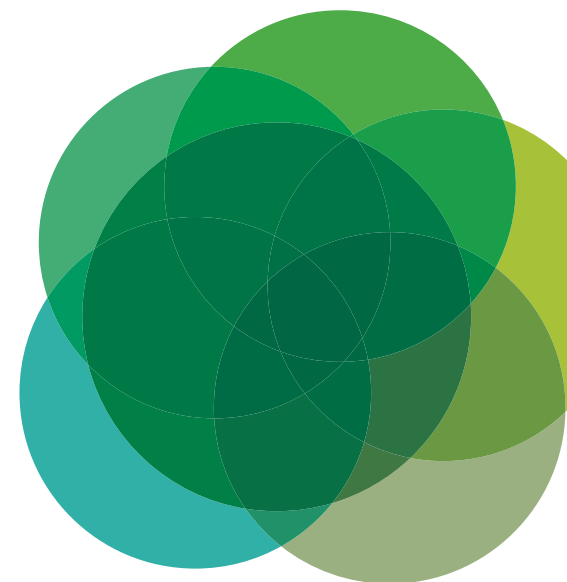




**GREAT YARMOUTH**  
TOWN CENTRE  
PARTNERSHIP

# Great Yarmouth Business Improvement District

Annual Report and gyBID Renewal Prospectus 2015



Great Yarmouth Town Centre Partnership and gyBID  
Annual Report and Accounts 2014/15

**GREAT YARMOUTH**  
**gyBID**  
BUSINESS IMPROVEMENT DISTRICT

# Introduction – gyBID

**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 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 current Great Yarmouth Business Improvement District business plan went live from April 2011 following a successful ballot of 166 town centre businesses being asked to contribute to the funding of the initiatives via a levy collected by Great Yarmouth Borough Council. This renewal ballot for gyBID saw an increase in the majority voting yes to the BID on the the original vote in 2006. Of the ballot papers returned, 89% of town centre businesses voted in



favour of the BID being renewed. In terms of aggregate rateable value, 97% voted yes. The BID went live in April 2011 and the current BID term is due end in March 2016.

This report describes how the levy raised by the BID along with additional income secured by the Partnership has been used towards delivering the main aims of the Great Yarmouth Business Improvement District of providing a **Safer, Cleaner and Friendlier** town centre to live, work and shop in. This report will summarise not only the initiatives and projects funded by the BID in the period 2014/15 but also the outputs and outcomes of these activities since the renewal of the Great Yarmouth Business Improvement District four and a half years ago. An income and expenditure report can be found on page 5 and includes an accumulative total of how the BID levy and additional income raised by the Town Centre Partnership has been used in the last four years of the BID.

Another ballot of businesses is to take place in February 2016 which needs to be supported by at least 50% of businesses for the projects and initiatives delivered by the Town Centre Partnership on behalf of the BID to continue. A summary of the proposals to be included in a renewal of the Business Improvement District is contained within this report along with the essential information relating to the BID area and BID levy arrangements. It must be emphasised that at this time the proposals and arrangements are still open to changes as the Partnership continues to consult with businesses in the BID area. A detailed Business Plan will be available by 18th December 2015.

## Board of Directors

The GY BID is managed by the Great Yarmouth Town Centre Partnership and overseen by a Board of Directors

### Chair

Bruce Sturrock

Palmers Department Stores

### Directors

Ian McCreadie

Chamber of Commerce

Jonathan Childs

Norfolk County Council

Nick Spencer

Market Gates

Cllr Bert Collins

Shopping Centre

Great Yarmouth

Borough Council

## The Town Centre Partnership employs a team of people to deliver the projects and initiatives:

Town Centre Manager

Jonathan Newman

Administration Assistant

Amber Gray

Street Warden

Lewis Earl

Street Warden

Tracy Nixon

Street Warden

Matt Smith

**There has been some recent controversy both locally and nationally in connection with certain BID (Business Investment District) schemes. Therefore it is worth reminding ourselves that GYBID operates with a strong mandate from its members and through the Great Yarmouth Town Centre Partnership, supplying projects and services relevant to town centre businesses for nearly 10 years.**

At the last renewal there was a high turnout and 90% acceptance rate but we are now in the last year of that second 5 year GYBID scheme and in February 2016 we will be asking companies to approve a third term. With the town centre facing unprecedented problems and challenges, I hope you will agree that it is even more important that the work of GYBID continues.

