

**URN:** 20-138

**Subject:** Great Yarmouth Town Centre Partnership BID (TCP/gyBID) – Proposed Fourth BID Term

**Report to:** ELT – 25 November & 2 December 2020  
Policy & Resources Committee – 15 December 2020

**Report by:** Paula Boyce, Strategic Director

## **RECOMMENDATIONS**

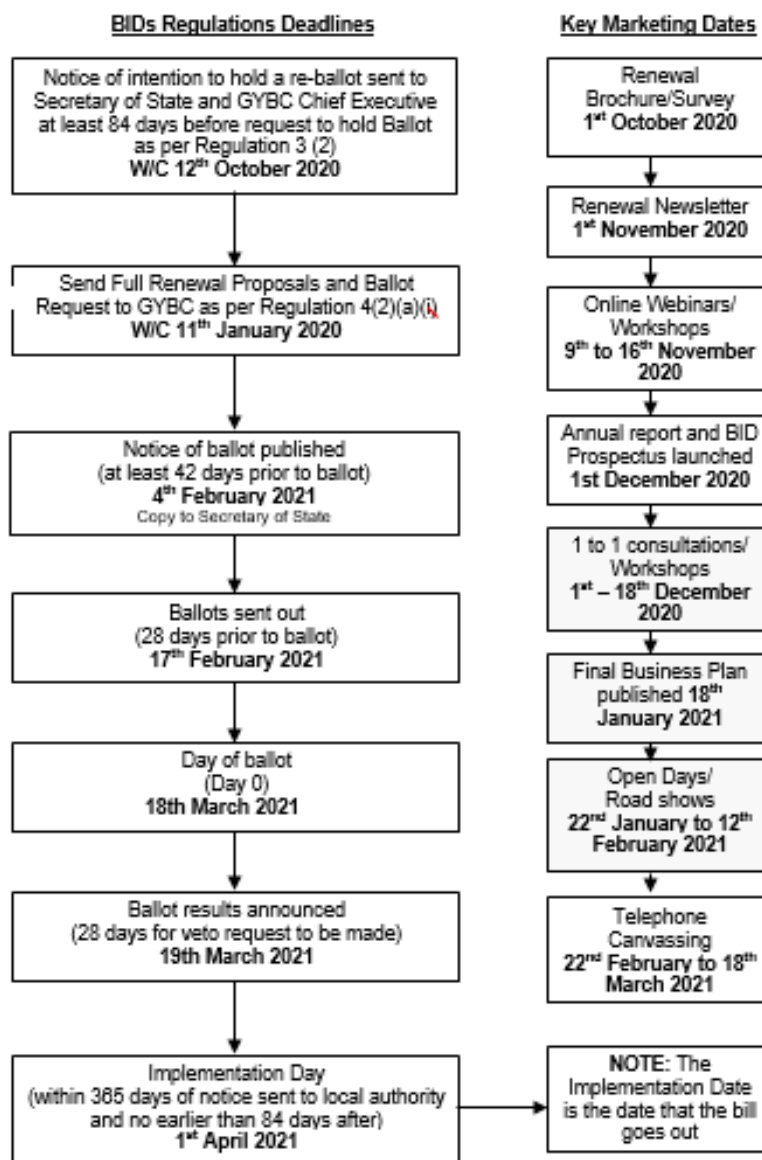
### **That Committee:**

- 1) Notes that the information has been supplied by the Great Yarmouth Town Centre Partnership Business Improvement District (TCP/gyBID) 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.**
- 2) Resolves to approve the draft Business Plan proposed by TCP/gyBID as described in the Annual Report and gyBID Renewal Prospectus at Appendix 1.**
- 3) Resolves to approve the Council's support for the TCP/gyBID in relation to its ballot for a fourth BID term.**

## **1. INTRODUCTION**

- 1.1** The Town Centre Partnership Company (Great Yarmouth) Limited (TCP) is a public limited (not for profit) company set-up to manage and deliver activities currently under a five-year term as a Business Improvement District (BID) on behalf of its 191 levy payers.
- 1.2** The TCP was originally established in 1997 to work with all stakeholders to make Great Yarmouth Town Centre a more vibrant and attractive place to work, shop and live. Following the formation of a Business Improvement District and successful ballots in 2006, 2011 and February 2016, the company is now nearing the end of its third BID 5-year term.
- 1.3** Under The Business Improvement Districts (England) Regulations 2004, the BID proposer (gyBID/TCP) 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 25 September 2020 which the Economic Development Committee endorsed at its meeting in October 2020. The proposed ballot period for the fourth BID term will be from 19 February 2021 to 18 March 2021. As a reminder the timetable for the gyBID/TCP ballot is shown below:

### Schedule for BID Renewal Ballot BASED ON 18<sup>TH</sup> MARCH 2021 BALLOT DAY



- 1.4** 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.
- 1.5** TCP/gyBID is currently undergoing its consultation to prepare the necessary documents to make ready for a ballot of its members. This report provides the currently available information the Council requires as Billing Authority under the Regulations to endorse and support the TCP/gyBID in relation to its ballot for a fourth BID term. Members should note that without approval from the Council, the ballot would not be able to proceed.

