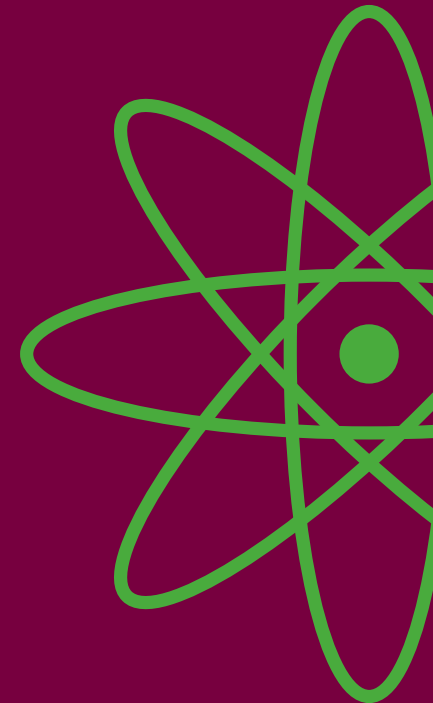


Great Yarmouth
Town Centre Partnership

Annual Report 2010

Business Improvement District Prospectus 2011 - 16



Great Yarmouth Town Centre Partnership and gyBID
Annual Report and Accounts 2009/10.

GREAT YARMOUTH
gyBID
BUSINESS IMPROVEMENT DISTRICT

2 Introduction - gyBID

The Great Yarmouth Business Improvement District (gyBID) was proposed by the Town Centre Partnership, a not for profit company which has been managing the town centre initiatives in Great Yarmouth since 1997. Following the publication of a business plan, a ballot of the 188 businesses then liable for the proposed BID Levy to support the initiatives included in the business plan, was held by Great Yarmouth Borough Council. 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 and the current BID term is due to end in March 2011.

This report describes how the levy raised by the BID along with additional income secured by the



Partnership has been used towards delivering the main aims of the Great Yarmouth Business Improvement District of providing a **Safer, Cleaner and Friendlier** town centre to live, work and shop in. This report will summarise not only the initiatives and projects funded by the BID in the period 2009/10 but also the outputs and outcomes of these activities since the launch of the Great Yarmouth Business Improvement District four and a half years ago. An income and expenditure report can be found on page 5 and includes an accumulative total of how the BID levy and additional income raised by the Town Centre Partnership has been used in the first four years of the BID.

Another ballot of businesses is to take place in February 2011 which needs to be supported by at least 50% of businesses for the projects and initiatives delivered by the Town Centre Partnership on behalf of the BID are to continue. A summary of the proposals to be included in a renewal of the Business Improvement District is contained within this report along with the essential information relating to the BID area and BID levy arrangements. It must be emphasised that at this time the proposals and arrangements are still open to change as the Partnership continues to consult with businesses in the BID area. A detailed Business Plan will be available by 17th December 2010.

Board of Directors

The gyBID is managed by the Great Yarmouth Town Centre Partnership and overseen by a Board of Directors.

Chairman

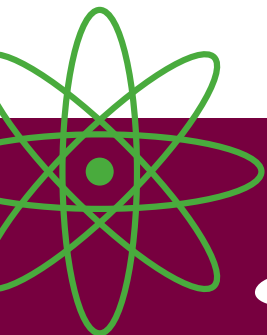
Bruce Sturrock Palmers Department Stores

Directors

Ian McCreadie Chamber of Commerce
Tom Garrod Norfolk County Council
(appointed July 2009)
Nick Spencer Market Gates Shopping Centre
Charles Reynolds Greater Yarmouth Tourist Authority
Linda Sedgwick Boots the Chemist
(resigned August 2010)
John Burroughs Great Yarmouth Borough Council

The Town Centre Partnership employs a team of people to deliver the projects and initiatives:

Town Centre Manager	Jonathan Newman
Retail Crime Reduction Manager	John Pond
Administration Assistant	Lorna McCarthy
Street Warden	Lewis Earl
Street Warden	Tracy Nixon
Street Warden	Colin Stanley





Chairman’s comments..... page 4

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Cleaner and Safer page 6

Friendlier page 8

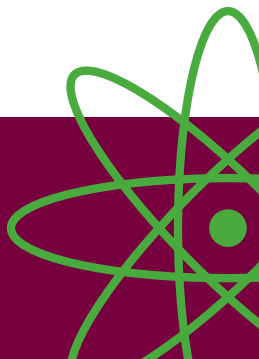
Renewal of the gyBID page 10

Safer and Cleaner BID

Renewal Proposals page 12

Friendly BID Renewal Proposals..... page 13

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4 Chairman's comments



Great Yarmouth was one of the first Town Centres in the country to set up a Business Improvement District - a scheme in which retail and service companies in the Town Centre have voted to contribute to the running of the Town Centre Partnership through their rates. Its success has meant that many other towns and cities have followed our lead.

