

2018-2023

MAKE BOGNOR REGIS BETTER FOR BUSINESS

A Proposal for a Business Improvement District in
Bognor Regis Town Centre



VOTE FOR **Better Business** in Bognor Regis

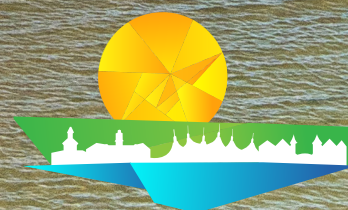
BOGNOR REGIS IS A TOWN ON THE UP...

and together we can make it better for business

A proposal for a **Business Improvement District in Bognor Regis Town Centre**

Be part of the change
Keep the momentum

Vote **YES** in the ballot in June



BOGNOR REGIS
TOWN CENTRE MANAGEMENT



VOTE FOR **Better Business** in Bognor Regis

HELP US MAKE BOGNOR REGIS BETTER FOR BUSINESS

I am delighted to welcome you to the Bognor Regis BID Proposal. This Proposal is an invitation to businesses to help our beautiful seaside town to be even better. It is a celebration that we have reached this stage, going from a Town Team to the cusp of being BID in a few years.

Bognor Regis is a town that has so much potential and it is time for that potential to be realised, reversing decades of decline and building on recent improvements.

The town is on the up and the BID can keep this momentum going. If businesses work together in partnership with other stakeholders to deliver the BID, Bognor Regis can become a more thriving, vibrant and exciting town centre.

The town has the basic ingredients of a great shopping environment, great attractions and a welcoming, clean and safe place, but this can be improved to encourage more visitors to come and explore the town. Not many towns can boast a Seaside Award-winning beach literally a stone's throw from the centre!

We have listened to what you have told us is important for your business, and created this BID Proposal and a full Business Plan from your ideas. The priorities that businesses have identified to create a better trading environment are:

- Promote a positive image of Bognor Regis
- Reduce crime and anti-social behaviour
- Stimulate the evening and night time economy
- Better parking: To make it easier for visitors and staff to park in town and improve access

In June, you will have the opportunity to vote to make these plans a reality. We hope you will support this vision to improve the town centre by voting YES in the ballot.

Together we are stronger and will make Bognor Regis a better place for business!

Chris Heaps,
Chairman of the Bognor Regis Traders Association



WHAT A **BID** WOULD MEAN FOR YOUR **BUSINESS**?

Bognor Regis Town Centre has made big strides under a dedicated town centre management initiative.

A BID would continue and build on this work to deliver more benefits for business such as:

- over £700,000 over 5 years to invest in the improvement priorities identified by you
- more visitors to the town centre, staying longer and spending more
- more of the customers that you want
- co-ordinated marketing, promotion and events
- a safer and more welcoming town centre
- a co-ordinated plan to improve the town at night
- better parking
- a stronger business lobby voice on the issues affecting you





WE'VE ALREADY COME A LONG WAY...

Since starting the town centre management initiative in 2014, Bognor Regis has made great strides.

Achievements to date include:

- Dozens of new good quality businesses both chains and independents have chosen to locate in Bognor Regis
- Vacancy rates down from 14% in 2012 (35 empty properties) to 9% now (23 empty properties)
- £2.8M invested in new high quality paving, lighting, seating and street furniture transforming the public environment
- Full pedestrianisation of the precinct, and reduction of vehicles in High Street
- Footfall up, with a weekly average of 94,000 walking through London Road, and 68,600 non-local visitors (irregular/regional/tourism) per week
- Estimated £3M private sector investment in upgrading the external and internal appearance of business premises
- Innovative and high quality events such as food and craft markets, Young at Art and the unique Aerial Birdman which created record turnover for businesses
- Finalist in Great British High Street Awards 2015 raising the profile of the town
- Free award-winning customer service, digital skills and dementia awareness training
- Business Wardens to help reduce crime

We all know there's more to do,
and the BID is the way to do it!



To keep the momentum,
vote YES in the ballot!



