

**BR BID DELIVERY  
COMMITMENTS 2023-2024**

## **ONE: WELL KNOWN TOWN**

- 1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion
- Support & funding for high-quality third-party events which significantly increase footfall to the BID Area (eg: Southdowns Music Festival, BRTC Lights Switch On)
- 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)*
- UKSPF Funded: Initiate 24 month perception campaign, with potential for Bognor Regis app
- UKSPF Funded: Initiate installation of 3 x footfall attracting “Insta” sites at key locations
- UKSPF Funded: Support development of wayfaring design with businesses and community
- Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025

## 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
- Ongoing provision of 7/7 Community Warden with financial support from BRTC and SSF4
- 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
- UKSPF Funded (subject to successful application): New lighting installation at West Street, plus enhanced technology to enable extended 365 seafront lighting
- UKSPF Funded: Introduction of 8 x belly bins
- Design, production & installation costs for 1 x seasonal banner change: London Road & High Street
- 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 – *subject to partnership agreements*

## **THREE: TRANSFORMING TOWN**

- Continue strategic partnership working between all stakeholder groups and agencies
- Supporting the delivery of businesses' strategic priorities for the town : safety, tourism, appearance, perceptions.
- 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

## **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