



# Public Document Pack

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Committee Manager Carley Lavender (Extn 73547)

15 September 2022

## ECONOMY COMMITTEE

A meeting of the Economy Committee will be held in **Council Chamber, at Arun Civic Centre, Maltravers Road, Littlehampton, BN17 5LF** on **Tuesday 27 September 2022 at 6.00 pm** and you are requested to attend.

Members: Councillors Cooper (Chair), Gunner (Vice-Chair), Dixon, Edwards, Northeast, Pendleton, Roberts, Seex, Stanley, Dr Walsh and Yeates

**PLEASE NOTE:** Where public meetings are being held at the Arun Civic Centre, to best manage safe space available, members of the public are encouraged to watch the meeting online via the Council's Committee pages.

1. Where a member of the public wishes to attend the meeting or has registered a request to take part in Public Question Time, they will be invited to submit the question in advance of the meeting to be read out by an Officer, but of course can attend the meeting in person.
2. We request members of the public do not attend any face-to-face meeting if they have Covid-19 symptoms.

Any members of the public wishing to address the Committee meeting during Public Question Time, will need to email [Committees@arun.gov.uk](mailto:Committees@arun.gov.uk) **by 5.15 pm on Monday, 19 September 2022** in line with current Committee Meeting Procedure Rules.

It will be at the Chief Executive's/Chair's discretion if any questions received after this deadline are considered.

For further information on the items to be discussed, please contact [Committees@arun.gov.uk](mailto:Committees@arun.gov.uk).

## AGENDA

1. APOLOGIES

2. DECLARATIONS OF INTEREST

Members and Officers are invited to make any declaration of pecuniary, personal and/or prejudicial interests that they may have in relation to items on this agenda and are reminded that they should re-declare their interest before consideration of the items or as soon as the interest becomes apparent.

Members and Officers should make their declaration by stating:

- a) the item they have the interest in
- b) whether it is a pecuniary/personal interest and/or prejudicial interest
- c) the nature of the interest

3. MINUTES

(Pages 1 - 6)

The Committee will be asked to approve as a correct record the minutes of the Economy Committee held on 26 July 2022.

4. ITEMS NOT ON THE AGENDA THAT THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5. PUBLIC QUESTION TIME

To receive questions from the public (for a period of up to 15 minutes)

6. BUDGET PROCESS REPORT 2023-2024

(Pages 7 - 12)

The report provides a summary of the budget process for 2023/24 as required by the Council's Constitution. The Committee is then asked to approve the Budget process for 2023/24 as outlined in the report, having been endorsed by the Policy & Finance Committee on 6 September 2022.

7. BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT TERM 2 BALLOT

(Pages 13 - 166)

This report is to inform the Committee of a proposal by Bognor Regis Business Improvement District Limited to conduct a ballot to continue the Business Improvement District (BID) in Bognor Regis for a second term.

## **OUTSIDE BODIES - FEEDBACK FROM MEETINGS**

Attached is an update report from Councillor Edwards the councils nominated representative and Chair of the Bognor Regis Regeneration Board.

### 8. WORK PROGRAMME

(Pages 169 -  
170)

For information only.

Note : If Members have any detailed questions, they are reminded that they need to inform the Chair and relevant Director in advance of the meeting.

Note : Filming, Photography and Recording at Council Meetings – The District Council supports the principles of openness and transparency in its decision making and permits filming, recording and the taking of photographs at its meetings that are open to the public. This meeting may therefore be recorded, filmed or broadcast by video or audio, by third parties. Arrangements for these activities should operate in accordance with guidelines agreed by the Council and as available via the following link [PART 8 - CP - Section 5 Filming Photographic Protocol](#)

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# Public Document Pack Agenda Item 3

Subject to approval at the next Economy Committee meeting

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## ECONOMY COMMITTEE

26 July 2022 at 6.00 pm

Present: Councillors Cooper (Chair), Gunner (Vice-Chair), Dixon, Edwards, Northeast, Pendleton, Dr Walsh, Mrs Cooper (Substitute for Roberts), Smith (Substitute for Stanley) and Oppler (Substitute for Yeates)

Councillors Mrs Staniforth were also in attendance for all or part of the meeting.

Apologies: Councillors Roberts, Stanley and Yeates

### 181. DECLARATIONS OF INTEREST

There were no declarations of interest made.

### 182. MINUTES

Cllr Dixon raised an inaccuracy with minute 784 [Closure of Trisanto Development Corporation LTD], where it had been recorded that Cllr Yeates voted twice on the item, once against and once abstaining. The Chair confirmed that the Committee Manager had checked the recorded vote sheet and verified that Cllr Yeates had only voted once, that vote was recorded as an abstention and the minute would be corrected.

Then the minutes of the Economy meeting held on 29 March 2022 were approved as a correct record.

### 183. PUBLIC QUESTION TIME

There were no public questions for this meeting.

### 184. MEETING START TIMES

It was proposed by Cllr Cooper and seconded by Cllr Gunner that the meeting start times be 6pm.

The Committee

RESOLVED

That its meeting start times be 6pm for the remainder of 2022/23

Economy Committee - 26.07.22

185. CHANGING PLACES TOILETS IN ARUN DISTRICT

*(Cllr Cooper & Mrs Cooper declared a personal interest in this item as Councillors of Rustington Parish Council. Cllr Northeast declared a personal interest in this item as a Littlehampton Town Councillor)*

*(Cllr Pendleton arrived at the meeting at 18:11pm)*

The Director of Growth explained to members that the report before them was a technical overview of the delivery for the changing places toilets. He confirmed that the council had been successful with its bid and had just under £400,000 for the delivery of the toilets and confirmed it was looking to proceed with the locations detailed within the report.

The Chair then opened the debate and took questions from the committee where it was requested that the toilets be labelled as 'accessible' toilets rather than 'disabled' as there were a number of users who would benefit from being able to use these toilets without the fear of judgement from others. It was confirmed by the Director of Growth that he would take the suggestion back to the officers who would take this request into consideration at the appropriate time.

One member expressed his thanks to everyone involved in the process so far, however he wanted assurance that 6 toilets would be delivered and that there would not be any reason why the council would lose 2. It was confirmed that the funding had been specifically given for the 6 changing places toilets and that would be what was delivered.

The Chair and vice-chair expressed their thanks to the officers involved on the work completed and were pleased that these toilets were another good offering for the town residents and visitors.

The recommendation was proposed by Cllr Cooper and seconded by Cllr Edwards.

The Committee

RESOLVED

- 1) that the budget of £389.8k for the delivery of Changing Places Toilet (CPT) facilities including where relevant procurement and all associated works at 1 – Crown Yard Public Conveniences, Arundel, 2 – Wildfowl & Wetlands Centre, Arundel, 3 – Hotham Park, Bognor Regis, 4 – The Street, Rustington (Rustington Parish Council) be approved
- 2) Delegates Authority to the Group Head of Technical Services, to authorise, place orders for and enter into contract for the tendered CPT facilities with the most economically advantageous contractor(s) following the procurement exercise.

186. LITTLEHAMPTON PUBLIC REALM IMPROVEMENTS: PHASE 2 & 3 HIGH STREET / BEACH ROAD / EAST STREET / CLIFTON ROAD

(Cllr Dr Walsh arrived at the meeting at 18:21pm)

In introducing his report, the Director of Growth stated that hopefully members have had the opportunity to have walked down the high street to see the works that had already been completed. He explained that in managing the budget of the project the council had applied a 'lean' management process. However, economically, the world is in a difficult place currently and that brings with it additional challenges when fulfilling a project such as this. He confirmed that when issues had arisen, they were flagged up and if they fall out of scope a review was undertaken in order to make a decision regarding continuing to deliver as planned or the council make the changes as needed. Turning to the report he explained that the report detailed some of the issues that had cropped up since the project started. He confirmed that the project was now estimated to cost an additional £250,000 but were not currently expecting any further overspend. To ensure a contingency, the report was also requesting for an additional £150,000 to be placed in reserve. In summing up he stated that some of the underground services had not been properly mapped previously. Until work had started we did not conclusively know what pipework and other services were beneath the pavements or what condition they were in. He then referred members to the recommendations in the report.

The Chair confirmed to members that the contact he had from traders raising issues or concerns had been dealt with swiftly and he thought the Town Centre was looking excellent from the work completed so far. He then opened up the debate and invited members to ask questions or make comment.

One member stated that he was a regular visitor of the Town Centre and he was pleased to report he had not had many negative comments made to him, however, he did state that given the very dry weather we'd had recently that the council needed to be mindful about washing the dirt away from the pavements. It was confirmed by the Director of Growth that built into the maintenance and upkeep of the town centre the pavements would receive a deep clean throughout the year.

Members then raised the issue of graffiti on the new street furniture that had appeared. The concern was that should the graffiti not be removed swiftly that this issue would get worse and that the purpose of the work to upgrade the area would be lost. It was confirmed that the graffiti had already been dealt with and removed. Discussion continued with suggestions made that a dedicated PCSO or Town Warden was needed in order to stop these acts of vandalism along with other more serious vandalism such as broken shop windows. It was felt that should actions not be taken to stamp out this behaviour that people visiting the area would be put off, damaging the tourism opportunities available to the area. The vice-chair confirmed that he had raised these

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very issues at the Housing & Wellbeing Committee meeting last week and had reached out to Detective Inspector Nick Bowman and the Police and Crim Commissioner Katy Bourne.

Moving the discussion on, the chair reminded member of the recommendations before them. A query regarding the junction of the high street and Arundel Road having been slimmed down was raised to understand why this action had been completed. It was confirmed that this was part of the original design document signed off by members and it was designed to create a loading bay on the southern side of the road.

It was asked if there was a plan to incorporate extra watering of the new trees that had been planted to ensure that they are maintained and cared for until the project is completed and the work to look after these trees is handed over to the council's parks team. It was confirmed that the contractor had upped the watering regime during the summer months.

Final comments were that members were pleased to have received the report with the extra spend detailed rather than finding out about the additional spend without having been involved.

The recommendations were proposed by Cllr Cooper and seconded by Cllr Dr Walsh.

The Committee

#### RESOLVED

- 1) Review the contents of the report regarding progress on the delivery of the public realm phases 2 & 3.
- 2) Approve the projected overspend on the project of £250k and £150k contingency sum (a total of £400k), to be funded from the creation of an earmarked reserve in 2021/22.

#### 187. WORK PROGRAMME

The Chair invited Cllr Edwards to address the committee with a work programme suggestion for members to consider. Cllr Edwards explained that he wanted to propose that a new extreme sports facility be considered for Bognor Regis. He talked members of the committee through the vision of this facility, where it could be located, who the facility would be available to and his reasons why Bognor Regis would benefit from a facility such as this.

The Chair advised members that this was put forward as a suggestion to be considered by the committee at the meeting. Members were not being asked to agree this as definite decision to take place. He confirmed that officer's workload would need



to be taken into consideration should members decide that they wish to see this item added to the work programme.

Turning to the debate there were mixed feelings across the committee, some were of the opinion that in presenting this suggestion to members it contained unprovable statements within the detail. Others were of the opinion that there could be some complications regarding the shared ownership issues with Butlins of the proposed site, as well as concern for where the funding for a project of this size would come from. It was worth asking officers to provide a report on the suggestion so that a more informed decision could be debated.

It was confirmed by the Director of Growth that a report could be produced that would effectively be a scoping report. It would outline the options around procurement, broad information of the feasibility and how resource challenges would be addressed.

Members then voted to add this item to their work programme and for officers to provide a report at a future meeting of the committee.

In turning to the work programme before the committee, disappointment was highlighted as there was still no record of when the committee would be receiving its performance report, as agreed by Full Council. It was confirmed by the Director of Growth and the Committee Manager that the meeting dates the reports would feed into had only recently been agreed by CMT and that the Economy Committee could expect to see these reports at their November 2022 and February 2023 meetings and that the Work Programme would be updated to reflect this by the committees next meeting in September.

The Committee then noted its work programme.

(The meeting concluded at 7.16 pm)

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## Arun District Council

<b>REPORT TO:</b>	<b>Economy Committee – 27 September 2022</b>
<b>SUBJECT:</b>	<b>Budget 2023/2024 Process</b>
<b>LEAD OFFICER:</b>	<b>Carolyn Martlew, Interim Group Head of Finance and Section 151 Officer</b>
<b>LEAD MEMBER:</b>	Councillor Andy Cooper
<b>WARDS:</b>	<b>All</b>
<b>CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:</b>	
The Council’s budget promotes all of the Council’s Corporate Priorities.	
<b>DIRECTORATE POLICY CONTEXT:</b>	
The Council’s budget has an effect on all Directorates of the Council.	
<b>FINANCIAL SUMMARY:</b>	
The financial effects are contained in the body of the report.	

### 1. PURPOSE OF REPORT

1.1. The purpose of this report is to inform Members of the budget process for 2023/24 as required by the Council’s Constitution.

### 2. RECOMMENDATIONS

1.2. The Committee is recommended to note the Budget process for 2023/24 as outlined in the report.

### 2. EXECUTIVE SUMMARY

2.1. The report provides a summary of the budget process for 2023/24 as required by the Council’s Constitution. The Committee is then asked to approve the Budget process for 2023/24 as outlined in the report, having been endorsed by the Policy & Finance Committee on 6 September 2022.

### 3. DETAIL

3.1. The budget for 2022/23 was the first to be completed under the Committee system form of governance. The relevant budgets were considered by each Service Committee before the full Budget was considered by Policy and Finance Committee on 10 February 2022 before approval by Special Council on 23 February 2022.

3.2. The process went reasonably well for 2022/23 and a budget was set on 23 February 2022 for the 2022/23 financial year.

3.3. Members are aware that the Council continues to face net expenditure pressures due to the unprecedented financial uncertainty over Government funding, the economy which has been compounded by the COVID-19 crisis and the current other inflationary pressures.

3.4. Members will be updated with the most up to date information when the Financial Prospects Report is considered by Policy and Finance Committee on 20 October 2022. It should be stressed that the Financial Prospects Report only covers the General Fund and that the Housing Revenue Account has its own business plan and financial model. The HRA Business Plan is due to be considered by the Residential and Wellbeing Services Committee on 6 December 2022. The Financial Prospects Report will confirm the budget parameters for 2023/24.

3.5. It is accepted that within the resource constraints there is the requirement for some resource switching to enable the Council’s priorities to be progressed and to meet new statutory requirements. Similar to 2022/23, Committees will be consulted on the budget, taking account of the medium term requirement to make savings and that any growth should be minimised and met from resource switching where possible.

3.6. The budget guidelines issued will run parallel with any initiatives that are being worked on; in particular the Zero Based Budgeting project which will inform and assist with budget preparation.

The budget resource switching parameters for 2023/24 are:

- Growth will only be allowed in essential/priority areas;
- Proposals should aim to be cost neutral;
- Proposals should clearly identify any expenditure savings and Income generating ideas where appropriate.

It should be noted that reports that require resource switching can be considered by Committees at any time during the year. However, significant permanent resource switching requires approval by Full Council as part of the formal budget setting process.

3.7. The key dates for this Committee for the Budget 2023/24 process are summarised below:

<b>Budget Reports</b>	<b>Date</b>
Budget Consultation Report	27 September 2022
Financial Prospects Report General Fund (Policy and Finance Committee) – confirms budget parameters	20 October 2022
Committee Report – Service Specific	2 February 2023
Policy and Finance Committee	9 February 2023
Special Council	1 March 2023

4.8 It should be noted that any budget proposals should be fully costed and feasible to be delivered for inclusion in the budget for 2023/24.

4.9 A summary of the budgets managed by this Committee and the out turn for 2021/22 is shown in Appendix B for information. This Committee's controllable budget for 2022/23 is £2.713m. The figures shown for controllable expenditure and income exclude items that are for accounting purposes only.

#### **4. CONSULTATION**

4.1.No consultation has been undertaken with external bodies.

#### **5. OPTIONS / ALTERNATIVES CONSIDERED**

5.1.No other options are available.

#### **6. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER**

6.1.The budget will form the main reference point for financial decisions made in 2023/24 and the process has to comply with the Constitution.

#### **7. RISK ASSESSMENT CONSIDERATIONS**

7.1.The main risks arising from the process are:

- The statutory deadline for setting the budget including setting the Council tax is not met;
- The budget is not considered within statutory guidance and the Constitution.

Processes in place and financial controls mitigate against these risks.

#### **8. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER**

8.1.The Council has a legal duty to ensure its expenditure can be met by its income, inclusive of reserves. The process outlined above must comply with relevant legislation.

#### **9. HUMAN RESOURCES IMPACT**

9.1. This is a report about process. It expected that as the reports goes to each committee each committee will draw attention to any Human Resources impact of the committee's functions.

#### **10.HEALTH & SAFETY IMPACT**

10.1.This is a report about process. It expected that as the reports goes to each committee each committee will draw attention to any Health and Safety impact of the committee's functions.

#### **11.PROPERTY & ESTATES IMPACT**

11.1.This is a report about process. It expected that as the reports goes to each committee each committee will draw attention to any Property & Estates impact of the committee's functions.

## **12. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE**

12.1. This is a report about process. It is expected that as the reports go to each committee each committee will have regard to the Public Sector Equality duty in making their recommendations.

## **13. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE**

13.1. This is a report about process. It is expected that as the reports go to each committee each committee will draw attention to any Climate Change environmental impact and social value impact of the committee's functions.

## **14. CRIME AND DISORDER REDUCTION IMPACT**

14.1. This is a report about process. It is expected that as the reports go to each committee each committee will draw attention to any Crime and Disorder reduction impact of the committee's functions.

## **15. HUMAN RIGHTS IMPACT**

15.1. This is a report about process. It is expected that as the reports go to each committee each committee will draw attention to any Human Rights impact of the committee's functions.

## **16. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS**

16.1. This is a report about process. It is expected that as the reports go to each committee each committee will draw attention to any FOI/Data Protection impact of the committee's functions

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### **CONTACT OFFICER:**

Name: Carolin Martlew

Job Title: Interim Group Head of Finance and Section 151 Officer

Contact Number: 01903 737558

### **BACKGROUND DOCUMENTS:**

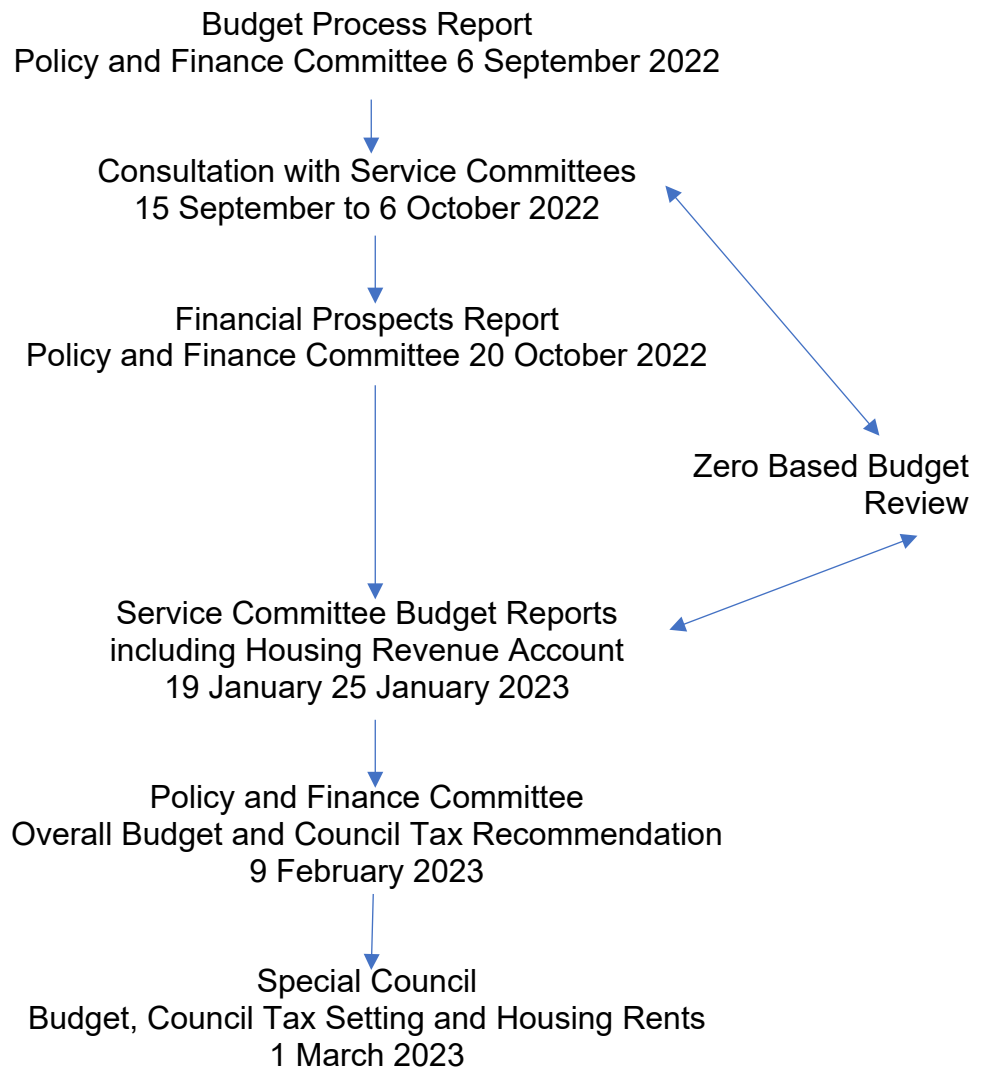
Council Constitution

Approved Budget 2022/23

Budget Process 2023/24 Report to Policy and Finance Committee 6 September 2022

Statement of Accounts 2021/22

### Budget Process 2023/24 Flowchart



<b>Actual</b>	<b>Description</b>	<b>Budget</b>
<b>2021-22</b>		<b>2022-23</b>
<b>£'000</b>		<b>£'000</b>
<b>Economy Committee</b>		
<b>Direct Services</b>		
(623)	Sundry Properties including Beach Huts	(662)
989	Economic Regeneration	771
(52)	Land Charges	(24)
58	Tourism	62
<b>372</b>	<b>Total for Direct Services:</b>	<b>147</b>
<b>Economy Committee</b>		
<b>Management &amp; Support Services</b>		
758	Administrative Buildings and Facilities Management	685
321	Property and Estates Management	460
0	Corporate Asset Management	1,421
<b>1,079</b>	<b>Total for Management &amp; Support Services:</b>	<b>2,566</b>
<b>1,451</b>	<b>Economy Committee Total:</b>	<b>2,713</b>



## Arun District Council

<b>REPORT TO:</b>	<b>Economy Committee - 27 September 2022</b>
<b>SUBJECT:</b>	<b>Bognor Regis Business Improvement District Proposal – Second Term</b>
<b>LEAD OFFICER:</b>	<b>Daniel Bainbridge, Group Head of Law &amp; Governance and Monitoring Officer</b>
<b>LEAD MEMBER:</b>	Councillor Andy Cooper
<b>WARDS:</b>	<b>Hotham, Marine</b>
<b>CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:</b>	
<p><b>This recommendation supports:</b></p> <p>Fulfilling Arun’s economic potential - working closely with our towns and other organisations on strategies which support vibrant and attractive town centres. Positive and focused promotion of Arun’s tourist destinations as more than a ‘day trip’.</p>	
<b>DIRECTORATE POLICY CONTEXT:</b>	
<p>Improving the social, economic, and environmental wellbeing of the District along with those who live, work and play within it.</p>	
<b>FINANCIAL SUMMARY:</b>	
<p>Should the BID gain a second term, it will raise a minimum of £695,000 over the 5-year BID term to reinvest into Bognor Regis town centre initiatives and management. The Council will collect this money and pass it to the BID.</p> <p>A ‘Yes’ vote would require the Council to pay an annual levy estimated at £5,200 which, is already within the council’s base budget (at current rates and as a non-domestic ratepayer in its own right).</p>	

### 1. PURPOSE OF REPORT

- 1.1. The purpose of this report is to inform the Committee of the proposal to conduct a Term 2 ballot to allow the Bognor Regis Business Improvement District (BID) to continue for a further five-year term.

### 2. RECOMMENDATIONS

- 1.2. That Committee supports the Bognor Regis BID Term 2 Ballot Proposal agreeing arrangements as described in the report regarding ADC’s statutory roles as Ballot Holder and Billing Authority

## **2. EXECUTIVE SUMMARY**

- 2.1. This report is to inform the Committee of a proposal by Bognor Regis Business Improvement District Limited to conduct a ballot to continue the Business Improvement District (BID) in Bognor Regis for a second term. The BID, if it were to be successful and gain a second term, will raise a minimum of £695,000 over the 5-year BID term to reinvest into Bognor Regis town centre initiatives and management. The report also describes Arun District Council's statutory obligations regarding the BID proposal; this being as Billing Authority and as Ballot Holder.

## **3. DETAIL - Arun District Council Statutory Responsibilities**

- 3.1. Arun District Council (ADC) has two statutory roles in regard to BIDs: namely as Billing Authority and as Ballot Holder. The local authority is obliged to accept the BID proposal, with the right of veto only in circumstances where the BID may conflict with existing local authority policy, or where ADC may conclude that the consultation on the BID has been inadequate.
- 3.2. As Billing Authority, ADC is required to supply the BID with ratings information that will inform the BID ballot. ADC will also have the responsibility for collecting the BID levy on behalf of the BID on terms agreed with the BID proposer. BIDs charge a levy expressed as a percentage of the rateable value of each hereditament (taxable property) included in the BID. All eligible voters are informed of their BID liability ahead of the Ballot.

## **4. BID Delivery**

- 4.1. The BID celebrated "Independents Day" on the 4th July 2019 with a bespoke "Four Your High Street" campaign, encouraging indie businesses to create special offers and unique experiences centring around the number "four". This was promoted through local press, social media and brightly coloured visuals in the town centre.
- 4.2. Through its calendar of events, the BID was also able to incorporate opportunities for local arts organisations, showcasing the work of local musicians through free public performances, and transforming an empty unit into a living "Community Forest" as both an exhibition space, and to draw attention to the important work of local charities, CICs and support organisations in Bognor Regis.
- 4.3. The ongoing provision of a full time Community Warden, joint funded by BR BID and BRTC (66% and 33% respectively) continued to have a positive impact on reducing crime and anti-social behaviour, as well as providing a reassurance presence for visitors to the town centre.
- 4.4. The BID manages the Thursday and Saturday markets, and, in 2019-20, worked to develop a clear brand and increase the number of regular stallholders selling a variety of products. Two market gazebos were purchased to enable BID Area businesses to trade from the London Road on market days, thereby increasing their exposure and signposting potential customers to their main premises.

- 5.1 The BID has delivered many notable initiatives in its first five-year term under the Objective headings: “Well Known”, “Welcoming”, “Transforming” and “Empowering”.
- 5.2. The BID’s introduced activities and entertainment to encourage footfall and benefit businesses in new areas, including the forecourt and concourse. This has created positive experiences in places that people had previously viewed negatively as linked with anti-social behaviour.

## **5. CONSULTATION**

- 5.1. Consultation has been undertaken with all eligible BID levy payers/ voters. The outcomes are reported in the Draft Bognor Regis BID Business Plan 2023 - 2028

## **6. OPTIONS / ALTERNATIVES CONSIDERED**

- 6.1. As outlined, in this proposal there are currently no directly corresponding alternatives.

## **7. COMMENTS BY THE GROUP HEAD OF COPRORATE SUPPORT/SECTION 151 OFFICER**

- 7.1. As the Council acts as agent in collecting the levy on behalf of the BID, there is no direct financial implication for the Council. The Council incurs costs in running the ballot, invoicing and collecting the levy which are included in base budgets and can be recharged to the BID. The items listed at paragraph 10.5 would require full Member consideration and budgetary provision should that become necessary.

## **8. RISK ASSESSMENT CONSIDERATIONS**

- 8.1. Financial and legal risks have been considered through the legislative framework that the election process is guided by.

## **9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER**

- 9.1. The legislative framework under which Business Improvement Districts are established, renewed and governed is contained in Part 4 of Local Government Act 2003 and The Business Improvement Districts (England) Regulations 2004.
- 9.2. Under the regulations, the Council as ‘relevant billing authority’ is responsible for instructing the ‘Ballot Holder’ to hold the renewal ballot. The Ballot Holder is “the person the relevant billing authority has appointed under section 35 of the Representation of the People Act 1983(a) as the returning officer for elections to that authority”.
- 9.3. For the BID to proceed to another term, more than 50% of those who vote must vote ‘Yes’. Of those positive votes, the total rateable value must be higher, when added together, than the rateable value of those who voted ‘No’. If a ‘Yes’ vote is

secured, all businesses within the BID levy geographical area are legally obliged to pay the BID levy for the next five-year BID term.

- 9.4. Once the BID is in place, neither the BID area nor the BID levy percentage can be altered during the BID Term, without an Alteration Ballot.
- 9.5. In the event that the result of the Ballot is negative, the BID would cease from 31 March 2023. Should the BID cease, the Council may have to start resourcing or risk losing the following:
- Minimum £695k investment, over five years, into projects to improve conditions in Bognor Regis.
  - Footfall monitoring (Springboard counter) (£3,180 per annum)
  - Regular updates and analysis of vacancy rates and uses.
  - Delivery and funding of the “Big Event for 2025” – the BID has committed to coordinating the logistics and promotion
  - Management and delivery of ADC’s pop-up retail unit
  - Management and delivery of Love Bognor Regis, the Bognor Regis tourism website.
  - Administrative support and liaison with ADC to facilitate the annual winter ice rink
  - The BID’s organisational capacity and financial flexibility to respond to emerging opportunities that benefit the town, compared to other delivery agents. This was evidenced in its response to the Covid pandemic, and particularly its capacity to deliver multiple, high quality, in-scope interventions through both the RHS and WBF funding streams.
  - Positive and enthusiastic partner in the development of long-term plans and delivery of projects and initiatives to ensure Bognor Regis’s future as a vital, vibrant and viable town.
  - Co-ordinated response to crime reduction through the Business Crime Reduction Partnership, including funding for the DISC reporting app, CCTV monitoring for evidence of reported crime, plus someone to run it, plus a 5/7 Community/Business Warden.
  - Re-installation, maintenance, insurance, safety checks and electrical supply (where applicable) to Festoon Lighting currently provided by BR BID to improve both reality and perceptions of safety at night at York Road, Old Town, Station Square, Bedford Street.
- 9.6. A ‘Yes’ vote would require the Council to pay an annual levy estimated at £5,200.00 which, is already within the council’s base budget (at current rates and as a non-domestic ratepayer in its own right). The Council will have a vote for each eligible hereditament (taxable property) included in the BID.
- 9.7. The Council’s Ballot Holder (the Chief Executive) would be required to conduct the ballot. The cost of the ballot would be met by the Council (the ballot is outsourced to an external company and would cost in the region of £2,495. Should the ballot not be successful the cost WOULD be re-charged to the Bognor Regis BID (as per the BID regulations).
- 9.8. The Council’s Revenues team undertakes the billing and collection of BID levy payments on behalf of the BID levy payers. The Council’s Electoral Team assists with the ballot process for the BID.

## **10. HUMAN RESOURCES IMPACT**

10.1. There are no HR implications, the Bognor Regis BID is a standalone organisation.

## **11. HEALTH & SAFETY IMPACT**

11.1. No additional health and safety risks have been identified as a direct result of the proposals. However, failure to maintain a BID partner may result in reduced health and safety standards should there be a reduction in resource or oversight of events and projects, and support available for businesses.

## **12. PROPERTY & ESTATES IMPACT**

13.1 There are no impacts in regard to property and estates.

## **13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE**

13.1. The Bognor Regis BID aim and work to improve outcomes for all.  
The recommendations in this report do not affect disproportionately one or more of the nine characteristics outlined in the Equality Act 2010.

## **14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE**

14.1. The support and promotion of good local businesses encourages less travel contributing towards less carbon emissions on a local level.

## **15. CRIME AND DISORDER REDUCTION IMPACT**

15.1. The Bognor Regis BID funded Business Warden contributes to the coordinated response in reducing crime and antisocial behaviour in Bognor Regis town centre in partnership with the Safer Arun Partnership (SAP)

## **16. HUMAN RIGHTS IMPACT**

16.1. There are no relevant implications arising from this proposal that will affect or potentially affect any individual.

## **17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS**

17.1. There are no specific FoI or Data Protection issues arising from the proposals in the report.

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### **CONTACT OFFICER:**

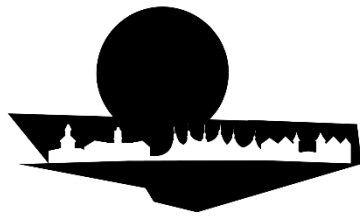
Name: Denise Vine

Job Title: Group Head Of Economy

Contact Number: 01903 737846

### **BACKGROUND DOCUMENTS:**

- Draft Bognor Regis BID Business Plan 2023 - 2028



**BOGNOR REGIS**  
BUSINESS IMPROVEMENT DISTRICT

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**TERM 2 : 2023-2028**

# **DRAFT BUSINESS PROPOSAL TERM 2**

**For all National Non-Domestic Rate payers and wider stakeholders  
in the Bognor Regis BID Area**

**IMPORTANT NOTE:** This version (V3) has been produced to share with the Local Authority, Arun District Council's Economy Committee, meeting on 27<sup>th</sup> September 2022, with a submission date for timely circulation to Members of 12<sup>th</sup> August 2022.

As such, the Proposal is submitted in DRAFT form, and subject to further development prior to publication to levy paying businesses in advance of the ballot on 14<sup>th</sup> February 2023. However, as this DRAFT Business Proposal has been developed following two sets of consultation with businesses, neither the BID's core delivery commitments nor the legislative details will change in the development of the FINAL Business Plan.

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## FOREWORD

This DRAFT Business Proposal has been prepared by Bognor Regis Business Improvement District Ltd on behalf of local businesses. It summarises the proposals for the second term of the Bognor Regis Business Improvement District, which, if successful at a formal ballot, would run from **1st April 2023 to 31st March 2028**.

This Term 2 BID DRAFT Business Proposal is for all businesses, agencies or other organisations that normally pay National Non-Domestic Rates (NNDR) - commonly known as Business Rates - on properties within the defined Bognor Regis BID Area and who would benefit from the continuation of the Bognor Regis Business Improvement District (BR BID). It is also intended for those organisations that may wish to make voluntary contributions towards the activities of the Business Improvement District.

The document considers BR BID's delivery against its responsibilities for Term 1 detailed in the BR BID Business Plan for 2018-23, by means of internal audit and feedback from levy paying businesses. A series of delivery commitments are made for a second Term of BR BID, which have been presented via a series of consultation opportunities to levy paying businesses in June and July 2022.

The document is also intended as a reference source for members of stakeholder organisations with a remit for the Bognor Regis BID Area, clarifying key information about the BID industry in general, and specific to Bognor Regis BID.

In line with the BR BID's commitment to the transparency, this proposal will also be published as an open-source public document available for download from its website: [www.brbid.org](http://www.brbid.org)

**A note on terminology:** Throughout this document, the terms "high street" and "town centre" are used interchangeably as generic terms for the "geographically defined BID Area".

# EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where ratepayers have voted in a formal ballot to invest collectively in the local improvements defined by those ratepayers in addition to those already delivered by the Local Authority and other statutory bodies. A BID is run **by businesses for businesses**.

The continuation of a 1.5% BID levy using the 2017 ratings list, on every eligible business within the BID Area whose Rateable Value is £6,000 or more will generate about £139,000 each year. This will continue to be spent specifically within the BID area on projects that address priorities identified by levy paying businesses.

To determine whether the BR BID delivers a second term, all eligible business rate payers have a formal vote to decide if it is right for them. The Local Authority, Arun District Council, is the ballot holder and will manage the voting process. The ballot will be conducted entirely by post by the Independent Scrutineer, CIVICA.

Ballot Papers will be sent to those eligible to vote before 13.01.23 ( date to be confirmed by CIVICA) for return to them by no later than 5pm on Tuesday 14<sup>th</sup> February 2023 (the “day of the ballot”).

### **To secure a “YES” vote:**

- 1) A majority of those voting must vote in favour
- 2) Those voting in favour must represent a greater total rateable value than those voting against

### **In the outcome of a YES VOTE:**

The BID term will start on 1st April 2023 and will continue for a period of five years. The BID levy will be issued separately from the Non-Domestic Rates bill and will be collected by Arun District Council, and then transferred to the Bognor Regis BID Ltd Company.

The BID will operate for 5 years and, at the end of this period, a further ballot can take place if the business community wish to continue as a Business Improvement District.

### **In the outcome of a NO VOTE:,**

The BR BID Ltd Company will be wound down in the period between the known outcome of the vote (anticipated 15<sup>th</sup> February 2023), redundancy notices will be served and all current service provision will cease on 31<sup>st</sup> March 2023.

## **INTRODUCTION FROM BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT**

When the idea of establishing a Business Improvement District BID was first introduced to businesses in 2017, no one could really predict how it would actually work in practice. The list of priorities identified by businesses was very broad, and the business plan included over 50 proposed multi-layered activities, all to be delivered within a finite budget. Many of the objectives had been carried forward from the previous Town Centre Management Business Plan from 2014-18. Despite the scale of the challenge, the small BID team and Board of Directors at BR BID have delivered against all of those proposed activities and, in some areas, exceeded them.

