

BOGNOR REGIS
BUSINESS IMPROVEMENT DISTRICT

ANNUAL REPORT

OF THE BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT

YEAR 3: 1 APRIL 2020 – 31 MARCH 2021

DATE OF AGM: 10 MARCH 2022

CONTENTS

[LETTER FROM THE CHAIRMAN](#)

[OBJECTIVE OVERVIEW](#)

[BR BID & COVID-19: MEMBER SERVICES](#)

[BR BID & COVID-19: WELL KNOWN TOWN: GENERAL MARKET AND ONLINE HIGH STREET](#)

[BR BID & COVID-19: WELL KNOWN TOWN: YOUR SAFE SPACE CAMPAIGN](#)

[BR BID & COVID-19: WELL KNOWN TOWN: "SPACE TO ..." CAMPAIGN](#)

[OBJECTIVE ONE: WELL KNOWN TOWN: FIVER FEST - OCTOBER](#)

[OBJECTIVE ONE: WELL KNOWN TOWN: HALLOWEEN CAMPAIGN 2020](#)

[BR BID & COVID-19: WELL KNOWN TOWN: CHRISTMAS 2020](#)

[BR BID & COVID-19: WELCOMING TOWN : BCRP](#)

[OBJECTIVE TWO: WELCOMING TOWN: ARTWORK](#)

[OBJECTIVE TWO: WELCOMING TOWN: FLOWERPOTS / LIVING WALL](#)

[OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT](#)

[OBJECTIVE FOUR: BETTER PARKING](#)

[STRATEGY](#)

[FOOTFALL & OCCUPANCY RATES](#)

[FINANCES](#)

[BR BID GOVERNANCE](#)

[BR BID DELIVERY](#)

[TERM 2 - YOUR VOICE MATTERS](#)

LETTER FROM THE CHAIRMAN

Dear BID business,

The timing of annual reports means we're unavoidably reflecting on events and activity that has happened in the past. And while the past may or may not be "a foreign country", during the reporting period we're presenting here, from April 2020-March 2021, the country – and in fact the world – was a very different place.

As I write now, in 2022, with Spring approaching, the events unfolding in April 2020 as the pandemic took hold seem almost surreal, even though the effects continue to impact the businesses we represent, and the town we all do business in.

Reflecting on the change of direction quickly adopted and delivered by the BID to support businesses and respond to their needs as Covid measures were announced, the difficult circumstances everyone found themselves working in, and the sheer range of physical and online projects and initiatives that were delivered *despite* restrictions, I could not be more proud of the BID Team and my fellow Directors.

Many of you have taken the time to feed back to me how vital you found the clear communications sent out by the BID Team in keeping you informed about changing Covid legislation and access to grants and funding, and how you knew you could turn to the BID's representatives for support - things you really needed at the time you needed it most.

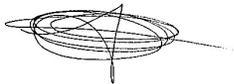
Continued over

As the country enters a new stage of “living with Covid”, the impact on town centre businesses continues to be felt. We are enormously thankful for the support of the community who, by choosing to keep things local, meant that footfall in the town centre was not as badly affected as other locations throughout the entire pandemic. We’re also delighted that the mix of national chains and independents, and balance of retail and non-retail businesses means that Bognor Regis’s occupancy rate is significantly higher than evidenced elsewhere. But that good news shouldn’t mask the reality that people’s use and expectations of town centres has changed, and that we can’t – either as individual businesses or a BID – lose focus on the goal of transforming and evolving to stay viable.

Here in Bognor Regis, the BID is the only organisation with a specific geographical focus on the town centre, and we continue to play a pivotal role, driving forwards strategic partnerships to create a deliverable plan to bring about sustainable, long term town centre transformation in Bognor Regis. The number of new businesses choosing to invest and open in Bognor Regis is clear evidence of its potential for change and growth.

Despite all that has happened in the past two years, it’s an exciting time for the town, and we are committed to focusing your levy funds on activities, projects and services that bring about the most impactful and positive outcomes for the BID Area and, ultimately, your business.

My very best wishes to you all,
Jason Passingham,



Chairman, Bognor Regis Business Improvement District

Not knowing what was coming, this is what we said we'd do in 2020-21

OBJECTIVE ONE: Well Known Town

1. Develop a strategic events programme
2. Develop and promote the General Market
3. Actively engage with the "Promotion (Tourism) Forum"
4. Make innovative use of empty units

OBJECTIVE THREE: Active town centre at night

1. Work towards Purple Flag accreditation / cross reference with standards
2. Events beneficial to Night-Time economy
3. Establish better engagement with businesses in this sector
4. Create specific marketing campaign promoting Bognor Regis's Night Time Economy

MEMBER SERVICES

1. Increase engagement with businesses
2. Provide businesses with info, advice and support on direct cost savings
3. Actively promote BID Independent businesses through a stand alone campaign and website
4. Curate and deliver accessible training tools and opportunities for businesses

OBJECTIVE TWO: Welcoming Town

1. Establish and enhance Zones
2. Increase BCRP membership
3. Continue with Alleygating Scheme

OBJECTIVE FOUR: Better Parking

1. Work with ADC to deliver Improved signage at Fitzleet Car Park
2. Fully automate parking discs ordering process completely
3. Commence car parking disc preparation in Spring

And this is what we did ...

