

ANNUAL REPORT

2024/25 and 2025/26



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1. LETTER FROM THE BID BOARD OF DIRECTORS

This Annual Report covers BID activity during the 2024–25 and 2025-26 financial years and is presented at a time of significant change for the organisation. As Directors, we welcome the opportunity to reflect openly on the year just passed, to recognise what has been delivered, and to explain how the BID is adapting to a markedly different operating environment.

Producing the Annual Report is always a valuable exercise. It highlights the breadth of work delivered by a BID governed by volunteer Directors and supported by a very small delivery team. Despite these constraints, the BID has continued to deliver a wide range of projects and services that provide additional value to levy-paying businesses, activity that would not otherwise take place without the BID.

The last year has been one of transition. While the BID successfully delivered its core commitments across promotion, safety, place perception and business support, the organisation also faced a substantial reduction in income. Changes to the management of the Two-Hour Parking Disc scheme, the conclusion of UK Shared Prosperity Fund projects, and the transfer of certain services to partner organisations have significantly altered the BID’s funding profile going forward.

As local business owners ourselves, we understand the pressures currently facing the town centre. Rising costs, changing consumer behaviour, and the ongoing impact of the cost-of-living crisis continue to make trading conditions challenging. We are acutely aware that every levy contribution represents hard-earned income, and that businesses expect clear value, transparency and focus in return.

Feedback from levy payers has consistently reinforced the need for the BID to prioritise practical, visible services that deliver direct benefit to businesses. In response, the Board has taken difficult but necessary decisions about how the BID operates, how resources are allocated, and how delivery is structured. These decisions have been made to ensure financial sustainability while continuing to honour the commitments set out in the Business Plan.

Looking ahead, the BID will operate as a leaner, more focused organisation. While overall income has reduced, the proportion of levy invested directly into project delivery has increased, ensuring that value for money remains central to everything we do. The Board will continue to review priorities, measure impact, and adapt delivery in line with the changing needs of levy payers.

On behalf of the Board, we thank you for your continued support and engagement. We remain committed to representing your interests and working to support a resilient and vibrant town centre.

From the BID Board of Directors

Greg Burt,

Angela Vanderpump,

Ian Hewitt,

Freya Renolds

2. ABOUT THE BID



Angela Vanderpump

Owner, 63 Queensway
Podiatry Wellbeing Fitness
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avanderpump@brbid.org



Greg Burt

Heygates Bookshop
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Ian Hewitt

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Freya Reynolds

Director, Reynolds
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- Ian Hewitt and Freya Reynolds were ratified as directors during the AGM in December 2024.

Directors who held office during the 2024-25 Financial Year:

- Matthew Reynolds (Director, Reynolds Ltd) resigned 12 December 2024

3. WHAT WE SAID WE'D DO



ONE: WELL KNOWN TOWN

- ✓ 1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion
- ✓ Supporting & promoting 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)
- ✓ UKSPF Funded: Deliver 24 month perception campaign, celebrating People, Places and Progress
- ✓ UKSPF Funded: Installation of 3 x footfall attracting “Insta” sites at key locations
- ✓ UKSPF Funded: Supporting the installation of the wayfinding design
- ✓ Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Re24-monthnching 2026 - subject to development plans



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
- ✓ Provision of 5/7 Community Warden with financial support from BRTC
- ✓ Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street
- ✓ UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting
- ✓ UKSPF Funded: Introduction of banner arms and banners at Queensway
- ✓ 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
- ✓ Distribution of the Two-Hour Parking Disc – 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 BUSINESS

- ✓ 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
- ✓ For details of the current year's focus and commitments visit the BID website at: <https://www.brbid.org/objectives>

4. WHAT WE DID...WELL KNOWN TOWN



WELL KNOWN TOWN OVERVIEW

This strand of BID activity is focused on increasing both daytime and evening footfall within the BID Area by enhancing how residents and visitors perceive Bognor Regis. Through the positive promotion of the town's distinctive offer and strategic involvement in key events, we continue to strengthen its reputation as a vibrant and welcoming destination.

