

THE TERM 1 BID BUSINESS PLAN IDENTIFIES ACTIONS TO FULFILL THE KEY OBJECTIVES OF:

1. A WELL-KNOWN TOWN CENTRE: TO HELP IMPROVE THE PERCEPTION AND IMAGE OF BOGNOR REGIS
2. A WELCOMING TOWN CENTRE: TO HELP REDUCE CRIME AND ANTI-SOCIAL BEHAVIOUR
3. AN ACTIVE TOWN CENTRE AT NIGHT: TO HELP STIMULATE THE EVENING & NIGHTTIME ECONOMY
4. BETTER PARKING: TO MAKE IT EASIER FOR VISITORS AND STAFF TO PARK IN TOWN

TERM 1 BUSINESS PLAN: PROPOSED ACTIONS: OBJECTIVE 1: A WELL KNOWN TOWN CENTRE

WHAT THE BID COMMITTED TO	WHAT THE BID DELIVERED
MYSTERY SHOPPING TO BASELINE CURRENT SERVICE LEVEL AND OFFER	<p>Y1: AT DIRECTORS MEETING (JAN 2019), DIRECTORS HELD THAT INTRODUCTION OF ACROSS-THE-BOARD MYSTERY SHOPPING ACTIVITY WOULD UNDERMINE BUSINESS MORALE AND PROVE COUNTER PRODUCTIVE.</p> <p>Y2: MINI MYSTERY SHOPPER ACTIVITY TO MEASURE CONSISTENCY IN SALES OF PARKING DISCS (2020)</p> <p>Y1,2,3,4,5: TOWN CENTRE OFFER, INCLUDING OCCUPANCY AND DETAILED ANALYSIS AND COMPARISON OF BUSINESS USES ACROSS BID AREA CARRIED OUT BY BR BID AT LEAST EVERY THREE MONTHS AND MONITORED FOR TRENDS AGAINST NATIONAL PICTURE.</p>
MARKETING TO TOWNS WITHIN AN HOUR'S DRIVE E.G. HORSHAM, CRAWLEY, ETC.	<p>Y1: CHRISTMAS CAMPAIGN: PRIMARY TIMES RADIUS WEST SUSSEX / OBSERVER THREE AREAS</p> <p>Y2 CHRISTMAS CAMPAIGN: PRIMARY TIMES RADIUS WEST SUSSEX / OBSERVER THREE AREAS</p> <p>Y3: SPACE TO...CAMPAIGN – TARGETED 40 MILE RADIUS (2020) (BUS REARS, PHONE BOXES, PRINT ADS)</p> <p>Y4: FRESH AIR CAMPAIGN – TARGETED 40 MILE RADIUS (2021) (BUS REARS, PHONE BOXES, PRINT ADS)</p> <p>Y4: CHRISTMAS CAMPAIGN – GREATEST HITS RADIO</p>

	<p>Y5: TASTE! BOGNOR REGIS EVENT IN 30K MAGAZINES CIRCULATED ** DISTANCE</p> <p>Y5: BR ARTICLE IN SUSSEX LIVING MAGAZINE</p> <p>Y5: BR ARTICLE IN TOWN & COUNTY MAGAZINE</p> <p>Y5: VISIT BOGNOR REGIS DL BROCHURE</p> <p>Y5: TASTE! BOGNOR REGIS EVENT:</p> <ul style="list-style-type: none"> • V2 RADIO • OBSERVER – ALL 3 AREAS • BBC LOCAL
<p>TOWN CENTRE LOYALTY SCHEME</p>	<p>INVESTIGATED ESTABLISHED LOYALTY SCHEME ALSO OPERATING IN CHICHESTER – COST PROHIBITIVE AND DID NOT REPRESENT VFM FOR LEVY PAYERS.</p> <p>ALTERNATIVE SHOP LOCAL PROMOTIONS DELIVERED VIA BACK COVER CAR PARKING DISC VOUCHER BOOKLETS.</p>
<p>PUBLIC EVENTS BOTH LARGE AND SMALL</p> <p>(NB: IN LIGHT OF COVID, THE DEFINITION OF “EVENTS” HAS BEEN EXPANDED TO INCLUDE INSTALLATIONS THAT ATTRACT FOOTFALL TO AREAS.)</p>	<p>Y1: CHRISTMAS 2018 (PLUS £SUPPORT FOR BRTC LIGHTS SWITCH ON EVENT: MULTIPLE STREET PERFORMERS ON THURSDAY NIGHTS, SATURDAYS AND SUNDAYS IN 3 WEEK PERIOD FROM LIGHT SWITCH ON EVENT.</p> <p>Y2: EASTER 2019</p> <p>Y2: HALLOWEEN 2019</p> <p>Y2: CHRISTMAS 2019 (PLUS £ SUPPORT FOR BRTC LIGHTS SWITCH ON EVENT) MULTIPLE STREET PERFORMERS, PLUS STRING QUARTET AT TRAIN STATION. PLUS MULTIPLE STREET PERFORMERS FOR 1 X WEEKEND BETWEEN LIGHT SWITCH ON AND CHRISTMAS.</p> <p>Y3: CHRISTMAS 2020 : LIGHT INSTALLATIONS PLUS MULTIPLE ONLINE ENGAGEMENT (COVID)</p> <p>Y4: SUMMER 2021 : TEMP PICNIC PARK ON THE PLACE (£ WBF)</p>

