



Bognor Regis BID Team Update: March 2022, covering activity in period 2nd February 2022 – 29th March 2022

Please note that this update reports progress to the BID Board of Directors and wider Membership at monthly intervals. It follows the format of BID Objectives for 2021-22 published on the BID's website: <https://www.brbid.org/objectives>

OBJECTIVE ONE: WELL KNOWN TOWN

1.1 Dynamic engagement with Multi Agency Stakeholder Town Values Group and drive delivery of Town Values (Rebranding strategy)

- BID levy funded Town Values / Visual Banner installation London Road & High Street 6th April 2022
- Request from ADC Property & Estates for TV design ideas for windows at Arcade. HA shared TV design for town centre that could be applied, plus artists' impression, quotes etc and ADC to approve and fund. Installation subject to approval by ADC.
- Invited to comment on ADC suggestion to repaint curved wall on Promenade by Beacon to commemorate Jubilee– provided RAL blue & red colour refs in line with Town Visuals.
- Working with ADC Economic Development on #IAMBOGNORREGIS video – BR BID separately working with professional photographer to deliver portraiture – external funding secured for project. Delivery will include 30 portrait images and appropriate licencing rights to contribute to “Resource Library” to promote Bognor Regis in line with TVs. HA to progress.

1.2 Proactively drive & co-ordinate BR Town Centre “Transformation” Team to support existing businesses and attract new businesses & visitors.

- **Town Centre Transformation Strategy:**
- Very positive “Forum” meeting on 24.02.22, facilitated by BRRB, with delivery from University Chichester to focus key strategic priorities to feed into Masterplan work. BID to continue working on collating events programme, BRRB progressing initial proposal regarding Wayfinding, BID to identify key elements to improve safety and around town centre to feed back at next meeting.
- Strategic priorities for the town incorporated in BID's viability survey to businesses issued 01.03.22 to feed back at next Forum meeting.
- As per town values section, informal comms and information sharing continues between “officers” to avoid duplication of efforts and maximise opportunities for joined-up, collaborative approaches.

1.3 Deliver Summer “Space To...” 2 promotion campaign in line with Place branding visuals & values.

- *Project complete.*

1.4 Collaborate with stakeholders & community event organisations to deliver major event for 2022

- As per previous comment, has been identified as a priority for Town Centre Forum.
- ADC decision to appoint an Events Manager will be instrumental in progressing this initiative. In the interim, and mindful of development works at Place St Maur and Regis Centre site over the next few years, looking into approaches to support existing providers.

1.5 Deliver BRINDIES - promoting BID Independent businesses through unique identity & platforms

- BRINDIES budget for 2021-22 has been used, so no new articles to date.
- Website brindies.co.uk redesigned to lead directly onto blogposts, increasing visual impact.
- To maximise VFM for levy payers, going forwards, BRINDIES style articles will be more image based, with featured businesses completing a questionnaire in advance rather than expanded text.
- BRINDIES style articles and imagery

1.7 Deliver Christmas Experience 2021

All outstanding invoices now paid / issued – project complete

1.8 Develop and promote the General Market (subject to ADC Licencing Review).

- Market operating on Saturdays only, with limited number of traders –Tuesday market will resume from first week of April, subject to weather and demand from traders.
- One regular trader has now ceased trading
- ADV Licencing review – approved by Full Council – BID can continue to operate, licence fee increased to £1529 pa. May need to review licence holder – currently JPas. ADC Licencing Team on leave , so to be followed up in w/c 28.03.22

OBJECTIVE TWO: WELCOMING TOWN

2.1 Ongoing provision and development of fully accredited BCRP scheme

- HA attended Safer Sussex Business Partnership Meeting led by Katy Bourne PCC 23.02.22. Volunteered to sit on working group for county wide funding application to Safer Streets fund.
- Since 2nd February 2022, HA has delivered 1 x BCRP Members' Meeting (6 attendees), and 7 Bognor Regis specific meetings with NBCS.
- Teams Meeting with Gatwick & Crawley BCRP Co-Ordinator 09.03.22
- Experienced third party wardens providing transitional service as per contracted hours until permanent replacement for RP appointed to role and completed training. Recruitment for permanent post-holder ongoing.
- BCRP Member reports on DISC have significantly reduced; similar decline in radio usage by members.