BR BID & COVID-19: MEMBER SERVICES

The first national Covid-19 lockdown went into effect as the BID neared the end of the 2019-20 financial year. In the midst of major business uncertainty, the BID prioritised direct support, and sourcing, interpreting and distributing information to businesses.

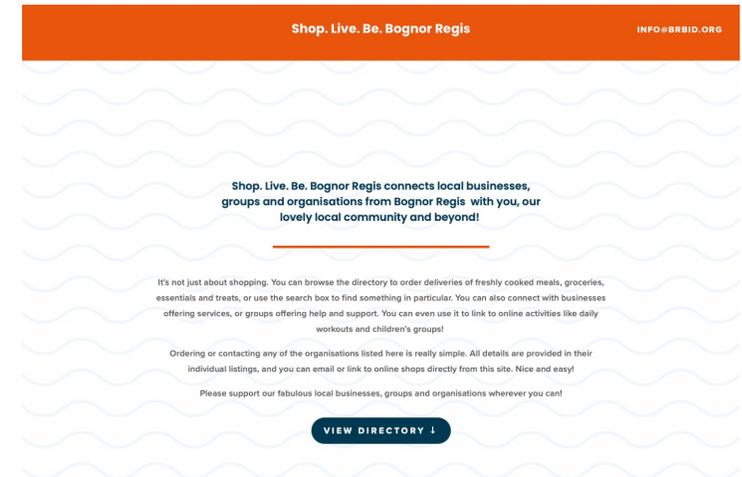
The BID Team immediately set up a new section on the BID website to collate and share key Covid information, and between March 2020 and 31st March 2021 disseminated **28** major updates for businesses via direct emails, social media and as blog posts on the website.

Updates included vital information on: Risk Assessment / Grants / Signage / Pavement Licensing Support / VAT / Business Rates / Changing legislation.



BR BID & COVID-19: WELL KNOWN TOWN: GENERAL MARKET

Since 2018, the BID has delivered and managed the twice weekly Bognor Regis General Market, with profits being invested directly back into the BID Area. Market operations were curtailed by Covid during 2020, and plans to develop the number of stallholders in order to increase footfall in this financial year had to be postponed in light of restrictions on pitch numbers following reopening.



BR BID & COVID-19: WELL KNOWN TOWN: ONLINE HIGH STREET

Within six weeks of lockdown starting, the BID built and launched an “online high street” with simple interface enabling businesses, groups and local support organisations to list and update on their operations during restrictions.

The intention behind www.shoplocalbognorregis.co.uk was to enable all businesses to remain visible in one easy to find online location.

- Developed using in house skills
- Minimal impact on BID Levy funds
- Launched May 2020
- 33 BID businesses chose to list

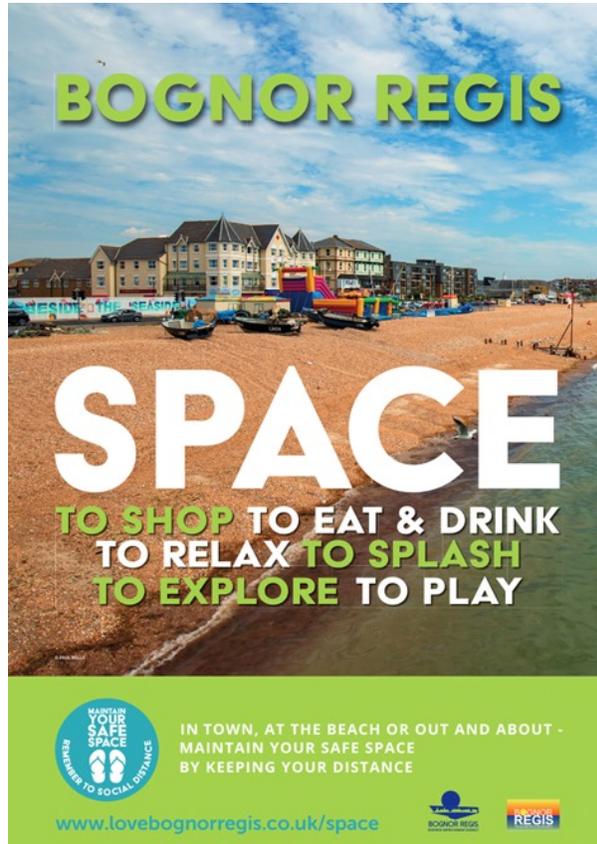


BR BID & COVID-19: WELL KNOWN TOWN: YOUR SAFE SPACE CAMPAIGN

Accessing funding from the “Reopening High Streets Safely” fund, the BID created and delivered unique, place-specific safety messaging including banners, lamppost wraps and pavement markers. Window signage was produced and distributed to businesses at speed following the introduction of face covering requirements.