With four and a half years of operations under our belts, the BID Board and Team are much more knowledgeable about what is and isn't feasible to deliver within the constraints of the budget available. We're also able to look critically at the work that's been done to date to see what's been effective and had the biggest impact, and what hasn't.

We've carried out or monitored results from a number of consultations over the past four years and, by doing this, we know that while progress has been made across all of the Term 1 Objectives, business priorities are largely unchanged, with local, national and international perceptions of Bognor Regis and reduction in crime and anti-social behaviour still representing the greatest opportunities for improvement. Added to this, the ongoing impact of the Covid pandemic has supercharged changes to people's use and expectations of high streets across the western world, and the ways businesses need to adapt operations to meet these expectations. The current cost of living crisis, impact of inflation on direct costs, employment and supply chain issues means that businesses continue to face relentless challenges to their viability.

Conditions for bricks and mortar businesses have changed dramatically over the course of the BID's first term and, as we look towards the next five years, we need to be smart about where we target our efforts to get the biggest impact for ALL BID Levy paying businesses within the limits of the budget. To do that, we need to make sure that all BID activity is both tightly focused on business priorities *and* delivers best practice strategies for town centre transformation.

In spite of the multiple, unforeseen challenges on a global scale, and changing consumer behaviour, Bognor Regis is a town moving forwards and making progress. The BID has played a vital role in this, and we now need to commit to building on the work implemented to date to ensure Bognor Regis reaches its potential as a thriving, vibrant and exciting town centre.

Bognor Regis continues to offer all the ingredients for a great town centre experience, including a strong retail environment, great attractions and a welcoming, clean and safe space, but this can always be improved to encourage more visitors to come and explore the town.

We've learned from delivering the first term, and we've listened to what you've told us about where the BID's focus should be, your strategic priorities for the town, and what activities directly benefit your business to create this DRAFT Business Proposal and a summarised BID Plan from your feedback. We hope you'll continue to invest in Bognor Regis by supporting the BID and vote YES for a second term.

**Signatories: BR BID Board of Directors**

## A SUMMARY OF BID PROGRESS IN TERM 1: 2018-2023

Over the course of its first term, the Bognor Regis BID has established itself as an effective body for Bognor Regis businesses, evidenced that it is a pivotal force in prioritising the needs of the town centre, and encouraged a focused partnership approach between stakeholder agencies.

BR BID has managed its finances resources effectively over the course of Term 1 to date, successfully delivering additional services and securing a range of grants to maximise funds to invest across the BID Area. On average, over the past four complete financial years, for every **£1** collected through the BID levy, BR BID has invested **£1.67** (*As at end 2021 Financial year- 5 year figure TBC*) in the delivery of actions / projects identified by businesses as a priority in the first term business plan.

Despite the restrictions of budget which limit the number of staffing and financial resources available, the BID has consistently delivered against the four key objectives identified as priorities by businesses in the Term 1 business plan - delivering additional services, events, promotions and infrastructure to benefit levy paying businesses, as well as playing a strategic role in encouraging greater collaboration on BID Area issues amongst stakeholders.

In some areas the BID has **exceeded** the actions outlined in the Term 1 plan, by actively **delivering** services rather than “**supporting**” them. This is particularly notable in the ambitious decision to instigate and deliver a stand-alone Business Crime Reduction Partnership (BCRP) at no additional cost to levy paying businesses. Ongoing provision and delivery of these activities has a knock-on effect on the demands on staff time and financial resources, and thus the BID’s capacity to deliver further projects. Throughout the Covid pandemic, the BID was proactive and responsive, delivering additional services and direct support to businesses, as well as additional projects in the town to encourage the safe return of footfall.

The BR BID’s work towards accreditation as a BID organisation, plus ongoing accreditation of the BCRP by the National Association of Business Crime Partnerships evidences the organisation’s commitment and adherence to achieving and maintaining quality standards in both the overall governance and delivery of the BID and its delivery of the Business Crime Reduction Partnership.

The BID has made considerable efforts to communicate its activity to its levy paying businesses, creating numerous opportunities for businesses to engage and participate in the development of activities. In the absence of specific feedback from businesses, the Board of Directors, comprised of local business owners acting in a voluntary capacity, have made best judgements as to delivery actions that are in line with the business’s core priorities defined the Term 1 Business Plan.

In the March 2022 survey of BR BID’s performance in its first term, 81% of respondents felt that BR BID had directly benefitted the town centre, and 75% considered that BR BID had directly benefitted their business.

Through consultation, levy paying businesses were invited to rate specific BID activity in terms of its impact on the town. The highest ranked activity was identified as that addressing crime and perceptions of crime through the BCRP and the warden service (69%), followed by the BID’s promotion of Bognor Regis as a seaside destination to attract visitors (65%) and part funding and managing the delivery of the two-hour parking disc scheme (63%).

## INTO TERM 2: THE BIG PICTURE

The BID Board and Team truly believe that the BID Area has so much to offer now, and is totally capable of reaching its full potential when we're all – the councils, agencies, businesses and the community – playing our part in delivering its success.

By listening to what businesses tell us they need and delivering what's missing, by raising the bar on quality and raising aspirations for the town, and by never giving up on our efforts to achieve positive, successful partnership between agencies, businesses and the community, we aim to help Bognor Regis achieve its potential as a premier seaside town, building on its culture, heritage and traditions whilst fully embracing modernity.

We listen to what businesses are asking for and then deliver activity to make Bognor Regis a well-known, vibrant, welcoming, accessible and sustainable town centre, with businesses that are informed and engaged. Everything we deliver is underpinned by the core values and associated visuals for Bognor Regis identified by the people that live, work, study and visit here, the principles of raising quality aspirations and minimising impact on the environment.

## TERM 2 PROPOSALS: BID LEVY CHARGING STRUCTURE:

Having consulted with businesses, and fully aware of the global economic pressures businesses continue to face, the BR BID is proposing **no change** to the Term 1 BID area, threshold, percentage of RV or types of businesses that have to pay. **No annual inflation figure will be applied.** To provide certainty on businesses' BID Levy payments for the next five years, the BID is also proposing that for Term 2, **the 2017 ratings list is used.** This means that businesses will pay the same amount of BID Levy in 2028 as they paid in 2018.

If businesses support investment in Bognor Regis through a second BID Term, this will generate about **£139,000 each year** to invest in delivering the activities businesses have prioritised. As in Term 1, the BID Team will also deliver services that generate additional income and use their skills to secure funding from external sources.

However, by keeping the levy income the same as it's been since 2018, the effect of inflation means the **value** of that £139,000 has gone down. As a result, the BID is being "**realistically ambitious**" in terms of what we can commit to delivering consistently across a second, five year term within the budget available.

## TERM 2 PROPOSALS: WHAT BUSINESSES WANT

While progress has been made across all areas, the priorities businesses have identified to create a better trading environment are largely unchanged from Term 1. Businesses responding to the viability survey carried out in March 2022 identified activity addressing crime and anti-social behaviour, promotion of the town as a visitor destination, plus the ongoing provision of the parking disc scheme as those having the most positive impact for the town in a second term of the BID. Businesses also rated the BID's strategic role – actively collaborating with stakeholder agencies to focus on a clear vision and plan for the evolution of the town centre - as significant.

With the exception of the two-hour parking scheme, businesses' priorities for the town are underpinned by complex, historic, societal and economic factors of deprivation, with no quick or

simple fixes and outside the budget, remit and capacity of any single agency. Progress against these priorities therefore demands a multi-stakeholder response, ongoing commitment and engagement (including the active participation of the businesses themselves), sustained delivery, and sufficient time to embed. The BID is committed to its ongoing role in delivering against these priorities, both as a discrete organisation and as a stakeholder in the successful growth of Bognor Regis.

The BID's proposals for a second term therefore focus on realistic, tangible, core actions that can be delivered effectively by the small team of staff, within the budget available, year on year, and with a specific commitment to partnership working.

## **OVERVIEW OF PROPOSED DELIVERY:**

Proposed BR BID delivery commitments for Term 2 can be clustered under four main "Objective" headings:

**Objective 1. Well Known Town:** 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.

**Objective 2. Welcoming Town:** 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.

**Objective 3. Transforming Town:** Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibility for the town centre.

**Objective 4. Empowering Businesses:** Activity that increases direct footfall to businesses by helping them grow and thrive.

## **SPECIFIC ACTIVITY**

The summary overleaf details specific activity the BR BID will deliver under each of the Objective headings for the term 2023-2028. All proposed activity is underpinned by the core Town Values and associated visuals for Bognor Regis, the principles of raising quality aspirations, and minimising the impact on the environment.

The summary is not a finite list, rather a commitment to what *will* be delivered every year for the next five years of the second term. Flexibility remains to take on new opportunities as they arise, so long as they are: underpinned by the Town Values, environmentally sustainable, support delivery of businesses' four objectives, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.



## TERM 2: SUMMARY OF BR BID DELIVERY COMMITMENTS 2023-2028

<b>OBJECTIVE</b>
<p><b>ONE: WELL KNOWN TOWN</b></p> <ul style="list-style-type: none"> <li>• 1 x BR BID delivered event per annum, including all engagement opportunities and promotion</li> <li>• Partnership working to ensure delivery of a "big" destination event for Bognor Regis, launching 2025</li> <li>• Support &amp; funding for events which significantly increase footfall to the BID Area</li> <li>• 365 Delivery of Love Bognor Regis destination website &amp; associated social channels</li> <li>• 365 delivery of Community facing website &amp; associated social channels</li> <li>• Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)</li> </ul>
<p><b>TWO: WELCOMING TOWN</b></p> <ul style="list-style-type: none"> <li>• Ongoing provision of an accredited Business Crime Reduction Partnership (BCRP), including appointment of dedicated BCRP Co-Ordinator to support business engagement, plus all the tools needed to share information through a data compliant platform (DISC), at no extra charge to levy paying businesses.</li> <li>• Ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service</li> <li>• Ongoing maintenance / electrical / insurance costs for supply of festoon (York, Old Town, Station, Bedford Street, &amp; Queensway*) (<i>*subject to agreement</i>)</li> <li>• Design, production &amp; installation costs for 1 x seasonal banner change: London Road &amp; High Street</li> <li>• Professional graffiti removal service for levy paying business premises</li> <li>• Ongoing funding contribution, production and delivery costs for the Two Hour Parking Disc scheme</li> </ul>
<p><b>THREE: TRANSFORMING TOWN</b></p> <ul style="list-style-type: none"> <li>• Driving strategic partnership working amongst all stakeholder groups and agencies – Arun District Council, Bognor Regis Town Council, West Sussex County Council, and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.</li> <li>• Supporting the delivery of businesses' strategic priorities for the town</li> <li>• Progressing effective delivery of the Town Values for Bognor Regis</li> <li>• Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses</li> <li>• Ongoing monthly monitoring, analysis and reporting of occupancy rates &amp; use types to compare Bognor Regis's performance against national trends</li> <li>• Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends</li> </ul>
<p><b>FOUR : EMPOWERING &amp; ENGAGING BUSINESSES</b></p> <ul style="list-style-type: none"> <li>• Helping businesses develop by signposting to training / support / cost savings / grants / networking opportunities, working in collaboration with other B2B providers to eliminate replication and maximise the benefit businesses gain through engagement</li> <li>• Signposting businesses to cost saving information (eg: business rates relief) and external funding opportunities</li> <li>• Improving engagement between levy paying businesses and BR BID, ensuring businesses are directly engaged in BID project development</li> </ul>

# **SECTION ONE**

## **BR BID TERM 1 DELIVERY**

## BR BID DELIVERY OF TERM 1 OBJECTIVES

For its first five year term, running from 1<sup>st</sup> April 2018- 31<sup>st</sup> March 2023 the BR BID’s Vision was defined as: “To undertake activities that will help tackle business issues and create a more viable trading environment by working with partners and delivering action.”

Through consultation, potential levy paying businesses had identified a number of priorities to improve the trading environment. Responses were analysed and collated into four overarching themes or “Objectives”; these formed the basis of the Term 1 Business Plan which received majority support from voting businesses, and the BR BID commenced operations on 1<sup>st</sup> April 2018.

- **Objective 1:** A Well-known town centre: To help improve the perception and image of Bognor Regis.
- **Objective 2:** A welcoming town centre: To help reduce crime and anti-social behaviour
- **Objective 3:** An active town centre at night; To help stimulate the evening and night time economy.
- **Objective 4:** Better parking: To make it easier for visitors and staff to park in town.

Under each of the Objectives, the business plan detailed a series of planned actions that would be carried out to achieve the overall aims. In total, 54 separate activities were identified as deliverables within the first five-year term, with budgeted provision for one full time staff member and 16 hours of administrative support.

NB: This section of the DRAFT POPOSAL is still in development. For the benefit of ADC’s Economic Committee, a table showing the BID’s delivery performance against the 54 specific actions detailed in the Term 1 Business Plan, plus details of **additional** activity carried out over this period is attached at **Appendix 1**.

## BR BID MANAGEMENT OF TERM 1 FINANCES

TO BE DEVELOPED FOR FINAL VERSION: *Over the past five years, the BID has secured over \*\*\*\*\* in grants, and generated a further £\*\*\*\*\* in additional income through the provision of services.*

*This means that, for every £1 drawn down from levy funds, the BID Team has generated more money to invest directly into town centre projects. On average, in the first **four** years of BID Operations, for every £1 of BID levy drawn down, the BID invested £1.67 into activities that meet the objectives prioritised by businesses. **Example** from 2020-21 to show presentation. Final version will be updated with composite of first term data (5 year average to point of writing):*

### FINANCES

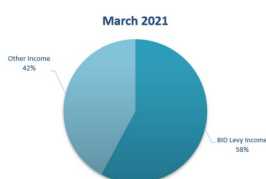
Every year, the BID increases the money generated to invest in the town centre through BID Levy by delivering additional services and applying for grants and sponsorship. In the 2020-21 financial year:

Levy Income drawn down	£110,250
Other income	£80,314
TOTAL TO INVEST IN BID AREA PROJECT DELIVERY	£190,564

In the 2020-21 financial year, for every £1 the BID drew down from levy funds, it generated an additional 73p to invest directly into town centre projects.

£1  £1.73

Additional contributions as a percentage of total income



The BR BID approved management accounts for 2020-21 are now available to download from our website: [www.brbrid.org/keybiddocuments](http://www.brbrid.org/keybiddocuments)

## BUSINESS PERCEPTIONS OF BID TERM 1 PERFORMANCE

Unfortunately, the mid-term review scheduled for the mid-point of Year 2 fell during the height of the Covid pandemic in 2020. Consequently, questions eliciting feedback on the BID's Term 1 performance were included in the March 2022 survey sent to all levy paying businesses to test the support for and viability of a second term ballot.

### CONSULTATION 1: TERM 2 VIABILITY & BUSINESS PRIORITY CONSULTATION (FEB 2022)

The Viability & Priority Setting consultation survey presented a series of questions to help identify businesses' appetite for a second term of the BR BID by assessing their perceptions of the BID's impact on both the town and their own individual businesses over the course of Term 1. The survey invited respondents to indicate their likely voting positions with regards to a second term, based solely on the BID's performance in Term 1.

Responses from the survey were used to review perceptions of the BID's performance across Term 1, and identify activity that had been considered most impactful to guide the development of the Term 2 Business Plan to draft status.

#### Key Survey Dates & Info:

The online survey launched on 1<sup>st</sup> March 2022, and ran for a 14 day period, closing at 11pm on 14<sup>th</sup> March 2022. To promote the survey, a direct email was sent to all levy paying businesses on the BID Database at survey launch, with a reminder at 7 days, with the same information posted on the BR BID website News page. Numerous posts were made via BID social media channels (Facebook, Instagram), including direct links to the online survey. The BID Ambassador delivered in-person notifications and reminders during period survey was "live", and the BID Co-Ordinator met online with three corporate levy voters to elicit their feedback. Furthermore, information about the survey, with a QR code linking to the survey was included on all BID Annual Reports – electronic and hard copy versions - and distributed at the AGM held in March 2022.

#### Engagement:

A total of 52 completed surveys were returned by levy paying businesses, representing 55 hereditaments (19% of eligible votes) and 39% of the total rateable value.

Responses were representative of a wide range of levy paying businesses, reflecting 14 different types of business categories, with the largest set of respondents (29%) identifying as "Other Retail". 65% of respondents represented independent businesses, 24% were from national chains and 11% were from hereditaments under local authority ownership. As a general observation, BID Leads for National Chains based at centralised HQs are less likely to engage in BID surveys until ballot stage.

#### Data Analysis Approach:

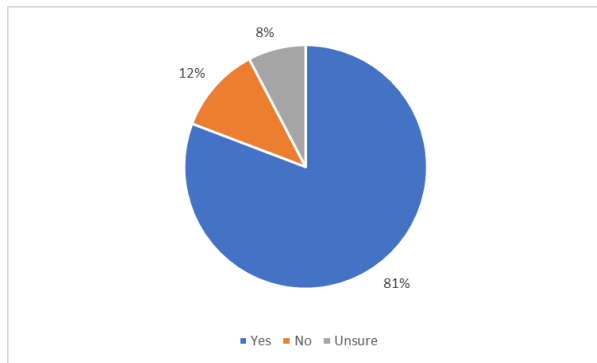
Following the closure of the online survey, quantitative results were entered into an Excel database, from which subsequent analysis was carried out.

Results of the survey were analysed firstly to identify the viability of a second term of BR BID, and then how participants rated BR-BID Term 1 activities in relation to the town, and their individual businesses, using sliding scale scores to determine 'high impact', 'medium impact', 'low impact', or 'no impact'.

*Business Feedback: Viability of a second BR BID Term:*

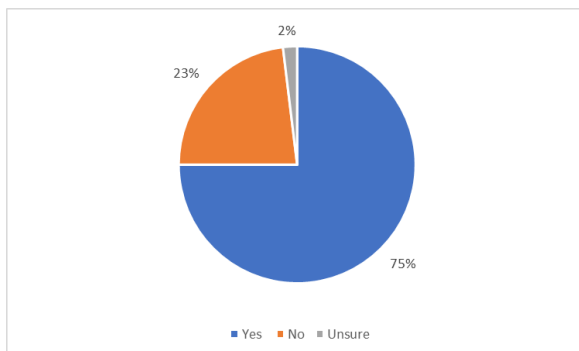
The first aim of the survey was to elicit businesses' support for a second term of the BR BID, based on Term 1 performance to date and perceived impact on the town as a whole, and then their individual business.

*Business Feedback: Perception of BR BID Term 1 benefits to the town (%)*



With statistical rounding, 81% of survey respondents to Viability questions in the March 2022 survey felt that the BR-BID had **directly benefitted the town** over the past four years, with 12% responding negatively and 8% unsure.

*Business Feedback: Perception of BR-BID Term 1 benefits to individual businesses*



Furthermore, 75% of respondents in the March 2022 survey stated that the BR-BID had **directly benefitted their business** over the past four years. Conversely, 23% of respondents did not think the BID had directly benefitted their business, and 2% were unsure.

*Business Feedback: Indication of voting intentions:*

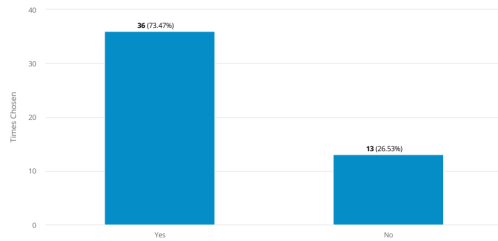
Based solely the BID's Term 1 performance to date, 77% of respondents to the consultation survey undertaken in March 2022 indicated they would vote yes for a second term of Bognor Regis BID. 8% indicated that they would vote no, and 15% stated they would decide based on the Term 2 Business Plan.

### Business Feedback: Value for Money

In the March 2022 viability study, over 73% of levy paying respondents thought that the BR BID achieved good value for money.

Do you think the BID has achieved good value for money for levy payers in its first term to date?

Number of responses: 49



### Conclusion:

Based on quantitative responses to the March 2022 “Term 2 viability” questions, the vast majority of businesses indicated they would vote “YES” to a second term of BR BID, based solely on Term 1 performance. It was therefore determined that a second term of BR BID is a realistic proposition to take to ballot.

# **SECTION TWO**

## **LEGISLATIVE REQUIREMENTS**

## LEGISLATIVE REQUIREMENTS

The “Local Government Act 2003” and “The Business Improvement Districts (England) Regulations 2004” detail the regulations and guidelines for any organisation that intends to establish or continue delivering a BID for a further term. The organisation that proposes to establish a BID must produce a “BID Business Proposal” (i.e. this document) that incorporates the arrangements determining where, when and how the BID operates, what the BID intends to do, who will be responsible and how they will be accountable to their electorate. The BID Business Plan is the summarised version of this Business Proposal and both documents will be made available to all eligible voters.

## DETAILS OF THE BID PROPOSER

Bognor Regis Business Improvement District Ltd (BR BID Ltd) is the formal proposer for the BID ballot. BR BID Ltd was established in 2018 as a result of a successful vote by eligible levy paying businesses in favour of establishing a Business Improvement District for Bognor Regis.

## DETAILS OF THE INTENDED BID BODY

The intended BID body is Bognor Regis Business Improvement District Ltd (BR BID Ltd), a private company limited by guarantee without share capital, company Number 11198321.

The BID Ltd Company will be responsible for all BID delivery activities detailed in the business plan, as well as the governance and management of the BID Company, as per the company’s Articles of Association.

## THE BID BALLOT: DETAILS

The BID Ballot has been called for by Bognor Regis Business Improvement District Ltd. Notice of the intention to hold a ballot was issued to the Secretary of State on 29th March 2022, and acknowledged on 4th April 2022. A copy of the letter sent to the Secretary of State by email and recorded delivery is attached as **Appendix 2**

Arun District Council is the ballot holder for the BID Term 2 Ballot. A letter requesting the ballot holder to hold a ballot was submitted to Arun District Council on 21st June 2022, 84 days after submission of letter to Secretary of State. A copy of the letter sent to Arun District Council by email and recorded delivery is attached as **Appendix 3**.

As the Ballot Holder, the Local Authority, Arun District Council, will manage the voting process, with the last day for receiving voting papers by 5pm, 14th February 2023. The ballot will be conducted by Civica Election Services Ltd, an independent election organisation.

The ballot will be conducted entirely by post by the independent scrutineer, Civica Election Services Ltd of “The Election Centre”, 33 Clarendon Road, London N8 0NW.

Ballot Papers will be sent to those eligible to vote no later than 2nd January 2023 for return to them by no later than 5pm on Tuesday 14th February 2022 (the “day of the ballot”).

In line with BID legislation (clause 20), the cost of the ballot will be met by Arun District Council unless (as per clause 10 of the BID regulations) the number of persons voting in the ballot who have voted in favour is less than 20% of the numbers of persons entitled to vote in the ballot **and** the proposals were not approved at ballot. In this instance, the Council, as the ballot holder could request the BID proposer to pay the cost of holding the ballot. Bognor Regis BID Ltd has sufficient funds within the existing BID term to meet this fee, if required.



## KEY DATES: BALLOT

Day	Action	Date
42	Statutory (Latest) Date: Notification of Ballot	30.12.2022 or before as advised by CIVICA (noting 02.01.23 is a bank holiday)
28	Statutory (Latest) Date: Despatch of Ballot Papers & Start of Ballot	13.01.22 TBC
10	Latest Date to Appoint Proxy	04.02.23
5	Latest Date to Cancel Proxy	09.02.23
4	Issue Of Replacements	08.02.23
0	Close of Ballot "Ballot Day"	14.02.23
-1	Issue of Result by 5pm	15.02.23
	Start of first billing period	15.04.23 (subsequent billing will be from 1 <sup>st</sup> April)

## BUSINESS PLAN

The timing of ADC Meetings necessitates the submission of this document six months ahead of the scheduled ballot. Understandably, the non-legislative elements of the final BID Business Plan is still in development at this time. However, the draft Business Plan, including legislative detail and the BID's core activity and financial forecast for Term 2 is attached at **Appendix 4**.

## BUDGET AND ACCOUNTS

The Bognor Regis BID Board of Directors will approve in advance an annual budget for the Bognor Regis BID for each financial year. The Bognor Regis BID will not be able to operate in deficit, or incur liabilities that come into effect after the operational period e.g. after 31<sup>st</sup> March 2028.

The Bognor Regis BID will provide information on its finances to the Billing Authority, Arun District Council according to the demands of the Billing Authority. This shall be provided at the 'Monitoring Meetings' at the frequency specified in the Operating Agreement.

As in Term 1, the Bognor Regis BID will produce annual accounts for each financial year that are independently audited and publicly available to all BID levy payers and the Billing Authority. These will be presented at the Bognor Regis BID Annual General Meeting, and made available to download from the BID's website.

At the end of each financial year, any surplus or unspent income is to be rolled over to the next financial year to provide an approved contingency reserve for that financial year. Any amount that remains in addition to that amount will be used to provide enhanced or additional services in the Bognor Regis BID area in the next financial year. How this money should be allocated will be discussed by BID members at the AGM.

All BID levy payers are entitled to become Members of the BID Company. The process for applying for Membership of the BID Company is detailed on the BID website: [www.brbrid.org](http://www.brbrid.org).

All expenditure budgets include a minimum of 3% contingency reserve to take into account of any unexpected shortfall.

A “Slippage Rate” i.e. a contingency that takes into account potential fluctuations in Rateable Values that come about due to deletions/inclusions from the rating list and non-collection of levy is included in the BID budget. Arun District Council has determined that a 6% contingency is appropriate which is therefore built into the BID income calculations. Based on Term 1 collection rates, this has been evidenced as an accurate contingency figure.

### **VOLUNTARY CONTRIBUTIONS**

Voluntary contributions are welcomed from agencies including other public bodies, developers, landowners and businesses who would not be liable for the BID levy, but who may wish to make a voluntary contribution to enhance the BID income or benefit from BID services. Voluntary membership of the BID demands payment of **at least** the minimum threshold for BID Levy paying liability, and is subject to VAT. Monetary and in-kind contributions will be confirmed in the annual accounts.

### **DETAILED BUDGET**

A detailed budget, including cashflow, income, expenditure, contingencies and reserves is attached at **Appendix 5**

### **FINANCIAL MANAGEMENT ARRANGEMENTS**

Arun District Council’s Revenues & Benefits Department (Business Rates Division) has the role of Billing Authority for the Bognor Regis BID and will be responsible for Bognor Regis BID billing and collection (including legal enforcement) of the BID levy. Arun District Council does not set the BID levy; it collects and administers it for the Bognor Regis BID Company.

This service is governed by an “Operating Agreement” and paid for at the agreed rate from the BID levy income. Discussions have commenced with ADC Revenues & Benefits and, at the time of writing, the current Operating Agreement is under review. The resultant agreement will be finalised before the commencement of the second BID term, setting out how the BID levy is collected and administered by Arun District Council on behalf of Bognor Regis BID. The Operating Agreement outlines the collection and payment timescales of funds collected for the BID Company. A copy of the existing Service Level Agreement is attached as **Appendix 6**.

The estimated collection rate of the BID levy is 94%. The Billing Authority will use its full legal powers provided by legislation to enforce payment on behalf of Bognor Regis BID Ltd. If necessary, the Billing Authority shall instigate Court action as required at its own expense to be recovered from the debtor.

## RESEARCH AND CONSULTATION

Various consultation and research exercises have been undertaken to establish levy paying businesses' ongoing priorities for improvements to the town centre trading environment, and their support for a second term of the BR BID.

### CONSULTATION 1: TERM 2 VIABILITY & BUSINESS PRIORITY CONSULTATION (MARCH 2022)

The Viability & Priority Setting consultation survey presented levy payers with a series of questions to identify businesses' ongoing priorities for both the town and their individual businesses, including the ranking of strategic priorities to be prioritised by the multi-agency "Bognor Regis Town Centre Task Force". The opportunity was given to expound using free text.

A key aim was to better understand levy paying businesses' expectations as to investment of BID Levy funds, ie: whether they held that the BID's focus should be on improvements to the geographic BID area, or in providing direct services to their business.

Responses from the survey's impact and priorities questions were used to develop the Term 2 Business Plan to draft status.

#### **Key Survey Dates & Info:**

The online survey launched on 1<sup>st</sup> March 2022, and ran for a 14 day period, closing at 11pm on 14<sup>th</sup> March 2022. To promote the survey, a direct email to all levy paying businesses on BID Database at survey launch, with a reminder at 7 days, with the same information posted on the BR BID website News page. Numerous posts were made via BID social media channels (Facebook, Instagram), including direct links to the online survey. The BID Ambassador delivered in-person notifications and reminders during period survey was "live", and the BID Co-Ordinator met online with three corporate levy voters to elicit their feedback. Furthermore, information about the survey, with a QR code linking to the survey was included on all BID Annual Reports – electronic and hard copy versions - and distributed at the AGM held in March 2022.

#### **Engagement:**

A total of 52 completed surveys were returned by levy paying businesses, representing 55 hereditaments (19% of eligible votes) and 39% of the total rateable value.

Responses were representative of a wide range of levy paying businesses, reflecting 14 different types of business categories, with the largest set of respondents (29%) identifying as "Other Retail". 65% of respondents represented independent businesses, 24% were from national chains and 11% were from hereditaments under local authority ownership. As a general observation, BID Leads for National Chains based at centralised HQs are less likely to engage in BID surveys until ballot stage.

#### **Data Analysis Approach:**

Following the closure of the online survey, quantitative results were entered into an Excel database, from which subsequent analysis was carried out.

## Business Feedback: Priorities for Bid Term 2

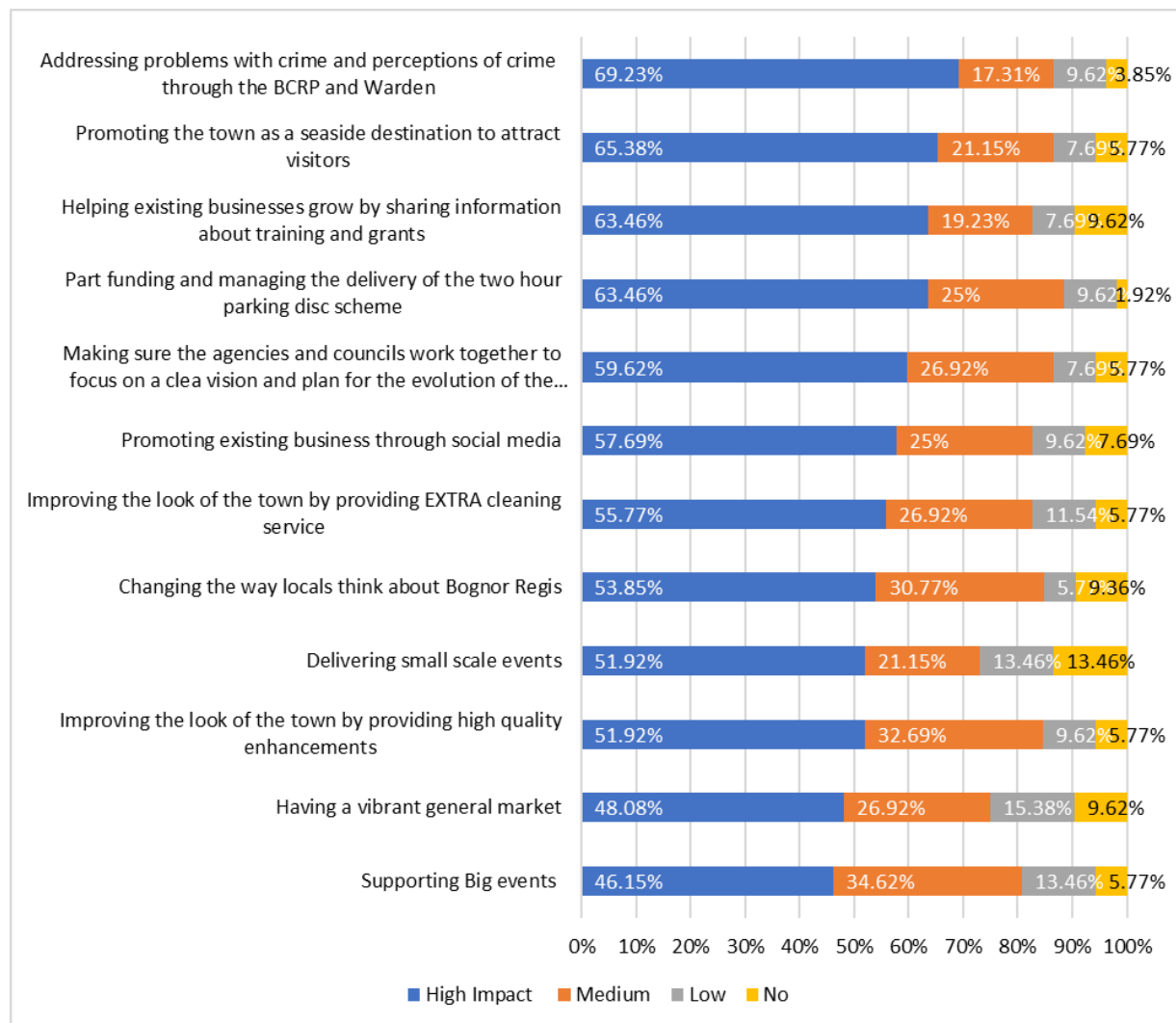
### Focus of BID Levy investment

70% of respondents stated that BID levy investment should be focused on activity that benefits the BID Area, with 30% believing resources should be used to provide direct services to their businesses. 2 % of respondents were unsure.

### Term 2 Business Priorities : Town

Survey respondents were asked to rate specific Term 1 BID activity in terms of its impact on the town by means of a sliding scale. Numerical ratings were then combined and analysed using Excel to create an overall picture of highest priorities for businesses to develop the Draft Term 2 Business Plan.

Business responses evidence the highest impact BID activity **for the town** as efforts to reduce crime and perceptions of crime through its BCRP and majority funding of the warden service (69%), followed by the BID’s promotion of Bognor Regis as a seaside destination to attract visitors (65%), and its funding and delivery role in maintaining provision of the Two-Hour Parking Disc scheme (63%), as well as signposting to grants and training (63%).

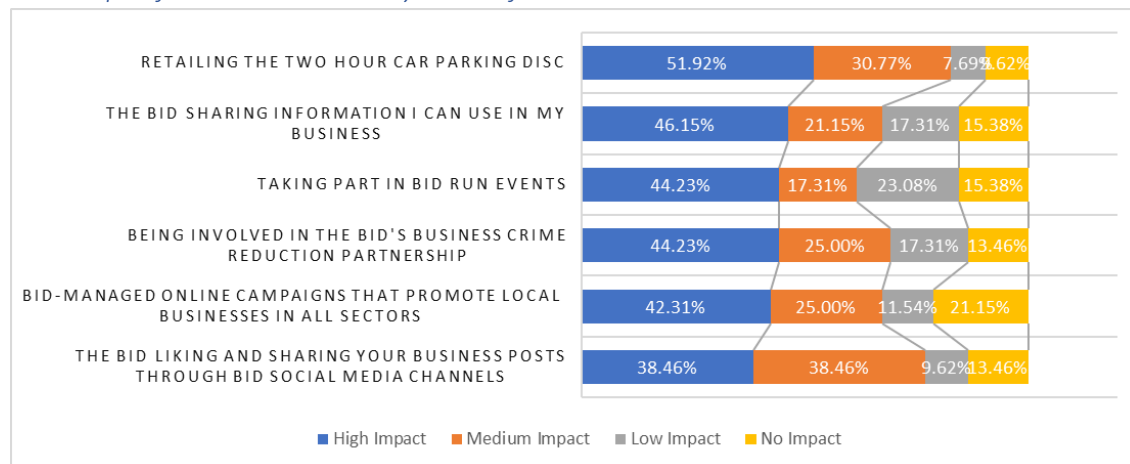


*Term 2 Business Priorities : Direct Services to Businesses*

March 2022 survey responses also evidenced the most impactful activity the BID can deliver to directly benefit **individual businesses**, overwhelmingly led by the ongoing provision of the multi-agency enabled Two Hour Parking Disc scheme.

52% of businesses believe retailing the two-hour car parking disc is the most impactful BR-BID activity for businesses. Perceived benefits also include the BID sharing information about training and grants (46%) and being involved in the BCRP (44%).

*Most impactful BID Term 2 activity to benefit businesses*



*Application of business feedback:*

Business feedback via the February survey was used to produce the **Draft** Term 2 Business Plan, with a clear focus on activity perceived as most impactful for the **town**, while continuing to offer a realistic level of **direct services to individual businesses**. Mindful of the impact of the current economic situation, proposed activity would need to be delivered with no increase to income from levy payments, against a backdrop of uncertainty with respect to inflation rates. Development of the DRAFT Term 2 Business Plan took place between May and July 2022, and then shared with businesses through a second consultation exercise.

**CONSULTATION 2: TERM 2 DRAFT BUSINESS PLAN CONSULTATION (JULY 2022)**

Based on consultation carried out in March 2022, the purpose of the July survey was to invite feedback on details of the tangible, core actions that could be delivered effectively by the small team of BID staff, within the budget available, every year of the proposed second term.

**Key Survey Stats:**

The online survey launched on 24<sup>th</sup> June 2022, and ran for a 14 day period, closing at 11pm on 31<sup>st</sup> July 2022. Using in-built software survey texts were available in 7 different languages.