- 1.6** Subject to members' endorsement, the proposed ballot period for the fourth BID term will be from 19 February 2021 to 18 March 2021 with the new BID term commencing on 1<sup>st</sup> April 2021.

## **2. CONSULTATION FOR A FOURTH BID TERM**

- 2.1** In accordance with the Business Improvement Districts (England) Regulations 2004, the TCP/gyBID 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 company has undertaken consultation and engagement with levy payers in addition to its regular newsletters and daily contact with businesses. TCP/gyBID's consultation included:
- Survey sent to all businesses within the current town centre BID area with a Rateable Value over £7,000 in October 2020, offering a chance for feedback on current BID activities and suggestions of projects/issues to be addressed during a third term. The survey was posted by Royal Mail with a stamped addressed envelope enclosed for the survey to be returned.
  - The responses from the above survey were compiled in Survey Results Newsletter that was sent to all current and potential new BID levy payers in November.
  - Further consultation is underway in the form of online presentations and Q and A's following the publication of the BID's Renewal Prospectus. The Prospectus incorporates a review of the outputs of the current BID term as well as the draft proposals for the new BID Business Plan (as set out in Appendix 1).
  - Together with feedback from December's consultation, the final Business Plan will be published in January 2021 ahead of the Ballot Notice being issued.
- 2.3** The outcome from the initial consultation process has provided the BID with evidence that there is satisfaction and support for the existing BID. Respondents were asked to rate the level of importance that they gave to current and potential projects delivered by the gyBID funding. Each of the 'Safe and Clean' outputs of the current gyBID were rated 'Important' or 'Very Important' by 82% of respondents with town centre street wardens and CCTV scoring 100%. There was a 15% response rate which equates to 31 forms returned (higher than the previous BID consultation).
- 2.4** The rating of the 'Friendly' events and marketing initiatives of gyBID was regarded as 'Important' or 'Very important' by 81% to 96% of respondents with town centre and Christmas events scoring highest.
- 2.5** When asked to rate their interest in potential new or enhanced projects that could be taken forward in the new BID term, 85% were interested in a digital upgrade of the town centre shop radio network whilst 82% showed interest in an upgraded offender database and 78% were interested in joining a national business crime database.
- 2.6** When asked about their overall satisfaction with the BID, 52% of respondents said they were 'Happy' and 22% said they were 'Very Happy'. In contrast 22% said they were 'Undecided' with 4% 'Very unhappy'.

- 2.7 Finally, when asked their likelihood of voting 'Yes' in favour of the BID in a ballot, 78% said they would, 19% were 'Unsure' and 4% said 'No'.

### 3. PROPOSAL FOR A FOURTH BID TERM

- 3.1 Following consultations with current BID levy payers, it is apparent that the 'Safe and Clean' initiatives are still considered very important to the majority of town centre businesses. For example, the wholly BID-funded street warden team are crucial to presenting a safe and welcoming town centre for visitors and businesses. The team presents a uniformed ambassadorial presence, discouraging anti-social behaviour and providing a reassuring presence to town centre shoppers and workers alike.
- 3.2 The events and marketing projects aimed at promoting a 'Friendly' town centre remain a key deliverable for gyBID, as the experience of visiting the town centre becomes as important as the shopping opportunities 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.
- 3.3 The TCP/gyBID's proposed new Business Plan will therefore concentrate on the key areas as summarised in the table below on behalf of up to 220 levy paying businesses:

**'Safe and Clean' initiatives as part of the gyBID service offer including:**

- Continuation Street Warden team dedicated to the town centre.
- Retail radio link with over 100 users including shops, wardens, police and shops.
- Town-wide exclusion scheme for tackling shoplifters.
- Exclusive access for BID levy payers to database of known offenders.
- Licensed premises radio link 'NightSafe' to promote a safer town at night.
- Working in Partnership with Police and local authorities to promote all aspects of community safety.
- Continued funding of Great Yarmouth CCTV control room to act as hub for day and nighttime radio links.

There continues to be a need to promote the town centre as **a more vibrant place** for visitors, encouraging them to stay longer and return more frequently.

A fourth BID term will allow the gyBID/TCP to continue to work with local partners and stakeholders to further support these aims as Great Yarmouth town centre begins to recover from the effects of the coronavirus pandemic during 2021. This will include tackling the wider issue facing many town centres in light of a changing consumer market place.

- 3.4** Through the BID, the Town Centre Partnership will endeavour to work with Great Yarmouth Borough Council and other partners and stakeholders on the transformation of the town centre to meet the needs and expectations of its community by the progression of the Town Centre Masterplan and integral projects.