We are now in the last year of the 5 year gyBID scheme and in February 2011, we will be asking companies to approve a second term.

The two main aims of the BID have and will be: to provide a safe, clean and friendly environment to market the town to both customers and new retailers.

A recent survey of members has revealed a high satisfaction rate for the work of the Town Centre Manager and his staff.

Even so, there is plenty of room for development and the new BID business plan, which you will receive shortly, will outline many new initiatives and improvements especially with regard to marketing.

However, the 'Shopsafe' security scheme will remain at the heart of their work - the successful combination of CCTV, radio, street wardens, banning orders, SIRCS and good liaison with the police, being seen as essential by most store managers.

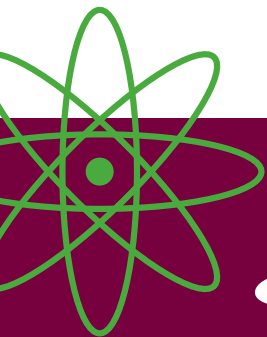
As in all previous years during the BID term, 2009 has seen another reduction in shop theft, anti-social behaviour, fly-tipping and criminal damage.

The trading environment remains challenging for all High Streets and we need the help that the Town Centre Partnership provides for Great Yarmouth.

Footfall figures, despite showing a negative trend, have been consistently above the national benchmark.

I would like to thank Great Yarmouth Borough Council, Norfolk Police and Norfolk County Council for their contribution to the Town Centre Partnership during the first term of gyBID and for their support of the BID renewal process.

I hope and trust that we will also have your support in the ballot next February.



Period April 1st 2009 to March 31st 2010

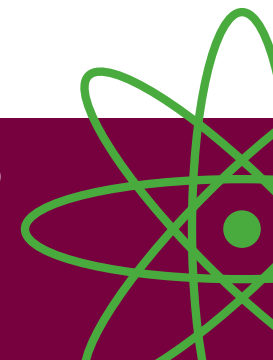
*Total Accumulative
April 1st 2006 to March 31st 2010*

	<i>Period April 1st 2009 to March 31st 2010</i>	<i>Total Accumulative April 1st 2006 to March 31st 2010</i>
Income		
Balance brought forward	2,829	9,257
gyBID levy	96,525	376,049
Other income (voluntary subscriptions, Local Authority funding, contracts etc)	94,714	393,623
Turnover	191,239	769,672
Expenditure		
Clean and Safe projects (CCTV, street wardens, radio licence, ShopSafe etc.)	91,228	376,550
Friendly projects (marketing, events, advertising etc.)	31,837	127,198
Overheads (office expenses, insurance, printing, stationery, professional fees, salaries etc.)	66,730	272,463
Total costs	189,684	776,100
Operating surplus*	1,444	-6,428
Balance carried forward	4,273	2,829

The BID Levy is collected by Great Yarmouth Borough Council and passed to the Town Centre Partnership where it is added to other funding streams to assist the delivery of projects and initiatives laid out in the gyBID Business Plan. During the financial year 2009/10 £96,525 of BID levy was added to other Town Centre Partnership funding including voluntary member subscriptions from businesses exempt from the BID, and local authority contributions from Great Yarmouth Borough Council, Norfolk Constabulary and Norfolk County Council, giving a total income of £189,684.

In the first four years of the Business Improvement District, the accumulative total of BID Levy collected is £376,049 which, when added to the other income raised by the Town Centre Partnership, has meant that a total of £776,100 has been spent on delivering town centre projects and initiatives since 2006.

**Great Yarmouth Town Centre Partnership is a 'Not for Profits' Company and any surplus is carried forward.*



6 Safer and Cleaner

The 'Safe and Clean' projects of gyBID play a crucial role in ensuring that the town centre is perceived as a safe place to visit as well as work. The combination of the town centre Street Wardens, CCTV, Exclusion scheme and shops on the retail radio link, ShopNet, has contributed to a safer environment for shoppers and shop workers alike.

The Partnership's dedicated Retail Crime Reduction co-ordinator plays a key role in managing the ShopSafe scheme alongside the CCTV operation and also delivers a number of crime prevention training events for members. Overall, since the first year of the Business Improvement



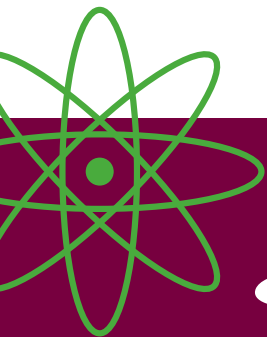
District in 2006/7, data supplied by Norfolk Police states that Theft from Shops has fallen by 40% when compared to 2009/10.