	<p>Y4: CHRISTMAS 2021 : LIGHT INSTALLATIONS PLUS MULTIPLE ONLINE ENGAGEMENT (COVID) PLUS MUSICIANS</p> <p>Y5: "TASTE! BOGNOR REGIS" STREET FOOD WEEKEND EVENT, PSM (AUG 2022)</p> <p>Y5: CHRISTMAS 2022: LIGHT INSTALLATIONS PLUS PROMOTION CAMPAIGN</p>
<p>WORK WITH PROPERTY OWNERS, AGENTS, LOCAL AUTHORITY TO PROMOTE THE TOWN TO BRANDED RETAILERS AND RESTAURATEURS TO ENCOURAGE THEM TO LOCATE IN TOWN</p>	<p>DIFFICULTY OF DOING THAT IN A POST COVID WORLD – LED BY BUSINESSES – MAJOR FOCUS ON DELIVERING TOWN VALUES TO IMPROVE PERCEPTIONS OF BOGNOR REGIS FIRST – DON'T ACTUALLY HAVE THAT MANY PREMISES AVAILABLE FOR THEM TO RENT</p> <p>COLLABORATIVE WORKING AND ACTIVE MEMBERSHIP OF BR REGENERATION BOARD</p>
<p>OFFER INDIVIDUAL BUSINESSES OPPORTUNITIES TO PROMOTE THEMSELVES E.G. POCKET GUIDE, SHOPPING GUIDE AND FOOD AND DRINK GUIDE TO PROMOTE WHAT IS CURRENTLY AVAILABLE IN TOWN.</p>	<p>Y1: INTRODUCED PARKING DISC VOUCHER BOOK (FOR 2019 DISCS)</p> <p>Y1: FULLY FUNDED LISTING FOR ALL BID LEVY PAYING BUSINESSES ON LOVE BOGNOR REGIS (2018-19)</p> <p>Y1: FOUR YOUR HIGH STREET – CHECK DATE / YEAR</p> <p>Y2: FULLY FUNDED LISTING FOR ALL BID LEVY PAYING BUSINESSES ON LOVE BOGNOR REGIS (2019 – 2020)</p> <p>Y2: FIVERFEST – DATE (HAS TO BE AFTER SEPTEMBER 2019)</p> <p>Y2: FIVERFEST</p> <p>Y3: MARKET BARROW – OPPORTUNITY TO TRADE OR SIGNPOST TO PHYSICAL BUSINESS ON MARKET</p> <p>Y2: PARKING DISC VOUCHER BOOK (FOR 2020 DISCS)</p> <p>Y3: PARKING DISC VOUCHER BOOK (FOR 2021 DISCS)</p> <p>Y3: ONLINE HIGH STREET (2020)</p> <p>Y3: FIVERFEST</p> <p>Y3: HALLOWEEN 21 DAY BUSINESS PROMOTION (2020)</p> <p>Y3: CHRISTMAS ADVENT CALENDAR</p>

	<p>Y3: CHRISTMAS “WHERE’S CLARENCE” Y3: CHRISTMAS WINDOW COMPETITION INCLUDING MAP AND LISTING</p> <p>Y4: BRINDIES (FROM JULY 2021) Y4: VINTAGE MINI EVENT WEEKEND (SEPT 2021) Y4: HALLOWEEN 21 DAY BUSINESS PROMOTION (OCT 2021) Y4: ONLINE DIRECTORY – STUDENT DISCOUNTS (2021+) Y4: CHRISTMAS WINDOW COMPETITION 2021 Y5: CHRISTMAS WINDOW COMPETITION 2022</p> <p>Y5: FREE PROMOTION OPPORTUNITY UTILISING MARKET BARROW AT POP! Y5: CREATION & DELIVERY OF PULL-OUT FOOD & DRINK BUSINESS MAP IN BR FOCUSED F&D MAGAZINE Y5: 10 X FULLY FUNDED ½ PAGES IN BR FOCUSED F&D MAGAZINE / SOCIALS</p> <p>Y1,2,3,4,5: ONGOING OPPORTUNITY FOR FREE GAZEBO HIRE TO TRADE FROM MARKET TO BID LEVVY PAYERS</p>
<p>SEAFRONT ENTERTAINMENT AND STAR ATTRACTIONS</p>	<p>Y1, 2, 3, 4: ADMINISTRATIVE SUPPORT FOR FOOTFALL ATTRACTING ICE RINK, (2018, 2019, 2021) Y1, 2, 3, 4: FUNDING SUPPORT FOR SOUTHDOWNS FOLK / MUSIC FESTIVAL) 2018, 2019, 2021, 2022 Y5: TASTE! BOGNOR REGIS STREET FOOD WEEKEND INCL HEADLINE MUSIC PERFORMERS AT PSM</p>
<p>OFFER A RESIDENTS’ PASS/RATE TO BUTLIN’S OR MORE OFFERS TARGETED AT RESIDENTS TO USE BUTLIN’S FACILITIES (BARS, RESTAURANTS, ROOM HIRE). THIS WILL HELP TO CHANGE THE PERCEPTION OF THE RESORT FOR LOCALS WHO CAN THEN FEEL PROUDER OF THE BIGGEST</p>	<p>(NOTE: AN ANNUAL PASS FOR LOCAL RESIDENTS ALREADY EXISTS) – ACTION NOT PURSUED</p> <p>INTERESTING NOTE ABOUT BID AREA BUSINESSES RECOGNISING THE SIGNIFICANCE OF BUTLINS IN TERMS OF MAJOR IMPACT ON SEASONAL FOOTFALL DURING RESTRICTIONS DURING 2020.</p>

<p>LEISURE ATTRACTION IN THEIR TOWN AND HELP SPREAD THE WORD</p>	
<p>JOINT BUSINESS PROCUREMENT SCHEME USING THE COLLECTIVE BUYING POWER OF BUSINESSES TO HELP REDUCE BUSINESS COSTS IN ORDER TO INVEST IN THE BUSINESS. E.G. ADVERTISING, MERCHANT FEES, TELECOMS, UTILITIES, TRAINING, CUSTOMER SERVICE TRAINING</p>	<p>Y3: OFFERED ALL BUSINESSES FULL REVIEW OF ALL UTILITY COSTS WITH POTENTIAL SAVINGS WITH PLACE SUPPORT PARTNERSHIP : NO TAKE UP FROM ANY BUSINESSES IN THE BID AREA (2020/21)</p> <p>Y4: FULLY FUNDED TRAINING FROM WHITEHEAD ROSS</p>
<p>UTILISE EMPTY UNITS – ARTS EXHIBITIONS, PHOTOS, MUSEUM, POP UP SHOPS,</p>	<p>NB: ISSUES WITH INSURANCE AND PROPERTY OWNERS NOT WANTING TO PARTICIPATE. SOME EMPTY PROPERTIES PRESENT H&S ISSUES. HA MADE FREQUENT ATTEMPTS TO ENGAGE WITH EX THOMAS COOK OWNER, WHO WAS RECEPTIVE UNTIL ADVISED AGAINST BY AGENT.</p> <p>ADC PROPERTY & ESTATES MORE RECEPTIVE:</p> <p>Y2: CHRISTMAS 2019: COMMUNITY FOREST, 7-11 THE ARCADE Y3: AUTUMN 2020: ARTIST IN RESIDENCE – BEN CAVANAGH, 7 – 11 THE ARCADE Y4: SUMMER 2021: WORKING WITH U CAN SPRAY TO FACILITATE MURAL AT LONDON RD HOARDING Y4: DEVELOPMENT OF POP! POP UP OPPORTUNITY SHOP / SPACE AT 10 THE ARCADE Y5: SUMMER 2022: NEW MURAL AT LONDON ROAD Y5: DELIVERY OF POP! INCLUDING USE OF SPACE FOR COMMUNITY EXHIBITIONS, POP UP SHOP, ARTISTS IN RESIDENCE</p>
<p>MORE USE OF MARKETING INFRASTRUCTURE E.G. BANNERS ON FLY-OVER AND PRECINCT, WINDOW VINYL</p>	<p>Y1,2,3,4,5 NEW BANNERS IN LONDON ROAD AND HIGH STREET Y1,2,4,5 CHRISTMAS WINDOW VINYL 2018,19,20,21,22 Y1,2,3,4,5 CHRISTMAS BANNERS IN LONDON ROAD AND HIGH STREET</p>

