

Great Yarmouth Business Improvement District

(gyBID) Renewal Ballot
19th March 2026



GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

Ballot Statement 2026

A summary of the proposed arrangements for gyBID

Great Yarmouth Town Centre Partnership is the proposer of the renewal of gyBID.

The BID Business Plan provides details on the projects and activities that the BID will support to promote the following aims and objectives of gyBID:

'Safer and Secure'

The objective of the 'Safer & Secure' initiatives is to promote Great Yarmouth town centre as a safe and welcoming place for people to work, live, shop and spend their leisure time.

'Attractive and Vibrant'

The objective of 'Attractive and Vibrant' initiatives is to promote and develop the visitor experience of Great Yarmouth town centre to encourage increased visits and longer stays throughout the calendar year.



What Is A Business Improvement District?

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.

The gyBID aims to benefit businesses in the town centre area of Great Yarmouth as shown on the following map. A list of roads and streets included in the BID area can be found in the BID Business Plan available at www.gybid.co.uk/documents.

The aims and objectives of the great yarmouth business improvement district have been identified through a consultation of current bid levy payers and those that will become liable if the bid is renewed for a fifth term.

The Business Plan In Brief

Safety and Security – Promoting town centre as a safe place

A renewed BID would see continuation of the BID funded crime reduction initiatives that have given BID levy payers the tools to reduce the impact of theft and minor crime on their businesses. The town centre crime reduction scheme, incorporating a retail radio link to CCTV operators, an exclusion scheme and Disc information sharing all supported by the gyBID funded town centre street wardens, has contributed greatly to improving the safety of staff, customers and visitors to Great Yarmouth town centre. Upon a successful ballot the gyBID will continue to promote a safer, cleaner and friendlier town centre for all users.



Events and Marketing – Enhancing the Visitor Experience

A renewed BID would see the continued support of an established schedule of events taking place at regular intervals throughout the year, facilitating free entertainment, trails and activities to enhance the visitor experience. The promotion of the Great Yarmouth town centre through targeted marketing, social media and a dedicated website plus development of more events and experiential activities forms a key objective of gyBID to promote the town centre as a more vibrant place for visitors, encouraging them to support local businesses by staying longer and returning more frequently.

Full details of the BID can be found in the Great Yarmouth Business Improvement District Business Plan which can be downloaded from the BID website, www.gybid.co.uk.

For any further information or queries, please contact the GYTCP team on **01493 745828** or email TCM@gytcp.co.uk

Governance and Management Arrangements

The ballot will be conducted entirely by post by The Returning Officer at Great Yarmouth Borough Council (GYBC).

Every eligible business in the BID area will pay the BID levy, which is calculated at 2.5% of its premises rateable value.

This will raise £160,000 per annum with a further £38,000 other income added to be spent on the delivering the BID projects.

There will be an annual inflationary increase in line with local non-domestic rate bills. Exemptions, discounts and caps apply and can be found in the full Business Plan at www.gybid.co.uk

The BID will last for 3.5 years starting on 1st April 2026 and ending on 30th September 2029.

The levy will be collected by GYBC from April 2026, held in a ring-fenced account and transferred to Great Yarmouth Town Centre Partnership (GYTCP) at regular intervals to manage and spend in accordance with the Business Plan.

The BID will be run by the Town Centre Partnership Co (Great Yarmouth) Ltd, Company No 04086739, Unit 5, Wilkinsons Yard, Market Gates, Great Yarmouth, Norfolk, NR30 2AX. A not for profit company limited by guarantee, overseen by a voluntary Board of directors representing BID levy payers.