



**GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP**

Renewal Survey 2020

Great Yarmouth Business Improvement District

Great Yarmouth Business Improvement District Survey

Directly funded by contributions from town centre businesses, Great Yarmouth Business Improvement District delivers a range of initiatives aimed at making the town centre a safer and more attractive place for people to live, work and visit. The delivery of these initiatives is managed by the Great Yarmouth Town Centre Partnership (GYTCP), a not for profit company, which has been managing town centre projects in Great Yarmouth since 1997.

The current 5-year term for the Great Yarmouth Business Improvement District (gyBID) began in April 2016 following a ballot of 191 town centre businesses which returned a majority result of town centre businesses voting in favour of the BID. This was the second renewal of the BID that was originally launched in 2006.

With the current term coming to an end in March 2021 the purpose of this newsletter is to outline some of the key areas that gyBID has focussed on and to invite feedback and suggestions from current and potential new BID levy payers on what the BID should focus on over the next five years.

The aims of the Business Plan

The current gyBID Business Plan, which can be found at www.gybid.co.uk, contains a range of projects and initiatives designed to support local and national businesses trading in Great Yarmouth town centre. These projects are additional to those provided by the local authorities and many would not exist if not for the Business Improvement District. As well as the income from BID levy payers additional revenue is generated from other sources and invested in town centre activities and events with the overall aim promoting Great Yarmouth town centre as a Safer, Cleaner and Friendlier place to live, work and shop.

The BID has focused on two main areas of activity – 'Safe and Clean' delivering a range of business crime reduction initiatives, and 'Friendly', delivering events and marketing to encourage increased footfall into the town centre. These initiatives benefit all businesses in Great Yarmouth town centre that are dependent upon a safe, vibrant and attractive town centre in which to work and do businesses.

Safe and Clean

The gyBID funded crime reduction initiatives have given businesses the tools to tackle crime and reduce the impact of theft on their business. The ShopSafe scheme, incorporating a retail radio link, exclusion scheme, CCTV and information sharing 'SIRCS' database has contributed greatly to reducing the stock loss of many retailers, whilst the gyBID funded town centre Street Wardens has enhanced the overall package providing a visible re-assuring presence both to people working in and using town centre businesses.

The street wardens, working closely with the town centre police patrols, CCTV Operators and Council officers have continued to tackle retail crime, anti-social behaviour and environmental crime during the last five years of gyBID, promoting a safer, friendlier, cleaner town centre for all users.

- Dedicated team of town centre street wardens
- Town wide shared exclusion scheme for shoplifting and anti-social behaviour
- Exclusive access for BID levy payers to database of offenders including photographs
- Town centre radio link to CCTV control room with police response



Town Centre Street Wardens



CCTV Control Room

Friendly – Events and Marketing

In what has been a challenging few years gyBID has continued to raise the profile of Great Yarmouth Town Centre through additional events and activities to both promote visits and enhance the visitor experience for shoppers. By establishing an annual schedule of events to take place at regular intervals of the year, facilitating free entertainment for shoppers and organising competitions and treasure trails to boost footfall, the BID has worked to enhance the experience of a visit to Great Yarmouth. Extensive publicity has been achieved in the local and national media for the town as a result of events and marketing activities and social media platforms. Our recently upgraded website – www.gytcp.co.uk – promotes the town centre, its amenities, attractions and places of interest and is funded by gyBID and regularly updated by the Town Centre Partnership.

- Seasonal campaigns and events to promote town centre
- An EU funded 'Click and Collect' platform to support market traders and small retailers
- High profile Christmas campaign supporting peak trading period
- New town centre website created to promote visits
- Regular Social Media posts across all channels promoting positive news

The Coronavirus Crisis, Lockdown and the Recovery

We appreciate the challenges which COVID-19 has presented to businesses in Great Yarmouth town centre over recent months. We endeavoured to continue much of our operations during the lockdown period and continue to be at the forefront of the local recovery effort, coordinating a range of campaigns and practical support to build confidence amongst businesses and consumers.



Keep Your Distance Banner

We have been committed to bringing the town back to life in a safe way, as quickly as possible, and our partnerships with local authorities, police, press and media and of course our levy payers are crucial to this effort. The recovery of the town centre economy following the height of the Pandemic will remain as our main focus going forward.

