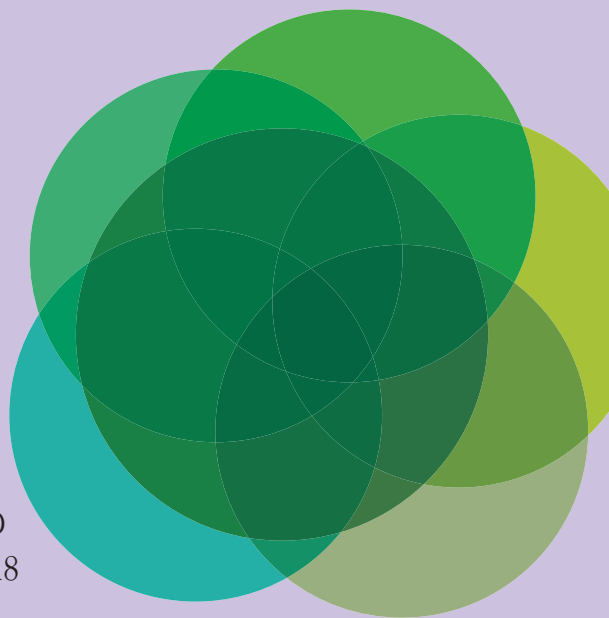




GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Annual Report 2018

Great Yarmouth Business Improvement District



Great Yarmouth
Town Centre Partnership and gyBID
Annual Report and Accounts 2017/18

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 third 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 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 2017/18 £119,428 of BID levy was collected and added to other Town Centre Partnership funding to create an overall budget of £194,785.

This annual report covers the activities of the second year of the current 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

Roxanne Howe

Project Assistant

Chairman's Report



On-line shopping continues to erode the sales of town centres making it even more important that we band together to consolidate our strengths and find new opportunities.

Town Centres need to offer more than just shopping to attract people in - restaurants, cafes, leisure, events, festivals and demonstrations. There needs to be easy access into the town and to the car parks which need to be reasonably priced. When customers arrive, they will expect to see a clean, safe and attractive centre. And lastly, town centre shops must also take advantage of the opportunities on line.

With these aims in mind, the Town Centre Partnership has been involved in the following initiatives either by leading, partnering or lobbying:

- There have been a series of events during the year and everyone is excited about the plans for the Great Yarmouth Christmas Market being planned for December in Partnership with GYBC and SeaChange Arts that builds on the success of the Great Yarmouth Christmas Fayre.
- The investment by local authorities in infrastructure improvements to the access of the town centre including the Fullers Hill roundabout, The Conge and the entry to and the ongoing works at Great Yarmouth rail station. The announcement this year of planned improvements to the A47 Vauxhall roundabout to start in 2019 and the news that the construction of a third river crossing could be started by 2020.
- The Partnership's core activity is to ensure the shopping area is clean, safe and friendly - I know all members appreciate the work of the Town

Centre Wardens in this respect. Congratulations to Tracy Nixon for winning a national award for her ambassadorial skills.

- Following the award of European funding, Jonathan Newman and his team have set up a 'Click & Collect' service for the Market through the ShopAppy website. Independent shops are able to join in if they wish.

I would like to thank our partners for their support in particular GYBC.

I would also like to thank Jonathan and his team for their hard work; 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

Throughout 2017/18 the Town Centre Partnership has employed a team of street wardens to provide a reassuring uniform presence in the town centre. The town centre street wardens are a part of the Town Centre Partnership's 'ShopSafe' scheme which also incorporates a town wide radio link, 24 hour CCTV coverage and an exclusion scheme to help promote community safety to the public whilst reducing the vulnerability of businesses to retail 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.

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, they are frequently the first response to visitors in need of medical or police assistance in the town centre. The value to the town centre of the street warden scheme was underlined this year by the nomination of our own Tracy Nixon for 'Best Ambassador, Warden or Ranger of the Year' at the National Town and City Management Awards where she was awarded the runner up trophy.

Staffed by expert operators 24 hours a day; 7 days a week, Great Yarmouth's CCTV room keeps contact with ShopSafe members, street wardens and dedicated police patrols 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.

