

# NEWSLETTER

BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT

@bognorregisbid

Sept 2021



**BOGNOR REGIS**  
BUSINESS IMPROVEMENT DISTRICT

[www.brbid.org](http://www.brbid.org) | [info@brbid.org](mailto:info@brbid.org) | 01243 826354

## Letter from the Chairman



Dear Businesses,

The August Bank Holiday signals the impending new school year, the return of the fabulous Southdown's Folk Festival, on to Halloween, then Christmas ... and before we know it, it will be 2022. So, with that in mind, I wanted to use this opportunity to reflect a little before introducing everything we're working on to deliver the objectives set by you – the BID Area businesses – when the BID was first voted in.

After billing costs, the Bognor Regis BID levy generates around £127,000 per annum to invest in the BID Area against the four key objectives in the business plan. While this is no small sum, the BID Team work extremely hard to supplement that income by providing additional services (such as operating the general market and retailing parking discs) and applying for external funding.

This summer, the Team delivered a range of projects that met the criteria for the government's "Welcome Back Fund", resulting in a range of initiatives to bring people to Bognor Regis and enhance their experience whilst here. In July, the BID launched "BRINDIES", a standalone platform entirely dedicated to showcasing, promoting, and supporting our vibrant Indie businesses, with all websites, social media, promotion and content developed and managed in-house, through the skillset of the BID Team. The BID has also been successful in achieving match funding for enhanced CCTV coverage in key locations which, once installed, will be managed by the BID Team as part of the BID's Business Crime Reduction Partnership activities.

As Chairman, I am enormously proud of both the scale and quality of activities the BID Team deliver to help make Bognor Regis an even more well known, welcoming town centre with better parking and a vibrant night life. Considering the sheer range of projects they're either initiating, progressing, leading directly or co-ordinating and driving forward with partners, it's sometimes hard to believe that – up until very recently – this was all being delivered by only 1.8 full time employees!

And on that note ... Following a restructure of Team responsibilities, the BID Board of Directors are delighted to introduce Caroline Clark, who has been appointed to the new role of "BID Ambassador". We appreciate it's not always possible for businesses to respond to emails, so it's great to finally have this vital "face to face" role in place, not to mention delivered by such a vibrant, enthusiastic individual! With her extensive retail background and knowledge of Bognor Regis, Caroline has already established herself as a fantastic asset – visiting over 100 businesses in person in her first month to share information and opportunities and encouraging businesses to get involved! If you haven't already, I'm certain you'll meet Caroline very soon!

As we approach the new season, I hope you'll both engage with and benefit from the range of opportunities the BID is making available in this newsletter, and wish you all a very prosperous autumn.

Jason Passingham,



Chairman, Bognor Regis Business Improvement District

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# Goodbye Summer ...

The BID delivered a series of eye catching, impactful initiatives to encourage people to choose Bognor Regis and brighten up their visit this summer. This took an enormous amount of planning and a certain amount of hair pulling and teeth gnashing, but the end results made it all worthwhile!

A responsible tourism campaign encouraged people in a 40 mile radius to choose Bognor Regis, the previously faded boards along the seafront were replaced with temporary maps and directional signage, the Place St Maur became a fun space for people to sit and enjoy (or run around the brightly coloured pathway), and, for an "extreme weather event free" period of time, the catenary wires were adorned with giant flip flops that certainly had people talking! The weather hasn't shown itself to be anyone's friend this summer, but we hope the brightly coloured installations have brought a little sunshine of their own!

Here's a reminder of all the projects that were delivered by the BID this summer, and how they were funded.



## Thank you!

"No man is an island", and no project is delivered in isolation. We've publicly thanked the other agencies that helped the BID to deliver these initiatives, but there are some Bognor Regis businesses that deserve a special second mention! So, a massive THANK YOU to the Dulux Decorating Centre, who gave loads of excellent advice and then generously supported the delivery of the ENORMOUS floor artwork so we could bring the project in on a tight budget; to Vinco Marketing who turned initial concepts into brilliant, co-ordinated designs, and to Full Tilt Graphics who turned those brilliant designs into a brilliant reality. And the final word of thanks HAS to go to everyone involved in BRTC's excellent Town Force Team, who went above and beyond to support the BID in times of calm ... and crisis!

# BRINDIES

Having spent months developing the concept and establishing a high quality “look and feel”, the BID was delighted to launch its new ‘BRINDIES’ platform to coincide with national “Independents’ Day” on Sunday 4th July.

BRINDIES is a stand-alone platform – free from all BID branding – that celebrates Bognor Regis’s independent businesses and the very special people who run them. ‘BRINDIES’ (short for Bognor Regis Independents) tells the stories of these one-of-a-kind businesses, giving readers an insight into the people and places that create the unique town centre experience. Working with excellent local photographer, Peter Flude, BRINDIES delivers high quality writing and images that both spread the word about Bognor Regis’s “Indie Heroes” and inspires people to explore the huge variety on offer!

