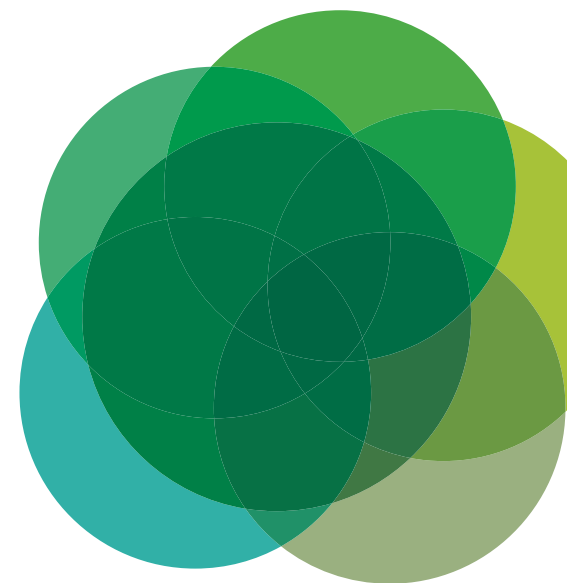




GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Great Yarmouth Business Improvement District



Business Plan 2016 – 2021

GREAT YARMOUTH
gyBID
BUSINESS IMPROVEMENT DISTRICT

Introduction – gyBID

The Great Yarmouth Business Improvement District (gyBID) was originally formed in 2006 following a successful ballot of town centre businesses. The current term went live from April 2011 following a renewal ballot that saw both an increase in turnout and the majority voting in favour of gyBID being renewed for a further 5 years. With the second five year term now coming to a close another ballot of businesses is to take place in February 2016 which needs to have at least 50% vote ‘yes’ if the projects and initiatives delivered by the Town Centre Partnership on behalf of the BID are to continue.

The purpose of this Business Plan is to outline the aims and objectives of gyBID, and identify the projects and activities that the BID will support. This document also provides detailed information relating to the BID ballot and the BID levy, including the BID area, levy liability and collection arrangements and proposed income and expenditure of the BID.

The BID is being proposed by Great Yarmouth Town Centre Partnership, who will manage and deliver the projects outlined in the proposals contained in the business plan. The Partnership has the support of Great Yarmouth Borough Council for the BID renewal, the development of which has been part funded by the council. If successful at ballot, the council will continue to collect the BID levy at no cost to the Partnership ensuring 100% of the levy is spent on the BID projects.



Board of Directors

Great Yarmouth Business Improvement District is managed by the Great Yarmouth Town Centre Partnership and overseen by a Board of Directors.

Chairman

Bruce Sturrock

Palmers Department Stores

Directors

Ian McCreddie

Chamber of Commerce

Jonathan Childs

Norfolk County Council

Nick Spencer

Market Gates

Shopping Centre

Cllr Bert Collins

Great Yarmouth
Borough Council

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

Town Centre Manager

Jonathan Newman

Street Warden

Lewis Earl

Street Warden

Tracy Nixon

Street Warden

Matt Smith

“The street wardens are a real asset to the town, it is reassuring that there is always someone to call on.”

Lynnette Stephenson – Peacocks

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 has been 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. These activities will only continue if you vote in February for the BID to continue.

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 five years. If you wish to find out more about the BID plans for the next five years, please come to one of the Open Days or Roadshows that Jonathan Newman is organising in January. I urge you to use your vote in February to ensure the work of the Town Centre Partnership continues for the next five years.

Bruce Sturrock
Chairman, Palmers Department Stores



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What is a BID?

A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively in local improvements to enhance their trading environment, thus attracting more business.

Business ratepayers decide which services are required to improve their area, funded via a supplement to the business rate. All the money raised is spent in the defined BID area.

All gyBID services are **additional** to those provided by Great Yarmouth Borough Council, Norfolk County Council and the Norfolk Police and are unlikely to be provided by any local authority.



Why Great Yarmouth still needs a BID

Great Yarmouth Town Centre Partnership and gyBID

Whilst managing 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. During the lifetime of the current BID, the Town Centre Partnership has been able to lever in an additional \$415,000 in funding towards town centre initiatives, which represents a return of 75% against the total BID levy received since April 2011.

Following several years of economic gloom and low consumer confidence, there has been renewed interest in Great Yarmouth's town centre during 2015. The last few months we have seen vacancy levels decrease as the former Co-op Department store on the market place, empty for the previous five years, was taken over by Edinburgh Woollen Mill, bringing Ponden Home and Peacocks to the building also. In the last quarter of 2015 a flurry of new retailers filled empty units in Market Gates shopping centre, including Pandora and Select, resulting in the town's main shopping centre being almost fully occupied, whilst Victoria Arcade celebrating 90 years, has been purchased this year by a developer planning to invest in this unique covered shopping area. The edge of the centre has seen some investment also with the expansion of Aldi, a new superstore opened by Hughes and a new Farmfoods store open in the vacant unit adjacent to Matalan.

