



GREATER YARMOUTH
BUSINESS IMPROVEMENT DISTRICT

GREATER YARMOUTH

TOURISM BUSINESS IMPROVEMENT DISTRICT

BUSINESS PLAN | 2014-2019



CONTENTS

3	IN BRIEF
4	A MESSAGE FROM THE BID CHAIRMAN
5	WHY DO WE NEED A BID?
6	A BID FOR GREATER YARMOUTH
8	BUSINESS IMPROVEMENT DISTRICTS EXPLAINED
9	HEARING YOUR THOUGHTS
10	THE PROJECTS & PRIORITIES
15	VOTING YES FOR THE GREATER YARMOUTH BID
16	GREATER YARMOUTH TOURISM BID BUDGET
17	THE BID LEVY
18	THE BID OPERATING AREA
23	BID GOVERNANCE AND MANAGEMENT
24	MEASURING PERFORMANCE
25	BID RULES
26	YOUR QUESTIONS ANSWERED
27	THE BID BALLOT
27	ACKNOWLEDGEMENTS
27	FINAL THOUGHTS

IN BRIEF

The Greater Yarmouth Tourism Business Improvement District (BID) seeks to raise the profile of Greater Yarmouth as a destination, highlighting the unique and differentiated offer of the area as a whole. The goal ultimately is to bring more visitors, increase spend and drive more businesses to local traders.

MANAGED BY YOU

The BID will be run by an independent, private sector led not-for-profit limited company. The board will be elected by and accountable to you for delivering this business plan, ensuring that your money is spent wisely.

FUNDED BY YOU

The Greater Yarmouth Tourism BID will be funded by a levy based on the rateable value of the eligible businesses in the BID area. Over 80% of the businesses will contribute £225 per year or less, yet some £2.4 million will be invested to make Greater Yarmouth a better place for you to do business.

This is your opportunity to choose how £2.4 million is invested over the next five years to increase the number of people coming to Greater Yarmouth and to ensure they stay longer, explore farther, spend more in local shops and come back again and again.

YOUR CHOICE

The choice is yours – voting papers will be sent out at the beginning of May and you will have until 02 June 2014 to vote. If the majority of those who vote are in favour and they represent over 50% of the rateable value represented by the ballots cast, the BID will go ahead and the levy will be mandatory.

DELIVERING ON YOUR PRIORITIES

Voting YES for the BID will deliver the priorities you identified as helping to increase your business, including:

- Increase your turnover and profitability, whilst reducing your business costs
- Bring you more customers
- Invest more in marketing to highlight all the tremendous tourism aspects of Greater Yarmouth
- Persuade customers to stay longer and spend more
- Increase events to attract more people
- Improve the signage in and around Greater Yarmouth and improve overall access
- Ensure a cleaner, safer environment with necessary amenities for guests
- Attract more money and investment into Greater Yarmouth
- Act as a powerful business lobby for you

NOW IS THE TIME FOR CHANGE.

Vote YES to a BID for Greater Yarmouth
and help make this an extraordinary
destination and place to do business.

A MESSAGE FROM THE BID CHAIRMAN

ONE TIME ONLY

Business support agencies are everywhere but only one programme offers businesses the opportunity to agree a wide scope of measures that can AND do have a very tangible impact.

By voting on a set of measures to be implemented over a period of 5 years, knowing that those self same businesses will then be paying for them, really does ensure complete focus on achievability and accountability.



Gone are the days when a minority number of tourism businesses help support projects that protect and promote our great resort. Under the proposed Tourism Business Improvement District (BID), tourism businesses are offered a self help scheme.

From special events to illuminations to television advertising campaigns, all the types of projects that our members have been supporting can now be built upon and sustained with every tourism related business playing its part.

Historically public agencies and voluntary partnerships have taken the lead in developing, promoting and managing tourism. A BID offers a crucial and exciting opportunity for businesses to take control of their and the resort's future. By leading, funding and managing the tourism effort in a true partnership a great deal more can be achieved.

The chance to build on this opportunity and the timing is NOW, this opportunity will not come again and we should as an industry give it our wholehearted support and build and work with local authority so that we remain competitive. Other major UK seaside resorts are going down the BIDs route and raising substantial funds in order to attract visitors and investment and it is imperative that we do not get left behind.

The BID will have 5 years to prove that it works for our businesses and our industry and our resort. I appeal to you to vote yes and give it a chance. This is the best chance we have had in decades to influence our own business futures.

AND SO IT TRULY IS 'ONE TIME ONLY'
VOTE **YES** FOR A GREATER YARMOUTH TOURISM BID

- DAVID MARSH
CHAIR OF BID TASK GROUP



WHY DO WE NEED A BID?

Greater Yarmouth is home to one of the UK's top beach resorts and is well known as a destination for family fun and fantastic days out. From our beautiful seaside location to the distinctive character of our heritage and our built and natural environments. Greater Yarmouth provides compelling reasons for people to visit, stay, explore and enjoy. However for all the opportunity our fabulous destination provides, we've yet to reach our full potential. Competition will continue to grow from other resort areas that are also creating BIDs to attract more visitors and presenting a distinctive and enjoyable experience, so it is imperative that Greater Yarmouth acts now.

It's for that reason that Greater Yarmouth businesses, along with local partners, have been exploring the creation of a Business Improvement District (BID). A BID can help us take Greater Yarmouth to the next level and build on our already exceptional offer to deliver a truly great experience for locals and visitors alike, by making all of us collective investors in Greater Yarmouth's future.

This business plan sets out how a BID for Greater Yarmouth would operate, and what together we could achieve – through it. Over the past few months, businesses in Greater Yarmouth have participated in open business meetings, surveys, one-to-one discussions and presentations that have brought forth opportunities and priorities for how best to strengthen and grow Greater Yarmouth.

In evaluating the opportunity and potential to unify Greater Yarmouth's offer and market ourselves competitively, clear priorities have emerged. Now, your support is essential.

This document sets out what a BID can do for Greater Yarmouth and what a BID can do for you. You can be a part of creating a more welcoming and economically vibrant Greater Yarmouth. Participating in the Greater Yarmouth BID makes you an important investor in the area's future.

Making the BID happen means you must vote YES. We believe this is a tremendous opportunity to help Greater Yarmouth realise our potential.

PLEASE SUPPORT A BID FOR GREATER YARMOUTH.

A BID FOR GREATER YARMOUTH

A Business Improvement District (BID) is an arrangement whereby **businesses** get together, decide what **additional improvements** they want to make, how they are going to **manage and deliver** those improvements and what it will cost. A **business plan** is developed which is then **voted** on by all those who would have to pay. The BID can last for a maximum of five years and must be able to demonstrate how it has benefited businesses who have funded it.

YOUR OPPORTUNITY

This is your chance to contribute to an investment of more than £2.4m over five years on projects and priorities that matter to your business and help promote tourism through a BID for Greater Yarmouth.

YOUR GOALS

You have told us what you want to achieve through a tourism-focused BID for Greater Yarmouth. Your goals are:

- 1. To increase the number of people visiting and staying in Greater Yarmouth
- 2. To improve the visitor experience and increase repeat visits
- 3. To encourage people to stay longer and visit more attractions
- 4. To provide incentives and opportunities to spend more in local businesses

YOUR PRIORITIES

The BID will be dedicated to delivering projects, programmes and services to businesses in Greater Yarmouth with a particular focus on promoting and enhancing tourism. You have told us you would like the BID to focus on the following four key priority areas:

- **MARKETING, PROMOTION AND EVENTS – 5-YEAR BUDGET: £1,600,000**
Strategic and coordinated marketing and communications will be enhanced to bring visitors to the area. These efforts will be supported by unique and diverse events that bolster tourism and drive footfall to local businesses. Targeted promotions will ensure an economy that is vibrant both in the daytime and evening. Some funds will also be dedicated for area-specific campaigns to ensure that the distinctive offers of each different location are highlighted and supported.
- **ACCESS – 5-YEAR BUDGET: £400,000**
Creating a positive experience for visitors means providing a welcoming experience from arrival until departure. The BID will work to achieve this by creating a more accessible environment through the implementation of coordinated wayfinding and the development of transport promotions to help visitors move more effectively around the Borough.

- **FACILITIES AND MAINTENANCE – 5-YEAR BUDGET: £250,000**
Our unique physical environment is our most important asset, and the BID will undertake efforts to protect and enhance this through supplemental cleaning of the beach and seaside. Additionally, the BID will provide improved visitor amenities that makes for a comfortable environment and encourage guests to stay longer during each visit.
- **BUSINESS SUPPORT – 5-YEAR BUDGET: £150,000**
The BID will help to support businesses to survive and thrive by working to reduce business costs through initiatives such as central procurement. Additionally the BID will provide data, information and training to make trading in Greater Yarmouth easier and more profitable.

YOUR BID COMPANY

The BID will be run as an independent, not-for-profit company that will be led by a board elected from businesses paying the levy within the BID area. The board will be accountable to all levy payers and will work in partnership with the public sector and other local agencies. The BID will last for five years and in that time it will have to show how it is benefiting your business.

YOUR INVESTMENT

The Greater Yarmouth BID will be funded by a levy on the rateable value of each eligible business within the BID area. Businesses with a rateable value of below £2,500 pa will be exempt but not excluded from paying the levy. In total, the levy will raise approximately £470,000 per year for five years and will leverage additional income for a total investment of more than £2.4m over five years to deliver improvements that will directly benefit you.

YOUR DECISION

You decide whether the Greater Yarmouth BID should go ahead by voting in the BID ballot.

YOUR VOTE

BID ballot papers will be sent to you by 5th May 2014 and you will have until 02 June 2014 to cast your vote.

For the BID ballot to be successful, two conditions must be met:

- 1. More than 50% of businesses that vote must do so in favour of the BID; and
- 2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met, the BID will be established and the BID levy will be mandatory for all eligible businesses in the BID area.





