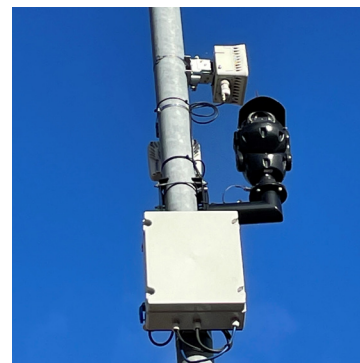


GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP

# Great Yarmouth Business Improvement District

Annual Report and gyBID Renewal Prospectus 2025



Great Yarmouth Town Centre Partnership and gyBID Annual Report and Accounts 2024/25

Directly funded by contributions from town centre businesses the Great Yarmouth Business Improvement District (GY BID) 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 Great Yarmouth Town Centre Partnership (GYTCP), a not-for-profit organisation, whose ethos is focused on promoting a vibrant and successful town centre by collaborating with businesses, local authorities and the community to raise the profile of the town as a shopping and leisure destination. Under the leadership of GYTCP Board of Directors, the BID was recognised for its high standards and received a national accreditation for Business Improvement Districts in 2024 from The BID Foundation following an independent assessment by the Institute of Place Management.

The current Great Yarmouth Business Improvement District business plan went live from April 2016 following a successful ballot of 216 town centre business rate payers being asked to contribute to the funding of the initiatives via a levy collected by Great Yarmouth Borough Council. This was the fourth renewal ballot for GY BID 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 BID went live in April 2021 and the current BID term is due end in March 2026.

This report describes how the levy raised by the BID along with additional income secured by the Partnership has been used towards delivering the main aims of the Great Yarmouth Business Improvement District of providing a Safer and Friendlier town centre to live, work and visit.

This report will summarise not only the initiatives and projects funded by the BID in the period 2024/25 but also the outputs and outcomes of these activities since the renewal of the Great Yarmouth Business Improvement District four and a half years ago. An income and expenditure report can be found on page 5 and includes an accumulative total of how the BID levy and additional income raised by the Town Centre Partnership has been used in the last four years of the BID.

Another ballot is to take place in March 2026, which needs to be supported by at least 50% of voters if the projects and initiatives delivered by the Town Centre Partnership on behalf of town centre businesses are to continue. A summary of the proposals to be included in a renewal of the Business Improvement District is contained within this report along with the essential information relating to the BID area and BID levy arrangements. It must be emphasised that at this time the proposals and arrangements are still open to change as the Partnership continues to consult with businesses in the BID area. A detailed Business Plan will be available by 16th January 2026.



Board of Directors

The GY BID is managed by the Great Yarmouth Town Centre Partnership and overseen by a Board of Directors

Chair

Cllr Daniel Candon Great Yarmouth Borough Council

Directors

Nick Spencer	Market Gates Shopping Centre
Liz Goddard	Boots
Cllr Graham Plant	Norfolk County Council
Natasha Hayes	Great Yarmouth Borough Council
Paul Englefield	Frasers
Lynette Stephenson	Peacocks

The Town Centre Partnership employs a team of people to deliver the projects and initiatives:

Town Centre Manager	Jonathan Newman
Street Warden	Tracy Nixon
Street Warden	Elliott Wright

This annual report summarises the activities delivered in the fourth- year-term of the Great Yarmouth Business Improvement District. I would first though like to thank Nick Spencer for his dedicated service as Chairman and commitment to our Town Centre over recent years. His continued involvement as vice-chairman ensures strong continuity and a joined-up approach to strategic leadership as we take the Partnership forward.

The BID is managed by Great Yarmouth Town Centre Partnership, a not-for-profit company overseen by a voluntary Board of Directors of which I am now Chairman. The services and initiatives that the Partnership delivers remain as important as they were when the BID was first created, and this past year has seen a renewed focus on the core priorities that matter most to our members.

We have continued to place significant emphasis on crime reduction and community safety. The ShopSafe scheme, incorporating CCTV, street wardens, the town radio link and the Exclusion scheme, remains a vital resource for BID members. Over the past year a steady number of retailers, service businesses and hospitality venues have joined the scheme, recognising its proven ability to reduce vulnerability to theft, repeat offending and antisocial behaviour.

