



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Renewal Survey 2025

Great Yarmouth Business Improvement District

Great Yarmouth Business Improvement District Survey

Directly funded by contributions from town centre businesses, Great Yarmouth Business Improvement District 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 is managed by the Great Yarmouth Town Centre Partnership (GYTCP), a not-for-profit company, which has been managing town centre projects in Great Yarmouth since 1997.

The current 5-year term for the Great Yarmouth Business Improvement District (gyBID) began in April 2021 following a ballot of 216 town centre businesses which returned a majority result of town centre businesses voting in favour of the BID. This was the third renewal of the BID that was originally launched in 2006.

With the current term coming to an end in March 2026 the purpose of this newsletter is to outline some of the key areas that gyBID has focused on and to invite feedback and suggestions from current and potential new BID levy payers on what priorities the BID should focus on over the next five years.

The aims of the Business Plan

The current gyBID Business Plan, which can be found at www.gybid.co.uk, contains a range of projects and initiatives designed to support local and national businesses trading in Great Yarmouth town centre. These projects are additional to those provided by the local authorities and many would not exist if not for the Business Improvement District. As well as the income from BID levy payers, additional revenue is generated from other sources and invested in town centre activities and events with the overall aim of promoting Great Yarmouth town centre as a Safer, Cleaner and Friendlier place to live, work and shop.

The BID has focused on two main areas of activity – 'Safe and Secure' delivering a range of business crime reduction initiatives, and 'Friendly', delivering events and marketing to encourage increased footfall into the town centre.

These initiatives benefit all businesses in Great Yarmouth town centre that are dependent upon a safe, vibrant and attractive town centre in which to work and do business.

Safe and Secure

The Nationally Accredited business crime reduction initiative funded by gyBID and managed by GYTCP, has provided businesses with the tools to tackle crime and reduce the impact of theft on their business.

The ShopSafe scheme, incorporating a retail radio link, exclusion scheme, CCTV and information sharing Disc database, has contributed greatly to reducing the stock loss of many retailers, whilst the gyBID funded town centre Street Wardens has enhanced the overall package 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 continued to tackle retail crime, anti-social behaviour and environmental crime during the last five years of gyBID, promoting a safer, friendlier, cleaner town centre for all users.

- Dedicated team of town centre street wardens
- Town Centre wide shared exclusion scheme for shoplifting and anti-social behaviour
- Exclusive access for BID levy payers to database of offenders including images
- Town centre radio link to CCTV control room with police response



GREAT YARMOUTH
gyBID
BUSINESS IMPROVEMENT DISTRICT

Friendly – Events and Marketing

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 marketing and advertising.

Events and marketing activities supported with funding from the BID during the last five years have included a mix of annual activities during crucial trading periods and school holidays including treasure trails, live entertainment, parades, craft fairs and festivals. The peak festive trading period has been 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.

In addition to those events held regularly, the Partnership has been able to respond to national events and celebrations including organising street parties the Queen's 70-year anniversary and the coronation of King Charles 3. As well as public events the Partnership has supported the Annual Town Centre Awards for the last five years, working with the Civic Society of Great Yarmouth to celebrate positivity and success amongst town centre businesses.

Whilst redevelopment works around the market place has meant that public space for outdoor events has been limited during the last three years, the recent completion of the public realm improvements has resulted in a larger and more attractive open space for events and entertainment. The renewal of the BID will allow the Partnership to organise more frequent events and activities using this space to encourage additional footfall and longer dwell times.



• Great Yarmouth Christmas Fireworks

Further Information

A full report of these initiatives and activities, including income and expenditure, are published annually in the Great Yarmouth Town Centre Partnership and Great Yarmouth Business Improvement Districts Annual reports, all of which can be found at www.gybid.co.uk. A final report on the successes and achievements of all these initiatives covering the five years of the Business Improvement District along with prospectus outlining the priorities for the next BID term will be published in November.

