



Bognor Regis BID Team Update: 24th March 2023

The BID Team update reports progress to the BID Board of Directors and wider Membership at regular intervals. It follows the format of BID delivery commitments for 2022-23 published on the BID’s website: <https://www.brbid.org/objectives>. This is the final update for 2022-23, and commitments made in the Term 1 Business Plan. Subsequent reports will follow the format for Term 2 objectives.

OBJECTIVE ONE: WELL KNOWN TOWN	
1.1	<p>DEVELOP AND DELIVER DESTINATION MANAGEMENT WEBSITE IN LINE WITH TOWN VALUES & VISUALS</p> <ul style="list-style-type: none"> • Rebranded Love Bognor Regis website : BID Team continuing to build up content, images, event and business listings on main site; exploring potential ap to support push notifications and increase opportunities for business promotion. • Draft charging structure for non-levy payers shared with Directors 22.03.23 • Increasing number of followers through the various social media channels. • ADC are working with Blue Sails to develop Tourism Strategy – BID invited to participate in process. HA attending workshop on Monday 27th March.
1.2	<p>DELIVER FOOD EVENT, CULMINATING IN STREET FOOD EVENT ON PLACE ST MAUR (AUGUST 2022)</p> <ul style="list-style-type: none"> • TASTE! Street food weekend delivered in August 2022. HA Meeting with event organisers on 11 April 2023 to discuss logistics for 2023.
1.3	<p>DEVELOP AND PROMOTE THE GENERAL MARKET</p> <ul style="list-style-type: none"> • General Market licence secured for 2023-24 • Market continues to operate on Saturdays with established (albeit limited) traders over winter months • Mid-week market (Tuesday) resumes April
1.4	<p>DELIVER CHRISTMAS INSTALLATIONS AND PROMOTION OF BOGNOR REGIS CHRISTMAS EXPERIENCE 2022</p> <ul style="list-style-type: none"> • “Colour Your Christmas” campaign delivered including light installations at Bedford Street, Old Town, Queensway (BRTC/ BID), Station Square, The Arcade, projection at eastern end High Street, plus Christmas Tree at Old Town. Christmas banners at London Road , High Street (including eastern end). All town Christmas events promoted through LBR, including development of full landing page. • BID secured back page of Primary Times to promote Bognor Regis at Christmas – in all bookbags for West Sussex Primary students.

1.5	SUPPORT FOR QUALITY EVENTS
	<ul style="list-style-type: none"> • BID financial contribution to Southdown Music Festival Event (23-25 September 2022) • Promoted event through BID and LBR channels • HA admin support for Ice Rink 2022 – promoted through LBR • BR BID funding contribution enabled enhancement of BRTC Lights Switch On event, with footfall-attracting activities, performers and installation located around the town. Promoted through BID and LBR channels. • Request received for support for 2023-24 Southdowns Event

OBJECTIVE TWO: WELCOMING TOWN

2.1	DEVELOP AND DELIVER ENHANCED BCRP, INCLUDING ADDITIONAL CCTV PROVISION
2.1.1	TACKLING ANTI SOCIAL BEHAVIOUR :
	<ul style="list-style-type: none"> • 7/7 “ASB Warden” service commenced 1st September 2022 using funds secured through Safer Streets Fund 4. • Permanent BR Warden now well established in post with strong, positive working relationships with businesses, community and partner agencies. • Warden has logged 1792 interactions with businesses between 02.01.23 and 21.03.23
2.1.2	MANAGEMENT OF BR BID BCRP:
	<ul style="list-style-type: none"> • Business Crime Engagement Officer started December 2022, delivering 8 hours per week to support businesses in using DISC and submitting evidence to Sussex Police. • Engagement Officer has logged 130 interactions with businesses from starting to the end of February. • BRTC P&R Committee meets on 27.03.23 where they will be asked to ratify decision to increase funding for Warden Provision for 23-24 financial year. This will enable 7/7 service to continue to 31.03.24. • NBCS continuing to deliver excellent VFM service to BR BID managing the DISC system and liaising with Sussex Police.
2.1.4	CCTV
	<ul style="list-style-type: none"> • Exploring options for relocation of viewing station while Team temporarily located at Track.

