



## **Bognor Regis BID Team Update: Published 1 JULY 2021, covering activity in period 1-25<sup>th</sup> June 2021**

Please note that this update is 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 Dynamic engagement with Multi Agency Stakeholder Place Branding Group and drive delivery of Place Branding (Rebranding strategy)**
  - Final design guidelines presented to multi stakeholder delivery group 23.06.21. Can now be distributed to all members of all organisations.
  - Place branding visual guidelines to be distributed and subsequently presented to BR BID Directors by end July 2021 .
  - Placebranding to be represented to ADC October 2021 to reconsider formal adoption (voted against in April 2021).
  - All BR BID activities under Welcome Back Fund applications designed with values and visuals underpinning, including entire responsible tourism campaign, wayfinding / maps, posters and signs for seafront sites, Park on Place, installation of flip flop catenary sculptures.
  - 2022 Two Hour Press Parking Disc in production using Placebranding colours, alternative font (Arial) and new logo for BR.
  - HA meeting with RW at BRRB to create brief for Uni Chichester Marketing students for promotional campaign for Bognor Regis
  
- 2 Proactively drive & co-ordinate BR Town Centre Transformation Team to support existing businesses and attract new businesses & visitors.**
  - **Levelling Up Fund:** BR BID formal letter of support for Regis Centre plans submitted to ADC by deadline.
  - **Town Centre Transformation Strategy:** HA has submitted formal request for Officer & Member participation in Town Centre Task Force to appropriate officers at both BRTC and ADC. Request will be presented to appropriate committees / members at meetings in first half of July. In the meantime, informal comms and information sharing continues between officers to avoid duplication of efforts and maximise opportunities for joined-up, collaborative approaches.
  
- 3 Deliver Summer “Space To...” 2 promotion campaign in line with Place branding visuals & values.**
  - All collateral – posters, web ads, radio ads, bus rears, telephone boxes now signed off.
  - Facebook ads now live, radio campaign starts 28<sup>th</sup> June.
  - Five Indie businesses signed up for additional V2 promotion.

- ADC confirmed BR BID's submission to WBF has been approved by MHCLG 24.06.21 as part of ADC's overall action plan. Now need to support reimbursement claim with extensive evidence and meticulous financial records.

#### **4 Collaborate with stakeholders & community event organisations to deliver major event for 2022**

- No response to submission reported by Chairman, who confirmed details had been shared with relevant parties at Board Meeting 3<sup>rd</sup> June 2021.
- No further contact / details from BR Carnival re BID / town centre business engagement for Platinum Jubilee celebrations.

#### **5 Deliver BRINDIES - promoting BID Independent businesses through unique identity & platforms**

- BRINDIES ready for launch on 4<sup>th</sup> July 2021.
- Five BR Indie businesses showcased with full articles written, approved and professional images captured.
- Businesses showcased in first "edition": Reynolds (x 3 elements of business), The Sweet Jar, Davis's Greengrocers, Snooks Gift Boutique, and Granddad's Front Room.
- Press release issued and CH working with Observer newspaper re promoting launch
- (Observer in town 1<sup>st</sup> July with "refreshed" look – giving out copies of newspaper, with focus on indie businesses.)
- CH has secured provisional sign-ups for August publication: Dog and Duck, Sarah Jane Regis, EcoSwap, Patina, Little Piggies, The Brunch House, and expressions of interest from Unique Knit & Sew and Katie & Faith's.
- As this is a long term project, all independent businesses will have opportunity to participate and feature; CH managing invitations at present to ensure inclusion of businesses representative of all sectors (eg: retail, services), and locations (eg: Station Road, East End, Queensway, West Street)
- CH currently managing "Fiverfest", again showcasing indie businesses, plus continuing to promote BR BID businesses via all BR BID social media channels.

#### **6 Deliver Christmas Experience 2021**

- Directors' sub committee met 06.04.21, agreed theme of sustainability / Christmas Trees & baubles
- Key "Activity" weekend scheduled for Saturday 11<sup>th</sup> & Sunday 12<sup>th</sup> December 2021.
- Christmas Design received from Emma Bailey at Media Circus. Positive feedback from Directors.
- BR BID Christmas Design share with BRTC to support a shared theme – planning to have meeting with BRTC Events Officer in near future.
- Plans for Christmas will pick up again once summer installations in place and there's a moment of breathing space, including sharing with businesses.

#### **7 Develop and promote the General Market (subject to ADC Licencing Review).**

- ADC Licencing attended 08.06.21 – confirmed OK to increase number of pitches.

