

## BOGNOR REGIS BID : TEAM UPDATE AT 3<sup>rd</sup> OCTOBER 2024

Objective One: Well Known Town	
1 x BID delivered event per annum, (TBC) including all engagement opportunities and promotion	<ul style="list-style-type: none"> <li>• The £2k allocation for BID events is being invested in a 6 week + installation of a 20ft Christmas Tree at Old Town (Methodist Church), including delivery, installation, lighting and removal costs.</li> <li>• The tree will feature a picket fence with a sign stating it has been provided by businesses, via the BID.</li> </ul>
Supporting & promoting high-quality third-party events which significantly increase footfall to the BID Area	<ul style="list-style-type: none"> <li>• Ongoing promotion of all Bognor Regis town events, at no charge via LBR Events page.</li> <li>• As very few event organisers list their events themselves, CH keeps abreast and adds them on behalf of the events.</li> <li>• CH collates all info in a regular post which is shared through LBR channels.</li> <li>• Recent extended promotion of “The Puppet Party through LBR, plus HA support to secure a commercial bin through ADC at no charge to event organisers.</li> <li>• CH now developing Christmas page for 2024 and plan for socials</li> </ul>
365 Delivery of the Love Bognor Regis destination website and associated social media channels	<ul style="list-style-type: none"> <li>• Ongoing delivery of websites and channels with regular Guides promoting thematic activities and businesses, including recent guides on places to eat breakfast.</li> <li>• SLA for 2024-25 signed by HA, and ADC invoiced for service charge.</li> </ul>
Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)	<ul style="list-style-type: none"> <li>• Market continues with committed traders, including new bakery pitch.</li> <li>• New arrangement with receipts posted to BlueSpire working well.</li> </ul>
UKSPF Funded: Deliver 24-month perception campaign, celebrating People, Places and Progress	<ul style="list-style-type: none"> <li>• Perception campaign soft launched.</li> <li>• Interesting potential to work with Heritage Partnership on PEOPLE STORIES.</li> <li>• HA aware that this project needs further attention and will prioritise as soon as possible.</li> </ul>
UKSPF Funded: Installation of 3 x footfall attracting “Insta” sites at key locations	<ul style="list-style-type: none"> <li>• Project adjusted to focus on one key installation as a result of unforeseen costs and complexities with leases that would have delayed delivery of 3 x sites.</li> <li>• Link with BRTC mini bathing machine has not been able to be progressed as yet, as that project has not yet been realised.</li> </ul>

	<ul style="list-style-type: none"> <li>BR Time Portal experience has now had over 18,170 visitors since installation on 29<sup>th</sup> March 24.</li> </ul>
UKSPF Funded: Supporting the installation of the wayfaring design	<ul style="list-style-type: none"> <li>Ongoing partnership working with BRRB – particularly with the preparation and logistics of introducing Bigbelly bins.</li> <li>17 belly bins introduced at High Street (east and central) and Station Road / Station Square 03.10.24.</li> <li>See also Queensway banner project.</li> </ul>
Ongoing partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2026 - subject to development plans	<ul style="list-style-type: none"> <li>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.</li> </ul>
<b>Objective Two: Welcoming Town</b>	
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	<ul style="list-style-type: none"> <li>Progress has been made with respect to District-Wide BCRP, with HA attending meetings with funding partners.</li> <li>ADC Economy Team now developing the BCRP Manager post profile.</li> <li>HA updated BCRP partnership documents to provide a draft basis for the new arrangements, subject to further consideration by funding partners – particularly Governance issues.</li> <li>HA and Insp CN met with NBCS to update and have initial discussion around data processing services for BR AND LH in the short and longer term.</li> <li>HA and Insp CN meeting with Littoralis to explore best way to set up DISC platform to accommodate reporting from both towns, with a view to extending access to all businesses across the District in the longer term.</li> </ul>
Provision of 5/7 Community Warden with financial support from BRTC	<ul style="list-style-type: none"> <li>Ongoing provision of 5/7 warden.</li> <li>Formal request submitted to BRTC for ongoing funding of warden in 2025-26 FY, with a commitment from BID that BRTC’s funding will secure 7/7 provision from 1<sup>st</sup> April 2025.</li> </ul>
Funding the ongoing maintenance, electrical and insurance costs for the festoon lighting at York Road, Old Town, Station Square, and Bedford Street	<ul style="list-style-type: none"> <li>Maintenance and safety checks carried out in March 2024.</li> <li>Angel at Old Town repaired at BID cost, with ongoing responsibility transferred to Methodist Church.</li> <li>Engineer checked Old Town festoon as it had not been on – repaired.</li> <li>York Road lights – this is tricky as the electrical supply is being disrupted by ongoing works at the Arcade. HA has asked ADC Regeneration Consultant to remind teams working there, but it might be unrealistic to think this is their top priority.</li> </ul>