The following Well-Known Town projects were delivered during 2024–25. This list is not exhaustive but demonstrates the BID's continued commitment to delivering initiatives aligned with this objective:

4.1 Christmas 2024, 2025

The beautiful Christmas Trees at Methodist Church were sponsored by the BID and delivered a colourful Christmas display the heart of the High Street. Feedback from the public was wonderful.

“WOW! That about sums it up. The tree is spectacular; we are so thrilled with it. What a gorgeous asset to that end of town. We went to the lighting up ceremony last night and there was such a great vibe, with the music playing and the stilt walkers. Really lovely.”



4.2 Love Bognor Regis Website

The BID directors commissioned strategy documents from Sea Glow, a local digital marketing company that helps purpose-led organisations grow through creativity. The strategy was created between January 2025 and March 2025 and delivered from April 2025. There were 5 clear objectives:

1

Change Perceptions of Bognor Regis

- Create inspiring, high-quality content that challenges outdated stereotypes.
- Showcase the town's progress, investment, and regeneration projects.
- Promote Bognor Regis as a thriving, welcoming, and forward-thinking coastal destination

2

Increase Digital Engagement and Community Interaction

- Grow engagement across Instagram and Facebook through interactive content.
- Encourage user-generated content (UGC) and collaboration with local influencers.
- Develop a consistent, positive, and engaging tone of voice.

3

Support Local Businesses and the Visitor Economy

- Promote local businesses, attractions, and events through targeted campaigns.
- Increase website traffic to lovebognorregis.co.uk by driving visitors from social media.
- Use content to highlight Bognor Regis as a hub for shopping, dining, and experiences.
- Monitor traffic from lovebognorregis.co.uk to local businesses to understand impact.

4

Expand Content Reach and Digital Presence

- Develop a balanced content plan, including blog posts, social posts, and video.
- Align content with seasonal campaigns, key events, and awareness days.

5

Measure Impact and Continuously Optimise

- Track performance metrics, including engagement rates, reach, and website traffic.
- Use insights to refine content strategy and improve effectiveness.
- Provide regular reporting to assess progress and make data-driven adjustments.

During the first six months of 2025, the Seaglow team enhanced the website's digital footprint ensuring events and businesses directory contact was accurate and unified all three Love Bognor Regis digital platforms.

4.3 Love Bogor Regis Social Media

The BID digital strategy documents includes [Love Bognor Regis | Facebook](#) and [Love Bognor Regis \(@love_bognor_regis\) • Instagram photos and videos](#)

The primary objective is to increase social media engagement by 10% on Instagram and Facebook over 12 months by producing three high-quality posts per week and encouraging user-generated content. The platforms will support local businesses and events by featuring a minimum of one business spotlight per month and increasing attendance at promoted events through dedicated content.



Increase of Facebook followers to 21.64k (Dec 25)



Facebook content views have also increased from c10k-20k Jan - Mar to consistently hitting over 150,000



Increase of Instagram followers to 7.89k (Dec 25)



Average reach per day in Instagram has increased from a few thousand to consistently over 25,000

Activity is significantly up on both accounts and on all metrics. Currently in discussions to include Tick Tok to reach a different demographic

4.4 General Market

One of the BID’s key annual commitments to driving both new and repeat footfall to the town centre is the delivery of a well-managed, attractive, and high-quality general market. The BID’s management team works proactively to minimise potential conflicts with levy-paying businesses and to ensure that high standards of quality and presentation are consistently maintained.

The General Market operated continuously throughout the year, welcoming new traders alongside regular stallholders and generating additional income for reinvestment within the BID area. Throughout both 2024–25 and 2025/26, the BID collaborated closely with the Lead Trader to attract new stallholders, with a particular focus on enhancing the range, diversity, and quality of goods available to visitors.