To promote the survey, the BR BID website landing page and specific Term 2 page was updated with Draft Business Plan Consultation information, and all consultation documents - draft Business Plan and hard copy version of survey – were made available to download from BR BID website. In

addition, an electronic version of the Draft business plan was made available to view / download from Yumpu site (with links shared via social media).

All levy payers on the BID Database were contacted by direct email at survey launch, with an emailed reminder at 7 days, and prior to close of survey. Details were posted on the BR BID website’s News (home) page. In addition to launch details, 14 unique consultation survey posts were posted on BID social media channels (Facebook and Instagram) with links to the online survey, plus in-person reminders from the BID Ambassador during the five week period the survey was “live”. The BID Office window was used to display 8x A3 info posters about the consultation and proposed plans, including QR codes linking directly to the survey. Hard copy surveys and QR code links were also available at the “Drop In” display at POP! Unit.

On top of online and in-person survey activity, BID Team resources were dedicated to set up and staff four drop-in sessions timed to maximise attendance from businesses in both the day and night time economies on four consecutive days in the week commencing 27<sup>th</sup> June 2022.

**Survey Engagement:**

A total of 16 completed surveys were returned by levy paying businesses, representing 31 hereditaments (11% of eligible votes) and 31% of the total RV.

**Analysis of responses:**

Businesses were asked whether the proposed activities detailed under each of the four Objective clusters “sit well” with their expectations.

	MEETS EXPECTATIONS	DOES NOT MEET EXPECTATIONS
<b>Well Known Town</b>	88%	12%
<b>Welcoming Town</b>	88%	12%
<b>Transforming Town</b>	81%	19%
<b>Empowering Businesses</b>	88%	12%

**Indicative voting position at ballot:** 88% of survey respondents to the July 2022 consultation indicated they would vote in favour of a second BID Term based on activity outlined in the DRAFT Business plan, with 12% undecided.

*Application of Business Feedback:*

It was concluded that evidence of majority support for the proposed activity meant that no changes were required to the core offering, BID Levy charging structure, threshold or BID Area detailed in the Draft Business Plan for BID Term 2 delivery.

## STATEMENT OF WORK / SERVICES PROPOSED

Bognor Regis BID Ltd will continue to manage, operate and deliver services and activities prioritised by businesses through the company, on behalf of, and for the benefit of business rate payers in Bognor Regis.

Works and services proposed by BR BID for the 2023-28 term reflect the ongoing priorities of businesses, as evidenced through ongoing feedback and specific consultation exercises. All proposed BID activity is underpinned by the Bognor Regis Town Values and associated visuals, the principles of raising quality aspirations and delivery, and minimising impact on the environment.

Through consultation activity it is clear that, while progress has been made across all areas, the priorities businesses have identified as necessary to improve the trading environment are largely unchanged from Term 1, many of which were themselves carried forward from the Town Centre Management initiative delivered between 2014-2018.

Businesses responding to the viability survey in March 2022 identified activity addressing crime and anti-social behaviour, promotion of the town as a visitor destination, plus the ongoing provision of the parking disc scheme as those likely to have the most positive impact for the town in a second term of the BID. Businesses also rated the BID's strategic role – actively collaborating with stakeholder agencies to focus on a clear vision and plan for the evolution of the town centre - as significant.

With the exception of the two-hour parking scheme, these priorities address problems underpinned by complex, long established societal and economic factors of deprivation, with no quick or simple fixes, and outside the budget, remit and capacity of any single agency. Progress against these priorities therefore demands a multi-stakeholder response, ongoing commitment and engagement (including the active participation of the businesses themselves), sustained delivery, and sufficient time to embed. The BID is committed to its ongoing role in delivering activity to address these priorities, both as a discrete organisation and as a stakeholder in the successful growth of Bognor Regis.

In light of these facts, and the limitation of the BID's annual budget, the BID's proposals for a second term focus on realistic, tangible, core actions that can be delivered effectively by the small team of staff, within the budget available, year on year, and a specific commitment to partnership working.

## OVERVIEW OF PROPOSED DELIVERY:

BID delivery in Term 2 can be clustered under four main “Objective” headings:

### **Objective 1. Well Known Town:**

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.

### **Objective 2. Welcoming Town:**

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.

### **Objective 3. Transforming Town:**

Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibility for the town centre.

### **Objective 4. Empowering Businesses:**

Activity that increases direct footfall to businesses by helping them grow and thrive.

## SPECIFIC BID TERM 2 ACTIVITY:

The BID’s Term 2 activity commitments are strategic, focused and can be delivered to a high standard by the core team, thereby achieving maximum impact and maximum value for levy payers, every year for the next five years.

The summary overleaf details specific activity the BR BID will deliver under each of the Objective headings for the term 2023-2028. All proposed activity is underpinned by the core Town Values and associated visuals for Bognor Regis, the principles of raising quality aspirations, and minimising environmental impact.

The summary is not a finite list, rather a commitment to what *will* be delivered every year for the next five years of the second term. Flexibility remains to take on new opportunities as they arise, so long as they are: underpinned by the core Town Values, environmentally sustainable, support delivery of businesses’ priority Objectives, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.



## TERM 2: SUMMARY CHART OF BR BID DELIVERY COMMITMENTS 2023-2028

<b>OBJECTIVE</b>
<p><b>ONE: WELL KNOWN TOWN</b></p> <ul style="list-style-type: none"> <li>• 1 x BR BID delivered event per annum, including all engagement opportunities and promotion</li> <li>• Partnership working to ensure delivery of a "big" destination event for Bognor Regis, launching 2025</li> <li>• Support &amp; funding for events which significantly increase footfall to the BID Area</li> <li>• 365 Delivery of Love Bognor Regis destination website &amp; associated social channels</li> <li>• 365 delivery of Community facing website &amp; associated social channels</li> <li>• Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)</li> </ul>
<p><b>TWO: WELCOMING TOWN</b></p> <ul style="list-style-type: none"> <li>• Ongoing provision of an accredited Business Crime Reduction Partnership (BCRP), including appointment of dedicated BCRP Co-Ordinator to support business engagement, plus all the tools needed to share information through a data compliant platform (DISC), at no extra charge to levy paying businesses.</li> <li>• Ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service</li> <li>• Ongoing maintenance / electrical / insurance costs for supply of festoon (York, Old Town, Station, Bedford Street, &amp; Queensway*) (<i>*subject to agreement</i>)</li> <li>• Design, production &amp; installation costs for 1 x seasonal banner change: London Road &amp; High Street</li> <li>• Professional graffiti removal service for levy paying business premises</li> <li>• Ongoing funding contribution, production and delivery costs for the Two Hour Parking Disc scheme</li> </ul>
<p><b>THREE: TRANSFORMING TOWN</b></p> <ul style="list-style-type: none"> <li>• Driving strategic partnership working amongst all stakeholder groups and agencies – Arun District Council, Bognor Regis Town Council, West Sussex County Council, and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.</li> <li>• Supporting the delivery of businesses' strategic priorities for the town</li> <li>• Progressing effective delivery of the Town Values for Bognor Regis</li> <li>• Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses</li> <li>• Ongoing monthly monitoring, analysis and reporting of occupancy rates &amp; use types to compare Bognor Regis's performance against national trends</li> <li>• Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends</li> </ul>
<p><b>FOUR : EMPOWERING &amp; ENGAGING BUSINESSES</b></p> <ul style="list-style-type: none"> <li>• Helping businesses develop by signposting to training / support / cost savings / grants / networking opportunities, working in collaboration with other B2B providers to eliminate replication and maximise the benefit businesses gain through engagement</li> <li>• Signposting businesses to cost saving information (eg: business rates relief) and external funding opportunities</li> <li>• Improving engagement between levy paying businesses and BR BID, ensuring businesses are directly engaged in BID project development</li> </ul>

## TERM 2: DETAIL OF BR BID DELIVERY COMMITMENTS 2023-2028

### *OBJECTIVE 1: WELL KNOWN TOWN*

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.

Based on your feedback and realities of the budget and staff resources available, the BID will deliver:

- 1 x BR BID delivered event per annum, including all engagement opportunities and promotion
- Partnership working to ensure delivery of a “big” destination event for Bognor Regis, launching 2025
- Support & funding towards events which significantly increase footfall to the BID Area
- 365 delivery of Love Bognor Regis destination website & associated social channels
- 365 delivery of community facing website & associated social channels
- Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)

### **WHAT THIS LOOKS LIKE IN ACTION**

**One BID event per annum:** This is the BID using levy funds and all of its staff resources to devise, deliver and promote an event / experience that benefits the largest number of businesses across the day and night time economies, and enables the biggest range of business sectors to benefit by taking part.

Over Term 1 we’ve learned that installation-based events (such as the additional Christmas lights) - supported by engagement opportunities that all businesses can take part in to benefit from extra promotion - are the most impactful, cost effective and manageable for the BID to deliver.

**The Big Event:** This is the BID using its staff resources to work with all partners to devise, deliver and promote a high quality event that will become synonymous with Bognor Regis, establishing the town as a “must visit” destination for an incredible experience. Realistically, the partners need a solid two years of preparation to bring everything together, so the first event of its kind will most likely start in 2025. The BID has committed staff resources to co-ordinate all the different partners and separate elements to help bring about a memorable, perception-changing event for the town.

**Support & Funding For High Footfall events:** This is the BID using levy funds to support existing and emerging high quality events - like the Southdowns Music Festival - that have a significant impact on increasing footfall to the BID Area.

**Delivering “Love Bognor Regis”:** This is the BID using staff resources, BID levy and external funding streams to deliver a high quality, year-round tourism website and associated social media channels. The intention is to increase footfall to the BID Area by promoting all the positives about the town as a visitor destination.

The BID purchased Love Bognor Regis at the end of 2021, and the site has undergone extensive redesign and rebranding in line with the town values and visuals prior to relaunch.

Love Bognor Regis already has a significant following across its social media channels, and we're going to be building on both the site and the socials to change perceptions about Bognor Regis and encourage more visitors. It will also serve as a high quality "landing page" for future visitor campaigns and be a major platform for the co-ordination and promotion of town-wide events.

All levy paying businesses will benefit from a fully funded listing, and there'll be further opportunities through blog-style articles and guides promoting sectors that are directly relevant to visitors.

**Deliver Community Facing Website:** This is the BID using staff resources, a little bit of BID levy and accessing external funding streams, working with partners to co-ordinate and deliver a high quality, year-round, community facing website and associated social media channels.

The intention is to increase footfall to the BID Area by changing perceptions locally by providing a high quality online "hub", sharing details of the positive developments and proactive partnership working that's going on in the town. While there'll be a bit of fair amount of value-for-money crossover of resources, the community facing site needs to be separate from Love Bognor Regis which is aimed at a very specific visitor audience. For example, visitors probably won't find it that interesting to look at plans or take part in a survey about the Sunken Gardens ... they'll just want to be inspired to visit it when they're here!

Because of the BID's active role in collaborative partnerships, we already collate, synthesise and share relevant information from the various agencies through BID channels. We also know that many of the BID's website visitors and social media followers are actually from the wider community, rather than levy payers, so it's not going to be an enormous leap in workload to provide this facility which will benefit all of our businesses.

A direct benefit for levy payers is the opportunity to promote your business, special offers and events to a much wider B2B and B2C audience than existing BID platforms through the rebranding of an established social media channel we're going to attach to the new site.

**Delivering Markets:** Markets add vibrancy and vitality to town centres, generating additional footfall that can benefit other businesses in the local area. This is supported by research: a 2015 Institute of Place and Management comprehensive review of published evidence on markets demonstrated "unequivocally" that markets can contribute to the economic, social and political health of towns and cities. Further evidence from Springboard reveals how markets add to the vitality of specific centres, with footfall increases of up to 25%.

After two years of delays caused by Covid and a major review of Street Trading, this is the BID using staff resources to build up the number, quality and range of traders at the regular General Market and, through all the other work we're doing to change perceptions of Bognor Regis, to encourage speciality markets to give Bognor Regis a go!

A very important thing to note is that, even in its current form, the General Market generates an extra £10k of revenue that the BID invests directly in project delivery. If the BID doesn't manage the market, it doesn't mean that the market will stop - another Market Operator would come forward to take it on. In that scenario, the BID would suffer a shortfall in income that could be invested in project delivery, and businesses would lose the ability to influence the types of traders and speedy resolution of problems currently available through the BID's management role.

## OBJECTIVE 2: WELCOMING TOWN

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.

Based on your feedback and realities of the budget and staff resources available, the BID will deliver:

- Ongoing provision of an accredited Business Crime Reduction Partnership (BCRP), including appointment of a dedicated BCRP Co-Ordinator to support business engagement, plus all the tools you need to share information through a data compliant platform (DISC), at no extra charge to levy paying businesses.
- Ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service
- Ongoing maintenance / electrical / insurance costs for supply of festoon lighting (York Rd, Old Town, Station Square, Bedford Street, & Queensway)
- Design, production & installation costs for 1 x annual banner change: London Road & High Street (*plus banners at Christmas which are included in Well Known Town*)
- Professional graffiti removal service for levy paying business premises
- Ongoing funding contribution, production and management of the Two Hour Parking Disc scheme

### WHAT THIS LOOKS LIKE IN ACTION

**Business Crime Reduction Partnership:** This is the BID using levy funds and staff resources to continue delivering the GDPR compliant Business Crime Reduction Partnership and associated tools that enable businesses to report incidents and share key information.

Unlike other local areas, where BCRP membership costs range from £120 - £310 per annum, membership of the BID's BCRP is provided at no extra charge to levy paying businesses.

To make the partnership more effective, Term 2 proposals include the appointment of a dedicated BCRP Co-Ordinator, who will be out and about in town working with businesses, the police and other agencies to make a real impact on the issues you've flagged as ongoing priorities both for the town and your business.

But what about the warden?! At the time of writing, ADC and BRTC are in discussions about a joint-funded Warden Scheme for Bognor Regis. The BID supports this with the emphatic proviso that, based on evidenced need, any scheme developed prioritises the town centre and directly responds to business needs. Because of our role in delivering the BCRP, the BID will be invited to feed into scheme development.

**CCTV:** In Term 1, the BID secured match funding from the Safer Arun Partnership to install new CCTV cameras in areas across the town centre, as well as a monitoring platform hosted at the BID Hub.

This is the BID using levy funds and staff resources to support businesses and other agencies by looking for and providing CCTV evidence of reported crime affecting businesses in the coverage areas.

**Festoon Lighting:** This is the BID using levy funds to ensure the festoon lighting installed at key locations in Term 1 is safe, well maintained, insured and operational throughout Term 2, as well as electricity costs. With the planned addition of Queensway in 2022, the ongoing cost for this provision across all of the installation sites is just shy of £10k per annum.

**Banners:** This is the BID using levy funds and staff resources to brighten up the high-level sight lines with colourful, co-ordinating banners that connect the different areas and draw the eye to different parts of the town.

All banner designs are rooted in the Town Values and visuals , adding a splash of vibrant colour and positive messaging. At present, only London Road and High Street (central and east) have banner sites that can be used for this purpose. Based on 2022 figures, it should be noted that the cost for the design, production and installation of banners at these sites is around £2,130 per rotation.

Where banners aren't currently feasible, BID will continue to creatively introduce co-ordinating colours from the Town Values palette to reinforce connectivity between the whole town – either as stand-alone street furniture (like the flowerpots in Queensway) or through decorative embellishments (like the coloured slats added to the planter at Bedford Street).

**Graffiti Removal:** Graffiti is a real pain, and even though it's not your fault, it's your business's responsibility and cost to remove any that appears on your premises. This is the BID continuing to invest levy funds to pay for professional graffiti removal services from privately owned, BID Levy paying business premises.

**Two Hour Parking Scheme:** The fantastic two-hour parking disc scheme is made possible through a financial contribution from BRTC and the BID to Arun District Council for the use of their parking spaces, and the BID managing all aspects of its delivery.

Subject to all partners' agreement to extending the arrangements, this is the BID investing levy funds to continue the scheme, with BID staffing resources committed to managing its delivery for another five years, including design, production, storage, distribution and promotion, plus all financial transactions and returns.

All profits from the BID's sale of parking discs to retailers are invested back into projects delivered in the BID Area. Sales from the discs generate a small profit for the independent retailers that sell to consumers, providing them with additional income, thereby benefitting the local economy as a result.

The scheme continues to be incredibly popular with both residents and visitors to Bognor Regis, encouraging footfall by making parking really easy and really cost effective for town centre users. At the moment, particularly with the effects of inflation, the disc is a little bit *too* cost effective for consumers, so, working with partners, we'll explore how the scheme can be developed to benefit everyone a little bit more equally.

While we don't have direct responsibility for any car parks in the BID Area, we'll continue to lobby and encourage our partners to make improvements to their safety, visibility, accessibility and ease of use through our strategic role. We're also committed to environmental responsibilities, which means we'll be recommending and supporting ongoing enhancements to the delivery and promotion of active travel schemes

### *OBJECTIVE 3: TRANSFORMING TOWN*

Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibilities for the town centre.

Based on your feedback and realities of the budget and staff resources available, the BID will:

- Drive strategic partnership working amongst all stakeholder groups and agencies - Arun District Council, Bognor Regis Town Council, West Sussex County Council and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.
- Support the delivery of your strategic priorities for the town
- Progress effective delivery of the Town Values for Bognor Regis
- Continue ongoing provision of Springboard footfall counter, plus monthly analysis and reporting
- Continue ongoing monthly monitoring, analysis and reporting of occupancy rates & use types
- Continue ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends

#### **WHAT THIS LOOKS LIKE IN ACTION:**

**Driving Strategic collaboration:** Throughout its first term, the BID has been relentless in its efforts to encourage the agencies involved in the BID Area to work more collaboratively.

Through this partnership approach, we've been able to deliver projects that neither agency would have been able to achieve at the same speed - or at all - working in isolation. Specific examples include the partnership with BRTC to install the fabulous planters on Queensway, extending the banner designs to High Street as well as London Road, and working with ADC to deliver the POP! opportunity unit, the new festoon lighting at York Road, plus input on the design and delivery of The Arcade's colourful window vinyls.

But one-off projects by themselves aren't enough to make Bognor Regis vital and viable for the future. What's needed is a really co-ordinated, focused, strategic approach, with all partners - representing the need of their respective businesses, constituents and members - coming together, working on a really clear vision that everyone knows about and everyone can get behind, and then getting on with their part of it to deliver the best outcomes for the businesses and community of Bognor Regis - whether that's through funding support, staff resources or taking the lead on specific project delivery.

The BID was instrumental in establishing the multi-agency "Bognor Regis Town Centre Task Force", which brings together representatives from West Sussex County Council, Arun District Council, Bognor Regis Town Council, the Bognor Regis Regeneration Board, University of Chichester and the BID.

The Task Force is already making great progress, having instigated a visioning exercise and collaboratively identified strategic priorities to be reflected in the updated Masterplan for Bognor Regis. In June 2022, the BID worked with "Task Force" partners to submit a collaborative funding application to the UK Shared Prosperity Fund that, if successful, will support delivery against these strategic priorities.

**Supporting delivery of your strategic priorities:** 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 - Phases 1 and 2

You'll have already seen what the BID is proposing to deliver against your top two priorities under the "Well Known" and "Welcoming" Objectives. Realistically, the costs and complexities of the larger scale regeneration projects are way beyond the BID's budget, scope and remit, so it would be completely misleading to suggest we can deliver them in isolation.

However, these are your priorities so, through our strategic role, we'll be 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 priorities are progressed and then delivered to a high-quality standard.

**Effective delivery of the Bognor Regis Town Values:** A large scale, multi-agency "Place Branding" exercise was already in motion when the BID started its first term in April 2018. Analysis of community feedback from the extensive consultation was distilled into three core "Values" that capture the unique qualities of Bognor Regis and will ultimately underpin all decision making and activity in the town.

Delivery of the values is now firmly at a local level, stewarded by the Bognor Regis Regeneration Board and formally adopted by the BID, BRTC, University of Chichester and WSCC. All partners have committed to championing the Town Values through decision making and use of the visuals, thereby building a shared approach and consistent identity. Representatives of all local stakeholders with responsibilities for Bognor Regis meet regularly, and provide evidence of how their individual organisation has demonstrated the values against agreed KPI's.

The BID is an avid and active champion of the Town Values, not only in its use of the visuals, but because "Rebranding" is one of the key strategic approaches to Transformation recommended by the High Streets Task Force. It's recommended because it works.

The potential of the values and associated visuals goes way beyond "a logo and a strapline" - it offers a means by which we can communicate a clear identity and image to improve the way people think and feel about Bognor Regis ... leading to increased local and visitor footfall that directly benefits all of our businesses.

**Strategic Monitoring, Analysis and Reporting:** This is the BID investing levy funds in staff resources and quality data tools so we can monitor progress in terms of footfall, occupancy, and changes of use in the Bognor Regis BID Area to compare against local, national and specialist town trends. This is the BID providing you, the levy paying businesses, and partners with responsibility for the town centre, with factual, objective data and statistical evidence on the health of the town

#### *OBJECTIVE 4: EMPOWERING BUSINESSES*

Activity that increases direct footfall to businesses by helping them grow and thrive.

- Based on your feedback about the balance of BID activity that benefits the town and services that support businesses, the BID will:
- Help businesses develop by signposting to training / support / cost savings / grants / networking opportunities, working in collaboration with other B2B providers to eliminate replication and maximise the benefit businesses gain through engagement
- Signpost businesses to cost saving information (eg: business rates relief) and external funding opportunities
- Improve engagement between levy paying businesses and BR BID, ensuring businesses, where they want to be, are directly engaged in BID project development

#### **WHAT THIS LOOKS LIKE IN ACTION**

Businesses have been really clear that, in Term 2, the BID should focus on delivering quality activity that improves the town, rather than providing services for individual businesses.

However, we also want to make sure that your businesses benefit from opportunities to adapt and grow, so we're proposing we continue to share details of training, grants and any cost savings we can leverage for our levy paying members.

Bognor Regis benefits from professional organisations that exist to specifically support and develop businesses. Effective, established providers including the University of Chichester, Arun Business Partnership, The Track and FFS already offer a huge range of fully funded or low-cost support, advice, training and networking opportunities. There's no value for levy payers in the BID attempting to duplicate this high quality provision, so we're not going to. Instead, we're proposing to team up, get alongside and signpost you to these existing facilitators.

The BID Team will continue to use the BID's website, Facebook, Instagram and Mailchimp channels to keep you informed about BID activity, and we'll soon be introducing regular drop-in sessions, with the BID Hub staffed till 6.00pm, Monday to Thursday on alternate weeks so you have the flexibility to meet in person at a time that's convenient for you.

On top of the monthly BCRP Members' meetings, we're reintroducing "working groups" for key areas of interest such as events and promotion to encourage interested businesses to get involved at the early planning stage. And, as always, we'll be available for you by phone, email, DM, Zoom and in person - either by appointment or during the regular drop-in sessions



## BASELINE SERVICES

BIDs deliver additional services over and above the existing provision. To be able to define “additional”, there needs to be an understanding of the existing “baseline” services being delivered, and level of delivery.

A statement of baseline services is attached **as Appendix 7**.

It is unrealistic for local authorities to commit to specific service levels for the full term of the BID. However, neither local authorities nor any other statutory agency providing services within the proposed BID area should rely upon the availability of any future BID levy to disproportionately reduce services compared to any alteration to services more widely.

The Baseline Service statements at Appendix 7 therefore outline *current service delivery* in Bognor Regis by the named supplier. It is a statement of intent, enabling an understanding of “baseline” and “additional” services for the BID ballot being held in February 2023, with the understanding that all non-statutory services are subject to review by the respective agencies.

## DESCRIPTION OF THE PROPOSED BID AREA

The Business Improvement District for Bognor Regis includes the heart of the town centre, including the main retail, leisure and commercial areas, and extends to include key tourism areas along the seafront.

The area was defined through consultation with businesses in preparation for the introduction of a BID in 2017 to identify the commonality of issues affecting their trading environment, with the final boundary decided by the then Shadow BID Board following consultation with potential levy paying businesses on the Term 1 draft Business Plan. The proposed geographic boundary for the BID’s second term is **unchanged**, on the basis that all businesses within the defined area benefit directly or indirectly from BID delivery activity.

A list of streets in the proposed Bognor Regis BID area, along with a map showing all properties within the BID boundary are shown in **Appendix 8a and 8b**.

## A STATEMENT OF WHO, WITHIN THE BID AREA, IS INCLUDED

Only properties included in the Local Rating List will be liable to pay the BID levy.

Details of the rateable value and BID levy for each hereditament included in the BID area is attached at **Appendix 9**.

*(Details correct as at February 2022)*

## HOW THE AMOUNT OF LEVY IS TO BE CALCULATED

All non-domestic ratepayers in the BID area as defined above, either occupying the property, or, if unoccupied, owning the property, and having a Rateable Value of £6,000 or above as at **1<sup>st</sup> April 2017**, will be liable to the BID levy charge of 1.5% subject to the exemptions stated in this business proposal.

The levy rate for the BID's proposed second term, running from 2023-28 was agreed by the BID Board of Directors based on feedback received through the viability survey and subsequent development of the Business Plan, further consultation and financial analysis, and with keen regard to the current impact of national and global factors on business finances. In light of the impending review of Rateable Values, the decision to use the 2017 Rateable Value was to enable more certainty in financial forecasting. .

The BID levy will continue to be 1.5% of the **2017** rateable value shown on Arun District Council's (the Billing Authority's) NNDR billing system as at 1st April 2017 for each defined hereditament within the scope of the BID, with the exception of those premises with a rateable value of less than £6,000, and those exemptions set out overleaf.

The list of liable hereditaments is altered and updated on an ongoing basis to reflect changes in the billing authority's database of liable non-domestic ratepayers and relevant hereditaments. Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

Taking into consideration levy collection costs and cost of delivery of BID Objectives, it has been established that only businesses with a rateable value of £6,000 or more will be liable to pay BID levy. This includes all charities with a retail arm operating in the town.

## **VAT**

VAT will **not** be charged on the BID levy.

## **A STATEMENT OF ANY RELIEF**

No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non-Domestic (or Business) Rates.

All types of property within the BID area specified are to be potentially subjected to the full levy as set out above. Furthermore there is to be no distinction made between occupied or unoccupied hereditaments, with either occupancy status attracting the full BID levy.

## **EXEMPTIONS FROM THE BID LEVY**

The following hereditaments are **exempt from BID Levy**:

- Property with a rateable value of less than £6,000.

The following categories are to be **exempt from BID Levy**:

- ambulance stations
- cemeteries
- community centres
- publicly funded places of education
- fire stations
- hospitals
- public conveniences
- places of worship

- local charities delivering their services in the BID area
- non-retail charities
- phone/mobile phone masts

## BID LEVY LIABILITY AND COLLECTION

In the outcome of a “YES” Vote, the BID levy is binding on all eligible business within this Business Proposal and summarised Plan.

All bills issued will be due and payable, irrespective of whether or not the liable business/person voted in favour or against the BID.

Persons liable to pay the levy will be any “Rate Payer” as set out in section 59 of the Local Government Act 2003, [Interpretation of Part 4]. Section 59 clarifies the meaning by stating “non-domestic ratepayer, in relation to any area, means a person subject to a non-domestic rate under section 43 or 45 of the Local Government Finance Act, 1988 (c.41) (liability to non-domestic rates) because he is the owner or occupier of a hereditament situated in that area.”

For the purposes of non-domestic rating, Arun District Council interprets the owner of a hereditament or land as per the definition in section 65(1) of the Local Government Finance Act 1988. This states that “the owner of a hereditament or land is the person entitled to possession of it”. A similar definition exists in Schedule 4A of the Local Government Finance Act 1988 at paragraph 10(b) for unoccupied properties.

## RATING LIST AND RATEABLE VALUES TO BE USED IN THE BID

For the purposes of the Term 2 BID levy, the rateable value shown on the NNDR local list held by Arun District Council on the 1st April 2017 will be the figure used for the BID levy calculation for each liable ratepayer.

Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

This figure will be used throughout the term of the BID. The liability for the BID levy will lie with the responsible party for the Non Domestic Rates as shown by Arun District Council.

## FINANCIAL YEAR

For the purposes of the BID, a financial year is a period of 365 days (or 366 days in a leap year), commencing 1st of April and ending 31st of March inclusive.

## THE LEVY MULTIPLIER AND CHARGE

For the duration of the BID term, the BID levy multiplier will be 1.5p in the pound and this will continue for the 5 years of the BID, based on the Rateable Value of the hereditament as at 1st April 2017.

No inflation will be added to the levy. Payment of the BID levy will be calculated on a daily charge mirroring the NNDR system.

The levy will be charged annually in advance for each chargeable period, from 1st April.

<b>Rateable Value</b>	<b>Levy Rate</b>	<b>Annual</b>	<b>This equates to: Weekly</b>
0-£5,999	1.5%	Zero	Zero
£6,000	1.5%	£90	£1.70
£12,000	1.5%	£180	£3.40
£25,000	1.5%	£375	£7.20
£50,000	1.5%	£750	£14.40
£100,000	1.5%	£1,500	£28.80
£200,000	1.5%	£3,000	£57.70
£500,000	1.5%	£7,500	£144.20
£1,000,000	1.5%	£15,000	£288.50
£2,000,000	1.5%	£30,000	£577.00

## PROCEDURAL ARRANGEMENTS

The BID charge is an annual fee based on rateable value of the premises as at 1st April 2017. It is to be paid in full and in advance. The payment due date is 1st of April of the relevant financial year. To enable due process following the February 2023 ballot, the billing cycle for the proposed second term of BR BID is as follows:

<b>FINANCIAL YEAR</b>	<b>BID (TERM 2) YEAR</b>	<b>PAYMENT DUE</b>
2023-2024	1	15 <sup>th</sup> April 2023
2024-2025	2	1 <sup>st</sup> April 2024
2025-2026	3	1 <sup>st</sup> April 2025
2026-2027	4	1 <sup>st</sup> April 2026
2027-2028	5	1 <sup>st</sup> April 2027

## ALTERATION / VARIATION PROVISION

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary shown in this business plan or to the levy rate would require an alteration ballot.

## START DATE & DURATION OF THE BID

In the outcome of a **YES** vote, the BID's second term will start on 1st April 2023 and will continue for a period of 5 years. At the end of this five year period, a new ballot can take place if the business community wish to continue as a Business Improvement District.

In the outcome of a **NO** vote, the BR BID Ltd Company will be wound down in the period between the known outcome of the vote (anticipated 15<sup>th</sup> February 2023), redundancy notices will be issued and all current service provision will cease on 31<sup>st</sup> March 2023.

## APPENDICES

APPENDIX 1: SUMMARY CHART: BID DELIVERY TERM 1

**THE TERM 1 BID BUSINESS PLAN IDENTIFIES ACTIONS TO FULFILL THE KEY OBJECTIVES OF:**

1. A WELL-KNOWN TOWN CENTRE: TO HELP IMPROVE THE PERCEPTION AND IMAGE OF BOGNOR REGIS
2. A WELCOMING TOWN CENTRE: TO HELP REDUCE CRIME AND ANTI-SOCIAL BEHAVIOUR
3. AN ACTIVE TOWN CENTRE AT NIGHT: TO HELP STIMULATE THE EVENING & NIGHTTIME ECONOMY
4. BETTER PARKING: TO MAKE IT EASIER FOR VISITORS AND STAFF TO PARK IN TOWN

**TERM 1 BUSINESS PLAN: PROPOSED ACTIONS: OBJECTIVE 1: A WELL KNOWN TOWN CENTRE**

WHAT THE BID COMMITTED TO	WHAT THE BID DELIVERED
MYSTERY SHOPPING TO BASELINE CURRENT SERVICE LEVEL AND OFFER	<p>Y1: AT DIRECTORS MEETING (JAN 2019), DIRECTORS HELD THAT INTRODUCTION OF ACROSS-THE-BOARD MYSTERY SHOPPING ACTIVITY WOULD UNDERMINE BUSINESS MORALE AND PROVE COUNTER PRODUCTIVE.</p> <p>Y2: MINI MYSTERY SHOPPER ACTIVITY TO MEASURE CONSISTENCY IN SALES OF PARKING DISCS (2020)</p> <p>Y1,2,3,4,5: TOWN CENTRE OFFER, INCLUDING OCCUPANCY AND DETAILED ANALYSIS AND COMPARISON OF BUSINESS USES ACROSS BID AREA CARRIED OUT BY BR BID AT LEAST EVERY THREE MONTHS AND MONITORED FOR TRENDS AGAINST NATIONAL PICTURE.</p>
MARKETING TO TOWNS WITHIN AN HOUR’S DRIVE E.G. HORSHAM, CRAWLEY, ETC.	<p>Y1: CHRISTMAS CAMPAIGN: PRIMARY TIMES RADIUS WEST SUSSEX / OBSERVER THREE AREAS</p> <p>Y2 CHRISTMAS CAMPAIGN: PRIMARY TIMES RADIUS WEST SUSSEX / OBSERVER THREE AREAS</p> <p>Y3: SPACE TO...CAMPAIGN – TARGETED 40 MILE RADIUS (2020) (BUS REARS, PHONE BOXES, PRINT ADS)</p> <p>Y4: FRESH AIR CAMPAIGN – TARGETED 40 MILE RADIUS (2021) (BUS REARS, PHONE BOXES, PRINT ADS)</p> <p>Y4: CHRISTMAS CAMPAIGN – GREATEST HITS RADIO</p>



	<p>Y5: TASTE! BOGNOR REGIS EVENT IN 30K MAGAZINES CIRCULATED ** DISTANCE  Y5: BR ARTICLE IN SUSSEX LIVING MAGAZINE  Y5: BR ARTICLE IN TOWN &amp; COUNTY MAGAZINE  Y5: VISIT BOGNOR REGIS DL BROCHURE</p> <p>Y5: TASTE! BOGNOR REGIS EVENT:</p> <ul style="list-style-type: none"> <li>• V2 RADIO</li> <li>• OBSERVER – ALL 3 AREAS</li> <li>• BBC LOCAL</li> </ul>
<p>TOWN CENTRE LOYALTY SCHEME</p>	<p>INVESTIGATED ESTABLISHED LOYALTY SCHEME ALSO OPERATING IN CHICHESTER – COST PROHIBITIVE AND DID NOT REPRESENT VFM FOR LEVY PAYERS.</p> <p>ALTERNATIVE SHOP LOCAL PROMOTIONS DELIVERED VIA BACK COVER CAR PARKING DISC VOUCHER BOOKLETS.</p>
<p>PUBLIC EVENTS BOTH LARGE AND SMALL   (NB: IN LIGHT OF COVID, THE DEFINITION OF “EVENTS” HAS BEEN EXPANDED TO INCLUDE INSTALLATIONS THAT ATTRACT FOOTFALL TO AREAS.)</p>	<p>Y1: CHRISTMAS 2018 (PLUS £SUPPORT FOR BRTC LIGHTS SWITCH ON EVENT: MULTIPLE STREET PERFORMERS ON THURSDAY NIGHTS, SATURDAYS AND SUNDAYS IN 3 WEEK PERIOD FROM LIGHT SWITCH ON EVENT.</p> <p>Y2: EASTER 2019</p> <p>Y2: HALLOWEEN 2019</p> <p>Y2: CHRISTMAS 2019 (PLUS £ SUPPORT FOR BRTC LIGHTS SWITCH ON EVENT) MULTIPLE STREET PERFORMERS, PLUS STRING QUARTET AT TRAIN STATION. PLUS MULTIPLE STREET PERFORMERS FOR 1 X WEEKEND BETWEEN LIGHT SWITCH ON AND CHRISTMAS.</p> <p>Y3: CHRISTMAS 2020 : LIGHT INSTALLATIONS PLUS MULTIPLE ONLINE ENGAGEMENT (COVID)</p> <p>Y4: SUMMER 2021 : TEMP PICNIC PARK ON THE PLACE (£ WBF)</p>

	<p>Y4: CHRISTMAS 2021 : LIGHT INSTALLATIONS PLUS MULTIPLE ONLINE ENGAGEMENT (COVID) PLUS MUSICIANS</p> <p>Y5: "TASTE! BOGNOR REGIS" STREET FOOD WEEKEND EVENT, PSM (AUG 2022)</p> <p>Y5: CHRISTMAS 2022: LIGHT INSTALLATIONS PLUS PROMOTION CAMPAIGN</p>
<p>WORK WITH PROPERTY OWNERS, AGENTS, LOCAL AUTHORITY TO PROMOTE THE TOWN TO BRANDED RETAILERS AND RESTAURATEURS TO ENCOURAGE THEM TO LOCATE IN TOWN</p>	<p>DIFFICULTY OF DOING THAT IN A POST COVID WORLD – LED BY BUSINESSES – MAJOR FOCUS ON DELIVERING TOWN VALUES TO IMPROVE PERCEPTIONS OF BOGNOR REGIS FIRST – DON'T ACTUALLY HAVE THAT MANY PREMISES AVAILABLE FOR THEM TO RENT</p> <p>COLLABORATIVE WORKING AND ACTIVE MEMBERSHIP OF BR REGENERATION BOARD</p>
<p>OFFER INDIVIDUAL BUSINESSES OPPORTUNITIES TO PROMOTE THEMSELVES E.G. POCKET GUIDE, SHOPPING GUIDE AND FOOD AND DRINK GUIDE TO PROMOTE WHAT IS CURRENTLY AVAILABLE IN TOWN.</p>	<p>Y1: INTRODUCED PARKING DISC VOUCHER BOOK (FOR 2019 DISCS)</p> <p>Y1: FULLY FUNDED LISTING FOR ALL BID LEVY PAYING BUSINESSES ON LOVE BOGNOR REGIS (2018-19)</p> <p>Y1: FOUR YOUR HIGH STREET – CHECK DATE / YEAR</p> <p>Y2: FULLY FUNDED LISTING FOR ALL BID LEVY PAYING BUSINESSES ON LOVE BOGNOR REGIS (2019 – 2020)</p> <p>Y2: FIVERFEST – DATE (HAS TO BE AFTER SEPTEMBER 2019)</p> <p>Y2: FIVERFEST</p> <p>Y3: MARKET BARROW – OPPORTUNITY TO TRADE OR SIGNPOST TO PHYSICAL BUSINESS ON MARKET</p> <p>Y2: PARKING DISC VOUCHER BOOK (FOR 2020 DISCS)</p> <p>Y3: PARKING DISC VOUCHER BOOK (FOR 2021 DISCS)</p> <p>Y3: ONLINE HIGH STREET (2020)</p> <p>Y3: FIVERFEST</p> <p>Y3: HALLOWEEN 21 DAY BUSINESS PROMOTION (2020)</p> <p>Y3: CHRISTMAS ADVENT CALENDAR</p>

