



Your Choice for 2010-2015

We want your views by 19th June

This consultation is also available online at plymouthcitycentre.co.uk



Plymouth BID Final Consultation

your city centre | your future | your decision

Your project ideas 2010-15

Project	Cost
Attracting New Customers	
Plymouth Summer Festival	£50,000
Independent Quarter	£100,000
Marketing & PR	£500,000
Christmas Festival and Ice Rink	£350,000
Website and Interactivity	£100,000
Evening Economy	£250,000
Sub Total	£1,350,000
Improving the Customer Experience	
Clean Team and 'Handyman'	£275,000
Mechanised Sweeper	£100,000
Independent Monitoring and Footfall	£50,000
Litter Campaigns and Enforcement	£25,000
Free PARC Membership	£200,000
Police Community Support Officers	£315,000
Police Cadets and Specials	£50,000
Street Washer	£100,000
Sub Total	£1,115,000
Exceeding Customer Expectations	
Events	£150,000
Big Screen	£100,000
Christmas Lights	£250,000
WiFi Internet Access	£150,000
Street Performance Programme	£100,000
Ambassadors	£250,000
Welcome To Plymouth Training	£25,000
Sub Total	£1,025,000
Members Benefits	
Discounted Cafe Seating	£0
Free Press Release Writing service	£0
Free use of Promotional Space	£0
Free Modern Apprenticeships	£0
Free Storenet Radios	£125,000
Small Business Zone	£25,000
Free Recycling Service	£100,000
Sub Total	£250,000
Total Projects	£3,740,000
Total budget available is £3.12m	

Consultation to date

The project ideas have been developed in consultation with over 200 City Centre businesses using focus groups, surveys, research and working closely with our BID ambassadors.

In developing the second BID we have worked hard to ensure that we are responding to the current economic climate with projects that will not only attract new customers, enhancing the customer experience, but also offer value for money and a strong return on your investment.

Key

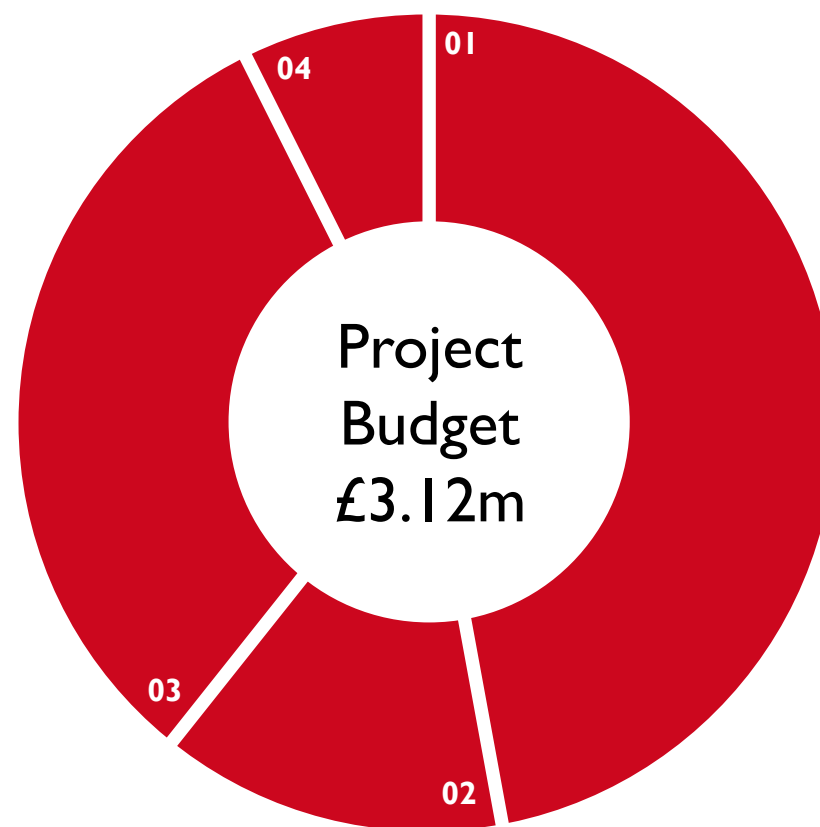
■ Existing Projects

■ New Projects

The projects in green are those we intend to carry forward from the existing BID, whilst reviewing and improving the quality of service that we provide.

The projects identified in red are new projects you have identified for the second BID that we now want you to prioritise on the opposite page.

Projected BID income 2010-15



01 BID Levy	47%	£1,775,000
02 Property Voluntary Contribution	13%	£475,000
03 Council Voluntary Contribution	33%	£1,250,000
04 Company Entrepreneurial	7%	£275,000
Total		£3,775,000
Minus expenditure on management & admin over 5 years		£650,000
Project Budget Total		£3,125,000




Note This chart excludes potential income from sponsorship, match funding and Council staff secondments

New projects

Where should our focus be?

Tell us where you think the budget should be spent on new projects. Use the simple check boxes to say whether you want the budget to be increased, to stay the same or should be reduced.

