



## MANAGER BRIEFING NOTE

This note is to help you brief your staff on Plymouth City Centre's newly established Business Improvement District (BID).

Following the staff briefing, please display the attached BID poster in your staff's canteen / rest area, to enable your staff to help support the City Centre's improvement.

For more details on the City Centre and its BID go to: [www.plymouthcitycentre.co.uk](http://www.plymouthcitycentre.co.uk)

### STAFF BRIEFING

I would like to brief you on Plymouth City Centre's Business Improvement District (BID).

The Plymouth BID has been set up to:

- unlock Plymouth's retail potential by attracting more customers from outlying areas
- improve the visitor experience by making the City Centre cleaner, safer and a more exciting place to visit
- enable City Centre businesses to act collectively, to attract new ideas and investment
- improve business sales and profitability
- work with all 520 City Centre businesses, acting as a strong voice for City Centre improvements
- spend £2.1m to improve the City Centre
- attract £400m per year of potential additional high street expenditure
- target a 5% increase in City Centre footfall, spend and visit time
- transform Plymouth into a UK top 20 retail centre

The Plymouth BID is one of only nine in the UK to-date. Uniquely it has attracted an unprecedented level of City Centre business support. It is only by working together that we can truly transform Plymouth City Centre's trading environment. The City Centre's attractiveness has a direct impact on our company's performance. Please watch out for the BID's 'Checkout' newsletter and tell others about the BID. Please share any ideas you may have to improve the City Centre with me. I shall report our ideas to the City Centre Company.

Many thanks.