The dedicated town centre street wardens, wholly funded by gyBID, work closely with the town centre police officers, PCSO's, Special Constables, ShopSafe members and the CCTV Operators to reduce crime and fear of crime amongst town centre users. As a visible reassuring presence, the wardens are approached by members of the public for assistance on average 52 times a day. As a result of this teamwork and partnership working minor

crime and anti-social behaviour has been reduced by 60% in the BID area, whilst police recorded incidents of street drinking, long identified as a concern to traders in the town centre, has been reduced to zero during 2009/10 compared to 14 in 2006/7.

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 ongoing audit of the town centre environment has resulted in a further 15% reduction in incidents of fly-tipping, fly-posting, criminal damage and dog litter, when compared to the previous twelve months.

The unique way in which the Great Yarmouth's CCTV system is managed by the Town Centre Partnership has



promoted business involvement in community safety and contributed greatly to the reduction of business crime. The CCTV control room is manned 24/7 and its skilled operators play a proactive role in reducing crime through contact with ShopSafe members and the street wardens using the Partnership's dedicated radio link. With a direct radio link to Norfolk Police HQ the CCTV control room operators can and get a quick response to incidents from the emergency services.

Following recommendations by the Partnership, an upgrade of the town's CCTV system was completed in 2010 resulting in all the cameras being replaced with the latest specification models, the CCTV control room converted to flat screen monitors and the VHS recorders replaced with digital hard drives. The £282,000 investment over three years by Great Yarmouth Borough Council is testament to the positive impact CCTV has had on crime since its original installation in 2001.

Since the introduction of the Secure Incident Recording and Community Engagement System (SIRCS) during 2008 the speed in which member businesses can be updated on the latest crime incidents and excluded persons has increased considerably. SIRCS is a web based server that allows members access to their own user profile to view and download the latest exclusion reports and images.

During 2010 the SIRCS initiative was launched nationally allowing the Partnership, as administrators of the scheme, to exchange information with other crime reduction schemes on travelling thieves. Over 70 registered users of the SIRCS scheme receive an instant email notification when a new excluded person or incident is uploaded to the database. A re-launch of the ShopSafe exclusion scheme during 2009, introducing the 'Red card' system of notifying banned persons, has streamlined the process, encouraging more businesses to participate in the scheme. Since August 2010 the town centre Street Wardens have been equipped with a mobile laptop allowing them to demonstrate and share the SIRCS database with town centre shops that do not have internet access.

Overall the most effective weapon against crime in the town centre is the increasing number of BID and TCP members involved in the Partnership's ShopSafe Crime Reduction initiative, working together through the shop radio link and monthly security meetings to reduce everyone's vulnerability to business crime.

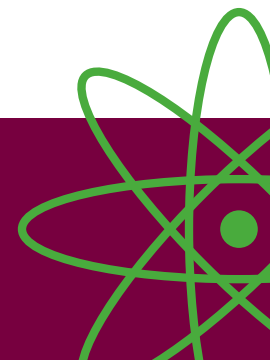


Outputs of gyBID funded crime reduction initiatives

- Street Wardens deal with over 50 enquiries a day on average since 2006/7 (Street Wardens Log)
- ShopSafe members directly supported by CCTV in over 1100 incidents since 2006 (CCTV logs)
- Over 200 incidents have been recorded on the SIRCS database since its launch (SIRCS database)
- Street Wardens have assisted shops with over 1900 crime related Incidents since 2006 (Street Wardens log)
- Street Wardens interventions have resulted in over 350 arrests since 2006 (Street Wardens Log)
- Over 100 radio users on town centre radio link

Outcomes of gyBID funded crime reduction initiatives

- Theft from shops in 2009/10 40% less than 2006/7 in BID area (Norfolk Police)
- Zero incidents of street drinking in BID area 2009/10 compared to 14 in 2006/7 (Norfolk Police)
- Over 12,000 incidents have been recorded by the CCTV system since 2006 (CCTV Logs)
- Environmental Incidents down 52% in 2009/10 since 2006/7 (Street Wardens Log)
- BID area suffered 23% less criminal damage in 2009/10 than 2006/7 (Norfolk Police)
- Anti-Social Behaviour down 75% since 2006 (Street Warden Logs)



8 Friendlier



Promoting the town centre, attracting footfall and increasing dwell times through events and marketing has been one of the main aims for the Great Yarmouth Business Improvement District since its launch in 2006. During 2009/10 the Town Centre Partnership organised and managed a schedule of events through the year with appropriate advertising to support them, we also worked closely with other organisations to help and encourage them to bring their events to the town centre. This is something the Partnership has been doing since its formation some 12 years ago, however much of the emphasis had been around the Christmas campaign and little else throughout the year. With additional funding from the BID, the partnership has sought to bring

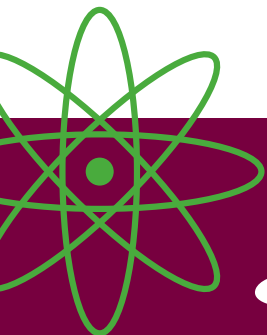
additional events to the town centre to improve footfall at other times of the year, both solely and by working with partners in tourism, arts and the community.

