

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Great Yarmouth Business Improvement District

Business Plan 2021-2026



Introduction - gyBID

The Great Yarmouth Business Improvement District (gyBID) was originally formed in 2006 following a successful ballot of town centre businesses. The third and current term went live from April 2016 following a renewal ballot that saw 86% of votes cast in favour of the gyBID being renewed for a further 5 years. With the third five year term now coming to a close, another ballot of businesses is to take place in March 2021 which needs to have at least 50% vote ‘yes’ if the projects and initiatives delivered by the Town Centre Partnership on behalf of the gyBID are to continue.

The purpose of this Business Plan is to outline the aims and objectives of the gyBID, and identify the projects and activities that the BID will support. This document also provides detailed information relating to the BID ballot and the BID levy, including the BID area, the levy liability and the collection arrangements and the proposed income and expenditure of the BID.

The BID is being proposed by Great Yarmouth Town Centre Partnership, who will manage and deliver the projects outlined in the proposals contained in the business plan. The Partnership has the support of Great Yarmouth Borough Council (GYBC) for developing the BID renewal and, if successful at ballot, the council will also be liable for the BID levy for a number of council owned properties in the gyBID area.



BOARD OF DIRECTORS

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

CHAIR

Nick Spencer	Market Gates Shopping Centre
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DIRECTORS

Ian McCreadie	Chamber of Commerce
CLlr Graham Plant	Norfolk County Council
CLlr Carl Smith	Great Yarmouth Borough Council
Donna Ioannou	IJustWanna....Candy
Liz Goddard	Boots

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

Town Centre Manager	Jonathan Newman
Street Warden	Tracy Nixon
Street Warden	Morgan Harding
Street Warden	Alvin Newey
Project and Admin Assistant	Jonnie Williams

The last year has been the most challenging of times for town centres and high streets across the country and Great Yarmouth businesses have had to adapt to survive as the Coronavirus Pandemic took hold from last March. The pandemic and subsequent lockdowns has put massive pressure on the retail, service and hospitality businesses that trade in Great Yarmouth town centre. The Great Yarmouth Town Centre Partnership and Business Improvement District has worked closely with local authorities, police and other stakeholders to provide support and guidance to our levy payers during these unprecedented times.

Whilst we are still in the grip of the crisis and look towards a recovery now delayed until the Spring, the Great Yarmouth Business Improvement District must renew its mandate for a further five years as the current BID term comes to an end on March 31st. I therefore implore you to support the renewal of the BID and the continuation of the projects detailed in the following pages. Recent surveys and consultations with current levy payers have confirmed that the gyBID initiatives contained within this Business Plan including the Street Wardens, CCTV, Radio Links, Events and Marketing are still very important to our members.

At the last renewal ballot there was a strong majority in favour with 86% by number and 94% of rateable value supporting the BID. We are now in the last few months of the current BID term and in March 2021 we will be asking companies to renew their support. With the town centre facing unprecedented problems and challenges, I hope you will agree that it is even more important that the work of gyBID continues.

I would like to thank all our partners for their continued support, and in particular Great Yarmouth Borough Council for their rapid response to the pandemic and the efficient distribution of the Covid-19 funding support packages to businesses. The Council prioritised the revitalisation of the town centre a few years ago with the formation of the Town Centre Masterplan and has been successful in its application to the Government's Future High Street Fund with the recent announcement that it is to receive £13.7m towards town centre improvements.

I would also like to thank all our members for their support over the past five years. If you wish to find out more about the BID projects, please attend one of the online meetings that are planned over the weeks running up to the ballot or contact Town Centre and BID Manager Jonathan Newman directly. I urge you to use your vote in March to ensure the work of the Town Centre Partnership can continue for the next five years.

Nick Spencer

Chairman, Market Gates Shopping Centre



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What is a BID and why Great Yarmouth Town Centre still needs one

A Business Improvement District (BID) is a defined geographical area in which a levy is charged on all business rate payers. The levy is used to develop projects and initiatives which will benefit businesses in the local area.

The formation of BIDs in commercial areas was made possible through the Business Improvement Districts (England) Regulations 2004.

There are currently 320 Business Improvement Districts in the UK delivering projects and initiatives on behalf of their levy payers.

Great Yarmouth Town Centre Partnership and gyBID

Whilst managing the day-to-day 'Clean, Friendly & Safe' activities provided for by the BID, the Town Centre Partnership 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. During the lifetime of the current BID, the Town Centre Partnership has been able to lever in an additional £397,000 in funding towards town centre initiatives, which represents a return of 65% against the total BID levy received since April 2016.

During the current BID term the trading environment for High Street retail has continued to be challenging as consumer habits change and online shopping increases its share of retail spend. It is apparent then that the retail offer of a place alone is no longer sufficient in attracting people to regularly visit their town centre. In response the Town Centre Partnership has extended its events programme to present additional experiences for visitors to enjoy. The Partnership has upgraded its website to promote these events and activities as well as the eating, drinking and heritage attractions of the town centre as further reasons to visit

and spend time in the town. Whilst delivering these initiatives the Partnership has also been engaged with Great Yarmouth Borough Council and other stakeholders on the development of the Town Centre Masterplan, a framework of projects aimed at addressing the current issues facing the town centre and securing the long term viability of the town centre as the heart of the Great Yarmouth community.

