

Plymouth
Britain's Ocean City

DRIVING GROWTH



'Britain's coolest little city by the sea'
GQ Magazine





WELCOME TO BRITAIN'S OCEAN CITY

Plymouth is a spectacular waterfront city offering exciting development opportunities making it a top location to live, work and do business.

As an ambitious and confident city, Plymouth continues to grow at a rapid pace. With £500 million of property deals in the pipeline and an approved capital programme of £378 million at the end of January 2019 there is no better time to invest.

Plymouth is seeing many exciting changes, with even more on the horizon. British Land are well underway with developing their £53 million investment in Drake Circus Leisure, creating a new leisure destination right in the heart of the city centre. We have seen the construction sector in Plymouth grow by 24 per cent since 2011 compared with 11 per cent nationally.

Plymouth is also leading the way with the Mayflower 400 commemorations and celebrations in 2020. This exciting year will see the opening of The Box, a multi-million pound development that will transform the existing buildings into a new, unique cultural attraction that highlights Plymouth and its place in the world.

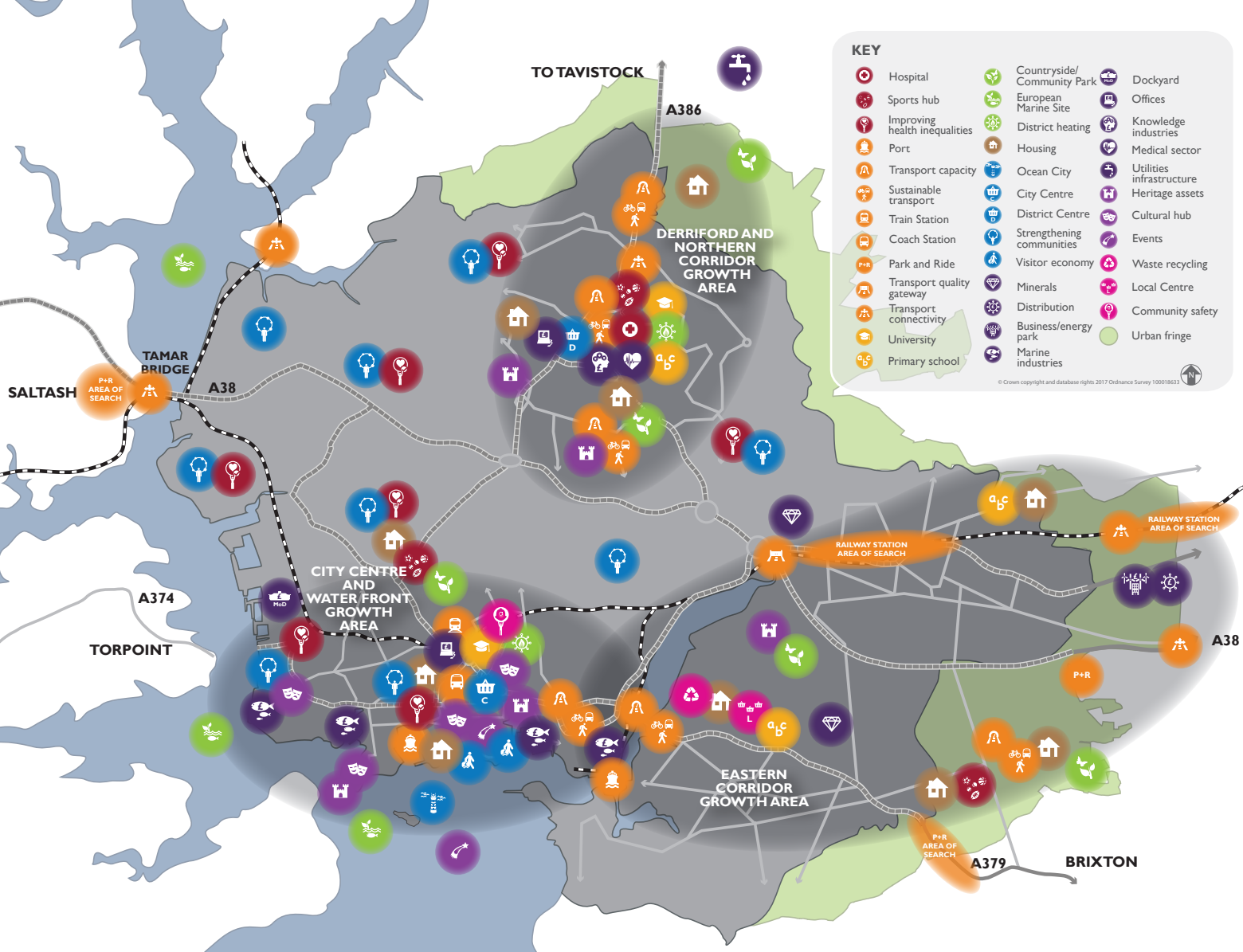
Whether you're looking at starting a new enterprise or relocating a current business, Plymouth will help you flourish.