BR BID & COVID-19: WELL KNOWN TOWN: "SPACE TO ..." CAMPAIGN

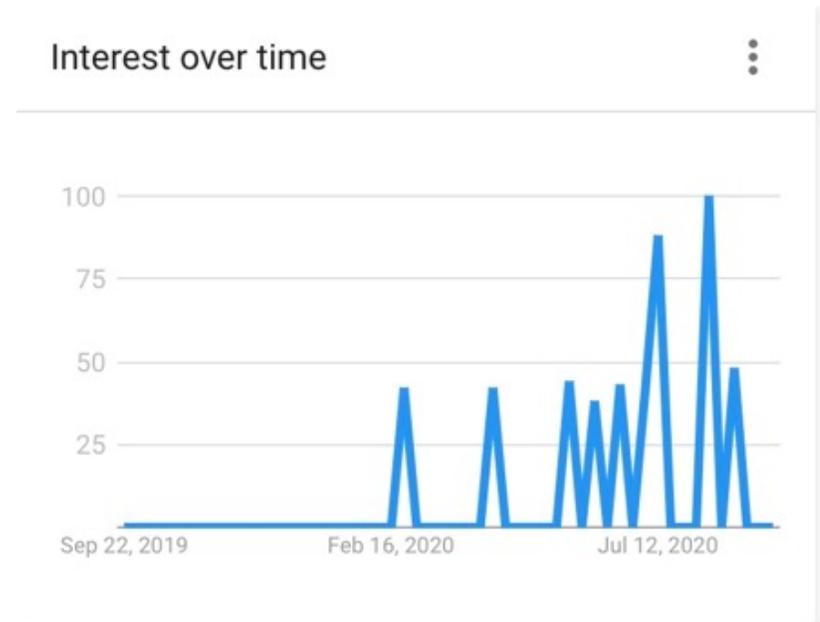


The BID's 'Space To' campaign went live in July 2020, supported by generous funding from the Bognor Regis Regeneration Board. The campaign ran for two months over the summer, targeting an audience within a 40 minute radius of Bognor Regis through radio, press, bus rears, phone boxes and a social media campaign.

Focusing on the single idea of uncrowded beaches, the campaign emphasised "Space", in direct contrast to widely shared images of crowded beaches elsewhere.

The period the campaign was live saw the highest number of searches for "Bognor Regis Beach" on Google, evidencing reach and response.

Campaign stats further evidencing the reach of the BID's promotion of Bognor Regis are shown overleaf.



BOGNOR REGIS BID & BRRB SPACE TO CAMPAIGN 2020



WHAT WE DID & WHY

The "Space To..." campaign was the second in a carefully considered series of responses to the effect of Covid-19 on the high street. The first, a safety campaign, was created to remind visitors to the town centre of the need to follow social distancing rules, using a unique design and messaging phrase for Bognor Regis. The following "Space To..." campaign, launched at the height of summer, was specifically designed to responsibly attract visitors to Bognor Regis by highlighting the amount of space available on its beaches.

Whilst the safety campaign was focused locally using banners, lamppost wraps and window vinyls as a visual reminder for people physically in the town centre, the "Space To..." campaign was directed at a much wider South Coast audience. The purpose of the campaign was to create a direct connection between "Bognor Regis" and the desire for an "uncrowded day beside the sea". The single, naturalistic image for the campaign was carefully selected to directly contrast with press images of other locations with overspilling beaches.

The call to action drove people to a unique webpage, including further information about the expanded offering in the town centre. The intention was to engage the audience through their desire for uncrowded beaches, in order to drive them towards town centre businesses.

The "Space To..." concept addressed both of these issues in a bold and engaging way.

MEDIA USED

- Radio
- Buses
- Phone Boxes
- Poster Sites
- Newspaper Advertising
- Social Media Ads
- Website Landing Page

RESULTS

BUS BACKS

For 4 weeks we placed 25 bus back posters on the rear of buses running key Chichester & Worthing routes.



A REACH OF OVER
1.1 MILLION
PEOPLE



PHONE BOXES

For 4 weeks we placed 10 posters on the glass of phone boxes on key Chichester & Worthing roads



A REACH OF
658 THOUSAND
PEOPLE

RADIO



For 4 weeks, from the 23rd of July, the predicted FM audience was:



A REACH OF OVER
1.1 MILLION PEOPLE*



For the same period, the number of online listeners (Mobile, Desktop and Smart Speaker) was:

A REACH OF
658 THOUSAND PEOPLE**

*Adults 15+ RAJAR, Spirit FM TSA, 3 months ended 31st March 2020. Predicted Cumulative Audiences. **UKRD Streaming connections for Spirit FM - 01/07/20 - 31/07/20.



Predicted FM listening for 4 weeks commencing from campaign launch on 23rd July



129 THOUSAND PEOPLE*



Online Listening (Mobile, Desktop and Smart Speaker)

251 THOUSAND PEOPLE**

*Adults 15+ RAJAR, Eagle Radio TSA, 3 months ended 31st March 2020. Predicted Cumulative Audiences. **UKRD Streaming connections for Eagle Radio - 01/07/20 - 31/07/20.

OBSERVER NEWSPAPER ADS

For 4 weeks in 43,200 papers - times this by the national average readership of 1.8 is 19,440 readers per week and a grand total of:

A REACH OF
77.76
THOUSAND READERS



FACEBOOK & INSTAGRAM



2,138 LINK CLICKS

80,849 PEOPLE REACHED

185,262 IMPRESSIONS



OBJECTIVE ONE: WELL KNOWN TOWN: FIVER FEST - OCTOBER

In October 2020 the BID encouraged and helped all Bognor Regis Indie businesses to participate in Totally Locally's national "Fiver Fest" campaign. The BID Team managed the town's involvement in the two week event, including 17 posts specifically promoting local businesses which reached an audience of 11.7k people. Eight BID Area business took part with some fantastic £5 deals encouraging the local community to support their local indie businesses.

