

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

gyBID 2020

Survey Results Newsletter

Great Yarmouth Business Improvement District

During October we surveyed town centre businesses that are currently contributing to the Great Yarmouth Business Improvement District (gyBID) on the importance of existing projects and initiatives being delivered by the Business Improvement District (BID). The "Renewal Survey 2020" questionnaire was also sent to additional businesses that may become part of the BID as the Town Centre Partnership aims to renew the gyBID for a fourth term next March. As well as commenting on current gyBID projects, respondents were also invited to make suggestions on issues that gyBID should focus on over the next five years. The purpose of this Newsletter is to report the results of the survey and outline the next steps being taken by the Town Centre Partnership to renew the town centre Business Improvement District in the coming months.

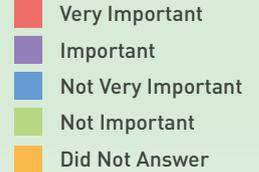


Importance of existing gyBID projects

Respondents were asked to rate the level of importance that they gave to current and potential projects delivered by the gyBID funding.

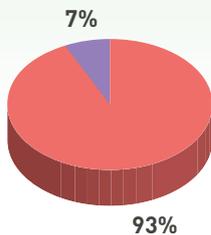
SAFE AND CLEAN INITIATIVES

The gyBID funded crime reduction initiatives have given businesses the tools to tackle crime and reduce the impact of theft and anti-social behaviour on their business whilst increased monitoring and reporting to local authorities of damaged street furniture, fly posting and graffiti helps maintain the vitality of the town centre.



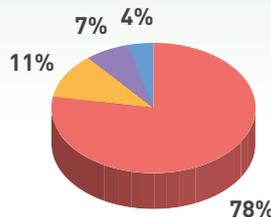
Street Wardens

The gyBID funded street wardens, working closely with the town centre police patrols, CCTV Operators, Council officers and businesses to reduce the level of anti-social behaviour, retail crime, criminal damage, fly posting and graffiti.



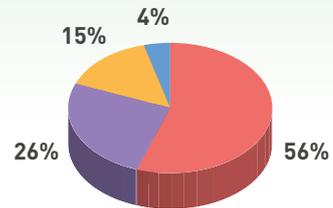
ShopSafe Radio Link

ShopSafe scheme includes two-way radio systems and services that link retailers and businesses, with police, street wardens, civil enforcement officers and the CCTV control room.



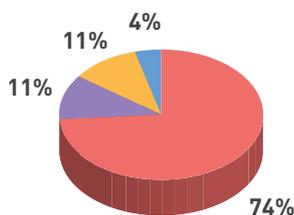
NightSafe Radio Link

Provision of a night-time radio link for licensed premises as part of the 'NightSafe' initiative to promote a safer Night Time Economy in Great Yarmouth.



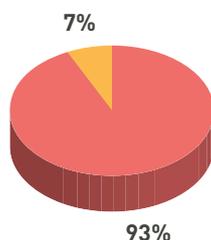
Secure Database of Offenders

A secure database of incidents, images and offenders via secure network-based application allows gyBID members to share incidents and images relating to known shoplifting, business crime and ASB offenders.



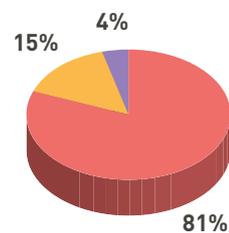
Town Centre CCTV

CCTV control room operates 24 hours a day, 365 days a year monitoring the town centre. gyBID provides businesses with a direct link to the town centre control room via the retail radio scheme.



Exclusion Notice Scheme

The exclusion for six months of people caught shoplifting, abusing or intimidating shop workers, from all shops registered on the scheme.



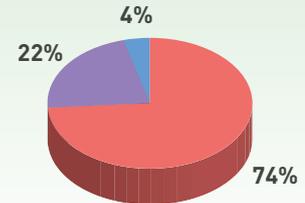
FRIENDLY INITIATIVES

Respondents were asked to rate the importance of gyBID funded initiatives designed raise the profile of the town centre and encourage more visits to the town and its services. Provision of events and additional peak period advertising and promotions are seen as an important part of improving falling footfall figures in the face of increased competition from out of town retail parks and the internet.