**The two main aims of the BID have and will be:**

- To provide a safe, clean and friendly environment
- To market the town to both customers and new retailers

A recent survey has shown that GYBID initiatives including Street Wardens, "ShopSafe" security, Events, Marketing and Parking are important to our members. However, I hope you will study this prospectus and let us know, before the Business Plan is finalised in December, if there other issues you would like us to tackle.

I would like to thank our partners for their support and in particular Great Yarmouth Borough Council for the extra investment they have supplied this year to help regenerate the town centre. This has resulted in some immediate high profile initiatives including free parking and the Christmas ice rink, as well as starting the work of finding strategies for the longer term future of the town centre.

I would also like to thank all our members for their support over the past 5 years. I urge you to participate in the BID renewal process in the ways outlined by Jonathan Newman in this prospectus and I hope this will lead to another strong mandate for the next five years.

**Bruce Sturrock**

Chairman, Palmers Department Stores



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# Current Activities

**Whilst maintaining the day-to-day 'Clean, Friendly & Safe' activities provided for by the BID, the Town Centre Partnership continues to work to promote the economic, social and environmental well being of the town centre by exploring additional projects and initiatives that may benefit traders and the trading area whilst monitoring potential threats to the vitality and viability of the town centre.**

Following several years of economic gloom and low consumer confidence some signs of encouragement for town centre traders were visible during 2015. Whilst vacancy levels remain higher than national averages the gap has begun to close as the former department store on the market place, vacant for the last five years, was taken over by Edinburgh Woollen Mill, who also brought their Ponden Home and Peacocks brands to the building. Meanwhile Victoria Arcade has been purchased this year by a developer planning to invest in this unique covered shopping area and as we approach Christmas a number of new retailers will be opening their doors in Market Gates shopping centre including Pandora and Select.

To encourage and safeguard this and future investment in Great Yarmouth town centre the TCP has, with its stakeholder partners, been vociferous in its objection to three applications this year for out of town retail development's that threaten the viability and vitality of the town centre. Each application has been refused permission however the threat remains with the potential for appeals next year.

The occupancy levels of shops and growing footfall continue to be priorities for the Partnership as it has continued to explore new initiatives and opportunities to engage with other organisations in the interests of the town centre. The Town Centre Partnership has successfully applied to be part of the Business in The Communities Healthy High Streets initiative. This initiative is committed to helping Great Yarmouth to increase footfall and to fill empty shops through the intervention of its national High Street partners including Santander, Boots and Greggs. The Partnership has also been actively involved in Great Yarmouth Borough Council's Town Centre Initiative as it delivers a combination of maintenance, landscaping, marketing and event projects. As part of this initiative a Master Planning exercise is underway with a range of potential future developments to be consulted upon early next year.

New initiatives including the 'First Hour Free' car parking campaign have been implemented alongside a partnership with First Eastern Counties to encourage bus journeys to the town centre through the promotion of special travel offers and discounts. The TCP's continued lobbying for fair car parking rates have been rewarded with a six-month trial of free weekend parking in selected car parks and the return of free parking from 4 pm every day weekdays in all town centre car parks.

The timely free parking trial complements the biggest ever Christmas events and marketing campaigns for the town centre. The seasonal events of the Great Yarmouth Christmas Fayre, Lights Switch-On, Winter Beer Festival,



Lantern Parade and late night shopping events have been added to with a real Ice Rink, sponsored by the Partnership, which will take residence in the market square until January 3rd 2016. The Christmas Shopping and Events Guide has been produced with 30,000 copies being distributed around the catchment area supported by a significant advertising campaign to promote all of the festive events and activities incorporating press, radio, bill boards and Sky TV using the "Cool Christmas" in Great Yarmouth tag line.

All of the above is made possible by the funding that the Great Yarmouth Business Improvement District levy payers provide.