- New banner advertising General Market on Saturdays and Tuesdays will go up on railings at Prom by 02.07.21.
- BR BID Market “Toby” liaising with potential new traders, including baked goods. Interest from Indie businesses.
- HA and CH will contact all businesses who’ve expressed interest in gazebo / market barrow in w/c 5<sup>th</sup> July 2021.
- Reminder that ADC Licencing review is ongoing, and may result in BR BID having to withdraw from offering General Market. No date for review outcome at time of writing, but through conversation with ADC Licencing during site visit, timing of submission to Members suggests it’s unlikely to go to public consultation before September (at earliest).

## OBJECTIVE TWO: WELCOMING TOWN

### 1 Ongoing provision and development of fully accredited BCRP scheme

- Changes to internal staffing allows a “reset” of responsibilities, and “reboot” of the BCRP. HA has now absorbed responsibilities of BCRP Manager.
- HA has communicated MH / HA changes and appointment of new starter to businesses through Mailchimp and DISC newsletter
- HA has met with various representatives of Sussex Police, ADC, Warden, and had handover with MH.
- CC appointed in F/T role as BCRP **ADMIN** as well as an ambassadorial role with face to face engagements with businesses. Starting date 19<sup>th</sup> July 2021.
- HA has invited BCRP Member businesses to feed back experiences / suggestions to develop BCRP in an online survey. 21 responses – majority are from Nationals.
- Quick analysis: All responses to date report perceptions that BCRP is effective, represents good value for money for levy payers and has had a positive impact in reducing business crime and ASB in town centre. Survey closes 25.06.21.
- HA will hold meeting with BCRP businesses to share results of survey and the realities of “cost” measured against a BCRP’s actual standing / authority and business expectations.
- HA attended multi-agency meeting 24.06.21 to address issues of large groups gathering outside station. Series of practical measures proposed as an initial response, including relocation of drop off points for agency workers and increased enforcement of parking breaches. ADC’s Community Team and Sussex Police leading. BR BID role limited to any interactions with Community Warden, updating businesses and ensuring reports submitted through DISC.
- HA declined invitation for BR BID participation in multi-stakeholder “Drugs Use” survey, as questions were specific to professionals working in field of substance use. The specificity of the questions meant that any response from BR BID or select businesses based on “perception” would be statistically irrelevant.

### 2 BR BID Specific Town Centre Transformation Projects (visual enhancement)

#### 2a Banner arms at Queensway

- Nothing to report at this stage – ongoing project with BRTC

#### 2b Wall art / signage Retailer 1, Bedford Street

- No change - HA has re-established contact with retailer 1, who are positive but request info on other businesses that have agreed to participate.

- Due to more immediate urgency of submitting applications to WBF and arrange delivery of the projects proposed, the project at this site is temporarily on hold.

**2c Wall art / signage: Derelict site for Heritage Quarter**

- Unfortunately, budget restrictions plus unknown future of site (therefore value for money of proposed artwork) means this has had to be put on temporary hold.
- Signage directing specifically to Heritage Quarter / Old Town specifically included in signposting project for seafront under WBF applications – albeit temporary – will still show what is possible.

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

As 2b

**2e Slatted planter: Bedford Street**

- Contractor appointed and project in hand - it is hoped work can be delivered by 1<sup>st</sup> July 2021.
- HA in discussion with ADC Cleansing about temp removal (and, ideally replacement) of bins at Bedford Street near planter to enable work to be carried out.

**2f Slatted planter: Heritage Quarter**

- As per last update - Heritage Quarter Planter enhancement postponed to gauge response to Bedford Street.

**2g Plant tree on corner Queensway /**

- As per last update - GB has liaised with WSCC – replacement tree should be included in 2021-22 planting season.

**3 Enhanced CCTV Coverage in town centre**

- BR BID revised application for match funding for proposed enhanced CCTV coverage will be re-presented to Safer Arun Partnership on 20<sup>th</sup> July 2021.

**4 Rubbish Bins on London Road**

- HA has been in regular contact with ADC Cleansing and ADC Property & Estates. Bins caught fire following removal of ashtrays to access cigarette butts. The next cigarette put in bin sets light to contents. Following fire, bins were wrapped in black liners to prevent further use. New metal liners to prevent this happening again on order from Ireland – massive delays to shipping / delivery. ADC Cleansing have provided temporary “wheelie bins” to bridge gap.

**OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT**

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

- Extension of Covid restrictions means nightclubs still unable to open
- HA connected Film Crew making documentary for Channel 4 about challenges for recruitment in this sector with a number of NTE businesses
- HA personal visit to Unicorn Pub, Station Pub, TAO to say hello /catch up, has met with new owners NTE business Cabanaverde.

- 2 **Explore funding for replacement switches for BRSFL seafront lights to enable year round provision**
  - HA unable to progress any funding applications / requests for support without confirmation of technical requirements.

## OBJECTIVE FOUR: BETTER PARKING

- 1 **Continue to work with ADC to increase use of Fitzleet Multi Storey Car Park by town centre businesses and visitors.**
  - Nothing to update on this matter.
- 2 **Continue to pursue proposal to repurpose upper levels of Fitzleet Multi Storey Car Park to enhance its appeal for parking on lower levels.**
  - Nothing to update on this matter
- 3 **Continued management of Two Hour Free Parking Disc scheme.**
  - Sales from limited number of essential retailers ongoing
  - All colours, text requirements and logos sent to established provider for 2022 discs.
  - Quote for parking disc production costs: £6207.00 + VAT

## MEMBER SERVICES

- 1 **Increase engagement with businesses – revisit feasibility of Ambassador**
  - New appointee, CC commences employment 19.07.21.
  - CH very actively engaging in terms of BRINDIES / Fiverfest / online promotions
- 2 **Continue to provide businesses with info, advice and support on direct cost savings**
  - HA has been contacted by a new company offering business cost savings – HA received no response to query to previous provider, Eyebright, so will pursue with new company.
  - HA worked with local indie business to support application for small business rates relief.
  - BID Team continues to signpost new and existing businesses to funding opportunities / grants.
- 3 **Work with stakeholders to curate and deliver accessible training tools and opportunities**
  - ADC working as part of County initiative to create series of online training resources covering wide range of practical information for all businesses, including social media, business finance.

- HA attended meeting 2<sup>nd</sup> June to feedback on content suggestions.

## COMPANY / ADMINISTRATION / STAFFING / FINANCIAL

### 1 BR BID budget / finances

- HA requested updated figures 25.06.21. ADC Revenues Officer on leave until Monday 28.06.21.
- As at May report: £105 167 collected from total liability of £138,99 (76% collection rate, but minimum 80% anticipated)
- 2021-22 budget based on collection forecast of 83%
- ADC collection rate higher than other BID's reporting at BID Foundation webinars.
- Annual Insurance policies for BR BID and General Market renewed 24.06.21
- Linden Road office cleared, cleaned (ish), all keys returned, all paperwork signed off 23.06.21

### 2 BR BID Accreditation

Nothing new to update, but for reference:

- Evidence of what's required has been collated –some gaps identified
- Confirmed that accreditation via BID Foundation is at no extra charge
- Deadline for accreditation prior to reballot action begins: ie: Nov 2021

### 3 BR BID Re-ballot

- HA booked to attend British BIDs Re-ballot course in 16<sup>th</sup> September 2021. (£100 + VAT paid)

### 4 GDPR

- Still some outstanding returns for 2021-22 GDPR documents

### 5 2020-21 Accounts

- HA resolved cash accounting discrepancy to satisfaction of Accountant. Formal audit can commence.

### 6 Staffing

- CH reverted to 16 hours per week 14.06.21. Payroll advised and have enacted change.
- CC new starter 19.07.21. Informed in writing, with HA to send formal offer and contract ASAP. CC aware of imminent project delivery. Payroll advised and have sent across appropriate forms for completion.
- Under pressure from WBF project delivery deadlines, HA currently veering between giddy highs and foul-mouthed fury. Approach with caution, as tolerance for time-vampires particularly thin. Currently anticipating one day of feeling good when the

projects go in before everyone starts moaning about it on Facebook and I flounce off in a dramatic fashion to work with horses. I don't even like horses.

## NEW / EMERGING ISSUES

### 1 Project Proposals to Welcome Back Fund

**Project 1) “Fresh Air” responsible tourism campaign** (including radio, telephone box, bus rears, print and social media ads to reach audience within 40 mile radius. And if you're wondering who wrote all the copy for all of these ads - particularly the really annoying one on the radio, it was me.)

**Project 2) Temporary “Park” on Place St Maur** (including floor art) (it's actually just picnic tables and benches – no actual park.)

