



Bognor Regis BID Team Update: June 2023, covering activity in 10 week period:

20th July – 29th September 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.brbrid.org/objectives>

Please note that delivery activity for this period has been affected by two weeks staff annual leave at end August (HA), and two weeks staff annual leave at end September (CH). Unfortunately, HA sick leave (Covid) coincided with CH leave period. While this is unavoidable, it does evidence the risk to delivery activity being shared across a team of 1.5 FTE staff.

WELL KNOWN TOWN

	Delivery Activity	Delivery Updates
<i>Commitment</i>	1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion: TASTE!	EVENT LOGISTICS <ul style="list-style-type: none"> • Event delivered : 19th & 20th August 2023. • Absolutely Sussex full page advertisement and 2 x editorials submitted for August publication • Second year of delivery - very well attended, with anecdotal experience of increased attendance on site for event across both days. • No incidents reported. • Town centre footfall up by 1,195 against previous Saturday / up 639 against previous Sunday. Interesting parallel with Southdown Music Festival footfall increase– see below. • Event structure for Sunday 20th August revised at short notice to accommodate World Cup final. • Increased revenue from pitches against 2022, exceeded budget forecast. Meaning event was delivered under budget. • All payments made and income received. • Full event report being collated.

<i>Extra project</i>	Christmas activity	<ul style="list-style-type: none"> • Budget allocation for Christmas activity cannot be confirmed until outcome of Two Hour Parking Disc scheme arrangements for 2024 finalised. • On basis of Christmas planning meeting with businesses 16.06.23, theme will be “A Warm Welcome”. • BID activity subject to budget allocation. Due to anticipated constraints, likely to focus on online campaign to raise awareness of business offer, plus promotion of third party events. • Contribution to enhance and extend BRTC Light Switch on to be confirmed in writing following outcome of Two Hour Parking Disc decision and budgetary impact.
<i>Commitment</i>	Support & funding for high-quality third-party events which significantly increase footfall to the BID Area (eg: Southdowns Music Festival, BRTC Lights Switch On)	<ul style="list-style-type: none"> • BID provided staffing support for prep & set up of BRSFL Illuminate lantern making activity at The Track 12.08.23 • “End of Summer Jam” street dance event delivered at PSM on 3rd September 2023. BID supported with connections, logistics information and event promotion through LBR. • In addition to funding allocation, promotion of Southdowns Music Festival via LBR. (delivery impacted by staff sickness) • Town centre footfall up by 1,285 against previous Saturday / up 469 against previous Sunday. It should be noted that the Southdown’s weekend coincided with “Soul Weekender” event at Butlin’s. • See note above re BRTC Christmas Light Switch on. • Promotion of Punch & Judy Festival (30.09.23 and 01.10.23) via LBR, plus free loan of BID Gazebos, print run of posters to display in business windows, BID COO work to secure commercial bins provided free of charge by ADC Cleansing to support event, plus COO attendance and input at 2 x event planning meetings.
<i>Commitment</i>	365 Delivery of the Love Bognor Regis destination website and associated social media channels	<ul style="list-style-type: none"> • All new page development for food & drink and see & do listings complete, including facility to filter. • Investment in trackable QR codes from bespoke signage installed at Brewers Fayre: 2 to food & drink landing pages, 1 to LBR Homepage. • Design for new menu layer featuring icons for weather, Bognor Today webcam, water quality and tide time widgets has been approved – now in development

