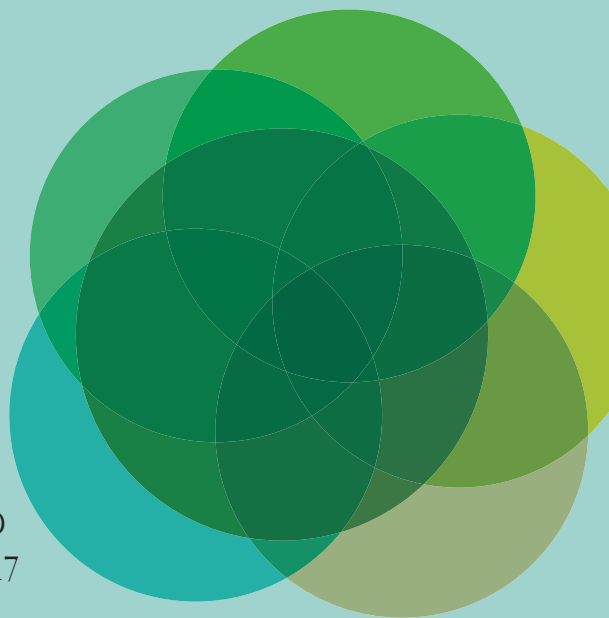




GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Annual Report 2017

Great Yarmouth Business Improvement District



Great Yarmouth
Town Centre Partnership and gyBID
Annual Report and Accounts 2016/17

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.

A new 5-year term for the Great Yarmouth Business Improvement District was confirmed following a ballot of 191 town centre businesses in February 2016. 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.

The BID levy is collected from eligible businesses by Great Yarmouth Borough Council and passed to the Town Centre Partnership adding to other revenue raised by the Partnership to deliver the projects and initiatives detailed in the gyBID Business Plan. During the financial year 2016/17 £123,048 of BID levy was collected and added to other Town Centre Partnership funding to create an overall budget of £203,237.

This annual report covers the activities of the first year 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.

Board of Directors

The gyBID 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 McCreadie

EnterpriseGY

Mick Castle

Norfolk County Council

Nick Spencer

Market Gates Shopping Centre

Donna Ioannou

I Just Wanna.....Candy

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

Jonathan Newman

Town Centre Manager

Lewis Earl

Street Warden

Tracy Nixon

Street Warden

Morgan Harding

Street Warden

Chairman's comments



Trading conditions on the High St. continue to be tough especially for smaller centres such as Great Yarmouth. Increasing vacancy rates and decreasing footfall are a worry for us all. In these difficult times

it is even more important that we band together to make the most of the opportunities available. The level of support for GYBID from town centre retailers shows that the work of the Town Centre Partnership is appreciated - lobbying, marketing, putting on events and ensuring the shopping area is clean, safe & friendly.

I would like to thank Jonathan Newman, Town Centre Manager, and his team including the Town Centre Wardens for all their hard work over the past year.

There is some optimism for the future. In the short term, I was delighted to hear that the Borough Council have voted to bring the ice rink back to the town centre this Christmas. This attraction increased footfall two years ago and I am sure it will do so again this year. In the longer term, the Town Centre Masterplan gives us a blueprint for a rejuvenated town centre with emphasis on mixed use – shopping, leisure, cafes, restaurants, commercial and residential.

An important part of the Masterplan is regenerating the 2 & 6 day Market. As well as the ongoing work by the Council with funds from the Town Centre Initiative, some European funding has been awarded to improve the Market and the TCP will be an important contributor.

This funding has only just been awarded so Jonathan will be giving you more details in future newsletters.

I would like to thank our partners for their support and in particular GYBC for the investment they have supplied to regenerate the town centre.

I would also like to thank the Directors for giving their time during the year and all our members for their support.

GREAT YARMOUTH

gyBID

BUSINESS IMPROVEMENT DISTRICT

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Cleaner and Safer

The Town Centre Partnership's 'ShopSafe' scheme incorporates a team of street wardens, a town wide radio link, CCTV and an exclusion scheme to help promote community safety whilst reducing vulnerability of members to both shop crime and anti-social behaviour. This is in-keeping with the main priority for the Great Yarmouth Business Improvement District, which has been to promote a safe town centre for both businesses and shoppers since its inception.

Manned by expert operators 24 hours a day; 7 days a week, Great Yarmouth's CCTV room keeps contact with ShopSafe members and street wardens through use of the Partnership's dedicated radio link. The control room operators are also linked with a direct radio to Norfolk Police HQ, permitting a quick response from the emergency services to incidents.

The unique arrangement in the way the town's CCTV system is managed by the Town Centre Partnership has both promoted the involvement of businesses in community safety and contributed vastly to the reduction of business crime.

Throughout 2016/17 the Town Centre Partnership has employed a team of three street wardens to provide a reassuring uniform presence in the town centre 7 days a week.

