

Subject: Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) – Proposed Second Term

Report to: Economic Development Committee – 3 June 2019

Report by: Head of IT, Communications & Marketing

#### **SUBJECT MATTER/RECOMMENDATIONS**

Members are asked to:

- (a) Note that the information has been supplied by Greater Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the draft Business Plan proposed by GYTABIA as at Appendix 1.
- (c) Approve the Council's support for GYTABIA in relation to its ballot for a second BID term.

## **1. INTRODUCTION**

1.1 The Greater Yarmouth Tourism and Business Improvement Area (GYTABIA) is a public limited (not for profit) company set-up to manage and deliver activities under a five year term as a Business Improvement District (BID) on behalf of its levy payers. Since its establishment in 2014, GYTABIA has undertaken tourism-related activities including advertising, marketing, the operation of decorative lighting, summer fireworks, and a range of local events and festivals aimed at attracting visitors and increasing visitor spend under its four objectives:

- To increase the number of people visiting & staying in Greater Yarmouth.
- To improve the visitor experience and increase repeat visits.
- To encourage people to stay longer and visit more attractions.
- To provide incentives and opportunities to spend more in local businesses.

1.2 Under The Business Improvement Districts (England) Regulations 2000, the BID proposer (GYTABIA) is obliged to notify the Borough Council & Secretary of State at the commencement of a BID renewal process. The Council received such a letter dated 7 February 2019 which the Committee endorsed at its meeting in February 2019. As a reminder the timetable for the ballot is shown below:

Action	By
Notice to Secretary of State & LA	At least 84 days before Notice of Ballot
Notice to Ballot Holder to Conduct Ballot	At least 70 days before Day of Ballot
Ballot List & Wording for Documents to Ballot Holder	At least 56 days before Day of Ballot
Notice of Ballot Sent	At least 42 days before Day of Ballot
Despatch of Ballot Papers	At least 28 days before Day of Ballot
Appointment of Proxy	At least 10 days before Day of Ballot
Cancellation of Proxy	At least 5 days before Day of Ballot
Issue of Replacement Ballot Papers	4 days before Day of Ballot
Close of Ballot	This is the 'Day of Ballot'
Declaration of Result	At least 1 day after Close of Ballot

1.3 A

Business

Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided through business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a Business Plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. A BID Company exists for a maximum of five years and must spend the funding raised within the BID area and in accordance with the agreed Business Plan.

- 1.4 GYTABIA has now completed its consultation and prepared the necessary documents to make ready for a ballot of its members. This report provides the information the council requires as Billing Authority under the Regulations to endorse and support GYTABIA in relation to its ballot for a second BID term. Members should note that without approval from the council, the ballot would not be able to proceed.
- 1.5 Subject to members' endorsement therefore, the proposed ballot period for the second BID term will be from 08 July 2019 to 05 August 2019.

## 2 PROPOSAL FOR A SECOND TERM

- 2.1 In accordance with the Business Improvement Districts (England) Regulations 2004, the GYTABIA Board has prepared a new Business Plan and an Operating Agreement and submitted it to the council for due consideration and approval.
- 2.2 In order to prepare its next Business Plan, the BID has undertaken consultation and engagement with levy payers in addition to its regular newsletters and daily contact with businesses. GYTABIA's consultation included:
  - **January 2019:** A Newsletter sent to BID businesses outlining the achievements of the BID over the last five years and to inform and engage about the second BID term
  - **January 2019:** All BID businesses were sent a link to a consultation survey in order to understand what has been working in GYTABIA and to identify new areas of work.
  - **February 2019:** Five business workshops were held and BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback.
  - **January to July 2019:** There are ongoing one to one meetings, emails and phone calls taking place with the BID team and businesses to inform about the GYTABIA BID 2 and Business Plan.
  - **January to July 2019:** Ongoing discussions with the Board of GYTABIA, which has Directors for BID levy paying businesses and the public agencies.
- 2.3 The outcome from this consultation has provided GYTABIA with evidence that there is satisfaction and support for the existing BID. In particular 82% of respondents indicated they felt the Tourism BID was value for money and 83% of respondents rated the work of GYTABIA as either good or excellent. In summary, respondents positively endorsed the work of the BID going forward.
- 2.4 A second BID term will therefore deliver a further five years of local benefits summarised as:

- 550+ businesses will continue to be supported and serviced by the BID.
- Over £2 million of investment for Greater Yarmouth.
- The continuation of the existing popular projects, marketing and events.

2.5 GYTABIA's proposed new Business Plan (Appendix 1) concentrates on four key areas as summarised in the table below. The council has worked with the BID's Renewal Sub-group to ensure added value and maximum benefit to the visitor economy can be achieved going forward. It is noted that GYTABIA plans to investigate and introduce other new projects/services its members demand.