## **4. FINANCIAL IMPLICATIONS**

- 4.1** The Council has agreed with the TCP/gyBID an Operating Agreement to cover the arrangements for the collection of the BID Levy and the operation of the BID Levy account. Under this Agreement the following costs will need to be met by the BID company:
- Setting up of the baseline data
  - Setting up and administering of the ballot
  - Annual cost of BID levy collection
- 4.2** During the third BID term, a levy collection rate achieved by the council as Billing Authority on behalf of the gyBID company was 96.5%.
- 4.3** The cost to administer BID levy collection on behalf of gyBID/TCP by the council as Billing Authority for a fourth BID term has been determined as £4,807 per year. The TCP and the Council have jointly agreed an Operating Agreement for the proposed term of the BID which includes this charge.
- 4.4** The cost to the Council of undertaking the BID ballot on behalf of gyBID/TCP for this fourth BID term has been calculated as £1,530. The TCP has agreed to fund this cost should that ballot not be in its favour.
- 4.5** Details of the proposed BID levy liability and collection can be found in the Annual Report and gyBID Renewal Prospectus (Appendix 1).
- 4.6** In summary, the Town Centre Partnership Board has set the rateable value threshold for the fourth BID term at £9,000 with a 1.75% levy percentage with some prescribed exemptions.
- 4.7** A BID levy of 1.75% of rateable value will be charged on all rateable properties listed in the Great Yarmouth Non-Domestic Rating list and which are located in the BID area. The Levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge and those whose shop fronts are located within a managed shopping centre including Market Gates and Victoria Arcade. Exemptions include properties with a rateable value of less than £9,000 per annum, schools, nursery buildings, health centres, GP surgeries, community centres communication station and premises.
- 4.8** Businesses with either a rateable value of less than £9,000 or those located outside of the BID geographic area will be invited to contribute to the Town Centre Partnership BID and benefit from projects, activities and services that the BID will deliver.
- 4.9** The budgeted income and expenditure will be determined by the final number of businesses included in the BID. This is likely to be up to 220 levy paying businesses including the borough council's property and assets e.g. offices, public conveniences and car parks.

- 4.10** At the commencement of Year one of the new BID term, it is proposed to advance gyBID/TCP up to £12,000 of its £140,000 anticipated levy income. The advance is deemed necessary ahead of levy payments being received in order to commence the start-up of the new term.
- 4.11** The first invoices for levy collection would be issued to businesses in the BID by the council on behalf of gyBID/TCP in April 2021. 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 the TCP throughout the BID's term period.
- 4.12** The gyBID/TCP 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. The TCP will run a voluntary membership scheme for businesses exempt from the BID levy so that they too can benefit from BID projects and services.
- 4.13** The TCP 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.

## **5 LEGAL IMPLICATIONS**

- 5.1** The BID renewal is governed by The Business Improvement Districts (England) Regulations 2004 for which the Council is deemed as the relevant billing authority. The TCP is therefore required under Regulation 4 Schedule 1 of the Act to supply the Council with:

A copy of the BID proposals, alteration proposals or renewal proposals, as the case may be, together with a summary of:

- a) The consultation it has undertaken with those persons who are to be liable for the proposed BID levy.
- b) 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).
- c) 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.
- d) 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.
- e) 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.

## 5.2 Members can be assured that:

- The gyBID/TCP has supplied the necessary information to fulfil these legislative requirements.
- An Operating Agreement has been agreed with the TCP/gyBID in relation to the collection of BID levy payments.
- Baseline Statements relating to public sector services within the TCP/gyBID area have been prepared.
- A summary of the aims of the fourth term of the BID can be found in the Annual Report and gyBID Renewal Prospectus in Appendix 1.

## 6 RISK IMPLICATIONS

- 6.1** There is a risk that the ballot does not support the creation of a fourth 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 TCP/gyBID renewal Team.
- 6.2** Should the TCP/gyBID fail to secure sufficient support from businesses, then the work of the TCP would cease, bringing with it a reduced spend on security and town centre events. Whilst the Council will continue to facilitate key public events in collaboration with partner organisations and continue to invest in and market the town centre, clearly the relationship with the local business community and need to support the TCP's plans is of paramount importance to the Council.

## 7 CONCLUSION

- 7.1** The TCP/gyBID is an organisation whose aim is to provide a safe, clean and friendly environment and to market the town to both customers and new retailers.
- 7.2** As one of the Council's key strategic partners, it is in the interest of the wider community and the business sector to see the TCP continue to support town centre activities and the regeneration of the town centre as part of a thriving local economy.

## 8 RECOMMENDATIONS

### That Committee:

- 1) Notes that the information has been supplied by the Great Yarmouth Town Centre Partnership Business Improvement District (TCP/gyBID) 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.**
- 2) Resolves to approve the draft Business Plan proposed by TCP/gyBID as described in the Annual Report and gyBID Renewal Prospectus at Appendix 1.**
- 3) Resolves to approve the Council's support for the TCP/gyBID in relation to its ballot for a fourth BID term.**

## 9 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





GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP

# Great Yarmouth Business Improvement District

Annual Report and gyBID Renewal Prospectus 2020



# Introduction - gyBID

Directly funded by contributions from town centre businesses the Great Yarmouth Business Improvement District (gyBID) delivers a range of initiatives aimed at making the town centre a safer and more attractive place for people to live, work and visit. The delivery of these initiatives has been managed by the Town Centre Partnership, a not for profit company, which has been managing town centre projects in Great Yarmouth since 1997.

