



During August we sent every current Great Yarmouth Business Improvement District levy payer a 'gyBID Survey' questionnaire. The purpose was to gauge satisfaction on current gyBID projects during the first five years and invite suggestions of issues that gyBID should focus on over the next five years. The following outlines the results of the survey and some examples of the suggestions that BID levy payers have made for further improvement.

## Importance of Existing gyBID projects

Respondents were asked to rate the level of importance that they gave to projects delivered by the gyBID funding.

### Safe and Clean Initiatives

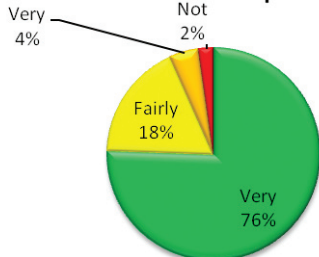
Firstly the gyBID funded crime reduction initiatives that have provided retailers with the tools to tackle crime, reduce the impact of theft on their business and helped to reduce the impact of fly-tipping and graffiti on the vitality of the town centre.



### Street Wardens

The gyBID funded street wardens, working closely with the town centre police patrols, CCTV Operators, Council officers and businesses to help reduce retail crime, anti-social behaviour and environmental crime.

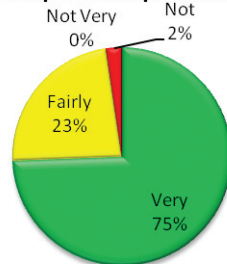
Not Very 4% | Not 2% | Fairly 18% | Very 76%



### ShopSafe

ShopSafe including a retail radio link with over 100 users including shops, street wardens, police and shops, a dedicated Retail Crime Reduction Co-ordinator and town-wide exclusion scheme.

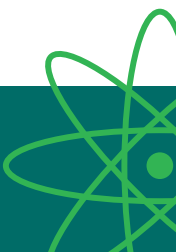
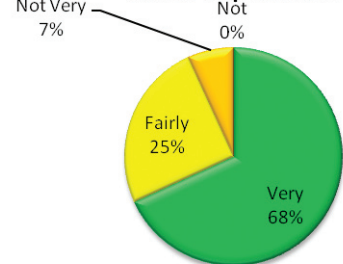
Not Very 0% | Not 2% | Fairly 23% | Very 75%



### SIRCS

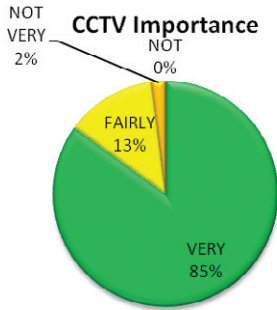
Secure Incident Recording and Community Engagement System (SIRCS) with access for BID levy payers to database of offender including photographs.

Not Very 7% | Not 0% | Fairly 25% | Very 68%



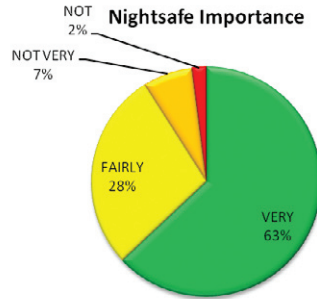
## CCTV

Providing businesses with a direct link to the town centre CCTV control room via the retail radio scheme operating 24 hours a day to monitor the town centre.



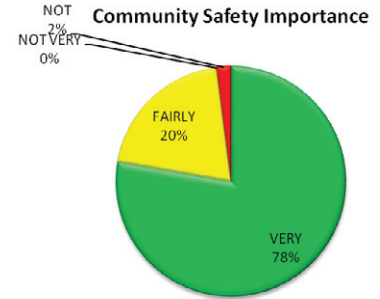
## NightSafe

Provision of a night-time radio link for licensed premises as part of the 'NightSafe' initiative to promote a safer Night Time Economy in Great Yarmouth.



## Community Safety

The working in Partnership with Police and local authorities to promote all aspects of community safety and representing town centre businesses on crime issues.



Suggestions for other projects and initiatives that could be delivered as part of the 'Safe and Clean' element of gyBID

- Working with police to ensure dedicated town centre officers are retained
- Possibly a "panic button" system for occasions when a radio call is not an option
- A scheme for dealing with lost children
- Ensure empty shops are used for community needs
- More CCTV Cameras
- Having access to a database of recent stolen goods, to avoid us receiving stolen goods.