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 which is committed to assisting Great Yarmouth to increase footfall and to fill empty shops through the intervention of its national High Street partners that include 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 complemented the largest ever Christmas events and marketing campaign for the town centre, including the Great Yarmouth Christmas Fayre, Christmas Lights Switch-On, Winter Beer Festival, Lantern Parade and increased street performers and activities during late night shopping. The most significant Christmas attraction was the real Ice Rink, sponsored by the Partnership and installed in the market square for six weeks. A Christmas Shopping and Events Guide was also 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. The Partnership also secured the first visit to the town of the Coca-Cola Christmas Truck in December, which drew thousands of people to the town centre.

All of the above is made possible by the funding that the Great Yarmouth Business Improvement District provides, allowing the Town Centre Partnership to work with the public and private sectors towards a common goal of enhancing and improving the town centre. If the Town Centre Partnership is to continue to build on the achievements of the current BID, and to champion and promote the vitality and viability of the town centre, then a third BID term to run for another five years is essential.

Executive Summary

- The second gyBID term is nearing its close – the Town Centre Partnership is proposing a third BID term which will run from 2016-2021.
- A renewal of the Business Improvement District will ensure that investment vital to improving the vitality and viability will be retained.
- The renewal of gyBID will ensure that a dedicated team of town centre street wardens are retained for a further five years.
- The criteria for the ballot and levy contributions will be based on the 2010 Business Rate valuations for those businesses existing on 31st December 2015 and on the current local Non-Domestic Rating valuation for all premises established after that date.
- The ballot of eligible businesses will be held between January 28th 2016 and 25th February 2016.
- A successful BID ballot requires a majority of businesses to vote in favour, by both number and rateable value.
- If the renewal ballot is unsuccessful all projects and services currently delivered using levy from gyBID, including the street wardens and the ShopSafe retail crime reduction scheme, will be withdrawn at the end of March 2016.
- To fund gyBID all Retail and Service businesses with a rateable value of £9,000 or more will be levied up to 1.5% of their business rate.
- A 0.5% reduction will be allowed for businesses located west of Haven bridge and those whose shop fronts are located within a managed shopping centre.
- The BID levy will be collected by Great Yarmouth Borough Council at no cost to the BID and passed onto the Town Centre Partnership to manage.
- All gyBID funded projects will be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council and the Norfolk Constabulary.

CCTV Management

We directly manage the operation of the town's 24/7 public space CCTV system which forms part of the retail crime reduction scheme, ShopSafe.

Exclusion Scheme

We run an exclusion scheme to discourage re-offending of shoplifters within the town centre.

Footfall Monitoring

We monitor town centre footfall all year round and can provide detailed analysis of current trends on request.

Funding Grants

We identify opportunities to apply for grants to improve the town centre e.g. A successful application to Arts Council East to fund the 'Bringing Streets and Public Space Alive' project.

Great Yarmouth in Bloom

We support the actions of Great Yarmouth in Bloom, as well as sponsoring a number of hanging baskets.

Highways Act Licensing

We administer the licensing of all licensable activities taking place within the pedestrian area of the town centre.

Information Sharing and Consultation

We provide a conduit through our working groups for information sharing and consultation on town centre issues including planning, economic, social and environment matters.

Market Square

We manage the market square performance area licensing and promoting its use for both entertainment and commercial purposes.

NightSafe

We provide the NightSafe radio link used by late night premises to make the evening economy of Great Yarmouth a safer and more enjoyable experience.

Parking

We represent the views of town centre businesses as a voting member of the Great Yarmouth Car Parking Strategy Committee.

Pedlars and Buskers

We monitor these and direct debit canvassers to ensure that they adhere to the rules and regulations which are in place.

Police

We work closely with Norfolk Police and have ensured there are a team police officers, P.C.S.O.'s and Special dedicated to the town centre.

Property Database

We maintain a thorough database containing information on all vacant and occupied properties.

Publicity Support

We maintain a database of local press and media contacts; these can be requested for use by all gyBID members.

Town Centre Radio Link

We maintain a town centre wide radio link that is used by shops, police, street wardens, and CCTV to assist with the reduction of crime and anti-social behaviour.

Retail Forum

gyBID members have regular opportunities to meet with their peers to discuss opportunities to work together and plan events and marketing programmes.

ShopSafe Security Meetings

These monthly meetings allow retail staff, street wardens and police to discuss and share the latest intelligence on known criminal activity.

