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CHAIRMAN'S STATEMENT

I am delighted to introduce the Business Plan for Plymouth City Centre's proposed Business Improvement District. Following detailed consultation with retailers, property owners and other stakeholders, I am convinced that this Business Plan represents an extremely valuable investment in the City Centre's trading environment. The 25 BID projects are truly ambitious, delivering £2.1m additional investment in the City Centre over 5 years. The BID will help transform Plymouth into a top 20 retail centre within 5 years, unlocking millions of pounds of additional consumer spending.

ideas and investment. Retailers for the first time will genuinely control their trading environment driven by a private sector management approach.

As a Plymouth businessman, I am committed to helping Plymouth City Centre achieve its full potential. I genuinely believe the BID offers a unique opportunity for retailers to take ownership and enhance business profitability. I urge you to carefully consider this Business Plan, identify who will vote on your company's behalf in the Plymouth BID ballot, held between 1st February and 1st March 2005, and ensure that your company votes 'Yes'. It is only by working together that we can truly transform Plymouth City Centre's trading environment.

I welcomed the opportunity to chair the board of the Plymouth City Centre Company as a new start for Plymouth, unlike anything that has gone before. This BID is a direct response to your ideas to drive City Centre sales, profitability and asset values, by improving your trading environment.

Duncan Currall, Chairman

Our BID targets the high spending shoppers in our catchment area who currently travel to competing retail centres. The BID will enable the business community to act collectively, to attract new

EXECUTIVE SUMMARY

A BID will unlock Plymouth's retail potential and improve your profitability through collective action
Your own independent City Centre BID Company with 100% accountability to you
£2.1m additional City Centre expenditure, including £250,000 marketing budget during redevelopment
25 Major City Centre projects realising Plymouth's untapped retail potential
£400m potential additional high street expenditure
Target a 5% increase in City Centre footfall, spend and visit time
Transform Plymouth into a top 20 retail centre with greater business profitability
Match funding by Plymouth City Council
Exceptional value for money

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› BID AIMS



› BID AIMS

The BID will attract more affluent shoppers to Plymouth, through tangible and results-orientated improvements to the trading environment. Retailers will influence the delivery of local services by engaging with the local authority. The BID will make the City Centre more attractive, safer, cleaner, accessible and better promoted, thereby strengthening its regional competitiveness. High levels of private sector control, effective leadership and performance management will help attract match funding and deliver commercial benefits.

The BID will deliver a wide range of projects to secure specific and measurable outcomes:

Short-term, retailers will benefit from improved marketing of the City Centre, coupled with improved cleansing and security standards for its customers and staff. Longer-term, as more of the BID projects are delivered and existing Council services are improved, Plymouth's under performance as a retail destination will be tackled. A measured 5% target uplift in footfall, customer profile and retail sales in the BID area by March 2010.

Short-term, property owners and landlords will benefit from the BID through gaining a strong voice in the City Centre's development. Longer-term, property owners and landlords will benefit through increases in property/rental values and fewer voids over the 5 year life of the BID.

› CITY CENTRE VISION

The BID is part of a wider strategic framework to modernise Plymouth City Centre, attracting new businesses and investment, by creating opportunities for retail, entertainment, office and housing development.

Plymouth has commissioned David Mackay, the eminent international architect, to guide the City's future development. The Mackay vision aims to establish Plymouth as one of Europe's finest, most vibrant waterfront cities, offering an outstanding quality of life for all its citizens. It will have world-class buildings, places, spaces and transportation systems, supported by an internationally competitive economy. The delivery of this vision will provide new jobs, new homes, better shopping, leisure facilities and improved public space, focussed on the City Centre shopping area and its links to the waterfront.

www.plymouth.gov.uk/homepage/yourcouncil/environment/planningpolicy/mackayvision.htm

Major retail developments, such as the new £200m Drake Circus shopping centre, will address the urgent need for larger shop units demanded by modern retailers.

www.drakecircus.com

The BID will maximise the benefits of all these developments (and minimise any inconvenience involved in their delivery) across the BID area, by managing city centre change, delivering BID projects and marketing solutions. The Plymouth City Centre Company will provide a strong business voice for the City Centre at a time of great change.

› BID PROJECTS



› BETTER PROMOTED

The Strategy

Plymouth currently under performs as regional destination. There are £1bn of annual retail sales available in Plymouth's customer catchment, but £400m is currently lost to competing retail centres. Recent inward investment has transformed Plymouth, but the regional perception of the City Centre remains poor. The BID will target 'ABC1' shoppers, by establishing an effective City Centre brand, linked to the City's wider promotion.

Project	Budget	Timescale
1. Marketing – Develop a regional advertising strategy, targeting 'ABC1' shoppers in outlying areas where customer penetration is low. Create a positive City Centre brand. Communicate effectively with stakeholders, shoppers and inward investment.	£250,000	from 2005-08
2. Events – Promote four major regional events per year, following the retail calendar, to attract major sponsors (e.g. Wrigleys) and create marketing opportunities.	£100,000	from 2005-10
3. Entertainment – Deliver an exciting street entertainment programme, including weekend performances from Easter to Christmas, across the City Centre and for the life of the BID.	£30,000	from 2005-10
4. Website – City Centre website with an individual page for every BID retailer, with weekly updates on shopping, transport, events, etc. A target of 10,000 hits per month has been established. High quality images.	£10,000	from 2005-10
5. Newsletter – City Centre newsletter made available bi-annually to Plymouth's 242,000 residents, both electronically and through local newspapers.	£10,000	from 2005-10

The Outcome

Target a measured uplift in footfall, customer profile and retail sales in the BID area by March 2010. Improve perceptions of the City Centre as a premier shopping and leisure destination. Property contributions, sponsorship, grant income and help-in-kind will be secured for the BID and the Company, worth at least £1m.