Councillor Tudor Evans OBE
Leader, Plymouth City Council

Richard Stevens
Chair of Plymouth
Growth Board

City Vision

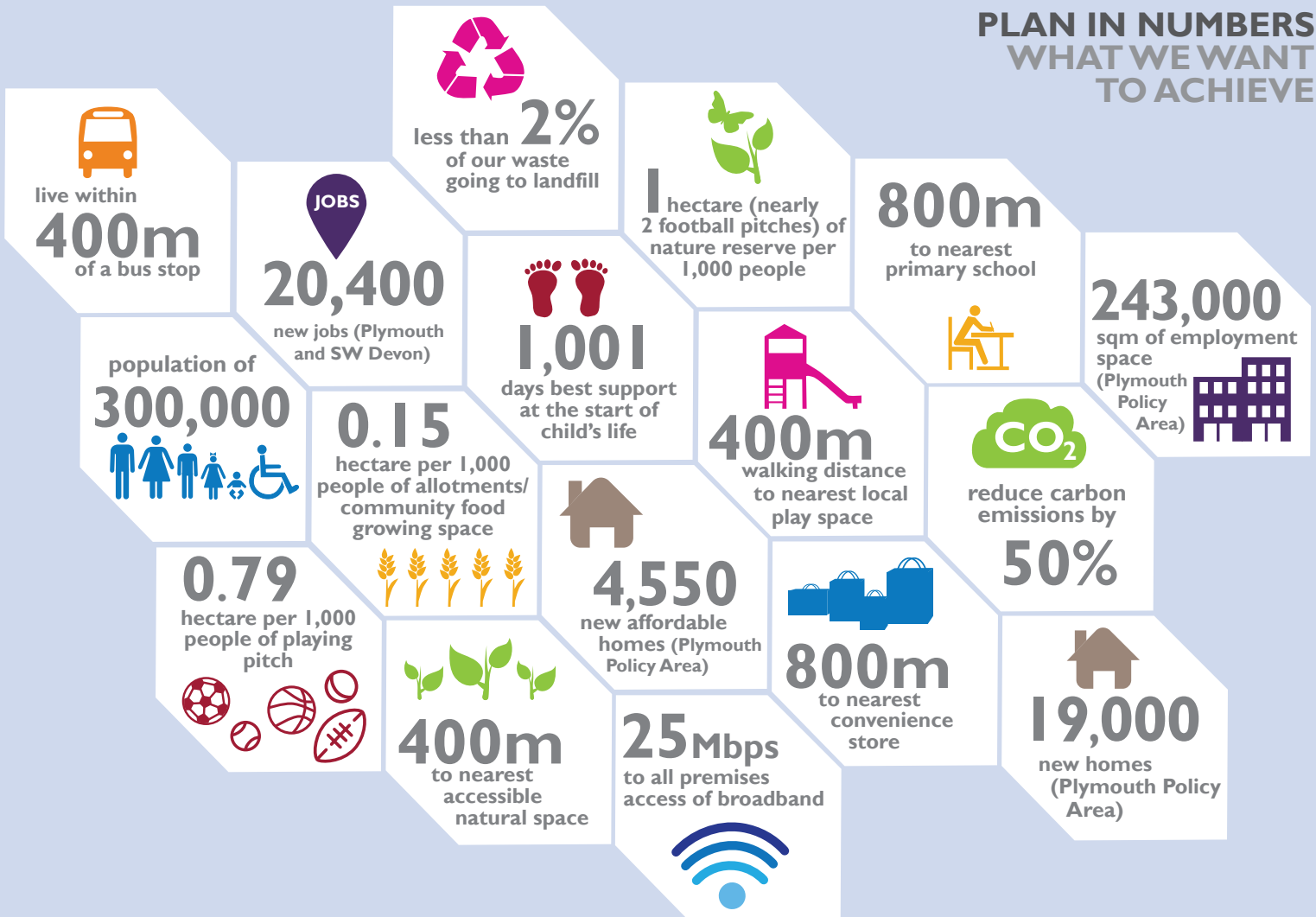
One of Europe's most vibrant waterfront cities, where an outstanding quality of life is enjoyed by everyone.