The rise in visible antisocial behaviour across town centres nationally has been felt locally, and tackling this has been a priority. Throughout the year we have strengthened our joint working with Norfolk Police and Great Yarmouth Borough Council officers. This has helped target persistent ASB hotspots, gather evidence effectively and support enforcement against prolific offenders. An important milestone has been the successful update of the Public Space Protection Order. The new PSPO introduces firmer measures, including the

prohibition of drinking from open vessels and additional restrictions designed to curb disruptive behaviour. These enhanced powers are already giving enforcement teams clearer tools to respond swiftly and help create a more welcoming environment.

Regeneration in the town centre has continued to move forward at pace. The completion of the Market Place public-realm works has delivered an improved, open space with new paving, planting and seating that strengthens the look and feel of the town core. The Place, created through the £17 million transformation of the former Palmers building, formally opened earlier this year. The new library and university learning centre now provides a modern public library, higher-education facilities, registrar services and flexible community space. This landmark investment is already helping to draw people into the town centre and providing a major boost to footfall and activity.

Looking ahead, preparation has begun for the next BID ballot, which will determine whether the Partnership continues its work for a further five-year term. This next ballot is crucial, as it allows businesses to shape the priorities and services that support them day to day. Over the last couple of months, we have been consulting with BID members, gathering feedback and working to set out a clear business plan that reflects what matters most to those trading in Great Yarmouth. A successful ballot will safeguard continued investment in safety, promotion, regeneration support and the wider trading environment, making it vital that local businesses engage with and support this process.

The combined effect of the regeneration works, safety initiatives and ongoing BID projects is being reflected in business confidence. New operators have taken on previously vacant properties, interest in town centre premises has increased and the enhanced environment is helping attract fresh investment. Alongside this, the Partnership and BID

continue to deliver the projects set out in the business plan, supporting our members and championing the economic health of the town centre.

Finally, I would like to thank our partners for their continued support, particularly Great Yarmouth Borough Council, Norfolk Police, Jonathan and his team, my fellow Directors for giving their time, and all our BID members for their commitment to the future of Great Yarmouth town centre.

Cllr Daniel Candon  
Chairman, Great Yarmouth Town Centre Partnership

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# Current Activities

Great Yarmouth town centre has been through a significant period of change during the last five years of GY BID.

The circa £6m redevelopment of the new timber framed covered market that began in 2019 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 circa £6m 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 circa £18m in to 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 and the completion of the circa £121 Third River Crossing in 2024, created a period of upheaval and impact on footfall, they represent a significant investment by Great Yarmouth Borough and Norfolk County Council’s 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 planned North Quay redevelopment.

Free weekend Parking this Christmas!

Brewery Plain Car Park • Fullers Hill Car Park

George Street Car Park • King Street Car Park

Market Place Car Park • Stonecutters Quay Car Park

Starting from

Saturday 22 November – Sunday 28 December

Subsequently, the focus of current GY BID activities is to rebuild the visitor footfall, already impacted by the Coronavirus Pandemic and the ongoing cost of living challenges to consumer spending, following this significant public investment in Great Yarmouth and its town centre. This is to be achieved not just through delivery of events and marketing activities, of which the 2025 Christmas campaign of festive events and promotional activity will see an increase in activities and advertising, but also working with local authority partners and police to improve the safety, and importantly, the perception of safety for visitors, workers, and shoppers in the town centre.

More information on each of these can be found in the following pages.



