

GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP

# Annual Report 2023/24

Great Yarmouth Business  
Improvement District

Great Yarmouth Town Centre  
Partnership and gyBID Annual  
Report and Accounts 2023/24

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GREAT YARMOUTH  
**gyBID**  
BUSINESS IMPROVEMENT DISTRICT

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 2023/24 £135,782 of BID levy was collected and added to other Town Centre Partnership income to create an overall budget of £167,510.

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 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**

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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 18 years ago when the BID was first formed. I make no apology for emphasising the importance of the BID's Crime Reduction initiative 'ShopSafe' to businesses in the town centre. Retail crime has become a national epidemic that both national and local retailers are struggling with daily. Great Yarmouth BID members have an invaluable tool against retail crime available to them through the CCTV, street wardens, town radio link and Exclusion scheme. During the past year we have seen town centre retailers, services and hospitality businesses sign up for the ShopSafe scheme to reduce their vulnerability to retail theft and anti-social behaviour.

Many discussions have taken place during this year with police and Great Yarmouth Borough Council officers around the highly visible growth in antisocial behaviour in the town centre. Whilst street wardens, CCTV operators and retailers have provided the police and local authority enforcement officers with the evidence needed to issue prolific offenders with community behavioural orders, a Town Centre Action Plan has been created with Norfolk Police, Great Yarmouth Borough Council and Town Centre Partnership meeting biweekly to target prolific offenders and anti-social behaviour (ASB) hot spots and to develop a long-term plan to remedy the issues being experienced. This plan will incorporate a significant upgrade to the Public Space Protection Order (PSPO) that will seek to outlaw drinking from open vessels amongst a range of other anti-social activities to improve the enforcement against ASB in the town centre.

Works have continued in the market place during this year as Great Yarmouth continues to see significant public sector investment taking place to revitalise the town and its centre. Following the opening of the new £6.2m six-day covered market, £17m of building work has continued on the former Palmers Department store to create a new town library and university learning centre which is due to open Spring 2025 with the market place public realm works due to be completed by April 2025 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. The public sector investment in the market place and new library and learning centre has encouraged new businesses into the town with the take up of vacant premises on the rise. Visitor footfall in the town centre has increased by 11% this year compared to last whilst there are 17% fewer vacant premises in the town centre since pre-pandemic level in January 2020.

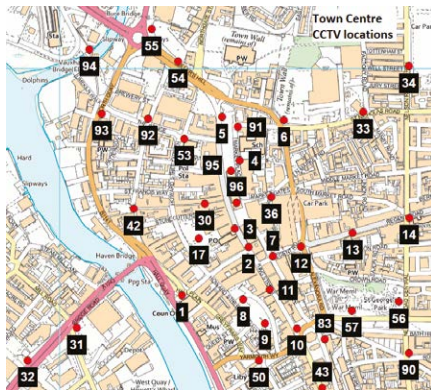
Finally, I would like to thank our partners for their support, in particular GYBC, and Jonathan and his team for their hard work; the Directors for giving their time during the year and all our members for their support.

Funded by Great Yarmouth Business Improvement District, 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 GYBID, 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. Following the extension of CCTV coverage last year with the installation of eight new cameras plans, a further eight cameras were added during this year with funding from the Home Office Safer Streets Fund. Another eleven cameras are planned to be installed during 2024 which will increase the total to 92 CCTV cameras 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 number of active town centre radio link users has steadily increased during the year with additional BID levy payers taking the opportunity to join the scheme. The Partnership is a member of the National Business Crime Partnership and the BID Manager is Chair of the BID Foundation's 'Safe and Secure' Working Group that sees BID professionals work together to promote and develop solutions to town and city centre crime and safety issues

The Disc App continues to provide ShopSafe members with a secure platform to report incidents and be advised of any live security issues that may affect them. 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 2023/24:

- 981 ShopSafe incidents attended by Town Centre Street Wardens
- 104 Warning notices issued to persons shoplifting on first occasion
- 54 Exclusion Notices issued to repeat offenders in TCP members businesses
- 47 Environmental issues reported
- 98 Incidents of ASB identified
- 1257 town centre visitors directly assisted by Town Centre Street Wardens
- 205 Incidents that ShopSafe members were assisted by Great Yarmouth CCTV Operators
- 1649 Incidents responded to by Great Yarmouth CCTV Operators
- 398 Incidents resulting in 504 arrests with assistance from Great Yarmouth CCTV

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 funding the delivery and support of events and activities alongside supporting marketing and advertising.