Total Budget: £400,000.

> BID PROJECTS



“THE BID WILL EMPOWER THE BUSINESS COMMUNITY TO MAKE A REAL DIFFERENCE, WITH A REAL SAY IN HOW SERVICES ARE RUN IN PLYMOUTH.” ADAM SPIERS, MICHAEL SPIERS JEWELLERS.

> CLEANER

The Strategy

Plymouth City Centre opens 7 days a week, with 10,000 employees and an estimated 10m visitors a year. Although thoroughly cleansed before the shops open, the City Centre is insufficiently cleansed during the shopping day, resulting in poor customer perceptions. The BID will deliver a customer-focussed and independently monitored approach to the cleansing and maintenance of public landscape, to improve standards and perceptions.

Project	Budget	Timescale
6. Clean Team – Rapid response, high visibility clean team on duty 7 days per week to enhance the level of cleansing and maintenance above the Council’s existing provision. One hour response time on most cleaning issues including litter, food waste, car parks, planters and spillages.	£275,000	from 2005-10
Cleansing and other environmental quality standards to be independently monitored using a nationally recognised survey*.	N/A	N/A
7. Mechanised Sweeper – Mechanised cleaner and/or additional street sweepers to enhance cleanliness throughout the shopping day, 7 days a week.	£45,000	from 2005-06
8. Graffiti and Fly posting – Graffiti & fly posting removal including private premises. Removal of illegal graffiti and fly posting within 48 hours.	£25,000	from 2005-10
9. Large Litter Bins – Larger litter bins targeting food outlets & other high litter areas.	£20,000	from 2006-07

The Outcome

Improved cleansing and environmental quality standards, as measured independently using ENCAM’s District Local Environmental Quality Survey*. Improved public perceptions of cleansing and environmental quality standards, as measured by shopper surveys. Improved cleansing efficiency through co-ordination with Council and utility companies.

Total Budget: £365,000

› BID PROJECTS

“EXTRA INVESTMENT IS CRUCIAL IF PLYMOUTH IS TO IMPROVE ITS IMAGE. I THINK THE 1% CHARGE COULD, IF SPENT WISELY, MAKE A LASTING IMPROVEMENT TO THE CITY CENTRE’S VIABILITY.”

LIZ LAWSON, LAWSONS



› MORE ATTRACTIVE

The Strategy

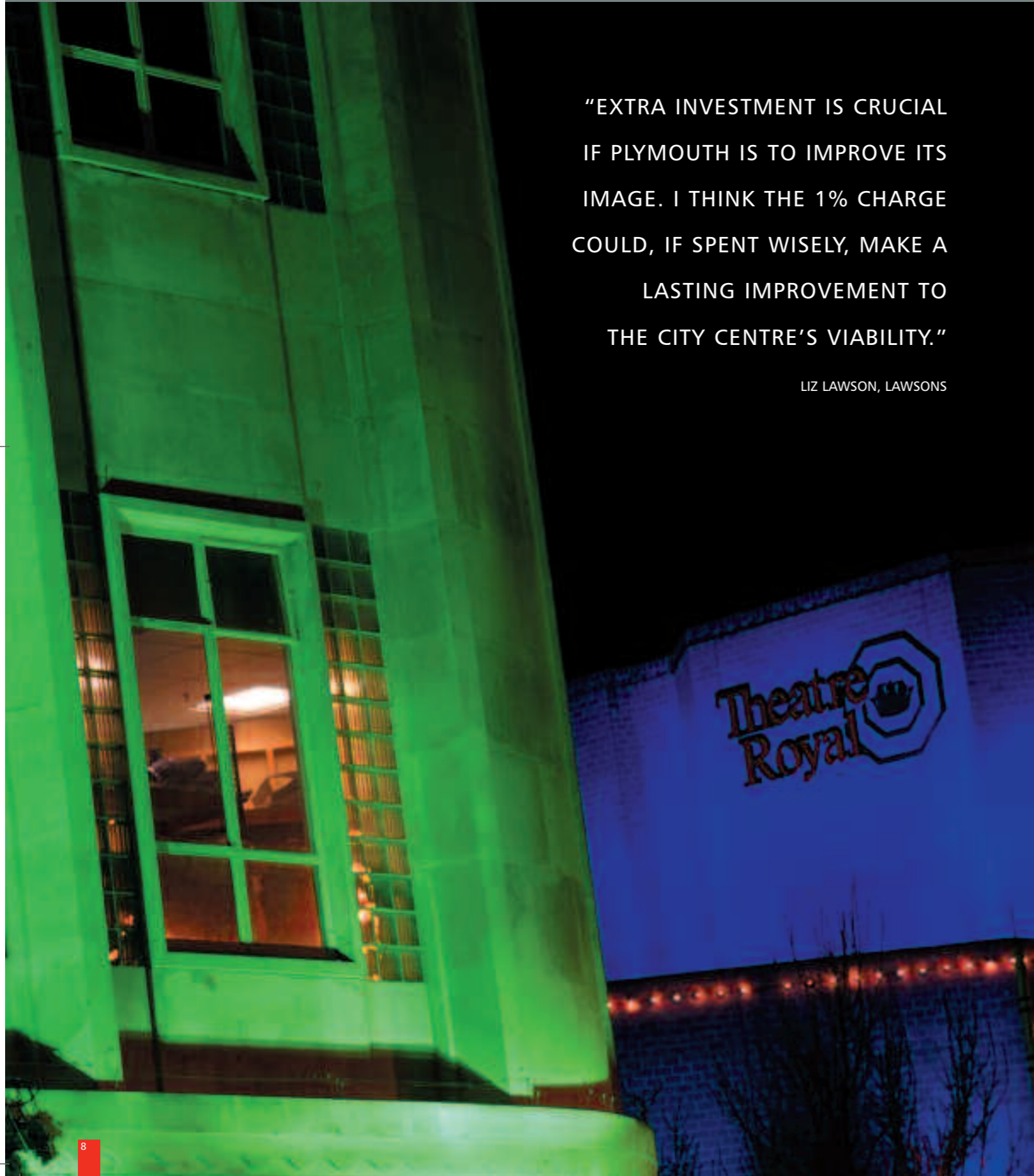
Plymouth’s waterfront location is world-class and the City’s regeneration continues. The shopping centre’s attractiveness is however undermined by an outdated public landscape and some poor quality buildings. Linked to the Mackay Vision, the BID will create visually attractive public spaces to act as a focus for commercial, leisure and cultural activities.

