



Bognor Regis BID Team Update: June 2023, covering activity in period:

1st April 2023 – 9th June 2023

Please note that this update reports progress to the BID Board of Directors and wider Membership at regular intervals. It follows the format of BID Objectives for 2023-24 published on the BID’s website: <https://www.brbid.org/objectives>

WELL KNOWN TOWN

	Delivery Activity	Delivery Updates
<i>Commitment</i>	1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion: TASTE!	<ul style="list-style-type: none"> • £36k budget allocation approved for delivery of all aspects of TASTE! as BID’s major event by Directors 04.05.23 • Event application submitted by event delivery partners and progressing with ADC • HA / CH and Media Circus developing marketing collateral, building on 2022 brand • Increased focus on physical advertising, plus starting earlier, including “subject to sign off” disclaimer. • LA currently promoting engagement opportunities with businesses. • Delivery of event for second year running is being well received. • BID will start publicising news in w/c 12/06/23 • Event dates: 19th & 20th August 2023.
<i>Extra project</i>	Christmas activity	<ul style="list-style-type: none"> • £10k budget allocation approved by Directors 04.05.23 • Preliminary booking of stage to secure availability, confirmation subject to meeting with businesses • Christmas planning mtg with businesses 16.06.23 – promoted through BR BID • HA admin support for ice rink delivered May 2023.
<i>Commitment</i>	Support & funding for high-quality third-party events which significantly increase footfall to the BID Area (eg: Southdowns Music Festival, BRTC Lights Switch On)	<ul style="list-style-type: none"> • BID £1.5k funding confirmed 04.05.23 and transferred to Southdowns Folk Festival • BID £2k support for BRTC Lights Switch On Event confirmed by Directors 04.05.23. • Verbal commitment of funding to BRTC Events Officer for extended day event.

<i>Commitment</i>	365 Delivery of the Love Bognor Regis destination website and associated social media channels	<ul style="list-style-type: none"> • Investment in LBR to create “privacy first” site, including introduction of Plausible for site metrics and absence of sponsored advertising • Since 01.04.23 creation and publication of three unique “GUIDES”: Cycling in Bognor Regis, May Half Term, reopening of Museum • LBR Socials 01.04.23 – 31.05.23: • Facebook, 21 posts, with a reach of 18,938 • Insta: 7,536 reach • Listing for WeDesign Map (at holiday parks and online) redesigned with expanded colour palette for 2024 maps. • Page development to host ALL F&D businesses on one page (Directors) • All levy paying F&D , activity and retail business listings being checked & updated by 16/06/23 • Aim to have all BID “services” levy business listings rewritten by end September 2023 • Aim to have directory style pages for all business types by end December 2023 • Directors to agree charge rates for advertising on LBR
<i>Commitment</i>	Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)	<ul style="list-style-type: none"> • Market trading back to Tuesdays and Saturdays following winter break • Steady number of committed regular traders • HA has reinforced vehicle access restrictions until 5pm
<i>Commitment</i>	UKSPF Funded: Initiate 24 month perception campaign	<ul style="list-style-type: none"> • Project initiation scheduled for Q4 of 2023-24 Financial year, with delivery through 24-25.
<i>Extra</i>	UKSPF Funded: Initiate installation of 3 x footfall attracting “Insta” sites at key locations	<ul style="list-style-type: none"> • HA has been working with artist on really interesting AR project with potential to attract significant media attention for Bognor Regis. Funding application currently with Arts Council England; outcome anticipated late July 2023. • If successful, AR project will establish theme for other installations • Project initiation scheduled for Q4 of 2023-24, with delivery through 24-25