During 2025/26, the market grew by about 5% from the previous year, based on the number of traders. That said the 78% increase in the licence and the market typically running at 50% trader capacity has forced the BID to priorities the market during 2026/27.

The BID is actively speaking to new traders and partner organisations to improve the market from spring 2026, specifically looking at improving the mix of traders. The market is held in both Tuesday and Saturdays. There will be a digital campaign by LBR to promote the market further.

4.5 UKSPF Perception – Wayfinding

The Bognor Regis Wayfinding Scheme represents the largest project supported through Arun District’s allocation from the UK Shared Prosperity Fund. While the initiative is led by the Bognor Regis Regeneration Board, the BR BID has played a key partnership role, provided ongoing support and contributed to the delivery of several elements across the BID area.

The Wayfinding design has been shaped by ideas and submissions gathered from the community through the Regeneration Board’s extensive programme of business and public workshops held in the earlier year. These community-inspired designs were installed during January and February 2025



4.6 UKSPF Perception - Installations

BID was delighted to support local artist Matt Reed in delivering this innovative augmented reality "Time Portal" project, celebrating Bognor Regis's rich seaside heritage and the life of local hero, Mary Wheatland.

The introduction of the Time Portal was a huge success and was decommissioned as planned in September 2025.



5. WHAT WE DID...WELCOMING TOWN



WELCOMING TOWN OVERVIEW

This strand of BID activity focuses on increasing footfall to the BID area both during the day and into the evening by helping to reduce crime and anti-social behaviour, enhancing the overall appearance and atmosphere of the town centre. It was planned that the 2hr parking discs would be facilitated by the BID, however Arun District Council choose to manage the project themselves.

The following *Welcoming Town* services and projects were delivered by the BID during 2024–25 and continued into 2025/26:

5.1 Business Crime Reduction Services

Reporting through DISC has continued to present challenges for local businesses, with relatively few firsthand reports being submitted. In response, the approach was refined towards the end of 2024/25. Rather than relying on the Town Warden to lead on encouraging report submissions, businesses would be encouraged to report firsthand, something useable by police in criminal investigations.

From April 2025, the BID has part funded the Business and Crime Reduction Manager. This has led to the formation of a joint Bognor Regis and Littlehampton team, providing a more coordinated and consistent approach to improving reporting and communication across the Arun District Council area.

5.2 Community Warden

Beyond its crime reporting and information-sharing services, the BID works closely with Bognor Regis Town Council to provide trained, in-person support for businesses and town centre visitors through a highly visible Community Warden.