Project Area	Summary
<b>Marketing, Promotion &amp; Events</b>	<p>The delivery of effective destination marketing is crucial to the success of Greater Yarmouth. It is vital that it maintains a high profile against continued competition from elsewhere. Marketing underpins many of the activities need to attract more visitors and in enhancing our environment.</p> <p>Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day-trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.</p>
<b>Events</b>	<p>Events and festivals are major drivers for our business sectors. GYTABIA recognizes that it is not always about the big events but supporting a range and scale of events in different parts of Greater Yarmouth to ensure its funding impact is maximised.</p> <p>GYTABIA will continue to stage and support some amazing events. It notes that the Air Show helped elevate the profile of Great Yarmouth both regionally and nationally. A YES Vote in next year's ballot will give the BID an opportunity to consider staging a second Air Show or similar major event.</p>
<b>Supporting Facilities, Maintenance and Access</b>	<p>GYTABIA recognises that when visitors and customers arrive they want the place to look good, get great customer service, use high quality facilities and for the place to satisfy their expectations. Consequently, the BID will continue to work with our public sector partners to ensure that this happens.</p>
<b>Research, Monitoring &amp; Evaluation</b>	<p>GYTABIA plans to make sure that it is up to date on the current thinking, challenges and opportunities that apply to Greater Yarmouth whilst keeping its members informed in order that the right decisions are made.</p>

- 3.1 The cost to the council to undertake the BID ballot on behalf of GYTABIA has been calculated as £2,496. GYTABIA has agreed to fund this cost.
- 3.2 The cost to administer BID levy collection on behalf of GYTABIA by the council as Billing Authority has been determined as £21,560 per year. GYTABIA and the council have jointly agreed an Operating Agreement for the proposed five-year term of the BID which includes this charge.
- 3.3 In terms of levy collection, GYTABIA's financial forecast can be found on page 16 of the BID's Business Plan (Appendix 1). The forecast is based on 695 businesses in the BID area paying the BID levy which is calculated as 1.75% of its premises rateable value. GYTABIA estimates that £470,000 income is likely to be collected in a 12-month period i.e. a BID year.
- 3.4 At the commencement of year one of the new BID term, it is proposed to advance GYTABIA up to £100,000 of this £470,000. The advance is deemed necessary ahead of levy payments being received in order to commence the start-up of the new term.
- 3.5 The first invoices for levy collection would be issued to businesses in the BID by the council on behalf of GYTABIA on 1<sup>st</sup> October 2019. The mechanism for billing has been written into the Operating Agreement along with a schedule of 2-monthly dates for levy payment from the council to GYTABIA throughout the BID's five-year term.
- 3.6 GYTABIA plans to seek additional financial contributions and match funding on projects to ensure local businesses get even better value for money by way of voluntary membership and additional finance. It is noted that most BIDs generate on average 20% additional money in their lifetime. GYTABIA will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services.
- 3.7 GYTABIA will also seek appropriate funds from outside the BID area, grants and match funding to deliver even better value for money for its activities. The BID will also be able to run commercial services or other income generating activities should it so choose to.

## **4 LEGAL IMPLICATIONS**

- 4.1 The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. GYTABIA is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:
  - (a) A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of —
    - The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
    - The proposed Business Plan (including the estimated cash flow, an estimate of the predicted revenue to be generated and the predicted expenditure to be spent under the BID arrangements, the predicted budget over the duration of the BID arrangements and the contingency margin included in the budget).
    - The financial management arrangements for the BID body, and the arrangements for periodically providing the relevant billing authority with information on the finances of the BID body.
    - A notice in writing requesting the relevant billing authority to instruct the ballot holder to hold a BID ballot in relation to the BID proposals, an alteration ballot in

relation to the alteration proposals or a renewal ballot in relation to the renewal proposals, as the case may be.

- (b) Provide the relevant billing authority with such information as it shall reasonably require to satisfy itself that the BID proposer or, as the case may be, the BID body, has sufficient funds to meet the costs of the BID ballot, the renewal ballot, or the re-ballot in relation to the BID ballot, or the renewal ballot, as the case may be, should it be required to do so under Regulation 10 for the Act.

4.2 Members can be assured that:

- GYTABIA has supplied the necessary information to fulfil these legislative requirements.
- An Operating Agreement has been agreed with the BID in relation to the collection of BID levy payments.
- Baseline Statements relating to public sector services within the BID area have been prepared.
- The proposed BID Business Plan is provided in Appendix 1.