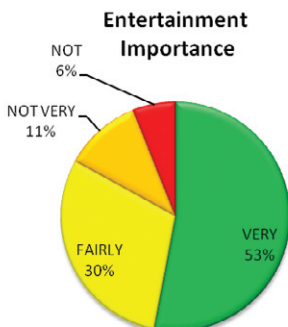
## Friendly Initiatives

Secondly, respondents were asked to rate the importance of gyBID funded initiatives designed to raise the profile of the town centre and encourage more visits to the town and its services. Provision of events and additional peak period advertising and promotions are seen as an important part of improving falling footfall figures in the face of increased competition from out of town retail parks and the internet.



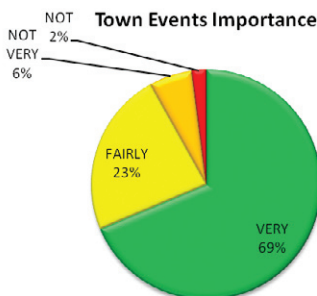
## Entertainment

The management of street entertainment and buskers providing over 200 days of managed activities and entertainment each year adding to the vibrancy of the town centre.



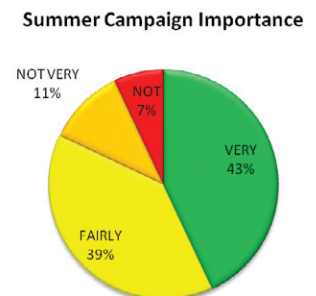
## Town Events

Provision and support of around 15 high profile annual events marketed and advertised to attract additional visitors to the town centre held at various times throughout the year.



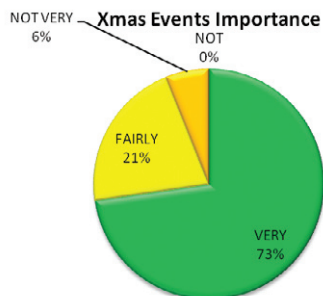
## Summer Campaign

Delivery of a Summer marketing campaign to promote the town centre direct to the holiday accommodation of staying visitors.



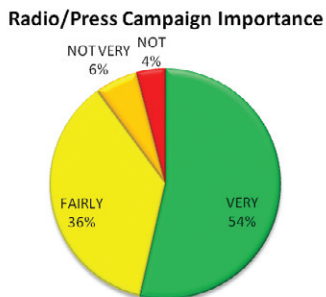
## Xmas Events

Provision of high profile Christmas campaigns supporting peak trading period including the Christmas Fayre, the Christmas Lights Switch-On and Late Night Shopping.



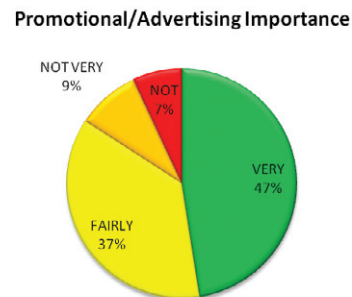
## Radio/Press Campaign

Acting as the main town centre contact and source of press releases for local media, with regular joint events held with each of the two main local commercial radio stations to increase footfall.



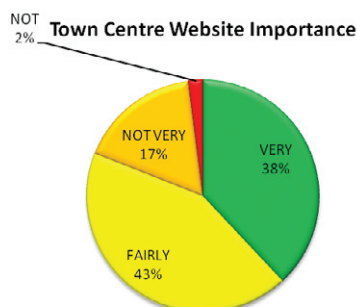
## Promotional/Advertising

The advertising of events and the town centre at peak trading periods to promote greater use of the town's businesses.



## Town Centre Website

BID levy payers have access to their own updatable web page on the dedicated town centre website.

