

A More Attractive City Centre

Background Information

- The city centre was rebuilt in the 1950s after heavy bombing in WWII
- Plymouth city centre was pedestrianised in 1985 tbc
- Plymouth is the only UK City without a covered shopping centre
- Drakes Circus Shopping Centre is due to be completed in September 2006
- The redevelopment of Colin Campbell Court is planned to start 2005/6
- World renowned architect David Mackay has completed a City Centre masterplan
- A new world class public landscape is planned for Armada Way starting in 2004
- Plymouth has spent £150,000 on Christmas Lights since 2000
- The west end of the city centre was improved 1999 at a cost of £2m

Project Options

- 1. Frankfort Gate – Events Space and Café Quarter.**
Create a continental style town square with an events space and a central café area.
Cost: £50,000
 - 2. New George St (opposite WH Smiths)– New Street Café Public Seating Area**
Introduce a new high quality continental style street café with seating and a public performance space.
Cost: £35,000
 - 3. New George St (adjacent to Dingles) – An improved Children’s Play Area**
Renew and update Children’s Play area with new seating for parents.
Cost: £40,000
 - 4. Cornwall St (Areas east and west of Place de Breast)– Town Square and Major Exhibition Space**
Create a new town square with a new high quality public landscape and a series of covered spaces for markets and entertainment.
Cost £100,000
- 1. Bedford Way Refurbishment**
Repave the whole of Bedford way and introduce a simple lighting and planting scheme.
Cost: £50,000
 - 2. City Centre Superior Floral/Shrub Displays**
Create superior floral/shrub displays at City Centre Gateways and update existing displays.
Cost:£20,000/annum
 - 3. Improved Christmas Lights**
Expand and maintain the City Centre Christmas Lights including the new LED tree lights in BID area.
£30,000/annum
 - 4. Innovative Year round Lighting**
Introduce a stunning co-ordinated colour washing scheme for buildings in New George St and Royal Parade.
Cost: £100,000

A Cleaner, Better Maintained City Centre

Background Information`

- Plymouth was rebuilt in the 1950s based on Patrick Abercrombie's Plan for Plymouth
- Plymouth City Centre has the same floor space as Manchester & Liverpool.
- Plymouth was pedestrianised in 1988
- The city centre has a mechanised cleanse in the morning followed by 3 litter picks
- Chewing Gum is currently not removed from the City Centre
- The City Centre does not have a mechanised cleanse during the shopping day.
- There are 2 landscape gardeners dedicated to the city centre
- The City Centre has a dedicated highways maintenance team
- Plymouth City Centre has a nationally recognised Graffiti project
- The City centre has xxx rear loading bays
- There are over xxx planters in the city centre

What Could the BID Deliver?

1. City Centre Rapid Response Clean Team

Introduce a rapid response cleaning team.
Cost £ 48,000/annum for 4 staff

2. City Centre Mechanised Street Sweeper

Lease/purchase small mechanised sweeper to enhance cleanliness during shopping day 7 days week.
Cost: Purchase £45,000 (lease option £18,000/annum)

3. Power Wash City Centre

Lease/Purchase a steam cleaner to continuously remove chewing gum and clean pavements.
Cost: Purchase £100,000 (lease option £30,000.)

4. Additional Larger Litter Bins

Install additional larger capacity litter bins targeting food outlets and other high litter areas.
Cost: £10,000 for 20 new larger bins

5. Independent Monitoring of Standards of Street Cleanliness

Introduce independent monitoring of City Centre cleansing/maintenance to increase standards.
Cost £7,500/annum

6. Zero Tolerance to Graffiti and Flyposting

Remove all graffiti and flyposting from within BID area within 24 hours including private premises.
Cost £45,000/annum

7. High Profile Litter enforcement policy

Introduce a new enforcement code. To include:

- 'Tidy Business Code'
- Fast Food responsibility
- Street Cafes litter code
- On the spot litter fines
- Signage and PR campaign
- Chewing Gum education

Cost £20,000

8. Retailer Recycling Scheme

Establish a cardboard recycling scheme in service areas for retailers in the BID area.

Cost: £30,000

9. Improved Additional Car Park Cleansing

Increase frequency of all car park cleaning to include jet washing and redecoration of stairwells.

Cost: £20,000/annum

10. Improved Additional Sunday Cleaning

Increase the frequency of the Sunday cleanse to take account of Sunday Trading.

£7,500/ annum

A More Welcoming City Centre

Background Information

- Plymouth receives more day visitors than Cardiff (11Million)
- Tourism generates £90m annum for the Plymouth retail economy
- Plymouth city centre has 4600 car parking spaces
- Plymouth has 1000 park and ride spaces
- 3000 buses stop in the City Centre daily
- 40% of shoppers arrive by bus
- Plymouth has over 25,000 students
- Plymouth will have 10,000 new homes built in the next 5 years
- Plymouth City Centre already has an Urban Design Framework & Street Furniture Design Guide
- Plymouths car parks are all pay on display