PLYMOUTH POLICY AREA - SPATIAL PRIORITIES (ILLUSTRATIVE)

The city's three growth areas have been identified as key to delivering major growth in housing, employment and associated infrastructure to drive Plymouth's growth.

**PLAN IN NUMBERS
WHAT WE WANT
TO ACHIEVE**



LEADING CITY

A city fulfilling its strategic role as a major economic driver for the heart of the South West

HEALTHY CITY

People live in happy, healthy, safe and aspiring communities

GROWING CITY

A city which has used its strengths to deliver quality and sustainable growth

INTERNATIONAL CITY

Plymouth is internationally renowned as the UK's premier marine city, and famous for its waterfront, maritime heritage and culture.

TEN REASONS TO INVEST IN PLYMOUTH, BRITAIN'S OCEAN CITY

1

AMBITIOUS

Plymouth is the largest port city on the South Coast of England with an ambitious growth agenda. With a resident population of 262,700 Plymouth aims to grow its resident population to 300,000 by 2034. Currently five million people visit Plymouth each year, including 440,000 passengers passing through the port on Brittany Ferries.

2

SKILLED AND ADAPTABLE WORKFORCE

With two award winning universities, a thriving art college and the expanding City College Plymouth, the city continues to develop and grow new talent and a business-focused potential workforce.

12 per cent of Plymouth jobs are in the manufacturing industry, far exceeding the 8.3 per cent national average. Similarly, another 12 per cent of employment is supported by the education sector – which supports only 9.2 per cent of jobs nationally.

3

PREMISES

The city offers a diverse mix of high quality modern and historic managed business premises and excellent provision for new start-ups.

On average business premises are 35 per cent cheaper in Plymouth than in the South East, with the highest concentration of manufacturing and engineering employment in the whole of the south of England.

4

MEDICAL, HEALTH AND LIFE SCIENCE CLUSTER

Plymouth has one of the largest hospitals in Europe and over 7,000 students enrolled in the medical, health and life science courses. Over 150 businesses operate within Plymouth Science Park.

5

CONNECTED

- Superfast broadband coverage is 99%, and Ultrafast broadband is 92 per cent (higher than the UK average of 84 per cent). It ranks seventh in the country on ultrafast broadband.
- Plymouth has the biggest free wi-fi network in the south west, covering the city centre, the Hoe and waterfront.
- 21 trains to London Paddington per day, with journey times from three hours
- Three international airports located within a two-hour driving distance.
- Daily sailing to Roscoff and weekly to Santander with Brittany Ferries.

Plymouth is a spectacular waterfront city offering exciting development opportunities making it a top location to invest and do business.

6

MARINE SCIENCE

Plymouth is a global centre of excellence for marine science and technology and has one of the largest clusters of expertise in the world.

