

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Great Yarmouth Business Improvement District Interim Update 2016/17

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.

A new 5-year term for the Great Yarmouth Business Improvement District was confirmed following a ballot of 191 town centre businesses in February. This was the second renewal ballot for gyBID and of the ballot papers returned, 86% of town centre businesses voted in favour of the BID being renewed. In terms of aggregate rateable value, 94% voted yes. The current BID term went live from April 2016 and will run until the end of March 2021, a copy of the business plan can be found at www.gybid.co.uk.

This interim update reports on some of the activities completed so far and those being planned for the 2016/17 period of the new BID term and describes how the levy raised, along with additional income secured by the Partnership, is being used to deliver 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.



Enjoy a beer at the AGM

The Annual General Meeting of the Town Centre Partnership is to be held in St George's Theatre, King Street, at 4.30pm on Thursday 24th November. All Town Centre Partnership members including gyBID Levy payers are welcome to attend the meeting that will formally adopt the Company's annual accounts for the period ending 31st March 2016 and receive the Chairman's report on the activities of the Company during the same year. Following the conclusion of formal proceedings, members attending the AGM are invited to join the Board for a glass of real ale or cider at the 2nd Great Yarmouth Winter Beer & Cider Festival that opens at 5pm at the Theatre. Ahead of the AGM, nominations are invited for new Director appointment's to the Board from current BID Levy payers and Town Centre Partnership subscription payers. Anyone interested in becoming a Board member should contact Town Centre Manager for more information.

Board of Directors

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

Chairman

Bruce Sturrock, Palmers Department Stores

Directors

Barry Coleman, Great Yarmouth Borough Council
Ian McCreddie, EnterpriseGY
Mick Castle, Norfolk County Council
Nick Spencer, Market Gates Shopping Centre

Town Centre Events

The organisation of events by the Town Centre Partnership funded by the BID ensures that Great Yarmouth is a vibrant place for visitors whilst providing opportunities for residents to join in and celebrate what the town centre has to offer. So far this year we have created an Easter Treasure Trail, St Georges Day Parade, the Great Yarmouth Beer & Cider Festival, children's Halloween craft workshops and a series of live music events on Sundays assisted by funding from Great Yarmouth Borough Council. In addition to these we have supported other organisations events in the town centre including the Great Yarmouth Arts Festival in June and the Out There Festival in September.

There was an extra special event added to the regular programme of events this Summer as the town centre helped people commemorate the Queens 90th Birthday in June. Working with the Great Yarmouth Arts Festival we helped create a 'Birthday Tea Party' atmosphere in the market square with tables &

chairs, parasols, tablecloths bunting and flags on the Queens official birthday June 11th. There was live music and performers playing in the Market Place whilst cakes and buns, donated by town centre shops, were sold from a cake stall by the Great Yarmouth Lions with all the proceeds being used to help charities. A workshop for children to make their own crowns along with a bouncy castle, a Teddy Tombola and a number of community stalls all helped create a party atmosphere whilst raising over £500 for charities.

With an exciting schedule of Christmas events and activities already in place for the coming festive season, plans are already underway for some further additions to the annual events calendar next year. We are working with Borough Council officers on a nine-day Festival of Food & Drink and a reprise of the 'Where's Wally' world record attempt that featured in the national press a few years ago. It is also worth noting the dates of a four-day air show being planned by the Greater Yarmouth BID next year which takes place from the 15th to 18th June 2017.

**FIRST HOUR
FREE**

The draw of the town centre parking initiative 'First Hour Free' was given a boost during the summer with Boots, Specsavers and Greggs being added to the list of businesses giving customers a discount equivalent to an hours parking. These national retailers have joined a growing number of local traders including the likes of Palmers, Cox and Son and Mocha who offer to reduce the cost of customers' parking when they spend £10 or more in their shops. The scheme operates by the production of an extra ticket by borough council parking machines which shoppers can then use in participating stores. The scheme is regularly advertised in a number of local publications and benefitted from a 12-week advertising campaign on the 'The Beach' during the Summer. More details on how the scheme works can be found on the TCP website at www.gytcp.co.uk/first-hour-free.



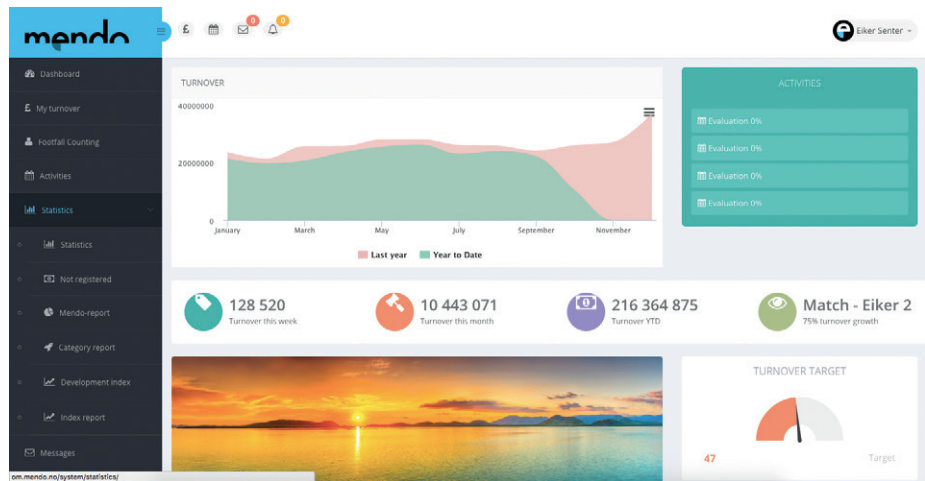
Children's crown-making activity at the Queens 90th birthday event.