UKSPF Funded: Enhanced technology to enable extended 365 seafront lighting	<ul style="list-style-type: none"> <li>• Main project delivered February 2024.</li> <li>• Further request to introduce new timers to Bandstand and Place St Maur has been supported.</li> </ul>
UKSPF Funded: Introduction of banner arms and banners at Queensway	<ul style="list-style-type: none"> <li>• Following concerns about longevity of fabric banners, HA submitted request to UKSPF panel to change to robust lamppost collars, featuring Wayfinding breadcrumbs. This extension to Queensway compounds the impact of the scheme.</li> <li>• TPA's for lamppost collars submitted and approved.</li> <li>• Following the end of BRTC's TPA's for hanging baskets, installation of the lamppost collars can take place from 1<sup>st</sup> November 2024. However, to maximise impact, the actual installation date will be timed to coincide with the rollout of the Route 1 Wayfinding Scheme at Route 1.</li> </ul>
Design, production & installation costs for 1 x seasonal banner change: London Road & High Street	<ul style="list-style-type: none"> <li>• The designs for the new banners are being developed to incorporate the new wayfinding.</li> <li>• New banners will be introduced in line with rollout of Route 1. In the meantime, HA is monitoring condition of existing banners (installed April 2023), and arranging for replacements / removal of those damaged by weather.</li> <li>• HA will also arrange for replacement of fixings to coincide with installation of new banners.</li> </ul>
Professional fully funded graffiti removal service for levy paying business premises	<ul style="list-style-type: none"> <li>• Contribution of £750 made to BRTC</li> </ul>
Distribution of the Two Hour Parking Disc – subject to partnership agreements	<ul style="list-style-type: none"> <li>• Ongoing distribution of discs, plus monthly reporting to ADC.</li> <li>• HA participation in Working Party July 2024. The recommendations of the Working Party were presented for consideration at ADC's Environment Committee in September, and overturned. The matter has now been referred to ADC's Policy &amp; Finance Committee on 24<sup>th</sup> October 2024.</li> <li>• The background documents showing the rationale behind the BID's approach to the Two Hour Parking scheme working party are available to view and download from the BID's website: <a href="https://www.brbid.org/keybidprojectdocuments">https://www.brbid.org/keybidprojectdocuments</a></li> </ul>
EXTRA: Olive Trees at Queensway	<ul style="list-style-type: none"> <li>• Following request from Director, funding approval to finalise planting of Olive trees at Queensway agreed by Directors.</li> <li>• Remaining olive trees ordered, delivered, planted out in line to co-ordinate with BRTC's planting schedule 26.09.24.</li> </ul>

