



BR BID ANNUAL REPORT 2022-2023 FINANCIAL YEAR



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LETTER FROM THE BOARD OF DIRECTORS

Dear BID businesses,

This year's AGM comes at an exciting time; we're on the cusp of major delivery where, on top of the commitments made in the Business Plan, all of the projects the BID Team has been developing, securing UKSPF funding for and working towards since 2022 will be realised through a series of installations, wayfinding and improvements across the whole of the BID Area, plus an 18 month online campaign.

However, as is the case with annual reports, this document presents a summary of events and activities that have occurred in the past. The BID's 2022-23 Financial Year started in April, when so much preparation was already underway for the second term ballot. All major tasks required to meet the legislative requirements for a BID Ballot were carried out in-house, with only minimal support from third parties to maximise value for money for levy payers. As you'll see from the details presented here, the Team also delivered against all of the other commitments made for 2022-23.

Throughout 2022-23, the culminating effect of global events led to the start of the UK's cost of living crisis which had begun in late 2021. This is a situation that continues to affect our lives, our customers and our businesses. While these challenges feel overwhelming at times, it is heartening to see so many businesses continuing to adapt and push forwards. This is reflected in the fact that Bognor Regis continues to outperform the national picture, with commercial vacancy rates consistently lower than the national average. Like a huge number of towns across the UK, Bognor Regis has said goodbye to a number of high street businesses over the past few years, but we have retained a fantastic mix of established national chains and independents, and new investors continue to see the opportunities here.

Through its Term 2 Business Plan, the BID has firmly committed to playing a pivotal role in driving forwards strategic partnerships to bring about sustainable, long term town centre transformation in Bognor Regis, and to providing tools and services that empower businesses. In this annual report you'll see how, throughout 2022-23 the BID met those commitments in the final year of Term 1.



The Board of Directors remain proud of the work the BID has delivered in the past and, as we look ahead to the next financial year, and in spite of budget challenges outside of our control, we'll once again be delivering improvements that businesses have prioritised, encouraging genuine partnership working, and raising the profile of the town locally and as a visitor destination.

We remain committed to focusing your levy funds on the activities, projects and services that bring about the most impactful and positive outcomes for the BID Area and, ultimately, your business. **Matthew Reynolds (On behalf of the BID Board of Directors)**

WHAT WE SAID WE'D DO IN 2022-23

OBJECTIVE ONE: WELL KNOWN TOWN

1. Develop and deliver Destination Management website in line with Town Values & Visuals
2. Deliver Food Event, culminating in Street Food Event on Place St Maur (August 2022)
3. Develop and promote the General Market
4. Deliver Christmas installations and promotion of Bognor Regis Christmas Experience 2022

OBJECTIVE TWO: WELCOMING TOWN

1. Develop and deliver enhanced BCRP, including additional CCTV provision
2. Deliver POP! Opportunity at 10 The Arcade

OBJECTIVE THREE: ACTIVE TOWN CENTRE AT NIGHT

1. Deliver food & drink event beneficial to Night Time Economy (NTE) (Food & Drink)
2. Establish better engagement with businesses in this sector

OBJECTIVE FOUR: BETTER PARKING

1. Ongoing delivery of 2022 parking discs scheme
2. Production, promotion and distribution of 2023 parking discs

TOWN CENTRE STRATEGIC ROLE

1. Continue to work with strategic partners through the multi agency "Town Centre Forum"
2. With strategic partners, develop annual events programme for Bognor Regis
3. With strategic partners, develop new Master Plan for Bognor Regis

MEMBER SERVICES

1. Increased engagement with levy paying businesses – Ambassador / Co-Ordinator / Directors
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
3. Respond flexibly to emerging Covid situation

TERM 2 REBALLOT

Undertake all activities for Term 2 vote on 14th February 2023

For details of the current year's focus and commitments visit the BID website at:

<https://www.brbid.org/objectives>

WHAT WE DID...

WELL KNOWN TOWN OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by improving the way locals and visitors think about Bognor Regis through positive promotion of the town and its offer, and strategic involvement in events.