SIRCS

We manage the Secure Incident Recording and Community Engagement System that contains information and images of excluded criminals.

Website and Social Media

We maintain the main website town centre with events and news in addition to the social media channels for the town centre including Facebook and Twitter.

Street Wardens

We employ three Town Centre street wardens to patrol seven days a week.

Tourism Liaison

We work closely with the Great Yarmouth Tourism Team on marketing and events to attract more people to Great Yarmouth and its town centre.

Training

We regularly offer training opportunities revolving around retail security and work with providers to identify other training that may be of interest to town centre businesses.

Town Centre Management

We provide management of town centre services and are members of the national body the Association of Town & City Management.

Summary of projects and initiatives of last 5 years

How has the Business Improvement District performed so far?

The current 5-year term of gyBID began in April 2011 following a successful ballot of town centre businesses then liable for an additional levy on their business rate, which is used to fund initiatives and projects described in the BID Business Plan. The levy raised by the BID along with additional income secured by the Town Centre Partnership has been used towards delivering the main aims of gyBID of providing a **Safer, Cleaner and Friendlier** town centre to live, work and shop in.

A Safer and Cleaner Town Centre

The 'Safe and Clean' projects of gyBID have played a crucial role in ensuring that the town centre is perceived as a safe place to visit and work. The Town Centre Partnerships ShopSafe scheme, a combination of the town centre street wardens, CCTV, Exclusion scheme, secure data sharing and the retail radio link, has contributed to a safer environment for shoppers and shop worker's alike. The current BID term has built on the success of the "Safe and Clean" initiatives, overseeing a digital upgrade to the CCTV control room and extending the street warden provision to 7 days a week.

The CCTV control room is manned 24/7 and its skilled operators play a proactive role in reducing crime through contact with ShopSafe members, police officers and street wardens using the Partnership's dedicated radio link. With a direct link to Norfolk Police HQ, the CCTV control room operators can and do get a quick response to incidents from the emergency services.

Data recorded by the CCTV control room, Norfolk Police, street wardens and SIRCS (the Partnerships secure data sharing server) highlight a significant reduction in overall crime incidents in the town centre BID area of 9.7% since the commencement of the current BID term:

Outcomes of gyBID funded crime reduction initiatives

- Incidents involving Public Disorder/Disturbance have lowered by 18.3% since the start of the BID term.
- Theft from shops in 2011-12 = 161 in 2014-15 = 151 (Down 6.2%).
- Incidents concerning Weapons and Missing Persons have declined year-on-year since 2011.
- Incidents involving Assault, Burglary, Criminal Damage, Drink/Drugs, Robbery and Theft from shops were lower in 2014-15 than in 2011-12.
- Usage of retail radio link has increased to over 100 users including shops, wardens and police.
- Overall reduction of reported crime by 9.7% in the BID area since 2011.

A Friendlier Town Centre

The increased number of events funded by the BID 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 Georges Day Parade, Summer Sundays, Great Yarmouth Beer & Cider Festival and Halloween are just some of a schedule of annual events established during the current gyBID term. The Town Centre Partnership has also supported the development of 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. And most recently arranged the town's first visit of the iconic Coca-Cola Christmas Truck that saw thousands of people flock to the town centre in December.

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' and 'Free Weekend' car parking initiatives. This has also extended to promoting Christmas shopping in the town centre and the many events – Great Yarmouth Christmas Fayre, the Christmas Lights Switch-On and late night shopping – and for the first time in 2015, the real Ice Rink, which the Town Centre Partnership organised for the festive period. During the current BID term the Partnership has established a social media presence, provided members with their own dynamic pages on the GYTCP website and created an annual Christmas Shopping and Events Guide that is directly delivered to 30,000 households.

Summary of gyBID Events and Marketing Initiatives

- 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 joint events held with each of the town main local commercial radio stations.
- Sponsored Real Ice Rink in the Market Square for six weeks around Christmas.

A full report on the achievements by gyBID can be found in the 2015 Annual Report on www.gybid.co.uk

How have the proposals been shaped

How the BID Aims Have Been shaped by Business

The aims and objectives of gyBID have been identified through a consultation of current BID levy payers and those that will become liable if the BID is renewed for a third term. The existing services, projects and activities delivered by the Town Centre Partnership during the lifetime of the current BID formed the starting point for the consultation. A questionnaire was sent out to all potential BID levy payers requesting feedback and scoring of current BID projects and suggestions for additional or alternative priorities to be addressed in the new BID term. Following the publication of the survey results in a newsletter distributed to all businesses potentially liable for the BID levy, a number of workshops were scheduled for businesses to attend and contribute to the new business plan. The response to the survey confirmed that much of the existing work around the 'Safe & Clean' and 'Friendly' projects was still very relevant to the needs of town centre businesses as the attached graph demonstrates. For example, 72% of questionnaire respondents deemed Great Yarmouth's street wardens a very important aspect of our town's safety. This support for the street warden element of gyBID confirms that they will be included as a project if a third BID term goes ahead.

