|  |  |
| --- | --- |
| A close up of a logo  Description automatically generated | **Bognor Regis BID Team Update: September 2022, covering activity in period 15th July – 31st August 2022** |

Please note that this update reports progress to the BID Board of Directors and wider Membership at monthly intervals. It follows the format of BID Objectives for 2022-23 published on the BID’s website: <https://www.brbid.org/objectives>

|  |  |
| --- | --- |
|  | **OBJECTIVE ONE: WELL KNOWN TOWN** |
|  |  |
| **1.1** | **DEVELOP AND DELIVER DESTINATION MANAGEMENT WEBSITE IN LINE WITH TOWN VALUES & VISUALS**   * Ongoing development of site redesign – all designs signed off, now progressed to online version as development site. * Anticipated launch late September 2022. This is later than hoped, but delivery delayed by reduction in BID team numbers requiring a reallocation of responsibilities to other team members, plus delivery of major event in August, the need to develop the full BID Proposal to meet ADC Committee deadlines and the impact of summer holidays. * CH ongoing delivery of LBR daily social media content, using “old” style to maintain consistency. No loss of audience – 224 new Facebook page likes since 1st April 2022. * Annual calendar for social media content developed – “new style” social media content commences with site relaunch * CH developing new branding and style for social media channels following launch of new site * HA to meet with ADC Tourism Officer (MM) in September to update and feedback on KPIs. |
| **1.2** | **DELIVER FOOD EVENT, CULMINATING IN STREET FOOD EVENT ON PLACE ST MAUR (AUGUST 2022)**   * TASTE! Streetfood weekend delivered – huge success with minimum 2,500 attendees on each day, and increases to footfall as recorded by Springboard camera. * Full event review to follow separately. |
| **1.3** | **DEVELOP AND PROMOTE THE GENERAL MARKET**   * General Market continues to operate with established (albeit limited) traders * Considerable increase in traders on Saturdays during high summer months * Plans to stop weekday (Tuesday) market from 01 October, due to declining trader interest * Exploring opportunities to work with traders on extended trading in run up to Christmas. No interest from commercial “Chritsmas Market” operators to trade in Bognor Regis. * At request of business, HA to explore idea of “Christmas Market” at Waterloo Square with local arts & crafts groups, but based on previous experience with regards to same at Station Square / The Track in previous years, does not anticipate positive outcome. |

|  |  |
| --- | --- |
| **1.4** | **DELIVER CHRISTMAS INSTALLATIONS AND PROMOTION OF BOGNOR REGIS CHRISTMAS EXPERIENCE 2022** |
|  | * “Colour Your Christmas” will be ongoing theme for Christmas in Bognor Regis to establish strong brand identity, and sustainable use of collateral from 2021 * Following Board decision on effectiveness and VFM of installations, BID Team will be encouraging businesses to identify the activities THEY would like to pursue, and provide appropriate support to enable this, rather than attempting to deliver by the BID Team of one person physically in Bognor Regis – particularly with additional renewal workload and Parking disc sales within the same period. * BID Team invited businesses to attend Christmas Planning Workshop via Mailchimp, social media, and permanent blog post on BI’s homepage in July 2022. Invitation reminder sent 25.08.22. Meeting to be held on 06.09.22. One submission by email requesting focus on Waterloo Square. * Reminder that this is BID’s third and final year of lighting contract, so remaining budget to be invested in promotion of the town and its businesses with respect to Christmas via Love Bognor Regis website. * BR BID Team will again collate and promote activities, promotions and events delivered by other organisers through LBR unique “Chritsmas” page. * In light of current economic situation and in particular rising energy costs, recommend that BID does not suggest businesses offer regular Late night Opening, as this places extra demand on staffing, heat and lighting. Instead, Co-Ordinator recommends focusing on activity centring on one event, that being the BRTC Lights Switch On. Businesses demonstrated great initiative ad engagement in 2021 when it was initially announced that the switch on events could not go ahead, and it’s hoped that this will encourage an enhanced offering for 2022’s switch on. * Discussions already underway with BRTC Events Officer re ways can support and enhance the appeal of the event to attract and retain footfall across the town to benefit all business sectors. * 20ft fully illuminated tree for Old Town ordered; switch on date confirmed with Festive Lighting Company; written agreement to second arch in The Arcade from business owner. |
| **1.5** | **SUPPORT FOR QUALITY EVENTS**   * BID Directors approved funding contribution to support high-footfall Southdowns Folk Festival event * Event taking place 23-25 September 2022 * HA in regular contact with RN of Southdowns Music Festival, particularly with respect to use of Place St Maur * HA providing Marshalling services for new dance segment. NB: This does not involve HA actually dancing. |

