



BOGNOR REGIS
BUSINESS IMPROVEMENT DISTRICT

TERM 2 : 2023-2028

BID 2023 - 2028 Business Plan

VOTE

YES

TO

INVEST

IN

THE

FUTURE

OF

**BOGNOR
REGIS**

VOTE **YES** TO
INVEST IN THE
FUTURE OF
BOGNOR REGIS.



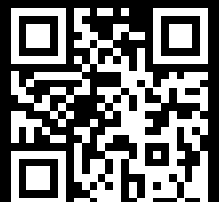
www.brbid.org



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LETTER FROM THE BID BOARD

In February, the Bognor Regis BID will be asking for your support in a ballot for a second five year term, running from 2023-2028.

This document is the Business Plan for that term, and I'd encourage you to consider it carefully. It presents a clear strategy building on what you've said you want to see, what we've learned, the projects we've delivered and the progress that's been made in the past five years.

The Term 2 Business Plan is our ongoing commitment to delivering the priorities you've identified, with no increase in BID levy costs to your business over the next five years.

✓ As a fellow business owner, I'm asking you to invest in the progress of Bognor Regis and vote YES.

I've volunteered as a Director since the idea of a BID was first introduced, and both the Board and the Team have learned a tremendous amount from delivering the first term.

Going forwards, 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 Business Plan from your feedback.

On behalf of the Board, I hope you'll continue to invest in Bognor Regis by supporting the BID and voting YES for a second term.



Matthew Reynolds

Director, Bognor Regis BID

directors@brbid.org



BOGNOR REGIS
BUSINESS IMPROVEMENT DISTRICT

TERM 2 : 2023-2028

As a local business owner, I've seen first-hand the positive impact the BID has made in achieving progress to date. I'm totally committed to supporting the BID for another five years to keep that momentum going and to ensure Bognor Regis reaches its potential with a thriving, vibrant and exciting town centre that remains vital to locals and attractive to visitors.

- Matthew Reynolds, Reynolds Furniture

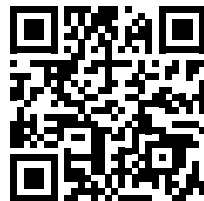
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WANT MORE DETAILS?

You can read and download the BID's full proposal at:
www.brbid.org/term2

You can also scan or click the QR code here to take you to the full proposal.





OUR VISION FOR THE NEXT FIVE YEARS...

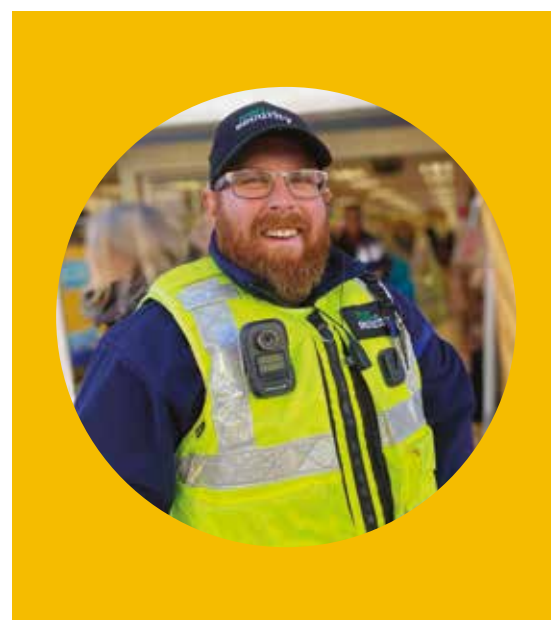
It's a fact that conditions for town centre businesses have been changing for years.

On top of this, the Covid pandemic 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 mean that businesses continue to face relentless challenges to their viability. All towns and cities across the region are competing for attention and visitors.

.....IS YOUR VISION!

By listening to what you, BID levy paying businesses, have told us you need and delivering what's been 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, our vision is for Bognor Regis to achieve its potential as a premier seaside town, building on its culture, heritage and traditions whilst fully embracing modernity. A vision of Bognor Regis as a place which locals are proud of, and that visitors choose to come back to again and again.



HOW WE MAKE THAT VISION A REALITY

We 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 do 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.

TO DELIVER A TOWN CENTRE THAT IS:

✓ ATTRACTIVE	✓ WELL-KNOWN
✓ VIBRANT	✓ WELCOMING
✓ ACCESSIBLE	✓ SAFE
✓ SUSTAINABLE	✓ SECURE
✓ EMBRACES PROGRESS	

With businesses that are:

✓ INFORMED
✓ ENGAGED
✓ THRIVING



Butlin's has fully supported the BID since the idea was first put forward, and we're impressed with the sheer volume and quality of activity delivered against each of the Term 1 objectives, by a small team, on a tight budget. As an organisation we're always looking to the "big picture offer" for our visitors, so invest considerable time and funding to support improvements.

Over the past five years, the BID has proven itself to be an effective agent for change, and we've seen positive outcomes stemming directly from their strategic direction, energy and drive. Butlin's is fully committed to supporting that progress for another term; that's why we'll be voting YES.

