

BOGNOR REGIS BID: TEAM UPDATE AT 13th DECEMBER 2024

This update reports on BID activity between 3rd October 2024 and 13th December 2024.

| Objective One: Well Known Town | |
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| <p>1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion</p> | <ul style="list-style-type: none"> • The £2k allocation for BID events has been invested in a 6 week + installation of a 20ft Christmas Tree at Old Town (Methodist Church), including delivery, installation, lighting and removal costs. • The beautifully illuminated tree features a picket fence with a sign stating it has been funded by the BR BID. |
| <p>Supporting & promoting high-quality third-party events which significantly increase footfall to the BID Area</p> | <ul style="list-style-type: none"> • The BID Team has continued to collate and promote events taking place across Bognor Regis town events, at no charge via LBR Events page. • As very few event organisers list their events themselves, CH keeps abreast and adds them on behalf of the events. • CH has also collated information into regular listicle posts shared through LBR channels. • CH developed the standalone Christmas page on Love Bognor Regis, as well as all graphics for the “unwrap your Christmas” campaign running through socials. |
| <p>365 Delivery of the Love Bognor Regis destination website and associated social media channels</p> | <ul style="list-style-type: none"> • The BID has continued to deliver the Love Bognor Regis website in-house, as well as of websites and channels with regular Guides promoting thematic activities and businesses, including recent guides on Hotham Park Zoo, to tie in with the latest art installation at London Road. The main focus of the platform has been Christmas, as well as working in partnership with ADC to celebrate Small Business Saturday across the District. • HA and CH have worked closely with third party web developers to create new map landing pages, activated by QR codes from each of the various Wayfinding totems and poster boards. This will provide bespoke navigation, as well as spotlighting places of interest in relation to the unique locations. • The build is complete and is going through a final round of feedback and testing. • New heritage page developed showcasing the various zoos at Hotham Park, accessed from QR code at artwork site. • Reminder sent to ADC for SLA payment for Website Delivery. |

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| | <ul style="list-style-type: none"> • New wayfinding page developed to link from QR codes on all totems and poster boards. • CH continuing to develop the RESOURCES page, providing high quality images, text content and guidance on promoting Bognor Regis in line with the Town Values. • Following the closure of the BR Regeneration Board, the Placebranding guidance document will be hosted on LBR. The final document is in production at time of writing. |
| Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest) | <ul style="list-style-type: none"> • General Market income as expected at this point in the financial year. • Two weekends in November / December 2024 impacted by storms, requiring cancellation on safety grounds. • Traders took part in BRTC’s Lights Switch On, with extended trading hours. • Market will revert to Saturday only trading after Christmas, until Spring. • BID Facilitator SM starting application process for 2025-26 Licence |
| UKSPF Funded: Deliver 24 month perception campaign, celebrating People, Places and Progress | <ul style="list-style-type: none"> • Perception campaign is live on LBR; updated with detailed Wayfinding information. Place branding Progress story will soon include the option to download the style guide and guidance on embedding the Core Town Values. • Monthly progress and financial reporting to ADC UKPSF Panel has been completed, and the project is considered “delivered”. |
| UKSPF Funded: Installation of 3 x footfall attracting “Insta” sites at key locations | <ul style="list-style-type: none"> • Following approval by Arun UKSPF panel, the final art installation - a mural by local artist Ben Cavanagh, celebrates the animals of the various zoos at Hotham Park since the 1930s. • The mural features a QR code linking to a new page on LBR, which features images from Bognor Regis Museum’s collection. Thank you to BR Museum for allowing access to go through the archives. • BR Time Portal experience has now had over 20,000 unique activations since installation on 29th March 24. • The BR Time Portal is currently running changed hologram content over the Christmas period. • The portal was recently repainted, and the decking is regularly swept of shingle. • Monthly progress and financial reporting to ADC UKPSF Panel has been completed, and the project is considered “delivered”. |
| UKSPF Funded: Supporting the installation of the wayfaring design | <ul style="list-style-type: none"> • Supporting BRRB as lead of the Wayfinding Project, the BID COO worked with ADC to introduce a further 17 Bigbelly bins across the town centre, focusing on High street (east and central), Station Road and Station Square. |

