



# Your Eastbourne



## Your Eastbourne BID Annual Report 2022–2023

Your Levy Explained



# Welcome to Your Eastbourne Business Improvement District

**In 2019 we first established the BID, and now as we are about to enter our fifth year, I look back to what we have achieved – together – with pride.**

Despite the uncertainty of COVID, the BID has helped to bring about real change to our high street, and has been integral to its reopening and in experimenting with new and established events.

## **Just looking back at this year alone:**

- We welcomed over 20,000 skaters and their families to the town centre this year as a result of the ice rink managed by the BID. Over 50% of visitors to the rink stated that they spent more money in the town centre than they were expecting.
- We dressed our town with union jacks and bunting to celebrate the King's Coronation.
- We provided seed funding for new events and activities, including Little Chelsea's Festive Fun and Fireworks.
- We installed new CCTV in the town centre, and provided additional support to partners which led to the arrest of 10 individuals
- We worked closely with businesses to plan the re-pedestrianisation of Terminus Road.
- We successfully relaunched the Pop-up Park in Terminus Road, to support businesses and increase footfall.
- We introduced stunning red, white and blue floral displays to the town centre for the Queens Jubilee and celebrated with a party for 10,000 visitors.

We know the cost of living crisis might be keeping footfall at home, but we continue to work with partners to make Eastbourne the destination of choice locally.

Thanks to this positive outlook, destination guides including Time Out, The Guardian and Conde Nest have stated that our town is the place to be this year.

We have a massive opportunity to continue this momentum, as we welcome 250,000+ visitors to our town as part of the Turner Prize. This is why we have worked closely with Towner Gallery, to make it easy for these new visitors to find their way – via the town centre. This is why we are also installing temporary artworks in the town centre, and new directional signage from the train station to the Towner via Grove Road and Cornfield Road.

I want to thank, as always, our partners who have worked with us through the year, including Caroline Ansell MP, the Eastbourne Business Crime Reduction Partnership, Towner Art Gallery, Sussex Police, the Eastbourne *unLtd* Chamber of Commerce, Eastbourne Borough Council, Visit Eastbourne, and East Sussex County Council.

Most importantly, **thank you**. We know we couldn't do this without your support. It is a pleasure to work alongside business to improve the town centre, and we thank those who have volunteered their time freely. We have found that by working together, our events are so much better

Remember, the BID is here to help you any way we can, whether it's by providing funding for new events, promoting your business, or tackling anti-social behaviour – so please do get in touch if we can help you.



**Stephen Holt**  
Your Eastbourne BID CEO



# How the Levy Works

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

Rateable Value (£)	Number of Levy Payers	Average Levy (£)	Amount Billed (£)
£6,000 – £10,000	162	£121	£19607.25
£10,001 – £20,000	206	£205	£41669.25
£20,001 – £50,000	128	£474	£60750.00
£50,001 – £100,000	78	£1,170	£91291.50
£100,001+	47	£3,138	£147,521.25

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

The exceptions:

- Businesses within the Beacon receive a 15% discount as they pay a service charge to Legal & General for many of the services the BID delivers across the town
- Charities without retail premises
- NHS only properties (private health providers are levy payers)
- 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.



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  
Tall Guy Coffee Co.