Project	Budget	Timescale
10. Floral/Shrub Displays – Superior floral/shrub displays at City Centre gateways and a themed upgrade of existing displays across the City Centre.	£60,000	2005-10
11. Building and Christmas Lighting – Decorative illumination of building facades to help create a bright and vibrant evening economy. Expand the City Centre Christmas lights including the new LED tree lights in BID area.	£166,000	2005-10
12. New George Street Square – Introduce a new high quality street café with seating, shelter and associated landscaping.	£35,000	2006-07
13. Frankfort Gate Square – Introduce a continental style town square with a central café area, seating and shelter.	£50,000	2007-08
14. New George Street Play Areas – Integrate childrens play into new public spaces.	£40,000	2008-09
15. Cornwall Street Square – Create public space improvements along Cornwall Street including seating, play, shelter and trees.	£100,000	2008-10

The Outcome

Increase leisure shopping by creating attractive spaces for the whole family. Lever BID funding with substantial match funds to improve streetscapes and public spaces. Improve the perceived attractiveness of the City Centre, as measured by shopper surveys.

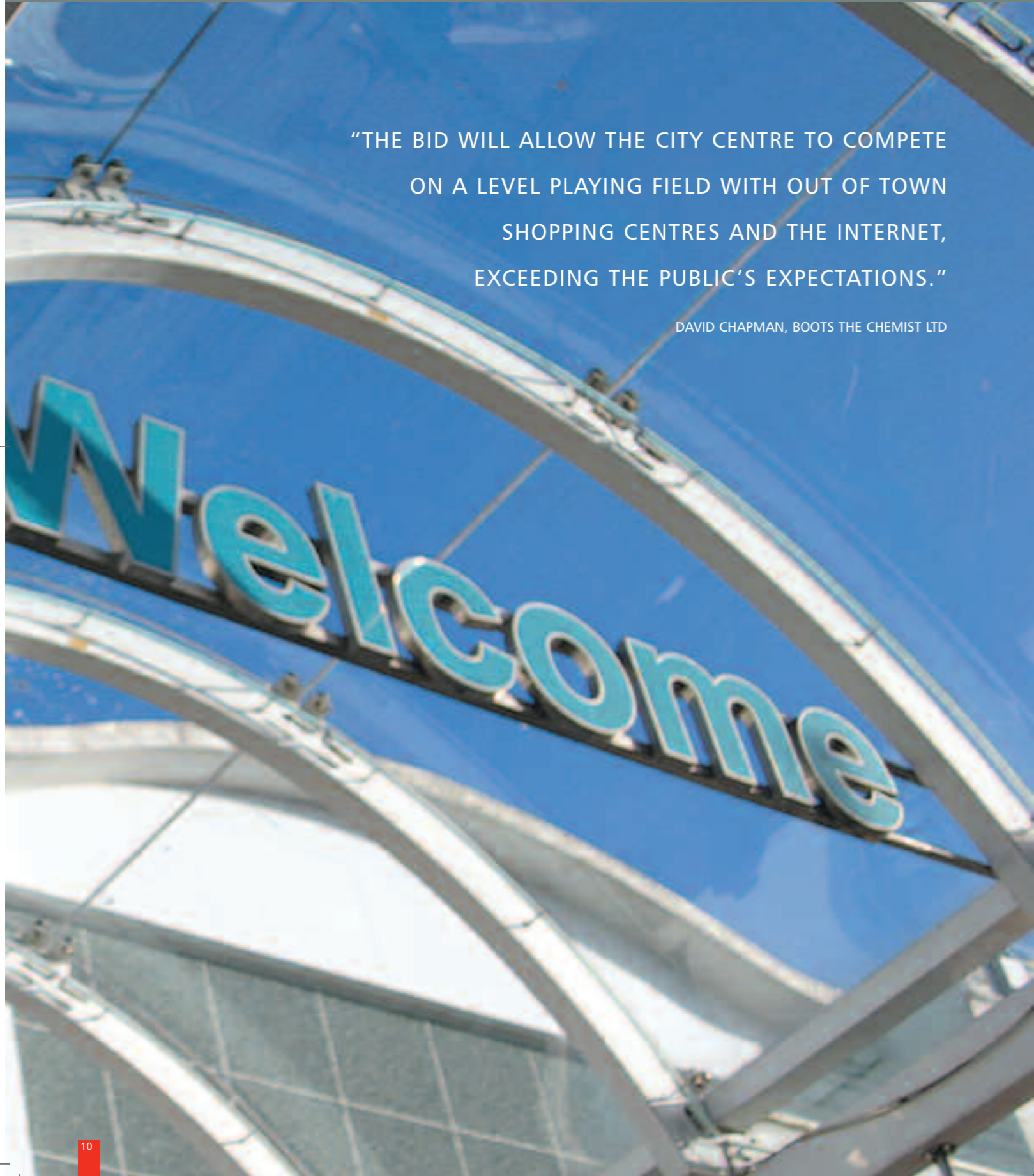
Total Budget: £451,000



› BID PROJECTS

“THE BID WILL ALLOW THE CITY CENTRE TO COMPETE ON A LEVEL PLAYING FIELD WITH OUT OF TOWN SHOPPING CENTRES AND THE INTERNET, EXCEEDING THE PUBLIC’S EXPECTATIONS.”