Nicola Ratcliffe, Resort Director, Butlin's



LETTER FROM THE BID COO

We know you've heard this said before, and we know it may not always feel exciting, but Bognor Regis really *is* undergoing exciting regeneration activity that directly impacts the BID Area and its businesses.

Since the start of the BID back in 2018, work on the town values and visuals started through the place branding activity has been developed locally and is now in active use, work to develop Place St Maur has been completed, plans for the transformation of the Regis Centre are underway, and there'll soon be opportunities to progress specific strategic projects through the UK Shared Prosperity fund. There's now a commitment from all town centre stakeholders to work together on a shared vision for the town centre, and all partners meet regularly to make sure we're meeting our strategic and delivery commitments.

However things feel, the reality is that, despite everything that's been thrown at it, Bognor Regis is showing a feisty resilience, with stable, high occupancy rates that defy national trends, a wide range of business sectors represented, and fresh new national and independent businesses choosing to invest here.

It's a reality that the world has changed, that people's shopping habits have changed, and there are new expectations of businesses, town centres and public spaces. Sadly, there are no magic wands to make



Heather Allen
COO, Bognor Regis BID

heather@brbid.org

things better overnight. But there are strategic recommendations, based on extensive research and evidence, that - when everyone's everyone working together, everyone's taking responsibility for their part - have the power to bring about genuine transformation. Over the past five years, the BID has been pivotal in representing your business voice, in bringing agencies together to build a focused, partnership approach, in making sure solid, strategic approaches are embedded at the heart of all plans, and in delivering what we've committed to. And the BID does deliver - every year, year in year out, punching way above its weight in terms of staffing resources and annual income from levy.

If you vote YES for a second term of the BID, we'll continue to take play that pivotal role, building on the solid foundations established in Term 1, working both as an independent organisation and in partnership with key stakeholders to shape the transformation of Bognor Regis so that businesses in all sectors, in all locations, can thrive.

WHAT IS A BUSINESS IMPROVEMENT DISTRICT?

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where any rate-paying businesses that would be liable come together and agree to invest collectively in projects and services which improve their trading environment. A BID is run by businesses for businesses.

Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which goes into a business plan, along with a budget.

A BID is created when the majority of business ratepayers within the defined area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises. Many businesses view their BID Levy as an investment, rather than a cost.

The BID is independent from local authorities and other statutory agencies. BIDs can only deliver projects and services over and above the baseline services provided by local authorities and other statutory agencies.

There are now more than 340 BIDs across the UK, mostly in town and city centres. Other nearby towns and cities with BIDs include Chichester, Winchester, and Southampton.

The benefits of a BID are wide ranging and include:

- ✓ A BUSINESS LED VISION
- ✓ INCREASED FOOTFALL
- ✓ A STRONG (LEGALLY RECOGNISED) BUSINESS VOICE
- ✓ INCREASED SAY IN DECISION MAKING
- ✓ RING FENCED FUNDS TO INVEST IN THE PROJECTS YOU WANT TO SEE
- ✓ PROMOTION OF THE AREA
- ✓ ENVIRONMENTAL IMPROVEMENTS



TERM 1: WHAT YOUR BID ACHIEVED 2018-23

When the idea of establishing a 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.

Since the introduction of the Bognor Regis BID in 2018 we've invested your levy payments to provide:

- more attractive streetscapes
- new and enhanced events
- high quality promotion that reaches larger audiences and
- focused tourism campaigns attracting visitors to the town

We've provided additional services and personnel to make the town safer and more welcoming, and kept your priorities at the top of the local agenda.

Your BID in numbers:

9 PUBLIC EVENTS INCLUDING

1 GAME CHANGING Street Food event

£8,000

supporting high quality local event organisers

2 bespoke tourism campaigns

365 supporting high quality days a year delivery of high-quality tourism website for Bognor Regis

5 social media channels managed

33,765

total following BID social media channels

24,000

Bognor Regis Food! Magazines

11 bespoke promotions of the town as a family friendly shopping destination

23 unique engagement campaigns promoting businesses

10,000

professional, non-commercialised Bognor Regis visitor maps

10,000

summer 2022 Visitor DL brochures

156 co-ordinated banners

102 eye catching flip flop catenary decorations

16 planters introduced or replaced

7 trees planted

2.4 full time staff

750m of festoon lighting installed, maintained, insured

1 Pop Up Retail Unit Unit

13 Fully funded Business training events

147,000 Two Hour Parking Discs produced, promoted and distributed to retailers



SAFER TOWN

14,000 hours of Community Warden support

18,767 incidents reported through DISC processed

£55,524 stock recovered

209 public realm reports

13 CCTV cameras installed and maintained



TERM 1: COVID SUPPORT

Almost two years of the BID's first term were dominated by the Covid Pandemic. In the midst of major business uncertainty, the BID prioritised sourcing, interpreting and distributing information and providing direct support to businesses.

