

GREAT YARMOUTH
gyBID
BUSINESS IMPROVEMENT DISTRICT

Newsletter 3

A massive seal of approval

No
23.6%

Yes
76.4%

Great Yarmouth's campaign to turn the town centre into a Business Improvement District (BID) has been given a huge boost by a new survey of residents and visitors.

The survey of 550 people taken at random on Friday and Saturday at the end of February was a ringing endorsement of the town's street wardens and other measures

introduced with the backing of the Great Yarmouth Town Centre Partnership.

And it drove home the message that businesses have a major role to play in attracting people into the town centre by backing events and marketing campaigns and making the area safer, cleaner and friendlier.

The survey, held as traders were taking part in a ballot on forming a BID, found that more than half of the respondents felt the town centre was cleaner than it was five years ago while 69 per cent had noticed improvements over the same period.

More than 59 per cent thought the town centre was safer or about the same as it was five years ago and over 55pc of people said that they would make more visits if they felt safer. That figure rose to 64pc among females.

When asked if town centre businesses should contribute jointly towards town centre safety through street wardens and CCTV and whether they should contribute to events, advertising and marketing, more than 75 per cent of respondents said "yes".

Town Centre Manager Jonathan Newman said: "This confirms that customers of town-centre businesses

Continued inside

Do you think that business in the town should jointly contribute to marketing the town centre to encourage more shoppers from outlying areas?

Back business in Great Yarmouth. Support the BID.

Continued from front page

feel that businesses should be making an active contribution to making the town centre safer, cleaner and friendlier – the three goals of the Town Centre Partnership - so the message is clear for all those businesses who have yet to vote before the March 28 deadline.

“The ‘yes’ box is the box that the majority of the public, shoppers, workers, residents and visitors feel they should be ticking. The view of those people is that business should be supporting the Great Yarmouth BID and helping to make the town centre better for everybody.

“The whole point of it is that more people will visit the town centre if it continues to improve. It will encourage people who have perhaps got out of the habit of coming into Great Yarmouth to give it another look because they may be unaware of the improvements the town centre has seen over the last five years.”

The survey paid particular attention to the street wardens, who could be looking for new jobs at the end of April because without the BID their funding will dry up.

Some 70 per cent of respondents were aware that the street wardens patrolled the town centre and 61 per cent thought that having a uniformed presence in the town made them feel safer than not having one.

75 per cent were aware that the town's CCTV cameras were working 24 hours a day and 64 per cent felt that those made

them feel safer.

Jonathan said: “Overall almost 60 per cent of people in the survey thought that the town centre was safer or the same as it was five years ago. However 40 per cent thought it was less safe than five years ago and that certainly suggests that more work needs to be done so that a good majority of people feel safer coming into the town centre.

“The street wardens help people feel safer so if we lose them the town centre will probably suffer because people won't come into town if they are fearful.

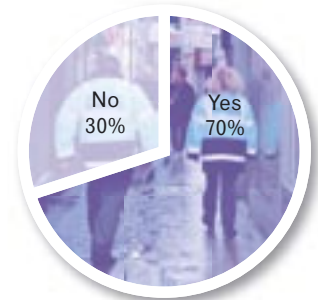
“The wardens have also been a major factor in the town centre clean-up. They walk all around the town centre identifying cleaning and damage issues. They report them to the appropriate authority for either clean up, repair or removal. Because they know who to report issues to and who to contact to make sure the issues are sorted out the work gets done in an appropriate timescale.”



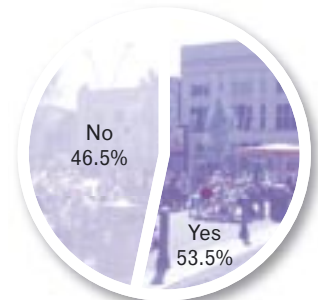
Shoppers



Is the town centre safer than 5 years ago?



Are you aware that the town centre is patrolled by street wardens?



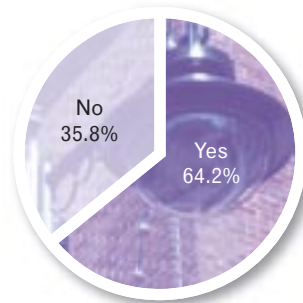
Have you noticed the town centre is cleaner?

give BID a vote of confidence

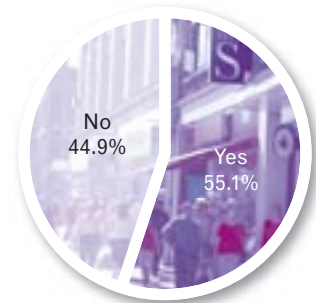
The following questions were asked to 550 people in Great Yarmouth.



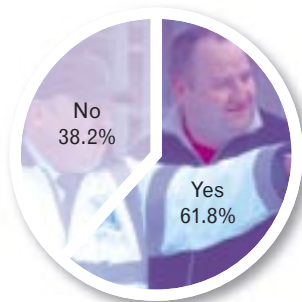
How much do you feel the town centre has improved in the last 5 years



Does CCTV in the town centre make you feel safer?