# Income and Expenditure

	Period 1st April 2024 to 31st March 2025	Total Accumulative 1st April 2021 to 31st March 2025
INCOME		
Funds brought forward		£34,321
<b>GY BID levy</b>	£138,221	£523,521
Other income (Voluntary subscriptions, Local Authority Funding, Contracts etc)	£31,003	£216,052
<b>Turnover</b>	<b>£169,224</b>	<b>£739,573</b>

EXPENDITURE		
Safe and Secure projects (CCTV, street wardens, radio licence, ShopSafe etc.)	£93,412	£366,856
Friendly projects (marketing events advertising, footfall monitoring etc.)	£14,819	£153,895
Overheads (office expenses, insurance, Levy collection, printing, stationary, professional fees, salaries etc.)	£65,077	£238,007
<b>Total Costs</b>	<b>£173,308</b>	<b>£758,758</b>

Operating Loss	-£4,084	-£19,185
Balance carried forward		£17,421

\*Great Yarmouth Town Centre Partnership is a 'Not for Profits' Company and any surplus is carried forward.

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 2024/25, £138,221 of BID levy was added to other Town Centre Partnership funding including voluntary member subscriptions, project funding and earned income, giving a total income of £169,224.

In the first four years of the current Business Improvement District 5-year term, the accumulative total of BID Levy collected is £523,521 which, when added to the other income raised by the Town Centre Partnership, has meant that a total of £739,573 has been raised towards delivering town centre projects and initiatives since 2021.





# Safe and Secure

The ‘Safe and Secure’ projects of GY BID play a crucial role in promoting the town centre as a safe place to work, live and visit. The Great Yarmouth Business Improvement District helps create a more secure and friendly trading environment through our “ShopSafe” scheme that includes Town Centre CCTV, Digital radio link, exclusion scheme, and dedicated street wardens.

Nationally retail crime and violence against shop workers has become an increasing concern for shops and businesses across the UK with the British Retail Consortium reporting that retail theft cost the industry £2.3billion in 2024 whilst a recent national survey of shopworkers identified that around 200 retail employees were attacked at work every day. Both these figures represent significant increases on previously reported numbers.

The GY BID funded crime reduction initiatives have given businesses the tools to tackle retail crime and the reduce the vulnerability of their staff to violence. The ShopSafe scheme, incorporating a retail radio link, exclusion scheme, direct support for the CCTV control room and the information sharing ‘Disc Crime Management’ database, has been awarded national accreditation by the National Business Crime Centre, a Secured by Design official police security initiative. During the current BID term, the Town Centre Partnership has agreed an Information Sharing Agreement (ISA) with Norfolk Police allowing them to share with our members, through the Disc Crime Management tool, information and images of offenders, criminal behaviour orders, wanted and missing persons. The businesses participating in the ShopSafe scheme are supported by the GY BID funded town centre Street Wardens, enhancing the overall package whilst providing a visible re-assuring presence both to people working in and using town centre businesses.

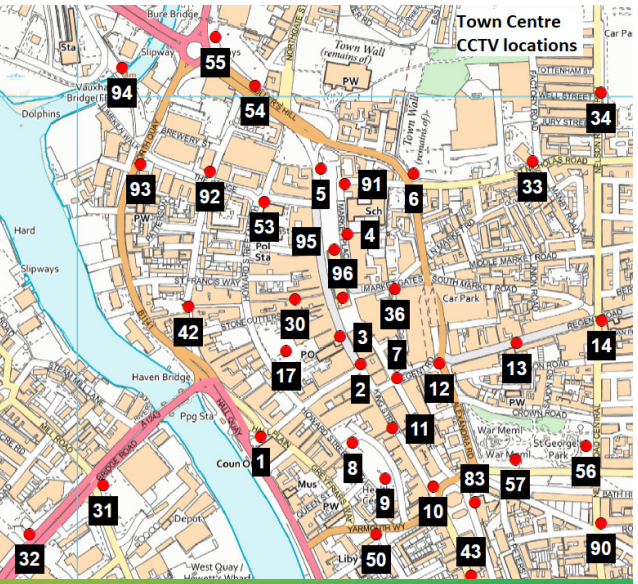
The street wardens, working closely with the town centre police patrols, CCTV Operators and Council enforcement officers have continued to tackle retail crime, anti-social behaviour, and environmental crime during the last five years of GY BID, promoting a safer and friendlier town centre for all stakeholders.