Events and marketing activities supported with funding from the BID during 2023/24 included a community street party held in May to celebrate the coronation of King Charles 111 in conjunction 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. An augmented reality trail entitled The King's Wardrobe was held to further celebrate the Coronation for families to enjoy a treasure hunt of clues displayed in the windows of town centre businesses. The continued redevelopment of the covered market prevented outdoor events being held in the South Market Square due to the relocation of the casual market however a further trail to support the Great Yarmouth Arts Festival was held during the summer to encourage families to explore the town centre.



During May of this year, Town Centre street warden Tracy Nixon undertook a sponsored walk to raise funding for an additional defibrillator to be installed in the town centre. Tracy was joined by Poundstretcher store manager Adam Jones as they walked 50km (33 miles) from Cromer to Great Yarmouth town centre. The walk took just over 12 hours to complete and raised £2,380 for the Heart 2 Heart charity that organises defibrillator installations in public spaces. The new life saving equipment has since been installed outside the Troll Cart on Regent Road.



The peak festive trading period was supported with a series of events including the 3-day Great Yarmouth Christmas Fayre and Market, the Christmas Lights Switch-on, a Norwegian Christmas Carol Concert and the community Christmas Lantern Parade that provides an annual spectacle of handmade lanterns of all sizes.



The BID also continued to support other town events including the annual Great Yarmouth Arts Festival, the Annual Civic Society of Great Yarmouth Town Centre Awards, the Great Yarmouth Chess Tournament, the Beer and Circus Festival 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 newspapers and bus advertising, 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.



- Extensive Christmas events and marketing campaign
- Dedicated town centre website and social media channels
- Three major town events supported
- A Kings Coronation street party held
- Key town centre events listed in Tourism 'What's On' guide
- 11% Town Centre footfall increase v 2022/23

## Additional 'Friendly' Activities

To promote the viability and vitality of the town centre the Town Centre Partnership manages the licensing of all activities in the pedestrian area, including entertainment, marketing promotions and leaflet distribution. We also monitor the activities of pedlars and buskers to ensure that they are not causing a nuisance to visitors and traders. We are continually working 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

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 2023/24 £135,782 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 £167,510.



## 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 £88,868 by the BID under the Clean and Safe banner. The BID spending on 'Friendly' projects that includes events, footfall monitoring, advertising and other marketing initiatives during this year totalled £16,137 as the Town Centre Management organised augmented reality trails, Coronation events, Christmas events, and supported other town events. Administrative expense including payroll, BID levy collection, 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.



Financial reporting period 2023/24

### INCOME

<b>GY BID Levy</b>	135,782
<b>Other Income</b> (Voluntary subscriptions, Licencing, Sales, Grants, Contracts etc)	31,728
<b>Turnover</b>	167,510

### EXPENDITURE

<b>Clean and Safe Projects</b> (CCTV, street wardens, radio licence, ShopSafe etc.)	88,868
<b>Friendly Projects</b> (marketing footfall monitoring, events, advertising etc.)	16,137
<b>Overheads</b> (BID Levy collection, office expenses, insurance, professional fees, salaries etc.)	66,472

<b>Total Expenditure</b>	<b>171,477</b>
<b>Operating profit/loss</b>	-3,967
<b>Tax on profit</b>	Nil
<b>Balance carried forward</b>	-3,967

# GREAT YARMOUTH TOWN CENTRE



Scan here to visit our website!

## Great Yarmouth Christmas Lights Switch-On

Friday 22nd November

## Great Yarmouth Christmas Fayre

Friday 22nd - Sunday 24th November



## Lardal Kantori Norwegian Christmas Concert

Saturday 23rd November

## Market Gates Santa's Grotto

See Facebook for Dates

## Minster Angel Festival

Friday 13th - Monday 16th December

## Christmas Lantern Parade

Saturday 14th December

**Free parking**  
at weekends in  
Council run town  
centre car parks from  
23rd November  
until 29th  
December

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