In the immediate future we are working closely with Great Yarmouth Borough Council and other Partners on plans for a Winter Festival programme of activities and experiences designed to attract more footfall into the town from October to February. We have committed match funding to support an application for significant government funding to support this much needed campaign for the town.



Christmas Fireworks

Beyond the end of this year the town has a raft of major projects planned with funding from the Government's Future High Street and Towns funds. Details of these proposals and plans, including the new covered market, along with our own recent initiatives and activities can be found in the 'past issues' section on the Newsletter page of www.gytcp.co.uk. If you are not already registered for our member e-newsletter then please register on the website.

A full report of these initiatives and activities, including income and expenditure, are published annually in the Great Yarmouth Town Centre Partnership and Great Yarmouth Business Improvement Districts Annual reports, all of which can be found at www.gybid.co.uk. A final report on the successes and achievements of all of these initiatives covering the five years of the Business Improvement District along with prospectus outlining the priorities for the next BID term will be published in November.

The Survey

In the meantime we would like your opinion on whether the current gyBID initiatives listed in this report are still relevant and of value to town centre businesses. In these next two pages we would like you to score and comment on the current gyBID projects and give us an indication of support for alternative/additional projects that could be delivered as part of the renewal of the BID from next year. This information forms part of the process of writing a new action plan of proposals that will be taken forward and balloted on by BID levy payers in February 2021. Your assistance with this is greatly appreciated and will help inform the activities and initiatives planned over the next five years.

For more information on this or any of the information listed above then please contact Town Centre Manager, Jonathan Newman, on **01493 745828** or by email at jonathan@gytcp.co.uk or visit www.gytcp.co.uk for more information.

Questionnaire



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Business Contact Details:

Business Name:

Business Address:

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Manager/Contact Name:

Telephone:

Email:

Please complete this questionnaire and return it to:

Jonathan Newman
Town Centre Manager
Town Centre Partnership
Unit 5, Wilkinson's Yard,
Market Gates,
Great Yarmouth NR30 2AX

EXISTING PROJECTS:

Safe and Clean:

How important are the following in providing a safer and more secure town centre? (Please tick)

	Very Important	Important	Not Very Important	Not Important
Street Wardens				
ShopSafe Radio Link				
NightSafe Radio Link				
Secure Database of offenders				
Town Centre CCTV				
Exclusion Notice Scheme				

What other projects do you feel would improve safety and security within the town that could be delivered by gyBID?

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Friendlier:

How do you rate the following in terms of importance to encourage increased footfall into the town? (Please tick)

	Very Important	Important	Not Very Important	Not Important
Town Centre Events				
Town Centre Entertainment/Street Artists				
Christmas Events				
Town Centre website				
Social Media Campaigns				
Local Radio/Press Campaigns				
Competitions / Trails e.g. Easter Treasure Trail				

What other methods of marketing, or other events would you like to see delivered as part of gyBID?

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Although not directly managed by gyBID, how satisfied are you with the following services and activities? (Please tick)

	Very Satisfied	Fairly Satisfied	Not Very Satisfied	Not Satisfied
Street Cleansing				
Policing				
Town Centre Parking				
Public Conveniences				
Graffiti/Fly Posting Removal				
Street Furniture Repair/Maintenance				
Furniture Repainting				
Gull and Pigeon Control				
Street Lighting				
Floral Displays and Landscaping				

Which of the above, if any, do you think should be improved or enhanced with funding from gyBID?

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What other projects do you feel will improve the cleanliness and attractiveness of the town?

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POTENTIAL FUTURE PROJECTS:

The following is a list of potential projects that might be of interest to you as a BID member going forward into the next BID term. Please express your level of interest in these projects for you and your business in the table below:

	Very Interested	Somewhat Interested	Not Interested
Upgraded digital radio link to include the free use of a town centre security radio			
Joint procurement schemes (e.g. utilities, telecoms, insurance, waste collection)			
Access to National Business Crime network of data and intelligence			
Digital platform for shops to provide click and collect service, on-line bookings and events			
Upgraded offender database and communications platform with mobile enabled app and push notifications			
Key holding and alarm monitoring service			

Overall are you happy with the projects being delivered by the BID and their impact on the town centre? (Please tick)

Very Happy	Happy	Undecided	Unhappy	Very Unhappy

Would you consider voting in favour of a third BID term? (Please tick)

Yes	No	Don't Know

Thank you for taking the time to complete this questionnaire.