

BRBID TEAM UPDATE 01.12.23



Welcome to the latest BID update, which shows how we're working to deliver your priorities reflected in the BID's 2023-2028 business plan. This update covers the period 31st October to 27th November 2023.

The updates tend to be looking back on a period of time that's now over, so to keep in touch with the latest news, opportunities and ways to get involved, make sure you follow the BID's social media channels, and sign up for emails through our website - there's a form on every page.

WELL KNOWN TOWN

This is the BID delivering activity that increases footfall to the BID Area during the day and night by improving the way locals and visitors think about Bognor Regis through positive promotion of the town and its offer, and strategic involvement in events. These are the Well Known Town services we're delivering and projects we're working on:

TASTE! STREETFOOD & LIVE MUSIC EVENT



- TASTE! event delivered : 19th & 20th August 2023.
- Comparison of key events in BR calendar year suggest all events generate additional footfall to town centre compared with closest weekend with no events, with varying peaks at high footfall time. However, footfall data cannot evidence the actual amount spent in the town - increased footfall does not necessarily equal increased spend.
- Full events report for 23-24 in production.
- At BID Directors' Meeting on 2nd November, it was agreed that, due to funding constraints and development limiting the availability of PSM in 24-25, the BID will not be able to deliver TASTE! in 2024.

CHRISTMAS 2023



This is a bit of a "good news / bad news" project update: Let's start with the bad:

- Despite 4 posts on BR BID Facebook and Instagram, 2 direct email reminders to businesses, and 2 news posts on BR BID Homepage, only three BID businesses committed to the Warm Welcome Campaign. This is a disappointing response, and insufficient engagement to build a quality campaign around. BID COO decision to pull campaign. BID Levy paying businesses that contributed offers will receive additional promotion through LBR.
- With only one full time team member located in the town, the BID simply does not have staffing capacity to visit businesses in person to follow up and encourage engagement in campaigns of this kind, particularly in the midst of annual financial returns and all other delivery commitments.

And now to the good news:

- BRTC Christmas Trees installed at Station Square (sponsored by Picturedome) and High Street East (sponsored by The William Hardwicke)
- Ice rink: BID COO attended official opening on 23.11.23 to report for LBR as positive Christmas attraction on LBR with aim of attracting visitors to the town.
- BID COO supported ice rink with creation of online consent form - this was subsequently not needed.
- 25.11.23: BRTC Lights Switch On Event. BID £2k contribution. Extended event ran from 4pm to 7pm and include mobile performers, such as the Roller-Skating Elves, with a request from BID that they be positioned in different areas of the town throughout the three hour event period.
- BIDD COO attended event to live stream and post via LBR.
- BID COO supported request from Greggs to host BR BID snow machine. Machine was checked and delivered to Greggs with 2 x containers of fluid in time for Lights Switch on Event. Really positively received by event attendees, and huge thanks to the Greggs team for facilitating.
- Footfall analysis shows an increase of 4852 counts for the day (compared to the previous Saturday), with a clear peak evident at 6pm. In line with stats throughout 2023, this is 10% lower than 2022 footfall for the same event.
- BRTC agreed to BID request to extend illumination, with lights coming on at 12 noon, rather than 3pm. With peak footfall in the town centre taking place between 10 am and 2pm, this will add seasonal atmosphere and enable more people to enjoy the fabulous BRTC displays. Conscious of environmental concerns, and electricity costs, all lighting is LED, and the energy calculations showed that the additional cost for the 6 week period totalled £90.00.

BID Christmas Social Media Campaign:

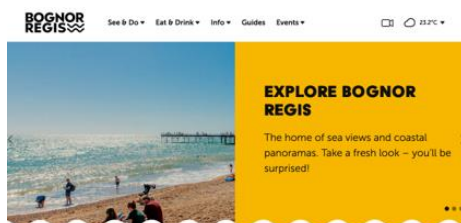
- 18 Christmas events submitted and being promoted on LBR
- BID emphasising "shop local" Christmas messages over the festive period on LBR.