		<p>stage. This will improve visibility when accessing the LBR site via smartphones in portrait mode.</p> <ul style="list-style-type: none"> • Charging policy agreed by Directors 04.05.23 developed into advertising page: https://lovebognorregis.co.uk/advertising/ • Facility for submitting listings information through a form now embedded in the LBR site. • Landing pages for all non-F&D and retail businesses designed, developed and ready for populating. • Aim to have all BID “services” levy paying business listings rewritten and published by end September 2023 will not be met, due to staffing constraints. In light of ongoing commitments, deadline for completion of this particular work extended to end November 2023. • Aim to have directory style pages for all business types by end December 2023. The remaining sectors are predominantly guest accommodation. <p>LBR Social Media Activity: 20.7.23 – 29.9.23 107 social media posts (Facebook and Instagram) Including:</p> <ul style="list-style-type: none"> • 26 x TASTE! Promotional posts, 4 x Love Parks (ADC), 3 x Ground Zero Summer Jam, 1 x Regis School of Music, 1 x Coastal Art Trail, 2 x Illuminate Bognor Regis, 5 x Southdowns Music Festival (inc. 2 for Dog and Duck, and William Hardwicke), 3 x stand-alone What’s On LBR page posts, 1 x influencer shared post, 1 Hotham Park Mini Railway, 1 x Heygates Bookshop, 1 x Funshine Days, 1 x Makerspace, 1 x heritage Trails, 3 x Sussex underwater, 5 x Punch & Judy Festival, 1 x Blakes Cottage, 1 x Bognor Regis Museum. • 1 x Summer Activities Guide, featuring: BRTC events (Hampshire Fun Week, Funshine Days, Concert in Hotham Park), Bognor Regis Library, Arun Leisure Centre, RSPB Pagham, West Sussex Music, Dramatis, Aldingbourne Country Centre, Illuminate Bognor Regis, Heygates Bookshop, Friends of Bognor Hospital <p>SOCIAL MEDIA REACH: : 20.7.23 – 29.9.23</p> <ul style="list-style-type: none"> • Facebook reach: 55k – FOLLOWERS: 20,135 • Instagram reach: 4.3k – FOLLOWERS: 7,609 • LBR website: 16.7k unique visits, 29k page visits
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<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"> • Market trading back to Tuesdays and Saturdays • Steady number of committed regular traders • Market income recorded on Xero and cash deposited at Post Office
<i>Commitment</i>	UKSPF Funded: Initiate 24 month perception campaign	<ul style="list-style-type: none"> • UKSPF Project Lead is BR BID. • BR BID Procurement activity signed off by ADC. • Formal agreements signed with ADC to deliver activity and receive funds. • Revenue funding allocation (for the campaign) anticipated within the next month. • Capital funding allocation (for the 3 x installations) anticipated Q1 of 24025 financial year. • Campaign activity commenced with 4 x micro-influencer visits over summer, and expansion of image library. • 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. • HA and CH planning day 04.10.23 • 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. • LBR: Development of STORIES landing page and format underway. • LBR: Development of RESOURCE hosting – images / key documents / collateral etc for access by press, businesses, community events organisers etc. underway
<i>Extra</i>	UKSPF Funded: Initiate installation of 3 x footfall attracting “Insta” sites at key locations	<ul style="list-style-type: none"> • UKSPF Project Lead is BR BID. • HA has been working with artist on really interesting AR project with potential to attract significant media attention and footfall for Bognor Regis. • Second funding application currently with Arts Council England; outcome anticipated w/c 09.10.23

		<ul style="list-style-type: none"> • If successful, AR project will feature as part of new trail being developed – plan to link with Heritage Partnership website – • 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). • Project initiation scheduled for Q4 of 2023-24, with delivery through 24-25 • PDF overview emailed to BRTC to share with all councillors 27.06.23 • Artist presented to BRTC P&R Committee on 31.07.23. NB: There is no physical installation on BRTC leased decking – this is subject to planning permission to erect on ADC land. • HA submitted Planning Application for the physical “portal” archway that signifies the location of the experience 07.09.23. HA did not include the full details of the “unseen” elements, as not relevant to planning application. • Details from Planning Permission posted in public domain by third parties. Press release issued, details taken up and shared in Sussex World online, and Yahoo Sports News. • As tends to happen with all new suggestions, reactions to the proposal on social media split, with misconceptions about “value of project” and “cost of project” dominating negative viewpoints. • Response to emerging social media about this one project during time of overlapping annual leave and staff sickness means promotion of other events through social media has suffered as a result.
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WELCOMING TOWN

	Delivery Activity	Delivery Update
<i>Extra project</i>	UKSPF: Support BRRB with development of wayfaring design with businesses and wider community	<ul style="list-style-type: none"> • UKSPF Project lead is BRRB/ BRBID. • Formal agreements signed with ADC to deliver activity and receive funds. • BR BID providing support, and delivery of emerging elements throughout the BID area.