|  |  |
| --- | --- |
|  | **OBJECTIVE TWO: WELCOMING TOWN** |
| **2.1** | **DEVELOP AND DELIVER ENHANCED BCRP, INCLUDING ADDITIONAL CCTV PROVISION**  **2.1.1 TACKLING ANTI SOCIAL BEHAVIOUR : SAFER STREETS FUNDING 4 APPLICATION**   * Following approval of HA’s application to Safer Streets Fund, sufficient funding has been secured to enable a 7/7 “ASB Warden” wef 1st September 2022. * Job Description and service overview written by HA with input from LM at ADC’s ASB Team, and shared with SWL (Third party Warden providers) to impart with staff working in the role in Bognor Regis. * HA now committed to attending 1 x 90 minute SSF accountability meeting per fortnight, plus monthly financial returns and KPIs against the allocated funding. Payment is made quarterly in arrears. * Rationale: External funding for provision of warden will enable appointment of full time BRBID BCRP Co-ordinator to manage the BCRP and improve business engagement. NB: Timing of ballot on 14.02.23 complicates matters, as cannot offer permanent employment beyond that date, thereby limiting the pool of candidates. * LAST MINUTE CURVEBALL: As of 01.09.22, opportunity for BR BID to receive full / part funding towards the Co-Ordinator role and streamlining the DISC App as a discrete project to improve reporting rates from businesses, which will in turn provide more accurate intelligence for Police and other agencies to task resources. HA now liaising with Inspector Chris Neilson, Business Crime Lead at Sussex Police, NBCS and Littoralis, as well as the PCC to draw together a realistic project within a very short timeframe, which will then be submitted to the PCC, and, if approved, require ongoing accountability and financial returns. * Recruitment for permanent 5/7 warden: post holder appointed and started with effect 22.08.22. 5/7 Post holder in training phase of probation period. Recruitment has commenced for the 2/7 post to fulfil the 7/7 requirement under the SSF funding.   **2.1.2 OTHER BID ANTI SOCIAL BEHAVIOUR REDUCTION ACTIVITY**   * HA impactful in bringing together a multi-agency team to summarise situation, current initiatives, new initiatives and improved information sharing – particularly with regards to Station Square. This includes identifying key officers at British Transport Police. * HA draft information pack regarding ASB at Station Square, identifying who is responsible for what, and what actions have been / are scheduled to take place is currently sitting with ADC Communities Team, with a view to completion by mid September. * Once finalised, intention is to share with businesses and wider community at the earliest opportunity. * Following overlapping leave periods over the summer, it is anticipated that this work will progress more quickly in September 2022. * With regards other ASB Hotspots, HA has carried out audit of lighting at Bedford Steet alley – confirmed all operational and satisfactorily lit at night-time. * To date, no response to multiple requests to Fitzleet Estate regards 365 lighting at all four Queensway houses, despite further follow up from BRTC Clerk. This could be down to uncertainties re electrical costs and, as such, would appreciate input on whether to proceed at this time, as may be taking on a liability the BID / BRTC have not budgeted for.   **2.1.3 MANAGEMENT OF BR BID BCRP:**   * As a result of salary cost reallocation following BR BID Ambassador resignation, a three month SLA was offered to an experienced BRCP Manager who took up the post from 4th July 2022. * The temp BCRP Managed delivered 1 x BCRP Members’ Meeting on 13.07.22. the scheduled BCRP Steering Group meeting on 14.07.22 was postponed to allow time for temp BCRP Manager to assess current provision and make recommendations for improvements to take to the Steering group at next opportunity. * ADC Warden service – extension to Bognor Regis. As per decision of BRTC’s P&R Committee, HA met with Clerk and Assistant Clerk at BRTC 16.08.22 to outline needs of the Town Centre with respect to the proposed BRTC / ADC warden model presented to BRTC by ADC and help develop a bespoke mode for Bognor Regis. This has now been referred back to ADC to consider whether the bespoke model aligns with its aims for Warden provision. It will then be referred back to BRTC’s P&R Committee for consideration. Due to budget setting timetable at BRTC, the earliest any warden provision under this scheme would be active is 1st April 2023. * NBCS continuing to deliver excellent VFM service to BR BID managing the DISC system and liaising with Sussex Police. * No progress to report on reviewing BCRP data protection and protocols with regard to request from Sussex Police (re consistency of approach for data sharing agreement with all Sussex BCRPS). This task is included in the third party BCRP Manager’s SLA.   **2.1.4 CCTV**   * Nothing to update – no new requests for access * Clearing of overgrowth at Station Square eliminates need to install further CCTV at Station Square for the time being, as Police camera now has clear sightlines. |
| **2.2** | **DELIVER POP! OPPORTUNITY AT 10 THE ARCADE** |
|  | * A reminder that the setup of the POP! unit was fully funded by ADC Economic Development, at no cost to BID Levy payers. The BID is providing a service to ADC in its management of the POP Unit. BR BID has not incurred any increased costs for accommodation in the move to 10 The Arcade. * POP! unit fully booked ¾ weeks of August, comprised of mix of retail and community use. * Five week residency with University of Chichester art students / graduates cancelled due to lack of take up from students. * As anticipated, greater demand from retailers over summer season, before bookings decline, then increase in run up to Christmas. * Exciting use of the unit working in partnership with Artsworks to deliver “Our Town” arts / photography exploration of young people’s views of future of town centres. * Promotion of POP! unit to potential users problematic following resignation of BID Ambassador; HA incorporating bookings and support on top of existing workload, but has no capacity for more focus on this element of BID’s work. * HA compiling quarterly KPIs and feedback to ADC, including suggestions for uses which build social, as well as economic value. |