Here's what we did to support you....

- ✓ Set up a new section on the BID website to collate and share key Covid information
- ✓ Wrote and shared 42 major updates for businesses via direct emails, social media posts and blog articles on the BID's website
- ✓ Signposted you to grants and information on how to access financial help
- ✓ Provided out of hours direct support to businesses through phone calls, texts and emails
- ✓ Worked closely and collaboratively with stakeholder partners to maximise resources and avoid duplication
- ✓ Signposted businesses to vital information updates including risk assessments, signage, pavement licensing support, VAT and business rates, making sure businesses were informed when legislation changed.
- ✓ Using in-house BID Team skills, we built and launched an "online high street" for Bognor Regis, enabling businesses, groups and local support organisations to list and update on their operations during restrictions
- ✓ Supported businesses with Covid grant applications and appeals
- ✓ Created and hand delivered signs for business windows at speed following the introduction of face covering requirements
- ✓ Applied for and secured over £50,000 of funding from the government's "Reopening High Streets Safely" and "Welcome Back Funds"
- ✓ Created and delivered unique, place-specific safety messaging including banners, lamppost wraps and pavement markers
- ✓ Created and delivered two major "safe" tourism campaigns, targeting a visitor audience within 40 miles of Bognor Regis
- ✓ Delivered an eye catching, temporary picnic park on Place St Maur
- ✓ Introduced new directional signage along the seafront, signposting visitors to different areas of the town
- ✓ Created and introduced over 400 direction markers in and around the different zones
- ✓ Delivered two "lockdown proof" Christmas campaigns, including numerous online and in-town Covid-safe activities, promoted extensively through print press, social media and on V2 and Greatest Hits Radio

TERM 2: CONSULTATION

In a survey sent to all levy payers in February 2022, we asked you to tell us what you thought about BID delivery in Term 1, and what you'd want to see in a second term.

You said

The BID has made a difference:

81% of respondents felt that the BID had directly benefitted the **town centre** in its first term, with three quarters also feeling that the BID had directly benefitted their **business** over the past four years

There's an appetite for a second term:

70% of respondents said they'd vote **YES to a second term** of the BID based on first term performance, with more waiting to see the Term 2 plan before deciding.

We need to get the balance right:

70% of respondents said that the BID's activity should be focused on **improvements that benefit the whole town**, rather than on services provided to businesses. You want the BID to focus on activity that addresses problems with crime and perceptions of crime, that promotes the town as a seaside destination and attracts visitors, and you really value the BID's funding and delivery of the two-hour parking scheme.

We'll have the biggest impact by focusing on key areas:

You also recognise the need for all of the agencies involved in the town centre to **harness some synergy** by working together to develop a clear vision and a shared plan ... and then getting on and delivering it.

We listened....

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.

We've taken on board everything you've told us to develop a Business Plan for Term 2 that's focused on realistic, tangible actions that can be delivered effectively by the small team of staff, within the budget available, to a consistently high standard, year on year. This Business Plan is the framework for everything we do going forwards, and everything you, as a levy paying business can assess our performance against.

The summary table overleaf sets out 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.

TERM 2 : OBJECTIVES AT A GLANCE



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.

This isn't a finite list, rather a commitment to what will be delivered every year for the next five years of the second term. There's still flexibility to take on new opportunities as they arise, so long as they are: underpinned by the Town Values, environmentally sustainable, support delivery of your priority objectives, have the support of levy payers represented by the BID Board of Directors, can be achieved within budget, and can be incorporated within the BID Team's workload.

OBJECTIVE ONE : WELL KNOWN TOWN

- ✓ 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)*

OBJECTIVE THREE : TRANSFORMING TOWN

- ✓ 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

OBJECTIVE TWO : WELCOMING TOWN

- ✓ 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.

OBJECTIVE FOUR : EMPOWERING BUSINESSES

- ✓ 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

OBJECTIVE 1: WELL KNOWN TOWN



Businesses have been really clear that changing the way locals and visitors think about Bognor Regis is a top priority for their economic future.

Since the start of the BID in 2018, massive progress has been made through collaborative working to develop Bognor Regis's "Town Values", and the BID has subsequently championed these values and showcased the associated visuals in everything we've delivered.

High quality, well promoted events have the potential to change perceptions of a place, leading to an increase in footfall – whether that be from higher spending visitors coming to Bognor Regis for the first time, or those returning after a long absence.

Mindful of the limits of the BID's annual budget, the challenge is to focus on the big picture by supporting and delivering high quality events that maximise footfall and challenge outdated, low-aspiration expectations of Bognor Regis. The smart investment is in one or two larger, really high quality events, rather than spreading the jam too thinly through multiple incidents of small scale delivery that - while nice for the people in town at the time – are unlikely to appeal to a broader audience.

Under its "Well Known Town" objective, the BID will deliver 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.