Nick Ducatel  
Eastbourne Borough Council

Christina Ewbank  
Eastbourne *unLtd* Chamber of Commerce

Aleksandra Gatta  
Gianni's

Simon Groves  
PRG Marketing Communications

Denise Harwood  
Enterprise Shopping Centre

Paul Hill  
Complete Financial Planning

Lucy King  
Eastbourne Framing Centre

Ian Lucas  
Handpicked

Tom Meggison  
Metro Bank

Ashley Pugh  
W.Bruford

Maxine Reid-Roberts  
Quantuma

Phil Simpson  
Primark

## The Office

Stephen Holt  
Chief Executive

Luke Johnson  
Operations Manager

Jason Smith  
Ambassador



## 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 direct by calling:

**07516 927 052**

# Dressing Our Town

## What We Did

- We made sure the town was appropriately dressed for the Coronation, including installing new lamppost signs, cross street banners and bunting.
- We installed destination pavement signs directing people from the Tennis Tournament to Little Chelsea.
- We have installed eye catching vinyl graphics on empty shop windows in strategic locations – to lessen their impact on the street scene.
- We printed 300 window vinyls promoting Eastbourne as a tennis town for display in business windows.
- In total, we have over 50 planters in the town centre, which are now available to loan to BID businesses free of charge until next year. Simply get in touch and ask if you'd like to maintain a planter.

## What We Will Do

- We will re-instate the lamppost signage this autumn to direct people from the train station to Terminus Road, Cornfield Road, Cornfield Terrace and Little Chelsea to direct visitors to the Turner Prize through our town centre.
- We will reinstall destination signage for Hyde Gardens, Gildredge Road, Bolton Road, Langney Road and Victoria Place.
- We will continue to install vinyls and attractive displays on vacant units to reduce the impact of ugly, closed buildings.



2019 – 2023: What We Promised	What We've Done
<p><b>50 new planters.</b></p>	<p>50 planters now available, with ten locations agreed for railings, and forty wooden planters available for loan.</p>
<p><b>New winter lighting in 8 small trees, 6 medium trees and 8 large trees stretching from the seafront to the train station.</b></p> <p><b>New up lighters for 6 trees in the main pedestrian precinct between Bolton Road and Cornfield Road.</b></p>	<ul style="list-style-type: none"> <li>• 6 trees illuminated in Victoria Place</li> <li>• 2 trees illuminated in Cornfields</li> <li>• 10 trees in Terminus Road</li> <li>• 1 in Little Chelsea</li> </ul> <p>And successfully lobbied East Sussex County Council to include new tree illuminations as part of Phase 2A of the redevelopment.</p> <p>Additional trees will be illuminated once the redevelopment works are completed.</p>
<p><b>Create visual and unique identities for various areas around the town centre, including colour coordinated lamppost banners in independent areas and entrance signage.</b></p>	<p>87 lamppost signs installed in Little Chelsea, Victoria Place and Cornfields. Additional banners to follow this year for Hyde Gardens, Gildredge Road, Bolton Road and Langney Road.</p> <p>Colour coordinated bunting has also been installed in Victoria Place and Little Chelsea (when not a Royal event).</p>
<p><b>Invest in winter and Christmas lighting to brighten up the town between October and March.</b></p>	<p>Festoon lighting installed 2019/2020 along Terminus Road from Bankers Corner to Nationwide.</p> <p>Festoon lighting installed 2019/2020 in Grove Road and is reinstalled every winter.</p> <p>Festoon lighting installed 2020/2021 at Station Street at request of businesses.</p>
<p><b>Install wayfinder signage between the station and the seafront to help people find their way to the places they want to visit!</b></p>	<p>3 destination wayfinder signs renovated. New signage installed as part of phase 2 pedestrianisation.</p> <p>Signage also installed for events including the LTA Tennis Competition and ice rink.</p>
<p><b>Ensure a high level of street cleaning.</b></p>	<p>BID has conducted regular litter picks, graffiti removal and has organised regular meetings with Eastbourne Borough Council and other partners to tackle problem areas.</p>

## What We Have Done

- We have continued to promote the importance of supporting the high street through our "Love Local Shop Local" social media campaign.
- We established a partnership with Visit Eastbourne which markets the BID and the town centre to its database of 250,000 individuals.
- We have arranged for BID businesses to have a free town centre promotion via Edeal.
- Via the Seed Fund for Events, Your Eastbourne BID funded the Little Chelsea Festive Fun and Fireworks and Little Chelsea Arts and Crafts event which was organised by the traders in the road and increased footfall.
- We have brought back the Bike Nites to Eastbourne – welcoming 500 bikes from across the region into our town.
- Following last year's success, the Youth Market saw an increase in the number of young traders taking part and businesses in Terminus Road reported an increase in footfall.
- We launched the Green Light Music Festival, which supported our vital night time economy, with sold out venues supporting new music, including a heavy metal launch at the Town Hall.
- We ran the first "Eastbourne Town Centre Grand Slam Event" which brought a live tennis tournament to the town centre. As a result, the Lawn Tennis Association would like to feature the event as part of their activities celebrating the 50th anniversary of the tennis competition next year.