## **5 RISK IMPLICATIONS**

- 5.1 There is a risk that the ballot does not support the creation of a second BID term. However, this will be managed through careful preparation and communication as part of the campaign period leading up to the ballot by the GYTABIA BID renewal Team.
- 5.2 Should GYTABIA fail to secure sufficient support from businesses, then the work of the GYTABIA would cease, bringing with it a reduced spend public events and visitor-related activities. Whilst the Council will continue to facilitate key public events in collaboration with partner organisations and market the area as a leading UK tourism destination, clearly the relationship with the local tourism sector and need to support this key employment sector is of paramount importance to the Council.

## **6 CONCLUSION**

- 6.1 GYTABIA is an organisation whose aim is to raise the profile of Greater Yarmouth and all it has to offer as one of the UK's leading holiday destinations. Rich in heritage and culture, full of life, the area that constitutes Great Yarmouth needs an experienced yet ambitious organisation to retain and grow its visitor numbers.
- 6.2 As one of the Council's key strategic partners, it is in the interest of the wider community and the visitor economy to see GYTABIA continue to support and work with the local tourism business sector as part of a thriving local economy.

## **7 RECOMMENDATIONS**

Members are asked to:

- (a) Note that the information has been supplied by Greater Yarmouth Tourism and Business Improvement Area Limited (GYTABIA) to the council as Billing Authority in respect to the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.
- (b) Approve the Council's support for GYTABIA in relation to its ballot for a second BID term.

## 8 BACKGROUND PAPERS

Area for consideration	Comment
Monitoring Officer Consultation:	Yes
Section 151 Officer Consultation:	Yes
Existing Council Policies:	Corporate Plan.
Financial Implications:	None.
Legal Implications (including human rights):	As set out under The Business Improvement Districts (England) Regulations 2004.
Risk Implications:	As set out in section 6.
Equality Issues/EQIA assessment:	N/a
Crime & Disorder:	N/a
Every Child Matters:	N/a

**Greater Yarmouth Tourism and Business Improvement Area (GYTABIA)**

**Business Plan (Draft)**





The BID isn't just about Great Yarmouth it is about supporting the outlying areas within the whole borough. The BID has supported Filby in Bloom for the last 4 years and I know that the BID team place as much importance on supporting the smaller communities in our borough as well as our larger cousin in Great Yarmouth.

**Adrian Thompson, Filby in Bloom**



# INTRODUCTION

The aim of the GYTABIA was to raise the profile of the borough of Great Yarmouth and ensure those that visit or do business here have the best experience possible. The last five years has seen the GYTABIA work professionally, passionately and effectively to deliver this through its four objectives:

1. To increase the number of people visiting & staying in Greater Yarmouth.
2. To improve the visitor experience and increase repeat visits.
3. To encourage people to stay longer and visit more attractions.
4. To provide incentives and opportunities to spend more in local businesses.

Your BID levy raises over £500,000 each year to deliver the projects that you, the businesses voted for. Your commitment has allowed the GYTABIA management to secure over £100,000 external funding as well. Working alongside a range of other partners GYTABIA's Board of Directors (drawn from local business representatives and who work on a voluntary basis) have endeavoured to deliver the business plan projects.

GYTABIA is driven by a private sector management approach and the belief that local business should influence and control decisions about their local trading environment. The team continues to work assiduously on your behalf, to meet your needs and aspirations for Greater Yarmouth. We welcome your feedback, support and guidance, and value your responses to our surveys and newsletters.

Your continued support and commitment is the key to ensuring that the GYTABIA can sustain and nurture a healthy and prosperous destination.

In 2019 the GYTABIA will be coming to the end of its first five year term and so will the hard won progress we have made to date. We now look to you to review our work to date and to build upon this by helping us to deliver the business plan for the next 5 years by voting "YES" to renew the BID. Remember that if you choose for the BID not to continue then all the work and achievements so far will cease.

We know that the business environment is even more competitive, Since our last vote other places, the English Riviera (Torquay, Paignton, Babbacombe), Isle of Wight, Lincolnshire Coast (Skegness & Mablethorpe) and the Yorkshire Coast (Scarborough, Whitby, Filey, Bridlington) have set up BIDs. We know too that people's leisure habits continue to change so that Greater Yarmouth will also have to continue to adapt to survive. Only you can decide again, to enable us to compete with other destinations effectively and to be aspirational for our place and our businesses.



During the ballot between 08 July and 05 August 2019, I urge you to vote 'YES' in support of this Business Plan. A 'NO' vote loses Greater Yarmouth over £2 million over the 5 next years as well as the gains we have made over the previous 5 years.