- ✓ 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)



We love the way the BID supports our work in the community by providing opportunities to promote the work of CICs and charities, and doesn't just focus on retail. We've really benefitted from the improvements the BID has made to the public realm over the past five years – particularly the giant flowerpots and making sure Queensway was included in the Christmas lighting scheme – it's really helped connect the areas. We're voting yes, because we see the BID as making great progress for the town.

Lyn Bethan, Retail Area Sales & Development Manager, St Wilfrid's Hospice

I love the way the BID has championed independent businesses through high quality features and articles online, and the way they always reference indies in press releases. Every year they've provided different ways for me to get involved and benefit from extra promotion and footfall. I don't want to lose an organisation that's working so hard to showcase Bognor Regis's unique businesses, so I'll be voting yes for a second term.

Jason Passingham, Owner, Heygates Bookshop

OBJECTIVE 2: WELCOMING TOWN



Through consultation we know that, while progress has been made in Term 1, safety and security remains one of the biggest issues for businesses.

Furthermore, you want the town’s public realm to be visually attractive in both the way it looks, and in its level of cleanliness, so it appeals to the widest audience.

Under its Welcoming Town objective, the BID will deliver 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.



We’ve noticed a change in the way our customers talk about the town when they come in. They’ve mentioned the banners, the way that everything seems to be “connected”, and they’ve LOVED the extra Christmas Installations the BID has introduced for the past three years.

Stephanie Jones, Manager, Nationwide Building Society



- ✓ 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 and 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.



OBJECTIVE 2 : BUSINESS CRIME REDUCTION



DISC
database and intranet
for safer communities

Throughout Term 2, we'll continue to work closely with Sussex Police, British Transport Police, Arun District Council, the PCC, third sector support organisations and other partners, and we'll continue to provide vitally important business crime reduction tools and services.

Unlike other local areas where membership of a Business Crime Partnership ranges from £120 - £310 per business per annum on top of BID Levy, Bognor Regis BID provides levy paying businesses with access to data sharing tools, meetings and in-person support at no extra charge.

To make business crime reduction activity more effective, the BID's Term 2 proposals include a budget allocation to provide you with dedicated in-person support with recording and reporting incidents taking place in your businesses, and helping you put together evidence for the Police. This will have a real impact on the quantity and quality of reporting, which in turn enables the relevant agencies to progress to further action.

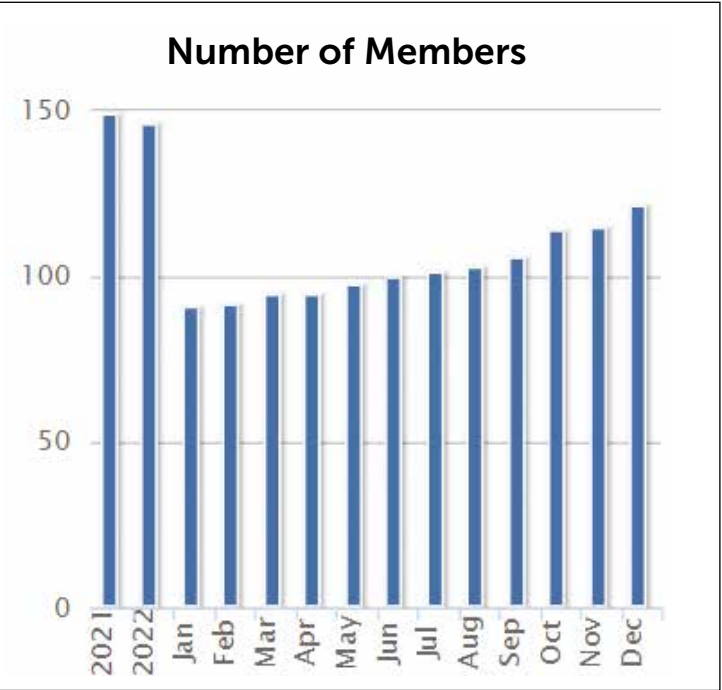
To support you in our shared goal of reducing business crime, the BID will:

- ✓ Fund the ongoing provision of tools to enable data compliant information sharing about business crime and offenders
- ✓ Provide in person training on effective reporting via the app and radio
- ✓ Collate and analyse incident reports from business members
- ✓ Share relevant information with Sussex Police, British Transport Police, and other statutory agencies
- ✓ Explore all external funding opportunities to support extra, specific initiatives to reduce crime and anti-social behaviour
- ✓ Lobby the police for more town centre resources based on evidenced need
- ✓ Lobby town centre stakeholders for ongoing dedicated warden provision



As a national retailer, we can't always get involved in BID activities or promotions but we've benefitted directly from membership of the BID's Business Crime Reduction Partnership and the support of the Community Warden. The DISC platform helps us identify and keep out offenders, and the warden has supported our security staff to recover stock.

Jennie Sadler, Manager, Boots



Multi-Agency action to reduce anti-social behaviour at Station Square, Bognor Regis

Logos for ARUN DISTRICT COUNCIL, SUSSEX POLICE, BRITISH TRANSPORT POLICE, and BOGNOR REGIS BID are displayed at the bottom.