<p>MARKETING CAMPAIGNS AT PLACES LIKE LONDON VICTORIA</p>	<p>NOT VFM INVESTMENT OF LEVY FUNDS IN FIRST TERM. HOWEVER, MUCH PROGRESS MADE IN TERMS OF ADOPTING TOWN VALUES AND VISUALS, COLLABORATION PROFESSIONAL MEDIA CAMPAIGN DEVELOPED.</p> <p>Y2: SPACE TO...: SUMMER 2020 VISITOR CAMPAIGN TO 40 MILE RADIUS (£ SUPPORT FROM BRRB) Y3: FRESH AIR : SUMMER 2021 VISIOTR CAMPAIGN TO 40 MILE RADIUS (FULLY FUNDED – GOVERNMENT’S WELCOME BACK FUND)</p>
<p>FOCUSED SOCIAL MEDIA CAMPAIGN</p>	<p>Y3: SPACE TO.....INCLUDED FOCUSED TWO MONTH SOCIAL MEDIA CAMPAIGN (2020) Y4: FRESH AIR ...INCLUDED FOCUSED TWO MONTH SOCIAL MEDIA CAMPAIGN (2021) Y5: TASTE! BOGNOR REGIS</p>
<p>CONCENTRATE ON DELIVERING QUALITY EVENTS TO IMPROVE THE CULTURAL OFFER IN THE TOWN CENTRE; SUPPORT AND PIGGYBACK OFF EXISTING EVENTS AND BRING MORE ACTIVITIES INTO THE TOWN CENTRE</p>	<p>Y1,2,3,4,5: SOUTHDOWN FOLK / MUSIC FESTIVAL : £ SUPPORT (2018,19,21,22) Y2: NIGHT AT THE OPERA 2019 – FUNDING TO ENABLE NATIONALLY RENOWNED OPEAR SINGER Y3: CHRISTMAS 2019 – STRING QUARTET AT TRAIN STATION</p>
<p>PROMOTE THE TOWN CENTRE AS A FAMILY-FRIENDLY SHOPPING DESTINATION TO EXISTING RESIDENTS, STUDENTS AND BUTLIN’S VISITORS.</p>	<p>Y1: LOVE BOGNOR REGIS £ SUPPORT TO HOST BUSINESS LISTINGS (2018) Y1: EXPERIENCE CHRISTMAS IN BOGNOR REGIS 2018 CAMPAIGN: OBSERVER, PRIMARY TIMES, RADIO Y2: LOVE BOGNOR REGIS £ SUPPORT TO HOST BUSINESS LISTINGS (2019) Y2: EXPERIENCE CHRISTMAS 2019 CAMPAIGN: OBSERVER, PRIMARY TIMES, RADIO Y3: SPACE TO DESTINATION CAMPAIGN (SUMMER 2020) Y3: LIGHT UP YOUR CHRISTMAS 2020 CAMPAIGN: OBSERVER, PRIMARY TIMES, V2 RADIO, ONLINE</p>

	<p>Y4: FRESH AIR DESTINATION CAMPAIGN (SUMMER 2021) Y4: COLOUR YOUR CHRISTMAS 2021 CAMPAIGN: OBSERVER, PRIMARY TIMES, GREATEST HITS RADIO, V2 RADIO Y4: ACQUISITION OF LBR</p> <p>Y5: DEVELOPMENT AND ONGOING DELIVERY OF LBR Y5: FEATURE ARTICLE DESTINATION MARKETING; SUSSEX LIVING MAGAZINE Y5: FEATURE ARTICLE TOWN & COUNTY MAGAZINE Y5: CONTENT, DESIGN & TEXT DEVELOPMENT PLUS FUNDING FOR “VISIT BOGNOR REGIS” DL Y5: COLOUR YOUR CHRISTMAS 2022 CAMPAIGN: OBSERVER, PRIMARY TIMES, V2 RADIO</p>
<p>TARGETED PROMOTION OF THE TOWN TO MORE AFFLUENT RESIDENTS OF SURROUNDING VILLAGES THROUGH STRATEGIC EVENTS</p>	<p>NATIONAL PRESS RELEASE RE OPERA NIGHT & CULTURE IN GENERAL WORK WITH STAKEHOLDER PARTNERS TO DEVELOP AND DELIVER THE TOWN VALUES AND ASSOCIATED VISUALS Y3: SPACE TO CAMPAIGN RADIUS INCLUDED FELPHAM, ALDWICK, PAGHAM, CHICHESTER, MIDHURST Y4: FRESH AIR CAMPAIGN RADIUS INCLUDED FELPHAM, ALDWICK, PAGHAM, CHICHESTER, MIDHURST Y5: TASTE! BOGNOR REGIS PROMOTED THROUGH ABSOLUTELY SUSSEX</p>
<p>PROMOTION TO ENCOURAGE HIGHER VALUE RETAILERS, RESTAURANTS AND BARS TO INVEST IN THE TOWN</p>	<p>IN PROGRESS - UNDERPINNED BY WORK WITH TOWN VALUES & ASSOCIATED VISUALS</p>
<p>WORK WITH TOURISM AND HOTEL INDUSTRY TO RAISE THE STANDARD OF LOCAL ACCOMMODATION AND ENCOURAGE NEW BRANDED HOTELS TO LOCATE IN BOGNOR REGIS</p>	<p>BEYOND SCOPE OF TERM 1 STAFFING RESOURCES – TIME RESTRAINTS – CLOSURE OF NUMBER OF INDEPENDENT ACCOMMODATION OPERATORS</p>

