



## Bognor Regis BID Team Update: October 2023, covering activity in period:

30<sup>th</sup> September – 30<sup>th</sup> October 2023

Please note that this update reports progress to the BID Board of Directors and wider Membership at regular intervals. It follows the format of BID Objectives for 2023-24 published on the BID's website: <https://www.brbid.org/objectives>

### WELL KNOWN TOWN

	<b>Delivery Activity</b>	<b>Delivery Updates</b>
<i>Commitment</i>	1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion: TASTE!	<b>EVENT LOGISTICS</b> <ul style="list-style-type: none"> <li>• TASTE! event delivered : 19<sup>th</sup> &amp; 20<sup>th</sup> August 2023.</li> <li>• Full event report being collated – final comparison stats will be lights switch on event on 25.11.23.</li> </ul>
<i>Extra project</i>	Christmas activity	<ul style="list-style-type: none"> <li>• BID £ contribution to enhance and extend BRTC Light Switch confirmed – meeting with BRTC Events Officer 31.10.23 to confirm details of activities across town.</li> <li>• Based on Christmas planning meeting with businesses 16.06.23, theme will be “A Warm Welcome”.</li> <li>• Ice rink set up starts 07.11.23. BID COO supports with event admin to encourage its return to Bognor Regis.</li> <li>• CH has designed look &amp; feel and built Christmas page on LBR</li> <li>• Engagement letter to businesses 31.10.23</li> <li>• CH and AN now developing content for social media campaign. On basis of</li> <li>• BID activity will focus on extensive online campaign to raise awareness of business offer, plus promotion of third party events.</li> <li>• A reminder that the BID doesn't start promoting Christsmas events until Remembrance Sunday has been respected.</li> </ul>
<i>Commitment</i>	Support & funding for high-quality third-party events which significantly increase footfall to the BID Area (eg:	<ul style="list-style-type: none"> <li>• BID Letter of support for new Youth Focused creative arts project.</li> <li>• See note above re BRTC Christmas Light Switch on.</li> </ul>

	Southdowns Music Festival, BRTC Lights Switch On)	<ul style="list-style-type: none"> <li>• Ongoing financial support for third party events to be reviewed at Directors' budget setting meeting 02.11.23</li> </ul>
<i>Commitment</i>	365 Delivery of the Love Bognor Regis destination website and associated social media channels	<ul style="list-style-type: none"> <li>• Development of new menu layer featuring icons for weather, links to both Bognor.Today and bognrregisbeach webcams, water quality and tide time widgets close to completion. This will significantly improve the user experience in terms of content, and accessibility in portrait mode on smartphones.</li> <li>• As yet, no submissions for advertising through the site page: <a href="https://lovebognorregis.co.uk/advertising/">https://lovebognorregis.co.uk/advertising/</a></li> <li>• Landing pages for all non-F&amp;D and retail businesses developed and live ready for populating.</li> <li>• Aim to have all BID “services” levy paying business listings rewritten and published by end November 2023.</li> <li>• Aim to have directory style pages for <b>all</b> business types by end December 2023. The remaining sectors are predominantly guest accommodation. Time resources are a factor here, with BID COO Now carrying out all admin / office tasks previously delivered by Business Liaison Officer as well as their own.</li> </ul> <p><b>LBR Social Media Activity: 30.09.23 – 30.10.23</b> Utilising new scheduling app to streamline and co-ordinate.</p> <p><b>LBR Facebook:</b> <b>19.1k followers: 23 new followers / -18 lost followers</b> 30 posts 45.7k impressions 200 likes 20 comments 26 shares 1,188 clicks</p> <p><b>LBR Instagram:</b> <b>7.6k followers: 33 new followers / -35 lost followers</b></p>

		<p>24 posts 11.3k impressions 177 likes 4 comments</p> <p><b>LBR website stats: 30.9.23 – 30.10.23</b></p> <p>3.9k unique visitors 6.9k page views 71% bounce rate 1m 05s visit duration</p>
<i>Commitment</i>	Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)	<ul style="list-style-type: none"> <li>• Market trading affected by poor weather in October.</li> <li>• Steady number of committed regular traders</li> <li>• All cash accounts for market 22-23 up to date.</li> </ul>
<i>Commitment</i>	UKSPF Funded: Initiate 24 month perception campaign	<ul style="list-style-type: none"> <li>• UKSPF Project Lead is BR BID.</li> <li>• Formal agreements signed with ADC to deliver activity and receive funds.</li> <li>• Revenue funding allocation (for the campaign) received 13.10.23.</li> <li>• Capital funding allocation (for the 3 x installations) anticipated Q1 of 24025 financial year.</li> <li>• List of proposed PEOPLE has been developed with input from partners at VAAC, BRTC, BRRB. Longer term aim is for members of Community to be able to engage with platform and submit their own PEOPLE STORIES.</li> <li>• HA developing full brief, including rationale and content overview including micro-influencers, 500 word articles, additional photography and development of “STORIES” celebrating People, places and progress. Plan is to start developing / collating content now, with delivery commencing Q4 of 2023-24 Financial year, with ongoing delivery through 24-25.</li> <li>• HA and CH planning day 04.10.23.</li> <li>• Monthly project update completed and sent to ADC 30.10.23</li> <li>• LBR: Development of STORIES landing page and format underway.</li> </ul>