Approached on average over 50

times a day by members of the public in need of information or assistance, the BID funded street wardens patrol the town centre on a daily basis looking for environmental issues to report, assisting shoppers, visiting businesses and responding to anti-social behaviour and incidents of crime. Working closely with ShopSafe members, CCTV operators and the dedicated town centre Police Officers, PCSO's and Special Constables, they are frequently the first response to visitors in need of medical or police assistance in the town centre.

A further annual reduction in the number of ShopSafe incidents involving police arrests confirms

that the above measures are helping to reduce retail and minor crime in the BID Area as a result of this teamwork and partnership. Over 600 incidents were directly reported to the CCTV control room during 2016/17 by the 100 plus business radio users whilst some 1200 calls for assistance were made to the CCTV control by Police, all working together to promote crime reduction in Great Yarmouth make

the town a Clean and Safe place to live, work and shop. The Increased involvement of BID and TCP members in the Partnership's ShopSafe Crime Reduction initiative shows to be the overall most effective weapon against crime in the town centre; benefitting from the shop radio link, exclusion notice scheme and the monthly security meetings that membership of the scheme includes.



Crime Reduction during 2016/17

- 509 ShopSafe incidents attended by Street Wardens (6% down on previous year)
- 93 arrests by Police attending ShopSafe incidents (same as previous year)
- 1374 town centre visitors directly assisted by Street Wardens (15% up on previous year)
- 429 incidents reported to the CCTV control room by ShopSafe radio users (17% down on previous year)
- 187 incidents reported to the CCTV control room by NightSafe radio users (30% down on previous year)
- 2404 total incidents responded to by CCTV Operators (Down 10% on previous year)

- 519 CCTV incidents resulting in arrests (Down 7% on previous year)

Additional 'Safer' activities

Public safety in Great Yarmouth is also promoted in many other initiatives involving the Town Centre Partnership, including provision of the Nightsafe Radio Link for evening economy premises; provision of seafront and retail park radio links; Board membership of the Community Safety Company and regular liaison meetings with Police Safer Neighbourhood Teams.



Friendlier

Promoting a friendly and enjoyable atmosphere in the Town Centre contributes to the BID's aim of ensuring that Great Yarmouth is a safe and clean place to visit. Incentives for people to visit, shop, eat and stay longer in the town are provided all year round with the Town Centre Partnership hosting a calendar of events and activities alongside supporting marketing and advertising.

Events and marketing activities organised by the TCP and funded by the BID during 2016/17 included a St. Georges Day Parade for schools to participate in, an Easter holidays treasure trail, a tea party and concert to mark the Queens 90th birthday, live music and family activities on Sundays during the summer, a Spring and Winter Beer & Cider Festival, children's free Halloween pumpkin carving workshops in the October half term and



the inaugural Shrove Tuesday Pancake races in February. The 'First Hour Free' parking initiative formed the Partnership's ongoing promotion to encourage more visits by car users with the incentive of a discount on production of an additional ticket printed by parking machines. The peak festive trading period was supported with a series of events including the Great Yarmouth Christmas Fayre, late night Christmas Shopping events including the Christmas Lights Switch-on and the new 'Santa's Post Office' attraction that ran throughout December.

The BID also continued to sponsor other town events including the annual Great Yarmouth Arts Festival, the East Coast Run, the Great Yarmouth Chess Tournament and The Out There Festival, which is now the largest festival of its kind in the east of England, bringing some 50,000 visitors to the town over a weekend in September. The yearly calendar of events uses not only traditional forms of advertising, such as local commercial radio stations; local and regional newspapers; and free weekly papers, but through collaborations with many of these forms of media ensures year-round awareness including the 'What's On' campaign with Great Yarmouth Tourism Management, contributing in the joint marketing of events and on car park signs throughout the Borough.



- Over 50 days of unique events and activities organised
- Several major town events supported
- Live music 'Summer Sundays' events
- Extensive Christmas events and marketing campaign
- Key town centre events listed in Tourism 'What's On' guide

Additional 'Friendly' Activities

To promote the viability and vitality of the town centre the Town Centre Partnership manages the licensing of all activities in the pedestrian area, including entertainment, marketing promotions and leaflet distribution. We also monitor the activities of pedlars and buskers to ensure that they are not causing a nuisance to visitors and traders. We are continually working local and national organisations to market the town and keep a database of vacant property regularly updated whilst monitoring key performance indicators including footfall and car parking.



Income and Expenditure

Income

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 2016/17 £123,048 of BID levy was collected and added to other Town Centre Partnership funding including voluntary member subscriptions from businesses exempt from the BID, income from licensing, events (Christmas Fayre and Great Yarmouth Beer Festivals) and CCTV management and local authority contributions from Great Yarmouth Borough Council giving a total income of £203,237

Expenditure

The main focus of the BID expenditure is in promoting Great Yarmouth as a Clean, Friendly and Safe town centre. The team of Street Wardens, the ShopSafe retail crime reduction initiative and the town's CCTV system have all been funded to a total of £76,751 by the BID under the Clean and Safe banner. The BID spend on 'Friendly' projects that includes events, footfall monitoring, advertising and other marketing initiatives during this year totalled £62,203 as the Town Centre Management organised Treasure Trails, various annual events, the Santa's Post Office facility and Christmas late night shopping entertainment. Administrative expense including payroll, office, insurance, legal and accountancy fees make up the remainder of the annual BID spend. A full set of financial accounts is available on request.



