

2023/2024 FY



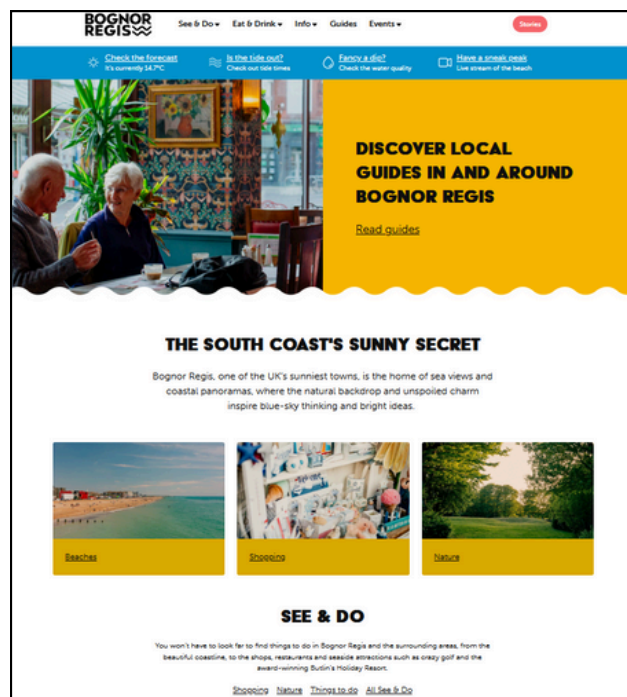
ANNUAL REPORT

Bognor Regis Business Improvement District



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LETTER FROM THE BID BOARD OF DIRECTORS

Dear BID Levy paying businesses,

This AGM reporting on BID activity in the 2023-24 financial year is taking place somewhat sooner than usual, which means we're reporting on a time period that feels a lot closer to hand and relevant.

Presenting the Annual Report is always an interesting exercise, as it's an opportunity to take stock and reflect on the sheer volume and breadth of projects delivered by an organisation governed by volunteers with a project delivery team of less than two full time posts. As Directors, looking back on the work delivered in 23-24, straight on the heels of a demanding ballot campaign, we are all proud to lead an organisation that delivers additional projects and services for businesses that simply would not happen if the BID did not exist.

This reporting year, running from 1st April 2023 to 31st March 2024, was the first of the BID's second term following the successful outcome at ballot in February 2023. While the year saw significant delivery by the small BID Team, including the second TASTE! event, all commitments made in the Business Plan and the realisation of multiple, significant UKSPF projects that had been in development since 2022, the BID also faced significant financial challenges following changes to the way the Two Hour Parking Scheme is managed.

All BID Directors are local business owners, so we know first hand that the continuing appeal of online shopping, rising direct costs and the ongoing cost of living challenges means trading for all business sectors continues to be tough. We've listened to feedback on your changing priorities since the 2022 consultation exercise. We know that every penny is hard earned. We know that circumstances beyond your control mean you want the BID to focus more on delivering services that directly benefit your business, with less emphasis on developing strategic partnership working with other stakeholders to improve the town.

In order to meet those changed priorities while still honouring the commitments made in the Term 2 Business Plan and securing the future of the BID company voted in by ballot, the Board of Directors has had to make difficult decisions as to how the BID operates. Writing now, half way through the 24-25 financial year, I assure you that reviewing delivery in line with changing business priorities and securing value for money for levy payers continues to be a top priority for the Board.

Greg Burt (On behalf of the BID Board of Directors)



A handwritten signature in black ink that reads "Gregory Burt". The signature is written in a cursive, flowing style.

WHAT WE SAID WE'D DO IN 2023-24



ONE: WELL KNOWN TOWN

- 1 x BID delivered event per annum, [TBC] including all engagement opportunities and promotion
- Support & funding for high-quality third-party events which significantly increase footfall to the BID Area
- 365 Delivery of the Love Bognor Regis destination website and associated social media channels
- Management and development of the Bognor Regis General Market, plus speciality markets [subject to commercial interest]
- UKSPF Funded: Initiate 24 month perception campaign, with potential for Bognor Regis app
- UKSPF Funded: Initiate installation of 3 x footfall attracting “Insta” sites at key locations
- UKSPF Funded: Support development of wayfaring design with businesses and community
- Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025



TWO: WELCOMING TOWN

- In-person support and engagement, plus ongoing provision of the tools needed to share business crime information through a data compliant platform, at no extra charge to levy paying businesses
- Ongoing provision of 7/7 Community Warden with financial support from BRTC and SSF4
- Funding the ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service
- Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street
- UKSPF Funded [subject to successful application]: New lighting installation at West Street, plus enhanced technology to enable extended 365 seafront lighting
- UKSPF Funded: Introduction of 8 x belly bins
- Design, production & installation costs for 1 x seasonal banner change: London Road & High Street, plus new installations where possible
- Professional fully funded graffiti removal service for levy paying business premises
- Continue to part fund and fully manage all aspects of the design, production, storage and distribution of the Two Hour Parking Disc scheme – *subject to partnership agreements*

WHAT WE SAID WE'D DO IN 2023-24



THREE: TRANSFORMING TOWN

- Continue strategic partnership working between all stakeholder groups and agencies
- Supporting the delivery of businesses' strategic priorities for the town: safety, tourism, appearance, perceptions.
- Progressing effective delivery of the Town Values for Bognor Regis
- Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses
- Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis's performance against national trends
- Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends



FOUR: EMPOWERING BUSINESSES

- Helping businesses develop by signposting to training, support, cost savings and grants
- Encouraging businesses to grow through networking opportunities, working in collaboration with other B2B providers to eliminate duplication and maximise the benefits businesses gain through engagement
- Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development
- For details of the current year's focus and commitments visit the BID website at: <https://www.brbid.org/objectives>

WHAT WE DID...