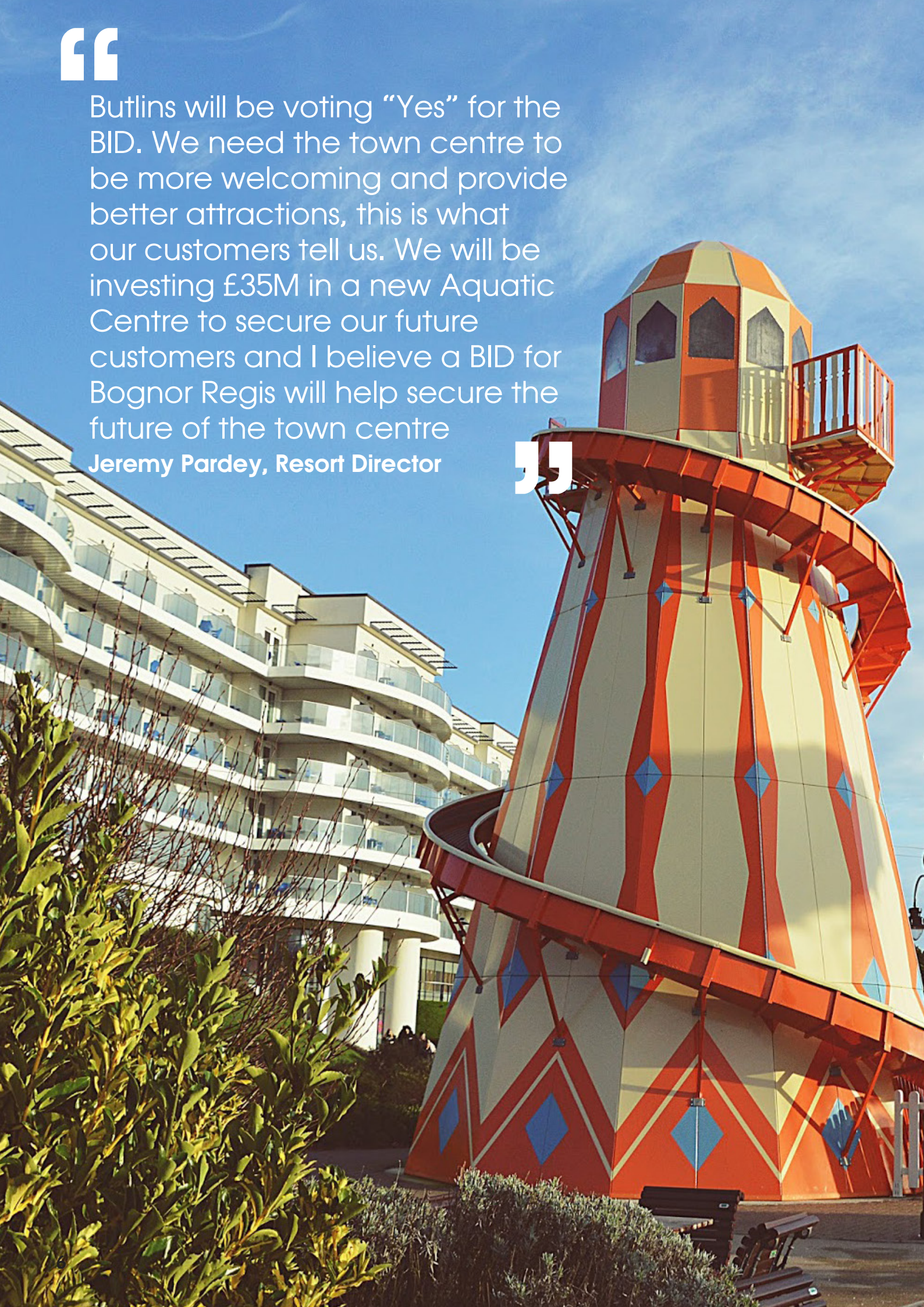
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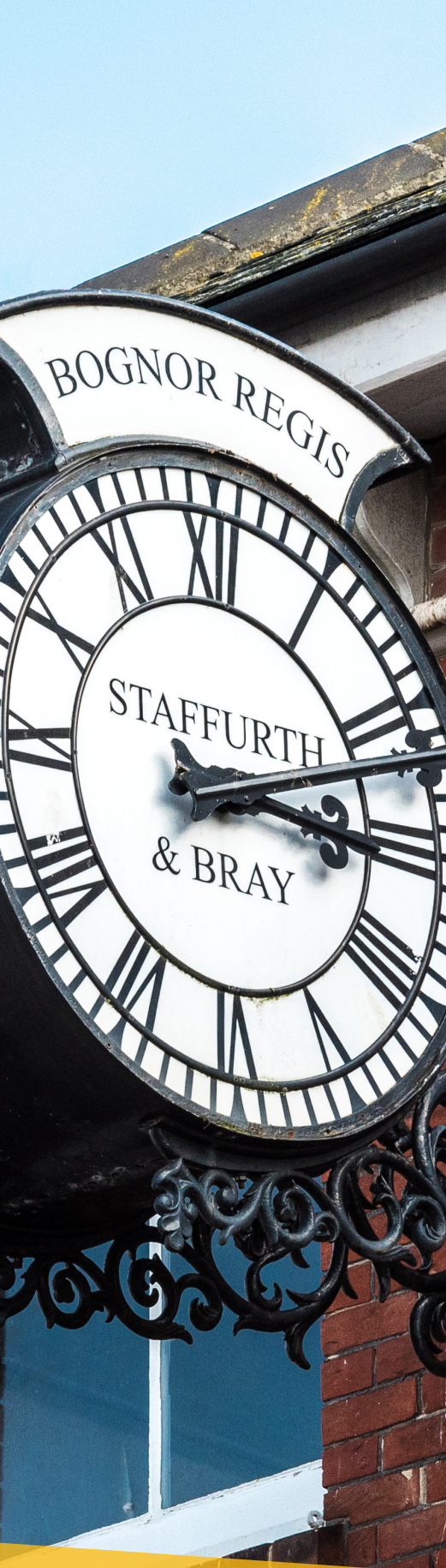
Butlins will be voting “Yes” for the BID. We need the town centre to be more welcoming and provide better attractions, this is what our customers tell us. We will be investing £35M in a new Aquatic Centre to secure our future customers and I believe a BID for Bognor Regis will help secure the future of the town centre