**Vote "YES" for the GYTABIA again!**

**Gareth Brown, Chair, GYTABIA**

## What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by your business rates) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rateable value a BID is created. The BID Company exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

**THERE ARE CURRENTLY OVER 300 BIDS  
IN THE UK INCLUDING SEVEN TOURISM/  
DESTINATION BIDS LIKE GYTABIA.**

## An Investment In Your Business

This document aims to both review the success of the GYTABIA and also offers the opportunity to all in the BID area to secure a second term. A chance to invest over £2.5m over the next 5 years again to secure the firm foundation we have laid and to build upon it. Together we can continue to improve and compete.

## The Funding – Your Money, Your Say

Many places have decided to adopt this private sector management model called BIDs, to better implement the wishes and wants of their business community. GYTABIA is an example of this and is funded by businesses in the area that pay a levy. That money is ring fenced and can only be spent within the BID area on the ideas agreed and voted upon in the business plan. The levy has nothing to do with normal business rates (these pass straight to the government). Those services that public agencies are required to provide as part of your business rates are base-lined and BID money cannot substitute or replace these.

## The BID Company

GYTABIA is managed by a Board of Directors drawn from local large and small businesses from within the BID area. It is a private, not for profit, independent, limited company. Any levy payer is eligible to become a member of the BID Company and can then be put forward to serve as a Director of the BID.

## The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area. The proposal may exempt some businesses (e.g. those with low rateable values or certain sectors) but they will then not have a vote.



## What Happens if it is a 'NO' Vote

If you do not vote "YES" then GYTABIA will simply cease to exist in its current form on 30th September 2019. All of the services such as the marketing, events and promotional activities that are funded by the BID will also cease at that time.

### Many services and events will be lost...

- Over £2 million BID levy investment in supporting Greater Yarmouth businesses will be lost over the next five years.
- Additional funding that the GYTABIA levers in such as the £100,000 in BID 1 will be lost.
- We will be at a competitive disadvantage with other locations; Blackpool, English Riviera, Isle of Wight, Yorkshire Coast & Lincolnshire Coast who all have BIDs in place.
- The loss of major TV, Radio, Online and other advertising campaigns
- Loss of major events such as the Fireworks and Maritime Festival as well as support to numerous events in towns and villages such as Gorleston, Hemsby, Martham and Hopton.
- The delivery and support of other projects such as signage, floral displays and the like in places such as Filby, Winterton and Caister
- The seafront decorative lighting in Great Yarmouth will be removed.



## THE LAST 5 YEARS IN SUMMARY

GYTABIA was first established in 2014 after a successful BID ballot and has since been overseeing the delivery of the Business Plan and representing over 1200 businesses in its first term. The work and success of BIDs has been shown to be cumulative, with each 5-year term building upon and setting a foundation for the next. GYTABIA has implemented many innovative projects and initiatives, punching well above its weight. The BID team have worked ceaselessly to improve the overall environment for BID businesses, the residents of the Borough, employees and visitors.

## GYTABIA – DELIVERS

Much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered in addition to those the local authority provide.

Over the five years the BID will have supported over 30 marketing initiatives, 40 events, 35 projects aimed at improving facilities, maintenance and access. Simply put, none of this would have been possible without the GYTABIA.

Here is a summary of some key of projects and services we have delivered over the last five years:

### Marketing

Marketing has been a key element of the BID's activities and remains crucial if we are to maintain and enhance Greater Yarmouth as a visitor destination.

Greater Yarmouth has a strong core product, which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. We want to make sure we give people reasons to visit, return and stay longer. In order to do so, we have delivered:

- **TV campaigns across the East Midlands (Derbyshire, Nottinghamshire and Leicestershire) with a reach of over 3M people**
- **Radio campaigns in East Anglia, East Midlands, Essex and North London reaching over 1.8M people**
- **Over 30 national Facebook campaigns seen by over 280,000 people**
- **Digital campaigns with a reach of just under 1M people**
- **ITV Video on Demand attracting 1.3M views**
- **Family Adsmart campaigns across East Midlands, East Anglia and North London generating over three-quarter of a million views and impressions**
- **12 promotional films aimed at families, young people and couples**

### Supporting Facilities, Maintenance & Access

It is great getting people to Greater Yarmouth but they are only going to come back if we make sure that they get here and move around easily, it looks good and the supporting facilities are there such as toilets and information. GYTABIA knows the importance of this and have ensured that this is a key part of our business plan.

We have delivered/supported the following:

- **Filby in Bloom**
- **Gorleston in Bloom**
- **Hemsby Hanging Baskets**
- **Winterton in Bloom**
- **Greater Yarmouth Decorative Lighting (2.7 miles of LED Rope Lighting along Marine Parade)**
- **Hemsby Beach Cleaning**
- **Caister Village sign refurbishment**
- **Fritton Village sign**
- **Hemsby sign**
- **Winterton map**
- **Gorleston Ivy Lodge (Development of Tearoom)**
- **Improving Hemsby Toilets**
- **Provision of Training, Support and Business advice**

## Events

GYTABIA has helped to stage and support some amazing events attracting over 700,000 people. Of course the big headline was the Air Show which helped elevate the profile of Great Yarmouth, both regionally and nationally. A YES Vote in this year's ballot will give the BID an opportunity to consider staging a similar major event building on the experience of last year's event.