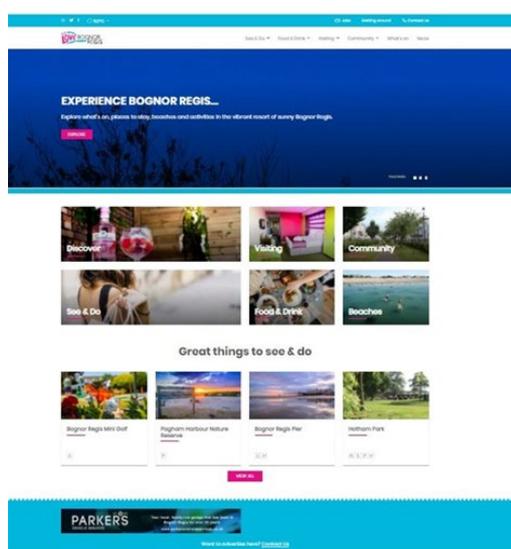
LOVE BOGNOR REGIS WEBSITE & SOCIALS (COMMITMENT)

Having purchased “Love Bognor Regis” in December 2021, the BID took over full management from 1st April 2022. While continuing to deliver social channels under the old branding, behind the scenes the BID Team were working with web developers, professional photographers and copywriters to completely rebrand the site in line with the Bognor Regis values and visuals.

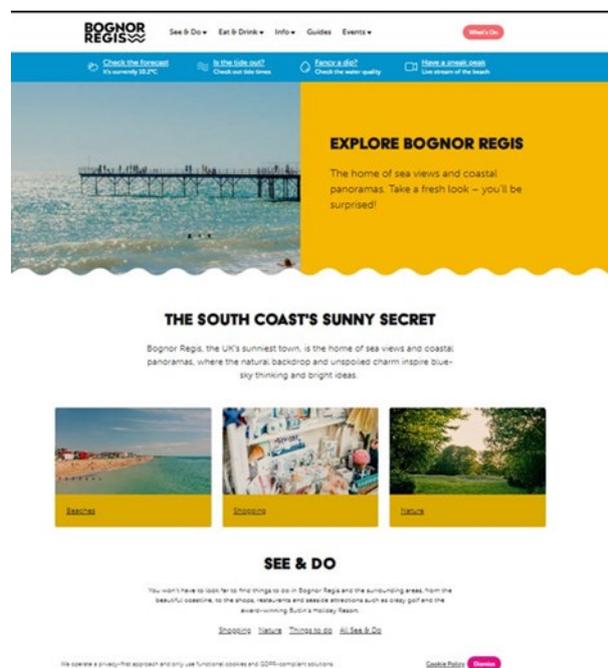
Development of the site was funded through a combination of BID levy and grants secured by the team. All content was reviewed and enhanced, and the site was “relaunched” in November 2022, in time to start promoting Christmas.

The BID has secured a Service Level Agreement to deliver tourism promotion services for Bognor Regis. This external funding stipulates that the site must promote the wider Bognor Regis area, not just the BID Area.

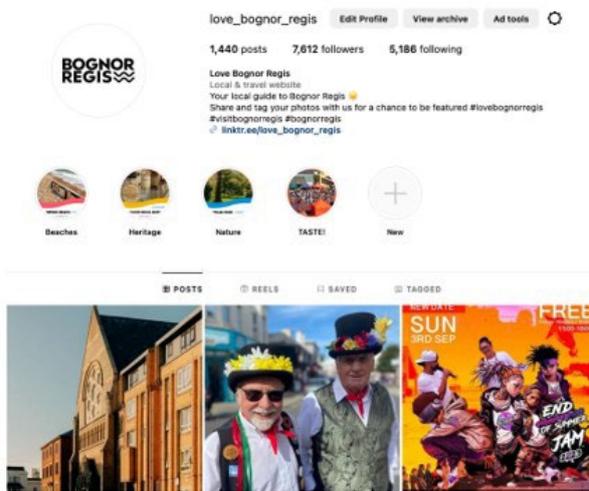
BEFORE



AFTER



Examples of Socials, Guides, Event listings, Business Promotions

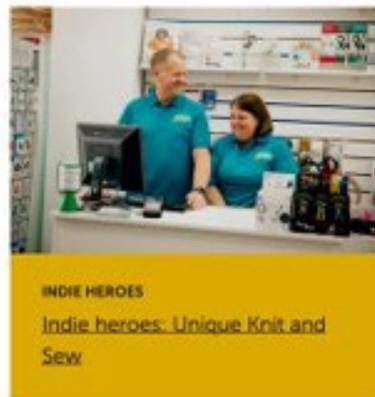
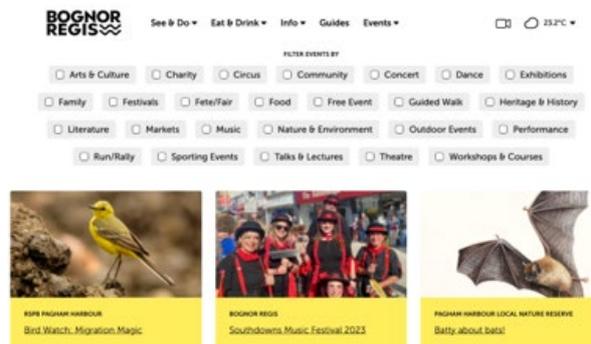


CYCLING IN BOGNOR REGIS: THREE ROUTES

Home » Guides » Cycling in Bognor Regis: three routes

To celebrate **Bike Week 2023**, local cycling and bike expert, Adam Bell of the Bognor Bike Hub shares three cycling routes in and around Bognor Regis.