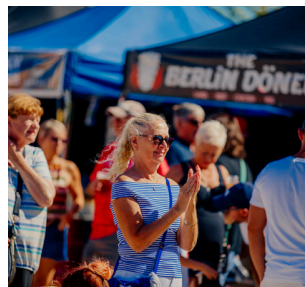


WELL KNOWN TOWN OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by improving the way locals and visitors think about Bognor Regis through positive promotion of the town and its offer, and strategic involvement in events. These are the Well Known Town services we delivered in 2023-24:

TASTE! STREET FOOD & LIVE MUSIC EVENT

The second TASTE! Street food and live music event was delivered on 19th & 20th August 2023. Attendance on both days was higher than the previous year, despite competition from the World Cup final! The event was widely publicised in print press, including full page advertisements and editorials in Absolutely Sussex, and online through Love Bognor Regis social channels and available tourism listing sites. During the weekend of the event, town centre footfall **was** up by 1,195 against **the** previous Saturday, and 639 against **the** previous Sunday. It was interesting to note more people planning ahead to stay at the Place St Maur site for longer periods. The event generated a larger revenue from pitches against 2022, exceeding the budget forecast. This meant that the event was delivered under the budget agreed by the BID Board of Directors.



STRATEGIC INVOLVEMENT IN EVENTS

Throughout the 2023-24 financial year, the BID supported a range of events drawing footfall to the town delivered by third parties. This included the Southdowns Music Festival, the first Punch & Judy Festival, plus logistical support for the End of Summer Jam, a new street dance event.

In some cases, BID support includes a financial contribution. However, the BID also contributes to events through staffing support (such as the preparation and set up for BRSFL's Illuminate lantern making activity, working with the Ice Rink to submit event and building regs documentation), plus introductions to key local partners, logistics information, paperwork and advice, working with partners to arrange bins and gazebos and free promotion through the Love Bognor Regis channels.



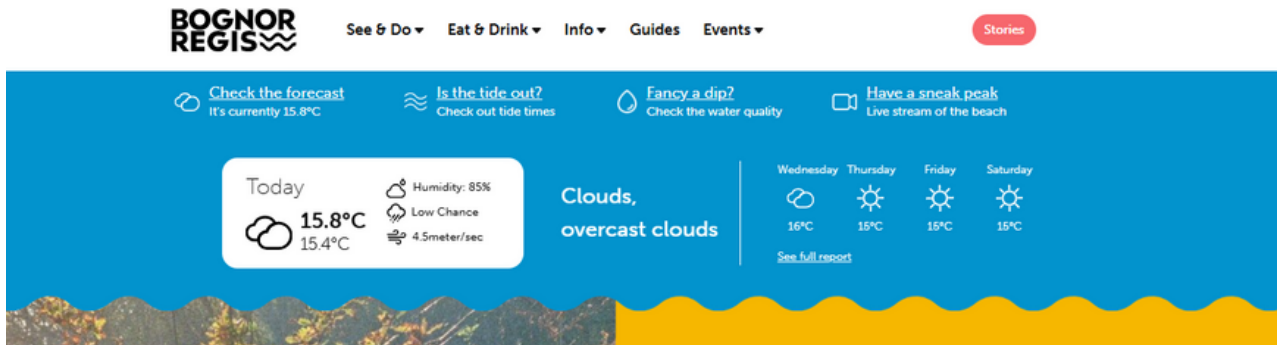
CHRISTMAS 2023

For Christmas 2023, the BID contributed levy funds to enhance the Town Council's popular Christmas Lights Switch On Event, as well as creating a brand new page promoting all events taking place across the town centre during the festive season. The BID also created and delivered a bespoke, online campaign to raise awareness of the Bognor Regis business offer, under the tagline "A Warm Welcome".



LOVE BOGNOR REGIS WEBSITE

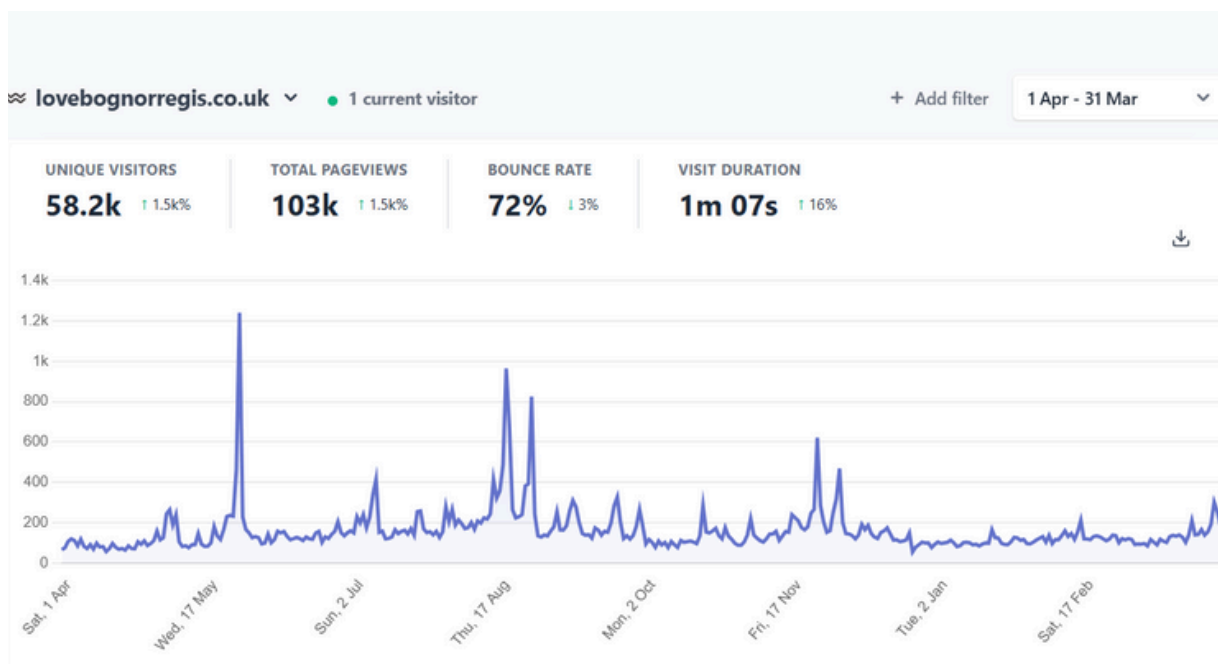
The BID team continued to deliver the Love Bognor Regis website in-house throughout 2023-24, meeting all requirements of the Service Level Agreement with Arun District Council.



New features included an expanded menu layer with details for weather, links to both Bognor.Today and bognorregisbeach webcams, water quality and tide time widgets. Mindful of privacy, the site switched away from Google Analytics to Plausible for site metrics.

