

Your Eastbourne



Your Eastbourne BID Annual Report

Your Levy Explained

Welcome to Your Eastbourne Business Improvement District

Welcome to the first 'Your Eastbourne BID' annual report.

In just a few short months, the world has changed beyond all recognition, and we know how difficult the lockdown has been for you and many businesses across the town centre.

Like you, the BID had to adjust at the outbreak of COVID 19. Many of the plans we had developed were put on hold and we focused on what was most important.

Supporting you

To keep you informed we wrote daily e-newsletters; to get you support we lobbied for additional relief and worked with Eastbourne Borough Council to contact those who hadn't received grants; we chaired multi-agency meetings to support town centre businesses; we supported COVID-Ready, the first ever quality standard in any town; led the Eastbourne Recovery Group; to protect your business we continued to tackle business crime and anti-social behaviour and watched over your business, whether open or closed.

Our activities meant that we were recognised as the source of reliable information concerning COVID and we arranged national and regional coverage on the BBC and ITV for our town on over 20 separate occasions to make sure that viewers would choose to visit Eastbourne as soon as they could.

My thanks to our partners, the Eastbourne Hospitality Association, Eastbourne *unLtd* Chamber of Commerce, Edeal Enterprise Agency, East Sussex College Group, Eastbourne Borough Council and Caroline Ansell MP for working with us to protect the town's businesses.

The work doesn't stop

Working together, we will tackle business crime, provide a welcoming face for businesses, residents and visitors, continue to campaign to reduce parking charges and invest in improving the street scene, making Eastbourne a great place to do business.

In short, we will always put your interests at the heart of everything we do.

My thanks to you and the business community for your ongoing support.

Stephen Holt
Your Eastbourne BID CEO

49 Gildredge Road,
Eastbourne, BN21 4RY, UK

 EastbourneBID

 youreastbourne



Your Board of Directors give their time and expertise freely and represent each of the sectors within the town centre economy and the geographic area covered by the BID.

Chair of the BID Board

Shoes Simes
The Eagle and Dew Drop Inn

Directors

Carl Bird
Coffee Republic

Nick Ducatel
Eastbourne Borough Council

Christina Ewbank
Eastbourne *unLtd* Chamber of Commerce

Denise Greaves
etc Magazine

Simon Groves
PRG Marketing Communications

Denise Harwood
Enterprise Shopping Centre

Julie Hunt
The Beach Hut Gift Shop

Lucy King
Eastbourne Framing Centre

Ian Lucas
Janet's Flowers

Tom Meggison
Metro Bank

Bill Plumridge
The Beacon

Ashley Pugh
W Brufords

Maxine Reid-Roberts
Quantuma

Keith Ridley
Keith Ridley Communications

Jeremy Sogno
Lawson Lewis Blakers

The Office

Stephen Holt
Chief Executive

Luke Johnson
Operations Manager

Leanna Forse
Marketing Executive

Your Eastbourne BID Ambassadors

Our ambassadors are in town to communicate with you, protect your business and welcome visitors.

Any business within the Eastbourne BID can contact the ambassadors by calling:

07516 927 052



Here is a breakdown of who pays the levy and how much, by size of business:

Rateable Value (£)	Number of Levy Payers	Amount Billed (£)	Average Levy (£)	% of total levy
£6,000 – £10,000	165	£19,971.75	£121.04	6%
£10,001 – £20,000	200	£41,654.25	£208.27	13%
£20,001 – £50,000	128	£61,346.25	£479.27	19%
£50,001 – £100,000	73	£80,370.00	£1,100.96	24%
£100,001 – £560,000	43	£129,037.50	£3,000.87	38%

The levy is 1.5% of the rateable value (RV) of every business with an RV of £6,000 and above

The exceptions are:

- Businesses within the Beacon receive a £15% discount as they pay a service charge to Legal and General for many of the services the BID delivers across the town;
- Charities without retail premises;
- NHS only properties (private health providers are not excluded);
- The levy is charged annually in advance for each chargeable period. No refunds are made;
- The owners of untenanted properties or hereditaments will be liable for payment of the levy.

While the levy is **not** part of your business rates, it is collected by Eastbourne Borough Council's business rates collection team which is the only organisation legally authorised to collect the levy on behalf of the Business Improvement District under the BID Regulations (England) Act of 2004.



Local BID member Andy Spirou being interviewed by ITV

'The BID Team has helped me to promote my various events and fundraisers, as well as being at the end of a phone call or email whenever I had any questions. Eastbourne Boxing Club is looking forward to being able to promote what we do in a town centre promotional activity later on this year too, thanks to the BID.'