WELCOMING TOWN

	Delivery Activity	Delivery Update
<i>Extra project</i>	UKSPF: Support BRRB with development of wayfaring design with businesses and wider community	<ul style="list-style-type: none"> • UKSPF Project lead is BRRB. BR BID providing support, and delivery of emerging elements throughout the BID area. • HA attended (separate) collaborative meetings with RW, RWolf, then BRTC to update on progress. • Workshop groups identified, with provisional dates / sequence set.
<i>Commitment</i>	Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025	<ul style="list-style-type: none"> • On hold pending timeline for development activity impacting delivery – Premier Inn, Alexandra Theatre - subject to all partners’ agreement , may be prudent to move to 2026
<i>Commitment</i>	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	<ul style="list-style-type: none"> • Contract with NBCS signed • HA / NBCS meeting to discuss fine details 08.06.23 • BR BID Board to formally dissolve BCRP at Board Mtg 15.06.23 • In response to feedback from consultation with businesses, HA delivered in-person BCRP meeting 03.05.23 (pm) – five attendees, one left early. • HA delivered in-person BCRP meeting 07.06.23 (am) - one attendee. • No interest in delivering the paid BCR B2B role from existing membership • Following majority support from Directors, BR BID will assume ownership and day to day management of the Shopwatch radio scheme on 26.06.23. Based on existing user numbers, initial financial outlay will be recovered by end of financial year. Two new users ready to sign up under contract with BR BID. Going forwards, with funds set aside for future upgrades, delivering radio scheme should produce a profit to invest in BID activity. • No change to average monthly reporting via DISC from businesses – still low at between 50 – 60 reports pcm. • BCR Engagement Officer JU now on BID Payroll, working 8 hours per week (four hours per day, two days per week)

		<ul style="list-style-type: none"> • JU providing excellent support for businesses and acting as a bridge between Police & businesses. • JU recorded 35 in-person interactions with 18 businesses in May 2023
<i>Extra project</i>	Explore potential for District-wide BCRP with partners	<ul style="list-style-type: none"> • Meeting with reps from ADC (Communities), ADC (Ec Dev) Sussex Police, PCC Office on 24.05.23. • HA meeting with ADC Communities Officer on 16.06.23 to explore potential model for delivery. • Will need support and funding from ADC and local partners in LA and BR. • Subject to consideration and support, earliest start would be 2024-25 financial year
<i>Commitment</i>	Ongoing provision of 7/7 Community Warden with financial support from BRTC and SSF4	<ul style="list-style-type: none"> • 7/7 funded through award of £50k from Safer Streets Fund to 31.08.23. • Ongoing 7/7 provision funded by £21k grant from BRTC to 31.03.24 • HA continues to provide monthly in-person feedback on project progress to Police Crime Commissioner officer and quarterly financial returns. • Community Warden JC now well established, with excellent relationships with businesses and delivering positive outcomes. • In May 2023, JC recorded 535 in-person interactions with 40 businesses. • Additional warden support provided during May half term in anticipation of ASB
<i>Extra project</i>	Potential relocation of bench used for ASB in High Street (East)	<ul style="list-style-type: none"> • Support in principle secured from Sussex Police, WSCC Highways and ADC Property & Estates to remove problematic bench from High St (east) and relocated to replace two older style benches on York Road • LA carried out three weeks of consultation with businesses at both locations. • Stalemate situation with a clear 50/50 split on whether bench should be removed from businesses in High Street. • Directors to recommend approach at Board Mtg 15.06,23 • No reports on DISC referring to the location since August 2021
<i>Commitment</i>	Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service	<ul style="list-style-type: none"> • CCTV has not been connected since relocation from The Arcade on 31.03.23. • One request to view CCTV has been made since that time. • HA has requested exploratory quote to extend CCTV to High Street (East). Previous efforts to install to High Street (to QWay) could not proceed as permission could not be secured from pivotal business premises. • Reinstatement of CCTV viewing platform dependent on BID securing permanent accommodation. BID continues to pay monthly contract fees in meantime.

<i>Commitment</i>	Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street	<ul style="list-style-type: none"> • HA advised that catenary wire at Old Town has been damaged 06.06.23 (possibly by BT). HA to investigate and report back to Directors ASAP. • Some issues with building work at The Arcade impacting timers for the York Road lights. This has been addressed on three occasions since April. • Repairs to frontage of Station may affect festoon lighting installed there – HA monitoring situation but won't be able to confirm until work is done.
<i>Extra project</i>	UKSPF Funded: New lighting installation at West Street	<ul style="list-style-type: none"> • In partnership with BRSFL, as per arrangements for Gloucester Rd lighting in 2018 • Funding confirmed, quotes and preferred supplier identified • Application submitted to WSCC / SSE by BRSFL 01.06.23 – potential 8 weeks for decision. • Subject to WSCC / SSE approval, lights could be installed by August 2023.
<i>Extra project</i>	UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting	<ul style="list-style-type: none"> • In partnership with BRSFL • Replacing all existing timers to one consistent model that operates from dusk till 11pm, 665 days of year. • Subject to identification of appropriate timers – BRSFL are leading on research and selection • Subject to type of timer selected, may need to review budget and seek partnership support
<i>Commitment</i>	Design, production & installation costs for 1 x seasonal banner change: London Road & High Street, plus new installations where possible	<ul style="list-style-type: none"> • Banners installed in London Road and High Street April 2023 • HA exploring funding opportunities to install banner arms at Queensway
<i>Commitment</i>	Professional fully funded graffiti removal service for levy paying business premises	<ul style="list-style-type: none"> • Annual contribution £750 set up for payment 09.06.23 • Data provided by BRTC evidences ACTUAL cost of removal from BID premises in 22-23 is £1,776.70 • Data shows BRTC cost of removal across whole of BID Area (including ADC / WSCC property) was £4,789 for 22-23. • LA recording individual value of graffiti removal to levy paying businesses on BIDBase