Retail crime continues to be a challenge for shops and businesses across the UK with the British Retail Consortium reporting a 6% increase in 2017 costing retailers a staggering £700m. This trend is reflected in the incidents reported by traders in Great Yarmouth town centre and is also accompanied by an increase in the number of ShopSafe incidents involving police arrests. Additionally, the increasing number of persons receiving an exclusion notice prohibiting them entry to members premises for 6 months as result of attempting to steal from shops indicates that the ShopSafe scheme incorporating the above measures is helping to tackle retail and minor crime in the BID Area. As a result of this teamwork and partnership around 600 incidents were directly reported to the CCTV control room during 2017/18 by the 100 plus business radio



users whilst some 1100 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.

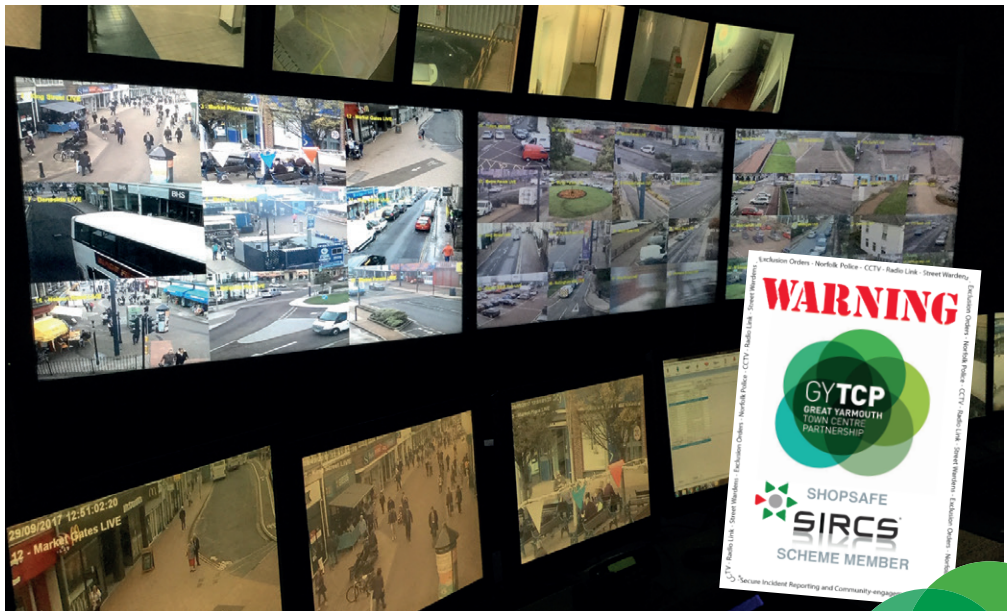
Crime Reduction during 2017/18

- 624 ShopSafe incidents attended by Street Wardens (38% up on previous year)
- 117 arrests by Police attending ShopSafe incidents (26 % up on previous year)

- 1226 town centre visitors directly assisted by Street Wardens (10% down on previous year)
- 598 Shop theft incidents assisted by CCTV control room (15% up on previous year)
- 2178 total incidents responded to by CCTV Operators (Down 10% on previous year)
- 433 CCTV incidents resulting in arrests (Down 17% 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. The use of Social Media plays an important role in making people aware of what the town centre has to offer and to promote events and activities therefore the Partnership is active in both Facebook and Twitter in raising the profile of Great Yarmouth and its town centre.



Events and marketing activities organised by the TCP and funded by the BID during 2017/18 included an Easter Bonnet workshop and parade, an Easter holidays treasure trail, an Italian Market and a local produce Food Festival, a Spring and Winter Beer & Cider Festival, and a series of children's free Halloween pumpkin carving workshops in the October half term. The 'First Hour Free' parking initiative continued to form 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 and the Christmas Lights Switch-on and the return of the popular 'Santa's Post Office' attraction that ran throughout December. The Partnership was also the main sponsor of the town centre ice rink that created a fantastic festive atmosphere during the Christmas period.

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 press, 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.

- Three major town events supported
- Over 60 days of unique events and activities organised
- Dedicated town centre website and social media channels
- Extensive Christmas events and marketing campaign
- Key town centre events listed in Tourism 'What's On' guide

Additional 'Friendly' Activities

The Town Centre Partnership launched the E.U. funded Go Trade initiative in January. The Partnership is working with other towns and organisations in England and France on the E.U. Interreg funded project to revitalise traditional markets over three years until 2021. The Town Centre Partnership also 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 2017/18 £119,428 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 £194,785.