FOR A BID BALLOT TO BE SUCCESSFUL,
TWO CONDITIONS MUST BE MET:

1
A STRAIGHT MAJORITY BY THE
NUMBER OF THOSE VOTING

2
BY A MAJORITY IN THE RATEABLE
VALUE OF THOSE VOTING

BUSINESS IMPROVEMENT DISTRICTS EXPLAINED

A BID is a local, democratically elected, private sector led organisation that focuses on delivering the improvements businesses in a defined area want to see. BIDs invest in and deliver projects and priorities to improve the local trading environment, drive down business costs and raise the profile of an area. BIDs are led and controlled by businesses; they are independent, not-for-profit organisations with ring-fenced resources and finances.

BIDs raise their revenue principally through a levy. This levy is an investment by businesses in return for projects and services from the BID Company – those that invest in the BID Company benefit from it. BIDs operate for a maximum of five years, in which time they have to demonstrate how they are making a difference. After five years, a re-ballot must be held to enable the BID to continue.

In order for a BID to be established, a ballot of all eligible businesses in the BID area is held. For the ballot to be successful, two conditions must be met:

1. More than 50% of businesses who vote must vote in favour of the BID; and
2. Of the businesses that do vote, those in favour must represent more than 50% of the total rateable value of all votes cast.

If both these conditions are met the levy will be mandatory on everyone.

BIDs offer businesses an opportunity to take control of their own priorities and invest in projects and services that benefit them, their customers, clients, visitors and employees. The BID Company monitors results and performance. BIDs are lean organisations, designed to be flexible and agile to respond to local circumstances and areas of priority, as well as carry the credibility and resources to get things done in a cost effective, efficient way.

There are more than 180 BIDs operating all over the UK, including those in areas which compete for the same tourists as Greater Yarmouth. Moreover, 9 out of 10 BIDs that seek re-ballot after their first term are met with business approval, with a higher turnout and a higher vote in favour. This is a real testament to the ability of BIDs to deliver results that benefit business

Clear priorities have emerged for the BID and the opportunity and potential exist to make the BID a reality, but your support is essential. This document sets out the plan for advancing a BID in Greater Yarmouth and for delivering important strategic and operational projects.

The success of the BID initiative is dependent on your business voting YES to a BID for the Greater Yarmouth area.

HEARING YOUR THOUGHTS

Working together, businesses in the Greater Yarmouth area have been developing a plan to ensure a vibrant and healthy future for the area. Open business meetings, surveys, one-to-one discussions and presentations have brought forth opportunities and priorities for how best to achieve this. For the past year, the BID team has consulted with you on a wide range of platforms to get your views on a BID for Greater Yarmouth. The BID provides an opportunity to create a company that represents your business and delivers for your town, so we have spent time making sure we listen to your priorities. Our engagement has included:

FEASIBILITY STUDY

This has included research on the impact of BIDs in other comparable towns and cities, engagement with Greater Yarmouth business owners and stakeholders to better understand the main problems they are facing and how a BID could help, and the development of a conceptual approach to creating a BID in Greater Yarmouth.

BUSINESS SURVEY

A survey was sent out to all eligible businesses within the proposed BID area (approximately 1,200) to build upon the foundations of the feasibility study. The survey generated a 10% response giving us a good impression of the business priorities for investment in the town.

FACE-TO-FACE MEETINGS

The BID Task Group met with more than 200 business owners and organisations throughout the year to inform them about the BID, share emerging ideas, and receive feedback. This allowed us to understand which projects are important to businesses and should be included for consideration in the BID business plan.

BUSINESS MEETINGS

Open meetings were held for different business sectors to give them an opportunity to provide input into the proposed BID plan, along with an understanding of how much businesses were willing to pay for improvements. Nearly 100 business people attended these meetings, and through them enthusiasm for a BID grew and the business plan started to take shape.

SUMMARY BUSINESS PLAN

A summary version of this business plan was distributed to all eligible businesses within the BID area (approximately 1,200) to allow them to feedback any suggestions prior to creation of this full plan.

NEWSLETTERS

Throughout the BID consultation and planning process, newsletters have been distributed via post, delivered in person, and made available online.

BUSINESS PLAN

This business plan will be sent to all 1,200 eligible businesses before the ballot papers go out. This plan comprehensively details what the BID will do, who will deliver the BID services, how much the levy will be, the total BID budget and performance indicators, amongst a wealth of other required information.

As a result of this engagement, hundreds of businesses have had their say and have told us what they want to see happen in Greater Yarmouth. This business plan sets out your priorities, including:

- The action you want to see taken
- The projects you want to see happen
- The services your business, staff and customers can benefit from
- How the BID will deliver for your business

1

**EVENTS, MARKETING
& PROMOTION**
£1,600,000

2

ACCESS
£400,000

3

**FACILITIES AND
MAINTENANCE**
£250,000

4

BUSINESS SUPPORT
£150,000

THE PROJECTS & PRIORITIES

1

EVENTS, MARKETING & PROMOTION

OVER 5 YEARS: £1,600,000

YOU SAID...

Marketing and promoting Greater Yarmouth is our highest priority. A strategic approach to promoting the town's amenities and assets needs to be carried out collectively, coherently and consistently.

The BID will:

Professionally deliver and manage effective, high-profile marketing of Greater Yarmouth, promoting its many assets as a vibrant and family-friendly seaside tourism destination. A significant majority of survey respondents see marketing and events as key to the future success of Greater Yarmouth, as well as attracting business and group visitors, and the BID will respond by delivering services to meet these needs.



The Projects:

DELIVER QUALITY EVENTS

The BID will support strategic events that bolster tourism, drive footfall and spend in local businesses which will promote and complement Greater Yarmouth's unique offer. Existing events will be reviewed aiming for an integrated involvement across Greater Yarmouth so that multiple locations can benefit. As new events are developed, the BID will consider high-quality entertainment that can be offered during both the summer and winter seasons. Overall, the goal will be to celebrate the unique heritage and geography that Greater Yarmouth has to offer.

TARGETED ADVERTISING AND MARKETING

The BID will promote the full extent of Greater Yarmouth's offer in a coordinated way, developing targeted regional and national advertising and marketing. The BID will also conduct area-specific and thematic campaigns, where appropriate, to promote the unique offer of the various destinations around Greater Yarmouth. By developing marketing that can be delivered consistently over five years, the BID will build momentum and presence. Subsequently by making the best use of television, radio, print and online resources we can get our message across to boost tourism and trade year-round.

A STRONG ONLINE PRESENCE

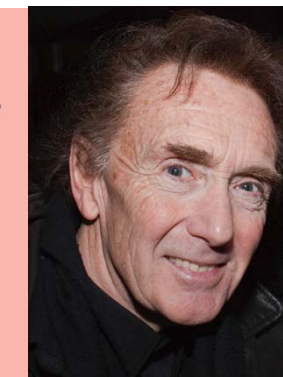
The BID will invest resources in strengthening Greater Yarmouth's online presence. We will achieve this by working with existing organisations to consolidate and enhance our digital profile and this will be augmented by the latest social media and marketing technologies.

INVIGORATE THE EVENING ECONOMY

Creating an offer within Greater Yarmouth that encourages not only daytime activity and visits but also a vibrant evening economy is important to creating a strong tourism destination. The BID will develop specific projects, promotions, activities and campaigns to energise Greater Yarmouth in the evening with a diverse range of things to do for all types of visitors.

"In this competitive world the BID is our best chance to stay ahead with everyone pulling together – it's the only way forward. With the extra money the BID will raise we can give Greater Yarmouth the promotion it needs! And deserves!"

PETER JAY
HIPPODROME CIRCUS



2

ACCESS

OVER 5 YEARS: £400,000

YOU SAID...

We need to provide effective and user-friendly access into Greater Yarmouth and help make the overall visitor experience more enjoyable.

The BID will:

Create a pleasant, efficient and accessible environment for visitors, whether they are travelling by vehicle or on foot, to ensure that the Greater Yarmouth experience is a positive one.



The Projects:

TRANSPORT PROMOTIONS

The BID will work with relevant organisations to develop and implement transport promotions that make the visitor experience more accessible and welcoming. To help circulate visitors around the area allowing them to park once and easily explore the entire Greater Yarmouth area outside of their vehicle.

TOURISM AMBASSADORS/HOSTS

The BID will work with tourism ambassadors/hosts to be a welcoming face and resource for both visitors and businesses in Greater Yarmouth. The ambassadors will be mobile visitor information providers while also helping to communicate with and convey information to businesses in Greater Yarmouth.

“The BID is an ideal opportunity for Gorleston to help put the Greater back into Yarmouth with an opportunity for the businesses of Gorleston to help increase footfall and opportunities in the area, It is down to us to make that happen because there simply is no alternative.”

KEVIN HUGGINS
FUSION HAIR CONSULTANTS LTD



3

FACILITIES AND MAINTENANCE

OVER 5 YEARS: £250,000

YOU SAID...

We need to create a cleaner, friendlier, more welcoming seaside environment that encourages long visits and return trips to Greater Yarmouth.

The BID will:

Ensure a well-maintained consistently cleansed environment whilst also investing in important public facilities that will help to make the visitor experience more comfortable.



The Projects:

A CLEANER, SAFER SEASIDE

The BID will explore supplemental beach cleaning to ensure a sparkling and safe seaside environment for families and visitors of all generations. This service will include removal of rubbish and litter, pavement and pedestrian area cleansing and more general overall maintenance services.

IMPROVE PUBLIC FACILITIES

Having good public facilities are fundamentally very important to the visitor experience. The BID will invest to ensure basic visitor needs are met. Ideally these amenities will also encourage visitors to spend more time exploring Greater Yarmouth.

“As BID levy payers, Potters Resort, is keen to play our part alongside all private sector partners to ensure we maintain a strong tourism industry in the Borough. We are backing the BID.”

JOHN POTTER
POTTERS RESORT



4

BUSINESS SUPPORT

OVER 5 YEARS: £150,000

YOU SAID...

Businesses need help to thrive in Greater Yarmouth, including with operational support, bringing down basic business costs, and supporting each other.