# Income and Expenditure

	<i>Period 1st April 2014 to March 31st 2015</i>	<i>Total Accumulative April 1st 2011 to March 31st 2015</i>
<b>Income</b>		
Balance brought forward	7556	3578
GY BID levy	124,984	446,006
Other income (Voluntary subscriptions, Local Authority Funding, Contracts etc)	69,246	295,191
<b>Turnover</b>	<b>194,230</b>	<b>744,775</b>
<b>Expenditure</b>		
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	75,172	312,090
Friendly projects (marketing, events, advertising etc.)	38,492	140,631
Overheads (office expenses, insurance, printing, stationary, professional fees, salaries etc.)	62,504	266,436
<b>Total Costs</b>	<b>176,168</b>	<b>719,157</b>
Operating Surplus*	18,062	25,618
Balance carried forward	25,618	25,618

**The BID Levy is collected by Great Yarmouth Borough Council and passed to the Town Centre Partnership where it is added to other funding streams to assist the delivery of projects and initiatives laid out in the GY BID Business Plan. During the financial year 2014/15 £124,984 of BID levy (which included (£9,618 from previous year) was added to other Town Centre Partnership funding including voluntary member subscriptions from businesses exempt from the BID, and local authority contributions from Great Yarmouth Borough Council, Norfolk Constabulary and Norfolk County Council, giving a total income of £194,230.**

In the first four years of the Business Improvement District, the accumulative total of BID Levy collected was £446,006 which, when added to the other income raised by the Town Centre Partnership, has meant that a total of £744,775 has been raised towards delivering town centre projects and initiatives since 2011.

*\* The Operating Surplus for 2014/15 is higher than previous years due to a combination of prior year BID Levy being received and an under spend on salaries, however Great Yarmouth Town Centre Partnership is a 'Not for Profit' Company and any surplus is carried forward.*

# Safer and Cleaner

The 'Safe and Clean' projects of gyBID play a crucial role in ensuring that the town centre is perceived as a safe place to visit as well as work. The Great Yarmouth Business Improvement District helps create a more secure and friendly trading environment through our "ShopSafe" scheme that includes Town Centre CCTV, a town centre exclusion scheme and dedicated street wardens.

The current BID term has built on the success of the "Safe and Clean" Town Centre Partnership initiatives on covering strategic locations across the BID area via CCTV, its three street wardens and the "ShopSafe" scheme. Since the start of the second BID term, data recorded by our CCTV network has shown that the total number of crime incidents has decreased by 9.7%. The unique way in which the Great Yarmouth's CCTV system is managed by the Town Centre Partnership has promoted business involvement in community safety and contributed greatly to the reduction of business crime. The CCTV control room is manned 24/7 and its skilled operators play a proactive role in reducing crime through contact with "ShopSafe" members and the street wardens using the Partnership's dedicated radio link. With a direct radio link to Norfolk Police HQ the CCTV control room operators can and get a quick response to incidents from the emergency services.





The town centre street wardens, wholly funded by gyBID, work closely with the town centre police officers, PCSO's, Special Constables, "ShopSafe" members and the CCTV Operators to reduce crime and fear of crime amongst town centre users. As a result of this teamwork shoplifting has been reduced by 23% in the BID area. As a visible reassuring presence, the wardens are approached by members of the public for assistance and during this BID term have dealt with over 50 enquires a day from both visitors and residents. The street wardens also provide an ongoing audit of the town centre environment resulting in a 47% reduction in incidents of flytipping, fly-posting, criminal damage and dog litter since the start of BIDs second term. Equally, the total number of retail premises visited by our street wardens has gradually increased over the last 5 years. In 2011-12 the total number of retail premises visited was 1356. This has increased to a total of 1659 in 2014-15.

Overall the most effective weapon against crime in the town centre is the increasing number of BID and Town Centre Partnership members working together through the shop radio link and monthly security meetings to reduce everyone's vulnerability to business crime. To this end we have, in partnership with Norfolk Police, provided regular training opportunities to shop workers on all aspects of retail crime prevention as part of the "ShopSafe" initiative.



#### Key achievements during 2014/2015:

- 2865 total incidents recorded via CCTV were responded to in 2014-15, whilst
- Incidents involving Public Disorder/Disturbance have lowered by 18.3% since the start of the BID term.
- 2014-15, 535 "ShopSafe" incidents attended by street wardens (up from 530 previous year).
- 2014-15, 89 arrests by Police attending "ShopSafe" incidents (up 27% from previous year).
- Usage of retail radio link increased to over 100 users including shops, wardens and police.
- Theft has been reduced by 41.43% compared to last year according to data supplied by Norfolk Police.
- Incidents of drug offences have also decreased by 68.42% compared to last year.
- Criminal damage across the BID area has decreased by 27.27% over the last year.