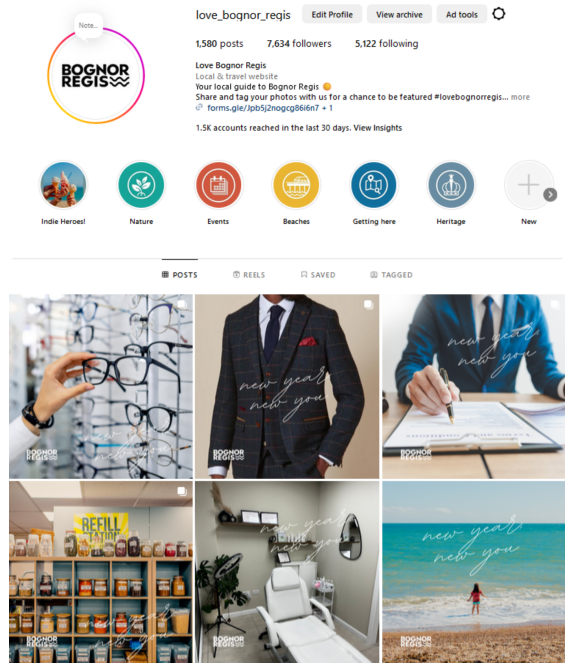
During the course of this financial year, the team started work to deliver the UKSPF funded Perception campaign, focusing on stories of the people, places and progress that make Bognor Regis unique. This required a new set of containers to host the campaign, which was soft launched by the end of March. The campaign will continue to run through the Love Bognor Regis platform in 2024-25.

The LBR site continues to attract a healthy number of hits, with over 58,000 unique visitors in the 2023-24 financial year. The duration of time spent by users on the platform suggests the visits are meaningful and by humans, rather than bots.



LOVE BOGNOR REGIS SOCIALS

The Love Bognor Regis's Facebook and Instagram channels are used to reach an audience of over 27,000 followers. All work is carried out in-house by the BID's part-time Promotion & Comms Officer who creates and publishes regular content including guides, events and live updates, as well as special campaigns around events and shop local messaging. During this financial year, the Promo & Comms Officer also created and delivered the "New Year, New You" campaign celebrating and promoting a wide range of business sectors through the LBR channels.



GENERAL MARKET

One of the BID's annual commitments to encouraging new and repeat footfall to the town centre is through the delivery of a well managed, attractive, quality general market. The BID's management ensures that potential conflicts with levy paying businesses are minimised, and that quality standards are maintained.

The General Market ran without interruption throughout the year, with new traders joining the regular pitches, generating additional income to invest directly into the BID Area. Throughout 2023-24, the BID worked closely with the Lead Trader to encourage new pitches with the aim of increasing the range and variety of quality goods on offer.

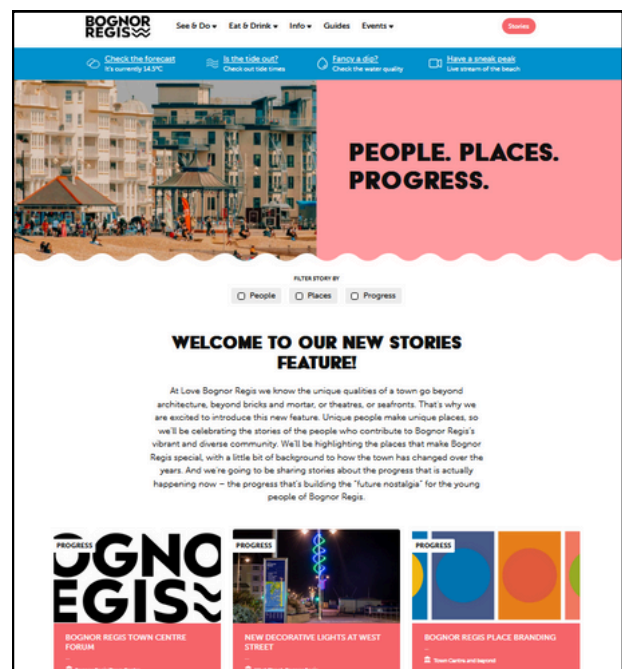
BOGNOR REGIS
MARKET
SOMETHING FOR EVERYONE



UKSPF PERCEPTION: CAMPAIGN

The UKSPF funded Perception Project included two elements - a campaign to be run through Love Bognor Regis in 2023-24, and physical installations encouraging selfies and hashtags in 2024-25. The BID was the Project Lead, and the £10k funding award for the campaign was received in October 2023.

The campaign element focuses on the people and places that make Bognor Regis unique, as well as a one-stop-shop for details of the different projects bringing about positive progress in the town. New pages were built to host the stories on the Love Bognor Regis website. These were completed in February 2024, when the BID Team started populating with content.



UKSPF PERCEPTION: INSTALLATIONS

Despite being a 2024-25 project, the first Perception Installation snuck in just inside this financial year, going live on 29th March. Utilising the £10k UKSPF capital allocation, the 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 portal was not without its challenges, with issues of licencing and positioning with respect to the sea wall highlighting potential issues with the remaining two installations. However, once in situ, the Time Portal has continued to attract significant visitor numbers (over 18,000 in the first six months), national press interest, and reached the finals of the international "Auggie" awards for AR. The artist and performer have also visited local primary schools, engaging with hundreds of young people, helping them appreciate the rich history and inspiring residents of their hometown.



UKSPF PERCEPTION: WAYFINDING

The Bognor Regis Wayfinding Scheme is the largest project supported through Arun's allocation from the UK Shared Prosperity Fund. While the project lead was the Bognor Regis Generation Board, BR BID worked in close partnership, providing support and delivery of emerging elements throughout the BID area.

The Wayfinding Design is being inspired by community submissions made through the Regeneration Board's multiple community and business facing workshops delivered over the course of the 2023-24 financial year. Those designs will feature on the physical infrastructure delivered in the 2024-25 financial year.



BIG EVENT

With so much regeneration and development activity taking place in and around the key outdoor event sites in Bognor Regis – Premier Inn, Alexandra Theatre, Esplanade developments - plus the additional workload for the BID Team in delivering UKSPF projects, progression of the "Big Event" is currently on hold.

WHAT WE DID...



WELCOMING TOWN OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by helping reduce crime and anti-social behaviour, improving the look and feel of the BID Area, and enabling the Two Hour Parking Disc scheme. These are the Welcoming Town services and projects we delivered in 2023-24:

BUSINESS CRIME REDUCTION SERVICES

Having consulted on options with BCRP Steering Group business representatives, this year saw a change in the way the BID delivered its Business Crime Reduction Services, moving away from in-house delivery of an accredited Business Crime Reduction Partnership (BCRP), to fully managed services provided by National Business Crime Solution (NBCS).

