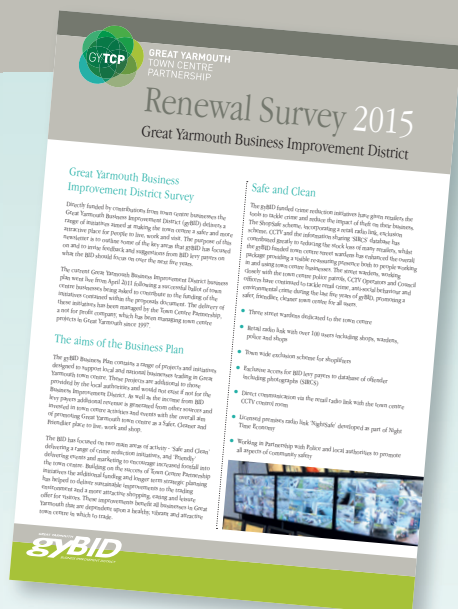


gyBID 2015 Survey Results Newsletter

Great Yarmouth Business Improvement District



During October we surveyed town centre businesses that are currently contributing to the Great Yarmouth Business Improvement District (gyBID) on the importance of existing projects and initiatives being delivered by the BID. The "Renewal Survey 2015" questionnaire was also sent to additional businesses that may become part of the BID as the Town Centre Partnership aims to renew the BID for a third five year term next February. As well as commenting on current gyBID projects, respondents were also invited to made suggestions on issues that gyBID should focus on over the next five years. The purpose of this newsletter is to report the results of the survey and outline the next steps being taken by the Town Centre Partnership to renew the town centre Business Improvement District in the coming months.



Importance of existing gyBID projects

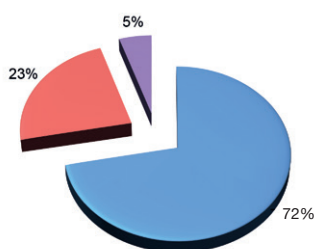
Respondents were asked to rate the level of importance that they gave to current and potential projects delivered by the gyBID funding.

Safe and Clean Initiatives

The gyBID funded crime reduction initiatives have given retailers the tools to tackle crime and reduce the impact of theft and anti-social behaviour on their business whilst reducing the impact of fly posting and graffiti on the vitality of the town centre.

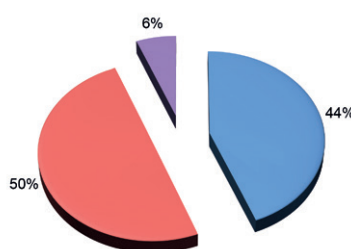
Street Wardens

The gyBID funded street wardens, working closely with the town centre police patrols, CCTV Operators, Council officers and businesses to reduce the level of anti-social behaviour, retail crime, criminal damage, fly posting and graffiti.



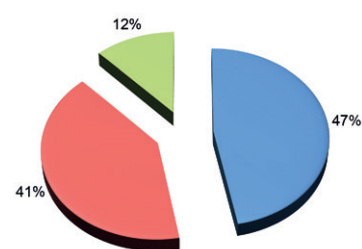
ShopSafe Radio Link

ShopSafe scheme includes two-way radio systems and services that link retailers and businesses, with police, street wardens, civil enforcement officers the CCTV control.



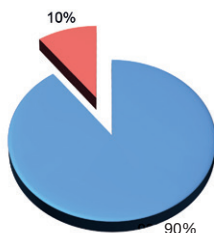
SIRCS

The Secure Incident Recording and Community Engagement System (SIRCS) is a secure network based application that allows gyBID members to share incidents and images relating to known shoplifting and ASB offenders.



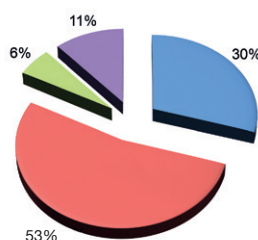
CCTV

CCTV control room operates 24 hours a day, 365 days a year monitoring the town centre. gyBID provides businesses with a direct link to the town centre room via the retail radio scheme.



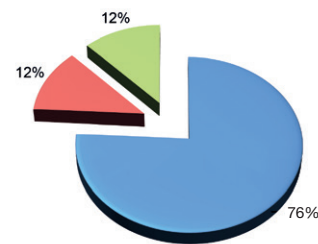
NightSafe Radio Link

Provision of a night-time radio link for licensed premises as part of the 'NightSafe' initiative to promote a safer Night Time Economy in Great Yarmouth.