- Very Important
- Important
- Not Very Important
- Not Important
- Did Not Answer

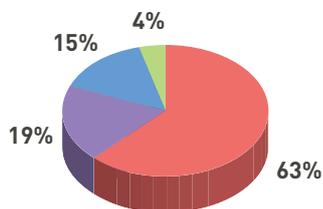
Town Centre Events

Provision and support of high-profile annual events to attract additional visitors to the town centre throughout the year.



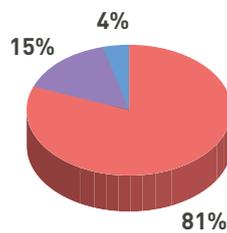
Entertainment/Street Artists

The provision and management of street performers and artists that animate, entertain and add to the enjoyment of a visit to the town centre.



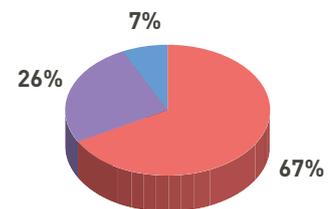
Christmas Events

Provision and support of high-profile Christmas campaigns including the Christmas Fayre and Christmas Lights Switch-On events to promote local spend during the festive peak period.



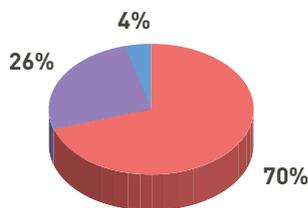
Town Centre Website

The new town centre website was created in 2019 to provide information and promote visits to the town centre and link to TCP social media campaigns.



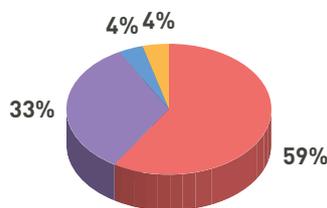
Social Media Campaigns

Provide immediate and planned posts across multiple social media channels to promote events, good news stories and local businesses to create a positive perception of town centre.



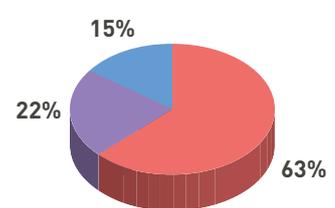
Local Radio/Press Campaigns

Acting as the main town centre contact and liaison with local, regional and national press and media news desks and coordination of regular marketing initiatives to positively promote the town centre.



Competitions & Trails

Various seasonal trails, including digital and competitions held throughout the year to encourage visitors to explore all parts of the town centre to generate additional footfall.