	<p>Y3: CHRISTMAS “WHERE’S CLARENCE”  Y3: CHRISTMAS WINDOW COMPETITION INCLUDING MAP AND LISTING</p> <p>Y4: BRINDIES (FROM JULY 2021)  Y4: VINTAGE MINI EVENT WEEKEND (SEPT 2021)  Y4: HALLOWEEN 21 DAY BUSINESS PROMOTION (OCT 2021)  Y4: ONLINE DIRECTORY – STUDENT DISCOUNTS (2021+)  Y4: CHRISTMAS WINDOW COMPETITION 2021  Y5: CHRISTMAS WINDOW COMPETITION 2022</p> <p>Y5: FREE PROMOTION OPPORTUNITY UTILISING MARKET BARROW AT POP!  Y5: CREATION &amp; DELIVERY OF PULL-OUT FOOD &amp; DRINK BUSINESS MAP IN BR FOCUSED F&amp;D MAGAZINE  Y5: 10 X FULLY FUNDED ½ PAGES IN BR FOCUSED F&amp;D MAGAZINE / SOCIALS</p> <p>Y1,2,3,4,5: ONGOING OPPORTUNITY FOR FREE GAZEBO HIRE TO TRADE FROM MARKET TO BID LEVVY PAYERS</p>
<p>SEAFRONT ENTERTAINMENT AND STAR ATTRACTIONS</p>	<p>Y1, 2, 3, 4: ADMINISTRATIVE SUPPORT FOR FOOTFALL ATTRACTING ICE RINK, (2018, 2019, 2021)  Y1, 2, 3, 4: FUNDING SUPPORT FOR SOUTHDOWNS FOLK / MUSIC FESTIVAL) 2018, 2019, 2021, 2022  Y5: TASTE! BOGNOR REGIS STREET FOOD WEEKEND INCL HEADLINE MUSIC PERFORMERS AT PSM</p>
<p>OFFER A RESIDENTS’ PASS/RATE TO BUTLIN’S OR MORE OFFERS TARGETED AT RESIDENTS TO USE BUTLIN’S FACILITIES (BARS, RESTAURANTS, ROOM HIRE). THIS WILL HELP TO CHANGE THE PERCEPTION OF THE RESORT FOR LOCALS WHO CAN THEN FEEL PROUDER OF THE BIGGEST</p>	<p>(NOTE: AN ANNUAL PASS FOR LOCAL RESIDENTS ALREADY EXISTS) – ACTION NOT PURSUED</p> <p>INTERESTING NOTE ABOUT BID AREA BUSINESSES RECOGNISING THE SIGNIFICANCE OF BUTLINS IN TERMS OF MAJOR IMPACT ON SEASONAL FOOTFALL DURING RESTRICTIONS DURING 2020.</p>

LEISURE ATTRACTION IN THEIR TOWN AND HELP SPREAD THE WORD	
JOINT BUSINESS PROCUREMENT SCHEME USING THE COLLECTIVE BUYING POWER OF BUSINESSES TO HELP REDUCE BUSINESS COSTS IN ORDER TO INVEST IN THE BUSINESS. E.G. ADVERTISING, MERCHANT FEES, TELECOMS, UTILITIES, TRAINING, CUSTOMER SERVICE TRAINING	<p>Y3: OFFERED ALL BUSINESSES FULL REVIEW OF ALL UTILITY COSTS WITH POTENTIAL SAVINGS WITH PLACE SUPPORT PARTNERSHIP : NO TAKE UP FROM ANY BUSINESSES IN THE BID AREA (2020/21)</p> <p>Y4: FULLY FUNDED TRAINING FROM WHITEHEAD ROSS</p>
UTILISE EMPTY UNITS – ARTS EXHIBITIONS, PHOTOS, MUSEUM, POP UP SHOPS,	<p>NB: ISSUES WITH INSURANCE AND PROPERTY OWNERS NOT WANTING TO PARTICIPATE. SOME EMPTY PROPERTIES PRESENT H&amp;S ISSUES. HA MADE FREQUENT ATTEMPTS TO ENGAGE WITH EX THOMAS COOK OWNER, WHO WAS RECEPTIVE UNTIL ADVISED AGAINST BY AGENT.</p> <p>ADC PROPERTY &amp; ESTATES MORE RECEPTIVE:</p> <p>Y2: CHRISTMAS 2019: COMMUNITY FOREST, 7-11 THE ARCADE  Y3: AUTUMN 2020: ARTIST IN RESIDENCE – BEN CAVANAGH, 7 – 11 THE ARCADE  Y4: SUMMER 2021: WORKING WITH U CAN SPRAY TO FACILITATE MURAL AT LONDON RD HOARDING  Y4: DEVELOPMENT OF POP! POP UP OPPORTUNITY SHOP / SPACE AT 10 THE ARCADE  Y5: SUMMER 2022: NEW MURAL AT LONDON ROAD  Y5: DELIVERY OF POP! INCLUDING USE OF SPACE FOR COMMUNITY EXHIBITIONS, POP UP SHOP, ARTISTS IN RESIDENCE</p>
MORE USE OF MARKETING INFRASTRUCTURE E.G. BANNERS ON FLY-OVER AND PRECINCT, WINDOW VINYL	<p>Y1,2,3,4,5 NEW BANNERS IN LONDON ROAD AND HIGH STREET  Y1,2,4,5 CHRISTMAS WINDOW VINYL 2018,19,20,21,22  Y1,2,3,4,5 CHRISTMAS BANNERS IN LONDON ROAD AND HIGH STREET</p>

<p>MARKETING CAMPAIGNS AT PLACES LIKE LONDON VICTORIA</p>	<p>NOT VFM INVESTMENT OF LEVY FUNDS IN FIRST TERM. HOWEVER, MUCH PROGRESS MADE IN TERMS OF ADOPTING TOWN VALUES AND VISUALS, COLLABORATION PROFESSIONAL MEDIA CAMPAIGN DEVELOPED.</p> <p>Y2: SPACE TO...: SUMMER 2020 VISITOR CAMPAIGN TO 40 MILE RADIUS (£ SUPPORT FROM BRRB)  Y3: FRESH AIR : SUMMER 2021 VISIOTR CAMPAIGN TO 40 MILE RADIUS ( FULLY FUNDED – GOVERNMENT’S WELCOME BACK FUND)</p>
<p>FOCUSED SOCIAL MEDIA CAMPAIGN</p>	<p>Y3: SPACE TO.....INCLUDED FOCUSED TWO MONTH SOCIAL MEDIA CAMPAIGN (2020)  Y4: FRESH AIR ...INCLUDED FOCUSED TWO MONTH SOCIAL MEDIA CAMPAIGN (2021)  Y5: TASTE! BOGNOR REGIS</p>
<p>CONCENTRATE ON DELIVERING QUALITY EVENTS TO IMPROVE THE CULTURAL OFFER IN THE TOWN CENTRE; SUPPORT AND PIGGYBACK OFF EXISTING EVENTS AND BRING MORE ACTIVITIES INTO THE TOWN CENTRE</p>	<p>Y1,2,3,4,5: SOUTHDOWN FOLK / MUSIC FESTIVAL : £ SUPPORT (2018,19,21,22)  Y2: NIGHT AT THE OPERA 2019 – FUNDING TO ENABLE NATIONALLY RENOWNED OPEAR SINGER  Y3: CHRISTMAS 2019 – STRING QUARTET AT TRAIN STATION</p>
<p>PROMOTE THE TOWN CENTRE AS A FAMILY-FRIENDLY SHOPPING DESTINATION TO EXISTING RESIDENTS, STUDENTS AND BUTLIN’S VISITORS.</p>	<p>Y1: LOVE BOGNOR REGIS £ SUPPORT TO HOST BUSINESS LISTINGS (2018)  Y1: EXPERIENCE CHRISTMAS IN BOGNOR REGIS 2018 CAMPAIGN: OBSERVER, PRIMARY TIMES, RADIO  Y2: LOVE BOGNOR REGIS £ SUPPORT TO HOST BUSINESS LISTINGS (2019)  Y2: EXPERIENCE CHRISTMAS 2019 CAMPAIGN: OBSERVER, PRIMARY TIMES, RADIO  Y3: SPACE TO DESTINATION CAMPAIGN (SUMMER 2020)  Y3: LIGHT UP YOUR CHRISTMAS 2020 CAMPAIGN: OBSERVER, PRIMARY TIMES, V2 RADIO, ONLINE</p>

	<p>Y4: FRESH AIR DESTINATION CAMPAIGN (SUMMER 2021)  Y4: COLOUR YOUR CHRISTMAS 2021 CAMPAIGN: OBSERVER, PRIMARY TIMES, GREATEST HITS RADIO, V2 RADIO  Y4: ACQUISITION OF LBR</p> <p>Y5: DEVELOPMENT AND ONGOING DELIVERY OF LBR  Y5: FEATURE ARTICLE DESTINATION MARKETING; SUSSEX LIVING MAGAZINE  Y5: FEATURE ARTICLE TOWN &amp; COUNTY MAGAZINE  Y5: CONTENT, DESIGN &amp; TEXT DEVELOPMENT PLUS FUNDING FOR “VISIT BOGNOR REGIS” DL  Y5: COLOUR YOUR CHRISTMAS 2022 CAMPAIGN: OBSERVER, PRIMARY TIMES, V2 RADIO</p>
<p>TARGETED PROMOTION OF THE TOWN TO MORE AFFLUENT RESIDENTS OF SURROUNDING VILLAGES THROUGH STRATEGIC EVENTS</p>	<p>NATIONAL PRESS RELEASE RE OPERA NIGHT &amp; CULTURE IN GENERAL  WORK WITH STAKEHOLDER PARTNERS TO DEVELOP AND DELIVER THE TOWN VALUES AND ASSOCIATED VISUALS  Y3: SPACE TO CAMPAIGN RADIUS INCLUDED FELPHAM, ALDWICK, PAGHAM, CHICHESTER, MIDHURST  Y4: FRESH AIR CAMPAIGN RADIUS INCLUDED FELPHAM, ALDWICK, PAGHAM, CHICHESTER, MIDHURST  Y5: TASTE! BOGNOR REGIS PROMOTED THROUGH ABSOLUTELY SUSSEX</p>
<p>PROMOTION TO ENCOURAGE HIGHER VALUE RETAILERS, RESTAURANTS AND BARS TO INVEST IN THE TOWN</p>	<p>IN PROGRESS - UNDERPINNED BY WORK WITH TOWN VALUES &amp; ASSOCIATED VISUALS</p>
<p>WORK WITH TOURISM AND HOTEL INDUSTRY TO RAISE THE STANDARD OF LOCAL ACCOMMODATION AND ENCOURAGE NEW BRANDED HOTELS TO LOCATE IN BOGNOR REGIS</p>	<p>BEYOND SCOPE OF TERM 1 STAFFING RESOURCES – TIME RESTRAINTS – CLOSURE OF NUMBER OF INDEPENDENT ACCOMMODATION OPERATORS</p>

CARRY OUT PROMOTIONAL ACTIVITY AND PUBLICITY STUNTS	VALENTINE'S DAY 2019 – HEARTS ON LAMPPOSTS
WORK WITH THE CURRENT HEMINGWAY DESIGN-LED PLACE BRANDING INITIATIVE TO SHIFT PERCEPTIONS ABOUT THE TOWN AND CHANGE THE NARRATIVE TO PROMOTE A POSITIVE PERCEPTION OF BOGNOR REGIS	BID DRIVING FORWARD DELIVERY OF TOWN VALUES - THIS IS KEY TO ALL OTHER ACTIVITY AS IT PROVIDES A CONSISTENT, POSITIVE NARRATIVE UNDERPINNING EVERYTHING THAT IS SAID AND DONE IN BOGNOR REGIS.
USE ALL AVAILABLE COMMUNICATION CHANNELS TO SHIFT PERCEPTIONS ABOUT BOGNOR REGIS, INCREASING AWARENESS OF THE RANGE AND THE BEST OF WHATBOGNOR REGIS HAS ON OFFER	<p>Y1 SAW ADVERTISEMENTS AND FEATURES IN LBR, BOGNOR REGIS &amp; CHICHESTER POST, BR &amp; CHI OBSERVER, TWO CLOSE PARTNERSHIPS WITH SPIRIT FM, PAID FOR ADVERTISING WITH SPIRIT FM</p> <p>BID CHAIRMAN RESPONSIBLE FOR TWITTER CAMPAIGN, BBC COVERAGE OF BOGNOR REGIS</p> <p>Y3: SPACE TO CAMPAIGN 2020 – CALL TO ACTION - LBR</p> <p>Y4: FRESH AIR CAMPAIGN 2021 – CALL TO ACTION - LBT</p> <p>ACTIONS Y2+ BID WEBSITE</p> <p>Y5: THROUGH LBR</p> <p>Y5: BID CO-ORDINATOR APPEARANCE ON “FARAGE AT LARGE”</p> <p>Y5: TASTE!</p>
DEVELOP AND DELIVER MARKETING CAMPAIGNS TO ATTRACT PEOPLE INTO BOGNOR REGIS TOWN CENTRE	<p>Y1,2,3,4: USE OF LOVE BOGNOR PLATFORM FOR ADVERTISING EVENTS</p> <p>Y1,2,3,4,5: CHRISTMAS CAMPAIGNS 2018,19,20,21 AND 22 ALL DESIGNED AND PROMOTED THROUGH VARIOUS MEDIA CHANNELS INCLUDING SOCIAL PLATFORMS, PRINT NEWS, ONLINE NEWSPAPERS &amp; SPIRIT FM AND, FOR CHRISTMAS 2021, GREATEST HITS RADIO (FOLLOWING SUCCESSFUL WBF APPLICATION).</p> <p>CREATION AND DELIVERY OF CHRISTMASBOGNORREGIS.CO.UK</p> <p>Y5: THROUGH LBR, MANAGED BY BR BID</p>

<p>USE LOCAL RADIO MORE, SUCH AS EVENTS, SHOW FROM THE HIGH STREET, LOCAL BANDS, ETC.</p>	<p>Y1: HALLOWEEN: JOINT EVENT INCLUDING LIVE BROADCAST (SPIRIT FM)          Y1: PARKING DISC PROMOTION (FOR 2019 DISCS) (SPIRIT FM)          Y2: EASTER 2019: JOINT EVENT INCLUDING LIVE BROADCAST (SPIRIT FM)          Y3: SPACE TO SUMMER CAMPAIGN (SPIRIT FM)          Y4: FRESH AIR SUMMER CAMPAIGN (SPIRIT FM)          Y4: PARKING DISC PROMOTION FOR 2022 DISCS: (V2 RADIO)          Y4: 2021 CHRISTMAS WINDOW COMPETITION (V2 RADIO)          Y4: 2021 CHRISTMAS / WINDOW TRAIL: GREATEST HITS RADIO (NOV / DEC 2021)</p>
<p>REGULAR PRESS RELEASES AND COMMENTS TO RAISE AWARENESS OF WHAT BOGNOR REGIS HAS TO OFFER</p>	<p>IS THERE ANY WAY TO SUMMARISE???          RESPONSE TO WHICH? REPORT 2018 – CHAIRMAN PW          BID CHAIRMAN JPAS CHANNEL 4 NEWS AUG 2020          BID COO “FARAGE AT LARGE” AUG 2022</p>

**PROPOSED ACTIONS: OBJECTIVE 2: A WELCOMING TOWN CENTRE: TO REDUCE CRIME**

<p>PROVIDE A UNIFORMED PRESENCE IN THE FORM OF EMPLOYED SECURITY WARDENS/ AMBASSADORS</p>	<p>Y1,2,3,4,5: FULL TIME WARDEN APPOINTED SEPTEMBER 2018; PART FUNDED BY BRTC          Y5: SUCCESSFUL APPLICATION AND AWARD OF £50K GRANT TO FUND 7/7 ASB WARDEN</p>
<p>ENCOURAGE THE CREATION OF AN ALCOHOL-FREE ZONE WITH CLEAR SIGNAGE</p>	<p>THERE IS NO LEGISLATION THAT WOULD ENABLE THIS.          FED BACK ETENSIVELY INTO PSPO RENEWAL 2019          PROVIDE COMMUNITY WARDEN WITH CSAS POWERS TO CONFISCATE ALCOHOL FROM THOSE IN PSPO ZONE EXHIBITING ASB          MULTI AGENCY APPROACH TO IMPACTING ASB ISSUES : STATION SQUARE</p>



<p>WORK WITH STAKEHOLDERS TO ENCOURAGE MORE EFFECTIVE CCTV CAMERAS AND SIGNAGE</p>	<p>Y4: RESEARCHED, ACHIEVED MATCH FUNDING FROM SAP, INSTALLED 2021/22 Y5: ONGOING DELIVERY &amp; FUNDING</p>
<p>PROMOTE AND SUPPORT THE TOWN SECURITY RADIO SCHEME/SHOP WATCH/PUB WATCH</p>	<p>OVERACHIEVED – DELIVERY OF FULLY ACCREDITED BCRP</p>
<p>PROVIDE SECURITY TRAINING AND ADVICE ON HOW TO DISPLAY AND PROTECT STOCK AGAINST SHOPLIFTING</p>	<p>TRAINING WITHIN BCRP – SPECIAL FEATURES DURING COVID</p>
<p>WORK WITH PUBLIC AND PRIVATE STAKEHOLDERS TO IMPROVE THE STANDARDS OF CLEANING AND MAINTENANCE IN THE TOWN CENTRE, OVER AND ABOVE WHAT IS CURRENTLY BEING PROVIDED</p>	<p>HA WORKS CLOSELY WITH ADC, REGULAR INSPECTIONS, REQUESTS FOR ADDITIONAL SERVICES, 2019 GREAT BOGNOR REGIS SPRING CLEAN INITIATIVE INSTALLATION OF ALLEY GATE AT STATION ROAD TO DRAMATICALLY IMPROVE STANDARDS OF CLEANLINESS IN THIS AREA ONGOING, WITH FOCUS ON HOTSPOTS OUTSIDE OF BID SPECIFIC REMIT WHICH PRESENT SIGNIFICANT OPPORTUNITY FOR IMPROVEMENT OF PERCEPTIONS OF TOWN IN GENERAL (E.G.: STATION ROAD ALLEY)</p>
<p>ENCOURAGE OWNERS AND AGENTS TO MAKE IMPROVEMENTS TO THEIR PROPERTIES WHICH WILL IMPROVE THE APPEARANCE OF THE TOWN CENTRE TOMAKE IT MORE ATTRACTIVE TO SHOPPERS</p>	<p>(HA WITH ADC) REGULAR SHOP FRONT INSPECTIONS; HA VISITED INCL BUSINESSES WITH DETAILS OF SHOP FRONT IMPROVEMENT GRANT; INFO WIDELY DISTRIBUTED THROUGH BID INFO CHANNELS  Y2 HA WORKING WITH ADC ESTATES TO ADDRESS ISSUES OF BIN STORAGE AREA BETWEEN SUDLEY ROAD AND LONDON ROAD, HA PROVIDING DETAILS OF MATCH FUNDING FOR SHOP IMPROVEMENTS, REGULAR PARTICIPATION IN SHOP FRONT ASSESSMENTS WITH ADC. INTRODUCTION OF HOARDING AT LONDON ROAD ALLEYWAY ALLEY GATING AT STATION ROAD / LONDON ROAD</p>

	<p>Y3 (2020) ? HA PAINTED FENCING AT BEDFORD STREET</p> <p>Y4: ENCOYRAGE BUSINESSES THROUGH REGULAR SIGNPOSTING AND REMINDERS ABOUT SHOPFRONT IMPROVEMENT GRANTS</p>
<p>ENCOURAGE OWNERS AND AGENTS TO MAKE PERMANENT AND TEMPORARY IMPROVEMENTS TO VACANT PROPERTIES TO REDUCE THE IMPACT OF ANY LONG-TERM VACANCIES</p>	<p>PAINTED HOARDINGS – U CAN SPRAY / HA AT VACANT PHONE SHOP</p> <p>USE OF 7-11 YORK ROAD WHEN VACANT – COMMUNITY FOREST / ARTIST IN RESIDENCE</p>
<p>WORK IN PARTNERSHIP WITH RELEVANT COUNCILS, LANDLORDS, BUSINESSES, SUSSEX POLICE TO ENSURE THE TOWN CENTRE FEELS A SAFER PLACE</p>	<p>HA WORK WITH LANDOWNERS RE LONDON ROAD PASSAGEWAY.</p> <p>Y1,2,3,4,5: BR BID REPRESENTATION AT JAG MEETINGS</p> <p>Y2: ALLEY GATING PROJECTS: STATION ROAD ALLEYWAY, BEHIND BON MARCHE,</p> <p>Y2: BID CHAIR OF JAG LOCAL ACTION TEAM</p> <p>Y2: BR BID WORKING WITH ADC ESTATES RE DESIGNING OUT CRIME IN BEDFORD STREET TOILET AREA</p> <p>BCRP IS HEAVILY PARTNERSHIP BASED</p>
<p>SUPPORT THE COMMUNITY SAFETY PARTNERSHIP TO CONTINUE THE REDUCTION IN CRIME AND ANTI-SOCIAL BEHAVIOUR AND REDUCE FEAR OF CRIME</p>	<p>BID INITIATED AND FACILITATED MULTI AGENCY MEETING WITH 9 DIFFERENT DEPARTMENTS AND AGENCIES REPRESENTED TO ADDRESS ISSUES OF ROUGH SLEEPING AND ASB. HA CLOSELY WORKING WITHIN THE MULTI-AGENCY PARTNERSHIP AS PART OF MUCH LARGER PROJECT TO COMBAT ROUGH SLEEPING.</p> <p>BR BID CO-ORDINATOR ATTENDING JAG MEETINGS, CHAIRING BOGNOR REGIS LAT, WORKING CLOSELY WITH COMMUNITY SAFETY TEAM</p>
<p>PATROLS OF THE TOWN TO IDENTIFY MAINTENANCE ISSUES AND REPORT TO THE</p>	<p>Y1,2,3,4,5 HA REGULARLY PATROLS TOWN WITH ADC CLEANSING – ONGOING</p>

RELEVANT AUTHORITY FOR ACTION	PUBLIC REALM REPORTING ADDED TO DISC SO ALL BCRP MEMBERS CAN REPORT DIRECTLY TO THE RELEVANT DEPARTMENT FOR ACTION
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**WELCOMING TOWN : EXTRAS**

FLOWERPOTS QUEENSWAY (SEPT 2020)

ARTWORK – NORFOLK STREET (OCT 2020)

PLANTERS – EAST END (DECEMBER 2020)

PLACE ST MAUR – TEMPORARY PARK (JULY 2021)

SEAFRONT POSTERS – (JULY 2021)

SEAFRONT MAPS – (SUMMER 2021)

SEAFRONT DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

TOWN CENTRE DIRECTION / ZONE WAYFINDING SIGNS (SUMMER 2021)

FLIP FLOP CATENARY WIRES – HIGH STREET, LONDON ROAD, OLD TOWN, ARCADE (SUMMER 2021)

GREEN WALL AT BEDFORD STREET (2020)

PLANTER AT BEDFORD STREET (2021)

TREES PLANTED AT QUEENSWAY / CRESCENT ROAD (2021)

PROPOSED ACTIONS: OBJECTIVE 3: AN ACTIVE TOWN CENTRE AT NIGHT: TO HELP STIMULATE THE EVENING AND NIGHTTIME ECONOMY

<p>UNDERTAKE A REVIEW OF THE EVENING AND NIGHTTIME ECONOMY AND ENVIRONMENT, INCLUDING MYSTERY SHOPPING TO BASELINE THE CURRENT OFFER, AND PUT IN PLACE AN ACTION PLAN TO IMPROVE IT FOLLOWING THE PURPLE FLAG ACCREDITATION SCHEME GUIDELINES</p>	<p>Y1; EXTENSION OF FESTOON LIGHTING TO GLOUCESTER ROAD (£ TO BRSL) (2018)                  Y2: BID TASKED UNI CHI GRAD STUDENT TO RESEARCH NIGHT TIME ECONOMY WITH RESPECT TO STUDENT DEMOGRAPHIC AND MAKE RECOMMENDATIONS AS TO HOW BR NTE PROVIDERS CAN ATTRACT THIS DEMOGRAPHIC                  BIGGEST BARRIER SAFETY / PERCEPTIONS OF SAFETY                  Y2: SAFETY IDENTIFIED AS BASIC REQUIREMENT OF PURPLE FLAG ACCREDITATION STANDARDS                  Y2: 365 FESTOON LIGHTING REPLACED AND OPERATIONAL AT OLD TOWN, PLUS ONGOING MANAGEMENT &amp; FUNDING FOR MAINTENANCE, INSURANCE, SAFETY AND ELECTRICAL SUPPLY (2019)                  Y3: 365 FESTOON LIGHTING INSTALLED AT BEDFORD STREET, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2020)                  Y4: 365 FESTOON LIGHTING INSTALLED AT STATION ROAD, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2020)                  Y4: 365 FESTOON LIGHTING INSTALLED AT YORK ROAD, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2022)                  Y5: Y3: 365 FESTOON LIGHTING INSTALLED AT QUEENSWAY, PLUS ONGOING MANAGEMENT AND FUNDING FOR MAINTENANCE, INSURANCE AND SAFETY (2022)</p>
<p>ENCOURAGE MORE BRANDED OR QUALITY RESTAURANTS AND BARS BY WORKING WITH PROPERTY OWNERS, AGENTS AND THE LOCAL AUTHORITY</p>	<p>DIRECTORS RECOGNISE LIMITED ABILITY TO DIRECTLY INFLUENCE BUSINESS DECISIONS BEYOND MAKING BOGNOR REGIS A MORE ATTRACTIVE PLACE TO OPERATE. WORK ON PROMOTING AND DELIVERING TOWN VALUES IS INFLUENTIAL IN THIS AIM</p>

ENCOURAGE MORE AND BETTER-QUALITY RESTAURANTS NEAR THE TRAIN STATION	DIRECTORS RECOGNISE LIMITED ABILITY TO DIRECTLY INFLUENCE BUSINESS DECISIONS BEYOND MAKING BOGNOR REGIS A MORE ATTRACTIVE PLACE TO OPERATE
PUT ON OCCASIONAL ENTERTAINMENT IN STATION SQUARE	HALLOWEEN 2019: STREET ART HALLOWEEN 2019; STILT WALKERS CHRISTMAS 2019: STRING QUARTET IN STATION (COULDN'T BE OUTSIDE, BUT ATTRACTED FOOTFALL THROUGH STATION SQUARE)
WORK WITH LOCAL STAKEHOLDERS TO PROVIDE AND PROMOTE MORE REASONS TO VISIT THE TOWN IN THE EVENING SUCH AS ARTS, CULTURAL AND MUSIC EVENTS	Y1,2,3,4,5 SOUTHDOWNNS FOLK FESTIVAL Y2: OPERA NIGHT, Y5: TASTE! BOGNOR REGIS STREET FOOD EVENT Y1,2,3,4,5: PROGRESSING MULTI AGENCY STAKEHOLDER PLACEMAKING EVENT
ENCOURAGE REGULAR LATE NIGHT SHOPPING AND EVENING ACTIVITY ALL YEAR ROUND TO PROVIDE CONSISTENCY, NOT JUST AT CHRISTMAS	Y1; CHRISTMAS 2018: EMCOURAGED LATE NIGHT SHOPPING ON THURSDAYS FOR 6 WEEKS BETWEEN LIGHT SWITCH ON EVENT AND CHRISTMAS. LITTLE APPETITIE / VALUE FOR BUSINESSES  LITTLE APPETITE FOR REGULAR LATE-NIGHT SHOPPING AMONGST RETAILERS  LITTLE APPETITE FOR LATE NIGHT SHOPPING AT CHRISTMAS AMONGST RETAILERS -ATTEMPTED 6 WEEKS IN Y1 CHRISTMAS 2018, CHANNGED TO ONE NIGHT ONLY – TIED IN WITH THE LIGHT SWITCH ON EVENT 2019, 2021 (NO EVENT 2020)
WORK WITH LOCAL STAKEHOLDERS TO PROVIDE MORE EVENING EVENTS E.G.MARKETS, FAIRGROUNDS, ICE RINK, FASHION SHOWS, STREET THEATRE	Y1: CHRISTMAS 2018 6 X LATE NIGHT SHOPPING EVENTS WITH STREET PERFORMERS £ SUPPORT FOR NIGHT AT OPERA EVENT SUMMER 2019. ICE RINK - CHRISTMAS 2018, 2019, 2021 SOUTHDOWNNS FOLK FESTIVAL 2019, 21, 22, OPERA NIGHT, Y5: STREET FOOD EVENT AUGUST 2022

<p>TARGET THE GREY £ AND 40+ AND ENCOURAGE THEM TO TAKE BACK THEIR TOWN AT NIGHT AND USE IT</p>	<p>ONGOING: FOCUS ON ELEMENTS OF WELCOMING TOWN TO COMBAT PERCEPTIONS OF SAFETY AT NIGHT TO ALLAY FEARS OF THIS DEMOGRAPHIC.          ONGOING: FOCUS ON PROMORTING AND DELIVERING TOWN VALUES TO RAISE PERCEPTIONS OF BOGNOR REGIS           Y2: OPERA NIGHT</p>
<p>WORK WITH CULTURAL ATTRACTIONS SUCH THE ALEXANDRA THEATRE AND PICTUREDROME TO OFFER THEATRE DEALS WITH LOCAL RESTAURANTS</p>	<p>WE ATTEMPTED THIS – THINK IT WAS THROUGH THE ROGER OPERA NIGHT</p>
<p>WORK IN PARTNERSHIP WITH RELEVANT COUNCILS (INCLUDING LICENSING), LANDLORDS, BUSINESSES, SUSSEX POLICE TO ENSURE THE TOWN CENTRE FEELS A SAFER PLACE TO BE AT NIGHT</p>	<p>BCRP          FOCUS ON INCREASED STREET LIGHTING. SOME AREAS OF TOWN UNLIT, REFERENCES IN AH DISSERTATION TO LIGHTS BEING TURNED OFF AT MIDNIGHT.           Y1: £ TO BRSFL TO EXTEND LAMPPOST WRAP FESTOON LIGHTING AT ** STREET (2018)          Y2: REPLACEMENT AND ONGOING MANAGEMENT AND £ OF LIGHTS AT OLD TOWN (2019)          Y3: INTRODUCTION AND £ OF 365 FESTOON LIGHTING AT STATION SQUARE, BEDFORD STREET (2020)          Y4: INTRODUCTION AND £ OF 365 FESTOON LIGHTING AT YORK ROAD (2022) (£ ADC FOR ELECTRICITY)          Y5: £ AND ONGOING MAINTENANCE OF 365 LIGHTING AT QUEENSWAY</p>
<p>SUPPORT THE PUB WATCH INITIATIVE AND WORK WITH LICENSING TO IMPROVE THE WELCOME IN</p>	<p>SEE BCRP          ONGOING</p>

TOWN CENTRE EVENING ECONOMY	
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PROPOSED ACTIONS: OBJECTIVE 4: BETTER PARKING: TO MAKE IT EASIER FOR VISITORS AND STAFF TO PARK IN TOWN

<p>ACTIVELY PROMOTE THE “2 HOUR FREE” PARKING SCHEME</p>	<p>OVERACHIEVED – BR BID NOW MANAGE THE DESIGN, PRODUCTION, Y1,2,3,4,5 DELIVERY OF 2 HOUR FREE PARKING DISCS INCLUDING PROMOTION PROMOTION, STORAGE. DISTRIBUTION TO RETAILERS AND ALL ACCOUNTING FOR THEH TWO HOUR PARKING DSICS, IN ADDITION TO AN ANNUAL FINANCIAL CONTRIBUTION. ON RADIO, OSTER, NEWSPAPER, DETAILS ON LBR</p>
<p>ENCOURAGE THE EXTENSION OF THE “2 HOUR FREE” PARKING SCHEME TO OTHER CAR PARKS</p>	<p>NEGOTIATIONS OPENED Y1, BUT NOT MET WITH APPROVAL FROM ADC (2019)</p>
<p>ENCOURAGE THE EXTENSION OF THE “2 HOUR FREE” PARKING SCHEME TO 3-4 HOURS</p>	<p>Y1 AS ABOVE. (2019) Y3 : TEMPORARY INCREASE TO THREE HOURS (01 AUG – 31<sup>ST</sup> DEC 2021) AS COVID RESPONSE. BR BID &amp; BRTC MADE ADDITIONAL £ CONTRIBUTIONS TO ENABLE FACILITY</p>
<p>WORK WITH STAKEHOLDERS TO PROVIDE AND PROMOTE BETTER PARKING FOR BUSINESS STAFF WHO PARK IN THE TOWN DAILY</p>	<p>HEAVILY DISCOUNTED (£110 PER ANNUM) PASS ALREADY AVAILABLE IN FITZLEET. COST IS NOT THE BIGGEST BARRIER TO USE OF FITZLEET.  Y2,4,5: BID ACTIVELY PURSUING ALTERNATIVE USES OF FITZLEET WITH ADC TO MITIGATE BARRIERS TO USE DUE TO ASB.</p>
<p>ENCOURAGE THE DEVELOPMENT AND USE OF A FREE PARKING APP WHICH SENDS MOTORISTS ALERTS NOTIFYING THEM OF FREE PARKING</p>	<p>2019: DIRECTORS DETERMINED THIS ACTION IS OUTSIDE OF BID’S REMIT.</p>



<p>SPACES WHEN DRIVING INTO THE TOWN</p>	
<p>WORK WITH STAKEHOLDERS TO EXPLORE HOW TO IMPROVE CAR PARKING FACILITIES, FOR EXAMPLE THE UNPOPULAR FITZLEET MULTI-STORY, AND TO IMPROVE THE EASE OF PARKING, FOR EXAMPLE SIGNAGE, PAY AS YOU LEAVE, PAY BY PHONE/CARD/ONLINE ETC. TO ENCOURAGE LONGER VISITS TO THE TOWN</p>	<p>BR BID HAVE OFFERED FINANCIAL CONTRIBUTION TOWARDS IMPROVED SIGNAGE SHOWING LOCATION OF FITZLEET.</p> <p>Y2,3, 5 : BR BID ENGAGED IN DISCUSSION WITH ADC TO HELP IMPROVE THE ATTRACTIVENESS OF FITZLEET TO SHOPPERS AND WORKERS</p> <p>Y5; BR BID PRESENTED OPTIONS FOR ALTERANTIVE USES OF FITZLEET MULTI STOREY TO MEMBERS AT BRRB MEETING TO PROGRESS WITH ADC OFFICIALLY</p>
<p>ENCOURAGE THE USE OF CYCLING AND WALKING TO MOVE AROUND THE TOWN</p>	<p>AS PART OF TOWN VALUES</p>

**EXTRAS – WELCOMING TOWN**

STRATEGIC ROLE

COLLABORATIVE AGENCY WORK ON ROUGH SLEEPING

BCRP – MAJOR COLLABORATION TO REDUCE CRIME AND ASB

TOWN CENTRE FORUM

TOURISM

EXTRAS – MEMBER SERVICES

NETWORKING MEETINGS

COVID!!!!!!

