



BOGNOR REGIS
BUSINESS IMPROVEMENT DISTRICT

TERM 2 : 2023-2028

BOGNOR REGIS BID BUSINESS PROPOSAL TERM 2

**For all National Non-Domestic Rate payers and wider stakeholders
in the Bognor Regis BID Area**

Contents

FOREWORD	3
EXECUTIVE SUMMARY	5
BR BID DELIVERY OF TERM 1 OBJECTIVES	12
BR BID MANAGEMENT OF TERM 1 FINANCES	12
BUSINESS PERCEPTIONS OF BID TERM 1 PERFORMANCE	13
LEGISLATIVE REQUIREMENTS	17
DETAILS OF THE BID PROPOSER	17
DETAILS OF THE INTENDED BID BODY	17
THE BID BALLOT: DETAILS	17
KEY DATES: BALLOT	18
BUSINESS PLAN	18
BUDGET AND ACCOUNTS	18
VOLUNTARY CONTRIBUTIONS	19
DETAILED BUDGET	19
FINANCIAL MANAGEMENT ARRANGEMENTS	19
RESEARCH AND CONSULTATION	20
CONSULTATION 1: TERM 2 VIABILITY & BUSINESS PRIORITY CONSULTATION (MARCH 2022)....	20
Business Feedback: Priorities for Bid Term 2	21
CONSULTATION 2: TERM 2 DRAFT BUSINESS PLAN CONSULTATION (JULY 2022)	22
STATEMENT OF WORK / SERVICES PROPOSED	24
OVERVIEW OF PROPOSED DELIVERY:	25
SPECIFIC BID TERM 2 ACTIVITY:	25
TERM 2: SUMMARY CHART OF BR BID DELIVERY COMMITMENTS 2023-2028	26
TERM 2: DETAIL OF BR BID DELIVERY COMMITMENTS 2023-2028	27
BASELINE SERVICES	34
DESCRIPTION OF THE PROPOSED BID AREA	34
A STATEMENT OF WHO, WITHIN THE BID AREA, IS INCLUDED	34
HOW THE AMOUNT OF LEVY IS TO BE CALCULATED	34
A STATEMENT OF ANY RELIEF	35
EXEMPTIONS FROM THE BID LEVY	35
BID LEVY LIABILITY AND COLLECTION	36
RATING LIST AND RATEABLE VALUES TO BE USED IN THE BID	36

FINANCIAL YEAR	36
THE LEVY MULTIPLIER AND CHARGE	37
PROCEDURAL ARRANGEMENTS	38
ALTERATION / VARIATION PROVISION	38
START DATE & DURATION OF THE BID	38
APPENDICES	39
APPENDIX 1: SUMMARY CHART: BID DELIVERY TERM 1	40
APPENDIX 2: LETTER TO SECRETARY OF STATE.....	41
APPENDIX 3: LETTER TO ADC TO REQUEST BALLOT	42
APPENDIX 4: BID INDICATIVE FINANCIAL FORECAST 2023-2028.....	43
APPENDIX 4a: BUDGET NOTES.....	44
APPENDIX 5: BASELINE SERVICES.....	46
APPENDIX 6a: BID AREA: MAP	63
APPENDIX 6b: BID AREA: STREETS	64
APPENDIX 7: LOCAL RATING LIST	65
BID Contact Details:	66

FOREWORD

This Business Proposal has been prepared by Bognor Regis Business Improvement District Ltd on behalf of local businesses. It summarises the proposals for the second term of the Bognor Regis Business Improvement District, which, if successful at a formal ballot, would run from **1st April 2023 to 31st March 2028**.

This Term 2 BID Business Plan is for all businesses, agencies or other organisations that normally pay National Non-Domestic Rates (NNDR) - commonly known as Business Rates - on properties within the defined Bognor Regis BID Area and who would benefit from the continuation of the Bognor Regis Business Improvement District (BR BID). It is also intended for those organisations that may wish to make voluntary contributions towards the activities of the Business Improvement District.

The document considers BR BID's delivery against its responsibilities for Term 1 detailed in the BR BID Business Plan for 2018-23, by means of internal audit and feedback from levy paying businesses. A series of delivery commitments are made for a second Term of BR BID, which have been presented via a series of consultation opportunities to levy paying businesses in June and July 2022.

The document is also intended as a reference source for members of stakeholder organisations with a remit for the Bognor Regis BID Area, clarifying key information about the BID industry in general, and specific to Bognor Regis BID.

In line with the BR BID's commitment to the transparency, this proposal will also be published as an open-source public document available for download from its website: www.brbid.org

A note on terminology: Throughout this document, the terms "high street" and "town centre" are used interchangeably as generic terms for the "geographically defined BID Area".

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted in a formal ballot to invest collectively in the local improvements defined by those ratepayers in addition to those already delivered by the Local Authority and other statutory bodies. A BID is run **by businesses for businesses**.

The continuation of a 1.5% BID levy using the 2017 ratings list, on every eligible business within the BID Area whose Rateable Value is £6,000 or more will generate about £139,000 each year. This will continue to be spent specifically within the BID area on projects that address priorities identified by levy paying businesses.

To determine whether the BR BID delivers a second term, all eligible business rate payers have a formal vote to decide if it is right for them. The Local Authority, Arun District Council, is the ballot holder and will manage the voting process. The ballot will be a twenty eight day confidential postal vote, conducted entirely by post by the Independent Scrutineer, CIVICA.

Ballot Papers will be sent to those eligible to vote on 13th January 2023 for return to them by no later than 5pm on Tuesday 14th February 2023 (the “day of the ballot”).

To secure a “YES” vote:

- 1) More than 50% of those voting must vote in favour
- 2) Of the “YES” votes, they must represent more than 50% of the total rateable value of all votes cast

In the outcome of a YES VOTE:

The BID term will start on 1st April 2023 and will continue for a period of five years. The BID levy will be issued separately from the Non-Domestic Rates bill and will be collected by Arun District Council, and then transferred to the Bognor Regis BID Ltd Company.

The BID will operate for 5 years and, at the end of this period, a further ballot can take place if the business community wish to continue as a Business Improvement District.

In the outcome of a NO VOTE,:

The BR BID Ltd Company will be wound down in the period between the known outcome of the vote (15th February 2023), redundancy notices will be served and all current service provision will cease on 31st March 2023.

INTRODUCTION FROM BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT

When the idea of establishing a Business Improvement District BID was first introduced to businesses in 2017, no one could really predict how it would actually work in practice. The list of priorities identified by businesses was very broad, and the business plan included over 50 proposed multi-layered activities, all to be delivered within a finite budget. Many of the objectives had been carried forward from the previous Town Centre Management Business Plan from 2014-18. Despite the scale of the challenge, the small BID team and Board of Directors at BR BID have delivered against all of those proposed activities and, in some areas, exceeded them.

With over four and a half years of operations under our belts, the BID Board and Team are much more knowledgeable about what is and isn't feasible to deliver within the constraints of the budget available. We're also able to look critically at the work that's been done to date to see what's been effective and had the biggest impact, and what hasn't.

We've carried out or monitored results from a number of consultations over the past four years and, by doing this, we know that while progress has been made across all of the Term 1 Objectives, business priorities are largely unchanged, with local, national and international perceptions of Bognor Regis and reduction in crime and anti-social behaviour still representing the greatest opportunities for improvement. Added to this, the ongoing impact of the Covid pandemic has supercharged changes to people's use and expectations of high streets across the western world, and the ways businesses need to adapt operations to meet these expectations. The current cost of living crisis, impact of inflation on direct costs, employment and supply chain issues means that businesses continue to face relentless challenges to their viability.

Conditions for bricks and mortar businesses have changed dramatically over the course of the BID's first term and, as we look towards the next five years, we need to be smart about where we target our efforts to get the biggest impact for ALL BID Levy paying businesses within the limits of the budget. To do that, we need to make sure that all BID activity is both tightly focused on business priorities *and* delivers best practice strategies for town centre transformation.

In spite of the multiple, unforeseen challenges on a global scale, and changing consumer behaviour, Bognor Regis is a town moving forwards and making progress. The BID has played a vital role in this, and we now need to commit to building on the work implemented to date to ensure Bognor Regis reaches its potential as a thriving, vibrant and exciting town centre.

Bognor Regis continues to offer all the ingredients for a great town centre experience, including a strong retail environment, great attractions and a welcoming, clean and safe space, but this can always be improved to encourage more visitors to come and explore the town.

We've learned from delivering the first term, and we've listened to what you've told us about where the BID's focus should be, your strategic priorities for the town, and what activities directly benefit your business to create this full Business Proposal and a summarised Business Plan from your feedback. We hope you'll continue to invest in Bognor Regis by supporting the BID and vote YES for a second term.

Signatories: BR BID Board of Directors

A SUMMARY OF BID PROGRESS IN TERM 1: 2018-2023

Over the course of its first term, the Bognor Regis BID has established itself as an effective body for Bognor Regis businesses, evidenced that it is a pivotal force in prioritising the needs of the town centre, and encouraged a focused partnership approach between stakeholder agencies.

BR BID has managed its finances resources effectively over the course of Term 1 to date, successfully delivering additional services and securing a range of grants to maximise funds to invest across the BID Area. On average, over the past four complete financial years, for every **£1** collected through the BID levy, BR BID has invested **£1.67*** in the delivery of actions / projects identified by businesses as a priority in the first term business plan. **as at end 2021 financial year*

Despite the restrictions of budget which limit the number of staffing and financial resources available, the BID has consistently delivered against the four key objectives identified as priorities by businesses in the Term 1 business plan - delivering additional services, events, promotions and infrastructure to benefit levy paying businesses, as well as playing a strategic role in encouraging greater collaboration on BID Area issues amongst stakeholders.

In some areas the BID has **exceeded** the actions outlined in the Term 1 plan, by actively **delivering** services rather than “**supporting**” them. This is particularly notable in the ambitious decision to instigate and deliver a stand-alone Business Crime Reduction Partnership (BCRP) at no additional cost to levy paying businesses. Ongoing provision and delivery of these activities has a knock-on effect on the demands on staff time and financial resources, and thus the BID’s capacity to deliver further projects. Throughout the Covid pandemic, the BID was proactive and responsive, delivering additional services and direct support to businesses, as well as additional projects in the town to encourage the safe return of footfall.

The BR BID’s work towards accreditation as a BID organisation, plus ongoing accreditation of the BCRP by the National Association of Business Crime Partnerships evidences the organisation’s commitment and adherence to achieving and maintaining quality standards in both the overall governance and delivery of the BID and its delivery of the Business Crime Reduction Partnership.

The BID has made considerable efforts to communicate its activity to its levy paying businesses, creating numerous opportunities for businesses to engage and participate in the development of activities. In the absence of specific feedback from businesses the Board of Directors, comprised of local business owners acting in a voluntary capacity, have made best judgements as to delivery actions that are in line with the business’s core priorities defined in the Term 1 Business Plan.

In the March 2022 survey of BR BID’s performance in its first term, 81% of respondents felt that BR BID had directly benefitted the town centre, and 75% considered that BR BID had directly benefitted their business.

Through consultation, levy paying businesses were invited to rate specific BID activity in terms of its impact on the town. The highest ranked activity was identified as that addressing crime and perceptions of crime through the BCRP and the warden service (69%), followed by the BID’s promotion of Bognor Regis as a seaside destination to attract visitors (65%) and part funding and managing the delivery of the two-hour parking disc scheme (63%).

INTO TERM 2: THE BIG PICTURE

The BID Board and Team truly believe that the BID Area has so much to offer now, and is totally capable of reaching its full potential when we're all – the councils, agencies, businesses and the community – playing our part in delivering its success.

By listening to what businesses tell us they need and delivering what's missing, by raising the bar on quality and raising aspirations for the town, and by never giving up on our efforts to achieve positive, successful partnership between agencies, businesses and the community, we aim to help Bognor Regis achieve its potential as a premier seaside town, building on its culture, heritage and traditions whilst fully embracing modernity.

We listen to what businesses are asking for and then deliver activity to make Bognor Regis a well-known, vibrant, welcoming, accessible and sustainable town centre, with businesses that are informed and engaged. Everything we deliver is underpinned by the core values and associated visuals for Bognor Regis identified by the people that live, work, study and visit here, the principles of raising quality aspirations and minimising impact on the environment.

TERM 2: BID LEVY CHARGING STRUCTURE:

Having consulted with businesses, and fully aware of the global economic pressures businesses continue to face, the BR BID is proposing **no change** to the Term 1 BID area, threshold, percentage of RV or types of businesses that have to pay. **No annual inflation figure will be applied.** To provide certainty on businesses' BID Levy payments for the next five years, the BID is also proposing that for Term 2, **the 2017 ratings list is used.** This means that businesses will pay the same amount of BID Levy in 2028 as they paid in 2018.

If businesses support investment in Bognor Regis through a second BID Term, this will generate about **£139,000 each year** to invest in delivering the activities businesses have prioritised. As in Term 1, the BID Team will also deliver services that generate additional income and use their skills to secure funding from external sources.

However, by keeping the levy income the same as it's been since 2018, the effect of inflation means the **value** of that £139,000 has gone down. As a result, the BID is being **"realistically ambitious"** in terms of what we can commit to delivering consistently across a second, five year term within the budget available.

TERM 2 PROPOSALS: WHAT BUSINESSES WANT

While progress has been made across all areas, the priorities businesses have identified to create a better trading environment are largely unchanged from Term 1. Businesses responding to the viability survey carried out in March 2022 identified activity addressing crime and anti-social behaviour, promotion of the town as a visitor destination, plus the ongoing provision of the parking disc scheme as those having the most positive impact for the town in a second term of the BID. Businesses also rated the BID's strategic role – actively collaborating with stakeholder agencies to focus on a clear vision and plan for the evolution of the town centre - as significant.

With the exception of the two-hour parking scheme, businesses' priorities for the town are underpinned by complex, historic, societal and economic factors of deprivation, with no quick or

simple fixes and outside the budget, remit and capacity of any single agency. Progress against these priorities therefore demands a multi-stakeholder response, ongoing commitment and engagement (including the active participation of the businesses themselves), sustained delivery, and sufficient time to embed. The BID is committed to its ongoing role in delivering against these priorities, both as a discrete organisation and as a stakeholder in the successful growth of Bognor Regis.

The BID's proposals for a second term therefore focus on realistic, tangible, core actions that can be delivered effectively by the small team of staff, within the budget available, year on year, and with a specific commitment to partnership working.

OVERVIEW OF PROPOSED DELIVERY:

Proposed BR BID delivery commitments for Term 2 can be clustered under four main "Objective" headings:

Objective 1. Well Known Town: 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.

Objective 2. Welcoming Town: 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.

Objective 3. Transforming Town: Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibility for the town centre.

Objective 4. Empowering Businesses: Activity that increases direct footfall to businesses by helping them grow and thrive.