It is not always about the big events. The perfect combination is a series of varying scale events throughout the Borough, which maximises the available funding.

We delivered these events attended by an estimated 700,000 people in total:

- **The Haven Great Yarmouth Air Show attracting over 175,000 people**
- **We will celebrate the 20th Maritime Festival this year which attracts 30,000 people**
- **Fireworks in Gorleston, Hemsby and Great Yarmouth attracting over 40,000 people.**
- **The Gorleston Christmas Light Switch On provided entertainment for over 10,000 people**

We also supported:

- **Burgh Castle Fun Day ( 🧑 3,000 approx.)**
- **Caister Village Experience ( 🧑 3,000 approx.)**
- **Brush With the Broads**
- **Gorleston Beach Volleyball ( 🧑 1,000 approx.)**
- **National Youth Sailing Regatta Gorleston ( 🧑 5,000 approx.)**
- **Great Yarmouth Arts Festival ( 🧑 10,000 approx.)**
- **Great Yarmouth Film Festival ( 🧑 2,000 approx.)**
- **Great Yarmouth Wheels Festival ( 🧑 25,000 approx.)**
- **Hopton Anniversary Fete ( 🧑 3,000 approx.)**
- **Martham Scarecrow Festival ( 🧑 3,000 approx.)**
- **National Street Road Association ( 🧑 10,000 approx.)**
- **Pumpkinanza ( 🧑 1,000 approx.)**
- **Upfront (part of Seachange's Out There project) ( 🧑 10,000 approx.)**
- **Tempest Norfolk and Norwich Festival ( 🧑 5,000 approx.)**



## Monitoring & Evaluation

We deliver many great projects and services but it is important both as an organisation and a place that we ensure that we know the impact this is having. We are constantly evaluating what we do to ensure that what we delivered is at the best quality possible and meets our key objectives whilst ensuring value for money for our levy payers.

The following gives a summary of the impact of our work:

- **Day Trippers\* have risen from 5.6m in 2014 to 6m in 2017**
- **The value\* of day trips have risen from £189m in 2014 to £209m in 2017**
- **Overnight stay number\* have remained static at about 4.5m but the value has gone up from £249m in 2014 to £263m in 2017**
- **The total number of trips\* has risen from 6.7m in 2014 to 7.1m in 2017 with the value rising from £578m to £626m**
- **The number of jobs\* the above supports has risen from 11.5K in 2014 to 12.5K in 2017**
- **The official resort website receives over 350,000 unique visits quarterly**
- **Providing business intelligence and data for levy payers**

# LISTENING TO YOU

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for GYTABIA for a second term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

**January 2019:** A Newsletter sent to BID businesses outlining the achievements of the BID over the last 5 years and to inform and engage about the second BID term

**January 2019:** All BID businesses were sent a link to a consultation survey in order to understand what has been working in GYTABIA and to identify new areas of work.

**February 2019:** Five business workshops were held and BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback

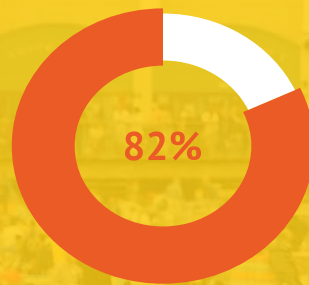
**January to July 2019:** There are ongoing one to one meetings, emails and phone calls taking place with the BID team and businesses to inform about the GYTABIA 2 and Business Plan.

**January to July 2019:** Ongoing discussions with the Board of GYTABIA, which has Directors from BID Levy paying businesses and the public agencies

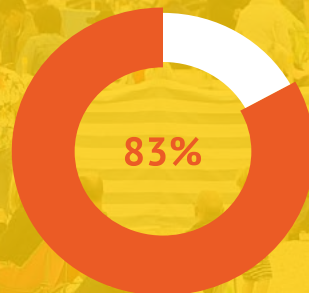


## SO WHAT'S NEW FOR GYTABIA 2

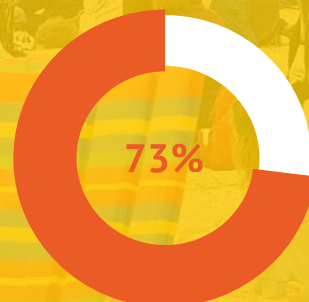
The consultation that has taken place with businesses showed a great deal of satisfaction and support for the existing BID and its themes and projects. Respondents were clear that they want more of the same for the next term of the BID.



rated GYTABIA work as “Excellent or “Good”



thought that GYTABIA was good value for money



said they would Vote “YES” in the forthcoming ballot

This GYTABIA term business plan acknowledges your feedback and plans to maintain and enhance each theme and the work set out above.