Jeremy Pardey, Resort Director

”

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WHAT WILL THE **BID** DO?

The BID projects outlined in this Proposal have come directly from what you, the Bognor Regis businesses, have told us you want. All activity will work towards making the trading environment better for business.

The key objectives and likely projects for the BID to deliver are:

1. A well-known town centre

To help improve the perception and image of Bognor Regis:

- Marketing and Promotions to attract the customers and visitors we want
- Events to attract visitors and local residents
- Town Centre Loyalty scheme to encourage people to shop local
- Promote the image of the town through place branding
- Provide customer service training to raise standards
- Food and drinks guide to promote local businesses to visitors coming to the town

2. A welcoming town centre

To help reduce crime and anti-social behaviour:

- Uniformed Ambassador Scheme to greet visitors and help to prevent crime and anti-social behaviour
- Alcohol Free Zone to reduce anti-social behaviour and improve perceptions
- Support a Security Radio Scheme to help reduce crime
- Work with partners to make the town centre feel a safer place
- Work with partners for a better maintenance and cleaning of both public and private environment

3. An active town centre at night

To help stimulate the evening and night time economy:

- Develop and deliver an evening and night time economy action plan
- Encourage more branded or quality restaurants and bars
- Introduce more arts, cultural, music and leisure events in the evening
- Encourage regular late night shopping and activity all year round
- Work with cultural attractions like theatre and cinema to offer deals with local restaurants
- Work with tourism and hotel industry to raise standard of local accommodation

4. Better parking

To make it easier for visitors and staff to park in town and improve access:

- Actively promote the “2 hour free” parking scheme
- Encourage the extension of the “2 hour free” parking scheme to other car parks
- Work with stakeholders to improve car parking facilities and the ease of parking
- Encourage the use of cycling and walking to move around the town

The likely projects to deliver each objective are set out in more detail in the BID Business Plan which can be seen at:

www.brbid.co.uk

Vote YES! for a Better, Brighter and even more Beautiful Bognor Regis!

Run by You, For You

The BID will be an independent not-for-profit company with a Board made up of local businesses, elected by you and accountable to you. A BID for Bognor Regis means you decide and direct what you want for the town.

It's your choice, It's your Bognor Regis

Vote **“YES”** You can make it happen!



"We at Condor Blinds will be voting "Yes" for the BID because it gives us and similar small town centre retailers a voice, and the opportunity to influence the development of our business environment. We believe in the BID because contributions are on a pro rata basis to our size, but still carry equal weight within the decision making process, so we feel it is a fair deal for all." **Carl Rixon, Director, Condor Blinds**

"I am happy to support the BID to give every opportunity to enhance the town in every way we can, and as a community build the town's reputation to be the seaside town that everyone wants to visit." **Sandy Longley, Store Manager, Boots**

"For smaller companies, the cost of supporting the BID is really quite low: it's just a few hundred pounds per year. The boost that this is expected to bring to the town trading environment better. The local businesses will have both control and the direct benefit of the spend, so I will be supporting the BID and those that are working to make it happen." **Paul Clarke, Director, Clarkes Estates**