		<ul style="list-style-type: none"> • Following HA attendance at BRTC’s EP&L Committee Meeting 17.07.23, HA has provided BRTC with information re wind loadings for proposed catenary flags. • Request to host wayfaring design flags on BRTC catenary wires was revisited by BRTC EP&L 11th September 2023. Written minutes not available, but have been advised that decision delayed until after Elected Members have participated in Wayfaring Workshops – to be delivered by BRRB 09.10.23 • Preliminary quotations / estimates suggest total cost for project delivery (including testing, installation, production etc) will be in region of £12.5k for eight months of high impact visual enhancements. • Agenda item suggests BRTC may not now charge for use of catenary wires to enhance areas of the town. • Wayfaring engagement opportunity at PSM on 20.08.23 during TASTE! event attracted over 60 submissions Unfortunately rescheduled workshop with Regis School for 29.09.23 was postponed by school for second time.
<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"> • On hold pending timeline for development activity impacting delivery – Premier Inn, Alexandra Theatre, Esplanade developments - plus additional workload for all in delivering UKSPF projects. • Subject to all partners’ agreement , may be prudent to move to 2026
<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"> • Still low response from businesses to signing agreement with NBS for access to information shared through DISC platform. • Radio Scheme: BID COO needs time to set up financial management of Radio Scheme. • Invoicing patterns identified. • Nominal codes and tracking set up on Xero, for invoicing and auditing purposes. • Reporting: Average monthly reporting via DISC from businesses remains inconsistent with anecdotal reports of crime and anti-social behaviour. Total of 61 reports for all of August, only 45 reports for all of June. • BCR Engagement Officer: JU continues to offer excellent in-person support to businesses, acting as a bridge between Police & businesses for reporting and evidencing crime. • JU recorded 118 in-person interactions with businesses between 20th July and 29th September 2023.

		<ul style="list-style-type: none"> • Additional £12k of funding secured from SSF4 via PCC for “improving quantity and quality of reporting”. • HA submitted final return to PCC / Home Office 29.09.23.
<i>Extra project</i>	Explore potential for District-wide BCRP with partners	<ul style="list-style-type: none"> • No update on HA written proposal submitted to ADC Communities (05.07.23) (DO) Sussex Police (Insp CN) and PCC representative. • Will need support and funding from ADC and local partners in LA and BR. • Subject to consideration and support, earliest start would be 2024-25 financial year
<i>Commitment</i>	Ongoing provision of 7/7 Community Warden with financial support from BRTC and SSF4	<ul style="list-style-type: none"> • 7/7 funded through award of @£50k from Safer Streets Fund to 31.08.23. • Ongoing 7/7 provision part funded by £21k grant from BRTC from 01.09.23 to 31.03.24. • Increase in warden costs means BID contribution of £14,700 required to retain full 7/7 provision to 31.03.24. • In person visit from PCC Katy Bourne on 15.08.23 to consider impact of funding on addressing issues with ASB impacting hot spots in town. • HA attended SSF4 meeting 28.09.23 • HA submitted final return to PCC / Home Office 29.09.23. • Additional £12k of funding secured from SSF4 via PCC. • Warden: In response to businesses’ requests for additional support, 49 additional warden hours delivered over summer holiday period. • Slight drop in service in September with staff sickness affecting attendance - Covid • 5/7 Community Warden JC now well established, with excellent relationships with businesses and delivering positive outcomes. 2/7 Community Warden now appointed and has started in post. • SWL Warden JC recorded 1586 interactions with businesses between 20th July and 29th September 2023. • All wardens now trained to record interactions with businesses via the BIDBase Street Ops app, saving wardens and BID Team admin time. • 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.