#FIVERFEST

IF EVERY ADULT IN BOGNOR REGIS SPENT JUST £5 PER WEEK IN THEIR LOCAL INDEPENDENT SHOPS & BUSINESSES IT WOULD MEAN £4.7 MILLION PER YEAR GOING DIRECTLY INTO OUR LOCAL ECONOMY*

WHICH CAN LEAD TO MORE JOBS, A BETTER HIGH STREET, A STRONGER LOCAL ECONOMY & A NICER PLACE TO LIVE. MAKES YOU THINK DOESN'T IT?!

TO HELP YOU SPEND THAT £5 WE'RE TAKING PART IN THE

TOTALLY LOCALLY FIVER FEST 10-24 OCT. 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM OUR INDEPENDENT SHOPS & BUSINESSES.

WWW.FIVERFEST.CO.UK

LOOK OUT FOR POSTERS IN SHOPS, OR ON SOCIAL MEDIA

TOTALLY LOCALLY

supported by **VISA**

#FIVERFEST

SHOP LIKE YOUR HIGH STREET DEPENDS ON IT

SHOP LIKE YOUR HIGH STREET DEPENDS ON IT

TOTALLY LOCALLY FIVER FEST 10-24 OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM OUR INDEPENDENT SHOPS & BUSINESSES.

WWW.FIVERFEST.CO.UK

LOOK OUT FOR POSTERS IN SHOPS, OR ON SOCIAL MEDIA

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

PINKS PARLOUR

FIVER FEST OFFER:

Toasted speciality panini range plus a hot or cold beverage plus a scoop of our very own artisan gelato, served in a luxury waffle cone or individual sundae glass.

Available to Eat In OR To Take Away.

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

MOBILITY & COMFORT

FIVER FEST OFFER:

Folding Stick Bag, Case holder and Kozee Medication Management Box - £5.00

Control Panel Cover and Kozee Medication Management Box - £5.00 - Saving £5.99

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

THE DOG AND DUCK

FIVER FEST OFFER:

To celebrate Fiver Fest and the launch of Bognor Regis's gin, Hotham 1784!

Double Hotham gin & Fever Tree mixer for £5.00

Try with a friend and get 2 singles & 2 mixers for £5.00

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

OURS IN BOGNOR

FIVER FEST OFFER:

Ham, egg and chips for £5

Sausage and Mash for £5

Cheesy Pasta Bake for £5

ONLY ON Thursdays throughout the Fiver Fest period: i.e. 15th and 22nd October Between 11.30 am and 2 pm

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

TINA'S BARBER SHOP

FIVER FEST OFFER:

Hair cuts available for £5

Saturdays ONLY: 10th, 17th & 24th October between 1 pm and 3 pm

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

ECOSWAP CIC

FIVER FEST OFFER:

Join the EcoSwap coffee club, first month £5 (normally £20)

Bamboo toothbrush plus Tooth Tabs for a fiver (normally £6)

Stainless steel water bottle for a fiver (normally £14)

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

GOOD AND FAIR SHOP

FIVER FEST OFFER:

Any four pieces of homemade cake in a gift box with tag

Any two Fairtrade Reusable Face Masks

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

IT'S THE 27th

TOTALLY LOCALLY FIVER FEST IN BOGNOR REGIS 10th - 24th OCTOBER 2020

LOADS OF AMAZING £5 SPECIAL OFFERS FROM THE UK'S INDEPENDENT SHOPS & BUSINESSES.

OFFERS AROUND OUR TOWN INCLUDE:

HEYGATES BOOKSHOP

FIVER FEST OFFER:

Goosebump Books rrp. £4.99 - £5.99 each: 2 BOOKS FOR £5

Darren Shan "The Demonator" books rrp. £6.99 - £7.99 each: £5 EACH

Professionalism on the Page - A must for anyone using the writer's word rrp. £14.99 each: £5 EACH

All subject to availability

HELP TO MAKE YOUR TOWN A BETTER PLACE - SHOP LOCAL & INDEPENDENT. WWW.FIVERFEST.CO.UK

TOTALLY LOCALLY

supported by **VISA**

OBJECTIVE ONE: WELL KNOWN TOWN: HALLOWEEN CAMPAIGN 2020

The BID marked Halloween in a different way during the pandemic with a fun, online campaign underpinned by a sustainability message. The campaign was designed, produced and delivered entirely in house utilising BID Team skills.

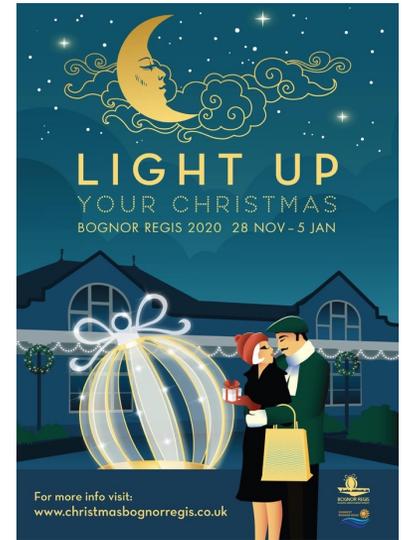
Over the course of the campaign, the BID promoted 22 different business sectors, tagging in relevant businesses, with a new visual and message each day. The campaign was delivered through Facebook and Instagram from 10th – 31st October, reaching an audience of 10.5k people.



