

**GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP**

Great Yarmouth Business Improvement District

Business Plan 2026-2029



The Great Yarmouth Business Improvement District (gyBID) was originally formed in 2006 following a successful ballot of town centre businesses.

The fourth and current term went live from April 2021 following a renewal ballot that saw 88% of votes cast in favour of the gyBID being renewed for a further term.

With the fourth five-year term now ending, another ballot of businesses is to take place in March 2026 which needs to have at least 50% vote 'yes' if the projects and initiatives delivered by the Town Centre Partnership on behalf of the GYBID are to continue.



The purpose of this Business Plan is to outline the aims and objectives of the GYBID, and identify the projects and activities that the BID will support. This document also provides detailed information relating to the BID ballot and the BID levy, including the BID area, the levy liability and the collection arrangements and the proposed income and expenditure of the BID.

The BID is being proposed by Great Yarmouth Town Centre Partnership, who will manage and deliver the projects outlined in the proposals contained in the business plan. The Partnership has the support of Great Yarmouth Borough Council (GYBC) for developing the BID renewal and, if successful at ballot, the council will also be liable for the BID levy on a number of council owned properties in the GYBID area.

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	To be confirmed

As Chairman of Great Yarmouth Town Centre Partnership, I am pleased to introduce this Business Plan for the next phase of the Great Yarmouth Business Improvement District.

The BID is delivered by the Partnership, a not for profit company overseen by a voluntary Board of Directors. Our role is to ensure that the services funded by the BID remain focused on what matters most to our members and deliver clear, practical value to businesses operating in the town centre.

The proposed term for this BID has been set to run until 30 September 2029, representing a shorter period than previous terms. This has been done deliberately to align the town centre BID with the term of the Tourism BID. Aligning the end dates provides an opportunity at that point, should both BIDs be agreeable, to consider whether a single BID could offer a more effective structure in the future. Any such decision would only be taken if it is supported by levy payers and demonstrated to be in the best interests of businesses.

Safety and security continue to be central to this plan. The ShopSafe scheme, combining CCTV, street wardens, the town radio link and the Exclusion scheme, has proven its effectiveness and remains a core BID service. With antisocial behaviour increasing in town centres nationally, we have strengthened joint working with Norfolk Police and Great Yarmouth Borough Council to target hotspots and support firm, coordinated enforcement. The updated Public Space Protection Order provides stronger tools to address disruptive behaviour and help maintain a welcoming trading environment.

Alongside this, the town centre is benefiting from significant regeneration investment. The completed Market Place public realm works and the opening of The Place, following the £17 million transformation of the former Palmers building, have brought new facilities, activity and footfall into the heart of Great Yarmouth. These changes are already helping to improve confidence and attract new businesses and investment.

This Business Plan has been shaped by engagement with BID members and reflects the priorities they have identified.

It sets out a clear programme of activity focused on safety, promotion, regeneration support and strengthening the overall trading environment.

The upcoming BID ballot will determine whether this work continues for a further five year term. A positive result will allow the Partnership to build on recent progress, protect the services businesses rely on and continue championing the economic health of Great Yarmouth town centre.

I would like to thank our partners, including Great Yarmouth Borough Council and Norfolk Police, my fellow Directors for their time and commitment, and all BID members for their continued support and involvement.



Cllr Daniel Candon
Chairman, Great Yarmouth
Town Centre Partnership

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What is a BID and why Great Yarmouth Town Centre still needs one

A Business Improvement District (BID) is a defined geographical area in which a levy is charged on all business rate payers. The levy is used to develop projects and initiatives which will benefit businesses in the local area.

The formation of BIDs in commercial areas was made possible through the Business Improvement Districts (England) Regulations 2004.

There are currently 330 Business Improvements Districts in the UK delivering projects and initiatives on behalf of their levy payers.

Great Yarmouth Town Centre Partnership and GYBID.