- BR BID BCRP Members' Meeting scheduled for 09.03.22 – HA cancelled the meeting as only two businesses confirmed attendance. Written update provided to Members via DISC.
- Partnership funding request for BCRP / Warden submitted to ADC January 2022. ADC Warden service – extension to Bognor Regis - budget request approved by Full Council. Housing & Wellbeing Committee on 17th March 2022 delegated authority to officers to progress. ADC team back from leave in w/c 28.03.22.
- HA Teams Meeting 21.03.22 with Insp Chris Neilson to explore opportunities to develop BCRP in BR, with particular ref to appointment of Full Time Co-ordinator.
- HA walk round with PCSO KH to discuss progress in terms of Town Centre policing.
- NBCS continuing to deliver excellent VFM service to BR BID.
- HA has met with local provider to identify potential VFM handset costs to progress Zello “push to talk” mobile phone app as supplementary / alternative to radio. Will not be financially feasible in 2022-23 financial year, but has huge potential for Term 2.
- No progress to report on HA reviewing BCRP data protection and protocols with regard to request from Sussex Police (re consistency of approach for data sharing agreement with all Sussex BCRPS)
- Next BCRP Steering Group Meeting scheduled for 07.04.22 – BID hub.
- Next BCRP Members Meeting scheduled for 06.04.22 – The Track – all details on DISC. PCSO attendance confirmed

- 2.2**
- **BR BID Specific Town Centre Transformation Projects (visual enhancement):**
Please note: Progress on these projects has already been reported on, but remain in update as were previously identified as a deliverable for 2021-22 financial year.

2.2a *Banner arms at Queensway*

2.2b *Wall art / signage Retailer 1, Bedford Street*

2.2c *Wall art / signage: Derelict site for Heritage Quarter*

2.2d *Wall art / signage: Retailer 2, Bedford Street*

2.2e *Slatted planter: Bedford Street*

2.2f *Slatted planter: Heritage Quarter*

2.2g *Plant tree on corner Queensway /*

2.3 **Enhanced CCTV Coverage in town centre**

- Initial installation commenced 31.01.22, with subsequent delays caused by major storms. Final unit installed at upper London Road 22.03.22.
- Two requests to review data looking for evidence of alleged crime or offence. CCTV cameras captured images on both occasions. Case 1: graffiti on CEX – could not identify offender. Case 2: abandoned vehicle outside Morrisons – shared details with police and whilst no further action could be taken in the particular circumstances, the vehicle has been flagged for the future.

2.4 Innovative use of empty units; POP UP retail

- Soft launch / open afternoon 14.02.22 well attended by councillors and prospective users, with front page coverage of BID's press release Observer 10.02.22 and inside coverage of ADC Leader 17.02.22.
- POP! webpage live (www.brbid.org/pop) with all images, booking details, FAQs and enquiry forms linking to POP! email address. All booking documents and text set up.
- Six bookings received already, with interest growing. Realistically, anticipate bookings from April to October, followed by a lull, then major interest in run up to Christmas.
- A reminder that the set up of the POP! unit was fully funded by ADC Economic Development, at no cost to BID Levy payers. The BID is providing a service to ADC in its management of the POP Unit. The BR BID has not incurred any increased costs for accommodation in the move to 10 The Arcade.
- BR BID / ADC funding support / provision of POP! unit to host exhibitions, including activities around Platinum Jubilee.

OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT

3.1 Engage Night-Time Economy businesses to define BID priorities for this specific objective in 2021-22.

- BR BID Draft response to businesses re: York Road pedestrianisation project – still outstanding. Response needs to be balanced with other pedestrianisation opportunities being explored that will have an impact on traffic flow in the town centre.
- UPDATE: Following feedback from Directors on closure of Esplanade for food event, this road closure will not now go ahead. Instead, BR BID is working with businesses on York Road for a temporary road closure of York Road on 20th & 21st August 2022 from 9am to 9pm as an extension of TASTE! Bognor Regis event weekend.
- Very limited engagement from F&D businesses re the TASTE! Event – 62 surveys hand delivered, plus links to online version distributed. Only 9 responses. While there is some interest in being promoted in the magazine, there's very little interest in the full food week, so recommend the focus switch to the street food weekend, plus promotion through the Food Magazine. HA progressing promotion of F&D with magazine creator, and design work underway.
- Installation of Festoon Lighting at York Road. WSCC Highways consent confirmed 25.03.22 and HA progressing with installation team. Installation anticipated before end of April 2022.

