

GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP

# Annual Report 2022/23

Great Yarmouth Business  
Improvement District

Great Yarmouth Town Centre  
Partnership and gyBID Annual  
Report and Accounts 2022/23

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](http://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 2022/23 £123,418 of BID levy was collected and added to other Town Centre Partnership income to create an overall budget of £200,177.

This annual report covers the activities of the second year of the current BID term and describes how the levy raised, along with additional income secured by the Partnership, is being used to deliver the main aims of the Great Yarmouth Business Improvement District of providing a **Safer, Cleaner** and **Friendlier** town centre to live, work and shop in.

## BOARD OF DIRECTORS

The 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 Daniel Candon**  
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  
**Elliott Wright**

This annual report summarises the activities funded by the second year of the fourth 5-year term of the Great Yarmouth Business Improvement. The ballot of town centre businesses in 2021 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 a not-for profit company overseen by a Board of voluntary 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 than they were 17 years ago when the BID was first formed. In particular the BID's Business Crime Reduction initiative has played a significant role in tackling the much publicised national increase in retail crime described by some major retailers as an epidemic. Whether the rise in shoplifting and anti-social behaviour is caused by the ongoing cost of living crisis, increased homelessness, drug and alcohol dependency, a burgeoning justice system or organised criminals regarding the punishment for shop theft as less of an occupational hazard than other crime or a combination of all of the above, Great Yarmouth town centre partnership ShopSafe scheme has continued to provide its levy payers with the support need to tackle this "epidemic".

Whilst this year has been challenging Great Yarmouth continues to see significant public sector investment taking place to revitalise the town and its town centre. The works on the new £4.7m six-day covered market have now been completed with new traders beginning to take residence. Building work is also underway on the former Palmers Department store to create a new town library and university learning centre at a cost of £17m. And, following a delay the redevelopment of the market place public realm is due to start early 2024 to create an attractive, greener space for visitors to enjoy in the heart of the town centre.

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. Some signs of recovery can already be seen as visitor footfall in the town centre has increased by 19% during 2023 whilst there are 17% fewer vacant premises in the town centre since pre-pandemic level in January 2020.

Finally, 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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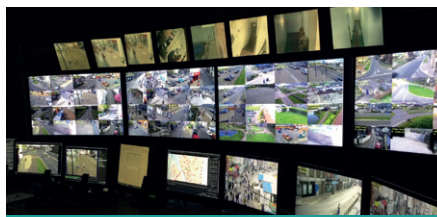
# Cleaner & Safer

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 a further extension of CCTV coverage with eight additional cameras installed in locations to the south 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 81 CCTV cameras are now monitored from the town centre control room.



The town centre digital radio has continued to provide an essential link to the CCTV control room where the experienced CCTV operators provide reassuring support and request police support via the Airwave radio when needed. The Partnership is a member of the National Business Crime Solution network, the National Business Crime Partnership and the BID Manager is Chair of the BID Foundation's recently formed 'Safe and Secure' Working Group. The Disc platform that was launched last year to provide ShopSafe members with a secure platform to report incidents has been well subscribed to by scheme members. 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. 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.

The aim of the Town Centre Partnerships ShopSafe scheme is to deter retail crime and anti-social behaviour in members premises and this is only achieved if members actively participate in the radio link and Disc exclusion scheme. The Partnership regularly holds training meetings in conjunction with the town centre police beat officers to improve awareness and promoted safety amongst members.



A summary of crime reduction incidents involving street wardens and CCTV follows:

## Street Wardens and CCTV activity during 2022/23:

- 875 ShopSafe incidents attended by Town Centre Street Wardens
- 102 Warning notices issued to persons shoplifting on first occasion
- 40 Exclusion Notices issued to repeat offenders in TCP members businesses
- 42 Environmental issues reported
- 61 Incidents of ASB identified
- 1429 town centre visitors directly assisted by Town Centre Street Wardens
- 174 Incidents that ShopSafe members were assisted by Great Yarmouth CCTV Operators
- 1402 Incidents responded to by Great Yarmouth CCTV Operators
- 325 Incidents resulting in 387 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 Covid-19 pandemic with footfall still below that of 2019 despite many annual events returning during the Summer and Autumn. The Partnership supported the Great Yarmouth Beer and Circus Festival in May, the Great Yarmouth Arts Festival and Carnival in June and the International Out There Arts Festival in September.

The Great Yarmouth Christmas Fayre, Christmas Market, Christmas Lights Switch-on and Lantern Parade were all highlights of the 2022 Christmas campaign as events were held for the first time without the covid precautions that were still in place for Christmas 2021. Visitor numbers were noticeably up as people embraced the event's they had missed the previous year. Town Centre footfall continued to increase year on year into 2023 with double digit growth to the end of March 2023.



The Partnership organised a community street party to celebrate the coronation of King Charles 111 with Great Yarmouth Minster and Kirsty's Cakery. A road closure was established for the day and tables and chairs laid out end to end to facilitate a community picnic for anyone to join. Live music, a BBQ and union jack bunting and table decorations added to the occasion which was followed by a commemorative service in the Minster.

Following the opening of the 1st phase of the new covered market in June 2022 works continued on the 2nd phase that would see a further twelve stall units added to the fifteen that were now open and occupied. The redevelopment of the former Palmers department store into 'The Place' got underway with an opening date for the new library and university learning centre that it would accommodate announced at Autumn 2024.

The Partnerships own skills and training initiative Onwards Norfolk continued into early 2023 providing a year of upskilling opportunities for local businesses. Joining up with the other Norfolk BIDs of Norwich and Kings Lynn courses for digital, hospitality and Net Zero waste were delivered directly to businesses both in person and online by professional specialists. The Partnership also worked in partnership with Great Yarmouth Borough Council, Norfolk Chamber and NWES to provide a dedicated business support hub located in the Market Gates shopping centre to provide expert advice to existing and potential business owners. Whilst the Community Renewal Funding was provided for one year, the Hub was considered a success and may return as part of The Place offering.

- Extensive Christmas events and marketing campaign returns
- Dedicated town centre website and social media channels expanded
- Three major town events supported
- A Kings Coronation street party held
- 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 2022/23 £123,418 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 £200,177.



## 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 £88,451 by the BID under the Clean and Safe banner. The BID spending on 'Friendly' projects that includes events, footfall monitoring, Onwards Norfolk training for businesses, advertising and other marketing initiatives during this year totalled £65,589 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.



# Income & Expenditure Report

Financial reporting period 2022/23

## INCOME

<b>GY BID Levy</b>	123,418
<b>Other Income</b> (Voluntary subscriptions, Licencing, CRF Funding, Contracts etc)	78,559
<b>Turnover</b>	200,177

## EXPENDITURE

<b>Clean and Safe Projects</b> (CCTV, street wardens, radio licence, ShopSafe etc.)	88,451
<b>Friendly Projects</b> (marketing footfall monitoring, training, events, advertising etc.)	65,589
<b>Overheads</b> (office expenses, insurance, printing, stationary, professional fees, salaries, tax etc.)	47,249

<b>Total Expenditure</b>	<b>202,850</b>
<b>Operating profit/loss</b>	-1,112
<b>Tax on profit</b>	Nil
<b>Balance carried forward</b>	-1,112



**GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP**

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