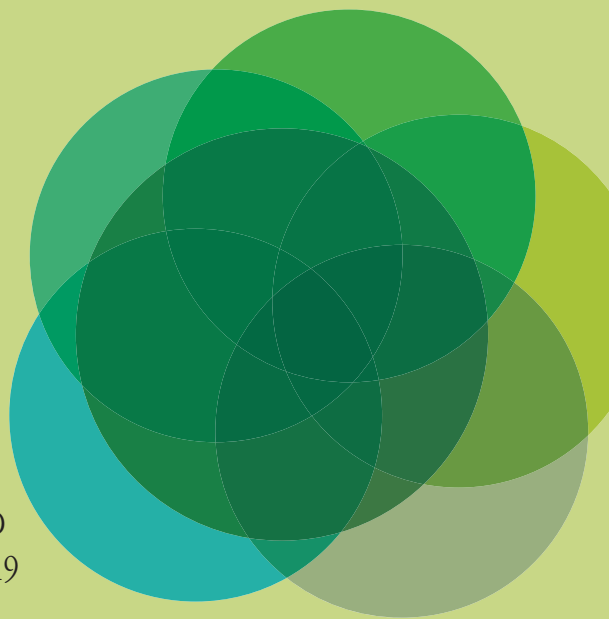




GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP

# Annual Report 2019

Great Yarmouth Business Improvement District



Great Yarmouth  
Town Centre Partnership and gyBID  
Annual Report and Accounts 2018/19

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 is 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](http://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 2018/19 £117,220 of BID levy was collected and added to other Town Centre Partnership income to create an overall budget of £210,718.

This annual report covers the activities of the third 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

**Nick Spencer**

*Market Gates Shopping Centre*

### Directors

**Cllr Graham Plant**

*Great Yarmouth Borough Council*

**Ian McCreadie**

*EnterpriseGY*

**Donna Ioannou**

*IJustWanna. ....Candy*

**Liz Goddard**

*Boots*

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 Report



This is my first report as Chairman of Great Yarmouth Town Centre Partnership since taking over from Bruce Sturrock who stood down at the AGM in November following the completion of the sale of Palmers Department Stores to Beales last year. Bruce retired from the Town centre Partnership Board after almost 30 years of service to Great Yarmouth town centre. As MD and then Chairman of Palmers Department Stores, he originally set up and chaired the Retail Committee of Great Yarmouth Chamber of Commerce in 1991 before being part of the public/private sector team that set up the Town Centre Partnership in 1998. Initially as vice Chairman and then Chairman from 2002, Bruce has lead the Partnership through the formation of its original voluntary membership scheme, securing capital funding for the initial town centre and seafront CCTV scheme, the creation of the town centre street wardens and the delivery of the Great Yarmouth Business Improvement District, the first in East Anglia, which has since been renewed through successful ballots on two occasions. I would like to add my thanks for his service and wish him a long and happy retirement.

The importance of having a Partnership focussed on promoting the economic, social and environmental wellbeing of our town centre is not any less than it was 20 years ago as we and high street's across the UK are facing significant challenges with the closure of national chain stores and reducing footfall. The aforementioned purchase of Palmers by the Beales group demonstrated confidence in the future of Great Yarmouth town centre as does the choice by national chains Taco Bell and Bad Rhino to open branches in the town last year, and, following the recent purchase of the former M&S building, will be joined by Sports Direct who expect to open their new format store in Great Yarmouth early

next year. However, we have seen an increase in the number of vacant units over the last year despite having over forty new independent businesses starting up in the town in the last 12 months.

The issues facing town centres nationally have been acknowledged by central government with the launching of the Future High Street Fund of which Great Yarmouth Borough Council have been successful in reaching the 2nd stage of applications which could see up to £15m awarded to Great Yarmouth to transform the town centre. Further funding for the town is anticipated with the recent announcement that Great Yarmouth has been selected as one of 69 towns to receive funding to develop the town's historic buildings and is also in line for a share of the governments £3.6bn 'Towns Fund' Initiative that seeks to improve transport, skills and culture throughout the Borough.