My business is outside of the main town centre area, so we don't always see the benefits of events and activities that take place at the southern end. But we do benefit from the free tools provided to report and share information about business crime and the extended CCTV coverage in our area. The small profits we make by selling the Two Hour Parking disc more than covers the cost of the BID Levy we pay each year.

Srisavendran Thendchanamurthy, Owner, London Stores

OBJECTIVE 3 : TRANSFORMING TOWN



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.

By actively engaging with different partners, 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. 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 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 Bognor Regis - whether that's through funding support, staff resources or taking the lead on specific project delivery.

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



- ✓ 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



There is good energy and purpose from the BID. Whilst two years of the BID mark 1 has been under COVID, it has done well to invigorate the bounce back of the town centre. We voted yes to a BID for the impact it would have on improving the town, and the money from levy appears to be well spent on local initiatives to greatly improve Bognor Regis. We will definitely be voting YES for Term 2.

Henry Green, Director, Covers Builder & Timber Merchants

SPRINGBOARD.



OBJECTIVE 4 : EMPOWERING BUSINESSES



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.

The BID Area's levy paying businesses are made up of a vibrant mix of nationals and indies, retail, professional services, hospitality, hair and beauty, leisure and community interest, night time and day time economy – all of whom have different needs and priorities. It would be unrealistic to suggest that one organisation with a limited budget and very small staff can meet every expectation, but the BID is committed to providing opportunities to help your business adapt and grow.

We also want to encourage businesses to be more involved in BID decision making by actively taking part in opportunities provided to contribute to event, campaign and promotion development, as well as the open invitation to apply to join the Board as non-executive Directors.

This is the BID delivering activity that helps businesses grow and thrive.