Having worked with NBCS as data processors since late 2021, the BID was confident that businesses would continue to benefit from the support of a dedicated Business Crime Liaison Officer, who processes DISC reports and prioritises key offenders in their fortnightly meetings with Sussex Police's Business Crime Team.



Through the BID's Business Crime Reduction Services, levy paying businesses receive the following tools and services, at no additional cost:

- Data compliant DISC reporting app for businesses to record and report incidents.
- DISC administration to ensure all incidents reported by businesses are processed correctly and progressed to the relevant authorities for further action and resource planning.
- DISC secure system for sharing urgent messages, all documents associated with crime reduction, updates on crime prevention advice, national alerts on scams, travelling gangs and other business crime related issues.
- A data compliant "umbrella" that enables businesses to share information about live incidents or intelligence over the radio network, if they choose to sign up.
- Access to a free monthly radio trial to help businesses decide whether to commit to a contract.
- Information sharing and representation of Bognor Regis Business interests, based on data submitted through the DISC app through the BID COO's participation in monthly Sussex Police all-parish meetings and at the Police & Crime Commissioner's quarterly "Safer Sussex" meetings, as well as day to day interactions with Sussex Police PCSOs and officers from partner agencies.

District-wide BCRP

Unfortunately, business engagement with the reporting app remained low, and reports submitted through the app or directly to Sussex Police did not accurately reflect experiences shared anecdotally. Throughout 2023, the BID's COO continued to work with partners at District and Town Councils to explore the potential for an accredited district-wide Business Crime Reduction Partnership (BCRP), with a dedicated manager to provide in-person support for businesses and encourage reporting. This is ongoing, and progress will be reported in the 2024-25 Annual Report.

Radio Hire Scheme



In May 2023, the BID COO was advised that the organisation operating the "Shopwatch" radio hire scheme were stopping this element of their services. Following the BID Board's support to take the scheme in-house, a BID-managed scheme was set up from scratch, in less than six weeks, to avoid any break in service provision or increased costs for business users.

BUSINESS CRIME REDUCTION ENGAGEMENT OFFICER

Throughout 2023-24 financial year, the BID's part Time (8hrs per week) Business Crime Liaison Officer continued to visit businesses in person, encouraging and training in reporting and supporting with evidence collection to share with Sussex Police. Over the course of the 23-24 financial year, the BID's BCLO recorded 679 interactions with businesses across the town centre area.

The in-person engagement revealed numerous offences by prolific offenders that had not been reported either on DISC or to Sussex Police. The subsequent reports were used as evidence to charge targeted offenders, with some convicted and incarcerated as a result.

COMMUNITY WARDEN

Separate from its crime reporting and information sharing services, the BID works in partnership with Bognor Regis Town Council to provide trained, in-person support for businesses and town centre users through a highly visible Community Warden. The presence of a Warden benefits all BID Area businesses by improving perceptions of safety in and around the town centre, even in areas that are not patrolled regularly.



In 2023-24, businesses further benefitted from the BID's successful application to the Safer Streets Fund 4, which was managed through the Sussex Police & Crime Commissioner's Office. This additional funding was used to supplement the Town Council's grant, plus the BID's ongoing management of the contract and interactions with the service provider, to deliver a seven day a week service until 31st March 2024.

Over the course of the 23-24 financial year, the Community Wardens recorded over 9,230 interactions with town centre businesses, and recovered over £20,250 worth of stock that - without them - would have been lost.

REDUCING ASB: BENCH (HIGH STREET)

Throughout 2023-24, the BID COO supported requests put forward by a business representative in High Street to remove a bench from the public highway being used for antisocial behaviour. While an apparently simple task, the frustrating reality of working in the public realm is that you cannot "just" take action without following established procedures.



The bench is owned by Arun District Council, positioned on the pavement under licence by West Sussex County Council, and provided for the use of the whole community. Business support for the removal of the bench was far from unanimous, and the bench is frequently used without incident by the resident community living in nearby flats with no outdoor space. As an additional complication, the intention was to relocate the modern style bench from High Street (east) to replace two older style benches on York Road. This required a further set of consultations, and separate discussions about the appropriate licence from WSCC Highways.

With all council staff working at capacity, the BID COO undertook to progress the necessary groundwork and consultation requirements determined by WSCC Highways. This level of consultation would have been necessary whichever organisation was carrying it out, and the process would not have been completed any more quickly had it been delivered by anyone else. The BID COO started work on the project in May 2023, and all necessary documentation detailing the background to the issue, evidence of the frequency and nature of ASB taking place, evidence of stakeholder support, evidence and methodology underpinning formal consultation with the business and wider community, plus evidence of the opportunity to present objections in person and subsequent thorough consideration at a public meeting was submitted to WSCC Highways and ADC Property & Estates by the BID COO to progress in January 2024.

All papers relating to the BID COO's work on the High Street Bench project are available from the BID's website, <https://www.bruid.org/keybidprojectdocuments>

CCTV INSTALLATIONS

Having secured match funding from the Safer Arun Partnership to install a series of 12 CCTV cameras through the town in 2022, the BID's Data Protection Officer recommended that, in light of the complexities of data protection in the public realm, the absence of certified staff on the BID Team and lack of a permanent, secure base to host the viewing platform, the cameras should not be accessed until such time as the issues had been resolved.



REDUCING ASB: STATION SQUARE

As an active participant in ongoing multi-agency activity to reduce ASB at Station Square, the BID initiated and facilitated a multi-stakeholder meeting to discuss ways forward in September 2023. Meeting attendees included officer representatives from the BID (on behalf of businesses), multiple departments - including Community, Cleansing, Parks & Greenspace and Property & Estates - from Arun District Council, West Sussex County Council, Bognor Regis Town Council, Govia Thameslink Rail, both Sussex and British Transport Police, and the Bognor Regis Regeneration Board.



While all participants understood the aspirational long term ambitions for the space, it was agreed that the immediate priority was to address the issues of people gathering in groups, sitting on the planter walls, as this did not create a welcoming gateway to the town.

It was agreed that - subject to the consent of relevant parties - a relatively low cost, simple solution would be a new, low-level planting scheme to open up sightlines, and the introduction of 450mm railings to the top of higher planter walls.