DAVID CHAPMAN, BOOTS THE CHEMIST LTD



› MORE WELCOMING

The Strategy

Plymouth is serviced by high levels of public transport, 4,600 car parking spaces and 1,000 park and ride spaces; however it has failed to capitalise on its accessibility and wide open streets. The BID will promote convenient, user-friendly access, by better linking potential shoppers to destinations and attractions.

Project	Budget	Timescale
16. Pedestrian Signage – New contemporary signs will replace the ageing pedestrian fingerpost network of 100 signs, to improve orientation and visitor experience.	£100,000	2007-09
17. Shoppers Bus – Provide a free/subsidised fully liveried bus, managed by a local bus operator.	£50,000	2005-10
18. Cruise Ships & Railway Promotion – Target the emerging cruise ship business, by promoting the City Centre to passengers. Target rural shoppers (e.g. in Cornwall), by promoting railway travel.	£50,000	2005-10
19. Pay on Exit – Introduce ‘pay on exit’ into the popular Theatre Royal car park, where ‘pay on display’ currently restricts shopper visit duration.	£80,000	2009-10
20. Signage – Introduce CCTV signage in all car parks to reassure the public, with a strong welcoming message.	£10,000	2007-08

The Outcome

Target a measured uplift in visit duration in the BID area by March 2010. Improved perceptions of City Centre accessibility, as measured by shopper surveys. Achieve national police awarded secure car park status for at least three car parks.

Total Budget: £290,000

› BID PROJECTS



› SAFER

The Strategy

Plymouth City Centre is one of the safest in the UK, but this is undermined by a prevalence of low level anti-social behaviour and retail crime. As a regional centre, Plymouth is targeted by criminals and therefore stock losses are ever increasing. The BID will implement solutions that tackle the problems directly, reassuring customers and staff by tackling retail crime, car crime and anti-social behaviour.

Project	Budget	Timescale
21. Security Presence – Introduce foot patrols of uniformed and accredited wardens (two Wardens in year one, rising to three/four in later years). Wardens will be highly trained and with enforcement powers, including issuing on-the-spot fines, tackling incidents of anti-social behaviour, enforcing the retail exclusion scheme, removing illegal street traders and assisting the Police.	£375,000	2005-10
22. Safer City Centre – Enhance existing retail exclusion scheme and other Plymouth Against Retail Crime (PARC) initiatives, making PARC available to all retailers at no cost. Target the most persistent shoplifters and ban them from all City Centre shops.	£62,000	2005-10
23. Safer Car Parks – Introduce crime reduction measures in all car parks to gain secure car park status, including lighting, signage, foot patrols and secure access.	£50,000	2006-07
24. CCTV & Lighting – Introduce CCTV and lighting into all five surface level car parks and yards that currently lack these facilities.	£75,000	2005-09
25. Ambassadors Training – Deliver an accredited training programme for all City Centre frontline staff, including customer service skills, visitor information and uniforms, to reassure and advise the public.	£15,000	2005-06

The Outcome

Create a safer environment and reduce the fear of anti-social behaviour, according to reported crime statistics and surveys that will be collected and published. Improve intelligence gathering, communication and co-ordination between the police, CCTV, private sector security and the public. Reduce car crime and retail stock losses.

Total Budget: £577,000

› BID FINANCING



› FIRST YEAR BUDGET

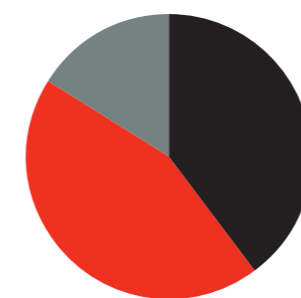
The Plymouth BID provides exceptional value for money - uniquely - the Council's contribution covers all of the BID's management and administration costs. Plymouth's BID is based on a BID levy of 1% of every business property's rateable value. Matched with Plymouth City Council and property owner contributions, this will generate £2.1 million for BID projects over the BID's 5-year life. This will double current annual city centre expenditure on works and services.

2005/06 Income (£)		2005/06 Expenditure (£)	
1% BID Levy	250,000	BID Projects	394,000
Local Authority Contribution	178,000	Management & Admin. costs	127,000
City Centre Team seconded staff	100,000	City Centre Team seconded staff	100,000
Property Owners Contribution	100,000	Balance	7,000
Total Income	628,000	Total Expenditure	628,000