Live music on the 'Summer Sundays' stage.

Appeal decision reached on Retail Park

The long running battle to prevent another retail park being built outside the town centre was brought to a conclusion in September with the result of an appeal hearing announced by the Planning Inspectorate. Permission for a number of large retail units on the site of the Pasta Foods warehouse on Pasteur Road had been refused twice by the Borough Councils Development Committee, once in November 2014 then again for a revised application in October 2015 before Pasteur Retail Park Ltd, the applicant, lodged an appeal with the National Planning Inspectorate in bid to get the decision reversed. Written submissions were made by the Town Centre Partnership and Market Gates shopping centre supporting the original decision and statements were read out by the shopping centre's planning consultants Savills and TCP Chairman Bruce Sturrock at an appeal hearing held in August. It was some weeks later that Planning Inspector found in favour of the town centre and dismissed the appeal stating that the proposed development would likely have a "significant adverse impact on the vitality and viability of the town centre" in that it would "shift the balance of floor space between the town centre and the out of town stores".



Use RetailPlanet to better understand how your weekly sales compare to similar businesses

The Town Centre Partnership is pleased to announce a recent partnership deal with Norwegian company Mendo for the provision of a digital toolkit called RetailPlanet for store managers to allow you to track and analyse how events, markets and roadworks affect your store turnover and how your business compares to similar businesses in Great Yarmouth and across the UK. The toolkit, which is being used widely in Norwegian and Swedish towns, is free to use to BID levy payers and is available to download via an app or can be used on a desktop. The simple dashboard allows you to input turnover, number of sales and in-store footfall. All users are required to enter turnover data but only they can see their own

data which is combined with other stores information to provide you with a useful and relevant report on how your store is performing in relation to others in a particular category and in Great Yarmouth. Rest assured, specific figures are not shared with other businesses or the environment and the BID will be able to use reports to better understand how events, marketing and even roadworks impact sales as well as footfall.

If you would like more information on how Retailplanet works please contact get in touch via **gyBID@gytcp.co.uk** or call **01493 745828** and we will arrange for Mendo to contact you.

More shops join radio link

The GYBID helps create a more secure and friendly trading environment through our retail crime reduction initiative ShopSafe that includes Town Centre CCTV, a town centre exclusion scheme and dedicated street wardens. Since the launch of the new BID term a flurry of

businesses have joined the ShopSafe including Mobile Solutions, Cash Inn, Howards Estate Agents, Great Yarmouth Market along with new shops Bargain Buy in Market Row and Kids clothing shop 'Cheeky Kids' in the Market Place. They have joined the sixty plus shops and businesses

already using the town centre radio which gives it users a direct link to the BID employed street wardens, the CCTV control room, police patrols and of course, the other traders on the scheme, all working together reduce everyone's vulnerability to crime and anti-social behaviour.

Great Yarmouth Town Centre Christmas Events 2016

The Great Yarmouth Christmas Fayre

Friday 25th November - Sunday 27th November

The annual three-day free entry Christmas Fayre will feature a fantastic selection of hand craft stalls in Great Yarmouth Minster and Festive Food and specialist gift stalls and entertainment on the Market Place with live music, free road train rides and costume characters.

Christmas Lights Switch-on, late night shopping and Fireworks

Friday 25th November from 6.30pm

Celebrate the arrival of Santa by joining the Mayor of Great Yarmouth and special guests for an evening of live music and entertainment with the switching-on of the town's festive illuminations in the market place at 7.00pm followed by a rooftop firework display.

Lardal Kantori

Norwegian Choir

Christmas Carol Concert

Saturday 26th November 7.30pm

A unique opportunity to enjoy a performance by the Norwegian Choir, Lardal Kantori, who are visiting the town as part of the Annual Christmas Fayre.

FREE parking after 4pm

Enjoy free parking in all town centre (Council operated) car parks after 4pm every day.

Late night shopping and entertainment every Wednesday

Every Wednesday from 30th November to 21st December

Late night shopping with festive music, walkabout characters and the donkey reindeer adding to the Christmas atmosphere.

Great Yarmouth Winter Beer and Cider Festival

Thursday 24th to Sunday 27th November

The popular Great Yarmouth Beer and Cider Festival returns for a Winter edition at St Georges Theatre opening from at 5pm to 11pm Thursday, 11am to 3pm & 5pm to 11pm Friday and Saturday, 12pm to 4pm Sunday.

Santa's Post Office

Saturday 3rd to Saturday 24th December

A specially built wooden lodge to accommodate Santa's Post Office where children will be able to write

and post their letter to Father Christmas with the help of some friendly Elves. Open weekends and Wednesday evenings in December then daily until Christmas Eve during school holidays.

Tree and Crib Festival in Great Yarmouth Minster

Friday 9th December - Sunday 18th December 10.00am - 4.00pm

A spectacular display of Christmas tree and cribs created by local community groups, schools and businesses, includes 'Hunt the Snowman' competition for children.

Lantern Parade, late night shopping and Christmas Carols

Wednesday 14th December from 6.00pm

This Annual Christmas procession of lanterns large and small led by reindeer and followed by carol singing around the Christmas tree in the Market Square gets bigger every year.