The BID will work to:

Serve as an advocate for businesses, helping to negotiate shared services and reduce overall costs, while also providing support, training and programs to create a stronger business environment and arm individual businesses with the information they need to succeed and be more profitable.



The Projects:

DRIVING DOWN COSTS

Acting as a collective body, the BID will have the ability to help businesses benefit from economies of scale on basic overheads. The BID can negotiate on your behalf and centrally procure services such as trade waste and recycling collection, insurance and accommodation services (such as laundry, housekeeping and property maintenance) to drive down the costs of these contracts, whilst also maintaining a high standard of service and saving you time. In other BID areas, savings have been used by businesses to offset the BID levy.

DATA AND INFORMATION

Being armed with data about the local trading environment is invaluable for businesses. The BID will invest in monitoring software, expert research and studies to understand the trade market and opportunities for growth and enhancements to the business mix. This information will be published regularly as a tool for businesses to use to help appropriately adjust business practices and monitor performance of the area.

CREATING A STRONGER BUSINESS ENVIRONMENT

One of the key roles of the BID organisation will be to provide support for both existing and new businesses and serve as a conduit of important information. Through networking and social events that encourage partnerships and business development, the BID will facilitate business connections and partnerships.

SUPPORT TOURISM

Tourism is in many ways the lifeblood of Greater Yarmouth and the BID funds will be used to support and grow the tourism industry. The BID intends to create a funding pot to encourage tourism groups within Greater Yarmouth to work together to develop projects or campaigns for their area, whilst simultaneously working with businesses to improve the quality of attractions and accommodation to the best standard possible.

"We are looking forward to the BID being successful, as we feel more can be achieved when all parties work together and contribute both financially and with enthusiastic support."

We as a Borough are responsible for our future and must do all we can to work together to help Greater Yarmouth continue to grow and prosper.

There is no room or time for complacency, if we are going to make a difference we need to act now.

AILEEN MOBBS
IMPERIAL HOTEL



VOTING YES FOR THE GREATER YARMOUTH BID

In order for the BID to be established, it must be democratically voted for.

The BID provides an opportunity to make a real difference in Greater Yarmouth and will mark a step-change across the priorities outlined in this plan. This is a business plan that aims to work for you.

VOTING YES TO A BID FOR GREATER YARMOUTH MEANS:

- For your modest investment, the BID will be able to leverage more than £2.4m over five years to deliver on business priorities for you and the Borough. The money will be spent in a transparent way, according to the priorities set out in this business plan.
- The BID's resources and revenue are ring-fenced. The BID funds will be spent in Greater Yarmouth for Greater Yarmouth.
- Through the BID company you will have an opportunity to take control of your trading environment and influence change. The BID will represent you and all businesses in the BID area collectively, to get things done and be a champion for the business community.
- The BID can work to increase tourism and footfall, welcome new businesses, manage the town better, monitor its performance and offer a way of competing.
- Instead of just talking about ideas, the BID will be able to deliver on ideas via a professional, well-resourced and networked company.

We know there is a great deal of energy and enthusiasm throughout the area and people will continue to want Greater Yarmouth to do better. The BID offers a chance to actually do better with a clear plan, the right resources and a credible business voice championing Greater Yarmouth and its offer.

This is your unique opportunity to vote YES for a positive and focused approach to helping Greater Yarmouth improve and grow.



GREATER YARMOUTH TOURISM BID BUDGET 2014-2019

	2014/2015	2015/2016	2016/2017	2017/2018	2018/2019	TOTALS
INCOME						
Bid Levy	£469,300	£469,300	£469,300	£469,300	£469,300	£2,346,500
Additional Income*	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
TOTAL INCOME	£559,300	£559,300	£559,300	£559,300	£559,300	£2,796,500
EXPENDITURE						
Projects & Services						
Marketing, Promotion & Events	£306,000	£318,500	£318,500	£318,500	£318,500	£1,580,000
Access	£90,000	£90,000	£90,000	£90,000	£90,000	£450,000
Facilities and Maintenance	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Business Support	£30,000	£30,000	£30,000	£30,000	£30,000	£150,000
Staff	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Training	£500	£500	£500	£500	£500	£2,500
Office and IT Support	£7,500	£7,500	£7,500	£7,500	£7,500	£37,500
Insurance	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Levy Collection Costs**	£18,100	£5,600	£5,600	£5,600	£5,600	£40,500
Professional Fees	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Bank Charges	£200	£200	£200	£200	£200	£1,000
Contingency	£9,000	£9,000	£9,000	£9,000	£9,000	£45,000
TOTAL EXPENDITURE	£559,300	£559,300	£559,300	£559,300	£559,300	£2,796,500
Net Surplus	0	0	0	0	0	

* The additional Income is based on the average (20% of total annual levy) generated by a BID over a five-year lifetime.
**Levy Collection Costs for Year 1 are high due to the capital cost to buy the necessary software. Subsequent years require allowance for maintenance cost only. Where this software is used by other BIDs in the area, Greater Yarmouth BID may apportion and recoup the purchase and annual maintenance cost.

In addition to the BID levy money, we are negotiating the continuance of the Great Yarmouth Borough Council's Tourism Support. This currently stands at £405,000 pa which helps increase the reach of marketing, promotions, events and visitor services.

THE BID LEVY

The Greater Yarmouth BID will be financed through an annual levy on businesses within the BID area. The levy payable is set out in the table below and is based on the rateable value of the business. Businesses with a rateable value of below £2,500 pa will be exempt from paying the levy but not excluded from being part of the BID.

In totality, the levy will raise approximately £470,000 each year for five years, and will leverage additional income, for a total five-year budget of nearly £2.4m to deliver improvements that will directly benefit you.

The following table demonstrates the approximate BID levy businesses will pay:

RATEABLE VALUE	MAXIMUM ANNUAL LEVY	MAXIMUM DAILY EQUIVALENT COST
Over £600K	£9,000	£25
£400K - £600K	£7,500	£21
£300K - £400K	£4,750	£13
£200K - £300K	£3,750	£10
£150K - £200K	£2,625	£7
£100K - £150K	£1,875	£5
£60K - £100K	£1,200	£3
£40K - £60K	£750	£2
£20K - £40K	£450	£1
£10K - £20K	£225	62p
£5K - £10K	£175	48p
£2.5K - £5K	£150	41p
Below £2.5K	Formally exempt from paying the BID Levy but can make VOLUNTARY MEMBERSHIP contribution of £100 minimum.	

All of the funding for the BID will be ring-fenced and can only be spent on additional projects and services that you have agreed to in this business plan. The levy is an investment. In return for your investment you benefit from projects and services you would not get without a BID. The BID company will be able tell you what you are receiving for your investment; it will be accountable for every pound it receives or generates.



VOLUNTARY MEMBERSHIP AND ADDITIONAL FINANCE

The BID can also seek additional financial contributions and match-funding on projects to ensure local businesses get even better value for money. Most BIDs generate on average 20% additional money in their lifetime. The BID will run a voluntary membership scheme for businesses excluded from the BID area so that they too can benefit from BID projects and services. The BID will also seek grants and project match funding to deliver even better value for money for its activities. In addition, the BID will be able to run commercial services or other income generating activities.

THE BID OPERATING AREA

The BID will operate and focus on activities within the area outlined on this map. This list of streets confirms the BID's operating area. Same street names will be listed only once but will apply in all areas. Streets included in the Town Centre Partnership BID are exempt.

Abyssinia Road	Arnett Avenue	Bath Hill Terrace	Berry Close
Acacia Avenue	Arthur Avenue	Battery Road	Bessemer Way
Ackland Close	Artillery Square	Baxter Court	Beverly Court
Acle New Road	Arundel Road	Beach Close	Bewick Close
Addison Road	Ash Green	Beach Drive	Birch Way
Adele Place	Ashby Road	Beach Road	Biscay Gardens
Admirals Quay	Ashwood Close	Beaconsfield Road	Bishops Walk
Admiralty Road	Aspen Road	Beatty Close	Bittern Road
Albany Close	Astley Cooper Place	Beatty Road	Black Gate (Track)
Albany Road	Audley Street	Beauchamp Close	Black Street
Albemarle Road	Austin Road	Beaufort Way	Blackbird Close
Albert Gate Road	Avenue Road	Beavans Court	Blackfriars Road
Albert Road	Avocet Way	Beccles Road	Blackwall Reach
Albert Road Back	Avondale Road	Beck Avenue	Blake Drive
Albert Square	Back Chapel Lane	Beech Lane	Black Road
Albion Road	Back Lane	Beech Rise	Blanks Close
Alder Close	Back Market Lane	Beechwood Road	Blenheim Avenue
Alderson Road	Back Path	Beeleigh Way	Blocka Road
Alexander Close	Back Pier Plain	Beevor Road	Bloodhills Road
Alexandra Avenue	Back Road	Belgrave Villas	Bloomfield Road
Alexandra Road	Bailey Close	Bell Lane	Blue Sky Close
Allendale Road	Baillie Close	Bell Meadow	Bluebell Way
Alma Road	Baker Street	Belle Of The East Way	Bluegate Lane
Almond Close	Baliol Road	Bells Marsh Road	Blyth Road
Almond Road	Balmoral Avenue	Bells Road	Bodleian Court
Alpha Road	Banting Close	Belstead Avenue	Bosgate Rise
Althaea Green	Barkis Road	Belton New Road	Boundary Road
Ambrose Road	Barleycroft	Belvidere Road	Bowling Green Walk
Amethyst Close	Barleyview Close	Bendish Avenue	Bowman Close
Amhurst Gardens	Barn Close	Bensley Road	Bracecamp Close
Anchor Court	Barn Lane	Berberis Green	Bracon Road
Anglian Way	Barnard Avenue	Beresford Road	Braddock Road
Anson Road	Barnard Close	Bermondsey Place East	Bradfield Drive
Apollo Walk	Barnard Crescent	Bermondsey Place	Bradwell Avenue
Appleton Drive	Barrack Road	South	Bramble Gardens
Apsley Road	Barton Way	Bermondsey Place	Branford Road
Archers Road	Bately Avenue	West	Brasenose Avenue
Arnold Avenue	Bath Hill	Bernard Road	Brett Avenue

