

# NEWSLETTER

BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT

RECOVERY: PHASE ONE

July 2020

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**BOGNOR REGIS**  
BUSINESS IMPROVEMENT DISTRICT

## Letter from the Chairman



Dear Businesses,

The last BID newsletter went out in June, just before the reopening of non-essential shops. Now, in late July, it's really positive news that so many BID businesses have been able to reopen, with more clarity as to when further sectors will be able to start up again. However, we know that some businesses are still awaiting confirmation from government, and we appreciate how incredibly difficult that must be for you.

We continue to live in different, challenging times, and things are by no means "back to normal". The fact is that we are unlikely to return to the old "normal". It's a sad reality that we'll say goodbye to some familiar faces on Bognor Regis high street, and it will be a loss for us all. However, this is also an opportunity to rethink, and possibly change the face of our town centre, making sure it's a place that serves businesses and the community well - hopefully in very different and exciting new ways.

As Chairman of the BID, I am incredibly proud of the way our businesses adapted wherever they could to keep serving the community, and we are all thankful to the community for the support they've shown by "keeping it local".

We know that businesses have made a lot of effort to make sure their premises are Covid-19 secure for their staff and customers, and we know this means it can take longer for customers to visit. As government guidance continues to evolve, it's possible that the compulsory wearing of face coverings in shops and supermarkets could introduce a new challenge for those of you in retail, so to support you, this newsletter includes a comprehensive breakdown of the guidance, with details of how to order the free posters available.

Throughout the pandemic, the BID has continued its work supporting businesses and hasn't reduced any of its service delivery. We're excited to share some of the projects we're working on in this newsletter, but there's still more in progress - make sure you follow us on social media, and sign up to the regular communications on our website: [www.brbid.org](http://www.brbid.org)

My very best wishes to you all,

Jason Passingham,



Chairman, Bognor Regis Business Improvement District

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# Face Coverings

There has been a lot of news coverage and online discussion about the law making it compulsory to wear face coverings in shops and supermarkets from the 24th July.

## Government guidance on face coverings in shops and supermarkets

The information in boxed sections below is taken directly from Government Guidance for England. The government guidance is written to the general public, rather than being specific advice to retailers on how to manage face coverings in your shops and supermarkets. The BID is only able to point you to government guidance – we can't advise as to what's best in your unique business situation. However, we have presented some ideas for what you *could* do.

I've edited the full guidance in the boxed sections below to highlight the information specific to shops and supermarkets, so have removed any references to public transport for this article.

You can find the full document online here:

<https://www.gov.uk/government/publications/face-coverings-when-to-wear-one-and-how-to-make-your-own/face-coverings-when-to-wear-one-and-how-to-make-your-own>

In England, you must by law wear a face covering in shops and supermarkets as of 24 July 2020.

Measures can be taken if people do not comply with this law. Shops and supermarkets will be expected to encourage compliance with the law (as they would do more generally) and can refuse entry. In both cases, if necessary, the police have the powers to enforce these measures, including through issuing a fine of £100 (halving to £50 if paid within 14 days).

You (*individuals*) are also strongly encouraged to wear a face covering in other enclosed public spaces where social distancing may be difficult and where you come into contact with people you do not normally meet.

## Who should wear a face covering in my shop or supermarket?

The law in England states that individuals *must* wear a face covering in shops and supermarkets with effect from 24th July. However, there are some exemptions.

"It is not compulsory for shop or supermarket staff to wear face coverings, although employers should consider recommending their use where appropriate and where other mitigations are not in place."

If anyone coming to your shop or supermarket has a “legitimate reason”, they **do not** have to wear a face covering in your shop or supermarket. The legitimate reasons for people not wearing a face covering are:

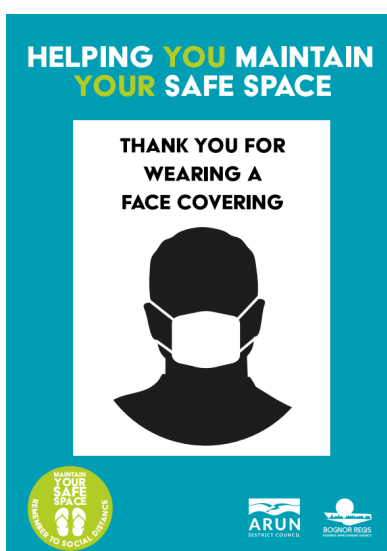
- young children under the age of 11
- not being able to put on, wear or remove a face covering because of a physical or mental illness or impairment, or disability
- if putting on, wearing or removing a face covering will cause (the person) severe distress
- if (the person) is travelling with or providing assistance to someone who relies on lip reading to communicate
- to avoid harm or injury, or the risk of harm or injury, to (themselves) or others
- to avoid injury, or to escape a risk of harm, and (they) do not have a face covering with you
- to eat or drink, but only if (they) need to
- to take medication