STRATEGIC INVOLVEMENT IN EVENTS



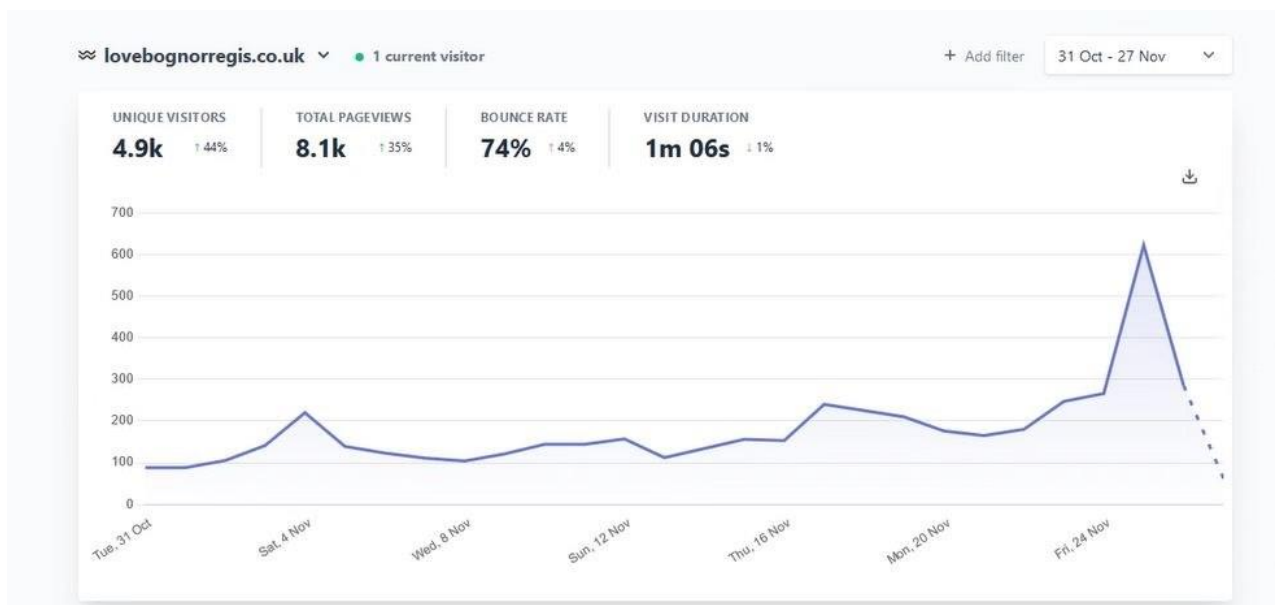
- At BID Directors' Meeting on 2nd November, it was agreed that the BID will not be able to support third party events in 2024.
- To date, no funding requests have been received for that financial year.

LOVE BOGNOR REGIS WEBSITE

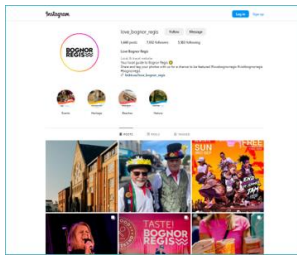


- Development of new menu layer featuring icons for weather, links to both Bognor.Today and bognnregisbeach webcams, water quality and tide time widgets close to completion. This will significantly improve the user experience in terms of content, and accessibility in portrait mode on smartphones.

- As yet, no submissions for advertising through the site page:
<https://lovebognorregis.co.uk/advertising/>
- Landing pages for all non-F&D and retail businesses developed and live ready for populating.
- Aim to have all BID “services” levy paying business listings rewritten and published by end November 2023.
- Aim to have directory style pages for **all** business types by end December 2023. The remaining sectors are predominantly guest accommodation. Time resources are a factor here, with BID COO Now carrying out all admin / office tasks previously delivered by Business Liaison Officer as well as their own.



LOVE BOGNOR REGIS SOCIALS



- New scheduling platform (funded through UKSPF Perception Campaign) proving really helpful in terms of planning, creating and monitoring social media activity.
- Value for money switch from Adobe to Canva Professional (funded through UKSPF Perception campaign) for design work. Ongoing subscription for Adobe Acrobat required to use the specific font for LBR - this can be reviewed at later date.

- CH And HA now working to develop video content, using Canva Pro.
- The collation of high quality images and content since 2022, plus the framework and clarity of the Town Values, and the extended colour palette means we can create high quality, professionally branded videos in-house.
- Plan is to create two styles of video content - each appealing to specific demographics and shared via platforms that attract the different demographics.
- Uni Chi AN has developed new icons for LBR Instagram highlights.

LBR Facebook: (31.10.23 - 27.11.23)

- 19.1k followers
- 24 posts
- 233.7k impressions
- 1,408 engagements

LBR Instagram: (31.10.23 - 27.11.23)

- 7.6k followers:
- 12 posts
- 9,086 impressions

GENERAL MARKET



- Market trading only minorly affected by poor weather in November.
- Steady number of committed regular traders, with enquiries from 1 x bakery and 1 x street food trader this month.
- Great turnout of traders for the Saturday of Lights Switch on, with gazebos decorated and extended operations to fit in with event timetable.

UKSPF PERCEPTION CAMPAIGN



- UKSPF Project Lead is BR BID.
- Formal agreements signed with ADC to deliver activity and receive funds.
- £10k Revenue funding allocation (for the campaign) received 13.10.23.
- List of proposed PEOPLE has been developed with input from partners at VAAC, BRTC, BRRB. Longer term aim is for members of Community to engage with platform and submit their own PEOPLE STORIES.
- 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.
- LBR: Development of STORIES landing page and format underway - completion anticipated mid December.
- Development of RESOURCE page, hosting high quality images / key documents / collateral etc for access by press, businesses, community events organisers etc. ongoing – anticipated by end of calendar year.
- Monthly UKSPF project update completed and sent to ADC 30.10.23 - next due by 05.11.23.