Plymouth BID Company Draft 5 Year Budget and Summary

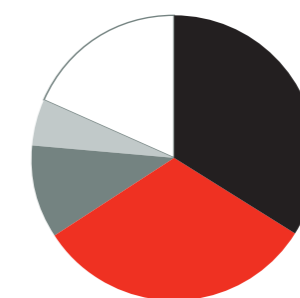
	2005-06	2006-07	2007-08	2008-09	2009-10	Total (All Yrs)
	£	£	£	£	£	£
Income						
1% BID Levy	250,000	256,000	263,000	269,000	276,000	1,314,000
Plymouth City Council contribution	278,000	285,000	292,000	299,000	306,000	1,460,000
Property owners contribution	100,000	102,000	105,000	108,000	110,000	525,000
Total Income	628,000	643,000	660,000	676,000	692,000	3,299,000
Expenditure						
Promotion	134,000	129,000	79,000	29,000	29,000	400,000
Cleaner	125,000	75,000	55,000	55,000	55,000	365,000
More Attractive	43,000	57,000	117,000	107,000	127,000	451,000
More Welcoming	20,000	20,000	30,000	110,000	100,000	280,000
Safer	72,000	126,000	136,000	126,000	126,000	586,000
Total Project Expenditure	394,000	407,000	417,000	427,000	437,000	2,082,000
Management/Administration	227,000*	233,000*	239,000*	245,000*	251,000*	1,195,000*
Total	621,000	640,000	656,000	672,000	688,000	3,277,000
Net BID Company Balance	7,000	3,000	4,000	4,000	4,000	22,000

Notes: The Council will also continue to provide the services it currently has budgeted for in 2004/05 over the five year life of the BID.
 * = Inclusive of City Council funded City Centre Management Team staff.



2005/06 BID Income

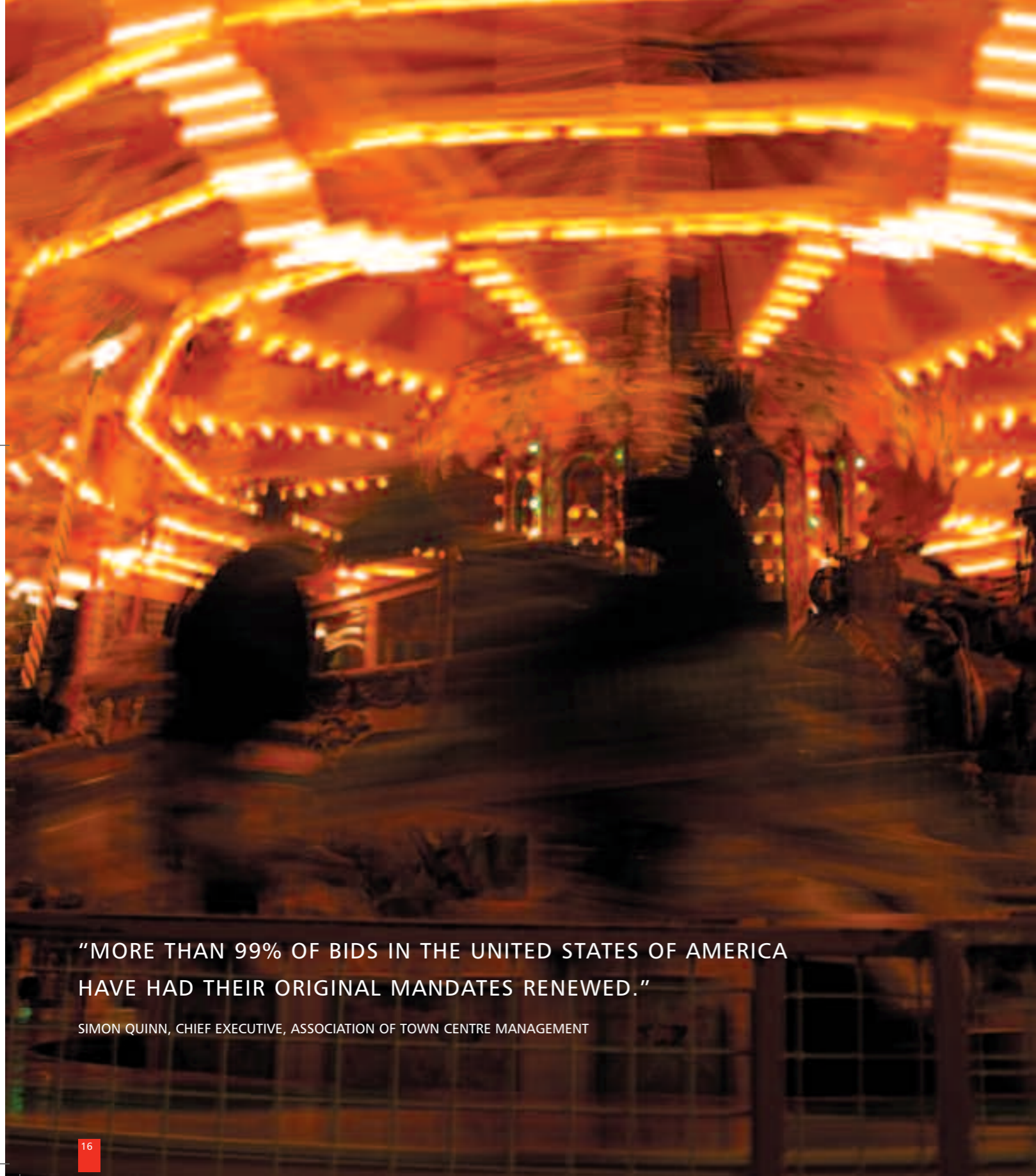
- BID levy £250k
- Council contribution £278k
- Property contribution £100k



2005/06 BID Project Expenditure

- Promotion £134,000
- Cleaner £125,000
- Attractive £43,000
- Welcoming £20,000
- Safer £72,000

› WHAT'S THE BID IDEA?



“MORE THAN 99% OF BIDS IN THE UNITED STATES OF AMERICA HAVE HAD THEIR ORIGINAL MANDATES RENEWED.”

SIMON QUINN, CHIEF EXECUTIVE, ASSOCIATION OF TOWN CENTRE MANAGEMENT

› WHAT'S A BID?

