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DRIVING GROWTH IN



2021-2023



Introduction

from Mark Shayer, Deputy Leader of Plymouth City Council
and Richard Stevens, Growth Board Chair

The City Council and Chamber are proud of our long term Strategic Economic Partnership to deliver growth for the City through the Plymouth Growth Board.

Over the last 2 years we have had a lot of economic challenges to contend with including the initial shock of Pandemic, the provision of unprecedented emergency business support, COVID Recovery, the impact of inflation and the cost of living crisis.

As a city we have not only responded well to those challenges and shown our resilience but we have also continued to be ambitious and to deliver new investment. In particular the establishment of the Plymouth and South Devon Freeport proposal during the pandemic illustrates the quality of our people and our businesses. It is easy to forget the scale of investment that this city is currently experiencing but it is plain for all to see when we walk around the city whether it's Mayflower 400, The Box, The Barcode, Royal William Yard, Brunel Plaza, Derriford District Centre, Oceansgate, Platinum Parkway, The Market Hall, our direct development programme or new hotels developments.

We have also had a number of super transformational business support programmes for the first time in many years including the C-Care Programme, Skills Launchpad, Marine Business Technology Centre and I-Mayflower programmes.

As we look forward we can be very optimistic as the City has its best ever investment pipeline, strong partnerships and an experienced delivery team ready to capitalise on the opportunities of the new economy.

2022/23 Delivery Highlights

- Designation of the UK's first Freeport and securing our first tenant
- Government 'High Potential Opportunity' for Marine Autonomy
- The opening of the Smart Sound Control Room and 5G network
- Additive manufacturing facility at Plymouth Science Park
- The launch of the Plymouth Charter promoting fairer and greener business
- The redevelopment of Intercity Place
- Urban Splash starting on site at the Civic
- Completion of 52,000sqft commercial space at Melville, Royal William Yard
- Major land deals securing a new M&S food hall at Derriford and Hilton Hotel on the Hoe
- Enabled a £21m investment in sports and community facilities at Brickfields
- The appointment of the first CEO of the UK's National Marine Park
- Engagement of 2.3m people in the National Marine Park year of listening
- Production of a new Masterplan for Millbay with Brittany Ferries and ABP
- Completion of Direct Development, Barrack Court, Plymouth International
- Our Marine Business Technology Centre has engaged with 847 businesses
- Our inward investment team has engaged with 715 businesses
- 95% occupancy on our commercial estate and 98% debt recovery
- 23 live projects valued at £507m
- Economic Development currently in receipt of £77m grant funding from 50 sources
- £332m Foreign Direct Investment over last 5 years across 33 projects creating 1,460 jobs
- £16m additional income per annum since 2016



Economic Strategy Summary

Drive innovation and productivity

- Research and development investments for key sectors
- Promoting business collaborations
- Improving infrastructure

Inclusive growth

- Reducing inequality through economic growth
- Improving access to opportunities for local disadvantaged communities
- Affordable housing

Developing skills and talent

- Addressing local skills gaps and creating synergy between the local workforce and businesses
- Apprenticeships
- Life-long learning

Sustainable and connected places

- Strong and sustainable economic growth
- Collaborations and partnerships with a broad variety of stakeholders including schools



The Sound and Plymouth Hoe

COVID-19 Recovery, Plymouth Charter & C-CARE

2020 changed the world for everyone, the way we shop, spend leisure time and even work morphed incredibly rapidly from the 'normality' to 'Covid times'.

Plymouth City Council was one of the first councils from across the country to put in place its processes for administering the funding to mitigate the impact of the pandemic.

- 19 schemes
- £100 million of emergency funding
- Paid out to 7,500 eligible businesses
- Aimed to make first payments within 10 days of scheme announced

LGA Recognition for Best Recovery Plan

Plymouth Charter & C-CARE

The Inclusive Economy Team launched a Charter engaging over 250 businesses to make stronger the business community in the city. This makes our local economy more resilient to any future environmental pressures such as a pandemic.

The programme also strengthened local supply chains and supported over 200 individuals who were displaced by the recent pandemic whilst also working with businesses to develop and make progress against their Net Zero objectives.

Sector Overview and Inward Investment

£100m+ investment 2015-2019

£230m+ investment 2019-2022

449 new jobs with 379 jobs safeguarded from the economic downturn

£20m+ seed capital secured by the Freeport in 2023

18 live FDI enquires values at £30m

1,562 business engaged last year by investment team



Powering Innovation

Plymouth is a city with a strong focus on innovation, particularly in the marine sector, which is driving the global move towards autonomous and sustainable marine vessels. The Powering Innovation microsite showcases the city's innovation ecosystem, which includes three universities, globally recognised research institutions, and a growing list of technology and assets available for businesses. Plymouth Science Park has recently invested in assets such as clean room facilities and high-tech metal 3D printers to support science and tech-based businesses. This investment, funded by the Heart of the South West Local Enterprise Partnership, is expected to attract significant innovation activity to the area.

visitplymouth.co.uk/invest/powering-innovation

Marine Autonomy

- Plymouth is a hub for marine autonomy with advanced businesses and research facilities.
- The marine autonomy sector is projected to be worth £3tn globally by 2030, and has applications in shipping, offshore wind, and defence.