Since its launch in July, six businesses have been showcased on the website, with new “spotlight” articles published monthly. BRINDIES also has a lively social media presence, where BID Team member Clair Harwood is actively building up the “one stop shop” for shop local campaigns, indie promotions and events.

If you haven’t already experienced the BRINDIES style, it really is worth taking a look and seeing how your business could benefit by getting involved. You’ll find the website at: [www.brindies.co.uk](http://www.brindies.co.uk), and by searching for BRINDIES or Bognor Regis Indies on Facebook and Instagram.

If you’d like to learn more about BRINDIES, or sign up to feature your business, please email [brindies@brbid.org](mailto:brindies@brbid.org) and Clair will get back to you with details.

# #BRINDIES



## Fiver Fest

BID Team Member and “Indie Champion” Clair Harwood co-ordinated Bognor Regis’s third “Fiver Fest” event. The campaign has proven to be a major success story nationally, with thousands of independent shops and businesses getting involved around the country. It’s great that a number of BID Area businesses really got on board in June’s campaign, but the low take-up low suggests this approach doesn’t appeal to the majority of Bognor Regis Indies it’s designed to support and promote! So, going forwards, the decision has been made to focus BID staff resources on BRINDIES, so we won’t be co-ordinating Fiver Fest again.

The great news for Fiver Fest fans is that you can still take part by registering directly with the organisers, Totally Locally, here:

<https://totallylocally.org/fiver-fest/>

# Hello Autumn ...

## Freshers' Fair : 16th September 2021

We were thrilled to be contacted by the University of Chichester's Students' Union, inviting businesses to take part in their Freshers Fair at the Bognor Regis Campus. It's been a long time since there's been a specific Bognor Regis Fair, so it's a real opportunity to put your business in front of students, encouraging them to choose Bognor Regis as their "go to" location. It's great to see so many businesses sign up for the first event, and we're looking forward to supporting its growth over time!

## Get Involved! Two Hour Car Parking Discs 2022



For those of you new to Bognor Regis, the Two Hour Parking Disc scheme is funded by Arun District Council, Bognor Regis Town Council and Bognor Regis BID. BID Levy funds are used to contribute towards the cost of the spaces, and the BID Team manage all aspects of disc production, marketing, sale, and distribution to retailers. All profits from disc sales to retailers are invested directly back into the BID Area.

We're now in the production stages for the 2022 Two Hour Parking Discs, which can go on sale to the public from Saturday 27th November. The parking discs are hugely popular with the local community and visitors to Bognor Regis, and, while your profit on sales may not be life-changing, signing up as a retailer gives people another reason to come into your business, thereby raising your profile with potential new customers.

There'll be a bit of a change this year, as, following consultation with current retailers, we're replacing the printed voucher booklet only available to people buying parking discs to a new promotion focused on the student community which will be promoted online. This new approach is intended to encourage new visitors from the student community to shop local, reduce the environmental impact of the printed vouchers, increase the number of businesses able to showcase fantastic deals and provide even better value for money for levy payers. We're also going to make ordering simpler - all you'll need to do is email a specific parking disc address!

We'll be contacting all current parking disc retailers very soon, but if you're interested in selling the disc for the first time, or would just like more information on how it works, please drop us a quick message at [info@brbid.org](mailto:info@brbid.org) and we'll make sure the information gets to you!

# Get Involved! “A Splash of Vintage”: 17th – 19th September

Bognor Regis is going to be buzzing on the weekend of 17–19th September, with a double footfall whammy of the *fantastic* Southdowns Folk Festival AND visitors for the Goodwood Revival event in neighbouring Chichester. So ... let's start “a thing”!

Embracing the spirit and fun of the vintage vibe (*and stealthily testing the waters for a potential regular annual event!*), the BID is encouraging businesses to get creative and go retro for the weekend, with a particular focus on **Saturday 18th September**.

The goal is to showcase the offer we have here in Bognor Regis with our unique indie businesses pulling together under an umbrella theme of vintage and retro to draw people in! It's the first time EVER that the annual Southdowns Folk Festival has coincided with Goodwood's “Revival” event, and we're hoping that, by soft launching “A Splash of Vintage” on the same weekend, we'll be able to attract a potentially new audience into town that will benefit the Folk Festival this year, and bring them back in again for “A Splash of Vintage” and the Folk Festival next year! Win-win!