The current Great Yarmouth Business Improvement District business plan went live from April 2016 following a successful ballot of 191 town centre business rate payers being asked to contribute to the funding of the initiatives via a levy collected by Great Yarmouth Borough Council. This was the second renewal ballot for gyBID and of the ballot papers returned, 86% of town centre businesses voted in favour of the BID being renewed. In terms of aggregate rateable value, 94% voted yes. The BID went live in April 2016 and the current BID term is due end in March 2021.

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

This report will summarise not only the initiatives and projects funded by the BID in the period 2019/20 but also the outputs and outcomes of these activities since the renewal of the Great Yarmouth Business Improvement District four and a half years ago. An income and expenditure report can be found on page 5 and includes an accumulative total of how the BID levy and additional income raised by the Town Centre Partnership has been used in the last four years of the BID.

Another ballot is to take place in March 2021 which needs to be supported by at least 50% of voters if the projects and initiatives delivered by the Town Centre Partnership on behalf of the BID are to continue. A summary of the proposals to be included in a renewal of the Business Improvement District is contained within this report along with the essential information relating to the BID area and BID levy arrangements. It must be emphasised that at this time the proposals and arrangements are still open to change as the Partnership continues to consult with businesses in the BID area. A detailed Business Plan will be available by 15th January 2021.



## BOARD OF DIRECTORS

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

### CHAIR

Nick Spencer Market Gates Shopping Centre

### DIRECTORS

Ian McCreadie	Chamber of Commerce
Cltr Carl Smith	Great Yarmouth Borough Council
Liz Goddard	Boots
Cltr Graham Plant	Norfolk County Council
Donna Ioannou	IJustWanna... Candy

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

Town Centre Manager	Jonathan Newman
Project and Admin Assistant	Jonnie Williams
Street Warden	Tracy Nixon
Street Warden	Morgan Harding
Street Warden	Alvin Newey

# Chairman's Comments

This past year has been truly challenging for everyone and whilst this Town Centre Partnership annual report is mainly concerned with the activities delivered by gyBID to March 2020, it is the 9 months since then that is foremost in my mind as I write these comments.

The coronavirus pandemic and subsequent lockdowns have put massive pressure on the retail, service and hospitality businesses that choose to locate in Great Yarmouth town centre. As a BID we have worked closely with local authorities, police and other stakeholders to provide support and guidance to our levy payers during these unprecedented times. Further details on the activities of the BID are covered in the following pages including some of the actions the Town Centre Partnership took in response to the pandemic.

The town centre and indeed the entire country is still in crisis mode as we continue to tackle the virus and adapt to the safety measures and restrictions forced upon us to try and reduce the spread of Covid-19. I hope that the lifting of the national restrictions on December 2nd provide a much needed boost to trade for all our levy payers at a time when they would normally be at their busiest and that we can look forward to a quick return to Tier 1 restrictions to further help our hospitality venues recover.

The Town Centre Partnership, funded by the Business Improvement District, will continue to support the recovery of the town centre by promoting the safety measures and the activities aimed at encouraging visitors to return. A Winter Programme of activities and animations has been planned and whilst some events have had to be postponed this year's Christmas illuminations are bigger than ever as an increased number of decorative lighting feature has been installed by Great Yarmouth Borough Council.

The new lighting and a raft of other projects to follow has been made possible with match funding by gyBID helping to secure additional funding from Government for the town.

The role of the Town Centre Partnership going forward is dependent upon the successful renewal ballot of BID levy payers in March. I feel it is particularly important in these uncertain times to have the support of the measures laid out in the BID Renewal Prospectus contained within these pages. The Town Centre Partnership, supported by gyBID, will have an important role to play in the recovery of the town centre in the coming months and years as we work with Great Yarmouth Borough Council and other partners on the transformation of our town centre to reflect the needs and aspirations of our community.

### Nick Spencer

Chairman, Market Gates Shopping Centre



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## Current Activities

Whilst this annual report aims to cover the 'Clean, Friendly & Safe' activities provided by the BID during 2019/20 much of this work has been overshadowed by the Coronavirus Pandemic and subsequent "Lockdowns" seen in the first three months of this financial year and most recently in November.

The challenges which COVID-19 has presented to businesses in Great Yarmouth town centre over recent months have been unprecedented and, much like many of our levy payers, the BID has adapted to these challenges. Whilst we endeavoured to continue much of our normal operations during the first lockdown period we have been at the forefront of the local recovery effort, coordinating a range of campaigns and practical support to build confidence amongst businesses and consumers. We have continued to support town centre businesses during the second lockdown as footfall, retail crime and anti-social behaviour remained higher than during the previous period.

We have been committed to bringing the town back to life in a safe way, as quickly as possible, and our partnerships with local authorities, police, press and media and of course our levy payers are crucial to this effort. During the first lockdown we ensured that a flow of the latest information on guidance, grants and practical support through our website and e-newsletters kept local businesses and consumers up to date on the impact coronavirus was having on the town centre. To support the re-opening of non-essential retail in June we ran a high profile 3-month campaign through local radio and press to promote the awareness that the Covid related measures in place ensured that the town centre provided a safe place to visit, shop and eat out. Our town centre street wardens distributed printed guidance on safety measures, queue management signage provided by the BID and assisted the councils Covid Marshalls with their duties.