<i>Commitment</i>	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	<ul style="list-style-type: none"> • 2023 discs had reduced print run of 27,000 to eliminate waste. • Approximately 500 discs remain in stock. • Results of ADC scheme revaluation and potential impact on partner contributions not known at time of writing • BR BID and BRTC proceeding as per previous agreement with regards delivery of scheme and production of 2024 discs • BID Team starts design work with producer July 2023 • Due to production cost increases since 2018, face value of discs for 2024 will increase to £3, with a slight increase in margin for retailers to reflect increased transaction costs. • 2024 print run will be restricted to 27,000 discs.
<i>Extra Project</i>	Repairs to wall at Gloucester Road	<ul style="list-style-type: none"> • Recurring problem, linked to near 90 degree bend where Gloucester Road joins Esplanade. • HA seeking to work with all parties to evidence ownership details and maintenance responsibilities to satisfaction of all involved. • HA has made approach to WSCC Highways for guidance on installation of appropriate “barrier” to protect wall going forwards
<i>Extra Project</i>	Temporary enhancement to vacated Brewers Fayre site on Esplanade	<ul style="list-style-type: none"> • Project outlined to ADC 11 May 2023. • BR BID acting as delivery partner for ADC to create a temporary space to enjoy to the front courtyard at Brewers Fayre. • Enhancement includes installation of over 20 bespoke window coverings, plus thematic seating, temporary planting and painting of existing fencework. • Subject to ADC sign off, delivery of project should be complete by end June 2023. • No cost to levy payers. • See also “Promoting F&D businesses” in EMPOWERING section
<i>Extra Project</i>	Temporary window vinyls – vacant ADC premises	<ul style="list-style-type: none"> • In pipeline: BR BID acting as delivery partners for ADC to create window vinyls consistent with Town Visuals for empty units. • No cost to levy payers. • Can initiate once boarding is removed and new panes installed
<i>Extra project</i>	Queensway – festoon lights & paint colour – Fitzleet Estates	<ul style="list-style-type: none"> • Further attempt to connect with Fitzleet Estate (via PS&B) re lighting and paint – no response to date • Commissioned artists impression for 4 x Fitzleet properties to demonstrate impact

<i>Extra project</i>	UKSPF Submission; Queensway; Sustainable planting, architectural lighting and banner arms	<ul style="list-style-type: none"> • Speculative application to ADC for any unspent UKSPF allocation (will be) submitted w/c 12.06.23 • Three strand approach to enhance Queensway and connect to town and seafront by design, building on work started in 2020 (planters, banner research).
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TRANSFORMING TOWN

	Delivery Activity	Delivery Update
<i>Commitment</i>	Continue strategic partnership working between all stakeholder groups and agencies	<ul style="list-style-type: none"> • Ongoing info sharing and synergy with ADC, BRTC, BRRB • Meeting with WSCC / Wolfstrome / BRRB re opportunities to incorporate Wayfaring at Esplanade •
<i>Commitment</i>	Supporting the delivery of businesses' strategic priorities for the town : safety, tourism, appearance, perceptions.	<ul style="list-style-type: none"> • BRBID input to ADC Tourism Strategy workshops and feedback on draft and ongoing delivery of LBR • Ongoing liaison with Sussex Police, wider BCRP networks • Regular reporting of cleanliness issues, notably Station Square and London Road • Delivery partnership with ADC re Brewers Fayre site
<i>Commitment</i>	Progressing effective delivery of the Town Values for Bognor Regis	<ul style="list-style-type: none"> • London Road / High Street banners April 2023 • Belly bin designs April 2023 • Brewers Fayre enhancements June 2023 • UKSPF submission – QWAY – ongoing • Work with Fitzleet Estate – QWAY - ongoing • Positive promotion and exemplification of values through LBR and BR BID Channels - ongoing
<i>Commitment</i>	Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses	<ul style="list-style-type: none"> • No issues to report for 2023 • Need to explore figures from May 2022, as footfall shows unexpected 8% drop – may have been estimated in 2022 due to bunting. • All monthly Springboard available to download from Resources page on BR BID website • HA attended analyser training 02/06.23

