



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Renewal Survey 2015

Great Yarmouth Business Improvement District

Great Yarmouth Business Improvement District Survey

Directly funded by contributions from town centre businesses the Great Yarmouth Business Improvement District (gyBID) 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 purpose of this newsletter is to outline some of the key areas that gyBID has focused on and to invite feedback and suggestions from BID levy payers on what the BID should focus on over the next five years.

The current Great Yarmouth Business Improvement District business plan went live from April 2011 following a successful ballot of town centre businesses being asked to contribute to the funding of the initiatives contained within the proposals document. The delivery of these initiatives has been managed by the Town Centre Partnership, a not for profit company, which has been managing town centre projects in Great Yarmouth since 1997.

The aims of the Business Plan

The gyBID Business Plan 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 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 of 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 crime reduction initiatives, and 'Friendly' delivering events and marketing to encourage increased footfall into the town centre. Building on the success of Town Centre Partnership initiatives the additional funding and longer term strategic planning has helped to deliver sustainable improvements to the trading environment and a more attractive shopping, eating and leisure offer for visitors. These improvements benefit all businesses in Great Yarmouth that are dependent upon a healthy, vibrant and attractive town centre in which to trade.

Safe and Clean

The gyBID funded crime reduction initiatives have given retailers 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 the 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.

- Three street wardens dedicated to the town centre
- Retail radio link with over 100 users including shops, wardens, police and shops
- Town wide exclusion scheme for shoplifters
- Exclusive access for BID levy payers to database of offender including photographs (SIRCS)
- Direct communication via the retail radio link with the town centre CCTV control room
- Licensed premises radio link 'NightSafe' developed as part of Night Time Economy
- Working in Partnership with Police and local authorities to promote all aspects of community safety



Friendly - Events and Marketing

A Safe and Clean town centre does not add value for businesses if it doesn't bring people in to spend money and use services, therefore the next priority for gyBID is encouraging visits to the town centre. 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 shopping 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. BID levy payers have benefited from having with their own updatable web page on the town centre website as well as having opportunities to participate in joint and subsidised marketing initiatives funded by gyBID and managed by the Town Centre Partnership.

- Over 200 days of managed activities and entertainment each year
- Car parking incentives designed to counter negative perception
- Town Centre wide free Wi-Fi installed supported by The Cloud
- Around 15 high profile events supported with advertising staged annually
- Annual summer campaign to promote town centre to 5 million annual staying visitors
- High profile Christmas campaign supporting peak trading period
- Main town centre contact and source of press releases for local press and media
- Regular joint events held with each of the two main local commercial radio stations



The successes and achievements of all of these initiatives have been reported bi-annually in both the gyBID interim and annual reports and a report covering the five years of the Business Improvement District will be published in October.

In the mean time 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 next year. This information forms part of the process of writing a new action plan of proposals that will be taken forward to be balloted on by BID levy payers in January 2016. Your assistance with this is greatly appreciated and will help inform the activities and initiatives planned over the next five years. A working group is being formed to identify suitable projects to be included in the next business plan and the involvement of any BID members in this process would be greatly welcomed.

For more information please contact Town Centre Manager, Jonathan Newman, on **01493 745828** or by email **jonathan@gytcp.co.uk** or visit **www.gytcp.co.uk** for more information.



Business Contact Details:

Business Name:

Business Address:

.....

.....

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				
SIRCS (Offender Database)				
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?

.....

.....

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				
Summer Campaigns				
'First Hour Free' Car Park Initiative				
Free Town Centre Wi-Fi				
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?

.....

.....



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?

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

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
Key holding and alarm monitoring service			
Collective bulk-buying schemes (utilities, insurance, stationery etc)			
Recycling scheme - e.g. Cardboard collection			
Maintenance of vacant premises - improvements to appearance e.g. Vinyl Wraps			
Discounted cost of a security radio			
Low cost, high impact physical improvements in the town to improve its appeal, e.g. flags, banners, planting etc			

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.