The BID COO committed to driving the project forward and, with the support of ADC's Parks & Greenspace Manager, submitted the first iteration of the project to GTR's "Your Station, Your Community" fund for consideration in December 2023. While this application was unsuccessful, the BID COO continued to work with partners to secure funding and was ultimately successful in 2024-25 financial year. This project is ongoing, and progress will be reported in the 2024-25 Annual report.

BANNERS

The installation of high level, colourful banners at existing banner sites in the town benefits all levy paying businesses as the cumulative effect improves the appearance of the town centre, making it a more welcoming and attractive place to visit, thereby increasing footfall.



In July 2023, the BID funded the design, production and installation of new banners at London Road and High Street, using designs developed to transition between the town's Placebranding and final community Wayfinding design. The new designs incorporate key messaging and graphics from the Placebranding, drawing on the expanded colour palette from the Wayfinding.

FESTOON LIGHTING: LEGACY INSTALLATIONS

The installation of festoon lighting at key locations benefits all levy paying businesses, as the cumulative effect improves perceptions and feelings of Bognor Regis as a welcoming place to visit at night. In the 2023-24 financial year, the BID continued to invest levy funds for the maintenance, annual safety checks, certification, insurance and any supply costs at Old Town, York Road, Station Square and Bedford Street. This included repairs to broken threads at Old Town, attracting additional costs.

NB: ADC generously provide the electricity to the festoon at York Road, and it has been problematic maintaining a consistent supply with so many contractors going in and out of The Arcade during the development works. ADC and their contractors are making efforts to remember the lighting, but unfortunately [and realistically] there's no guarantee this will be 100% resolved until the work is completed.



UKSPF FESTOON: WEST ST

This was another project delivered by the BID, working in partnership with Bognor Regis Seafront Lights, with the BID investing levy to match UK Shared Prosperity Funding. The first part of the BID's two part lighting project saw the installation of new red, white and blue festoon lighting wraps to the six lampposts at West Street, drawing attention from the seafront to the town's businesses through illumination. The installation was completed in February 2023, and included the new timers described below.



UKSPF: SEAFRONT LIGHT TIMERS

This major illuminations upgrade project was led by the BID, working in partnership with BRSFL, and fully funded with the support of Arun District's UK Shared Prosperity Fund panel.

The project saw the replacement of all existing seafront light timers to one consistent model that operates from dusk (electronically tracked by specific geo-location over the time of the year) and switches off at 11pm, 365 days of year. A total of 81 timers were installed, showcasing the brilliant designs along the entire length of The Promenade and Esplanade from opposite the Waverley pub to the top of Gloucester Road, and the existing festoon at Waterloo Square. The project was incredibly impactful, and received positively by the local community.



GRAFFITI REMOVAL

In 2023-24, 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.



TWO HOUR PARKING SCHEME

The financial year under review saw the change from the BID's full management of the 2023 disc scheme from April to late November, to the BID acting as ADC's distributor of 2024 discs from mid November 2023 onwards. Behind the scenes, the BID COO and Board of Directors were involved in multiple meetings and written submissions to ADC Parking before the final officer recommendation report was presented to ADC's Environment Committee in September 2023.



Once the way forward had been agreed, the BID entered into a Service Level Agreement with Arun District Council to distribute the 2024 discs. The BID COO set up the required reporting mechanisms and, with the support of the BID Director for Finance and third party accountants, the necessary double invoicing required for VAT purposes.

Initial teething problems with 2024 disc stock levels were overcome, and businesses adapted to the new arrangements with very few issues. In February 2024, the BID COO attended the first of three, multi-agency Working Party Meetings to explore options for the future of the Two Hour Parking scheme to recommend to ADC Environment Committee in September 2024.

There is no disguising the reality that changes to the way the two hour parking scheme was delivered had, and continue to have a significant impact on the BID's operating budget, triggering a complete review of all BID delivery for 23-24 and beyond, including staffing levels. Unfortunately this resulted in the loss of the Business Liaison Officer post in August 2023.

You can read and download all BID documents and forma responses to the proposed changes to the Two Hour Parking Scheme here: <https://www.brbid.org/keybidprojectdocuments>

BREWERS FAYRE

Arun District Council became responsible for the Brewers Fayre building at very short notice when the tenants, Whitbread, decided to vacate the premises. Public concerns about the appearance of the site and its impact on perceptions of the town quickly surfaced through negative comments on social media, and in business questions at the BR Regeneration Board Meeting in late April.

Knowing that the site would need to be secured with hoarding at the earliest opportunity, ADC approached the BID COO for help with designs in the style of the Bognor Regis Place branding, to improve the appearance of the hoarding - as they had with the upper floors of The Arcade in 2022. The BID COO suggested that, in addition to window designs, a relatively small budget could be used to create an attractive "meanwhile use" of the space with seating over the summer season, while the longer term future of the building was decided. A budget was identified by ADC, and it was agreed that the BID would act as ADC's delivery partner.

The reality is that, as a direct result of supportive partnership working and collaboration, this bespoke project - which clearly meets the BID's Welcoming and Well Known Town objectives, and which significantly improved the appearance of a key seafront site in advance of the main visitor season, using imagery that tied in with the Place branding and celebrates Bognor Regis's rich seaside heritage - was delivered in less than six weeks, at no cost to levy payers beyond the BID COO's time. A further benefit was the opportunity to promote BID food & drink businesses via QR codes linked to listings on Love Bognor Regis; this promotional element was fully funded by BID Levy.