<b>Objective Three: Transforming Town</b>	
Continue strategic partnership working between all stakeholder groups and agencies	<p>Including:</p> <ul style="list-style-type: none"> <li>• Actively participating in Two Hour Parking Scheme working party</li> <li>• Ongoing work with BRRB and ADC re introduction of Wayfinding</li> <li>• Partnership working with ADC Cleansing re Bigbelly bins</li> <li>• Info sharing BRTC – monthly warden reports, informal updates</li> <li>• HA meeting with ADC CEO DH to discuss business priorities 19.08.24</li> <li>• Development of District Wide BCRP</li> <li>• Working with ADC Economy Team to promote businesses: Small Business Saturday</li> <li>• Attending multi-agency meeting to address ASB, Station Square</li> </ul>
Supporting the delivery of businesses' strategic priorities for the town: safety, tourism, appearance, perceptions.	<ul style="list-style-type: none"> <li>• Ongoing work to deliver improvements at Station Square.</li> <li>• Budget recommendations to increase warden cover to 7/7 for 24-25</li> <li>• Active engagement in development of District wide BCRP</li> <li>• Upgrading content about Bognor Regis on TSE</li> <li>• Ongoing delivery of LBR</li> <li>• Budget recommendation to fund annual DL / Map or BR for 24-25</li> </ul>
Progressing effective delivery of the Town Values for Bognor Regis	<ul style="list-style-type: none"> <li>• The Town Values support all BID activity.</li> </ul>
Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses	<ul style="list-style-type: none"> <li>• Some issues with Springboard monitor this quarter, requiring periods of estimated footfall in June and August.</li> <li>• Springboard notified BID re problem and updated on work carried out to restore normal service.</li> </ul>
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"> <li>• Occupancy rates and usage audit 27th September 2024 shows BR is still performing better than national average of 14% vacancy rate:</li> <li>• BR Core retail area: 10%</li> <li>• BR Town Centre Area: 7%</li> <li>• BR BID Area: 9%</li> </ul>

	The next audit will likely show improved occupancy with a number of core retail premises (ex-Wilko, O2 and H. Samuel) under development. The new Poundstretcher will open on 17 <sup>th</sup> October.
Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends	<ul style="list-style-type: none"> <li>• Occupancy data and analysis shared with BID Board Members and local partners.</li> <li>• All Springboard Monthly footfall data published to BID website.</li> </ul>

<b>Objective Four: Empowering Businesses</b>	
Helping businesses develop by signposting to training, support, cost savings and grants	<ul style="list-style-type: none"> <li>• CH developed new page on brbid.org as a one-stop resource to link to key training / support opportunities: <a href="https://www.brbid.org/support">https://www.brbid.org/support</a></li> <li>• Monthly shares of Arun Business Partnership newsletter on BID channels</li> </ul>
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"> <li>• West Sussex Growth Hub: Finance Clinic x2</li> <li>• Arun Creative Digital: Peer-to-Peer Sessions</li> <li>• West Sussex Libraries: Business start-up webinar</li> <li>• ADC Tourism Survey x3</li> <li>• West Sussex Economic Growth: Board members recruitment</li> <li>• The Track Start-up Club</li> <li>• Small Business Britain: Strategies to Boost Your Business webinar</li> <li>• ADC Services app launch – promotion and adding to the ‘Report it’ page on BID website</li> <li>• Small Business Britain: Small and Mighty Enterprise six-week programme</li> </ul>
Improving engagement between levy paying businesses and the BID, encouraging greater direct involvement in BID project development	<ul style="list-style-type: none"> <li>• Total of 3 x queries submitted by businesses for discussion at Board Meetings (June / October)</li> <li>• Christmas Planning meeting may now be moot following Directors’ decision to invest allocated budget in Christmas Tree at Old Town.</li> <li>• CH currently working on Comms encouraging businesses to engage with promotion opportunities through LBR this Christmas.</li> <li>• Supporting BRTC window trail event for ECO Day</li> </ul>

	<ul style="list-style-type: none"> <li>Independents Day UK 2024 campaign – two-week campaign in July on LBR, featuring 12 businesses on social media with three businesses completing the ‘Indie Hero’ pro-forma to appear as a Guide on LBR.</li> </ul>
EXTRA: Promoting individual businesses	<ul style="list-style-type: none"> <li>HA meeting with ADC Economy re promoting businesses on Small Business Saturday.</li> <li>CH developing Christmas Campaign.</li> <li>Ongoing like / share of new business openings / awards (The Pier, Coconut Fusion, Crimsham Farm Studio 1)</li> <li>15 businesses featured in the ‘Breakfasts Spots’ Guide on LBR</li> </ul>
Insights LBR socials (Facebook, Instagram)	<ul style="list-style-type: none"> <li>Combined reach (July, Aug, Sept 24): 59k</li> </ul>