The economic pressures have manifested in other areas too as shoplifting, crime and anti-social behaviour have all been on the increase in recent years. The Town Centre Partnerships crime reduction initiative has been very active with the town centre street wardens responding to a record number of incidents, a result of which has seen previously unheard numbers of persons put on the six month Exclusion scheme. The unique way in which the Partnership manages the town centre CCTV control room makes the overall crime reduction scheme significantly effective in supporting businesses in dealing with crime issues. As well as working closely with BID payers to keep them safe within their stores we have supported the Police and Great Yarmouth Borough Council in tackling aggressive begging and anti-social behaviour outside by monitoring these activities and sharing intelligence through regular meetings chaired by the Town Centre Partnership. These actions were crucial in the application of criminal behaviour and dispersal orders to address these issues.

During the remaining months of the BID we have seen the unprecedented challenges which COVID-19 has presented to businesses in Great Yarmouth town centre, and, much like many of our levy payers, the Town Centre Partnership has adapted to these challenges. Whilst we endeavoured to continue much of our normal operations during the first lockdown period we have been at the forefront of the local recovery effort, coordinating a range of campaigns and practical support to build confidence amongst businesses and consumers. We continued to support town centre businesses during the second lockdown as footfall, retail crime

and anti-social behaviour remained higher than during the previous period. Much of this activity is recorded in our Annual Report and whilst there is reason for optimism due to the roll out of the Coronavirus vaccine during 2021, a third national lockdown initiated by Government in January reminds us that there are still some challenging times ahead before we can get back to something resembling normal.

The renewal of gyBID will ensure that the Town Centre Partnership is best placed to work with local authorities and stakeholders to bring the town back to life in a safe way, as we work our way out of the Pandemic in 2021. A Winter Festival, originally planned to revitalise the town during Christmas 2020 has been rescheduled for early 2021 with the support of funding from gyBID. Additional decorative lighting was installed prior to Christmas but a three week fire and light festival, an illuminated heritage trail and arts and culture festival is now planned to take place in March this year.

The coronavirus pandemic has accelerated the combination of issues facing town centres across the U.K. and Great Yarmouth is no different to many in this. However, prior to these unique circumstances the town was already working on a raft of major projects to be delivered with funding from the Government's Future High Street and Town Deal funds. The allocation of £13.7 million from the Future High Street fund along with funding already secured for a High Street Heritage Action Zone, will see a future vision for the town centre a step closer to reality as plans for new housing, the repurposing of surplus retail space, the preservation and use of unique heritage assets and a redeveloped covered market can move forward with this investment. Details of these and the other elements of the Great Yarmouth Town Centre Masterplan can be found on our upgraded website www.gytcp.co.uk.

Executive Summary

- The third gyBID term is nearing its close – the Town Centre Partnership is proposing a third BID term which will run from 2021-2026.
- A renewal of the Business Improvement District will ensure that investment vital to improving the vitality and viability will be retained.
- The renewal of gyBID will ensure that a dedicated team of town centre Street Wardens are retained for a further five years.
- The criteria for the ballot and levy contributions will be based on the 2017 Business Rate valuations for those businesses existing on 31st December 2020 and on the current local Non-Domestic Rating valuation for all premises established after that date.
- The ballot of eligible Non-Domestic Rate Payers will be held between February 19th 2021 and 18th March 2021.
- A successful BID ballot requires a majority of eligible voters to vote in favour, by both number and rateable value.
- If the renewal ballot is unsuccessful all projects and services currently delivered using levy from gyBID, including the Street Wardens and the ShopSafe retail crime reduction scheme, will be withdrawn at the end of March 2021.
- To fund gyBID all non-domestic rate payers with a rateable value of £9,000 or more will be levied up to 1.75% of their business rate.
- A 0.5% reduction will be allowed for premises located west of Haven Bridge and those whose shop fronts are located within a managed shopping centre.
- The BID levy will be collected by Great Yarmouth Borough Council and passed onto the Town Centre Partnership to manage.
- All gyBID funded projects will be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council and the Norfolk Constabulary.

CCTV Management

We directly manage the operation of the town's public space CCTV system which forms part of the retail crime reduction scheme, ShopSafe.

Exclusion scheme

We run an exclusion scheme to discourage re-offending of shoplifters within the town centre.

Footfall Monitoring

We monitor town centre footfall all year round and can provide detailed analysis of current trends on request.

Funding Grants

We identify opportunities to apply for grants to improve the town centre e.g. the Interreg Funded Go Trade project has provided for additional marketing and events since 2018.

Great Yarmouth in Bloom

We support the actions of Great Yarmouth in Bloom, as well as sponsoring a number of hanging baskets.

Highways Act Licensing

We administer the licensing of all licensable activities taking place within the pedestrian area of the town centre.

Information sharing and Consultation

We provide a conduit through our working groups for information sharing and consultation on town centre issues including planning, economic, social and environment matters.

Market Square

We manage the market square performance area licensing and promoting its use for both entertainment and commercial purposes.

NightSafe

We provide the NightSafe radio link used by late night premises to make the evening economy of Great Yarmouth a safer and more enjoyable experience.

Pedlars and buskers

We monitor these and direct debit canvassers to ensure that they adhere to the rules and regulations which are in place.

Police

We work closely with Norfolk Police and have ensured there are a team police officers, dedicated to the town centre and participative in the ShopSafe initiative.

Property Database

We maintain a thorough database containing information on all vacant and occupied properties.

Publicity support

We maintain a database of local press and media contacts; these can be requested for use by all gyBID members.

Town Centre Radio Link

We maintain a town centre wide radio link that is used by shops, police, street wardens, and CCTV to assist with the reduction of crime and anti-social behaviour.