The Great Yarmouth Business Improvement District (GYBID) was originally proposed and formed in 2006 following a ballot of levy paying businesses. The main purpose of the GYBID is to fund projects and initiatives that improve the trading area of the businesses paying the BID levy. 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.

Whilst managing the day-to-day activities directly provided for by the BID funding, the Town Centre Partnership continues to work to promote the economic, social, and environmental well-being of the town centre by exploring additional projects and initiatives that may benefit traders and the trading area whilst monitoring potential threats to the vitality and viability of the town centre.

To add further value for BID levy payers, during the lifetime of the current 5-year BID term, the Town Centre Partnership has been able to add a further £241k to its budget towards the BID initiatives, which represents a return of 37% against the total BID levy received since April 2021.

During the current BID term, the changing environment for High Street retail nationally has continued to be challenging as consumer habits change and online shopping increases its share of retail spend. To mitigate this national trend, Great Yarmouth town centre has experienced considerable transformation during the current GY BID period. The new timber-framed, covered market, which began construction in 2019 at a cost of approximately £6 million, is now finished and boasts a full range of traders providing an extensive array of goods, services, and cuisine. Additionally, the Market Place has benefitted from a public realm upgrade—also valued at around £6 million—which has introduced new paving, enhanced planting, improved seating, and modern lighting throughout the area. The former Palmers department store, situated on the Market Place, has undergone a circa £18 million redevelopment and has been converted into a new library, a community hub, as well as college and university learning facilities.

These major projects, alongside recent enhancements to the Market Gates bus interchange, the completion of the circa £121 million Third River Crossing in 2024, the ongoing redevelopment of The Conge and the forthcoming North Quay project, represent a substantial investment from both Great Yarmouth Borough Council and Norfolk County Council.

Whilst these developments are designed to secure the long-term prosperity of Great Yarmouth and its town centre, it is not immune from the social and economic challenges affecting many towns and cities across the UK. Retail crime and anti-social behaviour have increased in recent years, an issue that is reflected in the incidents recorded by the Town Centre Partnerships crime reduction initiative. The GYBID employed town centre street wardens have responded to a record number of shop theft incidents, whilst also recording and reporting on the anti-social behaviour that the town centre has experienced in recent months.

The renewal of GYBID will ensure that the Town Centre Partnership continues to work with police, local authorities, and stakeholders, to promote a Safe and Secure town centre. The unique way in which the Partnership manages the town centre CCTV control room as part of the ShopSafe crime reduction scheme, ensures it is effective in supporting businesses in dealing with crime issues. In addition to working with local authority partners to improve the safety, and importantly, the perception of safety for visitors, workers, and shoppers in the town centre, a renewal of GYBID will allow the Town Centre Partnership to rebuild visitor footfall, impacted by the ongoing cost of living challenges to consumer spending, following this significant public investment in Great Yarmouth and its town centre.

Executive Summary

Executive Summary

- The fourth gyBID term is nearing its close – the Town Centre Partnership is proposing a new BID term which will run from 2026-2029.
- A renewal of the Business Improvement District will ensure that investment vital to improving the vitality and viability will be retained.
- The renewal of gyBID will ensure that a dedicated team of town centre Street Wardens are retained for a further five years.
- The criteria for the ballot and levy contributions will be based on the 2023 Business Rate valuations for those businesses existing on 31st December 2025 and on the current local Non-Domestic Rating valuation for all premises established after that date.
- The ballot of eligible Non-Domestic Rate Payers will be held between February 19th 2026 and 19th March 2026.
- A successful BID ballot requires a majority of eligible voters to vote in favour, by both number and rateable value.
- If the renewal ballot is unsuccessful all projects and services currently delivered using levy from gyBID, including the Street Wardens and the ShopSafe retail crime reduction scheme, will be withdrawn at the end of March 2026.
- To fund gyBID all non-domestic rate payers with a rateable value of £8,000 or more will be levied up to 2.5% of their business rate.
- A 0.5% reduction will be allowed for premises located west of Haven Bridge and those whose shop fronts are located within a managed shopping centre.
- The BID levy will be collected by Great Yarmouth Borough Council and passed onto the Town Centre Partnership to manage.
- All gyBID funded projects will be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council, and the Norfolk Police.

