

New Board Members for BID Company

The BID is administered by a Board of ten people, nine of whom are elected by BID levy payers. The tenth place is taken by a representative of the local authority which is tasked to collect the levy on behalf of the BID Company. Although the Council collects the levy every penny is passed on to the BID Company to spend exclusively on the BID projects - Christmas lights, on-street security patrols and marketing of the BID area.

At the end of 2008 BID levy payers were asked to nominate people they felt would make good Board members. Individuals could also nominate themselves.

The term for Board members is 30 months after which they must step down although they can stand again for another term. There were six vacancies for directors who had to stand down and exactly six nominations from candidates who were prepared to do the job. Hence there was no need for an election and the six candidates were appointed unopposed.

The Board members are tasked to ensure that the three projects contained in the

BID business plan (it can be viewed on the website www.brightonbusiness.co.uk) are delivered within the budget generated by the BID levy.

The full Board of Brighton BID Ltd is listed below: -

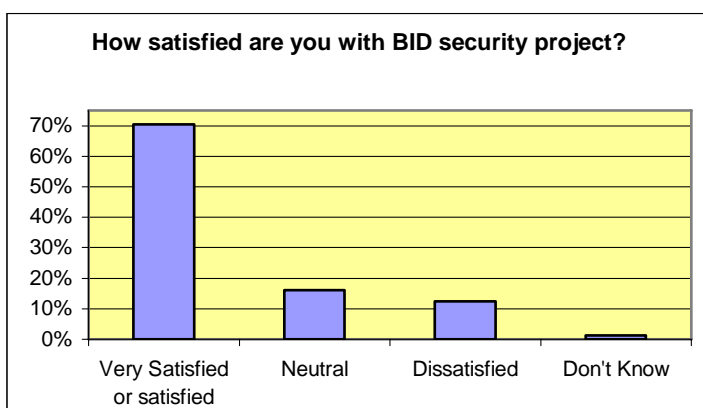
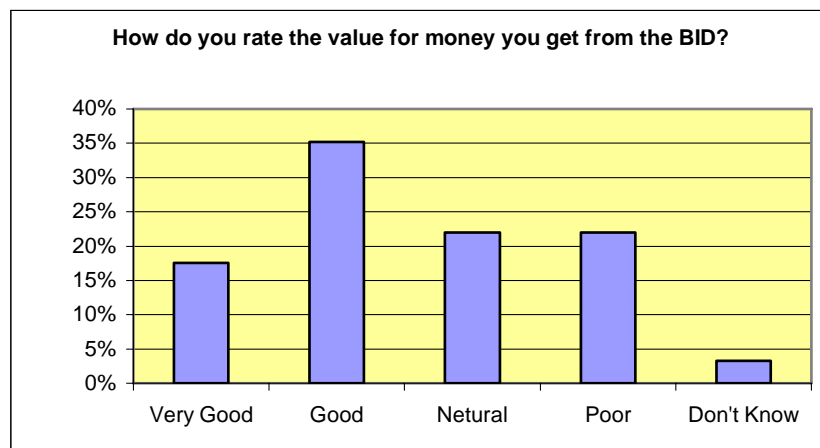
Scott Marshall	(Brighton & Hove City Council)	
Andrew Fisher	(Cute Media)	777761
Gren Nation	(Ananda) Bond St.	725307
Ross Czolak	(Prime Brighton) Gardner St.	690600
Claudia Fisher	(purple-heart.com) Gardner St.	696935
David Williams	(Lanes Health & Beauty) Market St.	725572
Nick Wilson (Chair)	(Doyobi) Sydney Street.	682111
Stuart Wilkie	(Charlie Barley) Meeting House Lane.	774000
Richard Kalman	(Crane Kalman Gallery) Kensington Gdn	697096
Attilio Foa	(Benetton) North St.	730491

The Board meets 4 times per year and more often if required.

Survey of BID levy payers

BID levy payers were offered the opportunity to express their views about the BID projects in a survey conducted in **October 2008**.