The aim of Bike Week, which takes place 5th – 11th June 2023, is to promote and celebrate being out and about on a bike. It's not just another form of transport or simply a hobby, it's an ideal way to create healthier and more active communities, to easily get around locally and at the same time helping you improve your physical & mental health. Official website of how to get involved: www.cyclinguk.org/bikeweek



TASTE! STREET FOOD & LIVE MUSIC EVENT (COMMITMENT)

The weekend of 20th & 21st August 2022 saw the first ever “Taste! Bognor Regis Street Food Weekend” delivered at the newly developed “Place St Maur”. The event combined innovative street food with a line up of live music performed on a professional stage by local groups and solo artists, as well as headline acts for both days.

The Street Food Weekend was an enormous success in itself, attracting high numbers of visitors each day. Based on food sales alone, it’s estimated that around 2,500 people attended the event and purchased food on each of the two days of the event. This doesn’t include people attending that only purchased drinks, or people that attended the free event to enjoy the music performances and water jets on Place St Maur. The event generated a huge positive response on social media and through conversations with the BID Team, with people commenting on the event’s high quality and how it had positively changed the way they thought about Bognor Regis.

Advertised widely through V2 radio, The Observer newspaper group and Absolutely Sussex magazine, with an extensive campaign delivered across all Love Bognor Regis channels, the “TASTE!” event also had a really positive impact for all businesses in the town. Compared to the previous weekend, the footfall camera at the southern end of London Road showed a 5,000 increase on the Saturday, and a 1,100 increase on the Sunday. Feedback from businesses in and around Place St Maur and across the town centre was really positive, with some businesses reporting their “best day this year”.



CHRISTMAS 2022 (COMMITMENT)

The BID's focus for Christmas 2022 was on values and experience, rather than messaging that might add to financial pressures. The 2022 Christmas design again featured the message "Colour Your Christmas", delivering a bright and cheery public realm through banners and poster sites.

The third (and final) year of the BID's installations lit up different areas of the town. The BID created a new page on LBR, branded specifically for Christmas, and utilised the website and LBR social channels to promote all events taking place across Bognor Regis. The BID also worked with V2 Radio to develop a window-based treasure trail, enabling participating businesses to raise their seasonal profile and engage with the community.

Once again, the BID supported the Ice Rink with administrative tasks to ensure this popular attraction returned to Bognor Regis for the festive season. For Christmas 2022, the ice rink was located at a new site at the London Road coach & lorry park, requiring additional administrative support.

The BID promoted Bognor Regis as a great destination for Christmas through a range of commercial channels including five weeks of exposure on V2 Radio, The Observer newspaper group and a full page advertisement and feature in the Primary Times, which is distributed across all primary schools. The BID set up a dedicated Christmas page on the newly launched Love Bognor Regis website and promoted individual businesses as great choices for Christmas gifts and experiences through guides and posts on the Love Bognor Regis socials.



SUPPORTING THIRD PARTY EVENTS (EXTRA)



This is the investment of BID Levy funds to support high quality, footfall generating events delivered by third parties. In 2022-23, the BID made a financial contribution towards the popular Southdowns Music Festival, and promoted the event through Love Bognor Regis.

PROMOTING BOGNOR REGIS AS A DESTINATION (EXTRA)

In addition to the online Love Bognor Regis channels, the BID actively promotes Bognor Regis as a visitor destination through the provision of high quality written content and images for press and publications. In 2022-23, this included a double page feature article in Absolutely Sussex, Town & County Magazine, advertorials in the Observer Group. The BID also worked in partnership with placestovisitsussex in the design, production and distribution of a DL sized visitors brochure.