The Survey

In the meantime we would like your opinion on whether the current gyBID initiatives listed in this report are still relevant and of value to town centre businesses. In these next two pages we would like you to score and comment on the current gyBID projects and give us an indication of support for alternative/additional projects that could be delivered as part of the renewal of the BID from next year. This information forms part of the process of writing a new action plan of proposals that will be taken forward and balloted on by BID levy payers in February 2026. Your assistance with this is greatly appreciated and will help inform the activities and initiatives planned over the next five years.

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



• Great Yarmouth Market Place Piazza

Town Centre Redevelopment

Great Yarmouth town centre has been through a significant period of change during the last five years of gyBID. The completed £5.2m redevelopment of the new timber framed covered market is now complete and has a full complement of traders offering a wide selection of goods, services and food. The Market Place itself has been upgraded following a £5.8m public realm redevelopment including new paving, planting, seating and lighting. The former Palmers department store on the Market Place, has been redeveloped at a cost of £17m into a new library, community hub, college and university learning centre.

Whilst the above projects, combined with the recent improvements to the Market Gates bus interchange created a period of upheaval and impact on footfall, they represent a significant investment by Great Yarmouth Borough Council and Norfolk County Council in the future of the town centre, contributing to the long-term viability of the centre and encouraging further private and public sector investment. Further redevelopment of The Conge, already underway, will bring more living space to the town centre which will be further increased with the North Quay redevelopment that will begin in 2026.

Questionnaire



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Business Contact Details:

Business Name:

Business Address:

Are you a BID Levy Payer? Y/N:

Voluntary Subscriber? Y/N:

Manager/Contact Name:

Telephone:

Email:

Please complete this questionnaire
and return it to:

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

EXISTING PROJECTS:

Safe and Secure:

How important are the following in providing a safer and more secure town centre? (Please mark choices with 'X')

	Very Important	Important	Not Very Important	Not Important
Street Wardens				
ShopSafe Radio Link				
NightSafe Radio Link				
Secure Database of offenders (Disc)				
Town Centre CCTV				
Exclusion Notice Scheme				

What other projects do you feel would improve safety and security within the town that could be delivered by gyBID?

Friendlier:

How do you rate the following in terms of importance to encourage increased footfall into the town?
(Please mark choices with 'X')

	Very Important	Important	Not Very Important	Not Important
Town Centre Events				
Town Centre Entertainment/Street Artists				
Christmas Events				
Town Centre website				
Social Media Campaigns				
Local Radio/Press Campaigns				
Competitions / Trails e.g. Easter Treasure Trail				

What other methods of marketing, or other events would you like to see delivered as part of gyBID?



Although not directly managed by gyBID, how satisfied are you with the following services and activities?
(Please mark choices with 'X')

	Very Satisfied	Fairly Satisfied	Not Very Satisfied	Not Satisfied
Street Cleansing				
Public Space Protection Order				
Town Centre Policing				
Town Centre Parking				
Public Conveniences				
Street Furniture				
Free WiFi				
Street Lighting				

Which of the above, if any, do you think should be improved or enhanced with funding from gyBID?

What other projects do you feel will improve the cleanliness and attractiveness of the town?

POTENTIAL FUTURE PROJECTS:

The following is a list of potential projects that might be of interest to you as a BID member going forward into the next BID term.
Please express your level of interest in these projects for you and your business in the table below: (Please mark choices with 'X')

	Very Interested	Somewhat Interested	Not Interested
A Town Centre Gift Card e.g. A pre-paid card branded for Great Yarmouth Town Centre			
A joint procurement scheme (e.g. utilities, telecoms, insurance, waste collection) to help businesses save on costs			
Access to a National Business Crime network of data and intelligence about organised crime groups			
A digital platform of information for residents and visitors promoting businesses, events and offers in a mobile App			

Overall are you happy with the projects being delivered by the BID and their impact on the town centre?
(Please mark choices with 'X')

Very Happy	Happy	Undecided	Unhappy	Very Unhappy

Would you consider voting in support of the BID Renewal? (Please mark choices with 'X')

Yes	No	Don't Know



Thank you for taking the time
to complete this questionnaire.