Digital Health and Biotech

- Plymouth Science Park is becoming a global hub for medical and engineering industries, with a focus on knowledge-based manufacturing and service industries.

Immersive Digital Technologies

- Real Ideas and the iMayflower Project have established Plymouth as a hub for immersive technology with the opening of the £7.6m Market Hall immersive dome technology.
- The city has an ongoing pipeline of investment projects worth over £1bn, including a new nuclear submarine dock and a future hospital extension, which will benefit local businesses and attract skilled workers.

Plymouth Science Park

- Plymouth Science Park hosts 85 businesses and over 1,000 high-value jobs in the digital economy, health technology, defence, and engineering sectors.
- 28m Plymouth Lighthouse Laboratory and 385 high-value jobs.

Plymouth and South Devon Freeport

pasdfreeport.com/

In March 2021 the Plymouth and South Devon (PASD) Freeport was successful in its bid to be included in the Government's highly ambitious flagship UK Freeports programme - it is just one of eight Freeports in England and the only one within the South West.

The main focus of the Freeport is on attracting new business to the area with specialisms and advanced manufacturing primarily in the marine, defence and space sectors with low carbon applications.

The Freeport will:

- Enable new employment land to be bought forward at the three sites of South Yard, Langage and Sherford
- Support a new £30m Innovation Centre at Oceansgate
- Provide a major expansion plan for Princess Yachts
- Include £29m investment from local councils
- Leverage £250m private sector investment
- Deliver over 3,500 jobs

In December 2022 HMG published the first [UK Freeports Programme Annual Report](#)

PASD Freeport is already being recognised by government for leading the way for innovation and enabling Freeport incentives having supported the Maritime Regulatory Innovation Framework (MRIF) bid through its role within the Freeport Regulation Engagement Network (FREN).

The Freeport celebrated its first private sector investment announcement in early 2023 as Devonport-based Babcock secured a multi-million pound contract in partnership with Devon defence vehicle designer and manufacturer Supacat. This contract will deliver 90 new jobs and enables Babcock to expand their operations in the Freeport's South Yard tax site.





Marine Business Technology Centre (MBTC)

- The MBTC has engaged over 400 businesses, supported over 100 marine projects, and invested over £2 million in capital equipment for Smart Sound Plymouth, making it one of the world's most advanced marine test beds.

Smart Sound Connect

- Smart Sound Connect is the world's first ocean-focused 5G testbed, led by Plymouth City Council and supported by PML.
- With funding of £1.8m and technology from Nokia, Vodafone, and Steatite, the testbed has over 50 use cases in progress and won the 2022 Mobile Industry Award for 5G Innovation of the Year.
- Smart Sound Connect has contributed to the Plymouth and South Devon Freeport bid and led to a £1.2m award for a complementary subsea network for the University of Plymouth.

Marine Autonomy and Clean Propulsion Regulation Programme

- The Regulator's Pioneer Fund has granted £916,122 to Plymouth City Council to develop regulatory frameworks for marine autonomy and clean propulsion at sea, the first of its kind.

Ports Strategy

To create a knowledge base, strategy and delivery plan that will enable the City, its ports and related operations to develop in a way that maximises their economic value to the local area, to the region and the UK, whilst addressing the appropriate environmental and social agendas.

The output will include a Delivery Plan for future expansion including an investment framework that can be used by the Council and partners to attract larger scale investment from Government and the Private Sector.

The city has an ongoing pipeline of investment projects worth over £1bn, in addition to significant construction projects like a new nuclear submarine dock attracting a £2bn investment and a £600m investment into a future hospital extension, which will attract skilled workers and benefit local businesses. These investments, combined with cultural assets like The Box and the National Marine Park, make Plymouth an attractive destination for businesses, investors, and workers.

City Business Park

LEP grant funding secured which enabled the demolition of the former Computer Block in 2021 and funding to work up a new 'shovel ready' full planning consented scheme to RIBA stage 3 to provide c.£7m new high quality sustainable office facilities and employments units (further grant funding required for development).