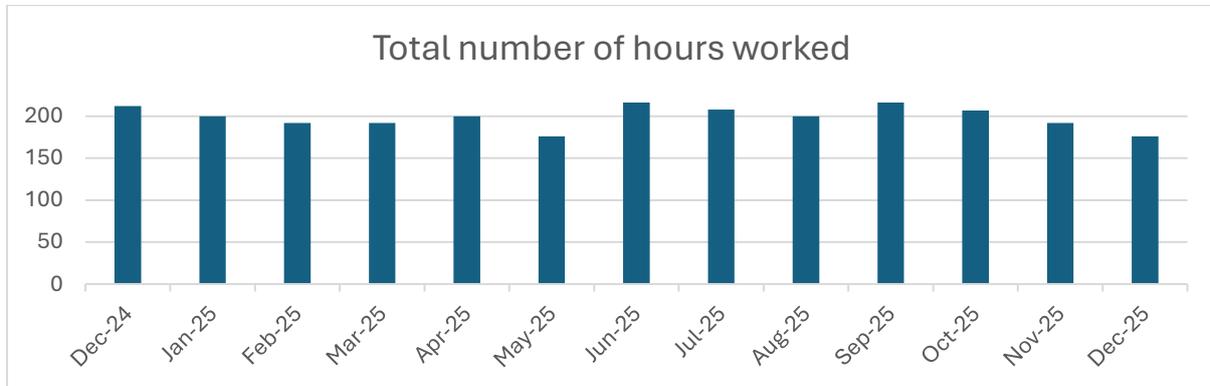
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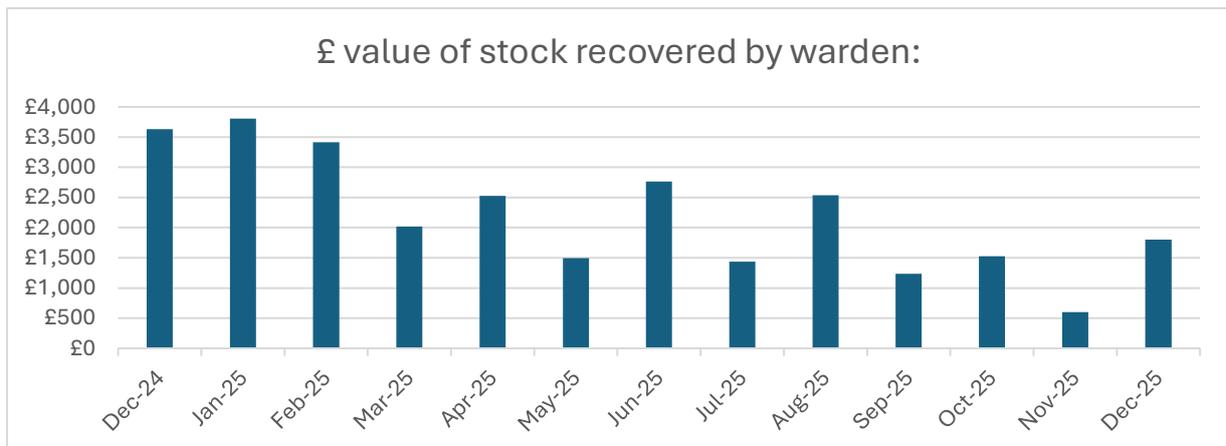
The Warden's presence helps create a safer, more welcoming environment, giving everyone especially women and families greater confidence when visiting the town, even in areas that are not regularly patrolled.

Since April 2025, the Warden has been scheduled seven days a week, 52 weeks a year, ensuring consistent, reliable support and enhancing the sense of security across the BID area.

There are now two community wardens within Bognor Regis. From May 2025 second warden funded by BTC took up the post. Both are provided by SWL Security but have a slightly different remit. In 2025, The BID has struggled with some unplanned absence being unfilled:



In addition, the value of stock recovery has also reduced over the past 12 months. The town center landscape is different today than three years ago when the BID Community Warden began. In addition to the BTC Warden, there are two ADC Protection Officers and an increase in community policing.



5.3 Banners

In March 2025, as part of the Wayfinding project, the BID oversaw the design, production, and installation of new banners on London Road and the High Street. These banners reflect the Wayfinding design, incorporating key messaging and graphics from the Place branding initiative, and utilising the expanded colour palette developed for the project.



5.4 Graffiti Removal



In 2024-25, 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, at no extra charge to businesses.

5.5 2hr parking Disc Scheme

The 2024-25 scheme was transferred to ADC who ran the project

6. WHAT WE DID...TRANSFORMING TOWN



TRANSFORMING TOWN OVERVIEW

This reflects the BID’s work to increase footfall to the BID area, both during the day and into the evening. By working strategically, the BID ensures that partners remain focused on major projects, that the voices of businesses are represented and heard, and that its expertise in securing external funding is applied effectively. This approach ensures that strategic priorities are not only advanced but delivered to a consistently high standard.

6.1 Partnership Working

Bognor Regis BID has continued to work closely in partnership with local businesses, organisations, and stakeholders to strengthen connections across the town centre. Through its newsletter, The BID actively signposts opportunities, events, and support, keeping businesses informed and engaged ensuring that the town’s business community stays connected, supported, and well-informed.

The BID had organised the Town Centre Business Meeting, the next meeting is scheduled for 31 March 2026.