Why we love... BOGNOR REGIS

Taking a fresh look at the South Coast's sunny secrets... and there's plenty to surprise you

Bognor Regis, which has been named the 'most beautiful village in England' by the Sunday Times, is a hidden gem on the South Coast. It's a charming town with a rich history, beautiful scenery, and a vibrant community. The town is known for its stunning coastline, which is a mix of sandy beaches and rocky cliffs. The town is also known for its delicious food and drink, which is a reflection of its coastal location. The town is a great place to visit for anyone who wants to experience the best of the South Coast.



"Bognor Regis is officially recognised by the Met Office as being the sunniest place in Britain"



CULTURE - AREA FOCUS



CULTURE - AREA FOCUS



TASTE! BOGNOR REGIS

2022 SUMMER EDITION FREE

STREET FOOD WEEKEND

20 & 21 AUGUST
11am-9pm
Place St Maur, PO21 1BJ

Get your sunshine funk on! Enjoy sun, sea and spectacular street food at 'TASTE! Bognor Regis' this summer, featuring inspired global cuisine delivered by cutting edge vendors!

- ✘ QUIRKY & IMAGINATIVE STREET FOOD
- ✘ DJ SETS & LIVE MUSIC
- ✘ FREE ENTRY

www.lovebognorregis.co.uk/taste

GENERAL MARKET (COMMITMENT)

One of the BID's annual commitments to encouraging new and repeat footfall to the town centre is through the delivery of a well managed, attractive, quality general market. The BID's management ensures that potential conflicts with levy paying businesses are minimised, and that quality standards are maintained.

The General Market ran without interruption throughout the year, with new traders joining the regular pitches, generating additional income to invest directly into the BID Area. Throughout 2022-23, the BID worked closely with the Lead Trader to encourage new pitches with the aim of increasing the range and variety of quality goods on offer.



BOGNOR REGIS
MARKET
SOMETHING FOR EVERYONE



WELCOMING TOWN OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by providing tools, services and personnel to help reduce crime and anti-social behaviour, and activity that improves the look and feel of the BID Area.

DELIVERY OF ACCREDITED BUSINESS CRIME REDUCTION PARTNERSHIP (COMMITMENT)

Throughout 2022-23, the BID continued delivery of its fully accredited Business Crime Reduction Partnership, with free membership for all levy paying businesses.

A BCRP is a formal, GDPR compliant structure that allows us to provide member businesses with the following tools and services:

- DISC reporting app for businesses to record and report incidents.
- DISC administration to ensure all incidents reported by businesses are processed correctly and progressed to the relevant authorities for further action and resource planning.
- DISC secure system for sharing urgent messages, all documents associated with the BCRP, updates on crime prevention advice, national alerts on scams, travelling gangs and other business crime related issues.
- A data compliant “umbrella” that enables businesses to share information about live incidents or intelligence over the radio network.
- Access to a free monthly radio trial to help businesses decide whether to commit to a contract with Sussex Communications.
- Information sharing and representation of Bognor Regis Business interests at wider area BCRP groups on a quarterly basis based on data submitted through the DISC app.

The BID continued to benefit from the support of a dedicated Business Crime Liaison Officer from National Business Crime Solution, who processed DISC reports and prioritised key offender in fortnightly meetings with Sussex Police's Business Crime Team.



ADDITIONAL CCTV COVER (COMMITMENT)



Match funding secured by the BID from the Safer Arun Partnership led to the installation of 10 additional CCTV cameras and connectors, providing additional coverage of town centre areas. The centralised viewing station was hosted securely at the BID office, and could be accessed in response to requests for evidence by an appropriately licenced third party operator.

COMMUNITY WARDEN (COMMITMENT)



Separate from the BCRP, the BID works in partnership with Bognor Regis Town Council to provide trained, in-person support for businesses through a highly visible Community Warden. The presence of a Warden benefits all BID Area businesses by improving perceptions of safety in and around the town centre, even in areas that are not patrolled regularly.

In 2022-23, the BID again invested levy funds to cover over 2/3 of the costs of providing a Full Time (five day a week) service. As part of its contribution, the BID also provides ongoing management of the contract and interactions with the service provider.

In the 2022-23 financial year, the BID made a successful application for Safer Streets 4 funding through the Sussex Police Crime Commissioner's Office, enabling an increase to 7 day a week warden service. Following a recruitment process, the 7 day a week started in September 2022, with provision funded until 31st March 2024

Over the course of the 22-23 financial year, the BID Ambassador worked with Community Wardens to record interactions and value of stock recovered via their action logs on the BID's database. While this system wasn't fully live until midway through the year, BIDBase shows over 1,858 interactions with businesses and over £15,664 stock recovered by wardens.