<i>Commitment</i>	Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis's performance against national trends	<ul style="list-style-type: none"> • HA learning to use Power BI to present occupancy data – this will make it available to all with link, allowing greater in depth analysis by users.
<i>Commitment</i>	Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends	<ul style="list-style-type: none"> • Ongoing

EMPOWERING BUSINESSES

	Delivery Activity	Delivery Update
<i>Commitment</i>	Helping businesses develop by signposting to training, support, cost savings and grants	<ul style="list-style-type: none"> • Social posts re: • Multiple opportunities at the Track • Community food hubs • Bognor Makerspaces • Solar together Sussex • Shopkind • Alex Polizzi opportunity
<i>Commitment</i>	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	<ul style="list-style-type: none"> • Social posts re: • Arun Business Partnership • Opportunities at the Track • Chamber of Commerce • FFS networking • Small business Saturday

<i>Commitment</i>	Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development	<ol style="list-style-type: none"> 1. AGM April 2023 2. BCR Meeting May 2023 3. BCR Meeting June 2023 4. Bench consultation: April . May 2023 5. Litter consultation: London Rd / Bedford St: April / May 2023 6. TASTE! Engagement survey: June 2023 <p>BID Team interactions, all BID representatives, in person, phone, email:</p> <ul style="list-style-type: none"> • April 2023: 505 • May 2023: 448 • June 2023: 514 <p>NB: Does not include CH messaging via socials</p>
<i>Extra project</i>	Promoting businesses	<ul style="list-style-type: none"> • Creation of boards with QR codes promoting food & drink businesses on LBR at Brewers Fayre. • Updating listings on LBR

BID COMPANY / ADMINISTRATION

<i>Company</i>	<i>Company Activity</i>	<i>Company Delivery</i>
Governance	BID Board	<ul style="list-style-type: none"> • JB officially welcomed as Director 04.05.23
Governance	Working Groups	<ul style="list-style-type: none"> • Events group : 22/06/23 Christmas planning
Governance	Terms of reference for meetings	<ul style="list-style-type: none"> • Terms of reference approved for Board and Directors meetings, and Working groups
Governance	Conflicts of interest	<ul style="list-style-type: none"> • Noted at each meeting
Governance	Operating agreement levy collection	<ul style="list-style-type: none"> • Minor revisions made • Need to set meeting with AD at ADC
Governance	Baseline agreements	<ul style="list-style-type: none"> • Established for second term ballot • Included in full business proposal available to download from BID website

Governance	Articles of Association annual review	<ul style="list-style-type: none"> Reviewed pre Term 2 ballot - no revisions required
Management & operations	Staffing	<ul style="list-style-type: none"> Staffing structure produced for Directors to approve Applications coming in for 20 week placement – one very strong candidate Accommodation – BID Team continues to explore potential permanent accommodation options
Management & operations	Staff training & development	<ul style="list-style-type: none"> HA has set up online training for Team to support transition to all-Microsoft platform HA attended Springboard training session 02.06.23
Management & operations –	Board’s role in overseeing operational management and project delivery.	<ul style="list-style-type: none"> Decision making diagram produced for Directors to approve
Management & operations	Procurement procedures	<ul style="list-style-type: none"> Protocols agreed at Directors’ mtg 04.05.23
Management & Operations	Regular monitoring of third-party contractors and these should be monitored regularly	<ul style="list-style-type: none"> NBCS reviewed by Director for Finance, signed 01.06.23 BIDBase – reviewed & renewed March 2023 SWL – review Sept 2023
Management & Operations	Insurance	<ul style="list-style-type: none"> Insurance company notified of move to The Track – No other updates to cover required
Managementn & Operations	Data Protection	<ul style="list-style-type: none"> All Board Members to review & sign data protection policies 15.06.23 “Process Matters” third party Data Protection Officer contract renewed Transfer of data protection responsibilities for DISC to NBCS wef 19.06.23
Financial Management:	Full and thorough financial procedures should be in place to ensure efficient accounting practices including independently produced end of year accounts and an annual budget setting exercise.	<ul style="list-style-type: none"> Annual budget 2023-24 finalised & approved 04.05.23 LA added to Xero Work on end of year accounts 22-23 underway by third party accountants – anticipated October 2023.
Financial Management:	All BIDs should apply for partial or full Corporation Tax exemption and be VAT registered.	<ul style="list-style-type: none"> BID is fully exempt from Corporation Tax VAT return for quarter ending 31.03.23 submitted 07.06.23