There are also scenarios when (individuals) are permitted to remove a face covering when asked:

- if a police officer or other official requests (they) remove (their) face covering
- if asked to do so by shop staff for the purpose of age identification
- if speaking with people who rely on lip reading, facial expressions and clear sound. Some may ask you, either verbally or in writing, to remove a covering to help with communication

## What should I do in my shop or supermarket?

Wearing a face covering is the responsibility of the individual coming into your shop or supermarket. You, as a shop owner / manager are “expected to encourage compliance with the law (as they would do more generally) and can refuse entry.”



## How you could “encourage compliance” in your shop or supermarket:

- You *could* display a poster in your shop window.
- If you have staff on the door, they *could* calmly and gently remind people of the need to wear face coverings in your shop or supermarket.
- You *could* offer single masks for sale at the point of entry to your shop for any individuals that are not wearing one. Some local retailers have already introduced this facility, with some donating proceeds to charities.

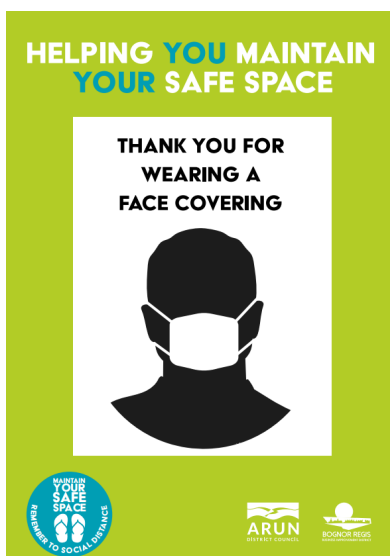


## Should I refuse entry to someone who is not wearing a face covering?

The government guidance says you *can* refuse entry, not that you *must* refuse entry to anyone who is not wearing a face covering.

The decision as to how far you want to “encourage compliance” with the law is a decision that you must make for your own business circumstances. It is important that you do not expose yourself or your staff to any unnecessary confrontation.

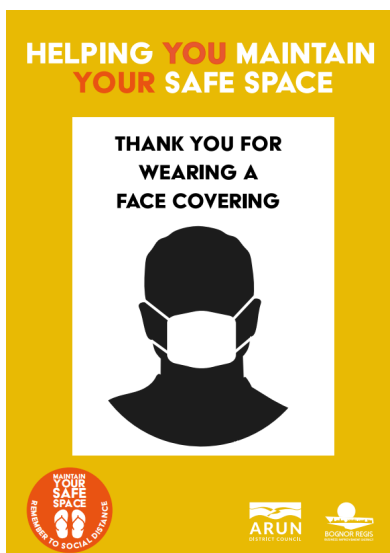
If a polite request for someone to wear a face covering leads to confrontation, and you have concerns for you or your staff’s safety, please contact the Police. The Police have been given powers to “enforce the measures, including through issuing a fine of £100 (halving to £50 if paid within 14 days).”



## How do I manage people saying they are exempt in my shop or supermarket?

Again, this comes down to the decision you’ve made for you, your staff and your business as to how far you “encourage compliance”. As a front line retailer, it is not your responsibility to question the “legitimacy” of people’s reasons if they tell you are they exempt – this could lead to unnecessary confrontation.

Just a reminder: If a polite request for someone to wear a face covering in your shop or supermarket leads to confrontation, and you have concerns for you or your staff’s safety, please contact the Police. The Police have been given powers to “enforce the measures, including through issuing a fine of £100 (halving to £50 if paid within 14 days).”



## How do I order the face covering posters?

The BID can provide shops and supermarkets with a sign designed in the Bognor Regis safety messaging scheme colours.

To order your poster, please:

- Email [heatherebrbid.org](mailto:heatherebrbid.org)
- Let us know your colour choice: red, green, blue, yellow
- Let us know what size you’d like: A3 or A4

We’ll deliver the laminated poster to your shop before 1st August.

The design of the sign is being funded through Arun District Council’s allocation from the “Reopening High Streets Safely Fund”, and the BID is contributing the print and laminating costs.