- ✓ Signposting businesses 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



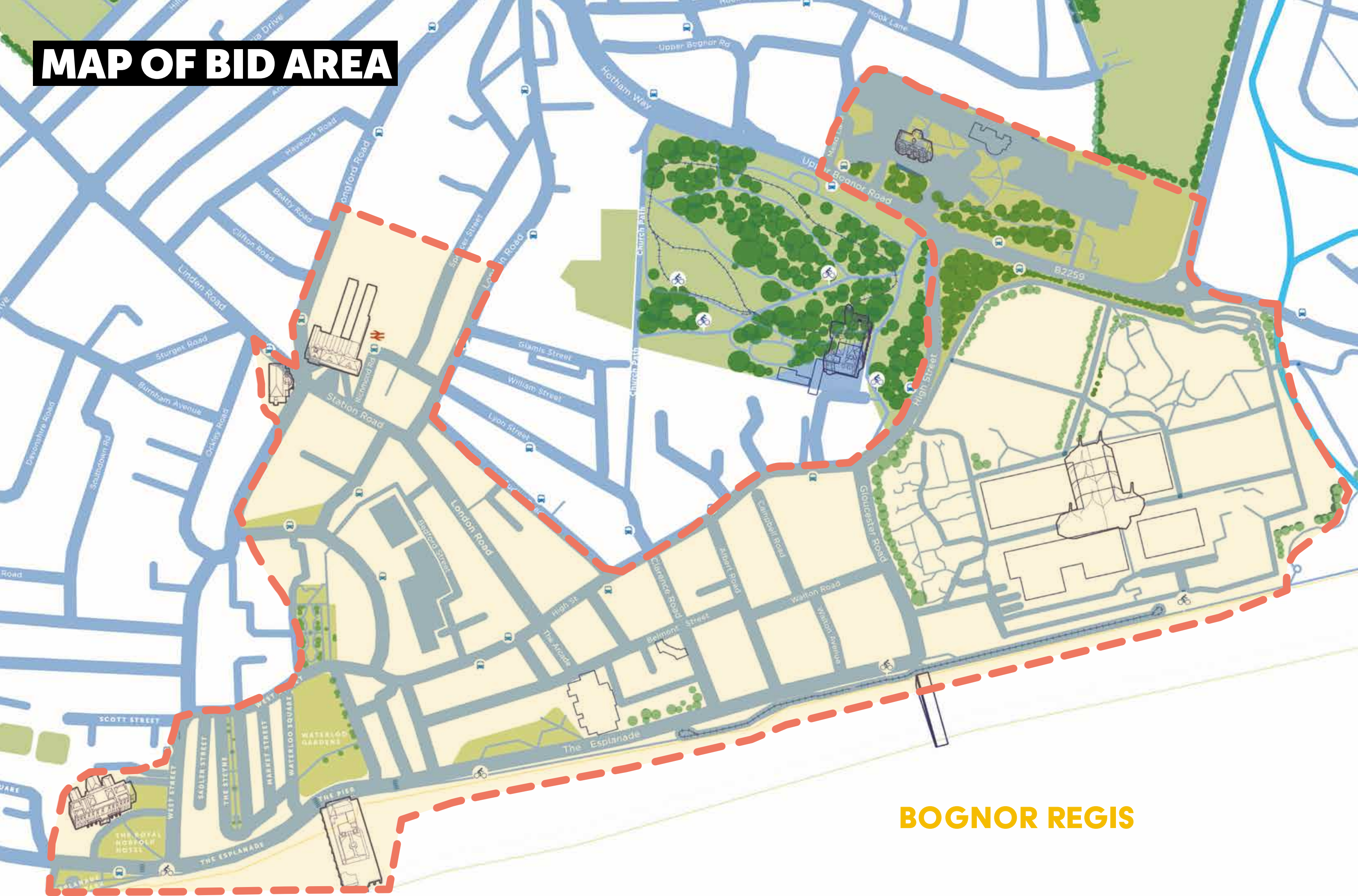
BOGNOR REGIS
www.lovebognorregis.co.uk



I'll admit to being sceptical about the benefits of a BID for Bognor Regis, so I voted NO in 2018. However, I have nothing but praise for the Bognor Regis BID team who in my opinion have delivered outstanding results with the projects they've delivered for our town, and for the knowledgeable and friendly way they've directly helped me with some really complicated queries when I've reached out. I'll definitely be voting yes for second term.

Keith Buckfield, Owner, Johnstons Domestic Appliances,

MAP OF BID AREA



BOGNOR REGIS

TERM 2 : BID AREA

List of Streets Included in the BID Area

The following streets are included in the Bognor Regis 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

TERM 2 : GOVERNANCE

The BID Company

Bognor Regis Business Improvement District Ltd is a not-for-profit private company limited by guarantee without share capital.

Following a successful ballot, the company will be responsible legally and operationally for the delivery of the Bognor Regis BID Term 2 Business Plan. Board Members are volunteers and do not gain financially from their positions.

There will be an annual general meeting open to all members of the company. All BID levy payers are entitled to become Members of the BID Company subject to completion of a separate application form according to Companies House guidelines.

The Board of Directors will be responsible for the strategic and financial management of the BID and will meet every 12 weeks at a minimum. BID Board Directors come from different business sectors and different areas of the town.

Communication

We will continue to communicate with levy payers through face-to-face visits, regular email bulletins, printed and electronic newsletters and updates on our website: www.brbid.org. You can also follow us on Facebook and Instagram @bognorregisbid

Measuring Success and Being Accountable

We analyse all activities delivered to make sure that what we're doing benefits the levy payers that fund the BID.

In Term 2, in addition to the Annual General Meeting and 365 informal opportunities to share your views, we'll be surveying all BID levy paying every year, asking for your feedback on activities. Other performance measures we use to assess the impact of our activities include footfall monitoring and analysis, occupancy rates, safety and crime figures, sales of Two Hour Parking discs, business and public engagement in our activities and online channels, and the criteria for BID accreditation.

BID BOARD OF DIRECTORS

The BR BID's Articles of Association set out the rules for the BID Board.

The minimum number of Board Directors is 3, and the maximum is 13

This is made up of a maximum of :
10 Directors who represent levy paying businesses

2 Directors who represent non-levy paying businesses within the BID Area

1 Director who represents a local authority levy payer*

** BID Full Board meetings include officer representatives of Arun District Council, Bognor Regis Town Council and the Bognor Regis Regeneration Board. These representatives share insight and information, but they are not Directors, and they don't vote on BID activity.*

TERM 2: HOW WILL YOUR BUSINESS BENEFIT?



Everything we've committed to delivering in Term 2 has a strategic focus on making the Bognor Regis BID Area a more attractive and welcoming place to work, live, visit, study and invest.

This means that all businesses benefit from BID activity because— whether you're a taxi firm or a law firm, whether you're located on the outer edges of the BID Area, on the seafront, to the east or to the west - the more we can change the reality and perceptions of Bognor Regis, the more opportunities you have to expand your customer base.

As we've said throughout Term 1: The BID's job is to get people into the town, the businesses' job is to get them across the threshold....and we've also shown how we're going to support you with that!



I am in Retail, Entertainment & Leisure, Hair & Beauty

- ✓ A better quality, safer, more welcoming, and vibrant environment for your business, clients and staff
- ✓ Changing perceptions to increase footfall and encourage visitors to stay longer
- ✓ High quality events, promotions and installations that draw visitors into different areas of the town
- ✓ Focused promotion of Bognor Regis's retail, entertainment and leisure offer, eg: online and hard copy feature articles and write ups
- ✓ Promotion activities you can take part in to gain extra exposure for your business
- ✓ An established, influential, business-led body that keeps you informed about what's going on and represents your interests

I am in Hospitality - Café, Restaurant, Accommodation, Pub or Nightlife

- ✓ A better quality, safer, more welcoming, and vibrant environment for your business, clients and staff.
- ✓ Changing perceptions to increase footfall and encourage visitors to stay longer
- ✓ Marketing and promotion of your business, and Bognor Regis as a whole through BID channels
- ✓ Focused promotion of Bognor Regis's hospitality industry, eg: online and hard copy feature articles and write ups
- ✓ Promotion activities you can take part in to gain extra exposure for your business
- ✓ High quality events, promotions and installations that draw visitors into different areas of the town
- ✓ An established, influential, business-led body that keeps you informed about what's going on and represents your interests.