With 7,100 skilled people in marine manufacturing working in the city, the sector includes global research partners: Plymouth Marine Laboratory, Marine Biological Association, University of Plymouth and the Continuous Plankton Recorder (CPR) Survey (previously known as Sir Alister Hardy Foundation for Ocean Science). The blue tech / marine sector in Plymouth accounts for 21 per cent of the national blue tech / marine employment. This is 11.3 per cent of the city's total employment. Key businesses include Babcock International, Thales and Princess Yachts.

7

IN GOOD COMPANY

Plymouth is home to Babcock International, Becton Dickinson, Burts Potato Chips, EE, Fine Tubes, Kawasaki, Plymouth Gin, Princess Yachts International, Rittal CSM, The Wrigley Company, Twofour Group and the Range HQ to name a few. We are also home to the largest Naval Base in Western Europe.

8

AFFORDABLE HOUSING

The average house price in Plymouth is now £166,118. This is nearly seven times the average salary versus London which is 16 times the average salary.

19,000 new homes will be built in Plymouth, both in the city and at locations in the city's urban fringe over a planned period to 2034. Of these, 4,550 homes will be built as affordable homes to meet the needs of Plymouth residents.

9

OUTSTANDING QUALITY OF LIFE

Few cities can rival Plymouth's rich maritime heritage, stunning waterfront and natural harbour, vibrant cultural life and its close proximity to Dartmoor, one of Britain's finest National Parks.

Plymouth is one of the greenest cities in the UK, 40 per cent of the city is green space.

10

CULTURE

Plymouth has a thriving cultural offer with a growing digital and creative sector. The Box, Plymouth's new museum and cultural centre is due to open in 2020 and will take visitors on a journey from prehistory to the present and beyond.

PLYMOUTH'S PROJECT PIPELINE IS FLOWING...

Plymouth Science Park – One Research Way

Plymouth Science Park's latest development, Phase 5, was completed in 2017. The £7 million development supported 50 construction jobs.

The tenants are a crucial part of the growing medical, health and life science cluster:

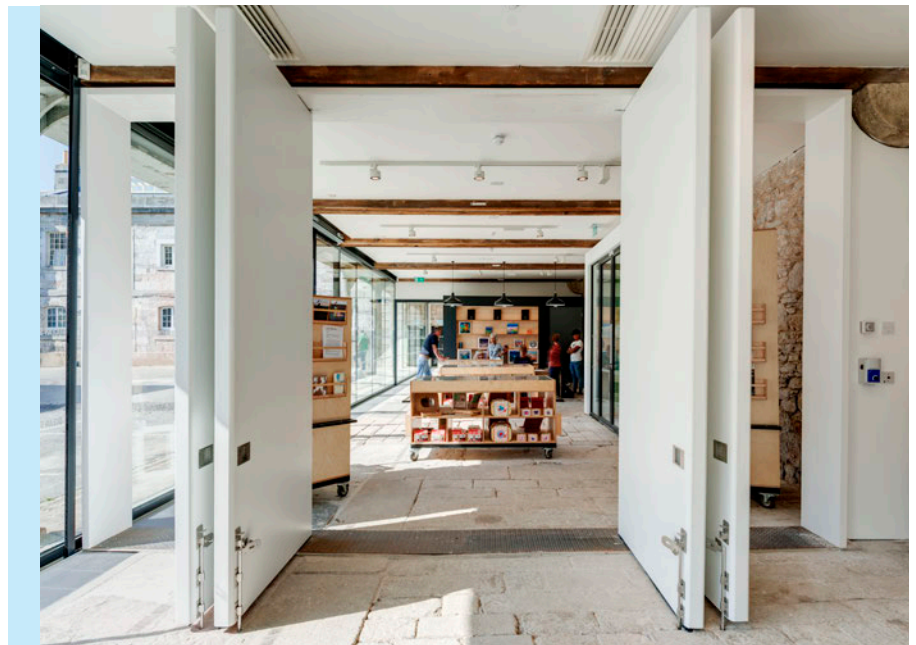


Ocean Studios

Ocean Studios offers a space to create, providing affordable studios and managed workshop facilities for local creatives to develop their practice and to boost creative enterprise in the city.