3.2 Explore funding for replacement switches for BRSFL seafront lights to enable year round provision

- *Project not delivered in 2021-22 financial year*

OBJECTIVE FOUR: BETTER PARKING

4.1 Continue to work with ADC to increase use of Fitzleet Multi Storey Car Park by town centre businesses and visitors.

- Nothing new to report

4.2 Continue to pursue proposal to repurpose upper levels of Fitzleet Multi Storey Car Park to enhance its appeal for parking on lower levels.

- Interesting resurgence of interest in “alternative uses of Fitzleet”. Nothing concrete to report yet, but previous BID recommendations to explore alternative use as seasonal event space being shared with various partners and gaining support. Watch this space!

4.3 Continued management of Two Hour Free Parking Disc scheme.

- As anticipated, sales have slowed considerably in February / March
- Net income from sales - current financial year (27.11.21 01.02.22) **£16,333**.
Comparison figures – prev financial year: (28.11.20 – 01.02.21) **£22,406**

MEMBER SERVICES

5.1 Increase engagement with businesses:

From 2nd February to 21st March, BID businesses have received hard copy, hand delivered and emailed comms with social media links including info on:

- POP Unit soft launch - invitation
- AGM – invitation to meeting x 2
- Highlighting New businesses x 3
- Training & Networking – Whitehead Ross / West Sussex Retail Hub / Startup Cub – the Track
- Top tips: Social media
- Footfall reports
- Invitation to take part in Term 2 viability survey

5.2 Continue to provide businesses with info, advice and support on direct cost savings

- HA one to one support resulted in two businesses accessing a total of £8k of Omicron funding just before the deadline.

5.3 Work with stakeholders to curate and deliver accessible training tools and opportunities

- 10 individuals from 6 businesses took part in fully funded Whitehead Ross training from 2nd February 2022 – 23rd March 2022.

COMPANY / ADMINISTRATION / STAFFING / FINANCIAL

6.1 BR BID budget / finances

- BID in healthy financial position as it enters 2022-23 financial year, as per statement sent to all levy payers with 2022-23 levy bills.

6.2 BR BID Accreditation

- Progress made since BID Co-ordinator's assessment of BR BID Performance against both British BID's "Guiding Principles for Effective BIDs" and BID Foundation's minimum standards was shared with Directors 22.01.22 and further overview at Directors' Meeting 10.02.22.
- Billing statement issued with all ADC BID Levy bills for 22-23 financial year.
- CH has created new portal on BID website – HA and CH populating – aim to apply for BID Foundation accreditation by early May – free to BR BID as part of BID Foundation membership. Accreditation evidences credibility as partners for future funding opportunities.

6.3 BR BID Renewal, 2023

- HA commissioned BID Base Team to update records with latest ADC info on levy paying businesses. More time effective and thus better VFM – allocation from Second Term Ballot budget.
- University of Chichester Intern GD invaluable support in developing viability survey.
- Term 2 Viability survey created by HA, tested with Directors prior to going live with businesses 01.03.22. Details of survey shared via BID Facebook, Instagram, on website and as Mailchimp.
- Ambassador delivered hard copies of survey link including QR code in person to all levy paying businesses. Further reminders and direct emails sent. Link included on Annual Report. HA has started one to one calls with levy paying businesses.
- Closing date for survey 14.03.22.
- Total responses to survey: 52 (around 18% of levy paying businesses)
- New web pages created for Term 2 ballot on BR BID website, including links to survey, downloads of key documents including ballot timetable. British BIDs have made some recommendations regards tweaking of timetable – new timetable on website 29.03.22
- Term 2 ballot logo and decision on branding / stylistic approach – focus on "black and white", fact based, no frills, tell it how it is.
- Confirmed with MR at British BIDs that costs for Civica ballot services are paid by District Council.
- BID Co-Ordinator is logging updates to Term 2 ballot work separately and will distribute in advance of scheduled Director / Board meetings.

