

# Bognor Regis Town Centre Management Initiative Evaluation

Bognor Regis Regeneration Sub Committee  
Caroline Gosford, Arun District Council

24<sup>th</sup> September 2018



# Agenda

1. Public Realm before and after
2. Town Centre premises before and after
3. Events and other fun
4. Evidence of change

# London Road Precinct: before and after





# Station Square: before and after





# Station Road: before and after





# High Street: before and after





# Gentle reminder of Bognor Regis past....



# Premises improvement: before and after: Shopfronts





# Premises improvement: before & after: Boots car park



# Quality new independent businesses

- Warrens Bakery
- T-Bone Burgers
- The Dog & Duck
- Victoria Fish & Chips
- Baby Boutique
- Jasmine House
- Rainbows
- Meze Restaurant
- Mustard's Restaurant (coming soon)
- Rekrow Consulting
- Coastline Tiles

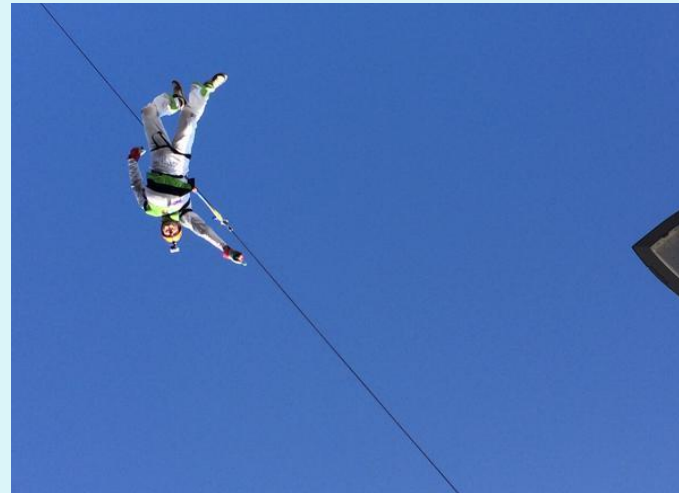




# Vacant upper storeys to residential



# Landmark Events: Aerial Birdman





# Dickensian Christmas





# Seasonal and Speciality Markets





# Great British High Street Awards 2015



**Finalist**

**Bognor  
Regis**



**Marcus Jones MP: High Street Minister  
Simon Roberts: President, Boots Alliance**

**Best Improving Coastal Town**

# BID Ballot Result

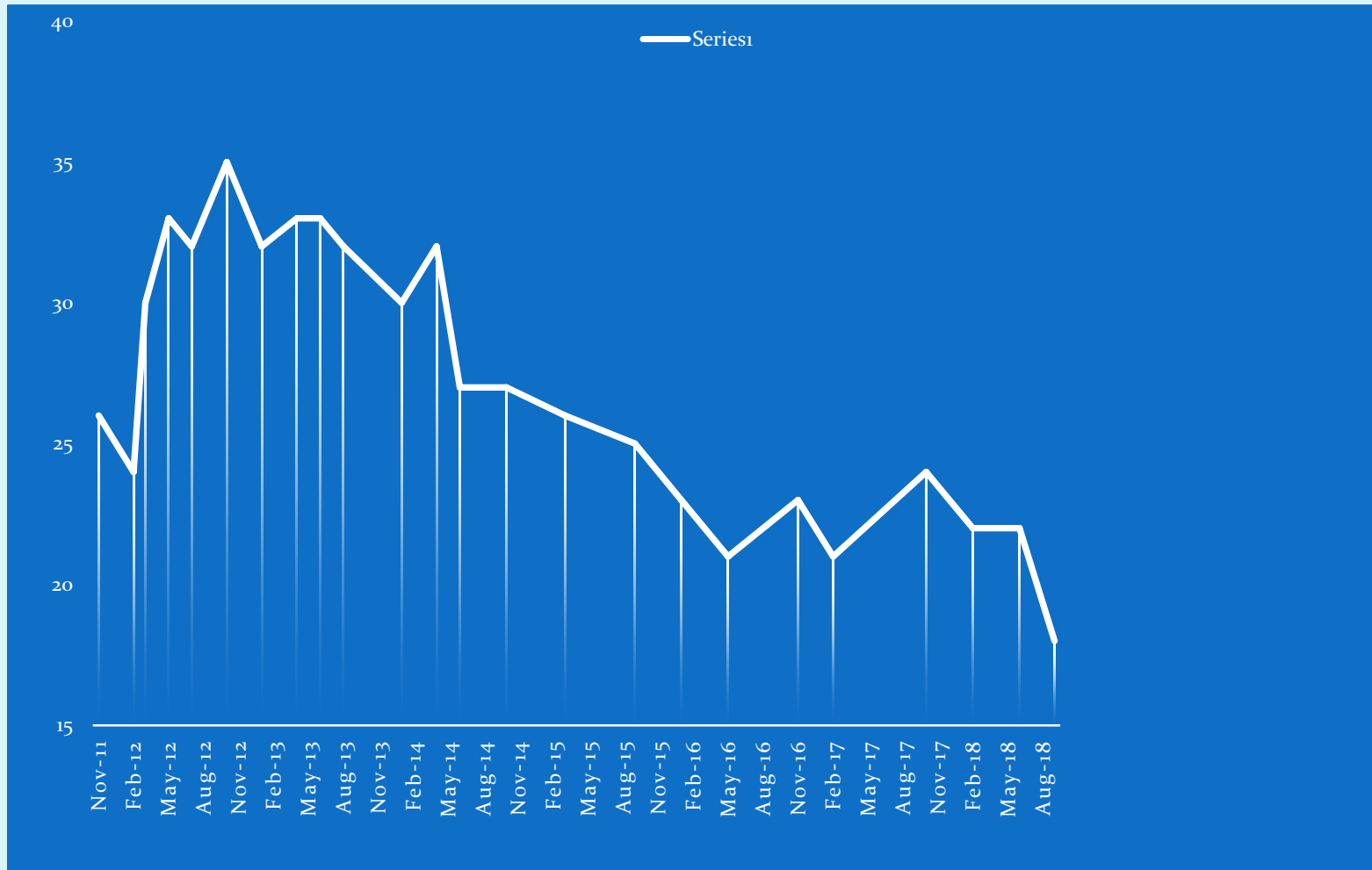
- Total Votes cast: 179 (60% turnout)
- Rateable value votes cast: £7,041,150 (78% RV Turnout)
- Total votes cast in favour: 143 (80%)
- Rateable value of votes cast in favour: £5,571,000 (79%)