Exclusion Notice Scheme

The exclusion for six months of people caught shoplifting in one shop from all shops registered on the scheme.



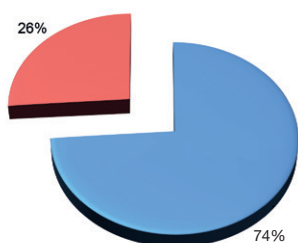
Friendly Initiatives

Respondents were asked to rate the importance of gyBID funded initiatives designed raise the profile of the town centre and encourage more visits to the town and its services. Provision of events and additional peak period advertising and promotions are seen as an important part of improving falling footfall figures in the face of increased competition from out of town retail parks and the internet.



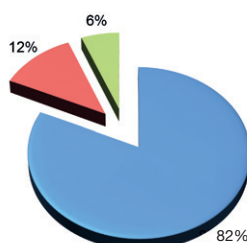
Entertainment/Street Artist

The provision of street entertainment and buskers providing over 200 days of managed activities and entertainment each year, adding to the vibrancy of the town centre.



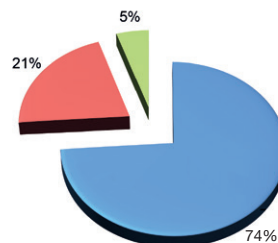
Town Centre Events

Provision and support of around 15 high profile annual events to attract additional visitors to the town centre throughout the year.



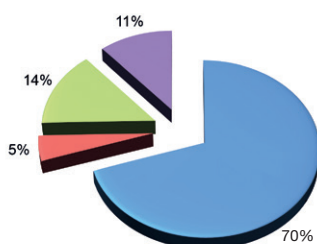
Summer Campaign

Delivery of various summer campaigns to promote town centre to staying visitors direct to their holiday accommodations e.g. "Summer Sundays".



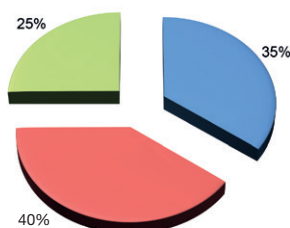
Christmas Events

Provision of high profile Christmas campaigns including the Christmas Fayre, the Christmas Lights Switch-On and Late Night Shopping to support the trading peak period.



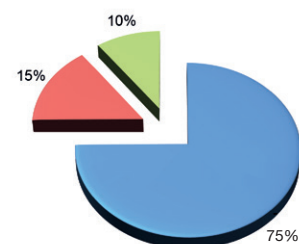
Radio/Press Campaign

Acting as the main town centre contact and source of press releases for local press and media, with regular joint events held with each of the two main local commercial radio stations to increase footfall.



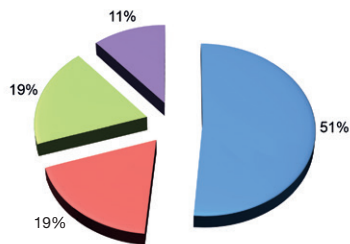
"First Hour Free" Car Park Initiative

A high profile campaign to promote a retailer funded incentive to visit the town centre by car using shopper and tackle negative perceptions around parking costs.



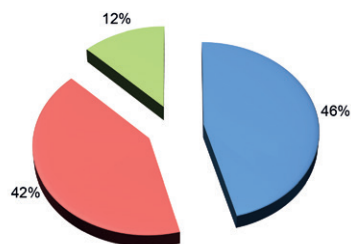
Free Town Centre Wi-Fi

The Wi-Fi is available for free use by all visitors, shoppers, traders and workers within the main centre of Great Yarmouth.



Competitions/Trails

Various events such as the Easter Treasure trail to encourage visitors to explore all parts of the town centre to generate additional footfall.



The following are suggestions that respondents included for consideration to be included or improved as part of the gyBID renewal. These comments will be discussed at member workshops to decide if they are to be included in the renewal Business Plan.

- "Parking: cost is very high; Not sure if these spread to King Street; Free parking after 4pm"
- "Public Conveniences (Signage improvement)"
- "Stop the gangs of adults hanging around outside of the shops"
- "Uniformed Police (More) - information centre - improved lighting in town centre"
- "More police around shops at 4:30-5:30 when dark. Safety for old generation"
- "Layout of seating in market square. Not very practical. Too close together. Needs a grass area to soften the look. Do not street clean until shops are closed 6pm"
- "Cleaner streets: less seagulls, road sweeper, more cleaners, bus station upgrade"
- "Vinyl Wraps to cover up vacant shops"
- "Attractiveness of the city: floral displays; colourful pavement; lighting; signage improvement; layout of seating area in the market"
- "More use of the arts: music, buskers, visuals, displays, to keep people interested when shopping"