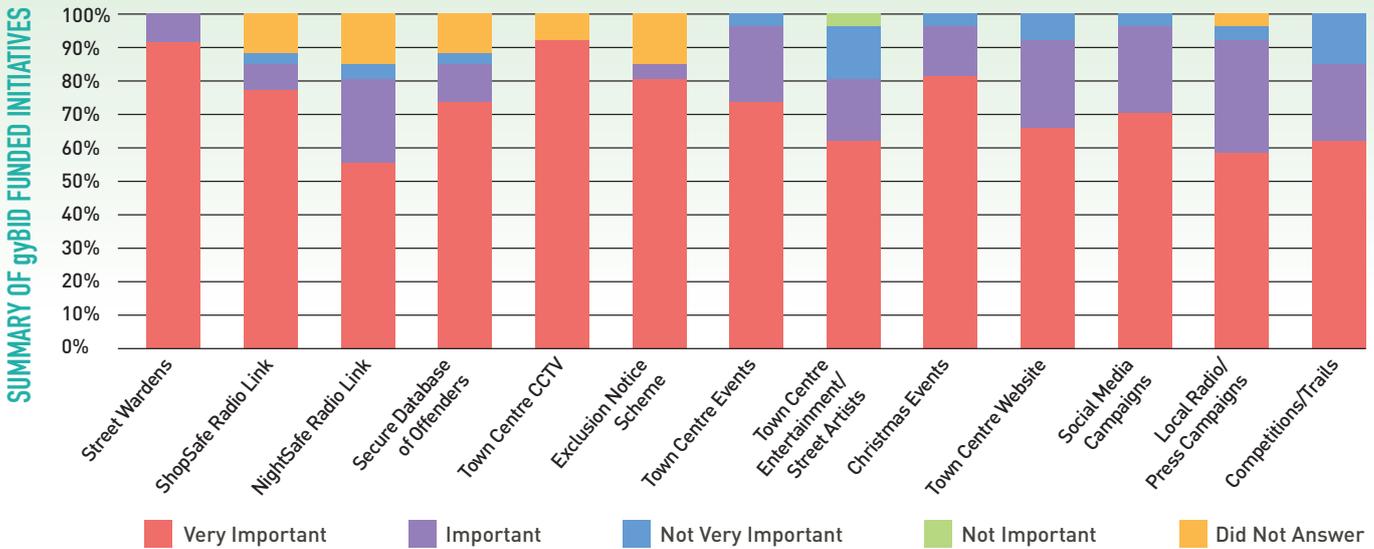
Visiting International Market



Christmas Reindeer

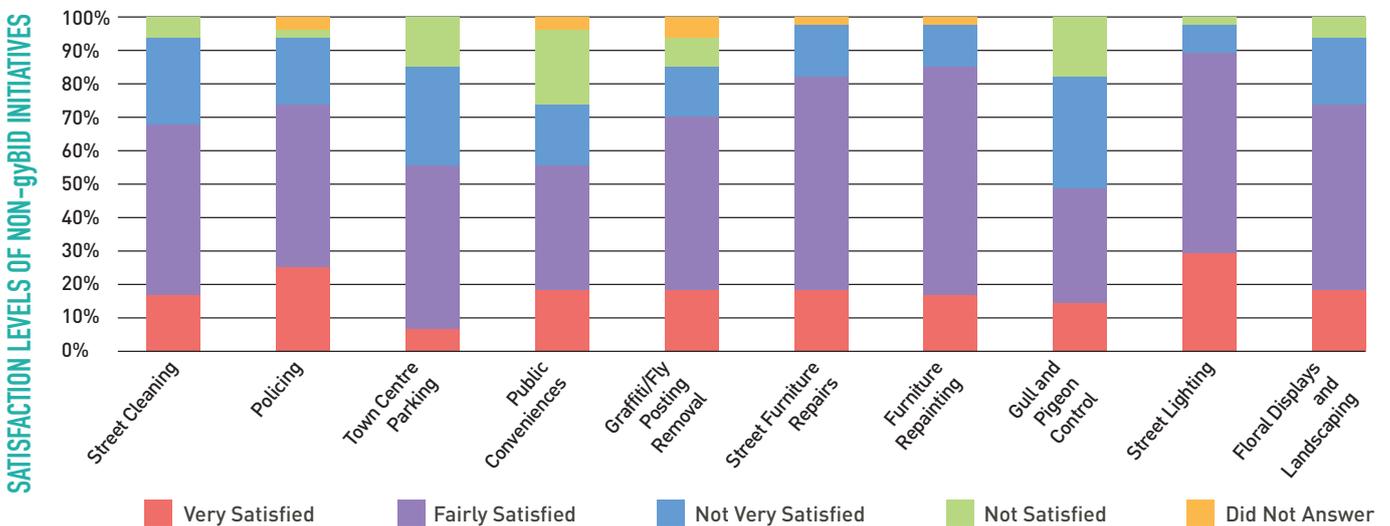
SUMMARY OF ALL gyBID FUNDED INITIATIVES

A comparison of the relative importance between the different gyBID funded projects can be seen on the following chart. The survey clearly indicates that the 'Safe and Clean' crime reduction initiatives are still very much an important requirement of the Business Improvement District, with Street Wardens and CCTV rated highest in terms on importance. However, the majority of events and marketing projects that make up the 'Friendly' elements of the gyBID activities have also been rated important or very important by the majority of respondents.