Retail Forum

gyBID members have regular opportunities to meet with their peers to discuss opportunities to work together and plan events and marketing programmes.

ShopSafe Security meetings

These monthly meetings allow retail staff, street wardens and police to discuss and share the latest intelligence on known criminal activity.

SIRCS

We manage the Secure Incident Recording and Community Engagement System that contains information and images of excluded criminals.

Website and Social Media

We maintain a website dedicated to promoting town centre with events and news in addition to the social media channels for the town centre including Facebook, Instagram and Twitter.

Street Wardens

We employ three Town Centre Street Wardens to patrol seven days a week.

Tourism liaison

We work closely with the Great Yarmouth Tourism Team on marketing and events to attract more people to Great Yarmouth and its town centre.

Training

We regularly offer training opportunities revolving around retail security and work with providers to identify other training that may be of interest to town centre businesses.

Town Centre Management

We provide management of town centre services and are members of the national body the Association of Town & City Management.

Summary of projects and initiatives of last 5 years

How has the Business Improvement District performed so far?

The current 5-year term of the Great Yarmouth Business Improvement District (gyBID) began in April 2016 following a successful ballot of town centre businesses then liable for an additional levy on their business rate, which is used to fund initiatives and projects described in the BID Business Plan. The levy raised by the BID along with additional income secured by the Town Centre Partnership has been used towards delivering the main aims of gyBID of providing a **Safer, Cleaner and Friendlier** town centre to live, work and shop in.

A Safer and Cleaner Town Centre

The 'Safe and Clean' projects of gyBID have played a crucial role in ensuring that the town centre is perceived as a safe place to visit and work. The Town Centre Partnerships ShopSafe scheme, a combination of the town centre Street Wardens, CCTV, Exclusion scheme, secure data sharing and the retail radio link, continues to contribute to a safer environment for visitors and worker's alike. The gyBID funding has enabled these "Safe and Clean" initiatives to continue to provide businesses with the tools to reduce minor crime and the vulnerability of their staff to violence, an ever present threat when, according to the British Retail Consortium, around 115 retail employees are attacked at work every day. The daily support to businesses is provided by the town centre street wardens and their reassuring uniformed presence responding to calls on the town centre radio link supported by the skilled operators in the CCTV control room. With its direct link to Norfolk Police HQ, the CCTV control room operators can and do get a quick response to incidents from the emergency services.

Data recorded by the CCTV control room, street wardens and SIRCS (the Partnership's secure data sharing server) highlight a significant reduction in overall crime incidents in the town centre BID area of 33% since the commencement of the current BID term:

Outcomes of gyBID funded crime reduction initiatives

- Since 2016/17 over 2,500 ShopSafe incidents have been attended by the town centre street wardens
- Since 2016/17 Great Yarmouth CCTV has been involved in over 8000 incidents
- Incidents involving Public Disorder/Disturbance have lowered by 38% since the start of the BID term
- ShopSafe and Street Warden instigated incidents represent average 20% of all CCTV recorded incidents since 2016/17
- The CCTV Control Room has assisted in over 600 incidents involving missing or injured persons since 2016/17
- CCTV Recorded incidents involving Assault, Burglary, Criminal Damage, Drink/Drugs and Robbery have all decreased since 2016/17 to present
- Usage of retail radio link has increased to over 100 users including shops, wardens and police

A Friendlier Town Centre

Throughout the 5-year term of the Great Yarmouth Business Improvement District the aim has been to encourage additional visits to the town centre by delivering seasonal activities and annual events. As well as bringing in extra footfall these events have the potential to improve the visitor experience by contributing to a friendly and pleasant atmosphere to visit and shop, whilst positively influencing external perceptions of the town centre.

Marketing events and campaigns bring together the retail, leisure and heritage offer of the town centre as they embrace national and local events. The organisation of events by the Town Centre Partnership funded by the BID ensures that Great Yarmouth is a vibrant place for visitors and informs people about what the town centre has to offer.

In what has been a challenging few years for Great Britain's High Streets gyBID has continued to raise the profile of Great Yarmouth Town Centre through events and activities to both promote visits and enhance the visitor experience for shoppers. By establishing an annual schedule of events to take place at regular intervals of the year, facilitating free entertainment for shoppers and organising competitions and treasure trails to boost footfall, the BID has worked to enhance the experience of a visit to Great Yarmouth. Positive publicity has been achieved in the local and regional media for the town as a result of events and marketing activities and social media platforms. Our recently upgraded website – www.gytcp.co.uk – promotes the town centre, its amenities, attractions and places of interest and is funded by gyBID and regularly updated by the Town Centre Partnership.

The promotion of events and activities have been the main focus of advertising but the Partnership has also provided regular press releases to inform the public through local media of town centre news stories. Targeted campaigns through radio advertising have been used to support the 'Go Trade' Click and Collect platform designed for market stalls and independent shops. However, during 2019/20 the biggest campaigns have been about promoting Christmas shopping in the town centre and the many events – Great Yarmouth Christmas Fayre, the Christmas Lights Switch-On and Late night shopping – that the Town Centre Partnership organises for the festive period.