<i>Extra project</i>	Potential relocation of bench used for ASB in High Street (East)	<ul style="list-style-type: none"> • Following 50/50 response businesses consulted in the eastern end of High Street, at Directors' Meeting 04.05.23, BID Team directed to take no further action to move the bench at this stage, but continue monitoring the situation, and be led by evidence. • Following nearly three months of monitoring, HA submitted full paper outlining the issue and BID's research / consultation / monitoring to date to BRTC Community Engagement and Environment Committee for their decision on next steps. Meeting takes place 02.10.23. • Directors to be updated on outcome at Full Board Meeting 05.10.23
<i>Commitment</i>	Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service	<ul style="list-style-type: none"> • CCTV has not been connected since relocation from The Arcade on 31.03.23. • Reinstatement of CCTV viewing platform dependent on BID securing permanent accommodation. • 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. • BID continues to pay monthly contract fees in meantime.
<i>Commitment</i>	Welcoming Town - general	<ul style="list-style-type: none"> • 10.07.23: HA attended Sussex Police "Arun Parishes" meeting • Ongoing investigations / support for business impacted by youth ASB 24.08.23, with HA co-ordinating information for business / Sussex Police / BTP / NBCS / Sussex PCC • HA attended "Safer Sussex for Businesses" meeting chaired by PCC 11.09.23 • 22.09.23 HA followed up with Sussex Police / PCC re implications of Chichester warden outcome on BRBID / BRTC Community Warden. Matter discussed at Sussex Police "Gold Meeting" 28.09.23. Awaiting update
<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"> • Broken catenary wire at Old Town will be repaired in conjunction with installation at West Street to save costs. • @£300 to repair catenary. • Ongoing issues with timer for York Street installation - This has been addressed on three occasions since April. Ideally will be able to replace with timer identified for auto switch on / time switch off as per plan for all BRSFL seafront lights – funded by UKSP. • HA monitoring situation re festoon at Station, but won't be able to confirm until work is completed and scaffolding removed. The date for this has yet to be confirmed.

<i>Extra project</i>	UKSPF Funded: New lighting installation at West Street	<ul style="list-style-type: none"> • UKSPF Project Lead: BRBID In partnership with BRSFL • Procurement activity approved, SLA signed by both parties, funds in BRBID account. • Application approved by WSCC / SSE 12.07.23 • Timeline to installation by mid / end August 2023 delayed due to problems identifying exact specification of timer – now resolved. • Delay to installation also impacted by delayed payment of UKSPF funding – this has now been received (08.09.23) • Costs escalating as original quote request had not considered installation of new electrical supply – additional @£1,800 • Delay means installation may not now be feasible until
<i>Extra project</i>	UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting	<ul style="list-style-type: none"> • UKSPF Project Lead: BRBID In partnership with BRSFL • Procurement activity approved, SLA signed by both parties, funds in BRBID account. • 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. • An appropriate timer has now been identified – the model has been used in Liverpool by the appointed supplier for over two years with no problems. • Plan is to install new timers on new West Street installation (6 x columns), and test for two months before extending across all other existing stock. • Cost of new timers, plus installation, is significantly higher than standard dusk to dawn timers, meaning funding secured from UKSP, plus £3k match funding commitment from BR BID will not cover installation across the entire existing stock. • HA to provide full quotation at earliest opportunity (anticipated w/c 02.10.23) • HA has mapped all current BRSFL lamppost columns to identify priority installations for new timers. • HA to identify potential additional funding sources to deliver project in its entirety.
<i>Commitment</i>	Design, production & installation costs for 1 x seasonal banner change: London Road & High Street, plus new installations where possible	<ul style="list-style-type: none"> • Banners installed in London Road and High Street April 2023 • 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. • Queensway banner arms projects may be included in ADC Economic Development list of suitable projects for CIL funding in January 2024.