"As an independent business we are used to investing in our own business creating an appealing environment and marketing our businesses successfully. The BID scheme is the mechanism that allows the Traders to provide the same investment to the Town Centre. We are supporting the BID scheme as this will provide the necessary investment to help create and maintain a vibrant, safe and welcoming town" **Matthew Reynolds, Director, Reynolds Ltd**

"Leaders are happy to vote yes, because we value the town and want to make a contribution to improving the facilities for both business owners, tourists and residents alike. As businesses we need to support your efforts and take the town forward for everyone's benefit." **Simon Wickenden, Branch Director, Leaders Estate Agents**

"Nationwide will be looking to support the Bognor Regis Business Improvement District. We are committed to doing what is right by our members and the communities from which we have grown. We have a long history of supporting the local community and are keen to see initiatives designed to improve local facilities and environments succeed." **Matt Stanley, Branch Manager, Nationwide Building Society**

"Over the last 4 years since having my store, Bognor Regis has improved drastically, with the town centre looking much more presented, from the new pavements, shop fronts being cleaned and painted. This helps the appearance of the town centre for locals and visitors, to see that the town is cared for and well maintained. The BID is worth a try, it is a 5 year plan and if it wasn't to work, then it would not be voted for another term. I believe it's worth a try to take the town centre to the next level." **Richard Pateman, Director, World of Inks**

"Unique Workwear Printing & Embroidery are looking forward to supporting the Bognor Regis bid with a YES vote! Our company welcomes the opportunity to bring together town centre businesses who have a common goal in providing and promoting a strong and vibrant town centre for the future." **Paul Wells, Director, Unique Workwear**

HOW WILL WE INVEST IN BOGNOR REGIS' FUTURE?

The BID will generate over £140,000 per year making a total investment of around £700,000 to spend on the projects you have prioritised over five years.

The budget below shows just how far the money will stretch. This unique funding opportunity will provide additional services, and the BID will enable us to secure additional income through revenue generation, grants and voluntary contributions. This will further boost the project spend.

Bognor Regis BID 2018 - 2023 Financial Projections

BUDGET YEAR TO 31 MARCH

INCOME	5 year Totals
BID Levy Income	£709,160
Carry over from town centre management initiative	£35,000
Income & Revenue	£110,000
Sponsorship	£20,000
Grants	£74,000
TOTAL INCOME	£948,160
EXPENDITURE	
DELIVERY OF OBJECTIVES	
BID Manager costs 70%	£181,055
BID Office costs 70%	£24,360
BID Professional Fees cost 70%	£46,900
A well-known town	£145,548
A welcoming town	£179,509
An active town at night	£72,774
Better parking	£72,774
Contingency @ 3%	£14,555
TOTAL DELIVERY EXPENDITURE	£737,475
BID ADMINISTRATION	
Levy Collection cost	£40,000
Contingency for non-collection 6%	£42,550
BID Renewal Process	£20,000
BID Manager costs 30%	£77,595
BID Office costs 30%	£10,440
BID Professional Fees costs 30%	£20,100
TOTAL BID ADMIN COSTS	£210,685
TOTAL COSTS	£948,160

* A more detailed breakdown of the income and expenditure can be found in the Business Plan, which is available on request or at www.brbid.co.uk



FAQS – YOUR QUESTIONS ANSWERED

What is a BID?

A BID is simply an arrangement whereby businesses get together, decide what additional improvements they want to make, how they are going to manage and deliver those improvements and what it will cost them. This all goes into a Business Plan, which is voted on by all those who would have to pay. The BID can last for a maximum of 5 years and must be able to demonstrate how it has benefited businesses who have funded it.

There are over 250 successful BIDs in the UK including neighbouring Chichester, Worthing and Brighton all working to promote their town centres to our residents. The evidence that BIDs work is that nine out of ten BID renewal ballots are successful, meaning businesses have overwhelmingly voted to continue their BIDs.

BIDs really do work!

How will the BID be funded?

The BID is paid for by a levy on businesses rates within the defined BID area. The levy will be 1.5p in the pound of the Rateable Value of the property/hereditament as at 1st April 2017 and fixed for five years. Businesses with a rateable value below £6,000 will not be charged!

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%	£1500	£28.80
£200,000	1.5%	£3000	£57.70
£500,000	1.5%	£7500	£144.20
£1,000,000	1.5%	£15000	£288.50
£2,000,000	1.5%	£30000	£577.00

In the Bognor Regis BID, the majority of businesses will pay less than £250 per year. Collectively this will mean over £140,000 per annum and £700,000 over five years to invest in your town centre on your priorities!



What's this about voting? Am I eligible to vote?