# Vacancy Rates

6.7 % vacancy rate with 18 empty shops out of 267. Down from a high of around 14% in 2012. All BID area 9.3%, 37 empty from 404 units

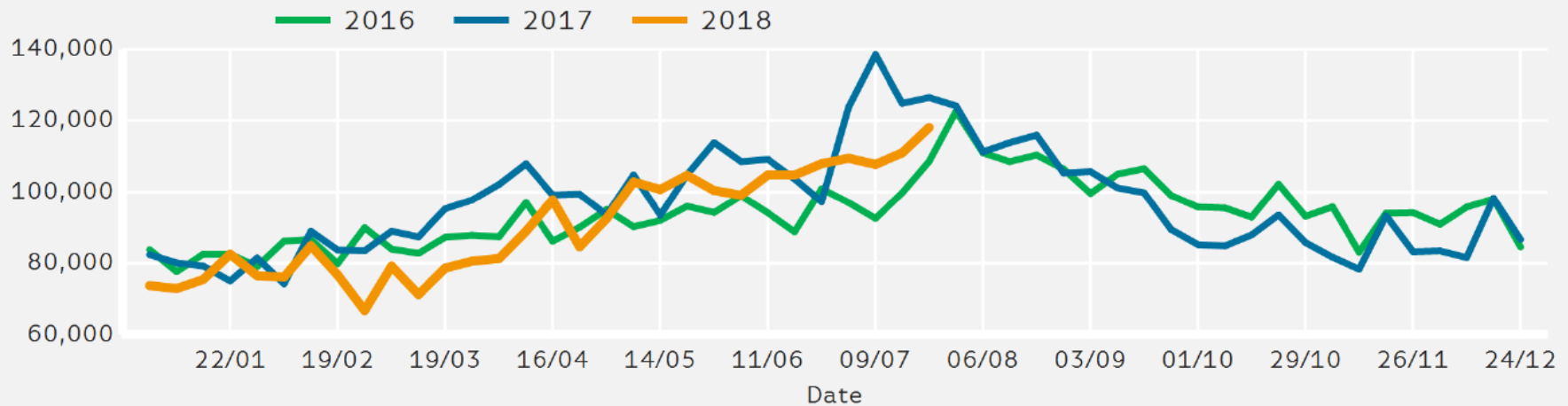


# Footfall: Springboard

The graph shows the weekly footfall count. The change in footfall for Bognor Regis Town Centre over the last 52 weeks is 6.5% down on the previous year. The number of visitors counted for July 2018 was 446,385.