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| | <ul style="list-style-type: none"> • This brings the total number of bins funded through successful applications to the UKSPF to 25, with each bin holding eight times the capacity of the grey bins they replaced. This more than compensates for the removal of one grey bin on London Road. • During the period of this report, the BID’s COO continued to work closely with the BRRB CEO to check all designs to ensure accuracy with respect to directional signposting and walking distance. • The BID COO identified unique geographic locations for each of the key totems and posterboards, to generate unique QR codes for each site. • BID COO and Promo & Comms Officer worked closely with third party web developer to create the site-specific maps that will open from each of the “You are here” QR Codes, providing live navigation. • At present the maps include icons for key attractions. Over time, the maps can be developed to overlay business listings. • The BID COO spent time at BR Museum sourcing images for the Heritage totems located around the town as part of the Wayfinding. • Following the closure of the BRRB, BRBID will receive approximately £5k, ringfenced for activity to extend the Wayfinding into Waterloo Square. Due to limited pavement width and the existing TPAs on lampposts for decorative festoon lighting wraps, this is most likely to take the form of “posterboard” style signage attached at various points to the railings around the bowling green at Waterloo Square, requiring permission from ADC / Tivoli and checking with the Conservation Officer as it is a Conservation Area. • Installation of the Wayfinding collateral will start in w/c 13th January 2025. • See also the BID’s UKSPF Queensway “banner” project. |
| <p>Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2026 - subject to development plans</p> | <ul style="list-style-type: none"> • This is on hold at least until such time as development works at Esplanade and Regis Centre are delivered and partners are able to revisit and recommit. • This will be made harder by the closure of the Regeneration Board, downsizing of the the BID’s staffing team and budget constraints impacting all partners. |

| Objective Two: Welcoming Town | |
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| <p>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</p> | <ul style="list-style-type: none"> • Progress has been made with respect to District-Wide BCRP, with recruitment of a dedicated, full time BCRP Manager in hand. The post will sit within ADC’s Economy Team. • Once appointed, the BCRP Manager’s time will be equally distributed between Bognor Regis and Littlehampton. • This more than doubles the number of hours of in-person support Bognor Regis Businesses will receive compared with the previous 8 hours from JU. • This is the first time that any BCRP operating for the benefit of Bognor Regis businesses will benefit from a dedicated BCRP Manager, with a sole focus on reducing business crime. • As BRTC Elected Members chose not to support the initiative, BR BID will act as local funding partners, allocating Levy Funds to secure the benefits of the scheme for businesses, including the business crime reporting and information sharing tools and staffing. • The draft BCRP partnership documents developed by HA need further consideration by funding partners – particularly arrangements for governance and oversight of the Partnership. • Having lobbied local partners for this district wide provision since 2022, and as the committed funding partner for Bognor Regis, the BID will be represented on the BCRP’s Governing Committee. • The BID Facilitator will share updates with businesses going forward. |
| <p>Provision of 5/7 Community Warden with financial support from BRTC</p> | <ul style="list-style-type: none"> • In response to escalating incidents in the town centre, at the Directors Meeting on 3rd October BID Directors supported an increase of warden provision to six days, which took effect the following week. • The increase was made possible following savings in staff costs following the resignation of the BID’s BCR Liaison Officer (JU) to take up a full time position elsewhere. • Positive news for 25/26: At the BRTC Policy & Resources Committee Meeting 09.12.24, Elected Members supported the BID’s request for funding at the same rate as 24-25. |