Since the start of the fourth BID term in 2021, the Great Yarmouth CCTV system, which is also managed by the Town Centre Partnership, has been extended by an additional 31 public space CCTV cameras with funding from the previous Governments Safer Streets fund.



This includes additional cameras installed in and around the town centre and brings the total number of cameras monitored 24/7 from the Great Yarmouth CCTV control room to 91 providing a significant increase in coverage. The unique way in which the Great Yarmouth’s CCTV system is managed by the Town Centre Partnership, and with significant funding from GY BID, has promoted business engagement with police and local authority enforcement officers.

The highly experienced and skilled CCTV operators play a proactive role in monitoring and reporting crime through having a direct police radio link to Norfolk Police HQ and officers on the ground. Businesses participating in the ShopSafe digital radio link can contact the CCTV control room operators at any time to request support from street wardens and police, with emergencies quickly communicated to the Police control room for response.



## Key achievements during 2024/25:

- 1,690 total incidents recorded via CCTV were responded to in 2024/25, resulting in 535 arrests
- 165 12 month Exclusion and Warning notices issued during 2024/25
- During 2024/25 957 ShopSafe incidents attended by street wardens
- Business Crime Summit held in collaboration with Police and Great Yarmouth Borough Council
- Direct police crime reporting using the Disc App went live in 2025
- Information Sharing Agreement (ISA) signed with Norfolk Police
- 2024/25, 67 arrests by Police attending ShopSafe incidents (up from 52 previous year)
- TCP ShopSafe scheme Nationally accredited
- Usage of retail radio link increased to over 100 users including shops, wardens and police.
- The Disc Crime Reduction Platform has data on over 600 criminal subjects
- Stockloss recovered represents 58% of total thefts reported saving on Disc



# Friendly

Throughout the 5-year term of the Great Yarmouth Business Improvement District the aim has been to encourage additional visits to the town centre by delivering seasonal activities and annual events.

As well as bringing in extra footfall these events have the potential to improve the visitor experience by contributing to a friendly and pleasant atmosphere to visit and shop, whilst positively influencing external perceptions of the town centre.

Marketing events and campaigns bring together the retail, leisure and heritage offer of the town centre as they embrace national and local events. The organisation of events by the Town Centre Partnership funded by the BID ensures that Great Yarmouth is a vibrant place for visitors and informs people about what the town centre has to offer.

The significant redevelopment that has been delivered in the town centre during the BID term, including the circa £6m redevelopment of the covered market, the circa £6m public realm redevelopment of the Market Place, the circa £2m improvements to the Market Gates bus interchange and the opening of the circa £18m new library, college and university learning centre in the former Palmers department store, has limited the opportunity for outdoor events and entertainment. However, the Town Centre Partnership has continued to raise the profile of Great Yarmouth Town Centre by supporting events and activities to both promote visits and enhance the visitor experience for shoppers.

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.



## Additional 'Friendly' Activities

To promote the viability and vitality of the town centre, the Town Centre Partnership works alongside the Borough Council in managing events and 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 with 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.

## Summary of key achievements:

- Over 30 days of unique events and activities supported
- Monthly Member E-Newsletter to inform and update on town centre
- Charity fundraising and social events held for members
- Dedicated town centre website and social media channels
- Annual Town Centre Awards event supported
- Extensive Christmas events and marketing campaign
- Free digital and social media training provided to businesses





# The Renewal of the Great Yarmouth Town Centre Business Improvement District

During the remaining period of the current 5-year term of the Great Yarmouth Business Improvement District, it is time to consider the priorities to be taken forward in the next 5-year BID term. These priorities are proposed by the Great Yarmouth Town Centre Partnership, whose ethos is focussed on promoting a vibrant and successful town centre by collaborating with businesses, local authorities and the community to raise the profile of the town as a shopping and leisure destination. In the last three terms the BID has focused on two main areas of activity – ‘Safe and Secure’ delivering a range of crime reduction initiatives, and ‘Attractive and Vibrant’ supporting events and marketing to encourage additional visits to the town centre.