2.2	DELIVER POP! OPPORTUNITY AT 10 THE ARCADE
	<ul style="list-style-type: none"> • A reminder that the setup of the POP! unit was fully funded by ADC Economic Development, at no cost to BID Levy payers. The BID worked in partnership through provision of management services for POP Unit. • BID one year commitment to manage delivery of POP! unit ends on 31.03.23. BR BID will be vacating the unit on this date. • Reporting against KPI's for 12 months of operations submitted to ADC.
2.3	PUBLIC REALM ENHANCEMENTS
	<ul style="list-style-type: none"> • New banners will be installed at London Road and High Street in early April. Transition design funded through UKSPF Wayfaring project, production and installation funded by BR BID • 8 x Belly bins will be installed on London Road and Bedford Street in late March / early April 2023 as a result of UKSPF funding. BR BID / ADC delivering project. • See also UKSPF details at 5.1 • 2 x new palm trees planted at Gloucester Road Garden - gateway junction to High Street (eastern end) 24.03.23. ADC / BR BID partnership funded.

OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT

3.1	DELIVER FOOD & DRINK EVENT BENEFICIAL TO NIGHT TIME ECONOMY (NTE) (FOOD & DRINK) <ul style="list-style-type: none"> • See 1.3
3.2	ESTABLISH BETTER ENGAGEMENT WITH BUSINESSES IN THIS SECTOR <ul style="list-style-type: none"> • Professional photography of 10 x night time economy businesses for LBR – businesses will receive images and licence to use in near future

OBJECTIVE FOUR: BETTER PARKING

4.1	1. Production, promotion and distribution of 2023 parking discs <ul style="list-style-type: none"> • All work to produce, promote and distribute 2023 discs completed, with sales ongoing. • 2023 discs are final year of existing arrangements. BR BID engaged in discussions with partners (ADC / BRTC) regards ongoing funding and delivery.
4.2	CONTINUE TO WORK WITH ADC TO INCREASE USE OF FITZLEET MULTI STOREY CAR PARK BY TOWN CENTRE BUSINESSES AND VISITORS.
	<ul style="list-style-type: none"> • Funding request to carry out feasibility study re charge of use at Fitzleet was included as part of "BR Task Force" joint application to UK Shared Prosperity Fund, 10.06.22. The request was not approved by the assessment panel.

5: TOWN CENTRE STRATEGIC WORKING

<p>5.1</p>	<p>Continue to work with strategic partners to deliver multi agency “Town Centre Task Force”</p> <ul style="list-style-type: none"> Stakeholder members of the Town Centre Forum identified projects to address community and business priorities fed back through multiple consultations carried out between 2015 and 2022. Submissions to the UK Shared Prosperity fund for “Forum” projects were approved as follows: Wayfaring (design development working with community in 23-24 and implementation for strategic route in 2024-25), perception campaign and belly bins 22-23. Partners are now working to deliver their elements of the respective projects. As per town values section, informal comms and information sharing continues between “officers” to avoid duplication of efforts and maximise opportunities for joined-up, collaborative approaches. Ongoing informal meetings between officers at BRRB, ADC, BRTC, BR BID to ensure alignment
<p>5.2</p>	<p>With strategic partners, develop annual events programme for Bognor Regis</p> <ul style="list-style-type: none"> All known town events populated on LBR – will continue to grow as details become available Calendar showing all footfall-impacting town centre events, plus event weekends at Butlin’s created and hosted on BID website: www.br bid.org/calendar Businesses can now easily access details of all key activity, including national holidays and celebration days online.
<p>5.2</p>	<p>With strategic partners, develop new Master Plan for Bognor Regis</p> <ul style="list-style-type: none"> BR BID has already contributed feedback based on business responses to April 2021 and March 2022 consultations. BRTC Elected Members have developed a “Vision” for Bognor Regis, recognising the benefit of partnership working in specific areas. Next stage is to present to ADC.
<p>5.3</p>	<p>Dynamic engagement with Multi Agency Stakeholder Place Branding Group and drive delivery of Place Branding (Rebranding strategy)</p> <ul style="list-style-type: none"> BR BID levy funded banners to be produced and installed at London Road & High Street from early April 2023. Continued engagement with partners re potential to incorporate town values and visuals in non-BID projects. Values and visuals embedded in UKSPF funded perception campaign, belly bin designs, banner designs and Wayfaring scheme.

