

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

gyBID Renewal Survey 2025 Results Newsletter

Great Yarmouth Business Improvement District

During October we surveyed town centre businesses that are currently contributing to the Great Yarmouth Business Improvement District (gyBID) on the importance of existing projects and initiatives being delivered by the BID.

The "Renewal Survey 2025" questionnaire was also sent to additional businesses that may become part of the BID as the Town Centre Partnership aims to renew the BID for a further five-year term next February.

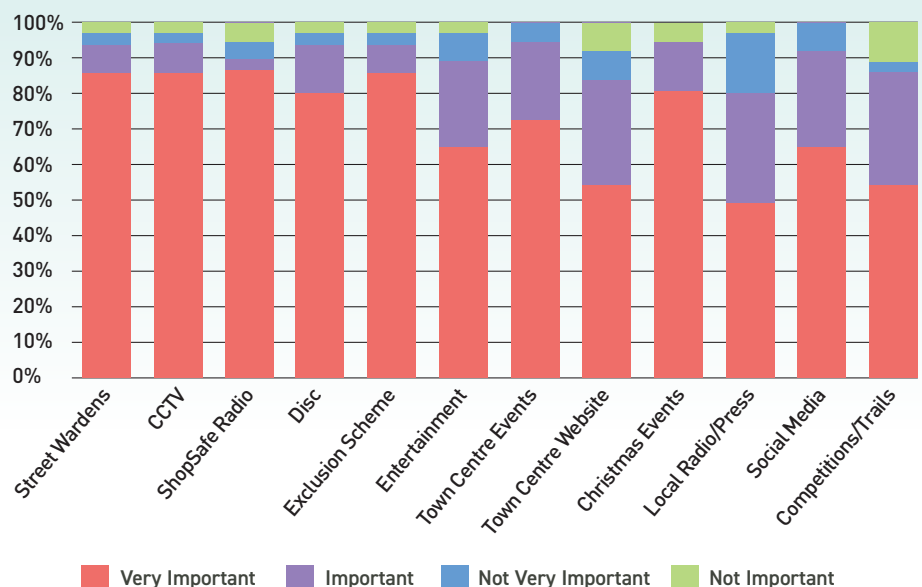
As well as commenting on current gyBID projects, respondents were also invited to make suggestions on issues that gyBID should focus on over the next five years.

The purpose of this Newsletter is to report the results of the survey and outline the next steps being taken by the Town Centre Partnership to renew the town centre Business Improvement District in the coming months.

Summary of all gyBID funded Initiatives

A comparison of the relative importance between the different gyBID funded projects can be seen on the following chart. The survey clearly indicates that the 'Safe and Secure' crime reduction initiatives are still very much an important requirement of the Business Improvement District, with Street Wardens and CCTV rated as top priority. However, the majority of events and marketing projects that make up the 'Friendly' elements of the gyBID activities have all been rated important or very important by the majority of respondents.

Importance of BID projects



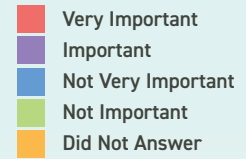


Importance of existing gyBID projects

Respondents were asked to rate the level of importance that they gave to current and potential projects delivered by the gyBID funding.

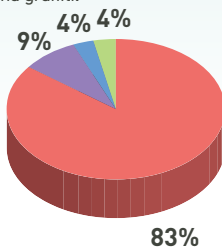
Safe and Secure Initiatives

The gyBID funded crime reduction initiatives have given retailers the tools to tackle crime and reduce the impact of theft and anti-social behaviour on their business whilst reducing the impact of fly posting and graffiti on the vitality of the town centre.



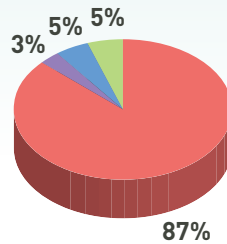
Street Wardens

The gyBID funded street wardens, working closely with the town centre police patrols, CCTV Operators, Council officers and businesses to reduce the level of retail crime, anti-social behaviour criminal damage, fly posting and graffiti.



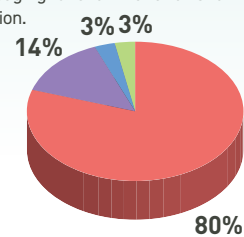
ShopSafe Radio Link

ShopSafe scheme incorporates a digital two-way radio system that links retailers and businesses, with police, street wardens, civil enforcement officers and the CCTV control.



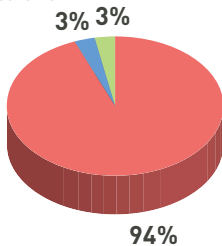
Disc

The Disc database and App is a secure network based application that allows gyBID members to share incidents and images relating to known shoplifting and ASB offenders. The Disc App includes a secure Instant Messaging function that allows for real-time communication.



