Tree Planting
- Local Training
- Better Transport
- Pavement Cafes
- Tourist Information
- Rapid Response Team
- Public Entertainment
- Landscaping

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What next ?

- March 03 – BID Ambassadors
- April 03 – City Centre Presentations
- Summer 03 – Practical steps:
 - a) Geographical Area
 - b) Identify Projects
 - c) Baselineing
 - d) Cost
 - e) Timetable
- Autumn 03 – Launch City Centre Company
- JAN 04 – Draft Business Plan
- September 2004 BID vote

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Thank you

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Any Questions ?