- We have arranged for major artworks to be installed in the town centre to attract visitors to the Turner Prize to visit the town centre as well.
- We funded and organised the Victoria Place Pop-up Park. This involved a six-week road closure during the height of summer, along with new planters, live music, artificial grass and twenty picnic tables.

## What We Will Do

- We will continue to expand on the success of the Love Local Shop Local Campaign and feature more businesses, as well as launch a website and consumer email encouraging visitors to take part in special offers and events.
- We will continue to offer the seed fund grant so that you can organise events and promotions for your area.
- We will work closely with the Lawn Tennis Association to maximise the potential of the annual Tennis tournament and celebrate the 50th anniversary of the tournament next year.
- We will be launching an art trail this February to April to encourage visitors to the Turner Prize to visit the town centre, and have also created an artistic map that will be given to the 250k guests expected to attend the major prize, and organising a promo wall at the gallery to tell people about events in the town centre during the Turner Prize.



2019 – 2023: What We Promised	What We've Done
Footfall measured manually by the BID team controlled in locations according to need.	We have installed a rotating footfall camera outside Terminus Road and Cornfield Road, to measure the success of our events and activities.
Measure event impact via online competitions and exit interviews to monitor our geographic catchment area.	The BID undertakes surveys following major events. Like Christmas and the Victoria Place market.
Events to keep Eastbourne town centre active from October to March, outside the Tourist season.	Other BID events activities take place or replace events based on performance and capacity. Pop-up Park as requested by businesses in Victoria Place.
Town Centre Christmas Event.	<ul style="list-style-type: none"> <li>• Multiple years of BID activity for Christmas with feedback by Christmas surveys and Board report to monitor success</li> <li>• 2019: Christmas lights, market and elf trail</li> <li>• 2020: Christmas lights, market, elf trail and music speakers. Our market was one of only 5 in the UK</li> <li>• 2021: Christmas lights, market, music and ice rink</li> <li>• 2022: Christmas light turn on event, market, inspiring angels trail, live music and ice rink.</li> </ul>
Seed funding for areas around the town centre to run events.	<p>Seed funding is available for businesses organising events. We can support with funding, expertise, road closures and promotions.</p> <p>Seed fund applications are online, and a panel of three directors + chair discuss the proposals before approval.</p> <p><b>We have funded:</b></p> <ul style="list-style-type: none"> <li>• Seasonal trails in the town centre including Elf hunts, bunny hunts and monster hunts</li> <li>• Pop-up Parks in Victoria Place</li> <li>• Little Chelsea Festive Fun and Fireworks over Christmas, and Little Chelsea Arts and Crafts in May.</li> <li>• Bike Nights have continued throughout the year. This year has been our most successful with over 500 bikes regularly attending.</li> </ul>
Employ street ambassadors to meet and greet visitors to the town during peak periods. They will know what's going on in the town and direct footfall and guide them to places less visited.	The BID has appointed an ambassadorial team with regular reports. This has been expanded to support the business wardens and has successfully recovered stolen goods.
We will shout about what's going on in Eastbourne, working with media partners to promote our events to families and visitors.	Frequent coverage in Herald, online and in other magazines and newspapers.

# Your Eastbourne BID In Your Street 2022–23

## Enterprise Centre & Commercial Road

- 1 Location of Eastbourne's Lightning Fibre Ice Rink. Organised by Your Eastbourne BID with over 20,000 visitors.
- 2 Location of "Winterland" – a new Christmas activity in the town centre with discounted trading for BID businesses.
- 3 Installed Christmas Lighting.

