

GREAT YARMOUTH
TOWN CENTRE
PARTNERSHIP

OVER £97K
COLLECTED
AND SPENT
ON TOWN
CENTRE
INITIATIVES

RETAIL
CRIME 48%
DOWN
OVER
CHRISTMAS
TRADING
PERIOD

FOOTBALL
BUCKS NA-
TIONAL
TREND

2010 TOWN
CENTRE
EVENTS
LIST

**INSIDE
THIS ISSUE:**

Clean and Safe Projects	2
Crime statistics	2
Members Benefits	2
Friendly Projects	3
Events list	3
Get involved	4
Coming soon	4



YEAR FOUR UPDATE

APRIL 2010

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 2009/10 gyBID levy and members subscriptions to improve the trading environment of Great Yarmouth

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 2009/10 £99,032 levy was raised with £97,177 collected, a collection rate of 98.13%. The Great Yarmouth Town Centre Partnership (TCP) receives the BID Levy from GYBC to deliver the agreed gyBID projects. During 2009/10 the BID levy was spent on

the BID projects in the following proportions; Street Wardens £42,155 (43%), CCTV funding £22,634 (24%), Shop-Safe Retail Crime reduction £13,680 (14%), Events and Marketing £17,708 (19%). 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, Christmas Marketing, Summer Wednesday events, town centre shop security enhancements and Springboard Football 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 22nd 2010.

What is gyBID?

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.

2010/11 BID Levy Information

The gyBID levy increases annually in line with inflation to allow the projects delivered by gyBID to remain consistent over the lifetime of the BID. For 2010/11 this increase has been set at 3.0% in line with the Consumer Prices Index (CPI) as of February 2010.



The Street Wardens are directly funded by the gyBID levy

“Theft from shops

Over

Christmas

48% down

on the previous

year”

Retail Radio Link, Town Centre Exclusion Scheme, CCTV, Street Wardens, SIRCS and a dedicated Retail Crime Reduction Coordinator

Safe and Clean Projects

Against a backdrop of a national increase in retail crime during 2009 the gyBID funded crime reduction initiatives gave retailers the tools to tackle crime and reduce the impact of theft on their business. The Town Centre Partnership ShopSafe scheme, incorporating the ShopNet retail radio link, Exclusion Scheme and Information Sharing is greatly enhanced by the gyBID funded town centre Street Wardens who work closely with the

Partnerships own Retail Crime Reduction Co-ordinator John Pond, Town centre Police Officers, CCTV Operators and ShopSafe Members to deliver reductions in shoplifting and minor crime in the town centre. Since the introduction of the Secure Incident Reporting and Community Engagement System (SIRCS) into the town centre which allows members to share images of shoplifters with other members, the system has become so well

populated with images of current known offenders that it has replaced the polices own manual photograph distribution scheme which was dropped in favour of SIRCS in December. A national roll-out of SIRCS is anticipated during 2010 whilst administrators of our own Great Yarmouth scheme are already in a position to share information on travelling offenders with regional colleagues in Norwich, Cambridge and Lowestoft.

Safe and Clean Results

The benefits of the ShopSafe scheme and the close working relationship it has helped encourage between retailers and the town centre police team were clearly evident when retail crime figures were announced for the Christmas period. A massive 48% decrease in reported shop crime was seen between mid No-

vember and the end of December in the town centre BID area thanks to an increased visible police presence supported by CCTV and Street Wardens all using the ShopNet radio channel. Retail crime reduction was given a further boost towards the end of 2009/10 as the Partnership, with the help of Norfolk Police applied

to the Home Office Small Retailers Capital Grants Fund on behalf of 13 small independent retailers for new security equipment including in-store CCTV and intruder alarms. The kits were installed by local contractor Vocalvale during March and all the shops now have their additional protection against crime in place.

Members Benefit

Membership of the Town Centre Partnership retail crime reduction scheme 'ShopSafe' is available to all gyBID Levy payers including attendance of the monthly ShopSafe Security meetings, the dates for the remainder of the year, are as follows:

May 4th, June 1st, June 29th, August 3rd, August 31st, September 28th, October 26th, November 23rd, December 21st. The meetings are generally held at 10am at Palmers Department store.

For an information pack and

application form contact the Retail Crime Reduction Co-ordinator John Pond on 01493 745828 or by email - johnpond@gytcp.co.uk



Friendly—Events and Marketing



The popular Italian Market returns in June

A priority for gyBID and the Town Centre Partnership is encouraging more visits to the town centre and increasing dwell times with events and marketing. Raising awareness of and support for, independent traders by promoting use of local shops is also a priority for gyBID. The Partnerships website www.gytcp.co.uk gives members their own

page to promote their business and internet searches via search engines - ‘Shopping Great Yarmouth’ often has this website on the first page of ‘hits’. The website also promotes town centre events, the combination of which, including family fun days, specialist markets, festivals and late night shopping activities along with related advertising, has helped promote Great Yarmouth town centre as a vibrant place to shop. A key indicator for any centre is footfall and although a decline was experi-

enced during 2009 the reduction was less than that being seen nationally across more than 50 town and city centres measured by Springboard counting systems. According to their National High Street Index the average across all towns and cities measured was minus 6.3% during 2009 whereas in Great Yarmouth the decrease was -3.9% compared to the previous year. A full calendar of exciting events in 2010 will be supported by high profile advertising campaigns.