There are loads of inexpensive ways your business can get involved in “A Splash of Vintage”, including:

- Dressing your windows with a vintage or retro theme, eg: bunting, clothes, signage, your-business-specific memorabilia
- Dressing yourselves! Put together a fabulous vintage outfit and wear it at work on Saturday 18th! (Or don a peaked cap, Peaky Blinders style!)
- Putting on a special “retro promo” for Saturday 18th (or the whole weekend!)
- Playing vintage or retro music to create a vibe (subject to Music Licence, of course!)
- Featuring vintage cocktails or retro specials on your menu
- Showcase vintage or retro hair styles / outfits / patterns / and share them via your social media – we'll give them a boost through our social channels

As it's most likely only independent businesses that will be able to participate, we'll be showcasing and promoting everyone taking part in “A Splash of Vintage” under the BRINDIES banner.

If you're stuck for specific ideas for your business, we're more than happy to help – just contact us at **brindies@brbid.org**

And if you're already hooked on taking part, get in touch to let us know your plans for the weekend – we'll make sure you're promoted through the BRINDIES social channels! Email: **brindiese@brbid.org**, or let Caroline know when she pops round!



# Get Involved! Halloween: 10th – 31st October 2021



We're encouraging the community to mark Halloween by getting all their skeletons out of the closet to repair, renew or recycle them! The BID will be running its fun, online promotional campaign to highlight an important environmental message and connect the public with vital local businesses.

Every year, over 2000 tonnes of plastic waste is generated from Halloween, which is horrifying in itself! We want to show that it isn't difficult to breathe new life into old things and be part of a wider, circular, social economy. We also want to promote as many different business sectors as we can. So, whilst around 50% of the campaign will specifically promote repair shops, craft shops, dry cleaners, etc, the other half promotes services including accountants, solicitors, hairdressers, and white goods.

## What we're going to do:

Over the course of the campaign, the BID will promote more than 20 different business sectors, with a new Halloween visual and message each day.

The campaign benefits national chains AND Indies, so will run on the BID's main Facebook and Instagram from 10th October, with the final post on 31st October.

We'll be tagging relevant businesses in the sector being highlighted that day, so make sure you keep an eye on your social media accounts!

We'll be engaging with the community through our social media channels, asking them to share (ghost) stories of back from-the-dead tech, resurrected furniture, or not-so scary-any-more hair do's!

## How you can get the most out of the campaign for your business:

- Follow the BR BID's pages on Instagram and Facebook (search for Bognor Regis BID)
- Like, tag and share the visuals from the campaign – this will bring more exposure to your business
- The more likes and shares, the greater the reach of the campaign. The greater reach of the campaign, the more attention brought to Bognor Regis businesses. And we all want that ...

# Opportunity: Development & Training

There are two new training opportunities to share with you in this newsletter – the first is an online portal, and the second is in-person training. Both are fully funded, and could lead to real transformation for you, your team members and ultimately your business!

## West Sussex Retail Hub

Thanks to the five district and borough councils within West Sussex who funded the project, a fantastic online training facility has been launched for businesses in the County.

The West Sussex Retail Hub has been set up to help businesses innovate, adapt and grow by providing easy access to knowledge and information.



Well over a hundred bite-sized videos are available, covering topics including:

- Measuring Sales, Tracking profitability
- Key Steps for Creating a Marketing Plan
- The Importance of Business Planning
- Employing Staff: An Introduction to HR for Small Businesses
- Using Social Media for Business Outcomes
- Card Payments and Electronic Point of Sale
- Understanding Today's Customer
- Creating an Exceptional Customer Experience
- Developing a Quality Customer Experience for the Modern Independent Retailer
- Developing New Business Models that Work Effectively and Efficiently

Although the modules are tailored for independent retailers, all businesses can access and benefit from the free sessions and information.

It's entirely free for you to access (for the next three years!), and it's well worth a visit. The courses are broken up into small, time-manageable sections, so you can progress through each unit in your own time and, as it's online, access content whenever and from wherever you like! It's really easy to register at:

<https://westsussexretailhub.co.uk/>

## Opportunity: Fully funded training from Whitehead Ross

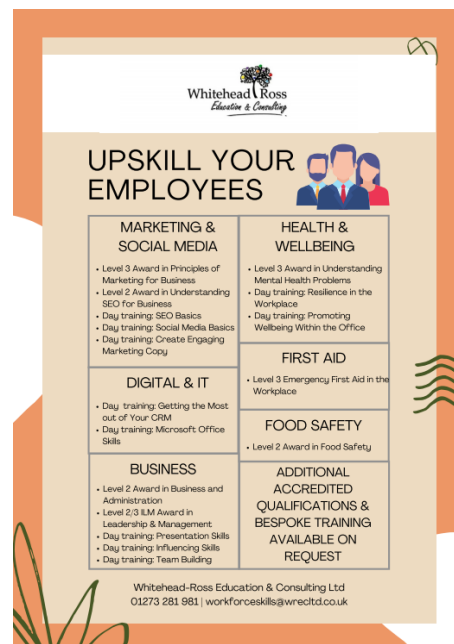
Support the professional development of your staff and upskill your employees! The BID has been contacted by Whitehead-Ross Education and Training who are providing fully-funded training to employees of SMEs in the Coast to Capital LEP.