In addition to individual studios, shared spaces and well-equipped workshops for tenant and associate artists and makers, Ocean Studios offers exhibition and events space.

The growing, vibrant, creative community at Ocean Studios has been a catalyst for supporting Plymouth's position as a cultural destination and engaging the city with national arts.



City College Plymouth – STEM Centre

City College Plymouth plays an essential role within the region's business community. One of the largest training providers in the South West, the college uses its wealth of industry knowledge and experience to support businesses of all sizes operating across a broad range of industries.

Their comprehensive portfolio of training - from apprenticeships to higher-level courses and from core English and maths skills to management training - is underpinned by significant investment in facilities for the city. This includes the £13 million Regional Centre of Excellence for STEM (science, technology, engineering and maths), which was conceived in direct response to addressing skills gaps identified by regional development plans.



Langage Phase 2

The next phase of Header Court is now ready for business following a 10-month building project. The 2,830 square metre speculative scheme is available as six individual units, ranging in size from 193 square metres to 1,015 square metres.

The scheme has been flexibly designed to attract a variety of companies both large and small. Phase 1 was completed in 2015 and is occupied by Dartmouth Foods who brought 100 jobs to the city.



PROJECTS IN PROGRESS...

The Box

This multi-million pound project is transforming the former City Museum and Art Gallery, Central Library and St. Luke's Church into The Box - an immersive, state-of-the-art experience at the heart of Plymouth's cultural quarter.

Opening in spring 2020, The Box will be an unrivalled destination for history, art and ideas. It will tell the ever-changing story of Britain's Ocean City, its people and their place in the world. Six historic collections will come together under one roof. A curatorial programme of adventure and wonder will inspire a passion for Plymouth like never before.



Drake Circus Leisure

This investment of £53 million by British Land to create a new leisure destination is set to transform the former coach station site in the city and become a key gateway entrance to the city centre.

The development, which is set to open in Autumn 2019, will be 9,290 square metres and includes a 12 screen Cineworld cinema, 15 restaurants and bars - including a Sky bar above the cinema to capture stunning views of the city and its coastline - and 420 car park spaces. This will create a new destination for dining and entertainment in Plymouth for both locals and visitors to enjoy.



PROJECTS IN PROGRESS...

The Range HQ

Work is progressing on the new Head Office and Superstore site at Seaton Hill. The £25 million project will see the direct transfer of hundreds of staff from the existing HQ but also introduce many new jobs in the northern part of the city.

The new head office will become the beating heart of the organisation with the flagship store providing over 6,039 square metres of retail space spread over two floors. It will include a large family café and outdoor garden centre.



Broadley Park, Belliver and Plymouth International Medical and Technology Park

These proposed schemes will provide almost 4,000 square metres of new sustainable, high quality, speculative employment accommodation for small and medium sized businesses across the two sites.

The schemes are expected to create and support over 115 jobs and will be ready for businesses in 2020.

Derry's Cross

The Thames Bank £50 million refurbishment scheme of the former Derry's building in the heart of the city centre independent retail quarter. The scheme will include include 9,290 square metres retail/leisure, a 110 bed Premier Inn and 500 high-end student rooms.