UKSPF PERCEPTION: INSTALLATIONS



- UKSPF Project Lead is BR BID.
- £10k Capital funding allocation (for the 3 x installations) anticipated Q1 of 24/25 financial year to benefit summer season.
- 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).
- HA has been working with artist on really interesting AR project with potential to attract significant media attention and footfall for Bognor Regis.
- Planning Permission for "portal" frame approved by ADC; HA will now work with ADC Property & Estates to secure licensing for the portal frame to be positioned on ADC land.
- HA further meetings with artist to check progress and develop further application to Arts Council under its new funding framework.
- AR project will feature as part of new trail being developed – plan to link with Heritage Partnership website.
- No progress to report on three other installations this month, but HA following up on interesting idea with University of Chichester.

UKSPF WAYFARING



- UKSPF Project lead is BRRB.
 - Formal agreements signed with ADC to deliver activity and receive funds.
 - BR BID providing support, and delivery of emerging elements throughout the BID area.
- Excellent attendance and engagement at Community Wayfaring Workshop at The Track on 25.11.23.
 - ADC's proposed Tourism Strategy was supported by Elected Members at the Economy Committee Meeting on 20th November. The Tourism Strategy includes recommendation to support the BR Wayfinding strategy and implementation.
 - UKSPF allocation of capital funding will see implementation of community-designed wayfinding along Route 1 (Station to Butlin's via Station Road, London Road, High Street East and Clarence AND Arcade, Place St Maur and east along Esplanade) in the 2024-25 financial year.
 - Speculative applications for capital funding have been submitted to extend the number of routes delivered in the event of local / national UKSPF underspend.
 - The catenary flag project is on hold, due to funding restrictions. HA to explore potential from UKSPF underspend, but is unlikely as flags are revenue expenditure and underspend *most likely* to be for capital expenditure. As everything is currently speculative, I will admit to that statement being a pure guess.

BIG EVENT



- 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.

WELCOMING TOWN

This is the BID delivering activity that increases footfall to the BID Area during the day and night by helping reduce crime and anti-social behaviour, improving the look and feel of the BID Area, and enabling the Two Hour Parking Disc scheme. These are the Welcoming Town services we've been delivering and projects we're working on:

BUSINESS CRIME REDUCTION SERVICES



- New businesses signed up to DISC
- Radio scheme: 3.new businesses have committed
- New supplier forms completed for national chains.
- Reporting: Incredibly disappointing that only 12 reports have been submitted via DISC from 1st - 27th November, reinforcing the need for in-person support and engagement from a dedicated post-holder.
- HA Meeting with NBCS scheduled for 23.11.23 postponed due to NBCS staff illness.
- HA met with ADC Communities and Sussex Police (Business lead) 06.11.23 to discuss next steps in terms of introducing concept of District-wide BCRP to partners in LA and BR.
- ADC Communities now driving this initiative forward, and potential partners have been contacted with details of the proposal for consideration before the matter is progressed to Elected Members.
- Preliminary Officer meeting with ADC Communities, ADC Economic Development, BRBID, BRTC and LHTC scheduled for 06.12.23.
- Subject to consideration and support, earliest start would be 2024-25 financial year



BRBID BUSINESS CRIME REDUCTION ENGAGEMENT OFFICER

- The BID's Part Time (8 hours per week) BCR Engagement Officer continues to offer in-person support to businesses, acting as a bridge between Police & businesses for reporting and evidencing crime. The timing of this update means I am unable to report interactions at this stage - an update will follow.
- Additional £12k funding element received from PCC under Safer Streets 4. Reporting continues to 31.03.24.

COMMUNITY WARDEN



- Ongoing 7/7 provision part funded by £21k grant from BRTC from 01.09.23 to 31.03.24.
- HA submitted costing information to BRTC 31.10.23 for P&R consideration when budget setting.
- HA continues to submit monthly KPIs to BRTC, including evidence of the number of interaction with businesses across the

BID Area.

- The timing of this update means I am unable to report interactions at this stage - an update will follow.

REDUCING ASB: BENCH (HIGH STREET)



- As stipulated by WSCC Highways Manager, notices signalling proposed removal / replacement of bench(es) were posted near the bench at High Street (east) in w/c 30.10.23, with a QR code and link to a survey for all members of community (including businesses) to express their views. Alternative means of accessing the survey were provided. Details of the BRTC CE&E Committee meeting where people could present their

views in person were included on the three posters.