		<ul style="list-style-type: none"> <li>LBR: Development of RESOURCE hosting – images / key documents / collateral etc for access by press, businesses, community events organisers etc. ongoing – meeting with developers 27.10.23. they have identified a low tech solution to host large numbers of images with a password protected link.</li> </ul>
<i>Extra</i>	UKSPF Funded: Initiate installation of 3 x footfall attracting “Insta” sites at key locations	<ul style="list-style-type: none"> <li>UKSPF Project Lead is BR BID.</li> <li>HA has been working with artist on really interesting AR project with potential to attract significant media attention and footfall for Bognor Regis.</li> <li>Due to funding being massively oversubscribed, second funding application to Arts Council unsuccessful. Further meeting with Arts Council encouraged another application to the new scheme criteria from 01.11.23, emphasising strong partnership commitments.</li> <li>AR project will feature as part of new trail being developed – plan to link with Heritage Partnership website</li> <li>AR project is one of three (potentially four) installations successfully funded through UKSPF application (identified as priority by multiple stakeholders via BR Town Centre Forum).</li> <li>Project initiation scheduled for Q4 of 2023-24, with delivery through 24-25</li> <li>Planning application for physical “portal” element of installation supported by BRTC Planning Committee with no objections 10.10.23. Awaiting decision from ADC planning.</li> </ul>

## WELCOMING TOWN

	<b>Delivery Activity</b>	<b>Delivery Update</b>
<i>Extra project</i>	UKSPF: Support BRRB with development of wayfaring design with businesses and wider community	<ul style="list-style-type: none"> <li>UKSPF Project lead is BRRB/ BRBID.</li> <li>Formal agreements signed with ADC to deliver activity and receive funds.</li> <li>BR BID providing support, and delivery of emerging elements throughout the BID area.</li> <li>Preliminary quotations / estimates suggest <b>total</b> cost for project delivery (including testing, installation, production etc) will be in region of £12.5k for eight months of high impact visual enhancements.</li> </ul>

		<ul style="list-style-type: none"> <li>• Following BID budget constraints, HA has temporarily withdrawn Catenary Wire request to BRTC until alternative funding stream can be identified.</li> <li>• BRRB delivered a community Wayfaring workshop at the Track on 28.10.23.</li> <li>• ADC’s proposed Tourism Strategy will be considered by Environment Committee 01.11.23 – includes recommendation to support the BR Wayfinding.</li> </ul>
<i>Commitment</i>	Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025	<ul style="list-style-type: none"> <li>• On hold pending timeline for development activity impacting delivery – Premier Inn, Alexandra Theatre, Esplanade developments - plus additional workload for all in delivering UKSPF projects.</li> <li>• Subject to all partners’ agreement , may be prudent to move to 2026</li> </ul>
<i>Commitment</i>	In-person support and engagement, plus ongoing provision of the tools needed to share business crime information through a data compliant platform, at no extra charge to levy paying businesses	<ul style="list-style-type: none"> <li>• Still low response from businesses to signing agreement with NBCS for access to information shared through DISC platform.</li> <li>• <b>Radio Scheme:</b> all companies contacted confirming details of BID’s management of scheme, plus invoicing periods 18.10.23.</li> <li>• All invoices for period July – date issued.</li> <li>• BID Team in process of completing new suppliers’ forms for all national chains.</li> <li>• Nominal codes and tracking set up on Xero, for invoicing and auditing purposes.</li> <li>• <b>Reporting:</b> Average monthly reporting via DISC from businesses remains inconsistent with anecdotal reports of crime and anti-social behaviour. Total of 49 reports for all of September, only 29 reports for all of October.</li> <li>• <b>BCR Engagement Officer:</b> JU continues to offer excellent in-person support to businesses, acting as a bridge between Police &amp; businesses for reporting and evidencing crime.</li> <li>• JU recorded <b>(in person interactions to follow)</b> with businesses between 30<sup>th</sup> September and 30<sup>th</sup> October 23.</li> <li>• Final funding element received from PCC under Safer Streets 4. Reporting continues to 31.03.24.</li> <li>• HA attended SSF4 Project Board Meeting 27.10.23.</li> </ul>
<i>Extra project</i>	Explore potential for District-wide BCRP with partners	<ul style="list-style-type: none"> <li>• Meeting with ADC Communities, Sussex Police (Business lead) 06.11.23 to discuss next steps in terms of introducing concept to partners in LA and BR.</li> <li>• Subject to consideration and support, earliest start would be 2024-25 financial year</li> </ul>