BID Aims

It is clear from the survey and comments from BID payers that the majority of existing services and projects being delivered by gyBID should be carried forward into the third BID term. The successes delivered by these initiatives, as outlined in the previous pages of this document, will be built upon if a third BID term was to be agreed by levy payers. The opportunity to further improve the town centre with additional initiatives would also be explored following a successful renewal of gyBID, these are listed within the project proposals contained in the following pages.

The aims of the BID are designed to benefit businesses in Great Yarmouth that are dependent upon a healthy, vibrant and attractive town centre in which to trade; a third BID term will mean that businesses will continue to get the support that is available currently to deliver these aims. This includes the Town Centre street warden team and the ShopSafe retail crime reduction scheme linked to the CCTV system. All businesses contributing to the BID have had direct access to all these services, and would continue to have direct access if the upcoming ballot grants a third BID term.

Whilst the immediate needs of businesses are included in this business plan, particularly around the reduction of vulnerability to crime and promoting footfall, the BID must also consider the longer term outlook for the town centre and the Town Centre Partnership's role in its future development. The Partnership will look to work closely with other

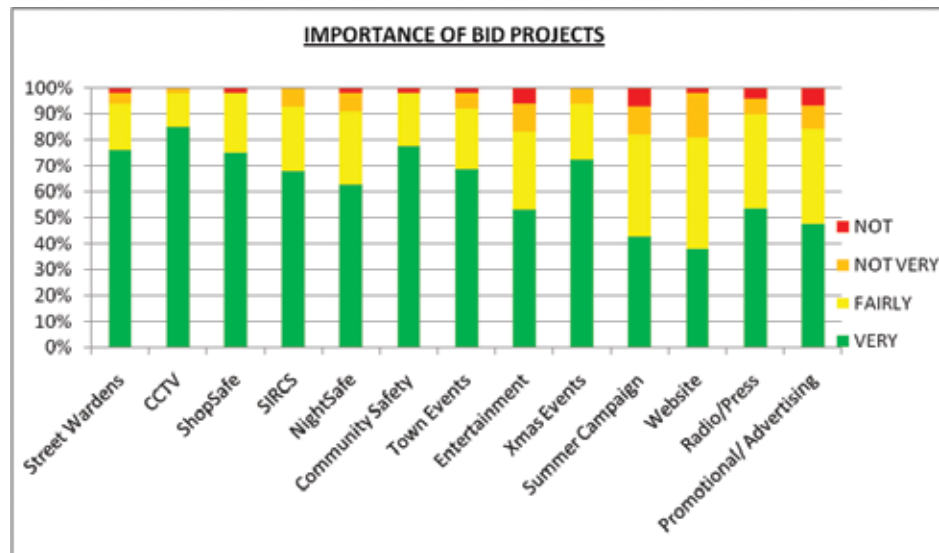
stakeholders and in particular with Great Yarmouth Borough Council on the formation of a master plan for the town centre.

The Council have already initiated a study that will shape proposals for the town centre's development of the next 15 years and further consultations on these will take place during 2016. It is important that the businesses in Great Yarmouth town centre are represented in this process, which is the role of the Town Centre Partnership.

During a third BID term, the Town Centre Partnership will work closely with local authorities on improvements to the public realm whilst also seeking to develop new initiatives to build on existing projects. The Partnership is currently involved in a European Funding application to deliver additional entertainment and animation in the town centre following a successful application in 2015 to the Arts

Council for similar activities that saw an increase in street entertainment during Halloween and Christmas in 2015.

Over the next five years of its operation, gyBID will continue to improve the perceptions of the town centre, driving home the message that with tangible improvements such as CCTV, street wardens and ShopSafe combined with exciting events and marketing activities, Great Yarmouth really is a Safer, Cleaner and Friendlier place to live, work and visit.



The BID Projects – Safe and Clean

Safety and Security – Ensuring the town is 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 and recent consultations confirm that these are still very important to gyBID levy payers. The ShopSafe scheme, incorporating a retail radio link, the red card exclusion scheme and secure information sharing has contributed greatly to reducing the stockloss of many retailers. The gyBID funded town centre street wardens support the scheme by 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 had a positive impact on retail crime, anti-social behaviour and environmental crime during the first and second five year terms of gyBID, promoting a safer, cleaner and friendlier town centre for all users.