BIDs have already been successfully run in the United States, Canada, South Africa and Australia for many years, and been credited with reversing the decline of many city centres. The Government introduced a BID pilot in the UK in January 2004 to trial BIDs across 22 cities, establishing models of best practice. For information on the UK national BID pilot, go to:

www.ukbids.org

To establish a BID, businesses:

- identify a geographical area
- decide which new or expanded services they need to enhance their trading environment
- vote to invest collectively
- finance the BID through a levy on their business rate
- lever in additional resources from elsewhere
- establish delivery guarantees and performance indicators
- manage an independent company to deliver the BID

For the British Retail Consortium's viewpoint on BIDs, go to:

www.retailbids.org.uk

For information on Town Centre Management Schemes, go to:

www.atcm.org

› WHY DOES PLYMOUTH NEED A BID?

Plymouth City Centre has the potential to become a top 20 UK retail destination and a regional centre for Devon and Cornwall. The BID is designed to tackle those areas that have held back Plymouth's retail growth.

These include:

- poor public perception
- failure to attract higher spending shoppers in the catchment area
- outdated, tired and inflexible public landscape
- anti-social behaviour
- ageing car parking

The BID will help the City Centre:

- improve the visitor experience
- attract more shoppers
- improve the quality and management of public spaces
- create a safer environment
- improve access

The BID will also help:

- improve business leadership
- increase property/occupier investment
- co-ordinate initiatives to maximise their value
- give the local authority a better understanding of business needs
- mitigate the negative impact of major City Centre construction works

› A BID DESIGNED BY RETAILERS

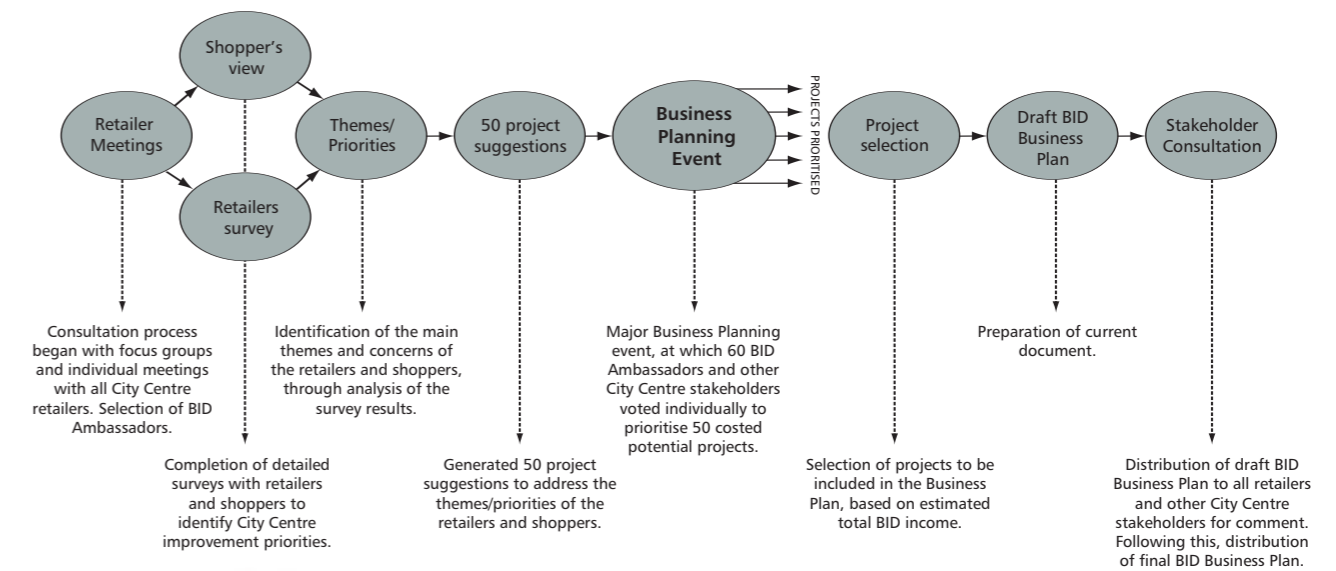


“THIS IS THE OPPORTUNITY FOR RETAILERS TO SHAPE THE WAY PLYMOUTH SHOPPING CENTRE DEVELOPS AND HAVE A SAY IN CREATING THE PREMIER SHOPPING EXPERIENCE IN THE SOUTH WEST.” BALDWIN JEWELLERS

› A BID DESIGNED BY RETAILERS

The Plymouth BID is unique in that it has been wholly designed by you - the retailer. The Plymouth BID has been driven at every stage by retailers seeking to influence and improve their trading environment. This bottom up process has led to 87% of retailers indicating their support for our BID.

Plymouth City Centre Company (PCCC) has consulted widely with businesses within the proposed BID boundary. This final BID Business Plan has evolved from a highly structured, detailed and democratic consultation process, involving a number of key stages:



For more information on BID consultation visit: www.plymouth.gov.uk/citycentre

› WHO WILL MANAGE THE BID?



Where will the Plymouth BID operate?

The Plymouth BID area encompasses the City's pedestrianised shopping area.

- | | |
|----------------------|-----------------------|
| Armada Way | Market Way |
| Cobourg Street | Mayflower Street |
| Colin Campbell Court | Money Centre Precinct |
| Cornwall Street | New George Street |
| Courtenay Street | Old Town Street |
| Derry's Cross | Raleigh Street |
| Eastlake Street | Royal Parade |
| Exeter Street | St. Andrew's Cross |
| Frankfort Gate | Union Street |
| Market Avenue | Western Approach |

The BID area will include the new Drake Circus shopping centre. The BID area boundary is highlighted in red on the map.