<i>Commitment</i>	Professional fully funded graffiti removal service for levy paying business premises	<ul style="list-style-type: none"> Escalating problems with graffiti – teams from BRTC and Biffa clear, only for new graffiti to appear the following day. BRTC need graffiti to have been reported to Police before they can task Town Force Team to remove, evidenced by crime report number.
<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"> All 27,000 2023 discs sold to retailers – no discs in stock at BID Office. Some ongoing demand from retailers; BID accommodates when discs are returned by other businesses for full refund. As at 29.09.23, situation is still unclear re ongoing arrangements ADC Parking informal proposal to BRBID on 26.09.23 appears inconsistent with decisions made by Elected Members at Environment Committee Meeting on 07.09.23. BID awaiting formal confirmation of proposal from Group Head of Technical Services. BRTC to consider ADC Parking proposal at Extraordinary Full Council Meeting on 03.10.23 BRTC & BRBID to submit formal responses to ADC Parking by 04.10.23 Ongoing uncertainty places timely production & delivery of 2024 discs in jeopardy.
<i>Extra Project</i>	Repairs to wall at Gloucester Road	<ul style="list-style-type: none"> No update available: Recurring problem, linked to near 90 degree bend where Gloucester Road joins Esplanade. HA seeking to work with all parties to evidence ownership details and maintenance responsibilities to satisfaction of all involved. HA cleared rubble from wall collecting on pavement by hand 28.09.23. WSCC Highways not keen to see any type of bollard / barrier defence introduced on pavement. Going forwards, HA to explore potential to remove section of wall most prone to damage, replacing with shrub.
<i>Extra Project</i>	Temporary enhancement to vacated Brewers Fayre site on Esplanade	<ul style="list-style-type: none"> ADC Project to deliver temporary enhancements through graphics and temporary furniture delivered 29.06.23 BID acted as delivery partners to ADC. No cost to levy payers. See also “Promoting F&D businesses” in EMPOWERING section Temporary furniture, planters etc removed 25.09.23.

		<ul style="list-style-type: none"> It is understood that scaffolding may now need to be erected across the front façade to access the roof.
<i>Extra Project</i>	Temporary window vinyls – vacant ADC premises	<ul style="list-style-type: none"> Nothing to update – empty unit in Arcade still boarded.
<i>Extra project</i>	Queensway – festoon lights & paint colour – Fitzleet Estates	<ul style="list-style-type: none"> Nothing to update: Still no response from Fitzleet Estate (via PS&B) re lighting and paint HA to pursue with GF (BRTC) and Management Agent at earliest opportunity.
<i>Extra project</i>	Belly Bins – additional provision in town centre	<ul style="list-style-type: none"> 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 Project may be included in ADC Economic Development list of suitable projects for CIL funding in January 2024.
<i>Extra project</i>	UKSPF Submission; Queensway; Sustainable planting, architectural lighting and banner arms	<ul style="list-style-type: none"> Speculative application submitted to ADC 22.06.23 for consideration in the case of UKSPF underspend for introduction of banner arms at Queensway 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. Multi stranded approach to enhance Queensway and connect to town and seafront by design, building on work started in 2020.
<i>Extra projects</i>	Identification of speculative UKSPF Projects that meet scope of funding in case of local / national underspends	<ul style="list-style-type: none"> 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. 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.
<i>Extra project</i>	Station Square – multi agency meeting to discuss design changes to reduce opportunities for ASB.	<ul style="list-style-type: none"> 08.09.23 HA organised and facilitated a preliminary "fact finding", with officer attendees from a range of organisations and agencies that have an interest in or responsibility for reducing anti-social behaviour at “Station Square”. This was not a decision making meeting. 20 attendees from organisations including WSCC, ADC (multiple teams) BRTC, BRRB, BRBID, GTR, Sussex Police, British Transport Police.

		<ul style="list-style-type: none"> • Primary purpose of the meeting was to build relationships between officers, share information about actions taken by the various agencies to date and gain an understanding of any future plans. • Secondary purpose was to identify key contacts and potential funding sources for any future interventions to improve perceptions of the location through design. Notes of the meeting have been circulated to all attendees for comment and feedback and agreed content distributed to all parties 29.09.23. ADC Communities to progress. •
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TRANSFORMING TOWN

	Delivery Activity	Delivery Update
<i>Commitment</i>	Continue strategic partnership working between all stakeholder groups and agencies	<ul style="list-style-type: none"> • Ongoing info sharing and synergy with ADC, BRTC, BRRB • Info sharing with BRTC re their 3x UKSPF Festoon project • Station Square design preliminary project outline and multi agency meeting – collated by HA following feedback from ADC Parks & Greenspace, WSCC, ADC ASB Team and businesses. • Presentation at BRB AGM 13.09.23.