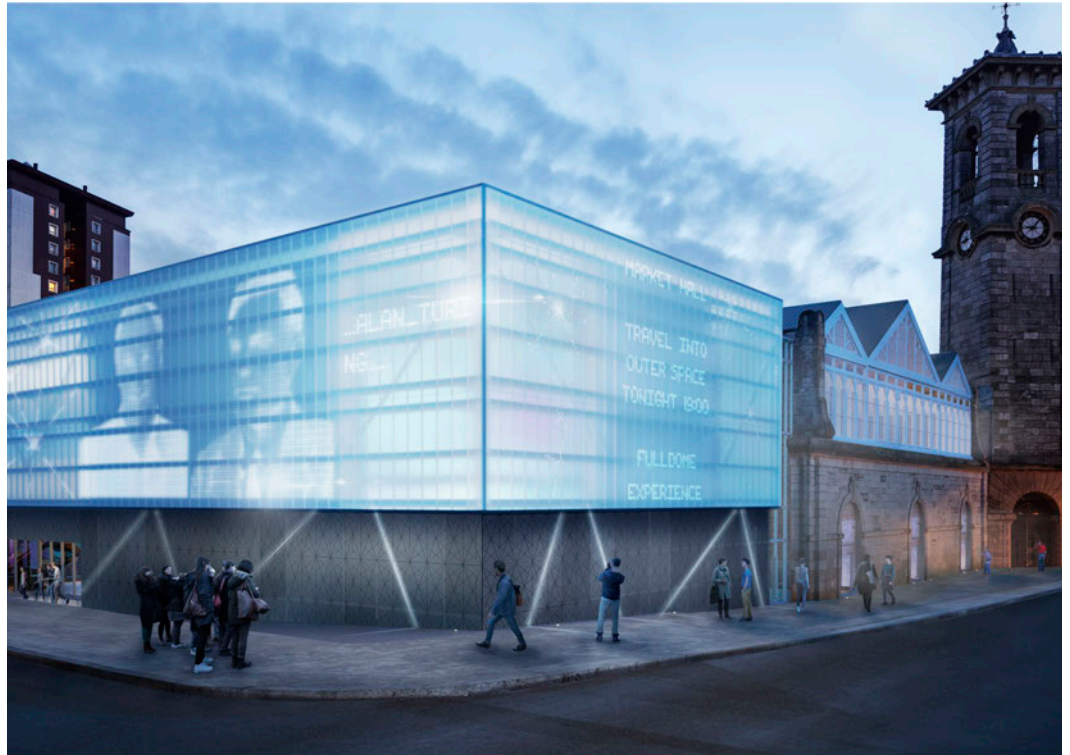
The scheme is due for completion in September 2019.



Market Hall Building

The Devonport Market Hall development, will see the derelict Grade II listed building transformed into a cutting-edge space for digital skills, research, learning and entertainment, including the first immersive dome in Europe.

The Market Hall development is being led by RIO in partnership with Plymouth City Council, i-DAT at University of Plymouth, City College Plymouth, Devonport High School for Boys and some of the brightest young tech companies in the region.



FUTURE PROJECTS...

Railway Station

Plans to improve the city's welcome for rail passengers and regenerate the area around the station are moving forward now the Council has given approval for a £26 million funding package.

Under the first phase of the ambitious regeneration plans, GWR, working with the Council and Network Rail, will work on a phased upgrade to the station concourse and customer facilities around it.



Millbay Boulevard/ Bath Street West

The Council has approved £5.5 million of public realm funding to complete a boulevard link along Bath Street with a Land Release Grant contribution, this will open up the connection between the city centre and waterfront.

The Two Trees pub and Union Street footbridge were demolished in November 2018, with the boulevard works to be completed by 2020. Bath Street West is on the market with capacity for 200 homes.



Colin Campbell Court

The Council, with support from Homes England, have purchased sections of Colin Campbell Court and Bath Street West.

This will deliver new homes as part of a £50 million regeneration project.



Old Town Street/ New George Street

A proposed £30 million partnership investment by British Land and the Council, of which the Council contribution will be £10 million primarily into public realm to improve the connection between Drake Circus Shopping Centre and the new leisure scheme, Drake Circus Leisure.

British Land propose to extend shop frontage below the canopy and create pavilion units in the highway aimed at attracting retailers to larger footprint units. Work is anticipated to start in late 2019.



KEY SECTOR OPPORTUNITIES...