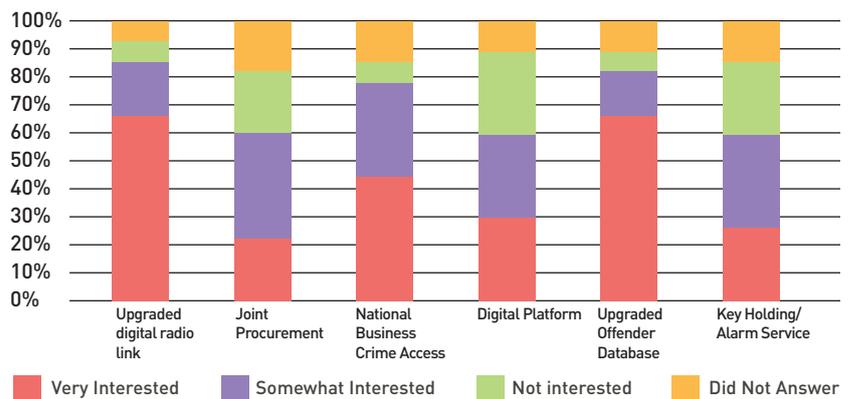
OTHER TOWN CENTRE SERVICES NOT MANAGED BY gyBID

As part of the gyBID Survey an indication of satisfaction with other services relating to the town centre but not supplied by the Business Improvement District was requested from gyBID Levy payers. The following table shows the results of the survey with a majority of respondents scoring most services 'satisfied' or 'very satisfied', with only 'gull and pigeon control' being scored 'Not or Not Very Satisfied' by a majority of respondents. Whilst only a little over 50% of respondents felt 'Satisfied or 'Very Satisfied' with public conveniences and car parking, the level of satisfaction of the remaining services including policing and street lighting was 'Very or Fairly' amongst a majority of respondents. These results and the comments included with them will form the basis of discussions with the local authorities on the level and type of services delivered to the town centre.

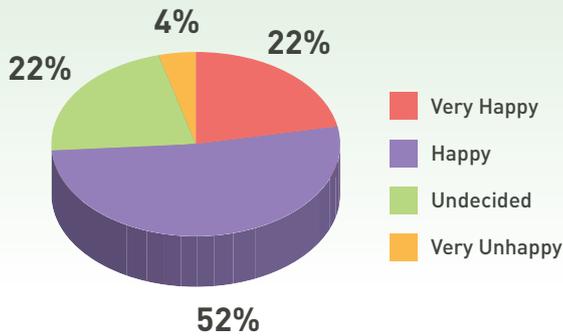


POTENTIAL FUTURE PROJECTS

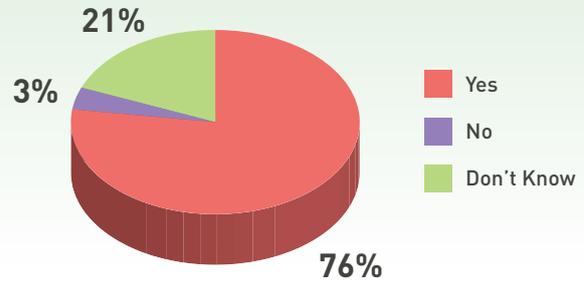
As part of the survey businesses were asked to rate their interest in a number of potential projects and services that could be taken forward in to the next BID term. These items will be further consulted upon with levy payers and budgeted for in the gyBID business plan if taken forward.



OVERALL SATISFACTION WITH gyBID PROJECTS AND IMPACT ON THE TOWN CENTRE



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WHAT'S NEXT?

All of the above will help shape the business plan for the next five-year term of gyBID, thanks to all of the respondents for taking the time to complete the questionnaire, anyone still wishing to give their opinion can still return their questionnaire or request a replacement by emailing administrator@gytcp.co.uk. A working group has been formed to identify suitable projects to be included in the next business plan and the involvement of any BID members in this process would be greatly welcomed.

A prospectus of the proposal for a renewal of gyBID will be published and distributed as part of the five-year report in December. In the meantime, a series of workshops and consultations is being planned to discuss the aims and objectives of the BID and the potential projects and initiatives to be taken forward. The consultation on the BID renewal will continue until the final business plan is published in January 2021. Further events and presentations will be held in February ahead of the renewal ballot that will be held in March.

For more information on this or any of the information listed above then please contact Town Centre Manager, Jonathan Newman, on **01493 745828** or by email at jonathan@gytcp.co.uk or visit www.gybid.co.uk for more information.



SIRCS window sticker



CCTV Control Room