<i>Commitment</i>	Ongoing provision of 7/7 Community Warden with financial support from BRTC and SSF4	<ul style="list-style-type: none"> <li>• Final instalment of @£50k award from SSF4 received 31.10.23.</li> <li>• Ongoing 7/7 provision part funded by £21k grant from BRTC from 01.09.23 to 31.03.24.</li> <li>• HA submitted costing information to BRTC 31.10.23 for P&amp;R consideration when budget setting.</li> <li>• SWL Warden interactions for September / October to follow.</li> <li>• SWL Warden stock recovery stats to follow.</li> <li>• BIDBase fine-tuning the location tracker, with capacity to show locations of all BID Team members when app is activated, evidencing visits to sites across the whole of the BID Area.</li> </ul>
<i>Extra project</i>	Potential relocation of bench used for ASB in High Street (East)	<ul style="list-style-type: none"> <li>• At BRTC Community Engagement and Environment Committee, 02.10.23, Elected Members supported ongoing work to explore relocation of bench.</li> <li>• Following guidance from WSCC Highways Manager, notices signalling proposed removal / replacement of bench(es) will be posted on or near to both sites in w/c 30.10.23, with a QR code and link to a survey for all members of community (including businesses) to express their views. This work will be carried out by the BID Team. The matter will be added to the next CEE Committee meeting on 4<sup>th</sup> December, where the public will be invited to represent their views and any objections raised through the consultation process will be explored on an individual basis.</li> </ul>
<i>Commitment</i>	Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service	<ul style="list-style-type: none"> <li>• CCTV has not been connected since relocation from The Arcade on 31.03.23.</li> <li>• Reinstatement of CCTV viewing platform dependent on BID securing permanent accommodation.</li> <li>• Reinstatement of CCTV subject to recommendations outlined in report from BID's third party Data Protection Officer, noting current government consideration of the use of HIKVision equipment.</li> <li>• BID continues to pay monthly contract fees in meantime.</li> <li>• BID COO to explore options with City Talk.</li> </ul>
<i>Commitment</i>	Welcoming Town - general	<ul style="list-style-type: none"> <li>• Removal of scaffolding at train station has significantly reduce unsightly appearance and collection of litter. ADC Cleansing delivered additional services, including jetting of floor.</li> <li>• Removal of scaffolding, coupled with severe wet weather has led to people gathering under canopy and isolated incidents of rough sleeping at that location.</li> </ul>

		<ul style="list-style-type: none"> <li>No progress to report on design suggestions – recognition that design may not deliver the desired outcomes.</li> </ul>
<i>Commitment</i>	Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street	<ul style="list-style-type: none"> <li>Broken catenary wire at Old Town will be repaired in conjunction with installation at West Street to save costs.</li> <li>@£300 to repair catenary at Old Town.</li> <li>Ongoing issues with timer for York Street installation – explore potential to install Astronomical timer to avoid need to have timer inside Arcade.</li> <li>Following work to canopy and removal of scaffolding, all festoon lighting at Train Station operating.</li> </ul>
<i>Extra project</i>	UKSPF Funded: New lighting installation at West Street	<ul style="list-style-type: none"> <li>UKSPF Project Lead: BRBID In partnership with BRSFL</li> <li>ADC agreement to strategic roll out of new timers for existing stock, starting with 17 lampposts at Esplanade / Promenade.</li> <li>Work commissioned with contractor and 50% deposit paid 27.10.23.</li> <li>West Street installation December 2023.</li> </ul>
<i>Extra project</i>	UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting	<ul style="list-style-type: none"> <li>UKSPF Project Lead: BRBID In partnership with BRSFL</li> <li>Replacing all existing timers to one consistent model that operates from dusk (electronically tracked by specific geo-location over the time of the year) and switch off at specific time, 365 days of year.</li> <li>ADC agreement to strategic roll out of new timers for existing stock, starting with 17 lampposts at Esplanade / Promenade.</li> <li>Plan is to install new timers on new West Street installation (6 x columns), and test for two months before extending across 17 columns in existing stock.</li> <li>Work commissioned with contractor and 50% deposit paid 27.10.23.</li> <li>Astronomical timer roll out January 2024.</li> <li>BID COO exploring funding streams to deliver next phase.</li> <li>BRSFL exploring funding streams to deliver next phase</li> <li>all other existing stock.</li> </ul>
<i>Commitment</i>	Design, production & installation costs for 1 x seasonal banner change: London Road & High	<ul style="list-style-type: none"> <li>Banners installed in London Road and High Street April 2023</li> <li>HA has submitted funding application to install banner arms at Queensway – pending consideration by ADC Panel and any potential underspend from UKSPF either locally or nationally.</li> </ul>