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| | <ul style="list-style-type: none"> • If this is ratified by Full Council in January, the BID’s allocation of Levy Funds will see a return to the 7/7 service previously secured through grant funding with effect from 1st April 2025. • The BID’s increased allocation to support 7/7 warden cover has been made possible by changes to staffing, including the replacement of the full time BID COO post with a part time (20hr per week) BID Facilitator post, with effect from 1st January 2025. • Other good news: BRTC Elected Members are exploring the possibility of funding a second warden at key times throughout the year. While we all know intuitively that businesses and the public like having a warden in the town centre, Councillors will, quite rightly, be reaching their decision following careful consideration of the evidence – analysing data to make sure the allocation of public funding towards initiatives thought to support footfall is actually achieving the intended outcome <i>and</i> delivering value for money for local taxpayers. • The BID is continuing to support their decision-making by providing that data, drawn from the BID funded database, which will then be collated and shared by the BID Facilitator in time for the BRTC Full Council on 6th January 2025. |
| Selling the Radio Hire Scheme | <ul style="list-style-type: none"> • Having managed the “Shopwatch” Radio Hire scheme since the summer of 2023, the BID is transferring this business to EMS Services wef 1st January 2025. • BID Directors have agreed terms with EMS Services, and the BID COO has been contacting business members of the scheme to make them aware of the changes and arrange to transfer to the new provider. • The BID Facilitator will continue to follow up any outstanding payments for radio hire services once the business moves to EMS Services in the new year. • Businesses choosing to continue to hire radios will start new contracts with EMS Services – this will be managed by EMS Services. • Within the first twelve months of service delivery, the new provider has committed to introducing upgrades to all existing infrastructure, including new handsets for business participants. • Improved technology will enable the Warden and Police handsets to automatically identify callers. |

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| <p>Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street</p> | <ul style="list-style-type: none"> • HA arranged engineer to check Old Town festoon lighting, which had not been coming on. • The fault has been identified as the lighting itself, which was first installed in winter 2019 to replace that previously funded by the Town Council. • BID Directors had been made aware of the potential need to replace the infrastructure, and allocated a contingency in 2025-26 budget for replacement lighting according to quotes secured by the COO. • York Road lights – HA arranged engineer inspection – lighting cannot be activated while scaffolding is in place, for safety reasons. • BID Directors will work with the BID Facilitator to appoint a new lighting maintenance contractor before annual safety checks scheduled for March 2025. • The BID Facilitator has approached BRSFL to explore ongoing partnership arrangements for festoon at York Road, with a view to submitting all renewal paperwork for a further three years (to end of BID Term 2) to WSCC by 1st February 2025. |
| <p>UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting</p> | <ul style="list-style-type: none"> • This project was delivered in February 2024. • The Seafront Lighting continues to attract positive attention, and an image submitted by a local photographer was recently featured on the BBC News app. • A further (partner) request to introduce new timers to Bandstand and Place St Maur has been supported by the UKSPF Panel. This will be delivered as an ADC project. |
| <p>UKSPF Funded: Introduction of high level lamppost collars at Queensway</p> | <ul style="list-style-type: none"> • Third Party Attachment applications for lamppost collars at Queensway featuring Wayfinding elements were submitted and have been approved, with effect from 1st November, expiring 30th October 2027. • All designs for the collars have been signed off, and collars are now in production. • To maximise impact of the main Wayfinding Scheme, installation of lamppost collars is sequenced to follow the introduction of the key totems, posterboards, seating and banners across the wider scheme. |
| <p>Design, production & installation costs for 1 x seasonal banner change: London Road & High Street</p> | <ul style="list-style-type: none"> • Designs for new metal and fabric banners at both London Road and High Street have been approved, featuring wayfinding elements. • Design costs were included in Wayfinding Project Costs. • New banners are now in production and will be stored at The Track, ready for installation in line with the general rollout of wayfinding collateral (see above). • HA met with TFT to explore condition of existing banner arms and fixings for arms on London Road. |