BUSINESS CRIME REDUCTION ENGAGEMENT OFFICER (EXTRA)

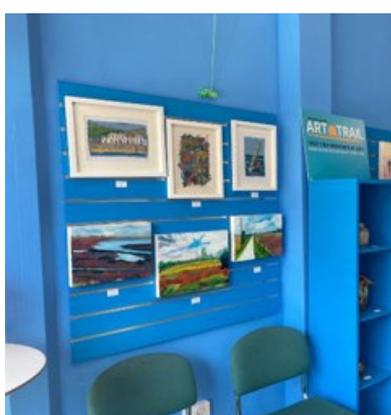
The BID was also successful in securing Safer Streets Funding for a project to improve the quantity and quality of business crime reporting. As a result, from December 2022, the BID appointed a part time Business Crime Reduction Officer. The BCR Officer works 8 hours per week, supporting businesses with advice and training on the DISC reporting tool and helping them collate evidence for Sussex Police.

DELIVER POP! OPPORTUNITY AT 10 THE ARCADE (COMMITMENT)

The BID's business plan for 2018-23 included activity to improve the appearance of empty units. Having been approached by Arun District Council in January 2020 regarding their plans for the unit, in 2022-23, the BID worked as ADC's delivery partner by managing and promoting the opportunity. The vision was to create a "starter unit" for new businesses before transitioning into a permanent town centre bricks and mortar store.

Throughout the year of operations, the POP! unit attracted a range of commercial entities, particularly from the arts and making sectors. The unit was also host to a range of special events delivered by arts groups, community groups and charities, including the Artworks "Our Town" photography exhibition showcasing images by young people, a food focused event by Voluntary Action Arun & Chichester in August and craft based activities for families at Christmas, the launch of the 2022 Bognor Coastal Art Trail and the "Royal Connections" Platinum Jubilee exhibition.

The one year project was fully funded by Arun District Council.



FESTOON LIGHTING (COMMITMENT)

The installation of festoon lighting at key locations benefits all levy paying businesses, as the cumulative effect improves perceptions and feelings of Bognor Regis as a welcoming place to visit at night.



In the 2022-23 financial year, the BID continued to invest levy funds for the maintenance, annual safety checks, certification, insurance and supply costs at Old Town, Station Square, and Bedford Street.

We also partnered with BRSFL on a project to install new festoon at York Road, a key gateway between the seafront and the town centre, carrying out all of the background work and consultation with property tenants and owners that led to the introduction of new festoon lighting, funded and maintained by BR BID at York Road on 22nd April 2022.



BANNERS (COMMITMENT)



The installation of high level, colourful banners at existing banner sites in the town benefits all levy paying businesses as the cumulative effect improves the appearance of the town centre, making it a more welcoming and attractive place to visit, thereby increasing footfall.

In 2022-23, the BID invested levy funds for the design, production and installation of banners featuring the transition design from the wayfinding at existing sites at London Road, High Street east and High Street central, as well as Christmas banners for the festive period.

GRAFFITI REMOVAL (EXTRA)



In 2022-23, the BID continued its annual contribution to the Town Council's excellent Town Force Team for removal of graffiti from commercial premises across the BID Area. During this period, over 159 man hours were allocated to removing 48 incidents of graffiti, with a value of just under £5,000 to the collective businesses.

UKSPF: 8 NEW BELLY BINS (EXTRA)

In December 2022, the BID submitted a number of projects for consideration by Arun's UK Shared Prosperity Fund Panel. All of the projects support businesses' strategic priorities for the town, including changing perceptions of the town, improving safety and perceptions of safety and, supporting Bognor Regis Regeneration Board, the introduction of wayfinding.

The first successful project to be delivered by the BID was the replacement of older grey bins with eight new "Bigbelly" bins, starting with the core retail areas of London Road and Bedford Street. With the majority of work carried out in the year under review, this project is included here, even though the bins weren't actually installed until 12th April 2023.



PARTNERSHIP WORKING: PLACE BRANDING (EXTRA)

The BID was delighted to support Arun District Council by helping with the design of bright and bold vinyls reflecting the Town Values at the north and south side of The Arcade. Visible from The Esplanade and London Road, the vinyls not only improved the appearance of the vacant upper floors, but also highlighted a key gateway between the seafront and town centre.



NEW PALMS AT GLOUCESTER ROAD GARDEN (EXTRA)

As the financial year came to a close, the BID partnered with Arun District Council's Parks & Greenspace Team to enhance a key gateway to the town centre at High Street / Gloucester Road through the introduction of palm trees. As a partnership project, BID Levy was invested to cover 50% of the palm costs.