# Eat Out to Help Out Scheme



## What is the Eat Out to Help Out scheme?

The Government has launched the 'Eat Out to Help Out' initiative to encourage customers to eat in your food and drink business by giving them a 50% discount (worth up to £10 per person) on food and non-alcoholic drinks. Businesses taking part in the scheme then claim the discount back from the government.

People can use the discount as many times as they like – so a person can come in on a Tuesday morning for breakfast and get 50% off, come back for a cup of tea later in the day and get the same discount, and then back for lunch on Wednesday for lunch and again receive 50% off. However, they can't claim a discount for anyone with them that isn't eating or drinking. Because that would be cheeky.

## When is the Eat Out to Help Out discount initiative running?

The Eat Out to Help Out scheme will run all day, every Monday, Tuesday and Wednesday from 3 to 31 August 2020.

## Which businesses can take part?

As the idea is to encourage people to eat in, only businesses that have the facilities for people to dine in can take part. This means that if you only have informal seating in an area that doesn't belong to your business, you won't be able to take part. In the same way, food and drink businesses that only serve takeaway are not eligible, neither are catering services, bed and breakfasts or mobile food vans.

There's a lot more detail on eligibility in the full guidance, which you can find here:

<https://www.gov.uk/government/publications/get-more-information-about-the-eat-out-to-help-out-scheme/get-more-information-about-the-eat-out-to-help-out-scheme>

## How do I tell people my business is taking part?

You'll need to register your business to take part, and once you've registered your business will be listed on a central website so people can see what's available within a two mile radius of the postcode they use to search. The central website will go live by 31st July.

Once registered, you can also download posters, images and other promotional materials – search "Eat Out to Help Out promotional material" online.

The BID will showcase food and drink businesses in the BID Area offering discounts, and also share any of your posts about taking part in the scheme.

## How to register your food and drink business for the scheme:

You must register your business by **31st August 2020**. Which makes sense, really, as that's when the scheme ends!!!

HMRC say they have made registration as simple as possible, but you will need to have a number of documents to hand when you register. Please follow the link below for more information on how to register your business for the Eat Out to Help Out scheme:

<https://www.gov.uk/guidance/register-your-establishment-for-the-eat-out-to-help-out-scheme>

# Pavement Licences

## The new "Pavement Licence"

The "Pavement Licence" will be a fast track process to allow business owners to apply for a single permission to use highways space next to their premises for the consumption of food and drink. The temporary permissions will last until 30th September 2021.

Businesses that are eligible to apply for the licence include: public houses, cafes, bars, restaurants, snack bars, coffee shops, and ice cream parlours.

At the moment, tables and chairs permissions are granted by West Sussex County Council. Under the new arrangements, this responsibility will be transferred to the District Council.

Arun District Council have now published a web page detailing how to apply for the new "Pavement Licence", which is one of the new provisions in The Business and Planning Act 2020. The Act was only given Royal Assent yesterday, 22nd July, so it might take a day or so for that actual application form to go live.

However, there is a lot of very useful information on there already, so well worth a visit:

<https://www.arun.gov.uk/pavement-licensing>



# VAT

## Reduced rate for hospitality, holiday accommodation and attractions

# 5%

If you're a VAT registered business, you can check if you can temporarily reduce the rate of VAT on supplies relating to hospitality, accommodation, or admission to certain attractions by following this link:

[https://www.gov.uk/guidance/vat-reduced-rate-for-hospitality-holiday-accommodation-and-attractions?utm\\_source=201fd1f2-5721-4931-bf8e-260762149a95&utm\\_medium=email&utm\\_campaign=govuk-notifications&utm\\_content=daily](https://www.gov.uk/guidance/vat-reduced-rate-for-hospitality-holiday-accommodation-and-attractions?utm_source=201fd1f2-5721-4931-bf8e-260762149a95&utm_medium=email&utm_campaign=govuk-notifications&utm_content=daily)



# Extended Parking Scheme

It's really positive news that the BID's request for a temporary extension to the two hour parking scheme was agreed, meaning people will now be able to park for three hours using their green 2020 parking disc.

We hope this will encourage more people to come into Bognor Regis to visit local businesses by reducing some of the time pressures that Covid-19 queuing systems have quite understandably created.

The extension runs from the 1st August to the 31st December 2020, and has been funded by Arun District Council, Bognor Regis BID and Bognor Regis Town Council.