Most recently we have been working closely with Great Yarmouth Borough Council and other Partners on plans for a Winter Festival programme of activities and experiences that had been planned to attract more footfall into the town from October to January. A financial commitment by gyBID was crucial in securing significant funding towards the Winter Programme to fund additional decorative lighting, a Christmas market, fire and light festival and an illuminated heritage trail. Sadly, the second lockdown in November has curtailed some of the Christmas events but the additional decorative lighting features will still go ahead along with a 'Virtual' light switch-on to promote them. The postponement of other activities will see the Winter Programme extended into early 2021 as we continue to recover from the pandemic. The recovery of the town centre economy following the height of the Pandemic will remain as our main focus during the remainder of the current BID term.



As we look towards 2021 and beyond the town has a raft of major projects planned with funding from the Government's Future High Street and Towns funds. The redevelopment of the covered market gets underway in the new year as does the construction of the towns Third River Crossing, a development that will release pressure on the town transport infrastructure. Details of these and the other elements of the Great Yarmouth Town Centre Masterplan can be found on our website [www.gytcp.co.uk](http://www.gytcp.co.uk).



## Income and Expenditure

	Period 1st April 2019 to June 30th 2020	Total Accumulative April 1st 2016 to June 30th 2020
<b>INCOME</b>		
Balance brought forward	339	25,616
GY BID levy	145,555	505,251
Other income (Voluntary subscriptions, Local Authority Funding, Contracts etc)	81,564	340,059
<b>Turnover</b>	<b>237,119</b>	<b>845,310</b>
<b>EXPENDITURE</b>		
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	98,834	331,336
Friendly projects (marketing events, advertising etc.)	49,545	227,646
Overheads (office expenses, insurance, printing, stationary, professional fees, salaries etc.)	91,159	289,818
<b>Total Costs</b>	<b>239,538</b>	<b>848,800</b>
Operating Surplus*	-2,419	-3,490
Balance carried forward	-2,080	22,129

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

The BID Levy is collected by Great Yarmouth Borough Council and passed to the Town Centre Partnership where it is added to other funding streams to assist the delivery of projects and initiatives laid out in the GY BID Business Plan. During the financial year 2019/20, £145,555 of BID levy (which included some levy collected from prior years) was added to other Town Centre Partnership funding including voluntary member subscriptions, local authority contributions from Great Yarmouth Borough Council and earned income, giving a total income of £237,199.

Following the introduction of the coronavirus lockdown in March 2020 a decision was taken by the Town Centre Partnership Board to extend its financial year to the end of June 2020. This change was made possible by the higher than forecast BID levy collected by Great Yarmouth Borough Council boosted by prior year BID levies and allowed the Partnership to request that the issuing of the 2020/21 BID levy invoices be deferred for three months to July once the non-essential retail and hospitality businesses were allowed to reopen.

In the first four years of the current Business Improvement District 5-year term, the accumulative total of BID Levy collected is £505,251 which, when added to the other income raised by the Town Centre Partnership, has meant that a total of £845,310 has been raised towards delivering town centre projects and initiatives since 2016.

# Safer and Cleaner

The 'Safe and Clean' projects of gyBID play a crucial role in ensuring that the town centre is perceived as a safe place to work, live and visit. The Great Yarmouth Business Improvement District helps create a more secure and friendly trading environment through our "ShopSafe" scheme that includes Town Centre CCTV, a town centre exclusion scheme and dedicated street wardens.

Retail crime and the increase of violence against shop workers continues to be a concern for shops and businesses across the UK with the British Retail Consortium reporting that retail theft costs the industry £900m annually whilst a recent survey identified that around 115 retail employees were attacked at work every day. In Great Yarmouth, the number of incidents involving town centre shops fell by 36% in 2019/20 compared to 2015/16.



The gyBID funded crime reduction initiatives have given businesses the tools to reduce minor crime and the vulnerability of their staff to violence. The ShopSafe scheme, incorporating a retail radio link, exclusion scheme, CCTV and the information sharing 'SIRC'S' database has contributed greatly to reducing the stock loss of many retailers, whilst the gyBID funded town centre Street Wardens has enhanced the overall package 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 officers have continued to tackle retail crime, anti-social behaviour and environmental crime during the last five years of gyBID, promoting a safer, friendlier and cleaner town centre for all users.



Since the start of the third BID term, data recorded by the CCTV control room has shown that the total number of crime incidents has decreased by 33% whilst the number of arrests has fallen by 17%. The unique way in which the Great Yarmouth's CCTV system is managed by the Town Centre Partnership has promoted business involvement in community safety and contributed greatly to the reduction of business crime. The highly experienced and skilled CCTV operators play a proactive role in reducing crime through contact with ShopSafe members and the street wardens using the Partnership's dedicated radio link. With a direct radio link to Norfolk Police HQ the CCTV control room operators can and get a quick response to incidents from the emergency services.