## Footfall by Week





# Footfall: Noggin

Bognor Regis Monthly Report  
June 2018

28 May to 01 Jul  
Week 22 to Week 26

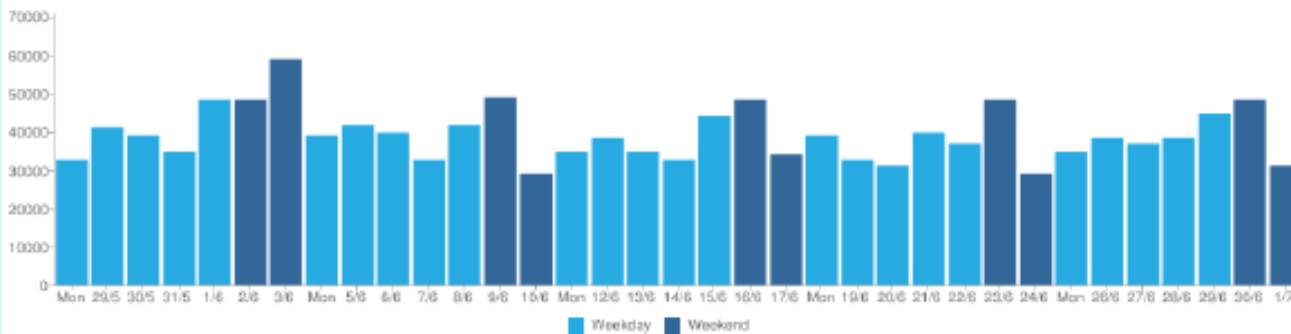
## Visits across the Area

1,373,000  
visits this month

▲ 3 %  
vs previous month

A visit is counted as a person entering the area at any point within a day.

### Visits by Day



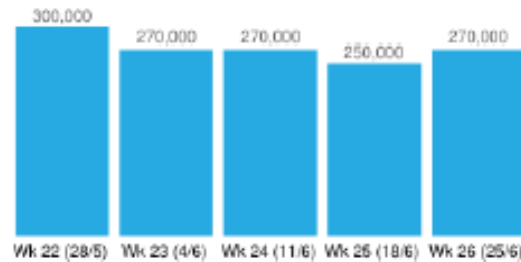
### Busiest Days

- Sun 3 Jun (59,000)
- Sat 9 Jun (49,000)
- Sat 23 Jun (48,000)
- Sat 2 Jun (48,000)
- Fri 1 Jun (48,000)
- Sat 30 Jun (48,000)
- Sat 16 Jun (48,000)

### Busiest Individual Hours

- Sun 3 Jun 16:00-17:00 (12,000)
- Sun 3 Jun 17:00-18:00 (11,000)
- Sun 3 Jun 15:00-16:00 (11,000)
- Sat 9 Jun 10:00-11:00 (8,400)
- Fri 1 Jun 09:00-10:00 (8,400)
- Fri 29 Jun 12:00-13:00 (8,200)
- Sun 3 Jun 18:00-19:00 (8,200)

### Visits by Week



\* Phone counting has high margins of error when used for long-term comparisons and other sources should be included where possible.

# Town Centre Management Work Programme

Green = achieved	Amber = partial	Red = Fail	Purple = exceeded			
<b>1. A Welcoming Town Centre</b>						
<b>Deliverable</b>	<b>Objective</b>	<b>Ease/Impact</b>	<b>Measure</b>	<b>Partners</b>	<b>Result</b>	<b>Commentary</b>
1.1 Shop Frontage improvement	Uplift streetscape	Hard/High	Shop Audit: Condition Audit: target list	ADC S215 Officer Businesses	Purple	Step change in shop front condition/presentation Good partnership working with S215 Officer
1.2 Clean and Tidy Campaign	Improve public realm	Med/High	Satisfaction survey	ADC Cleansing ADC Litter Police Businesses	Green	Noticable improvement since new public realm Community Clean Up Days successful Civic pride generated, less graffiti/vandalism
1.3 Shopwatch scheme	Reduce crime & ASB	Med/High	Crime/ASB data Scheme in place Members active	Existing Pubwatch/BCRP Police & ADC Comm Safety	Red	Traders voted to run this themselves - no progress Business Warden scheme relaunch worked well Police cuts and rise in ASB = not good situation
<b>2. A Town Centre where Business can thrive</b>						
<b>Deliverable</b>	<b>Objective</b>	<b>Ease/Impact</b>	<b>Measure</b>	<b>Partners</b>	<b>Result</b>	<b>Commentary</b>
3.1 Inward investment	Reduce vacancy rate New businesses	Med/High	Vacancy rate Business retention New businesses Number of Independents Marketing opportunities	ADC Regeneration BR Town Council BR Traders Association BR Regeneration Board Agents	Purple	Vacancy rate halved and still falling Investment in premises over 50% improved New businesses coming in are good quality indies Partnership promote BR as investment destination - £1billion committed "Turning the Tide" investment conference partner
3.2 Business support pack	Support new businesses Reduce Vacancy rate	Easy/High	Vacancy rate Business retention New businesses Support Pack	ADC Business Development BR Town Council BR Traders Association	Amber	Vacancy rate reduced Levered in business/apprenticeship/shop front grants and training via ADC Support Pack not done, no demand from businesses - tailored 1-2-1 support deemed more appropriate
3.3 Business Improvement District	Achieve "YES" vote	Hard/High	Feasibility Report BID Business Plan/Ballot BID implementation	ADC Regeneration ADC Revs and Bens BR Town Council BR Traders Association	Purple	Feasibility Report and Business Survey advised BID Business Plan Levered in support from partners in place of normal consultancy support for which there was no budget Resounding 80% in favour by RV and turnout High turnout 60% by industry standards BID fully implemented and operational
3.4 Customer Service Training	Improve customer service	Easy/High	Satisfaction survey Visitor numbers Training delivered	Butlin's	Green	Popular, well-received free training sessions held
3.5 Digital High Street	Business sustainability Increase businesses using internet	Easy/Med	Business Retention Training delivered	BR Traders Association	Green	Popular and well-received training sessions held More businesses now email contact than previously