SPECIFIC ACTIVITY

The summary overleaf details specific activity the BR BID will deliver under each of the Objective headings for the term 2023-2028. All proposed activity is underpinned by the core Town Values and associated visuals for Bognor Regis, the principles of raising quality aspirations, and minimising the impact on the environment.

The summary is not a finite list, rather a commitment to what *will* be delivered every year for the next five years of the second term. Flexibility remains to take on new opportunities as they arise, so long as they are: underpinned by the Town Values, environmentally sustainable, support delivery of businesses' four objectives, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.

TERM 2: SUMMARY OF BR BID DELIVERY COMMITMENTS 2023-2028

OBJECTIVE
<p>ONE: WELL KNOWN TOWN</p> <ul style="list-style-type: none">• 1 x BID delivered event per annum, including all engagement opportunities and promotion• Partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025• Support & funding for high-quality third-party events which significantly increase footfall to the BID Area• 365 Delivery of the Love Bognor Regis destination website and associated social media channels• Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)
<p>TWO: WELCOMING TOWN</p> <ul style="list-style-type: none">• 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• Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service• Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street, plus new installations where possible.• Design, production & installation costs for 1 x seasonal banner change: London Road & High Street, plus new installations where possible• Professional fully funded graffiti removal service for levy paying business premises• Continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme
<p>THREE: TRANSFORMING TOWN</p> <ul style="list-style-type: none">• Driving strategic partnership working between all stakeholder groups and agencies – Arun District Council, Bognor Regis Town Council, West Sussex County Council, and the Bognor Regis Regeneration Board - making sure everyone’s informed about effective Place Transformation approaches.• Supporting the delivery of businesses’ strategic priorities for the town Progressing effective delivery of the Town Values for Bognor Regis• Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses• Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis’s performance against national trends• Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends
<p>FOUR : EMPOWERING BUSINESSES</p> <ul style="list-style-type: none">• Helping businesses develop by signposting to training, support, cost savings and grants• 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• Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development

SECTION ONE

BR BID TERM 1 DELIVERY

BR BID DELIVERY OF TERM 1 OBJECTIVES

For its first five year term, running from 1st April 2018- 31st March 2023 the BR BID's Vision was defined as: "To undertake activities that will help tackle business issues and create a more viable trading environment by working with partners and delivering action."

Through consultation, potential levy paying businesses had identified a number of priorities to improve the trading environment. Responses were analysed and collated into four overarching themes or "Objectives"; these formed the basis of the Term 1 Business Plan which received majority support from voting businesses, and the BR BID commenced operations on 1st April 2018.

- **Objective 1:** A Well-known town centre: To help improve the perception and image of Bognor Regis.
- **Objective 2:** A welcoming town centre: To help reduce crime and anti-social behaviour
- **Objective 3:** An active town centre at night; To help stimulate the evening and night time economy.
- **Objective 4:** Better parking: To make it easier for visitors and staff to park in town.

Under each of the Objectives, the business plan detailed a series of planned actions that would be carried out to achieve the overall aims. In total, 54 separate activities were identified as deliverables within the first five-year term, with budgeted provision for one full time staff member and 16 hours of administrative support.

A table showing the BID's delivery performance against the 54 specific actions detailed in the Term 1 Business Plan, plus details of **additional** activity carried out over this period is attached at **Appendix 1**.

BR BID MANAGEMENT OF TERM 1 FINANCES

Over the course of Term 1 the BID secured additional funding of over £450,000 through successful grant applications and income generation through delivery of services.

This means that, for every £1 drawn down from levy funds, the BID Team has generated more money to invest directly into town centre projects. On average, in the first **four** years of BID Operations, for every £1 of BID levy drawn down, the BID invested £1.67 into activities that meet the objectives prioritised by businesses.

The BID's financial accounts are subject to an independent formal audit, presented to Company members at the Annual General Meeting and made available to download through the **BID's website**.

BUSINESS PERCEPTIONS OF BID TERM 1 PERFORMANCE

Unfortunately, the mid-term review scheduled for the mid-point of Year 2 fell during the height of the Covid pandemic in 2020. Consequently, questions eliciting feedback on the BID's Term 1 performance were included in the March 2022 survey sent to all levy paying businesses to test the support for and viability of a second term ballot.

CONSULTATION 1: TERM 2 VIABILITY & BUSINESS PRIORITY CONSULTATION (MARCH 2022)

The Viability & Priority Setting consultation survey presented a series of questions to help identify businesses' appetite for a second term of the BR BID by assessing their perceptions of the BID's impact on both the town and their own individual businesses over the course of Term 1. The survey invited respondents to indicate their likely voting positions with regards to a second term, based solely on the BID's performance in Term 1.

Responses from the survey were used to review perceptions of the BID's performance across Term 1, and identify activity that had been considered most impactful to guide the development of the Term 2 Business Plan to draft status.

Key Survey Dates & Info:

The online survey launched on 1st March 2022, and ran for a 14 day period, closing at 11pm on 14th March 2022. To promote the survey, a direct email was sent to all levy paying businesses on the BID Database at survey launch, with a reminder at 7 days, with the same information posted on the BR BID website News page. Numerous posts were made via BID social media channels (Facebook, Instagram), including direct links to the online survey. The BID Ambassador delivered in-person notifications and reminders during period survey was "live", and the BID Co-Ordinator met online with three corporate levy voters to elicit their feedback. Furthermore, information about the survey, with a QR code linking to the survey was included on all BID Annual Reports – electronic and hard copy versions - and distributed at the AGM held in March 2022.

Engagement:

A total of 52 completed surveys were returned by levy paying businesses, representing 55 hereditaments (19% of eligible votes) and 39% of the total rateable value.

Responses were representative of a wide range of levy paying businesses, reflecting 14 different types of business categories, with the largest set of respondents (29%) identifying as "Other Retail". 65% of respondents represented independent businesses, 24% were from national chains and 11% were from hereditaments under local authority ownership. As a general observation, BID Leads for National Chains based at centralised HQs are less likely to engage in BID surveys until ballot stage.

Data Analysis Approach:

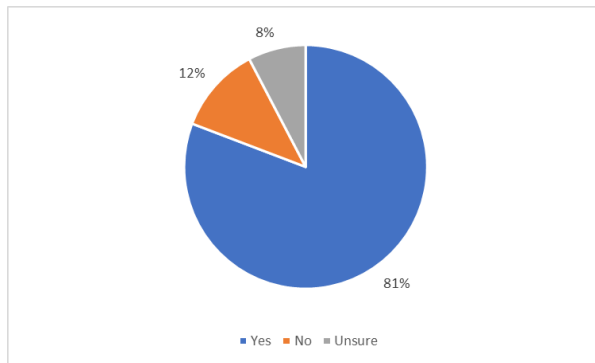
Following the closure of the online survey, quantitative results were entered into an Excel database, from which subsequent analysis was carried out.

Results of the survey were analysed firstly to identify the viability of a second term of BR BID, and then how participants rated BR-BID Term 1 activities in relation to the town, and their individual businesses, using sliding scale scores to determine 'high impact', 'medium impact', 'low impact', or 'no impact'.

Business Feedback: Viability of a second BR BID Term:

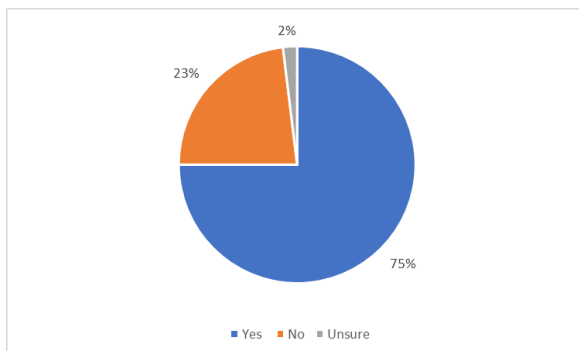
The first aim of the survey was to elicit businesses' support for a second term of the BR BID, based on Term 1 performance to date and perceived impact on the town as a whole, and then their individual business.

Business Feedback: Perception of BR BID Term 1 benefits to the town (%)



With statistical rounding, 81% of survey respondents to Viability questions in the March 2022 survey felt that the BR-BID had **directly benefitted the town** over the past four years, with 12% responding negatively and 8% unsure.

Business Feedback: Perception of BR-BID Term 1 benefits to individual businesses



Furthermore, 75% of respondents in the March 2022 survey stated that the BR-BID had **directly benefitted their business** over the past four years. Conversely, 23% of respondents did not think the BID had directly benefitted their business, and 2% were unsure.

Business Feedback: Indication of voting intentions:

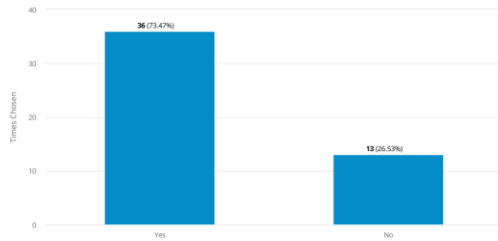
Based solely the BID's Term 1 performance to date, 77% of respondents to the consultation survey undertaken in March 2022 indicated they would vote yes for a second term of Bognor Regis BID. 8% indicated that they would vote no, and 15% stated they would decide based on the Term 2 Business Plan.

Business Feedback: Value for Money

In the March 2022 viability study, over 73% of levy paying respondents thought that the BR BID achieved good value for money.

Do you think the BID has achieved good value for money for levy payers in its first term to date?

Number of responses: 49



Conclusion:

Based on quantitative responses to the March 2022 “Term 2 viability” questions, the vast majority of businesses indicated they would vote “YES” to a second term of BR BID, based solely on Term 1 performance. It was therefore determined that a second term of BR BID is a realistic proposition to take to ballot.

SECTION TWO

LEGISLATIVE REQUIREMENTS

LEGISLATIVE REQUIREMENTS

The “Local Government Act 2003” and “The Business Improvement Districts (England) Regulations 2004” detail the regulations and guidelines for any organisation that intends to establish or continue delivering a BID for a further term. The organisation that proposes to establish a BID must produce a “BID Business Proposal” (i.e. this document) that incorporates the arrangements determining where, when and how the BID operates, what the BID intends to do, who will be responsible and how they will be accountable to their electorate. The BID Business Plan is the summarised version of this Business Proposal and both documents will be made available to all eligible voters.

DETAILS OF THE BID PROPOSER

Bognor Regis Business Improvement District Ltd (BR BID Ltd) is the formal proposer for the BID ballot. BR BID Ltd was established in 2018 as a result of a successful vote by eligible levy paying businesses in favour of establishing a Business Improvement District for Bognor Regis.

DETAILS OF THE INTENDED BID BODY

The intended BID body is Bognor Regis Business Improvement District Ltd (BR BID Ltd), a private company limited by guarantee without share capital, company Number 11198321.

The BID Ltd Company will be responsible for all BID delivery activities detailed in the business plan, as well as the governance and management of the BID Company, as per the company’s Articles of Association.

THE BID BALLOT: DETAILS

The BID Ballot has been called for by Bognor Regis Business Improvement District Ltd. Notice of the intention to hold a ballot was issued to the Secretary of State on 29th March 2022, and acknowledged on 4th April 2022. A copy of the letter sent to the Secretary of State by email and recorded delivery is attached as **Appendix 2**

Arun District Council is the ballot holder for the BID Term 2 Ballot. A letter requesting the ballot holder to hold a ballot was submitted to Arun District Council on 21st June 2022, 84 days after submission of letter to Secretary of State. A copy of the letter sent to Arun District Council by email and recorded delivery is attached as **Appendix 3**.

As the Ballot Holder, the Local Authority, Arun District Council, will manage the voting process, with the last day for receiving voting papers by 5pm, 14th February 2023. The ballot will be conducted by Civica Election Services Ltd, an independent election organisation.

The ballot will be conducted by the independent scrutineer, Civica Election Services Ltd of “The Election Centre”, 33 Clarendon Road, London N8 0NW and will be a twenty-eight day confidential postal vote.

Ballot Papers will be sent to those eligible to vote no later than 13th January 2023 for return to them by no later than 5pm on Tuesday 14th February 2022 (the “day of the ballot”).

In line with BID legislation (clause 20), the cost of the ballot will be met by Arun District Council unless (as per clause 10 of the BID regulations) the number of persons voting in the ballot who have voted in favour is less than 20% of the numbers of persons entitled to vote in the ballot **and** the proposals were not approved at ballot. In this instance, the Council, as the ballot holder could request the BID proposer to pay the cost of holding the ballot. Bognor Regis BID Ltd has sufficient funds within the existing BID term to meet this fee, if required.

KEY DATES: BALLOT

Day	Action	Date
42	Statutory (Latest) Date: Notification of Ballot	03.01.23
28	Statutory (Latest) Date: Despatch of Ballot Papers & Start of Ballot	17.01.23 <i>(NB: Ballot papers will be despatched by CIVICA 13.01.23)</i>
10	Latest Date to Appoint Proxy	04.02.23
5	Latest Date to Cancel Proxy	09.02.23
4	Issue Of Replacements	08.02.23
0	Close of Ballot "Ballot Day"	14.02.23
-1	Issue of Result by 5pm	15.02.23
	Start of first billing period	15.04.23 <i>(subsequent billing will be from 1st April)</i>

BUSINESS PLAN

This proposal document is the BID's full business plan for Term 2.

BUDGET AND ACCOUNTS

The Bognor Regis BID Board of Directors will approve in advance an annual budget for the Bognor Regis BID for each financial year. The Bognor Regis BID will not be able to operate in deficit, or incur liabilities that come into effect after the operational period e.g. after 31st March 2028.

The Bognor Regis BID will provide information on its finances to the Billing Authority, Arun District Council according to the demands of the Billing Authority. This shall be provided at the 'Monitoring Meetings' at the frequency specified in the Operating Agreement.

As in Term 1, the Bognor Regis BID will produce annual accounts for each financial year that are independently audited and publicly available to all BID levy payers and the Billing Authority. These will be presented at the Bognor Regis BID Annual General Meeting, and made available to download from the BID's website.

At the end of each financial year, any surplus or unspent income is to be rolled over to the next financial year to provide an approved contingency reserve for that financial year. Any amount that remains in addition to that amount will be used to provide enhanced or additional services in the Bognor Regis BID area in the next financial year. How this money should be allocated will be discussed by BID members at the AGM.

All BID levy payers are entitled to become Members of the BID Company. The process for applying for Membership of the BID Company is detailed on the BID website: www.brbrid.org.

All expenditure budgets include a minimum of 3% contingency reserve to take into account of any unexpected shortfall.

A “Slippage Rate” i.e. a contingency that takes into account potential fluctuations in Rateable Values that come about due to deletions/inclusions from the rating list and non-collection of levy is included in the BID budget. Arun District Council has determined that a 6% contingency is appropriate which is therefore built into the BID income calculations. Based on Term 1 collection rates, this has been evidenced as an accurate contingency figure.

VOLUNTARY CONTRIBUTIONS

Voluntary contributions are welcomed from agencies including other public bodies, developers, landowners and businesses who would not be liable for the BID levy, but who may wish to make a voluntary contribution to enhance the BID income or benefit from BID services. Voluntary membership of the BID demands payment of **at least** the minimum threshold for BID Levy paying liability, and is subject to VAT. Monetary and in-kind contributions will be confirmed in the annual accounts.