<i>Commitment</i>	Supporting the delivery of businesses' strategic priorities for the town : safety, tourism, appearance, perceptions.	<ul style="list-style-type: none"> • Regular interactions with Sussex Police / PCC / Warden Service / ADC ASB and ADC Communities Team • Ongoing development and delivery of LBR in line with Service Level Agreement with ADC Ec Dev • Regular reporting of cleanliness issues • Approach to BRTC for support / permission to use catenary wires 2024 • Approach to BRTC for support for footfall attracting AR arts project 2024 • Development of project proposals to deliver strategic priorities through successful funding applications • Development of 24 month long perception strategy
<i>Commitment</i>	Progressing effective delivery of the Town Values for Bognor Regis	<ul style="list-style-type: none"> • London Road / High Street banners April 2023 • Belly bin designs April 2023 • Brewers Fayre enhancements June 2023 • Speculative UKSPF submissions – Multiple interventions to evidence Town Values • Work with Fitzleet Estate – QWAY - ongoing • Positive promotion and exemplification of values through LBR and BR BID Channels – ongoing • Woven into development of 24 month perception campaign funded through UKSPF
<i>Commitment</i>	Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses	<ul style="list-style-type: none"> • All monthly Springboard available to download from Resources page on BR BID website • HA queried consistent @10% drop in footfall since beginning of the calendar year. Springboard have run a full check of the system and are satisfied this is not a system error. • HA requested list of sites used for comparative data – 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.
<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"> • As referenced above, footfall figures suggest consistent decline in footfall of around 10% per month. • The closure of Wilko and three banks in the past three months has had an impact on occupancy rates in the CORE RETAIL area, which now has 10% empty units. The wider

		<p>TOWN Area, is slightly up (since March) at 8% empty units , and the wider BID area is stable at 10%.</p> <ul style="list-style-type: none"> • Despite this, 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. • Examples include the opening of new restaurant “The Landing Place” on Esplanade, Coconut Fancy Dress and gift shop at London Road, expansion of Boutique Roma, who moved to larger premises on London Road, with the old unit now occupied and retailing high quality men’s clothing.
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EMPOWERING BUSINESSES

	Delivery Activity	Delivery Update
<i>Commitment</i>	Helping businesses develop by signposting to training, support, cost savings and grants	<p>BR BID social media posts (Facebook and Instagram)20.7.23 – 29.9.23: 38</p> <ul style="list-style-type: none"> • Facebook reach: 39.8k – FOLLOWERS: 3,328 • Instagram reach: 464 – FOLLOWERS: 939 • Including: 2 X BID updates, and news, 10 x spotlight on biz, 2 x newsletter posts, 2 x BID feature in press, 3 x Grow Digital West Sussex training (The Track and WSCC), 1 x The Track workshop, 3 x Arun Business Partnership information (awards, newsletters, training, shopfront grants), 7 x new biz announcements • 5 x Mail Chimp Newsletters – average of 43% open rate (inc. information on Grow Digital, Station Square update, Arun Business Partnership newsletter and awards, BID calendar, footfall reports, upcoming events, promotional opportunities, new business openings, Two Hour Parking Scheme update, TASTE!, LBR Guides, Love Parks Week, Arun Business Partnership Shopfront Grant information, business refurb.) • 5 x Bognor Regis BID news posts published • BID website: 327 unique visits, 402 site sessions

<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	BR BID Social posts re: <ul style="list-style-type: none"> • Grow Digital events in Bognor Regis • Arun Business Partnership – awards, shopfront grant scheme, newsletters • The Track copywriting training /Grow Digital • WSCC Grow Digital
<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"> • Unfortunately, due to the ongoing uncertainty around the Two Hour Parking Discs, the BID budget cannot support the part time BID Business Liaison Officer role. By necessity, the post was terminated as of 15.09.23. • Observation that while businesses enjoyed regular in person visits, this is not supported by evidence of increased engagement with surveys, events, campaigns, attendance at meetings. • While Community Warden and Business Crime Reduction Engagement Officer visits are unaffected, the number of in person visits from BID Team Members will reduce with the loss of this post, as it is now just the BID COO able to carry out in-person engagement. • HA and CH continuing to log interactions with businesses via phone, email and in person visits on BIDBase.
<i>Extra project</i>	Promoting businesses	<ul style="list-style-type: none"> • HA To update existing levy paying business listings on LBR against ADC levy payer records. • HA To create new listings for all remaining levy paying businesses • BID Team has not been actively promoting advertising opportunities to non-levy paying businesses, as priority is levy payers. • Since installation on 26.06.23, the QR codes have generated 150 links to the LBR food & drink listings site from 68 unique users and 14 links to the LBR Home page from 11 unique users. This is a really useful reference point when considering the appeal of and engagement with QR Codes in future installations.