	Street, plus new installations where possible	<ul style="list-style-type: none"> <li>• Queensway banner arms projects may be included in ADC Economic Development list of suitable projects for CIL funding in January 2024.</li> </ul>
<i>Commitment</i>	Professional fully funded graffiti removal service for levy paying business premises	<ul style="list-style-type: none"> <li>• BRTC Town Force Team have done an excellent job in removing graffiti from commercial buildings in town centre.</li> <li>• Reduction no graffiti incidents may be due to weather.</li> <li>• BRTC need graffiti to have been reported to Police before they can task Town Force Team to remove, evidenced by crime report number.</li> </ul>
<i>Commitment</i>	Continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme – subject to partnership agreements	<ul style="list-style-type: none"> <li>• All 27,000 2023 discs sold to retailers – no discs in stock at BID Office.</li> <li>• Arrangements for 2024 discs now resolved. ADC Parking to deliver scheme in Bognor Regis and Littlehampton, including cardboard discs and introduction of new app from 01.01.2024.</li> <li>• ADC management includes responsibility for disc design, production, development of all collateral and promotion of the scheme.</li> <li>• Cost of disc will increase to £3.</li> <li>• BR businesses retailing the disc will continue to receive the small margin for their services in delivering the scheme.</li> <li>• BR BID to act as distribution partners to businesses in Bognor Regis. The BID Is being paid to cover the costs of delivering this service.</li> <li>• BID COO has contacted all existing disc retailers to check their willingness to participate in 2024 scheme at new purchase price – strong commitment.</li> <li>• At time of writing, we are waiting for confirmation from ADC Parking as to the date that discs will be available to businesses to purchase or to go on sale to the public.</li> <li>• BID COO to manage business ordering and collection process for 2024. Further comms with businesses in w/c 06.12.23.</li> </ul>
<i>Extra Project</i>	Repairs to wall at Gloucester Road	<ul style="list-style-type: none"> <li>• BID COO 10.10.23 had meeting with ADC Property &amp; Estates officer No update available: Recurring problem, linked to near 90 degree bend where Gloucester Road joins Esplanade.</li> <li>• HA seeking to work with all parties to evidence ownership details and maintenance responsibilities to satisfaction of all involved.</li> <li>• HA cleared rubble from wall collecting on pavement by hand 28.09.23.</li> </ul>



		<ul style="list-style-type: none"> <li>• WSCC Highways not keen to see any type of bollard / barrier defence introduced on pavement.</li> <li>• Going forwards, HA to explore potential to remove section of wall most prone to damage, replacing with shrub.</li> </ul>
<i>Extra Project</i>	Temporary enhancement to vacated Brewers Fayre site on Esplanade	<ul style="list-style-type: none"> <li>• ADC Project to deliver temporary enhancements through graphics and temporary furniture delivered 29.06.23</li> <li>• BID acted as delivery partners to ADC.</li> <li>• No cost to levy payers.</li> <li>• See also “Promoting F&amp;D businesses” in EMPOWERING section</li> <li>• Options for use of ex Brewer’s Fayre building to be considered at ADC Economy Committee meeting 01.11.23</li> </ul>
<i>Extra Project</i>	Temporary window vinyls – vacant ADC premises	<ul style="list-style-type: none"> <li>• Nothing to update – empty unit in Arcade still boarded.</li> </ul>
<i>Extra project</i>	Queensway – festoon lights & paint colour – Fitzleet Estates	<ul style="list-style-type: none"> <li>• Nothing to update: project progress has stalled.</li> <li>• HA to pursue with GF (BRTC) and Management Agent Fitzleet Estate (via PS&amp;B) re lighting and paint at earliest opportunity.</li> </ul>
<i>Extra project</i>	Belly Bins – additional provision in town centre	<ul style="list-style-type: none"> <li>• Nothing to update.</li> <li>• Speculative application submitted to ADC for consideration in the case of UKSPF underspend for introduction of 15 x belly bins at High Street, Station Road, Queensway, Station Square</li> <li>• Project may be included in ADC Economic Development list of suitable projects for CIL funding in January 2024.</li> </ul>
<i>Extra project</i>	UKSPF Submission; Queensway; Sustainable planting, architectural lighting and banner arms	<ul style="list-style-type: none"> <li>• Nothing to update.</li> <li>• Speculative application submitted to ADC 22.06.23 for consideration in the case of UKSPF underspend for introduction of banner arms at Queensway</li> <li>• Separate submission submitted 22.06.23 for introduction of architectural lighting at Fitzleet Multi Storey Car Park – subject to ADC support and review of FMS.</li> <li>• Multi stranded approach to enhance Queensway and connect to town and seafront by design, building on work started in 2020.</li> </ul>
<i>Extra projects</i>	Identification of speculative UKSPF Projects that meet scope of	<ul style="list-style-type: none"> <li>• Multi agency working to identify potential in-scope projects to submit for consideration by ADC UKSPF panel that can be developed quickly and delivered at speed should opportunities arise through underspends at local or national level.</li> </ul>