Survey forms were hand delivered to BID businesses and they were also posted to every business using the address from the local authority's Uniform Business Rate database. Ninety one were returned (23.75%) and the results are shown below: -

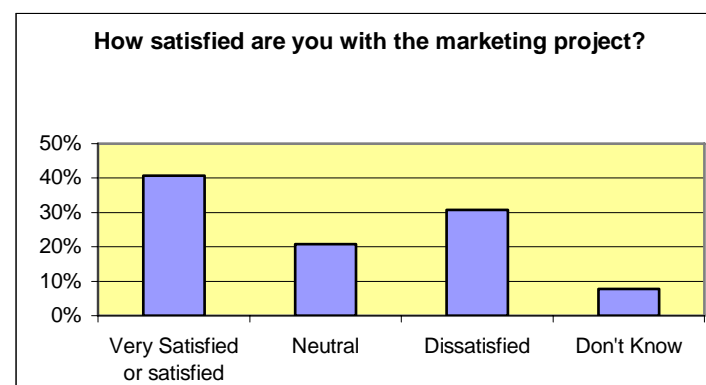


Over half of BID levy payers feel that they get "good" or "very good" value for money balanced against just over a fifth who feel that they get "poor" value for money. The amount of money businesses pay varies from the very largest paying £19/day to the smallest paying 82p/day (£300 p.a.).

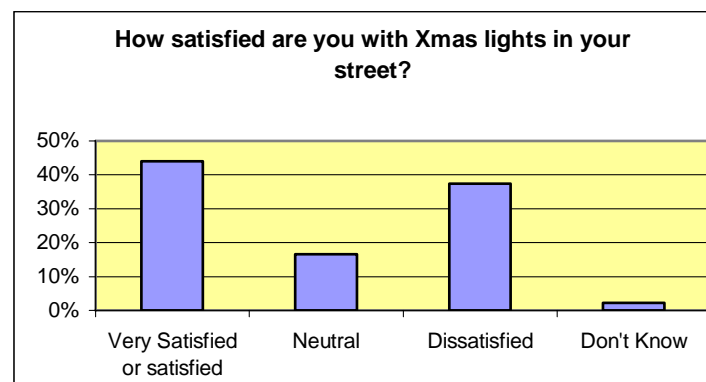
The majority of businesses (62%) pay just 82p/day and, with one exception, all of those businesses that felt that they did not get good value for money are paying this minimum rate.

By far the most popular project is the on-street security patrols with just under three quarters of BID levy payers expressing satisfaction and over 60% of businesses actually calling the guards for assistance with a security problem either on their premises or in the street. You can contact the guards by mobile phone (07917 848375) or directly by radio if you have a Business Crime Reduction Partnership (BCRP) radio handset. Call Lisa Perretta on 733393 for more information about the BCRP.

The patrols have recovered literally tens of thousands of pounds of stolen goods and returned them to their rightful owners and, working with the BCRP and Sussex Police, they have been instrumental in a significant reduction in crime in the BID area.



The marketing campaign, which seeks to promote the entire BID area but has the smallest budget of the three projects shows mixed results with 41% expressing themselves to be "very satisfied" or "satisfied" and just under a third being dissatisfied. But only a third of BID levy payers have actually participated in one of the many marketing promotions such as the 8 page supplement in the Argus at Christmas (see story over the page). To make the most efficient use of the small budget available, the details of these regular promotions are distributed to BID levy payers via the BID intranet. If your business isn't signed up to get the regular email alerts send your email address to scampbell@uniquebrighton.com.



Christmas lights also show a mixed reaction with 87% of levy payers considering them to be "important" or "very important" but 37% expressing

disappointment. Interestingly this sentiment does not chime with the public's view of Christmas lights (see survey over the page) with just under 60% of those questioned rating the lights "excellent" or "good" and only 13% saying they were "poor" or "weak".

The BID Board are never complacent and will be working to address issues of dissatisfaction wherever they occur in the BID area.