"THE CITY CENTRE MANAGEMENT TEAM ARE RENOWNED FOR DELIVERING PROJECTS THAT EXCEED EXPECTATIONS". DUNCAN CURRALL, CHAIRMAN, PLYMOUTH CITY CENTRE COMPANY.

› BID MANAGEMENT

The BID will be managed by Plymouth City Centre Company (PCCC). As an independent, not-for-profit company, PCCC will be directly accountable to retailers for the management of the City Centre and the successful delivery of the BID.

The Company's Board consists of property owners, retailers, University of Plymouth and the City Council. Ten of the twelve-strong Board of Directors are from the private sector. Annual BID activities and budgets will be developed and overseen by the Board, assisted by sub-groups with a strong retail presence, giving retailers a real say in project delivery and day to day issues. In addition, as members of the City Centre Company, businesses will also have a vote on major decisions.

We already have a good track record for delivery:

- Plymouth Against Retail Crime, 65 Exclusion Notices
- Award winning Events, including Flavour Fest and Motor Show
- Christmas lighting scheme, £100,000 investment
- Free parking promotions and subsidised public transport
- Safer Shopping National Award (Home Office)
- Plymouth Hosts, ATCM National Award Winner 2003
- Established Sunday trading, supported by retailers
- New £1m CCTV control room

- Advertising, £150,000 including three TV campaigns
- Real Ice Rink Christmas extravaganza
- Retail dedicated CCTV operator
- "Checkout" Newsletter
- Retail forums, Major and Independent retailer meetings
- Secured funding and managed projects, average £500k/annum
- Development of Plymouth's BID as part of national pilot.

PCCC has a responsibility for the delivery of BID projects, city centre management, liaison with all stakeholders, measurement of city centre performance, and an involvement in all matters of importance for Plymouth City Centre.

Commencement and duration of the BID

The BID will start on 1st April 2005 and will operate for five years.

A postal ballot of business ratepayers in the BID area, based on the list of non-domestic ratepayers, will take place between 1st February and 1st March 2005. The result of the ballot will be publically announced by 3rd March 2005. If the BID proposal is approved, it will operate for five years, from 1st April 2005 until 31st March 2010. At or before the end of this period, the Board may choose to seek renewal of the BID mandate.

› LOCAL BASELINE SERVICES



› EXISTING SERVICES

Plymouth's BID projects and services will be entirely additional to any services already delivered by Plymouth City Council. Plymouth City Centre Company and Plymouth City Council have established a contractual agreement to regularly review Council services delivered within the BID area. Once the BID has been established, the Council will be contractually obliged to maintain its existing standards of performance for the following services:

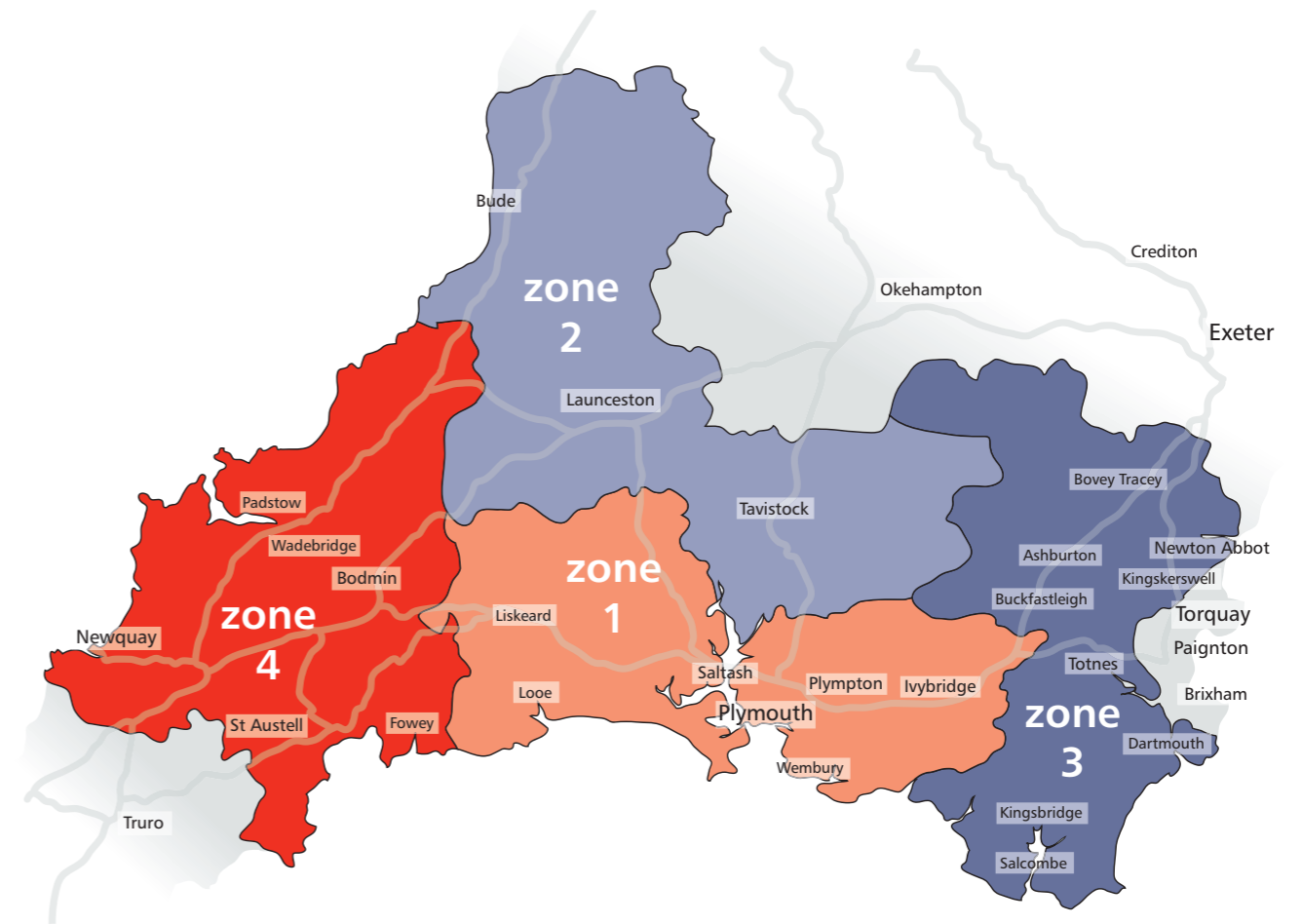
Baseline Agreements		
<p>Safety</p> <ul style="list-style-type: none"> Closed Circuit Television (CCTV) Community safety and management Licensing and enforcement of street activities/markets Street lighting 	<p>Promotion</p> <ul style="list-style-type: none"> Events and marketing Shopmobility Seasonal park and ride 	<p>Other Services</p> <ul style="list-style-type: none"> Christmas lights & events Car parking
<p>Cleanliness</p> <ul style="list-style-type: none"> Street cleansing (inc. bin emptying/washing) Waste collection Gully cleansing Graffiti and fly posting removal Power wash e.g. planters/litter bins Public conveniences 	<p>Statutory</p> <ul style="list-style-type: none"> Planning Trading standards Environmental health 	<p>Maintenance</p> <ul style="list-style-type: none"> Highway maintenance and management Trees and landscape development Grounds maintenance (inc. weed spraying)