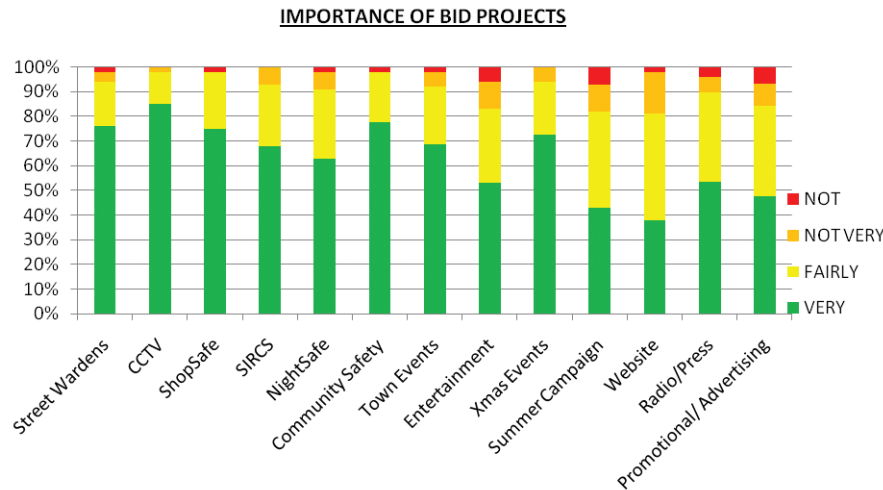


## Suggestions for other projects and initiatives that could be delivered as part of the 'Friendly' element of gyBID

- Have facility to encourage business to go out and give away vouchers
- I'd like to see Regent Street/surrounding streets given more profile by introducing events on the harbour/quay. Even close the road for street markets/events
- More opportunities for joint advertising events. Advertising further afield i.e. Norwich, North Norfolk, Lowestoft and possibly targeting more affluent customers
- Party in the Park themes. Advertise the market and Fayres more, get some big names in and let people know about it
- More empty shops made use of so the town looks livelier
- Perhaps more activity at my section of King Street which is neglected in favour of the established town centre, favouring the bigger stores. People already concentrate there. I'd like to see encouragement for people to move around a little more.

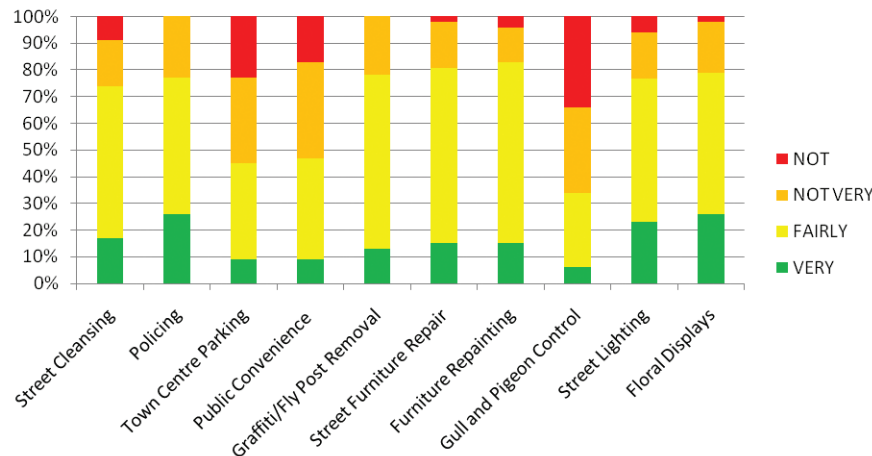
## Summary of all gyBID funded Initiatives

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 crime reduction initiatives are still very much an important requirement of the Business Improvement District, with Street Wardens and CCTV rated as those of most importance. Although being rated as 'very' important by fewer respondents, much of the 'Friendly' projects were still considered 'Fairly' important with the 'Summer Campaign' and Town Centre 'Website' the least important.



## Other town centre services not managed by gyBID

As part of the gyBID Survey an indication of satisfaction with other services relating to the town centre but not supplied by the Business Improvement District was requested from gyBID Levy payers. The following table shows the results of the survey with town Centre parking and gull and pigeon control being the least satisfactory and Policing and graffiti/fly post removal having the highest levels of satisfaction. These results and the comments included with them will form the basis of discussions with the local authorities on the level and type of services delivered to the town centre.



## Suggestions for other projects and initiatives that would improve the cleanliness and attractiveness of the town

- Provide ashtrays for smokers, the town is littered with dogends since the smoking ban
- Floral displays could be increased
- Street lighting down regent road as its pitch black during winter months
- More planting/green spaces/lighting
- Sorting out the main square in front of Palmers, it's just a mass of benches
- Use market trader's toilets for advertising or paint a mural on it.
- Rejig Weds/Sat market layout so more open (as the Charter Market was)
- Cleaning the streets of the sea of chewing gum. Enhancing empty shop windows
- A campaign to get dog owners to clean up after their pets
- Overnight cleaning programme. Out of town parking - shuttle service into town - cost effective of course!
- Free parking for people who work in the town centre even if only in the winter months.

## What next

These results will help shape the business plan for the next five-year term of gyBID, thanks to all for taking the time to respond. Anyone still wishing to give their opinion can do so by printing a copy of the questionnaire from our website [www.gybid.co.uk](http://www.gybid.co.uk). A working group will identify suitable projects for the next business plan and the involvement of any BID members in this process would be greatly welcomed.

In the meantime a full report on the progress of the Great Yarmouth Business Improvement District will be published in October along with a Business Plan and Proposals Document for a second BID term ahead of a ballot of BID Levy Payers in February 2011.