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

Company	Company Activity	Company Delivery
<i>Governance</i>	<i>BID Board</i>	<ul style="list-style-type: none"> <i>Scheduled BID Directors’ and Full Board meetings published at: https://www.brbid.org/calendar</i> <i>HA responded to request for meetings minutes from Company Member</i>
<i>Governance</i>	<i>Working Groups</i>	<ul style="list-style-type: none"> <i>Events group : 22/06/23 Christmas planning delivered – three attendees</i> <i>Business Crime Reduction: 05.07.23: three attendees</i>
<i>Governance</i>	<i>Terms of reference for meetings</i>	<ul style="list-style-type: none"> <i>Terms of reference approved for Board and Directors meetings, and Working groups</i>
<i>Governance</i>	<i>Conflicts of interest</i>	<ul style="list-style-type: none"> <i>Noted at each meeting</i>
Governance	Operating agreement levy collection	<ul style="list-style-type: none"> Minor revisions made – sent back to ADC by post 28.09.23 Need to set meeting with AD at ADC
<i>Governance</i>	<i>Baseline agreements</i>	<ul style="list-style-type: none"> <i>Established for second term ballot</i> <i>Included in full business proposal available to download from BID website</i>
<i>Governance</i>	<i>Articles of Association annual review</i>	<ul style="list-style-type: none"> <i>Reviewed pre Term 2 ballot - no revisions required</i> <i>No revisions requested at AGM.</i> <i>HA responded to further query from BRTC 12.09.23 regarding Elected Member representation on BID Board of Directors.</i>
Management & operations	Staffing	<ul style="list-style-type: none"> Staffing structure agreed by Directors 04.05.23 Staffing structure updated on BRBID website following termination of Business Liaison post. Downloadable from BID website: https://brbidltd.sharepoint.com/:u:/g/EV4Hef-OKNIDpMRcui89eQUBY4eUhZG4dMFN5KNs28ohaA?rt=BVlhHW6I20g 20 week placement – Graduate Intern starts w/c 16.10.23. Focus on exploring AI and risks / opportunities to businesses, with particular focus on promotion. Accommodation –no decision can be made until outcome of Two Hour Parking disc arrangements is known.
Management & operations	Staff training & development	<ul style="list-style-type: none"> Training session for HA and CH on new loading pages on LBR postponed – needs to be rescheduled

		<ul style="list-style-type: none"> • CH informal learning from work with third party social media provider for TASTE! • HA to have two hour social media basics training 03.10.23
Management & operations –	Board’s role in overseeing operational management and project delivery.	<ul style="list-style-type: none"> • Decision making diagram produced for Directors to approve
Management & operations	Procurement procedures	<ul style="list-style-type: none"> • Protocols agreed at Directors’ mtg 04.05.23 • Published to BID website: https://www.brbid.org/keybiddocuments
Management & Operations	Regular monitoring of third-party contractors and these should be monitored regularly	<ul style="list-style-type: none"> • NBCS reviewed by Director for Finance, signed 01.06.23 • BIDBase – reviewed & renewed March 2023 • SWL – review Sept 2023
Management & Operations	Insurance	<ul style="list-style-type: none"> • General Market trading insurance renewed July 2023 • BID Insurance renewed Feb 2023
Management & Operations	Data Protection	<ul style="list-style-type: none"> • “Process Matters” third party Data Protection Officer review of BID policies – agenda item for Board meeting, 05.10.23 • Transfer of data protection responsibilities for DISC to NBCS wef 19.06.23
Financial Management:	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.	<ul style="list-style-type: none"> • Annual budget 2023-24 finalised & approved 04.05.23 • Budget requires review in light of Parking Scheme implications 05.10.23 • Work on end of year accounts 22-23 underway by third party accountants – queries submitted to BR BID COO Sept 23.
Financial Management:	All BIDs should apply for partial or full Corporation Tax exemption and be VAT registered.	<ul style="list-style-type: none"> • BID is fully exempt from Corporation Tax • VAT return for quarter ending 31.03.23 submitted 07.06.23
Financial Management:	Additional or in-kind contributions should be recorded for each financial year as a percentage of total income.	<ul style="list-style-type: none"> • No in kind contributions received in reporting period
Financial Management:	There should be a clear process in place for approval of all expenditure	<ul style="list-style-type: none"> • All invoices for reporting period paid according to BID financial processes