DETAILED BUDGET

A detailed budget, including cashflow, income, expenditure, contingencies and reserves is attached at **Appendix 4**.

FINANCIAL MANAGEMENT ARRANGEMENTS

Arun District Council’s Revenues & Benefits Department (Business Rates Division) has the role of Billing Authority for the Bognor Regis BID and will be responsible for Bognor Regis BID billing and collection (including legal enforcement) of the BID levy. Arun District Council does not set the BID levy; it collects and administers it for the Bognor Regis BID Company.

This service is governed by an “Operating Agreement” and paid for at the agreed rate from the BID levy income. The Operating Agreement outlines the collection and payment timescales of funds collected for the BID Company. Discussions have commenced with ADC Revenues & Benefits and once the outcome of the ballot is known, the resultant agreement will be finalised before the commencement of the second BID term, setting out how the BID levy is collected and administered by Arun District Council on behalf of Bognor Regis BID. A copy of the existing Service Level Agreement is available to levy paying businesses on request.

The estimated collection rate of the BID levy is 94%. The Billing Authority will use its full legal powers provided by legislation to enforce payment on behalf of Bognor Regis BID Ltd. If necessary, the Billing Authority shall instigate Court action as required at its own expense to be recovered from the debtor.

RESEARCH AND CONSULTATION

Various consultation and research exercises have been undertaken to establish levy paying businesses' ongoing priorities for improvements to the town centre trading environment, and their support for a second term of the BR BID.

CONSULTATION 1: TERM 2 VIABILITY & BUSINESS PRIORITY CONSULTATION (MARCH 2022)

The Viability & Priority Setting consultation survey presented levy payers with a series of questions to identify businesses' ongoing priorities for both the town and their individual businesses, including the ranking of strategic priorities to be prioritised by the multi-agency "Bognor Regis Town Centre Task Force". The opportunity was given to expound using free text.

A key aim was to better understand levy paying businesses' expectations as to investment of BID Levy funds, ie: whether they held that the BID's focus should be on improvements to the geographic BID area, or in providing direct services to their business.

Responses from the survey's impact and priorities questions were used to develop the Term 2 Business Plan to draft status.

Key Survey Dates & Info:

The online survey launched on 1st March 2022, and ran for a 14 day period, closing at 11pm on 14th March 2022. To promote the survey, a direct email to all levy paying businesses on BID Database at survey launch, with a reminder at 7 days, with the same information posted on the BR BID website News page. Numerous posts were made via BID social media channels (Facebook, Instagram), including direct links to the online survey. The BID Ambassador delivered in-person notifications and reminders during period survey was "live", and the BID Co-Ordinator met online with three corporate levy voters to elicit their feedback. Furthermore, information about the survey, with a QR code linking to the survey was included on all BID Annual Reports – electronic and hard copy versions - and distributed at the AGM held in March 2022.

Engagement:

A total of 52 completed surveys were returned by levy paying businesses, representing 55 hereditaments (19% of eligible votes) and 39% of the total rateable value.

Responses were representative of a wide range of levy paying businesses, reflecting 14 different types of business categories, with the largest set of respondents (29%) identifying as "Other Retail". 65% of respondents represented independent businesses, 24% were from national chains and 11% were from hereditaments under local authority ownership. As a general observation, BID Leads for National Chains based at centralised HQs are less likely to engage in BID surveys until ballot stage.

Data Analysis Approach:

Following the closure of the online survey, quantitative results were entered into an Excel database, from which subsequent analysis was carried out.

Business Feedback: Priorities for Bid Term 2

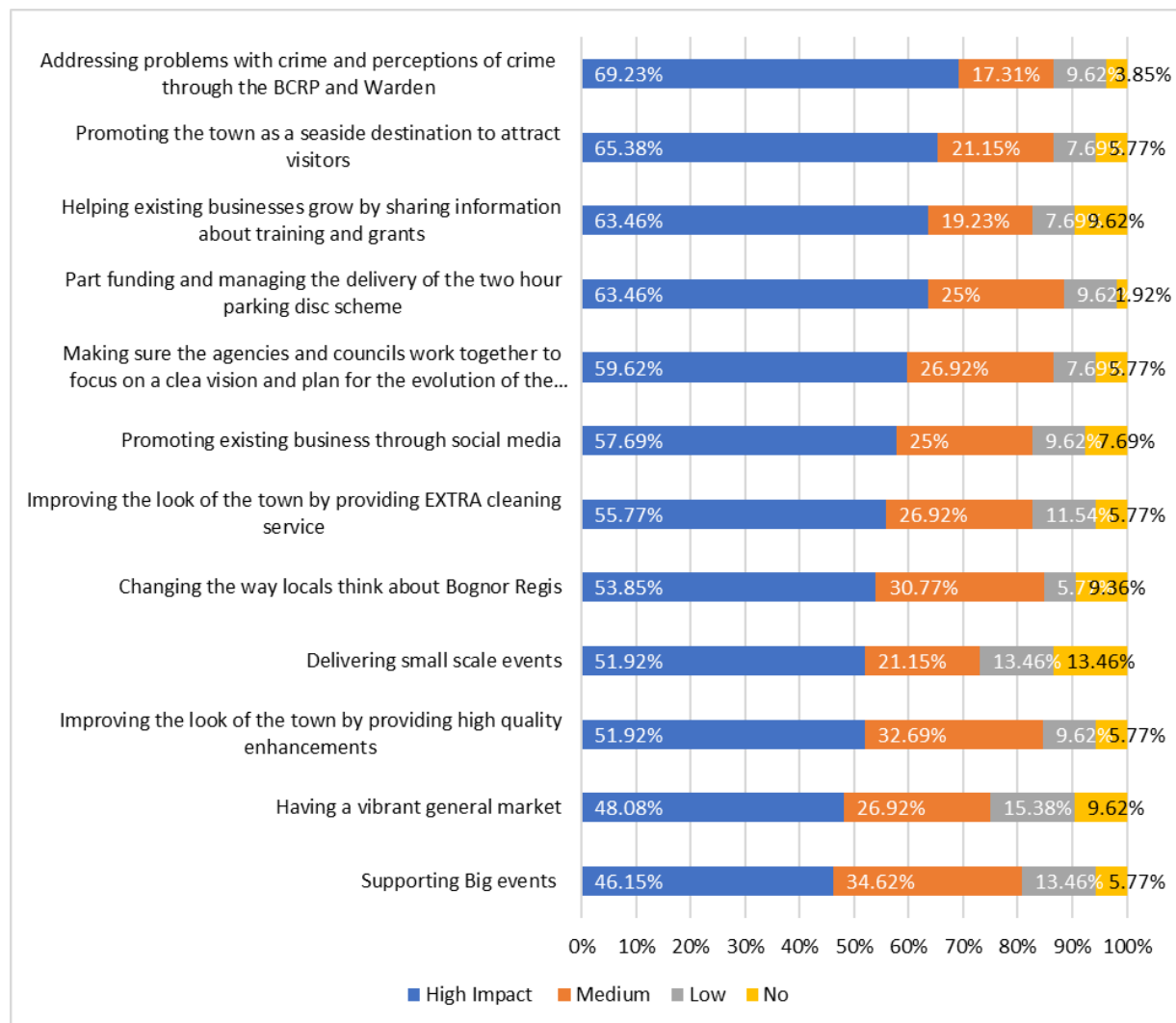
Focus of BID Levy investment

70% of respondents stated that BID levy investment should be focused on activity that benefits the BID Area, with 30% believing resources should be used to provide direct services to their businesses. 2 % of respondents were unsure.

Term 2 Business Priorities : Town

Survey respondents were asked to rate specific Term 1 BID activity in terms of its impact on the town by means of a sliding scale. Numerical ratings were then combined and analysed using Excel to create an overall picture of highest priorities for businesses to develop the Draft Term 2 Business Plan.

Business responses evidence the highest impact BID activity **for the town** as efforts to reduce crime and perceptions of crime through its BCRP and majority funding of the warden service (69%), followed by the BID’s promotion of Bognor Regis as a seaside destination to attract visitors (65%), and its funding and delivery role in maintaining provision of the Two-Hour Parking Disc scheme (63%), as well as signposting to grants and training (63%).

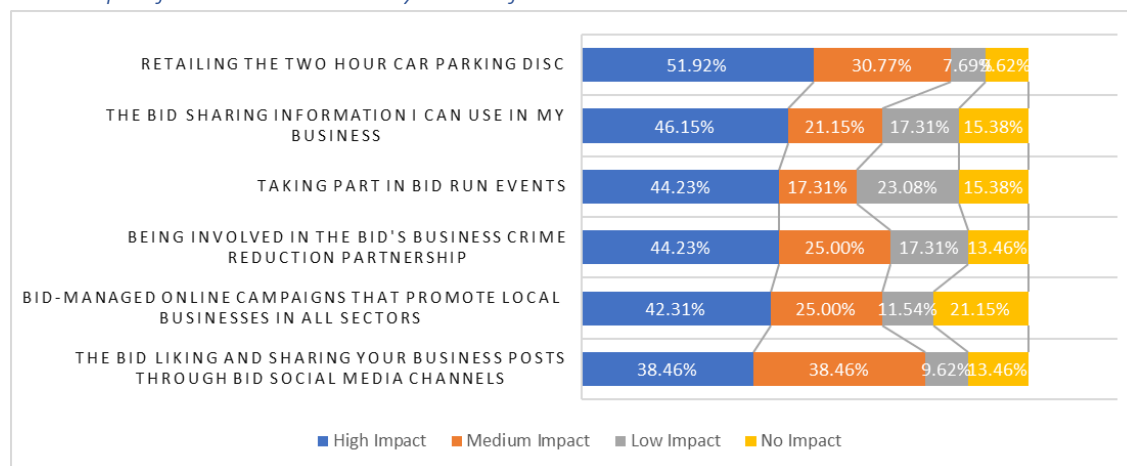


Term 2 Business Priorities : Direct Services to Businesses

March 2022 survey responses also evidenced the most impactful activity the BID can deliver to directly benefit **individual businesses**, overwhelmingly led by the ongoing provision of the multi-agency enabled Two Hour Parking Disc scheme.

52% of businesses believe retailing the two-hour car parking disc is the most impactful BR-BID activity for businesses. Perceived benefits also include the BID sharing information about training and grants (46%) and being involved in the BCRP (44%).

Most impactful BID Term 2 activity to benefit businesses



Application of business feedback:

Business feedback via the February survey was used to produce the **Draft** Term 2 Business Plan, with a clear focus on activity perceived as most impactful for the **town**, while continuing to offer a realistic level of **direct services to individual businesses**. Mindful of the impact of the current economic situation, proposed activity would need to be delivered with no increase to income from levy payments, against a backdrop of uncertainty with respect to inflation rates. Development of the DRAFT Term 2 Business Plan took place between May and July 2022, and then shared with businesses through a second consultation exercise.

CONSULTATION 2: TERM 2 DRAFT BUSINESS PLAN CONSULTATION (JULY 2022)

Based on consultation carried out in March 2022, the purpose of the July survey was to invite feedback on details of the tangible, core actions that could be delivered effectively by the small team of BID staff, within the budget available, every year of the proposed second term.

Key Survey Stats:

The online survey launched on 24th June 2022, and ran for a 14 day period, closing at 11pm on 31st July 2022. Using in-built software, survey texts were available in 7 different languages.

To promote the survey, the BR BID website landing page and specific Term 2 page was updated with Draft Business Plan Consultation information, and all consultation documents - draft Business Plan and hard copy version of survey – were made available to download from BR BID website. In

addition, an electronic version of the Draft business plan was made available to view / download from the Yumpu site (with links shared via BID social media channels).

All levy payers on the BID Database were contacted by direct email at survey launch, with an emailed reminder at 7 days, and prior to close of survey. Details were posted on the BR BID website’s News (home) page. In addition to launch details, 14 unique consultation survey posts were posted on BID social media channels (Facebook and Instagram) with links to the online survey, plus in-person reminders from the BID Ambassador during the five week period the survey was “live”. The BID Office window was used to display 8x A3 info posters about the consultation and proposed plans, including QR codes linking directly to the survey. Hard copy surveys and QR code links were also available at the “Drop In” display at POP! Unit.

On top of online and in-person survey activity, BID Team resources were dedicated to set up and staff four drop-in sessions timed to maximise attendance from businesses in both the day and night time economies on four consecutive days in the week commencing 27th June 2022.

Survey Engagement:

A total of 16 completed surveys were returned by levy paying businesses, representing 31 hereditaments (11% of eligible votes) and 31% of the total RV.

Analysis of responses:

Businesses were asked whether the proposed activities detailed under each of the four Objective clusters “sit well” with their expectations.

	MEETS EXPECTATIONS	DOES NOT MEET EXPECTATIONS
Well Known Town	88%	12%
Welcoming Town	88%	12%
Transforming Town	81%	19%
Empowering Businesses	88%	12%

Indicative voting position at ballot: 88% of survey respondents to the July 2022 consultation indicated they would vote in favour of a second BID Term based on activity outlined in the DRAFT Business plan, with 12% undecided.

Application of Business Feedback:

It was concluded that evidence of majority support for the proposed activity meant that no changes were required to the core offering, BID Levy charging structure, threshold or BID Area detailed in the Draft Business Plan for BID Term 2 delivery.

STATEMENT OF WORK / SERVICES PROPOSED

Bognor Regis BID Ltd will continue to manage, operate and deliver services and activities prioritised by businesses through the company, on behalf of, and for the benefit of business rate payers in Bognor Regis.

Works and services proposed by BR BID for the 2023-28 term reflect the ongoing priorities of businesses, as evidenced through ongoing feedback and specific consultation exercises. All proposed BID activity is underpinned by the Bognor Regis Town Values and associated visuals, the principles of raising quality aspirations and delivery, and minimising impact on the environment.

Through consultation activity it is clear that, while progress has been made across all areas, the priorities businesses have identified as necessary to improve the trading environment are largely unchanged from Term 1, many of which were themselves carried forward from the Town Centre Management initiative delivered between 2014-2018.

Businesses responding to the viability survey in March 2022 identified activity addressing crime and anti-social behaviour, promotion of the town as a visitor destination, plus the ongoing provision of the parking disc scheme as those likely to have the most positive impact for the town in a second term of the BID. Businesses also rated the BID's strategic role – actively collaborating with stakeholder agencies to focus on a clear vision and plan for the evolution of the town centre - as significant.

With the exception of the two-hour parking scheme, these priorities address problems underpinned by complex, long established societal and economic factors of deprivation, with no quick or simple fixes, and outside the budget, remit and capacity of any single agency. Progress against these priorities therefore demands a multi-stakeholder response, ongoing commitment and engagement (including the active participation of the businesses themselves), sustained delivery, and sufficient time to embed. The BID is committed to its ongoing role in delivering activity to address these priorities, both as a discrete organisation and as a stakeholder in the successful growth of Bognor Regis.