Summary of gyBID Events and Marketing initiatives

- New digital trails and experiences introduced
- Over 60 days of unique events and activities supported
- New town centre website launched
- Enhanced use of social media channels
- Click and Collect platform established
- Extensive Christmas events and marketing campaign

A full report on the achievements by GY BID can be found in the 2020 Annual Report on www.gybid.co.uk

How have the proposals been shaped

How the BID Aims have been shaped by Business

The aims and objectives of the Great Yarmouth Business Improvement District have been identified through a consultation of current BID levy payers and those that will become liable if the BID is renewed for a fourth term. The existing services, projects and activities delivered by the Town Centre Partnership during the lifetime of the current BID formed the starting point for the consultation. A questionnaire was sent out to all current and potential BID levy payers requesting feedback and scoring of current BID projects. Proposals for additional or alternative priorities to be addressed in the new BID term were also requested via the questionnaire. Following the publication of the survey results in a newsletter distributed to all businesses potentially liable for the BID levy, a number of online workshops were scheduled for businesses to attend and contribute to the new business plan. The response to the survey confirmed that much of the existing work around the 'Safe & Clean' and 'Friendly' projects was still very relevant to the needs of town centre businesses as the attached graph demonstrates. For example, 93% of questionnaire respondents deemed Great Yarmouth's Street Wardens a very important aspect of our town's safety. This support for the street warden element of the gyBID confirms that they will be included as part of the plans for a fourth BID term.

BID Aims

It is clear from the survey and comments from BID payers that the majority of existing services and projects being delivered by gyBID should be carried forward into the third BID term. The successes delivered by these initiatives, as outlined in the previous pages of this document, will be built upon if a third BID term was to be agreed by levy payers. The opportunity to further improve the town centre with additional initiatives would also be explored following a successful renewal of the gyBID, these are listed within the project proposals contained in the following pages.

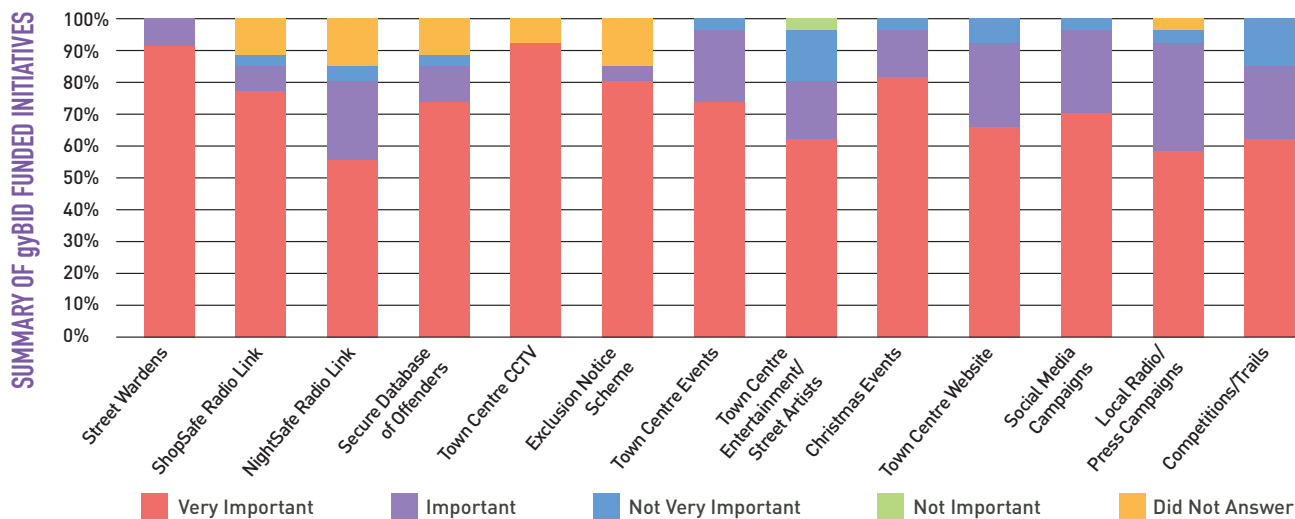
The aims of the BID are designed to benefit businesses in Great Yarmouth that are dependent upon a healthy, vibrant and attractive town centre in which to trade; a fourth BID term will mean that businesses will continue to get the support that is available currently to deliver these aims. This includes the Town Centre Street Warden team and the ShopSafe retail crime reduction scheme linked to the CCTV system. All businesses contributing to the BID have had direct access to all these services, and would continue to have direct access if the upcoming ballot grants a fourth BID term.

Whilst the immediate needs of businesses are included in this business plan, particularly around the reduction of vulnerability to crime and promoting footfall, the BID must also consider the longer term outlook for the town centre and the Town Centre Partnership's role in its future development. The Partnership will look to work closely with other stakeholders and in particular with Great Yarmouth Borough Council on the delivery of the master plan projects that will transform the town centre.

The Council has recently announced that it has been successful in its application to the Government's Future High Street Fund and been awarded £13.77m towards proposed a £49m package of improvements aimed at revitalising the town centre.

During a fourth BID term, the Town Centre Partnership will work closely with local authorities on improvements to the public realm whilst also seeking to develop new initiatives to build on existing projects. The Partnership is currently involved in a Heritage Funding application to bring additional culture and arts activities to the town centre over the next three years.

Over the next five years of its operation, gyBID will continue to improve the perceptions of the town centre, driving home the message that with tangible improvements such as CCTV, Street Wardens and ShopSafe combined with exciting events and marketing activities, Great Yarmouth really is a Safer, Cleaner and Friendlier place to live, work and shop.