COMMS

GRANT SUPPORT

**MEMBER SERVICES - NOT EXPLICITLY STATED ON T1 BUSINESS PLAN**

REGULAR COMMUNICATION	ALTERNATE MONTHS: NETWORKING EVENTS, NEWSLETTER  CREATION, MAINTENANCE AND MANAGEMENT OF BR BID WEBSITE CREATION, MAINTENANCE AND MANAGEMENT BID FACEBOOK CREATION, MANAGEMENT AND MAINTENANCE BID INSTAGRAM
TRAINING OPPORTUNITIES	Y1 : IN PERSON LOVE YOUR CUSTOMER WORKSHOPS (CHRIS BILLINGTON) (HOW MANY LEVY PAYERS) (2019 – CHECK DATE) Y2 (2019 – 20) Y3 (2020 -21) COVID – ONLINE TRAINING SIGNPOSTING Y4: 2021-22 – WHITEHEAD ROSS, SUSSEX RETAIL HUB, SIGNPOSTING TO THE TRACK Y4: INTRODUCED “JUST ONE THINGS” TOP TIPS

**PROVISION BY ZONE**

NOTE ON HOW NOT ALL AREAS ARE AMENABLE – TIGHT REGULATIONS ON USE OF LAMPPOSTS FOR BUNTING, FESTOON ETC. ONLY CERTAIN STREETS ARE LICENCED FOR PERFORMERS. ONLY CERTAIN STREETS ARE LICENCED FOR MARKETS / STREET TRADING

PROVISION BY ZONE		
HIGH STREET (EASTERN) “EAST END”)	Y 1,2,3,4,5: BANNERS 2019,20,21,22 Y1,2: PERFORMANCE ROUTE CHRISTMAS STREET ACTS Y1: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE, 2018 Y3,4,5 GO BO PROJECTION CHRISTMAS 2020,21,22 Y1,2,3,4,5: CHRISTMAS BANNERS 2018,19,20,21,22 Y3: 5 X BESPOKE PLANTERS NOVEMBER 2020 Y3: 5 X MINI CHRISTMAS TREES FOR PLANTERS (2020) Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+	

	<p>Y4: DIRECTIONAL MARKERS LEADING TO EAST END 2021+</p> <p>Y5: FOCUS ON F&amp;D BUSINESSES ON PULL OUT MAP, REF'D AS "HIGH STREET (EAST) 2022</p>	
LONDON ROAD	<p>BANNER ROTATIONS 2019,20,21,22</p> <p>CHRISTMAS ELF HOUSE, 2020</p> <p>CHRISTMAS WINDOW VINYL 2020</p> <p>CHRISTMAS ELF HOUSE, WINDOW VINYL</p> <p>Y1,2,3,4,5: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE 2018,19,20,21.</p> <p>Y4: IDENTIFICATION AS PART OF "TOWN CENTRE" ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO "TOWN CENTRE" 2021+</p> <p>Y5: FOCUS ON F&amp;D BUSINESSES ON PULL OUT MAP WITH LONDON ROAD REF'D AS ZONE 2022</p>	
LONDON ROAD (NORTH)	<p>DIRECTIONAL MARKERS – MORE SHOPS THIS WAY 2021</p> <p>INCLUSION ON ALL MAPS AS PART OF ETH LONDON ROAD</p>	
HIGH STREET (CENTRAL)	<p>Y 1,2,3,4,5: BANNERS 2019,20,21,22</p> <p>Y1,2: PERFORMANCE ROUTE CHRISTMAS STREET ACTS 2018,2019</p> <p>Y1: LOCATION FOR BID OWNED AND MAINTAINED SNOW MACHINE 2018</p> <p>Y2: LOCATION FOR LIVE BODY ART DISPLAY, BLAKEFEST 2019</p> <p>Y3,4,5 GO BO PROJECTION CHRISTMAS 2020,21,22</p> <p>Y1,2,3,4,5: CHRISTMAS BANNERS 2018,19,20,21,22</p> <p>Y3: 5 X BESPOKE PLANTERS NOVEMBER 2020</p> <p>Y3: 5 X MINI CHRISTMAS TREES FOR PLANTERS (2020)</p> <p>Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO EAST END 2021+</p> <p>Y5: FOCUS ON F&amp;D BUSINESSES ON PULL OUT MAP WITH HIGH STREET (CENTRAL) REF'D AS ZONE 2022</p>	
OLD TOWN	<p>Y2,3,4,5: REPLACEMENT AND ONGOING MAINTENANCE &amp; COSTS 365 FESTOON LIGHTING</p> <p>Y2: VICTORIAN PERFORMERS CHRISTMAS 2019</p> <p>Y4: IDENTIFICATION AS UNIQUE ZONE ON SEAFRONT MAPS 2021+</p> <p>Y4: DIRECTIONAL MARKERS LEADING TO OLD TOWN ZONE 2021+</p> <p>Y5: FOCUS ON F&amp;D BUSINESSES ON PULL OUT MAP WITH OLD TOWN REF'D AS ZONE 2022</p>	

	RECOMMENDED WATERLOO SQUARED BE INCLUDED IN STREETS WHERE STREET TRADING IS PERMISSIBLE IN FEEDBACK ADC LICENCING REVIEW – THIS WAS ADOPTED	
STATION ROAD	Y1: ALLEY GATE (2019) Y2,3,4,5: 365 FESTON LIGHTING AT STATION SQUARE 2020+ Y2,3,4,5 GIANT CHRISTMAS BAUBLE 2020,21, 22 Y4: IDENTIFICATION AS UNIQUE ZONE SEAFRONT MAP 2021+ Y4: DIRECTIONAL MARKERS LEADING TO STATION ROAD ZONE 2021+ Y5: FOCUS ON F&D BUSINESSES ON PULL OUT MAP WITH STATION RD REF'D AS ZONE 2022	
QUEENSWAY	INTRODUCTION OF CHRISTMAS LIGHTS 2020,21, 22	
BEDFORD STREET	Y2,3,4,5: INTRODUCTION OF 365 FESTOON LIGHTING 2020+ Y1,2,4,5: PARTNERSHIP WORK ON FITZLEET MULTI STOREY Y3: GREEN WALL - 2020 Y4: PLANTER EMBELLISHMENTS – 2021 CHRISTMAS ILLUMINATED ANGEL & BAUBLES 2020,21,22	
THE ARCADE	Y1,2 CHRISTMAS 2018,2019 PERFORMER ROUTE Y2 (2019) LARGE SCALE CHRISTMAS WINDOW VINYL TO IDENTIFY THE ARCADE AS A “ZONE” Y3,4,5: INTRODUCTION OF 2 X ILLUMINATED ARCHES AND CENTRAL ILLUMINATED GIANT BAUBLE CHRISTMAS 2020, 21,22. Y4: DIRECT BENEFIT FROM PARK ON THE PLACE: IMPROVING CONNECTION BETWEEN SEAFRONT AND TOWN, DRAWING ATTENTION TO ARCADE AS ROUTE THROUGH. Y4: IDENTIFICATION OF THE ARCADE AS A “ZONE” ON SEAFRONT MAPS Y4: WORKED WITH ADC ON DESIGNS AND LOGISTICS OF FIRST FLOOR WINDOW VINYLS, MARKEDLY IMPROVING APPEARANCE AND ENTICEMENT TO FOOTFALL Y4,5+: IN PARTNERSHIP WITH ADC, EFFECTED MAJOR IMPROVEMENT OF APPEARANCE OF 10 THE ARCADE (FUNDED BY ADC)	
ESPLANADE / PROMENADE / WEST STREET	Y1: INCLUSION IN VALENTINES DAY PROMOTION (FEB 2019) Y3: ENCOURAGED BR TC TO RELOCATE MORE RESILIENT PLANTERS TO WEST STREET, RATHER THAN PROPOSED LOCATION (2020) Y3,4,5: INCLUDED IN BID AREA GRAFITTI REMOVAL ZONE PART FUNDED BY BR BID Y4: INCLUDED IN AREA FOR REMOVAL OF GRAFITTI TAGS BY BR BID TEAM.	
YORK ROAD	Y3: CARRIED OUT INITIAL VIABILITY STUDY OF YORK ROAD IN TERMS OF SUITABILITY FOR FULL PEDESTRIANIZATION IDENTIFYING POTENTIAL OBJECTIONS	

	<p>Y4: INSTALLATION OF FESTOON LIGHTING INCLUDING ALL ONGOING COSTS FOR MAINTENANCE, INSURANCE AND ANNUAL SAFETY CERTIFICATION</p> <p>RECOMMENDED YORK ROAD BE INCLUDED IN STREETS WHERE STREET TRADING IS PERMISSIBLE IN FEEDBACK ADC LICENCING REVIEW – THIS WAS ADOPTED</p> <p>Y4: INCLUDED IN AREA FOR REMOVAL OF GRAFITTI TAGS BY BR BID TEAM.</p>	
PLACE ST MAUR	<p>Y3: PARK ON THE PLACE: IMPROVING CONNECTION BETWEEN SEAFRONT AND TOWN, MASSIVE INCREASE OF DWELL TIME IN THIS AREA AS A RESULT</p>	



BID Hub:  
10 The Arcade, Bognor Regis, West Sussex PO21 1LH  
Tel: 01243 826354  
Email: [info@brbid.org](mailto:info@brbid.org)  
[www.brbid.org](http://www.brbid.org)

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The RT Hon, Michael Gove MP  
Secretary of State for Levelling Up, Housing and Communities  
c/o Edward Stanislas  
Ministry of Levelling Up, Housing and Communities  
Local Taxation Division  
Department for Communities and Local Government  
Fry Block | South East | 2<sup>nd</sup> Floor  
2 Marsham Street  
London SW1P 4DF

SENT BY EMAIL AND POST ([edward.stanislas@communities.gov.uk](mailto:edward.stanislas@communities.gov.uk))

Date 29<sup>th</sup> March 2022

Dear Minister,

**Bognor Regis Business Improvement District – Intention to hold a ballot**

As per BID regulations (2004), please accept this letter as being more than the 84 days notification required of the intention of requesting Arun District Council to put our BID proposal to a formal ballot to renew Bognor Regis BID for a second term.

Name of BID: BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT  
Name of Billing Authority: Arun District Council  
Contact Details: Heather Allen, Bognor Regis BID Co-Ordinator, 10 The Arcade, Bognor Regis, West Sussex, PO21 1LH

Timeline: Proposed day of ballot: Tuesday 14<sup>th</sup> February 2023, with proposed start of second term (if successful) 1<sup>st</sup> April 2023.

Please do not hesitate to contact me at the above address with any queries, or for any further information. In the meantime, I look forward to receiving confirmation that you have been properly notified in accordance with the Regulations.

Your sincerely,

Heather Allen  
Co-Ordinator, Bognor Regis Business Improvement District

Cc: Chief Executive Officer Arun District Council, James Hassett  
Director of Place, Arun District Council: Karl Roberts

Bognor Regis Business Improvement District Ltd. A Company Limited by guarantee. Registered in England.  
Company number: 11198321 | VAT Reg number: 296469638  
Registered Address: 10 The Arcade, Bognor Regis, West Sussex PO21 1LH

## APPENDIX 3: LETTER TO ADC TO REQUEST BALLOT



BID Hub:  
10 The Arcade, Bognor Regis, West Sussex PO21 1LH  
Tel: 01243 826354  
Email: [info@brbid.org](mailto:info@brbid.org)  
[www.brbid.org](http://www.brbid.org)

---

Mr James Hassett  
CEO Arun District Council  
c/o Julie Hoggatt  
Economic Development  
Arun District Council  
Arun Civic Centre,  
1 Maltravers Rd,  
Littlehampton BN17 5LF

SENT BY EMAIL AND POST

Date: 21<sup>st</sup> June 2022

Dear Mr Hassett,,

**Bognor Regis Business Improvement District – Formal Request to hold a ballot**

As per BID regulations (2004), please accept this letter as a notice in writing requesting Arun District Council as the relevant billing authority to instruct the ballot holder to hold a BID renewal ballot in relation to the renewal proposals.

Name of BID: BOGNOR REGIS BUSINESS IMPROVEMENT DISTRICT  
Name of Billing Authority: Arun District Council  
Contact Details: Heather Allen, Bognor Regis BID Co-Ordinator, 10 The Arcade, Bognor Regis, West Sussex, PO21 1LH

Timeline: Proposed day of Term 2 ballot: Tuesday 14<sup>th</sup> February 2023, with proposed start of second term (if successful) 1<sup>st</sup> April 2023.

Please do not hesitate to contact me at the above address with any queries, or for any further information. In the meantime, I look forward to receiving confirmation that you have been properly notified in accordance with the Regulations.

Your sincerely,

A handwritten signature in blue ink, appearing to read "Heather Allen", is placed over a light blue rectangular background.

Heather Allen  
Co-Ordinator, Bognor Regis Business Improvement District

Cc: Chief Executive Officer Arun District Council, James Hassett  
Director of Place, Arun District Council: Karl Roberts

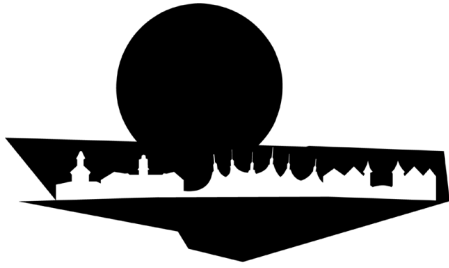
Bognor Regis Business Improvement District Ltd. A Company Limited by guarantee. Registered in England.  
Company number: 11198321 | VAT Reg number: 296469638  
Registered Address: 10 The Arcade, Bognor Regis, West Sussex PO21 1LH

**IMPORTANT NOTE ON BUSINESS PLAN INCLUDED IN THIS DOCUMENT:**

To meet ADC's meeting timetable, this BR BID Ltd Term 2 Business Proposal is being submitted to ADC's Economic Committee in mid August 2022, six months before the BID ballot date.

The Business Plan attached for reference at this stage is, therefore, still in draft form, subject to development of non-legislative text, design, layout and general presentation. However, analysis of results from the July 2022 consultation exercise evidence business support the for the activity and detail provided in the draft Business Plan, so no changes will be made to the BID's delivery offering for Term 2 in the final Business Plan.





**BOGNOR REGIS**  
BUSINESS IMPROVEMENT DISTRICT

---

**TERM 2 : 2023-2028**

**DRAFT BUSINESS PLAN 2023 - 2028**  
FOR ADC ECONOMIC COMMITTEE 27.09.22

DRAFT

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[www.brbid.org](http://www.brbid.org)

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# INTRODUCTION FROM YOUR BID

When the idea of establishing a BID was first introduced to businesses in 2017, no one could really predict how it would actually work in practice. The list of priorities identified by businesses was very broad, and the business plan included over 50 proposed multi-layered activities, all to be delivered within a finite budget. Despite the scale of the challenge, the small BID team and Board of Directors at BR BID have delivered against all of those proposed activities and, in some areas, exceeded them.

With four and a half years of operations under our belts, the BID Board and Team are much more knowledgeable about what is and isn't feasible to deliver within the constraints of the budget available. We're also able to look critically at the work that's been done to date to see what's been effective and had the biggest impact, and what hasn't. We know that, while progress has been made across all of the Term 1 Objectives, business priorities for the town are largely unchanged.

Conditions for bricks and mortar businesses have changed dramatically over the course of the BID's first term and, as we look towards the next five years, we need to be smart about where we target our efforts to get the biggest impact for ALL BID Levy paying businesses within the limits of the budget. To do that, we need to make sure that all BID activity is both tightly focused on business priorities and delivers best practice strategies for town centre transformation.

In spite of multiple challenges, Bognor Regis is a town moving forwards and making progress. The BID has played a vital role in this, and we now need to commit to building on the work implemented to date to ensure Bognor Regis reaches its potential as a thriving, vibrant and exciting town centre. The town continues to offer all the ingredients for a great town centre experience, including a strong retail environment, great attractions and a welcoming, clean and safe space, but this can always be improved to encourage more visitors to come and explore the town.

We've learned from delivering the first term, and we've listened to what you've told us about where the BID's focus should be, your strategic priorities for the town, and what activities directly benefit your business to create this Business Plan. We hope you'll continue to invest in Bognor Regis by supporting the BID and vote YES for a second term.

**Signatories: BR BID Board of Directors**

# REAL PROGRESS

Bognor Regis really is on the cusp of exciting regeneration activity that directly impacts the BID Area and its businesses. Work to develop Place St Maur has just been completed, plans for the transformation of the Regis Centre (enabled by the Levelling Up Fund) are underway, and there'll soon be opportunities to progress specific strategic projects through the UK Shared Prosperity fund. Ongoing investment by the University of Chichester, Butlins and ambitious private developers, as well as the creative digital hub at The Track is attracting a vital, fresh audience to Bognor Regis and helping revitalise the town.

The introduction of the BID in 2018 led to the delivery of improved streetscapes, new and enhanced events, co-ordinated promotion reaching larger audiences and focused destination activity attracting visitors to the town, new services for businesses, and significant investment in infrastructure beyond the remit of local councils. High Streets across the western world are changing and, despite the repeated challenges caused by global issues beyond anyone's control, Bognor Regis is showing a feisty resilience, with stable occupancy rates, a wide range of sectors represented, and exciting new businesses choosing to invest here.

If voted in for a second term, the BID will continue to play a pivotal role, building on the solid foundations established in Term 1, working as an independent organisation and with key stakeholders to shape the transformation of Bognor Regis, so that businesses in all sectors can thrive.

## A REMINDER OF WHAT BIDS ARE, AND WHAT THEY CAN DO

A Business Improvement District (BID) is a precisely defined geographical area of a town, city or any other commercial district where any rate-paying businesses that would be liable for the BID levy have voted in a formal ballot to invest collectively in the local improvements. The local improvements are defined by the businesses that can vote. BIDs can only deliver services in addition to those already delivered by the Local Authority and other statutory bodies.

A BID is run **by** businesses **for** businesses.

# WHICH BUSINESS WILL PAY THE LEVY, AND HOW MUCH WILL IT COST?

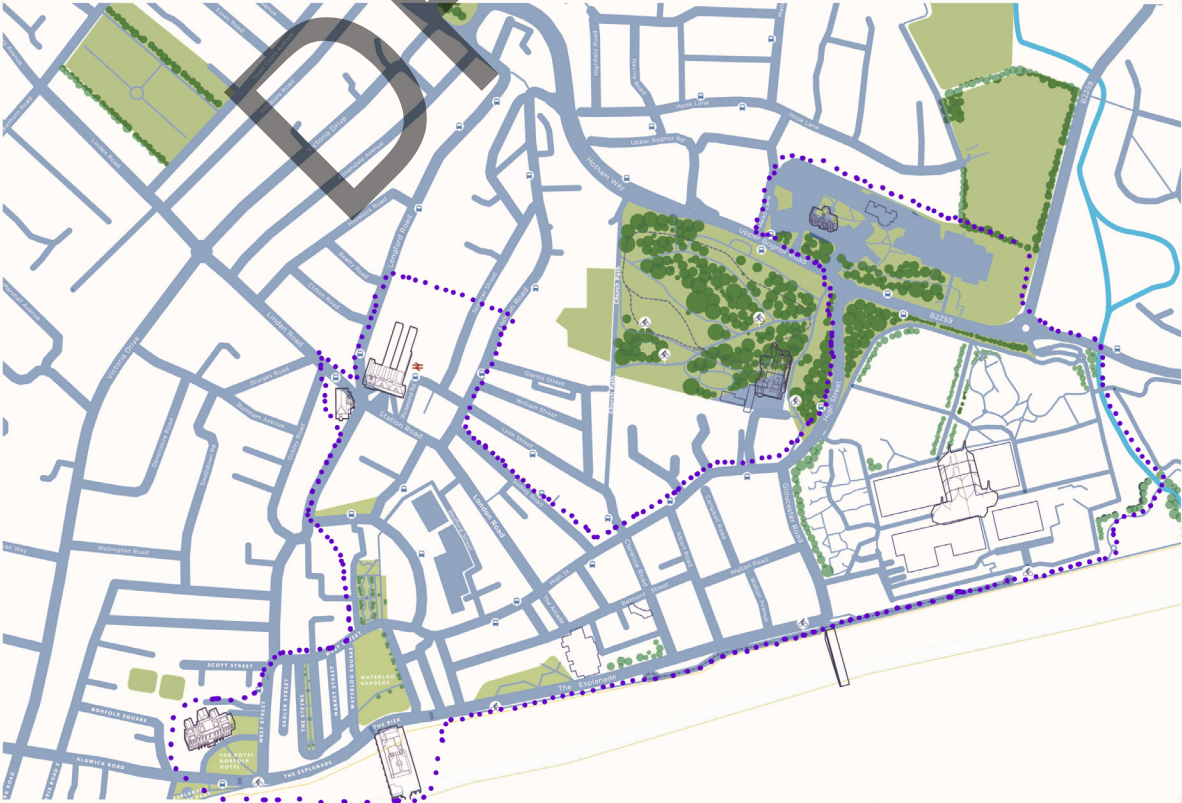
The amount businesses pay in BID Levy is based on the Rateable Value (RV) of their business premises.

Having consulted with businesses, and fully aware of the global economic pressures you continue to face, the BID is proposing **no change to the BID area, no change to the £6,000 threshold** at which businesses start to pay the levy and **no change to the 1.5% of rateable value paid**. The BID is also proposing the second term BID Levy is fixed against a commercial property's **2017 Rateable Value**, and no inflation will be applied on annual payments.

This means your business will pay exactly the same amount of BID Levy in 2028 as it paid in 2018.

## MAP OF PROPOSED BID AREA

(UNCHANGED FROM TERM 1)



# HOW DOES THE PROPOSED BID CHARGE AFFECT DELIVERY?

If businesses support a second BID term, this will generate about **£139,000 each year** to invest in delivering the activities you've prioritised. However, this is not enough to deliver the activities you've prioritised, so as in Term 1, the BID Team will also deliver services that generate additional income and use their skills to secure funding from external sources.

By keeping the levy the same as it's been since 2018, the effect of inflation means the **value** of that £139,000 has gone down. So, we need to be **"realistically ambitious"** in terms of what we can commit to delivering within the budget available.

To do that, we're proposing Term 2 activity commitments that are really strategic, really focused and that we know we can deliver really well to achieve maximum impact and maximum value for levy payers, every year for the next five years.

There's still flexibility to take on new opportunities as they arise, so long as they fit within the four objectives, are underpinned by the Town Values, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.



# BUSINESS PRIORITIES FOR TERM 2: YOU SAID ...

In a survey sent to all levy payers in February, we asked you to tell us what you thought about BID delivery in Term 1, and what you'd want to see in a second term. You told us that:

## **THE BID HAS MADE A DIFFERENCE:**

81% of respondents feel that the BID has directly benefitted the town centre in its first term, with three quarters also feeling that that the BID has directly benefitted their business over the past four years.

## **THERE'S AN APPETITE FOR A SECOND TERM:**

70% of respondents said they'd vote YES to a second term of the BID based on first term performance, with more waiting to see the Term 2 plan before deciding.

## **WE NEED TO GET THE BALANCE RIGHT:**

70% of respondents said that the BID's activity should be focused on improvements that benefit the whole town, rather than on services provided to businesses.

## **WE'LL HAVE THE BIGGEST IMPACT BY FOCUSING ON KEY AREAS:**

You want the BID to focus on activity that addresses problems with crime and perceptions of crime, that promotes the town as a seaside destination and attracts visitors, and you really value the BID's funding and delivery of the two-hour parking scheme. You also recognise the need for all of the agencies involved in the town centre to harness some synergy by working together to develop a clear vision and a shared plan ... and then getting on and delivering it.

## **WE LISTENED ...**

We've taken on board everything you've told us to develop a Business Plan for Term 2 that's focused on realistic, tangible actions that can be delivered effectively by the small team of staff, within the budget available, to a consistently high standard, year on year.

This Business Plan is the framework for everything we do going forward, and everything you, as a levy paying business can assess our performance against.

## **BID TERM 2 DELIVERY COMMITMENTS**

Based on your feedback, the activities levy payers want the BID to deliver can be clustered under four main Objective headings: "Well Known", "Welcoming", "Transforming" and "Empowering".

The summary overleaf details specific activity the BR BID will deliver under each of the Objective headings for the term 2023-2028. All proposed activity is underpinned by the core Town Values and associated visuals for Bognor Regis, the principles of raising quality aspirations, and minimising the impact on the environment.

The summary is not a finite list, rather a commitment to what will be delivered every year for the next five years of the second term. There's still flexibility to take on new opportunities as they arise, so long as they are: underpinned by the Town Values, environmentally sustainable, support delivery of businesses' four objectives, have the support of levy payers represented by the BID Board of Directors, are financially feasible, and can be incorporated within the BID Team's workload.



# SUMMARY OF TERM 2 ACTIVITY COMMITMENTS

## OBJECTIVE 1: WELL KNOWN TOWN

- 1 x BR BID delivered event per annum, including all engagement opportunities and promotion
- Partnership working to ensure delivery of a "big" destination event for Bognor Regis, launching 2025
- Support & funding for events which significantly increase footfall to the BID Area
- 365 delivery of Love Bognor Regis destination website & associated social channels
- 365 delivery of community facing website & associated social channels
- Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)

## OBJECTIVE 2: WELCOMING TOWN

- Ongoing provision of an accredited Business Crime Reduction Partnership (BCRP), including appointment of dedicated BCRP Co-Ordinator to support business engagement, plus all the tools you need to share information through a data compliant platform (DISC), at no extra charge to levy paying businesses.
- Ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service
- Ongoing maintenance / electrical / insurance costs for supply of festoon lighting (York, Old Town, Station, Bedford Street, & Queensway)
- Design, production & installation costs for 1 x annual banner change: London Road & High Street
- Professional graffiti removal service for levy paying business premises
- Ongoing funding contribution, production and delivery costs for the Two Hour Parking Disc scheme

## OBJECTIVE 3: TRANSFORMING TOWN

- Driving strategic partnership working amongst all stakeholder groups and agencies - Arun District Council, Bognor Regis Town Council, West Sussex County Council and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.
- Supporting the delivery of your strategic priorities for the town
- Progressing effective delivery of the Town Values for Bognor Regis
- Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting to businesses
- Ongoing monthly monitoring, analysis and reporting of occupancy rates & use types to businesses
- Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends

## OBJECTIVE 4: EMPOWERING AND ENGAGING BUSINESSES

- Helping businesses develop by signposting to training / support / cost savings / grants / networking opportunities, working in collaboration with other B2B providers to eliminate replication and maximise the benefit businesses gain through engagement
- Signposting businesses to cost saving information (eg: business rates relief) and external funding opportunities
- Improving engagement between levy paying businesses and BR BID, ensuring businesses are directly engaged in BID project development

# OBJECTIVE 1: WELL KNOWN TOWN - DETAIL

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.

Based on your feedback and realities of the budget and staff resources available, the BID is proposing:

- 1 x BR BID delivered event per annum, including all engagement opportunities and promotion
- Partnership working to ensure delivery of a "big" destination event for Bognor Regis, launching 2025
- Support & funding for events which significantly increase footfall to the BID Area
- 365 delivery of Love Bognor Regis destination website & associated social channels
- 365 delivery of community facing website & associated social channels
- Management and development of the Bognor Regis General Market, plus speciality markets (subject to commercial interest)

## WHAT THIS LOOKS LIKE IN ACTION

### One BID event per annum:

This is the BID using levy funds and all of its staff resources to devise, deliver and promote an event / experience that benefits the largest number of businesses across the day and night time economies, and enables the biggest range of business sectors to benefit by taking part.

Over Term 1 we've learned that installation-based events (such as the additional Christmas lights) - supported by engagement opportunities that all businesses can take part in to benefit from extra promotion - are the most impactful, cost effective and manageable for the BID to deliver.

## The Big Event:

This is the BID using its staff resources to work with all partners to devise, deliver and promote a high quality event that will become synonymous with Bognor Regis, establishing the town as a "must visit" destination for an incredible experience.

Realistically, the partners need a solid two years of preparation to bring everything together, so the first event of its kind will most likely start in 2025. The BID has committed staff resources to co-ordinate all of the different partners and separate elements to help bring about a memorable, perception-changing event for the town.

## Support & Funding For High Footfall events:

This is the BID using levy funds to support existing and emerging quality events - like the Southdowns Music Festival - that have a significant impact on increasing footfall to the BID Area.

## Delivering "Love Bognor Regis":

This is the BID using staff resources, BID levy and external funding streams to deliver a high quality, year-round tourism website and associated social media channels. The intention is to increase footfall to the BID Area by promoting all the positives about the town as a visitor destination.

The BID purchased Love Bognor Regis at the end of 2021, and the site is currently undergoing an extensive redesign and rebrand in line with the town values and visuals, with the aim of relaunching in July 2022. Love Bognor Regis already has a significant following across its social media channels, and we're going to be building on both the site and the socials to change perceptions about Bognor Regis and encourage more visitors. It will also serve as a high quality "landing page" for future visitor campaigns and be a major platform for the co-ordination and promotion of town-wide events.

All levy paying businesses will benefit from a fully funded listing, and there'll be further opportunities through blog-style articles and guides promoting sectors that are directly relevant to visitors.

## Deliver Community Facing Website:

This is the BID using staff resources, a little bit of BID levy and accessing external funding streams, working with partners to co-ordinate and deliver a high quality, year round, community facing website and associated social media channels. The intention is to increase footfall to the BID Area by changing perceptions locally by providing a high quality online "hub", sharing details of the positive developments and proactive partnership working that's going on in the town.

While there'll be a bit of fair amount of value-for-money crossover of resources, the community facing site needs to be separate from Love Bognor Regis which is aimed at a very specific visitor audience. For example, visitors probably won't find it that interesting to look at plans or take part in a survey about the Sunken Gardens ... they'll just want to be inspired to visit it when they're here!

Because of the BID's active role in collaborative partnerships, we already collate, synthesise and share relevant information from the various agencies through BID channels. We also know that many of the BID's website visitors and social media followers are actually from the wider community, rather than levy payers, so it's not going to be an enormous leap in workload to provide this facility which will benefit all of our businesses.

A direct benefit for levy payers is the opportunity to promote your business, special offers and events to a much wider B2B and B2C audience than existing BID platforms through the rebranding of an established social media channel we're going to attach to the new site.

## Delivering Markets:

Markets add vibrancy and vitality to town centres, generating additional footfall that can benefit other businesses in the local area. This is supported by research: a 2015 Institute of Place and Management comprehensive review of published evidence on markets demonstrated "unequivocally" that markets can contribute to the economic, social and political health of towns and cities. Further evidence from Springboard reveals how markets add to the vitality of specific centres, with footfall increases of up to 25%.

## Delivering Markets continued:

After two years of delays caused by Covid and a major review of Street Trading, this is the BID using staff resources to build up the number, quality and range of traders at the regular General Market and, through all the other work we're doing to change perceptions of Bognor Regis, to encourage speciality markets to give Bognor Regis a go!

A very important thing to note is that, even in its current form, the General Market generates an extra £10k of revenue that the BID invests directly in project delivery. If the BID doesn't manage the market, it doesn't mean that the market will stop - another Market Operator would come forward to take it on. In that scenario, the BID would suffer a shortfall in income, and businesses would lose the ability to influence the types of traders and speedy resolution of problems currently available through the BID's delivery.

## **OBJECTIVE 2: WELCOMING TOWN - DETAIL**

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.

Based on your feedback and realities of the budget and staff resources available, the BID is proposing:

- Ongoing provision of an accredited Business Crime Reduction Partnership (BCRP), including appointment of a dedicated BCRP Co-Ordinator to support business engagement, plus all the tools you need to share information through a data compliant platform (DISC), at no extra charge to levy paying businesses.
- Ongoing maintenance and monitoring costs for enhanced CCTV provision, plus delivery of service
- Ongoing maintenance / electrical / insurance costs for supply of festoon lighting (York Rd, Old Town, Station Square, Bedford Street, & Queensway)
- Design, production & installation costs for 1 x annual banner change: London Road & High Street
- Professional graffiti removal service for levy paying business premises
- Ongoing funding contribution, production and delivery costs for the Two Hour Parking Disc scheme

# WHAT THIS LOOKS LIKE IN ACTION

## Business Crime Reduction Partnership:

This is the BID using levy funds and staff resources to continue delivering the GDPR compliant Business Crime Reduction Partnership and associated tools that enable businesses to report incidents and share key information. Unlike other local areas, where BCRP membership costs range from £120 - £310 per annum, membership of the BID's BCRP is provided at **no extra charge to levy paying businesses.**

To make the partnership more effective, Term 2 proposals include the appointment of a dedicated BCRP Co-Ordinator, who will be out and about in town working with businesses, the police and other agencies to make a real impact on the issues you've flagged as ongoing priorities both for the town and your business.

**But what about the warden?!** At the time of writing, ADC and BRTC are in discussions about a joint-funded Warden Scheme for Bognor Regis. The BID supports this with the emphatic proviso that, based on evidenced need, any scheme developed prioritises the town centre and directly responds to business needs. Because of our role in delivering the BCRP, the BID will be invited to feed into scheme development.

## CCTV:

In Term 1, the BID secured match funding from the Safer Arun Partnership to install new CCTV cameras in areas across the town centre, as well as a monitoring platform hosted at the BID Hub.

This is the BID using levy funds and staff resources to support businesses and other agencies by looking for and providing CCTV evidence of reported crime affecting businesses in the coverage areas.

## Festoon Lighting:

This is the BID using levy funds to ensure the festoon lighting installed at key locations in Term 1 is safe, well maintained, insured and operational throughout Term 2.

With the planned addition of Queensway in 2022, the ongoing cost for this provision across all of the installation sites is just shy of £10k per annum.

## Banners:

This is the BID using levy funds and staff resources to brighten up the high-level sight lines with colourful, co-ordinating banners that connect the different areas and draw the eye to different parts of the town. All banner designs are rooted in the Town Values and visuals, adding a splash of vibrant colour and positive messaging. At present, only London Road and High Street (central and east) have banner sites that can be used for this purpose.

## Graffiti Removal:

Graffiti is a real pain, and even though it's not your fault, it's your business's responsibility and cost to remove any that appears on your premises. This is the BID continuing to invest levy funds to pay for professional graffiti removal services from privately owned, BID Levy paying business premises.

## Two Hour Parking Scheme:

The fantastic two hour parking disc scheme is made possible through a financial contribution from BRTC and the BID to Arun District Council for the use of their parking spaces, and the BID managing all aspects of its delivery.

Subject to all partners' agreement to extending the arrangements, this is the BID investing levy funds to continue the scheme, with BID staffing resources committed to managing its delivery for another five years, including design, production, storage, distribution and promotion, plus all financial transactions and returns.

All profits from the BID's sale of parking discs to retailers are invested back into projects delivered in the BID Area. Sales from the discs generate a small profit for the independent retailers that sell to consumers, providing them with additional income, thereby benefitting the local economy as a result.

The scheme continues to be incredibly popular with both residents and visitors to Bognor Regis, encouraging footfall by making parking really easy and really cost effective for town centre users. At the moment, particularly with the effects of inflation, the disc is a little bit too cost effective for consumers, so, working with partners, we'll explore how the scheme can be developed to benefit everyone a little bit more equally.

While we don't have direct responsibility for any car parks in the BID Area, we'll continue to lobby and encourage our partners to make improvements to their safety, visibility, accessibility and ease of use through our strategic role. We're also committed to environmental responsibilities, which means we'll be recommending and supporting ongoing enhancements to the delivery and promotion of active travel schemes.

## OBJECTIVE 3: TRANSFORMING TOWN - DETAIL

Activity that increases footfall to the BID Area during the day and night by: working strategically with all of the agencies and organisations with responsibilities for the town centre.

Based on your feedback and realities of the budget and staff resources available, the BID is proposing:

- Driving strategic partnership working amongst all stakeholder groups and agencies - Arun District Council, Bognor Regis Town Council, West Sussex County Council and the Bognor Regis Regeneration Board - making sure everyone's informed about effective Place Transformation approaches.
- Supporting the delivery of your strategic priorities for the town
- Progressing effective delivery of the Town Values for Bognor Regis
- Ongoing provision of Springboard footfall counter, plus monthly analysis and reporting
- Ongoing monthly monitoring, analysis and reporting of occupancy rates & use types
- Ongoing analysis and interpretation of town centre data against comparative benchmarks and national trends

## WHAT THIS LOOKS LIKE IN ACTION

### Driving Strategic collaboration:

Throughout its first term, the BID has been relentless in its efforts to encourage the agencies involved in the BID Area to work more collaboratively. Through this partnership approach, we've been able to deliver projects that neither agency would have been able to achieve at the same speed - or at all - working in isolation. Specific examples include the partnership with BRTC to install the fabulous planters on Queensway, extending the banner designs to High Street as well as London Road, and working with ADC to deliver the POP! opportunity unit, the new festoon lighting at York Road, plus input on the design and delivery of The Arcade's colourful window vinyls.



## Driving Strategic collaboration continued:

But one off projects by themselves aren't enough to make Bognor Regis vital and viable for the future. What's needed is a really co-ordinated, focused, strategic approach, with all partners - representing the need of their businesses, constituents and members - coming together, working on a really clear vision that everyone knows about and everyone can get behind, and then getting on with their part of it to deliver the best outcomes for the businesses and community of Bognor Regis - whether that's through funding support, staff resources or taking the lead on specific project delivery.

The BID was instrumental in establishing the multi-agency "Bognor Regis Town Centre Task Force", which brings together representatives from West Sussex County Council, Arun District Council, Bognor Regis Town Council, the Bognor Regis Regeneration Board, University of Chichester and the BID. The Task Force is already making great progress, having instigated a visioning exercise and collaboratively identified strategic priorities to be reflected in the updated Masterplan for Bognor Regis. In June 2022, the BID worked with "Task Force" partners to submit a collaborative funding application to the UK Shared Prosperity Fund that, if successful, will support delivery against these strategic priorities.

## Supporting delivery of your strategic priorities:

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 - Phases 1 and 2

You'll have already seen what the BID is proposing to deliver against your top two priorities under the "Well Known" and "Welcoming" Objectives.