Projects delivered by the BID

If you want more money spent on a project tick the box with: 
 If you think that the budget should stay as shown tick this box: 
 If the budget should be lower than the figure shown tick box: 



Marketing & PR - £500,000

Increased level of marketing activity to ensure that the City Centre has a strong public image, conducted through media activity, delivery of major events and use of the Big Screen. PR activity costing £100,000 will be delivered within this budget - in the existing BID this has generated £2m editorial value.

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Christmas Festival and Ice Rink - £350,000

Learning the lessons from the success of the Summer Festival we will introduce a brand new Christmas Festival featuring a centrepiece outdoor ice rink with surrounding Christmas activity to enhance the offer to Christmas shoppers.

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Website and Customer Interactivity - £100,000

A bespoke cutting edge City Centre website designed to appeal to City Centre visitors and BID members with an e-commerce platform for stores to manage. Delivery of interactive schemes to inform visitors of events and promotions within the City Centre including a feedback booth and a retailer intranet.

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Street Washer - £100,000

New street washer dedicated to the removal of stubborn stains and chewing gum improving on the regularity and effectiveness of the existing service.

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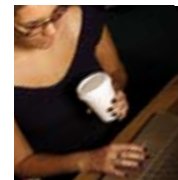

Street Performance - £100,000

An arts based partnership delivering an innovative programme of exciting street performance, music, dance and comedy as well as public art installations. A project to really add life and vibrancy back into the streets.

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Evening Economy - £250,000

The employment of an evening economy manager to develop projects and initiatives to support restaurants, cafes, pubs and bars within the City Centre linking strongly with our day time economy through joint promotions.

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WiFi Internet Access - £150,000

Encourage visitors to stay in the City Centre by offering WiFi internet access in all locations.

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City Centre Ambassadors - £250,000

First impressions count. The highly visible ambassadors will be on hand to welcome, inform and guide visitors around the City Centre during peak periods.

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'Welcome to Plymouth' Training - £25,000

Bespoke visitor training program designed for retail shop staff covering specialist knowledge of Plymouth as a tourist destination including it's history, attractions, restaurants and events.

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Storenet - £125,000

The provision of the existing Storenet Radio System free to BID members saving users £400 per annum.

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Small Business Zone - £25,000

An enterprise zone for small and medium businesses within the City Centre offering business advice, mentoring, training and mystery shopping service.

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Free Recycling Service - £100,000

The provision of a free recycling collection service (cardboard, glass, plastic, paper), for retailers operating in convenient city centre locations.

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Projects delivered in partnership

The City Centre Company will use the mandate delivered by a successful BID to work with the City Development Company and Plymouth City Council to influence and deliver a modern city centre, including the following major projects:



Awakening the West End

We will work with the Council to deliver the 20 projects identified in our Strategy for the West End, building on the recent £3.1 million investment in public realm.



Plymouth City Market

We will work with the Council to enhance and develop the City Market as the key anchor and visitor destination supporting the economy of the West End.



Public Realm Improvements

We will work with the Council, building on the Local Development Framework, to develop a detailed public realm strategy for the City Centre; developing funding packages using the s.106 tariff.



Regional Shopping Destination

We will actively consult on and support the delivery of the City Centre Area Action Plan, to create a regional destination for shopping and leisure activities.



Inward Investment

We will take the lead for economic development in the City Centre by identifying shops and brands that are not in Plymouth and actively encouraging them to invest.



Bretonside

We will make the bus station cleaner and safer through a new partnership with the Council. We will support the Council to bring forward redevelopment plans within the lifetime of the BID.



Car Parks

We will manage the car parks and work with the Council to secure and deliver an investment programme to continue to improve the car parks including the introduction of pay on foot where possible into the City Centre multi-storeys.



Theatre Royal and Pavilions

By extending the BID boundary we will work in partnership to establish the arts as a cultural and economic driver for the City Centre. We will broaden the visitor experience and market the City's conferencing potential.

Place making

We will use our business voice representing the City Centre to lobby and influence in the following areas:

Gateways We will lobby to improve the attractiveness of Bretonside bus station, North Cross railway station, Western Approach and the Millbay ferry port.

Signage We will campaign for new welcome signage at key entry routes and City Centre gateways.

City Centre Toilets We will work with the Council to seek the refurbishment of the City Centre toilets including the provision of turnstyle entry within the lifetime of the BID.

Transport Promotions The BID will work with the Council to identify opportunities for transport promotions, such as for Christmas late night shopping, Earlybird deals, 'OAP Thursdays', National Firework Competition maximising our competitive advantage of being a congestion free City Centre.

Park and Ride We will support the Council to deliver a new Park and Ride site to the east of the City.

Service Level Agreements Plymouth City Centre Company and Plymouth City Council will establish a contractual agreement to maintain its existing standards of performance within the City Centre.

Consultation We will continue to respond to strategic issues such as City-wide plans, major planning applications and protecting the City Centre from out-of-town developments.

Your comments

Please take a few minutes to tell us what you think of the business plan and the projects described:

Business Name

Address

Please supply the name and address of the BID Voter:

Please return to us by 19 June 09

to Plymouth City Centre Company, Floor 7, Civic Centre, Armada Way, Plymouth PL1 2AA. Alternatively, please return by email to: david.draffan@plymouth.gov.uk

Thank you for taking part, your comments and feedback is important to us and the BID.