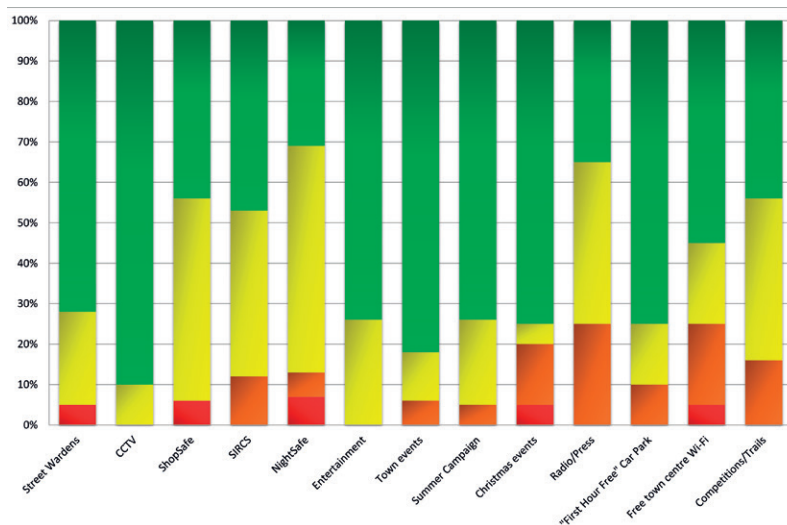


Summary of all gyBID funded Initiatives

A comparison of the relative importance between the different gyBID funded projects can be seen on the following chart. The survey clearly indicates that the 'Safe and Clean' crime reduction initiatives are still very much an important requirement of the Business Improvement District, with

Street Wardens and CCTV rated as top priority. However, the majority of events and marketing projects that make up the 'Friendly' elements of the gyBID activities have all been rated important or very important by the majority of respondents.

Very Important
Important
Not Very Important
Not Important

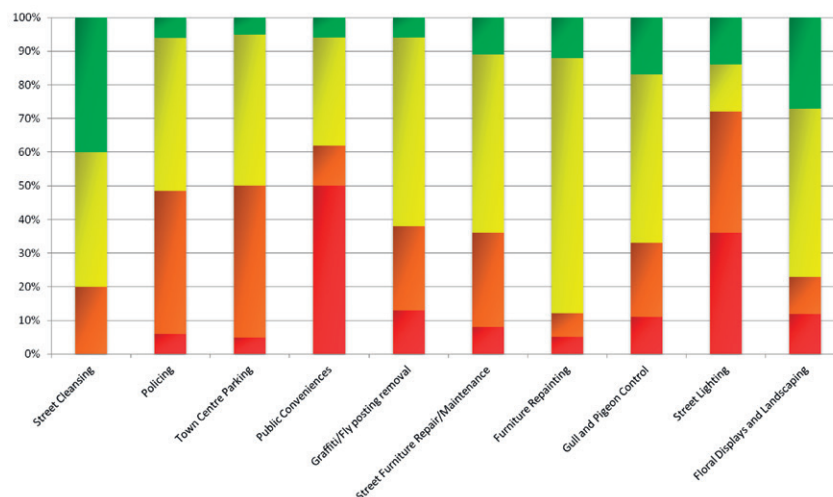


Other town centre services not managed by gyBID

As part of the gyBID Survey an indication of satisfaction with other services relating to the town centre but not supplied by the Business Improvement District was requested from gyBID Levy payers. The following table shows the results of the survey with public conveniences and street lighting being

the least satisfactory, whereas furniture repainting and graffiti/fly post removal has the highest level of satisfaction. These results and the comments included with them will form the basis of discussions with the local authorities on the level and type of services delivered to the town centre.

Very Important
Important
Not Very Important
Not Important



What's Next?

All of the above will help shape the business plan for the next five-year term of gyBID, thanks to all of the respondents for taking the time to complete the questionnaire, anyone still wishing to give their opinion can still return their questionnaire or request a replacement by

emailing gyBID@gytcp.co.uk. A working group has been 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.

A prospectus of the proposal for a renewal of gyBID will be published and distributed as part of the five year report in November.

In the meantime a series of workshops and consultations is being planned to discuss the aims and objectives of the BID and the potential projects and initiatives to be taken forward. The consultation on the BID renewal will continue until the final business plan is published in December. Further events and presentations will be held in January 2016 ahead of a ballot of businesses planned for February.