The BID Projects - Safer and Cleaner

Safety and Security – Promoting town centre as a safe place

The gyBID funded crime reduction initiatives have given retailers the tools to tackle crime and reduce the impact of theft on their business and recent consultations confirm that these are still very important to gyBID levy payers. The ShopSafe scheme, incorporating a retail radio link, the red card exclusion scheme and secure information sharing has contributed greatly to reducing the stockloss of many retailers. The gyBID funded town centre Street Wardens support the scheme by providing a visible re-assuring presence both to people working in and using town centre businesses. The street wardens, working closely with the town centre police patrols, CCTV Operators and Council officers have had a positive impact on retail crime, anti-social behaviour and environmental crime during the current and previous terms of gyBID, continuing promoting a safer, cleaner and friendlier town centre for all users.

A fourth BID term will both sustain the above services and provide other improvements requested by businesses during consultations. As well as assisting the wider business community to reduce its vulnerability to crime, the Town Centre Partnership, with funding from gyBID, will also work to improve the perception of safety to shoppers and visitors to the town. The objective of the 'Safe & Clean' initiatives is to promote a wholly safe environment for people to live, shop and work in. Therefore, the following initiatives will continue to form part of the ShopSafe scheme delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in March 2021.



Street Wardens

The Town Centre Street Wardens are wholly funded by gyBID. They have proven to be one of the most essential elements of the Town Centre Partnerships ShopSafe scheme in improving the safety and security in the town centre. Street Wardens have been highly effective in improving the environment by reducing fly posting and vandalism, decreasing retail crime and anti-social behaviour and generally making the town centre safer for all by providing a uniformed presence. They are a reassuring, uniformed presence within the town centre which is just as ready to help businesses directly as to field the general public's queries.

The renewal of gyBID is crucial to the future of the Street Wardens scheme, without gyBID being renewed the scheme will finish at the end of March 2021.

Town Centre CCTV

CCTV has continued to have a major influence on the safety and security of the Town Centre since its launch in 2001. Under the supervision of the Town Centre Partnership the CCTV system has expanded and upgraded as opportunity and technology has permitted. With a total of 56 cameras strategically located around the town, monitored by an experienced team of operators, the benefit of businesses cannot be underestimated. The wide coverage by the cameras and the business led radio links to the CCTV control room with its direct radio link to Norfolk Police HQ, means that incidents are detected and responded to quickly and efficiently. The CCTV system is now due a significant upgrade and with the help of GYBC and Norfolk Police, the TCP has secured £255k of capital funding for an upgrade of the town's CCTV network. The funding ensures that the control room will be retained in the town centre for the foreseeable future, however, funding from businesses towards the BID are crucial to maintaining the staffing levels and live monitoring from the control room.

Retail Radio Link

The town wide radio link has proved to be an extremely effective method of communication between traders. There are over 100 radio users, including shops, street wardens and Police officers, this enables information on known and potential thieves to be quickly communicated, and thus reduces shops vulnerability to losses and anti-social behaviour. The radio link can also act as a conduit to re-unite lost children and parents as well as the communication of important safety information quickly to town centre businesses.

Exclusion Notice Scheme

This scheme is managed within the confines of the Data Protection Act. In co-operation with the police, members of ShopSafe have access to a centrally administered and comprehensive Exclusion Order Scheme. This means that shoplifters caught in one member store, are automatically excluded from all member stores for a minimum of six months. All gyBID contributors will be entitled to join this scheme.

Data sharing

ShopSafe incorporates an easy-to-use system which aids the identification of persistent offenders and trouble makers within the town centre. Supporting the town centre Exclusion Scheme, the secure web based system can be securely accessed by all ShopSafe members and allows them to view images of excluded persons. The scheme includes a fast notification system that alerts members by email every time a new exclusion incident and photograph is added.

NightSafe

All of the pubs, clubs and restaurants within the BID area can participate in the NightSafe scheme. It provides a direct radio link meaning that the safety and security of the night time economy is greatly enhanced – again, if gyBID is not renewed then this service will no longer be provided.

Town Centre Policing

The town centre currently benefits from having a dedicated police team that works closely with CCTV, retailers and street wardens. The Town Centre Partnership has been able to secure this invaluable support through regular liaison with senior Norfolk Constabulary officers. The provision of dedicated town centre officers is regularly reviewed as pressure continuously mounts on police resources. It is of paramount importance that the relationship between the Partnership and Norfolk Police continues with the renewal of a fourth BID term.

A Summary of Initiatives that a third BID term will ensure continues

- A Street Warden team dedicated to the town centre BID area
- Retail radio link with over 100 users including shops, wardens and police
- Town wide exclusion scheme for tackling shoplifters
- Exclusive access for BID levy payers to database of offender including photographs
- Regular training sessions held to assist members with shoplifting and security issues
- Direct communication via the retail radio link with the town centre CCTV control room
- Working in Partnership with Police and local authorities to promote all aspects of community safety

Improvements to the above current Safe and Clean initiatives if the BID is renewed in 2021 include:

- An upgraded Digital Businesses radio transmitter providing significantly clearer transmissions than the current analogue VHF signal
- An upgraded business crime incident and offender database with live updates via push notifications to registered members mobile phones

As well as the providing the above, the Town Centre Partnership will continue to work with its local authority partners to tackle the issues identified by BID levy payers that are affecting the perception of the town centre as a 'Safe and Clean' place.

All of the above can only be delivered if businesses support the BID by voting 'YES' in the renewal ballot



The BID Renewal Projects - Friendlier

Events and Marketing – Enhancing the Shopping Experience

The Events and Marketing projects aimed at promoting a 'Friendly' town centre remain a key deliverable for a fourth term of the gyBID as we see rapidly changing consumer marketplace where online shopping continues to increase its share of retail spend.

