

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

BID LEVY-
COLLECTION
RATE UP ON
2007/8

OVER £90K
SPENT ON
TOWN
CENTRE
INITIATIVES

THEFT FROM
SHOPS
DOWN YEAR
ON YEAR

2009 TOWN
CENTRE
EVENTS
LIST

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GREAT YARMOUTH gyBID BUSINESS IMPROVEMENT DISTRICT

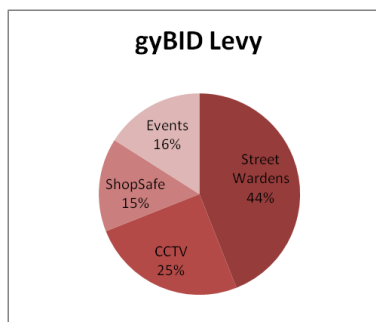
YEAR THREE UPDATE

APRIL 2009

This purpose of this newsletter is to inform Great Yarmouth Business Improvement District (gyBID) and Town Centre Partnership members on the collection and use of the 2008/9 gyBID levy and members subscriptions to improve the trading environment of Great Yarmouth town centre.

Great Yarmouth Borough Council (GYBC) is responsible for the collection of the gyBID levy from business ratepayers in the BID area. During the last financial year 2008/9 £94,545 levy was raised with £93,126 collected, a collection rate of 98.5%, representing an improvement on last year's 98% collection rate. The Great Yarmouth Town Centre Partnership (TCP) receives the BID Levy from GYBC to deliver the agreed gyBID projects. During 2008/9 the BID levy was spent on the BID projects in the following proportions; Street Wardens £42,600

(44%), CCTV funding £22,946 (25%), ShopSafe Retail Crime reduction £14,017 (15%), Events



How the gyBID Levy is spent

and Marketing £14,819 (16%). Voluntary subscriptions from businesses exempt from the BID levy, along with local authority contributions from

Great Yarmouth Borough Council, Norfolk Constabulary and Norfolk County Council were used to support town centre management, operational costs and additional projects and events, including the Great Yarmouth Christmas Fayre, town centre website improvements, the Gapton Hall retail radio link and Springboard Footfall Counters. A detailed set of the company's audited accounts will be sent to gyBID levy payers prior to the Annual General Meeting being held on September 16th 2009.

Instalment option for BID Levy Payers

In light of the current economic pressures, Great Yarmouth Borough Council has agreed to offer BID Levy Payers the option to make their payment in two equal instalments, 50% due in April and the remainder due in Septem-

ber. *The first instalment needs to be paid within 28 days of receiving the invoice otherwise the annual amount will become due in full and will be recovered accordingly.* The Town Centre Partnership would like to thank the Borough

Council for their assistance in providing this facility. The annual BID levy increase for 2009/10 has been set at 2.5% in line with the Retail Prices Index excluding mortgage interest payments (RPIX) as of February 2009.



The Great Yarmouth CCTV Control room is linked to the ShopNet radio scheme

“Theft from shops

in the gyBID area

are 29% down

on the previous

12 months”

ShopSafe Security meetings are held monthly



Safe and Clean Projects

During these challenging times the role of the Town Centre Partnership in promoting Great Yarmouth town centre as a clean, safe and friendly place to shop and visit becomes more important than ever. Crime and the perception of crime has been an issue for town centres for many years, ensuring that

shoppers feel safe when visiting the town centre is vital. Retail crime, predicted by some to increase as a result of the current recession, is a big threat to retailers as they try to cope with lower sales and reduced margins. The Partnership's Shop-Safe scheme is well placed to assist traders

in tackling retail crime. The BID funded town centre street wardens continue to work closely with the Shop-Safe Retail crime reduction scheme manager, John Pond, ShopNet radio users, police and CCTV operators to achieve reductions in shoplifting and minor crime in the town centre.

Safe and Clean Results

Whilst official police statistics show an increase in theft from shops in 2008, figures for the gyBID area are 29%* lower than the previous 12 months and anti-social behaviour (ASB), including street drinking, was another area that has

seen a 5%* reduction whilst outside the BID area this has increased by 3%*. The street wardens are also tasked with monitoring the cleanliness and state of repair of the streetscape, reporting any issues to the appropriate agency for

action. This has resulted in a further 24% reduction in incidents of fly-tipping, fly-posting and dog litter, when compared to 2007/8 whilst criminal damage has fallen by 19%*.