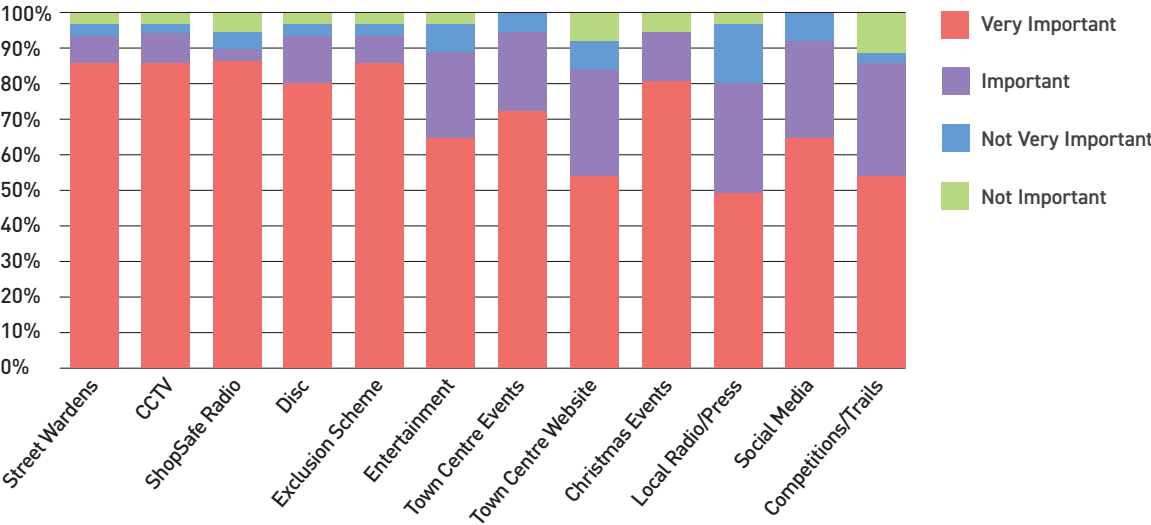
When we completed a survey of BID Levy payers earlier this year, they confirmed that the ‘Safe and Secure’ initiatives were still very important to the town centre and should be continued. The case for continuing the ‘Attractive and Vibrant’ initiatives designed to raise the profile of the town centre and encourage more visits to the town and its services was also very well supported by respondents to the survey.

Whilst initial consultations confirm that much of the activities carried out by the Town Centre Partnership on behalf of the businesses in BID area are still very much relevant, there is also the opportunity to identify additional priorities for the BID to tackle or new projects and initiatives to be explored by the Partnership during a further five-year term.

The next few pages aim to lay out what projects and services the next five years of the Business Improvement District will aim to deliver along with the essential information relating to the BID area and BID levy arrangements. Consultations are still ongoing and much of this is still open to change before the final BID Proposals document and Business Plan is published ahead of the renewal ballot of businesses being held on March 19th 2026. Further formal consultations will take place with businesses before this date, in the meantime if you wish to express any views on the draft proposals contained in the report, we would very much like to hear from you.

Please send these to [administrator@gytcp.co.uk](mailto:administrator@gytcp.co.uk) or to **gyBID C/O The Town Centre Partnership, Unit 5, Wilkinson's Yard, Market Gates, Great Yarmouth, NR30 2AX** or call us on **01493 745828**.

## Importance of BID projects



## The BID Area

The BID Area will continue to incorporate an inner and outer area to include the following Streets and Roads:

Acle New Road, Alexandra Road, Brewery Street, Bridge Road, Broad Row, Church Plain, Coronation Street, Deneside, Fitzalan Close, Fullers Hill, George Street, Greyfriars Way, Hall Plain, Hall Quay, Herries Close, Howard Street North, Howard Street South, King Street, Market Gates, Market Place, Market Row, Mill Road, North Market Road, North Quay, Pasteur Road, Patterson Close, Priory Plain, Quay Mill Walk, Queen Street, Regent Road, Regent Street, South Market Road, South Quay, Southtown Road, St. Francis Way, St Nicholas Road, Station Road, Stonecutters Way, Temple Road, The Conge, Theatre Plain, Victoria Arcade, Yarmouth Way.