6.2 Footfall and Analytics

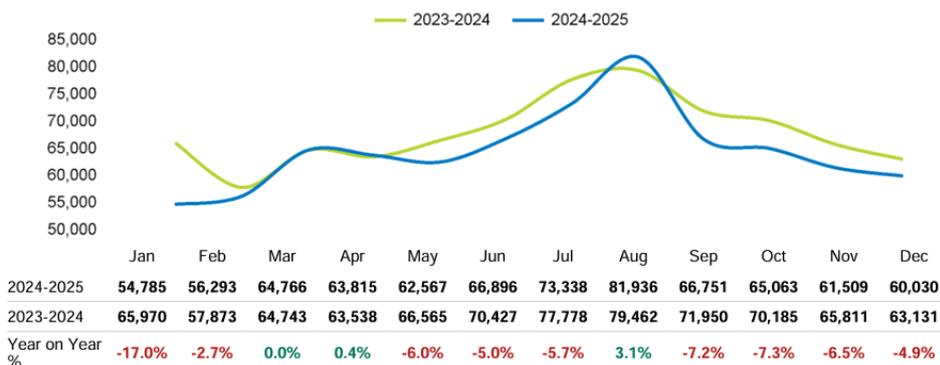
Business levy funds support the ongoing operation of the Springboard footfall camera on London Road, providing valuable numerical insights that allow the BID to track and analyse patterns and trends in town centre visits over time. These insights can also be compared with other locations to provide an indicator of the overall “health” of the town.

Monthly footfall reports, available for download from the BID’s website, enable businesses to compare current visitor numbers with those from previous years, offering an objective metric for performance monitoring.

During the past two financial years, footfall declined by approximately 5%. 9 out of the last 12 months reported lower footfall . This reduction is likely the result of multiple factors, with the ongoing challenges of the cost-of-living crisis having a particularly significant impact.

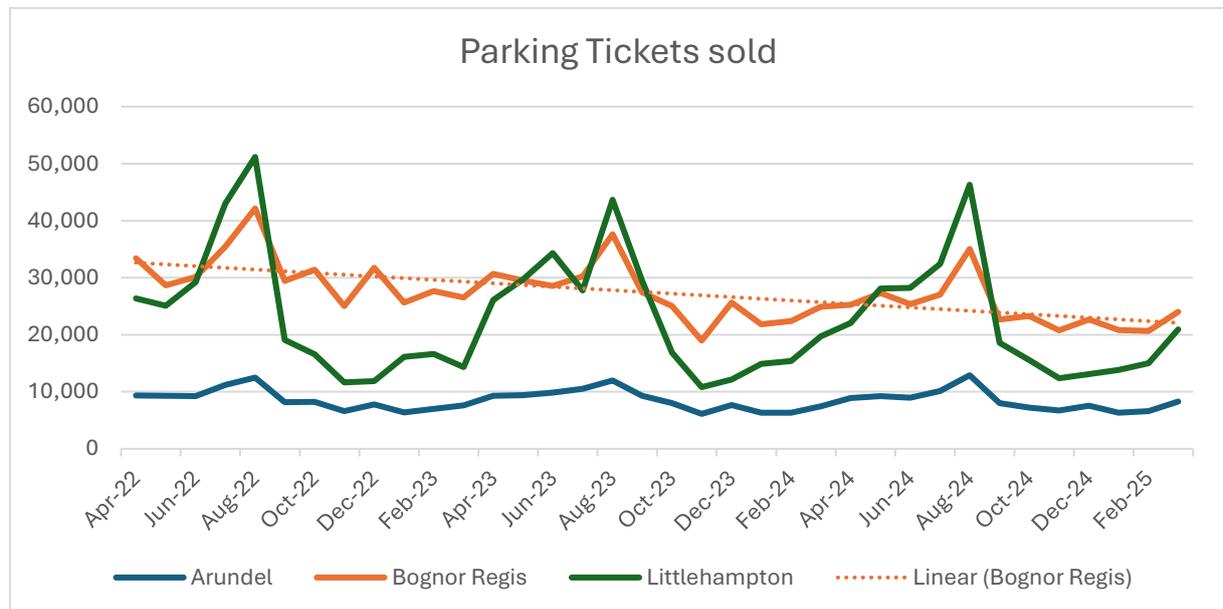
Footfall Counts - rolling 12 months

The figures shown below are calculated using weekly averages.