Haxter Court

- 22,500 sq. ft.
- £2.6m industrial employment scheme – built and let in the 2020 pandemic year
- supporting c.62 jobs

Outland Road Rapid EV Charging Station

Option agreement entered into with Gridserve for the provision of a new 32 bay rapid charge EV forecourt and associated facilities Planning Consent granted 2022 – a first for the city with construction due to commence Q4 2023 and the completed development will play a key role in the journey to a net zero carbon city.

Plymouth International Medical and Technology Park

- An office/ Industrialemployment scheme currently on site and due for completion Q2 2023.
- £3.2m scheme will provide 18,500 sq. ft. of workspace supporting c.56 jobs.

Derriford District Centre

£15m eye infirmary completed 2023. Planning and £20m forward funding from PCC secured for a new district centre including M&S foodhall, Aldi, gym and other retail uses.

Crownhill Court

- £9m investment to refurbish a 55,000 sq ft redundant office block
- completed in 2021 and secured the future of the VOA in Plymouth safeguarding 90 civil servant jobs in the city and creating a further 300 jobs.
 - NHS Devon and Livewell relocated to Crownhill Court in January 2023 to enable Windsor House to be released for future redevelopment.

Langage Business Park

2021 completion of 6,000sq ft unit let to local business. Full planning consent obtained for a further circa 50,000 sq ft of employment accommodation by direct development (potentially to support Freeport Customs Zone) grant funding required to deliver.

Header Court Phase 3

- 25,750sq ft
- £2.9m scheme completed 2022
- fully let supporting c.68 FTE jobs.

Brickfields

£21m investment to deliver elite sports training and enhance grass roots sports and community health and wellbeing. PCC working with Plymouth Argyle, Plymouth Albion and a range of local stakeholders." Centre flag on the athletics track at Brickfields.

Millbay Regeneration

PCC circa £18 million forward funding investment of 126 bedroom hotel and leisure accommodation to facilitate a mixed use development including 58 residential apartments creating circa 100 FTE jobs plus construction jobs.

Weston Mill

£21.1m forward funding investment to deliver a 65,000 sq ft supermarket together with new provision and enhancement of adjoining playing fields and sports club.

Embankment Road

PCC circa £9 million forward funding investment to facilitate new 80 bedroom hotel and associated leisure uses creating 65 FTE jobs plus construction jobs.

Royal William Yard

Previously named "Development of the Decade" by Property Week. Urban Splash recently completed the conversion of 52,000sqft of commercial space in the Melville building for work space, a cinema and leisure uses.



City Centre

Plymouth City Centre has recovered well from Covid restrictions, with businesses reporting **increased footfall and sales throughout 2022**. Footfall increased steadily during the summer, and further in the run-up to Christmas with recorded **footfall up 7.9% on the previous year**. The City Centre Company's events, such as FlavourFest and the Christmas Market, returned with thousands of visitors. With new attractions and investment on the way, the city centre is in a strong position for economic growth.

Railway station

£100m regeneration project
In partnership with GWR, Network Rail and University of Plymouth
Grant funding secured from Local Enterprise Partnership, Transforming Cities Fund, Getting Building Fund and Cornwall Council

Armada Way

12.6m regeneration

West End

Major city centre regeneration project to include new health facilities and up to 560 new homes.

Bath Street

A further 136 new homes in a city centre location

Civic

£40m project delivered by Urban Splash
£10.5m FHSF grant secured delivering 144 apartments by 2025

Quality Inn site

150-bed Hilton Garden Inn with Sky Bar plus 142 apartments. Start on site 2024

Public realm

Funding secured from the Council and Transforming Cities Fund
Old Town Street / New George Street £7.5m
Civic Square £3m
Complete by December 2023.

Guildhall

£4m modernisation project
£1.5m FHSF grant matched by £2.5m Council funding. Set for completion by 2025.

Heritage Action Zone

£1.99m of funding through the Heritage Action Zone to promote cultural activities and improve the city centre conservation area through building and public realm improvements

Barcode

PCC delivered the £50m Barcode leisure scheme in a joint venture with British Land. The development includes the UK's third biggest IMAX cinema and now has new brands such as Brewdog, Cosy Club, Kaspas, Five Guys and Cosy Club.



The Market Hall, Immersive Theatre



The Box

Culture Plan

Plymouth's cultural activity is vital in making it a unique and attractive place to live, work, visit and study, with **over 50 events** taking place last year.

The city boasts impressive cultural venues such as **Theatre Royal Plymouth, Barbican Theatre Plymouth,** and the recently reopened **Market Hall** and **The Box**.

Plymouth's creative industries are a high-value and high-growth sector, supported by facilities for emerging sectors like immersive technologies and content, artist studios, and digital and design networks. The city has communities like Plymouth Design Forum and Digital Plymouth and

creative workspaces like Ocean Studios and Alma Yard. Cultural facilities like Marjon Arts Centre, Arts Cinema, and The House are accessible to students and the public.