Adam Haniver, Eastbourne Boxing Club

Your Eastbourne BID: COVID Response



- We produced a daily email to those on our register, updating you on all the latest news and information direct from the Government.
- We played an active role in the weekly COVID-19 COBRA meetings, raising concerns directly with leaders of the Council, the MP, Public Health England and the Police. At this time we were in daily contact with the Cabinet Office to share your needs.
- We lobbied Giles York, the then Police Chief Constable, to ensure that business crime was a priority as businesses closed. He ensured that the number of police officers operating in the town centre was increased immediately.
- The emergency COVID helpline was established by Eastbourne Borough Council and where appropriate directed callers to BID businesses for essential supplies.
- We made personal contact with businesses who had not claimed the retail, hospitality and leisure grants – unlocking a further £935,000 to BID businesses.
- We continued to employ our business ambassadors, who assisted businesses during the lockdown with queuing implementation, anti-social behaviour and protecting vacant units.
- We successfully lobbied for additional grant relief for businesses who had not qualified and continue to fight for Government support for those with RVs over £51,000 and others who are still excluded.
- We supported the COVID-Ready Quality Scheme, the first of its kind in the UK, giving consumers and staff the confidence to return to our town by helping businesses develop the correct procedures to be COVID secure. This was approved by the Prime Minister and is co-funded by the European Regional Development Fund as part of the Reopening of the High Streets Safety Fund. Our partners include the Eastbourne Hospitality Association, Eastbourne *unLtd* Chamber of Commerce and VisitEastbourne.
- We Chair the Eastbourne Recovery Group, bringing all partners together to ensure the town recovers quickly from lockdown.
- We supported the introduction of a local online PPE shop to enable you to buy your PPE requirements in one place at the best prices.
- We successfully lobbied for a relaxation in licensing laws allowing businesses to trade in the street without incurring additional costs. We also ensured that new applications will be free of charge.
- We have worked with East Sussex College Group to bring together a £1 million package to provide free, accredited, work ready training for you and your staff.
- We worked with experts to take insurance companies to court in July for failing to make business interruption payments. An active court case is ongoing and the judgement is expected in September.

Dressing Our Town



Photo: Eastbourne Herald

What We Have Done

- We have installed almost a kilometre of new evening lighting in Terminus Road and Little Chelsea, along with tree lighting in all the Victoria Place trees, creating an enhanced ambience for the evening economy.
- We installed 'Angel' Christmas lights in more places than ever before, including Terminus Road, Cornfield Road, Grove Road, South Street, Gildredge Road and Cornfield Terrace.
- We installed new identity banners across Terminus Road directing customers to the independent area in Victoria Place and to the seafront.
- We have commissioned Urban Art for vacant units to improve their appearance and act as a draw for the cultural economy.
- We installed 600m of fresh bunting in Victoria Place, improving the street scene for businesses and drawing customers from the seafront into the town centre.
- We installed new identity lamppost banners in Little Chelsea and Victoria Place, acting as a placemaker and defining their identity.



What We Will Be Doing Next

- We will expand the Christmas lights to Bolton Road, Langney Road and Station Parade this year.
- We will install more evening lighting to create a more welcoming town scene.
- We will install new lamppost identity signage in Gildredge Road, Cornfield Road and the new public square outside M&S.
- We will introduce planters to inject life, colour, peace and tranquillity to our town centre.
- We will carry out a graffiti audit and clean up.

What We Have Done

- We organised the Christmas activities for Eastbourne in 2019, including Christmas Cracker in the town centre, with 30 local stalls, continuous live entertainment and a children's vintage funfair.
- We supported the Little Chelsea Little Christmas event with a seed grant bringing customers to the town.
- We organised events such as Fiver Fest encouraging customers to spend time and money in your business.
- We organised family friendly trails including The Great Elf Hunt, the Monster Hero Safari and the Zombie Walk to increase footfall.
- We have worked with partners to introduce Beat the Streets to Eastbourne to help visitors and residents get fit. We are aiming for a footfall increase of 10,000 this September.
- We co-funded the "Love Eastbourne" campaign to bring families and visitors to the town post COVID 19 and maximise the tourism potential of the South Downs, Seafront and Town Centre.
- We negotiated free front page coverage for BID businesses in the Eastbourne Herald post COVID.

What We Will Be Doing Next

- We will be organising Christmas 2020 for Eastbourne focusing on "Buying Local this Christmas".
- We will issue seed grants to support local events created by you and your fellow BID businesses.
- We will establish a "Brand Eastbourne", bringing together key partners to deliver a united message about the town and our future vision.
- We will produce an online & print directory of BID businesses delivered direct to residents to raise awareness of your business.
- We will work with the Towner Gallery, to bring their 160,000 annual visitors into the town centre.
- We will work with VisitEastbourne and the Eastbourne Hospitality Association to ensure their guests and event visitors visit the town centre – including Airbourne, Tennis and Carnival in 2021. That's a database of over 500,000 potential visitors!



What We Have Done

- We appointed SIA security accredited town ambassadors in March. The team started days before lockdown and began to make a difference immediately. They continued working throughout lockdown, helping to manage queues, keeping an eye on your business premises, administering first aid, providing support and guidance and even removing a pigeon from a unit.
- We co-fund a weekend outreach drop in centre in Seaside Road for the street community. Pre-COVID this was taking 150 people a day off the streets and out of the town centre.
- We became a trusted partner of the Rough Sleeper Initiative—meaning we can directly refer homeless cases for rapid housing.