Evidence suggests the reduction of footfall of 5% in the last two years is representative for the town, despite only being 1 camera in London Rd.

In addition to this The BID has reviewed transport activity including estimated train passenger numbers at the towns Train Station which appear to be broadly flat in the last two years [table-1410-passenger-entries-and-exits-and-interchanges-by-station.ods](#). Through a freedom on information request Bognor Regis car park activity based on ticket sales (not vouchers) appears to show reduced activity of between 8% and 12% and a reduced length of stay by c3%. More work with ADC needs to be done to validate these numbers.



Parking Tickets sold

Place	2022/23	2023/24	2024/25
Arundel	103,399	102,308	100,792
Bognor Regis	367,156	322,788	294,877
Littlehampton	281,111	280,843	266,451
Total	751,666	705,939	662,120

Change

2023/24	2024/25
-1.06%	-1.48%
-12.08%	-8.65%
-0.10%	-5.12%
-6.08%	-6.21%

Hours of parking tickets sold

Place	2022/23	2023/24	2024/25
Arundel	332,658	327,197	301,271
Bognor Regis	1,082,793	907,107	798,525
Littlehampton	802,857	776,659	675,937
Total	2,218,308	2,010,963	1,775,733

2023/24	2024/25
-1.64%	-7.92%
-16.23%	-11.97%
-3.26%	-12.97%
-9.35%	-11.70%

Average Ticket duration

Place	2022/23	2023/24	2024/25
Arundel	3.22	3.20	2.99
Bognor Regis	2.95	2.81	2.71
Littlehampton	2.86	2.77	2.54
Total	2.95	2.85	2.68

2023/24	2024/25
-0.59%	-6.54%
-4.71%	-3.64%
-3.17%	-8.27%
-3.47%	-5.85%

7. WHAT WE DID.... EMPOWERING BUSINESSES



EMPOWERING BUSINESS OVERVIEW

The BID has provided valuable insights, identified opportunities to support business growth and adaptation, and implemented targeted campaigns to promote businesses directly. During 2024–25, we delivered a range of initiatives to assist and enhance the success of local businesses, including:

7.1 Business Engagement

Throughout 2024–25, the BID supported its levy-paying businesses by providing guidance on a wide range of free or low-cost training programs, both online and in person., networking events, and grant opportunities, communicated through direct mailings and the BID’s social media channels.

In addition, the BID has successfully coordinated a series of Business Meetings enabling the police, Arun District Council, Bognor Town Council and the MPs office to come together and talk about the priorities for the town.

7.2 Report It BID’s website

Different organisations handle different public issues, so reporting problems correctly ensures quick action. BID levy payers using the DISC app can report issues such as cleansing, trading standards, rough sleepers, and stray dogs directly. Others can use Arun District Council’s website or free mobile app to report common problems like fly-tipping, potholes, graffiti, and litter. For emergencies, call 999; non-emergencies can be reported to Sussex Police online.

Graffiti should first be reported to the police before contacting Bognor Regis Town Council for removal. Street trading issues vary—rogue traders go to Trading Standards, pedlars to the police, and market concerns to BID, ADC Licensing, or event organisers. The Report It page was added to the [Report it | BRBID](#) website May 2024.