- 380 creative and cultural enterprises in Plymouth
- The sector employs 3,064 FTE
- Output of £44,050 GVA per FTE, which is above the city average
- Contributes £130m GVA to the economy
- 7,715 students studying arts & humanities within the city.

The Box

The city of Plymouth has made culture a priority in its city strategies, investing over £50 million in cultural development over the past five years.

The Box, a cultural institution launched in September 2020, is a manifestation of this approach and aims to transform the fortunes of Plymouth by inspiring people and repositioning the city on the world stage.

Attracting more than 500,000 visitors, including prestigious touring exhibitions and collections of national and international importance. The Box has become a centre of learning for all ages and a cultural tourism attraction, as well as a city centre regeneration project.

The Box is expected to generate an impressive return on investment, including £800,000 of new earned income, hundreds of new jobs, and an increase in civic pride. The venue has also recently achieved the Green Tourism Gold Award, demonstrating its commitment to sustainability and responsible business practices.

20,980	families welcomed
28,433	informal visits
16,098	schools engaged
473,492	visitors to The Box



Sail GP, Plymouth Sound

Driving Growth in Plymouth

Visitor Economy

Plymouth is a major tourism destination in the South West of England, with over 5.2 million visits annually pre-CoVID-19, contributing over £337 million to the city's economy. The sector has shown resilience and bounced back strongly in 2021 and 2022, with a target to grow visitor numbers to over 6 million annually by 2030.

Supporting this growth, Plymouth is investing in 4-star and above accommodation, with an average occupancy rate of around 80% and high ADR and Rev Par rates.

While the opening of the Moxy and Hilton Hotels will increase bed stock,

there is still much scope for further capacity.

The city's refreshed strategy also includes a focus on waterfront regeneration, development of the National Marine Park, and re-development of the city centre in partnership with two Business Improvement Districts.

Across 2021-22, **£27.8m** was spent during Sail GP with **£20.1m** of that being additional spend as a direct result of Sail GP.

In 2022, over **30,000** spectated Sail GP



The Barcode, Plymouth City Centre



Plymouth, from the Hoe

National Marine Park

Plymouth is leading the development of the UK's first National Marine Park (NMP), which aims to establish a sustainable relationship between people and the sea.

The NMP seeks to value the environment, heritage, and tradition of Plymouth Sound and its estuaries, and enhance the marine environment, improve people's health and wellbeing, and support sustainable economic development.

Plymouth City Council is working with local people, communities, businesses, and stakeholders to shape the park and improve physical access to it through 'NMP Gateways' at Mountbatten, Hoe/Tinside, and Mount Edgcumbe.

The council is also using digital innovations to allow everyone to access, learn about, and contribute to the park's development. The project is part-funded by a National Lottery 'Horizons Award,' and the council is seeking external funding to further its development. The NMP's vision is to restore a sense of pride and identity for the city while inspiring each generation to take a more active role in conserving the marine environment.





UKSPF

The UK Shared Prosperity Fund (UKSPF or the Fund) is a central pillar of the UK government's ambitious Levelling Up agenda and a significant component of its support for places across the UK. The Fund has three investment priorities: **community and place**, supporting **local businesses** and **people and skills**; all overarching by one objective, **building pride in place** and **increasing life chances**. Plymouth's Core UKSPF allocation over the three years of the fund (2022/23, 2023/24 and 2024/25) is **£3,131,412**.

The first year of this Fund is currently underway, project areas include; Plymouth's ports and the feasibility of future port developments, safety in the

local communities around Plymouth and a flood-relief scheme for St Levans park. The second and third years of this Fund are still to be organised but will deliver across all three investment priorities of the UKSPF.

The summary of the full investment plan which was submitted by Plymouth City Council to UK Government can be found here:

plymouth.gov.uk/investmentandgrowth/uksharedprosperityfund

2023/24 Pipeline Summary

- Redevelopment of the **Civic Centre**
- New **Derriford district centre**
- **Hilton Hotel** on Hoe
- **Shared Prosperity funding** begins
- **Port Strategy**
- Port improvements at **Millbay**
- **Freeport** Infrastructure Works
- Relocation of **Shekinah** to Stone House Creek
- **National Marine Park** Investment
- 2 further **direct development** proposals (City business park and Langage)
- **18 FDI** enquires valued at **£30m**
- Work due to start on the **Guildhall refurbishment and modernisation**
- Completion of **Intercity Place** and delivery of next phases of **infrastructure improvements at the railway station**
- **8000 FTE jobs** pipeline to 2030 including **3500 high value (graduate) jobs** of which **74% will come from Marine sector**
- **Brickfields - £21m investment** to deliver elite sports facilities