A third BID term will both sustain the above services and provide other improvements requested by businesses during consultations. As well as assisting the wider business community to reduce its vulnerability to crime, the Town Centre Partnership, with funding from gyBID, will also work to improve the perception of safety to shoppers and visitors to the town. The objective of the 'Safe & Clean' initiatives is to promote a wholly safe environment for people to live, shop and work in. Therefore, the following initiatives will continue to form part of the ShopSafe scheme delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in February 2016.

“Both my team and I feel a lot safer knowing that the street wardens are just a quick radio call away.”

Carl Reeder, WH Smith



Street Wardens

The Town Centre street wardens are wholly funded by gyBID. They have proven to be one of the most successful tools in the ShopSafe toolbox in improving the safety and security in the town centre. Street Wardens have been highly effective in improving the environment by reducing fly posting and vandalism, decreasing retail crime and anti-social behaviour and generally making the town centre safer for all by providing a uniformed presence. They are a reassuring, uniformed presence within the town centre which is just as ready to help businesses directly as to field the general public's queries.

The renewal of gyBID is crucial to the future of the street wardens scheme, without gyBID being renewed the scheme will finish at the end of March 2016.

Town Centre CCTV

CCTV has had a major impact on the safety and security of the Town Centre since its launch in 2001. Under the supervision of the Town Centre Partnership the CCTV system has been expanded and upgraded and is at the forefront of digital technology. Such expansions have greatly increased the benefit of CCTV to businesses; there is wide coverage by the cameras and the radio links with the CCTV control room, which is manned 24/7, meaning that issues can be detected quickly. The CCTV system is part funded by gyBID with a significant annual contribution that can only continue if the BID is renewed.



“As an all female run outlet, the presence and availability of the TCP wardens is very reassuring.”

Jany Fitzgerald, Jany Pets

Retail Radio Link

The town wide radio link has proved to be an extremely effective method of communication between traders. There are over 100 radio users, including shops, street wardens and Police officers, this enables information on known and potential thieves to be quickly communicated, and thus reduces shops vulnerability to losses and anti-social behaviour. The radio link can also act as a conduit to re-unite lost children and parents as well as the communication of important safety information quickly to town centre businesses.

Exclusion Notice Scheme

This scheme is managed within the confines of the Data Protection Act. In co-operation with the police, members of ShopSafe have access to a centrally administered and comprehensive Exclusion Order Scheme. This means that shoplifters caught in one member store, are automatically excluded from all member stores for a minimum of six months. All gyBID contributors will be entitled to join this scheme.

SIRCS

SIRCS is an easy-to-use system which aids the identification of persistent offenders and trouble makers within the town centre. Supporting the town centre Exclusion Scheme, the secure web based system can be accessed by all ShopSafe members and allows them to view images of excluded persons. The scheme includes a fast notification system that alerts members every time a new exclusion incident and photograph is added. As administrators of the scheme, the Town Centre Partnership has access to the national SIRCS database which results in swift co-ordination of information and ease of access to travelling offender's information – the system results in a more effective communication path between organisations.

NightSafe

All of the pubs, clubs and restaurants within the BID area are included in the NightSafe scheme. It provides a direct radio link meaning that the safety and security of the night time economy is greatly enhanced - again, if gyBID is not renewed then this service will no longer be provided.

Town Centre Policing

The town centre currently benefits from having a dedicated police team that works closely with CCTV, retailers and street wardens. The Town Centre Partnership has been able to secure this invaluable support through regular liaison with senior Norfolk Constabulary officers. The provision of dedicated town centre officers is regularly reviewed as pressure continuously mounts on police resources due to cuts in budget. It is of paramount importance that the relationship between the Partnership and Norfolk Police continues with the renewal of a third BID term.

A Summary of Initiatives that a third BID term will ensure continues

- A Street Warden team dedicated to the town centre BID area.
- Retail radio link with over 100 users including shops, wardens and police.
- Town wide exclusion scheme for tackling shoplifters.
- Exclusive access for BID levy payers to database of offender including photographs (SIRCS).
- Regular training sessions held to assist members with shoplifting and security issues.
- 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.

As well as the providing the above, the Town Centre Partnership will work with its partners to tackle a number of the issues identified by BID levy payers that are affecting the perception of the town centre as a 'Safe and Clean' place. These will include, but not exhaust, the following:

- Streetscape and lighting improvements to improve the feeling of safety amongst staff and visitors after dark e.g. the town's many Rows.
- Repairs and investment needed in the public realm to promote a cared for environment.
- Improvements to the public transport hubs and pedestrian links to them.
- Use of vinyl wrapping of vacant shop units to reduce the impact other shops and businesses.
- Improved landscaping, floral displays and more 'green' spaces
- Identify opportunities for additional CCTV cameras where appropriate to increase coverage and reduce crime

All of the above can only be delivered if businesses support the BID by voting 'YES' in the renewal ballot.