Brewery Street	Buxton Avenue	Cherry Tree Avenue	Collingwood Road	Cumby Way	Dune Court	Falkland Way	Fritton Close
Breydon Road	Bygone Close	Cherwell Way	Collis Lane	Cunningham Avenue	Durham Avenue	Fallowfield	Front Road
Breydon Way	Byron Road	Chestnut Avenue	Colomb Road	Curie Drive	East Anglian Way	Faraday Road	Fullers Hill
Briar Avenue	Byron Way	Chimney Springs	Common Lane	Curlew Way	East End Close	Farman Close	Fulmar Close
Bridge Farm (Track)	Cadiz Way	Christchurch Road	Common Road	Cydonia Green	East Road	Fastnet Way	Gablehurst Court
Bridge Meadow	Caerleon Drive	Church Close	Conifer Close	Da Volls Court	Easterley Way	Fastolff Avenue	Gainsborough Avenue
Bridge Road	Caister Bypass	Church Lane	Coniston Square	Dagmar Mews	Eastern Avenue	Fell Way	Galahad Road
Bridgford Close	Caister Road	Church Lane (Track)	Connaught Avenue	Daisy Close	Eastern Close	Fellowes Drive	Gannet Road
Bright Close	Caister Sands Avenue	Church Loke	Constable Drive	Dales Court	Ecclestone Close	Fenner Road	Gapton Hall Road
Brinell Way	Caledonian Way	Church Plain	Convy Priors	Damgate Back Lane	Edinburgh Avenue	Fern Gardens	Garfield Road
Britannia Road	California Avenue	Church Road	Conway Road	Damgate Lane	Edinburgh Close	Ferrier Close	Garfield Terrace
Broad Lane	California Crescent	Church View	Cooper Close	Danby Road	Edinburgh Place	Ferrier Court	Garnham Road
Broad Road	California Road	Church Walk	Copeman Close	Daphne Way	Edison Way	Ferrier Road	Garrison Road
Broad Row	Cambridge Avenue	Churchill Road	Copperfield Avenue	Dark Lane	Edward Road	Ferry Hill	Gatacre Road
Broadland Close	Cambridge Way	Clare Avenue	Cormorant Way	Dashwood Close	Eels Foot Road	Ferry Lane	Gate House Close
Brooke Avenue	Camden Place	Clarence Road	Coronation Avenue	Deben Drive	El Alamein Way	Ferryboat Lane	Gaywood Close
Broom Close	Camden Road	Clarendon Close	Coronation Green	Debnam Close	Elder Green	Ferrygate Lane	Gedge Road
Broom Gardens	Camelot Road	Clarendon Drive	Coronation Road	Deborah Road	Elizabeth Crescent	Filby Close	Geneva Gardens
Brotherton Way	Camperdown	Clarkes Road	Coronation Terrace	Decoy Road	Ellison Close	Filby Lane	Genista Green
Browns Lane	Campion Avenue	Claxtons Gardens	Coronilla Green	Deepdale Avenue	Elm Avenue	Filby Road	George Beck Road
Browston Corner	Caraway Drive	Clay Lane	Cotman Drive	Dene Avenue	Elm Road	Finisterre Rise	George Street
Browston Green	Carrel Road	Clay Road	Cotoneaster Court	Deneside	Elmgrove Road	Fir Tree Close	Germander Court
Browston Lane	Carter Close	Claydon Grove	Cottage Road	Devonshire Road	Elmhurst Close	Firs Avenue	Gilbert Road
Buildings Road	Castle Green	Claymore Gardens	Court Road	Diana Way	Elsie Road	Fisher Avenue	Girton Road
Bullocks Loke	Castle Lane	Clay Road	Covent Garden Road	Dickens Avenue	Emmanuel Avenue	Fishers Opening	Glenmore Avenue
Bulls Lane	Catalpa Way	Cliff Avenue	Cowtrott Lane	Dock Tavern Lane	Empress Road	Fishers Quay	Gloucester Avenue
Bulmer Lane	Caysteward	Cliff Hill	Coxswain Read Way	Dodd Close	Empsons Loke	Fishwharf	Gonville Road
Bultitudes Loke	Cedar Close	Cliff Lane	Crab Lane	Doles Lane	Englands Lane	Fiskes Opening	Gordon Road
Bunnewell Avenue	Century Road	Clifford Avenue	Cradock Avenue	Dolman Close	Ensign Close	Fitzalan Close	Gorse Close
Bunns Lane	Cess Lane	Clink Hill	Crittens Road	Dorking Road	Erica Way	Fleggburgh Road	Gournay Avenue
Bure Close	Cess Road	Clink Hill (Track)	Croft Hill	Dorothy Avenue	Estcourt Road	Flowerday Close	Grange Road
Burgess Close	Chapel Corner	Clintock Place	Croft Road	Dorset Close	Euston Road	Forsythia Road	Granta Way
Burgh Road	Chapel Lane	Clover Way	Crofters Walk	Douglas Close	Evans Lombe Close	Forth Close	Granville Road
Burghwood Road	Chapel Lane (Track)	Cloverland Drive	Cromarty Way	Dove Close	Excalibur Road	Forties Close	Great Close
Burleigh Close	Chapman Avenue	Clydesdale Drive	Crome Drive	Dover Court	Excelsior Terrace	Foster Close	Great Northern Close
Burket Road	Charles Burton Close	Clydesdale Rise	Cromer Road	Downing Court	Exeter Road	Four Acres Estate	Great Yarmouth Lane
Burnet Road	Charles Close	Coast Road	Cromwell Close	Downing Road	Exmouth Road	Foxglove Drive	Grebe Close
Burnt Lane	Charles Street	Coastguard Road	Cromwell Road	Drake Avenue	Exmouth Road Back	Framlingham Close	Green Courts
Bush Road	Charlock Close	Cob Close	Cross Road	Drift Road	Factory Road	Frank Stone Court	Green Lane
Busseys Lane	Charter Close	Cobbs Place	Crosstead	Drifters Way	Faeroes Drive	Frederick Road	Greenhill Avenue
Busseys Loke	Chaucer Road	Cobden Terrace	Crossways	Drudge Road	Fairisle Drive	Fredrick Road	Grenville Place
Butt Lane	Cherry Close	Cobholm Close	Crow Hall Green	Duke Road	Fairway	Freeman Close	Gresham Close
Buttercup Drive	Cherry Lane	Cobholm Road	Crown Road	Duncan Road	Fakes Road	Fremantle Road	Greyfriars Way
Buttermere	Cherry Road	Coldham Close	Culley Way		Falcon Court	Friars Lane	Groomes Close

Buxton Avenue	Cherry Tree Avenue	Collingwood Road	Cumby Way	Dune Court	Falkland Way	Fritton Close
Bygone Close	Cherwell Way	Collis Lane	Cunningham Avenue	Durham Avenue	Fallowfield	Front Road
Byron Road	Chestnut Avenue	Colomb Road	Curie Drive	East Anglian Way	Faraday Road	Fullers Hill
Byron Way	Chimney Springs	Common Lane	Curlew Way	East End Close	Farman Close	Fulmar Close
Cadiz Way	Christchurch Road	Common Road	Cydonia Green	East Road	Fastnet Way	Gablehurst Court
Caerleon Drive	Church Close	Conifer Close	Da Volls Court	Easterley Way	Fastolff Avenue	Gainsborough Avenue
Caister Bypass	Church Lane	Coniston Square	Dagmar Mews	Eastern Avenue	Fell Way	Galahad Road
Caister Road	Church Lane (Track)	Connaught Avenue	Daisy Close	Eastern Close	Fellowes Drive	Gannet Road
Caister Sands Avenue	Church Loke	Constable Drive	Dales Court	Ecclestone Close	Fenner Road	Gapton Hall Road
Caledonian Way	Church Plain	Convy Priors	Damgate Back Lane	Edinburgh Avenue	Fern Gardens	Garfield Road
California Avenue	Church Road	Conway Road	Damgate Lane	Edinburgh Close	Ferrier Close	Garfield Terrace
California Crescent	Church View	Cooper Close	Danby Road	Edinburgh Place	Ferrier Court	Garnham Road
California Road	Church Walk	Copeman Close	Daphne Way	Edison Way	Ferrier Road	Garrison Road
Cambridge Avenue	Churchill Road	Copperfield Avenue	Dark Lane	Edward Road	Ferry Hill	Gatacre Road
Cambridge Way	Clare Avenue	Cormorant Way	Dashwood Close	Eels Foot Road	Ferry Lane	Gate House Close
Camden Place	Clarence Road	Coronation Avenue	Deben Drive	El Alamein Way	Ferryboat Lane	Gaywood Close
Camden Road	Clarendon Close	Coronation Green	Debnam Close	Elder Green	Ferrygate Lane	Gedge Road
Camelot Road	Clarendon Drive	Coronation Road	Deborah Road	Elizabeth Crescent	Filby Close	Geneva Gardens
Camperdown	Clarkes Road	Coronation Terrace	Decoy Road	Ellison Close	Filby Lane	Genista Green
Campion Avenue	Claxtons Gardens	Coronilla Green	Deepdale Avenue	Elm Avenue	Filby Road	George Beck Road
Caraway Drive	Clay Lane	Cotman Drive	Dene Avenue	Elm Road	Finisterre Rise	George Street
Carrel Road	Clay Road	Cotoneaster Court	Deneside	Elmgrove Road	Fir Tree Close	Germander Court
Carter Close	Claydon Grove	Cottage Road	Devonshire Road	Elmhurst Close	Firs Avenue	Gilbert Road
Castle Green	Claymore Gardens	Court Road	Diana Way	Elsie Road	Fisher Avenue	Girton Road
Castle Lane	Clay Road	Covent Garden Road	Dickens Avenue	Emmanuel Avenue	Fishers Opening	Glenmore Avenue
Catalpa Way	Cliff Avenue	Cowtrott Lane	Dock Tavern Lane	Empress Road	Fishers Quay	Gloucester Avenue
Caysteward	Cliff Hill	Coxswain Read Way	Dodd Close	Empsons Loke	Fishwharf	Gonville Road
Cedar Close	Cliff Lane	Crab Lane	Doles Lane	Englands Lane	Fiskes Opening	Gordon Road
Century Road	Clifford Avenue	Cradock Avenue	Dolman Close	Ensign Close	Fitzalan Close	Gorse Close
Cess Lane	Clink Hill	Crittens Road	Dorking Road	Erica Way	Fleggburgh Road	Gournay Avenue
Cess Road	Clink Hill (Track)	Croft Hill	Dorothy Avenue	Estcourt Road	Flowerday Close	Grange Road
Chapel Corner	Clintock Place	Croft Road	Dorset Close	Euston Road	Forsythia Road	Granta Way
Chapel Lane	Clover Way	Crofters Walk	Douglas Close	Evans Lombe Close	Forth Close	Granville Road
Chapel Lane (Track)	Cloverland Drive	Cromarty Way	Dove Close	Excalibur Road	Forties Close	Great Close
Chapman Avenue	Clydesdale Drive	Crome Drive	Dover Court	Excelsior Terrace	Foster Close	Great Northern Close
Charles Burton Close	Clydesdale Rise	Cromer Road	Downing Court	Exeter Road	Four Acres Estate	Great Yarmouth Lane
Charles Close	Coast Road	Cromwell Close	Downing Road	Exmouth Road	Foxglove Drive	Grebe Close
Charles Street	Coastguard Road	Cromwell Road	Drake Avenue	Exmouth Road Back	Framlingham Close	Green Courts
Charlock Close	Cob Close	Cross Road	Drift Road	Factory Road	Frank Stone Court	Green Lane
Charter Close	Cobbs Place	Crosstead	Drifters Way	Faeroes Drive	Frederick Road	Greenhill Avenue
Chaucer Road	Cobden Terrace	Crossways	Drudge Road	Fairisle Drive	Fredrick Road	Grenville Place
Cherry Close	Cobholm Close	Crow Hall Green	Duke Road	Fairway	Freeman Close	Gresham Close
Cherry Lane	Cobholm Road	Crown Road	Duncan Road	Fakes Road	Fremantle Road	Greyfriars Way
Cherry Road	Coldham Close	Culley Way		Falcon Court	Friars Lane	Groomes Close