- BRTC had confirmed that, since businesses had approached the BID with the request to remove the bench, rather than approaching BRTC directly, it was appropriate that the BID carry out the stipulated community consultation.
- The 13 businesses located closest to the bench were all hand delivered a letter by the BID COO, providing an update, an explanation of why the further survey was needed (and who had stipulated the need), and what would happen next. Businesses were encouraged to complete the survey, and to attend the in-person meeting to express their views in person.
- Following nine days of public consultation, the survey closed 12 noon Wednesday 15th November. A total of 8 surveys were completed, all from business representatives.
- Responses were summarised, the report updated and full report sent to BRTC Projects Officer for information of BRTC CE&E Committee.

UPDATE: The bench was scheduled as an agenda item for the next BRTC CE&E Committee meeting on 4th December. HOWEVER, following recent changes to BRTC's Committee structure, this committee has been dissolved with immediate effect, and the 4th December meeting cancelled. The bench will now be considered by BRTC's Planning & Licencing Committee scheduled for 4pm on 19th December 2023 at the Town Hall. All members of the public are invited to attend to present their views in person, and this will be emphasised when the meeting is publicised.

The BID Team has a responsibility to represent the interests of its business members, and, as with voting rights, all opinions have equal value. As evidenced through objective consultation carried out to date, there has been such a consistently divided opinion on the bench from the businesses in the

eastern end of High Street that it has been impossible for the BID to take a fixed position on either option.

The wider community consultation required by WSCC was democratic, appropriate and necessary. As no members of the community responded to the survey, it's entirely appropriate that the final decision be made by their democratically Elected Members in an appropriate public forum.

CCTV INSTALLATIONS



- No change to report.
- Reinstatement of CCTV viewing platform dependent on BID securing permanent accommodation and completion of further data protection report.
- Response from third party providers suggests unlikely to be any interest in purchasing the equipment from individual businesses, as each would need to purchase their own viewing platform and data contract. Effectively they would just be purchasing the camera.

REDUCING ASB: STATION SQUARE



- Change in weather has led to reduction in number of people gathering at Station Square during the day.
 - Larger project sits with ADC Communities Team to progress.
 - Personal visit by PCC to businesses at Station Square 23.11.23.
 - *Potential* PCC Office funding support for improvement of CCTV overlooking Station Square using GTR cameras.
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- With permission and support of ADC Parks & Greenspace (who manage the planters), HA submitting application to GTR Communities fund to replace existing large foliage planting scheme with low level scheme (as at Place St Maur), to reduce opportunities for concealment of alcohol, urination and defecation. The low level scheme would also improve visibility for 360 degree CCTV camera at junction Linden / Station Road.
 - Plan is to emphasise how this project fits into collaborative plans to improve welcome at Station Square in 24-25 financial year including Wayfaring (funded through UKSPF), belly bins (BID speculative application to UKSPF in case of underspend) and the potential CCTV improvements. HA will also seek £500 funding contribution from Sussex Police PPF fund to evidence as financial match funding, plus BID COO and ADC Officer time in developing application and supporting project delivery.
 - To avoid duplication of effort, HA has confirmed that BRTC are not intending to apply to the scheme. Closing date for application 15.12.23.

FESTOON LIGHTING



- Broken catenary wire at Old Town will be repaired alongside West Street installation.
- 06.11.23 BID COO flagged problem with timer being disabled with ADC Property & Estates. Lights have been working since 10.11.23.
- HA still waiting for confirmation of feasibility and cost to replace timer at York Road with Astronomical timer.

UKSPF FESTOON: WEST ST



- UKSPF Project Lead: BRBID In partnership with BRSFL
- West Street festoon wrap installation ETA December 2023. This is an incredibly busy time of year for lighting companies, and HA has not been able to connect with the supplier in time for this update.

UKSPF: SEAFRONT LIGHT TIMERS



- UKSPF Project Lead: BRBID In partnership with BRSFL
- 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.
- Due to costs, ADC agreement to strategic roll out of new timers for existing stock, starting with 17 lampposts at Esplanade / Promenade.
- Plan is to install new timers on new West Street installation (6 x columns), and test before extending across 17 columns in existing stock.
- BRSFL presented future plans (including strategic roll out of replacement timers, subject to performance) to BRTC 15.11.23.

- Extension of replacement timers has been included in applications for potential UKSPF underspend.

And yes – I know the focal point of this picture is the bandstand owned by ADC that has nothing to do with the seafront lights in the background, but it's the only photo I had to hand. Bet that got your blood boiling.....

BANNERS



- 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.
- Agreement for banner arms at Queensway was supported by BRTC in 2020 . HA to start conversations with BRTC about practical implications / need for speedy action should the funding emerge at short notice.
- Queensway banner arms projects may be included in ADC Economic Development list of suitable projects for CIL funding in January 2024.