A-Z of Services

A-Z of Additional Services offered by the Town Centre Partnership as part of gyBID

Business Crime Reduction Partnership (BCRP)

We manage the nationally accredited BCRP for Great Yarmouth town centre. The Town Centre ShopSafe scheme was accredited by the Police Crime Prevention Initiatives Ltd in 2025.

CCTV Funding

The BID levy provides a significant proportion of annual funding to the Great Yarmouth public space CCTV system, ensuring that it is staffed 24/7, 365 days of the year.

CCTV Management

We directly manage the operation of the town's public space CCTV system which forms part of the retail crime reduction scheme, ShopSafe.

Civic Society Awards

We support and promote the Civic Society of Great Yarmouth Annual Town Centre Awards that rewards businesses that maintain the presentation and cleanliness of their premises.

Disc

We fund and maintain the Disc secure database and information sharing that contains information and images of excluded criminals.

Exclusion Scheme

We run a Warning and Exclusion scheme to discourage re-offending of shoplifters within the town centre.

E-Newsletter

We provide members with a monthly e-newsletter providing latest news and information regarding events and developments that impact Great Yarmouth town centre.

Pedlars and Buskers

We monitor these and direct debt collectors to ensure that they adhere to the rules and regulations which are in place.

Footfall Monitoring

We monitor town centre footfall all year round and can provide detailed analysis of current trends on request.

Police

We work closely with Norfolk Police and have ensured there are a team police officers,

Funding Grants

We identify opportunities to apply for grants

to support town centre initiatives e.g. the

Community Renewal Fund that funded business

training and support.

Property Database

We maintain a thorough database

containing information on all vacant and

occupied properties.

Highways Act Licensing

We administer the licensing of all licensable

activities taking place within the pedestrian area

of the town centre.

Information sharing and Consultation

We provide a conduit through our working

groups for information sharing and consultation

on town centre issues including planning,

economic, social and environment matters.

Retail Forum

gyBID members

have regular opportunities

to meet with their peers to discuss opportunities

to work together and plan events and

marketing programmes.

Street Wardens

We employ Town Centre Street Wardens

to patrol several days a week.

Tourism Liaison

We work closely with Visit Great Yarmouth

Tourism Team on marketing and events

to attract more people to Great Yarmouth and

its town centre.

Training

We regularly offer training opportunities

revolving around retail security and work

with providers to identify other training that may be

of interest to town centre businesses.

Town Centre Management

We provide dedicated Town Centre Manager

and are accredited members of

The BID Foundation (TBF) and Association

of Town & City Management (ATCM).

Town Centre Radio Link

We maintain a town centre wide radio link that

is used by shops,

police,

street wardens,

CCTV

to assist with the reduction of crime and

anti-social behaviour.

ShopSafe Security Meetings

These monthly meetings allow retail staff, street

wardens and police to discuss and share the

latest intelligence on known criminal activity.

Website and Social Media

We maintain a website dedicated to promoting

town centre events and news in addition

to social media channels for the town centre

including Facebook, Instagram, and X.

Summary of projects and initiatives of last 5 years

How Has The Business Improvement District Performed So Far?

The current 5-year term of the Great Yarmouth Business Improvement District (gyBID) began in April 2021 following a successful ballot of town centre businesses then liable for an additional levy on their business rate, which is used to fund initiatives and projects described in the BID Business Plan. The levy raised by the BID along with additional income secured by the Town Centre Partnership has been used towards delivering the main aims of gyBID of providing a **Safer, Secure and Friendlier** town centre to live, work and shop in.

A Safe and Secure Town Centre

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. 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 Governments Safer Streets fund. The additional cameras installed in and around the town centre 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 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.