**One of the aims of the Great Yarmouth Business Improvement District (gyBID) is to encourage additional visits to the town centre by delivering seasonal activities and annual events. As well as bringing in extra footfall these events have the potential to improve the visitor experience by contributing to a friendly and pleasant atmosphere to visit and shop, whilst positively influencing external perceptions of the town centre.**



Marketing events and campaigns highlight the retail, leisure and heritage offer of the town centre as they embrace national and local events. The organisation of events by the Town Centre Partnership funded by the gyBID ensures that Great Yarmouth is a vibrant place for visitors and informs people about what the town centre has to offer. The Easter Treasure Trail, St George's Day Parade, Summer Sunday entertainment, Great Yarmouth Beer & Cider Festival and children's Halloween craft making workshops are just some of the events delivered during 2014/15 and follows a tried and trusted schedule of annual events over the previous four years of gyBID. During the current term the BID has also supported other town events including the annual 2-day Out There Festival, Great Yarmouth Arts Festival, the East Coast Run, the Great Yarmouth Chess tournament and the celebrations of the Queens Diamond Jubilee and Royal Wedding with street bunting and window dressing competitions.

The Town Centre Partnership marketing campaigns have included radio advertising, a dedicated website, social media activity, and local and regional newspaper coverage. The promotion of events and activities have been the main focus of advertising but the Partnership has also provided regular press releases to inform the public through local media of town centre news stories. Targeted campaigns through radio advertising have been used to support the 'First Hour Free' initiative and the introduction of free WiFi. However the biggest campaigns have been about promoting Christmas



shopping in the town centre and the many events – Great Yarmouth Christmas Fayre, the Christmas Lights Switch-On and Late night shopping – that the Town Centre Partnership organises for the festive period. This festive period campaign contributed to a 5% increase in footfall during the last six weeks of 2014, bucking the trend of declining footfall earlier in the year.



During the previous four years of the current Business Improvement District term, the Partnership has established a social media presence, provided members with their own dynamic pages on the GYTCP website, marketed events via the various Great Yarmouth Tourism platforms, supported The Cloud's free WiFi service, sponsored Shop Local campaigns, devised the 'First Hour Free' car parking campaign and created the annual Christmas Shopping and Events Guide that is being published for a third year this Christmas and delivered to 30,000 households.



#### Summary of key achievements:

- Over 200 days of organised activities and events.
- Car parking incentives designed to counter negative perception.
- Created an Annual Christmas shopping and events guide.
- 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 join events held with each of the town main local commercial radio stations.



# Renewal of the gyBID

**As we approach the end of the final year of the second 5-year term of the Great Yarmouth Business Improvement District (gyBID) it is time to consider what happens to the town centre going forward. During this and the previous term, gyBID 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 additional visits to the town centre.**

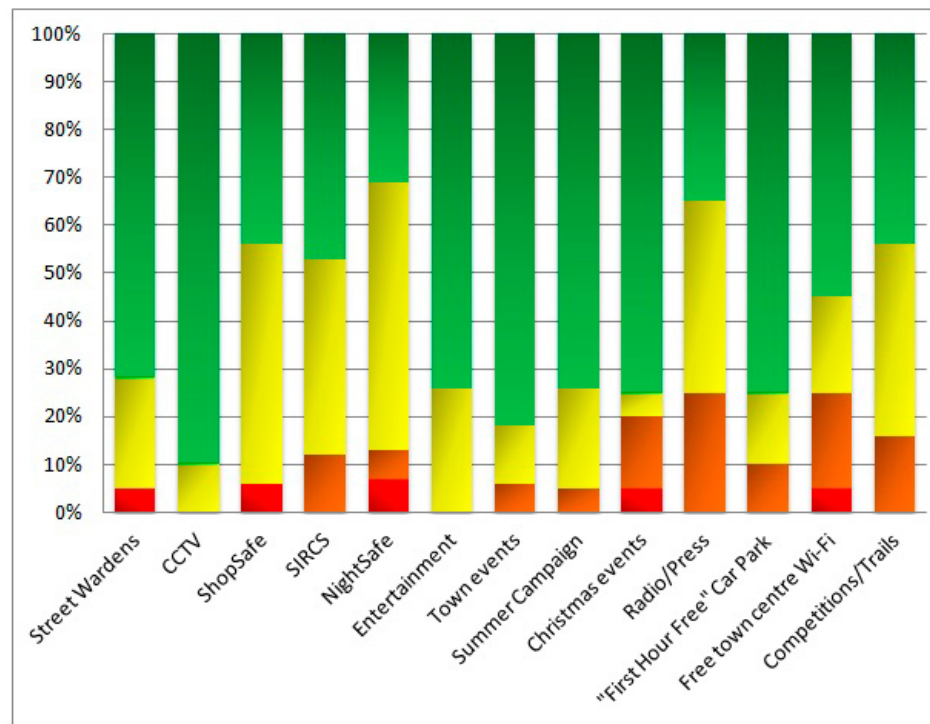
When we completed a survey of BID Levy payers earlier this year they confirmed that the ‘Safer and Cleaner’ initiatives were still very important to the town centre and should be continued. The case for continuing the ‘Friendly’ initiatives designed to raise the profile of the town centre and encourage more visits to the town and its services was also very well supported by respondents to the survey. The provision of events and additional peak period advertising and promotions are still seen by many as an important part of tackling the twin threats to the town centre of increased competition from out of town retail and the internet.