3. A Well Known Town Centre						
Deliverable	Objective	Ease/Impact	Measure	Partners	Result	Commentary
2.1 Marketing & promotion	Awareness-raise Perception change More & longer visits Target Butlin's/students Target higher-spending	Easy/High	Marketing Strategy Marcomms delivery	ADC Comms U of C	Green	Footfall up Direct town centre advertising/leaflets in Butlin's Freshers Week offers for students Regular content in affluent village magazines Visits to Rotary and the like to encourage visits
2.2 Placebranding	Awareness-raise Perception change	Easy/High	TCM brand Place brand developed	ADC/WSCC/U of C	Amber	TCM logo co-ordinates with existing brands Town place-branding underway HemingwayDesign
2.3 Quality Events	More & longer visits Target Butlin's/students Target higher spending	Med/High	Satisfaction Survey Footfall increase 3 strategic events/year Smaller events	ADC Events BR Town Council	Purple	Footfall up for regular markets & events Trade increases during events National positive promotion Aerial Birdman Used quality events to attract higher spending visits
2.4 Loyalty Scheme	Increase retail sales	Med/High	Scheme in place	ADC Regeneration (S106) BR Traders Association	Amber	£5k ringfenced funding for Loyalty Scheme in place, carried over to BID to implement. A scheme linked to 2 hour free parking discs is scoped out in principle but not yet implemented

#### 4. A Regenerating, Developing and Accessible Town Centre

Deliverable	Objective	Ease/Impact	Measure	Partners	Result	Commentary
4.1 Support ongoing public realm work	Improve trading More & longer visits Target higher spending	Hard/High	Satisfaction Survey Visitor numbers/spend Business retention Completed scheme	ADC Regeneration/Parks BR Town Council West Sussex CC BR Traders Assoc	Purple	Public realm work implemented, minimised disruption to businesses TCM advocated for businesses throughout; promotion/signage mitigated for disruption Increased footfall and visitors Vacancy rate reduced Attracting higher quality new businesses
4.2 Accessibility: improved/free parking, wayfinding	More & longer visits	Med/High	Satisfaction Survey Visitor numbers/spend Free parking in place Wayfinding in place	ADC Car Parks ADC Regeneration BR Town Council BR Traders Association	Green	Wayfinding scheme partner, new monoliths in place Free parking scheme ongoing, raising income Footfall and visitor number increased
4.3 Area based initiatives	Reduce vacancy rate Improved offer More visits/footfall	Hard/High	Old Town uplifted Queensway greening Sudley Rd alley improve Green infrastructure	ADC Regeneration/Parks BR Town Council West Sussex CC BR Traders Assoc	Green	Old Town public realm/public art/pedestrianisation plans ready to implement when funding available Artisan Markets and branding/promotion increased footfall to this end of town Queensway planting upgraded by BR Town Council; vacancy rate from 26% down to 0% Sudley Rd alley redevelopment coming forward from two landowners to uplift
4.4 Town centre wi-fi	More & longer visits	Med/High	Satisfaction Survey Visitor numbers/spend Vacancy rate Business retention Fast free wifi available	BR Town Council BR Traders Association	Green	Visitor numbers and spend increased Wi-Fi initially in town and on seafront funded by BR Town Council, now ongoing Exploring faster and more complete coverage
4.5 Evening & night-time economy	More visits/footfall Higher spend per visit	Hard/High	Footfall increase ENT New quality ENT businesses New cultural activity Work to Purple Flag	ADC Licensing Businesses	Green	ENT footfall increased >10 new quality outlets open, transformed offer

**Any Questions?**