By scheduling a mixture of one-off events, e.g. giant table football tournament during the World Cup earlier this year and annual calendar events such as a Halloween workshop or Easter Parade with regular street entertainment in the Market Square, the town centre becomes a much more vibrant place for visitors, encouraging them to stay longer and return more frequently. This has been proven this year when the return of the Out There Festival to St. Georges park in September contributed to a 3% increase in footfall year on year that week, whilst the Where's Wally Guinness World Record attempt in May saw a 5% increase in footfall which was also 8% above the national high street benchmark. In addition to establishing an annual schedule of events taking place at regular intervals of the year, facilitating free entertainment for shoppers to enhance the shopping experience has also been a priority for the BID.

In the first four years of gyBID, the town centre has played host to a number of events including the 800 Year Charter celebrations and a special Medieval Market and a visit from the Princess Royal in 2008, Farmers, Italian, French and African Markets, Beer and Music Festivals

and the East Coast run, Halloween, Valentines and Easter events plus charity family fun days and street art events. The Partnership has also supported summer late night and Sunday shopping campaigns with additional entertainment and advertising. As well as presenting a year round schedule of events the main campaign remains the run up to Christmas including the Great Yarmouth Christmas Fayre, which, when changed to a weekend event in 2008, saw an increase in footfall of over 40%.

Whilst extensive publicity has been achieved in the local and national media for the town as a result of events and marketing activities, the town centre website www.gytcp.co.uk was updated to better





inform internet users about the town centre, its events and the businesses trading there. By adding a directory of member businesses to the website, gyBID payers were also given their own updatable web page to use for informing potential customers and advertising special offers. The Partnership has also initiated a number of joint advertising campaigns providing opportunities for traders to participate in joint marketing initiatives aimed at specific markets e.g. holiday visitors or during peak trading periods.

The combination of town centre events and marketing has helped to mitigate some of the decline in footfall being experienced in most town and city centre across the UK with Great Yarmouth consistently performing above

the National High Street Index compiled by Springboard counting systems. Great Yarmouth is one of over 50 UK towns and cities that Springboard collect footfall data from to create a national benchmark.

Since 2006 Great Yarmouth has constantly been above the national average in terms of footfall percentage increase or decrease.

Having a good mix of retail and services in the town centre, including both national and independent traders is crucial to ensuring the vitality of Great Yarmouth as a viable shopping centre. The threat of large parts of the town with empty units, which in turn affects the remaining businesses is a real one, particularly in these challenging times.

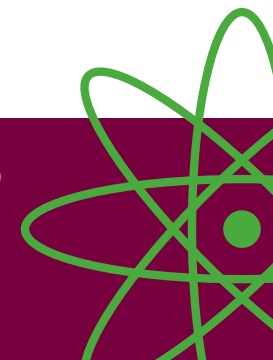
Remarkably the picture in Great Yarmouth has improved during the lifetime of the Business Improvement District with a vacancy rate of 12% compared to 16% in 2006. Much of this improvement can be seen in secondary shopping areas populated mostly by independent traders in King Street, Victoria Arcade and Market Row. At the same time, larger national retailers have been attracted to the town by the completed extension to Market Gates shopping centre in 2008 and premises vacated by some of the casualties of the credit crunch that bit in the same year helping to reduce the vacancies in the town centre by 29% over the last four years.

Outputs of gyBID Events and Marketing initiatives

- Over 15 high profile town centre events held each year
- Annual Christmas Fayre and late night shopping events
- Over 60 marketing campaigns since start of BID
- Collaboration with regional media on major annual events
- Inward Investment pack to promote Great Yarmouth
- Dedicated information page for each gyBID business on town centre website
- Promotion of 'Free after 4' on town centre car parks

Outcomes of gyBID Events and Marketing initiatives

- Christmas Fayre footfall up 40%
- High profile coverage of events in national press
- Twenty fewer vacant shops in the town centre
- Footfall consistently above national benchmark since 2006
- Vacancy rate in BID area 12% compared to 16% in 2006
- Over 160,000 views of member's pages on town centre website



10 Renewal of the gyBID

As we approach the end of the final year of the initial 5-year term of the Great Yarmouth Business Improvement District it is time to consider what happens to the town centre going forward. When the Town Centre Partnership first proposed a BID for the town in 2005 we stated that: “Over the first five years of its operation, gyBID will improve the perceptions of the town centre among those residing within its catchment area, driving home the message that with tangible improvements such as CCTV, Street Wardens and ShopSafe, Great Yarmouth really is a Safer, Cleaner and Friendlier place to live, work and shop.”