Town Centre Events Schedule 2010

Event	Dates
Beer and Cider Festival	Thursday 27th – Sunday 30 th May
Where’s Wally Guinness World Record	Monday 31st May
Italia in Piazza	Friday 18th—Saturday 19th June
Human Table Football	Saturday 26th June
Summer Wednesday Entertainment	Wednesdays 28th July – 25th August
Maritime Festival	Saturday 4 th – Sunday 5 th September
Out There Festival	Saturday 18 – Sunday 19 th September
Halloween Fun Day	Saturday October 30th
Christmas Lights Switch-On	Wednesday 1st December
Norwegian Choir Concert	Saturday 4th December
Christmas Fayre	Wednesday 1st to Sunday 5th December
Late Night Christmas Shopping Events	Wednesdays 1st, 8 th , 15 th and 22nd December

For more details

on these and

other events visit

the Town Centre

Website

www.gytcp.co.uk

Great Yarmouth Christmas Fayre Extended to Five Days

This years Christmas campaign will be enhanced with the extension of the Great Yarmouth Christmas Fayre from three to five days. The first day will coincide with the Christmas Lights Switch-On on Wednesday 1st December and will carry on through to Sunday 5th December. The intention is to

develop the Fayre into an event that has the capacity to attract people from long distances to visit the town, as well as providing a kick start to the December Christmas sales campaign. The Fayre will see the re-introduction of the giant marquees on the Great Yarmouth Market Place for a

Christmas Market whilst St. Nicholas Church and the Priory Centre hosts hand made craft stalls and specialist food stalls respectively. A genuine festive atmosphere will be encouraged throughout the event with traditional rides, entertainment, costume and decoration.





Have your say on the next BID projects

GyBID Members always have the opportunity to influence many of the event's, projects and initiatives, sometimes even beyond the remit of the BID, by participating in any of the town centre forums that meet

Unit 5, Wilkinsons Yard

Market Gates

Great Yarmouth

Norfolk

NR30 2AX

Phone: 01493 745828

Fax: 01493 332208

Website:

www.gytcp.co.uk

every two months to discuss retail, marketing, development and environmental issues. And during the coming months of 2010 the Town Centre Partnership will be looking for views and opinions on current and future gyBID projects as a process of review takes place prior to the proposal of a renewal of the BID from April 2011. A working group is being formed to work up projects to be included in the next business plan and the involvement of any BID members in this process would be greatly welcomed. More information about the BID Renewal can be found at www.gybid.co.uk

Guinness World 'Wally' Record Attempt No.2 Planned

May will see a second attempt at the Guinness World Record for having the most number of people dressed as the children's book character 'Wally', an event that saw over 900 people attend last October and attracted national media attention for the town.

Bank 'Wallyday' Monday 31st May will see an even bigger crowd of Wallys come to town to break the world record and retailers are encouraged to capitalise on the increase in footfall the event will bring both in participants and spectators. The campaign will be supported by Heart radio and the Great Yarmouth

Mercury, whilst Boots are providing 'Goody Bags' filled with treats and special offers to reward the 'Wally's' attending. Anyone wishing to take part is being requested to register for £1 to receive a ticket that will

allow them entry into the 'Wally Enclosure' that will be set up in the Market Square. All proceeds from the registrations is being donated to charity, being equally split between Macmillan Cancer Care and Heart's 'Have a Heart' Appeal. It is anticipated that many of the people who bought one of the 1,200 Wally costumes sold during the last attempt will want to take part again, whilst another 1,000 costumes, incorporating the distinct red and white t-shirt and bobble hat, has been ordered to allow even more people to join in. For more information visit www.gytcp.co.uk/wally

Where's Wally October 2009



Street Wardens to take SIRCS into the shops

porting and Community Engagement System (SIRCS). As part of the 'Local Learning Clubs' scheme promoted by the Institute of Place Management and the NFRN (representing News and Convenience Retailers) and funded by the Department for Business Innovation & Skills, the Partnerships Street Wardens are being equipped with mini laptops that will allow them to remotely connect to the SIRCS secure server from members premises. The purpose of the equipment is to allow the street wardens to provide members without internet access in their stores the training and opportunity to access the SIRCS information to view the latest images of shoplifters or even upload their own images and reports. The hope is that the street wardens will be able to provide this unique service from early May.

The Town Centre Partnership has been successful in an application for funding to increase the awareness and use of the Secure Incident Re-

For more information on this or any of the content of this Newsletter then please contact Town Centre Manager, Jonathan Newman, Unit 5 Wilkinsons's Yard, Market Gates, Great Yarmouth, NR30 2AX on 01493 745828 or by email at jonathan@gytcp.co.uk.

WARNING



MEMBER