	funding in case of local / national underspends	<ul style="list-style-type: none"> <li>Projects suggested or supported by BR BID include (in no specific order) delivery of visual enhancements at Old Town, replacement of grey bins and key black bins at High Street (eastern side and Old Town), additional bike racks, extension of Wayfaring delivery to include additional routes.</li> </ul>
--	---	--

<i>Extra project</i>	Station Square – multi agency meeting to discuss design changes to reduce opportunities for ASB.	<ul style="list-style-type: none"> <li>Scaffolding removed 06.10.23, deep clean by ADC Cleansing.</li> <li>No updates on outcomes of multi agency meeting on 08.09.23</li> </ul>
----------------------	--	--

## TRANSFORMING TOWN

	<b>Delivery Activity</b>	<b>Delivery Update</b>
<i>Commitment</i>	Continue strategic partnership working between all stakeholder groups and agencies	<ul style="list-style-type: none"> <li>Ongoing info sharing and synergy with ADC, BRTC, BRRB</li> <li>Info sharing with ADC Tourism re social media scheduling tool, Plausible as alternative to Google analytics, potential benefits of Microsoft Copilot</li> <li>Info sharing with ADC Events re Christmas activity in Bognor Regis.</li> <li>Info sharing with ADC Economy re Cultural development strategy.</li> <li>Info sharing with ADC Property &amp; Estates and WSCC Highways re bench at High Street</li> <li>Meeting with ADC Communities officer 13.10.23 re district wide BCRP</li> <li>Ongoing dialogue with BRTC re Christsmas, bench, catenary wires, parking scheme, budget considerations.</li> </ul>
<i>Commitment</i>	Supporting the delivery of businesses' strategic priorities for the town : safety, tourism, appearance, perceptions.	<ul style="list-style-type: none"> <li>Regular interactions with Sussex Police / PCC / Warden Service / ADC ASB and ADC Communities Team</li> <li>Ongoing development and delivery of LBR in line with Service Leve Agreement with ADC Ec Dev – half term guide, Halloween campaign, Christsmas planning and preparation.</li> <li>Development of 24 month long perception strategy</li> </ul>
<i>Commitment</i>	Progressing effective delivery of the Town Values for Bognor Regis	<ul style="list-style-type: none"> <li>Potential opportunity with ADC for hoarding designs Alexandra Theatre.</li> <li>Positive promotion and exemplification of values through LBR and BR BID Channels – ongoing – launch of “A Warm Welcome” campaign.</li> </ul>

		<ul style="list-style-type: none"> <li>Woven through development of 24 month perception campaign funded through UKSPF</li> </ul>
<i>Commitment</i>	Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses	<ul style="list-style-type: none"> <li>All monthly Springboard available to download from Resources page on BR BID website: <a href="https://www.brbid.org/footfallreports">https://www.brbid.org/footfallreports</a></li> <li>Continue to observe consistent @10% drop in footfall since beginning of the calendar year. Important note: HA requested list of sites used for comparative data from Springboard – confirmed that they do not have comparable Indices of Multiple Deprivation, so not particularly helpful comparisons at this time, when cost of living crisis is impacting footfall.</li> </ul>
<i>Commitment</i>	Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis's performance against national trends	<ul style="list-style-type: none"> <li>Occupancy survey carried out and reported 2<sup>nd</sup> October 23.</li> <li>Despite recent closures (including banks and Wilko), occupancy remains above the national high street vacancy figure of 13.9%, with encouraging evidence of new businesses investing in opening in the town, and existing businesses investing in redecoration.</li> <li>Examples include the opening of new national chain card shop “Cards Direct”, evidencing the attraction of smaller retail units, and encouraging signs of shop refits at ex Clarke’s on Station Road, ex Sisterly Care on West Street, ex Beyond Beauty on Linden Road. Also encouraging is the work going on to restore the interior of the cinema – the foyer is a splendid achievement, and work to Studio 3 is looking beautiful.</li> </ul>