GRAFFITI REMOVAL



- Currently seeing decreased number of graffiti incidents across town centre.
- At Directors' Meeting on 2nd November 23, Directors unanimously agreed to support ongoing funding contribution to BRTC in 24-25 financial year. This has been communicated to BRTC.
- A reminder that BRTC need graffiti to have been reported to Police before they can task Town Force Team to remove, evidenced by crime report number.

TWO HOUR PARKING SCHEME



- ADC Parking confirmed that a total of 20,000 physical discs will be produced for Bognor Regis, with 19,400 released to business retailers. The remaining 600 will be sold through BR Town Hall.
- BID COO set up form set up for businesses to enter details of returns and number of discs for first order under new scheme.
- BID COO contacted all business retailers to update and link to form for first orders 10.11.23.
- Total of 19,500 discs delivered to BID Office by 22.11.23.

- Last minute complexity with VAT, with need to have a separate invoicing system to keep VAT separate from BR BID.
- Agreed SLA with ADC Parking signed 27.11.23.
- Draft SLA includes monthly and annual reporting commitments for BR BID.
- ADC Parking confirmed they will not be producing banner for London Road. BID COO to organise production and installation of replacement banner.
- ADC Parking will not be producing window vinyl promoting scheme (Bedford Street alleyway).
- ADC Parking have produced promotional posters for Fitzleet Multi Storey Car Park and posters for individual business retailers.
- Observation that initial order numbers significantly lower than previous years. Businesses confirming that this is due to increase in unit cost price and small margin for businesses.
- This is likely to result in increased number of orders for smaller quantities of discs, increasing BID COO workload and tying BID COO to BID Office for longer periods of time. To mitigate, may have to reintroduce fixed order and collection times (as per Covid reopening).

GLOUCESTER ROAD- WALL



- Recurring problem of vehicles causing damage to wall, linked to near 90 degree bend where Gloucester Road joins Esplanade.
- WSCC Highways not keen to see any type of bollard / barrier defence introduced on pavement.
- HA seeking to work with all parties to evidence ownership details and maintenance responsibilities to satisfaction of all involved.
- BID COO 10.10.23 had meeting with ADC Property & Estates officer. No update available in time for this communication, as officer on leave till 04.12.23.
- Going forwards, HA to work with partners explore potential to remove section of wall most prone to damage, replacing with shrub or alternative to brickwork.

BREWERS FAYRE



- 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.
- Was not intended to be a permanent addition - only for the 2023 summer season. However, decisions made at recent ADC Economy meeting suggest the boards are likely to be in situ for much longer.

WINDOW VINYLS VACANT ADC PROPERTIES



- Nothing to update – empty unit in Arcade still boarded and cannot be accessed until a legal matter is resolved.
- BID COO working with ADC on potential designs for hoarding in line with town values and visuals during works to Alexandra Theatre.

FESTOON LIGHTING: QUEENSWAY



- BID COO working with BRTC to identify all necessary consents / agreements for 365 use.
- This project has stalled as it's proven exceptionally difficult to connect with Fitzleet Estates to garner their support.

PAINTED BUILDING PROJECT: QUEENSWAY



- HA to pursue with GF (BRTC) and Management Agent Fitzleet Estate (via PS&B) re scheduled redecoration & choice of paint colour at earliest opportunity.
- This project has stalled as it's proven exceptionally difficult to connect with Fitzleet Estates.

PAINTED BUILDING PROJECT: OLD TOWN



- HA to pursue with ADC (Housing and Property & Estates) at earliest opportunity, ideally with a view to starting with first floor above Mobility & Comfort.
- This project has stalled as, despite three approaches to private landowners, there's reluctance to be the first to take a risk.

SPECULATIVE UKSPF: BELLY BINS



- Nothing to update on BID's speculative application for UKSPF funding towards belly bins across town centre.
- UKSPF panel meets in January 2024.
- Latest report from British BIDs suggest there is a significant national underspend against UKSP allocations.

TRANSFORMING TOWN

This is the BID delivering activity that increases footfall to the BID Area during the day and night by working strategically, making sure partners stay tightly focused on the bigger projects, ensuring your voice is both represented and heard, and contributing our knowledge, skills and success at applying for external funding to make sure your strategic priorities are progressed and then delivered to a high-quality standard.

Through feedback to the BID, businesses have identified their top five strategic priorities for Bognor Regis as:



STRATEGIC PRIORITIES

- Great to see ADC Elected Members' support for the Arun Tourism Strategy. This will provide a clear framework going forwards.
- Ongoing delivery of LBR in line with the ADC Service Level Agreement.
- Ongoing development of 24 month perception campaign, funded through UKSPF.
- See also "District wide BCRP" and Business Crime Reduction Services.
- Also see "Wayfaring".

