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BR BID Ltd: Update for Partners January 2021

1. Business Crime Reduction Partnership

- Warden still providing full time service during Lockdown 3.
- Initial increase in demands on service following Morrisons policy change to enforce face covering requirements, with frequent calls for Warden support.
- BCRP Manager has complained about Sussex Police response times to calls.
- Business crime still ongoing during Lockdown 3, but close liaison between BCRP Manager and Sussex Police means situation is improving.

2. Impact of Covid 19 on BID capacity for project delivery

- BID currently in stable financial situation, but any new projects requiring funding outside of the BID Team's skillset and abilities on hold until financial position more certain.
- BID Levy bills for 2021-2022 financial year issued in March, with payment due by 15th April.
- BID has no plans to deliver and type of participatory events in 2021, with the exception of Christmas Lights installations. All other event, engagement and promotional activities will be delivered virtually, utilising social media and online resources.

3. Annual General Meeting / Board

- BID's AGM will be held via Zoom **on Thursday 11th March 2021 (5.45pm start)**
- BID seeking to expand Board, will be actively "recruiting" Directors in advance of AGM

4. BID Objectives: Well Known Town

4.1 Event: Christmas 2020

- Overwhelmingly positive response to light installations.
- Some delays and complications in removing lighting and Elf House (to Aldingbourn Country Centre) following lockdown 3 restrictions – all in hand.

5.2: Future Event / Campaigns

- BRINDIES – launch prioritised at recent Directors’ Meeting, but this is major piece of work requiring Indie Business engagement and positivity so may not be optimal to launch during Lockdown
- Next scheduled “live” event: Christmas 2021 – light installations

5.3 General Market

- Suspended until restrictions lifted.
- ADC Licencing Reviewing all market arrangements across District

5.4 Bognor Regis Place Branding

- BR BID already exemplifying Place Brand values in its delivery of objectives and communications; actively involved in progressing visual identity and providing resources for stakeholders

6 BID Objectives: Welcoming Town:

6.1 Grey planters from Queensway

- Grey planters previously on Queensway in temporary location on private land at southern end Bedford Street with owner’s permission and no time restriction.
- BRTC have now been officially gifted four of the planters to the BID. Current thinking is to work with local artists to re-vision the planters, ideally with tie in to Place Branding colour scheme. May have to postpone delivery of this project.

6.2 Banner Arms in Queensway

- Put on hold whilst Christmas delivered. HA will reinitiate working with SH at BRTC to apply for change in SSE Third party attachment licences, with aim of introducing two “test” arms in windiest locations prior to ordering enough for alternating lamp posts.
- Realistic time frame: October 2021 when hanging baskets removed; this approach also enables testing of brackets during windiest / worst weather conditions over winter.

6.3 Bedford Street – Green Wall and Planter

- The green wall is now in place, and planted up. Looking good.
- Still no progress on permission to attach slats to planter from ADC, but no real pressure as Place Branding colourway is being revisited. (Postponed in view of funding decisions)

6.4 Bedford Street – Public Art / Place Brand

- HA to follow up with Wilko, after more positive response to add simple yet bold design incorporating shapes and colours from Place Brand imaging on rear of unit, facing Bedford Street. (May have to postpone)
- Local signwriter has submitted design ideas for directional signposting artwork for rear of Superdrug. Initial design does not meet the brief, so ongoing. (May have to postpone)

6.5 Wooden Planters in High Street (East)

- Five planters constructed by Men's Sheds distributed to businesses on High Street (eastern end) before Christmas, each featuring a 2ft Christmas tree (with roots). Positive response from businesses. As trees are rooted, highly likely they'll stay there throughout year. BID has therefore fully delivered this project.

6.6 Planter in High Street (West)

- No progress in terms of permission, but see note on planter at Bedford Street re Place Branding colourway.

7 BID Objectives: Night-time Economy

- Night Time economy will be badly affected by second and now third lockdown. Time between second and third lockdown will have been insufficient to recover lost trade. BID Team has not received any direct contact from businesses in NTE.

8 BID Objectives: Parking

- All BID Team activities regarding production, marketing and retailing of 2021 parking discs completed. Discs went on sale from 2nd December 2020. Reduced number of retailers due to lockdown. Currently only 3 businesses with walk-in availability.

9 BID Communications /Administration

- Team in "signposting comms" mode, updating and directing businesses on support, showcasing businesses offering alternative ways to engage with their goods and services, plus pointing towards online training opportunities when timing is more appropriate.
- HA continuing to record BR footfall in relation to lockdown and tier restrictions, make recommendations to stakeholders re best practice and effective strategies in town centre transformation, collate data and evidence related to town centre businesses to share with stakeholders.

10 BID Staffing and arrangements

- Both BR BID Team members adhering to government guidelines to work from home, except when essential. BID Office staffed Mondays between 9am and 3pm for car parking disc distribution to retailers.