## EMPOWERING BUSINESSES

	<b>Delivery Activity</b>	<b>Delivery Update</b>
<i>Commitment</i>	Helping businesses develop by signposting to training, support, cost savings and grants	<p><b>BID Social Media Activity: 30.09.23 – 30.10.23</b> Utilising new scheduling app to streamline and co-ordinate.</p> <p><b>Facebook:</b> <b>2.9k followers: 24 new followers / -3 lost followers</b> 15 posts</p>

		<p>25.7k impressions  157 likes  25 comments  22 shares  6,950 clicks</p> <p><b>Instagram:</b>  <b>946 followers: 25 new followers / -12 lost followers</b>  3 posts  262 impressions  9 likes  0 comments</p> <p><b>BID website stats: 30.9.23 – 30.10.23</b>  62 unique visits, 80 site sessions  •</p>
<i>Commitment</i>	Encouraging businesses to grow through networking opportunities, working in collaboration with other B2B providers to eliminate duplication and maximise the benefits businesses gain through engagement	<p><b>BR BID Social posts re:</b></p> <ul style="list-style-type: none"> <li>• Small Biz Saturday UK Tour – webinar programme for November 2023</li> <li>• Promote Makerspace Winter Fair sign-up for small biz</li> <li>• Wayfinding workshop posts</li> <li>• ShopKind Week promotion</li> <li>• The Track Open House &amp; Business EXPO event on 23.11.23</li> <li>• 10.10.23 – link to BID COO update</li> <li>• Arun Biz Partnership newsletter (4.10.23)</li> </ul>
<i>Commitment</i>	Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development	<ul style="list-style-type: none"> <li>• HA and CH continuing to log interactions with businesses via phone, email and in person visits on BIDBase.</li> <li>• Engagement opportunities during period: Expressions of interest – parking discs, launch Christmas campaign. Surveys: Bench at High Street.</li> </ul>
<i>Extra project</i>	Promoting businesses	<ul style="list-style-type: none"> <li>• Outstanding: HA to update existing levy paying business listings on LBR against ADC levy payer records.</li> </ul>

		<ul style="list-style-type: none"> <li>• Ongoing: HA to create new listings for all remaining levy paying businesses</li> <li>• BID Team has not been actively promoting advertising opportunities to non-levy paying businesses, as priority is levy payers.</li> <li>• Since installation on 26.06.23, the QR codes have generated 155 links to the LBR food &amp; drink listings site from 70 unique users and 16 links to the LBR Home page from 12 unique users. This is a really useful reference point when considering the appeal of and engagement with QR Codes in future installations.</li> <li>• LBR Halloween campaign (full report to follow)</li> <li>• October guide for half term – Bognor Regis Museum, Bognor Regis Library, Arun Leisure Centre, Picturedrome Cinema, Hotham Park mini golf /railway /play park, Aldingbourne Country Centre, Arena Sports Centre</li> <li>• New biz promotion – Cards Direct – reached an audience of 20,489, with 380 reactions, 10 shares and 170 comments. This has a promotional value of £220.56 for this business.</li> </ul>
--	--	---

**BID COMPANY / ADMINISTRATION – *italicised sections = no change from previous update. Highlighted = updates***

<b>Company</b>	<b>Company Activity</b>	<b>Company Delivery</b>
<i>Governance</i>	<i>BID Board</i>	<ul style="list-style-type: none"> <li>• <i>Scheduled BID Directors’ and Full Board meetings published at: <a href="https://www.brbid.org/calendar">https://www.brbid.org/calendar</a></i></li> <li>• <i>HA responded to request for meetings minutes from Company Member</i></li> </ul>
<i>Governance</i>	<i>Working Groups</i>	<ul style="list-style-type: none"> <li>• <i>Events group : 22/06/23 Christmas planning delivered – three attendees</i></li> <li>• <i>Business Crime Reduction: 05.07.23: three attendees</i></li> </ul>
<i>Governance</i>	<i>Terms of reference for meetings</i>	<ul style="list-style-type: none"> <li>• <i>Terms of reference approved for Board and Directors meetings, and Working groups</i></li> </ul>
<i>Governance</i>	<i>Conflicts of interest</i>	<ul style="list-style-type: none"> <li>• <i>Noted at each meeting</i></li> </ul>
<i>Governance</i>	<i>Operating agreement levy collection</i>	<ul style="list-style-type: none"> <li>• <i>Minor revisions made – sent back to ADC by post 28.09.23</i></li> <li>• <i>Need to set meeting with AD at ADC</i></li> </ul>