Continuous service improvement

The contract commits Plymouth City Council to continually improve its services throughout the lifetime of the BID. This will include annual reviews of individual services, with regular review meetings to monitor performance. In the event of service delivery issues, the company is entitled to issue a formal notice requesting the Council to remedy the issue. Any failure to perform will initially be addressed through co-operation and negotiation, but if this fails then a process of formal mediation will follow.

Details of the BID contract and baseline agreements can be seen on: www.plymouth.gov.uk/citycentre

› PLYMOUTH'S POTENTIAL



Zone	Resident Population	Number Regularly Shopping in Zone 1	%
1	365,000	344,000	94.5
2	73,000	32,000	43.8
3	142,000	17,000	12.0
4	147,000	12,000	8.2
Zones 1-4	726,000	405,000	55.8

› PLYMOUTH'S POTENTIAL CATCHMENT
(EXPERIAN, MAY 2003)

Plymouth is the 14th largest city in the UK, yet its national retail ranking stands at only 29th. A poor public perception of the City Centre has led to a failure to attract the relatively affluent shoppers in outlying catchment areas. The total high street expenditure available within Plymouth's catchment area is £1,094 million. However, analysis by Experian has identified that only £600 million of the total expenditure available within Plymouth's catchment area is actually spent in the city centre. Plymouth has the potential to be the major regional centre for the west. Plymouth is also ideally positioned to benefit from population growth due to its attractive lifestyle proposition.



› BID BALLOT

The person(s), registered company or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as at 11th January 2005 is entitled to vote.

Each person entitled to vote in the 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 the hereditaments voting. The ballot papers will be forwarded to those ratepayers who are eligible to vote on 1st February 2005 and must be returned by 1st March 2005.

The BID levy, liability and collection

A BID levy of 1% of rateable value will be charged on all hereditaments listed in the 2000 Local Non-Domestic Rating list and which are located within the BID area. The following types of business within the BID area will be exempt from paying the BID levy: offices (except for employment, recruitment and training agencies/businesses, or where the office forms part of a bank/building society or other financial institution); commercial car parking spaces that are rated separately; concessions: on-street traders, kiosks and promotions; telephone masts, and advertising poster drums. The 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 comes into effect on 1st April 2005.

The BID levy will be set on the 1st December 2004, based on the rateable values shown in the 2000 Local Non-Domestic Rating list, updated for any changes in ratepayer, appeals, additions and removals from the list to that date. For new assessments, splits and mergers (of rateable values) brought into the list between 1st December 2004 and 31st March 2005, the rateable value used will be that as shown in the Non-Domestic Rating 2000 list at the date the new or amended assessment is brought into that list. From 1st April 2005, the BID levy for any new occupiers, splits or mergers in the BID area, will be calculated based on the 2005 Local Non-Domestic Rating list (as at date brought into list). The BID levy will not be adjusted to reflect any changes to the rateable value during the 5 years of the 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 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 BID levy will be collected by Plymouth City Council annually on 1st April. The Council will reimburse the Plymouth City Centre Company with BID levies on a monthly basis.

Financial management

Plymouth City Centre Company will provide the Council with quarterly updates detailing expenditure under the BID and cash flows. The Company will oversee the accounts bi-monthly in the first year.

Governance and management

The current Plymouth City Centre Company Board of Directors will represent all business sectors currently operating in Plymouth. This will occur by co-option until the first Annual General Meeting. Every business will be a member of the company and eligible to vote at Annual General Meetings. The full Board will meet at least bi-monthly.

A BID management committee will meet regularly and will be responsible for the delivery of BID projects, with operational sub-groups covering specific themes and projects.

Alteration of BID Arrangements

The BID area and the BID levy percentage (other than inflationary increases announced by the Government for NNDR) cannot be altered without an Alteration Ballot.

The BID projects, headings, costs and timescales can be altered by the Board, within the constraints of BID income. The BID management committee and any sub-groups will manage budgets within their areas of speciality.

More information on BID arrangements can be seen on: www.plymouth.gov.uk/citycentre