Data recorded by the CCTV control room, the gyBID funded street wardens and Disc highlight the significant activity of each element of the Business Crime Reduction initiative in Great Yarmouth over the previous five years of the BID term:

Outcomes of gyBID funded crime reduction initiatives

- Since 2021 the town centre street wardens have responded to over 4,200 requests for assistance with retail crime incidents from shops and businesses.
- Since 2020/21 Great Yarmouth CCTV has been involved in over 7300 incidents.
- The Great Yarmouth town centre Disc Retail Crime tool has accumulated data and images on over 600 local offenders since 2021.
- ShopSafe and Street Warden instigated incidents represent average 18% of all CCTV recorded incidents since 2021.
- The CCTV Control Room has assisted in over 575 incidents involving missing or injured persons since 2021.
- CCTV Recorded over 800 incidents involving shop theft since 2021 to present.
- Usage of retail radio link has maintained at over 100 users including shops, street wardens, and police.
- ShopSafe radio link users have requested police assistance via the CCTV control room on over 950 occasions since 2021.

A Friendlier Town Centre

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.

The significant redevelopment that has been delivered in the town centre during the current 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.

Summary of gyBID Events and Marketing Initiatives

- Multiple annual events and activities supported
- New town centre annual awards scheme supported
- Dedicated town centre website and social media channels
- Charity fundraising and social events held for members
- Free digital and social media training provided to businesses
- Extensive Christmas events and marketing campaign

A full report on the achievements by GY BID can be found in the 2025 Annual Report on www.gybido.co.uk

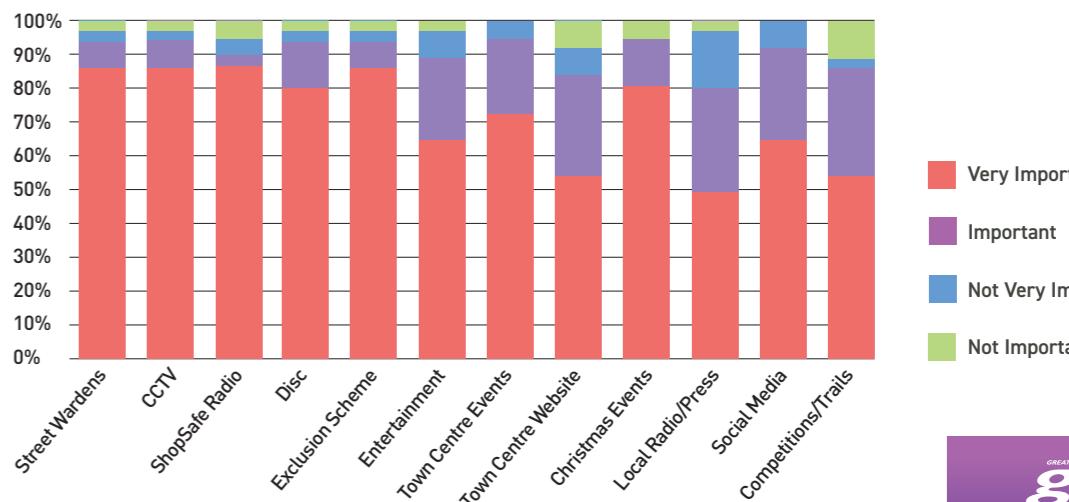
How have the proposals been shaped

How the BID Aims Have Been shaped by Business

The aims and objectives of the Great Yarmouth Business Improvement District have been developed through periodic consultations with businesses over the lifetime of the BID since its inception in 2006. The most recent survey of town centre businesses that are currently contributing to the Great Yarmouth Business Improvement District was held in October 2025. The results of the survey were published and sent to all current and potential gyBID levy payers in November 2025. An Annual Report and BID Renewal Prospectus was published and sent to all current and potential gyBID levy payers in December 2025. A series of open and drop-in workshop meetings for businesses to discuss the draft proposals were held in December 2025 and January 2026, ahead of the Business Plan publication.