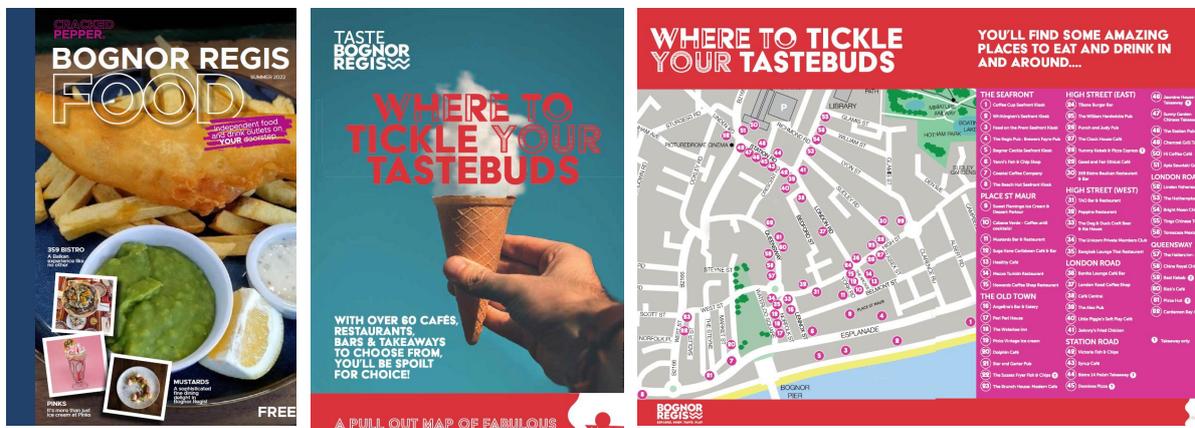
ACTIVE TOWN CENTRE AT NIGHT OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by increasing perceptions of safety and showcasing the range of offer.

TASTE! AND FOOD! 2022 (COMMITMENT)

Following consultation with all food & drink and night time economy businesses, the feedback was a preference for passive promotion, rather than a week long focus with special menus, competitions and activities. Based on this feedback, the BID Team worked with local brand, Cracked Pepper, to create FOOD!, a bespoke, high quality guide to food & drink across the BID Area. Levy paying businesses were offered a free full page focused article, and all businesses were featured on a central pull-out map. A print run of 10,000 copies were distributed to houses across the local area (including Chichester), and made available at local businesses and Butlin's. Businesses were further promoted through Cracked Peppers active social channels.

All food & drink businesses were offered the opportunity to take part in the TASTE! food & drink event, and it was great to see the Dog & Duck and Cafe Punjab doing a roaring trade over the event weekend, as well as raising the profile of their offer. The event programme was designed to encourage attendees to continue enjoying their evenings in the local night time economy. Anecdotal reports from a number of businesses reflected their “best day this year”.



BETTER PARKING OVERVIEW

TWO HOUR PARKING SCHEME (COMMITMENT)



The BID continued to play a key partnership role in the delivery of the popular Two Hour Car Parking Scheme. As part of the partnership with Bognor Regis Town Council and Arun District Council, the BID allocated levy funds towards the cost of providing the spaces and managed the entire production, storage and distribution process to get the discs to retailers in both 2022 and 2023. Work on production of the parking discs starts in July, with four months of preparation before the following year’s discs go on sale.

Under the partnership arrangements at the time, funds generated from the retail of discs to businesses was invested in BID activity to increase town centre footfall.

In 2022-23, the BID also delivered promotion of the scheme, including press releases, poster design and production for retailers and placement in the multi storey car park, radio advertising and hosting on key third party websites.

In the 2022-23 financial year:

21,773 discs were sold to businesses

24 retailers took part in the scheme

INCREASING USE OF FITZLEET MULTI STOREY (EXTRA)

The BID is neither the landowner nor the tenant of Fitzleet, so our role is solely to encourage partners to think about innovative alternatives that could benefit the town by improving the use of the multi storey car park. This is an ongoing, long term ambition which the BID continued to champion with partners in 2022-23, mindful of the complications of ownership, leases and potential costs. In late April 2022, the BID COO presented a series of alternative use ideas to members of the Bognor Regis Regeneration Board.