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 £76,325 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 £60,342 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 2017 to March 31st 2018

Income

gyBID levy 119,428

Other income (Voluntary subscriptions,
Local Authority Funding, Contracts etc.) 75,357

Turnover 194,785

Expenditure

Clean and Safe projects (CCTV, street wardens,
radio licence, ShopSafe etc.) 76,325

Friendly projects (marketing, footfall monitoring,
events, advertising etc.) 60,342

Overheads (office expenses, insurance, printing,
stationery, professional fees, salaries etc.) 59,876

Total Expenditure 196,543

Operating loss -1,758

Year 1 surplus 517

Balance carried forward -1,241

*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 Clean, Friendly & Safe' projects and 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 Partnership continues to be represented on the Town Centre Masterplan delivery Board that has already delivered improvements to the link between the market place and the train station with improvements being made to the station forecourt currently. A public consultation on the redesign of the market place was completed earlier this summer with its findings and proposals by Hudson Architects due imminently. The plans for a Third river crossing for the town have progressed with a further public consultation on the detailed proposals having just ended.

Improvements to the Market Gates bus station were completed earlier this year which, along with works on the at the rail station, Acle New Road (the new town centre exit from Asda and the train station) and the Fullers Hill roundabout, represent a significant investment by local authorities in the town centre infrastructure. Works to improve the A47 entry to the town at the Runham roundabout are due to start next year whilst within the town centre itself improved signage and information boards form part of a major Wayfinding upgrade to provide visitors with better navigation aids between the town centre, seafront and Heritage areas.

The Town Centre Partnership, with funding from the EU Go Trade project to reinvigorate declining markets in England and France, has launched a click and collect platform for Great Yarmouth market. Initially launched as a pilot in September, the aim is to trial the provision of click and collect before other Go Trade project partner towns in the UK, including Basildon, Gravesend and Castle Point adopt the scheme for their markets. The Click and Collect initiative is part of a programme of wider initiatives that will 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 last 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.

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

A full listing of the Christmas events and activities are listed on the opposite page as we aim to provide a busy end to 2018 and positive start to 2019.

Interreg 
France (Channel
Manche) England
Go Trade
European Regional Development Fund

Town Centre Christmas Events 2018



Christmas Lights Switch - on, late night shopping and Fireworks

Friday 30th November from 5.00pm

in the Mayor of Great Yarmouth and special guests for an evening of live music and entertainment celebrating the arrival of Father Christmas to assist 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 30th November - Sunday 2nd December

The annual three-day free entry Christmas Fayre will feature a fantastic selection of hand craft stalls in Great Yarmouth Minster and Priory Centre with wooden chalets and gazebos accommodating festive food and specialist gifts stalls on the Market Place with live music, free road train rides and costume characters.

Lardal Kantori Norwegian Choir Christmas Carol Concert

Saturday 1st December 7.30pm

A wonderful opportunity to enjoy a performance by the Norwegian Choir, Lardal Kantori, on their annual visit to Great Yarmouth as part of the Christmas Fayre.

Santa's Post Office

Saturday 1st to Saturday 22nd December

The specially built 'Post Office' where children will be able to write and send their Christmas wishes directly to Santa

with the help of some friendly Elves will open weekends in December then daily during the school holidays until Saturday 22nd December.

Great Yarmouth Christmas Market

Friday 30th November to Sunday 23rd December

The inaugural Great Yarmouth Christmas Market will open on Friday 30th November comprising of a number of purpose built wooden chalets and gazebos hosting a selection of specialist food, gift and craft stalls. Located within the South market square and decorated to a seasonal theme by local artists the Christmas Market will include a schedule of festive entertainment produced by SeaChange Arts on behalf of Great Yarmouth Borough Council each weekend.

Tree and Crib Festival in Great Yarmouth Minster

Friday 7th December - Sunday 16th 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 nights

From Wednesday 19th to Friday 21st December with shops open until 9pm

With the last few shopping days before Christmas upon us Great Yarmouth town centre is open for extended hours for three late night shopping evenings. Enjoy the seasonal atmosphere of the town centre at night with additional special events and entertainment planned.





GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

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