SPECULATIVE UKSPF



- 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.

PARTNERSHIP WORKING

- Ongoing info sharing and synergy with ADC, BRTC, BRRB, including:
- Engagement with ADC Property & Estates following up on business queries re scaffolding in Arcade.
- Engagement with ADC Property & Estates / ADC Cleansing following up on business query re Bedford street toilets.
- Engagement with ADC Property & Estates / regarding lighting at alley connecting Bedford Street and Queensway.
- Ongoing engagement with ADC Property & Estates regarding ownership / responsibilities for wall at Gloucester Road.
- Engagement with ADC Property & Estates re monolith frames at seafront, providing context for potential future use in Wayfaring.
- Ongoing info sharing and synergy with ADC, BRTC, BRRB, including:
- Bognor Regis UKSPF Project update meeting (BRTC, BRBID, BRRB) 14.11.23
- Bognor Regis Town Centre Forum (multi agency strategic group) 16.11.23
- Meeting with ADC / devComms re hoarding at Alexandra Theatre in line with town values and visuals.

TOWN VALUES & VISUALS



- Positive promotion and exemplification of values through LBR and BR BID Channels – ongoing.
- Town Values are woven through development of 24 month perception campaign funded through UKSPF

FOOTFALL AND ANALYTICS



October 2023. 02 Oct 2023 - 29 Oct 2023 Footfall Report for: Bognor Regis Town Centre

Weeks This Month: 4
Weeks Last Month: 5

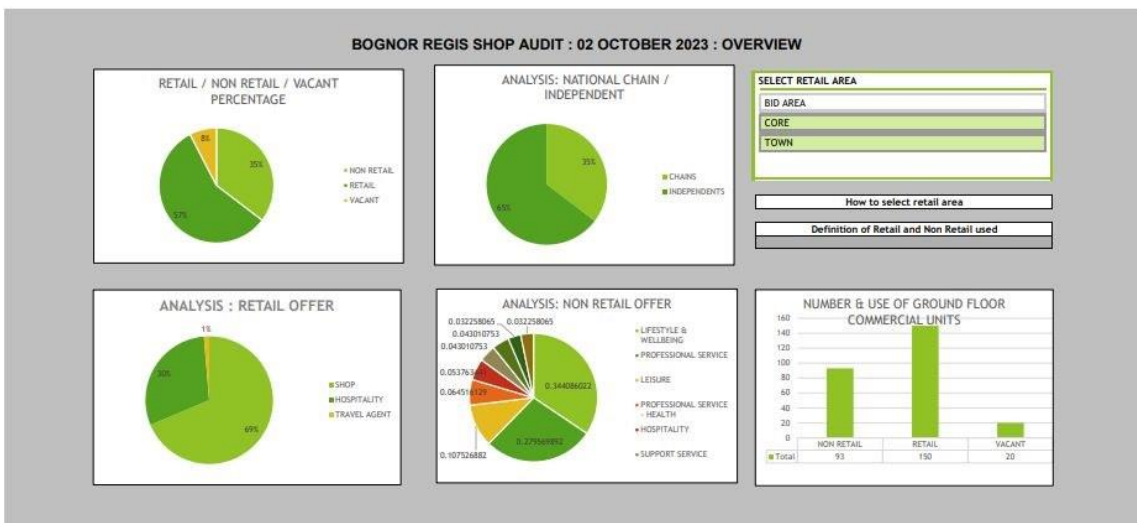
Monthly Footfall Counts

	Year to date %		Year on year %		Month on month %	
	2023	2022	2023	2022	2023	2022
Bognor Regis Town Centre	-8.8%	24.5%	-2.6%	3.0%	-1.6%	-3.9%
South East	3.0%	28.1%	-1.5%	2.7%	-1.4%	2.6%
High Street Index - BDSU (BDSU - Speciality)	3.5%	31.9%	-2.6%	2.3%	-8.2%	-2.6%
High Street Index (Coastal Town)	0.2%	16.6%	-0.1%	-5.0%	-15.1%	-9.8%
UK	3.9%	36.8%	-2.1%	7.9%	-1.5%	2.1%

Benchmark calculations (Year on Year and Month on Month) have been calculated using like for like data sets (only those counters available in both comparison periods) to ensure statistical accuracy

- All monthly Springboard available to download from Resources page on BR BID website: <https://www.brbid.org/footfallreports>
- Continue to observe consistent @10% drop in footfall since beginning of the calendar year. Important note: HA requested list of sites used for comparative data from Springboard – 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.