|  |  |
| --- | --- |
|  |  |

|  |  |
| --- | --- |
|  | **OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT** |
| **3.1** | **DELIVER FOOD & DRINK EVENT BENEFICIAL TO NIGHT TIME ECONOMY (NTE) (FOOD & DRINK)**   * TASTE! event delivered 20/08.22 and 21.08.22. Positive comments re increased footfall from NTE businesses via social media. * Map of all F&D businesses in 24,000 bespoke Bognor Regis FOOD magazines * F&D business showcased in Absolutely Sussex magazine article, July 2022 * F&D, Leisure and Attraction business showcased by BR BID funded DL guide promoting Bognor Regis (“Visit Bognor Regis”)Distribution: 10,000 |
| **3.2** | **ESTABLISH BETTER ENGAGEMENT WITH BUSINESSES IN THIS SECTOR**   * Positive observations about increased trade on nights of TASTE! on NTE social Media * Feedback from only one featured business about the fully funded listing in FOOD! Bognor Regis magazine, initiated and paid for through levy funds with a value of £250 per business. |

|  |  |
| --- | --- |
|  | **OBJECTIVE FOUR: BETTER PARKING** |
| **4.1** | 1. **Production, promotion and distribution of 2023 parking discs**  * Parking disc sales to retailers up £3k compared to same period (1st Nov 2020 – 31 August 2021). Trend observed whereby retailers are ordering in smaller quantities, more frequently. This has implications for staffing as invoicing / packaging / distribution requires an office presence. May have to reinstate weekly ordering and collection regime. * Work on 2023 disc production commenced August 2022. Disc has been designed and edited for 2023. * Costs significantly higher, so alternative producer secured. Order numbers revised to 27,000 discs, to reflect actual sales and reduce costs on recycling. The message on the back of the disc has been revised to a general “Thank you for choosing local” to avoid any potential issues should the BID Fail to achieve a second term and all BR BID websites (LBR / BR BID are terminated.) * Current arrangements between ADC, BRTC and BR BID extend to the scheme delivery to end 2023. In Jan 2022, HA approached all partners with regards to storage, sales and promotion of discs should the BID cease to exist on 31st March 2023, but to date no response. * HA met with GF and JD at BRTC regards current arrangements for disc production, and contributions made by all partners in both LH and BR. HA confirmed with ADC Parking Manager. * All current and interested disc retailers will be contacted by email by 15.09.22 re 2023 sales, and promotional banners / posters / web pages updated accordingly. |