In light of these facts, and the limitation of the BID's annual budget, the BID's proposals for a second term focus on realistic, tangible, core actions that can be delivered effectively by the small team of staff, within the budget available, year on year, and a specific commitment to partnership working.

OVERVIEW OF PROPOSED DELIVERY:

BID delivery in Term 2 can be clustered under four main “Objective” headings:

Objective 1. Well Known Town:

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.

Objective 2. Welcoming Town:

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.

Objective 3. Transforming Town:

Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibility for the town centre.

Objective 4. Empowering Businesses:

Activity that increases direct footfall to businesses by helping them grow and thrive.

SPECIFIC BID TERM 2 ACTIVITY:

The BID’s Term 2 activity commitments are strategic, focused and can be delivered to a high standard by the core team, thereby achieving maximum impact and maximum value for levy payers, every year for the next five years.

The summary overleaf details specific activity the BR BID will deliver under each of the Objective headings for the term 2023-2028. All proposed activity is underpinned by the core Town Values and associated visuals for Bognor Regis, the principles of raising quality aspirations, and minimising environmental impact.

The summary is not a finite list, rather a commitment to what *will* be delivered every year for the next five years of the second term. Flexibility remains to take on new opportunities as they arise, so long as they are: underpinned by the core Town Values, environmentally sustainable, support delivery of businesses’ priority Objectives, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.

TERM 2: SUMMARY CHART OF BR BID DELIVERY COMMITMENTS 2023-2028

OBJECTIVE
<p>ONE: WELL KNOWN TOWN</p> <ul style="list-style-type: none">• 1 x BID delivered event per annum, including all engagement opportunities and promotion• Partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025• Support & funding for high-quality third-party events which significantly increase footfall to the BID Area• 365 Delivery of the Love Bognor Regis destination website and associated social media channels• Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)
<p>TWO: WELCOMING TOWN</p> <ul style="list-style-type: none">• 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• Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service• Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street, plus new installations where possible.• Design, production & installation costs for 1 x seasonal banner change: London Road & High Street, plus new installations where possible• Professional fully funded graffiti removal service for levy paying business premises• Continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme
<p>THREE: TRANSFORMING TOWN</p> <ul style="list-style-type: none">• Driving strategic partnership working between all stakeholder groups and agencies – Arun District Council, Bognor Regis Town Council, West Sussex County Council, and the Bognor Regis Regeneration Board - making sure everyone’s informed about effective Place Transformation approaches.• Supporting the delivery of businesses’ strategic priorities for the town Progressing effective delivery of the Town Values for Bognor Regis• Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses• Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis’s performance against national trends• Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends
<p>FOUR : EMPOWERING BUSINESSES</p> <ul style="list-style-type: none">• Helping businesses develop by signposting to training, support, cost savings and grants• 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• Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development

TERM 2: DETAIL OF BR BID DELIVERY COMMITMENTS 2023-2028

OBJECTIVE 1: WELL KNOWN TOWN

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.

Based on your feedback and realities of the budget and staff resources available, the BID will:

- Deliver 1 x BID event per annum, including all engagement opportunities and promotion
- Work with partners to ensure delivery of a “big” destination event for Bognor Regis, launching 2025
- Provide support and funding for high-quality third-party events which significantly increase footfall to the BID Area
- 365 delivery of the Love Bognor Regis destination website and associated social media channels
- Continue to manage and develop the Bognor Regis General Market, plus speciality markets (subject to commercial interest)

WHAT THIS LOOKS LIKE IN ACTION

One BID event per annum: This is the BID using levy funds and all of its staff resources to devise, deliver and promote an event / experience that benefits the largest number of businesses across the day and night time economies, and enables the biggest range of business sectors to benefit by taking part.

Over Term 1 we’ve learned that installation-based events (such as the additional Christmas lights) - supported by engagement opportunities that all businesses can take part in to benefit from extra promotion - are the most impactful, cost effective and manageable for the BID to deliver.

The Big Event: This is the BID using its staff resources to work with all partners to devise, deliver and promote a high quality event that will become synonymous with Bognor Regis, establishing the town as a “must visit” destination for an incredible experience. Realistically, the partners need a solid two years of preparation to bring everything together, so the first event of its kind will most likely start in 2025. The BID has committed staff resources to co-ordinate all the different partners and separate elements to help bring about a memorable, perception-changing event for the town.

Support & Funding For High Footfall events: This is the BID using levy funds to support existing and emerging high quality events - like the Southdowns Music Festival - that have a demonstrably significant impact on increasing footfall to the BID Area.

Delivering “Love Bognor Regis”: This is the BID using staff resources, BID levy and external funding streams to deliver a high quality, year-round tourism website and associated social media channels. The intention is to increase footfall to the BID Area by promoting all the positives about the town as a visitor destination.

The BID purchased Love Bognor Regis at the end of 2021, and the site underwent extensive redesign and rebranding in line with the town values and visuals prior to relaunch in November 2022.

Love Bognor Regis already has a significant following across its social media channels, and we’re going to be building on both the site and the socials to change perceptions about Bognor Regis and encourage more visitors. It will also serve as a high quality “landing page” for future visitor campaigns and be a major platform for the co-ordination and promotion of town-wide events.

All levy paying businesses will benefit from a fully funded listing, and there'll be further opportunities through blog-style articles and guides promoting sectors that are directly relevant to visitors.

We're also looking to use the site and associated platforms to change perceptions locally by sharing details of the positive developments and proactive partnership working that's going on in the town.

Because of the BID's active role in collaborative partnerships we already collate, synthesise and share relevant information from the various agencies through BID channels. We also know that many of LBR's website visitors and social media followers are actually from the wider community, as well as potential visitors, so it simply makes good sense to use this platform to reach multiple audiences.

Delivering Markets: Markets add vibrancy and vitality to town centres, generating additional footfall that can benefit other businesses in the local area. This is supported by research: a 2015 Institute of Place and Management review of published evidence on markets demonstrated "unequivocally" that markets can contribute to the economic, social and political health of towns and cities. Further evidence from Springboard reveals how markets add to the vitality of specific centres, with footfall increases of up to 25%.

After two years of delays caused by Covid and a major review of Street Trading, this is the BID using staff resources to build up the number, quality and range of traders at the regular General Market and, through all the other work we're doing to change perceptions of Bognor Regis, to encourage speciality markets to give Bognor Regis a go!

A very important thing to note is that, even in its current form, the General Market generates an extra £10k of revenue that the BID invests directly in project delivery. If the BID doesn't manage the market, it doesn't mean that the market will stop - another Market Operator would come forward to take it on. In that scenario, the BID would suffer a shortfall in income that could be invested in project delivery, and businesses would lose the ability to influence the types of traders and speedy resolution of problems currently available through the BID's management role.

OBJECTIVE 2: WELCOMING TOWN

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.

Based on your feedback and realities of the budget and staff resources available, the BID will deliver:

- 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
- Ongoing funding for the maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service
- Ongoing funding for the maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street, plus new installations where possible.
- Design, produce and install 1 x seasonal banner change at London Road & High Street, plus new installations where possible
- Fully fund professional graffiti removal service for levy paying business premises
- Continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme

WHAT THIS LOOKS LIKE IN ACTION

Business Crime and Anti-Social Behaviour Reduction Activity:

This is the BID using levy funds and staff resources to support you in our shared goal of reducing business crime and anti-social behaviour by funding the ongoing provision of tools to enable data compliant information sharing about crime and offenders and in-person support for businesses.

Throughout Term 1, the BID – supported by an annual funding commitment from Bognor Regis Town Council – delivered a five-day-a-week uniformed presence in the town centre as requested by businesses. While the Community Warden has proved extremely effective as both a deterrent and as a direct support for businesses, there is still a mismatch between the level of business crime and anti-social being reported through official channels and that reported anecdotally through social media. Unfortunately this doesn't provide the responsible agencies – such as Sussex Police – with a clear picture of what's going on, or the evidence they need to take action and allocate resources.

To improve the effectiveness of the BID's crime reduction activity, Term 2 proposals therefore include the appointment of a dedicated team member who will be out and about in town working with businesses, the police and other agencies with a specific aim of improving the quality and quantity of reporting and information sharing, plus supporting you with evidence submission.

As well as this direct support for businesses in terms of tools and in person support, the BID will continue to explore all external funding opportunities to support extra, specific initiatives to reduce crime and anti-social behaviour.

CCTV: In Term 1, the BID secured match funding from the Safer Arun Partnership to install new CCTV cameras in areas across the town centre, as well as a monitoring platform hosted at the BID Hub.

This is the BID using levy funds and staff resources to support businesses and other agencies by looking for and providing CCTV evidence of reported crime affecting businesses in the coverage areas.

Festoon Lighting: This is the BID using levy funds to ensure the festoon lighting installed at key locations in Term 1 is safe, well maintained, insured and operational throughout Term 2, as well as electricity costs. With the planned addition of Queensway in 2022, the ongoing cost for this provision across all of the installation sites is just shy of £10k per annum. Where the budget allows, we'll also look to install additional lighting based on the feasibility of the location.

Banners: This is the BID using levy funds and staff resources to brighten up the high-level sight lines with colourful, co-ordinating banners that connect the different areas and draw the eye to different parts of the town.

All banner designs are rooted in the Town Values and visuals, adding a splash of vibrant colour and positive messaging. At present, only London Road and High Street (central and east) have banner sites that can be used for this purpose. Based on 2022 figures, it should be noted that the cost for the design, production and installation of banners at these sites is around £2,130 per rotation.

Where banners aren't currently feasible, BID will continue to creatively introduce co-ordinating colours from the Town Values palette to reinforce connectivity between the whole town – either as stand-alone street furniture (like the flowerpots in Queensway) or through decorative embellishments (like the coloured slats added to the planter at Bedford Street).

Graffiti Removal: Graffiti is a real pain, and even though it's not your fault, it's your business's responsibility and cost to remove any that appears on your premises. This is the BID continuing to invest levy funds to pay for professional graffiti removal services from privately owned, BID Levy paying business premises.

Two Hour Parking Scheme: The fantastic two-hour parking disc scheme is made possible through a financial contribution from BRTC and the BID to Arun District Council for the use of their parking spaces, and the BID managing all aspects of its delivery. Subject to all partners' agreement to extending the arrangements, this is the BID investing levy funds to continue the scheme, with BID staffing resources committed to managing its delivery for another five years, including design, production, storage, distribution and promotion, plus all financial transactions and returns.

All profits from the BID's sale of parking discs to retailers are invested back into projects delivered in the BID Area. Sales from the discs generate a small profit for the independent retailers that sell to consumers, providing them with additional income, thereby benefitting the local economy as a result.

The scheme continues to be incredibly popular with both residents and visitors to Bognor Regis, encouraging footfall by making parking really easy and really cost effective for town centre users. At the moment, particularly with the effects of inflation, the disc is a little bit *too* cost effective for consumers, so, working with partners, we'll explore how the scheme can be developed to benefit everyone a little bit more equally.

While we don't have direct responsibility for any car parks in the BID Area, we'll continue to lobby and encourage our partners to make improvements to their safety, visibility, accessibility and ease of use through our strategic role. We're also committed to environmental responsibilities, which means we'll be recommending and supporting ongoing enhancements to the delivery and promotion of active travel schemes.

OBJECTIVE 3: TRANSFORMING TOWN

Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibilities for the town centre.

Based on your feedback and realities of the budget and staff resources available, the BID will:

- Drive strategic partnership working between all stakeholder groups and agencies – Arun District Council, Bognor Regis Town Council, West Sussex County Council, and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.
- Support the delivery of businesses' strategic priorities for the town Progressing effective delivery of the Town Values for Bognor Regis
- Continue to provide the Springboard footfall counter, plus monthly analysis and reporting to businesses
- Continue to monitor, analyse and report on occupancy rates and use types to compare Bognor Regis's performance against national trends
- Continue to analyse and interpret town centre data against comparative benchmarks and national trends

WHAT THIS LOOKS LIKE IN ACTION:

Driving Strategic collaboration: Throughout its first term, the BID has been relentless in its efforts to encourage the agencies involved in the BID Area to work more collaboratively.

Through this partnership approach we've been able to deliver projects that neither agency would have been able to achieve at the same speed - or at all - working in isolation. Specific examples include the partnership with BRTC to install the fabulous planters on Queensway, extending the banner designs to High Street as well as London Road, and working with ADC to deliver the POP! opportunity unit, the new festoon lighting at York Road, plus input on the design and delivery of The Arcade's colourful window vinyls.

But one-off projects by themselves aren't enough to make Bognor Regis vital and viable for the future. What's needed is a really co-ordinated, focused, strategic approach, with all partners - representing the need of their respective businesses, constituents and members - coming together, working on a really clear vision that everyone knows about and everyone can get behind, and then getting on with their part of it to deliver the best outcomes for the businesses and community of Bognor Regis - whether that's through funding support, staff resources or taking the lead on specific project delivery.

The BID was instrumental in establishing the multi-agency "Bognor Regis Town Centre Task Force", which brings together representatives from West Sussex County Council, Arun District Council, Bognor Regis Town Council, the Bognor Regis Regeneration Board, University of Chichester and the BID. The Task Force is already making great progress, having collaboratively identified strategic priorities and with BRTC completing a visioning exercise to be reflected in the updated Masterplan for Bognor Regis. Following consultation, Stage 1 of the Wayfinding Scheme is ready to be shared, and in June and December 2022, the BID worked with "Task Force" partners to submit a collaborative funding application to the UK Shared Prosperity Fund that, if successful, will support delivery against more of your strategic priorities.

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

1. Changing the way locals and visitors think about Bognor Regis
2. Improving safety / perceptions of safety across the day time and night time economies
3. Better connections between the seafront and the town centre
4. A comprehensive wayfinding scheme
5. Regeneration of the Regis Centre - Phases 1 and 2

You'll have already seen what the BID is proposing to deliver against your top two strategic priorities under the "Well Known" and "Welcoming" Objectives. Realistically, the costs and complexities of the larger scale regeneration projects are way beyond the BID's budget, scope and remit, so it would be completely misleading to suggest we can deliver them in isolation.

However, these are your priorities so, through our strategic role, we'll be 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 priorities are progressed and then delivered to a high-quality standard.

Effective delivery of the Bognor Regis Town Values: A large scale, multi-agency "Place Branding" exercise was already in motion when the BID started its first term in April 2018. Analysis of community feedback from the extensive consultation was distilled into three core "Values" that capture the unique qualities of Bognor Regis and will ultimately underpin all decision making and activity in the town.

Delivery of the values is now firmly at a local level, stewarded by the Bognor Regis Regeneration Board and formally adopted by the BID, BRTC, University of Chichester and WSCC. All partners have committed to championing the Town Values through decision making and use of the visuals, thereby building a shared approach and consistent identity. Representatives of all local stakeholders with responsibilities for Bognor Regis meet regularly and provide evidence of how their individual organisation has demonstrated the values against agreed KPI's.

