

URN: 20-138

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

Report to: Economic Development Committee – 26 October 2020

Report by: Paula Boyce, Strategic Director

RECOMMENDATIONS

Members are asked to:

- 1) Note the work undertaken by the Town Centre Partnership Company (Great Yarmouth) Limited during the term of its current Business Plan.**
- 2) Acknowledge receipt of a letter dated 25 September 2020, from the Town Centre Partnership Company (Great Yarmouth) Limited notifying the Council of its intention to commence a renewal process in 2020/21 for the Business Improvement District (BID).**
- 3) Acknowledge the request from Town Centre Partnership Company (Great Yarmouth) Limited to supply the necessary information it requires to develop the BID in accordance with the Regulations.**
- 4) Authorise officers to work with the Town Centre Partnership Company (Great Yarmouth) Limited to support the development of TCP's Business Plan and as the relevant billing authority, and to agree an Operating Agreement.**
- 5) Request prior to the BID ballot, that the Town Centre Partnership Company (Great Yarmouth) Limited provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.**

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. Since its establishment in 2006, the BID company has undergone two renewals with a fourth term now in preparation and the subject of this report.
- 1.2** Supported by Great Yarmouth Borough Council, Norfolk Police and Norfolk County Council, the TCP is focussed on promoting the economic, social and environmental well-being of Great Yarmouth town centre and as high street's across the UK face significant challenges with the closure of national chain stores and reducing footfall, it is more important than ever before to have a thriving TCP to support the regeneration of the town centre and market place in order to support incoming and independent retailers as well as diversification and re-purposing of buildings to further investment opportunities.

- 1.3** Under the BID Regulations, the BID proposer (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 (Appendix 1).
- 1.4** As the company is coming to the end of its 5-year term, this report requests authority from the Council to commence the process of a BID renewal. The proposed ballot period for the second BID term will be from 19 February 2021 to 18 March 2021.
- 1.5** The TCP is a key partner working with the Council to regenerate Great Yarmouth town centre to support the corporate priority of:

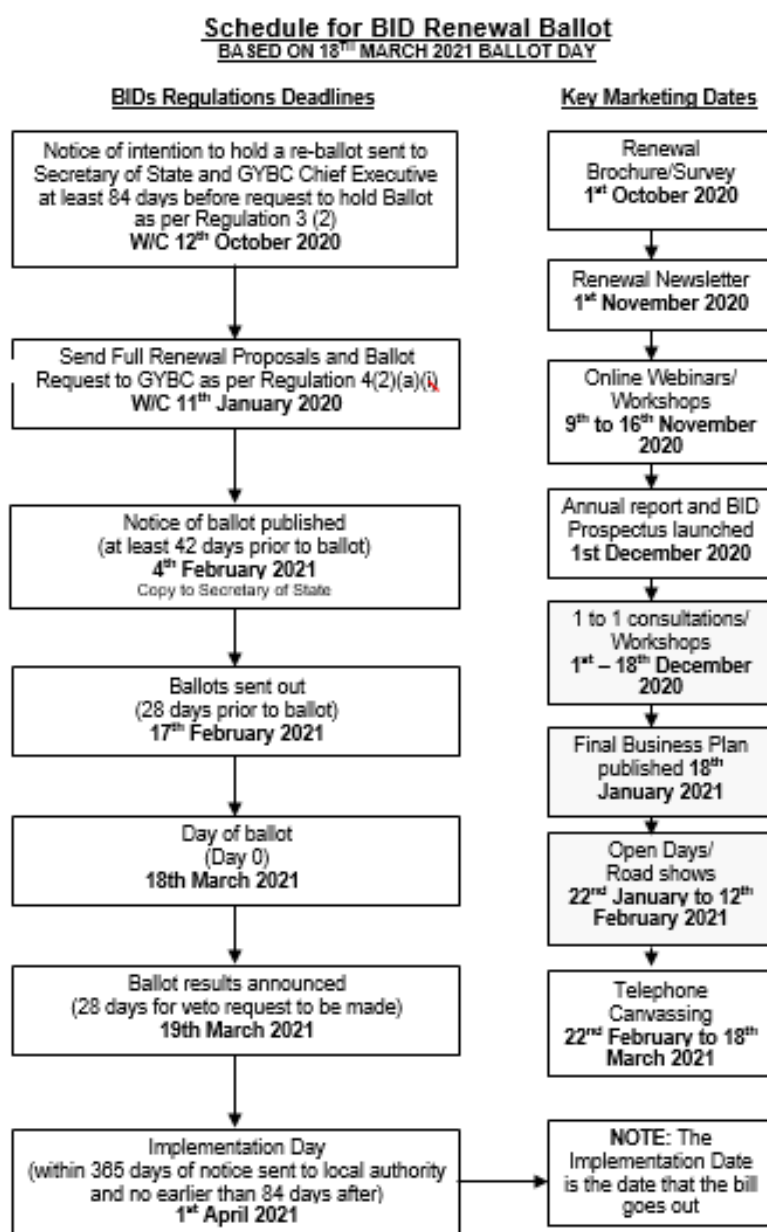
Economic Growth – ensuring the Borough of Great Yarmouth is well positioned to gain from the next generation of offshore energy developments and continue to build on creating the conditions for private and public investment, capturing growth and the benefits to local communities.

