

# The Vote:

The current BID term ends on March 31 2020. Our business plan for 2020 to 2025 will be available soon on our website or in hard copy format. It will set out our new vision for the city centre, recognising the changing nature of the retail climate.

Ballot papers will be sent out on: January 27<sup>th</sup> 2020

You can only vote by post. The result will be announced on: February 28<sup>th</sup> 2020

I hope you recognise the value of our work and our commitment to the West End and to the success of your business. Please join in with us in promoting the new brand by making sure you like, follow and share.



*Steve Hughes*

Steve Hughes - Chief Executive  
Plymouth City Centre Company

## This is YOUR brand, please use it.

If you would like to know more or arrange a meeting with me, please contact [steve.hughes@citycentrebid.co.uk](mailto:steve.hughes@citycentrebid.co.uk) or telephone 01752 304980 Steve Hughes

[www.westendplymouth.co.uk](http://www.westendplymouth.co.uk)

  @WestEndPlymouth  @WestEndPlym



If you want to find out more about the work of the Plymouth City Centre Company go to: [www.citycentrebid.co.uk](http://www.citycentrebid.co.uk)



# Adding vibrancy to the West End

We hope you have noticed the changes that have taken place in the West End over the last few months.

The City Centre Business Improvement District (BID), which is run by the Plymouth City Centre Company, has created the West End Plymouth brand, giving the area its own identity with an injection of colour in the shape of street art, banners welcome signs and a new look for some empty shop fronts. We have also established a West End Plymouth website and social media channels, giving EVERY business in the West End the opportunity to tell shoppers and visitors all about their store, products or services. Over the next few weeks and months you will notice more changes, including:

- ✓ More West End Plymouth branding on shop-fronts and in public spaces
- ✓ New planting schemes to give the area a splash of colour next year
- ✓ Refurbished and colourful seating
- ✓ Work on transforming Frankfort Gate into a family friendly public space
- ✓ FREE digital marketing, city centre poster sites and promotional sites
- ✓ Discounted stalls at the Christmas Market and Flavour Fest
- ✓ A point of contact to resolve issues and fight your corner
- ✓ Shop front improvement grants
- ✓ A strong partnership with Plymouth Market on events and marketing
- ✓ Trade waste recycling service

## Other BID achievements include:

- ✓ PARC officers to tackle anti-social behaviour
- ✓ The West End Carnival
- ✓ Christmas lights
- ✓ Extra parking
- ✓ Discounted parking in Western Approach for BID levy payers and staff

## Next Steps

The new look and brand for the West End is only the beginning. Together, we can work with you and other partners, including Plymouth Market, to create a new identity maximising the independent nature of the area and its unique offer, attracting more visitors and customers who will want to come again and again.

BUT, we can only do this if you Vote YES for the BID to continue its work when we come up for a renewal ballot in January next year. Full details and our business plan will be sent out nearer the time.

Without the BID all the projects highlighted in this document will cease to exist from March 31st, 2020.

Subject to a successful ballot, we will:

- Lobby the council for more capital investment
- Develop and enhance the West End Carnival
- Create more events to attract shoppers
- Provide a budget to maintain and enhance the West End brand
- Give every business a listing on our new website
- Provide FREE digital training workshops



*Ray Robins*

Owner  
Robins Brothers,  
Jewellers

The BID is absolutely essential for the West End. Without the BID we have no single organisation fighting for all the independent traders in this area. The BID fights for investment and has helped us to get the extra parking spaces we desperately needed and the West End brand that we can now all use to promote everything that's great about this end of the city. With the BID we can continue to make the most of the West End's unique customer offer. I will be urging all West End businesses to vote yes.



*Emily Luke*

The Toolshed

We have worked closely with the BID over the years and it's a huge benefit for small businesses like ours. We have taken advantage of the BID's Shop-front Improvement scheme and the PARC officers have made a big difference in reducing anti-social behaviour. The launch of the new West End brand is just what we needed and that wouldn't have happened without the BID.

 VOTE YES FOR A BETTER PLYMOUTH