The BID is an avid and active champion of the Town Values, not only in its use of the visuals, but because "Rebranding" is one of the key strategic approaches to Transformation recommended by the High Streets Task Force. It's recommended because it works.

The potential of the values and associated visuals goes way beyond "a logo and a strapline" : it offers a means by which we can communicate a clear identity and image to improve the way people think and feel about Bognor Regis ... leading to increased local and visitor footfall that directly benefits all of our businesses.

Strategic Monitoring, Analysis and Reporting: This is the BID investing levy funds in staff resources and quality data tools so we can monitor progress in terms of footfall, occupancy, and changes of use in the Bognor Regis BID Area to compare against local, national and specialist town trends. This is the BID providing you, the levy paying businesses, and partners with responsibility for the town centre, with factual, objective data and statistical evidence on the health of the town

OBJECTIVE 4: EMPOWERING BUSINESSES

Activity that increases direct footfall to businesses by helping them grow and thrive. Based on your feedback about the balance of BID activity that benefits the town and services that support businesses, the BID will:

- Help businesses develop by signposting to training, support, cost savings and grants
- Encourage businesses to grow through networking opportunities, working in collaboration with other B2B providers to eliminate duplication and maximise the benefits businesses gain through engagement
- Improve engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development

WHAT THIS LOOKS LIKE IN ACTION

Businesses have been really clear that, in Term 2, the BID should focus on delivering quality activity that improves the town, rather than providing services for individual businesses.

However, we also want to make sure that your businesses benefit from opportunities to adapt and grow, so we'll continue to share details of training, grants and any cost savings we can leverage for our levy paying members.

Bognor Regis benefits from professional organisations that exist to specifically support and develop businesses. Effective, established providers including the University of Chichester, Arun Business Partnership, The Track and FFS already offer a huge range of fully funded or low-cost support, advice, training and networking opportunities. There's no value for levy payers in the BID attempting to duplicate this high quality provision, so we're not going to. Instead, we're going to team up, get alongside and signpost you to these existing facilitators.

The BID Team will continue to use the BID's website, Facebook, Instagram and Mailchimp channels to keep you informed about BID activity, and we'll soon be introducing regular drop-in sessions, with the BID Hub regularly staffed till 6.00pm so you have the flexibility to meet in person at a time that's convenient for you.

On top of the monthly BCRP Members' meetings, we're reintroducing "working groups" for key areas of interest such as events and promotion to encourage interested businesses to get involved at the early planning stage. And, as always, we'll be available for you by phone, email, DM, Zoom and in person - either by appointment or during the regular drop-in sessions

BASELINE SERVICES

BIDs deliver additional services over and above the existing provision. To be able to define “additional”, there needs to be an understanding of the existing “baseline” services being delivered, and level of delivery.

A statement of baseline services is attached **as Appendix 5**.

It is unrealistic for local authorities to commit to specific service levels for the full term of the BID. However, neither local authorities nor any other statutory agency providing services within the proposed BID area should rely upon the availability of any future BID levy to disproportionately reduce services compared to any alteration to services more widely.

The Baseline Service statements at Appendix 5 therefore outline *current service delivery* in Bognor Regis by the named supplier. It is a statement of intent, enabling an understanding of “baseline” and “additional” services for the BID ballot being held in February 2023, with the understanding that all non-statutory services are subject to review by the respective agencies.

DESCRIPTION OF THE PROPOSED BID AREA

The Business Improvement District for Bognor Regis includes the heart of the town centre, including the main retail, leisure and commercial areas, and extends to include key tourism areas along the seafront.

The area was defined through consultation with businesses in preparation for the introduction of a BID in 2017 to identify the commonality of issues affecting their trading environment, with the final boundary decided by the then Shadow BID Board following consultation with potential levy paying businesses on the Term 1 draft Business Plan. The proposed geographic boundary for the BID’s second term is **unchanged**, on the basis that all businesses within the defined area benefit directly or indirectly from BID delivery activity.

A list of streets in the proposed Bognor Regis BID area, along with a map showing all properties within the BID boundary are shown in **Appendix 6a and 6b**.

A STATEMENT OF WHO, WITHIN THE BID AREA, IS INCLUDED

Only properties included in the Local Rating List will be liable to pay the BID levy.

Details of the rateable value and BID levy for each hereditament included in the BID area is attached at **Appendix 7**. (*Details correct as at December 2022*)

HOW THE AMOUNT OF LEVY IS TO BE CALCULATED

The levy rate for the BID’s proposed second term, running from 2023-28 was agreed by the BID Board of Directors based on feedback received through the viability survey and subsequent development of the Business Plan, further consultation and financial analysis, and with keen regard to the current impact of national and global factors on business finances. In light of the impending review of Rateable Values, the decision to use the 2017 Rateable Value was to enable more certainty in financial forecasting. .

The BID levy will continue to be 1.5% of the **2017** rateable value shown on Arun District Council’s (the Billing Authority’s) NNDR billing system as at 1st April 2017 for each defined hereditament

within the scope of the BID, with the exception of those premises with a rateable value of less than £6,000, and those exemptions set out overleaf.

The list of liable hereditaments is altered and updated on an ongoing basis to reflect changes in the billing authority's database of liable non-domestic ratepayers and relevant hereditaments. Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

Taking into consideration levy collection costs and cost of delivery of BID Objectives, it has been established that only businesses with a rateable value of £6,000 or more will be liable to pay BID levy. This includes all charities with a retail arm operating in the town.

VAT

VAT will **not** be charged on the BID levy.

A STATEMENT OF ANY RELIEF

No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non-Domestic (or Business) Rates.

All types of property within the BID area specified are to be potentially subjected to the full levy as set out above. Furthermore there is to be no distinction made between occupied or unoccupied hereditaments, with either occupancy status attracting the full BID levy.

EXEMPTIONS FROM THE BID LEVY

The following hereditaments are **exempt from BID Levy**:

- Property with a rateable value of less than £6,000.

The following categories are to be **exempt from BID Levy**:

- ambulance stations
- cemeteries
- community centres
- publicly funded places of education
- fire stations
- hospitals
- public conveniences
- places of worship
- local charities delivering their services in the BID area
- non-retail charities
- phone/mobile phone masts

BID LEVY LIABILITY AND COLLECTION

In the outcome of a “YES” Vote, the BID levy is binding on **all** eligible business within this Business Proposal and summarised Plan.

All bills issued will be due and payable, irrespective of whether or not the liable business/person voted in favour or against the BID.

Persons liable to pay the levy will be any “Rate Payer” as set out in section 59 of the Local Government Act 2003, [Interpretation of Part 4]. Section 59 clarifies the meaning by stating “non-domestic ratepayer, in relation to any area, means a person subject to a non-domestic rate under section 43 or 45 of the Local Government Finance Act, 1988 (c.41) (liability to non-domestic rates) because he is the owner or occupier of a hereditament situated in that area.”

For the purposes of non-domestic rating, Arun District Council interprets the owner of a hereditament or land as per the definition in section 65(1) of the Local Government Finance Act 1988. This states that “the owner of a hereditament or land is the person entitled to possession of it”. A similar definition exists in Schedule 4A of the Local Government Finance Act 1988 at paragraph 10(b) for unoccupied properties.

The first BID levy under the second term will be due on 15th April 2023 with subsequent levies due on 1st April each year until 31st March 2028.

Under the BID regulations, Arun District Council will be responsible for collection of the levy on behalf of Bognor Regis BID and as with the first term, these arrangements will be formalised in an operating agreement signed by both parties. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Bognor Regis BID on a regular basis. Arun District will charge a collection fee for this service of 2.5% of the total levy due. This is included in the outline budget. Bognor Regis BID is not charged summons and liabilities costs that are incurred when chasing nonpayers.

RATING LIST AND RATEABLE VALUES TO BE USED IN THE BID

For the purposes of the Term 2 BID levy, the rateable value shown on the NNDR local list held by Arun District Council on the 1st April 2017 will be the figure used for the BID levy calculation for each liable ratepayer.

Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

This figure will be used throughout the term of the BID. The liability for the BID levy will lie with the responsible party for the Non Domestic Rates as shown by Arun District Council.

FINANCIAL YEAR

For the purposes of the BID, a financial year is a period of 365 days (or 366 days in a leap year), commencing 1st of April and ending 31st of March inclusive.

THE LEVY MULTIPLIER AND CHARGE

For the duration of the BID term, the BID levy multiplier will be 1.5p in the pound and this will continue for the 5 years of the BID, based on the Rateable Value of the hereditament as at 1st April 2017.

No inflation will be added to the levy. Payment of the BID levy will be calculated on a daily charge mirroring the NNDR system.

The levy will be charged annually in advance for each chargeable period, from 1st April.

Rateable Value	Levy Rate	Annual	This equates to: Weekly
0-£5,999	1.5%	Zero	Zero
£6,000	1.5%	£90	£1.70
£12,000	1.5%	£180	£3.40
£25,000	1.5%	£375	£7.20
£50,000	1.5%	£750	£14.40
£100,000	1.5%	£1,500	£28.80
£200,000	1.5%	£3,000	£57.70
£500,000	1.5%	£7,500	£144.20
£1,000,000	1.5%	£15,000	£288.50
£2,000,000	1.5%	£30,000	£577.00

PROCEDURAL ARRANGEMENTS

The BID charge is an annual fee based on rateable value of the premises as at 1st April 2017. It is to be paid in full and in advance. The payment due date is 1st of April of the relevant financial year. To enable due process following the February 2023 ballot, the billing cycle for the proposed second term of BR BID is as follows:

FINANCIAL YEAR	BID (TERM 2) YEAR	PAYMENT DUE
2023-2024	1	15 th April 2023
2024-2025	2	1 st April 2024
2025-2026	3	1 st April 2025
2026-2027	4	1 st April 2026
2027-2028	5	1 st April 2027

ALTERATION / VARIATION PROVISION

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary shown in this business plan or to the levy rate would require an alteration ballot.

START DATE & DURATION OF THE BID

In the outcome of a **YES** vote, the BID's second term will start on 1st April 2023 and will continue for a period of 5 years. At the end of this five year period, a new ballot can take place if the business community wish to continue as a Business Improvement District.

In the outcome of a **NO** vote, the BR BID Ltd Company will be wound down in the period between the known outcome of the vote (anticipated 15th February 2023), redundancy notices will be issued and all current service provision will cease on 31st March 2023.

APPENDICES

APPENDIX 1: SUMMARY CHART: BID DELIVERY TERM 1

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

FLOWERPOTS QUEENSWAY (SEPT 2020)

ARTWORK – NORFOLK STREET (OCT 2020)

PLANTERS – EAST END (DECEMBER 2020)

PLACE ST MAUR – TEMPORARY PARK (JULY 2021)

SEAFRONT POSTERS – (JULY 2021)

SEAFRONT MAPS – (SUMMER 2021)

SEAFRONT DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

TOWN CENTRE DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

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

GREEN WALL AT BEDFORD STREET (2020)

PLANTER AT BEDFORD STREET (2021)

TREES PLANTED AT QUEENSWAY / CRESCENT ROAD (2021)

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

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

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

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

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

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

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

EXTRAS – WELCOMING TOWN

STRATEGIC ROLE

COLLABORATIVE AGENCY WORK ON ROUGH SLEEPING

BCRP – MAJOR COLLABORATION TO REDUCE CRIME AND ASB

TOWN CENTRE FORUM

TOURISM

EXTRAS – MEMBER SERVICES

NETWORKING MEETINGS

COVID!!!!!!

COMMS

GRANT SUPPORT

MEMBER SERVICES - NOT EXPLICITLY STATED ON T1 BUSINESS PLAN

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

PROVISION BY ZONE

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

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

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

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

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



BID Hub:
10 The Arcade, Bognor Regis, West Sussex PO21 1LH
Tel: 01243 826354
Email: info@brbid.org
www.brbid.org

The RT Hon, Michael Gove MP
Secretary of State for Levelling Up, Housing and Communities
c/o Edward Stanislas
Ministry of Levelling Up, Housing and Communities
Local Taxation Division
Department for Communities and Local Government
Fry Block | South East | 2nd Floor
2 Marsham Street
London SW1P 4DF

SENT BY EMAIL AND POST (edward.stanislas@communities.gov.uk)

Date 29th March 2022

Dear Minister,

Bognor Regis Business Improvement District – Intention to hold a ballot

As per BID regulations (2004), please accept this letter as being more than the 84 days notification required of the intention of requesting Arun District Council to put our BID proposal to a formal ballot to renew Bognor Regis BID for a second term.

Name of BID: BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT
Name of Billing Authority: Arun District Council
Contact Details: Heather Allen, Bognor Regis BID Co-Ordinator, 10 The Arcade, Bognor Regis, West Sussex, PO21 1LH

Timeline: Proposed day of ballot: Tuesday 14th February 2023, with proposed start of second term (if successful) 1st April 2023.

Please do not hesitate to contact me at the above address with any queries, or for any further information. In the meantime, I look forward to receiving confirmation that you have been properly notified in accordance with the Regulations.

Your sincerely,

Heather Allen
Co-Ordinator, Bognor Regis Business Improvement District

Cc: Chief Executive Officer Arun District Council, James Hassett
Director of Place, Arun District Council: Karl Roberts

APPENDIX 3: LETTER TO ADC TO REQUEST BALLOT



BID Hub:
10 The Arcade, Bognor Regis, West Sussex PO21 1LH
Tel: 01243 826354
Email: info@brbid.org
www.brbid.org

Mr James Hassett
CEO Arun District Council
c/o Julie Hoggatt
Economic Development
Arun District Council
Arun Civic Centre,
1 Maltravers Rd,
Littlehampton BN17 5LF

SENT BY EMAIL AND POST

Date: 21st June 2022

Dear Mr Hassett,,

Bognor Regis Business Improvement District – Formal Request to hold a ballot

As per BID regulations (2004), please accept this letter as a notice in writing requesting Arun District Council as the relevant billing authority to instruct the ballot holder to hold a BID renewal ballot in relation to the renewal proposals.

Name of BID: BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT

Name of Billing Authority: Arun District Council

Contact Details: Heather Allen, Bognor Regis BID Co-Ordinator, 10 The Arcade, Bognor Regis, West Sussex, PO21 1LH

Timeline: Proposed day of Term 2 ballot: Tuesday 14th February 2023, with proposed start of second term (if successful) 1st April 2023.

Please do not hesitate to contact me at the above address with any queries, or for any further information. In the meantime, I look forward to receiving confirmation that you have been properly notified in accordance with the Regulations.

Your sincerely,

A handwritten signature in blue ink, appearing to read "Heather Allen", is placed over a light blue rectangular background.