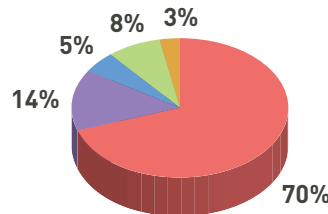
Town Centre CCTV

With funding from gyBID, the CCTV control room operates 24 hours a day, 365 days a year monitoring the town centre. gyBID provides businesses with a direct link to the town centre room via the Digital retail radio scheme.



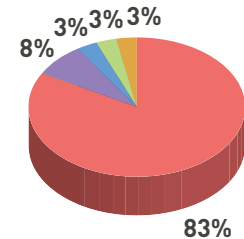
NightSafe Radio Link

Provision of a night-time radio link for licensed premises as part of the 'NightSafe' initiative to promote a safer Night Time Economy in Great Yarmouth.



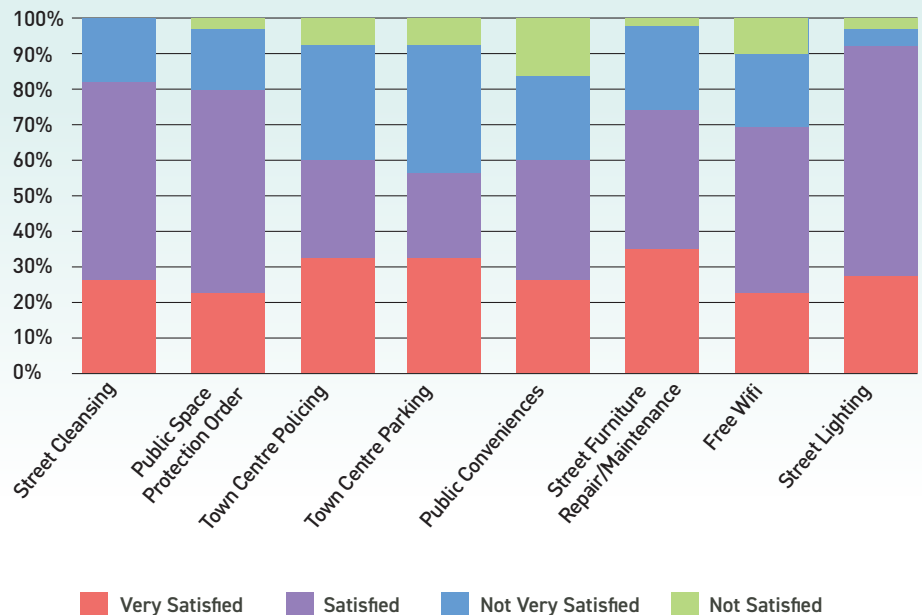
Exclusion Notice Scheme

The Warning Notice scheme operates as a deterrent to shoplifters whilst the Exclusion Notice protects shops from known offenders.



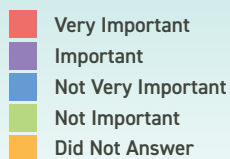
Other town centre services not managed by gyBID

As part of the gyBID Survey an indication of satisfaction with other services relating to the town centre but not supplied by the Business Improvement District was requested from gyBID Levy payers. The following table shows the results of the survey with town centre parking and public conveniences being the least satisfactory, whereas street lighting, street cleansing and the Public Space Protection Order had the highest levels of satisfaction. These results and the comments included with them will form the basis of discussions with the local authorities on the level and type of services delivered to the town centre.



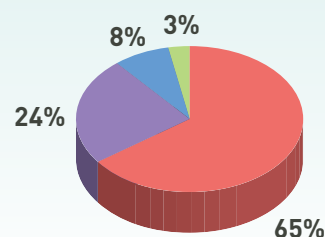
Friendly Initiatives

Respondents were asked to rate the importance of gyBID funded initiatives designed to promote a friendly and enjoyable atmosphere in the Town Centre Incentives for people to visit, shop, eat and stay longer in the town with the BID funding the delivery and support of various events and activities.



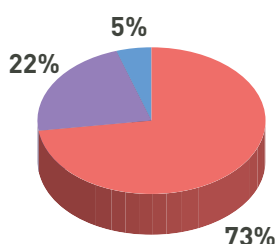
Entertainment/Street Artists

The provision of street entertainment and managed entertainment, adding to the vibrancy of the town centre.



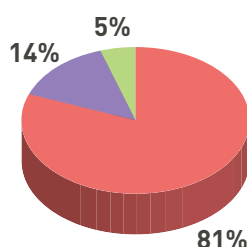
Town Centre Events

Provision and support of high profile annual events to attract additional visitors to the town centre throughout the year.