What We Will Be Doing Next

- We will establish a Town Centre Safety Partnership, bringing together the Police, Eastbourne Borough Council, the Rough Sleeper Initiative and the BID to reduce anti-social behaviour.
- We will continue to tackle business crime and anti-social behaviour wherever we find it.

'When we called for the BID security ambassadors they arrived within minutes. They also have a completely different approach to the public which is really nice to see.'

Nationwide





What We Have Done

- We successfully campaigned for a 75% reduction of VAT in the hospitality sector.
- We successfully lobbied East Sussex County Council to enforce no vehicle parking in the Terminus Road pedestrianised precinct during trading hours.
- We organised a multi-sector meeting with Eastbourne Homes, Eastbourne Borough Council and local businesses to discuss their concerns after the Claremont Fire.
- We are campaigning for East Sussex County Council to reverse the increase to parking charges.
- We contacted all businesses impacted by the Phase 2 plans for Eastbourne Town Centre.

What We Will Be Doing Next

- We will continue to campaign for more connected travel into Eastbourne, including cycle lanes, bus and rail improvements.
- We will continue campaigning for the removal of BT phone boxes and other dilapidated street furniture which damages the ambience of the town centre.
- We will continue to campaign for better pavements and cheaper parking, especially during the County Council election campaign in 2021.
- We will ensure that Phase 2 of the Town Centre Movement Package improves the town while bringing minimal disruption to the business community.
- We will establish a 'State of the Economy' event, bringing together the Eastbourne MP, Council and business leaders to address business concerns and barriers to growth.
- We will continue to fight hard for the interests of BID businesses.

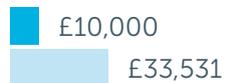
Income

■ Budget
 ■ Actual

Levy



Grants Received



INCOME TOTAL



Expenditure

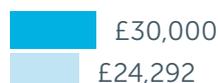
Dressing the Town



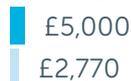
Footfall, Marketing and Promotions



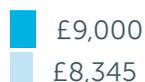
Safe and Secure



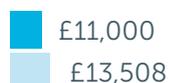
Stronger Together



Costs to Collect the Levy



BID Development Loan Repayment



Office Costs



EXPENSE TOTAL



FORECAST BALANCE AT YEAR END



Income	Budget	Actual*
Levy	£300,000	£273,900
Grants Received	£10,000	£33,531
INCOME TOTAL	£310,000	£307,431

Expenditure	Budget	Actual
Dressing the Town	£102,000	£83,608
Footfall, Marketing and Promotions	£34,000	£36,268
Safe and Secure	£30,000	£24,292
Stronger Together	£5,000	£2,770
Costs to Collect the Levy	£9,000	£8,345
BID Development Loan	£11,000	£13,508
Office Costs	£47,000	£38,698
Bad Debt Provision	£15,000	38,000**
EXPENSE TOTAL	£238,000	£207,489
FORECAST BALANCE AT YEAR END		£99,942

* All numbers are subject to confirmation/adjustment in the audited year-end accounts to be published at the BID AGM.

** Currently this is a provision, and bad debts are being pursued

Notes:

Due to COVID 19, and our uncertainty with income for next year, the Board requested we show an increase in reserves.

These reserves will be reinvested on approved projects throughout 2020–2021.

‘I was sceptical about the BID beforehand. But, they made sure I got the support I needed to claim my grant during COVID 19 and were always on the phone to help whenever I called. Just knowing there’s someone fighting your corner during difficult times is really reassuring.’

Neil, Neil’s Antiques, South Street



Have you signed up to COVID-Ready?

We have partnered with Eastbourne Hospitality Association, Visit Eastbourne and Eastbourne *unLtd* Chamber of Commerce to bring you the UK's only cross-sector COVID-Ready scheme. More and more businesses are signing up everyday.

The scheme:

- Creates one simple and straightforward logo that customers can look out for across all sectors;
- Provides consumer and staff confidence that the business has done everything it can to be COVID-Ready;
- Ensures your business meets all the government guidance and is supported by the Primary Authority;
- Provides you with all the latest information;
- Provides an opportunity for more free promotion across a variety of social media pages and platforms;
- Provides a free opportunity for your business to be listed on the Visit Eastbourne website.

The scheme is the first of its kind in the UK and has gained recognition from other towns and cities across the UK.

And it's FREE to all Eastbourne BID members!

COVID-Ready is part funded by the European Regional Development Fund via the Reopening High Streets Safely Fund.

Find out more and sign your business up now by visiting www.visiteastbourne.com/plan-your-visit/covid-ready/business



Photos show BID Ambassadors handing COVID-Ready Welcome Packs to Born Store (top) and Samaritans (bottom).