BR BID & COVID-19: WELL KNOWN TOWN: CHRISTMAS 2020

Building on learning from previous events and in line with the focus on “Zone Enhancement”, the intention for Christmas 2020 was always going to be “infrastructure over performers”. While completely unforeseen, the preparation already underway for this approach proved to be extremely beneficial in adapting to the Covid 19 pandemic. Reflecting the economic and social impact of the pandemic, the BID’s 2020 Christmas theme reflected a simpler set of traditional values, drawing on ideas of intimacy, warmth and small gifts, rather than overt consumerism and excess.

The BID’s intention was to create an attractive environment and positive experience that could be enjoyed even under the strictest Covid restrictions. The focus on illuminations was particularly important for encouraging footfall to benefit the night time economy and, with the Tier 2 restrictions in place at the time, drawing people to the different areas of the town and encouraging dwell time without breaching social distancing regulations. To encourage footfall into all areas of the town centre, the BID ensured that all “zones” featured at least one Christmas addition wherever possible. This included:



Elf House



Elfie Selfie Vinyl, London Road



Illuminated Archways & Bauble, The Arcade



Christmas trees & planters, East End



Extended festoon lighting, Queensway



GoBo Projection, East End



25ft Christmas tree & lighting, Old Town



Illuminated Angel, Old Town



Christmas banners & vinyl - town centre



Illuminated 7ft bauble, Station Road



Festoon lighting and illuminated wreaths, Station Road



Illuminated Angels, baubles, festoon, Bedford Street

BR BID & COVID-19: WELL KNOWN TOWN: CHRISTMAS 2020

In addition to installations, the BID also developed and delivered a uniquely branded standalone website, social media platforms and extensive online campaign, plus a wide range of promotions and mini events for businesses to engage in, raising their profile and engaging with the community.

Christmas Bognor Regis website : 2.2k site sessions / 1.6k unique visitors / Facebook : 62.6k reach / Nearly 1,200 votes for window competition



BR BID & COVID-19: WELCOMING TOWN : BCRP

Business crime didn't go away during Covid, and, managed by BID Director Mark Halls, the BID continued to delivered its accredited BCRP and services of the full time Community Warden throughout the financial year.

With essential retailers and services still operational, but many businesses closed in line with restrictions, this ongoing provision ensured a watchful eye over closed premises, ongoing support for those working under difficult conditions and a reassuring presence for centre visitors.



BOGNOR REGIS BID
BUSINESS CRIME REDUCTION PARTNERSHIP

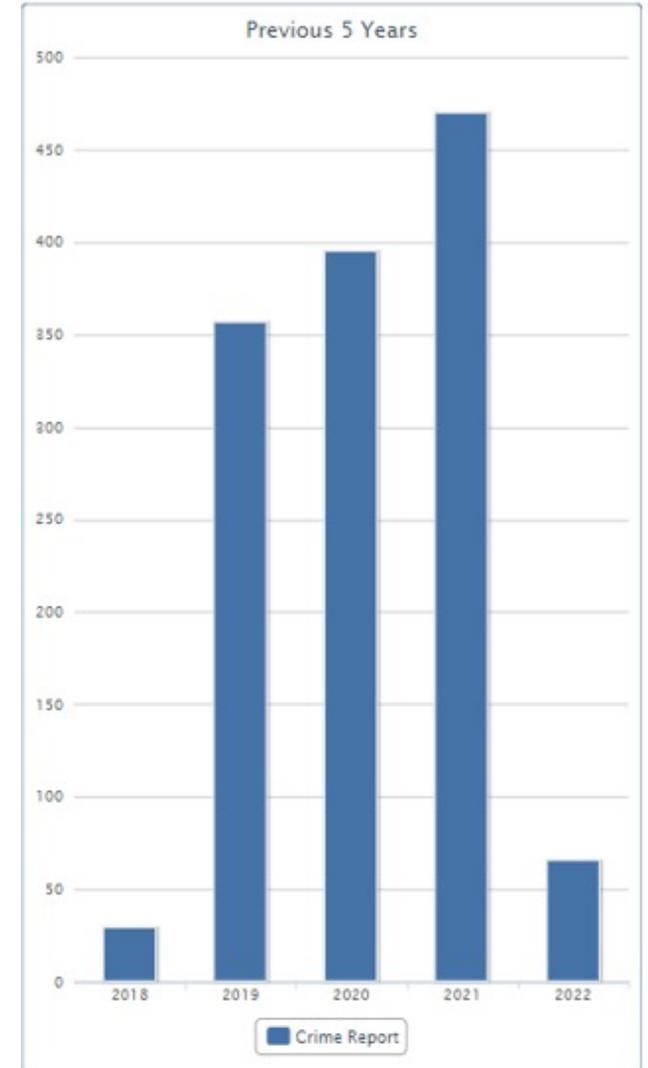


Number of reported incidents 2020 -21

	2018	2019	2020	2021
Crime Report	29	357	395	470

Incidents by losses 2020 - 21

	2018	2019	2020
Losses (£)	11774.93	34554.86	25147.0
Percentage (%)	64.23	39.93	38.26
Recovered (£)	7563.43	13797.52	9621.7



OBJECTIVE TWO: WELCOMING TOWN: ARTWORK, LONDON ROAD

The BID supported a project by Sussex Clubs for Young People and U CAN Spray CIO to deliver a colourful mural in London Road. The project saw young people from The 39 Club spray paint the hoardings next to the Three shop in London Road.