Governance	Baseline agreements	<ul style="list-style-type: none"> <li>Established for second term ballot</li> <li>Included in full business proposal available to download from BID website</li> </ul>
Governance	Articles of Association annual review	<ul style="list-style-type: none"> <li>Reviewed pre Term 2 ballot - no revisions required</li> <li>No revisions requested at AGM.</li> <li>HA responded to further query from BRTC 12.09.23 regarding Elected Member representation on BID Board of Directors.</li> </ul>
Management & operations	Staffing	<ul style="list-style-type: none"> <li>Staffing structure agreed by Directors 04.05.23</li> <li>Staffing structure updated on BRBID website following termination of Business Liaison post.</li> <li>Downloadable from BID website: <a href="https://brbidltd.sharepoint.com/:u:/g/EV4Hef-OKNIDpMRcui89eQUBY4eUhZG4dMFN5KNs28ohaA?rtime=BVLhHW6I20g">https://brbidltd.sharepoint.com/:u:/g/EV4Hef-OKNIDpMRcui89eQUBY4eUhZG4dMFN5KNs28ohaA?rtime=BVLhHW6I20g</a></li> <li>University of Chichester Digital Marketing student A Namitala commenced 20 week placement 23.10.23. Already delivering excellent contribution to BID business and team.</li> <li>Accommodation –confirmed BID will extend stay at The Track (Platform 4 office) following decision about parking disc arrangements.</li> </ul>
Management & operations	Staff training & development	<ul style="list-style-type: none"> <li>HA and CH introductory training on social media scheduling platform.</li> </ul>
Management & operations –	Board's role in overseeing operational management and project delivery.	<ul style="list-style-type: none"> <li>Decision making diagram produced for Directors to approve</li> </ul>
Management & operations	Procurement procedures	<ul style="list-style-type: none"> <li>Protocols agreed at Directors' mtg 04.05.23</li> <li>Published to BID website: <a href="https://www.brbid.org/keybiddocuments">https://www.brbid.org/keybiddocuments</a></li> </ul>
Management & Operations	Regular monitoring of third-party contractors and these should be monitored regularly	<ul style="list-style-type: none"> <li>NBCS reviewed by Director for Finance, signed 01.06.23</li> <li>BIDBase – reviewed &amp; renewed March 2023</li> <li>SWL – review Sept 2023</li> </ul>
Management & Operations	Insurance	<ul style="list-style-type: none"> <li>General Market trading insurance renewed July 2023</li> <li>BID Insurance renewed Feb 2023</li> </ul>
Management & Operations	Data Protection	<ul style="list-style-type: none"> <li>@Brbid.org email addresses and Teams set up for Directors</li> </ul>

<b>Financial Management:</b>	<b>Full and thorough financial procedures should be in place to ensure efficient accounting practices including independently produced end of year accounts and an annual budget setting exercise.</b>	<ul style="list-style-type: none"> <li>• <b>Budget review for 2024+ in light of changes to car parking s=discs – Directors' Meeting 02.11.23</b></li> <li>• <b>Work on end of year accounts 22-23 ongoing by third party accountants</b></li> </ul>
<i>Financial Management:</i>	<i>All BIDs should apply for partial or full Corporation Tax exemption and be VAT registered.</i>	<ul style="list-style-type: none"> <li>• <i>BID is fully exempt from Corporation Tax</i></li> <li>• <i>VAT return for quarter ending 31.03.23 submitted 07.06.23</i></li> </ul>
<i>Financial Management:</i>	<i>Additional or in-kind contributions should be recorded for each financial year as a percentage of total income.</i>	<ul style="list-style-type: none"> <li>• <i>No in kind contributions received in reporting period</i></li> </ul>
<i>Financial Management:</i>	<i>There should be a clear process in place for approval of all expenditure and payment of invoices, day to day financial reporting systems and monitoring of financial performance</i>	<ul style="list-style-type: none"> <li>• <i>All invoices for reporting period paid according to BID financial processes</i></li> </ul>
<i>Performance Management:</i>	<i>An annual delivery plan including objectives, key performance indicators and targets linked to the BID business plan should be prepared and reviewed against business needs.</i>	<ul style="list-style-type: none"> <li>• <i>Annual plan published on BID website, with signposting through multiple channels</i></li> <li>• <i>All project delivery reviewed on ongoing basis</i></li> <li>• <i>Outcomes, KPIs and targets against BID Objectives, plus reference to other partner objectives being set up as part of project monitoring – using Surveyhero.</i></li> </ul>
<b>Performance Management</b>	<b>BID outputs and results should be recorded and reported through the Board and to levy payers.</b>	<ul style="list-style-type: none"> <li>• <i>All outputs and outcomes determined at point of project approval by Board of Directors</i></li> <li>• <b>BID Team excited to explore potential of new Microsoft Co-Pilot, launching in November 2023 for improving workflow and streamlining repetitive tasks.</b></li> </ul>
<i>Performance Management</i>	<i>Regular levy payer surveys and other relevant research should be carried out and the results used to inform any amendments to planned services.</i>	<ul style="list-style-type: none"> <li>• <i>See “ENGAGEMENT” under Empowering businesses.</i></li> </ul>