The facts and figures contained in the earlier pages of this report confirm that we have certainly moved the town centre forward towards this aim. When we completed a survey of BID Levy payers in August they confirmed that the ‘Safer and Cleaner’ initiatives were still very important to the town centre and should be continued. The case for continuing the ‘Friendly’ initiatives designed to raise the profile of the town centre and

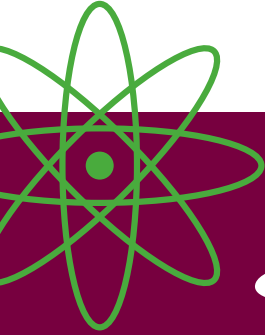
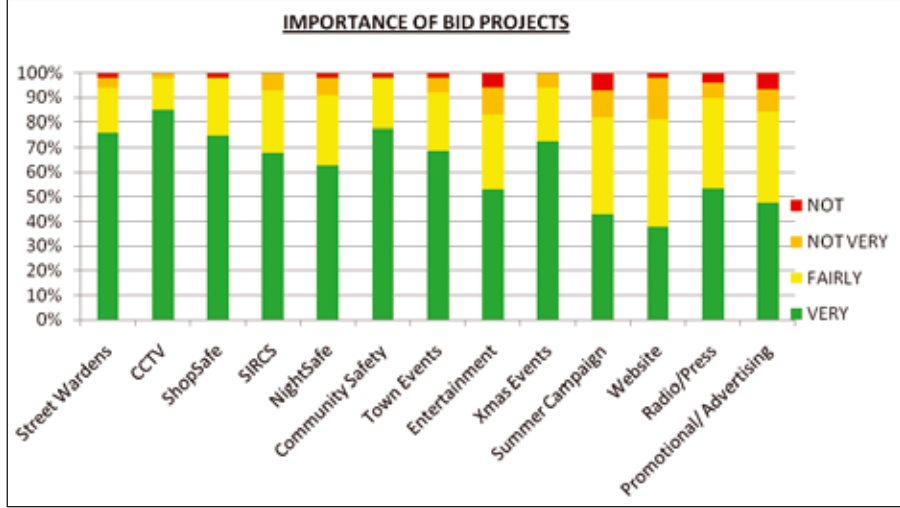
encourage more visits to the town and its services was also very well supported by respondents to the survey. The Provision of events and additional peak period advertising and promotions are still seen by many as an important part of tackling the twin threats to the town centre of increased competition from out of town retail and the internet.

Whilst initial consultations confirm that much of the activities carried out by the Town Centre Partnership on behalf of the businesses in BID area are still very

much relevant, there is also the opportunity to identify additional priorities for the BID to tackle or new projects and initiatives to be explored by the Partnership during a 2nd five-year term.

The next few pages aim to layout what projects and services the next five years of the Business Improvement District will deliver along with the essential information relating to the BID area and BID levy arrangements. Consultations are still ongoing and much of this is still