The support for promoting a 'Safe, Clean and Friendly' town centre was reconfirmed ahead of the current renewal of the BID when businesses were surveyed on the importance of existing projects and initiatives being delivered by the BID. The GYBID Renewal Survey questionnaire was sent out to all current and potential BID levy payers requesting feedback and scoring of current BID projects. Proposals for additional or alternative priorities to be addressed in the new BID term were also requested via the questionnaire.

Importance of BID projects



Whilst the immediate needs of businesses are included in this business plan, particularly around the reduction of vulnerability to crime and promoting footfall, the BID must also consider the longer-term outlook for the town centre and the Town Centre Partnership's role in future development. The Partnership will look closely with other stakeholders, and in particular, Great Yarmouth Borough Council, on the measures outlined in its 'Pride of Place' initiative. Over the next five years gyBID intends to further improve the perceptions of the town centre working alongside Great Yarmouth Borough Council on initiatives and improvements. During a fifth BID term, the Town Centre Partnership will also work alongside the local authority's newly formed Town Centre Task Force to tackle anti-social behaviour.

The Town Centre Partnership's nationally accredited Business Crime Reduction Partnership (BCRP), ShopSafe, will work to reduce local businesses' vulnerability to organised crime and travelling crime gangs by participating in the national 'Tackling Retail Crime Together' initiative and by being a member of the 'National BCRP Intelligence Network' of the Safe Business Network.

Over the next five years of its operation, gyBID will continue to improve the perceptions of the town centre, driving home the message that with tangible improvements such as CCTV, Street Wardens and ShopSafe combined with exciting events and marketing activities, Great Yarmouth really is a Safe, Clean and Friendly place to live and shop.

The BID Projects - Safer and Secure

Safety and Security –

Promoting Great Yarmouth town centre as a safe place

Feedback from current BID levy payers confirm that the Safe and Secure 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.

A renewal of GY BID term will both sustain the above services and provide additional actions and services requested by businesses during consultations in 2025. As well as assisting the wider business community to reduce its vulnerability to crime, the Town Centre Partnership, with funding from gyBID, will also work to improve the perception of safety to shoppers and visitors to the town. The objective of the 'Safe & Secure' initiatives is to promote a safer environment for people to live, shop and work in. Therefore, the following initiatives will continue to form part of the ShopSafe scheme delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in March 2026.

Street Wardens

The Town Centre Street Wardens are wholly funded by gyBID and 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, the street wardens provide reassurance to town centre shoppers and workers alike. Often the first responders to most town centre incidents, the street wardens are linked by radio to the CCTV control room where further assistance is provided from. The town centre street wardens have become an essential part of the town centre, readily assisting visitors and businesses alike.

The renewal of gyBID is crucial to the future of the Street Wardens scheme, without gyBID being renewed the scheme will finish at the end of March 2026.

Town Centre CCTV

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. Under the supervision of the Town Centre Partnership, the Great Yarmouth CCTV scheme has been

expanded and upgraded as opportunity and technology has permitted. With the support of Great Yarmouth Borough Council and Norfolk Police the CCTV scheme was completely upgraded in 2021 at a cost of £255k, with all cameras replaced and the Great Yarmouth control room upgraded with digital monitoring and recording technology. With further funding from the Government's Safer Streets initiative, a further 35 CCTV cameras have been added during the last four years. This means that there is now a total of 91 cameras strategically located around the town, monitored by an experienced team of operators. The wide coverage by the cameras and the business led radio links to the CCTV control room with its direct radio link to Norfolk Police HQ, means that incidents are detected and responded to quickly and efficiently, the benefit of this service to businesses cannot be underestimated. Whilst the increased in cameras and coverage is welcome it comes with increased maintenance costs, therefore, the funding from GYBID towards the scheme are crucial to maintaining the staffing levels and live monitoring from the control room.