OBJECTIVE TWO: WELCOMING TOWN: ARTWORK, NORFOLK STREET

The BID worked in partnership with local businesses to deliver a colourful, 12 metre wide explosion of public art on Norfolk Street. The artwork was designed and produced by local artist Ben Cavanagh and funded through the BID's 2020 Welcoming Town budget with a generous contribution towards materials from Covers.



OBJECTIVE TWO: WELCOMING TOWN: FLOWERPOTS, QUEENSWAY

Ten new, eye catching planters with sustainable planting were installed in Queensway in September 2020. The BID funded and organised the planters and perennial planting, with Bognor Regis Town Council responsible for their ongoing licencing, maintenance and insurance.



OBJECTIVE TWO: WELCOMING TOWN: LIVING WALL, BEDFORD STREET

The BID commissioned Bognor Regis Men's Shed CIO to design, build and install a Living Wall, enhancing the environment at Bedford Street. The wall was planted up and continues to be maintained by the Bognor Community Gardeners.



OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT

As directed by businesses, one of the BID's key objectives is to stimulate the evening and night time economy. In January – June 2019, the BID worked with a University of Chichester graduate to carry out research into perceptions of Bognor Regis as a night time destination, and recommend solutions. A major finding was the need to improve perceptions of safety at night.

As a direct result of the recommendations, the BID's priorities for the Night Time Economy objective has been investment in lighting infrastructure at key locations to improve visibility and sense of safety. In the 2020-21 financial year, the BID Funded two such installations – the first at Bedford Street, and the second at the Train Station – which are illuminated 365 days of the year.



OBJECTIVE FOUR: BETTER PARKING

- 30 Businesses retailing the parking disc
- 25,026 discs sold to business retailers
- £10,010 gross profit for businesses

In the 2020-21 financial year the BID Team developed an online ordering system to streamline resources and evidence the audit trail required. 28 out of 30 businesses immediately switched to online payments.

With disc production planning well in advance of the pandemic, the BID also produced an accompanying special offer booklet to promote local businesses. In 2020-21, 16 businesses participated in the booklet scheme.

In response to the pandemic, the BID worked with partners to increase disc parking benefits to three hours from Aug 2020 to Dec 2020 to accommodate longer queuing times for shoppers during restrictions.