## Supporting delivery of your strategic priorities continued:

Realistically, the costs and complexities of the larger scale regeneration projects are way beyond the BID's budget, scope and remit, so it would be completely misleading to suggest we can deliver them in isolation. However, these are your priorities so, through our strategic role, we'll be 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 priorities are progressed and then delivered to a high quality standard.

## Effective delivery of the Bognor Regis Town Values:

A large scale, multi-agency "Place Branding" exercise was already in motion when the BID started its first term in April 2018. Analysis of community feedback from the extensive consultation was distilled into three core "Values" that capture the unique qualities of Bognor Regis and will ultimately underpin all decision making and activity in the town.

Delivery of the values is now firmly at a local level, stewarded by the Bognor Regis Regeneration Board and formally adopted by the BID, BRTC, University of Chichester and WSCC. All partners have committed to championing the Town Values through decision making and use of the visuals, thereby building a shared approach and consistent identity. Representatives of all local stakeholders with responsibilities for Bognor Regis meet regularly, and provide evidence of how their individual organisation has demonstrated the values against agreed KPI's.

The BID is an avid and active champion of the Town Values, not only in its use of the visuals, but because "Rebranding" is one of the key strategic approaches to Transformation recommended by the High Streets Task Force. It's recommended because it works. The potential of the values and associated visuals goes way beyond "a logo and a strapline" - it offers a means by which we can communicate a clear identity and image to improve the way people think and feel about Bognor Regis ... leading to increased local and visitor footfall that directly benefits all of our businesses.

## Strategic Monitoring, Analysis and Reporting:

This is the BID investing levy funds in staff resources and quality data tools so we can monitor progress in terms of footfall, occupancy, and changes of use in the Bognor Regis BID Area to compare against local, national and specialist town trends.

This is the BID providing you, the levy paying businesses, and partners with responsibility for the town centre, with factual, objective data and statistical evidence on the health of the town.

## **OBJECTIVE 4: EMPOWERING BUSINESSES - DETAIL**

Activity that increases direct footfall to businesses by helping them grow and thrive.

Based on your feedback about the balance of BID activity that benefits the town and services that support businesses, the BID is proposing:

- Helping businesses develop by signposting to training / support / cost savings / grants / networking opportunities, working in collaboration with other B2B providers to eliminate replication and maximise the benefit businesses gain through engagement
- Signposting businesses to cost saving information (eg: business rates relief) and external funding opportunities
- Improving engagement between levy paying businesses and BR BID, ensuring businesses are directly engaged in BID project development

## **WHAT THIS LOOKS LIKE IN ACTION**

Businesses have been really clear that, in Term 2, the BID should focus on delivering quality activity that improves the town, rather than providing services for individual businesses. However, we also want to make sure that your businesses benefit from opportunities to adapt and grow, so we're proposing we continue to share details of training, grants and any cost savings we can leverage for our levy paying members.

Bognor Regis benefits from professional organisations that exist to specifically support and develop businesses. Effective, established providers including the University of Chichester, Arun Business Partnership, The Track and FFS already offer a huge range of fully funded or low cost support, advice, training and networking opportunities. There's no value for levy payers in the BID attempting to duplicate this high quality provision, so we're not going to. Instead, we're proposing to team up, get alongside and signpost you to these existing facilitators.

The BID Team will continue to use the BID's website, Facebook, Instagram and Mailchimp channels to keep you informed about BID activity, and we'll soon be introducing regular drop in sessions, with the BID Hub staffed till 6.00pm, Monday to Thursday on alternate weeks so you have the flexibility to meet in person at a time that's convenient for you.

On top of the monthly BCRP Members' meetings, we're reintroducing "working groups" for key areas of interest such as events and promotion to encourage interested businesses to get involved at the early planning stage. And, as always, we'll be available for you by phone, email, DM, Zoom and in person - either by appointment or during the regular drop in sessions.



# TERM 2 BUDGET

INCOME	Y1	Y2	Y3	Y4	Y5	5 YR TOTALS
BID Levy Income	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 699,260.00
Revenue	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 346,250.00
Grants	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 75,000.00
<b>TOTAL INCOME</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 1,120,510.00</b>
<b>EXPENDITURE</b>						
Well Known Town project costs	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 142,500.00
Contingency @5%	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 7,125.00
BID CDO costs (70% / 4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (50% allocation)	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 49,920.00
<b>TOTAL WELL KNOWN TOWN</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 239,445.00</b>
Welcoming Town project costs	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 182,240.00
Contingency @5%	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 9,112.00
F/T BID BCRP Co-ordinator costs (100%)	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 174,000.00
BID CDO costs (70% / 4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (15% allocation)	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 14,975.00
<b>TOTAL WELCOMING TOWN</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 420,227.00</b>
Transforming Town project costs	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 15,900.00
Contingency @5%	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 795.00
BID CDO costs (70% / 4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
<b>TOTAL TRANSFORMING TOWN</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 56,595.00</b>
Empowering Businesses project costs	£ -	£ -	£ -	£ -	£ -	£ -
BID CDO costs (70% / 4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
P/T BID Ambassador costs (16h pwk)	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 64,895.00
BID Promo / Comms costs (25% allocation)	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 39,935.00
<b>TOTAL EMPOWERING BUSINESSES</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 144,730.00</b>
<b>TOTAL DELIVERY EXPENDITURE</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 860,997.00</b>
<b>BID COMPANY OPERATIONS</b>						
6% contingency for non collection of BID Levy	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 41,955.00
Levy Collection Costs	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 28,875.00
BID 2028 Term 3 Ballot allocation	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 10,000.00
Combined administration costs	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 35,000.00
BID Accommodation Costs	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 50,000.00
BID CDO Costs (30% allocation)	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 68,400.00
BID Promo / Comms costs (10% allocation)	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 9,985.00
<b>TOTAL BID OPERATIONS EXPENDITURE</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 244,215.00</b>
<b>TOTAL EXPENDITURE</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 1,105,212.00</b>

BUDGET NOTES TO BE ADDED HERE

# HOW MUCH WILL YOU PAY?

As a levy payer, you will be required to pay one annual payment towards the BID each year for five years, starting in April 2023.

The payment will be calculated at 1.5% of the rateable value of each individual property, using the 2017 rating. Any newly created, refurbished business premises Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

Businesses with a rateable value below £6,000 are exempt from the BID levy but can pay a voluntary contribution if they wish.

## INDICATIVE ANNUAL PAYMENTS BASED ON 1.5% RV

Rateable Value	Annual	This equates to: Weekly
0-£5,999	Zero	Zero
£6,000	£90	£1.70
£12,000	£180	£3.40
£25,000	£375	£7.20
£50,000	£750	£14.40
£100,000	£1,500	£28.80
£200,000	£3,000	£57.70
£500,000	£7,500	£144.20
£1,000,000	£15,000	£288.50
£2,000,000	£30,000	£577.00

# WHAT YOU NEED TO KNOW

## The BID Ballot

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (30.12.22) will receive a ballot paper and letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- A) More than 50% of those voting must vote in favour.
- B) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.5% of rateable value each year for five years until 31st March 2028 becomes mandatory for all eligible businesses of £6,000 rateable value or over regardless of how they voted. There is no maximum levy payable on a single hereditament.

The ballot will be conducted independently by Arun District Council and will be a twenty-eight day confidential postal vote.

1. Voters will have until 5pm on the close of the ballot (Tuesday 14th February 2023) to return their ballot paper.
2. A proxy vote is available, if needed and details will be sent out with the ballot papers.
3. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
4. If the BID is approved through both tests being met, it will operate for five years from 1st April 2023 to 31st March 2028, delivering the projects outlined in this business plan.
5. The number of hereditaments liable for the levy is 285 (at the time of writing – August 2022).
6. The results of the ballot will be announced on Wednesday 15th February 2022.

## The BID Levy

1. The levy rate to be paid by each hereditament or rateable premises with a rateable value of £6,000 or more will be calculated at 1.5% of its rateable value p.a. using the 2017 non-domestic ratings list throughout the BID's second term. There is no maximum levy payable on a single hereditament (ie: upper threshold). The first BID levy under the second term will be due on 15th April 2023 with subsequent levies due on 1st April each year until 31st March 2028. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk)
2. Under the BID regulations, Arun District Council will be responsible for collection of the levy on behalf of Truro BID and as with the first term, these arrangements will be formalised in an operating agreement signed by both parties. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to Bognor Regis BID on a regular basis. Arun District will charge a collection fee for this service of 2.5% of the total levy due. This is included in the outline budget. Bognor Regis BID is not charged summons and liabilities costs that are incurred when chasing nonpayers.
3. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
4. Where a hereditament is untenanted, tenanted, part occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on Arun District Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
5. Charities with a retail arm and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.
6. The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
7. Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.



8. The BID levy will be calculated using the 2017 Non Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.

9. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2028, even if they did not vote on the business plan. Likewise. Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

All types of property within the BID area specified are to be potentially subjected to the full levy as set out above. Furthermore there is to be no distinction made between occupied or unoccupied hereditaments, with either occupancy status attracting the full BID levy.

10. The following hereditaments are exempt from BID Levy: Property with a rateable value of less than £6,000. The following categories are to be exempt from BR BID Levy: ambulance stations, cemeteries, community centres, publicly funded places of education, fire stations, hospitals, public conveniences, places of worship, local charities delivering their services in the BID area, non-retail charities, phone/mobile phone masts

11. The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

12. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property known as 'daily charging'.

13. Services provided by statutory organisations within Bognor Regis that have a correlation to the projects that the BID will deliver have been documented and listed in the full Term 2 Proposal, available to download at: [www.brbid.org](http://www.brbid.org) . The purpose of this is to ensure that Bognor Regis BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services.

For further information, please contact:

Heather Allen  
Bognor Regis Business Improvement District  
10 The Arcade  
Bognor Regis  
PO21 1LH



heather@brbid.org

You can download copies of this Business Plan and full BID Proposal for Term 2 at [www.brbid.org](http://www.brbid.org)

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## APPENDIX 5: BID FINANCIAL FORECAST 2023-2028

BR BID FINANCIAL FORECAST, 2023-2028						
	Y1	Y2	Y3	Y4	Y5	5 YR TOTALS
<b>INCOME</b>						
BID Levy Income	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 139,852.00	£ 699,260.00
Revenue	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 69,250.00	£ 346,250.00
Grants	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 15,000.00	£ 75,000.00
<b>TOTAL INCOME</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 224,102.00</b>	<b>£ 1,120,510.00</b>
<b>EXPENDITURE</b>						
<b>Well Known Town project costs</b>						
Well Known Town project costs	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 28,500.00	£ 142,500.00
Contingency @5%	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 1,425.00	£ 7,125.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (50% allocation)	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 9,984.00	£ 49,920.00
<b>TOTAL WELL KNOWN TOWN</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 47,889.00</b>	<b>£ 239,445.00</b>
<b>Welcoming Town project costs</b>						
Welcoming Town project costs	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 36,448.00	£ 182,240.00
Contingency @5%	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 1,822.40	£ 9,112.00
F/T BID BCRP Co-ordinator costs (100%)	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 34,800.00	£ 174,000.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
BID Promo / Comms costs (15% allocation)	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 2,995.00	£ 14,975.00
<b>TOTAL WELCOMING TOWN</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 84,045.40</b>	<b>£ 420,227.00</b>
<b>Transforming Town project costs</b>						
Transforming Town project costs	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 3,180.00	£ 15,900.00
Contingency @5%	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 159.00	£ 795.00
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
<b>TOTAL TRANSFORMING TOWN</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 11,319.00</b>	<b>£ 56,595.00</b>
<b>Empowering Businesses project costs</b>						
Empowering Businesses project costs	£ -	£ -	£ -	£ -	£ -	£ -
BID COO costs (70% /4)	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 7,980.00	£ 39,900.00
P/T BID Ambassador costs (16h pwk)	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 12,979.00	£ 64,895.00
BID Promo / Comms costs (25% allocation)	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 7,987.00	£ 39,935.00
<b>TOTAL EMPOWERING BUSINESSES</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 28,946.00</b>	<b>£ 144,730.00</b>
<b>TOTAL DELIVERY EXPENDITURE</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 172,199.40</b>	<b>£ 860,997.00</b>
<b>BID COMPANY OPERATIONS</b>						
6% contingency for non collection of BID Levy	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 8,391.00	£ 41,955.00
Levy Collection Costs	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 5,775.00	£ 28,875.00
BID 2028 Term 3 Ballot allocation	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 2,000.00	£ 10,000.00
Combined administration costs	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 7,000.00	£ 35,000.00
BID Accommodation Costs	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 10,000.00	£ 50,000.00
BID COO Costs (30% allocation)	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 13,680.00	£ 68,400.00
BID Promo / Comms costs (10% allocation)	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 1,997.00	£ 9,985.00
<b>TOTAL BID OPERATIONS EXPENDITURE</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 48,843.00</b>	<b>£ 244,215.00</b>
<b>TOTAL EXPENDITURE</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 221,042.40</b>	<b>£ 1,105,212.00</b>

**INCOME: BID LEVY:**

This is the expected amount to be received from all the eligible hereditaments within the BID area, based on the total Rateable Value of premises over £6,000 as at 1st April 2017, and the list of hereditaments liable for BID levy payments as at February 2022 .

The Rateable Value of properties as at 1st April 2017 will be used to calculate the levy and be fixed for the term of the BID. Any newly created, refurbished or reconstituted hereditaments not included on the 2017 ratings list subsequently entered into the rating list after the BID Term 2 commencement date shall also become liable, and charged levy on the ratings list that prevails at the time, so long as other relevant criteria within this document are also met.

**INCOME: REVENUE:**

This is the income anticipated from the BID's operation of the General Market, sales of Car Parking Discs to retailers, Service Level Agreements, voluntary BID levy contributions, B2B sales generated through BID services to non levy paying businesses and sponsorship (of events etc). All revenue will be reported through the BID's annual accounts.

**INCOME: GRANTS:**

Income anticipated based on historical information, current and future grant schemes available from public bodies, private companies and charitable trusts. All income from grants will be reported through the BID's annual accounts.

**EXPENDITURE: DELIVERY OF OBJECTIVES :**

This is made up of expenditure on delivering the identified activity across each of the four Objectives: Well-known Town, Welcoming town; Transforming Town and Empowering Businesses, plus an allocation of staff costs to ensure project delivery. Project delivery cost projections are based on known figures from Term 1

**EXPENDITURE: 5% CONTINGENCY:**

Where most relevant, a 5% contingency has been factored into delivery costs to allow for inflationary adjustment.

**EXPENDITURE: BID STAFF COSTS:**

Staff costs have been identified as an expenditure in the financial forecast. They are made up of items such as salary, National Insurance, pension, recruitment, redundancy contingency, travel and expenses.

The BID COO is responsible for delivering the work of the BID, and reports to the BID Board. The BID COO's costs are split between Delivery of projects under each of the objective headings (70%) and the remaining 30% is allocated to BID Company Administration (30%). It is important to levy payers that as much of the BID Manager's time is spent on delivering the key objectives than on BID administration. From the experience of delivering the first term, the 70% / 30% split is a realistic allocation time is spent on each area.

The percentage allocation of other staff roles has been shown against each Objective, based on 1 x FT (37.5 h pw) BCRP Co-Ordinator, 1 x 0.6 FT (20 h pw) Comms & Promotion and 1 x 0.4 (16 h pw) BID Ambassador.

**EXPENDITURE: BID OPERATIONS : CONTINGENY 6%**

This is based on the past performance of non-collection of BID Levy payments from businesses, and also covers adjustments to the NNDR Local List.

**EXPENDITURE: BID OPERATIONS: LEVY COLLECTION COST:**

The Local Authority has agreed to a maximum levy collection charge of £5,775 per annum to the BID. This is based on billing, collection, enforcement, court costs, administration, management time, plus ongoing maintenance of the specialist software required to collect the levy.

**EXPENDITURE: BID OPERATIONS: BID TERM 3 BALLOT COST:**

Based on the cost of renewal activity at the end of Term 1, a £10k allocation for Term 3 ballot activity in 2028 has been equally distributed over each of the five years of the term .

**EXPENDITURE: BID OPERATIONS: COMBINED ADMINISTRATION COSTS:**

Based on known figures for Term 1, this is the cost for IT equipment, software, stationery, printing, postage, furniture, insurance, plus professional fees for bookkeeping, accounting, Data Protection and membership of professional sector organisations etc.

**EXPENDITURE: BID OPERATIONS: ACCOMMODATION COSTS**

Based on known figures for Term 1, this is the cost for rent, business rates, service charges, utilities, security, cleaning and maintenance.

## APPENDIX 6: OPERATING AGREEMENT WITH ADC

Please see separate attachment, that being the EXISTING operating agreement between BR BID Ltd and Arun District Council.



**OPERATING AGREEMENT**

Dated 19 June 2018

**BETWEEN**

**Arun District Council**  
(the Council)

**Bognor Regis Improvement District Ltd**  
(the BID Company)

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## Operating Agreement

Dated 19 June 2018

### Between

- (1) **Arun District Council** (the Council) of Arun Civic Centre, Maltravers Road, Littlehampton, West Sussex, BN17 5LF and
- (2) **Bognor Regis Improvement District Ltd** (the BID Company) [registered as a company limited by guarantee in England with number 11198321] whose registered office is at 1 – 2 Place St Maur des Fosses, Belmont Street, Bognor Regis, PO21 1BJ ]

### Recitals

- A The Council is the billing authority for the purposes of the Local Government Act 2003 ('the Act') and is responsible for collecting the BID Levy and administering the BID Revenue Account which shall be used towards the operation of the BID within the area of the Council and the funding of the BID Proposal
- B The BID Company is responsible for the operation of the BID and for using the BID Levy for the purposes of achieving the objectives and aspirations set out in the BID Proposal
- C Both parties wish to confirm the arrangements by which the BID Levy shall be collected together with general arrangements as to the relationship to be established between the Council and the BID Company for the duration of the BID
- D The purpose of this Agreement is to:
- establish the procedure for setting the BID Levy
  - confirm the basis upon which the Council will be responsible for collecting the BID Levy
  - set out the enforcement mechanisms available for collection of the BID Levy
  - set out the procedures for accounting and transference of the BID Levy
  - provide for the monitoring and review of the collection of the BID Levy
  - confirm the manner in which the Council's expenses incurred in collecting the BID Levy shall be paid

It is agreed:

## 1 Definitions

**the Annual Report** means a report to be prepared by the Council which details the following:-

- (i) the total amount of BID Levy collected during the relevant Financial Year;
- (ii) details of the success rate for the collection of the BID Levy;
- (iii) the Council's proposals (if any) to help improve its efficiency in the collection and enforcement of the BID Levy; and
- (iv) details of those BID Levy Payers who have paid the BID Levy and those who have not paid the BID Levy.
- (v) the Council's proposals for bad or doubtful debts

**the Appeal Notice** means a notice to be served by the BID Company in accordance with clause 9.2

**the Ballot Result Date** means the date upon which a successful ballot result has been declared in favour of putting in place the BID Proposal

**the Baseline Agreement** means the draft Agreement annexed at Schedule 2

**the BID** means the Business Improvement District which operates within Bognor Regis Town Centre and which is managed and operated by the BID Company

**the BID Arrangements** means the arrangements made by the Council with respect to the BID pursuant to section 41 of the Act

**the BID Company's Report** means a report for each Financial Year to be prepared by the BID Company which details the following:-

- (a) the total income and expenditure of the BID Levy;
- (b) other income and expenditure of the BID Company not being the BID Levy;
- (c) a statement of actual and pending deficits;

- (c) the various initiatives and schemes upon which the BID Levy has been expended by the BID Company

**the BID Levy** means the charge to be levied and collected within the BID Area pursuant to the Regulations

**the BID Company's Termination Notice** means a notice to be served by the BID Company on the Council pursuant to clause 11.8

**BID Levy Payer(s)** means the non-domestic rate payers responsible for paying the BID Levy

**the BID Levy Rules** means the rules set out in the Business Plan which sets out how the BID Levy will be calculated, details of Exempt or Discounted Properties and other requirements related to the BID Levy (as may be amended by a successful alteration ballot).

**the BID Proposal** means the plan voted for by the BID Levy Payers which sets out the objectives of the BID and identifies the various projects which will be undertaken using funds raised via the BID Levy.

**the BID Revenue Account** means account to be set up in accordance with Regulation 14 and operated in accordance with Schedule 3 of the Regulations

**the BID Term** means the period of 5 years from 1 April 2018 to 31 March 2023

**the Council's Termination Notice** means the notice to be served by the Council on the BID Company pursuant to Clause 11.1

**the Contributors** means the BID Levy Payers or other Contributors making voluntary contributions to the BID company.

**Demand Notice** shall have the same meaning ascribed to it as further set out in paragraphs 3 of Schedule 4 of the Regulations

**Hereditament** shall have the same meaning as defined in the Regulations

**Electronic Communication** means a communication transmitted (whether from one person to another, from one device to another or from a person to a device or vice versa):

- (a) by means of a telecommunication system (within the meaning of the Telecommunications Act 1984); or
- (b) by other means but while in electronic form

**the Enforcement Expenses** means the costs which are incurred by the Council in issuing a Reminder Notice, obtaining Liability Orders and associated administrative expenses which may be incurred in recovering unpaid BID Levy.

**the Enforcement Notice** means a notice to be served on the Council as specified in Clause 9

**the Exempt or Discounted Properties** means those class or classes of properties as identified in the BID Levy Rules which shall be exempt either from any requirement to pay the BID Levy or are permitted a discount on the BID Levy

**the Financial Year** means the financial year for the BID Company which runs from 1<sup>st</sup> April to 31<sup>st</sup> March

**the First Priority Payment** means the agreed annual sum of a maximum of £8,000 representing the estimated costs to the Council arising out of compliance with its obligations under this Agreement and the Regulations.

**Liability Order** means an order obtained from the Magistrates Court

**the Monitoring Group** means the group to be set up to monitor the collection and enforcement of the BID Levy (as referred to in Clause 11) such group to consist of 2 Council officers and 2 representatives from the BID Company and 2 Contributors

**the Operational Date** means the date upon which the BID Proposal come into force

**the Public Meeting** means the meeting to be held of all BID Levy Payers pursuant to the Public Meeting Notice

**the Public Meeting Notice** means a notice to be served pursuant to Clause 11.1 by either the Council or the BID Company which provides the following:-

- (a) confirmation that either party is considering terminating the BID;
- (b) details of the venue where the public meeting will be held;
- (c) confirmation that all BID Levy Payers who attend will be permitted to make representations

**the Regulations** means the Business Improvement Districts (England) Regulations [2004] and such amendments made by the Secretary of State pursuant to Section 48 of the Local Government Act 2003 (from time to time)

**the Reminder Notice** means the notice to be served pursuant to Clause 8.1

**the Schedule/s** means those Schedules annexed to and forming part of this Agreement

## **2 Statutory Authorities**

- 2.1 This Agreement is made pursuant to Part IV of the Local Government Act 2003 and Section 111 of the Local Government Act 1972, Section 1 of the Localism Act 2011 and all other enabling powers.

## **3 Commencement**

- 3.1 This Agreement and the BID Arrangements shall commence on 1 April 2018 and shall expire on 31 March 2023 (or upon earlier termination taking effect by virtue of clause 11 below) save that any right or obligation of either party which shall have accrued by the time of expiry shall remain enforceable.

## **4 Setting the BID Levy**

- 4.1 Immediately upon the Ballot Result Date the Council shall:-
- (i) calculate the BID Levy due from each BID Levy Payer in accordance with the BID Levy Rules; and
  - (ii) confirm in writing to the BID Company the BID Levy payable annually by each BID Levy Payer
  - (iv) enter into the Baseline Agreement with the BID Company

## **5 The BID Revenue Account**

- 5.1 By the end of December 2017, the Council shall have set up the BID Revenue Account and provide written confirmation to the BID Company once this has been carried out together with details of the account number sort code and any other details which the BID Company may specify
- 5.2 By the end of December 2017, the BID Company shall have provided the Council with details of its own bank account into which the BID Levy shall be transferred from the BID Revenue Account

## **6 Debits from the BID Revenue Account**

- 6.1 The Council shall debit directly from the BID Revenue Account, making net payment less the First Priority Payment of a maximum of £8,000 per annum to be taken at the time of the first payment to the BID Company on 30 April.

## **7 Collecting the BID Levy**

7.1 The Council shall confirm in writing to the BID Company:-

- (i) the means by which the BID Levy Payer shall be billed for the BID Levy; and
- (ii) the date when the BID Levy shall first be collected (such date to be on or after the Operational Date)

7.2 Pursuant to clause 7.1(ii) the Council shall serve the Demand Notices on each BID Levy payer and thereafter shall continue to calculate the BID Levy and serve the Demand Notices throughout the BID Term

7.3 The Council shall maintain a list which identifies payment and/or non-payment of the BID Levy and shall make this available to the BID Company upon its reasonable request

7.4 The Council shall liaise with the BID Company in carrying out a periodic review of each Hereditament within the BID Area and in the event of any change in the occupier of each Hereditament or the merger or division of a Hereditament (or provision of an additional Hereditament) shall:

- (a) serve an updated list of BID Levy payers upon the BID Company;
- (b) serve a Demand Notice (or alter any existing Demand Notice if appropriate) on the relevant BID Levy Payer

7.5 The Council shall use all reasonable endeavours to collect the BID Levy on the date specified (pursuant to clause 7.1(ii) above) and thereafter on an annual basis and in accordance with the procedure set out in Schedule 4 of the Regulations

7.6 The Council shall use all reasonable endeavours to take all reasonable steps for collecting the BID Levy which are consistent with its usual procedures for the collection of non-domestic rates

7.7 The Council shall at agreed intervals notify the BID Company of the credit balance in the BID Revenue Account for which the BID Company shall provide the Council with an invoice together with Value Added Tax in addition, where it applies, at the rate and in the manner prescribed by law.

7.8 The Council shall make payment of the BID Company invoice by credit transfer to the bank account nominated by the BID Company as specified in Clause 5.2 and provide written confirmation of the sum then transferred

## **8 Procedures available to the Council for enforcing payment of the BID Levy**

8.1 In the event that the BID Levy is not paid within 14 (fourteen) days from the date that it becomes payable then (subject to as may otherwise be agreed between the parties) the Council shall serve a Reminder Notice on such relevant BID Levy Payer.

8.2 In the event that the BID Levy is not paid within a further 14 (fourteen) days (or as may otherwise be agreed between the parties) the Council shall serve a Final Notice on such relevant BID Levy Payer. which shall:-

- (i) identify the sum payable;
- (ii) provide a further 21 (twenty one) days for payment to be made;
- (iii) confirm that the Council will make an application to the Magistrates Court for a Liability Order to recover the unpaid sum and costs

If after a further 21 (twenty one) days from issue date of the Final Notice the outstanding sum of the BID Levy has not been paid the Council shall make an application to the Magistrates Court for a Liability Order to recover the outstanding sum of the BID Levy as is permitted by the Regulations and the Non Domestic Rating (Collection & Enforcement) (Local Lists) Regulations 1989 (as amended)

## **9 Enforcement Mechanisms for non-collection of the BID Levy by the Council**

9.1 In the event that the Council is not enforcing payment of the BID Levy pursuant to Clause 8 above the BID Company shall serve the Enforcement Notice on the Council requesting that:-

- (i) it serve a Reminder Notice; or
- (ii) it obtains a Liability Order pursuant to Clause 8.2 above

within 14 (fourteen) days of receipt of such Enforcement Notice and the Council shall thereafter provide written confirmation of the action taken to the recover the unpaid BID Levy

9.2 If after being served an Enforcement Notice the Council fails to take the requested action within the specified time frame then the BID Company shall serve an Appeal Notice to the Chief Executive of the Council. Such notice shall:-

- (i) detail the sum which remains unpaid;
- (ii) confirm that the Council has failed to use the enforcement mechanisms

available to it under this Agreement to recover the sum; and

- (iii) request a meeting take place between the Chief Executive, relevant officers of the Council and BID Company to achieve a solution and/or agree a strategy to recover the outstanding sum such meeting to take place in any event no later than 28 (twenty eight) days from service of the Appeal Notice

9.3 In the event that the Council fails to take any of the steps requested by the BID Company pursuant to clauses 9.1 and 9.2 (above) the Council shall (within 28 days of receipt of written notice from the BID Company which specifies the amount of BID Levy outstanding) pay the specified sum into the BID Revenue Account and provide written confirmation to the BID Company that this has been done.

## **10 Accounting Procedures and Monitoring**

10.1 Within 1 (one) month from the Operational Date the Council and BID Company shall form the Monitoring Group

10.2 The Council shall use its best endeavors to provide the BID Company within 7 working days of 1 June and 1 December each year for the duration of BID Term with a breakdown of:-

- (i) the amount of BID Levy for each individual BID Levy Payer;
- (ii) the BID Levy collected in relation to each BID Levy Payer;
- (iii) details (together with the outstanding unpaid sum) of those BID Levy Payers who have not paid the BID Levy during those 6 months;
- (iv) details of the Reminder Notices issued throughout that period; and
- (v) details of any Liability Orders obtained or applied for by the Council;

10.3 The BID Company shall use its best endeavors to provide the Council within 7 working days of 1 June and 1 December each year for the duration of the BID Term, with the following details:

- (a) the total amount of BID Levy received
- (b) the total amount of income received from the Contributors (excluding the BID Levy)
- (c) the total expenditure during that 6 month period.

10.4 The Monitoring Group shall meet no less than twice in any one Financial Year and on all other occasions further meetings of the Monitoring Group shall be arranged by the service of written notice by either party on the other, such notice to be provided no less than 28 (twenty eight)



days prior to the date of the proposed meeting (or lesser if otherwise agreed or in cases of emergency) and provided further that such meetings can be dispensed with altogether upon the written agreement of both the Council and the BID Company

10.5 At each meeting the Monitoring Group shall

- (i) review the effectiveness of the collection and enforcement of the BID Levy; and
- (ii) if required, review and assess the information provided by the Council and the BID Company pursuant to Clauses 10.2 and 10.3 above and make any recommendations for implementation as may be agreed (and which are permitted by the Regulations and the terms of this Agreement)

10.6 Within the first quarter after the date of the end of the Financial Year the Council shall provide the Annual Report to the BID Company

10.7 Within 1 (one) month from the date of receipt of the Annual Report the BID Company shall provide the BID Company Report to the Council

## 11 Termination

11.1 The Council shall not be permitted to terminate the BID Proposal because:

- (i) in its opinion there are insufficient finances available to the BID Company to meet its liabilities for the chargeable period for the purposes of the BID Proposal; or
- (ii) the Council is unable, due to any cause beyond its control to provide the works or services which are secured as part of the BID Proposal unless and until it first serves the Public Meeting Notice on the BID Levy Payers and the Council's Termination Notice on the BID Company and within 14 (fourteen) days from the date of service of such notice both parties shall arrange to meet where the purpose of such meeting shall be to discuss and/or agree all or any of the following set out in Clause 11.2 or 11.3 (whichever is applicable)

11.2 Where the BID Termination Notice relates to Clause 11.1(i) both parties shall agree and/or discuss or review the following:

- (a) the Council is concerned that the BID Company has insufficient finances to meet its liabilities for that period and details of such concerns should be made available to the BID Company;
- (b) insufficient funds;
- (c) alternative means by which the insufficiency of the funds can be remedied; and

- (d) an appropriate time frame to resolve this issue;
- 11.3 Where the BID Termination Notice relates to clause 11.1(ii) both parties shall agree and/or discuss or review the following:
- (a) the services or works which it is no longer able to provide together with confirmation and details as to why such works or services cannot be provided;
  - (b) a review by both parties as to whether such works or services are of material importance to the BID so that termination of the BID Proposal is the only option;
  - (c) alternative means of procuring the said services or works by third parties or increased financial funding from the BID Company;
  - (d) alternative replacement services or works which will be acceptable to the BID Company ;
  - (e) an appropriate time frame to resolve this issue
- 11.4 In the event that the parties cannot reach agreement in relation to the above and subject to consideration of representations made by any BID Levy Payer at the Public Meeting the Council shall be permitted to terminate the BID Proposal provided that notice by the Council to terminate the BID shall be provided to the BID Company no less than 28 days prior to termination taking place
- 11.5 Upon termination of the BID Proposal the Council shall review whether there is a credit in the BID Revenue Account and in the event that there are sufficient funds in the BID Revenue Account amounting to a refund of at least £5 for each BID Levy Payer (having already deducted a reasonable sum for the administration of such refund) to:
- (a) calculate the amount to be refunded to each BID Levy payer;
  - (b) ensure that the amount to be refunded is calculated by reference to the amount payable by each BID Levy Payer for the last chargeable period; and
  - (c) make arrangements for the amount calculated to be credited against any outstanding liabilities of each BID Levy Payer or, where there are no such liabilities refunded to the BID Levy Payer.
- 11.6 Upon termination of the BID the Council shall notify the BID Levy Payers of such termination in accordance with regulation 18(6) of the Regulations together with confirmation as to whether any part of the BID Levy is to be repaid to BID Levy payers in accordance with clause 11.7
- 11.7 The BID Company shall not be permitted to terminate the BID Proposal where:

- (a) the works or services under the BID Proposal are no longer required; or
- (b) the BID Company is unable, due to any cause beyond its control to provide works and services which are necessary for the BID to continue

unless and until it has served the BID Company's Termination Notice on the Council and thereafter carried out a proper consultation with all relevant representatives of the BID Area as considered appropriate by the Council.

- 11.8 Upon termination of the BID Proposal the BID Company shall notify the Council of such termination in accordance with Regulation 18(5) and the Council shall notify the BID Levy payers pursuant to Regulation 18(6) together with confirmation as to whether any part of the BID Levy is to be repaid to BID Levy payers in accordance with clause 11.6.
- 11.9 21 days prior to the expiry of the BID Term (notwithstanding any re-ballot and new BID term commencing) the Council shall provide the BID Company with a reconciliation of the BID Revenue Account (for its written Agreement) identifying (if any) all outstanding costs payable to the Council as a consequence of collecting the BID Levy, any outstanding Enforcement Expenses and any BID Levy monies not passed to the Bid Company's account (pursuant to clause 7.7 above.)
- 11.10 Subject to the costs ( pursuant to clause 11.9 above) being agreed and prior to the start of a new BID Term the Council shall deduct the Final Costs from any BID Levy and transfer any remaining BID Levy to the BID Company pursuant to clause 7.7. These costs will not exceed £8000 per annum as agreed by the Council

## **12 Confidentiality**

- 12.1 Both the Council and the BID Company agree to keep confidential and not to divulge to any person without the prior written consent of the other party, the terms and information relating to this Agreement, all confidential information (written or oral) concerning the business affairs of the other and any information which has been exchanged about the BID Levy Payers or Contributors or about other third parties which it shall have obtained or received as a result of operating the BID. This obligation shall survive the termination or lapse of the BID Proposal.

## **13 Freedom of Information**

- 13.1 The BID Company acknowledges that the Council is subject to the requirements of the Freedom of Information Act 1988 (FOIA) and shall assist and co-operate with the Council to enable the Council to comply with its disclosure requirements and the Council shall notify the BID Company of any requests, and the BID Company shall be entitled to make

representations to the Council regarding disclosure within 10 days of being so notified.

- 13.2 The Council may determine in its absolute discretion whether any information is exempt from disclosure in accordance with the provisions of FOIA or is to be disclosed in response to a request for information and, for the avoidance of doubt, where the Council has received a request under the FOIA and it has notified the BID Company of the request, in no event shall the BID Company respond directly to a request for information connected with such a request to the Council unless expressly authorised to do so by the Council.
- 13.3 The BID Company acknowledges that the Council may, acting in accordance with the Secretary of State for Constitutional Affairs' Code of Practice on the discharge of public authorities' functions under Part 1 of the FOIA, be obliged under FOIA to disclose information following consultation with the BID Company and having taken its views into account.
- 13.4 Where the BID Company has made representations to the effect that information should remain confidential, and the Council determines that such information should nevertheless be disclosed, the Council will give 5 clear days' notice to the BID Company of its intention to disclose.
- 13.5 The BID Company acknowledges that any list of confidential information provided by it is indicative only and that the Council may be obliged to disclose confidential information in accordance with this clause.

## 14 Data Protection

### DEFINITIONS

**Data Protection Legislation:** (i) the Data Protection Act 1998 and (ii) unless and until the GDPR is no longer directly applicable in the UK, the General Data Protection Regulation ((EU) 2016/679) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (iii) any successor legislation to the GDPR or the Data Protection Act 1998 .

- 14.1 Both parties will comply with all applicable requirements of the Data Protection Legislation. This clause 14 is in addition to, and does not relieve, remove or replace, a party's obligations under the Data Protection Legislation.
- 14.2 The parties acknowledge that for the purposes of the Data Protection Legislation, the Council is the data controller and the BID Company is the data processor (where Data Controller and Data Processor have the meanings as defined in the Data Protection Legislation). Schedule 3 sets out the scope, nature and purpose of processing by the BID Company, the duration of the processing and the types of

personal data (as defined in the Data Protection Legislation, Personal Data) and categories of Data Subject.