Cherry Tree Avenue	Cherwell Way	Collingwood Road	Cumby Way	Dune Court	Falkland Way	Fritton Close
Cherwell Way	Chestnut Avenue	Collis Lane	Cunningham Avenue	Durham Avenue	Fallowfield	Front Road
Chestnut Avenue	Chimney Springs	Colomb Road	Curie Drive	East Anglian Way	Faraday Road	Fullers Hill
Chimney Springs	Christchurch Road	Common Lane	Curlew Way	East End Close	Farman Close	Fulmar Close
Christchurch Road	Church Close	Common Road	Cydonia Green	East Road	Fastnet Way	Gablehurst Court
Church Close	Church Lane	Conifer Close	Da Volls Court	Easterley Way	Fastolff Avenue	Gainsborough Avenue
Church Lane	Church Lane (Track)	Coniston Square	Dagmar Mews	Eastern Avenue	Fell Way	Galahad Road
Church Loke	Church Plain	Connaught Avenue	Daisy Close	Eastern Close	Fellowes Drive	Gannet Road
Church Plain	Church Road	Constable Drive	Dales Court	Ecclestone Close	Fenner Road	Gapton Hall Road
Church Road	Church View	Convy Priors	Damgate Back Lane	Edinburgh Avenue	Fern Gardens	Garfield Road
Church View	Church Walk	Conway Road	Damgate Lane	Edinburgh Close	Ferrier Close	Garfield Terrace
Church Walk	Churchill Road	Cooper Close	Danby Road	Edinburgh Place	Ferrier Court	Garnham Road
Churchill Road	Clare Avenue	Copeman Close	Daphne Way	Edison Way	Ferrier Road	Garrison Road
Clare Avenue	Clarence Road	Copperfield Avenue	Dark Lane	Edward Road	Ferry Hill	Gatacre Road
Clarence Road	Clarendon Close	Cormorant Way	Dashwood Close	Eels Foot Road	Ferry Lane	Gate House Close
Clarendon Close	Clarendon Drive	Coronation Avenue	Deben Drive	El Alamein Way	Ferryboat Lane	Gaywood Close
Clarendon Drive	Clarkes Road	Coronation Green	Debnam Close	Elder Green	Ferrygate Lane	Gedge Road
Clarkes Road	Claxtons Gardens	Coronation Road	Deborah Road	Elizabeth Crescent	Filby Close	Geneva Gardens
Claxtons Gardens	Clay Lane	Coronation Terrace	Decoy Road	Ellison Close	Filby Lane	Genista Green
Clay Lane	Clay Road	Coronilla Green	Deepdale Avenue	Elm Avenue	Filby Road	George Beck Road
Clay Road	Claydon Grove	Cotman Drive	Dene Avenue	Elm Road	Finisterre Rise	George Street
Claydon Grove	Claymore Gardens	Cotoneaster Court	Deneside	Elmgrove Road	Fir Tree Close	Germander Court
Claymore Gardens	Clay Road	Cottage Road	Devonshire Road	Elmhurst Close	Firs Avenue	Gilbert Road
Cley Road	Cliff Avenue	Court Road	Diana Way	Elsie Road	Fisher Avenue	Girton Road
Cliff Avenue	Cliff Hill	Covent Garden Road	Dickens Avenue	Emmanuel Avenue	Fishers Opening	Glenmore Avenue
Cliff Hill	Cliff Lane	Cowtrott Lane	Dock Tavern Lane	Empress Road	Fishers Quay	Gloucester Avenue
Cliff Lane	Clifford Avenue	Coxswain Read Way	Dodd Close	Empsons Loke	Fishwharf	Gonville Road
Clifford Avenue	Clink Hill	Crab Lane	Doles Lane	Englands Lane	Fiskes Opening	Gordon Road
Clink Hill	Clink Hill (Track)	Cradock Avenue	Dolman Close	Ensign Close	Fitzalan Close	Gorse Close
Clink Hill (Track)	Clintock Place	Crittens Road	Dorking Road	Erica Way	Fleggburgh Road	Gournay Avenue
Clintock Place	Clover Way	Croft Hill	Dorothy Avenue	Estcourt Road	Flowerday Close	Grange Road
Clover Way	Cloverland Drive	Croft Road	Dorset Close	Euston Road	Forsythia Road	Granta Way
Cloverland Drive	Clydesdale Drive	Crofters Walk	Douglas Close	Evans Lombe Close	Forth Close	Granville Road
Clydesdale Drive	Clydesdale Rise	Cromarty Way	Dove Close	Excalibur Road	Forties Close	Great Close
Clydesdale Rise	Coast Road	Crome Drive	Dover Court	Excelsior Terrace	Foster Close	Great Northern Close
Clydesdale Road	Coastguard Road	Cromer Road	Downing Court	Exeter Road	Four Acres Estate	Great Yarmouth Lane
Clydesdale Road	Cob Close	Cromwell Close	Downing Road	Exmouth Road	Foxglove Drive	Grebe Close
Clydesdale Rise	Cobbs Place	Cross Road	Drake Avenue	Exmouth Road Back	Framlingham Close	Green Courts
Clydesdale Rise	Cobden Terrace	Crosstead	Drift Road	Factory Road	Frank Stone Court	Green Lane
Coast Road	Cobholm Close	Crow Hall Green	Drifters Way	Faeroes Drive	Frederick Road	Greenhill Avenue
Coastguard Road	Cobholm Road	Crown Road	Drudge Road	Fairisle Drive	Fredrick Road	Grenville Place
Cob Close	Coldham Close	Culley Way	Duke Road	Fairway	Freeman Close	Gresham Close
Cobbs Place			Duncan Road	Fakes Road	Fremantle Road	Greyfriars Way
Cobden Terrace				Falcon Court	Friars Lane	Groomes Close
Cobholm Close						
Cobholm Road						
Coldham Close						