They offer accredited qualifications including ILM, City & Guilds and NCFE across a range of areas to support your business and your employees' Continuing Professional Development. As well as day training on a range of topics, they also offer non-accredited and bespoke courses to fully meet the needs of your business.

You can find out more information on their website:

**<https://www.wrecltd.co.uk/funded-training-courses/upskilling-employees-in-coast-2-capital/>**

If you're keen to find out more, or want to book some training, please email: **[dilys.watson@wrecltd.co.uk](mailto:dilys.watson@wrecltd.co.uk)**



## Opportunity: Save money on utilities

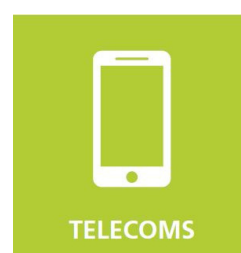
The BID is working with Place Support Partnership to help levy paying SME businesses reduce their utility costs. All you need to do is supply copies of your latest bills, and the Place Support Partnership team will identify where savings can be made. The service applies to a range of business utility costs –energy, telecoms, water, merchant fees and insurance, and, you could secure significant savings for the time it takes you to hunt out the bills!

It's an entirely FREE service open to BID Levy payers, with absolutely no obligation, and no commitment on your part if you don't want to follow PSP's recommendations.

Contact us at **[info@brbid.org](mailto:info@brbid.org)** if you're interested in learning more about this free service and, when you're ready, we'll connect you with PSP!



PLACE  
SUPPORT  
PARTNERSHIP





# Ho Ho... Oh – Hello! Christmas 2021:

## 27th November 2021 onwards



Yes indeed – it's that time already!

We know that, after the restrictions imposed last Christmas, people will be looking forward to a far more sociable Christmas this year. However, we also recognise the massive impact the pandemic continues to have across the community, so are focusing on the values and experience of Christmas, rather than any messaging that might add to financial pressures.

Another key focus will be sustainability and respecting the environment, and this will be reflected in our social media posts and online activities. We're thrilled to be working with WSCC's Sustainability Team who are going to deliver a series of wreath making workshops and bringing the vital recycling message into the heart of the town centre. The BID's banners and window vinyls will all be produced without specific dates so they can be reused in the future.

Furthermore, we'll be focusing on online marketing and promotion through the "christmasbognorregis" website and social channels to reduce print waste.

### Christmas 2021 overview:

We'll be sending out full details of the BID's plans to encourage people to choose Bognor Regis this Christmas in a month or so, but here's an overview to help you start planning how you'd like to be involved:

**Design and colour scheme:** The overarching Christmas design features the message "Colour Your Christmas", and we're aiming to deliver a fabulously bright and cheery town centre! All of the additional installations will be back, lighting up the different areas of the town, and co-ordinated banners will be brightening up the high-level sightlines.

**BRTC Christmas Lights Switch On:** Saturday 27th November 2021: BRTC timings to follow.

**Late Night Opening:** Saturday 27th November: We'd like to encourage businesses to hold **one** late night opening to coincide with the Christmas Lights Switch On.

**Focus weekend:** 11th & 12th December: BID focus weekend for activities, including crafting workshops and live music in and around the town centre.

**Window Competition:** Best Dressed Window Featuring Christmas Trees, especially those with sustainable decorations! The BID will also be producing elements from the design (baubles, reindeer, Christmas tree) as window vinyls for businesses to display. (Entry details to follow)

**Ice Rink:** As far as we know, the Ice Rink Operators are working with ADC to find an alternative location for the ice rink, so fingers crossed we'll see them back in Bognor Regis this winter!

**What we won't be doing ...** We're not planning on any "window hunt" campaigns this year but will happily support any business / businesses that would like to take this on! To avoid confusion, we're also going to stay away from Advent Calendar style promotions, as there are other companies offering this type of opportunity – there's no point diluting the offer!

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# Get Involved! Place St Maur Public Realm Development

Arun District Council are inviting business feedback of the Place St Maur development – work on the site is scheduled to start later this year.

Your feedback, both “before” and “after” the work is completed, will be exceptionally helpful in measuring the impact of the transformation on the town’s businesses. The “before” survey is now live, and will only takes around five minutes to complete. You can link to the survey here:

<https://wh1.snapsurveys.com/s.asp?k=163039615440>



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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/>