6:	MEMBER SERVICES (EMPOWERING BUSINESSES)
6.1	INCREASED ENGAGEMENT WITH LEVY PAYING BUSINESSES <ul style="list-style-type: none"> 521 direct business interactions – either in person visits, telephone calls or emails - logged by BID Team (LA, CH, HA) from 01.01.23 to 24.03.23.
6.2	REDEFINE BID’S COMMS ROLE ACROSS ALL CHANNELS TO FOCUS ON INFO, ADVICE AND SUPPORT ON TRAINING / DIRECT COST SAVINGS / GRANTS RATHER THAN DIRECT PROMOTION <ul style="list-style-type: none"> CH continuing to signpost to training and networking opportunities and relevant grants through BID social channels. HA working with University of Chichester to support takeaway businesses move to sustainable packaging in advance of October 2023 legislation. Term 2 will see new permanent pages on BID website signposting to training, networking and grants Emerging opportunity to work with Chichester Chamber of Commerce in Term 2 under the “Empowering and Engaging Businesses” objective.
6.3	RESPOND FLEXIBLY TO EMERGING COVID SITUATION <ul style="list-style-type: none"> Going forwards, action will be reframed as “respond flexibly to emerging Covid and cost of living situation”. HA liaising with ADC Cost of Living Programme Manager re impact on businesses.

7: TERM 2 BALLOT	
7.1	BR BID RENEWAL, 2023 : UNDERTAKE ALL ACTIVITIES FOR TERM 2 VOTE ON 14TH FEBRUARY 2023
	<ul style="list-style-type: none"> All activity delivered. Following ballot on 14.02.23, BR BID secured second term commencing 1st April 2023.

8: COMPANY / ADMINISTRATION / STAFFING / FINANCIAL	
8.1	BR BID BUDGET / FINANCES <ul style="list-style-type: none"> Considerable delay in reimbursement from SSF4 for 7/7 ASB warden costs affecting cashflow. Should be resolved in w/c 27.03.23 2022-23 budget will be reviewed following outcome of BRTC P&R meeting 27.03.23
8.2	BR BID ACCREDITATION <ul style="list-style-type: none"> Ongoing work to collate evidence required for accreditation purposes. Progress delayed by Team delivery in other areas
8.3	GDPR

	<ul style="list-style-type: none"> Annual review of all GDPR docs due 1st April 2023 – will reissue after AGM on 6th April.
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8.4	2021-22 ACCOUNTS / AGM <ul style="list-style-type: none"> Accounts for 2021-22 financial year finalised and will be presented to Members at AGM on 06.04.23. AGM details published via direct email to company members, Mailchimp, on news page of BID website and added to calendar. Additional posts on social channels signposting to full details. Reminders to be published w/c 27.03.23 and 03.03.23
8.5	BID STAFFING <ul style="list-style-type: none"> All job descriptions reviewed and updated for Term 2 – will be published on BID website in due course. BID Team will temporarily locate to The Yard (Part of The Track) from 01.04.23, with option to extend on monthly basis. Cost effective solution whilst permanent accommodation is identified now staff numbers have been confirmed. Recruitment campaign for additional directors underway, with a view to appointment at AGM on 06.04.23
8.6	BID COMMUNICATIONS <ul style="list-style-type: none"> Comms designed, delivered and managed by (part time) BR BID Promo & Comms: <ul style="list-style-type: none"> *BR BID Website, Mailchimp, Yumpu (e-newsletters) Facebook and Instagram *Love Bognor Regis Website, Facebook & Instagram The following platforms and content have been integrated within LBR Platform and site. All unnecessary domains / hosting cancelled: BR General Market Facebook page, BRINDIES website and socials, LBR Community Facebook Page back to VH (renamed as BR Community) HA exploring potential for place-app for Bognor Regis – to present to Board of Directors at earliest opportunity. CH working on updates for BID website to go live at start of Term 2. Resource page updated and simplified.

	NEW / EMERGING ISSUES
	Transitioning to Term 2