Collingwood Road	Cumby Way	Dune Court	Falkland Way	Fritton Close
Collis Lane	Cunningham Avenue	Durham Avenue	Fallowfield	Front Road
Colomb Road	Curie Drive	East Anglian Way	Faraday Road	Fullers Hill
Common Lane	Curlew Way	East End Close	Farman Close	Fulmar Close
Common Road	Cydonia Green	East Road	Fastnet Way	Gablehurst Court
Conifer Close	Da Volls Court	Easterley Way	Fastolff Avenue	Gainsborough Avenue
Coniston Square	Dagmar Mews	Eastern Avenue	Fell Way	Galahad Road
Connaught Avenue	Daisy Close	Eastern Close	Fellowes Drive	Gannet Road
Constable Drive	Dales Court	Ecclestone Close	Fenner Road	Gapton Hall Road
Convy Priors	Damgate Back Lane	Edinburgh Avenue	Fern Gardens	Garfield Road
Conway Road	Damgate Lane	Edinburgh Close	Ferrier Close	Garfield Terrace
Cooper Close	Danby Road	Edinburgh Place	Ferrier Court	Garnham Road
Copeman Close	Daphne Way	Edison Way	Ferrier Road	Garrison Road
Copperfield Avenue	Dark Lane	Edward Road	Ferry Hill	Gatacre Road
Cormorant Way	Dashwood Close	Eels Foot Road	Ferry Lane	Gate House Close
Coronation Avenue	Deben Drive	El Alamein Way	Ferryboat Lane	Gaywood Close
Coronation Green	Debnam Close	Elder Green	Ferrygate Lane	Gedge Road
Coronation Road	Deborah Road	Elizabeth Crescent	Filby Close	Geneva Gardens
Coronation Terrace	Decoy Road	Ellison Close	Filby Lane	Genista Green
Coronilla Green	Deepdale Avenue	Elm Avenue	Filby Road	George Beck Road
Cotman Drive	Dene Avenue	Elm Road	Finisterre Rise	George Street
Cotoneaster Court	Deneside	Elmgrove Road	Fir Tree Close	Germander Court
Cottage Road	Devonshire Road	Elmhurst Close	Firs Avenue	Gilbert Road
Court Road	Diana Way	Elsie Road	Fisher Avenue	Girton Road
Covent Garden Road	Dickens Avenue	Emmanuel Avenue	Fishers Opening	Glenmore Avenue
Cowtrott Lane	Dock Tavern Lane	Empress Road	Fishers Quay	Gloucester Avenue
Coxswain Read Way	Dodd Close	Empsons Loke	Fishwharf	Gonville Road
Crab Lane	Doles Lane	Englands Lane	Fiskes Opening	Gordon Road
Cradock Avenue	Dolman Close	Ensign Close	Fitzalan Close	Gorse Close
Crittens Road	Dorking Road	Erica Way	Fleggburgh Road	Gournay Avenue
Croft Hill	Dorothy Avenue	Estcourt Road	Flowerday Close	Grange Road
Croft Road	Dorset Close	Euston Road	Forsythia Road	Granta Way
Crofters Walk	Douglas Close	Evans Lombe Close	Forth Close	Granville Road
Cromarty Way	Dove Close	Excalibur Road	Forties Close	Great Close
Crome Drive	Dover Court	Excelsior Terrace	Foster Close	Great Northern Close
Cromer Road	Downing Court	Exeter Road	Four Acres Estate	Great Yarmouth Lane
Cromwell Close	Downing Road	Exmouth Road	Foxglove Drive	Grebe Close
Cromwell Road	Drake Avenue	Exmouth Road Back	Framlingham Close	Green Courts
Cross Road	Drift Road	Factory Road	Frank Stone Court	Green Lane
Crosstead	Drifters Way	Faeroes Drive	Frederick Road	Greenhill Avenue
Crossways	Drudge Road	Fairisle Drive	Fredrick Road	Grenville Place
Crow Hall Green	Duke Road	Fairway	Freeman Close	Gresham Close
Crown Road	Duncan Road	Fakes Road	Fremantle Road	Greyfriars Way
Culley Way		Falcon Court	Friars Lane	Groomes Close

Collingwood Road	Cumby Way	Dune Court	Falkland Way	Fritton Close
Collis Lane	Cunningham Avenue	Durham Avenue	Fallowfield	Front Road
Colomb Road	Curie Drive	East Anglian Way	Faraday Road	Fullers Hill
Common Lane	Curlew Way	East End Close	Farman Close	Fulmar Close
Common Road	Cydonia Green	East Road	Fastnet Way	Gablehurst Court
Conifer Close	Da Volls Court	Easterley Way	Fastolff Avenue	Gainsborough Avenue
Coniston Square	Dagmar Mews	Eastern Avenue	Fell Way	Galahad Road
Connaught Avenue	Daisy Close	Eastern Close	Fellowes Drive	Gannet Road
Constable Drive	Dales Court	Ecclestone Close	Fenner Road	Gapton Hall Road
Convy Priors	Damgate Back Lane	Edinburgh Avenue	Fern Gardens	Gar

THE BID OPERATING AREA (CONT.)

Grove Close	Hebrides Way	Hunter Drive	King George Close	Leys Close	Malakoff Road	Martham Road	Morse Court	Nova Scotia (Track)	Oxnead Drive	Pommers Lane	Ranworth Drive	Royden Way	Sefton Lane	Southgates Road	St Marys Road
Grove Road	Helen Avenue	Hurrell Road	King Georges Avenue	Lichfield Road	Malin Court	Martin Close	Morton Crescent	Nova Scotia Road	Paddock Close	Poplar Avenue	Raven Close	Ruggs Lane	Selby Place	Southtown Road	St Michaels Close
Guinevere Road	Hemsby Road	Hyrn Close	King Street	Lilac Close	Mallard Way	Martin De Rye Way	Morton Peto Road	Nuffield Close	Paddock Farm Drive	Poplar Drive	Recreation Close	Runham Road	Selwyn Drive	Sparrow Close	St Nicholas Court
Gurney Close	Heron Close	Imperial Mews	Kingfisher Close	Lime Kiln Walk	Malthouse Lane	Masquers Close	Mountbatten Way	Nuffield Crescent	Paddys Lane	Poppy Gardens	Recreation Road	Ruskin Avenue	Selwyn Road	Speedwell Close	St Nicholas Drive
Hales Close	Herries Close	Isaacs Road	Kings Court	Lime Way	Manby Road	Maud Terrace	Mulberry Grove	Nursery Close	Paddys Loke	Porters Loke	Rectory Close	Russell Avenue	Seymour Avenue	Spencer Avenue	St Nicholas Gardens
Half Moon	Herringfleet Road	Isabella Square	Kings Drive	Limmer Road	Manor Close	Mautby Lane	Mulberry Tree Close	Nursery Terrace	Paget Crescent	Portland Court	Redwing Drive	Russell Road	Shadingfield Close	Spens Avenue	St Nicholas Road
Hall Close	Hertford Way	Isis Close	Kings Loke	Lincoln Avenue	Manor Farm (Track)	Mautby Lodge (Track)	Myrtle Court	Oak Avenue	Paget Road	Portland Lane	Redwood Court	Russell Square	Shakespeare Road	Spindrift Close	St Pauls Way
Hall Drive	Hewett Close	Ives Way	Kings Loke (Track)	Linden Tree Gardens	Manor Farm Road	Maygrove Road	Naples Close	Oak Road	Palgrave Road	Portland Place	Regent Road	Ryelands	Shannon Drive	Springfield Close	St Peters Avenue
Hall Plain	Hewett Road	Ivy Green	Kings Road	Linen Post Lane	Manor Gardens	Meadow Close	Napoleon Place	Oak Tree Close	Palmer Road	Potters Drive	Regent Street	Sackville Close	Sharmans Loke	Springfield North	St Peters Plain
Hall Quay	Hickling Way	Jack Chasse Way	Kings Walk	Links Close	Manor House Close	Meadow Court	Nelson Court	Old Chapel Road	Park Road	Potters Field	Repps Road	Salisbury Road	Sharpe Way	Springfield Road	St Peters Road
Hall Road	Hickory Gardens	Jack Plummer Way	Kingsway	Links Road	Manor Road	Meadow Lane	Nelson Road	Old Church Road	Park View Avenue	Pound Lane	Reynolds Avenue	Salk Road	Shearwater Drive	Spruce Avenue	St Roberts Way
Halt Road	High Mill Road	James Gray Close	Kipling Close	Linnet Close	Manor Way	Meadow Rise	Nelson Road Central	Old Coast Road	Parkland Drive	Primrose Close	Ridgeway	Salmon Road	Sheldonian Court	St Andrew Close	St Thomas's Road
Hamilton Road	High Road	James Watt Close	Kirby Close	Lister Close	Manorfield Close	Meadow Way	Nelson Road North	Old Fountain	Pasteur Road	Primrose Way	Rising Way	Sam Brown's Court	Shelley Close	St Andrews Close	St Vincent Walk
Hamilton Walk	High Street	Jasmine Gardens	Kitchener Road	Little Scratby Crescent	Maple Close	Meadowland Drive	Nelson Road South	Old Hall Gardens	Paston Drive	Prince Of Wales Road	River Bure	Sandown Road	Shire Avenue	St Andrews Road	Stable Field Way
Hammond Road	Highfield Road	Jasmine Green	Kittiwake Close	Long Beach Estate	Maple Gardens	Meadowsweet Road	Neptune Close	Old Mill Road	Paston Road	Princes Road	River Thurne	Sandpiper Close	Shire Close	St Annes Crescent	Stafford Road
Hampton Close	Hill Avenue	Jellicoe Road	Laburnum Close	Long Lane	Maple Way	Mede Court	Nettle Hill East	Old Wellington	Patterson Close	Priory Close	River Walk	Sandpiper Court	Short Lane	St Annes Way	Staithe Road
Hanly Court	Hill Cottage Lane	Jenner Road	Lacon Road	Longfellow Road	Marguerite Close	Medeswell	Nettle Hill West	Passage	Pavilion Road	Priory Gardens	River Waveney	Sandringham Avenue	Short Road	St Antonys Avenue	Standard Place
Hanover Gardens	Hill View Drive	Jews Lane	Ladbrooke Road	Longfulans Lane	Marine Close	Melrose Terrace	New College Close	Old Wellington Place	Peartree Avenue	Priory Passage	River Way	Sands Close	Shrublands Way	St Benets Road	Standard Road
Harbord Crescent	Hillside Close	Jex Way	Lady Broad Lane	Lord Montgomery Way	Marine Crescent	Merriman Road	New Road	Olde Thatche Close	Pebble View Walk	Priory Plain	River Yare	Sandy Lane	Shuttleworth Close	St Catharines Way	Stanley Avenue
Harbour Terrace	Hingley Close	Jimmy Brown Close	Lady Hamilton Lane	Lords Lane	Marine Drive	Merton Avenue	New Road (Track)	Olive Road	Pedlars Croft	Priory Road	Riverside	Saw Mill Lane	Sidegate Road	St Christopher Close	Stanley Road
Harfreys Road	Hobbs Way	John Road	Lady Haven Lane	Louis Dahl Road	Marine Parade	Micawber Avenue	New Wellington Place	Oliver Mews	Pegasus Close	Priory Row	Riverside Park (Track)	Saxon Gardens	Sidney Close	St Clare Court	Star Farm Close
Harley Road	Hobland Lane (Track)	John Woodhouse Drive	Lady Haven Mews	Louise Close	Marine Passage	Middle Market Road	Newarp Way	Onslow Avenue	Peggotty Road	Priory Street	Riverside Road	Saxon Passage	Silkmill Road	St Clement Mews	Station Close
Harpers Lane	Hobland Road	Jones (Gc) Way	Lady Haven Road	Lound Road	Mariners Close	Middle Road East	Newcastle Road	Orchard Close	Pembroke Avenue	Private Road	Robin Close	Saxon Road	Silver Gardens	St Davids Close	Station Road
Harrisons Farm Lane	Hogarth Close	Jordan Road	Lady Margarets Avenue	Lovewell Road	Mariners Compass	Middle Road West	Newham Green	Orchard Court	Reynolds Avenue	Provan Crescent	Rochford Road	Sayers Green	Silver Street	St Edmund Close	Station Road North
Harry Miller Court	Holly Avenue	Jose Neville Close	Lancaster Road	Low Road	Mariners Park Close	Middlegate	Newport Cottages	Orchard Way	Perebrown Avenue	Pump Lane	Rockall Way	School Close	Sinclair Court	St Francis Way	Station Road South
Hartmann Road	Holly Close	Joshua Court	Lancaster Square	Lower Cliff Road	Mariners Road	Middlestone Close	(Track)	Orde Avenue	Peterhouse Avenue	Purslane Drive	Rodney Road	School Corner	Siskin Close	St Furseys Way	Steam Mill Lane
Harvey Lane	Holly Way	Jubilee Close	Lancelot Road	Lower Esplanade	Marjoram Road	Middleton Gardens	Newport Road	Orde Way	Peter Close	Pyke Court	Rogers Close	School Lane	Skippers Walk	St Georges Drive	Stephenson Close
Havelock Place	Holmes Road (Track)	Jubilee Terrace	Lapwing Close	Lowestoft Road	Market Gates	Middleton Road	Newton Cross	Ordnance Road	Peterhouse Avenue	Pyman Close	Rollsby Gardens	School Loke	Smiths Loke	St Georges Plain	Stepshort
Havelock Road	Homefield Avenue	Jubilee Walk	Larch Drive	Lowry Close	Market Lane	Midland Close	Newton Gap Close	Orford Close	Pier Gardens	Quay Angel	Rollsby Road	School Road	Snowdrop Close	St Georges Road	Stokesby New Road
Haven Bridge	Homestead Gardens	Julian Way	Lark Way	Lucas Road	Market Place	Mill Lane	Nightingale Close	Oriel Avenue	Pier Place	Quay Mill Walk	Roman Place	School Road Back	Solent Close	St Hilda Close	Stokesby Road
Hawkins Avenue	Honeymoon Loke	Juniper Drive	Laughing Image Corner	Lucerne Road	Market Road	Mill Road	Nile Road	Oriel Way	Pier Plain	Quay Ostend	Roman Way	Scratby Crescent	Somerton Road	St Hilda Road	Stone Road
Hawkins Close	Honeypot Lane	Jury Street	Laurel Drive	Ludkin Square	Market Road Place	Mill Road (Track)	Noel Close	Orion Close	Pier Road	Quay Road	Romany Close	Scratby Road	Somerville Avenue	St Hildas Crescent	Stonecutters Way
Hawthorn Crescent	Hopton Gardens	Kalmia Green	Lavender Court	Lumsden Close	Market Row	Millfields	Norfolk Square	Ormesby Glebe	Pier Walk	Queen Annes Road	Rosedale Gardens	Scroby Court	Sorrel Road	St Hughs Green	Stonehill Road
Hawthorn Road	Hornbeam Close	Keble Road	Lawn Avenue	Lushers Meadow Way	Marlborough Green	Millview	Norman Lane	Ormesby Lane	Pine Close	Queen Street	Roseview Close	Sea View Rise	Soudan Close	St James Crescent	Stradbroke Road
Haycroft	Horsey Road	Kennedy Avenue	Lawns Lane	Lyndhurst Close	Crescent	Milton Road	North Denes Road	Ormesby Road	Pine Green	Queens Crescent	Roslyn Road	Sea View Road	South Beach Parade	St James Walk	Stuart Close
Haylett Close	Horseys Lane	Kennel Loke	Lawnswood Drive	Lynn Grove	Marlborough Square	Minsmere Road	North Drive	Ormond Road	Pinecot Avenue	Queens Place	Rottenstone Lane	Seabird Close	South Beach Place	St Johns Avenue	Sturdee Avenue
Hazel Drive	Horsley Drive	Kent Avenue	Lawyer Corys	Mackenzie Close	Marlborough Terrace	Miriam Close	North Market Road	Ormsby Close	Pintail Drive	Queens Road	Rowan Close	Seafield Close	South Denes Road	St Johns Road	Styles Close
Hazel Way	Howard Street North	Kent Square	Leach Close	Madden Avenue	Marle Court	Misburgh Way	North Quay	Orwell Crescent	Pippin Close	Queensway	Rowan Road	Seafield Road North	South Garden	St Johns Terrace	Suffield Road
Headington Close	Howard Street South	Keppel Road	Leathway	Magdalen Square	Marram Drive	Mission Place	North River Road	Osborne Avenue	Pit Road	Rackham Close	Rowan Way	Seafield Road South	South Icehouse Hill	St Julian Road	Suffling Road
Heath Green	Howards Common	Kestrel Close	Lefevre Way	Magdalen Way	Marsh Close	Mission Road	North Road	Osier Lane	Plane Road	Raleigh Avenue	Royal Albert Court	Seafields Drive	South Market Road	St Lukes Terrace	Suffolk Close
Heath Road	Howe Road	Keyes Avenue	Leicester Road	Magnolia Green	Marsh Farm (Track)	Moat Road	Northern Close	Owen Road	Playing Field Lane	Rambouillet Close	Royal Avenue	Seagull Road	South Pier	St Margarets Way	Suffolk Place
Heather Avenue	Humber Close	Keyes Close	Leman Road	Main Cross Road	Marsh Lane	Monument Road	Northgate Street	Oxborough Walk	Plevna Terrace	Rampart Road	Royal Sovereign	Seawake Close	South Quay	St Marks Close	Suffolk Road
Heather Gardens	Humber Keel	Kidds Close	Lettuce Lane	Main Road	Marsh Lane (Track)	Moorland Way	Norwich Road	Oxford Avenue	Plover Close	Randall Close	Crescent	Seaward Walk	South Road	St Marys Close	Sultan Place
Heather Road	Humberstone Road	Kimberley Terrace	Lexington Close	Malakoff Close	Marsh Road	Moregrove Lane	Nottingham Way	Oxford Way	Plymouth Close	Ranworth Close	Royal Thames Road	Second Avenue	Southampton Place	St Marys Lane	Summerfield Road