Financial Management:	Additional or in-kind contributions should be recorded for each financial year as a percentage of total income.	<ul style="list-style-type: none"> No in kind contributions received in reporting period
Financial Management:	There should be a clear process in place for approval of all expenditure and payment of invoices, day to day financial reporting systems and monitoring of financial performance	<ul style="list-style-type: none"> All invoices for reporting period paid according to BID financial processes
Performance Management:	An annual delivery plan including objectives, key performance indicators and targets linked to the BID business plan should be prepared and reviewed against business needs.	<ul style="list-style-type: none"> Annual plan published on BID website, with signposting through multiple channels All project delivery reviewed on ongoing basis
Performance Management	BID outputs and results should be recorded and reported through the Board and to levy payers.	<ul style="list-style-type: none"> All outputs and outcomes determined at point of project approval by Board of Directors HA developing means of automating report production through move to all-Microsoft approach to streamline
Performance Management	Regular levy payer surveys and other relevant research should be carried out and the results used to inform any amendments to planned services.	<ul style="list-style-type: none"> See "ENGAGEMENT" under Empowering businesses.
Performance Management	A mid term review of the BID should be undertaken to check performance against the business plan.	<ul style="list-style-type: none"> Scheduled for 2025
Performance Management:	The BID should seek feedback on the return on investment for levy payers including benefits such as additional sales, cost savings, improved trading opportunities etc.	<ul style="list-style-type: none"> All values through promotions, events, stock recovery, graffiti removal and shared projects being recorded on BIDBase HA working out best way to convey this information to levy payers individually and en masse in a cost and time effective through Microsoft Power Platform so it's accessible outside of Annual Reports.

	Evidence of these benefits should be sought via testimonials.	
Communication & Reporting:	Regular communications with contributors and end users should be undertaken to provide opportunities for feedback and to inform the ongoing needs of delivery for the BID. There should be some form of contact at least quarterly	<ul style="list-style-type: none"> • See “ENGAGEMENT” under Empowering businesses
Communicating & reporting:	There should also be a procedure for welcoming new businesses to the BID.	<ul style="list-style-type: none"> • A letter and structure is in place for Levy Payers • Need to develop “benefits of joining as non-levy payer” resources
Communicating & Reporting:	A marketing and communications plan should be prepared outlining how the BID communicates with its levy payers, consumers and others	<ul style="list-style-type: none"> • Comms strategy and calendar in place for BR BID
Communicating & reporting:	Annual financial reporting should be undertaken with levy payers covering the legally required billing leaflet as a minimum. This should include how much levy income has been collected, how this was spent in the current year and how it is intended to spend the income in the following year.	<ul style="list-style-type: none"> • Directors decision NOT to include billing statement in 2023-24 billing as it followed shortly after publication and publicity around Term 2 Business Plan. • Going forwards, billing statements will be produced, based on accounts as shown in Xero at (unaudited) financial year end.
Communicating & reporting:	The BID should manage an accessible website that includes details of the staff team and the Board Directors along with appropriate contact details.	<ul style="list-style-type: none"> • Brbid.org: updated with fresh palette • All Term 2 docs uploaded • Improved layout of resource section • Developing page for accreditation docs

Communicating & reporting:	There should be an opportunity at least once a year for levy payers to meet with the BID Board or BID staff via an Annual General Meeting or other open meeting or forum.	<ul style="list-style-type: none"> • AGM delivered 06.04.23 • How to contact BID and arrange meeting reinforced in all comms • BCRP Members' Meetings May, June 23 • Christmas planning meeting June 23
Communicating & Reporting:	Minutes of Board Meetings or Sub Groups should be made available for inspection by levy payers unless the content is commercially sensitive.	<ul style="list-style-type: none"> • As stated on website, minutes of board meetings available to levy paying businesses by request. • BID committed to transparency, with detailed updates signposted through a variety of channels.