"The NightSafe radio link is essential to creating a safer night time economy in Great Yarmouth."

Lorne Stonebridge, Evo Bar & Nightclub

The Bid Projects – Friendly

Events and Marketing – Enhancing the Shopping Experience

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. Having 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, the Partnership will continue maintain and add these to the next 5 years gyBID.

Improving the choice that the town centre has to offer is another area that the Town Centre Partnership is keen to support. Having seen a flurry of retailers arrive in the town centre during 2015, there is an opportunity to encourage this momentum and see further vacant shops brought back into use. The Partnerships website, often a first stop for businesses looking for information on Great Yarmouth, lists current vacant properties and the contact details of the agent marketing them. The Partnership also keeps an updated profile of the town for potential investors in the town centre. Encouraging additional retailers in to the town centre as opposed to out of centre retail parks remains a priority for the BID going forward.

During 2015 additional financial investment was identified by Great Yarmouth Borough Council to improve the town centre in response to concerns raised by residents in a public consultation. The Partnership was able to secure additional funds towards events during 2015 including a series of live music events to promote the use of the town centre on Sundays in August and helped to enhance Christmas



activities including the Christmas Lights switch-on and Fayre. The Partnership lobbied for additional improvements from the fund including festive lighting along Regent Street and at the North end of the market place and worked closely with the Borough Council in securing a real ice rink as part of the Christmas campaign.

The Partnership intends to continue to work closely with GYBC as it develops a master plan for the long term development of the town whilst initiating shorter term improvements to the public realm. Some of these improvements are included within the 'Friendly' business plan projects.

Friendly Events and Marketing Business Plan Proposals

- An annual events schedule designed to increase footfall and dwell times throughout the year, including an emphasis on school holidays.
- 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 annual Christmas shopping and events guide, which will include a guide to the town centre and descriptions of its shopping areas.
- A 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.
- Support car parking initiatives, such as the 'First Hour Free' scheme and free parking at weekends.
- Increased street entertainment and performers to enhance the visitor experience.
- Development of the use of social media to promote Great Yarmouth in general and the events being held to the public.
- Promotion and development of additional events by working in Partnership with other organisations and community groups.
- Support Great Yarmouth in Bloom to identify opportunities to increase floral decorations in the town centre.

As well as the provision of the above, the Town Centre Partnership will collaborate with Great Yarmouth Borough Council and other stakeholders to further enhance the town centre by reflecting on

initiatives identified by BID Levy payers and the projects contained within the completed Town Centre master plan. These will include, but not exclusively, the following:

- Additional landscaping and floral displays.
- Lighting Improvements.
- Improved links to and from Seafront and Heritage areas.
- Attract new retailers and businesses.
- Use of vacant shops to improve their appearance.
- Signage and way-finding improvements.
- Improvements to Market Place.
- Pedestrian route to train station
- Bus station environment.

All of the above can only be delivered if businesses support the BID by voting 'YES' in the renewal ballot