- 14.3 Without prejudice to the generality of clause 14.1, the Council will ensure that it has all necessary appropriate consents and notices in place to enable lawful transfer of the Personal Data to the BID Company for the duration and purposes of this agreement.
- 14.4 Without prejudice to the generality of clause 14.1, the BID Company shall, in relation to any Personal Data processed in connection with the performance by the BID Company of its obligations under this agreement:
- (a) process that Personal Data only on the written instructions of the Council unless the BID Company is required by the laws of any member of the European Union or by the laws of the European Union applicable to the BID Company to process Personal Data (**Applicable Laws**). Where the BID Company is relying on laws of a member of the European Union or European Union law as the basis for processing Personal Data, the BID Company shall promptly notify the Council of this before performing the processing required by the Applicable Laws unless those Applicable Laws prohibit the BID Company from so notifying the Council;
  - (b) ensure that it has in place appropriate technical and organisational measures, reviewed and approved by the Council, to protect against unauthorised or unlawful processing of Personal Data and against accidental loss or destruction of, or damage to, Personal Data, appropriate to the harm that might result from the unauthorised or unlawful processing or accidental loss, destruction or damage and the nature of the data to be protected, having regard to the state of technological development and the cost of implementing any measures (those measures may include, where appropriate, pseudonymising and encrypting Personal Data, ensuring confidentiality, integrity, availability and resilience of its systems and services, ensuring that availability of and access to Personal Data can be restored in a timely manner after an incident, and regularly assessing and evaluating the effectiveness of the technical and organisational measures adopted by it);
  - (c) ensure that all personnel who have access to and/or process Personal Data are obliged to keep the Personal Data confidential; and
  - (d) not transfer any Personal Data outside of the European Economic Area unless the prior written consent of the Council has been obtained and the following conditions are fulfilled:
    - (i) the Council or the BID Company has provided appropriate safeguards in relation to the transfer;
    - (ii) the data subject has enforceable rights and effective legal remedies;
    - (iii) the BID Company complies with its obligations under the Data Protection Legislation by providing an adequate level of protection to any Personal Data that is transferred; and

- (iv) the BID Company complies with reasonable instructions notified to it in advance by the Council with respect to the processing of the Personal Data;
  - (e) assist the Council, at the Council's cost, in responding to any request from a Data Subject and in ensuring compliance with its obligations under the Data Protection Legislation with respect to security, breach notifications, impact assessments and consultations with supervisory authorities or regulators;
  - (f) notify the Council without undue delay on becoming aware of a Personal Data breach;
  - (g) at the written direction of the Council, delete or return Personal Data and copies thereof to the Council on termination of the agreement unless required by Applicable Law to store the Personal Data; and
  - (h) maintain complete and accurate records and information to demonstrate its compliance with this clause 14 and allow for audits by the Council or the Council's designated auditor.
- 14.5 The Council does not consent to the BID Company appointing any third party processor of Personal Data under this agreement.
- 14.6 Either party may, at any time on not less than 30 days' notice, revise this clause 14 by replacing it with any applicable controller to processor standard clauses or similar terms forming part of an applicable certification scheme (which shall apply when replaced by attachment to this agreement).

## **15 Notices**

- 15.1 Any notice or other written communication to be served or given to or upon any party to this Agreement to the other shall be in writing and shall be sent to the address provided for above or such substitute address in England as may from time to time have been notified by that party
- 15.2 Any Notice or other written communication to be served or given to or upon any party to this Agreement to the other shall be in writing and shall be
- a) delivered to Arun District Council at the Council's address specified above; or
  - b) delivered to the Company Secretary at the BID Company's address specified above; or
  - c) sent by registered or recorded delivery post to the relevant party's address specified above
- 15.3 Any notice served shall be deemed to have been validly served or given at the time when in the ordinary course of business it would have been received.

**16 Miscellaneous**

- 16.1 For the avoidance of doubt where any part of this Agreement is incompatible with the Regulations or any other regulations which the Secretary of State may issue pursuant to Part IV of the Local Government Act 2003 then such part shall be struck out and the balance of this Agreement shall remain
- 16.2 The headings appearing in this Agreement are for ease of reference only and shall not affect the construction of this Agreement
- 16.3 For the avoidance of doubt the provisions of this Agreement (other than those contained in this Clause) shall not have any effect until this document has been dated
- 16.4 Where reference is made to a Clause, Part, or Recital such reference (unless the context requires otherwise) is a reference to a clause, part, plan, or recital attached to this Agreement
- 16.5 References to the Council include any successors to its functions as local authority
- 16.6 References to statutes, bye laws, regulations, orders, delegated legislation shall include any such instrument re-enacting or made pursuant to the same power

**17 Exercise of the Council's powers**

Nothing contained in this Agreement or implied in it shall prejudice or affect the rights discretions powers duties and obligations of the Council under all statutes bye-laws statutory instruments orders and regulations in the exercise of its functions as a local authority

**18 Contracts (Rights Of Third Parties)**

The provisions of the Contracts (Rights of Third Parties) Act 1999 shall not apply to this Agreement

**19 Arbitration**

The following provisions shall apply in the event of a dispute:

- 19.1 Any dispute or difference of any kind whatsoever arising between the parties hereto out of or in connection with this Deed shall be referred to arbitration before a single arbitrator
- 19.2 The parties shall jointly appoint the arbitrator not later than 28 (twenty eight) days after service of a request in writing by either party to do so and each party shall bear its own costs

19.3 If the parties are unable to agree within 28 (twenty eight) days as to the appointment of such arbitrator then such arbitrator (hereinafter referred to as "the Tribunal") shall be appointed on the application of either party to the President for the time being of the Law Society

19.4 In the event of a reference to arbitration the parties agree to:

- prosecute any such reference expeditiously and
- do all things or take all steps reasonably necessary in order to enable the Tribunal to deliver any award (interim, final or otherwise) as soon as reasonably practicable

19.5 The award shall be in writing signed by the Tribunal and shall be finalised within 21 (twenty one) days from the date of such award

19.6 The award shall be final and binding both on the parties and on any persons claiming through or under them]

IN WITNESS of which the parties have executed this document as a deed the day and year first above written

EXECUTED AS A DEED by affixing THE COMMON SEAL of ARUN DISTRICT COUNCIL in the presence of:



*AH*  
Name *APRIL HEASMAN* Authorised Signatory

*AH*  
Job Title *LAWYER*

EXECUTED AS A DEED on behalf of BOGNOR REGIS IMPROVEMENT DISTRICT LTD:

*MAR*  
Name MATTHEW REYNOLDS Director (PRINT)

*P. Wells*  
Name PAUL WELLS Director/Secretary (PRINT)



## **Schedule 1 – The BID Levy Rules**

The following is taken from the Bognor Regis BID Business Plan, setting out the BID levy rules and procedures set out by Arun District Council

### **Section 3.4 BID Criteria**

#### 3.4.1 The BID geographical area

1(1)(c) of the Local Government Act 2003, requires, “a description of the geographical area (including a map showing that area) in which the proposed BID arrangements are to have effect”

The Business Improvement District for Bognor Regis Town Centre covers the heart of the centre and contains the main retail, leisure and commercial areas. The area was defined through consultation with businesses to identify the commonality of the issues that affect their trading environment. The final extended boundary of the BID area was decided by the Shadow BID Board following consultation on the draft Business Plan.

A list of streets in the proposed Bognor Regis BID area, along with a map showing all properties within the BID boundary are shown in Appendix 1 (of the BID Business Plan).

#### 3.4.2 Period of the BID

1(1)(g) of the Local Government Act 2003 requires, “ a statement of the duration of the BID arrangements”

The BID arrangements will apply for a total period of 5 years.

1(1)(h) of the Local Government Act 2003 requires, “ a statement of the commencement date of the BID arrangements”.

The commencement date of the BID arrangements will be 1st April 2018.

The time between the ballot result day on 4<sup>th</sup> July and the implementation of the BID will be used to ensure that:

- Billing systems at Arun District Council are updated ready for the launch date on 1<sup>st</sup> April 2018.
- BID Company is set up
- BID Board and directors are elected and or appointed
- Administration and secretariat processes are implemented
- Staff are recruited

#### 3.4.3 BID Levy

1(1)(d) of the Local Government Act 2003 requires, "a statement of whether all non-domestic ratepayers in the geographical area or a specific class of them are to be liable to the BID levy, an explanation of how the amount of the BID levy to be levied is to be calculated and an explanation of whether any of the costs incurred in developing the BID proposals, holding the ballot or implementing the BID are to be recovered through the BID levy....."

Only properties on the Local Rating List will be potentially liable to pay the BID levy. Details of the rateable value and BID levy for each business included in the BID area are available from Bognor Regis Town Centre Management.

#### Levy rate

All non-domestic ratepayers in the BID area as defined above, either occupying the property, or if unoccupied owning the property, and having a Rateable Value of £6,000 or above as at 1st April 2017, will be liable to the BID levy charge of 1.5% subject to the exemptions below. The levy rate was agreed by the Shadow BID Board based on the feedback received during the development of the Business Plan, consultation process and financial analysis.

The BID levy will be 1.5% of the 2017 rateable value shown on Arun District Council's (the Billing Authority's) NNDR billing system as at 1st April 2017 for each defined business/hereditament within the scope of the BID, with the exception of those premises with a rateable value of less than £6,000, and those exemptions set out below.

The list of liable hereditaments is altered and updated on an ongoing basis to reflect changes in the billing authority's database of liable non-domestic ratepayers and relevant hereditaments. Any new, refurbished or reconstituted hereditaments subsequently entered into the rating list after the BID commencement date shall additionally also become liable for the BID levy in relation to its new/current rateable value and so long as other relevant criteria within this document are also met.

After looking at the cost of collecting the levy, balloting businesses and the BID objectives, it was agreed by the Shadow BID Board that only businesses with a rateable value of £6,000 or more would be included in the BID. This will include all charities with a retail arm operating in the town.

#### Relief from the BID Levy

1(1)(e) of the Local Government Act 2003 requires, " a statement of the specified class of non-domestic ratepayer [if any] for which and the level at which relief from the BID levy is to apply"

No relief is to be given to any class of non-domestic ratepayer irrespective of whatever relief or exemption they may currently enjoy in respect of Non-Domestic (or Business) Rates. All types of property within the BID area specified are to be potentially subjected to the full levy as set out above. Furthermore there is to be no distinction made between occupied or unoccupied hereditaments, either occupancy status attracting the full BID levy.

#### Exemptions from the BID Levy

- Property with a rateable value of less than £6,000.
- The following categories are to be exempt – ambulance stations, cemeteries, community centres, publically funded places of education, fire stations, hospitals, public conveniences, places of worship, local charities delivering their services in the BID area, non-retail charities, phone/mobile phone masts

#### 3.4.4 BID Levy Liability and Collection

The BID levy is binding on all eligible business within this Business Plan if it is a “Yes” vote. All bills issued will be due and payable, irrespective of whether or not the liable business/person voted in favour or against the BID.

Persons liable to pay the levy will be any “Rate Payer” as set out in section 59 of the Local Government Act 2003, [Interpretation of Part 4]. Section 59 clarifies the meaning by stating “non-domestic ratepayer, in relation to any area, means a person subject to a non-domestic rate under section 43 or 45 of the Local Government Finance Act, 1988 (c.41) (liability to non-domestic rates) because he is the owner or occupier of a hereditament situated in that area.”

For the purposes of non-domestic rating, Arun District Council interprets the owner of a hereditament or land as per the definition in section 65(1) of the Local Government Finance Act 1988. This states that “the owner of a hereditament or land is the person entitled to possession of it”. A similar definition exists in Schedule 4A of the Local Government Finance Act 1988 at paragraph 10(b) for unoccupied properties.

#### Rating List and Rateable values to be used in the BID

For the purposes of the BID, the rateable value shown on the NNDR local list held by Arun District Council on the 1<sup>st</sup> April 2017 will be the figure used for the BID levy calculation for each liable ratepayer. This figure will be used throughout the term of the BID. The liability for the BID levy will lie with the responsible party for the Non Domestic Rates as shown by Arun District Council.

#### Financial year

For the purposes of the BID, a financial year is a period of 365 days (or 366 days in a leap year), commencing 1st of April and ending 31st of March inclusive.

#### The Levy Multiplier and Charge

For the duration of the BID term, the BID levy multiplier will be 1.5p in the pound and this will continue for the 5 years of the BID based on the Rateable Value of the hereditament as at 1<sup>st</sup> April 2017. No inflation will be added to the levy. Payment of the BID levy will be calculated on a daily charge mirroring the NNDR system. The levy will be charged annually in advance for each chargeable period, from 1st April.

Rateable Value	Levy Rate	Annual	This equates to: Weekly
0-£5,999	1.5%	Zero	Zero
£6,000	1.5%	£90	£1.70
£12,000	1.5%	£180	£3.40
£25,000	1.5%	£375	£7.20
£50,000	1.5%	£750	£14.40
£100,000	1.5%	£1,500	£28.80
£200,000	1.5%	£3,000	£57.70
£500,000	1.5%	£7,500	£144.20
£1,000,000	1.5%	£15,000	£288.50
£2,000,000	1.5%	£30,000	£577.00

#### Procedural Arrangements

The BID charge is an annual fee based on rateable value of the premises as at 1<sup>st</sup> April 2017. It is to be paid in full and in advance. The payment due date is 15<sup>th</sup> of April of the relevant financial year.

#### VAT

VAT will not be charged on the BID levy

#### Recovery and Enforcement

Non-payment of the BID charge will be pursued via all available enforcement options. This will include the issuing of court summonses, the use of bailiffs and committal action.

All of the actions may incur additional costs for which the BID levy payer will be liable.

The BID Levy will be collected as follows:

- The BID levy is binding on all business/hereditaments within this Business Plan. A separate bill will be issued by the BID Levy by the Billing Authority. All bills issued will be due and payable, irrespective of whether or not the liable business/person voted for or against the BID.
- For the first financial year of the BID, commencing 1 April 2018, the bill will be raised in the March immediately preceding the year of the charge to the liable person.
- The definition of the liable person is that shown in '3.4.4 Liability and BID Levy Collection' above.
- The full amount will be due and payable in one lump sum on 15th April. If a business changes during the year, a refund will be calculated on the time that business is no longer liable for the levy and a new bill raised for the new tenant or body liable with no void period.

- New businesses coming into the BID area will be charged from the point they are liable the party for business rates and will be collected through a separate rates bill.
- Empty properties and those undergoing refurbishment will be liable for the BID levy via the property owner/registered business ratepayer with no void period.
- A reminder notice will be issued stating the amount required to be paid.

Any changes to hereditaments during the life of the BID will be handled as follows:

- New premises, or properties which were not on the NNDR/current list but become subject to rates in the BID area, or new streets included in the BID area after the BID is in force will be expected to pay a BID Levy in relation to its new/current rateable value.
- Where property is split, two or more BID levies should be made on the revised premises from the date of split on the basis of the revised new/current rateable value. Where premises are merged the BID Levy should be charged at the revised properties new/current valuation. Any change of use or ownership (or the creation of a new business within the BID area) will be liable to the BID levy of the new/current rateable value at the time of the change. Adjustments will be made for changes in occupation and if a property is deleted from the rating list, and revised bills issued. The charge or refund amount will be calculated pro rata between the date of the change in occupation and the date of the financial year end. No amendments will be made to the rateable value of any property in the BID area as a result of any general or property specific re-valuation within the life of the BID other than for the criteria listed above.

Stages of Recovery of unpaid levy:

- Since the BID Business Plan was drafted, this process has changed slightly and is set out below
- If the Bid payer fails to make payment by the due date, a Reminder Notice will be issued after 14 days. This states the amount due and gives 7 days for the payment to be made.
- If this is not complied with then after a further 7 days (14 days after the issue of the Reminder Notice) a Final Notice will be issued and full payment is due for payment within 7 days.
- If not paid in full, a Summons will be issued for Hearing at the Magistrates Court at least 14 days prior to the Court date. At this stage Court costs will be charged to the debtor
- Summons – If the amount is not paid in full, a complaint will be laid before the Magistrates Court and an application for Summons will be made. This will require the BID payer to attend Court and show why payment has not been made. The summons must be served at least 14 days before the hearing. The cost of summons application will be recoverable from the debtor.
- Liability Order Hearing – If the amount is not paid prior to the hearing an application for a Liability Order will be made on the scheduled date. If no valid defence is offered an Order will be granted and further costs incurred by the debtor.

- Distress – If any amount remains unpaid the Billing Authority may levy the appropriate amount by way of distress and sale of goods. Distress may only be levied by a certificated Bailiff and the costs incurred are regulated.
- Committal – If sufficient goods are not available to Bailiffs to clear the debt the Local Authority may apply for the debtor's committal to prison, again costs are regulated. Committal proceedings can only be instigated against an individual not a company
- In certain situations where the debt remains unpaid and exceeds £750 a petition may be made for bankruptcy, or winding up in the case of a company. These cases will be considered, and a decision made, on an individual basis by the Bognor Regis BID Board and the Local Authority as the charges incurred are high and may be irrecoverable.

#### Deceased Ratepayers

If the BID payer dies the executor or administrator is liable to pay the charge and may deduct the amount out of the assets and effects of the deceased. Deceased ratepayers will be considered, and a decision made on the appropriate action by the Bognor Regis BID Board.

## Baseline Services provided in Bognor Regis (position as at August 2022)

BIDs deliver additional services over and above the existing provision. To be able to define “additional”, there needs to be an understanding of the existing “baseline” services being delivered, and level of delivery.

This schedule sets out in outline the current services delivered in Bognor Regis by the named supplier. It is a statement of intent, and will enable an understanding of “baseline” and “additional” services for the BID ballot being held in February 2023

## West Sussex County Council

### Baseline Service Agreement Highways – agreed and approved by MT 05.07.22

<b>Service</b>	<b>Highways management and upkeep</b>
<b>Supplier</b>	West Sussex County Council
<b>Contact Details</b>	Name: Mike Thomas Tel: 0330 222 6341 / 07738 349512 email: mike.thomas@westsussex.gov.uk
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<ul style="list-style-type: none"> <li>• Carriageway, footway and verge maintenance.</li> <li>• Grass cutting (urban 7 and rural 3 cuts per year)</li> <li>• Weed control (2 sprays per year)</li> <li>• Unless maintained under a separate license WSCC manage ALL trees on ALL Highways.</li> <li>• Highway safety (ongoing)</li> <li>• Lining and signing (as and when required)</li> <li>• Traffic Regulation Orders (as approved by CLC’s once per year)</li> <li>• Highway Improvements (approved once per year to be delivered the following)</li> <li>• Street Lighting (ongoing PFI with SSE)</li> <li>• Traffic signals (as and when required)</li> <li>• Structures (bridges/culverts maintenance as and when required)</li> <li>• Winter maintenance (as and when required in winter)</li> <li>• Highway enforcement (as and when required)</li> <li>• Network management (ongoing)</li> <li>• Highway drainage (routine and ad-hoc repairs)</li> <li>• Hedge cutting (once per year)</li> <li>• Licensing of activities on Highways e.g. busking, outdoor tables and chairs, events, scaffolding, skips, hoarding, roadwork permits, vehicle cross overs, licence to plant and Standard form of consents (general consent to work on the highway).</li> </ul>	
<b>Area covered</b>	See above
<b>Statutory / Discretionary</b>	Statutory / Discretionary – a mixture of both, highway safety being our statutory function as Highway Authority
<b>Anything else?</b>	

## Arun District Council

**Baseline Services: Visitor Destination Marketing and Visitor Information Provision – update requested DV – 29.06.22**

<b>Service</b>	<b>Visitor Destination Marketing and Visitor Information Provision</b>
<b>Supplier</b>	<i>Arun District Council</i>
<b>Contact Details</b>	<i>Name: Denise Vine Tel: 01903 737846 email:denise.vine@arun.gov.uk</i>
<i>Service Specification (what, when, how many, how often, contractor if relevant)</i>	
<p><i>1. Visitor Destination Marketing Provision and updating of the Sussex by the Sea website or similar</i></p> <p><i>2. Visitor Information Provision Maintaining current self-service provision at appropriate location(s).</i></p>	
<b>Area covered</b>	<i>BID area</i>
<b>Statutory /Discretionary</b>	<i>Discretionary</i>
<b>Anything else?</b>	



**Baseline Services: Bus shelters – update requested PB – 29.06.22**

<i>Service</i>	<b>Bus Shelters</b>
<i>Supplier</i>	<i>Arun District Council</i>
<i>Contact Details</i>	<i>Name: Paul Broggi, Property and Estates Tel: 01903 737506 email: paul.broggi@arun.gov.uk</i>
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p><b>1. Provision</b>  <i>Bus shelters are provided by Arun DC in the following locations</i></p> <ul style="list-style-type: none"> <li>- <i>High Street town centre 5 shelters *</i></li> <li>- <i>Linden Road near Ockley Road *</i></li> <li>- <i>Richmond Road / Lyon Street o/s Railway station</i></li> <li>- <i>Station Approach, Longford Road o/s Railway station</i></li> <li>- <i>Upper Bognor Road o/s University Campus</i></li> <li>- <i>Upper Bognor Road o/s Butlin's *</i></li> <li>- <i>High Street/Gloucester Road junction</i></li> <li>- <i>Queensway near Canada Grove *</i></li> </ul> <p><b>2. Maintenance</b>  <i>The shelters are kept in good repair by Arun DC or in the case of those asterisked above, by Clear Channel</i></p> <p><b>3. Advertising on bus shelters</b>  <i>This is licensed out to Clear Channel</i></p>	
<b>Area covered</b>	<i>BID area</i>
<b>Statutory / Discretionary</b>	<i>(delete as appropriate)</i>
<b>Anything else?</b>	

## Baseline Services: Car Parking – Checked and Approved by CB 29.06.22

<b>Service</b>	<b>Car parking</b>
<b>Supplier</b>	Arun District Council
<b>Contact Details</b>	Name: Customer & Parking Services Manager Tel: 01903 737649 email: car.parks@arun.gov.uk
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p><b>1. Provision of car parks</b></p> <p>The following ADC car parks are in the BID area.</p> <ul style="list-style-type: none"> <li>• Regis Centre</li> <li>• Hothamton</li> <li>• Fitzleet Multi Storey</li> <li>• Gloucester Road</li> </ul> <p>The Lyon Street car park which is part of the 2 hour disc scheme is not in the BID area.</p> <ul style="list-style-type: none"> <li>• The Parking Services department of ADC is responsible for the ticket machines and the signage within the car parks together with enforcing the rules governing the use of the car park.</li> <li>• Property &amp; Estates Department of ADC is responsible for planned maintenance which includes resurfacing and re-lining.</li> <li>• The Cleansing Department at ADC are responsible for the bins being emptied in the car parks.</li> <li>• WSCC are responsible for the signage on street including information and directional signs.</li> </ul> <p><b>2. On street parking</b></p> <ul style="list-style-type: none"> <li>• On Street Parking is the responsibility of West Sussex County Council .</li> <li>• ADC act as agents to maintain the Controlled Parking Zone on behalf of the WSCC. This includes issuing resident permits, enforcing the parking restrictions and the authority once approved by WSCC to reline. WSCC are responsible for the Traffic Regulation Orders which set out the parking restrictions. They are also responsible for the posts and signs.</li> </ul> <p><i>(continued)</i></p> <p><b>3. Provision of Coach Parking</b></p> <p>The London Road Coach Park is not within the BID area so there is no coach provision within the BID area. There is a Coach pick up and drop off point opposite the Pier.</p> <p><b>4. Two Hour Car Parking Scheme</b></p> <p>This scheme covers three car parks: Hothamton, Fitzleet multi-storey and Lyon Street. NB: Lyon Street car park is not in the BID area. <b>The current agreement expires on the 31st December 2023.</b> The continuation of the scheme is subject to agreement of all parties, currently ADC, BRTC and BR BID.</p> <p><b>5. Enforcement of on and off street parking</b></p> <p>Arun District Council have an agency agreement to carry out Civil Parking Enforcement. The current agreement runs to the 31st March 2023.</p>	
<b>Area covered</b>	BID Area
<b>Statutory / Discretionary</b>	Discretionary
<b>Anything else?</b>	

**Baseline Services: Catering & Retail Concessions – update requested PB – 29.06.22**

<b>Service</b>	<b>Catering and Retail Concessions</b>
<b>Supplier</b>	<i>Arun District Council</i>
<b>Contact Details</b>	<i>Name: Paul Broggi, Property and Estates Tel: 01903 737506 email: <a href="mailto:paul.broggi@arun.gov.uk">paul.broggi@arun.gov.uk</a></i>
<b>Service Specification (what, when, how many how often, contractor if relevant)</b>	
<p><i>Arun DC licences a number of businesses within the BID area which operate either all year round or seasonally. They are listed below.</i></p> <p><b>1. Catering/retail concessions</b>  <i>A1 Café, Promenade near Gloucester Road, Coffee Cup kiosk, Promenade near Albert Road, Whittingtons Food and Shop, Promenade near Clarence Road, Food on the Prom kiosk, Promenade opposite Regis Car Park, Bognor Cockle Seafood kiosk, Promenade near Lennox Street, Ollie’s Café, Waterloo Square gardens</i></p> <p><b>2. Attractions concessions</b></p> <ul style="list-style-type: none"> <li>• <i>Kiddie Rides, Promenade near pier,</i></li> <li>• <i>Deckchair Hire, promenade various locations</i></li> <li>• <i>Telescope Hire, Promenade various locations</i></li> <li>• <i>Crazy Golf, Waterloo Square</i></li> <li>• <i>Gypsy Lee fortune teller, Waterloo Square</i></li> </ul> <p><b>3. Future</b>  <i>The Seafront Delivery Plan formally approved in June 2016 includes the provision of Beach Huts near Butlin’s, and a range of new permanent and temporary concession buildings on the Promenade.</i></p> <p><i>Place St Maur is part of the Regis Centre Development Site, and is likely to have a range of seasonal catering and activity concessions from summer 2017 onwards.</i></p>	
<b>Area covered</b>	<i>Proposed BID area</i>
	<i>Statutory / Discretionary (delete as appropriate)</i>
<b>Anything else?</b>	

**Baseline Service Agreement: Grounds Maintenance – checked and agreed by OH, 29.06.22**

<b>Service</b>	<b>Grounds maintenance</b>
<b>Supplier</b>	Arun District Council via contractual arrangement with Tivoli Group LTD
<b>Contact Details</b>	Name: Oli Handson Environmental Services & Strategy Manager Tel: 01903 737955 email:oliver.handson@arun.gov.uk  James Jones-McFarland – Parks and Cemeteries Manager Te: 01903 737956 Email:james.jones-mcfarland@arun.gov.uk
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p>All horticultural maintenance and contractual operations (grass cutting, shrub border maintenance, hedge maintenance, litter collection, litter bin emptying, hard landscape maintenance) at the following sites:</p> <ul style="list-style-type: none"> <li>• Waterloo Square Gardens</li> <li>• Hothamton Sunken Gardens &amp; Car Park</li> <li>• Bognor Seafront Mounds</li> <li>• Town Hall Car Park</li> <li>• Steyne Gardens</li> <li>• Rock Gardens East</li> <li>• Morrison’s passage</li> <li>• Gloucester Road</li> <li>• Place St Maur (horticultural elements)</li> </ul> <p>Maintenance and management of 2 x bowling greens at Waterloo Square, and play area repairs and maintenance at Hothamton Gardens plus Rock Gardens Skate Park.</p> <p>Provision of annual summer &amp; winter hanging baskets in Bognor Regis Town Centre (London Road) Includes taking down and hanging up of baskets, provision of all plants, dead heading, watering visits &amp; feeding as required. ADC commissions BRTC Town Force to supply and manage hanging baskets at the Arcade</p> <p>Maintenance of permanent planting displays in raised planters at Bognor station and the brick planters along the Esplanade including dead heading/removal of dead foliage as required, weeding of raised borders, ensuring borders are litter free.</p>	
<b>Area covered</b>	See above
<b>Statutory / Discretionary</b>	Discretionary
<b>Anything else?</b>	

**Baseline Service Agreement: Licencing – checked and agreed by SM, 06.07.22**

<b>Service</b>	<b>Licencing</b>
<b>Supplier</b>	Arun District Council
<b>Contact Details</b>	Name: Mrs Sarah Meeten Tel: 01903 737755 email: <a href="mailto:licensing@arun.gov.uk">licensing@arun.gov.uk</a>
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p>The service is responsible for the delivery and administration of licencing over a number of functions including:</p> <ul style="list-style-type: none"> <li>• Alcohol</li> <li>• Entertainments</li> <li>• Taxis</li> <li>• Street trading</li> <li>• Animals</li> <li>• Gambling</li> <li>• Tattooing and skin piercing.</li> </ul> <p>Function operates in office hours and out of hours at the manager’s discretion.</p> <p>Other advisory services are available to customers at a cost. <a href="http://www.arun.gov.uk/licensing">www.arun.gov.uk/licensing</a></p>	
<b>Area covered</b>	BID Area
<b>Statutory /Discretionary?</b>	Statutory
<b>Anything else?</b>	

**Baseline Services: Catering & Retail Concessions – update requested NC – 29.06.22**

<b>Service</b>	<b>Planning Control and Enforcement</b>
<b>Supplier</b>	<i>Arun District Council</i>
<b>Contact Details</b>	<i>Name: Neil Crowther (TBC) Area Team Leader Tel: 01903 737771 email: Daniel.Vick@arun.gov.uk</i>
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p><b>1. Planning</b> <i>Provision of statutory planning application service.</i></p> <p><b>2. Planning Enforcement including S215</b> <i>Provision of planning enforcement service (including discretionary S215 officer to tackle untidy sites)</i></p>	
<b>Area covered</b>	<i>BID area</i>
<b>Statutory /Discretionary?</b>	<i>Both</i>
<b>Anything else?</b>	

**Baseline Services: Public Conveniences – update requested DC – 29.06.22**

Service	<b>Public conveniences</b>
Supplier	<i>Arun District Council</i>
Contact Details	<i>Name: Dan Cox, Cleansing Manager Tel: 01903 737688 email: Daniel.cox@arun.gov.uk</i>
<i>Service Specification (what, when, how many, how often, contractor if relevant)</i>	
<p><b>1. Provision of Public conveniences</b>  <i>Arun DC owns public conveniences at the following locations open at the times listed within the BID area:</i></p> <ul style="list-style-type: none"> <li>• <i>Bedford Street (Ladies, Gents, Disabled)</i></li> <li>• <i>Regis Centre Car Park (Ladies, Gents, Disabled)</i></li> <li>• <i>East Promenade underground (Ladies, Gents)</i></li> <li>• <i>East Promenade Foreshores Office (Disabled)</i></li> <li>• <i>Pier Waterloo Square (Ladies, Gents)</i></li> </ul> <p><i>Summer (1st May - 30th September) - 08.00 until 20.00,  Winter (1st October - 30th April) - 08.00 until 17.00.  All toilets are closed on Christmas Day and New Year's Day.  All disabled facilities are operated by Radar keys</i></p> <p><b>2. Maintenance</b>  <i>These facilities are kept in good repair by Arun DC or their contractor, Biffa. Minor repairs should be carried out within 4 hours of being identified.</i></p> <p><b>3. Cleansing</b>  <i>Toilets are cleaned daily by Arun DC's cleansing contractor, Biffa  Due to the high usage and visitor numbers in peak season from 10am-5pm, 7 days a week covering 1st June and 7<sup>th</sup> September one dedicated toilet cleaner is in position dealing exclusively with the toilets identified in the BID area. The aim is to keep the facilities at a high standard throughout the day.</i></p> <p><b>4. Future Plans</b>  <i>Arun DC has formally decided (Cabinet July 2016) to reduce the number of public conveniences, but improve the quality of those remaining. Accordingly some of the above facilities are due to be improved, and some to be closed as listed below.</i>  <i>- New above ground toilets including Disabled on Promenade to replace underground facilities  - Toilets at pier head, Waterloo Square to be closed when the new Promenade toilets are opened (planned 2018)</i></p>	
Area covered	<i>BID area</i>
Statutory / Discretionary	<i>Statutory / Discretionary (delete as appropriate)</i>
Anything else?	