The impact of the Covid-19 pandemic on town centre businesses has been to accelerate the change in consumer habits and increase the pressure on retail dependant high streets that was already evident before the pandemic. Consumers already using internet shopping have spent more online whilst those not previously used to shopping online have adapted to do so as a result of lockdowns and restrictions causing interruptions to trading of non-essential retail.

Following the anticipated recovery of the nation from Covid-19 restrictions as the roll out of vaccines to protect the population picks up, the experience of visiting the town centre will be as important as the shopping, eating and services providers that it hosts. The current BID term has built on the success of previous Town Centre Partnership initiatives in the town centre by identifying additional partners and funding streams to work with on initiatives to encourage footfall and increase dwell times. We will continue to work closely with our partners in local authorities, media, tourism and national organisations to recover from the issues created by the coronavirus, to rebuild consumer confidence and get visitors returning to the town centre by reviving the many annual footfall driving events that had to be cancelled during 2020.

The events and marketing priorities of gyBID have evolved over the years guided by businesses through regular stakeholder meetings and consultation. In order to achieve these ambitions, we have collaborated with both print and broadcasting media partners on annual events that have driven high footfall numbers into the town centre.

As a result, enhanced publicity has been achieved in the local and national media for the town through entertainment and marketing activities.

Having established an annual schedule of events taking place at regular intervals of the year, facilitated free entertainment for shoppers to enhance the shopping experience, and built relationships with other events organisations and media, the Partnership will continue maintain and add to these during the next 5 years of gyBID. The development of more events and experiential activities needs to continue to promote the town centre as a more vibrant place for visitors, encouraging them to support local businesses by staying longer and returning more frequently. A fourth BID term would continue with these achievements and seek to support town centre businesses with additional campaigns.





Friendly Events and Marketing Business Plan Proposals

- An annual events schedule designed to increase footfall and dwell times throughout the year, including an emphasis on school holidays.
- Utilising a multiplatform approach to advertising by sourcing the best available media outlets for our chosen message; in conjunction with local media companies.
- A high-profile Christmas trading campaign, delivering increased marketing and events at the height of the peak shopping period.
- Summer campaigns to promote the town centre to our 5 million annual visitors. The TCP will achieve this via collaboration with holiday accommodation providers and tourist attractions.
- Traditional and digital experiential trails and interactive activities
- Further development and expansion of digital Click and Collect platform
- Increased street entertainment and performers to enhance the visitor experience.
- Development of the use of social media to promote Great Yarmouth in general and the events being held to the public.
- Promotion and development of additional events by working in Partnership with other organisations and community groups.
- Support Great Yarmouth in Bloom to identify opportunities to increase floral decorations in the town centre.

As well as the above the Town Centre Partnership, supported by funding from gyBID will continue to work closely on behalf of its levy payers with Great Yarmouth Borough Council on a raft of measures initiated both before and in response to the coronavirus crisis. Over the next 5 years gyBID intends to further improve perceptions of the town centre working alongside Great Yarmouth Borough Council on improvements developed as part of a masterplan for the town centre to include redevelopment of the covered market, free public WiFi, heritage buildings brought back in to positive use, empty commercial property space converted to residential and the creation of a significant community and education hub in the town centre.

All of the above can only be delivered if businesses support the BID by voting 'YES' in the renewal ballot

The BID Area

The BID Area will incorporate an inner and outer area to include the following Streets and Roads:

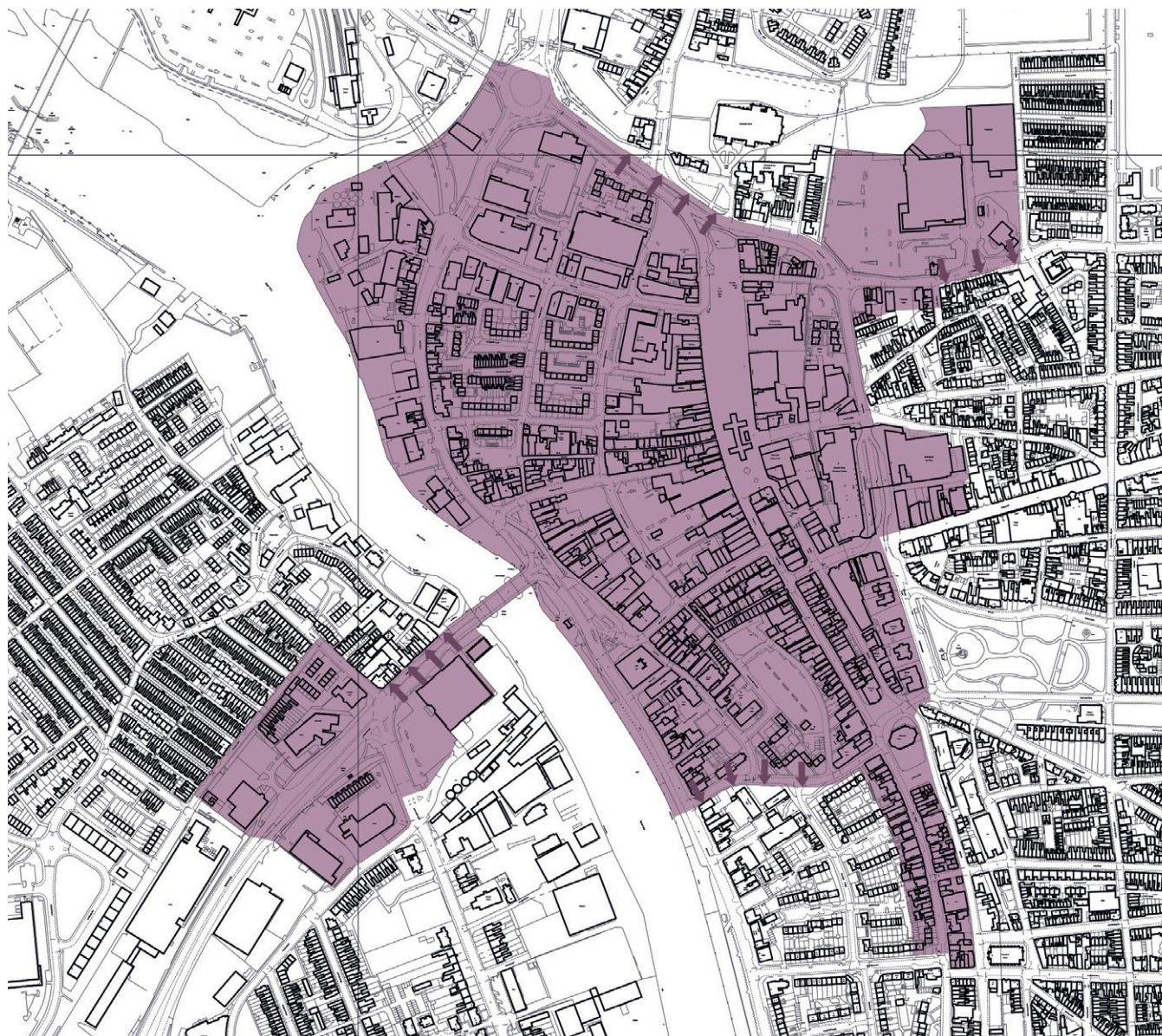
Acle New Road, Alexandra Road, Brewery Street, Bridge Road, Broad Row, Church Plain, Coronation Street, Deneside, Fitzalan Close, Fullers Hill, George Street, Greyfriars Way, Hall Plain, Hall Quay, Herries Close, Howard Street North, Howard Street South, King Street, Market Gates, Market Gates Shopping Centre, Market Place, Market Row, Mill Road, North Market Road, North Quay, Pasteur Road, Patterson Close, Priors Plain, Quay Mill Walk, Queen Street, Regent Road, Regent Street, South Market Road, South Quay, Southtown Road, St. Francis Way, St Nicholas Road, St Nicholas Road Trading Estate, Station Road, Stonecutters Way, Temple Road, The Conge, Theatre Plain, Victoria Arcade, Yarmouth Way.

Voluntary Contributions

Businesses with either a rateable value less than £9,000 or those located outside of the BID area will once again be invited to contribute to the Town Centre Partnership BID and benefit from the projects, activities and services that the BID will deliver.

Legend

-  BID Area
-  Includes Frontage Properties Facing the Road or Street



The BID Levy Liability and Collection

The BID Levy Liability and Collection

A BID levy of 1.75% of rateable value will be charged on all hereditaments (rateable properties) in the BID area listed in the Non-Domestic Rating List as of January 31st 2021. The levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge, and those whose shop fronts are located within a managed shopping centre i.e. Market Gates Shopping Centre and Victoria Arcade.

The following types of hereditaments within the BID area will be exempt:

The following types of properties within the BID area will be exempt:

- a. Those with a rateable value of less than £9,000 per annum
- b. Schools and Nursery buildings
- c. Health centres and surgeries

The BID levy will not be reduced where the ratepayer is a charity or non-profit making organisation. The BID levy will also not be affected by the Government's Small Business Rate Relief Scheme. A small number of businesses within the gyBID area have extremely high rateable values, far in excess of the majority of businesses in the BID area. To ensure they receive proportionate benefit from the BID, a ceiling of £5,750 per hereditament in year one has been applied, plus indexation in future years.

BID Proposed Income / Expenditure YEAR ONE

Income	
GY BID levy (collected by Great Yarmouth Borough Council and passed on fully to gyBID*)	145,000
Other income (Local Authority core funding, voluntary subscriptions, contracts etc.)	45,000
Total Income	190,000
Expenditure	
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	85,000
Friendly projects (marketing, events, advertising etc.)	43,000
Overheads (office expenses, insurance, printing, stationary, professional fees, salaries etc.)	62,000
Total Costs	190,000

*No fee is charged to the BID by Great Yarmouth Borough Council for this service

Important considerations are:

- The BID levy will be calculated on the 2017 rateable values for the duration of the BID Term.
- There will be an annual inflationary increase in line with the Local Non-Domestic Rate bills as calculated by HM Government.
- No development or ballot costs will be recovered through the levy.
- Unoccupied premises will be charged the full levy.
- New premises will pay a levy based on the rateable value at the time of occupation (i.e. 2017 rateable values)
- The BID levy will not be adjusted to reflect any changes to the rateable value during the 5 years of the BID.
- Levies where a property is split, extended or merged will be based on the rateable value at the time of the change, (i.e. 2017 rateable values).

How Much Will It Cost?

Business rate payers with Rateable Values of £9,000 or more will contribute to the BID. Two-thirds of the businesses would pay less than £10 per week for the gyBID, which will raise a projected £140,000 in the first year which will lever in a further £50,000 of income to be spent on town centre projects.