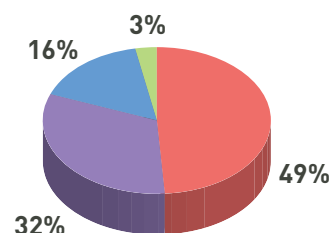
Christmas Events

Provision of high profile Christmas campaigns including the Christmas Fayre, the Christmas Lights Switch-On and Lantern Parade to support the trading peak period.



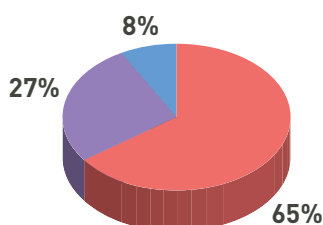
Radio/Press Campaigns

Acting as the main town centre contact and source of press releases for local press and media, leading marketing campaigns with commercial radio stations to support events.



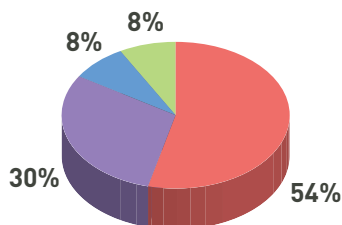
Social Media Campaigns

Use of social media including Facebook, X and Instagram to promote news and events in the town centre.



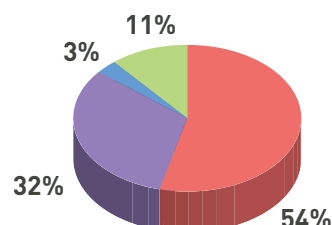
Town Centre Website

Providing a dedicated Great Yarmouth Town Centre website to inform residents and visitors on current initiatives and events.

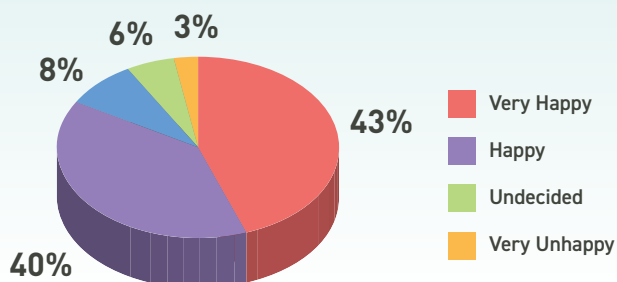


Competitions & Trails

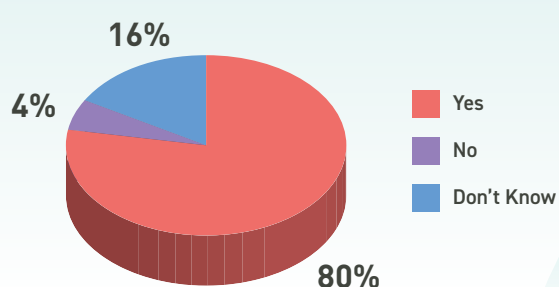
Various events such as the Easter Treasure trail to encourage visitors to explore all parts of the town centre to generate additional footfall.



Overall Satisfaction with gyBID projects and impact on the town centre



Likelihood of voting in favour of a new BID term



WHAT'S NEXT?

All of the above will help shape the business plan for the next five-year term of gyBID, thanks to all of the respondents for taking the time to complete the questionnaire, anyone still wishing to give their opinion can still return their questionnaire by downloading a copy at www.gybid.co.uk. A working group has been formed to identify suitable projects to be included in the next business plan and the involvement of any BID members in this process would be greatly welcomed.

A prospectus of the proposal for a renewal of gyBID will be published and distributed as part of the five year report in November. In the meantime a series of workshops and consultations is being planned to discuss the aims and objectives of the BID and the potential projects and initiatives to be taken forward. The consultation on the BID renewal will continue until the final business plan is published in December. Further events and presentations will be held in January 2026 ahead of a ballot of businesses planned for February.

For more information on this or any of the information listed above, 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.

Christmas Poster

The following comments are feedback and suggestions that respondents provided on the Renewal Survey forms.

These comments will be discussed at member workshops when deciding which projects and initiatives will be included in the new Business Plan.

- "More funding for town centre policing and patrolling"
- "More public toilets needed"
- "Better lighting and daily cleaning needed of the Rows"
- "Regular spraying/power washing around the Market Place inc. gum removal"
- "Extend the CCTV system to cover more areas"
- "More smoking bins and undercover seating as protection from gulls"
- "More street wardens with increased presence"
- "Late Night Christmas shopping"
- "More hanging baskets and flower planters"
- "Use billboards to advertise events"
- "More international food stalls"
- "More seasonal events to bring families in to town"
- "Increased signage and Social Media for events"
- "Cheaper car parking and free parking for set periods"

Christmas Road Train



CCTV Control Room



Street Wardens