Heather Allen
Co-Ordinator, Bognor Regis Business Improvement District

Cc: Chief Executive Officer Arun District Council, James Hassett
Director of Place, Arun District Council: Karl Roberts

Bognor Regis Business Improvement District Ltd. A Company Limited by guarantee. Registered in England.
Company number: 11198321 | VAT Reg number: 296469638
Registered Address: 10 The Arcade, Bognor Regis, West Sussex PO21 1LH

APPENDIX 4: BID INDICATIVE FINANCIAL FORECAST 2023-2028

BR BID INDICATIVE FINANCIAL FORECAST, 2023-2028						
INCOME	Y1	Y2	Y3	Y4	Y5	5 YR TOTALS
BID Levy Income	£ 139,306.50	£ 139,306.50	£ 139,306.50	£ 139,306.50	£ 139,306.50	£ 696,532.50
Revenue	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 346,250.00
Grants	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 75,000.00
TOTAL INCOME	£ 223,556.50	£ 223,556.50	£ 223,556.50	£ 223,556.50	£ 223,556.50	£ 1,117,782.50
EXPENDITURE						
Well Known Town project costs	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 142,500.00
Contingency @5%	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 7,125.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (50% allocation)	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 49,920.00
TOTAL WELL KNOWN TOWN	£ 47,889.00	£ 47,889.00	£ 47,889.00	£ 47,889.00	£ 47,889.00	£ 239,445.00
Welcoming Town project costs	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 182,240.00
Contingency @5%	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 9,112.00
Bus Crime Reduction In person support (100%)	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 174,000.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (15% allocation)	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 14,975.00
TOTAL WELCOMING TOWN	£ 84,045.40	£ 84,045.40	£ 84,045.40	£ 84,045.40	£ 84,045.40	£ 420,227.00
Transforming Town project costs	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 15,900.00
Contingency @5%	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 795.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
TOTAL TRANSFORMING TOWN	£ 11,319.00	£ 11,319.00	£ 11,319.00	£ 11,319.00	£ 11,319.00	£ 56,595.00
Empowering Businesses project costs	£ -	£ -	£ -	£ -	£ -	£ -
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
P/T BID Ambassador costs (16h pwk)	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 64,895.00
BID Promo / Comms costs (25% allocation)	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 39,935.00
TOTAL EMPOWERING BUSINESSES	£ 28,946.00	£ 28,946.00	£ 28,946.00	£ 28,946.00	£ 28,946.00	£ 144,730.00
TOTAL DELIVERY EXPENDITURE	£ 172,199.40	£ 172,199.40	£ 172,199.40	£ 172,199.40	£ 172,199.40	£ 860,997.00
BID COMPANY OPERATIONS						
6% contingency for non collection of BID Levy	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 41,955.00
Levy Collection Costs	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 28,875.00
BID 2028 Term 3 Ballot allocation	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 10,000.00
Combined administration costs	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 35,000.00
BID Accommodation Costs	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 50,000.00
BID COO Costs (30% allocation)	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 68,400.00
BID Promo / Comms costs (10% allocation)	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 9,985.00
TOTAL BID OPERATIONS EXPENDITURE	£ 48,843.00	£ 48,843.00	£ 48,843.00	£ 48,843.00	£ 48,843.00	£ 244,215.00
TOTAL EXPENDITURE	£ 221,042.40	£ 221,042.40	£ 221,042.40	£ 221,042.40	£ 221,042.40	£ 1,105,212.00

*NB: Minor discrepancy between anticipated BID Levy income shown in this document and the published Business Plan due to change to rating list following print deadline.

INCOME: BID LEVY:

This is the expected amount to be received from all the eligible hereditaments within the BID area, based on the total Rateable Value of premises over £6,000 as at 1st April 2017, and the list of hereditaments liable for BID levy payments as at December 2022.

The Rateable Value of properties as at 1st April 2017 will be used to calculate the levy and be fixed for the term of the BID. Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

INCOME: REVENUE:

This is the income anticipated from the BID's operation of the General Market, sales of Car Parking Discs to retailers, Service Level Agreements, voluntary BID levy contributions, B2B sales generated through BID services to non levy paying businesses and sponsorship (of events etc). All revenue will be reported through the BID's annual accounts.

INCOME: GRANTS:

Income anticipated based on historical information, current and future grant schemes available from public bodies, private companies and charitable trusts. All income from grants will be reported through the BID's annual accounts.

EXPENDITURE: DELIVERY OF OBJECTIVES :

This is made up of expenditure on delivering the identified activity across each of the four Objectives: Well-known Town, Welcoming town; Transforming Town and Empowering Businesses, plus an allocation of staff costs to ensure project delivery. Project delivery cost projections are based on known figures from Term 1.

EXPENDITURE: 5% CONTINGENCY:

Where most relevant, a 5% contingency has been factored into delivery costs to allow for inflationary adjustment.

EXPENDITURE: BID STAFF COSTS:

Staff costs have been identified as an expenditure in the financial forecast. They are made up of items such as salary, National Insurance, pension, recruitment, redundancy contingency, travel and expenses.

The BID COO is responsible for delivering the work of the BID, and reports to the BID Board. The BID COO's costs are split between Delivery of projects under each of the objective headings (70%) and the remaining 30% is allocated to BID Company Administration (30%). It is important to levy payers that as much of the BID Manager's time is spent on delivering the key objectives than on BID administration. From the experience of delivering the first term, the 70% / 30% split is a realistic allocation time is spent on each area.

The percentage allocation of other staff roles has been shown against each Objective, based on 1 x FT (37.5 h pw) Business Crime Reduction in person support, 1 x 0.6 FT (20 h pw) Comms & Promotion and 1 x 0.4 (16 h pw) BID Ambassador.

EXPENDITURE: BID OPERATIONS : CONTINGENY 6%

This is based on the past performance of non-collection of BID Levy payments from businesses and also covers adjustments to the NNDR Local List.

EXPENDITURE: BID OPERATIONS: LEVY COLLECTION COST:

The Local Authority has agreed to a maximum levy collection charge of £5,775 per annum to the BID. This is based on billing, collection, enforcement, court costs, administration, management time, plus ongoing maintenance of the specialist software required to collect the levy.

EXPENDITURE: BID OPERATIONS: BID TERM 3 BALLOT COST:

Based on the cost of renewal activity at the end of Term 1, a £10k allocation for Term 3 ballot activity in 2028 has been equally distributed over each of the five years of the term.

EXPENDITURE: BID OPERATIONS: COMBINED ADMINISTRATION COSTS:

Based on known figures for Term 1, this is the cost for IT equipment, software, stationery, printing, postage, furniture, insurance, plus professional fees for bookkeeping, accounting, Data Protection and membership of professional sector organisations etc.

EXPENDITURE: BID OPERATIONS: ACCOMMODATION COSTS

Based on known figures for Term 1, this is the cost for rent, business rates, service charges, utilities, security, cleaning and maintenance.

Baseline Services provided in Bognor Regis (position as at August 2022)

BIDs deliver additional services over and above the existing provision. To be able to define “additional”, there needs to be an understanding of the existing “baseline” services being delivered, and level of delivery.

This schedule sets out in outline the current services delivered in Bognor Regis by the named supplier. It is a statement of intent, and will enable an understanding of “baseline” and “additional” services for the BID ballot being held in February 2023

West Sussex County Council

Baseline Service Agreement Highways

Service	Highways management and upkeep
Supplier	West Sussex County Council
Contact Details	Name: Mike Thomas Tel: 0330 222 6341 / 07738 349512 email: mike.thomas@westsussex.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<ul style="list-style-type: none"> • Carriageway, footway and verge maintenance. • Grass cutting (urban 7 and rural 3 cuts per year) • Weed control (2 sprays per year) • Unless maintained under a separate license WSCC manage ALL trees on ALL Highways. • Highway safety (ongoing) • Lining and signing (as and when required) • Traffic Regulation Orders (as approved by CLC’s once per year) • Highway Improvements (approved once per year to be delivered the following) • Street Lighting (ongoing PFI with SSE) • Traffic signals (as and when required) • Structures (bridges/culverts maintenance as and when required) • Winter maintenance (as and when required in winter) • Highway enforcement (as and when required) • Network management (ongoing) • Highway drainage (routine and ad-hoc repairs) • Hedge cutting (once per year) • Licensing of activities on Highways e.g. busking, outdoor tables and chairs, events, scaffolding, skips, hoarding, roadwork permits, vehicle cross overs, licence to plant and Standard form of consents (general consent to work on the highway). 	
Area covered	See above
Statutory / Discretionary	Statutory / Discretionary – a mixture of both, highway safety being our statutory function as Highway Authority
Anything else?	

Arun District Council

Baseline Services: Visitor Destination Marketing and Visitor Information Provision

Service	Visitor Destination Marketing and Visitor Information Provision
Supplier	Arun District Council
Contact Details	Name: Denise Vine Tel: 01903 737846 email:denise.vine@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
1. Visitor Destination Marketing Provision and updating of the Sussex by the Sea portal 2. Visitor Information Provision Maintaining current self-service provision at appropriate location(s).	
Area covered	BID area
Statutory /Discretionary	Discretionary
Anything else?	

Baseline Services: Bus shelters

Service	Bus Shelters
Supplier	Arun District Council
Contact Details	Name: Property and Estates Manager Tel: 01903 737506
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>1. Provision Bus shelters are provided by Arun DC in the following locations</p> <ul style="list-style-type: none"> - High Street town centre 5 shelters * - Linden Road near Ockley Road * - Richmond Road / Lyon Street o/s Railway station - Station Approach, Longford Road o/s Railway station - Upper Bognor Road o/s University Campus - Upper Bognor Road o/s Butlin's * - High Street/Gloucester Road junction - Queensway near Canada Grove * <p>2. Maintenance The shelters are kept in good repair by Arun DC or in the case of those asterisked above, by Clear Channel</p> <p>3. Advertising on bus shelters This is licensed out to Clear Channel</p>	
Area covered	BID area
Statutory / Discretionary	(delete as appropriate)
Anything else?	

Baseline Services: Car Parking

Service	Car parking
Supplier	Arun District Council
Contact Details	Name: Customer & Parking Services Manager Tel: 01903 737649 email: car.parks@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>1. Provision of car parks</p> <p>The following ADC car parks are in the BID area.</p> <ul style="list-style-type: none"> • Regis Centre • Hothamton • Fitzleet Multi Storey • Gloucester Road <p>The Lyon Street car park which is part of the 2 hour disc scheme is not in the BID area.</p> <ul style="list-style-type: none"> • The Parking Services department of ADC is responsible for the ticket machines and the signage within the car parks together with enforcing the rules governing the use of the car park. • Property & Estates Department of ADC is responsible for planned maintenance which includes resurfacing and re-lining. • The Cleansing Department at ADC are responsible for the bins being emptied in the car parks. • WSCC are responsible for the signage on street including information and directional signs. <p>2. On street parking</p> <ul style="list-style-type: none"> • On Street Parking is the responsibility of West Sussex County Council . • ADC act as agents to maintain the Controlled Parking Zone on behalf of the WSCC. This includes issuing resident permits, enforcing the parking restrictions and the authority once approved by WSCC to reline. WSCC are responsible for the Traffic Regulation Orders which set out the parking restrictions. They are also responsible for the posts and signs. <p><i>(continued)</i></p> <p>3. Provision of Coach Parking</p> <p>The London Road Coach Park is not within the BID area so there is no coach provision within the BID area. There is a Coach pick up and drop off point opposite the Pier.</p> <p>4. Two Hour Car Parking Scheme</p> <p>This scheme covers three car parks: Hothamton, Fitzleet multi-storey and Lyon Street. NB: Lyon Street car park is not in the BID area. The current agreement expires on the 31st December 2023. The continuation of the scheme is subject to agreement of all parties, currently ADC, BRTC and BR BID.</p> <p>5. Enforcement of on and off street parking</p> <p>Arun District Council have an agency agreement to carry out Civil Parking Enforcement. The current agreement runs to the 31st March 2023.</p>	
Area covered	BID Area
Statutory / Discretionary	Discretionary
Anything else?	

Baseline Services: Catering & Retail Concessions

Service	Catering and Retail Concessions
Supplier	Arun District Council
Contact Details	Name: Property and Estates Manager Tel: 01903 737506
Service Specification (what, when, how many how often, contractor if relevant)	
<p>Arun DC licences a number of businesses within the BID area which operate either all year round or seasonally. They are listed below.</p> <p>1. Catering/retail concessions A1 Café, Promenade near Gloucester Road, Coffee Cup kiosk, Promenade near Albert Road, Whittingtons Food and Shop, Promenade near Clarence Road, Food on the Prom kiosk, Promenade opposite Regis Car Park, Bognor Cockle Seafood kiosk, Promenade near Lennox Street, Ollie's Café, Waterloo Square gardens</p> <p>2. Attractions concessions</p> <ul style="list-style-type: none"> • Kiddie Rides, Promenade near pier, • Deckchair Hire, promenade various locations • Telescope Hire, Promenade various locations • Crazy Golf, Waterloo Square • Gypsy Lee fortune teller, Waterloo Square <p>3. Future The Seafront Delivery Plan formally approved in June 2016 includes the provision of Beach Huts near Butlin's, and a range of new permanent and temporary concession buildings on the Promenade.</p> <p>Place St Maur is part of the Regis Centre Development Site, and is likely to have a range of seasonal catering and activity concessions from summer 2017 onwards.</p>	
Area covered	Proposed BID area
	Statutory / Discretionary (delete as appropriate)
Anything else?	

Baseline Service Agreement: Grounds Maintenance

Service	Grounds maintenance
Supplier	Arun District Council via contractual arrangement with Tivoli Group LTD
Contact Details	<p>Name: Oli Handson Environmental Services & Strategy Manager Tel: 01903 737955 email:oliver.handson@arun.gov.uk</p> <p>James Jones-McFarland – Parks and Cemeteries Manager Te: 01903 737956 Email:james.jones-mcfarland@arun.gov.uk</p>
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>All horticultural maintenance and contractual operations (grass cutting, shrub border maintenance, hedge maintenance, litter collection, litter bin emptying, hard landscape maintenance) at the following sites:</p> <ul style="list-style-type: none"> • Waterloo Square Gardens • Hothamton Sunken Gardens & Car Park • Bognor Seafront Mounds • Town Hall Car Park • Steyne Gardens • Rock Gardens East • Morrison’s passage • Gloucester Road • Place St Maur (horticultural elements) <p>Maintenance and management of 2 x bowling greens at Waterloo Square, and play area repairs and maintenance at Hothamton Gardens plus Rock Gardens Skate Park.</p> <p>Provision of annual summer & winter hanging baskets in Bognor Regis Town Centre (London Road) Includes taking down and hanging up of baskets, provision of all plants, dead heading, watering visits & feeding as required. ADC commissions BRTC Town Force to supply and manage hanging baskets at the Arcade</p> <p>Maintenance of permanent planting displays in raised planters at Bognor station and the brick planters along the Esplanade including dead heading/removal of dead foliage as required, weeding of raised borders, ensuring borders are litter free.</p>	
Area covered	See above
Statutory / Discretionary	Discretionary
Anything else?	