## The BID Levy

A BID levy of 2.5% of rateable value will be charged on all rateable properties valued at £8,000 and above, unless an exemption applies, listed in the Great Yarmouth Non-Domestic Rating List and are in the BID area.

## Voluntary Contributions

Businesses with either a rateable value less than £8,000 or those located outside of the BID area will be invited to contribute voluntarily to the Town Centre Partnership BID and benefit from projects, activities, and services that the BID will deliver.





# Safe and Clean Proposals 2025

Following consultations with current BID levy payers it is apparent that the Safe and Clean initiatives are still considered very important to many town centre businesses.

The GY BID funded crime reduction initiatives have given retailers the tools to tackle crime and reduce the impact of low-level crime and anti-social behaviour on their business. The Nationally Accredited Town Centre Partnership Business Crime Reduction Scheme ‘ShopSafe,’ incorporating Street Wardens, a digital retail radio link, Exclusion scheme, direct contact with the CCTV control room and the Disc Crime Management and Reporting platform have contributed greatly to reducing businesses vulnerability to minor crime. The Disc App was upgraded during the current BID term adding Push notifications and Instant Messaging, further enhancing direct communication between businesses, street wardens, police, and CCTV operators.

During 2025 the Town Centre Partnerships Business Crime Reduction Partnership ‘ShopSafe’ underwent an assessment against the BCRP National Standards and was awarded the BCRP ‘Secured by Design’ Official Police Security Initiative Accreditation underlining the scheme’s effective management and good practice.

The GY BID funded street warden team provide essential assistance to retailers, many of whom are working with minimal staff and without uniformed security, in their battle against retail crime. The town centre wardens help to address public safety and street management throughout the town centre by monitoring and reporting issues. Creating a uniformed ambassadorial presence they discourage anti-social behaviour and provide a reassuring presence to town centre shoppers and workers alike.

The BID provides essential core funding towards the ongoing cost of the CCTV system, the control room of which provides the central coordination of the ShopSafe radio link. The Great Yarmouth CCTV control room is staffed by a team of highly experienced team of operators providing support for town centre businesses. The funding from GYBID supports the 24/7 staffing of the CCTV control room providing monitoring and response at all hours including a night-time link for clubs and pubs, NightSafe.

Overall, the most effective weapon against crime in the town centre is the increasing number of BID and Town Centre Partnership members working together, using the radio links, reporting incidents, and sharing information via the secure Disc database. These actions are further enhanced through attending and regular meetings with other businesses, police, and enforcement officers to reduce everyone’s vulnerability to business crime.

The BID will continue to deliver and enhance the Safe and Secure initiatives that form an important element of the service delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in March 2026.



- Uniformed Street Warden team dedicated to making the town centre a safe place
- A town wide digital businesses radio link to connect shops, services, cafes, street wardens, and police patrols
- Town wide exclusion scheme for tackling shoplifters and Anti-Social Behaviour
- Exclusive access for BID levy payers to database of offenders including photographs
- Direct communication via the retail radio links during daytime and nighttime hours with the town centre CCTV control room
- Working in Partnership with Police and local authorities to promote all aspects of community safety

Proposed enhancements to the above current Safe and Secure initiatives if the BID is renewed in 2026 include:

- Access to a National Business Crime network of data and intelligence to combat organised crime groups
- Working alongside the local authority’s newly formed Town Centre Taskforce to help tackle ASB



# Attractive and Vibrant Proposals 2026

Promoting a vibrant and enjoyable atmosphere in Great Yarmouth Town Centre contributes to the Great Yarmouth Business Improvement District’s objective of ensuring that Great Yarmouth is a safe and friendly place to visit, work and spend leisure time.