<p>CARRY OUT PROMOTIONAL ACTIVITY AND PUBLICITY STUNTS</p>	<p>VALENTINE’S DAY 2019 – HEARTS ON LAMPPOSTS</p>
<p>WORK WITH THE CURRENT HEMINGWAY DESIGN-LED PLACE BRANDING INITIATIVE TO SHIFT PERCEPTIONS ABOUT THE TOWN AND CHANGE THE NARRATIVE TO PROMOTE A POSITIVE PERCEPTION OF BOGNOR REGIS</p>	<p>BID DRIVING FORWARD DELIVERY OF TOWN VALUES - THIS IS KEY TO ALL OTHER ACTIVITY AS IT PROVIDES A CONSISTENT, POSITIVE NARRATIVE UNDERPINNING EVERYTHING THAT IS SAID AND DONE IN BOGNOR REGIS.</p>
<p>USE ALL AVAILABLE COMMUNICATION CHANNELS TO SHIFT PERCEPTIONS ABOUT BOGNOR REGIS, INCREASING AWARENESS OF THE RANGE AND THE BEST OF WHATBOGNOR REGIS HAS ON OFFER</p>	<p>Y1 SAW ADVERTISEMENTS AND FEATURES IN LBR, BOGNOR REGIS & CHICHESTER POST, BR & CHI OBSERVER, TWO CLOSE PARTNERSHIPS WITH SPIRIT FM, PAID FOR ADVERTISING WITH SPIRIT FM</p> <p>BID CHAIRMAN RESPONSIBLE FOR TWITTER CAMPAIGN, BBC COVERAGE OF BOGNOR REGIS</p> <p>Y3: SPACE TO CAMPAIGN 2020 – CALL TO ACTION - LBR</p> <p>Y4: FRESH AIR CAMPAIGN 2021 – CALL TO ACTION - LBT</p> <p>ACTIONS Y2+ BID WEBSITE</p> <p>Y5: THROUGH LBR</p> <p>Y5: BID CO-ORDINATOR APPEARANCE ON “FARAGE AT LARGE”</p> <p>Y5: TASTE!</p>
<p>DEVELOP AND DELIVER MARKETING CAMPAIGNS TO ATTRACT PEOPLE INTO BOGNOR REGIS TOWN CENTRE</p>	<p>Y1,2,3,4: USE OF LOVE BOGNOR PLATFORM FOR ADVERTISING EVENTS</p> <p>Y1,2,3,4,5: CHRISTMAS CAMPAIGNS 2018,19,20,21 AND 22 ALL DESIGNED AND PROMOTED THROUGH VARIOUS MEDIA CHANNELS INCLUDING SOCIAL PLATFORMS, PRINT NEWS, ONLINE NEWSPAPERS & SPIRIT FM AND, FOR CHRISTMAS 2021, GREATEST HITS RADIO (FOLLOWING SUCCESSFUL WBF APPLICATION).</p> <p>CREATION AND DELIVERY OF CHRISTMASBOGNORREGIS.CO.UK</p> <p>Y5: THROUGH LBR, MANAGED BY BR BID</p>

<p>USE LOCAL RADIO MORE, SUCH AS EVENTS, SHOW FROM THE HIGH STREET, LOCAL BANDS, ETC.</p>	<p>Y1: HALLOWEEN: JOINT EVENT INCLUDING LIVE BROADCAST (SPIRIT FM) Y1: PARKING DISC PROMOTION (FOR 2019 DISCS) (SPIRIT FM) Y2: EASTER 2019: JOINT EVENT INCLUDING LIVE BROADCAST (SPIRIT FM) Y3: SPACE TO SUMMER CAMPAIGN (SPIRIT FM) Y4: FRESH AIR SUMMER CAMPAIGN (SPIRIT FM) Y4: PARKING DISC PROMOTION FOR 2022 DISCS: (V2 RADIO) Y4: 2021 CHRISTMAS WINDOW COMPETITION (V2 RADIO) Y4: 2021 CHRISTMAS / WINDOW TRAIL: GREATEST HITS RADIO (NOV / DEC 2021)</p>
<p>REGULAR PRESS RELEASES AND COMMENTS TO RAISE AWARENESS OF WHAT BOGNOR REGIS HAS TO OFFER</p>	<p>IS THERE ANY WAY TO SUMMARISE??? RESPONSE TO WHICH? REPORT 2018 – CHAIRMAN PW BID CHAIRMAN JPAS CHANNEL 4 NEWS AUG 2020 BID COO “FARAGE AT LARGE” AUG 2022</p>

PROPOSED ACTIONS: OBJECTIVE 2: A WELCOMING TOWN CENTRE: TO REDUCE CRIME

<p>PROVIDE A UNIFORMED PRESENCE IN THE FORM OF EMPLOYED SECURITY WARDENS/ AMBASSADORS</p>	<p>Y1,2,3,4,5: FULL TIME WARDEN APPOINTED SEPTEMBER 2018; PART FUNDED BY BRTC Y5: SUCCESSFUL APPLICATION AND AWARD OF £50K GRANT TO FUND 7/7 ASB WARDEN</p>
<p>ENCOURAGE THE CREATION OF AN ALCOHOL-FREE ZONE WITH CLEAR SIGNAGE</p>	<p>THERE IS NO LEGISLATION THAT WOULD ENABLE THIS. FED BACK ETENSIVELY INTO PSPO RENEWAL 2019 PROVIDE COMMUNITY WARDEN WITH CSAS POWERS TO CONFISCATE ALCOHOL FROM THOSE IN PSPO ZONE EXHIBITING ASB MULTI AGENCY APPROACH TO IMPACTING ASB ISSUES : STATION SQUARE</p>

<p>WORK WITH STAKEHOLDERS TO ENCOURAGE MORE EFFECTIVE CCTV CAMERAS AND SIGNAGE</p>	<p>Y4: RESEARCHED, ACHIEVED MATCH FUNDING FROM SAP, INSTALLED 2021/22 Y5: ONGOING DELIVERY & FUNDING</p>
<p>PROMOTE AND SUPPORT THE TOWN SECURITY RADIO SCHEME/SHOP WATCH/PUB WATCH</p>	<p>OVERACHIEVED – DELIVERY OF FULLY ACCREDITED BCRP</p>
<p>PROVIDE SECURITY TRAINING AND ADVICE ON HOW TO DISPLAY AND PROTECT STOCK AGAINST SHOPLIFTING</p>	<p>TRAINING WITHIN BCRP – SPECIAL FEATURES DURING COVID</p>
<p>WORK WITH PUBLIC AND PRIVATE STAKEHOLDERS TO IMPROVE THE STANDARDS OF CLEANING AND MAINTENANCE IN THE TOWN CENTRE, OVER AND ABOVE WHAT IS CURRENTLY BEING PROVIDED</p>	<p>HA WORKS CLOSELY WITH ADC, REGULAR INSPECTIONS, REQUESTS FOR ADDITIONAL SERVICES, 2019 GREAT BOGNOR REGIS SPRING CLEAN INITIATIVE INSTALLATION OF ALLEY GATE AT STATION ROAD TO DRAMATICALLY IMPROVE STANDARDS OF CLEANLINESS IN THIS AREA ONGOING, WITH FOCUS ON HOTSPOTS OUTSIDE OF BID SPECIFIC REMIT WHICH PRESENT SIGNIFICANT OPPORTUNITY FOR IMPROVEMENT OF PERCEPTIONS OF TOWN IN GENERAL (E.G.: STATION ROAD ALLEY)</p>
<p>ENCOURAGE OWNERS AND AGENTS TO MAKE IMPROVEMENTS TO THEIR PROPERTIES WHICH WILL IMPROVE THE APPEARANCE OF THE TOWN CENTRE TOMAKE IT MORE ATTRACTIVE TO SHOPPERS</p>	<p>(HA WITH ADC) REGULAR SHOP FRONT INSPECTIONS; HA VISITED INCL BUSINESSES WITH DETAILS OF SHOP FRONT IMPROVEMENT GRANT; INFO WIDELY DISTRIBUTED THROUGH BID INFO CHANNELS Y2 HA WORKING WITH ADC ESTATES TO ADDRESS ISSUES OF BIN STORAGE AREA BETWEEN SUDLEY ROAD AND LONDON ROAD, HA PROVIDING DETAILS OF MATCH FUNDING FOR SHOP IMPROVEMENTS, REGULAR PARTICIPATION IN SHOP FRONT ASSESSMENTS WITH ADC. INTRODUCTION OF HOARDING AT LONDON ROAD ALLEYWAY ALLEY GATING AT STATION ROAD / LONDON ROAD</p>

