



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Annual Report 2021/22

Great Yarmouth Business
Improvement District

Great Yarmouth Town Centre
Partnership and gyBID Annual
Report and Accounts 2021/22

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 fourth 5-year term for the Great Yarmouth Business Improvement District was confirmed following a ballot of 216 town centre businesses in March 2021. This was the third renewal ballot for gyBID and of the ballot papers returned, 88% 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 2021 and will run until the end of March 2026, a copy of the full 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 and added to other revenue raised by the Partnership to deliver the projects and initiatives detailed in the gyBID Business Plan. During the financial year 2021/22 £128,332 of BID levy was collected and added to other Town Centre Partnership income to create an overall budget of £205k.

This annual report covers the activities of the first 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 GY BID 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 Carl Smith
Great Yarmouth Borough Council

Cllr Graham Plant
Norfolk Council

Ian McCreadie
SPP Group Ltd

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 Supervisor
Tracy Nixon

Street Warden
Jack King

Street Warden
Elliott Wright

This annual report summarises the activities funded by the first year of the fourth 5-year term of the Great Yarmouth Business Improvement. The ballot of town centre businesses last year confirmed the ongoing support for the gyBID with an increase in the percentage of votes in favour since the previous ballot held in 2016.

The BID is managed by Great Yarmouth Town Centre Partnership which is overseen by a Board of Directors of which I am Chairman. The services and projects that the Partnership delivers are detailed in the following pages and are no less important that they were at the inception of the BID 16 years ago. We have barely recovered from the Coronavirus Pandemic to face another significant challenge of a cost of living crisis and economic downturn as the UK and the rest of Europe are affected by global issues. Great Yarmouth town centre came out of covid and the period of lockdowns with fewer vacant units as people invested in new businesses post pandemic. The pressure is now on all of us to weather the current challenges as we look forward to a recovery of the economy.

Whilst this year has been challenging work has continued on the replacement of the covered market with phase one opening in June and construction of the second phase fully underway and due to be completed mid-2023. A cleaner, greener and safer redevelopment of the entire market place is due to start this year to create an attractive, greener space for visitors to enjoy in the heart of the town centre whilst planning and works on the new town library and University learning centre is due to open in the former Palmers department store by next Autumn.

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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Funded by gyBID the Town Centre Partnership operates the 'ShopSafe' scheme which incorporates a team of street wardens, a town wide radio link, 24-hour CCTV monitoring 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 retail crime. Working closely with ShopSafe members, CCTV operators and the dedicated town centre Police patrols, they are frequently the first response to visitors in need of medical or police assistance in the town centre.



Great Yarmouth's CCTV room is staffed by highly experienced operators 24 hours a day, 7 days a week, 365 days of the year and maintains contact with ShopSafe members, street wardens and police patrols through use of the Partnership's dedicated digital 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.



In this year the Partnership oversaw the extension of CCTV coverage with a further ten cameras installed in locations to the north of the town centre. The additional CCTV cameras were funded by Home Office Safer Streets Funding with match from Great Yarmouth Borough Council. A total of 75 CCTV cameras are now monitored from the town centre control room.

As outlined in the gyBID business plan an upgrade of the town centre radio link to a digital transmitter was delivered this year along with the replacement of all existing ShopSafe radio users VHF analogue handsets with new digital handsets providing much clearer and more secure transmissions. The Partnership is a member of the National Business Crime Solution network and has this year upgraded its intelligence sharing and exclusion scheme to the Disc platform. The Disc platform provides a secure means of sharing information between ShopSafe members and quickly updates them through push notifications of any current or recent incidents.



Whilst the aim of the Town Centre Partnerships ShopSafe scheme is to deter retail crime and anti-social behaviour in members premises there has been an increasing number of incidents reported by businesses in Great Yarmouth town centre this year. The exclusion scheme allows for a warning to be issued initially followed by a 12 month ban from all members premises if the person offends again within 12 months. A summary of crime reduction incidents involving street wardens and CCTV follows:

Street Wardens and CCTV activity during 2021/22:

- 752 ShopSafe incidents attended by Town Centre Street Wardens
- 98 Exclusion Notices issued to persons committing crime in TCP members businesses
- 80 Environmental issues reported
- 81 Incidents of ASB identified
- 2037 town centre visitors directly assisted by Town Centre Street Wardens
- 183 Incidents that ShopSafe members were assisted by Great Yarmouth CCTV Operators
- 1390 Incidents responded to by Great Yarmouth CCTV Operators
- 409 Incidents resulting in 336 arrests with assistance from Great Yarmouth CCTV

Friendlier

Promoting a friendly and enjoyable atmosphere in the Town Centre.