Events and marketing projects aimed at promoting an ‘Attractive and Vibrant’ town centre remain a key deliverable for GYBID. In an increasingly dominant digital retail space, the experience of visiting the town centre becomes as important as the shopping, eating and service providers that it hosts. The current BID term has built on the success of previous Town Centre Partnership initiatives in the town centre by identifying additional partners and funding streams to encourage footfall and increase dwell times through more events and experiential activities. As consumer habits continue to evolve this needs to continue to market the town centre as a more vibrant place for visitors, encouraging them to stay longer and return more frequently. A fifth BID term would continue to explore, identify, and promote multiple reasons for residents within and without its catchment area to visit and enjoy Great Yarmouth town centre.

Of all the GYBID events and marketing campaigns it is the festive season that is of most importance to levy payers as indicated in the BID Renewal Survey. The BID continues to support the Christmas trading period with the crowd pulling Christmas Lights Switch-On, Christmas Fayre and Community Lantern Parade and for 2025 a series of festive entertainment events on the four Saturdays before Christmas. The Festive Saturdays funded by Norfolk County Council, along with free car parking at weekends in December funded by Great Yarmouth Borough Council, are further examples of GYBID working with its local authority partners to promote the town centre.

In its next 5-year term, GYBID is well placed to capitalise on the significant redevelopment and investment that has taken place in the town centre during the last five years. This includes the circa £6m redevelopment of the new covered market, the circa £6m public realm redevelopment of the Market Place, and the circa £18m conversion of the former Palmers department store to provide the town centre with a new library, community hub, college, and university learning centre. Further to the above, recent improvements to the Market Gates bus interchange has improved journey times for public transport in, out and through the town centre.

With these redevelopments, and the disruption caused during them, now complete, it remains essential that this significant investment by Great Yarmouth Borough and Norfolk County Council’s in the future of the town centre, be fully supported through marketing, events, and positive publicity. GYBID will continue to work closely with our partners in local authorities, media, tourism, and national organisations to support the long-term viability of the centre and encourage further private and public sector investment.

GYBID will continue to work closely on behalf of its levy payers with Great Yarmouth Borough Council on the measures outlined in its Pride in Place initiative. Over the next 5 years GY BID intends to further improve perceptions of the town centre working alongside Great Yarmouth Borough Council on initiatives and improvements.

## Attractive and Vibrant Business Plan Proposal

- Support and promotion of town events and festivals throughout the year
- Dynamic and informative website to promote the town centre
- Annual Town Centre Awards to promote standards and good practice
- Support and promote positive messages through use of social media platforms.
- High profile Christmas trading campaign, delivering increased marketing and events
- Liaison with local and national media to support positive news and campaigns
- Seasonal trails and competitions designed to encourage exploring of the town centre
- Digital platform and App to promote town centre deals, events and offers
- Liaison with Visit Great Yarmouth to promote tourism opportunities

As well as the provision of the above, the Town Centre Partnership will collaborate with its stakeholders and local authority partners and remain flexible and reactive to unforeseen challenges and opportunities for Great Yarmouth town centre.



# Essential Information About The Bid Renewal Proposals

The following information reflects the current proposals for the renewal of GY BID but may change following further consultations ahead of publication of the final business plan on 18th January 2026.

### The BID Levy Liability And Collection

A BID levy of 2.5% of rateable value will be charged on all rateable properties listed in the Great Yarmouth Non-Domestic Rating List and which are in the BID area. The Levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge and those whose shop fronts are located within a managed shopping centre including Market Gates and Victoria Arcade.

The following types of properties within the BID area will be exempt:

- a. Those with a rateable value of less than £8,000 per annum
- b. Schools and Nursery buildings
- c. Health centres and surgeries
- d. Museums

The BID levy will not be reduced where the ratepayer is a charity or non-profit making organisation. The BID levy will also not be affected by the Governments Small Business Rate Relief Scheme. A small number of businesses within the GY BID area have extremely high rateable values, far more than the majority of businesses in the BID area. To ensure they receive proportionate benefit from the BID, a ceiling of £5,750 per hereditament in year one has been applied.

Important considerations are:

- There will be an annual inflationary increase in line with the Consumer Price Index (CPI).
- New premises will pay a levy based on the rateable value at the time of occupation.
- Levies where the property is split, extended, or merged will be based on the rateable value at the time of the change.