## Little Chelsea

- 1 Installed cross street Union Jack flags ready for King's Coronation.
- 2 Organised a Christmas tree outside 1 Grove Road.
- 3 Installed 500m of bunting for the Coronation.
- 4 Reinstalled evening lighting during the winter.
- 5 Installed Union Jack flags in time for the Coronation.
- 6 New signage directing customers away from the Tennis and towards Little Chelsea.
- 7 Location of the Festive Fun and Fireworks event and Arts and Food Fair.
- 8 Installed Christmas Lighting.

## Gildredge Road

- 1 Installation of Union Jack lamppost flags ready for the Coronation.
- 2 Developing new evening event in Station Street.
- 3 Maintained the festoon lighting we installed.

## Terminus Road

- 1 Reinstalled an "Interactive Christmas Tree" to act as a centrepiece for the town's Christmas lights along with successful turn on ceremony.
- 2 Lobbied for phase 2a not to take place during December.
- 3 Continued to support the quarterly Vegan Market, which consistently doubles footfall in the area.
- 4 Installed new CCTV cameras in the area.
- 5 Installed shop window vinyls to improve the aesthetic of an empty unit.
- 6 Organised a Christmas market in the town centre, increasing footfall.
- 7 Organised the Youth Market in the town centre, increasing footfall.
- 8 Organised a Carnival parade through the town centre.

## Langney Road

- 1 Installed Union Jack cross street signs across the road ready for the Coronation.
- 2 Blocked off access to Curzon Cinema which was attracting anti-social behaviour.
- 3 Installed Union Jack lamppost signs ready for the Coronation. Infrastructure will enable use of new destination banners once the jubilee flags are removed.
- 4 Installed a temporary artwork – Supporting Ukraine – which has since been exhibited outside Chelsea FC.
- 5 Installed Christmas Lighting.

## Victoria Place

- 1 Supported traders to meet with the team behind the pedestrianisation of Terminus Road from the Seafront to Debenhams – ensuring their voices were heard.
- 2 Continued to organise the Harley Davidson bike nights.
- 3 Installed Union Jack lamppost signs ready for the Coronation.
- 4 Installed new bunting in the street.
- 5 Funded and organised the Pop-up Park in Victoria Place, resulting in a six-week road closure and temporary activities and events at the request of businesses in the street.
- 6 Organised a Carnival after party in the town centre.
- 7 Maintained the coloured lighting in the trees and installed Christmas lamppost decorations.

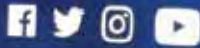
## Cornfield

- 1 Installed Union Jack flags in time for the Coronation.
- 2 Repaired evening lighting in trees creating both an improved aesthetic and increasing dwell time.
- 3 Installed new CCTV cameras in the area.
- 4 Installed Christmas Lighting.

Report online at  
[sussex.police.uk](https://sussex.police.uk)  
or call 101

In an emergency  
always call 999

Find us on social media



## What We Have Done

- Our Eastbourne BID chairs the Homelessness and Street Community Operations meetings, bringing together partners from Neighbourhood First, Sussex Police and the Rough Sleeper Initiative to tackle rough sleeping. These meetings have helped bring down numbers of rough sleepers in our town centre and reduced anti-social behaviour.
- We have co-funded the weekend drop-in centre for the street community. Every weekend, over 60 individuals attend a warm, dry, welcoming space away from the town centre.
- When the funding was cut, we supported the Street Wardens – re-negotiating the service level agreement to tackle anti-social behaviour and business crime in the high street. This has provided dedicated patrols in the town.
- We have boarded up access to empty units which were being used as sleeping areas and attracting crime.
- We installed new CCTV in Cornfield Road and Terminus Road to respond to business crime and anti-social behaviour.
- Since the BID Ambassador Programme has been established by the BID, the team has:
  - Recovered over £14,000 worth of stolen goods
  - Responded to over 2,000 calls
  - Dealt with 48 first aid incidences
- Successfully involved in 50 arrests, that have led to prison sentences for a number of the town's most prolific shoplifters.
- We have joined a 'clean up team' with Eastbourne Borough Council, Eastbourne Police and Environment First to target spots and get them cleaned urgently.
- We have worked with Sussex Police and Eastbourne Borough Council to secure a drop in spot to provide a town centre base for PCSOs, along with a safe space in the evening for vulnerable people.
- We have launched Best Bar None, supporting the night time economy in promoting excellence.
- We have launched a positive giving campaign, working with homeless groups and partners to deter begging in the high street