STRATEGIC ROLE OVERVIEW



This is the BID delivering activity that increases footfall to the BID Area during the day and night by working strategically, making sure partners stay tightly focused on the bigger projects, ensuring your voice is both represented and heard, and contributing our knowledge, skills and success at applying for external funding to make sure your strategic priorities are progressed and then delivered to a high-quality standard. In 2022 -23, the BID committed to:

1. Continue to work with strategic partners through the multi agency “Town Centre Forum”
2. With strategic partners, develop annual events programme for Bognor Regis
3. With strategic partners, develop new Master Plan for Bognor Regis

In consultation carried out in March 2022, businesses identified their top five strategic priorities for Bognor Regis as:



TOWN CENTRE FORUM (COMMITMENT)

All of the research into vital and viable town centres stresses the need for clear visions and effective partnerships. Back in June 2021 the BID, working with Bognor Regis Regeneration Board, put forward a proposal to key stakeholders detailing the case for the creation of a “Bognor Regis Town Centre Task Force”, with representation from all partners at both strategic and delivery levels. The proposal recommended that the Regeneration Board should facilitate activity at the strategic level, with the BID co-ordinating and facilitating at delivery level.

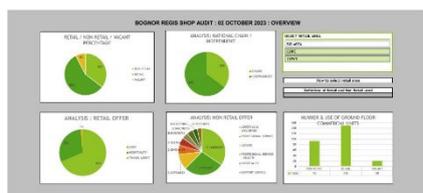
The first meeting of the strategic level “Bognor Regis Town Centre Forum” was held in February 2022, with subsequent meetings at six monthly intervals. It is an informal group, with Senior Officer and Elected Member representation from key and meetings operates within clear terms of reference. It is not a decision-making body. To date, the Town Centre Forum has led to focused, positive, and productive outcomes, including the identification of strategic priorities and, through its various partners, securing funding for multiple projects through the UK Shared Prosperity Fund to initiate delivery of those priorities.



FOOTFALL AND ANALYTICS (COMMITMENT)

This is the investment of levy funds in the ongoing provision of the Springboard footfall camera. This generates powerful numerical insights on the trends and identify patterns and trends in the number of people visiting the town centre, and compare against other locations as an indication of "town health". Monthly footfall reports, published for download from the BID's website, enable businesses to make direct comparisons between current previous years' footfall, using an objective metric. All monthly Springboard available to download from Resources page on BR BID website: <https://www.brbid.org/footfallreports>

OCCUPANCY DATA (COMMITMENT)



The BID Team carry out regular audits to monitor occupancy rates of all ground floor commercial units across the BID Area. These are then presented in reports that show details of the types of businesses, breakdown of independents and nationals, plus "legacy reporting" of the same hereditaments monitored by Arun District Council for over ten years. The data reveal interesting patterns reflecting the change in High Streets across the UK.

MEMBER SERVICES OVERVIEW

This is the BID delivering activity to help businesses grown and thrive, plus the direct promotion of your businesses through BID platforms.

BID AMBASSADOR (EXTRA)

Finding the most effective ways to engage with levy paying businesses has always been a challenge for a BID with ambitious delivery targets, versus the budget available.

In 2022-23, in addition to the extensive written communications with businesses through the BID's website, emails, surveys, online newsletters and social channels, the BID was able to appoint a full time Ambassador, whose job was to regularly engage with levy paying businesses in person. The Ambassador position was funded from July 2021, and the two post holders in the 2022-23 year were influential in increasing business engagement in promotions and events, and ensuring businesses were aware of the opportunities available to them through the BID.

REFOCUSED BID COMMS (COMMITMENT)

Throughout 2022-23 the BID delivered services to its levy paying businesses by signposting to online and in-person training opportunities. The 22-23 financial year saw the completion of the BID's partnership with Whitehead Ross Education & Consulting, which benefitted over 30 independent businesses in training such as: First Aid, Food Safety, Digital Skills and Institute of Leadership and Management.

The BID continued to signpost businesses to free and low cost training through the Arun Business Partnership, plus training and networking opportunities at The Track and First Friday Socials. In January 2023, the BID Team added a live calendar page to www.brbid.org, enabling businesses to keep informed about footfall attracting events, Butlin's weekends, school holidays and BID and BCRP meetings.