Meanwhile the Town Centre Partnership and Great Yarmouth BID continue to deliver the projects and initiatives defined in the business plan to support the businesses trading in the town centre and I would like to thank our partners for their support, in particular GYBC, and Jonathan and his team for their hard work; the Directors for giving their time during the year and all our members for their support.

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# Cleaner and Safer

**The Town Centre Partnership employs 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 gyBID funded ShopSafe scheme is held up as a great example of a Crime Reduction Partnership supporting BID levy payers, and featured as a case study in the National Business Crime Solution's publication 'BIDs & Business Crime: A Manifesto' written on behalf of retail industry leaders in August last year.**

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 team, they are frequently the first response to visitors in need of medical or police assistance in the town centre. During this year the Partnership's latest recruit, Morgan

Harding, completed his street warden apprenticeship, which was administered by East Coast College, to become a fully qualified member of the team.

Great Yarmouth's CCTV room is staffed by highly experienced operators 24 hours a day; 7 days a week, and keeps in contact with ShopSafe members, street wardens and 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 and the increase of violence against shop workers continues to be a concern for shops and businesses across

the UK with the British Retail Consortium reporting that retail theft costs the industry £900m annually whilst a recent survey identified that around 115 retail employees were attacked at work every day. The Town Centre Partnerships ShopSafe scheme continues to work closely with retailers to reduce their and their staff's vulnerability to crime incorporating the above measures. The increasing number of incidents reported by traders in Great Yarmouth town centre is accompanied by an increase in the number of these incidents resulting in police arrests and persons receiving an exclusion notice prohibiting them entry to members' premises



for 6 months. As a result of this teamwork and partnership, nearly 500 incidents were directly reported to the CCTV control room during 2018/19 by the town centre 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 has become a 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 2018/19

- 698 ShopSafe incidents attended by Town Centre Partnership Street Wardens
- 215 Exclusion Notices issued to persons committing crime in TCP members businesses

- 105 arrests made by Police resulting from Town Centre Partnership ShopSafe incidents
- 1133 town centre visitors directly assisted by Town Centre Partnership Street Wardens
- 449 Incidents that ShopSafe members were assisted by Great Yarmouth CCTV Operators
- 1960 Incidents responded to by Great Yarmouth CCTV Operators
- 447 Incidents resulting in 565 arrests with assistance from Great Yarmouth CCTV

### Additional 'Safer' activities

Public safety in Great Yarmouth is also promoted in many other initiatives involving the Town Centre Partnership, a monthly 'ShopSafe' meeting between businesses and police, 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 2018/19 included an Easter holidays treasure trail, an International Market, carnival workshops, the Great Yarmouth Beer & Cider Festival, Mystery walk-a-round clue finding events and children's free Halloween pumpkin carving workshops in the October half term. The BID funded the hanging baskets that added a floral decoration to the town centre during the summer. 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 pilot Click and Collect service to support market traders was launched as part of the Interreg EU funded Go Trade cross border project. The peak festive trading period was supported with a series of events including the Great Yarmouth Christmas Fayre, weekend Christmas market events and the Christmas Lights Switch-on and the return of the popular '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 Creative Workspace Summit, a Making Markets Matter event, 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 EU funded Go Trade Click and Collect initiative in September. The Partnership is working with other towns and organisations in England and France on the EU Interreg funded project to revitalise traditional markets over three years until 2021 and is the UK partner responsible for trialling the innovative click and collect service before it is extended to other UK markets. The Partnership sponsored the inaugural



Town Centre Awards which were organised and judged by the Civic Society for Great Yarmouth including an awards ceremony held at Great Yarmouth Town Hall. 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 peddlars and buskers to ensure that they are not causing a nuisance to visitors and traders. We are continually working with 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 gyBID Business Plan. During the financial year 2018/19 £117,220 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, externally funded projects (GO Trade), CCTV management and local authority contributions from Great Yarmouth Borough Council giving a total income of £210,718.

## 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 £79,596 by the BID under the Clean and Safe banner. The BID spend on 'Friendly' projects that includes events, footfall monitoring, Go Trade cross border markets project, advertising and other marketing initiatives during this year totalled £55,556 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 2018 to March 31st 2019*

## **Income**

gyBID levy 117,220

Other income (Voluntary subscriptions, Interreg EU, 93,498  
Local Authority Funding, Contracts etc.)