# WHAT WILL A YES VOTE MEAN FOR GREATER YARMOUTH?

A renewal of GYTABIA for a further 5 years will mean:

- **650+ businesses will continue to be supported and serviced by the BID**
- **Over £2 million of investment for Greater Yarmouth.**
- **The continuation of the existing popular projects, marketing and events.**

## What the BID will do... The Projects

Our aim is to continue to deliver what we do well, as well as investigate and introduce the many new projects/services you said you wanted us to. We will deliver initiatives in four key areas again:

### Marketing

Delivering effective destination marketing is crucial to the success of Greater Yarmouth. It is vital that we maintain a high profile against continued competition from elsewhere. Marketing underpins many of the activities needed to attract more visitors and in enhancing our environment.

Greater Yarmouth has a strong core product which attracts in the main 'family school holiday market' and 'empty nesters'. Furthermore over 6 million day trippers bring in over £200m into the local economy. The BID needs to make sure people are given reasons to visit, return and stay longer.

### Events

Events and festivals are major drivers for our business sectors. We have said it is not always about the big events but supporting a range and scale of events in different parts of Greater Yarmouth to ensure we get the most from our funding.

GYTABIA will continue to stage and support some amazing events. Of course the big headline was the Air Show which helped elevate the profile of Great Yarmouth both regionally and nationally. A YES Vote in next year's ballot will give the BID an opportunity to consider staging a similar major event

### Supporting Facilities, Maintenance & Access

When our visitors and customers arrive they want the place to look good, get great customer service, use high quality facilities and for the place to satisfy their expectations. We will continue to work with our public sector partners to ensure that this happens to the best of our ability.

### Research, Monitoring & Evaluation

We will make sure that we are up to date on the current thinking, challenges and opportunities that apply to Greater Yarmouth keeping you informed in order that the right decisions are made.

We will continue to measure the effectiveness of our work against the key objectives and let you know how we are doing. We also want you to be involved by letting us know about your business priorities and helping us develop the right projects and services to address them.





## What If You Vote NO?

A 'No' vote will mean Greater Yarmouth will lose from a great many benefits that the BID brings. Here are just a few:

### Lost Investment

Over £2million BID levy investment will be lost over the next 5 years as well as the additional funding the BID levers in

### A Loss of Momentum and Success for GYTABIA

GYTABIA would lose ground with other BID destinations such as Blackpool, the English Riviera, Yorkshire Coast, Lincolnshire Coast and the Isle of Wight.

### GYTABIA Will Slide Behind The Times

The loss of GYTABIA's website and extensive online and social media campaigns

### Marketing, Events and Promotion Will Cease

This will cease later this year with the loss of major profile, footfall & spend

### Business Support Will Dwindle

The loss of a powerful and active body that works in the best interests of businesses. Training support as well as research and monitoring will cease impacting on our ability to compete and bring in additional funding.

**There is NO replacement body that will deliver these services. There is NO Plan B.**

## THE BID AREA

The BID will operate and focus on activities within the area outlined on this map. The full list of streets is available on our website, [www.gyta.com](http://www.gyta.com). Streets included in the Great Yarmouth Town Centre BID will be exempt.



If you had asked me if the BID would affect us when we started our estate agent business I would have said no; however we sold two properties as a direct result of the 2018 Great Yarmouth Airshow to people who had previously never visited the area but who were so enchanted with the borough they decided to buy homes here. So the BID is working and we will support it.

**Minors & Brady**



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Great Yarmouth Borough Council 100018547

# THE BID LEVY

Every eligible business in the BID area will pay the BID levy, which is calculated as 1.75% of its premises rateable value. The rate will not change throughout the duration of the BID term.

This income is then ring-fenced and used to fund the projects outlined in this business plan.