The BID Ballot has been called for by Bognor Regis Town Centre Management Partnership. The ballot will be conducted entirely by post by the Independent Scrutineer, Electoral Reform Services. Ballot Papers will be sent to those eligible to vote on Monday 5th June 2017 for return to them by no later than 5pm on Monday 3rd July 2017.

Those eligible to vote in the ballot will be those ratepayers listed on the National Non-Domestic Rate (NNDR) payers database for each eligible hereditament (business premises) situated within the geographical area of the proposed BID, with a rateable value of £6,000 or more, and not is not exempt. The number of eligible hereditaments/properties identified to vote from the NNDR list as at 1st April 2017 is 293.

Each person entitled to vote has one vote for each occupied hereditament or (if empty) owned by him or her in the geographical area of the proposed BID. Some businesses may be receiving multiple forms where they occupy/own more than one eligible property in the BID area.

If the majority vote "YES", the BID will be established in April 2018 and run for 5 years until 2023. Look out for your ballot papers arriving in early June.

It's Your BID and It's Your Choice - Vote YES!

Why do my Business Rates not cover this?

The BID levy will not pay for anything already covered by your business rates. The funds collected through the BID levy will be kept in a separate BID bank account and held by an independent company set up to run the BID. The income from the levy, and from other funds raised through voluntary contributions, grant applications and other income will only be used to fund the projects and services you have chosen.

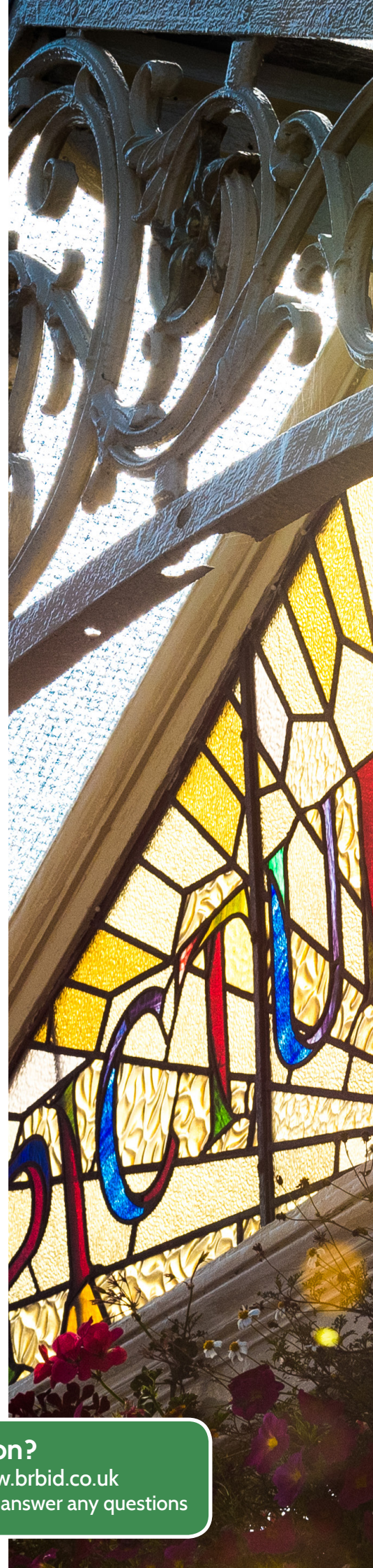
Isn't this a bad time to be developing a BID?

No, it's probably more important now than ever to ensure the town has the best future possible. By working to retain existing customers, and attract large numbers of new customers, BIDs help businesses stay strong and grow. This is important in the good times and vital when there are fluctuations in the economy.

The current town centre management initiative will end in 2018. There is no budget and no plan to continue this vital work without a BID. This BID proposal would continue the momentum and help the town to reach its potential. Don't lose this opportunity for another generation - Vote YES and take control

Where can I find more information?

The detailed BID Business Plan can be found at www.brbid.co.uk
Contact details are on the back cover and we would be happy to answer any questions



BID AREA

The proposed BID area will include the following roads, streets and commercial areas of the town in the red dotted area, either in whole or in part:

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



Look out for your voting pack arriving in June.

This is your opportunity to have your say about the future of your town centre and help make **Bognor Regis better for business.**

Don't miss out!

Businesses backing the BID:



VOTE FOR BOGNOR REGIS

You have told us what you want.
It's in the BID Business Plan and BID Proposal
Keep the momentum
Take control
Don't miss this opportunity.

**Vote YES to help you do Better Business in
Bognor Regis**



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