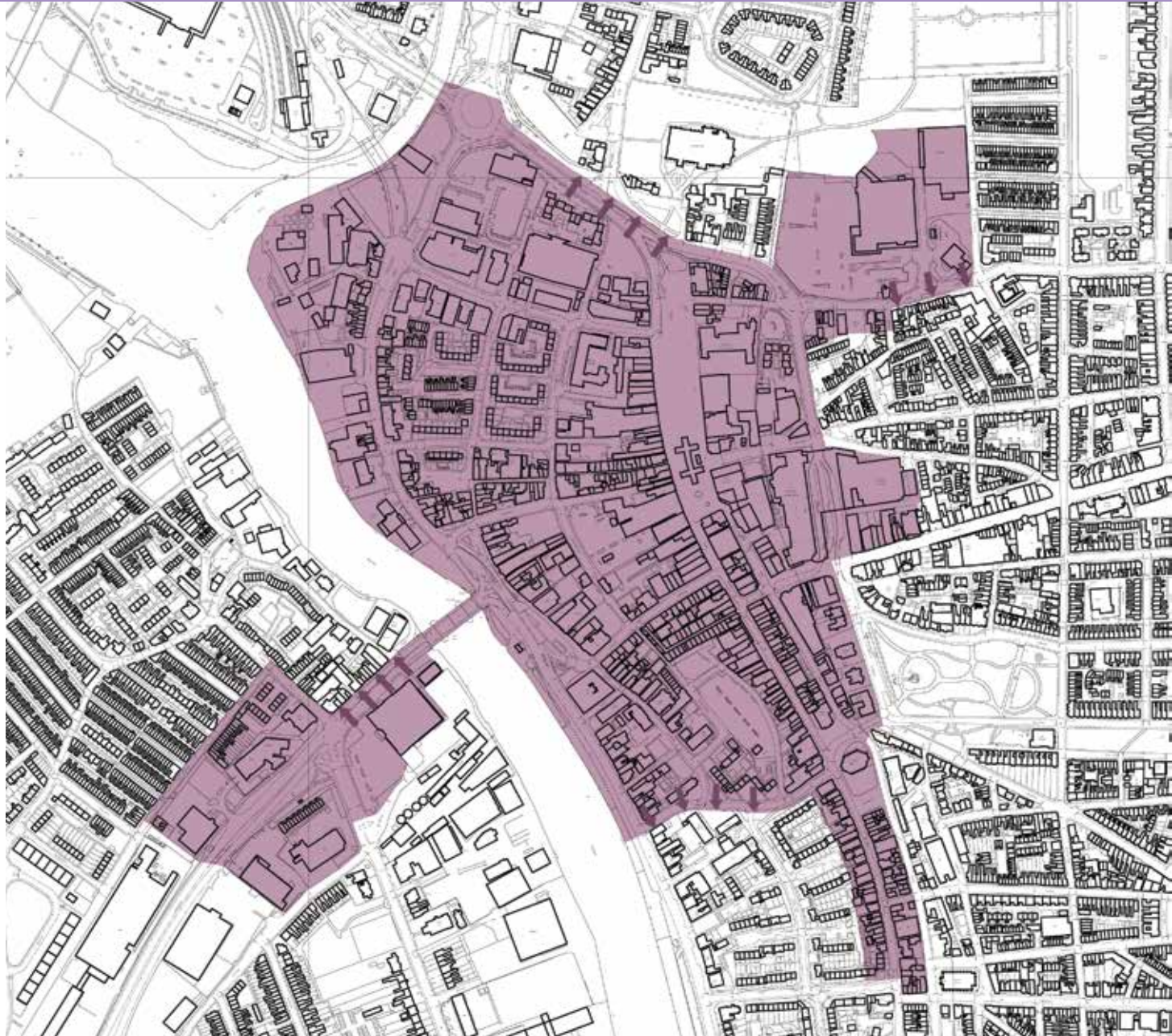
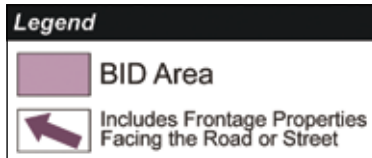
The BID Area

The BID Operating Area is a list of streets/roads (some may only be parts of streets/roads) in the Great Yarmouth Area and include the following:

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.

Voluntary Contributions

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



BID Levy Liability and Collection, Income and Expenditure, How much will it cost?

The BID Levy Liability And Collection

A BID levy of 1.5% of rateable value of the hereditament will be charged on all rateable properties using the 2010 Great Yarmouth Non-Domestic Rating List as compiled by the Valuation Office (except where shown below) 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:

- a. Those with a rateable value of less than £9,000 per annum
- b. Offices- not having public callers
- c. Commercial car parking spaces that are rated separately
- d. Schools and community buildings
- e. 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 gyBID 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. The BID charge will be apportioned on a daily basis during the year.

“I feel people are happy to pay and support these projects as long as they see the improvement in the town.”

Matt Kozuch, CEX

BID Proposed Income / Expenditure YEAR ONE

Income

GY BID levy (collected by Great Yarmouth Borough Council and passed on fully to gyBID*) 125000

Other income (Local Authority core funding, voluntary subscriptions, contracts etc.) 75000

Total Income 200000

Expenditure

Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.) 80000

Friendly projects (marketing, events, advertising etc.) 50000

Overheads (office expenses, insurance, printing, stationary, professional fees, salaries etc.) 70000

Total Costs 200000

* No fee is charged to the BID by Great Yarmouth Borough Council for this service

Important considerations are:

- There will be an annual inflationary increase in line with the Local Non-Domestic Rate bills as calculated by HM Government.
- No development or ballot costs will be recovered through the levy.
- Unoccupied premises will be charged the full levy.
- New Businesses brought into the list will be charged the RV that they are brought in at, as 2010 list. And any future liabilities at that property will be charged at that first 2010 entry.
- Any new properties brought in to a subsequent Valuation List that succeeds the 2010 list will be charged based on the first value within that list.
- Levies where a property is split, extended or merged will be based on the rateable value at the time of the change, (i.e. 2010 rateable values).

How Much Will It Cost?

Business rate payers with Rateable Values of £9,000 or more will contribute to the BID. Half of the eligible businesses would pay less than £10 per week towards gyBID, which will raise a projected £125,000 in the first year and will lever in a further £75,000 of income to be spent on town centre projects.