The Events and Marketing projects aimed at promoting a 'Friendly' town centre contributes to the BID's aim of ensuring that Great Yarmouth is a safe and clean place to visit.

The impact of the Covid-19 pandemic was still being felt as the first year of the new BID term got underway with consumer habits having changed during lockdowns to using internet shopping and making fewer town centre shopping visits. Whilst traditional events and gatherings were still discouraged the Partnership provided a series of digital and augmented reality trails to encourage footfall into the town centre. As holidaying visitors returned in the summer the prospect of getting back to normal felt possible and planning for Christmas events got underway whilst the support and sponsorship of other town events including the Great Yarmouth Arts Festival and Street Carnival, the Out There Festival and the inaugural Fire on the Water events were considered important as people were encouraged back to the town centre following the pandemic.

Whilst precautions were still necessary including control of numbers, face coverings and hand sanitizer, the Great Yarmouth Christmas Fayre, Lights Switch-on and Lantern Parade were all allowed to go ahead during 2021 following their cancellation in 2020. Visitor numbers were significant as people embraced the event's they had missed the previous year.

The Town Centre Partnership also supported the marking of Her Majesty the Queens Platinum Jubilee with a window dressing campaign and competition as well as a garden party held at the Old Vicarage and Great Yarmouth Minster over the weekend of the celebrations.



It was apparent during the second half of 2021 that businesses required additional support to help them tackle challenges being faced post pandemic. Among these challenges were that hospitality businesses were finding recruitment of staff difficult, small retail businesses were facing increased competition from online without their own internet strategy and the prospect of meeting Net Zero targets in the future created concerns. Joining up with the other Norfolk BIDs of Norwich and Kings Lynn a consortium was created to apply to the Community Renewal Fund, a fund set up to provide support post-pandemic, for funding to assist businesses facing these challenges.

Following a successful funding application, the Onwards Norfolk programme was created early 2022 to provide training and support for local businesses. Courses for digital, hospitality and Net Zero waste using professional dedicated providers from each of these sectors were provided for businesses in Norwich, Kings Lynn and Great Yarmouth. The training opportunities continued to the end of December 2022 providing businesses and unemployed persons with a raft of opportunities for upskilling. Work also began in this year in partnership with Great Yarmouth Borough Council, Norfolk Chamber and NWES on the opening of a dedicated business support hub located in the Market Gates shopping centre to provide expert advice to existing and potential business owners.

During this year gyBID has worked with Great Yarmouth Borough Council to increase the number of town centre businesses featured on the Visit Great Yarmouth website to better promote them to visiting holidaymakers.



- Extensive Christmas events and marketing campaign returns
- Dedicated town centre website and social media channels expanded
- Three major town events supported post pandemic
- HM Queen Elizabeth's Platinum Jubilee events held
- Key town centre events listed in Tourism 'What's On' guide and car park signage.
- Free digital and hospitality training provided



Income & 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 2021/22 £128,332 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 (CRF) and CCTV management giving a total income of £204,894.



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 £96,125 by the BID under the Clean and Safe banner. The BID spend on 'Friendly' projects that includes events, footfall monitoring, Onwards Norfolk, advertising and other marketing initiatives during this year totalled £59,460 as the Town Centre Management organised augmented reality trails, Christmas events, provided digital and hospitality training and supported other town events. 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.

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Income & Expenditure Report

Period 1st July 2021 to June 30th 2022

INCOME	
GY BID Levy	128,332
Other Income (Voluntary Subscriptions, Licencing, CRF Funding Contracts etc)	76,562
Turnover	204,894
EXPENDITURE	
Clean and Safe Projects (CCTV, street wardens, radio licence, ShopSafe etc.)	96,125
Friendly Projects (marketing footfall monitoring, training, events, advertising etc.)	59,460
Overheads (office expenses, insurance, printing, stationary, professional fees, salaries, tax etc.)	57,099
Total Expenditure	212,684
Operating profit/loss	-7,790
Tax on profit	Nil
Balance carried forward	-7,790



**GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP**

Jonathan Newman
Town Centre Manager,
Town Centre Partnership,
Unit 5, Wilkinson's Yard,
Market Gates,
Great Yarmouth, NR30 2AX

T: (01493) 745828
E: jonathan@gytcp.co.uk
W: www.gytcp.co.uk