OCCUPANCY DATA

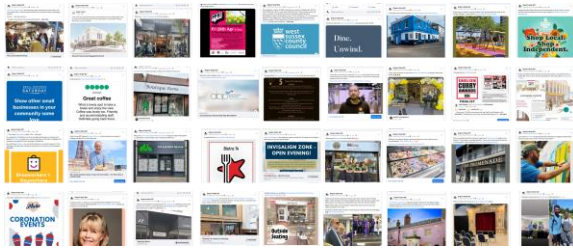


- Great to see new businesses opening, keeping Bognor Regis's vacancy rates below national averages.
- A big welcome to Happy Bees Recruitment Agency at Station Road, Crimsham Farm's Veteran's Hub "Charlie Charlie One" at High Street, a fabulous new interior and merchandising at "Bellove" (ex-Beyond Beauty).

EMPOWERING BUSINESSES

This is the BID sharing information, highlighting opportunities to help your business adapt and grow, and delivering campaigns and opportunities to promote your business directly. These are the ways we've been supporting businesses:

COMMS WITH BUSINESSES TO HELP THEM GROW



BR BID Facebook: 31.10.23 - 27.11.23

- 3k followers (Note - there are only 284 levy paying hereditaments in the Bognor Regis BID Area)
- 29 posts
- 137.7k impressions - a massive 103k impressions were for the ADC Winter trail in Hotham Park

BR BID Instagram: 31.10.23 - 27.11.23

- 946 followers:
- 15 posts
- 2,329 impressions
- BID website stats: 31.10.23 - 27.11.23
- 114 unique visits, 139 site sessions

BUSINESS ENGAGEMENT

- HA and CH continuing to log interactions with businesses via phone, email and in person visits on BIDBase.
- Engagement opportunities during period:
- Christmas campaign
- Surveys: Bench at High Street

- Engagement from businesses continues to be low.

LBR BUSINESS LISTINGS

- Completed: HA has updated existing levy paying business listings on LBR against ADC levy payer records.
- Ongoing: 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 at Brewers Fayre on 26.06.23, the QR codes have generated 162 links to the LBR food & drink listings site from 75 unique users and 17 links to the LBR Home page from 13 unique users. This is a really useful reference point when considering the appeal of and engagement with QR Codes in future installations.

BID OPERATIONS

This is the BID managing its resources professionally, providing transparency and value for money for all levy paying businesses. These are the BID Company activities we've been working on:

BID BOARD

- BID Directors' meeting 02.11.23
- BID Full Board Meeting: 30.11.23
- No meetings in December.
- BID COO has scheduled all 2024 meetings including formal AGM. All dates published to:
- <https://www.brbid.org/calendar>

WORKING GROUPS

- No working groups since last reporting period.

TERMS OF REFERENCE FOR MEETINGS

- Terms of reference for BID Full Board, Directors meetings, and Working groups uploaded to www.brbid.org/keydocuments as per accreditation requirement.

CONFLICTS OF INTEREST

- Noted at each meeting, and new live record of interest now published to: <https://sway.office.com/XGSM0xuco4mL06CW?ref=Link>

OPERATING AGREEMENT: LEVY COLLECTION

- 13.11.23 Followed up with ADC re updated Service Level Agreement sent by post to A Dale 28.09.23. Needs further reminder - key terms have been agreed, and are in writing - just finalisation of formal SLA.

BASELINE AGREEMENTS

- Established for second term ballot
- Included in full business proposal available to download from BID website

ARTICLES OF ASSOCIATION- ANNUAL REVIEW

- Reviewed pre-Term 2 ballot - no revisions required
- No revisions requested at AGM.
- Anticipating Company membership application from BRTC representative in near future.

STAFFING

- Staffing structure downloadable from BID website: <https://brbidltd.sharepoint.com/:u:/g/EV4Hef-OKNIDpMRcui89eQUBY4eUhZG4dMFN5KNs28ohaA?rtime=BVLhHW6I20g>
- University of Chichester Digital Marketing student A Namitala commenced 20 week placement 23.10.23. Already delivering excellent contribution to BID business and team.
- Accommodation –confirmed BID will extend stay at The Track (Platform 4 office) following decision about parking disc arrangements and need for storage.

STAFF TRAINING & DEVELOPMENT

- HA continuing to explore Microsoft products with aim of streamlining workflow and comms. Difficult to incorporate within weekly workload, so tends to be informally at weekends.
- New designs for using Microsoft Sway developed with CH and AN.
- Created new processes for sharing BID Team update (this document) in a more engaging and accessible format, using Microsoft Sway.
- This update produced using Excel, Word Mail merge, upload to Sway and option to save as PDF / Word as hard copy document.
- Aim is to improve engagement from businesses, and ultimately reduce BID Team admin and design time. NOTE: Having a new way of presenting information does not reduce the amount of time spent writing the information.