The additional income that is leveraged in from other sources by the gyBID adds extra value for levy payers as it increases the investment in town centre initiatives by as much as 40%. Current core funders such as Great Yarmouth Borough Council and Market Gates Shopping Centre have committed to continue with their financial support if the BID is successfully renewed.

Whilst initial consultations confirm that many of the activities carried out by the Town Centre Partnership on behalf of the businesses in BID area are still relevant, there is also the opportunity to identify additional priorities for the BID or new projects and initiatives to be delivered by the Partnership during a further five-year term.

The next few pages aim to layout what projects and services the next five years of the Business Improvement District will aim to deliver along with the essential

information relating to the BID area and BID levy arrangements. Consultations are still ongoing and much of this is still open to change before the final BID Proposals document and Business Plan is published ahead of the renewal ballot of businesses being held on February 25th 2016. A series of consultation events will be held before this date; in the meantime if you wish to express any views on the draft proposals contained in the report, we would very much like to hear from you.



Please send these to **gybid@gytcp.co.uk** or to gyBID C/O The Town Centre Partnership, Unit 5, Wilkinson's Yard, Market Gates, Great Yarmouth, NR30 2AX or call us on 01493 745828.

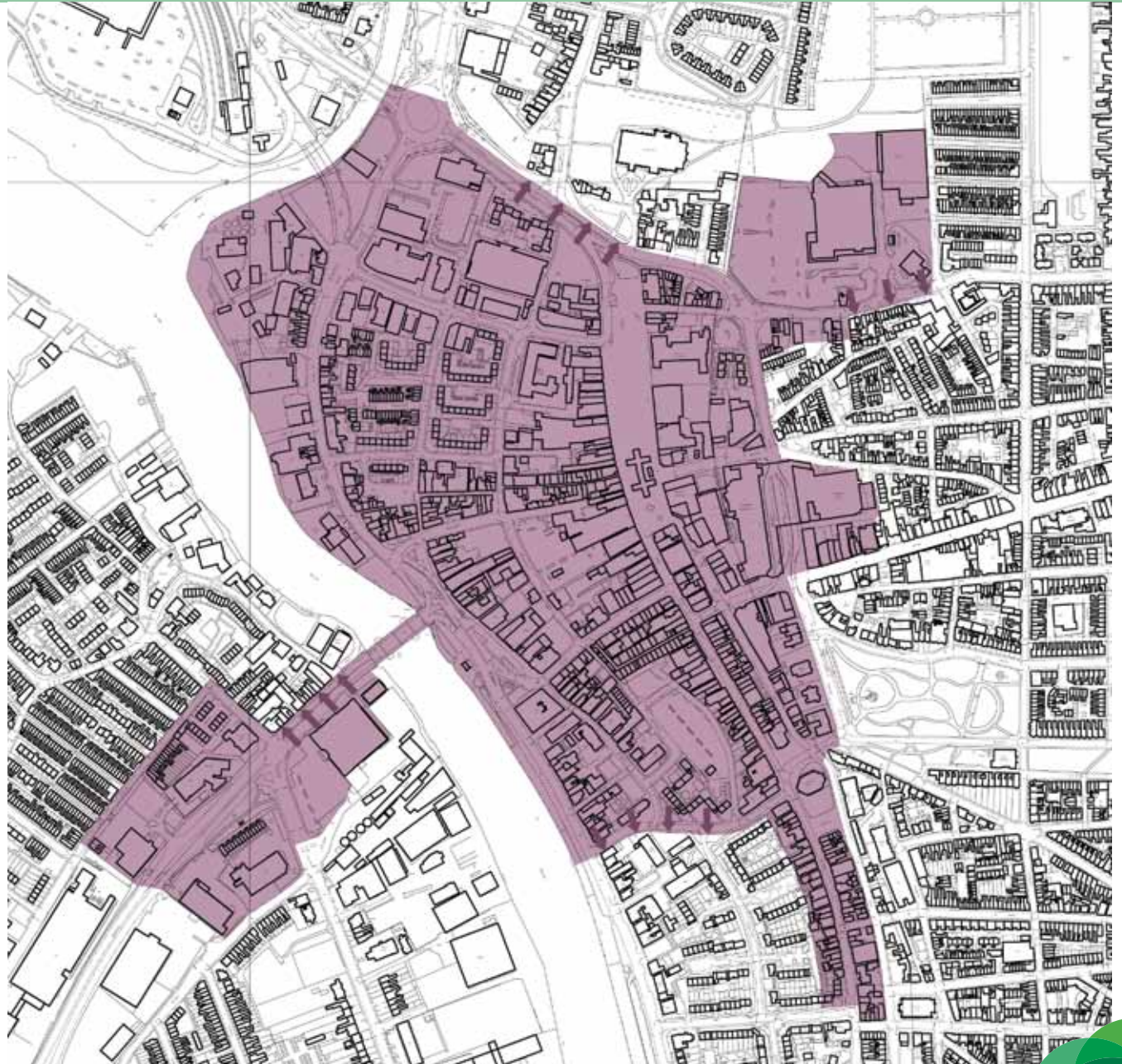
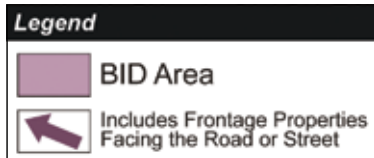


## The BID Area

The BID Area will incorporate an inner and outer area to include the following Streets and Roads:

Acle New Road, Alexandra Road, Brewery Street, Bridge Road, Broad Row, Church Plain, Coronation Street, Deneside, Fitzalan Close, Fullers Hill, George Street, Greyfriars Way, Hall Plain, Hall Quay, Herries Close, Howard Street North, Howard Street South, King Street, Market Gates, Market Place, Market Row, Mill Road, North Market Road, North Quay, Pasteur Road, Patterson Close, Priory Plain, Quay Mill Walk, Queen Street, Regent Road, Regent Street, South Market Road, South Quay, Southtown Road, St. Francis Way, St Nicholas Road, Station Road, Stonecutters Way, Temple Road, The Conge, Theatre Plain, Victoria Arcade, Yarmouth Way.

Businesses with either a rateable value less than £9,000 or those located outside of the BID area will be invited to contribute to the Town Centre Partnership BID and benefit from projects, activities and services that the BID will deliver.





# Safe and Clean Proposals 2015

**Following consultations with current BID levy payers, it is apparent that the Safe and Clean initiatives are still considered very important to the majority of town centre businesses. 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. The “ShopSafe” and “NightSafe” schemes, incorporated with a retail radio link, red card exclusion scheme, CCTV, Secure Incident Recording and Community Engagement System (SIRCS) have contributed greatly to reducing the stockloss of many retailers.**

The gyBID funded street warden team have helped ensure that the town centre is a safe and welcoming place for visitors and businesses. As well as assisting retailers, many of whom are without uniformed security of their own, in their battle against retail crime; our three dedicated town centre wardens help to address safety quality standards, and street management issues throughout the town centre. Through creating a uniformed ambassadorial presence they discourage anti-social behaviour and provide reassurance to town centre shoppers and workers alike.