|  |  |
| --- | --- |
| **4.2** | **Continue to work with ADC to increase use of Fitzleet Multi Storey Car Park by town centre businesses and visitors.**   * No update since funding request to carry out feasibility study re charge of use at Fitzleet was included as part of “BR Task Force” joint application to UK Shared Prosperity Fund, 10.06.22. |

|  |  |
| --- | --- |
| **5: TOWN CENTRE STRATEGIC WORKING** | |
| **5.1** | **Continue to work with strategic partners to deliver multi agency “Town Centre Task Force”**   * No update as yet on Forum’s Strategic submission to UK Shared Prosperity fund * As per town values section, informal comms and information sharing continues between “officers” to avoid duplication of efforts and maximise opportunities for joined-up, collaborative approaches. * Next TC Task Force “Forum” Meeting scheduled for 15.09.22 * Ongoing informal meetings between “officers” at BRRB, ADC, BRTC, BR BID to ensure alignment |
| **5.2** | **With strategic partners, develop annual events programme for Bognor Regis**   * HA has identified key regular events and shared with Forum * Initial meeting to discuss strategic approach to progressing the “Big Event” held at Butlins 08.06.22. Next meeting to progress being arranged for October 2022. * Subject to outcome renewal ballot, HA to co-ordinate logistics and promotion of “Big Event” |
| **5.2** | **With strategic partners, develop new Master Plan for Bognor Regis**   * BR BID has already contributed feedback based on business responses to April 2021 and February 2022 consultations. * BRTC Elected Members to undertake a series of “Visioning” workshops in October 2022 * BR BID working with Artswork to deliver the “Our Town” arts project with 150 young people, capturing their hopes and aspirations for Bognor Regis |
| **5.3** | **Dynamic engagement with Multi Agency Stakeholder Place Branding Group and drive delivery of Place Branding (Rebranding strategy)**   * BR BID levy funded Town Values / Visual Banner installation London Road & High Street from 6th April 2022 * BID input and support for ADC Property & Estates’ delivery of Town Values visuals on The Arcade. Further request for BID input of TV artwork for new location (as of 02.09.22) * Interesting multi-agency interest in contributing to “IAMBOGNORREGIS” projects / websites etc. In progress, and subject to funding input from UK Shared Prosperity Fund. |

|  |  |
| --- | --- |
|  | **6: MEMBER SERVICES (EMPOWERING BUSINESSES)** |
| **6.1** | **INCREASED ENGAGEMENT WITH LEVY PAYING BUSINESSES**   * Loss of BR BID Ambassador has had direct impact on BID Team ability to visit businesses in person. * Volunteer has been an asset, but only for hours per week, and limited range of tasks can be set * Need to data check for ballot purposes in September / October means that HA will have to switch focus from delivery projects * Range of tourism, leisure, activity and food & drink businesses received additional promotion through a last-minute opportunity to develop “Visit Bognor Regis” DL brochure. Approached by CS in June 2022, funding approved by Directors 16th June, DL written, edited, proofed, resourced and distributed by 15th July 2022. |
| **6.2** | **REDEFINE BID’S COMMS ROLE ACROSS ALL CHANNELS TO FOCUS ON INFO, ADVICE AND SUPPORT ON TRAINING / DIRECT COST SAVINGS / GRANTS RATHER THAN DIRECT PROMOTION**   * Multiple posts focused on grants, training and networking opportunities posted within the time period |
| **6.3** | **RESPOND FLEXIBLY TO EMERGING COVID SITUATION**   * Recommend reframing action to “respond flexibly to emerging Covid and cost of living situation” |