Income and expenditure report

Period April 1st 2016 to March 31st 2017

Income

gyBID levy	123,048
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Other income	(Voluntary subscriptions, Local Authority Funding, Contracts etc.)	80,189
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Turnover	203,237
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Expenditure

Clean and Safe projects	(CCTV, street wardens, radio licence, ShopSafe etc.)	76,751
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Friendly projects	(marketing, footfall monitoring, events, advertising etc.)	62,203
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Overheads	(office expenses, insurance, printing, stationery, professional fees, salaries etc.)	63,766
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Total costs	202,720
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Operating surplus*	517
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Balance carried forward	517
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**Great Yarmouth Town Centre Partnership is a 'Not for Profits' Company and any surplus is carried forward.*

Current Activities

Whilst the priority for the Great Yarmouth Town Centre Partnership is to deliver the projects and Clean, Friendly & Safe' activities contained within the gyBID Business Plan, the TCP 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.

The announcement in June that the Town Centre Masterplan, which has been two years in the making, had been approved by Great Yarmouth Borough Councillors has provided some direction to the future development of the town centre. A delivery board has been formed to provide leadership for the town centre Masterplan and the Chairman of the Town Centre Partnership represents the town centre BID on the Board. The formation of a Civic Society for the town has also been welcomed this September with the TCP Chairman representing the Partnership and BID on the Inaugural Committee set up to launch the Society. The Partnership has been active in supporting long term investment in infrastructure including the consultation on a Third river crossing for Great Yarmouth, improvements to the Market Gates bus station and planned improvements to the entrance to the rail station and it's link to the town centre via The Conge.

The Town Centre Partnership, along with Great Yarmouth Borough Council, are both partners in a recently approved EU funded project to reinvigorate declining markets in England and France. 'Go Trade' is a €5.6m project that aims to reverse the decline being seen in visitors to local markets (and their town centres) through the delivery of training, mentoring, improved technology and animations to support the growth

and development of local markets. Other project partner towns in the UK include Basildon, Gravesend and Castle Point whilst French partners include Calais, Caen and Amiens. The programme of initiatives will start in 2018 and run until the end of 2020 and culminate in the establishment of a cross border 'GO TRADE' brand for markets.

The Town Centre Partnership is represented on the project board of the Great Places Making Waves Together that launched in September. The Great Places scheme is a 3-year project funded by Arts Council England and Heritage Lottery Fund investing over £700k in the delivery of arts, cultural and heritage projects that contribute to local social and economic objectives and is led jointly by Great Yarmouth Borough Council and Waveney District Council supported by 9 delivery partners. In addition to the Great Places scheme, the Partnership has added its support to an application to English Heritage to create a Heritage Action Zone (HAZ) in Great Yarmouth that, if successful, will see a number of the town's historic buildings being brought back in to economic and social use.

For more information on any of the above projects please contact Town Centre Manager Jonathan Newman by email at jonathan@gytcp.co.uk

The town centre Christmas events and activities, including the return of the real Ice Rink, will be supported by a comprehensive marketing campaign, are listed on the opposite page as we aim to provide a busy end to 2017 and positive start to 2018.



Town Centre Christmas Events 2017

Christmas Lights Switch - on, late night shopping and Fireworks

Friday 24th November from 6.30pm

Join 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.

The Great Yarmouth Christmas Fayre

Friday 24th November - Sunday 26th 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.

The Great Yarmouth Christmas Ice Rink

Friday 24th November - Wednesday 3rd January

The much anticipated return of the real ice rink to the market square will open on the same day as the Christmas Lights switch-on to coincide with the 3-day Christmas Fayre. The rink will open daily throughout the Christmas period until the New Year.

Lardal Kantori Norwegian Choir Christmas Carol Concert

Saturday 25th 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.

The Grand Arrival of Father Christmas

Saturday 2nd December

The moment everyone has been waiting for, the arrival of Father Christmas accompanied by his elves to take up residence in his town centre Grotto.

Santa's Grotto and Post Office

Saturday 2nd to Sunday 24th December

The specially built Grotto where children will be able to visit Father Christmas and leave him their Christmas wishes with the help of some friendly Elves will open weekends and Wednesday evenings in December then

daily during the school holidays until Saturday 23rd December.

Great Yarmouth Winter Beer and Cider Festival

Friday 1st to 3rd December

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

Lantern Parade, late night shopping and Christmas Carols

Wednesday 6th 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.

Tree and Crib Festival in Great Yarmouth Minster

Friday 8th December - Sunday 17th December

10.00am - 3.00pm

A spectacular display of Christmas tree and cribs created by local community groups, schools and businesses in aid of the fabric and organ of the Minster.

Late night shopping and entertainment every Wednesday

Every Wednesday from 29th November to 20th December

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





GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

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