THE BID OPERATING AREA (CONT.)

Sun Lane	The Lane	Tyne Mews	Waveney Road	Winmer Avenue
Sundew Close	The Laurels	Tyrolean Square	Webster Way	Winterton Road
Sunninghill Close	The Loke	Tyrrells Road	Wedgewood Court	Wolseley Road
Sussex Road	The Marrams (Track)	Union Road	Welbeck Avenue	Woodcock Mews
Sutton Road	The Mews	University Crescent	Well Road	Woodfarm Lane
Swallow Close	The Naze	Uplands Avenue	Well Street	Woodpecker Mews
Swanstons Road	The Orchard	Upper Cliff Road	Wellesley Road	Woodstock Way
Sweetacres	The Paddock	Upper Grange Crescent	Wellington Place	Worcester Close
Swim Road	The Pastures	Vanguard Road	Wellington Road	Worcester Way
Swirles Place	The Promenade	Vauxhall Station	Wensum Way	Wren Drive
Sycamore Avenue	The Staithe	Vauxhall Terrace	West Avenue	Wright Close
Sycamore Green	The Street	Veronica Green	West Road	Yallop Avenue
Symonds Avenue	The Walk	Vervain Close	West Road (Track)	Yare Close
Tamarisk Drive	Theatre Plain	Viburnum Way	West Street	Yare Road
Tamworth Lane	Thoroughfare Lane	Victoria Arcade	Westacre Gardens	Yarmouth Road
Tan Lane	Thrigby Road	Victoria Gardens	Westbrook Avenue	Yarmouth Way
Tar Works Road	Thurne Rise	Victoria Road	Westerley Close	Yaxley Road
Tarragon Close	Thurne Road	Victoria Street	Westerley Way	Yew Tree Close
Taylor's Loke	Thurne Way	Victory Avenue	Western Bypass	York Road
Teal Walk	Thurtles Lane	Viking Close	Western Road	York Villa Close
Temple Road	Tillett Close	Viking Road	Westfield Close	Youell Avenue
Tennyson Road	Tolhouse Street	Villarome	Weston Rise	Zephyr Close
Tern Gardens	Tollgate Road	Vincent Close	Wherry Way	Zurich Close
Tern Road	Tottenham Street	Vine Close	Whimbrel Drive	
Thames Way	Tower Road	Violet Close	Whinchat Way	
Thamesfield Way	Town Road	Wadham Close	White Clover Road	
The Avenue	Town Wall Mews	Wadham Road	White Clover Way	
The Boulters	Town Wall Road	Wagtail Close	White Street	
The Buntings	Townlands	Waitings Lane	Whittleton Place	
The Causeway	Townshend Close	Walnut Tree Avenue	Whittley Mews	
The Close	Trafalgar Court	Walpole Road	Wick Lane	
The Cobbleways	Trafalgar Road	Walters Close	Widgeon Close	
The Common (Track)	Trafalgar Road East	Wapping	Wight Drive	
The Conge	Trafalgar Road West	Warbler Close	Wightmans Lane	
The Cove	Trafalgar Square	Warren Road	William Adams Way	
The Craft	Trelawny Road	Water Meadow Close	Willow Avenue	
The Crescent	Tretts Lane	Waterland Close	Willow Way	
The Esplanade	Trinity Avenue	Waterloo Road	Willows Court	
The Fairway	Trinity Place	Waters Lane	Wilshire Court	
The Glebe	Trinity Square	Waterworks Road	Windsor Avenue	
The Glebes	Trust Close	Watling Close	Windsor Road	
The Green	Tudor Walk	Watsons Close	Windsor Way	
The Heath	Turin Way	Waunci Crescent	Winifred Road	
The Holway	Turner Close	Waveney Drive	Winifred Way	



BID GOVERNANCE AND MANAGEMENT

A new independent, not-for-profit company limited by guarantee will be established to govern the BID. This organisation will have a board of directors, elected by and directly accountable to BID levy payers for:

- Effective delivery of the projects and services as set out in the BID Business Plan.
- Upholding and promoting the BID's vision and objectives.