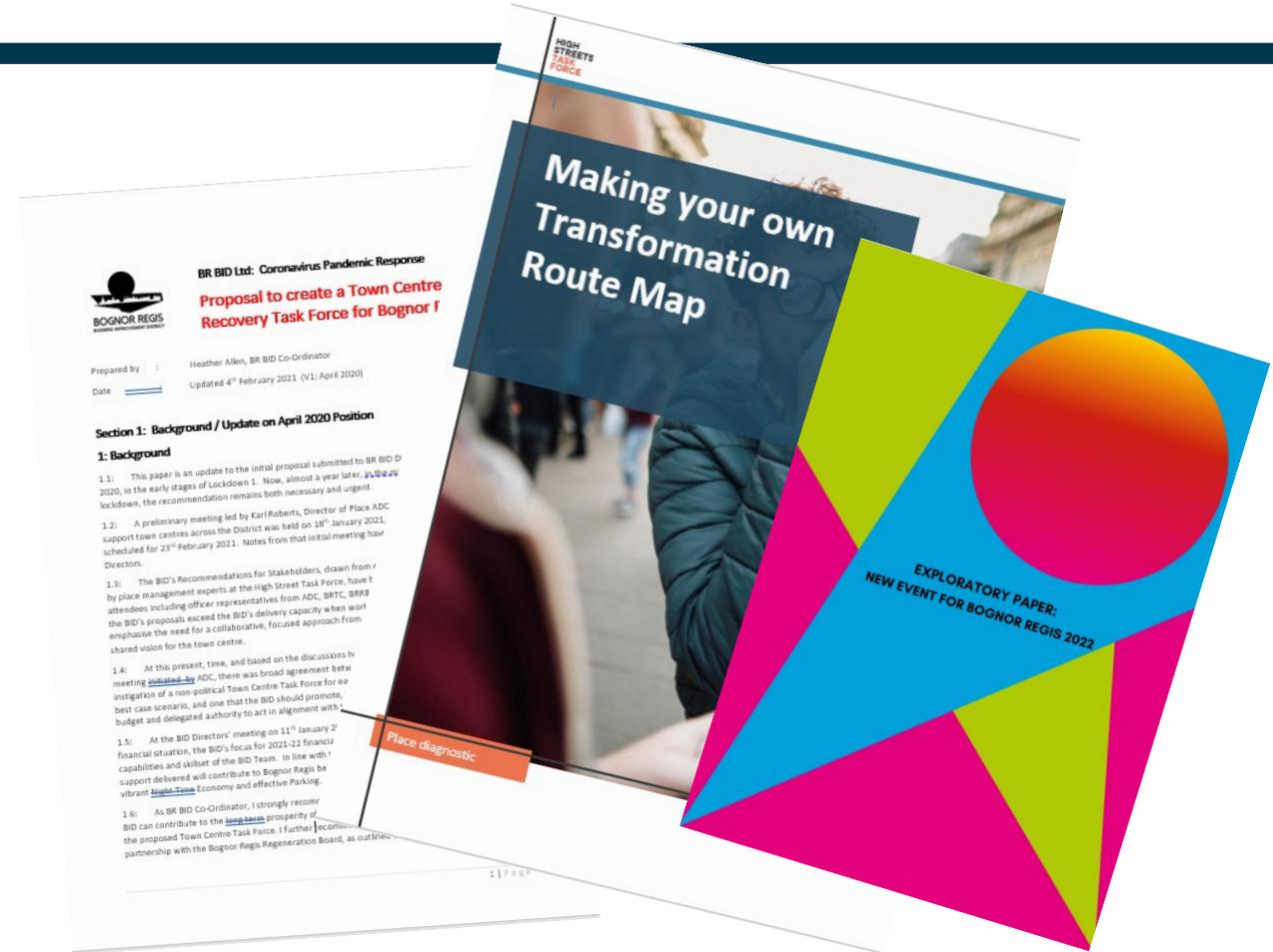
STRATEGIC ROLE

Throughout the 2020-21 financial year and to date, the BID Co-ordinator has been working closely with partner agencies to share information and co-ordinate efforts to achieve maximum impact for BID businesses in the crisis, recovery and subsequent transformation of Bognor Regis town centre.

The BID shared a detailed proposal for the creation of a Town Centre Recovery Task Force for Bognor Regis with local partners. This initiative resulted in the creation of the Town Centre Forum, a group which is jointly driven by BR BID and the Bognor Regis Regeneration Board and has active engagement and support from elected members and key officers and from ADC, BRTC, WSCC and the University of Chichester as well as the Directors of BR BID and Members of the Regeneration Board.

Using a strategic approach underpinned by recommendations by the High Streets Task Force, the group is currently working with all stakeholders to identify strategic priorities to feed into Master planning activity for Bognor Regis.

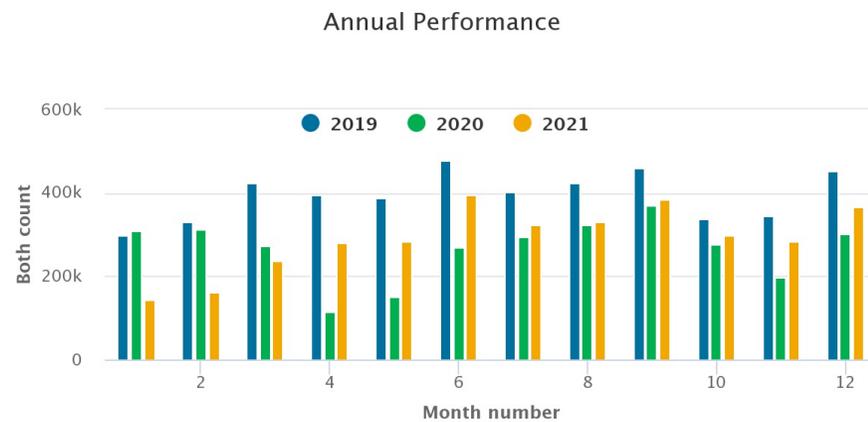
The BID is working to progress other initiatives to support the town centre through the Forum, including better co-ordination and development of an events programme, and addressing perceptions of safety through wayfinding work to improve the provision of links and trails, lighting and signage.



In 2020-21, BR BID Team Members actively participated in over 30 meetings led by High Street experts including the BID Foundation, British BIDs, the Institute of Place Management and Springboard. This was crucial in developing the BID's key strategic recommendations to support the recovery and subsequent transformation of Bognor Regis.

FOOTFALL

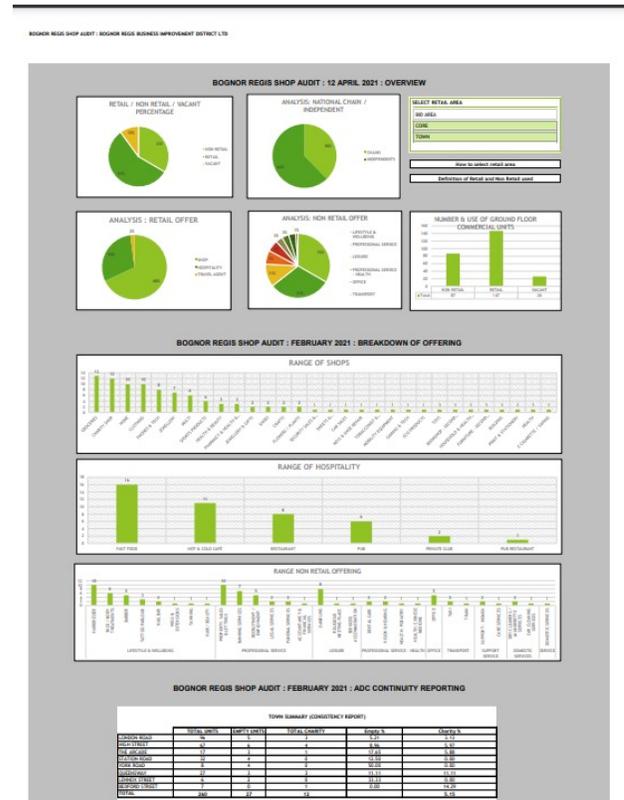
The BID funds the Springboard footfall camera which enables us to analyse and report on the changes in numbers of people visiting the town centre and compare with other locations. Throughout the whole of the pandemic, footfall recorded via the London Road camera dropped significantly from previous years, but was consistently “less bad” than other comparison towns and areas.