I am an Office, Community Organisation or Voluntary Contributor

- ✓ A better quality, safer, more welcoming, and vibrant environment for your business, clients and staff.
- ✓ Changing perceptions to increase footfall and encourage visitors to stay longer
- ✓ Marketing and promotion of your business, services to the community, and Bognor Regis as a whole through BID channels
- ✓ Contributes towards Corporate Social Responsibility policies
- ✓ Networking and connection opportunities
- ✓ Working together and using each other's services
- ✓ An established, influential, business-led body that keeps you informed about what's going on and represents your interests.

TERM 2 : THE BUDGET

Voting YES for a second BID term will generate just under £140,000 each year from BID Levy to invest in your priorities.

We'll also continue to deliver services that generate additional income and use our skills to secure funding from external sources.

	2023-24	2024-25	2025-26	2026-27	2027-28	%
INCOME						
BID LEVY	£139,852.00	£139,852.00	£139,852.00	£139,852.00	£139,852.00	
ADDITIONAL INCOME	£84,250.00	£84,250.00	£84,250.00	£84,250.00	£84,250.00	
PROJECTS EXPENDITURE						
WELL KNOWN TOWN	£47,889.00	£47,889.00	£47,889.00	£47,889.00	£47,889.00	21%
WELCOMING TOWN	£84,045.40	£84,045.40	£84,045.40	£84,045.40	£84,045.40	38%
TRANSFORMING TOWN	£11,319.00	£11,319.00	£11,319.00	£11,319.00	£11,319.00	5%
EMPOWERED BUSINESSES	£28,946.00	£28,946.00	£28,946.00	£28,946.00	£28,946.00	13%
CONTINGENCY	£8,391.00	£8,391.00	£8,391.00	£8,391.00	£8,391.00	4%
OPERATIONAL COSTS	£40,452.00	£40,452.00	£40,452.00	£40,452.00	£40,452.00	18%

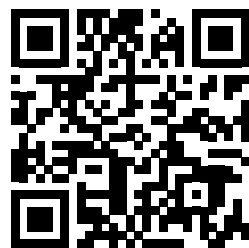
Budget Notes.

- The BID Finance table represents an indicative budget based on estimated levy income from the 2017 rating list at the time of writing (October 2022). Decisions on expenditure and budget allocation will be governed by the BID Board and minuted accordingly.
- Budget assumes a 96% BID Levy collection rate as achieved in previous years and in line with industry criteria.
- A 5% contingency has been factored into project delivery costs to allow for flexibility and inflation.
- Budget assumes a levy collection fee of 2.5% of the total levy due.
- Operation costs include staff, office accommodation, levy collection, legal and accountancy plus all other costs associated with running the BID business.

You can also scan or click the QR code here to take you to the full proposal.

WANT MORE DETAILS?

You'll find a more detailed budget in the BID's full proposal: www.brbid.org/term2



TERM 2 : LEVY CHARGES

Having consulted with businesses, and fully aware of the economic pressures we're all dealing with, BR BID is proposing no change to the Term 1 BID Area, threshold, percentage of RV or types of businesses that have to pay BID Levy.

Furthermore, **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, **we continue to use the 2017 ratings list**. This means that, what you're paying in levy now is what you'll pay in levy right through to 2028.

As a levy payer, you will be required to pay one annual payment towards the BID each year for five years, starting in April 2023.

The payment will be calculated at 1.5% of the rateable value for each individual commercial property, using the ratings list as at 1st April 2017.

Businesses with a rateable value below £6,000 are exempt from paying the BID Levy but can pay a voluntary contribution if they wish.

RATEABLE VALUE	LEVY RATE	ANNUAL
£0 - £5,999	1.5%	ZERO
£6,000	1.5%	£90
£12,000	1.5%	£180
£25,000	1.5%	£375
£50,000	1.5%	£750
£100,000	1.5%	£1,500
£200,000	1.5%	£3,000
£500,000	1.5%	£7,500
£1,000,000	1.5%	£15,000
£2,000,000	1.5%	£30,000

BID RULES : WHAT YOU NEED TO KNOW



The BID Ballot

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (03.01.23) will receive a ballot paper and letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- A) More than 50% of those voting must vote in favour.
- B) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.5% of rateable value each year for five years until 31st March 2028 becomes mandatory for all eligible businesses of £6,000 rateable value or over regardless of how they voted. There is no maximum levy payable on a single hereditament.

The ballot will be conducted independently by Arun District Council and will be a twenty-eight day confidential postal vote.