The BID provides essential core funding towards the ongoing cost of the CCTV system, the control room of which facilitates the central coordination of both the “ShopSafe” and “NightsSafe” radio links. The CCTV control room is manned 24/7 365 days a year providing support for town centre businesses at all hours of the day.

There is little doubt to the effectiveness and value of the “Safe and Clean” initiatives that will continue to form part of the service delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in February 2016.



- Continued Street Warden team of three wardens dedicated to the town centre.
- Retail radio link with over 100 users including shops, wardens, police and shops.
- Town wide exclusion scheme for tackling shoplifters.
- Exclusive access for BID levy payers to database of offenders including photographs (SIRCS).
- Direct communication via the retail radio link with the town centre CCTV control room.
- Licensed premises radio link ‘NightSafe’ to promote a safer town at night.
- Working in Partnership with Police and local authorities to promote all aspects of community safety.



# Friendly BID Renewal Proposals

**The Events and Marketing projects aimed at promoting a 'Friendly' town centre remain a key deliverable for gyBID, as the experience of visiting the town centre becomes as important as the shopping opportunities that it hosts. The current BID term has built on the success of previous Town Centre Partnership initiatives in the town centre by identifying additional partners and funding streams to encourage footfall and increase dwell times through more events and experiential activities. This needs to continue to promote the town centre as a more vibrant place for visitors, encouraging them to stay longer and return more frequently. A third BID term would continue with these achievements and seek to support town centre businesses with additional campaigns.**

The BID has evolved at the request of businesses and reflects the demands identified through consultation and market research. In order to achieve these ambitions, we have collaborated with both print and broadcasting media partners on annual events that have driven high footfall numbers into the town centre. As a result, enhanced publicity has been achieved in the local and national media for the town through entertainment and marketing activities. Funded by gyBID the Town Centre Partnership has established an annual schedule of events taking place at regular intervals of the year, facilitated free entertainment for shoppers to enhance the shopping experience, and

built relationships with other events organisations and media. Over the next 5 years gyBID intends to further improve perceptions of the town centre working alongside Great Yarmouth Borough Council on a Masterplan for the town centre whilst exploring opportunities for additional investment in infrastructure and public space.

## Friendly Events and Marketing Business Plan Proposals

- A large selection of different events throughout the year, including an emphasis on festive periods.
- Dedicated and updatable information page on our town centre website for each gyBID premises.
- Utilising a multiplatform approach to advertising by sourcing the best available media outlets for our chosen message; in conjunction with local media companies.
- The BID will continue to develop an annual shopping and eating guide, which will include a guide to the town centre and descriptions of its shopping areas.
- Our high profile Christmas trading campaign, delivering increased marketing and events at the height of the peak shopping period.
- Summer campaigns to promote the town centre to our 5 million annual visitors. The TCP will achieve this via collaboration with holiday accommodation providers and tourist attractions.

As well as the provision of the above, the Town Centre Partnership will collaborate with its stakeholders to further enhance the town centre by reflecting on initiatives identified by BID Levy payers. These will include, but not exclusively, the following

- Additional landscaping and floral displays.
- Use of Vinyl Wraps for vacant shops to improve their appearance.
- Signage and way-finding improvements.
- Support car parking initiatives, such as the 'First Hour Free' scheme and free parking at weekends.



# Essential Information about the BID Renewal Proposals

**The following information reflects the current proposals for the renewal of gyBID but may change following further consultations ahead of publication of the final business plan on 18th December 2015.**

## **The BID Levy Liability And Collection**

A BID levy of 1.5% of rateable value will be charged on all rateable properties listed in the Great Yarmouth Non-Domestic Rating List and which are located in the BID area. The Levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge and those whose shop fronts are located within a managed shopping centre including Market Gates and Victoria Arcade.

The following types of business within the BID area will be exempt:

- Those with a rateable value of less than £9,000 per annum.
- Offices- not having public callers.
- Commercial car parking spaces that are rated separately.
- Schools and community buildings.
- Concessions.

The BID levy will not be reduced where the ratepayer is a charity or non-profit making organisation. The BID levy will also not be affected by the Governments Small Business Rate Relief Scheme. A small number of businesses within

the GY BID area have extremely high rateable values, far in excess of the majority of businesses in the BID area. To ensure they receive proportionate benefit from the BID, a ceiling of £5,750 per hereditament in year one has been applied, plus indexation in future years.