Did you know? You can pay your BID levy to Brighton & Hove City Council in instalments by direct debit rather than in a lump sum if you prefer. Contact David Lower on (01273) 291399 to make the arrangements.

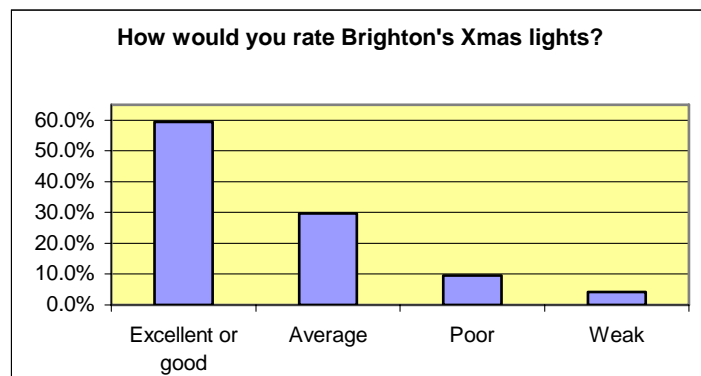
Did you know? You can also pay your Uniform Business Rates in 12 instalments instead of the usual 10 and if your rateable value (RV) is less than £15,000 you are entitled to a discount which can be as much as 50% for shops with an RV of £10,000 or less. Phone 01273 291908 for more details.

Did you know? If your landlord is the local authority you can pay your rent on a monthly basis instead of quarterly. Look on your quarterly rent invoice from the local authority for the number to phone.

Christmas lights survey

Members of the public were surveyed over the Christmas period to get their views on the Christmas lights in the BID area. Over the six week period 168 people were interviewed and the results are shown below: -

Just under 60% thought the lights were "excellent" or "good". Those people who thought the lights were "poor" or "weak" (13%) were asked to cite examples of better lights in other locations. By far the most common response was London



(including Oxford St and Regent St) but other big cities included Sydney, Glasgow and Cardiff.

The BID area provides the only comprehensive outdoor display of lights in the city and the year before the BID was established Brighton & Hove was voted by Radio Five Live listeners as having the worst display of Christmas lights in the country. **If you have any comments about the lights in 2008 please email them to brightonbid@btconnect.com.**

Putting Unique Brighton on the map

Fifteen million shoppers visit Brighton every year but well over 7 million of them NEVER come to the BID area. The BID marketing campaign concentrates on convincing those shoppers that it is worth a trip down North Street to explore the unique mix of retail outlets that BID area offers.

What has happened with BID marketing over the past few months?

The New Year was launched with a huge flurry of media interest in the Unique Brighton BID area. The BID marketing project has been liaising with **BBC1 TV** which is keen to do a fly-on-the-wall story on the on-street security patrols, **Meridian TV** has been down to cover how Unique Brighton businesses are coping with the recession and **Sky TV** has done likewise.

The marketing project contributed to a report produced by **Centre for Cities**, which raised a lot of interest in the city as the authors predict the tourism sector will be harshly affected by the recession. We are fighting this notion of course and a key strategy is to target tourists from the Eurozone.

Cosmopolitan magazine also came to town just before Christmas to do a piece for the travel section. The BID marketing project had previously contacted them with an idea for a story about Unique Brighton celebrities. This idea was passed to the travel editor who picked it up and ran with it. The story is due to be published in the March issue.

The Christmas lights switch on event was a tremendous success attracting hundreds of people from all over the county. The Theatre Royal's Wizard of Oz performance by four of the cast was the main attraction and Southern FM ran a series of competitions where BID levy payers offered great prizes (worth between £50 and £400). The Mayor and Lady Mayor were invited to judge an Oz themed fancy dress competition and Theatre Royal awarded prizes one of which was a £100 voucher to spend in any Unique Brighton shop.

The BID marketing project also secured coverage for the Christmas promotion in a series of local magazines, **The Argus** (8 page supplement plus numerous short articles and front page coverage of switch-on event), **The Latest**, **Meridian TV**, **Southern Counties Radio** (a preview of the event and an interview on the night), **Southern FM** (a full week of advertising and PR coverage) and **BBC TV** filmed the switch-on night.