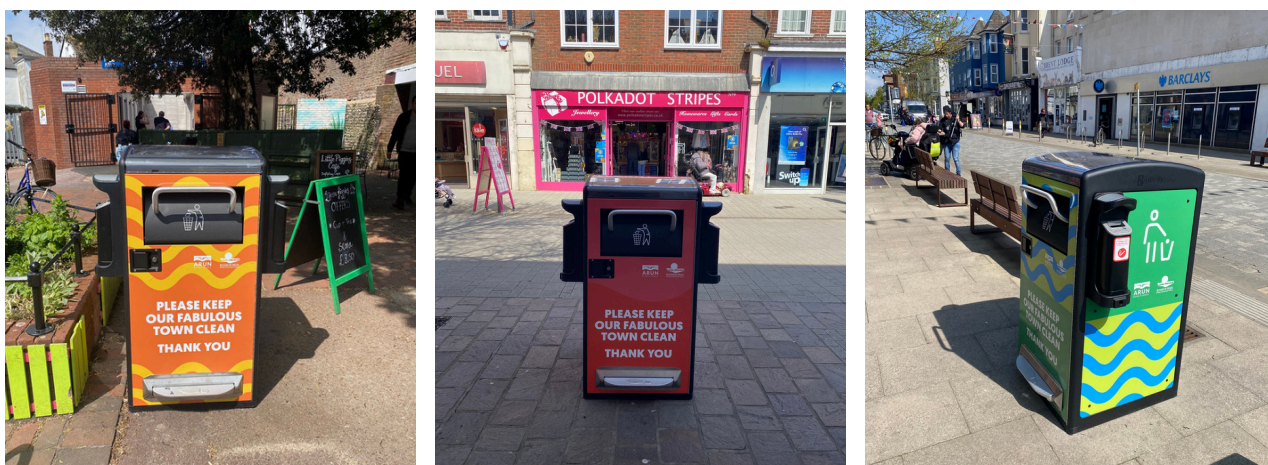
NB: The coverings were not intended to be a permanent addition - only for the 2023 summer season. However, while different options for the future of the Brewers Fayre site are being considered, the boards are likely to be in situ for much longer.



UKSPF: BIG BELLY BINS

In December 2022, the BID submitted a number of projects for consideration by Arun's UK Shared Prosperity Fund Panel. All of the projects support businesses' strategic priorities for the town, including changing perceptions of the town, improving safety and perceptions of safety and, supporting Bognor Regis Regeneration Board, the introduction of wayfinding.

The first successful project to be delivered by the BID was the replacement of older grey bins with eight new "Bigbelly" bins, starting with the core retail areas of London Road and Bedford Street. While the background work underpinning the project was reported in the 2022-23 annual report, the bins were installed on 12th April 2023. The project is being "doubly reported" as work to secure funding to extend the rollout across a wider area continued through 2023-24, and again in 2024-25.



UKSPF: HIGH LEVEL INTEREST: QUEENSWAY

As well as confirmed funding projects, the BID COO submitted a number of speculative applications in case of an underspend in UKSPF. This include an application to introduce high level interest at Queensway, connecting this important street with the rest of the town centre through design.

The project was supported by the UKSPF Panel in January 2024. To allow time to secure all necessary permissions, and to co-ordinate with BRTC's hanging basket schedule, the intention was always to deliver the new infrastructure in late September / early October 2024. Progression of this project will be reported in the 2024-25 Annual report.



WHAT WE DID...



TRANSFORMING TOWN OVERVIEW

This is the BID delivering activity that increases footfall to the BID Area during the day and night by working strategically, making sure partners stay tightly focused on the bigger projects, ensuring your voice is both represented and heard, and contributing our knowledge, skills and success at applying for external funding to make sure your strategic priorities are progressed and then delivered to a high-quality standard.

Through feedback to the BID, businesses have identified their top five strategic priorities for Bognor Regis as:

- 1** Changing the way locals and visitors think about Bognor Regis
- 2** Improving safety/perceptions of safety across the day time and night time economies
- 3** Better connections between the seafront and the town centre
- 4** A comprehensive wayfinding scheme
- 5** Regeneration of the Regis Centre - Phase 1 and 2

PARTNERSHIP WORKING

Throughout the 2023-24 financial year, the BID COO worked supportively with town centre stakeholder partners including ADC, BRTC, BRRB, WSCC and VAAC. This included formal and informal reporting of issues, working to find solutions to problems that affect all town centre users, sharing information to reduce duplication, offering support where resources are stretched to help push a project forward, and generally harnessing the powerful synergy that comes from positive collaboration.

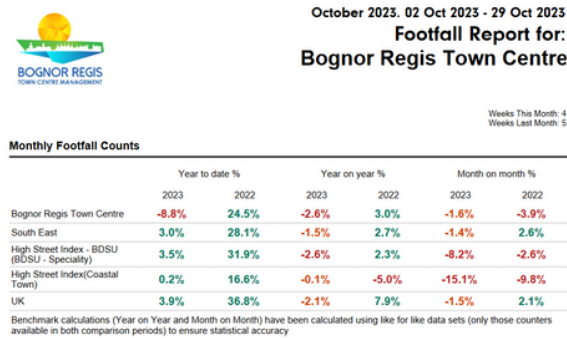
TOWN VALUES & VISUALS

The BID continues to be a champion of the Bognor Regis Place branding, identified following extensive community consultation by Hemmingway Design in 2017 and developed under local stakeholder management since 2020.



In the 2023-24 financial year, the BID continued to promote the town values and utilise the visual imagery in all of its work. This was particularly evident through Love Bognor Regis channels, and every element of the BID's public realm work, including the enhancements to Brewers Fayre.

FOOTFALL AND ANALYTICS



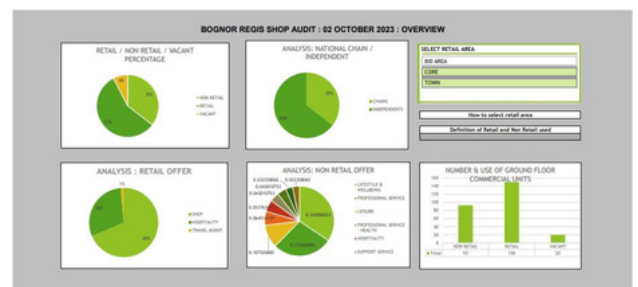
This is the investment of levy funds for the ongoing provision of the Springboard footfall camera on London Road. This generates powerful numerical insights that helps us track and identify patterns and trends in the number of people visiting the town centre over time, and compare against other locations as an indication of "town health".

Monthly footfall reports, published for download from the BID's website, enable businesses to make direct comparisons between current previous years' footfall, using an objective metric.

The 2023-24 financial year saw footfall drop by around 10%, month on month, most likely due to a combination of factors but significantly impacted by the ongoing challenges of the cost of living crisis.

OCCUPANCY DATA

Throughout 2023-24, the BID COO carried out regular audits to monitor occupancy rates of all ground floor commercial units across the BID Area. Data was collated into reports detailing the types of businesses, breakdown of independents and nationals, plus "legacy reporting" of the same hereditaments monitored by Arun District Council for over ten years.