	<p>Y3 (2020) ? HA PAINTED FENCING AT BEDFORD STREET</p> <p>Y4: ENCOYRAGE BUSINESSES THROUGH REGULAR SIGNPOSTING AND REMINDERS ABOUT SHOPFRONT IMPROVEMENT GRANTS</p>
<p>ENCOURAGE OWNERS AND AGENTS TO MAKE PERMANENT AND TEMPORARY IMPROVEMENTS TO VACANT PROPERTIES TO REDUCE THE IMPACT OF ANY LONG-TERM VACANCIES</p>	<p>PAINTED HOARDINGS – U CAN SPRAY / HA AT VACANT PHONE SHOP</p> <p>USE OF 7-11 YORK ROAD WHEN VACANT – COMMUNITY FOREST / ARTIST IN RESIDENCE</p>
<p>WORK IN PARTNERSHIP WITH RELEVANT COUNCILS, LANDLORDS, BUSINESSES, SUSSEX POLICE TO ENSURE THE TOWN CENTRE FEELS A SAFER PLACE</p>	<p>HA WORK WITH LANDOWNERS RE LONDON ROAD PASSAGEWAY.</p> <p>Y1,2,3,4,5: BR BID REPRESENTATION AT JAG MEETINGS</p> <p>Y2: ALLEY GATING PROJECTS: STATION ROAD ALLEYWAY, BEHIND BON MARCHE,</p> <p>Y2: BID CHAIR OF JAG LOCAL ACTION TEAM</p> <p>Y2: BR BID WORKING WITH ADC ESTATES RE DESIGNING OUT CRIME IN BEDFORD STREET TOILET AREA</p> <p>BCRP IS HEAVILY PARTNERSHIP BASED</p>
<p>SUPPORT THE COMMUNITY SAFETY PARTNERSHIP TO CONTINUE THE REDUCTION IN CRIME AND ANTI-SOCIAL BEHAVIOUR AND REDUCE FEAR OF CRIME</p>	<p>BID INITIATED AND FACILITATED MULTI AGENCY MEETING WITH 9 DIFFERENT DEPARTMENTS AND AGENCIES REPRESENTED TO ADDRESS ISSUES OF ROUGH SLEEPING AND ASB. HA CLOSELY WORKING WITHIN THE MULTI-AGENCY PARTNERSHIP AS PART OF MUCH LARGER PROJECT TO COMBAT ROUGH SLEEPING.</p> <p>BR BID CO-ORDINATOR ATTENDING JAG MEETINGS, CHAIRING BOGNOR REGIS LAT, WORKING CLOSELY WITH COMMUNITY SAFETY TEAM</p>
<p>PATROLS OF THE TOWN TO IDENTIFY MAINTENANCE ISSUES AND REPORT TO THE</p>	<p>Y1,2,3,4,5 HA REGULARLY PATROLS TOWN WITH ADC CLEANSING – ONGOING</p>

RELEVANT AUTHORITY FOR ACTION	PUBLIC REALM REPORTING ADDED TO DISC SO ALL BCRP MEMBERS CAN REPORT DIRECTLY TO THE RELEVANT DEPARTMENT FOR ACTION
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WELCOMING TOWN : EXTRAS

FLOWERPOTS QUEENSWAY (SEPT 2020)

ARTWORK – NORFOLK STREET (OCT 2020)

PLANTERS – EAST END (DECEMBER 2020)

PLACE ST MAUR – TEMPORARY PARK (JULY 2021)

SEAFRONT POSTERS – (JULY 2021)

SEAFRONT MAPS – (SUMMER 2021)

SEAFRONT DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

TOWN CENTRE DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

FLIP FLOP CATENARY WIRES – HIGH STREET, LONDON ROAD, OLD TOWN, ARCADE (SUMMER 2021)

GREEN WALL AT BEDFORD STREET (2020)

PLANTER AT BEDFORD STREET (2021)

TREES PLANTED AT QUEENSWAY / CRESCENT ROAD (2021)