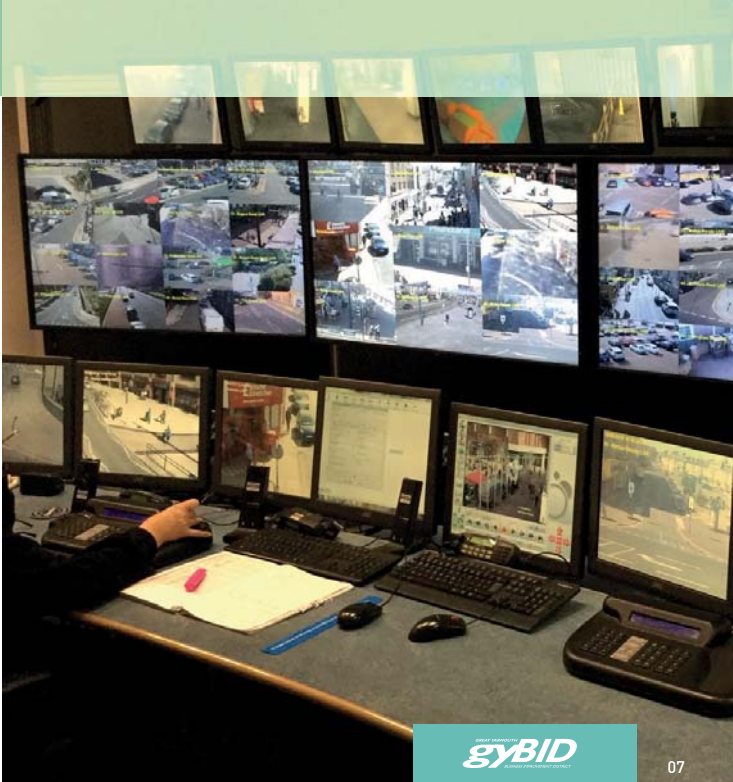


## Key achievements during 2019/20:

- 2865 total incidents recorded via CCTV were responded to in 2019/20, whilst Incidents involving Public Disorder/ Disturbance have lowered by 38% since the start of the BID term
- 183 Exclusion notices issued during 2019/20 down 15% compared to 2018/19
- During 2019/20 692 ShopSafe incidents attended by street wardens (up from 509 in 2016/17)
- 2019/20, 82 arrests by Police attending ShopSafe incidents (down 12% from previous year)
- Usage of retail radio link increased to over 100 users including shops, wardens and police.
- Incidents of drug offences have also decreased by 11% compared to start of BID.
- Criminal damage across the BID area has decreased by 27.27% over the last year.

## Additional 'Safer' activities

During the height of the coronavirus pandemic the CCTV control remained operational 24/7 providing essential retailers support during lockdown whilst the town centre street wardens assisted with queue management, providing advice to the public and businesses, distributed printed guidelines and signage and supported Great Yarmouth Borough Council officers in their management of the Covid-19 restrictions. The value of having monitored CCTV linked to police, businesses, street wardens and enforcement officers via a dedicated radio link at a time of crisis was very much proven during 2020.





# Friendly

Throughout the 5-year term of the Great Yarmouth Business Improvement District the aim has been to encourage additional visits to the town centre by delivering seasonal activities and annual events. As well as bringing in extra footfall these events have the potential to improve the visitor experience by contributing to a friendly and pleasant atmosphere to visit and shop, whilst positively influencing external perceptions of the town centre.

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

In what has been a challenging few years for Great Britain's High Streets gyBID has continued to raise the profile of Great Yarmouth Town Centre through events and activities to both promote visits and enhance the visitor experience for shoppers. By establishing an annual schedule of events to take place at regular intervals of the year, facilitating free entertainment for shoppers and organising competitions and treasure trails to boost footfall, the BID has worked to enhance the experience of a visit to Great Yarmouth. Positive publicity has been achieved in the local and regional media for the town as a result of events and marketing activities and social media platforms. Our recently upgraded website – [www.gytcp.co.uk](http://www.gytcp.co.uk) – promotes the town centre, its amenities, attractions and places of interest and is funded by gyBID and regularly updated by the Town Centre Partnership.



Whilst in recent months the restrictions brought about by the coronavirus pandemic have led to the cancellation of the annual Easter Treasure Trail, St Georges Day Parade, Great Yarmouth Beer & Cider Festival, Halloween and Christmas events that would normally be delivered during 2020 these and more were funded and supported by the BID during 2019 including a Great Yarmouth Christmas Fayre weekend that saw record numbers attend the annual Christmas craft market and Light Switch-On.

The Town Centre Partnership marketing campaigns have included radio advertising, local and regional newspaper coverage, a newly updated town centre website and proactive social media activity. The latter two are constantly reviewed and updated by our dedicated project and admin coordinator with planned campaigns focussed on delivering positive posts and articles about the town centre.

The promotion of events and activities have been the main focus of advertising but the Partnership has also provided regular press releases to inform the public through local media of town centre news stories. Targeted campaigns through radio advertising have been used to support the 'Go Trade' Click and Collect platform designed for market stalls and independent shops. However, during 2019/20 the biggest campaigns have been about promoting Christmas shopping in the town centre and the many events – Great Yarmouth Christmas Fayre, the Christmas Lights Switch-On and Late night shopping – that the Town Centre Partnership organises for the festive period.