OCCUPANCY RATES

Throughout 2020-21 the BID Team continued to monitor, analyse and report on occupancy / vacancy rates across the BID Area.

In early 2021, the BR BID Co-Ordinator developed the simple record historically used to provide a responsive dashboard enabling greater interrogation of occupancy by business sector, type and geographic location.



FINANCES

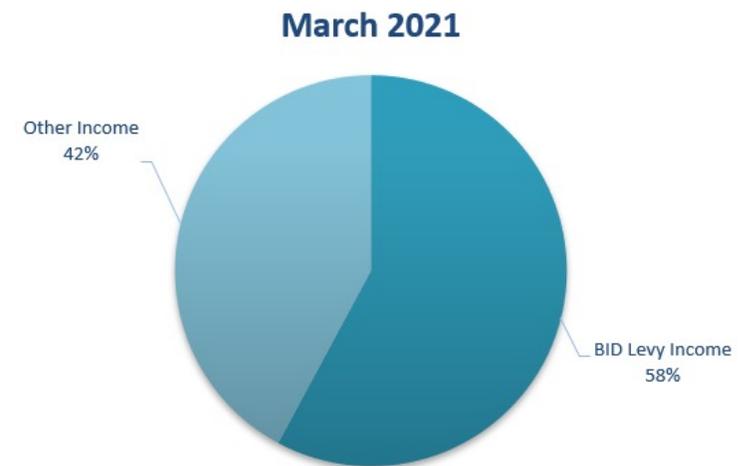
Every year, the BID increases the money generated to invest in the town centre through BID Levy by delivering additional services and applying for grants and sponsorship. In the 2020-21 financial year:

Levy Income drawn down	£110,250
Other income	£80,314
TOTAL TO INVEST IN BID AREA PROJECT DELIVERY	£190,564

In the 2020-21 financial year, for every £1 the BID drew down from levy funds, it generated an additional 73p to invest directly into town centre projects.

£1 → £1.73

Additional contributions as a percentage of total income



The BR BID approved management accounts for 2020-21 are now available to download from our website: www.brbid.org/keybiddocuments

BR BID: GOVERNANCE

Throughout the 2020-21 Financial Year, the BID Team and Board of Directors continued to deliver against the Objectives identified by you in the business plan, as well as doing everything within our power to support businesses through the challenges of lockdowns, restrictions, grant cycles, changing legislation and economic uncertainty.

BOARD OF DIRECTORS

Directors who held office during the 2020-21 year were as follows:



BR BID: GOVERNANCE MEETINGS

In 2020-2021

- All scheduled BID Director and Board meetings went ahead, via Zoom
- Additional Directors' Meetings held to respond to emerging situations via Zoom
- AGM for 2019-20 delivered via Zoom

The following Directors were appointed to the Board at the AGM in March 2021:



Contact the Directors by email: directors@brbid.org

BR BID: DELIVERY

Throughout the 2020-21 Financial Year, the BID Team of 1.8 full time staff worked from home or the BID Office according to government guidance, using their broad skill set to manage and deliver the projects detailed in this report.

BR BID TEAM 2020-21



Heather Allen, BR BID Co-Ordinator



Clair Harwood, BR BID Promotions & Comms

BR BID: CONTACT US

Bognor Regis Business Improvement District Ltd
10 the Arcade
Bognor Regis
PO21 1LH

www.brbid.org

Tel: 01243 826354

Email: info@brbid.org

Keep up to date and informed by signing up for newsletters at the bottom of any of the pages on our website: www.brbid.org

Follow us on Facebook and Instagram:

@bognorregisbid



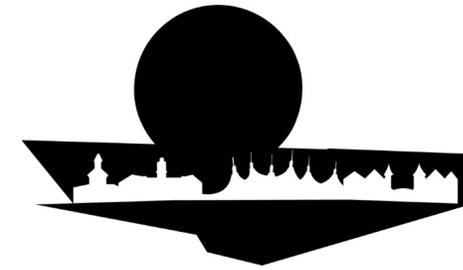
TERM 2: 2023-2028 – YOUR VOICE MATTERS

As the BID prepares to go to ballot for a second term, 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 tightly focused on your priorities AND reflects best practice strategies for town centre transformation.

We're therefore asking you to tell us what you think will have the most impact – both for the town as a whole, and what's most helpful for your business, by completing the "viability" survey that's live until 14th March 2022. In the survey, you'll be asked to feed back on your experiences of the BID during its first term, what you need for your business going forwards, and where you think your BID levy should be focused in a second term.

The Business Plan created for Term 2 has to come from you. After four years of consistent delivery, you now know what the BID is capable of achieving, and the impact we have been able to have in the town centre on your behalf. Your engagement with the consultation process is absolutely vital for the BID to deliver a proposal that's business led, with activity driven by your needs and your vision for town centre transformation. Developing the Business Proposal for Term 2 takes time, and we need your input from the outset.

Please take 15 minutes to complete the Viability Survey to make sure your voice is heard. Your time in feeding back at this early stage will help shape the draft business plan for Term 2, which will be shared with you for further feedback in June.



BOGNOR REGIS
BUSINESS IMPROVEMENT DISTRICT

TERM 2 : 2023-2028

www: <https://surveyhero.com/c/brbid2>

The BR BID's plans for
2022-23 are now available
to view and download on
our website:

www.brbid.org/objectives