|  |  |
| --- | --- |
| **7: TERM 2 BALLOT** | |
| **7.1** | **BR BID Renewal, 2023** : **Undertake all activities for Term 2 vote on 14th February 2023** |
|  | * See separate Renewal Timetable for full details. * Key points: Between close of draft business plan consultation survey on 31st July and submission deadline of 12.08.22, HA analysed all results, collated all documents and submitted draft BR BID Proposal to ADC’s Economy Committee. All documents submitted to ADC were simultaneously made available to view and download from the BR BID Term 2 webpage. * A reminder that all projects for ongoing delivery (beyond 1st April 2023) need to include consideration of all second term ballot outcomes. This impacts the speed at which delivery can be achieved due to extra BID Team time in establishing contingencies. In the majority of cases, there are no contingencies, so service provision (eg: LBR, BCRP, 365 lighting infrastructure) will cease if the BID fails to achieve a second term, and provision that BID has part funded / facilitated from 2018 may have to be withdrawn (eg Parking Discs) * Until such time as the BID Term 2 position is known, the BID cannot legally enter into any contracts that exceed beyond 31.03.23. The majority of contracts with third party providers require a minimum 12 month commitment, particularly when contractors are investing finances in recruiting, training and onboarding staff to fill BID requirements. * A reminder that Campaign will commence in January 2023, with ballot day on 14th February 2023. Outcome of vote will determine if BID continues delivery of 2022-23 plans, or switches to exit strategy, with timed withdrawal then cessation of all services and facilities currently provided, and winding down the BR BID Ltd company by 31st March 2023. |

|  |  |
| --- | --- |
|  | **8: COMPANY / ADMINISTRATION / STAFFING / FINANCIAL** |
| **8.1** | **BR BID BUDGET / FINANCES**   * BID in stable financial position according to projected income / expenditure for financial year * Anticipated £20k from committed grants and contributions still to come * Initial sales of the new year’s parking discs between 1st November and 31st December generates additional income. * Increased 7/7 ASB warden costs will have to be initially absorbed by BR BID, as funding reimbursed quarterly in arrears. This can be offset by delaying recruitment of part time Ambassador and any arrangements for BCRP Co-Ordinator until end of 3 month BCRP Manager SLA at end September. * 93% BID Levy collection as at 30.08.22 (@£129k). |
| **8.2** | **BR BID ACCREDITATION**   * Frustrating delays in completing this work due to project delivery commitments and reduction in BID Team, which diverts workload to other team members. * HA still finalising documents required for accreditation application, evidencing credibility both as a BID and as partners for future funding opportunities. * Realistically, docs will be presented to Board for ratification by November 2022 |
| **8.3** | **GDPR**   * Annual review of all GDPR docs due – all Board members to recommit. |
| **8.4** | **2021-22 ACCOUNTS / AGM**   * HA working with BR BID third party accountants to finalise accounts for 2021-22 financial year. * VAT return for quarter ending 31st July 2022 signed off by MR. |
| **8.5** | **BID STAFFING**   * In light of urgent need to improve business engagement with BCRP, Directors supported reallocation of F/T Ambassador salary to appoint an experienced BCRP Manager (CC) on a fixed term contract with clear KPIs (16.06.22). * Potential recruitment of P/T BID Ambassador to be discussed at Board Meeting 08.09.22 * HA grateful for the support of volunteer K, who is dedicating four hours per week to hand deliver vital info to businesses * HA having to balance businesses’ expectations of “walk in” service and demands of office-centric activity with reality of intensive workload requiring focused attention and meetings. * Despite best efforts to take Time Off In Lieu (TOIL), HA currently 73 hours over contracted hours. * Promo & Comms remote working arrangements continue to be extremely effective. Directors e-voted in support of flexibility of working hours, extending to 30 hours per week. This has been particularly welcomed with the current workload requiring numerous comms and design input, and delivery of major event: TASTE! Bognor Regis. * Assault on BR BID Team Member while carrying out duties considered in court 06.09.22. * Recommend recruitment of additional Directors – agenda item for BR BID Board meeting 05.09.22 including considerations from Article of Association |
| **8.6** | **BID Communications**  **Comms designed, delivered and managed by (part time) BR BID Promo & Comms:**   * BR BID Website, Mailchimp, Yumpu (e-newsletters) Facebook and Instagram * Love Bognor Regis Website, Facebook & Instagram * Love Bognor Regis Community Facebook * Bognor Regis Market Facebook   NB: Relevant content from Christmas Bognor Regis and BRINDIES websites, Facebook and Instagram channels will be incorporated within LBR .  Comms report to follow separately. |

|  |  |
| --- | --- |
|  | **NEW / EMERGING ISSUES** |
|  | Additional: BID Co-Ord appearance on “Farage at Large” feature in Bognor Regis in August generally positively received.  Christmas 2022: potential opportunities to maximise use of POP! Unit for mix of retail and Community uses, working with VAAC and BRTC. |