Reporting crime and anti-social behaviour

999	101 or report online www.sussex.police.uk	CrimeStoppers. 0800 555 111 crimestoppers-uk.org	asb@arun.gov.uk 0808 141 2800 (24 hour answerphone)
<ul style="list-style-type: none"> a crime is happening now someone is in immediate danger or at risk of harm property is in danger of being seriously damaged a serious disruption to the public is likely 	<ul style="list-style-type: none"> all non-emergency incidents where the crime has already happened or there is no immediate risk of harm the range of issues that can be reported can be found by scanning the QR code below 	<ul style="list-style-type: none"> to report crime 100% anonymously - ALWAYS Crimestoppers is not the police – we are an independent charity working to help communities The QR code below will take you directly to the reporting webpage 	<ul style="list-style-type: none"> report general anti-social behaviour and repeated public nuisance to the dedicated ASB team at Arun District Council find out more about the team and what is considered to be ASB by scanning the QR code below

See it. Report it.
Reporting crime and ASB means we can work together to reduce it.

www.arun.gov.uk/safer-arun-partnership

Safer ARUN PARTNERSHIP

8. FINANCIALS

BID funding has reduced from £311,299 in the fiscal year 2024/25 to an estimated £162,935 in 2025/26. Grant and external funding have reduced from sources such as UKSPF, parking discs and radio hire management. A third-party provider now manages the store watch radios and Arun District Council manage the parking discs and oversight of all UKSPF funding. No available investment has been lost by downsizing, delivery is being managed differently. You can see from the illustration below:

INCOME	2024/25	2025/26 (est)
BID Levy (in year)	£132,557	£132,557
BID Levy (late receipts - income from previous years) **		£8,556
General Market income - reliable prediction	£10,355	£10,695
SLA with Arun District Council for provision of Love Bognor Regis	£3,000	£3,000
Welcome Town Grant (BTC)	£16,683	£16,683
Parking Disc fees	£6,000	£0
Saturday Campaign Grant	£5,000	£0
Welcome Town contributions Grant	£5,627	£0
UKSPF Grants	£126,301	£0
Radio Hire	£5,776	£0
TOTAL	£311,299	£162,935

** value excluded from total, to be re-invested into 2026/27

Despite the reduction in income, BID operational costs as a percentage of turnover for 2025/26 are likely to be lower than 2024/25 this means the BID is becoming more efficient, with more money being spent on project delivery. Based on sector norms and peer BID benchmarking, most BIDs aim to invest the majority (around 70–80%) of levy income directly into projects, particularly small town BIDs such as Bognor Regis BID. Despite the reduction of income and being a small BID, **your BID is becoming more efficient:**

Fiscal Year	Turnover	Project delivery costs	Operational costs	% of Income Project Delivery
2024/25	£311,299	£217,877	£93,422	70%
2025/26 (estimate)	£162,935	£116,688	£46,247	72%

8.2 Detailed breakdown expenditure for 2025/26:

EXPENDITURE	2025/26 (est)	% of Income	
Project delivery: Community Warden	£60,000	37%	72%
Project delivery: Love Bognor Regis digital presence	£24,000	15%	
Project delivery: Replacement of Festoon Lights Old Town	£7,934	5%	
Project delivery: Business Crime Reduction Partnership	£6,000	4%	
Project delivery: Springboard camera	£3,675	2%	
Project delivery: CCTV re-installation	£3,279	2%	
Project delivery: LBR Strategy document	£3,000	2%	
Project delivery: General Market License	£1,700	1%	
Project delivery: Christmas Tree Methodist Church	£1,200	1%	
Project delivery: Donation to Waterloo Square artwork	£1,000	1%	
Project delivery: Graffiti Removal	£750	0%	
Projects not yet delivered Banners, contingency	£4,171	3%	
Wages 50%, Newsletters, Business Meetings, Business interactions, Project Management	£10,079	6%	28%
Wages 50% statutory duties, paying bills bookkeeping, BID Director meetings etc...	£10,079	6%	
Operations rent, data protection, website, accounting hosting etc.....	£20,289	12%	
Bid Levy collection costs	£5,800	4%	
TOTAL	£162,956	100%	100%