Performance Management	<i>A mid term review of the BID should be undertaken to check performance against the business plan.</i>	<ul style="list-style-type: none"> <li>• <i>Scheduled for 2025</i></li> </ul>
<b>Performance Management:</b>	<b>The BID should seek feedback on the return on investment for levy payers including benefits such as additional sales, cost savings, improved trading opportunities etc. Evidence of these benefits should be sought via testimonials.</b>	<ul style="list-style-type: none"> <li>• <b>All values through promotions, events, stock recovery, graffiti removal and shared projects being recorded on BIDBase</b></li> <li>• <b>HA optimistic that Microsoft Co-Pilot can help collate the data recorded on BIDBase to convey this information to levy payers individually and en masse in a cost and time effective manner.</b></li> </ul>
Communication & Reporting:	<i>Regular communications with contributors and end users should be undertaken to provide opportunities for feedback and to inform the ongoing needs of delivery for the BID. There should be some form of contact at least quarterly</i>	<ul style="list-style-type: none"> <li>• <i>See “ENGAGEMENT” under Empowering businesses</i></li> </ul>
<b>Communicating &amp; reporting:</b>	<b>There should also be a procedure for welcoming new businesses to the BID.</b>	<ul style="list-style-type: none"> <li>• <b>Recognition that this task is behind schedule with loss of Business Liaison Officer post</b></li> </ul>
<b>Communicating &amp; Reporting:</b>	<b>A marketing and communications plan should be prepared outlining how the BID communicates with its levy payers, consumers and others</b>	<ul style="list-style-type: none"> <li>• <i>Comms strategy and calendar in place for BR BID – needs reviewing</i></li> <li>• <b>Comms strategy and calendar in place for LBR – being updated in line with perception campaign</b></li> </ul>
Communicating & reporting:	<i>Annual financial reporting should be undertaken with levy payers covering the legally required billing leaflet as a minimum. This should include how much levy income has been collected, how this was spent in the current year and how it is</i>	<ul style="list-style-type: none"> <li>• <i>Directors decision NOT to include billing statement in 2023-24 billing as it followed shortly after publication and publicity around Term 2 Business Plan.</i></li> <li>• <i>Going forwards, billing statements will be produced, based on accounts as shown in Xero at (unaudited) financial year end.</i></li> </ul>



	<i>intended to spend the income in the following year.</i>	
<i>Communicating &amp; reporting:</i>	<i>The BID should manage an accessible website that includes details of the staff team and the Board Directors along with appropriate contact details.</i>	<ul style="list-style-type: none"> <li>• <i>Brbid.org: updated with fresh palette and font</i></li> <li>• <i>All Term 2 docs uploaded</i></li> <li>• <i>Improved layout of resource section</i></li> <li>• <i>Developing page for accreditation docs</i></li> </ul>
<i>Communicating &amp; reporting:</i>	<i>There should be an opportunity at least once a year for levy payers to meet with the BID Board or BID staff via an Annual General Meeting or other open meeting or forum.</i>	<ul style="list-style-type: none"> <li>• <i>AGM delivered 06.04.23</i></li> <li>• <i>How to contact BID and arrange meeting reinforced in all comms</i></li> <li>• <i>BCRP Members' Meetings May, June, July 23</i></li> <li>• <i>Christmas planning meeting June 23</i></li> </ul>
<i>Communicating &amp; Reporting:</i>	<i>Minutes of Board Meetings or Sub Groups should be made available for inspection by levy payers unless the content is commercially sensitive.</i>	<ul style="list-style-type: none"> <li>• <i>As stated on website, minutes of board meetings available to levy paying businesses by request.</i></li> <li>• <i>BID committed to transparency, with detailed updates signposted through a variety of channels.</i></li> </ul>