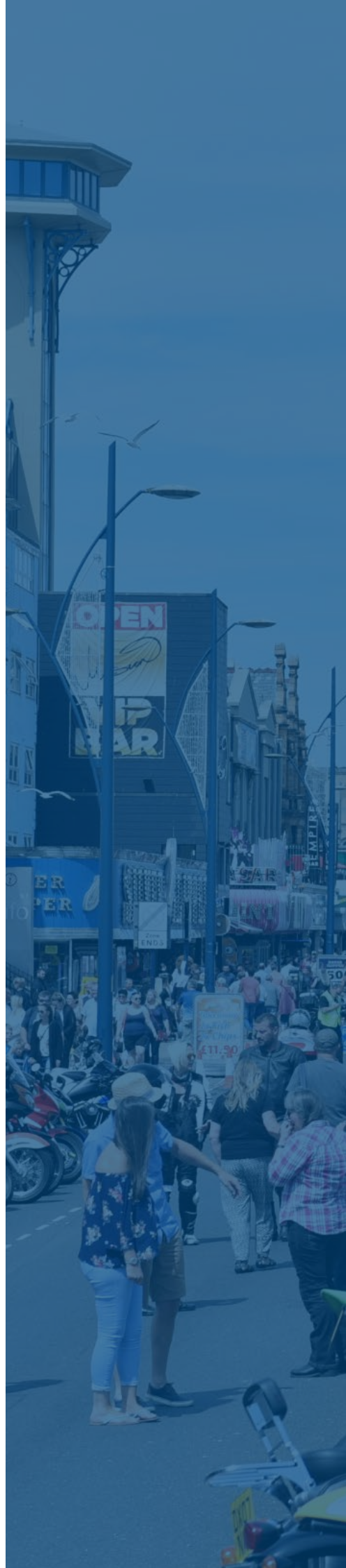
The tables below shows examples of what you will pay:

## Visitor Accommodation

RV of Business	Annual Levy Payable	Equivalent per Day
£2,500	£43.75	12p
£5,000	£87.50	23p
£7,500	£131	36p
£10,000	£175	48p
£20,000	£350	96p
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£250,000	£4,375	£12.00

## Other

RV of Business	Annual Levy Payable	Equivalent per day
£12,000	£210	58p
£20,000	£350	96p
£50,000	£875	£2.40
£100,000	£1,750	£4.80
£250,000	£4,375	£12.00



## Voluntary Membership and Additional Finance

The BID can also seek additional financial contributions and match funding on projects to ensure local businesses get even better value for money. Most BIDs generate on average 20% additional money in their lifetime. The BID will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services. The BID will also seek appropriate funds from outside the BID area, grants and match funding to deliver even better value for money for its activities. In addition, the BID will be able to run commercial services or other income generating activities.

## BID Company Membership

Any BID Levy Payer or equivalent financial contributor can become a member of the GYTABIA Ltd. This enables them to take part in the decision-making process and after a period of 12 months stand for and vote during Board of Director elections.

**GYTABIA 2 WILL RAISE  
APPROXIMATELY £470,000 P.A**

# BID BUDGET FORECAST 2019 – 2024

The proposed budget for the new term is set out below.

	2019/20	2020/21	2021/22	2022/23	2023/24	5 Year Totals
<b>Income</b>						
BID Levy	£470,000	£470,000	£470,000	£470,000	£470,000	£2,350,000
Additional Income	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
<b>TOTAL INCOME</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£2,800,000</b>
<b>Expenditure</b>						
Marketing & Events	£400,000	£400,000	£400,000	£400,000	£400,000	£2,000,000
Supporting Facilities, Maintenance & Access	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Research, Monitoring & Evaluation	£14,000	£14,000	£14,000	£14,000	£14,000	£70,000
Staff	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Training	£500	£500	£500	£500	£500	£2,500
Office & IT Support	£8,300	£8,300	£8,300	£8,300	£8,300	£41,500
Insurance	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Levy Collection Costs	£22,000	£22,000	£22,000	£22,000	£22,000	£110,000
Professional Fees	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£7,000	£7,000	£7,000	£7,000	£7,000	£35,000
<b>TOTAL EXPENDITURE</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£560,000</b>	<b>£2,800,000</b>
<b>Surplus/Deficit</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	

## Additional Income

The BID Company has raised additional income in the first term and will of course continue to pursue income from sources external to the BID Levy. This additional income could be generated through the following means:

- Grant Opportunities
- Voluntary Contributions
- Sponsorship Opportunities

# BID GOVERNANCE & MANAGEMENT

## The BID Board

GYTABIA Ltd is a private sector led, not-for-profit company and has been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors, together with other key stakeholders

Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver the Business Plan.

**All Board positions are voted on through an election process.**

Invitations will go out to all BID businesses and voluntary financial contributors to become members of GYTABIA (a legal requirement). This entitles businesses to be able to stand for Board positions and vote on company business.

**One of the Directors will be voted in as Chair.**

The BID will work in partnership with Great Yarmouth Borough Council, Norfolk County Council, Business and tourism groups, to harness the best from each organisation involved in the BID and make the most of their existing resources. The BID will not replace the existence or services of any of these organisations.