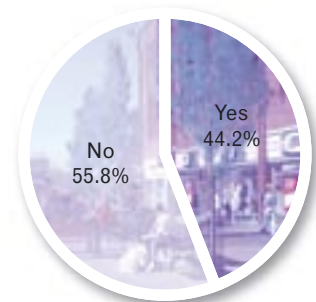
Are you encouraged to make more frequent visits to the town centre if you feel safer?



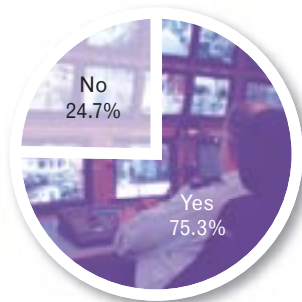
Does having a uniformed presence in the town centre make you feel safer?



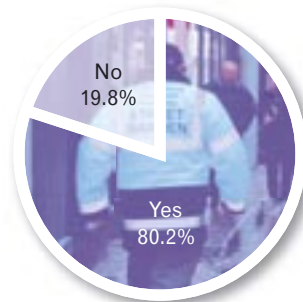
Have you visited the town centre for an event in the last 6 months? eg. Christmas Fayre or French Market



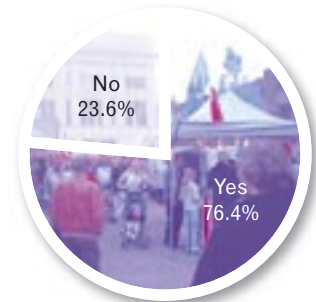
Are you aware of the Great Yarmouth Town Centre Partnership?



Are you aware that the town centre is covered by CCTV cameras that are monitored 24 hours a day?



Do you feel that business in the town centre should jointly contribute to making the town safer? eg. Street Wardens and CCTV



Do you think that business in the town should jointly contribute to putting on events in the town centre? eg. Entertainment and specialist markets

Don't miss the deadline

Town Centre Manager Jonathan Newman is "encouraged" by the support he has had for the BID but he urged those who had yet to vote to return their papers ahead of the March 28 deadline.

He said: "I'm encouraged by the number of businesses who have already told me they have voted 'yes' and certainly existing Town Centre Partnership members are aware that the BID levy replaces their TCP membership fees so that they're not being asked to pay more.

"I'm delighted with the public support for the street wardens and the improvements that the Town Centre Partnership has been responsible for over the last few years. However, we hope to see more improvements over the next five years as part of the BID so it's essential that all businesses take part in the ballot.

"The survey shows that the general public are keen on safety, security and cleanliness as well as events like the Christmas Fayre, French Market, Christmas lights switch-on and the visit of the Cairngorm Reindeers, all of which were organised by the Town Centre Partnership."

Jonathan added, that should the GY BID become a reality, contributors would be able to display the logo or a plaque on their shop fronts or entrances to show customers and clients that they were doing their bit for the town.

Street wardens clip fly posters' wings

Eagle-eyed shoppers may be excused for not noticing that there's something missing from the town centre nowadays.

But they have the street wardens to thank for banishing nasty needles from the streets and frustrating the fly posters.

Town Centre Manager Jonathan Newman said: "The wardens often come across needles that have been discarded by drug addicts in parks, sheltered spots behind the shops or in other places where children might easily pick them up and do themselves some harm.

"The wardens have gone a long way to reducing this problem and they keep in touch with the police to find out where the addicts are likely to gather so that they can pay those areas special attention."

Another issue that has been successfully handled is illegal fly posting. Jonathan said: "The wardens have done such an excellent job that the fly posters have become discouraged and have more or less stopped putting them up.

"Those that do appear are removed and taken to the Highways Depot at Caister. The posters' owners are then informed so that they can go along and reclaim them."

The wardens also take care to remove the cable ties because, as they are positioned around head height, they could catch someone in the eye.

Street wardens contribute to Safer Business Award

Over the last four years businesses participating in ShopSafe have benefited from reduced losses and an improved feeling of staff and customer safety thanks to co-operation between CCTV, Police, street wardens and more than 90 other radio users in the ShopNet system.

The street wardens, partially funded by NRF, have contributed to a significant reduction in anti-social behaviour and incidents of environmental damage, but most importantly had the overall impact of making the town centre feel much safer for people working, shopping and visiting.

The ShopSafe scheme, complete with exclusion notices, photographs of offenders and the civil recovery scheme, has recently been approved for a Safer Business Award after being assessed by the Home Office-backed Action Against Business Crime Partnership.

All of these services and more would be available to BID contributors upon a successful BID ballot:

- Street wardens expanded
- CCTV linked
- ShopSafe retail crime reduction scheme
- NightSafe licensed premises safety scheme
- Day to day operational management
- Retail radio link – ShopNet
- Exclusion order scheme
- Civil recovery scheme