PROPOSED ACTIONS: OBJECTIVE 3: AN ACTIVE TOWN CENTRE AT NIGHT: TO HELP STIMULATE THE EVENING AND NIGHTTIME ECONOMY

<p>UNDERTAKE A REVIEW OF THE EVENING AND NIGHTTIME ECONOMY AND ENVIRONMENT, INCLUDING MYSTERY SHOPPING TO BASELINE THE CURRENT OFFER, AND PUT IN PLACE AN ACTION PLAN TO IMPROVE IT FOLLOWING THE PURPLE FLAG ACCREDITATION SCHEME GUIDELINES</p>	<p>Y1; EXTENSION OF FESTOON LIGHTING TO GLOUCESTER ROAD (£ TO BRSL) (2018) Y2: BID TASKED UNI CHI GRAD STUDENT TO RESEARCH NIGHT TIME ECONOMY WITH RESPECT TO STUDENT DEMOGRAPHIC AND MAKE RECOMMENDATIONS AS TO HOW BR NTE PROVIDERS CAN ATTRACT THIS DEMOGRAPHIC BIGGEST BARRIER SAFETY / PERCEPTIONS OF SAFETY Y2: SAFETY IDENTIFIED AS BASIC REQUIREMENT OF PURPLE FLAG ACCREDITATION STANDARDS Y2: 365 FESTOON LIGHTING REPLACED AND OPERATIONAL AT OLD TOWN, PLUS ONGOING MANAGEMENT & FUNDING FOR MAINTENANCE, INSURANCE, SAFETY AND ELECTRICAL SUPPLY (2019) Y3: 365 FESTOON LIGHTING INSTALLED AT BEDFORD STREET, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2020) Y4: 365 FESTOON LIGHTING INSTALLED AT STATION ROAD, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2020) Y4: 365 FESTOON LIGHTING INSTALLED AT YORK ROAD, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2022) Y5: Y3: 365 FESTOON LIGHTING INSTALLED AT QUEENSWAY, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2022)</p>
<p>ENCOURAGE MORE BRANDED OR QUALITY RESTAURANTS AND BARS BY WORKING WITH PROPERTY OWNERS, AGENTS AND THE LOCAL AUTHORITY</p>	<p>DIRECTORS RECOGNISE LIMITED ABILITY TO DIRECTLY INFLUENCE BUSINESS DECISIONS BEYOND MAKING BOGNOR REGIS A MORE ATTRACTIVE PLACE TO OPERATE. WORK ON PROMOTING AND DELIVERING TOWN VALUES IS INFLUENTIAL IN THIS AIM</p>

<p>ENCOURAGE MORE AND BETTER-QUALITY RESTAURANTS NEAR THE TRAIN STATION</p>	<p>DIRECTORS RECOGNISE LIMITED ABILITY TO DIRECTLY INFLUENCE BUSINESS DECISIONS BEYOND MAKING BOGNOR REGIS A MORE ATTRACTIVE PLACE TO OPERATE</p>
<p>PUT ON OCCASIONAL ENTERTAINMENT IN STATION SQUARE</p>	<p>HALLOWEEN 2019: STREET ART HALLOWEEN 2019; STILT WALKERS CHRISTMAS 2019: STRING QUARTET IN STATION (COULDN'T BE OUTSIDE, BUT ATTRACTED FOOTFALL THROUGH STATION SQUARE)</p>
<p>WORK WITH LOCAL STAKEHOLDERS TO PROVIDE AND PROMOTE MORE REASONS TO VISIT THE TOWN IN THE EVENING SUCH AS ARTS, CULTURAL AND MUSIC EVENTS</p>	<p>Y1,2,3,4,5 SOUTHDOWNNS FOLK FESTIVAL Y2: OPERA NIGHT, Y5: TASTE! BOGNOR REGIS STREET FOOD EVENT Y1,2,3,4,5: PROGRESSING MULTI AGENCY STAKEHOLDER PLACEMAKING EVENT</p>
<p>ENCOURAGE REGULAR LATE NIGHT SHOPPING AND EVENING ACTIVITY ALL YEAR ROUND TO PROVIDE CONSISTENCY, NOT JUST AT CHRISTMAS</p>	<p>Y1; CHRISTMAS 2018: EMCOURAGED LATE NIGHT SHOPPING ON THURSDAYS FOR 6 WEEKS BETWEEN LIGHT SWITCH ON EVENT AND CHRISTMAS. LITTLE APPETITIE / VALUE FOR BUSINESSES</p> <p>LITTLE APPETITE FOR REGULAR LATE-NIGHT SHOPPING AMONGST RETAILERS</p> <p>LITTLE APPETITE FOR LATE NIGHT SHOPPING AT CHRISTMAS AMONGST RETAILERS -ATTEMPTED 6 WEEKS IN Y1 CHRISTMAS 2018, CHANNGED TO ONE NIGHT ONLY – TIED IN WITH THE LIGHT SWITCH ON EVENT 2019, 2021 (NO EVENT 2020)</p>
<p>WORK WITH LOCAL STAKEHOLDERS TO PROVIDE MORE EVENING EVENTS E.G.MARKETS, FAIRGROUNDS, ICE RINK, FASHION SHOWS, STREET THEATRE</p>	<p>Y1: CHRISTMAS 2018 6 X LATE NIGHT SHOPPING EVENTS WITH STREET PERFORMERS £ SUPPORT FOR NIGHT AT OPERA EVENT SUMMER 2019. ICE RINK - CHRISTMAS 2018, 2019, 2021 SOUTHDOWNNS FOLK FESTIVAL 2019, 21, 22, OPERA NIGHT, Y5: STREET FOOD EVENT AUGUST 2022</p>

<p>TARGET THE GREY £ AND 40+ AND ENCOURAGE THEM TO TAKE BACK THEIR TOWN AT NIGHT AND USE IT</p>	<p>ONGOING: FOCUS ON ELEMENTS OF WELCOMING TOWN TO COMBAT PERCEPTIONS OF SAFETY AT NIGHT TO ALLAY FEARS OF THIS DEMOGRAPHIC.</p> <p>ONGOING: FOCUS ON PROMORTING AND DELIVERING TOWN VALUES TO RAISE PERCEPTIONS OF BOGNOR REGIS</p> <p>Y2: OPERA NIGHT</p>
<p>WORK WITH CULTURAL ATTRACTIONS SUCH THE ALEXANDRA THEATRE AND PICTUREDROME TO OFFER THEATRE DEALS WITH LOCAL RESTAURANTS</p>	<p>WE ATTEMPTED THIS – THINK IT WAS THROUGH THE ROGER OPERA NIGHT</p>
<p>WORK IN PARTNERSHIP WITH RELEVANT COUNCILS (INCLUDING LICENSING), LANDLORDS, BUSINESSES, SUSSEX POLICE TO ENSURE THE TOWN CENTRE FEELS A SAFER PLACE TO BE AT NIGHT</p>	<p>BCRP</p> <p>FOCUS ON INCREASED STREET LIGHTING. SOME AREAS OF TOWN UNLIT, REFERENCES IN AH DISSERTATION TO LIGHTS BEING TURNED OFF AT MIDNIGHT.</p> <p>Y1: £ TO BRSFL TO EXTEND LAMPPOST WRAP FESTOON LIGHTING AT ** STREET (2018)</p> <p>Y2: REPLACEMENT AND ONGOING MANAGEMENT AND £ OF LIGHTS AT OLD TOWN (2019)</p> <p>Y3: INTRODUCTION AND £ OF 365 FESTOON LIGHTING AT STATION SQUARE, BEDFORD STREET (2020)</p> <p>Y4: INTRODUCTION AND £ OF 365 FESTOON LIGHTING AT YORK ROAD (2022) (£ ADC FOR ELECTRICITY)</p> <p>Y5: £ AND ONGOING MAINTENANCE OF 365 LIGHTING AT QUEENSWAY</p>
<p>SUPPORT THE PUB WATCH INITIATIVE AND WORK WITH LICENSING TO IMPROVE THE WELCOME IN</p>	<p>SEE BCRP</p> <p>ONGOING</p>