### Alteration Of BID Arrangements

All budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Management will be empowered to move funds between budget headings. The duration of the BID term, BID area and the BID levy percentage cannot be altered without an Alteration Ballot.



### How Much Will It Cost?

Business rate payers with Rateable Values of £8,000 or more will contribute to the BID. Two-thirds of the businesses would pay less than £10 per week for the GY BID, which, together with additional income, will raise a projected £199,000 to be spent on town centre projects.

### BID Management

The BID will be managed by the Town Centre Partnership (TCP), which is an independent, not-for-profit company. The TCP has a successful track record in managing the town centre initiatives in Great Yarmouth firstly running a voluntary membership scheme prior to the BID being established in 2006, and then over four five-year terms of the BID, where business plan projects have been managed within planned budgets and timescales. The TCP continue to be directly accountable to BID levy payers for the management and delivery of the projects in the GYBID Business Plan.



The TCP Board, at present, consists of representatives of Town Centre businesses, Norfolk County Council and Great Yarmouth Borough Council. The TCP board will have responsibility for all the BID projects, town centre management, liaison with stakeholders, measurement of, and setting of, performance targets and involvement in all matters of importance to Great Yarmouth's town centre.

### Financial Arrangements of the BID

Great Yarmouth Borough Council will collect the agreed BID levy and pass over the BID levy to the Town Centre Partnership. A fee of no more than £5,750 per annum will be charged by Great Yarmouth Borough Council for this service.

The Town Centre Partnership will work to the approved Business Plan and monitor expenditure and cash flow. Management accounts with a supporting commentary will be prepared bi-monthly and will be available to Board Members and all members and Great Yarmouth Borough Council. External accountants will oversee the production of annual accounts.

### Commencement And Duration Of The BID

The renewed BID will start on 1st April 2026 and will last for 5 years. A postal ballot of business ratepayers in the BID area based on a list on non-domestic ratepayers with a rateable value of £8,000 or more per annum will take place between 19th February and 19th March 2026. The result of the ballot will be announced by 20th March 2026. If the BID proposal is approved it will operate for 5 years, from April 2026 until March 2031. At or before the end of this period, the Board may seek renewal of the BID mandate.

### The BID Ballot

The person(s), registered company, or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as on 1st January 2026, or their appointed proxy, is entitled to vote.

Each person entitled to vote in the BID ballot shall have one vote in respect of one or more of each hereditament, with a rateable value of £8,000 or more, in the geographical area of the BID on which non-domestic rates are payable. The ballot will have to meet two tests:

- A simple majority (above 50%) of those voting must vote in favour;
- Those voting in favour **must** represent a majority of the aggregate rateable value of the hereditaments voting.

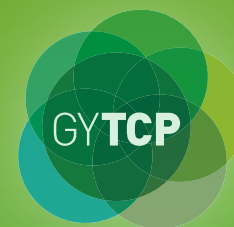
The ballot papers will be forwarded to those ratepayers eligible to vote on 19th February 2026 and must be returned by 5pm on 19th March 2026.

### Exit Strategy

Should the BID Renewal Ballot in March fail to gain a majority of support from voters, we will wind up the activities of GY BID at the end of the current BID term that ends 31st March 2026. From April 1st 2026 all projects and initiatives funded by the BID levy will cease. The Town Centre Street Wardens scheme and all ShopSafe initiatives will be terminated, along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.

BID Proposed Income / Expenditure YEAR ONE (2026/27)	
Predicted Income	
GY BID levy (collected by Great Yarmouth Borough Council and passed on to GYTCP)	£160,500
Other income (voluntary subscriptions, earned income, match funding, grants etc.)	£38,500
Total Income	£199,000
Predicted Expenditure	
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	£109,000
Friendly projects (marketing, events, advertising etc.)	£25,000
Overheads (Inc. salaries, office expenses, insurance, levy collection fees, professional fees, and contingency)	£65,000
Total Costs	£199,000





**GREAT YARMOUTH**  
TOWN CENTRE  
PARTNERSHIP

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