2. PREVIOUS BID TERMS

- 2.1** 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.
- 2.2** During the last five years an agreed set of projects and services have been delivered as part of the Business Plan under two broad headings:
- **A clean and safe town centre** - CCTV, a retail radio link, Street Wardens, shared intelligence, Secure Incident Reporting and Community Engagement System (SIRCS), exclusion orders and civil recovery have played a significant role in reducing crime and anti-social behaviour in the town centre as part of the Town Partnerships 'Shop Safe' scheme.
 - **A friendly town centre** - raising the profile of Great Yarmouth Town Centre as an exciting shopping. Frequent high-quality events and promotions in and around the town centre are a vital part of maintaining the attraction for visitors. The TCP is also a funded partner in 'Go-Trade' along with the Borough Council. Go-Trade being a European project that aims to improve and modernise traditional markets in England and France to increase tourism in these areas. The market-based click and collect service, ShopAppy, is one of the investments made possible through Go-Trade.
- 2.3** Working alongside a range of other partners including the Borough Council, the TCP's Board of Directors, drawn from local business representatives who work on a voluntary basis, have striven over the last five years to deliver Business Plan projects. The BID levy raises in the region of £117,220 per annum to deliver the projects businesses voted for with spend supplemented by other Town Centre Partnership income to create an overall budget of £210,718.
- 2.4** In spring 2021 the TCP will be coming to the end of its third five-year term and will be seeking to renew the BID for a fourth term. If the renewal ballot is unsuccessful then the activities which the company undertakes on behalf of BID levy members will cease.

3. PROPOSAL FOR A FOURTH TERM

- 3.1 The issues facing town centres nationally have been acknowledged by Government with the launch of the Future High Street Fund for which the Council, working with the TCP and other key partners, is awaiting the outcome of its application to invest in Great Yarmouth town centre. In addition, Great Yarmouth has been selected as one of 101 towns to receive funding to develop the town's historic buildings and is also in line for a share of the governments £3.6bn 'Towns Fund' Initiative that seeks to improve transport, skills and culture throughout the Borough.
- 3.2 In accordance with the Business Improvement Districts (England) Regulations 2004, the TCP Board has resolved to put forward a proposal for a renewal of the BID for a further term. Consequently the company has notified the Council of its intention and has requested the Council, as the relevant billing authority, provides the company with the information it requires to develop a new Business Plan and an Operating Agreement.
- 3.3 In preparation for the development of a new Business Plan, the BID renewal process, and the ballot is being guided by a TCP BID Renewal Team, consisting of businesses from the TCP's Board of Directors and the Council. The timeline for the renewal process is shown below:



- 3.4 Between now and the ballot, officers propose to work with the TCP to support the development of both an Operating Agreement and Business Plan for the BID company which compliments the Council's corporate priorities and supports the business community within the geographic area of the town centre.
- 3.5 Members can be assured that the detail of the Business Plan and Operating Agreement will be presented to the council prior to the commencement of the ballot in accordance with Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.

4. FINANCIAL IMPLICATIONS

- 4.1 Following the operating model from the first BID term TCP has proposed to enter into a third Operating Agreement with the Council 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

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:
- 5.2 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.

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 BID renewal Team.
- 6.2 Should the TCP 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 BID 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

Members are asked to:

- (a) Note the work undertaken by the Town Centre Partnership Company (Great Yarmouth) Limited during the term of its current Business Plan.**
- (b) Acknowledge receipt of a letter dated 25 September 2020, from the Town Centre Partnership Company (Great Yarmouth) Limited notifying the Council of its intention to commence a renewal process in 2020/21 for the Business Improvement District (BID).**
- (c) Acknowledge the request from Town Centre Partnership Company (Great Yarmouth) Limited to supply the necessary information it requires to develop the BID in accordance with the Regulations.**
- (d) Authorise officers to work with the Town Centre Partnership Company (Great Yarmouth) Limited to support the development of TCP's Business Plan and as the relevant billing authority, and to agree an Operating Agreement.**
- (e) Request prior to the BID ballot, that the Town Centre Partnership Company (Great Yarmouth) Limited provides the Council, as the relevant billing authority, with the information listed under Regulation 4 Schedule 1 of The Business Improvement Districts (England) Regulations 2004.**

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

Town Centre Partnership Company (Great Yarmouth) Limited (TCP)

Town Centre Partnership (Great Yarmouth) Ltd.

Town Centre Manager, Unit 5, Wilkinson's Yard, Market Gates, Great Yarmouth, NR30 2AX
Telephone: (01493) 745828; Fax: (01493) 332214; Email: tcn@gytcp.co.uk

Ms Sheila Oxtoby
Chief Executive
Great Yarmouth Borough Council
Town Hall
Great Yarmouth
Norfolk
NR30 2QFR

25 September 2020

Dear Sheila,

Great Yarmouth Business Improvement District Renewal

I am writing to you on behalf of the Town Centre Partnership Company (Great Yarmouth) Ltd., to inform you of our intention pursue a renewal of the Business Improvement District in Great Yarmouth town centre as per the Business Improvement District regulations 2004.

The current BID term ends 31st March 2021 and our aim is to hold a ballot of businesses on 18th March 2021 with the ballot papers to be sent out 28 days before this date.

A Notice of Ballot must be sent out 42 days prior to the Ballot date and I will write to you ahead of this when I will also be able to provide a copy of the agreed business plan and a summary of the consultation process that helped inform the proposals.

I would be grateful if you could confirm receipt of this request and the support of Great Yarmouth Borough Council of the renewal process and ballot.

Please contact me if you have any questions on the above.

Yours Sincerely



Jonathan Newman
Town Centre Manager
Great Yarmouth Town Centre Partnership



Great Yarmouth
Town Centre Partnership