CREATING OPPORTUNITIES TO ENGAGE (COMMITMENT)

The BID created opportunities for businesses to engage with activities to benefit from additional promotion and created campaigns in-house to showcase the full range of business sectors. Outside of Christmas, the BID's year round promotion activity included:

- Retail, leisure, entertainment and food & drink business listings all rewritten and published on relaunched Love Bognor Regis
- LBR: Guides promoting business sectors
- LBR: Shopping page and Guides promoting "Indie Heroes"
- LBR: leisure and entertainment businesses showcased in "Things to Do" listings

- FOOD! magazine full page business promotion
- FOOD! magazine - map listing

BID TERM 2 BALLOT (COMMITMENT)



A bit of background: The first five year BID Term ran from 2018 to 2023. Preparations for a second term started in September 2021, establishing the timeline of events and legislative requirements for a ballot. To measure business sentiment towards the idea of a second term, businesses were consulted via a “viability” survey in March 2022. This sought evidence on businesses’ experiences of the BID during its first term, what they felt should be prioritised going forwards, and where BID levy should be focused in a potential second term. This viability survey results evidenced an ongoing appetite for a second term. All other Term 2 activity was carried out in the 2022-23 financial year. Here’s an overview:

Following analysis of the viability survey, the BID Team worked on developing a draft Business Plan for Term 2. The priority was to make sure that all proposed BID activity was tightly focused on BID businesses’ priorities AND reflecting best practice strategies for town centre transformation. This draft Business Plan was shared with levy paying businesses during a further consultation in June 2022, which included a week long drop-in exhibition.



The BID was in ballot for five weeks from January to the date of the ballot on 14th February 2023. Results of the postal ballot confirmed that the Bognor Regis BID has been successful at securing a second term.

A budget allocation of £20k was included in the original Term 1 business plan for this activity. In reality, using the skills of the BID Team, the project was delivered at less than half of this allocation.

The ballot held on 14th February 2023 returned majority support for a second five year term of the Bognor Regis BID, running from 1st April 2023 to 31st March 2024. With a 40% voter turnout, the results were as follows:

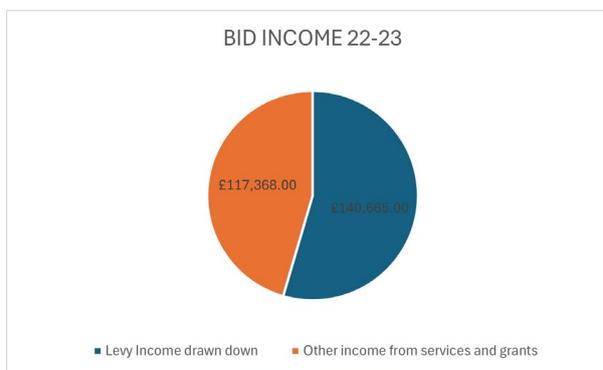
72% VOTING IN FAVOUR BY NUMBER

75% VOTING IN FAVOUR BY RATEABLE VALUE

BID FINANCES 2022-23

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 2022 - 23 financial year, for every £1 the BID drew down from levy funds, the work of the BID Team to deliver paid for services and apply for funding generated an additional £0.83p to invest directly into town centre projects.

Income type	Amount
Levy Income drawn down	£ 140,665.00
Other income from services and grants	£ 117,368.00
TOTAL	£ 258,033.00



£1 → £1.83

The BR BID approved management accounts for 2022-23 are now available to download from our website: www.brbid.org/keybiddocuments

BR BID GOVERNANCE

Throughout the 2022-23 Financial Year, the BID Team and Board of Directors continued to deliver against the Objectives identified by you in the Term 1 business plan, as well as responding quickly and decisively to emerging issues or arising opportunities through external funding.

GOVERNANCE MEETINGS

In 2022-2023, all scheduled BID Director and Board meetings went ahead in person . The AGM for the 2020-21 Financial Year was delivered at The Track on 10th March 2022.

BOARD OF DIRECTORS

No new Directors joined the Board at the AGM in March 2022. Directors who held office during the 2022-23 Financial Year:

- Matthew Reynolds (A Director, Reynolds Ltd)
- Jeremy Pardy / Nicola Ratcliffe (A Director, Butlin's)
- Angela Vanderpump (B Director, 63 Queensway)

You can contact BID Directors by email. Visit www.brbid.org/meet-the-team for details.

BID TEAM MEMBERS 2022-23

In the 2022-23 Financial Year, the BID delivered all of the activity summarised in this report with a maximum 2.8 full time equivalent staff. Staff who held appointments in the 2022-23 financial year:

- Heather Allen (BID Co-Ordinator) (1.0 FTE)
- Clair Harwood (Promo, Comms, Digital & Events) (0.8 FTE)
- Caroline Clark (BID Ambassador) (to August 2022) (1.0 FTE)
- Louise Arram (BID Ambassador) (from September 2022) (1.0 FTE)
- Jimmy Upton (Business Crime Reduction Officer) (0.2 FTE)

There are multiple ways for you to connect with the BID Team. Visit www.brbid.org/meet-the-team for details.

CONTACT US

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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