Property RV	Annual Cost	Weekly Cost	Daily Cost
£10000	£150	£2.89	£0.41
£20000	£300	£5.77	£0.82
£30000	£450	£8.65	£1.24
£40000	£600	£11.54	£1.65
£50000	£750	£14.42	£2.06
£60000	£900	£17.31	£2.47
£80000	£1200	£23.08	£3.30
£100000	£1500	£28.85	£4.12
£150000	£2250	£43.27	£6.18
£200000	£3000	£57.69	£8.24
£250000	£3750	£72.12	£10.30
£300000	£4500	£86.54	£12.36

“The team of street wardens we have are priceless.”

Mel Sinlisse, Iceland Foods

Existing Services, BID Management, Financial Arrangements

Existing Services

Great Yarmouth's BID projects and initiatives will continue to be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council and Norfolk Police. The Town Centre Partnership will, in addition, regularly services delivered within the BID area. Great Yarmouth Borough Council and Norfolk Constabulary will not require gyBID to contribute to the provision of, or withdraw from the provision of, their existing services to the town centre throughout the BID term, including the following:

Safety

- Town Centre Policing
- Community Safety & Management
- Licensing & Enforcement
- Street Lighting

Cleanliness

- Street cleansing (including bin emptying/washing)
- Waste collection
- Public conveniences
- Graffiti and Fly Posting removal

Other Services

- Christmas Lights
- Car Parking
- Trading Standards
- Environmental Health
- Market Services

Maintenance

- Trees & landscaping
- Street Furniture
- Grounds maintenance
- Highways Maintenance

Service Levels

As part of its support of gyBID, Great Yarmouth Borough Council has undertaken to collect the BID levy at no cost to gyBID. The Borough Council has also guaranteed that the Town Centre Partnership will continue to receive core funding, highways licensing fees and income generated from the Public Information Pillars for the lifetime of the BID.

Details of existing baseline agreements provided by the Borough Council are available on request.

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 120 business members prior to the BID being established, and then over the first five years 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 Town Centre Partnership Board, at present, consists of representatives of retailers, businesses, Chamber of Commerce, Police, 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 an independent audit of the accounts.

“The Street Wardens are vital, they are the very core of retail security in this town.”

David Robinson, Debenhams

The BID Ballot, Commencement and Duration, Alterations, KPI's, Exit Strategy

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 31st 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:

1. A simple majority (above 50%) of those voting must vote in favour.
2. 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.

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 £10,000 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.

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.

Key Performance Indicators (KPIs)

The Town Centre Partnership will continue to monitor and report on the outputs and outcomes of gyBID funded activities through the measurement of the key performance indicators.

To help us to regularly evaluate whether we are meeting our core objectives of Safe, Clean and Friendly, there are six KPIs to be constantly monitored to verify that we are heading in the right direction, spending your money on the things you value most:



Indicator	Measure	Source	Frequency of Collation	Frequency of Publication
Footfall	Pedestrian numbers	foot flow counters	Continuously	Quarterly
Retail Sales	Growth %	A sample of independent & national retailers trading within gyBID area	Weekly / monthly	Quarterly
Car Park Usage	Tickets Issued	Borough Council	Weekly / monthly	Quarterly
Crime	Town Centre Beat Area	Norfolk Police	Monthly	Quarterly
Street Warden Activity	gyBID Area	Street Wardens	Weekly / monthly	Quarterly
Retail property vacancies	% of total in BID area	Town Centre Manager	Quarterly	Quarterly

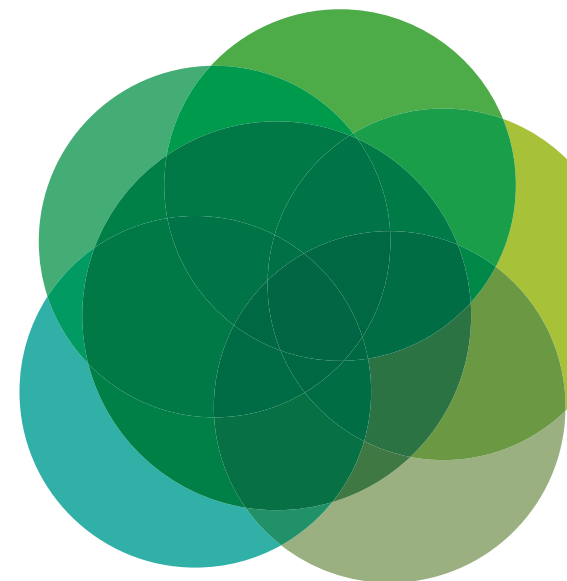
We will keep you up-to-date with these figures in our quarterly e-newsletters, as well as giving you regular updates on the Town Centre Partnership website.

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 will be terminated along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP



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