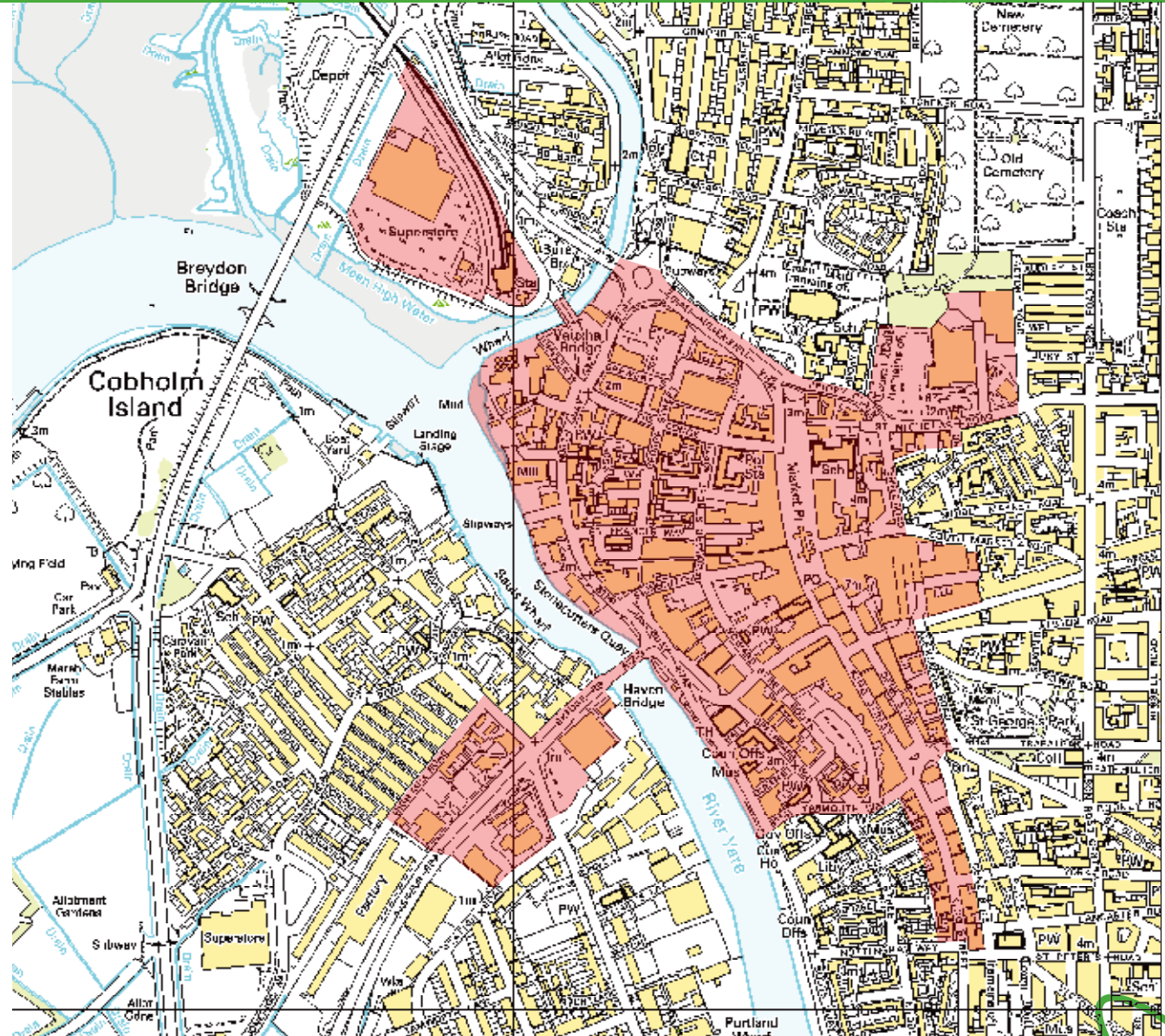
open to change before the final BID Proposals document and Business Plan is published ahead of the renewal ballot of businesses being held on February 17th 2011. A series of consultation events will be held before this date, in the meantime if you wish to express any views on the draft proposals contained in the report, we would very much like to hear from you. Please send these to gybid@gytcp.co.uk or to gyBID C/O The Town Centre Partnership, Unit 5, Wilkinson’s Yard, Market Gates, Great Yarmouth, NR30 2AX or call us on 01493 745828.



The BID Area

The BID Area will incorporate an inner and outer area to include the following Streets and Roads: Acle New Road, Alexandra Road, Brewery Street, Bridge Road, Broad Row, Church Plain, Coronation Street, Deneside, Fitzalan Close, Fullers Hill, George Street, Greyfriars Way, Hall Plain, Hall Quay, Herries Close, Howard Street North, Howard Street South, King Street, Market Gates, Market Place, Market Row, North Market Road, North Quay, Pasteur Road, Patterson Close, Priory Plain, Queen Street, Regent Road, Regent Street, South Market Road, South Quay, Southtown Road, St. Francis Way, St Nicholas Road, Station Road, Stonecutters Way, Temple Road, The Conge, Theatre Plain, Victoria Arcade, Yarmouth Way.

Businesses with either a rateable value less than £8,000 or those located outside of the BID area will be invited to contribute to the Town Centre Partnership BID and benefit from projects, activities and services that the BID will deliver.



12 Safe and Clean BID Renewal Proposals

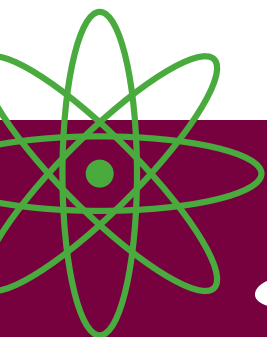
Following consultations with current BID levy payers it is apparent that the Safe and Clean initiatives are still considered very important to the majority of town centre businesses. The gyBID funded crime reduction initiatives have given retailers the tools to tackle crime and reduce the impact of theft on their business. The ShopSafe scheme, incorporating a retail radio link, exclusion scheme, CCTV, Retail Crime reduction co-ordinator and Information Sharing has contributed greatly to reducing the stockloss of many retailers. But the addition of the gyBID funded town centre Street Wardens has enhanced the overall package providing a visible re-assuring presence both to people working in and using town centre businesses. The street wardens, working closely with the town centre police patrols, CCTV Operators and Council officers have had a positive impact on retail crime, anti-social behaviour and environmental crime during the first five years of gyBID, promoting a safer, cleaner and friendlier town centre for all users. Therefore, the following initiatives will continue to form part of the service delivered by the Town Centre Partnership if a renewal ballot of businesses is successful in February 2011.



