



## Biography

### **Sarah Gibson**

Sarah Gibson is Chief Executive of the Plymouth Waterfront Partnership Business Improvement District (PWP).

With a background in Marketing, PR and Community Engagement, Sarah has managed PWP since 2010 and has overseen the creation of the city's Waterfront BID in 2012 and its first renewal in March 2017.

Waterfront BID1 (2012-2017) successfully delivered ninety-four per cent of its forty-two project business plan and included work with its local authority to plan for a cruise terminal and co-commission a fifteen year Waterfront Masterplan to improve the public realm.

Waterfront BID2 (2017-2022) has pledged to champion some of the delivery of that Masterplan. It has also pledged to improve pedestrian and transport connectivity across the BID area and with the City Centre, celebrate the city's extensive heritage and make the most of major events.

Representing more than eight hundred and fifty hereditaments across seven different business sectors, PWP works in close partnership with the Plymouth City Centre BID and Plymouth City Council to form the city's Destination Management Organisation, Destination Plymouth. Together the two BIDs and the local authority drive inward investment, events and marketing of Plymouth Britain's Ocean City and all are engaged in making plans to host the global Mayflower 400 commemorations in 2020.