Medical, Health and Life Sciences

Plymouth's growing cluster of innovative life sciences companies utilise the area's technology infrastructure, resulting in a healthy mix of established and emerging companies across medical device and diagnostics, biologics and biotech, contract research organisations and pharmaceuticals.

- £577.5million GVA
- 22,500 jobs, including social care
- £31,800 average advertised salary, Biotech: £34,000
- 42 per cent of all Health and Social Care workers are qualified at level 4 and above, and a further 19 per cent at level 3
- Nearly 7,000 students were enrolled in 2014/15 in the Faculty of Health & Human Sciences, and Medicine and Dentistry courses at University of Plymouth,
- There were 1,100 graduates in 2014/15 from the courses above.



Creative

Plymouth has a diverse and exciting creative eco system that spans across design, advertising, marketing, crafts, TV, video, radio, photography, publishing, fashion, software services, museums, galleries and libraries, music and performing and visual arts.

- £51.5million GVA
- 3,800 jobs in the creative sector
- £30,500 average advertised salary
- 43 registered arts organisations
- Over 5,500 students enrolled in Arts and Humanities across the University of Plymouth and the Plymouth College of Art
- Over 360 University graduates in 2014/15 from Creative Arts and Design courses



Oceansgate

Oceansgate Marine Enterprise Zone provides a unique package of facilities including: 7.5 hectares of land and buildings, docks and jetties (with outline planning consent for 25,000 square metres of business space); deep-water access; in-sea test range and connectivity to the wider marine / advanced engineering sectors.

Located within the expanding Plymouth marine cluster; the site has local, regional and national importance. It is one of two sites in the South West region identified as a focus for Advanced Engineering. It is also a key player in the growth of the South Coast Marine Cluster and as one of the Heart of the South West LEP's 'Transformational Opportunities' it is providing a new future to an area of Devonport Naval Base that is surplus to requirements.





Oceansgate

HMNB
Devonport

Market
Hall

Broadley
Park

F
W

Derriford District Centre

Plymouth Science Park

The Range HQ

Train Station

The Box

Drake Circus

Bath Street West

Drake Circus Leisure

Colin Campbell Court

Millbay

Royal William Yard





HOUSING

The new Plymouth and South West Devon Joint Local Plan sets out to deliver 26,700 new homes by 2034, of which 19,000 will be in Plymouth. Of these, 4,550 homes will be built as affordable homes to help address housing need.

Our award-winning Plan for Homes helps to deliver this ambition with a commitment to increase and accelerate housing delivery to build 5,000 new homes over five years, of which at least 30 per cent will be affordable.

Central to the success of the plan has been the identification and release of 138 acres of Council owned sites for housing. We have already delivered 800 homes on these sites with a further 250 under construction and expected to complete in 2019.

We are a Starter Homes Land Fund Partnership Authority, working with Homes England to bring forward a portfolio of sites to deliver a combination of starter homes and market homes. We have acquired the first three sites at Colin Campbell Court, Bath Street and Prince Maurice Road.

We have an excellent record of estate regeneration having recently completed the regeneration of Devonport with 1,200 new high quality homes replacing 600 obsolete homes.

The regeneration momentum continues in North Prospect with an overall programme of 800 properties to be demolished and replaced by 1,100 mixed tenure homes. Plymouth Community Homes has completed phases 1 and 2 of the redevelopment; phase 3 is under construction and phase 5 is due to start on site shortly with phase 4 starting in 2020.

We are supporting Clarion Housing Group to demolish a further 230 non-decent flats in Barne Barton to make way for 200 new houses and apartments.

The regeneration of Millbay aims to redevelop the surrounding dock area with a range of housing, commercial and retail opportunities. Four phases have been completed, equating to over 400 homes, and remaining phases have the potential for a further 750 homes to include an 80 unit dementia friendly extra care scheme for older people, which is currently under construction.

Furthermore, the award-winning Nelson Project, which provides housing for ex-service personnel who were involved in the construction, was completed in 2018.