BOARD'S ROLE IN OVERSEEING OPERATIONAL MANAGEMENT AND PROJECT DELIVERY

- BID Board terms of reference published to website:
https://www.brbid.org/_files/ugd/3ed15b_3d1aff5f2cc04b43a1b89e4ce7d9379c.pdf
- Decision making diagram published to website: https://brbidltd-my.sharepoint.com/:u:/g/personal/heather_brbid_org/EVMCO6O_9VPgJZeZ-5Q8B4Bg0MmJdB4S0nLQ3W6-nddEA?rttime=pWotKzjv20g

PROCUREMENT PROCEDURES

- Financial protocols, including Procurement procedures, already published to www.brbid.org/keydocuments as per accreditation requirement.

Regular monitoring of third-party contractors and these should be monitored regularly

- Nothing to update within this period.
- NBCS SLA reviewed by Director for Finance, signed 01.06.23
- BIDBase – reviewed & renewed March 2023
- SWL – reviewed Sept 2023

Insurance

- Nothing to update within this period:
- General Market trading insurance renewed July 2023
- BID Insurance renewed Feb 2023, adjusted with refund for reduced requirements July 2023.
- No additional insurance requirements for Christmas 2023

Data Protection

- All BID correspondence now sent via brbid.org email addresses / Teams.
- Directors' individual @bid.org email addresses added to BID website.

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.

- All queries re formal financial audit responded evidenced.
- All queries re 2022-23 end of year accounts evidenced.
- Directors' Budget setting meeting for 24-25 financial year held 02.11.23

All BIDs should apply for partial or full Corporation Tax exemption and be VAT registered.

- All queries re quarterly VAT return evidenced.
- VAT return submitted 15.11.23.
- New system introduced for invoicing and reporting VAT under new arrangements with BID acting as distributor for parking disc scheme.

Additional or in-kind contributions should be recorded for each financial year as a percentage of total income.

- No in kind contributions received in reporting period.

There should be a clear process in place for approval of all expenditure and payment of invoices, day to day financial reporting systems and monitoring of financial performance

- All invoices for reporting period paid according to BID financial processes

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.

- Annual plan published on BID website, with signposting through multiple channels.
- All project delivery reviewed on ongoing basis.
- Outcomes, KPIs and targets against BID Objectives, plus reference to other partner objectives being set up as part of project monitoring – using MS Forms.

BID outputs and results should be recorded and reported through the Board and to levy payers.

- All outputs and outcomes determined at point of project approval by Board of Directors.
- Outcomes and progress reported to levy payers through regular updates (like this).

Regular levy payer surveys and other relevant research should be carried out and the results used to inform any amendments to planned services.

- See “ENGAGEMENT” under Empowering businesses.

A mid term review of the BID should be undertaken to check performance against the business plan.

- Scheduled for 2025

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.

- All values through promotions, events, stock recovery, graffiti removal and shared projects being recorded on BIDBase.
- HA optimistic that Microsoft Co-Pilot can help collate the data recorded on BIDBase to convey this information to levy payers individually and en masse in a cost and time effective manner. Until then, HA self-training on Power Automate and other MS products included within MS365 to streamline workload.
- AN exploring potential for AI to streamline BID work processes as part of dissertation project.

Regular communications with contributors and end users should be undertaken to provide opportunities for feedback and to inform the ongoing needs of delivery for the BID. There should be some form of contact at least quarterly

- See “ENGAGEMENT” under Empowering businesses

There should also be a procedure for welcoming new businesses to the BID.

- HA visited new business "Happy Bees Recruitment", and "BELLOVE" on Linden Road.
- Recognition that documentation and in-person visits have been affected by loss of Business Liaison Officer post

A marketing and communications plan should be prepared outlining how the BID communicates with its levy payers, consumers and others

- BR BID Comms overview added to brbid.org/keydocuments in line with accreditation requirements.

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

- BID COO made first contact with accountants with respect to annual billing statement to accompany 2024-25 BID Levy bills sent out by ADC.
- 2021 - 22 billing statement already published to brbid.org/keydocuments in line with accreditation requirements.

The BID should manage an accessible website that includes details of the staff team and the Board Directors along with appropriate contact details.

- Finalised compilation of documents required for accreditation.
- BRBID website updated with all documents evidencing accreditation requirements, including a redesign of resources pages to simplify access.
- Accreditation checklist (application) submitted to BID Foundation 26.11.23

There should be an opportunity at least once a year for levy payers to meet with the BID Board or BID staff via an Annual General Meeting or other open meeting or forum.

- AGM date set for 7th March 2024, reporting on 2022-23, Year 5 of Term1.
- The AGM will also include a more informal session looking forward at plans for 2024-25.

Minutes of Board Meetings or Sub Groups should be made available for inspection by levy payers unless the content is commercially sensitive.

- As stated on website, minutes of board meetings available to levy paying businesses by request. This has been emphasised through new look resources page and accreditation section.
- BID committed to transparency, with detailed updates (like this) signposted through a variety of channels.