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| | <ul style="list-style-type: none"> • While there is no immediate urgency, this would benefit from further exploration with ADC Property & Estates in the next financial year. |
| Professional fully funded graffiti removal service for levy paying business premises | <ul style="list-style-type: none"> • BRTC’s excellent Town Force Team continue to remove graffiti from commercial and residential premises across the BID Area. • At the budget setting meeting for 2025-26, BID Directors supported the recommendation to continue supporting BRTC’s efforts with a contribution of £750 towards costs. • It’s anticipated that the actual costs of TFT time and resources to provide this service will be shared with BR BID in early January 2025. • Historically the data provided by BRTC’s TFT Manager evidences that the costs for graffiti removal across the BID Area are considerably higher than the BID’s annual contribution. |
| Distribution of the Two Hour Parking Disc – subject to partnership agreements | <ul style="list-style-type: none"> • At ADC’s Policy & Finance Committee on 24th October 2024, Elected Members voted to retain cardboard discs and app options, with a £6 charge for cardboard discs, £4 charge for app, with one use per day at participating car parks in Bognor Regis OR Littlehampton. • The BID’s distribution of ADC Two Hour Parking discs was agreed up until to 31st December 2024. The BID Board of Directors declined ADC’s offer to act as distributors of the 2025 discs. • ADC Parking are managing all elements of the sale, distribution to business retailers and promotion of 2025 cardboard discs. • The 2025 discs went on sale on 30th November 2024, and are valid for one use per day in specified car parks in Bogor Regis or Littlehampton from 1st January 2025. • HA has reported back to ADC the number of discs distributed to businesses in 2024, and details of the funds collected on ADC’s behalf. • In line with the Service Level Agreement, those funds will be transferred to ADC, minus the £6k distribution fee agreed with BR BID, by the end of January 2025. • The background documents detailing the thinking underpinning the BID’s approach to the review of the Two Hour Parking Scheme are available to view and download from the BID’s website: https://www.brbid.org/keybidprojectdocuments |

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| <p>EXTRA: Reducing ASB at Station Square</p> | <ul style="list-style-type: none"> • Having secured a contact at Network Rail on 26th July, which eventually led to a connection at GTR on 7th September, the BID COO was finally directed to complete an application for “Landlords Consent” from Network Rail to install 450mm fencing to top of planter walls on 19th November. This detail is included to evidence the frustrations experienced in trying to get an apparently simple thing done. • Having confirmed that no other partner agency had capacity to complete and submit the documents required, BID COO completed detailed application, wrote the Heritage Statement and submitted all papers to GTR on 03.12.24 with a supporting argument (referencing Network Rail documents) that the project did NOT required Landlord’s Consent and could be secured through agreement from GTR, which had already been indicated. • The BID COO included a draft Memorandum of Understanding between BR BID and GTR that would consent to the BR BID carrying out all activity to install the fencing for a fixed period (to 31.03.28), with BID assuming costs for any maintenance and removal of railings and making good at the end of the period. <i>(This is the same funding arrangement as the BID introducing festoon lighting at various locations around town centre, where a commitment to annual safety checks in included in the annual budget.)</i> • GTR Contact acknowledged receipt on 06/12/24, adding that there is support from GTR’s wider Safety Team and Station Management team to take the project forward. • As at 06.12.24, the documents had been forwarded “to the infrastructure team at GTR to check over – from his initial reading of it he sees it as a very well formed proposal, and will be discussing it further with the infrastructure team to see how we can support the process.” • HA has advised funding partners at WSCC (from Arun Growth Deal) and SPCC Office (Community Fund) of the situation and remains optimistic that permission could be secured by end of the 24-25 financial year. |
| <p>EXTRA: Olive Trees at Queensway</p> | <ul style="list-style-type: none"> • This project was delivered using levy funds, with installation on 26.09.24 • All new olives have taken well to their new environment. |