- A reminder that all projects for ongoing delivery (beyond 1st April 2023) need to include consideration of all second term ballot outcomes. This impacts the speed at which delivery can be achieved due to extra BID Team time in establishing contingencies.
- A reminder that Campaign will commence in January 2023, with ballot day on 14th February 2023. Outcome of vote will determine if BID continues delivery of 2022-23 plans, or switches to exit strategy, with timed withdrawal then cessation of all services and facilities currently provided, and winding down the BR BID Ltd company by 31st March 2023.

6.4 GDPR

- Annual review of all GDPR docs scheduled for April 2022.

6.5 2020-21 Accounts / AGM

- BR BID AGM timetabled for 10th March 2022 at the Track. Only four people representing two businesses attended, but with good support from ADC and BRRB.
- Only one BID business attended the presentation of plans for 2022-23.
- All documents for 2020-21 year, plus plans for 2022-23 were uploaded to the BID website 11th March 2022.
- Directors resigning or retiring by rotation all sent personal emails thanking them for their service to the Board 11.03.22.
- Press release about AGM issued 11.03.22
- Billing statement for 2021-22 and budget 2022-23 (including agreed plans) completed by deadline and sent to ADC for inclusion in 2022-23 Levy bills – huge thanks to Blue Spire Accounting team, CH and MR for their support in achieving deadline.

6.6 STAFFING

- University of Chichester intern GD commenced ten-week placement from 31st January 2022.
- Promo & Comms remote working arrangements – extremely effective
- Ambassador attended fully funded First Aid Training with Whitehead Ross 28.03.22. Promo & Comms completing online Social Media course in April.

6.7 BID COMMUNICATIONS (2 Feb 22 to 22 Mar 22)

Social media pages managed by the BID team:

- BR BID Facebook and Instagram
- BRINDIES Facebook and Instagram
- Bognor Regis Market Facebook

Total subscribers to Mail Chimp newsletters: 344 (+7%)

BID comms via Mailchimp:

Seven newsletters have been sent out to date in March, regarding AGM comms and BID regular updates.

Average of 38% open rate, 4% click-through rate

Overview BID's digital platform performance:

BR BID website: www.brbid.org

2 Feb 2022 – 22 March 2022

Wix insights: 397 site sessions, 289 unique visitors

Google Analytics: 415 site sessions 295 unique visitors

BR BID Social Media Insights: FACEBOOK

Total Likes: 2.3k (17 new likes)

Total Follows: 2.7k

Reach: 8,456

Engagement: 276 (Maybe Tech*)

BR BID Social Media Insights: INSTAGRAM

Total Follows: 752 (+4%)

Reach: 727

Engagement: 92

BRINDIES website:

No update since last report

BRINDIES Social Media Insights: FACEBOOK

Total Likes: 120

Total Follows: 175

Reach: 620

BRINDIES Social Media Insights: INSTAGRAM

Total Follows: 199

Reach: 93

Bognor Regis General market insights available on request. Market does not operate on Tuesdays between from 1st Jan to 31st March due to weather and low trader interest.

NEW / EMERGING ISSUES

Progression of Destination website:

- HA and CH have completed three handover sessions with current provider.
- Contract with current provider ends 31st March 2022.
- HA and CH to meet with creative team regarding rebranding 29.03.22
- Anticipate presentation to Board of Directors late April
- SLA agreed with ADC, and invoice issued

Ukes for Ukraine

- Request from R Nash for BID support re fundraising event for Ukraine featuring 30 x Ukulele players on London Road 02.04.22.
- BR BID applied for WSCC event licence and BR BID providing PLI cover for this unique situation
- HA voluntarily providing marshal service on 02.04.22
- All funds raised to DEC

Platinum Jubilee Celebration weekend

- BR BID Team collating all info about events going on to celebrate the platinum Jubilee weekend – will be shared with businesses once all permissions secured by event organisers, and events page established on destination website for this purpose
- It is anticipated that BR BID will be asked to contribute funds towards additional bunting from BRTC to fill sections on London Road.
- BR BID / ADC hosting Jubilee event at POP! enabling Heritage groups, BR Museum, Girl Guides Association to put on exhibitions about relationship and history of royalty in the town.