1. Voters will have until 5pm on the close of the ballot (Tuesday 14th February 2023) to return their ballot paper.
2. A proxy vote is available, if needed and details will be sent out with the ballot papers.
3. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
4. If the BID is approved through both tests being met, it will operate for five years from 1st April 2023 to 31st March 2028, delivering the projects outlined in this business plan.
5. The number of hereditaments liable for the levy is 281 (at the time of writing – December 2022).
6. The results of the ballot will be announced on Wednesday 15th February 2023

The BID Levy

1. The levy rate to be paid by each hereditament or rateable premises with a rateable value of £6,000 or more will be calculated at 1.5% of its rateable value p.a. using the 2017 non-domestic ratings list throughout the BID's second term. There is no maximum levy payable on a single hereditament (ie: upper threshold). 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. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check www.voa.gov.uk
2. 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.

3. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
4. Where a hereditament is untenanted, tenanted, part occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on Arun District Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
5. Charities with a retail arm and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
6. The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
7. Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
8. The BID levy will be calculated using the 2017 Non Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.
9. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2028, even if they did not vote on the business plan. Likewise, 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.
10. 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.
11. 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 BR 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
12. The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
13. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property known as 'daily charging'.
14. Services provided by statutory organisations within Bognor Regis that have a correlation to the projects that the BID will deliver have been documented and listed in the full Term 2 Proposal, available to download at: www.brbid.org. The purpose of this is to ensure that Bognor Regis BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services.

WHAT WILL HAPPEN IF THERE'S NO BID?



Still not sure which way to vote?

We've set out what we'll deliver in the result of a second BID Term so it's only right that we make it just as clear what's at risk if you vote NO.

There is no Plan B



Quite simply, a "No" outcome means that none of the projects outlined in this document will be delivered and Bognor Regis BID will cease to exist from 31st March 2023.



There are **NO OTHER ORGANISATIONS** that can fund or deliver the additional projects that Bognor Regis BID does. Effectively you'll be turning the clock back, with the town and district council delivering baseline services, relying on volunteers from the business community **WITH LIMITED TIME AND NO BUDGET TO MAKE ANYTHING HAPPEN**. You've all been there before.

If you vote "NO" the town will lose:

- X Over £1m of investment in the BID Area over five years
- X Tens of thousands of pounds worth of external funding leveraged by the BID
- X Consistent, professional business voice and representation, keeping your priorities at the forefront of stakeholder discussion
- X A positive and enthusiastic partner pushing for a collaborative approach in the development of long-term plans and delivery of projects and initiatives to ensure Bognor Regis's future as a vital and viable town
- X A flexible organisation with agile decision making that's quick to respond to opportunities that benefit you, like the Welcome Back Fund and Safer Streets Fund
- X Momentum in delivery of your strategic priorities
- X Additional events, campaigns and promotions specifically to benefit businesses that bring more residents and visitors into Bognor Regis
- X Co-ordinated promotion of Christmas and other seasonal activity – leaving you with a series of disconnected mini-events and no-one drawing it together

- X Promotion of and information about Bognor Regis reaching tens of thousands of potential customers through print and broadcast media and a range of social media platforms and channels
- X Promotion of the town as a tourism destination through the BID's "Love Bognor Regis" website and social media channels
- X Regular rotation of brightly coloured banners in London Road and High Street
- X Festoon lighting at Old Town, Station Square and Bedford Street
- X Key data about occupancy rates and footfall to compare how Bognor Regis is performing against other places and supporting your business planning

If you vote "NO" your business will lose:

- X The hands on, day to day, in-town, problem solving, signposting and last-minute-grant-application-support you've had from the BID Team
- X A single point of contact and information source on public realm issues like cleansing, parking, graffiti and anti-social behaviour
- X Access to the data protected tools and services to reduce business crime, including the DISC reporting app, which increases your risk of liability for any data breaches when you use the radio or want to share images of offenders.
- X Promotion of your business at no additional charge through the websites and social media channels managed by the BID, including the visitor and community-facing Love Bognor Regis and the BID's business and community-facing website. That's a combined audience of around 53,000 potential customers.
- X Opportunities for enhanced promotion by taking part in the BID's focused campaigns, events and activities
- X Fully funded graffiti removal from your business premises

Plus.....

- X Without the BID's financial contribution and delivery role, the future of the Two Hour Car Parking Disc scheme is at risk
- X Without the BID's financial contribution and management role, the ongoing provision of a focused town centre Community Warden is at risk
- X Without the BID's commitment and resourcing allocation to co-ordinate logistics and manage promotion, progress on the "Big Event for 2025" will be delayed
- X Without any other agency to manage the General Market, the licence will be offered to an operator with their own commercial priorities

HOW TO VOTE

Notification of ballot:

3 January 2023

Your ballot papers will be sent out by:

13 January 2023

Your vote needs to be received by:

14 February 2023

The result will be announced on:

15 February 2023

CONTACT US:

Bognor Regis BID

BID CO-ORDINATOR: Heather Allen

Email: heather@brbid.org

www.brbid.org

[@bognorregisbid](https://www.instagram.com/bognorregisbid)  

WANT MORE DETAILS?

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