**Project 3) Town centre wayfinding**, simple use of directional circular signage highlighting various “zones” helping people navigate quickly and easily through different sections of town to seafront and vice versa rather than having to cluster round the very detailed monoliths.

**Project 4) Seafront wayfinding**, including revised maps and directional signage in existing poster sites, floor stencils reinforcing directional signage and crossing points to specific zones, use of some poster sites in shelters to reinforce Covid messaging and positive “slogans”.

#### **Proposal Outcomes: Projects 1 – 4**

Submissions signed off by MHCLG as “in scope” with WBF criteria on 24<sup>th</sup> June 2021, subject to supporting evidence and financial records being submitted. Can apply for reimbursement at quarterly intervals.

**Project 5) Flip Flop Catenary sculptures** not considered “in scope” on basis of “additionality” but will deliver and attempt to resubmit for funding if guidance expands (usually through series of evolving FAQ's over time.) Cost of catenary sculptures significantly lower than budget allocation for “Space To..2” Campaign, so actually a beneficial “Peter / Paul” situation.

**Project 6) Enhancements to planter at Bedford Street** not considered “in scope” on basis of “not temporary”, but falls within budget allocation for “visual enhancements”.

#### **WBF Project Delivery update / schedule:**

- All permissions for Place and use of BRTC'catenary wires confirmed 24<sup>th</sup> June (pew).
- Press release 1 and expanded version sent in Mailchimp to businesses 22.06.21
- More press releases planned to follow as installations progress.
- All stakeholder partners provided with overview of plans and intentions behind Park on Place and advised of HA contact details

#### **WBF Projects “Go Live” dates:**

- Fresh Air campaign: Facebook now live; Radio ads start 28.06.21
- Refresh lamppost wraps: in lieu of BR BID Directors Mtg 01.07.21
- Park on Place : 29<sup>th</sup> June – 24<sup>th</sup> August (to allow for potential fun fair)
- Park on Place floor art: Weather dependant: w/c 28<sup>th</sup> June 2021
- Installation of flip flop catenary sculptures: Monday 5<sup>th</sup> July 2021 (pm)
- Installation of maps / graphics town centre and seafront: w/c 5<sup>th</sup> July 2021

As the Board of Directors are aware, nothing happens in a vacuum, and I would especially like to recognise (in no particular order):

- VINCO who've done a fantastic job on all collateral requested and delivering VFM
- Manager and staff at BR Dulux Centre, who continue to be awesomely helpful, amazingly supportive and generous – press release to follow
- BRTC Town Force Team Manager & Team Members who are continuing to support me despite my infuriating last minute changes and complete inability to give them the info they probably really need with more than five minutes' notice and I just can't give them....
- BRTC Projects Officer – for ongoing support and liaison re catenary wires and seafront signage permissions
- ADC Property & Estates for ongoing support for the proposed projects and liaison with relevant snr managers / other departments
- ADC Economic Development Officer leading on WBF for ongoing clarification, support and guidance.
- CH, who has been the public “face” of the BID while I've been focusing on these projects.

## 2. Occupancy Rates

- I have not had the chance to carry out a BID Area shop audit in June, but will do so in second part of July – hopefully all Covid restrictions will have been lifted by then, which will give a full picture of the situation.
- Informally: no announcements of new closures to report, “Under Offer” now showing against listings and anecdotal feedback from commercial agents re interest in currently available vacant units, interesting enquiries coming into BID from prospective new businesses, and a number of new businesses set to formally open in July / August. All positive signs.
- Feedback from agents is that commercial properties <£50k per annum are flying off shelves, £50k - £100k are sticky, and anything >£100k is flat. Supports theory & recommendations for smaller, more agile units that appeal to a wider spectrum of businesses, rather than focusing on one big retailer.
- For reference: BR BID ground floor unit occupancy audit carried out on 18<sup>th</sup> May 2021 shows vacancy rates as follows:
- Town Centre Area (London Road, High Street, Queensway, Station Road, Norfolk Street, Lennox Street, The Arcade) **8%**
- Full BID Area: **12%**

Bognor Regis is, therefore, faring much better than the national picture for vacancy. According to [British Retail Consortium](#) “In the first quarter of 2021, the overall GB vacancy rate increased to **14.1%**, from 13.7% in Q4 2020. “

## 3. Emerging issues:

- New promotion opportunities for businesses Chichester University Fresher’s Fair: September: £50 per pitch – HA to share with businesses
- #IamBognorRegis campaign idea - HA to present to Directors
- Arts Trail with University of Chichester