Retail Radio Link

The town wide digital radio link has proved to be an extremely effective method of communication between businesses, CCTV, and police. The Town Centre Partnership operates the private radio scheme under licence from Ofcom. There are over 100 radio users, including shops, street wardens, and Police officers, this enables information on known and potential thieves to be quickly communicated, and thus reduces shops vulnerability to losses and anti-social behaviour. The radio link can also act as a conduit to re-unite lost children and parents as well as the communication of important safety information quickly to town centre businesses.

Exclusion Notice Scheme

On behalf of members of the ShopSafe crime reduction scheme, the Town Centre Partnership operates a Warning and Exclusion scheme to discourage offending and reoffending by shop thieves. This means that first-time shoplifters served a 12-month warning, however if reported again within 12-months they are automatically excluded from all member stores for a minimum of 12-months. The scheme is managed within the confines of the General Data Protection Act in co-operation with the Norfolk police. All gyBID contributors are entitled to join this scheme.

Data sharing

To support legitimate sharing of offender information, members of ShopSafe have access to a centrally administered and comprehensive information sharing and alerts system known as Disc. Supporting the town centre Exclusion Scheme, the secure web-based system can be securely accessed by all ShopSafe members and allows them to view images of excluded persons. The scheme includes a fast notification system that alerts members by email every time a new exclusion incident and photograph is added. Live information is also shared by and with members through secure Instant Messaging embedded within the Disc App. In addition to the technology, ShopSafe members are invited to attend monthly briefings with street wardens and town centre police beat managers.

NightSafe

Pubs, clubs, and restaurants within the BID area can participate in the NightSafe radio link scheme. It provides a direct radio link between door staff and the CCTV control room, promoting safety and security of the night time economy. The radio link is separate to the town centre channel but is also maintained by the Town Centre Partnership. If the BID is not renewed this service will no longer continue.

Town Centre Policing

The town centre currently benefits from having a dedicated police team that works closely with CCTV, retailers, and street wardens. The Town Centre Partnership has an Information Sharing Agreement (ISA) with Norfolk Police that allows us to work together to alleviate crime in Great Yarmouth Town Centre. The ISA allows the Town Centre Partnership to assist the police in the prevention and detection of crime and anti-social behaviour by allowing wanted persons, behavioural orders, and known offenders to be shared with ShopSafe members through the Disc platform. Regular attendance by Police town centre beat managers of town centre 'ShopSafe' security meetings has promoted a close working relationship and trust between officers and businesses. It is of paramount importance that the relationship between the Partnership and Norfolk Police continues with the renewal of a fifth BID term.



A Summary of Initiatives that a fifth BID term will ensure continues

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.

- Access to a National Business Crime network of data and intelligence to combat organised and travelling crime groups
- Working alongside the local authority's newly formed Town Centre Task Force to help tackle Anti-Social Behaviour
- Extension of Disc to include Night Time Economy exclusion scheme to improve safety of evening economy in Great Yarmouth

All the above can only be delivered if businesses support the BID by voting 'YES' in the renewal ballot



Secured by Design



Official Police Security Initiative

Business Crime Reduction Partnership



Accredited

The BID Renewal Projects - Attractive and Vibrant Proposals 2026

Events and Marketing – Enhancing the Shopping Experience

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.

During its next 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.

If renewed for a further term, 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. GYBID intends to further improve perceptions of the town centre working alongside Great Yarmouth Borough Council on initiatives and improvements to be delivered as part of 10-year Plan for Neighbourhoods scheme.



Additionally, Town Centre Partnership will work closely with the local authority, stakeholders and developers of the North Quay redevelopment which will transform the 10-acre riverside site into a vibrant mixed-use quarter. The scheme will reconnect the town centre with the waterfront, create new public spaces and deliver long-term benefits for residents, visitors, and local businesses.



Great Yarmouth's North Quay Regeneration Masterplan



Attractive and Vibrant Business Plan Proposals

- 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 trials 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.

The BID Area

The BID Area will 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.