**from data supplied by Norfolk Police*

Members Benefits

Use of the retail radio link, attendance of monthly ShopSafe security meetings, membership of the town centre exclusion scheme and use of the Secure Incident

Reporting system (SIRCS) are open to all gyBID payers and in the face of an recession driven anticipated rise in retail crime these benefits can provide the assistance to save members thousands of pounds in potential

losses. For an information pack and application form contact the Town Centre Partnership's Retail Crime Reduction Manager, John Pond on 01493 745828 or by email to johnpond@gytcp.co.uk

Friendly—Events and Marketing



The popular Italian Market returns in December

Encouraging more visits to the town centre and increasing dwell times through events and marketing is the other main element of gyBID. Attracting additional visitors to the town becomes even more important as shoppers look for added value when deciding where to spend their money. Raising aware-

ness of and support for, independent traders by promoting use of local shops is also a priority for gyBID. The combination of additional events, including family fun days, specialist markets, festivals and late night shopping activities with increased advertising, has at the very least slowed the decline on footfall being experienced in most other town and city centre across the U.K. According to the National High Street Index compiled by Springboard

counting systems using data collected from over 50 U.K. towns and cities, Great Yarmouth town centre experienced a year on year footfall decrease of 3% in 2008 compared with an average decrease of 5.8% in all towns and cities measured. During 2009/10 the Partnership has an exciting schedule of events planned to follow up on last year's success, all supported by advertising via a number of medias, including press, radio and internet.

Town Centre Events Schedule 2009

Event	Dates
All Being Well Show	Saturday 25 th April
Beer and Cider Festival	Thursday 21 st – Sunday 24 th May
BBC Blast Road Show	Thursday 28 th – Saturday 30 th May
Yarmouth 'Rock' Live	Friday 3rd July – Sunday 5th July
Weekly Summer Events	Wednesdays 22 nd July – 26 th August
Maritime Festival	Saturday 5 th – Sunday 6 th September
Out There Festival	Saturday 19 th – Sunday 20 th September
Halloween Fun Day	Saturday October 31 st
Christmas Lights Switch-On	Wednesday 25 th November
Norwegian Choir Concert	Saturday 28 th November
Christmas Fayre	Saturday 27 th to Sunday 29 th November
Italia in Piazza	Friday 4 th to Saturday 5 th December
Late Night Christmas Events	Wednesdays 2 nd , 9 th , 16 th and 23 rd December

For more details

on these and

other events visit

the Town Centre

Website

www.gytcp.co.uk

Summer Wednesdays

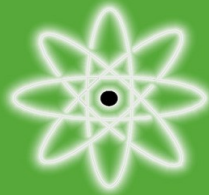
During 2009 the Town Centre Partnership is working with a number of partners to bring a full calendar of exciting events into the town centre to follow up on last year's success. Wednesdays during the main holiday season are being targeted with a weekly schedule of activities, competitions and retail

offers to boost footfall during the summer. All events will be supported by high profile advertising campaigns via a number of media, including press, radio and internet.

The Market Square Venue for events



Great Yarmouth
Town Centre
Partnership



Unit 5, Wilkinsons Yard

Market Gates

Great Yarmouth

Norfolk

NR30 2AX

Phone: 01493 745828

Fax: 01493 332208

Website: www.gytcp.co.uk

Email: TCM@gytcp.co.uk

More visits to improved website

The Town Centre Partnership's website has been upgraded with a directory of town centre businesses, with every gyBID levy payer having their own updateable page. The aim is to highlight the vibrant mix of retail, eateries and services available in the town centre and attract more customers to them by promoting www.gytcp.co.uk as the website to visit for the latest information on town centre businesses, promotions and events. The website allows for individual member's to update their own page with information about their business and to add special offers that are featured in a 'Promotions' page in the site. All this is in place is already experiencing hundreds of views daily. However, if the initiative is to be truly successful then all our members need participate in making the town centre website dynamic and attractive by regularly updating their page with news and offers which will in turn encourage additional footfall into the town centre.

Survey reports optimism amongst GY Businesses

In spite of the gloomy predictions for the national economy, Great Yarmouth is better placed than many of the U.K.'s towns and cities to weather the storm. And, although not immune to the impact of the effects of the recession, businesses in Great Yarmouth are generally optimistic about the future; In the largest ever survey of businesses across the Borough - carried out by Norwich Busi-

ness School at the University of East Anglia on behalf of EnterpriseGY - the majority of Great Yarmouth businesses feel confident about getting through the credit crunch. In addition, the strength of the Borough economy is highlighted by the number of businesses planning to expand and recruit new staff. The businesses surveyed, which represent over 10% of the Borough's workforce, intend

to create around 600 new jobs in the next 12 months.

For retailers, the prospect of a busy summer in the UK's third largest seaside resort seems very likely as the population of Britain are driven to holiday 'at home' by the fall of the value of the £ against the Euro. This optimism is borne out by reports from the town's holiday parks and hoteliers that bookings for this season are already 25% up on the same time last year.



The Great Yarmouth Business Improvement District (gyBID) was proposed by the Town Centre Partnership, a not for profit company which has been managing town centre initiatives in Great Yarmouth since 1997. After consulting with over 400 town centre businesses, a five-year business

plan was drawn up and put to the ballot. Of the ballot papers returned, 82% of town centre businesses voted in favour of the BID. In terms of ratable value, 88% voted yes. The BID went live from April 2006, a copy of the agreed business plan can be found at www.gybid.co.uk.

For more information about gyBID contact Jonathan Newman on 01493 745828 or by email jona-than@gytcp.co.uk