If successful at ballot the new term will commence on 1st October 2019. It will run for five years and then be required to seek renewal through a new ballot.



## MEASURING RESULTS

Throughout its first term, GYTABIA has kept BID businesses up to date with all BID activity on an annual basis through a year end annual report, newsletters, detail on the website, one-to-one meetings and surveys.

You as a business will be kept up to date on all the projects that the BID will implement in its second term to demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Visitor Numbers
- Attraction Occupancy Numbers
- Hotel Occupancy Numbers
- Business Mix
- Car Parking Usage
- Public Transport Usage
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions

**These will be communicated to businesses via:**

- Meetings
- Newsletters
- Website
- Social Media
- Emails
- Direct Communications





We wholeheartedly support the 2nd BID term. Without the BID then you might as well close the door on the tourism economy and the supporting industries with no marketing, events, illuminations resulting in less available jobs. We have to compete with other resorts in the UK that have BIDs. Simple.

**Michael Cole, Joyland**



## FAQs

### The BID has been running for 5 years, why can't it just continue?

BIDs last for a maximum of 5 years, once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

### Is this just another tax and will it substitute those services that Great Yarmouth Borough Council is responsible for providing?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Great Yarmouth Borough Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request and are:

- Policing
- Beach & Street Cleansing
- CCTV
- Footway & Decorative Lighting
- Grounds Maintenance incl Outdoor Sports & Leisure
- Grounds Maintenance
- Marketing Engagement & Events
- Parking Services
- Property & Asset Management
- Public Conveniences
- Tourist Information Centre

**\* GYTABIA can choose to enhance and add to these services using BID levy income.**

### How much will I pay?

On behalf of GYTABIA, the Council will collect a levy from each BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.75% of their rateable value. This is collected annually.

### My business is not a part of the BID area. Can I still take part?

Yes, any businesses that are formally exempt from paying the BID levy can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the contact details on the last page.

### When will the second mandate projects begin to be delivered?

The first term of the BID is due to end on 30th September 2019. The new term will then start to be rolled-out from 1st October 2019. If the renewal ballot is unsuccessful, all BID services will cease immediately.

# BID LEVY RULES & BALLOT

## Levy Rules

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the GYTABIA will be for a period of five years.
- The levy rate is fixed and will not be subject to variation by the annual rate of inflation.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply.
  - » Those with a rateable value of less than £12,000 unless you fall into the following categories in which case the exemption level is set at below £2,500:
    - i. Camping Site & Premises (CC)
    - ii. Caravan Park & Premises (CC1)
    - iii. Chalet Park & Premises (CC5)
    - iv. Caravan & Chalet Park (CC6)
    - v. Hotel & Premises (CH)
    - vi. Self Catering Holiday Units & Premises (CH1)
    - vii. Guest House & Premises (CH2)
    - viii. Motel & Premises (CH3)
  - » Businesses whose primary function does not benefit from tourism. These are defined using the VOA category description and include the following: Ambulance Stations, Cemeteries, Community Centres, Education, Factories, Fire Station, Health & Medical, Office/Commercial, Schools, Storage, Workshop, Warehouse
  - » Non-retail charities with no paid staff, trading income, arm or facilities and entirely voluntary or subscription based organisations
  - » Organisations already paying the Great Yarmouth Town Centre BID Levy
- The levy will be a fixed rate of 1.75% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- The maximum levy payable will be £12,500
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.

- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Great Yarmouth Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a bi-monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to board approval providing the changes fall within the income and overall objectives of the BID.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

## BID Ballot

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Great Yarmouth Borough Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Great Yarmouth Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available and details will be sent out by Returning Officer at Great Yarmouth Borough Council
- Ballot papers will be sent out to the appropriate organisation from 08th July 2019, to be returned no later than 5pm on 05th August 2019.
- For the BID to go ahead, two conditions must be met:

1. **More than 50% of businesses that vote must vote in favour.**
2. **Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.**

**The results of the ballot will be declared on 06 August 2019.**

## NEXT STEPS

Look out for the following:

# June 2019

## Final Business Plan Mailed to all BID Businesses



# 08 July 2019

## Postal Ballot Opens



# 05 August 2019

## Postal Ballot Closes

# 06 August 2019

## Declaration



The well-being of the local economy benefits all businesses both directly and indirectly by supporting jobs, education, local amenities and quality of life for the local community, which the Power Station both recognises and supports. We have a corporate responsibility to work together with all our stakeholders to improve the economic development/growth of Great Yarmouth.

**RWE Generation UK - Great Yarmouth Power Station**

## GET IN TOUCH

For further information, please contact the GYTABIA Team using the following details:

☎ 01493 331532

@ alan@gyta.com

@ karen@gyta.com