Project Options

- 1. Car Parking Improvements – Pay on Exit/Securer Car Park Status**
Introduce pay on exit into the theatre Royal car park & gain secure car park status.
Cost £80,000
- 2. New Pedestrian Signage**
Replace all fingerpost signage/maps with purpose-designed pedestrian way-marking.
Cost £100,000
- 3. Car Parks Welcome Signage**
Introduce welcome signage into all car parks.
Cost: £10,000
- 4. Free Shoppers Bus**
Provide a free/subsidised fully liveried shoppers bus.
Cost: £50,000/annum for a 7 day service
- 5. Improved Park & Ride**
Improve the existing Park & Ride facilities and seek a new site to east of City.
Cost £50,000
- 6. Railways Shopping Promotions**
Work with train companies to promote Plymouth as a shopping destination.
Cost: £10,000
- 7. West End Short Stay Car Parking**
Introduce additional short stay car parking into West End.
Cost £50,000
- 8. Subsidised Car Parking Charges**
Introduce subsidised car parking charges to support wider promotional activity.
Cost £20,000/annum
- 9. City Centre ‘Ambassador Program’**
Develop an accredited training program for all City Centre frontline staff including customer service skills and visitor information.
Cost £20,000
- 10. Cruise Ships Initiative**
Welcome, promote and manage cruise ship passengers to Plymouth City Centre.
£10,000/annum

A Safer City Centre

Background Information

- There were 2500 recorded crimes in Plymouth City Centre in 2003 (20% were retail crime and 10% vehicle crime)
- Plymouth City Centre has 120 CCTV cameras
- Plymouth City Centre CCTV identified 2400 incidents in 2003
- A new £750,000 CCTV control room was built in 2001
- The Plymouth hosts street warden scheme won the 2003 ATCM national award for 'best on street hospitality project'
- The City Centre is policed by 15 dedicated officers
- Plymouth Against Retail Crime has excluded 50 prolific shoplifters from the city centre
- PARC has 300 retail members and employs a retail crime manager
- Plymouth city centre received the 'Home Office Safer Shopping Award' in 2002
- There are currently no secure status car parks in plymouth city centre

Project Options

- 1. Additional City Centre Police, Community Support Officers or Wardens**
Additional high visibility patrols reducing response times.
 - Police Officers
Cost £36,000/annum
 - Police Community Support Officers
Cost: £22,000/annum
 - Accredited Wardens
Cost: £18,000/annum
- 2. Extended CCTV – Surface Level Car Parks & Service Yards**
Introduce CCTV into all service yards/car parks.
Cost £45,000
- 3. Security Lighting – Surface Level Car Parks & Service Yards**
Introduce high power security floodlights into all service yards/car parks.
Cost: £15,000
- 4. CCTV Help Points - Car Parks & Service Yards**
Introduce emergency CCTV help points into all car parks and service yards.
Cost: £30,000
- 5. Safer Car Parks Initiative**
Introduce crime reduction measures in all car parks to gain Police secure car park status.
Cost: £20,000 TBC
- 6. CCTV / Safer Shopping Signage Package**
Introduce high visibility signage to deter criminals and reassure public.
Cost £10,000

7. Retail Crime CCTV Operator/

Introduce a dedicated retail crime CCTV operator.
Cost £20,000/annum

8. Plymouth Against Retail Crime

Employ Retail Crime Manager and develop retail exclusion notice scheme.
Cost £30,000/annum

9. Retail Crime Awareness Training

Provide quarterly accredited training for all store security staff/store managers.
£5,000/annum

10. Improved Retail Radios

Purchase new multi channel retail radios.
Cost £20,000

A Better Promoted City Centre

Background Information

- Plymouth is the 14th largest City in the UK
- Plymouth travel to work area is 460,000 people
- The City Centre is ranked 36th retail centre in the UK.
- Plymouth has the largest shopping catchment area in Devon & Cornwall (30% larger than Exeter and twice that of Truro)
- £1bn of retail sales are available in Plymouth Catchment
- £400m of retail sales are currently lost to competing retail centres
- Plymouth will have xxx new homes built in the next 5 years
- Devon is the xxx fastest growing county
- Plymouth has a successful airport
- 21% of the residents living within Plymouth's catchment area are classified by as upmarket shoppers,
- 50% of the catchment are population are categorised as mid market shoppers.

Project Options

1. Heavyweight Regional Marketing Campaigns

Regional advertising targeting outlying catchment areas to drive footfall.
Cost: £50,000/annum

2. Drake Circus Redevelopment

PR strategy to ensure City Centre remains competitive during the construction of Drakes Circus.
Cost £10,000 2005/2006 only

3. City Centre Branding

Create and launch new branding to reposition City Centre.
Cost £15,000

4. City Centre Ambassadors – Uniform and Training

Provide uniforms and customer service training for all city centre workers.
Cost £20,000

5. Exciting and Innovative Events Program

Utilise events spaces with new programme of major events following retail calendar

Possible Ideas:

- Wimbledon (Giant Plasma screen plus strawberries & cream)
- Themed Events (e.g. Halloween, Mother's Day, Easter)
- Beach BBQ
- Summer Events (build on Cruise Ships)
- Speciality Markets
- Christmas Lights Switch on
- Local Food & Drink Festival

£20,000/annum

6. City Centre Events Canopy

Purchase a large semi permanent canopy for new Armada Way events space.
Cost: £50,000 (TBC)

7. Weekly Entertainment Programme

Provide an exciting programme of street entertainment in the City Centre every weekend from Easter to Christmas.
Cost: £30,000

8. Improved Retail Mix

Produce an Inward investment pack targeting absent retailers/Cafes from the City Centre.
Cost £10,000

9. City Centre Newspaper

Publish and distribute a bi annual city centre newspaper to every Plymouth household.
Cost £10,000/annum

10. City Centre Website

Develop a new City Centre website with an individual page for every retailer in BID.
Cost: £10,000/annum