TOWN CENTRE EVENING ECONOMY	
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PROPOSED ACTIONS: OBJECTIVE 4: BETTER PARKING: TO MAKE IT EASIER FOR VISITORS AND STAFF TO PARK IN TOWN

<p>ACTIVELY PROMOTE THE “2 HOUR FREE” PARKING SCHEME</p>	<p>OVERACHIEVED – BR BID NOW MANAGE THE DESIGN, PRODUCTION, Y1,2,3,4,5 DELIVERY OF 2 HOUR FREE PARKING DISCS INCLUDING PROMOTION PROMOTION, STORAGE. DISTRIBUTION TO RETAILERS AND ALL ACCOUNTING FOR THEH TWO HOUR PARKING DSICS, IN ADDITION TO AN ANNUAL FINANCIAL CONTRIBUTION. ON RADIO, OSTER, NEWSPAPER, DETAILS ON LBR</p>
<p>ENCOURAGE THE EXTENSION OF THE “2 HOUR FREE” PARKING SCHEME TO OTHER CAR PARKS</p>	<p>NEGOTIATIONS OPENED Y1, BUT NOT MET WITH APPROVAL FROM ADC (2019)</p>
<p>ENCOURAGE THE EXTENSION OF THE “2 HOUR FREE” PARKING SCHEME TO 3-4 HOURS</p>	<p>Y1 AS ABOVE. (2019) Y3 : TEMPORARY INCREASE TO THREE HOURS (01 AUG – 31ST DEC 2021) AS COVID RESPONSE. BR BID & BRTC MADE ADDITIONAL £ CONTRIBUTIONS TO ENABLE FACILITY</p>
<p>WORK WITH STAKEHOLDERS TO PROVIDE AND PROMOTE BETTER PARKING FOR BUSINESS STAFF WHO PARK IN THE TOWN DAILY</p>	<p>HEAVILY DISCOUNTED (£110 PER ANNUM) PASS ALREADY AVAILABLE IN FITZLEET. COST IS NOT THE BIGGEST BARRIER TO USE OF FITZLEET. Y2,4,5: BID ACTIVELY PURSUING ALTERNATIVE USES OF FITZLEET WITH ADC TO MITIGATE BARRIERS TO USE DUE TO ASB.</p>
<p>ENCOURAGE THE DEVELOPMENT AND USE OF A FREE PARKING APP WHICH SENDS MOTORISTS ALERTS NOTIFYING THEM OF FREE PARKING</p>	<p>2019: DIRECTORS DETERMINED THIS ACTION IS OUTSIDE OF BID’S REMIT.</p>

SPACES WHEN DRIVING INTO THE TOWN	
WORK WITH STAKEHOLDERS TO EXPLORE HOW TO IMPROVE CAR PARKING FACILITIES, FOR EXAMPLE THE UNPOPULAR FITZLEET MULTI-STORY, AND TO IMPROVE THE EASE OF PARKING, FOR EXAMPLE SIGNAGE, PAY AS YOU LEAVE, PAY BY PHONE/CARD/ONLINE ETC. TO ENCOURAGE LONGER VISITS TO THE TOWN	BR BID HAVE OFFERED FINANCIAL CONTRIBUTION TOWARDS IMPROVED SIGNAGE SHOWING LOCATION OF FITZLEET. Y2,3, 5 : BR BID ENGAGED IN DISCUSSION WITH ADC TO HELP IMPROVE THE ATTRACTIVENESS OF FITZLEET TO SHOPPERS AND WORKERS Y5; BR BID PRESENTED OPTIONS FOR ALTERNATIVE USES OF FITZLEET MULTI STOREY TO MEMBERS AT BRRB MEETING TO PROGRESS WITH ADC OFFICIALLY
ENCOURAGE THE USE OF CYCLING AND WALKING TO MOVE AROUND THE TOWN	AS PART OF TOWN VALUES

EXTRAS – WELCOMING TOWN

STRATEGIC ROLE

COLLABORATIVE AGENCY WORK ON ROUGH SLEEPING

BCRP – MAJOR COLLABORATION TO REDUCE CRIME AND ASB

TOWN CENTRE FORUM

TOURISM

EXTRAS – MEMBER SERVICES

NETWORKING MEETINGS

COVID!!!!!!

COMMS

GRANT SUPPORT

MEMBER SERVICES - NOT EXPLICITLY STATED ON T1 BUSINESS PLAN

REGULAR COMMUNICATION	ALTERNATE MONTHS: NETWORKING EVENTS, NEWSLETTER CREATION, MAINTENANCE AND MANAGEMENT OF BR BID WEBSITE CREATION, MAINTENANCE AND MANAGEMENT BID FACEBOOK CREATION, MANAGEMENT AND MAINTENANCE BID INSTAGRAM
TRAINING OPPORTUNITIES	Y1 : IN PERSON LOVE YOUR CUSTOMER WORKSHOPS (CHRIS BILLINGTON) (HOW MANY LEVY PAYERS) (2019 – CHECK DATE) Y2 (2019 – 20) Y3 (2020 -21) COVID – ONLINE TRAINING SIGNPOSTING Y4: 2021-22 – WHITEHEAD ROSS, SUSSEX RETAIL HUB, SIGNPOSTING TO THE TRACK Y4: INTRODUCED “JUST ONE THINGS” TOP TIPS

PROVISION BY ZONE

NOTE ON HOW NOT ALL AREAS ARE AMENABLE – TIGHT REGULATIONS ON USE OF LAMPPOSTS FOR BUNTING, FESTOON ETC. ONLY CERTAIN STREETS ARE LICENCED FOR PERFORMERS. ONLY CERTAIN STREETS ARE LICENCED FOR MARKETS / STREET TRADING

PROVISION BY ZONE		
HIGH STREET (EASTERN) “EAST END”)	Y 1,2,3,4,5: BANNERS 2019,20,21,22 Y1,2: PERFORMANCE ROUTE CHRISTMAS STREET ACTS Y1: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE, 2018 Y3,4,5 GO BO PROJECTION CHRISTMAS 2020,21,22 Y1,2,3,4,5: CHRISTMAS BANNERS 2018,19,20,21,22 Y3: 5 X BESPOKE PLANTERS NOVEMBER 2020 Y3: 5 X MINI CHRISTMAS TREES FOR PLANTERS (2020) Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+	