Voluntary Contributions

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

Legend

BID Area

Includes Frontage Properties Facing the Road or Street



The BID Levy Liability and Collection

The BID Levy Liability and Collection

A BID levy of 2.5% of rateable value will be charged on all hereditaments (rateable properties) in the BID area listed in the Non-Domestic Rating List as of January 31st 2026. 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 i.e. Market Gates Shopping Centre and Victoria Arcade.

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

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. Primary 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 gyBID area have extremely high rateable values, far more than most 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, plus indexation in future years.

- The BID levy will be calculated on the 2023 rateable values for the duration of the BID Term.
- There will be an annual inflationary increase in line with the Consumer Price Index (CPI).
- No ballot costs will be recovered through the levy.
- Unoccupied premises will be charged the full levy.
- New premises will pay a levy based on the rateable value at the time of occupation (i.e. 2023 rateable values)
- The BID levy will not be adjusted to reflect any changes to the rateable value during the 5 years of the BID.
- Levies where a property is split, extended or merged will be based on the rateable value at the time of the change, (i.e. 2023 rateable values).

BID Proposed Income / Expenditure YEAR ONE

Income

GY BID levy (collected by Great Yarmouth Borough Council and passed on fully to gyBID*) £160,500

Other income (Local Authority core funding, voluntary subscriptions, contracts etc.) £38,500

Total Income £199,000

Expenditure

Safe and Secure projects (CCTV, street wardens, radio licence, ShopSafe etc.) £109,000

Attractive and Vibrant projects (marketing, events, advertising etc.) £25,000

Overheads (office expenses, insurance, printing, stationary, professional fees, salaries etc.) £65,000

Total Costs £199,000

*No fee is charged to the BID by Great Yarmouth Borough Council for this service

Important considerations are:

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 will pay less than £10 per week for the BID, which will raise a projected £160,500 in the first year which will leave in a further £38,500 of income to be spent on town centre projects.

Property RV	Annual Cost	Weekly Cost	Daily Cost
Below £8,000	Exempt	Exempt	Exempt
£8,000	£200	£3.85	£0.55
£10,000	£250	£4.81	£0.89
£20,000	£500	£9.61	£1.37
£30,000	£750	£14.42	£2.06
£40,000	£1,000	£19.23	£2.74
£50,000	£1,250	£24.03	£3.43
£75,000	£1,875	£36.05	£5.15
£100,000	£2,500	£48.08	£6.87
£200,000	£5,000	£96.16	£13.74
£230,000	£5,750	£105.88	£15.80
and above*			

*A ceiling of £5,750 per hereditament in year one has been applied for those businesses with a rateable value of £230k and above, plus indexation in future years. Businesses with a rateable value less than £8,000 or located outside of the BID area will be able to voluntarily join the Town Centre Partnership and benefit from the projects, activities, and services that the BID will deliver.

Existing Services

Existing Services

Great Yarmouth's BID projects and initiatives will continue to be additional to any services already delivered by Great Yarmouth Borough Council, Norfolk County Council and Norfolk Police. The Town Centre Partnership will, in addition, regularly monitor services delivered within the BID area. Great Yarmouth Borough Council and Norfolk Constabulary will not require gyBID to contribute to the provision of, or withdraw from the provision of, their existing services to the town centre throughout the BID term, including the following:

Safety

- Town Centre Policing
- Community Safety & Management
- Licensing & Enforcement
- Street Lighting

Cleanliness

- Street cleansing (including bin emptying/washing)
- Waste collection
- Public conveniences
- Graffiti and Fly Posting removal

Other Services

- Christmas Lights
- Car Parking
- Trading Standards
- Environmental Health
- Market Services

Maintenance

- Trees & Landscaping
- Street Furniture
- Grounds Maintenance
- Highways Maintenance

Details of existing baseline agreements provided by the Borough Council are available on request.