## What We Will Do

- We will continue to remove graffiti from prominent sites in the high street
- We will work with partners to address anti-social behaviour and business crime.
- We continue to lobby for additional support to tackle anti-social and crime in the town centre.
- We will continue to recover stolen goods.
- Our Ambassador, Jason will respond to your calls on 07516 927052. Please do call him if you require support.

2019 – 2023: What We Promised	What We've Done
<p><b>Reduce anti-social behaviour and crime incidences measured via reported crime statistics including the monthly community safety partnership.</b></p>	<p>We have established a town centre security panel, chaired by Luke Johnson of Your Eastbourne BID and involving the Police, EHA, Council and RSI to identify and resolve crime hot spots.</p> <p>We secured Operation Crackdown immediately before reopening to include a greater police presence on the street.</p> <p>We identified that Brighton were placing vast numbers of their homeless community in Eastbourne. Through lobbying, the BID ensured that those placed were relocated back to Brighton.</p>
<p><b>A co-funded outreach worker to work with the street community.</b></p>	<p>We have co-funded an outreach centre in Seaside Road, which supports the homeless community at the weekend, providing a safe, warm, space away from the town centre.</p>
<p><b>A business crime warden for the BID area.</b></p>	<p>Jason has been employed by Your Eastbourne BID, and continues to respond to calls from the business community. We have expanded this to include additional support for the Business Wardens.</p>
<p><b>We will establish a business led night time economy working group to take advantage of this great opportunity.</b></p>	<p>We have launched Best Bar None, which includes the best local businesses in the night-time economy sector and supports them with improvements, communication and promotions.</p>

CCTV Image



## What We Have Done

- In October 2021, due to lobbying from Your Eastbourne BID, alongside partners including the Chamber of Commerce, Edeal, Council, Towner, Hospitality Association and MP, it was announced that Eastbourne would receive £19.8million as part of the Levelling Up Fund.
- As a result of this partnership work, £7.6million of the Levelling Up Fund will convert Victoria Place into a vibrant, pedestrianised cultural district. We are working closely with businesses in Victoria Place to make sure that their views are heard in the delivery of this new project.
- We successfully applied to be part of the High Street Task Force, providing fully funded expert support for the town centre.
- We continue to provide updates about the redevelopment works in the town centre.

## What We Will Be Doing Next

- We know that Phase 2A – the works from Bankers Corner to Blacks, with the creation of a new town square – will have an impact on businesses in the town centre. We will work with East Sussex County Council to get you the most up-to-date news and information and keep you informed of progress. We will lobby to ensure that disruption is kept to a minimum.
- We will work with partners to drive through full pedestrianisation of Terminus Road – from the train station to the seafront.
- We will keep you informed of new developments, grants and support packages. Sign up to the dedicated business Facebook page for more information.



# Stronger Together





## What We Have Done

- We introduced an ice rink to Eastbourne's town centre with over 20,000 visitors. Opening on 1st December, the ice rink operated for 5 weeks. All BID levy payers were also offered two free tickets to the rink.
- Eastbourne was extensively profiled in local media, and posters displayed at prominent locations, including in all Southern Rail stations across their train line from Ashford to Worthing.
- Data shows that 54% of ticket holders were from out of the area.
- 50% agreed or strongly agreed that they spent more as a result of the ice rink.
- 48% agreed or strongly agreed that they came to the town centre as a result of the ice rink.
- 52% agreed or strongly agreed that they spent more money in the town as a result.
- We organised a four-day Christmas market in the town centre, providing a destination and attraction for visitors with improved stalls.
- We also introduced "Winterland" at the Enterprise Shopping Centre, with local stalls and traders selling products near the ice rink and an additional reads wooden bar areas to enhance the Christmas atmosphere.
- We relaunched a Christmas window competition, which saw businesses decorating their windows.