The data reveal interesting patterns reflecting the changes being seen in High Streets across the UK. While Bognor Regis continued to perform better than the national picture for vacant units throughout 23-24, it was, like the rest of the country, negatively impacted by the loss of a number of banks, plus the closure of Wilko in the core retail area in the autumn of 2023.

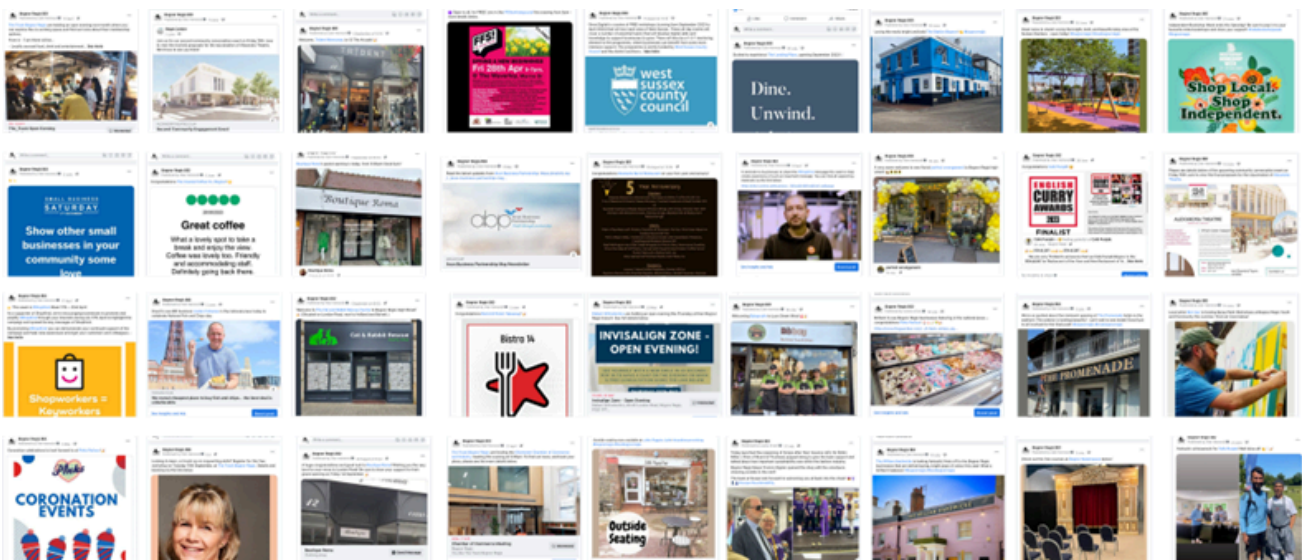
WHAT WE DID...



EMPOWERING BUSINESSES OVERVIEW

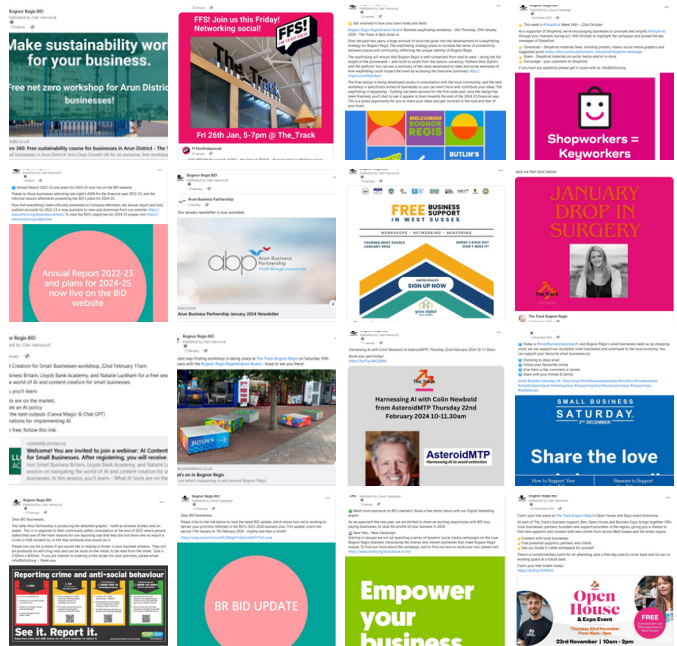
This is the BID sharing information, highlighting opportunities to help your business adapt and grow, and delivering campaigns and opportunities to promote your business directly. These are the ways we supported businesses in 2023-24:

COMMS WITH BUSINESSES TO HELP THEM GROW



Throughout 2023-24 the BID delivered services to its levy paying businesses by signposting to numerous free or low cost online and in-person training events, networking and grant opportunities through direct mailings and the BID's social media channels.

The BID's Promotion & Comms Officer also maintained the live calendar page at www.brbid.org, enabling businesses to keep informed about footfall attracting events, Butlin's weekends, school holidays and BID Governance meetings.



BUSINESS ENGAGEMENT

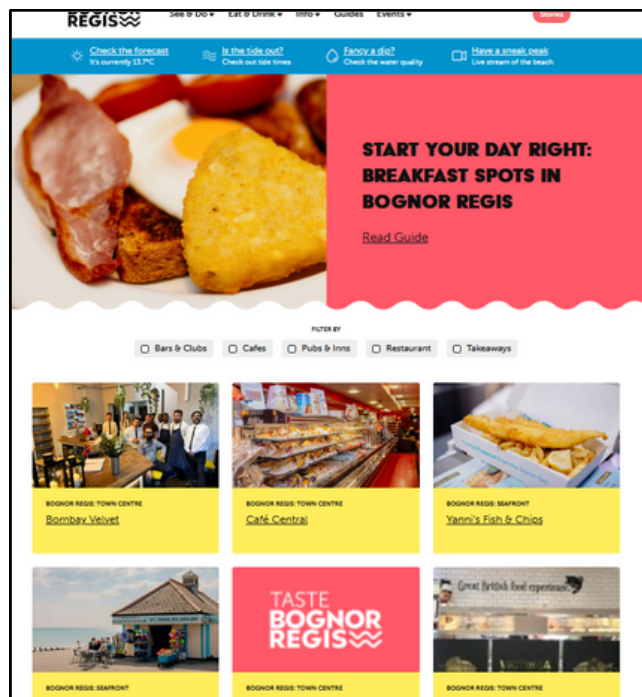
Finding the most effective ways to engage with levy paying businesses has always been a challenge for a BID with ambitious delivery targets, versus the staffing possible with the available budget. For the first five months of the 23-24 financial year, in addition to the extensive written communications with businesses through the BID's website, emails, surveys, online newsletters and social channels, the BID employed a part time Business Liaison Officer, whose job was to regularly engage with levy paying businesses in person. Unfortunately the role could not be supported following the budget impact of changes to the two hour parking disc scheme...