- A Street Warden team dedicated to the town centre BID area
- Retail radio link with over 100 users including shops, wardens and police
- Town wide exclusion scheme for tackling shoplifters
- Exclusive access for BID levy payers to database of offender including photographs (SIRCS)
- Dedicated Retail Crime Reduction Coordinator to advise and train members
- Direct communication via the retail radio link with the town centre CCTV control room
- Licensed premises radio link 'NightSafe' to promote a safer town at night
- Working in Partnership with Police and local authorities to promote all aspects of community safety

As well as the provision of the above, the Town Centre Partnership will work with its partners to tackle a number of the issues identified by BID levy payers as affecting the perception of the town centre as a "Safe and Clean" place. These will include, but not exclusively, the following:

- Street lighting and additional festive displays
- Cigarette litter, Gum litter and dog fouling
- Use and care of empty shop frontages
- Environmental impact of pigeons and gulls
- Panic alarm system for traders unable to use radio scheme
- Provision of additional CCTV cameras where appropriate
- The development of a 'ChildSafe' scheme
- The provision of a stolen goods database



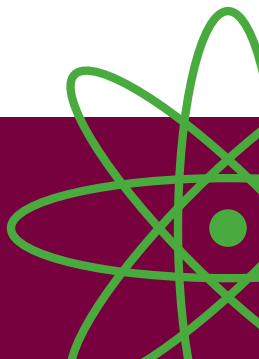
A Safe and Clean town centre does not add value for businesses if it doesn't bring more people in to spend money and use services, therefore the next priority for gyBID is encouraging more visits to the town centre. The first five years of the BID has proven that by scheduling a mixture of one-off and annual events with regular street entertainment in the Market Square, the town centre becomes a much more vibrant place for visitors, encouraging them to stay longer and return more frequently, thus improving footfall into the town centre. The BID has achieved added value for a number of events by working in partnership with both print and broadcasting media partners on annual events that have driven high footfall numbers into the town centre. Extensive publicity has been achieved in the local and national media for the town as a result of events and marketing activities. Having established an annual schedule of events taking place at regular intervals of the year, facilitated free entertainment for shoppers to enhance the shopping experience, and built relationships with other events organisations and media, the Partnership is in a great position to build on this experience and further develop events and marketing initiatives for the next 5-year term of gyBID.

Friendly Events and Marketing Business Plan Proposals

- Minimum of 12 high profile annual town centre events supported with advertising
- Summer campaign to promote town centre to 5 million annual staying visitors
- Programme of managed street activities and entertainment
- Own updateable page on town centre website for BID payers
- High profile Christmas campaign supporting peak trading period
- Main town centre contact and source of press releases for local press and media
- Joint events held with each of the two main local commercial radio stations
- Annual Town Centre shopping and eating guide published

As well as the provision of the above, the Town Centre Partnership will work with its partners to further improve footfall by making Great Yarmouth a 'Friendlier' place to shop by delivering the following initiatives as identified by BID Levy payers. These will include, but not exclusively, the following:

- Identify opportunities to use social media to promote town centre
- Listing of all town centre businesses on the Great Yarmouth tourism website
- Joint events held with each of the two main local commercial radio stations
- Use of empty shop fronts to promote town centre events
- Opportunities to advertise services of businesses in the town centre
- Provision of skills and training to aid business development
- Additional Floral Displays for the town centre



14 Essential Information about the BID Renewal Proposals

The BID Levy Liability and Collection

A BID levy of 1.5% of rateable value will be charged on all hereditaments (rateable properties) listed in the **2005** Local Non-Domestic Rating List and which are located in the BID area. The Levy will be reduced by 0.5% for all businesses located west of Haven Bridge and north of Vauxhall Bridge and those whose shop fronts are located within a managed shopping centre including Market Gates and Victoria Arcade.

The following types of business within the BID area will be exempt:

- Those with a rateable value of less than £8,000 per annum
- Offices- not having public callers
- Commercial car parking spaces that are rated separately
- Schools and community buildings
- Concessions

The BID levy will not be reduced where the ratepayer is a charity or non-profit making organisation. The BID levy will also not be affected by the Governments Small Business Rate Relief Scheme. A small number of businesses within the gyBID

area have extremely high rateable values, far in excess of the majority of businesses in the BID area. To ensure they receive proportionate benefit from the BID, a ceiling of £5,500 per hereditament in year one has been applied, plus indexation in future years.