Important considerations are:

- There will be an annual inflationary increase in line with inflation.
- No development or ballot costs will be recovered thorough the levy.
- New premises will pay a levy based on the rateable value at the time of occupation.
- Levies where the property is split, extended or merged will be based on the rateable value at the time of the change.

## **Alteration of BID Arrangements**

All budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Management will be empowered to move funds between budget headings. The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

## **BID Management**

The BID will be managed by the Town Centre Partnership (TCP), which is an independent, not-for-profit company. The TCP has a successful track record in managing the town centre initiatives in Great Yarmouth firstly running a voluntary membership scheme with over 199 business members prior to the BID being established, and then over two five year terms of the BID, where business plan projects have been managed within planned budgets and timescales. The TCP continue to be directly accountable to retailers and businesses for the management of the town centre, the coordination of all the bodies involved and the successful delivery of the BID.

The TCP Board, at present, consists of representatives of retailers, businesses, Chamber of Commerce, Police, Tourist Authority, Norfolk County Council and Great Yarmouth Borough Council. The TCP board will have responsibility for all the BID projects, town centre management, liaison with stakeholders, measurement of, and setting of, performance targets and involvement in all matters of importance to Great Yarmouth's town centre.



### Financial Arrangements of the BID

Great Yarmouth Borough Council will collect the agreed BID levy and pass over the BID levy to the Town Centre Partnership. No charge is being made to the BID by Great Yarmouth Borough Council for this service.

The Town Centre Partnership will work to the approved Business Plan and monitor expenditure and cash flow. Management accounts with a supporting commentary will be prepared bi-monthly and will be available to Board Members and all members and Great Yarmouth Borough Council. External accountants will oversee the production of annual accounts and will conduct and independent audit of the accounts.

### Commencement And Duration Of The BID

The renewed BID will start on 1st April 2016 and will last for 5 years. A postal ballot of business ratepayers in the BID area based on a list on non-domestic ratepayers with a rateable value of £9,000 or more per annum will take place between 28th January and 25th February 2016. The result of the ballot will be announced by 26th February 2016. If the BID proposal is approved it will operate for 5 years, from April 2016 until March 2021. At or before the end of this period, the Board may seek renewal of the BID mandate.

### The BID Ballot

The person(s), registered company, or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as on 1st December 2015, or their appointed proxy, is entitled to vote.

Each person entitled to vote in the BID ballot shall have one vote in respect of one or more of each hereditament, with a rateable value of £9,000 or more, in the geographical area of the BID on which non-domestic rates are payable.

The ballot will have to meet two tests:

- A simple majority (above 50%) of those voting must vote in favour.
- Those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting.

The ballot papers will be forwarded to those ratepayers eligible to vote on 28th January 2016 and must be returned by 5pm on 25th February 2016.

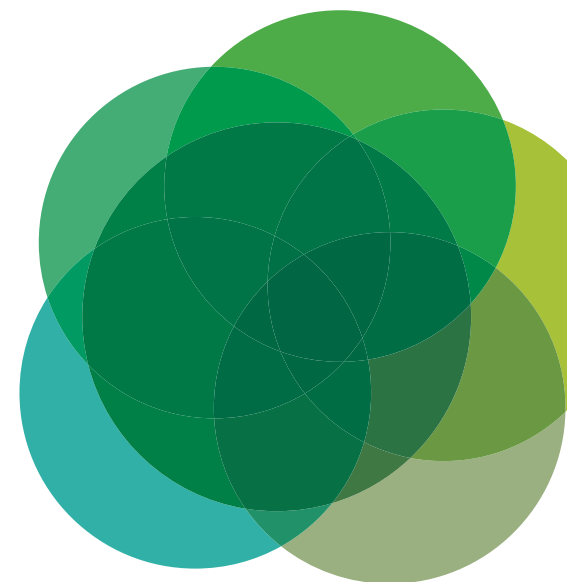
### Exit Strategy

Should the BID Renewal Ballot in February fail to gain a majority of support from businesses, we will wind up the activities of gyBID at the end of the current BID term that ends 31st March 2016. From April 1st 2016 all projects and initiatives funded by the BID levy will cease. The Town Centre Street Wardens scheme and all ShopSafe initiatives will be terminated, along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.





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