The BID COO and Promotion & Comms Officer remained available to businesses to contact by email, DM, through the BID website, by telephone and to meet online or in person by arrangement. From October 2023, the BID benefitted from the support of a University of Chichester intern who worked with 14 businesses to develop content to be shared through their own and LBR / BRBID channels.

LBR BUSINESS LISTINGS

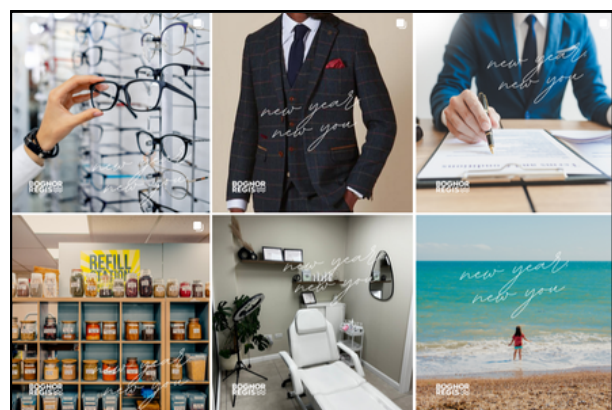
All BID Levy paying businesses benefit from a professional listing in the relevant category on the Love Bognor Regis website, at no additional charge. The full listing includes an image (or graphic if no image is available), business summary, address, telephone, email and social contact details and a map listing.

While a facility exists for businesses to create their own listings via the LBR site, most frequently these listings are created by the BID COO or BID Promotions and Comms Officer, using information sourced online.



PROMOTING BUSINESSES THROUGH BID CHANNELS

In addition to Love Bognor Regis, the BID Promo & Comms Officer also creates and delivers focused promotion of businesses throughout the year on the BID's various social media channels. This extends the reach of businesses' individual promotion activity, helping raise awareness of their brand and product with a wider audience.

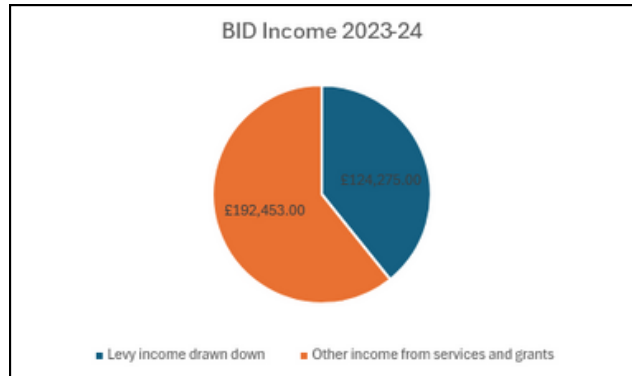


BID FINANCES 2023-24

Every year, the BID Team increases the money generated to invest in the town centre through BID Levy by delivering additional services (like destination management and radio hire) and applying for grants (like the UKSPF and SSF4). In 2023-24, the BID Team secured more income from successfully applying for grants and delivering services than was drawn down from BID Levy.

From 2023-24 End of Year Accounts	£
Levy income drawn down	£124,275.00
Other income from services and grants	£192,453.00
Total	£316,728.00

This means that, for every £1 of BID levy income, the BID generated **an additional £1.55 of extra income** for investment in the town centre.



£1 + £1.55

The BR BID approved management accounts for 2023-24 are available to download at: www.brbid.org/keybiddocuments

BR BID GOVERNANCE

Throughout the 2023-24 Financial Year, the BID Team and Board of Directors continued to deliver against the Objectives prioritised by you and reflected in the Term 2 business plan, as well as responding quickly and decisively to emerging issues or arising opportunities through external funding.

Governance meetings

In 2023-2024, all scheduled BID Director and Board meetings went ahead in person. The AGM for the 2022 - 2023 Financial Year was delivered at The Track on 7th March 2024.

BR BID ACCREDITATION

In December 2023, Bognor Regis BID was recognised for its high standards and received a national accreditation for Business Improvement Districts. The BID Foundation's Industry Standards was awarded to Bognor Regis BID in recognition of its standards of transparency and responsible governance, following an independent review process.



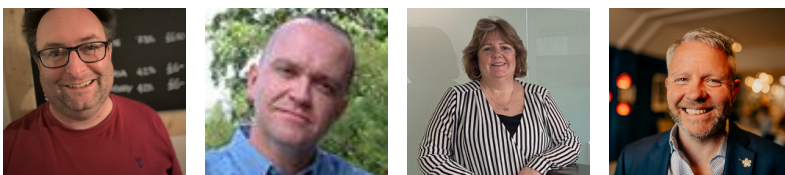
The BID Foundation's industry standards highlight information and documentation that should be made publicly accessible and easily identifiable by every BID, and are independently accredited by the Institute of Place Management. Being accredited by an independent, professional body on the first attempt demonstrates BR BID's commitment to openness and transparency, and gives levy paying businesses and partners confidence in the way BID activity is governed and managed.

You can access all of the information assessed as part of the accreditation process here:
<https://www.brbid.org/keybiddocuments>

BID Board of Directors 2023-24

Greg Burt was ratified as a Director at the AGM in March 2023.
Directors who held office during the 2023-24 Financial Year:

- Jamie Boyle [A Director, Dog & Duck]
- Greg Burt [A Director, Heygates]
- Angela Vanderpump [B Director, 63 Queensway]
- Matthew Reynolds [A Director, Reynolds Ltd]



BID Team Members 2023-24

In the 2023-24 Financial Year, the BID delivered all of the activity summarised in this report with a maximum 2.4 full time equivalent staff. Staff who held appointments in the 2023-24 financial year:

- Heather Allen [BID COO] [1.0 FTE]
- Clair Harwood [BID Promo, Comms, Digital & Events] [0.8 FTE]
- Louise Arram [BID Business Liaison] [to Aug 2023] [0.4 FTE]
- Jimmy Upton [Business Crime Reduction Liaison Officer] [0.2 FTE]

CONTACT US



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