Baseline Service Agreement: Licencing

Service	Licensing
Supplier	Arun District Council
Contact Details	Name: Licensing Manager Tel: 01903 737755 email: licensing@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>The service is responsible for the delivery and administration of licensing over a number of functions including:</p> <ul style="list-style-type: none"> • Alcohol • Entertainments • Taxis • Street trading • Animals • Gambling • Tattooing and skin piercing. <p>Function operates in office hours and out of hours at the manager's discretion.</p> <p>Other advisory services are available to customers at a cost. www.arun.gov.uk/licensing</p>	
Area covered	BID Area
Statutory /Discretionary?	Statutory
Anything else?	

Baseline Services: Catering & Retail Concessions

Service	Planning Control and Enforcement
Supplier	Arun District Council
Contact Details	Name: Neil Crowther (TBC) Area Team Leader Tel: 01903 737771 email: Daniel.Vick@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>1. Planning Provision of statutory planning application service.</p> <p>2. Planning Enforcement including S215 Provision of planning enforcement service (including discretionary S215 officer to tackle untidy sites)</p>	
Area covered	BID area
Statutory /Discretionary?	Both
Anything else?	

Baseline Services: Public Conveniences

Service	Public conveniences
Supplier	Arun District Council
Contact Details	Name: Dan Cox, Cleansing Manager Tel: 01903 737688 email: Daniel.cox@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>1. Provision of Public conveniences Arun DC owns public conveniences at the following locations open at the times listed within the BID area:</p> <ul style="list-style-type: none"> • Bedford Street (Ladies, Gents, Disabled) • Regis Centre Car Park (Ladies, Gents, Disabled) • East Promenade (Ladies, Gents) • Pier Waterloo Square (Ladies, Gents) <p>Summer (1st May - 30th September) - 08.00 until 20.00, Winter (1st October - 30th April) - 08.00 until 17.00. All toilets are closed on Christmas Day and New Year's Day. All disabled facilities are operated by Radar keys</p> <p>2. Maintenance These facilities are kept in good repair by Arun DC or their contractor, Biffa. Minor repairs should be carried out within 4 hours of being identified.</p> <p>3. Cleansing Toilets are cleaned daily by Arun DC's cleansing contractor, Biffa Due to the high usage and visitor numbers in peak season from 10am-5pm, 7 days a week covering 1st June and 7th September one dedicated toilet cleaner is in position dealing exclusively with the toilets identified in the BID area. The aim is to keep the facilities at a high standard throughout the day.</p>	
Area covered	BID area
Statutory / Discretionary	Statutory / Discretionary (delete as appropriate)
Anything else?	

Baseline Services: Cleansing

Service	Street Cleansing
Supplier	Arun District Council
Contact Details	Name: Dan Cox Tel: 01903 737688 email: daniel.cox@arun.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>1. Street Sweep machine, litter pick, bins empty The area that encompasses the BID is street cleansed under contract by Biffa. There is the requirement that it is mechanically swept and clean to a high standard by 8am.</p> <p>There is a static litter picker in the Town Centre and also one at Fitzleet Car Park. They are responsible for keeping BID area clean to a high standard between 8am to 5pm in the spring/summer and 8am to 7pm in the winter.</p> <p>There is a contract requirement that litter bins are emptied regularly and should never be more than 80% full. If standards fall below that expected there is a rectification time of under an hour in the contract.</p> <p>2. Paving hot wash This is delivered on new surfaces in the BID area by Biffa.</p> <p>The machinery will visit at least once every two months to clean the pavement of stains and remove dirt that discolours the surface.</p> <p>In addition to this a separate machine is used for the removal of bubble gum.</p> <p>3. Street furniture cleaning This is looked at on a daily basis and a weekly deep clean is scheduled every Sunday morning.</p>	
Area covered	BID Area
Statutory / Discretionary	(delete as appropriate)
Anything else?	

Sussex Police

Baseline Services: Policing

Service	Current Sussex Police Force priorities; <ul style="list-style-type: none">• Keep Communities Safe and Feeling Safe• Identify and Protect Vulnerable People• Prevent and Respond to harm
Supplier	Sussex Police
Contact Details	Name: Marc Clothier Tel: 07811 192483 email: marc.clothier@sussex.pnn.police.uk
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>Responsible for the delivery of Policing across Sussex we deploy our resources based on threat, harm, risk and vulnerability. This includes the response to incidents alongside pro-active deployment to emerging issues such as geographic crime or prolific offenders.</p> <p>Information and intelligence is reviewed daily and weekly to understand local issues and prioritise the deployment of resources.</p> <p>Town centre patrols are focussed on the prevention of crime and anti-social behaviour and we work closely with Arun District Council to utilise a variety of tactics.</p> <p>Arun has also recently seen the introduction of Business Wardens who work in partnership with Sussex Police tackling Business crime, they have recently been granted powers under the Community Safety Accreditation Scheme (CSAS) which will allow them to deal with other local issues.</p>	
Area covered	Sussex Police, with local resources covering Arun and Chichester
Statutory / Discretionary	Statutory
Anything else?	

Bognor Regis Town Council

Baseline Services: Bognor Regis Town Council

Notes to Accompany Baseline Service Level Agreements (BSLA) for BID:

All of the activities covered by the BSLAs are discretionary and are not a “Duty” for a Town or Parish Council.

Whilst there is currently no intention to desist providing any of the activities identified, all are dependent on budgetary agreement which can only be guaranteed for the following financial year, unless superseded by a longer-term contract such as the two year contract for Christmas Lighting supply.

The usual Town Council elections (next due in May 2023) may result in a totally new administration and any services not covered by a binding contract with a third party cannot be guaranteed to be acceptable to a new Council.

No events, other than the Christmas Switch-On event have been included as none are guaranteed and some do not even take place within the BID area. Budgets for events are only agreed by Council in January each year.

Whilst the Town Council currently provides a Graffiti removal service this is subject to ongoing funding from WSCC and other funding streams. Any BSLA would need to be with WSCC rather than the Town Council; without this external funding, it is highly unlikely that the Town Council would be able to fund the continuation of the service.

Similarly, with reference to the 2 Hour Free Parking Scheme, to which the Town Council makes a contribution, as the car parks are owned and operated by ADC, it is assumed that a BSLA for this function will need to be made direct with ADC.

BRTC: Christmas Lighting & Christmas Trees

Service	Decorative Christmas Lighting & Christmas Trees
Date	1 st April 2023
Supplier	Bognor Regis Town Council
Head of Service:	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Mr. M. Hall (Projects Officer) Tel: 01243 825535 Email: matthewhall@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	Christmas lights provision and maintenance in Town Centre including: i) Erection of lighting by third party contractor ii) Use of existing catenary wires iii) Connection to power supply and testing by contractor iv) Period of erection - last Saturday in November to second week in January v) Contractor responsible for repairs and maintenance whilst erected vi) Current contract up to and including Christmas 2024 vii) Town Council to meet cost of power supply viii) Provision, erection and decoration of 1no Christmas Tree at Town Hall ix) Provision of 2no Christmas Trees in High Street and Railway Station (strictly sponsorship dependent) x) Town Force to attend all Christmas Tree installations
Value of contract	£55,000 per annum for supply of lighting equipment and maintenance
KPIs	i) Completion of works on time including removal ii) Timely works to make good reported faults
Areas covered	London Road, High Street, Station Approach, York Road and Queensway – all four houses
Power	General Power of Competence
	Discretionary (delete as appropriate)
Limitations	i) Three year Contract in place ii) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2023

BRTC: Christmas Light Switch-On Event

Service	Christmas Light Switch-On Event
Date	1 st April 2023
Supplier	Bognor Regis Town Council
Head of Service	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Ms. K. Fitzpatrick (Events Officer) Tel: 01243 825535 email: kirstenfitzpatrick@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	<p>i) Organisation, planning (including Health and Safety aspects) and management by Town Council's Events Officer of 1 day event culminating in switch-on of Christmas Lighting in Town Centre.</p> <p>ii) Programme for event changes annually with only guaranteed element being the actual switch-on.</p> <p>iii) Town Council Town Force staff in attendance at event to support Events Officer</p>
Value of contract	Budget for Christmas 2022 Switch-On set at £3,500
KPIs	<p>i) Well run event</p> <p>ii) Positive feedback from TCM and general public</p>
Area covered	London Road and High Street
Power	General Power of Competence Discretionary (delete as appropriate)
Limitations	No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2023

BRTC: Decorative Lighting:

Service	Decorative Lighting
Date	1 st July 2022
Supplier	Bognor Regis Town Council
Head of Service:	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Mr. M. Hall (Projects Officer) Tel: 01243 825535 Email: matthewhall@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	BRTC currently has no commitments to either provision or maintenance of any decorative (e.g. festoon) lighting within the BR BID Area. Any future requests for provision will be subject to Members being asked to consider whether they wish to commit to this ongoing expenditure, without any guarantee that this could be achieved.
Value of contract	NA
KPIs	NA
Area covered	NA
Power	General Power of Competence
Statutory / Discretionary	Discretionary
Limitations	NA

BRTC Decorative Planting:

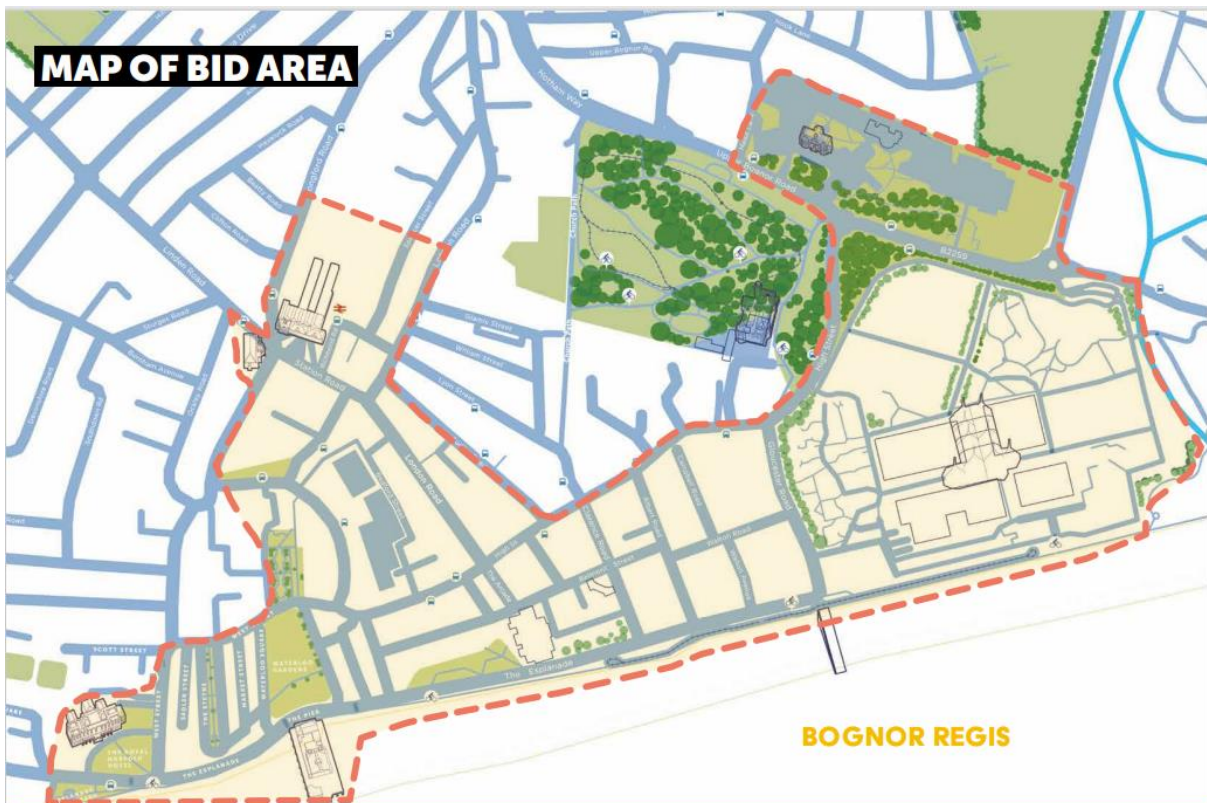
Service	Decorative Planting
Date	1 st April 2023
Supplier	Bognor Regis Town Council
Head of Service:	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Mrs. E. Adams (Town Force Manager) Tel: 01243 825535 Email: erikaadams@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	i) Seasonal planting in containers (hanging baskets, troughs and planters) ii) Maintenance carried out by Town Council Town Force staff including : <ul style="list-style-type: none"> • Watering (3 times per week in the summer. Frequency subject to weather conditions in the winter) • Change in planting between Summer and Winter • Deadhead, weed, fertilise at regular intervals • Replacement of plants if necessary
Value of contract	Town Force time for maintenance, planting and watering.
KPIs	Well maintained planting
Area covered	<ul style="list-style-type: none"> • Queensway • High Street (outside The Job Centre) • West Street • Regis Centre • London Road (Library) • Station Concourse • The Esplanade • Gloucester Road • Town Hall
Power	General Power of Competence
	Discretionary (delete as appropriate)
Limitations	No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2023

BRTC: Poster Sites - Seafront Shelters

Service	Poster sites at Seafront Shelters
Date	1 st April 2023
Supplier	Bognor Regis Town Council
Head of Service:	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Mr. M. Hall (Projects Officer) Tel: 01243 825535 Email: matthewhall@bognorregis.gov.uk
Service Specification (what, when, how many, how often, contractor if relevant)	Maintenance of no.12 poster sites attached to no.3 seafront shelters owned by ADC and management of sites in accordance with BRTC Poster, Banner & Outdoor Display Opportunities Policy.
Value of contract	Purchase price approx. £160 per site to provide frames and posters (<i>Town Force time not included</i>)
KPIs	i) Well maintained with timely works to make good reported damage ii) Positive engagement from members of the public
Area covered	Promenade - between Clarence Road and East of the Pier
Power	General Power of Competence
	Discretionary (delete as appropriate)
Limitations	i) Withdrawal of permissions from ADC to attach sites to shelters ii) ADC's removal of the seafront shelters iii) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2023

BID AREA STATS

- Total Rateable Value of BID Area is £9,287,100 (based on rateable values of eligible hereditaments as at 8th December 2022 and new hereditaments at the relevant rate)
- The number of eligible hereditaments/properties is 283.
- This provides a levy income of £139,306.50 pa based on a 1.5% Levy.



APPENDIX 6b: BID AREA: STREETS

The following streets are included in the Bognor Regis Town Centre Business Improvement District area, either in whole or in part. All eligible **businesses** located on either side of these streets will contribute if the BID is approved.

If you are unsure whether your business falls within the boundary or want to know how much you would pay, please contact us.