	<i>and payment of invoices, day to day financial reporting systems and monitoring of financial performance</i>	
<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"> • <i>Annual plan published on BID website, with signposting through multiple channels</i> • <i>All project delivery reviewed on ongoing basis</i> • <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>
<i>Performance Management</i>	<i>BID outputs and results should be recorded and reported through the Board and to levy payers.</i>	<ul style="list-style-type: none"> • <i>All outputs and outcomes determined at point of project approval by Board of Directors</i> • <i>HA developing means of automating report production through move to all-Microsoft approach to streamline</i>
<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"> • <i>See “ENGAGEMENT” under Empowering businesses.</i>
<i>Performance Management</i>	<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"> • <i>Scheduled for 2025</i>
<i>Performance Management:</i>	<i>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.</i>	<ul style="list-style-type: none"> • <i>All values through promotions, events, stock recovery, graffiti removal and shared projects being recorded on BIDBase</i> • <i>HA working out best way to convey this information to levy payers individually and en masse in a cost and time effective through Microsoft Power Platform so it’s accessible outside of Annual Reports.</i>
<i>Communication & Reporting:</i>	<i>Regular communications with contributors and end users should be undertaken to provide opportunities for feedback and to</i>	<ul style="list-style-type: none"> • <i>See “ENGAGEMENT” under Empowering businesses</i>

	<i>inform the ongoing needs of delivery for the BID. There should be some form of contact at least quarterly</i>	
<i>Communicating & reporting:</i>	<i>There should also be a procedure for welcoming new businesses to the BID.</i>	<ul style="list-style-type: none"> • <i>A letter and structure is in place for Levy Payers</i> • <i>HA developing resources “benefits of joining as non-levy payer” resources following approval of charging structure 04.05.23</i> • <i>Advertising page set up on LBR</i> • <i>Advertising submission form set up on LBR.</i>
<i>Communicating & Reporting:</i>	<i>A marketing and communications plan should be prepared outlining how the BID communicates with its levy payers, consumers and others</i>	<ul style="list-style-type: none"> • <i>Comms strategy and calendar in place for BR BID – needs reviewing</i> • <i>Comms strategy and calendar in place for LBR – needs reviewing</i>
<i>Communicating & reporting:</i>	<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 intended to spend the income in the following year.</i>	<ul style="list-style-type: none"> • <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> • <i>Going forwards, billing statements will be produced, based on accounts as shown in Xero at (unaudited) financial year end.</i>
<i>Communicating & 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"> • <i>Brbid.org: updated with fresh palette and font</i> • <i>All Term 2 docs uploaded</i> • <i>Improved layout of resource section</i> • <i>Developing page for accreditation docs</i>
<i>Communicating & 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</i>	<ul style="list-style-type: none"> • <i>AGM delivered 06.04.23</i> • <i>How to contact BID and arrange meeting reinforced in all comms</i> • <i>BCRP Members’ Meetings May, June, July 23</i> • <i>Christmas planning meeting June 23</i>

	<i>via an Annual General Meeting or other open meeting or forum.</i>	
<i>Communicating & 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"> • <i>As stated on website, minutes of board meetings available to levy paying businesses by request.</i> • <i>BID committed to transparency, with detailed updates signposted through a variety of channels.</i>