- We brought back the popular interactive Christmas tree as the centrepiece being installed at Bankers Corner during the Christmas period. We arranged a Christmas lights turn on vent which attracted hundreds of visitors despite poor weather.
- Our Christmas magazine was sent digitally to 250,000 subscribers of the Visit Eastbourne website.
- We worked with local community groups and churches to support 'inspiring angels' – which advertised the town centre in church publications across the region.
- We continued to fund the Christmas lights in 2022.

## What We Will Be Doing Next

- We will work with our Christmas partners to produce a range of Christmas activities for this year. Please do get in touch now if you want to be involved.
- Businesses are welcome to apply for funding to run their own Christmas events – via our seed funding scheme. Please do get in touch.



The balance brought forward will be re-invested on approved projects throughout 2023–2024

Income	Actual Figures 2022–2023 YTD <sup>2</sup>	Audited Figures 2021–2022 <sup>1</sup>	Audited Figures 2020–2021	Audited Figures 2019–2020
Levy <sup>3</sup>	£310,000	£332,289	£348,772	£313,013
Sponsorship	£3,000	£15,599	£9,300	£8,000
Grants	£9,089	£5,257	£5,837	£25,531
Christmas Market	£5,319	–	£417	–
Youth Market	–	–	–	–
Ice Rink Income	£173,895	£180,607	–	–
Other Income	£80	£43	–	–
<b>TOTAL INCOME</b>	<b>£501,383</b>	<b>£533,795</b>	<b>£364,326</b>	<b>£346,544</b>

Project Expenditure				
Dressing the Town	£47,429	£55,601	£91,174	£56,892
Footfall, Marketing & Promotions	£59,688	£79,202	£38,816	£9,815
Safe & Secure <sup>4</sup>	£15,996	£24,219	£29,764	£24,184
Stronger Together	–	–	–	–
Ice Rink Expenses	£239,783	£185,959	–	–
<b>TOTAL PROJECT EXPENSES</b>	<b>£362,896</b>	<b>£344,981</b>	<b>£159,754</b>	<b>£90,891</b>

Office Costs				
BID Collection Fee	£21,092	£10,891	£7,438	£8,345
BID Loan Repayment	–	£13,507	–	£39,000
Office Costs <sup>5</sup>	£106,047	£91,405	£63,797	£56,343
<b>TOTAL OFFICE COSTS</b>	<b>£127,139</b>	<b>£115,803</b>	<b>£71,235</b>	<b>£103,688</b>

**OUTSTANDING DEBT**                      **£39,160**  
2019–2023<sup>6</sup>

1. Numbers are subject to confirmation/adjustment in the audited end of years accounts to be confirmed at the BID AGM on August 30th 2023.
2. Numbers are subject to confirmation/adjustment in the audited end of years accounts to be confirmed at the BID AGM in 2024.
3. This includes levy collection from 2022–2023 and recovery of debt from previous years.
4. Please note, in 2022, the BID brought our ambassador contract in house which is why our office costs have increased, and why our security costs have seemingly decreased.
5. This includes salaries and project management. Please note, in 2022, the BID brought our ambassador contract in house which is why our office costs have increased, and why our security costs have seemingly decreased.
6. This is currently being pursued, and legal action taken where debt remains outstanding.





## Get in touch

49 Gildredge Road,  
Eastbourne, BN21 4RY

Enquiries: 01323 671 660

Ambassadors: 07516 927 052



EastbourneBID



youeastbourne