## What do disc users need to do?

It's very straightforward – people display their 2020 green parking disc in their vehicles as usual, but can park in the eligible car parks for three hours instead of two.

ADC Parking Enforcement Officers have all been advised of the temporary extension from the 1st August, and won't impose any fines until the three hour period is up.

There is no change to the discs themselves, or the price charged.

There is no change to the car parks the discs can be used in: Fittlefleet, Hothamton and Lyon Street.

## What do disc retailers need to do?

If you are a listed retailer, there is no change to the current ordering process – the BID Office is well stocked with discs and vouchers, and you order online as we've been doing all year.

Arun District Council are currently updating the signage in car parks, and the BID have created replacement posters for the various display boards around the town centre your shop windows.

We'll deliver updated signage in A3 and A4 size options to disc retailers in the week beginning 27th July, ready for the extension start date on Saturday 1st August.



## 'Your Safe Space' Campaign

The BID has been working closely with all the agencies involved in "Reopening High Streets Safely". We were instrumental in the creation and production of the colourful safety messaging on the banners, lamppost wraps and in shop windows you'll see across the town centre, and then spreading out across the Bognor Regis area.

This unique safety messaging was created in partnership with Arun District Council and is being paid for through the "Reopening High Streets Safely" fund. The signage shares important safety messages about social distancing in a fun way, using images directly linked with Bognor Regis as a seaside town.



We noted that the pavement stickers were less effective in some areas of the town centre, so created a set of colourful window clings to reinforce the important social distancing message to members of the public. These are now available to all businesses in Bognor Regis.

### How to order window clings for your business:

Please email [clair@brbid.org](mailto:clair@brbid.org), stating the colours you'd like (choose from red, blue, green or yellow), and we'll arrange to get them to you.

Maximum of two window clings per business.

## The 'Space To ...' Campaign

The BID's 'Space To' campaign is being delivered in partnership with the Bognor Regis Regeneration Board, and will run for two months, targeting an audience within a 50 minute drive of Bognor Regis.

The campaign is designed to bring people to Bognor Regis as a seaside destination, using our lovely, uncrowded beaches as the visual "hook".

People are desperate to visit the seaside, but are being put off by pictures in newspapers showing hoards of people crammed onto beaches. Our message is very, very specific, and we've deliberately chosen an image that's the direct opposite of what they've seen in the press. We're not trying to promote all of Bognor Regis - we're focusing on one single idea of enjoying an uncrowded beach in Bognor Regis.

The image we've chosen was selected from over 145 entries from local photographers in response to a BID Facebook post. Paul Wells's photograph matched the criteria we set perfectly. The full advert directs people to an easily searchable web page where they'll find more information and see many more images of the town, its beaches and the beautiful greenspaces around Bognor Regis.



# Christmas 2020

The BID's plans for Christmas are already in motion, and this year the theme will be ELVES! There's a terrible pun coming about supporting the National Elf Service – I'll work on it before December!

It's going to be an Elf takeover in the town centre, and we'd like to encourage all businesses to join in by hosting an elf (or seven!) in their window displays, and will be inviting you to create elf-themed offers and surprises for your customers. You'll understand why we've had to postpone our plans for a Guinness World Record attempt at the largest gathering of people dressed as Christmas Elves in one place, but we'll still be encouraging the community to get into the socially distanced Elfish spirit! More details to follow closer to the time.

We've already commissioned some beautiful free-standing light installations that will be positioned in new locations to add to the night time atmosphere, and attract people into the town. These are in addition to the beautiful displays provided by the Town Council. There'll also be a magnificent elf house on the corner of High Street and London Road, home to a couple of cheeky elves who'll be out each day causing mischief in the town!



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## Useful links

### **Bognor Regis BID**

Website: [www.brbid.org](http://www.brbid.org)

Facebook: [@bognorregisBID](https://www.facebook.com/bognorregisBID)

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

Email: [info@brbid.org](mailto:info@brbid.org)

### **Bognor Regis Town Council**

<https://www.bognorregis.gov.uk>

Facebook: <https://www.facebook.com/bognorregistc/>

### **West Sussex County Council**

<https://www.westsussex.gov.uk>

Facebook: <https://www.facebook.com/WestSussexCC/>

### **Arun District Council**

<https://www.arun.gov.uk>

Facebook: <https://www.facebook.com/arundistrictcouncil/>

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## **Source of reliable Covid-19 information for your business and local area**

Sign up to receive daily email updates from the government:

<https://www.gov.uk/email-signup?topic=/coronavirus-taxon>