**Baseline Services: Cleansing – update requested DC – 29.06.22**

<b>Service</b>	<b>Street Cleansing</b>
<b>Supplier</b>	<i>Arun District Council</i>
<b>Contact Details</b>	<i>Name: Dan Cox Tel: 01903 737688 email: daniel.cox@arun.gov.uk</i>
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p><b>1. Street Sweep machine, litter pick, bins empty</b>  <i>The area that encompasses the BID is street cleansed under contract by Biffa. There is the requirement that it is mechanically swept and clean to a high standard by 8am.</i></p> <p><i>There is a static litter picker in the Town Centre and also one at Fitzleet Car Park. They are responsible for keeping BID area clean to a high standard between 8am to 5pm in the spring/summer and 8am to 7pm in the winter.</i></p> <p><i>There is a contract requirement that litter bins are emptied regularly and should never be more than 80% full. If standards fall below that expected there is a rectification time of under an hour in the contract.</i></p> <p><b>2. Paving hot wash</b>  <i>This is delivered on new surfaces in the BID area by Biffa.</i></p> <p><i>The machinery will visit at least once every two months to clean the pavement of stains and remove dirt that discolours the surface.</i></p> <p><i>In addition to this a separate machine is used for the removal of bubble gum.</i></p> <p><b>3. Street furniture cleaning</b>  <i>This is looked at on a daily basis and a weekly deep clean is scheduled every Sunday morning.</i></p>	
<b>Area covered</b>	<i>BID Area</i>
<b>Statutory / Discretionary</b>	<i>(delete as appropriate)</i>
<b>Anything else?</b>	



## Sussex Police

### Baseline Services: Policing – update requested NC – 30.06.22

<b>Service</b>	<b>Current Sussex Police Force priorities;</b> <ul style="list-style-type: none"> <li>• Keep Communities Safe and Feeling Safe</li> <li>• Identify and Protect Vulnerable People</li> <li>• Prevent and Respond to harm</li> </ul>
<b>Supplier</b>	Sussex Police
<b>Contact Details</b>	Name: Marc Clothier Tel: 07811 192483 email: marc.clothier@sussex.pnn.police.uk
<b>Service Specification (what, when, how many, how often, contractor if relevant)</b>	
<p>Responsible for the delivery of Policing across Sussex we deploy our resources based on threat, harm, risk and vulnerability. This includes the response to incidents alongside pro-active deployment to emerging issues such as geographic crime or prolific offenders.</p> <p>Information and intelligence is reviewed daily and weekly to understand local issues and prioritise the deployment of resources.</p> <p>Town centre patrols are focussed on the prevention of crime and anti-social behaviour and we work closely with Arun District Council to utilise a variety of tactics.</p> <p>Arun has also recently seen the introduction of Business Wardens who work in partnership with Sussex Police tackling Business crime, they have recently been granted powers under the Community Safety Accreditation Scheme (CSAS) which will allow them to deal with other local issues.</p>	
<b>Area covered</b>	Sussex Police, with local resources covering Arun and Chichester
<b>Statutory / Discretionary</b>	Statutory
<b>Anything else?</b>	

## **Bognor Regis Town Council update requested GF – 30.06.22**

### **BRTC Baseline Service Statement**

*All of the activities covered by the BSLAs are discretionary and are not a “Duty” for a Town or Parish Council.*

*Whilst there is currently no intention to desist providing any of the activities identified, all are dependent on budgetary agreement which can only be guaranteed for the following financial year, unless superseded by a longer-term contract such as the two year contract for Christmas Lighting supply.*

*The usual Town Council elections (next due in May 2019) may result in a totally new administration and any services not covered by a binding contract with a third party cannot be guaranteed to be acceptable to a new Council.*

*No events, other than the Christmas Switch-On event have been included as none are guaranteed and some do not even take place within the BID area. Budgets for events are only agreed by Council in January each year. Whilst the Town Council currently provides a Graffiti removal service this is on behalf of WSCC and any BSLA would need to be with WSCC rather than the Town Council; without recompense from WSCC, it is highly unlikely that the Town Council would be able to fund the continuation of the service.*

*Similarly, with reference to the 2 Hour Free Parking Scheme, to which the Town Council makes a contribution, as the car parks are owned and operated by ADC, it is assumed that a BSLA for this function will need to be made direct with ADC.*

## Baseline Services: Christsmas Lighting & Christmas Trees

Service	<b>Decorative Christmas Lighting and Christmas Trees</b>
Date	1st April 2017
Supplier	Bognor Regis Town Council
Head of Service:	Town Clerk, Bognor Regis Town Council
Contact Details	Name: Mrs. S. Hodgson (Projects Officer) Tel: 01243 825535 Email: <a href="mailto:sheilahodgson@bognorregis.gov.uk">sheilahodgson@bognorregis.gov.uk</a>
Service Specification (what, when, how many, how often, contractor if relevant)	
<p>Christmas lights provision and maintenance in Town Centre including:</p> <ul style="list-style-type: none"> <li>i) Erection of lighting by third party contractor</li> <li>ii) Use of existing catenary wires</li> <li>iii) Connection to power supply and testing by contractor</li> <li>iv) Period of erection - last Saturday in November to second week in January</li> <li>v) Contractor responsible for repairs and maintenance whilst erected</li> <li>vi) Current contract up to and including Christmas 2021</li> <li>vii) Town Council to meet cost of power supply</li> <li>viii) Provision, erection and decoration of 1no Christmas Tree at Town Hall</li> <li>ix) Provision of 2no Christmas Trees in High Street and Railway Station (strictly sponsorship dependent)</li> <li>x) Town Force to attend all Christmas Tree installations</li> </ul>	
Value of contract	i) *** per annum for supply of lighting equipment ii) *** per annum for maintenance
KPIs	i) Completion of works on time including removal ii) Timely works to make good reported faults
Areas covered	London Road, High Street, Station Approach, York Road and Queensway
Power	General Power of Competence
	Statutory / <b>Discretionary</b> (delete as appropriate)
Limitations	i) Three year Contract in place ii) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019

**Baseline Services: Christsmas Light Switch on Event**

<i>Service</i>	<i>Christmas Light Switch-On Event</i>
<i>Date</i>	<i>1st April 2017</i>
<i>Supplier</i>	<i>Bognor Regis Town Council</i>
<i>Head of Service</i>	<i>Town Clerk, Bognor Regis Town Council</i>
<i>Contact Details</i>	<i>Name: Ms. K. Fitzpatrick (Events Officer) Tel: 01243 825535 email: kirstenfitzpatrick@bognorregis.gov.uk</i>
<i>Service Specification (what, when, how many, how often, contractor if relevant)</i>	
<p><i>i) Organisation, planning (including Health and Safety aspects) and management by Town Council's Events Officer of 1 day event culminating in switch-on of Christmas Lighting in Town Centre.</i></p> <p><i>ii) Programme for event changes annually with only guaranteed element being the actual switch-on.</i></p> <p><i>iii) Town Council Town Force staff in attendance at event to support Events Officer</i></p>	
<i>Value of contract</i>	<i>Budget for Christmas 2017 switch-on set at £2,500</i>
<i>KPIs</i>	<i>i) Well run event ii) Positive feedback from TCM and general public</i>
<i>Area covered</i>	<i>London Road and High Street</i>
<i>Power</i>	<i>General Power of Competence Statutory / <b>Discretionary</b> (delete as appropriate)</i>
<i>Limitations</i>	<i>No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019</i>

## Baseline Services: Decorative Lighting

<i>Service</i>	<i>Decorative Lighting in</i>
<i>Date</i>	<i>1st April 2017</i>
<i>Supplier</i>	<i>Bognor Regis Town Council</i>
<i>Head of Service:</i>	<i>Town Clerk, Bognor Regis Town Council</i>
<i>Contact Details</i>	<i>Name: Mrs. S. Hodgson (Projects Officer) Tel: 01243 825535 Email: sheilahodgson@bognorregis.gov.uk</i>
<i>Service Specification(what, when, how many, how often, contractor if relevant)</i>	
<i>Decorative light provision and maintenance in Old Town including xi) Maintenance of lighting by third party contractor xii) 3 year contract (following supply and erection of lighting by ADC) ending May 2019</i>	
<i>Value of contract</i>	<i>£3,100 per annum for maintenance</i>
<i>KPIs</i>	<i>Timely works to make good reported faults</i>
<i>Area covered</i>	<i>Norfolk Street and Little High Street</i>
<i>Power</i>	<i>General Power of Competence</i>
	<i>Statutory / Discretionary (delete as appropriate)</i>
<i>Limitations</i>	<i>iii) Current maintenance contract ends May 2019 iv) No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019</i>

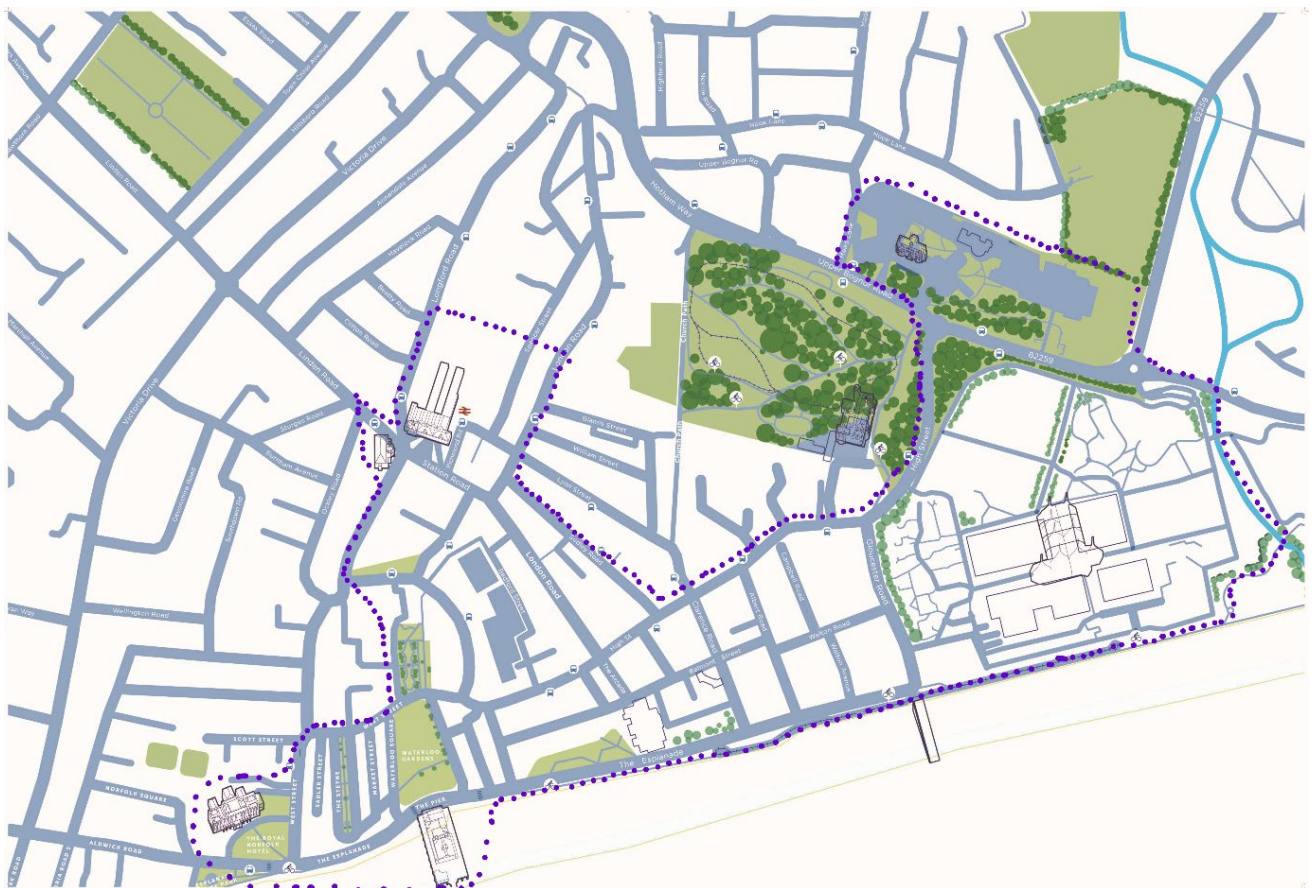
**Baseline Services: Decorative Planting**

<i>Service</i>	<b>Decorative Planting</b>
<i>Date</i>	<i>1st April 2017</i>
<i>Supplier</i>	<i>Bognor Regis Town Council</i>
<i>Head of Service:</i>	<i>Town Clerk, Bognor Regis Town Council</i>
<i>Contact Details</i>	<i>Name: Mrs. E. Adams (Town Force Manager) Tel: 01243 825535 Email: <a href="mailto:erikaadams@bognorregis.gov.uk">erikaadams@bognorregis.gov.uk</a></i>
<i>Service Specification (what, when, how many, how often, contractor if relevant)</i>	
<p><i>i) Seasonal planting in containers</i></p> <p><i>ii) Maintenance carried out by Town Council Town Force staff including :</i></p> <ul style="list-style-type: none"> <li>• <i>Watering (? times per week)</i></li> <li>• <i>Change in planting between Summer and Winter</i></li> <li>• <i>Deadhead, fertilise at regular intervals</i></li> <li>• <i>Replacement of plants if necessary</i></li> </ul>	
<i>Value of contract</i>	<i>£ To Be Confirmed per annum for maintenance</i>
<i>KPIs</i>	<i>Well maintained planting</i>
<i>Area covered</i>	<i>Queensway and High Street (outside The Job Centre)</i>
<i>Power</i>	<i>General Power of Competence</i>
	<i>Statutory / <b>Discretionary</b> (delete as appropriate)</i>
<i>Limitations</i>	<i>No guarantee may be given regarding future provision due to potential changes in Town Council membership in May 2019</i>

**BID AREA STATS**

- Total Rateable Value of BID Area is £9,323,450 (based on rateable values of eligible hereditaments as at 1st April 2017 (and new hereditaments at the relevant rate)
- The number of eligible hereditaments/properties is 285.
- This provides a levy income of £139,852 pa based on a 1.5% Levy.

**MAP OF BID AREA**



## APPENDIX 8b: BID AREA: STREETS

The following streets are included in the Bognor Regis Town Centre Business Improvement District area, either in whole or in part. All eligible **businesses** located on either side of these streets will contribute if the BID is approved.

If you are unsure whether your business falls within the boundary or want to know how much you would pay, please contact us.

Aldwick Road (part of)	Albert Road	Arcade Chambers, The Arcade
Bedford Street	Belmont Street	Campbell Road
Canada Grove	Central Buildings, London Road	Clarence Road
Clock Walk, High Street	Crescent Road	Fitzleet House, Queensway
Gloucester Road	Harfield Court, High Street	High Street
John Street	Lennox Street	Linden Road
Little High Street	London Road (Part of)	Longford Road
Lyon Street West	Manor Place	Market Street
Merchant Street	Norfolk Street	Place St Maur Des Fosses
Queensway	Richmond Road	Sadler Street
Sea Road	Station Approach, Longford Road	Station Road
Steyne Street	Sudley Road	Sussex Street
The Arcade	The Esplanade	The Steyne (part of)
Upper Bognor Road	Walton Avenue	Walton Road
Waterloo Square	West Street	Water Tower Building, London Road
York Road		



## APPENDIX 9: LOCAL RATING LIST

Please note that the Local Rating list for the BID Area is accurate as at February 2022. No changes are proposed to the BID Area for Term 2, and, while there may be minor fluctuations, the Ratings List is unlikely to change significantly prior to the ballot. The final Rating List will be agreed with Arun District Council in accordance with BID regulations prior to ballot.

Valuation Office Ref	Street	Post Code	Current Rateable Value	BID LEVY
38100210419056	Aldwick Road	PO21 2LH	£ 59,500.00	£ 892.50
38100210816013	Arcade Chambers	PO21 1LL	£ 22,750.00	£ 341.25
38100210790374	Bedford Street	PO21 1SD	£ 7,100.00	£ 106.50
38100210790363	Bedford Street	PO21 1SD	£ 7,100.00	£ 106.50
38100210425683	Bedford Street	PO21 1SH	£ 8,300.00	£ 124.50
38100210787815	Bedford Street	PO21 1RP	£ 12,500.00	£ 187.50
38100211146498	Bedford Street	PO21 1SH	£ 17,250.00	£ 258.75
38100210425672	Bedford Street	PO21 1SH	£ 23,000.00	£ 345.00
38100211094326	Bedford Street	PO21 1RP	£ 385,000.00	£ 5,775.00
38100210425810	Belmont Street	PO21 1LG	£ 12,500.00	£ 187.50
38100211060809	Belmont Street	PO21 1LE	£ 13,250.00	£ 198.75
38100210425729	Belmont Street	PO21 1LL	£ 17,750.00	£ 266.25
38100210425898	Belmont Street	PO21 1LY	£ 18,250.00	£ 273.75
38100210425718	Belmont Street	PO21 1LD	£ 54,500.00	£ 817.50
38100210425901	Belmont Street		£ 58,000.00	£ 870.00
38100210806279	Canada Grove	PO21 1DW	£ 8,000.00	£ 120.00
38100210429823	Canada Grove	PO21 1DW	£ 10,750.00	£ 161.25
38100210429889	Canada Grove	PO21 1DW	£ 14,250.00	£ 213.75
38100210430568	Canada Grove	PO21 1DW	£ 21,500.00	£ 322.50
38100211006656	Canada Grove	PO21 1DN	£ 29,000.00	£ 435.00
38100210469498	Central Buildings	PO21 1PW	£ 8,200.00	£ 123.00
38100211019489	Central Buildings	PO21 1PW	£ 9,000.00	£ 135.00
38100210469556	Central Buildings	PO21 1PW	£ 10,000.00	£ 150.00
38100210469512	Central Buildings	PO21 1PW	£ 10,750.00	£ 161.25
38100210460560	Clock Walk High Street	PO21 1SG	£ 16,250.00	£ 243.75
38100210460504	Clock Walk High Street	PO21 1SG	£ 22,750.00	£ 341.25
38100210438368	Crescent Road	PO21 1QG	£ 6,400.00	£ 96.00
38100210438380	Crescent Road	PO21 1QG	£ 8,900.00	£ 133.50
38100210447121	Gloucester Road	PO21 1NU	£ 9,800.00	£ 147.00
38100210795028	Gloucester Road	PO21 1NU	£ 54,500.00	£ 817.50
38100210456440	Harfield Court High Street	PO21 1EH	£ 7,300.00	£ 109.50
38100211053749	Harfield Court High Street	PO21 1EH	£ 8,200.00	£ 123.00
38100210457716	High Street	PO21 1EY	£ 6,500.00	£ 97.50
38100210458479	High Street	PO21 1RZ	£ 6,700.00	£ 100.50
38100210458128	High Street	PO21 1RY	£ 7,500.00	£ 112.50
38100211077001	High Street	PO21 1EY	£ 8,200.00	£ 123.00
38100210458242	High Street	PO21 1RY	£ 8,300.00	£ 124.50
38100210457545	High Street	PO21 1SS	£ 8,400.00	£ 126.00

38100210457921	High Street	PO21 1SP	£ 8,600.00	£ 129.00
38100210457272	High Street	PO21 1RQ	£ 9,000.00	£ 135.00
38100211076990	High Street	PO21 1EY	£ 9,100.00	£ 136.50
38100210457250	High Street	PO21 1RQ	£ 9,100.00	£ 136.50
38100210457341	High Street	PO21 1RJ	£ 9,300.00	£ 139.50
38100211078915	High Street	PO21 1RS	£ 9,800.00	£ 147.00
38100210457216	High Street	PO21 1EG	£ 10,000.00	£ 150.00
38100210784010	High Street	PO21 1RQ	£ 10,250.00	£ 153.75
38100210457329	High Street	PO21 1SR	£ 10,500.00	£ 157.50
38100210785024	High Street	PO21 1SS	£ 11,000.00	£ 165.00
38100210867721	High Street	PO21 1RJ	£ 13,750.00	£ 206.25
38100211073250	High Street	PO21 1SP	£ 15,250.00	£ 228.75
38100210457534	High Street	PO21 1SR	£ 15,750.00	£ 236.25
38100210457432	High Street	PO21 1RJ	£ 17,000.00	£ 255.00
38100211095701	High Street	PO21 1SP	£ 17,250.00	£ 258.75
38100211058852	High Street	PO21 1RS	£ 17,750.00	£ 266.25
38100211095690	High Street	PO21 1SP	£ 18,000.00	£ 270.00
38100210457987	High Street	PO21 1RX	£ 18,500.00	£ 277.50
38100210457589	High Street	PO21 1RS	£ 19,250.00	£ 288.75
38100210457487	High Street	PO21 1RS	£ 19,500.00	£ 292.50
38100210458526	High Street	PO21 1RX	£ 20,000.00	£ 300.00
38100210457910	High Street	PO21 1SP	£ 20,750.00	£ 311.25
38100210458606	High Street	PO21 1RX	£ 22,500.00	£ 337.50
38100211124707	High Street	PO21 1RY	£ 23,000.00	£ 345.00
38100210458537	High Street	PO21 1RX	£ 24,500.00	£ 367.50
38100210457454	High Street	PO21 1RW	£ 25,250.00	£ 378.75
38100210800862	High Street	PO21 1SP	£ 26,000.00	£ 390.00
38100211044862	High Street	PO21 1SP	£ 26,000.00	£ 390.00
38100210458468	High Street	PO21 1RZ	£ 26,400.00	£ 396.00
38100211073261	High Street	PO21 1SP	£ 26,500.00	£ 397.50
38100210457738	High Street	PO21 1RS	£ 27,500.00	£ 412.50
38100210780950	High Street	PO21 1SP	£ 29,750.00	£ 446.25
38100210457874	High Street	PO21 1RX	£ 30,000.00	£ 450.00
38100210458593	High Street	PO21 1RX	£ 31,000.00	£ 465.00
38100211125565	High Street	PO21 1SP	£ 31,000.00	£ 465.00
38100210457794	High Street	PO21 1RU	£ 32,750.00	£ 491.25
38100210808991	High Street	PO21 1RJ	£ 38,250.00	£ 573.75
38100210458639	High Street	PO21 1FB	£ 39,750.00	£ 596.25
38100210458004	High Street	PO21 1SP	£ 42,750.00	£ 641.25

38100211157927	High Street	PO21 1SP	£ 43,500.00	£ 652.50
38100210457896	High Street	PO21 1RX	£ 44,000.00	£ 660.00
38100210457238	High Street	PO21 1RG	£ 45,500.00	£ 682.50
38100210457749	High Street	PO21 1RX	£ 49,500.00	£ 742.50
38100210766870	High Street	PO21 1RS	£ 53,000.00	£ 795.00
38100210457396	High Street	PO21 1RL	£ 56,500.00	£ 847.50
38100210781839	High Street	PO21 1SP	£ 65,000.00	£ 975.00
38100210457476	High Street	PO21 1SR	£ 81,500.00	£ 1,222.50
38100210487354	High Street	PO21 1SJ	£ 83,500.00	£ 1,252.50
38100210458515	High Street	PO21 1HH	£ 109,000.00	£ 1,635.00
38100210457647	High Street	PO21 1RR	£ 138,000.00	£ 2,070.00
38100210781895	Lennox Street	PO21 1LZ	£ 6,300.00	£ 94.50
38100210840108	Lennox Street	PO21 1LZ	£ 7,300.00	£ 109.50
38100210801229	Lennox Street	PO21 1LZ	£ 7,300.00	£ 109.50
38100210465441	Lennox Street	PO21 1NA	£ 9,300.00	£ 139.50
38100210465430	Lennox Street	PO21 1LZ	£ 10,750.00	£ 161.25
38100210465350	Lennox Street	PO21 1NB	£ 27,000.00	£ 405.00
38100210799688	Lennox Street	PO21 1NA	£ 48,000.00	£ 720.00
38100211016586	Linden Road	PO21 2AL	£ 6,500.00	£ 97.50
38100210465714	Linden Road	PO21 2AL	£ 7,400.00	£ 111.00
38100210430579	Linden Road	PO21 2AL	£ 11,750.00	£ 176.25
38100210468633	London Road	PO21 1DD	£ 6,200.00	£ 93.00
38100211142417	London Road	PO21 1DG	£ 6,700.00	£ 100.50
38100210468315	London Road	PO21 1DG	£ 6,900.00	£ 103.50
38100210468382	London Road	PO21 1DF	£ 6,900.00	£ 103.50
38100210806031	London Road	PO21 1BD	£ 7,000.00	£ 105.00
38100210468428	London Road	PO21 1DF	£ 7,200.00	£ 108.00
38100210788396	London Road	PO21 1DD	£ 7,600.00	£ 114.00
38100210837069	London Road	PO21 1BD	£ 7,600.00	£ 114.00
38100210468268	London Road	PO21 1DG	£ 7,900.00	£ 118.50
38100210468224	London Road	PO21 1PU	£ 9,000.00	£ 135.00
38100211048151	London Road	PO21 1DD	£ 9,000.00	£ 135.00
38100211136609	London Road	PO21 1PT	£ 9,300.00	£ 139.50
38100211048140	London Road	PO21 1DD	£ 11,000.00	£ 165.00
38100211136620	London Road	PO21 1PT	£ 11,000.00	£ 165.00
38100210468451	London Road	PO21 1DE	£ 11,250.00	£ 168.75
38100210783744	London Road	PO21 1PU	£ 11,500.00	£ 172.50
38100210467630	London Road	PO21 1PY	£ 14,500.00	£ 217.50
38100210468155	London Road	PO21 1PQ	£ 15,250.00	£ 228.75

38100211145904	London Road	PO21 1PT	£ 15,750.00	£ 236.25
38100210468031	London Road	PO21 1PQ	£ 22,250.00	£ 333.75
38100210826755	London Road	PO21 1PT	£ 22,500.00	£ 337.50
38100210468213	London Road	PO21 1PR	£ 23,250.00	£ 348.75
38100210467674	London Road	PO21 1PQ	£ 23,500.00	£ 352.50
38100210467710	London Road	PO21 1PQ	£ 23,750.00	£ 356.25
38100211086527	London Road	PO21 1PQ	£ 24,000.00	£ 360.00
38100210467776	London Road	PO21 1PQ	£ 24,250.00	£ 363.75
38100210468008	London Road	PO21 1PQ	£ 25,500.00	£ 382.50
38100210467787	London Road	PO21 1PQ	£ 26,000.00	£ 390.00
38100210468359	London Road	PO21 1PU	£ 26,800.00	£ 402.00
38100210838653	London Road	PO21 1PQ	£ 27,000.00	£ 405.00
38100210468064	London Road	PO21 1PQ	£ 27,000.00	£ 405.00
38100210467618	London Road	PO21 1PQ	£ 27,250.00	£ 408.75
38100210467992	London Road	PO21 1PY	£ 28,250.00	£ 423.75
38100210467652	London Road	PO21 1PQ	£ 28,250.00	£ 423.75
38100210788158	London Road	PO21 1PY	£ 28,750.00	£ 431.25
38100210467890	London Road	PO21 1PQ	£ 29,000.00	£ 435.00
38100210788169	London Road	PO21 1PY	£ 29,250.00	£ 438.75
38100210467743	London Road	PO21 1PQ	£ 29,750.00	£ 446.25
38100210467947	London Road	PO21 1PY	£ 30,250.00	£ 453.75
38100210468768	London Road	PO21 1DD	£ 30,500.00	£ 457.50
38100210467696	London Road	PO21 1PQ	£ 31,750.00	£ 476.25
38100210467823	London Road	PO21 1PY	£ 31,750.00	£ 476.25
38100210467969	London Road	PO21 1PQ	£ 33,000.00	£ 495.00
38100210467801	London Road	PO21 1PQ	£ 33,250.00	£ 498.75
38100210467845	London Road	PO21 1PY	£ 35,500.00	£ 532.50
38100210468133	London Road	PO21 1PQ	£ 36,500.00	£ 547.50
38100210467812	London Road	PO21 1PQ	£ 36,750.00	£ 551.25
38100210467663	London Road	PO21 1PY	£ 37,750.00	£ 566.25
38100210467903	London Road	PO21 1PY	£ 38,000.00	£ 570.00
38100210468177	London Road	PO21 1PY	£ 38,250.00	£ 573.75
38100210467889	London Road	PO21 1PY	£ 39,000.00	£ 585.00
38100210467925	London Road	PO21 1PP	£ 40,000.00	£ 600.00
38100210467936	London Road	PO21 1PQ	£ 41,250.00	£ 618.75
38100210467878	London Road	PO21 1PQ	£ 41,750.00	£ 626.25
38100210467641	London Road	PO21 1PY	£ 42,000.00	£ 630.00
38100210467607	London Road	PO21 1QU	£ 43,500.00	£ 652.50
38100210816922	London Road	PO21 1PQ	£ 47,000.00	£ 705.00

38100210782774	London Road	PO21 1PQ	£ 49,250.00	£ 738.75
38100210467709	London Road	PO21 1PY	£ 49,250.00	£ 738.75
38100211157047	London Road	PO21 1JS	£ 56,500.00	£ 847.50
38100210879094	London Road	PO21 1PQ	£ 61,000.00	£ 915.00
38100210468166	London Road	PO21 1PY	£ 64,000.00	£ 960.00
38100210467765	London Road	PO21 1PY	£ 65,000.00	£ 975.00
38100211057455	London Road	PO21 1PY	£ 78,500.00	£ 1,177.50
38100210468144	London Road	PO21 1PQ	£ 79,500.00	£ 1,192.50
38100210467834	London Road	PO21 1PQ	£ 80,500.00	£ 1,207.50
38100210468473	London Road	PO21 1PT	£ 81,000.00	£ 1,215.00
38100210467629	London Road	PO21 1PY	£ 170,000.00	£ 2,550.00
38100210468188	London Road	PO21 1PQ	£ 174,000.00	£ 2,610.00
38100210467798	London Road	PO21 1QA	£ 184,000.00	£ 2,760.00
38100211054991	Longford Road	PO21 1AA	£ 18,000.00	£ 270.00
38100210469829	Longford Road	PO21 1AA	£ 25,000.00	£ 375.00
38100210772101	Lyon Street West	PO21 1BT	£ 6,100.00	£ 91.50
38100210772112	Lyon Street West	PO21 1BT	£ 158,000.00	£ 2,370.00
38100210487285	Place St Maur Des Fosses	PO21 1BJ	£ 6,500.00	£ 97.50
38100210487274	Place St Maur Des Fosses	PO21 1BJ	£ 11,500.00	£ 172.50
38100210487478	Queensway	PO21 1QN	£ 7,000.00	£ 105.00
38100210487514	Queensway	PO21 1QN	£ 7,100.00	£ 106.50
38100210487490	Queensway	PO21 1QN	£ 7,600.00	£ 114.00
38100210862373	Queensway	PO21 1QN	£ 7,600.00	£ 114.00
38100210487616	Queensway	PO21 1QN	£ 7,700.00	£ 115.50
38100210487387	Queensway	PO21 1QN	£ 7,800.00	£ 117.00
38100210487401	Queensway	PO21 1QN	£ 7,900.00	£ 118.50
38100210487467	Queensway	PO21 1QT	£ 8,000.00	£ 120.00
38100210487489	Queensway	PO21 1QT	£ 8,200.00	£ 123.00
38100210487434	Queensway	PO21 1QT	£ 8,400.00	£ 126.00
38100210487412	Queensway	PO21 1QT	£ 8,400.00	£ 126.00
38100210487503	Queensway	PO21 1QT	£ 8,400.00	£ 126.00
38100210487445	Queensway	PO21 1QT	£ 8,500.00	£ 127.50
38100210487398	Queensway	PO21 1QT	£ 8,600.00	£ 129.00
38100210487661	Queensway	PO21 1QN	£ 15,000.00	£ 225.00
38100210487649	Queensway	PO21 1QN	£ 15,750.00	£ 236.25
38100210862362	Queensway	PO21 1QN	£ 15,750.00	£ 236.25
38100210846162	Queensway	PO21 1QN	£ 16,000.00	£ 240.00
38100211094777	Queensway	PO21 1QN	£ 16,250.00	£ 243.75
38100210848544	Queensway	PO21 1QN	£ 16,500.00	£ 247.50

38100210853894	Queensway	PO21 1QN	£ 18,750.00	£ 281.25
38100211106129	Queensway	PO21 1QT	£ 19,250.00	£ 288.75
38100210487843	Queensway	PO21 1QL	£ 26,000.00	£ 390.00
38100210509897	Queensway	PO21 1TF	£ 42,000.00	£ 630.00
38100210487332	Queensway	PO21 1QT	£ 131,000.00	£ 1,965.00
38100210819169	Richmond Road	PO21 1BU	£ 8,000.00	£ 120.00
38100210498533	Station Road	PO21 1QD	£ 6,400.00	£ 96.00
38100210498555	Station Road	PO21 1QD	£ 7,200.00	£ 108.00
38100210498066	Station Road	PO21 1QB	£ 7,800.00	£ 117.00
38100210498044	Station Road	PO21 1QB	£ 7,800.00	£ 117.00
38100210498339	Station Road	PO21 1QE	£ 7,900.00	£ 118.50
38100210498624	Station Road	PO21 1QD	£ 8,000.00	£ 120.00
38100210498055	Station Road	PO21 1QE	£ 8,600.00	£ 129.00
38100210498293	Station Road	PO21 1QE	£ 9,100.00	£ 136.50
38100210498431	Station Road	PO21 1QE	£ 9,200.00	£ 138.00
38100210498179	Station Road	PO21 1QE	£ 9,400.00	£ 141.00
38100210498475	Station Road	PO21 1QE	£ 9,400.00	£ 141.00
38100210851843	Station Road	PO21 1QE	£ 9,400.00	£ 141.00
38100210498215	Station Road	PO21 1QE	£ 9,400.00	£ 141.00
38100210498259	Station Road	PO21 1QE	£ 9,500.00	£ 142.50
38100210498077	Station Road	PO21 1QE	£ 9,500.00	£ 142.50
38100210498464	Station Road	PO21 1QD	£ 9,700.00	£ 145.50
38100210498577	Station Road	PO21 1QD	£ 9,900.00	£ 148.50
38100210498099	Station Road	PO21 1QB	£ 10,250.00	£ 153.75
38100211166474	Station Road	PO21 1BP	£ 10,500.00	£ 157.50
38100210498340	Station Road	PO21 1QD	£ 10,750.00	£ 161.25
38100210856326	Station Road	PO21 1BP	£ 11,000.00	£ 165.00
38100210498237	Station Road	PO21 1QD	£ 13,250.00	£ 198.75
38100211150920	Station Road	PO21 1QD	£ 14,500.00	£ 217.50
38100211160611	Station Road	PO21 1BP	£ 16,750.00	£ 251.25
38100211006645	Station Road	PO21 1QD	£ 17,250.00	£ 258.75
38100210815010	Station Road	PO21 1QE	£ 18,250.00	£ 273.75
38100211114181	Station Road	PO21 1QD	£ 20,250.00	£ 303.75
38100210498544	Station Road	PO21 1QF	£ 27,400.00	£ 411.00
38100211085834	Station Road	PO21 1QD	£ 29,250.00	£ 438.75
38100210498500	Station Road	PO21 1QD	£ 10,500.00	£ 157.50
38100210501406	Sudley Road	PO21 1EU	£ 6,300.00	£ 94.50
38100211004599	Sudley Road	PO21 1EU	£ 8,600.00	£ 129.00
38100210501519	Sudley Road	PO21 1EU	£ 8,800.00	£ 132.00

38100210501735	Sudley Road	PO21 1EW	£ 12,000.00	£ 180.00
38100210501757	Sudley Road	PO21 1EW	£ 12,500.00	£ 187.50
38100211066144	Sudley Road	PO21 1ER	£ 18,500.00	£ 277.50
38100211055277	Sudley Road	PO21 1ER	£ 19,000.00	£ 285.00
38100211055266	Sudley Road	PO21 1ER	£ 20,000.00	£ 300.00
38100211124619	Sussex Street	PO21 1SF	£ 15,000.00	£ 225.00
38100211011956	The Arcade	PO21 1LH	£ 6,900.00	£ 103.50
38100210423029	The Arcade	PO21 1LH	£ 7,000.00	£ 105.00
38100210423018	The Arcade	PO21 1LH	£ 9,900.00	£ 148.50
38100210423096	The Arcade	PO21 1LH	£ 10,000.00	£ 150.00
38100210423052	The Arcade	PO21 1LH	£ 10,500.00	£ 157.50
38100210788023	The Arcade	PO21 1LH	£ 12,000.00	£ 180.00
38100210422980	The Arcade	PO21 1LH	£ 12,000.00	£ 180.00
38100210422957	The Arcade	PO21 1LH	£ 12,750.00	£ 191.25
38100210423007	The Arcade	PO21 1LH	£ 16,750.00	£ 251.25
38100210815963	The Arcade	PO21 1LL	£ 17,000.00	£ 255.00
38100210422991	The Arcade	PO21 1LH	£ 17,500.00	£ 262.50
38100210422968	The Arcade	PO21 1LJ	£ 19,250.00	£ 288.75
38100210422979	The Arcade	PO21 1LH	£ 26,750.00	£ 401.25
38100210423110	The Arcade	PO21 1LH	£ 37,250.00	£ 558.75
38100211009471	The Esplanade	PO21 1SY	£ 6,000.00	£ 90.00
38100210879969	The Esplanade	PO21 1NE	£ 7,100.00	£ 106.50
38100210777753	The Esplanade	PO21 1TR	£ 8,500.00	£ 127.50
38100210799677	The Esplanade	PO21 1NE	£ 10,000.00	£ 150.00
38100210800339	The Esplanade	PO21 1NF	£ 28,000.00	£ 420.00
38100210441645	The Esplanade	PO21 1SY	£ 110,250.00	£ 1,653.75
38100210813570	The Esplanade	PO21 1PJ	£ 138,000.00	£ 2,070.00
38100210498817	The Steyne	PO21 1TX	£ 15,500.00	£ 232.50
38100210504972	Upper Bognor Road	PO21 1JJ	£ 2,000,000.00	£ 30,000.00
38100210469421	Water Tower Building	PO21 1PN	£ 12,000.00	£ 180.00
38100210469409	Water Tower Building	PO21 1PN	£ 12,000.00	£ 180.00
38100210469443	Water Tower Building	PO21 1PN	£ 12,000.00	£ 180.00
38100210469385	Water Tower Building	PO21 1PN	£ 12,500.00	£ 187.50
38100210670097	Water Tower Building	PO21 1PN	£ 61,000.00	£ 915.00
38100211070192	Waterloo Square	PO21 1SU	£ 6,000.00	£ 90.00
38100210509955	Waterloo Square	PO21 1SU	£ 6,400.00	£ 96.00
38100211087913	Waterloo Square	PO21 1TA	£ 7,800.00	£ 117.00
38100210788238	Waterloo Square		£ 7,900.00	£ 118.50
38100210509502	Waterloo Square	PO21 1TA	£ 9,000.00	£ 135.00



38100210760918	Waterloo Square	PO21 1SU	£ 9,600.00	£ 144.00
38100210509944	Waterloo Square	PO21 1SU	£ 14,250.00	£ 213.75
38100210760952	Waterloo Square	PO21 1SU	£ 32,750.00	£ 491.25
38100211058940	West Street	PO21 1XE	£ 6,200.00	£ 93.00
38100210511966	West Street	PO21 1XE	£ 7,400.00	£ 111.00
38100210511740	West Street	PO21 1UE	£ 8,300.00	£ 124.50
38100210511864	West Street	PO21 1UD	£ 8,900.00	£ 133.50
38100210512221	West Street	PO21 1XB	£ 11,000.00	£ 165.00
38100211164252	York Road	PO21 1LW	£ 6,300.00	£ 94.50
38100210514170	York Road	PO21 1LW	£ 7,500.00	£ 112.50
38100210514227	York Road	PO21 1LW	£ 13,000.00	£ 195.00
38100211164263	York Road	PO21 1LW	£ 15,500.00	£ 232.50
38100211011967	York Road	PO21 1LW	£ 23,000.00	£ 345.00
<b>TOTALS</b>			<b>£ 9,323,450.00</b>	<b>£ 139,851.75</b>

## BID Contact Details:

If you have any questions regarding this draft proposal, or would like further information, please contact:



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To download a copy of this proposal, please visit: [www.brbid.org/term2](http://www.brbid.org/term2)

## ARUN DISTRICT COUNCIL COUNCILLOR FEEDBACK REPORT FROM OUTSIDE BODIES

### Report to Economic Committee – 27 September 2022

<b>Name of Meeting:</b>	Bognor Regis Regeneration Board
<b>Date of Meeting:</b>	20 July 2022
<b>Report by:</b>	Cllr David Edwards – The Council's Nominated Representative

The AGM saw the ADC Representative elected as Chairman for the coming year. I gave a vote of thanks to the outgoing Chairman, Raof Daud, for all his work in getting the Regeneration Board to where it is now.

A presentation was given by Richard Wolfstrome showing the wayfinding work that is going to be done for Bognor Regis. This was warmly received and again highlighted the partnership working in place now, with the BID, the Board and the District Council all working closely together. The work will help to improve the visitor experience and help navigation between the key sites in Bognor Regis.

The Board also supported the District Council with regard to enhancing the Regis Centre site, particularly in relation to negotiating the surrender of the Whitbread lease, and also the works taking place on the Place St Maur, all of which will be a huge positive for Bognor Regis.

The Board noted that Jeremy Pardey from Butlins and Paul Hanson from Landlink would be stepping down from the Board and their replacements would be communicated in due course.

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# Agenda Item 8

<b>Economy Committee</b>	<b>Report Author</b>	<b>Date of Meeting</b>	<b>Full Council Meeting Date</b>
Karl Roberts, Nat Slade and Denise Vine			
<del>Outside Bodies Update</del>		<b>15 June 22 MEETING CANCELLED</b>	13 July
Outside Bodies Update  Changing Places Toilets in Arun District  Littlehampton Public Realm Improvements: Phase 2 & 3 High Street / Beach Road / East Street / Clifton Road	P Broggi  R Carden	<b>26 July 22</b>	14 September 22
Outside Bodies Update  Bognor Regis Business Improvement District Term 2 Ballot  Budget Process Report	D Vine  C Martlew/ C Howey	<b>27 Sept 22</b>	9 November 22
Outside Bodies Update  Q2 KPI Reporting  Promotion Agreement in relation to Council land at Meadview Nursery, Lyminster, Littlehampton (Exempt)  Pier Road Consultation – Survey Results and Next Steps  Beach Hut Progress Report	S Horwill  D Vine  S Horwill	<b>22 Nov 22</b>	18 January 22
Outside Bodies Update  Bognor Regis Arcade  Committee Revenue & Capital Budgets 2023/2024	S Horwill  C Martlew	<b>2 Feb 23</b>	15 March 23

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