	<p>Y4: DIRECTIONAL MARKERS LEADING TO EAST END 2021+</p> <p>Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP, REF'D AS "HIGH STREET (EAST) 2022</p>	
LONDON ROAD	<p>BANNER ROTATIONS 2019,20,21,22</p> <p>CHRISTMAS ELF HOUSE, 2020</p> <p>CHRISTMAS WINDOW VINYL 2020</p> <p>CHRISTMAS ELF HOUSE, WINDOW VINYL</p> <p>Y1,2,3,4,5: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE 2018,19,20,21.</p> <p>Y4: IDENTIFICATION AS PART OF "TOWN CENTRE" ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO "TOWN CENTRE" 2021+</p> <p>Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP WITH LONDON ROAD REF'D AS ZONE 2022</p>	
LONDON ROAD (NORTH)	<p>DIRECTIONAL MARKERS – MORE SHOPS THIS WAY 2021</p> <p>INCLUSION ON ALL MAPS AS PART OF ETH LONDON ROAD</p>	
HIGH STREET (CENTRAL)	<p>Y 1,2,3,4,5: BANNERS 2019,20,21,22</p> <p>Y1,2: PERFORMANCE ROUTE CHRISTMAS STREET ACTS 2018,2019</p> <p>Y1: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE 2018</p> <p>Y2: LOCATION FOR LIVE BODY ART DISPLAY, BLAKEFEST 2019</p> <p>Y3,4,5 GO BO PROJECTION CHRISTMAS 2020,21,22</p> <p>Y1,2,3,4,5: CHRISTMAS BANNERS 2018,19,20,21,22</p> <p>Y3: 5 X BESPOKE PLANTERS NOVEMBER 2020</p> <p>Y3: 5 X MINI CHRISTMAS TREES FOR PLANTERS (2020)</p> <p>Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO EAST END 2021+</p> <p>Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP WITH HIGH STREET (CENTRAL) REF'D AS ZONE 2022</p>	
OLD TOWN	<p>Y2,3,4,5: REPLACEMENT AND ONGOING MAINTENANCE & COSTS 365 FESTOON LIGHTING</p> <p>Y2: VICTORIAN PERFORMERS CHRISTMAS 2019</p> <p>Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO OLD TOWN ZONE 2021+</p> <p>Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP WITH OLD TOWN REF'D AS ZONE 2022</p>	

	RECOMMENDED WATERLOO SQUARED BE INCLUDED IN STREETS WHERE STREET TRADING IS PERMISSIBLE IN FEEDBACK ADC LICENCING REVIEW – THIS WAS ADOPTED	
STATION ROAD	<p>Y1: ALLEY GATE (2019)</p> <p>Y2,3,4,5: 365 FESTON LIGHTING AT STATION SQUARE 2020+</p> <p>Y2,3,4,5 GIANT CHRISTMAS BAUBLE 2020,21, 22</p> <p>Y4: IDENTIFICATION AS UNIQUE ZONE SEAFRONT MAP 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO STATION ROAD ZONE 2021+</p> <p>Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP WITH STATION RD REF'D AS ZONE 2022</p>	
QUEENSWAY	INTRODUCTION OF CHRISTMAS LIGHTS 2020,21, 22	
BEDFORD STREET	<p>Y2,3,4,5: INTRODUCTION OF 365 FESTOON LIGHTING 2020+</p> <p>Y1,2,4,5: PARTNERSHIP WORK ON FITZLEET MULTI STOREY</p> <p>Y3: GREEN WALL - 2020</p> <p>Y4: PLANTER EMBELLISHMENTS – 2021</p> <p>CHRISTMAS ILLUMINATED ANGEL & BAUBLES 2020,21,22</p>	
THE ARCADE	<p>Y1,2 CHRISTMAS 2018,2019 PERFORMER ROUTE</p> <p>Y2 (2019) LARGE SCALE CHRISTMAS WINDOW VINYL TO IDENTIFY THE ARCADE AS A “ZONE”</p> <p>Y3,4,5: INTRODUCTION OF 2 X ILLUMINATED ARCHES AND CENTRAL ILLUMINATED GIANT BAUBLE CHRISTMAS 2020, 21,22.</p> <p>Y4: DIRECT BENEFIT FROM PARK ON THE PLACE: IMPROVING CONNECTION BETWEEN SEAFRONT AND TOWN, DRAWING ATTENTION TO ARCADE AS ROUTE THROUGH.</p> <p>Y4: IDENTIFICATION OF THE ARCADE AS A “ZONE” ON SEAFRONT MAPS</p> <p>Y4: WORKED WITH ADC ON DESIGNS AND LOGISTICS OF FIRST FLOOR WINDOW VINYLS, MARKEDLY IMPROVING APPEARANCE AND ENTICEMENT TO FOOTFALL</p> <p>Y4,5+: IN PARTNERSHIP WITH ADC, EFFECTED MAJOR IMPROVEMENT OF APPEARANCE OF 10 THE ARCADE (FUNDED BY ADC)</p>	
ESPLANADE / PROMENADE / WEST STREET	<p>Y1: INCLUSION IN VALENTINES DAY PROMOTION (FEB 2019)</p> <p>Y3: ENCOURAGED BR TC TO RELOCATE MORE RESILIENT PLANTERS TO WEST STREET, RATHER THAN PROPOSED LOCATION (2020)</p> <p>Y3,4,5: INCLUDED IN BID AREA GRAFITTI REMOVAL ZONE PART FUNDED BY BR BID</p> <p>Y4: INCLUDED IN AREA FOR REMOVAL OF GRAFITTI TAGS BY BR BID TEAM.</p>	
YORK ROAD	Y3: CARRIED OUT INITIAL VIABILITY STUDY OF YORK ROAD IN TERMS OF SUITABILITY FOR FULL PEDESTRIANIZATION IDENTIFYING POTENTIAL OBJECTIONS	

	<p>Y4: INSTALLATION OF FESTOON LIGHTING INCLUDING ALL ONGOING COSTS FOR MAINTENANCE, INSURANCE AND ANNUAL SAFETY CERTIFICATION</p> <p>RECOMMENDED YORK ROAD BE INCLUDED IN STREETS WHERE STREET TRADING IS PERMISSIBLE IN FEEDBACK ADC LICENCING REVIEW – THIS WAS ADOPTED</p> <p>Y4: INCLUDED IN AREA FOR REMOVAL OF GRAFITTI TAGS BY BR BID TEAM.</p>	
PLACE ST MAUR	<p>Y3: PARK ON THE PLACE: IMPROVING CONNECTION BETWEEN SEAFRONT AND TOWN, MASSIVE INCREASE OF DWELL TIME IN THIS AREA AS A RESULT</p>	