

PLYMOUTH BID - FINAL CONSULTATION - RESULTS TO-DATE

PROJECT	MORE	SAME	LESS	COMMENTS
Xmas Lights	11	68	0	Need to be improved at bottom end of town/Cornwall Street. Wow factor needs to be created in City Centre.
Xmas Festival	6	69	4	Great project, a few retailers mentioned better Christmas events to include Grotto, Choirs, Carols etc.
IQ	5	73	1	Shops in IQ need more support, better promotion, continuous investment.
Signage	5	74	0	Needs to be improved e.g. City Centre car parks.
Toilets	5	74	0	Needs to be improved.
Bretonside	4	75	0	First impression of City Centre is vital. Bretonside appearance needs to be improved.
Gateways	4	75	0	Vital especially Bretonside and Train Station, should be improved e.g. Welcome signs when walking from train station.
Plymouth Market	3	76	0	The fabric of the building is in very poor condition. Should be replaced with a new specialised food market.
Footfall	1	78	0	Needs to be Improved in bottom end of town.
Car Parks	1	78	0	Needs to highlight more existing price promotions.
Litter Campaign	0	79	0	No comments.
Police Cadets	0	79	0	The project must have visible outputs for retailers.
Big Screen	0	79	0	Great output but should include more projects that involve retailers.
PARC	0	78	1	Great benefit to City Centre.
Events	0	78	1	Variety of events e.g. themed days will increase a footfall.
West End	0	78	1	There needs to be more activity in West End. Need to bring bottom and top of town together.
PSF	0	78	1	Fabulous project, brings people into Plymouth.
Sweeper	0	77	2	Continue with current level of service.
Ice Rink	4	71	4	Needs to be done properly. Will bring people into City Centre.
Clean Team	3	72	4	Vital, level should not be lowered. Should have better schedules.
PCSO's	2	72	5	Important in respect of the city's safety profile but, needs to be more visible. Visibility of PCSO's is a major problem.
Street Performance	5	68	6	Great project, will bring character to City Centre.
Washer	3	67	9	Just few times a year or when needed, not very visible in City Centre.
Marketing/PR	8	61	10	Very important, but spend is slightly too high. Very important to attract new customers. Monies need to be spent wisely.
Welcome to Plymouth	3	63	12	Great project, good investment. 1/10 don't see it as necessity.
Website	5	60	14	Need to make sure it won't date. Retailers need to have access.
Recycling	8	49	22	Most retailers like the project, but on smaller scale. 1/3 not bothered
Stoynet	3	45	31	Mixed reactions- some stores would benefit, some would like them discounted, some do not see benefits at all.
Small Business Zone	2	36	41	Won't get used as most businesses have their own support.
Evening Economy	2	29	48	Retailers won't benefit from the scheme. Should be built slowly.
Ambassadors	4	25	50	Reduce budget, focus on summer months. Could be replaced with retailers training, better mapboards etc.
WiFi	1	26	52	Not really needed in City Centre as most people have it in their phones. 1/4 love the project. Start off with a few hot spo