| Objective Three: Transforming Town | |
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| Continue strategic partnership working between all stakeholder groups and agencies | <p>Including:</p> <ul style="list-style-type: none"> • Ongoing work with BRRB re introduction of Wayfinding • Partnership working with ADC Cleansing re Bigbellybins • Info sharing with BRTC – monthly warden reports, informal updates • Development of District Wide BCRP – with ADC economy Team and LHTC • Working with ADC Economy Team to promote businesses: Small Business Saturday • Ongoing efforts as part of multi-agency group focused on Station Square • Ongoing comms with ADC re business priorities during regeneration work |
| Supporting the delivery of businesses' strategic priorities for the town : safety, tourism, appearance, perceptions. | <ul style="list-style-type: none"> • Ongoing work to deliver improvements at Station Square – see separate section. • Budget recommendations to increase warden cover to 7/7 for 24-25 • Active engagement in development of District wide BCRP • Meetings with Tourism South East to explore barriers to recruitment for Visitor Economy • Ongoing delivery of LBR • Budget recommendation to fund annual DL / Map or BR for 24-25 |
| Progressing effective delivery of the Town Values for Bognor Regis | <ul style="list-style-type: none"> • The Town Values support all BID activity. • Work with BRRB and designer to finalise Placebranding documentation – this will be hosted on eth Love Bognor Refs website |
| Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses | <ul style="list-style-type: none"> • All monthly footfall reports published to BID website October, November. • Occupancy data and analysis shared with BID Board Members and local partners. |
| Ongoing monitoring, analysis and reporting of occupancy rates and use types to compare Bognor Regis's performance against national trends | <ul style="list-style-type: none"> • Occupancy rates and usage audit 27th September 2024 shows BR is still performing better than national average of 14% vacancy rate: • BR Core retail area: 10% • BR Town Center Area:7% • BR BID Area: 9% <p>The next quarterly audit will show improved occupancy with the reopening of a number of previously vacant core retail premises (Poundstretcher, O2)</p> |

| Objective Four: Empowering Businesses | |
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| Helping businesses develop by signposting to training, support, cost savings and grants | <ul style="list-style-type: none"> • CH developed new page on brbid.org as a one-stop resource to link to key training / support opportunities: https://www.brbid.org/support • |
| Encouraging businesses to grow through networking opportunities, working in collaboration with other B2B providers to eliminate duplication and maximise the benefits businesses gain through engagement | <ul style="list-style-type: none"> • Arun Business Partnership newsletter x 2 • Start Up Club at The Track • Open Day at Makerspace x 2 • Flourish – Arun Creative Digital Workshops x 3 • WSCC Growth Hub Start Up Day x 3 • Arun Business Awards • FFS Networking • Business Drop In Session at The Track • Small Business Saturday Training |
| Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development | <ul style="list-style-type: none"> • Total of 1 x query submitted by businesses for discussion at October Board Meeting, with representation from business at Old Town at the meeting and subsequent action and comms from BID COO. • Limited response from businesses in response to promotion opportunities through LBR this Christmas. |
| EXTRA: Promoting individual businesses | <ul style="list-style-type: none"> • ADC Economy Team Small Business Saturday initiative developed with BR BID and third party agency resulted in strong engagement, with posts re promoting businesses on Small Business Saturday. • CH delivering “Unwrap Your Christmas” campaign, showcasing individual businesses with respect to offers and events. • Ongoing like / share of new business openings / awards |
| COMPANY ADMINISTRATION | |
| BID Budget for 25-26 | <ul style="list-style-type: none"> • Following a comprehensive review of the BID’s capacity to deliver core commitments following the loss of income associated with the two-hour parking scheme, Directors agreed a new approach starting in the 2025-26 Financial Year, with a transition period |

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| | <p>commencing on 25th November with the appointment of Simon Mansfield (SM) to the new BID Facilitator post.</p> <ul style="list-style-type: none"> • The current BID COO, resigned on 26th September, giving the Board an extended period of notice to make alternative arrangements. • The BID COO's last working day is 13th December 2024. • The current BID Promotion & Comms Officer post will be made redundant, with the current postholder's last working day being 31st March 2025. |
| BID Governance | <ul style="list-style-type: none"> • The BID delivered an Annual General Meeting on 12th December 2024, reporting on activity for the 23-24 financial year. • At the meeting, A class BID Director Matthew Reynolds resigned. • At the meeting, A class BID Member Freya Reynolds was appointed as a Director. • At the meeting, A class BID Member was formally appointed as a Director, having served on the Board since September 2024. |