Turnover 210,718

## **Expenditure**

Clean and Safe projects (CCTV, street wardens, 79,596  
radio licence, ShopSafe etc.)

Friendly projects (marketing, footfall monitoring, 55,556  
events, advertising etc.)

Overheads (office expenses, insurance, printing, 75,017  
stationery, professional fees, salaries, tax etc.)

Total Expenditure 210,169

Operating profit 549

Tax on profit -210

Year 1 & 2 -1,241

Balance carried forward -902

*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 wellbeing 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 current year the Town Centre Partnership has supported the development of an Independent traders group of town centre business owners which included an 'Independents Day' showcase event in the market place in July. Plans for a bespoke campaign to promote Great Yarmouth's Independent shopkeepers are being developed to potentially include a further event later this year. From September 2019 the ShopAppy click and collect service for Great Yarmouth market traders, with funding from the EU Go Trade project, will also be extended to a limited number of independent businesses close to the market as an extension to the trial of this initiative as part of the EU Interreg Funded project that runs until the end of 2020 and culminate in the establishment of a cross border 'GO TRADE' brand for markets.

Crime and anti-social behaviour has been an increasing issue for the town centre as Great Yarmouth has experienced, similar to many high streets around the country, an increase in street drinking, aggressive begging and illegal drug use. To help tackle these issues the

TCP has been holding weekly meetings with police and local authority officers as part of an ongoing campaign to ensure that safety and the perception of the town centre as a safe place to work and visit is a priority for all agencies. The TCP also represents Great Yarmouth on the recently formed county wide Business Engagement Group formed by Norfolk Police to drive down business crime in Norfolk.

Before the end of 2019 the Town Centre Partnership website [www.gytcp.co.uk](http://www.gytcp.co.uk) is being completely rebuilt

which will see it upgraded with the latest web viewing technology to provide a better visitor experience and fully responsive to mobile and tablet usage. The new website will focus primarily on promoting the town centre as a destination (for shopping, exploring and eating), provide useful information to visitors such as car parking and travel

information, detail events coming up and promotions as well as giving information about the BID and the Town Centre Partnership.

For more information on any of the above projects please contact Town Centre Manager Jonathan Newman by email at [jonathan@gytcp.co.uk](mailto: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 2019 and positive start to 2020.



EUROPEAN UNION



# Town Centre Christmas Events 2019

## **Christmas Lights Switch - on, late night shopping and Fireworks**

**Friday 29th November from 5.00pm**

Join 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 29th November - Sunday 1st 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 and marquees accommodating festive food and specialist gift stalls on the Market Place with live music, free road train rides and costume characters.

## **Lardal Kantori Norwegian Choir Christmas Carol Concert**

**Saturday 30th November 7.30pm**

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



## **The 9th Annual Tree and Crib Festival in Great Yarmouth Minster**

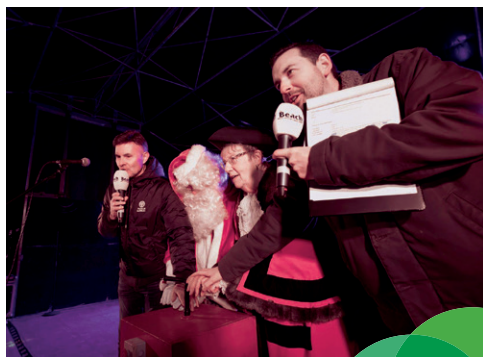
**Friday 6th December - Sunday 15th December  
10.00am - 3.00pm**

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 Wednesdays**

**From Wednesday 4th to Wednesday 18th December  
with shops open until 8pm**

Experience late night Christmas shopping every Wednesday in December, visit Santa's Grotto in Market Gates Shopping Centre, take in the wonderful festive lighting around the town's Christmas tree and market place whilst enjoying fresh food from outdoor stalls and a rooftop firework finale on each of the evenings.





## GREAT YARMOUTH TOWN CENTRE PARTNERSHIP

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