## Summary of key achievements:

- New digital trails and experiences introduced
- Over 60 days of unique events and activities supported
- New town centre website launched
- Enhanced use of social media channels
- Click and Collect platform established
- Extensive Christmas events and marketing campaign

During the previous four years of the current Business Improvement District term the Partnership has established a social media presence on all the main channels, supporting our members own posts whilst promoting a positive town centre message. This added social media voice and updated website and newsletter function has helped significantly throughout 2020 in providing guidance and information as the town centre has tackled the challenges brought about by the coronavirus pandemic. During this period the Town Centre Partnership has issued over fifty E-Newsletters to businesses and the general public advising on Covid issues whilst maintaining a comprehensive database of business opening hours, coronavirus guidance and information on financial support available to businesses.



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

During the remaining period of the current 5-year term of the Great Yarmouth Business Improvement District it is time to consider the priorities to be taken forward in the next BID term. In the last three terms the BID has focused on two main areas of activity – ‘Safe and Clean’ delivering a range of crime reduction initiatives, and ‘Friendly’ supporting events and marketing to encourage additional visits to the town centre.

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

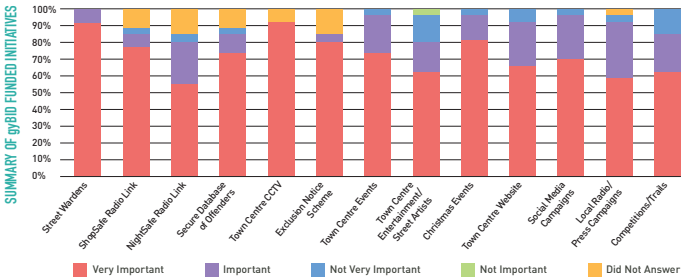
Whilst initial consultations confirm that much of the activities carried out by the Town Centre Partnership on behalf of the businesses in BID area are still very much relevant, there is also the opportunity to identify additional priorities for the BID to tackle or new projects and initiatives to be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

The next few pages aim to layout what projects and services the next five years of the Business Improvement District will aim to deliver along with the essential information relating to the BID area and BID levy arrangements. Consultations are still ongoing and much of this is still open to change before the final BID Proposals document and Business Plan is published ahead of the renewal ballot of businesses being held on March 18th 2021. Further formal consultations will take place with businesses before this date, in the meantime if you wish to express any views on the draft proposals contained in the report, we would very much like to hear from you.

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

## SUMMARY OF ALL gyBID FUNDED INITIATIVES

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



## The BID Levy

A BID levy of 1.75% of rateable value will be charged on all rateable properties valued at £9,000 and above, unless an exemption applies, listed in the 2017 Great Yarmouth Non-Domestic Rating List and which are located in the BID area.

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

Acle New Road, Alexandra Road, Brewery Street, Bridge Road, Broad Row, Church Plain, Coronation Street, Deneside, Fitzalan Close, Fullers Hill, George Street, Greyfriars Way, Hall Plain, Hall Quay, Herries Close, Howard Street North, Howard Street South, King Street, Market Gates, Market Gates Shopping Centre, 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, St Nicholas Trading Estate, Station Road, Stonecutters Way, Temple Road, The Conge, Theatre Plain, Victoria Arcade, Yarmouth Way.

## Voluntary Contributions

Businesses with either a rateable value less than £9,000 or those located outside of the BID area will be invited to contribute to the Town Centre Partnership BID and benefit from projects, activities and services that the BID will deliver.



# Safe and Clean Proposals 2021

Following consultations with current BID levy payers it is apparent that the Safe and Clean initiatives are still considered very important to the majority of town centre businesses. The gyBID 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 ShopSafe scheme incorporating a retail radio link, red card exclusion scheme, CCTV, Secure Incident Recording and Community Engagement System (SIRCS) have contributed greatly to reducing businesses vulnerability to minor crime.

The gyBID funded street warden team have helped ensure that the town centre is a safe and welcoming place for visitors and businesses. As well as assisting retailers, many of whom are without uniformed security, in their battle against retail crime the dedicated town centre wardens help to address safety quality standards, and street management issues throughout the town centre. Creating a uniformed ambassadorial presence they discourage anti-social behaviour and provide a reassuring presence to town centre shoppers and workers alike.

The BID provides essential core funding towards the ongoing cost of the CCTV system, the control room of which provides the central coordination of the ShopSafe radio link. The CCTV control room is staffed by a team of highly experienced team of operators providing support for town centre businesses.

Overall the most effective weapon against crime in the town centre is the increasing number of BID and Town Centre Partnership members working together through the radio links, incident reporting and information sharing via a secure database and regular update meetings with other businesses, police and enforcement officers to reduce everyone's vulnerability to business crime.

The BID will continue to deliver and enhance the Safe and Clean 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 2021

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



Improvements to the above current Safe and Clean initiatives if the BID is renewed in 2021 include:

- An upgraded Digital Businesses radio transmitter providing significantly clearer transmissions than the current analogue VHF signal
- An upgraded business crime incident and offender database with live updates via push notifications to registered members mobile phones
- Membership of national business crime intelligence sharing partnership providing local, regional and national alerts on threats to business.