BID Management

The BID will be managed by the Town Centre Partnership (TCP), which is an independent, not-for-profit company. The TCP employs a Town Centre and BID manager to oversee all BID projects and initiatives. The TCP has a successful track record in managing the town centre initiatives in Great Yarmouth, firstly running a voluntary membership scheme with over 120 business members prior to the BID being established, and then over the previous twenty years of the BID, where business plan projects have been managed within planned budgets and timescales. The TCP continue to be directly accountable to retailers and businesses for the management of the town centre, the coordination of all the bodies involved and the successful delivery of the BID.

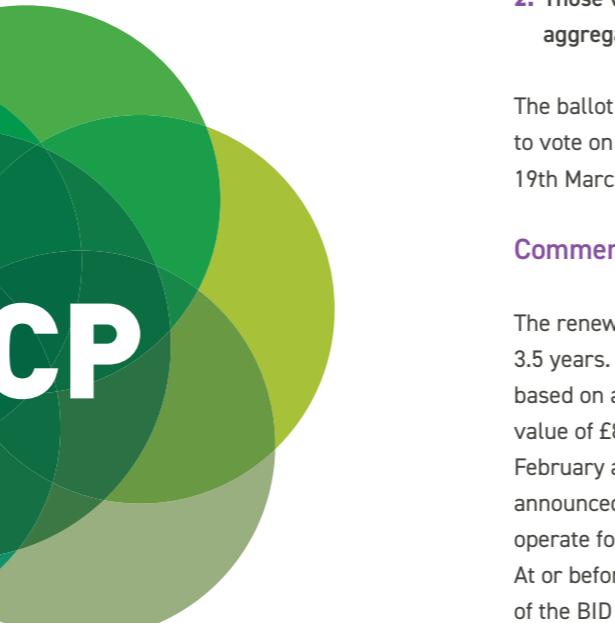
The Town Centre Partnership Board, at present, consists of representatives of retailers, businesses, Norfolk County Council and Great Yarmouth Borough Council. The TCP board will have responsibility for all the BID projects, town centre management, liaison with stakeholders, measurement of, and setting 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

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, Levy Payers and all members and Great Yarmouth Borough Council. External accountants will oversee the production of annual accounts which will be published annually as part of the Great Yarmouth Town Centre Partnership and Business Improvement District Annual Report.



The BID Ballot

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 31st 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:

1. A simple majority (above 50%) of those voting must vote in favour.
2. 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.

Commencement And Duration Of The BID

The renewed BID will start on 1st April 2026 and will last for 3.5 years. A postal ballot of business ratepayers in the BID area based on a list of 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. If the BID proposal is approved it will operate for 3.5 years, from April 2026 until September 2029.

At or before the end of this period, the Board may seek renewal of the BID mandate.

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 BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

Key Performance Indicators (KPIs)

The Town Centre Partnership will continue to monitor and report on the outputs and outcomes of gyBID funded activities through the measurement of the key performance indicators.

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

To help us to regularly evaluate whether we are meeting our core objectives of Safe, Clean and Friendly, there are six KPIs to be constantly monitored to verify that we are heading in the right direction, spending your money on the things you value most:



Indicator	Measure	Source	Frequency of Collection	Frequency of Publication
Footfall	Pedestrian numbers	Footflow counters	Continuously	Quarterly
Car Park Usage	Tickets issued	Borough Council	Monthly	Quarterly
Crime	Town Centre Beat Area	Norfolk Police	Monthly	Quarterly
Street Warden Activity	gyBID Area	Street Wardens	Weekly/monthly	Quarterly
CCTV Activity	Incident numbers	CCTV Control Room	Monthly	Quarterly
Retail	% of total property vacancies	Town Centre Manager	Quarterly	Quarterly

We will keep you up-to-date with these figures in our monthly e-newsletters, as well as giving you regular updates on the Town Centre Partnership website.

Exit Strategy

Should the BID Renewal Ballot in February fail to gain a majority of support from businesses, we will wind up the activities of gyBID 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 will be terminated along with all other 'Safe and Secure' and 'Attractive and Vibrant' initiatives that rely upon the BID levy.



**GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP**

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