Property RV	Annual Cost	Weekly Cost	Daily Cost
£10,000	£175	£3.37	£0.48
£20,000	£350	£6.73	£0.96
£30,000	£525	£10.10	£1.44
£40,000	£700	£13.46	£1.92
£50,000	£875	£16.83	£2.40
£60,000	£1,050	£20.20	£2.89
£80,000	£1,400	£26.92	£3.85
£100,000	£1,750	£33.65	£4.80
£150,000	£2,625	£50.48	£7.21
£200,000	£3,500	£67.30	£9.62
£250,000	£4,375	£84.13	£12.02
£300,000	£5,250	£100.96	£14.42

Existing Services

Existing Services

Great Yarmouth's BID projects and initiatives will continue to be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council and Norfolk Police. The Town Centre Partnership will, in addition, regularly services delivered within the BID area. Great Yarmouth Borough Council and Norfolk Constabulary will not require gyBID to contribute to the provision of, or withdraw from the provision of, their existing services to the town centre throughout the BID term, including the following:

Safety

- Town Centre Policing
- Community Safety & Management
- Licensing & Enforcement
- Street Lighting

Cleanliness

- Street Cleansing (including bin emptying/washing)
- Waste Collection
- Public Conveniences
- Graffiti and Fly Posting Removal

Other Services

- Christmas Lights
- Car Parking
- Trading Standards
- Environmental Health
- Market Services

Maintenance

- Trees & Landscaping
- Street Furniture
- Grounds Maintenance
- Highways Maintenance

Details of existing baseline agreements provided by the Borough Council are available on request.

BID Management

The BID will be managed by the Town Centre Partnership (TCP), which is an independent, not-for-profit company. The TCP has a successful track record in managing the town centre initiatives in Great Yarmouth, firstly running a voluntary membership scheme with over 120 business members prior to the BID being established, and then over the first five years of the BID, where business plan projects have been managed within planned budgets and timescales. The TCP continue to be directly accountable to retailers and businesses for the management of the town centre, the coordination of all the bodies involved and the successful delivery of the BID.

The Town Centre Partnership Board, at present, consists of representatives of retailers, businesses, Chamber of Commerce, Police, Norfolk County Council and Great Yarmouth Borough Council. The TCP board will have responsibility for all the BID projects, town centre management, liaison with stakeholders, measurement of, and setting of, performance targets and involvement in all matters of importance to Great Yarmouth's town centre.

Financial Arrangements of the BID

Great Yarmouth Borough Council will collect the agreed BID levy and pass over the BID levy to the Town Centre Partnership.

The Town Centre Partnership will work to the approved Business Plan and monitor expenditure and cash flow. Management accounts with a supporting commentary will be prepared bi-monthly and will be available to Board Members and all members and Great Yarmouth Borough Council. External accountants will oversee the production of annual accounts and will conduct an independent audit of the accounts.



The BID Ballot

The BID Levy Liability and Collection

The person(s), registered company, or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as on 31st January 2021, or their appointed proxy, is entitled to vote.

Each person entitled to vote in the BID ballot shall have one vote in respect of one or more of each hereditament, with a rateable value of £9,000 or more, in the geographical area of the BID on which non-domestic rates are payable.

The ballot will have to meet two tests:

1. A simple majority (above 50%) of those voting must vote in favour.
2. Those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting.

The ballot papers will be forwarded to those ratepayers eligible to vote on 19th February 2021 and **must** be returned by 5pm on 18th March 2021.

Commencement and Duration of the BID

The renewed BID will start on 1st April 2021 and will last for 5 years. A postal ballot of business ratepayers in the BID area based on a list on non-domestic ratepayers with a rateable value of £9,000 or more per annum will take place between 19th February and 18th March 2021. The result of the ballot will be announced by 19th March. If the BID proposal is approved it will operate for 5 years, from April 2021 until March 2026. At or before the end of this period, the Board may seek renewal of the BID mandate.

Alteration of BID Arrangements

All budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Management will be empowered to move funds between budget headings. The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

Key Performance Indicators (KPIs)

The Town Centre Partnership will continue to monitor and report on the outputs and outcomes of gyBID funded activities through the measurement of the key performance indicators.

To help us to regularly evaluate whether we are meeting our core objectives of Safe, Clean and Friendly, there are six KPIs to be constantly monitored to verify that we are heading in the right direction, spending your money on the things you value most:

Indicator	Measure	Source	Frequency of Collation	Frequency of Publication
Footfall	Pedestrian numbers	foot flow counters	Continuously	Quarterly
Car Park Usage	Tickets Issued	Borough Council	Monthly	Quarterly
Crime	Town Centre Beat Area	Norfolk Police	Monthly	Quarterly
Street Warden Activity	gyBID Area	Street Wardens	Weekly / monthly	Quarterly
CCTV Activity	Incident numbers	CCTV Control Room	Monthly	Quarterly
Retail property vacancies	% of total in BID area	Town Centre Manager	Quarterly	Quarterly

We will keep you up-to-date with these figures in our quarterly e-newsletters, as well as giving you regular updates on the Town Centre Partnership website.

Exit Strategy

Should the BID Renewal Ballot in February fail to gain a majority of support from businesses, we will wind up the activities of gyBID at the end of the current BID term that ends 31st March 2021. From April 1st 2021, all projects and initiatives funded by the BID levy will cease. The Town Centre Street Wardens scheme will be terminated along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.





GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

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