Important considerations are:

- There will be an annual inflationary increase for the first 5 year Business Plan in line with inflation
- No development or ballot costs will be recovered through the levy
- Unoccupied premises will be charged the full levy
- New premises will pay a levy based on the rateable value at the time of occupation (i.e. 2010 rateable values)
- Levies where property is split, extended or merged will be based on the rateable value at the time of the change, (i.e. 2010 rateable values)

Alteration of BID Arrangements

All budget headings and project costs can be altered within the constraints of the revenue received through the levy, and the BID Management will be empowered to move funds

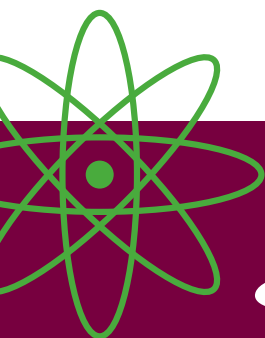
between budget headings. The BID area and the BID levy percentage cannot be altered without an Alteration Ballot.

How much will it cost?

Business rate payers with Rateable Values of £8,000 or more will contribute to the BID. Two-thirds of the businesses would pay less than £10 per week for the GY BID, which will raise a projected £105,000 in the first year which lever a further £95,000 of income to be spent on town centre projects.

BID Management

The BID will be managed by the Town Centre Partnership (TCP), which is an independent, not-for-profit company. The TCP has a successful track record in managing the town centre initiatives in Great Yarmouth firstly running a voluntary membership scheme with over 120 business members prior to the BID being established, and then over the first five years of the BID, where business plan projects have been managed within planned budgets and timescales. The TCP continue to be directly accountable to retailers and businesses for the management of the town centre, the coordination of all the bodies involved and the successful delivery of the BID.



The TCP Board, at present, consists of representatives of retailers, businesses, Chamber of Commerce, Police, Tourist Authority, Norfolk County Council and Great Yarmouth Borough Council. The TCP board will have responsibility for all the BID projects, town centre management, liaison with stakeholders, measurement of, and setting of, performance targets and involvement in all matters of importance to Great Yarmouth's town centre.

Financial Arrangements of the BID

Great Yarmouth Borough Council will collect the agreed BID levy and pass over the BID levy to the Town Centre Partnership. No charge is being made to the BID by Great Yarmouth Borough Council for this service.

The Town Centre Partnership will work to the approved Business Plan and monitor expenditure and cash flow. Management accounts with a supporting commentary will be prepared bi-monthly and will be available to Board Members and all members and Great Yarmouth Borough Council. External accountants will oversee the production

of annual accounts and will conduct an independent audit of the accounts.

Commencement and duration of the BID

The renewed BID will start on 1st April 2011 and will last for 5 years. A postal ballot of business ratepayers in the BID area based on a list of non-domestic ratepayers with a rateable value of £8,000 or more per annum will take place between 20th January and 17th February 2011. The result of the ballot will be announced by 18th February 2011. If the BID proposal is approved it will operate for 5 years, from April 2011 until March 2016. At or before the end of this period, the Board may seek renewal of the BID mandate.

The BID Ballot

The person(s), registered company, or organisation who is the ratepayer for non-domestic rates of a rating hereditament within the BID area as on 1st December 2010, or their appointed proxy, is entitled to vote.

Each person entitled to vote in the BID ballot shall have one vote in respect of one or more of each hereditament, with a

rateable value of £8,000 or more, in the geographical area of the BID on which non-domestic rates are payable.

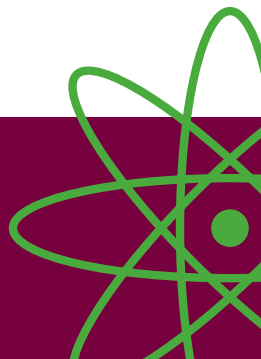
The ballot will have to meet two tests:

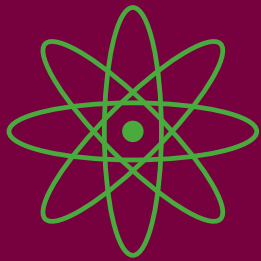
- A simple majority (above 50%) of those voting must vote in favour;
- Those voting in favour must represent a majority of the aggregate rateable value of the hereditaments voting.

The ballot papers will be forwarded to those ratepayers eligible to vote on 20th January 2011 and must be returned by 5pm on 17th February 2011.

Exit Strategy

Should the BID Renewal Ballot in February fail to gain a majority of support from businesses, we will wind up the activities of gyBID at the end of the current BID term that ends 31st March 2011. From April 1st 2011 all projects and initiatives funded by the BID levy will cease. The Town Centre Street Wardens scheme and all ShopSafe initiatives will be terminated, along with all other 'Safer and Cleaner' and 'Friendly' initiatives that rely upon the BID levy.





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GREAT YARMOUTH
gyBID
BUSINESS IMPROVEMENT DISTRICT