The BID will last for five years and in that time it will have to show how it is benefiting your business.

THE BID BOARD

The Board will serve voluntarily and will be composed to reflect the make-up of the BID area businesses and organisations. To ensure continuity and allow us to deliver projects straight away, members of the existing BID Task Group will serve as the Greater Yarmouth BID Board in year one, and thereafter an annual election will be held where any levy paying business or equivalent financial contributors will be eligible to stand for BID Board Director positions.

THE BID COMPANY

As a levy payer you will be eligible to become a member and you will have a stake in the BID Company. You will control what the BID funds are spent on and you can hold the BID Company accountable throughout the duration of the five years. The BID company will not be able to make a profit – any surplus must be spent on projects and services agreed by you and the Board of Directors.

BID PARTNERS

The BID will work in partnership with Great Yarmouth Borough Council, Norfolk County Council, Business and Tourism Groups, to harness the best from each organisation involved in the BID and make the most of their existing resources. The BID will not replace the existence or services of any of these organisations.

If successful at vote, Greater Yarmouth BID's term will commence in September 2014. It will run for five years and then be required to seek renewal through a new ballot.



MEASURING PERFORMANCE

The Greater Yarmouth BID will need to show it is delivering against its objectives and delivering for your business. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Visitor Numbers
- Attraction Occupancy Numbers
- Hotel Occupancy Numbers
- Business Mix
- Car Parking Usage
- Public Transport Usage
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions

These activities will be carried out at appropriately regular intervals and will be reported back to you through the following channels:

1. **Annual Meetings**
2. **Group Forums and Briefings**
3. **Direct Communications (for example: e-bulletins, letters and face-to-face meetings)**

BID RULES

The BID legislation of 2004 sets out the rules and regulations under which the BID ballot must be carried out, and the framework under which the BID must operate. This document can be found on the Greater Yarmouth BID website. The key points are:

BID CREATION AND THE BID BALLOT

- Each eligible business ratepayer within the defined area will have one vote, provided they are listed on the National Non-Domestic Rates list as provided by Great Yarmouth Borough Council
- None of the costs incurred through the development of the BID, before the formal ballot, will be recovered through the BID levy.

THE BID LEVY AND WHO CONTRIBUTES

- The BID levy rate will be fixed as set out in the table on page 16 for the full term of the BID (five years) and will not be subject to inflation or alterations.
- The BID levy will be applied to all eligible businesses within the defined area and be updated annually for rateable value changes. The following will be exempt from paying the levy
 - Businesses with a rateable value of below £2,500
 - Businesses already in Great Yarmouth Town Centre BID
 - Businesses whose primary function does not benefit from tourism. These are defined using the VOA category description and include the following: Advertising, Ambulance Station, Cemeteries, Community Centres, Education, Factories, Fire Station, Health & Medical, Office/Commercial, Schools, Storage, Workshop, Warehouse
 - Non-retail charities with no trading income, arm or facilities, not-for-profit subscription and volunteer-based organisations
- New businesses will be charged from the point of occupation based upon the rateable value at the time they enter the rating list.
- If a business ratepayer occupies the premises for less than one year, the levy paid will be on a daily basis.
- Vacant properties, undergoing refurbishment or being demolished will be liable to pay the BID levy by the property owner or registered business ratepayer.

- The BID levy will not be affected by small business rate relief scheme, service charges paid to landlords, exemption relief or discount periods in the non-domestic rate regulations 1989 made under the local government Finance act 1988.
- VAT will not be charged on the BID levy.

BID OPERATIONS AND MANAGEMENT

- Great Yarmouth Borough Council is the only authorised body able to collect the BID levy on behalf of the BID Company.
- Collection and enforcement regulations will be in line with those applied to non-domestic business rates, with the BID Board of Directors responsible for any debt write-off.
- The BID funding will be kept in a separate BID revenue account and transferred to the BID company.
- BID projects, costs and timescales may be altered by the Board of Directors, provided they remain in line with the overall BID objectives.
- The BID Board of Directors will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at annual general meetings.
- The BID Company will produce a set of annual accounts made available to all company members.
- BID staff or contractors will be appointed through the BID company and will work with the appropriate agencies to deliver the programme of projects.
- The BID will last five years. At the end of the five years, a ballot must be held if businesses wish to continue with the BID.

YOUR QUESTIONS ANSWERED

AM I ELIGIBLE TO VOTE?

All eligible businesses as defined in this business plan will be able to vote in the ballot.

ISN'T THIS WHAT I PAY MY BUSINESS RATES FOR?

No. Business rates are collected by Great Yarmouth Borough Council and then re-distributed at a national level. The Council spends the allocated funding on services that are both statutory and discretionary. Businesses have very little say on which services these are.

BIDs are different. The money is collected locally, ring-fenced and controlled and managed by you. It can then only be spent on projects you have agreed to within the BID area. The BID levy does not pay for anything covered in your business rates. You know exactly how much you pay and you know exactly what it is being spent on.

AREN'T BIDS JUST A WAY OF LOCAL AUTHORITIES SAVING MONEY, NOW MORE THAN EVER?

No. Baseline services provisions must be set out by all public bodies providing statutory services. Legally, a BID can only deliver services that are over and above statutory services. Part of the BID's role will be to make sure local public agencies are delivering against these statements. Statements have been established for:

- Cleansing and Maintenance
- Beach Cleaning
- Car Parking
- CCTV
- Tourism
- Markets
- Festivals and Events
- Street Furniture
- Street Lighting
- Planting and Landscaping
- Public Conveniences
- Highways and Roads
- Policing

These are available on request.

A BID is focused on investing in projects and services that will help businesses and enhance their trading environment, over and above what public bodies already provide. The Great Yarmouth Borough Council will also be a levy payer and the BID will work with them and seek further match funding on projects where possible.

Businesses see BIDs as ways of enhancing and improving issues that wouldn't otherwise be dealt with, which is why more and more locations are adopting the model, and even more so in these difficult economic times.

HOW WILL I KNOW IF THE BID IS DELIVERING THE CONTENTS OF THIS PLAN?

The BID will focus its resources on delivering the four objectives outlined in this plan. The BID will communicate its activity regularly and will be able to report on a variety of different performance indicators, as outlined on page 19. Ultimately, the business plan is binding and any significant or substantial change on what is set out here would need to be put to a vote of the levy payers.

ISN'T THIS A BAD TIME TO BE ASKING BUSINESSES FOR MONEY?

On the contrary, it's a good time to be planning ahead. We know we have a fabulous tourism destination, with top quality businesses and a unique offer. You have told us there is a huge amount of potential to be realised in Greater Yarmouth, so we want that potential met. The BID is a vehicle by which we can make this happen.

BIDs are not designed to put additional financial pressure on businesses during a time of slow economic growth. Rather, BIDs aim to drive footfall to the Borough to increase sales and improve your trading environment and save businesses money. Businesses know how to deliver this best, which is why BIDs have an ever-growing track record of improving trading environments and bringing more customers into an area.

THE BID BALLOT

The BID ballot will be conducted through an independent and confidential postal vote. Ballot papers will be sent to all eligible voters by 5th May 2014.

You will have until 5pm on 02nd June 2014 to vote. The result will be announced on 3rd June 2014.

Each person entitled to vote will have one vote in respect of each hereditament within the Greater Yarmouth BID area where business rates are payable. A proxy vote is available and details will be sent out with ballot papers.

For the BID to proceed, the vote must meet two conditions:

1. Over 50% of businesses that vote must vote in favour of the BID; and
2. Of the businesses that vote yes, they must represent greater total rateable value than those that vote no.

ACKNOWLEDGEMENTS

We would like to thank the following for their help in developing this plan:

David Marsh (BID Chair)	Ginos
Malcolm Bird	Classic Lodge
Brian Walker	Councillor, Great Yarmouth Borough Council
Michael Jeal	Councillor, Great Yarmouth Borough Council
Peter Jay	Hippodrome Circus
Aileen Mobbs	Imperial Hotel
Linda Dyble	The Kensington
James Gray	Lost World Golf
Lyndon Bevan	MB's/The Lacon Arms
Jane Reynolds	The Merivon
Albert Jones	The Pleasure Beach
Tony Smith	Sara's Tearooms
Toni Reeve	Seadell Chalets & Shop
Ken Sims	Thrigby Hall & Wildlife Gardens
Andrew Bowyer	Cherry Tree Holiday Park
Alan Carr	Great Yarmouth Borough Council/GYTA
Gareth Brown	Haven Caister Holiday Park
Darren Threadwell	Britannia Pier/Wellington Pier/Pettits
Karen Youngs	Greater Yarmouth Tourist Authority
Amy Woodyatt	Vauxhall Holiday Park
Kirsty Burn	Great Yarmouth Borough Council
Terri Harris	Sea Life Centre
Rob Warner	California Cliffs – Park Resorts
Kevin Huggins	Fusion Hair Consultants Ltd
Oliver Hurren	Your Move
Mo Aswat	The Mosaic Partnership

FINAL THOUGHTS

Throughout the last few months, businesses have had the opportunity to tell us what really matters to them and how they would like to see Greater Yarmouth improved. We have listened, and have developed a business plan that will achieve these things, whilst offering you value for money.

We cannot afford to let this opportunity pass us by. Greater Yarmouth is an incredible tourism destination and a great place to live, work, shop and relax. By investing a small amount individually, we can stand together and create something really special for years to come.

Voting YES for the Greater Yarmouth Tourism BID

1. Puts you in control in a way that has never been available to you before. These are your plans, your ideas.
2. Will lead to a significant £2.4m of new money invested to improve business in your area, in the way you have chosen.
3. Helps to secure your business and the future success of Greater Yarmouth.

To find out more about the Greater Yarmouth BID, please contact:

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