Aldwick Road (part of)	Albert Road	Arcade Chambers, The Arcade
Bedford Street	Belmont Street	Campbell Road
Canada Grove	Central Buildings, London Road	Clarence Road
Clock Walk, High Street	Crescent Road	Fitzleet House, Queensway
Gloucester Road	Harfield Court, High Street	High Street
John Street	Lennox Street	Linden Road
Little High Street	London Road (Part of)	Longford Road
Lyon Street West	Manor Place	Market Street
Merchant Street	Norfolk Street	Place St Maur Des Fosses
Queensway	Richmond Road	Sadler Street
Sea Road	Station Approach, Longford Road	Station Road
Steyne Street	Sudley Road	Sussex Street
The Arcade	The Esplanade	The Steyne (part of)
Upper Bognor Road	Walton Avenue	Walton Road
Waterloo Square	West Street	Water Tower Building, London Road
York Road		

APPENDIX 7: LOCAL RATING LIST

Please note that the Local Rating list for the BID Area is accurate as at 8th December 2022.

HEREDITAMENT UPRN	RATEABLE VALUE	BID LEVY
38100210419056	£ 69,500.00	£ 1,042.50
38100210816013	£ 22,750.00	£ 341.25
38100210425672	£ 23,000.00	£ 345.00
38100210425683	£ 8,300.00	£ 124.50
38100210787815	£ 12,500.00	£ 187.50
38100210790363	£ 7,100.00	£ 106.50
38100210790374	£ 7,100.00	£ 106.50
38100211146498	£ 11,250.00	£ 168.75
38100211094326	£ 385,000.00	£ 5,775.00
38100210425718	£ 54,500.00	£ 817.50
38100210425729	£ 17,750.00	£ 266.25
38100210425810	£ 12,500.00	£ 187.50
38100210425898	£ 18,250.00	£ 273.75
38100210425901	£ 58,000.00	£ 870.00
38100211060809	£ 13,250.00	£ 198.75
38100210429823	£ 10,750.00	£ 161.25
38100210429889	£ 14,250.00	£ 213.75
38100210430568	£ 21,500.00	£ 322.50
38100210806279	£ 8,000.00	£ 120.00
38100211006656	£ 29,000.00	£ 435.00
38100210469498	£ 8,200.00	£ 123.00
38100210469512	£ 10,750.00	£ 161.25
38100210469556	£ 10,000.00	£ 150.00
38100211019489	£ 9,000.00	£ 135.00
38100210460504	£ 22,750.00	£ 341.25
38100210460560	£ 16,250.00	£ 243.75
38100210438368	£ 6,400.00	£ 96.00
38100210438380	£ 8,900.00	£ 133.50
38100210447121	£ 9,800.00	£ 147.00
38100210795028	£ 54,500.00	£ 817.50
38100210456440	£ 7,300.00	£ 109.50
38100211053749	£ 8,200.00	£ 123.00
38100210457216	£ 10,000.00	£ 150.00
38100210457238	£ 45,500.00	£ 682.50
38100210457250	£ 9,100.00	£ 136.50
38100210457272	£ 9,000.00	£ 135.00
38100210457329	£ 10,500.00	£ 157.50
38100210457341	£ 9,300.00	£ 139.50
38100210457396	£ 56,500.00	£ 847.50
38100210457432	£ 17,000.00	£ 255.00
38100210457454	£ 25,250.00	£ 378.75
38100210457476	£ 81,500.00	£ 1,222.50
38100210457487	£ 19,500.00	£ 292.50
38100210457534	£ 15,750.00	£ 236.25
38100210457545	£ 8,400.00	£ 126.00
38100210457589	£ 19,250.00	£ 288.75
38100210457647	£ 138,000.00	£ 2,070.00
38100210457716	£ 6,500.00	£ 97.50
38100210457738	£ 27,500.00	£ 412.50

38100210457749	£	49,500.00	£	742.50
38100210457794	£	32,750.00	£	491.25
38100210457874	£	30,000.00	£	450.00
38100210457896	£	44,000.00	£	660.00
38100210457910	£	20,750.00	£	311.25
38100210457921	£	8,600.00	£	129.00
38100210457987	£	18,500.00	£	277.50
38100210458004	£	42,750.00	£	641.25
38100210458128	£	7,500.00	£	112.50
38100210458242	£	8,300.00	£	124.50
38100210458468	£	26,400.00	£	396.00
38100210458479	£	6,700.00	£	100.50
38100210458515	£	109,000.00	£	1,635.00
38100210458526	£	20,000.00	£	300.00
38100210458537	£	24,500.00	£	367.50
38100210458593	£	31,000.00	£	465.00
38100210458606	£	22,500.00	£	337.50
38100210458639	£	39,750.00	£	596.25
38100210487354	£	83,500.00	£	1,252.50
38100210766870	£	53,000.00	£	795.00
38100210780950	£	29,750.00	£	446.25
38100210781839	£	65,000.00	£	975.00
38100210784010	£	10,250.00	£	153.75
38100210785024	£	11,000.00	£	165.00
38100210800862	£	26,000.00	£	390.00
38100210808991	£	38,250.00	£	573.75
38100210867721	£	13,750.00	£	206.25
38100211044862	£	26,000.00	£	390.00
38100211058852	£	17,750.00	£	266.25
38100211073250	£	15,250.00	£	228.75
38100211073261	£	26,500.00	£	397.50
38100211076990	£	9,100.00	£	136.50
38100211078915	£	9,800.00	£	147.00
38100211095690	£	18,000.00	£	270.00
38100211095701	£	17,000.00	£	255.00
38100211124707	£	23,000.00	£	345.00
38100211125565	£	31,000.00	£	465.00
38100210465350	£	27,000.00	£	405.00
38100210465430	£	10,750.00	£	161.25
38100210465441	£	9,300.00	£	139.50
38100210781895	£	6,300.00	£	94.50
38100210799688	£	48,000.00	£	720.00
38100210801229	£	7,300.00	£	109.50
38100210840108	£	7,300.00	£	109.50
38100210430579	£	11,750.00	£	176.25
38100210465714	£	7,400.00	£	111.00
38100211016586	£	6,500.00	£	97.50
38100210467607	£	43,500.00	£	652.50
38100210467618	£	27,250.00	£	408.75
38100210467629	£	170,000.00	£	2,550.00

38100210467630	£	14,500.00	£	217.50
38100210467641	£	42,000.00	£	630.00
38100210467652	£	28,250.00	£	423.75
38100210467663	£	37,750.00	£	566.25
38100210467674	£	23,500.00	£	352.50
38100210467696	£	31,750.00	£	476.25
38100210467709	£	49,750.00	£	746.25
38100210467710	£	23,750.00	£	356.25
38100210467743	£	29,750.00	£	446.25
38100210467765	£	65,000.00	£	975.00
38100210467776	£	24,250.00	£	363.75
38100210467787	£	26,000.00	£	390.00
38100210467798	£	184,000.00	£	2,760.00
38100210467801	£	33,250.00	£	498.75
38100210467812	£	36,750.00	£	551.25
38100210467823	£	31,750.00	£	476.25
38100210467834	£	80,500.00	£	1,207.50
38100210467845	£	35,500.00	£	532.50
38100210467878	£	41,750.00	£	626.25
38100210467889	£	39,000.00	£	585.00
38100210467890	£	29,000.00	£	435.00
38100210467903	£	38,000.00	£	570.00
38100210467925	£	40,000.00	£	600.00
38100210467936	£	41,250.00	£	618.75
38100210467947	£	30,250.00	£	453.75
38100210467969	£	33,000.00	£	495.00
38100210467992	£	28,250.00	£	423.75
38100210468008	£	25,500.00	£	382.50
38100210468031	£	22,250.00	£	333.75
38100210468064	£	27,000.00	£	405.00
38100210468133	£	36,500.00	£	547.50
38100210468144	£	79,500.00	£	1,192.50
38100210468155	£	15,250.00	£	228.75
38100210468166	£	64,000.00	£	960.00
38100210468177	£	38,250.00	£	573.75
38100210468188	£	174,000.00	£	2,610.00
38100210468213	£	23,250.00	£	348.75
38100210468224	£	9,000.00	£	135.00
38100210468268	£	7,900.00	£	118.50
38100210468315	£	6,900.00	£	103.50
38100210468359	£	26,800.00	£	402.00
38100210468382	£	6,900.00	£	103.50
38100210468428	£	7,200.00	£	108.00
38100210468451	£	11,250.00	£	168.75
38100211145904	£	15,750.00	£	236.25
38100210468473	£	81,000.00	£	1,215.00
38100210468633	£	6,200.00	£	93.00
38100210468768	£	30,500.00	£	457.50
38100211142417	£	7,900.00	£	118.50
38100210782774	£	49,250.00	£	738.75

38100210783744	£	11,500.00	£	172.50
38100210788158	£	28,750.00	£	431.25
38100210788169	£	29,250.00	£	438.75
38100210788396	£	7,600.00	£	114.00
38100210806031	£	7,000.00	£	105.00
38100210816922	£	47,000.00	£	705.00
38100210826755	£	22,500.00	£	337.50
38100210837069	£	7,600.00	£	114.00
38100210838653	£	27,000.00	£	405.00
38100210879094	£	61,000.00	£	915.00
38100211048140	£	11,000.00	£	165.00
38100211048151	£	9,000.00	£	135.00
38100211057455	£	78,500.00	£	1,177.50
38100211086527	£	24,000.00	£	360.00
38100210469829	£	25,000.00	£	375.00
38100211054991	£	18,000.00	£	270.00
38100210772101	£	6,100.00	£	91.50
38100210772112	£	158,000.00	£	2,370.00
38100210487274	£	11,500.00	£	172.50
38100210487285	£	6,500.00	£	97.50
38100210487332	£	131,000.00	£	1,965.00
38100210487387	£	7,800.00	£	117.00
38100210487398	£	8,600.00	£	129.00
38100210487401	£	7,900.00	£	118.50
38100210487412	£	8,400.00	£	126.00
38100210487434	£	8,400.00	£	126.00
38100210487445	£	8,500.00	£	127.50
38100210487467	£	8,000.00	£	120.00
38100210487478	£	7,000.00	£	105.00
38100210487489	£	8,200.00	£	123.00
38100210487490	£	7,600.00	£	114.00
38100210487503	£	8,400.00	£	126.00
38100210487514	£	7,100.00	£	106.50
38100210487616	£	7,700.00	£	115.50
38100210487649	£	15,750.00	£	236.25
38100210487661	£	15,000.00	£	225.00
38100210487843	£	26,000.00	£	390.00
38100210509897	£	42,000.00	£	630.00
38100210846162	£	16,000.00	£	240.00
38100210848544	£	16,500.00	£	247.50
38100210853894	£	18,750.00	£	281.25
38100210862362	£	15,750.00	£	236.25
38100210862373	£	7,600.00	£	114.00
38100211094777	£	16,250.00	£	243.75
38100211106129	£	19,250.00	£	288.75
38100210819169	£	8,000.00	£	120.00
38100210498044	£	7,800.00	£	117.00
38100210498055	£	8,600.00	£	129.00
38100210498066	£	7,800.00	£	117.00
38100210498077	£	9,500.00	£	142.50

38100210498099	£	10,250.00	£	153.75
38100210498179	£	9,400.00	£	141.00
38100210498215	£	9,400.00	£	141.00
38100210498237	£	13,250.00	£	198.75
38100210498259	£	9,500.00	£	142.50
38100210498293	£	9,100.00	£	136.50
38100210498339	£	7,900.00	£	118.50
38100210498340	£	10,750.00	£	161.25
38100210498431	£	9,200.00	£	138.00
38100210498464	£	9,700.00	£	145.50
38100210498475	£	9,400.00	£	141.00
38100210498500	£	10,500.00	£	157.50
38100210498533	£	6,400.00	£	96.00
38100210498544	£	27,400.00	£	411.00
38100210498555	£	7,200.00	£	108.00
38100210498577	£	9,900.00	£	148.50
38100210498624	£	8,000.00	£	120.00
38100210815010	£	18,250.00	£	273.75
38100210851843	£	9,400.00	£	141.00
38100211006645	£	17,250.00	£	258.75
38100211085834	£	29,500.00	£	442.50
38100211114181	£	20,250.00	£	303.75
38100210501406	£	6,300.00	£	94.50
38100210501519	£	8,800.00	£	132.00
38100210501735	£	12,000.00	£	180.00
38100210501757	£	12,500.00	£	187.50
38100211004599	£	8,600.00	£	129.00
38100211055266	£	20,000.00	£	300.00
38100211055277	£	19,000.00	£	285.00
38100211066144	£	18,500.00	£	277.50
38100211124619	£	15,000.00	£	225.00
38100210422957	£	12,750.00	£	191.25
38100210422968	£	19,250.00	£	288.75
38100210422979	£	26,750.00	£	401.25
38100210422980	£	12,000.00	£	180.00
38100210422991	£	17,500.00	£	262.50
38100210423007	£	16,750.00	£	251.25
38100210423018	£	9,900.00	£	148.50
38100210423029	£	7,000.00	£	105.00
38100210423052	£	10,500.00	£	157.50
38100210423096	£	10,000.00	£	150.00
38100210423110	£	37,250.00	£	558.75
38100210788023	£	12,000.00	£	180.00
38100210815963	£	17,000.00	£	255.00
38100211011956	£	6,900.00	£	103.50
38100210441645	£	110,250.00	£	1,653.75
38100210777753	£	8,500.00	£	127.50
38100210799677	£	10,000.00	£	150.00
38100210800339	£	28,000.00	£	420.00
38100210813570	£	138,000.00	£	2,070.00

38100210879969	£	8,600.00	£	129.00
38100211009471	£	6,000.00	£	90.00
38100210498817	£	15,500.00	£	232.50
38100210504972	£	2,000,000.00	£	30,000.00
38100210509502	£	9,000.00	£	135.00
38100210509944	£	14,250.00	£	213.75
38100210509955	£	6,400.00	£	96.00
38100210760918	£	9,600.00	£	144.00
38100210760952	£	32,750.00	£	491.25
38100210788238	£	7,900.00	£	118.50
38100211070192	£	6,000.00	£	90.00
38100211087913	£	7,800.00	£	117.00
38100210469385	£	12,500.00	£	187.50
38100210469409	£	12,000.00	£	180.00
38100210469421	£	12,000.00	£	180.00
38100210469443	£	12,000.00	£	180.00
38100210670097	£	61,000.00	£	915.00
38100210511740	£	8,300.00	£	124.50
38100210511864	£	8,900.00	£	133.50
38100210511966	£	7,400.00	£	111.00
38100210512221	£	11,000.00	£	165.00
38100211058940	£	6,200.00	£	93.00
38100210514170	£	7,500.00	£	112.50
38100210514227	£	13,000.00	£	195.00
38100211011967	£	23,000.00	£	345.00
38100211160611	£	16,750.00	£	251.25
38100211150920	£	14,500.00	£	217.50
38100210856326	£	11,000.00	£	165.00
38100211166474	£	10,500.00	£	157.50
38100211164252	£	6,300.00	£	94.50
38100211164263	£	15,500.00	£	232.50
38100211077001	£	8,200.00	£	123.00
38100211157047	£	56,500.00	£	847.50
38100211167739	£	20,250.00	£	303.75

BID Contact Details:

If you have any questions regarding the BID's business proposal, or would like further information, please contact:



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To download a copy of this proposal, please visit: www.brbid.org/term2