# Friendly 2021

In a rapidly changing consumer market place where online shopping has increased its share of retail spend the events and marketing projects aimed at promoting a 'Friendly' town centre remain a key deliverable for gyBID. The experience of visiting the town centre becomes as important as the shopping, eating and services 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 fourth 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.

The events and marketing priorities of gyBID have evolved over the years guided by businesses through regular stakeholder meetings and consultation. With Covid-19 and its effects on town centre businesses likely to continue into at least the first half of 2021 this will very much dictate the marketing and events activities as we recover from the impact of the pandemic.

We will continue to work closely with our partners in local authorities, media, tourism and national organisations to recover from the issues created by the coronavirus and continue to rebuild consumer confidence to get visitors returning to the town centre by reviving the many annual footfall driving events that had to be cancelled during 2020.

A further impact of the Covid-19 pandemic has been to accelerate the change in consumer habits and pressure on retail dependant high streets and town centres that was already evident before the pandemic. The Town Centre Partnership supported by funding from gyBID will continue to work closely on behalf of its levy payers with Great Yarmouth Borough Council on a raft of measures initiated both before and in response to the coronavirus crisis. Over the next 5 years gyBID intends to further improve perceptions of the town centre working alongside Great Yarmouth Borough Council on improvements developed as part of a masterplan for the town centre to include redevelopment of the covered market, heritage buildings brought back in to positive use, empty commercial property space converted to residential and the creation of a significant community and education hub in the town centre.



Friendly Events and Marketing Business Plan Proposals

- Support and promotion of town events and festivals throughout the year
- Dynamic and informative website to promote town centre visits
- Continued development of Click and Collect online platform
- Support and promote positive messages through use of social media platforms.
- High profile Christmas trading campaign, delivering increased marketing and events at the height of the peak shopping period
- Liaison with local and national media to support positive news and campaigns
- Various seasonal trails and competitions designed to encourage exploring of the town centre using digital Apps

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 impacting the town centre.





# Essential Information About The Bid Renewal Proposals

The following information reflects the current proposals for the renewal of gyBID but may change following further consultations ahead of publication of the final business plan on 18th January 2021.

### The BID Levy Liability And Collection

A BID levy of 1.75% of rateable value will be charged on all rateable properties listed in the Great Yarmouth Non-Domestic Rating List and which are located in the BID area. The Levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge and those whose shop fronts are located within a managed shopping centre including Market Gates and Victoria Arcade.

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

- a. Those with a rateable value of less than £9,000 per annum
- b. Schools and Nursery buildings
- c. Health, Community centres and surgeries
- d. Communication Station and premises



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

Important considerations are:

- There will be an annual inflationary increase in line with inflation.
- No development or ballot costs will be recovered thorough the levy.
- New premises will pay a levy based on the rateable value at the time of occupation.
- Levies where the property is split, extended or merged will be based on the rateable value at the time of the change.

### Financial Arrangements Of The BID

Great Yarmouth Borough Council will collect the agreed BID levy and pass over the BID levy to the Town Centre Partnership. A fee of no more than £5,000 per annum will be charged by Great Yarmouth Borough Council for this service.

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

### BID Proposed Income / Expenditure YEAR ONE

Income	
GY BID levy (collected by Great Yarmouth Borough Council and passed on to GYTCP)	145,000
Other income (voluntary subscriptions, Earned Income, grants etc.)	45,000
<b>Total Income</b>	<b>190,000</b>
Expenditure	
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	85,000
Friendly projects (marketing, events, advertising etc.)	43,000
Overheads (Inc. salaries, office expenses, insurance, Levy collection fees, professional fees and contingency)	62,000
<b>Total Costs</b>	<b>190,000</b>

### How Much Will It Cost?

Business rate payers with Rateable Values of £9,000 or more will contribute to the BID. Two-thirds of the businesses would pay less than £10 per week for the GY BID, which will raise a projected £145,000 in the first year which will lever in £45,000 of additional income creating an annual budget of £190,000 ring fenced to be spent on the agreed gyBID projects.

### Alteration Of BID Arrangements

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

### BID Management

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

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

### Commencement And Duration Of The BID

The renewed BID will start on 1st April 2021 and will last for 5 years. A postal ballot of business ratepayers in the BID area based on a list on non-domestic ratepayers with a rateable value of £9,000 or more per annum will take place between 18th February and 18th March 2021. The result of the ballot will be announced by 19th March 2021. If the BID proposal is approved it will operate for 5 years, from April 2021 until March 2026. At or before the end of this period, the Board may seek renewal of the BID mandate.

### The BID Ballot

The person(s), registered company, or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as on 1st January 2021, 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 £9,000 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 18th February 2021 and must be returned by 5pm on 18th March 2021.

### Exit Strategy

Should the BID Renewal Ballot in March fail to gain a majority of support from voters, we will wind up the activities of gyBID at the end of the current BID term that ends 31st March 2021. From April 1st 2021 all projects and initiatives funded by the BID levy will cease. The Town Centre Street Wardens scheme and all ShopSafe initiatives will be terminated, along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.







GREAT YARMOUTH  
TOWN CENTRE  
PARTNERSHIP



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