BUILDING PLYMOUTH

Building Plymouth, the Council-led, private and public sector partnership with the construction and built environment sector aims to reduce the skills gaps and skills shortages facing the local construction industry.

The main objective is to increase the number of skilled people joining the industry to deliver the 10,000 projected new jobs being created in the city. To support this, Plymouth City Council is accredited as a National Skills Academy for Construction committed to maximising employment and skills opportunities through local planning and procurement on construction projects in Plymouth.

Working in close partnership with industry, training and education providers, schools, employment intermediaries and the local community, this innovative partnership aims to increase local awareness of careers – across trade, technical and professional pathways, and enhance the image of the sector:

During the past 12 months, Building Plymouth has supported over 5,000 local people through delivery of extensive career

events and through their pop-up Job Shop, engaging with young people, those who are unemployed and people wishing to up-skill or change careers including military personnel. Over the past two years Plymouth apprenticeship starts in construction have increased by 61 per cent.

Thanks to the financial investment by 37 project sponsors across industry and education, Plymouth City Council has been able to invest in a dedicated Skills Co-ordinator to drive forward these ambitious plans. Other local authorities are now actively looking to adopt the Building Plymouth model.

Photo: The Ron Simmonds Construction Trade Apprentice Winner 2018 Isla Hill - who is undertaking an Intermediate level Plastering apprenticeship with Obedair Construction and CITB at City College Plymouth and Building Plymouth Technical Apprentice Winner 2018 Megan Douglas-Lewis – who is undertaking a higher level apprenticeship in quantity surveying with Kier – Western and Wales at City College Plymouth



VISITOR EVENTS AND ECONOMY

Tourism

Although already a major visitor destination (5.1 million visitors in 2017), including significant staying visitor numbers (755,000 in 2017), Plymouth has a recognised deficit of 4-star and above accommodation which it is keen to address. The city also has a notably high occupancy rate for its hotel accommodation as a whole.

A number of hotel planning permissions are currently in place of which some are in development and more are currently in various stages of planning.

There is much scope however for further capacity, particularly in the under-supplied four-star and above sector. This is clear from the city's demonstrable growth in visitor numbers and spend over the last decade and its intent to continue that growth, relating to Mayflower 400, visitor attraction developments under construction, and future plans such as its proposed National Marine Park.



Mayflower 400

In 2020 the UK, US and Netherlands will commemorate the 400th anniversary of the sailing of the Mayflower from Plymouth with an exceptional year of arts, culture and heritage activity.

To date, over 400 events are planned across the national Mayflower partnership. In Plymouth over 100 events and projects are currently confirmed or in development including major activity such as Transat, Illuminate and the creation of bespoke heritage trails.

Plymouth City Council has committed over £8 million in revenue and capital funding to make the most of this opportunity. This has enabled the programme to secure income valued at £3 million, with further funding applications valued at £3 million in progress and additional funding anticipated through commercial sponsorship and other sources.



National Marine Park

Plymouth's ambition to be the UK's first National Marine Park received a further boost recently when the Marine Management Organisation awarded £75,000 towards the first phase of the project, including a feasibility study.

Plymouth City Council announced in January that it was now the official lead to facilitate plans for Plymouth Sound National Marine Park and that it will:

- develop, and declare the National Marine Park, working with local partners and stakeholders
- start a programme of engagement with the local community groups, businesses and stakeholders to help shape the marine park
- work with Government departments to deliver a National Marine Park with national recognition
- continue to seek external funding for the project.

Visit www.plymouth.gov.uk/marinepark



Low
unemployment

4.2%

3,873
Jobs in
pipeline

3,770
Apprenticeship
starts

£378m
Current approved
and planned capital
investment by
PCC

£500m
Property deals in
the pipeline

6,560
Businesses in
the city

£347m
Visitor spend

25,000
Students in higher
education in the
city

£5.2bn
GVA

FOR FURTHER INFORMATION, PLEASE CONTACT US

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