Good Homes magazine is running a story in the December issue that was inspired by the Unique Brighton web site and Aisling Mcveigh's TV visit to the Unique Brighton area. It focuses on Snoopers Paradise. The marketing project has also secured a full page advert promoting the BID area in **Sussex Life** at a 75% reduction for their March edition.

Web development has been on the agenda for some time and funds are now available to put some effort into this area. An ad has been running on the Wired Sussex web site inviting web developers to come forward with ideas. Response so far has been good and we will shortly draw up a short list for interview. The aim is to add new features and improve existing ones in order to boost visitor numbers and get more people shopping in Unique Brighton both remotely and on foot.

Profit & Loss Accounts for the BID Company for the period ending June 2008 are included separately with this newsletter. If you did not receive them email brightonbid@btconnect.com to request a copy.

Recession assistance

Businesses in the BID area probably don't need to be told that the UK is now officially "in recession" but there is help available: -

Business Clinics

Brighton & Hove Chamber of Commerce, Brighton & Hove City Council and Business Link have put together a series of city business clinics. These are designed to offer you a time and a place away from your business to talk over your business concerns, with an independent expert.



These free clinics have been designed to provide local enterprises with a face-to-face review with an experienced Business Link adviser. During the session the adviser will share information and ideas to develop an action plan that will help you progress towards your business goals. You can discuss finance, sales & marketing, staffing, operations or regulatory requirements -- whatever is causing concern at the moment. And if you need specialist help or support, the business adviser can help you find that too.

The clinics are being held at Kings House, Brighton & Hove City Council Offices. Each session will last an hour so that your time away from your business will be kept to a minimum. Four slots are available during each day.

These City Business Clinics are open to any business, limited or sole trader, that has been in operation for more than two years.

Places for these clinics are limited and booking is essential.

For more information and to book a slot for an independent look at your business, please call Business Link on **0845 6009006**. Quote 'Brighton & Hove clinics'.

Venue: Kings House, Brighton & Hove City Council Offices, Hove

Monthly Rent Payments

If your landlord is Brighton & Hove City Council you can pay your rent on a monthly basis. If you have a private landlord write to him/her asking for the same concession. Email brightonbid@btconnect.com if you want a template of a letter asking for this concession.

Practical advice for businesses in difficulty

Business Link has an excellent web page that lets you diagnose your business problems and offers practical steps to address them and businesses that have been trading for two years or more are entitled to two hours of one-to-one advice. Go to www.businesslink.gov.uk

Guide to trading during a downturn

The booklet accompanying this newsletter is a simple guide to trading through the recession and contains helpful advice on getting your bank to help you and handling the perils of bad debt and increased risk.

Security successes

The on-street security patrols have been a real success with 62% of businesses calling them for assistance either on their premises or in the street. You can contact them directly by mobile phone (**07917 848375**) - keep this number by your phone - or by radio if you are a member of the Business Crime Reduction Partnership (BCRP) and have one of their radio handsets.

The patrols were doubled up for the Christmas trading period and the guards were kept very busy all the time.

They have recovered literally tens of thousands of pounds of stolen goods including a single piece of jewellery valued at £30,000.

Because the security personnel are constant their knowledge of the area and the thieves that operate in the city centre is consummate. Working with Sussex Police and the Business Forum's *Business Crime Reduction Partnership* (BCRP) they have been instrumental in driving crime down in the BID area and making it feel safer for your customers and staff.

The BID guards are instantly recognisable in their high visibility jackets with the *Unique Brighton* logo (the brand name of the Business Improvement District) on the back. They not only act as a deterrent to thieves but also act as ambassadors helping tourists and shoppers to navigate the BID area.

If you have any comments about the security patrols please email brightonbid@btconnect.com. If you would like to know more about the Business Crime Reduction Partnership (BCRP) phone Lisa Perretta on 733393 or lisa.perretta@btconnect.com to request an information pack.