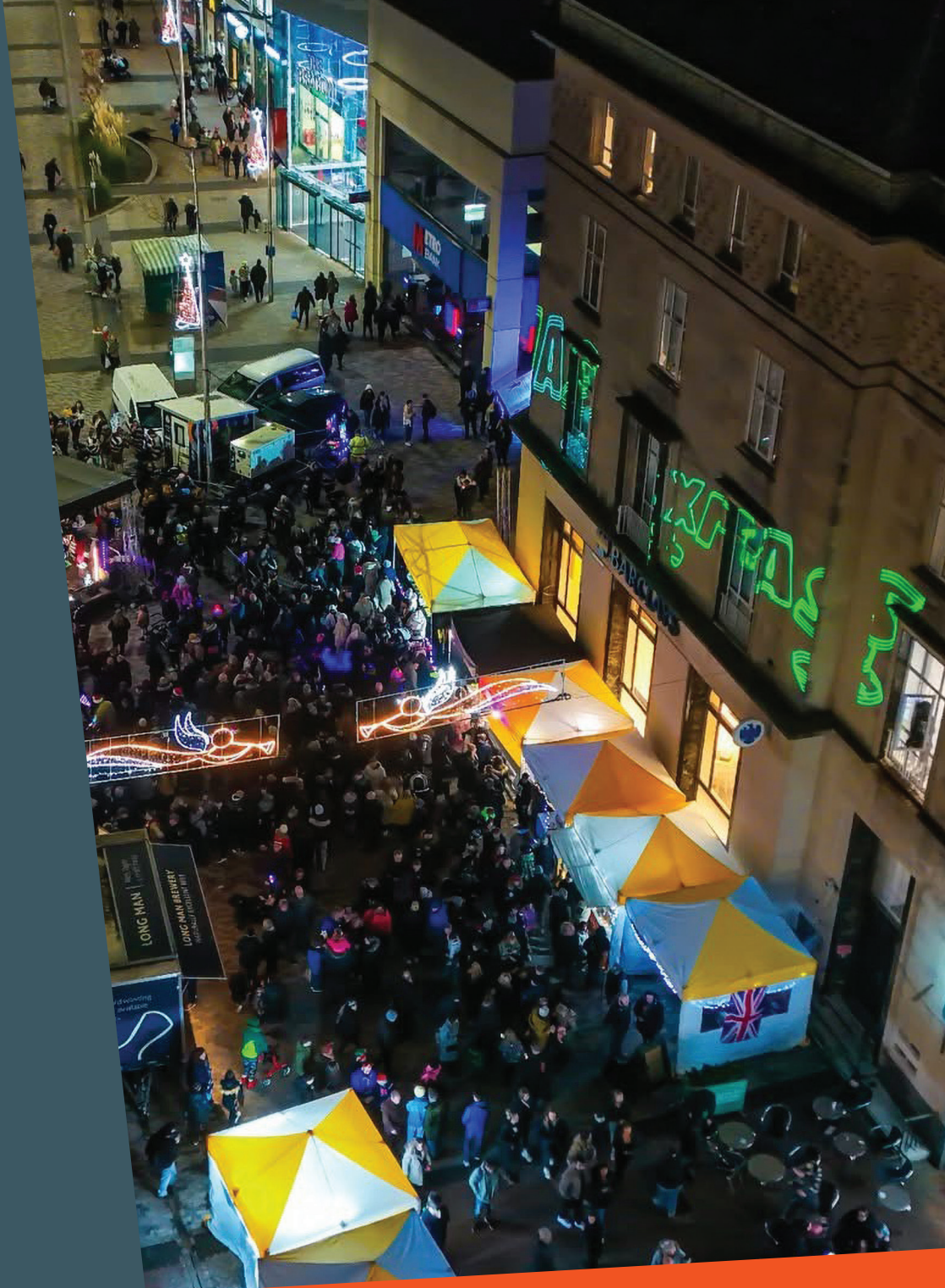




Your Eastbourne



Your Eastbourne BID Annual Budget Report 2025–2026

Your Levy Explained

This year, the BID has worked really closely with businesses to support them through the significant improvement works in the town centre.



We have been able to do so much this year, because we have worked with some incredible businesses and partners who have adopted planters, helped dress windows, joined us on chewing gum clean ups and really rolled their sleeves up!

Thank you.

Now, as part of our annual report, we'd like to hear from you on what you'd like the BID to prioritise next, and how you'd like to get involved. Please scan our QR code to give us your feedback and together, we will make Eastbourne town centre even better.



Regards

Shoes Simes, Chair



Board Members:

Your Eastbourne BID Board consists of Volunteer Directors who represent the town freely.

Carl Bird
Tall Guy Coffee

Nick Ducatel
Eastbourne Borough Council

Christina Ewbank
Eastbourne *unLtd*
Chamber of Commerce

Aleksandra Gatta
Gianni's

Simon Groves
PRG Marketing Communications

Paul Hill
Complete Financial Planning

Hannah Jordan
Towner Gallery

Tom Meggison
Metrobank

Mark Powell
The Beacon

Ashley Pugh
Brufords

Shoes Simes
The Eagle and Dew Drop Inn

Phil Simpson
Primark

Colour and Cleanliness

What we have done

- 50 planters adopted by businesses across town, plus 14 railing planters – all kept blooming thanks to local businesses and BID funded planting.
- £50k+ invested in Christmas lights, trees and festoon lighting. We have also maintained festoon lighting in Mark Lane, South Street, Grove Road, Langney Road, Cornfield Terrace and Terminus Road, as well as wayfinding signage and lamp post banners.
- We secured new lighting in Victoria Place and olive trees both funded by the Levelling Up Fund after business consultation.
- We conducted regular street cleans, including litter picks, graffiti clean ups, fly-tipping reporting and chewing gum removal.
- We secured a deep clean of Victoria Place from East Sussex County Council ahead of handover, with a deep clean of the high street also taking place.

What we will do next

- Provide new planters and planting schemes for businesses to adopt.
- Install new and decorative lighting – including Phase 2A of Terminus Road – and keep investing in our Christmas lights.
- Work with the Council's Difficult Properties Group on vacant units, and push for improvements to Hyde Gardens, our only green space in the town centre.
- Conclude the Victoria Place beautification (awnings, archway and artwork) and find solutions to unsightly bins across town.



Safe and Secure

What we have done

- Recovered over £15,000 in stolen items and responded to over 1,700 incidents, supporting police with arrests and identification of suspects.
- Supplied CCTV footage to Sussex Police for prosecutions and banning orders including maintaining 10 cameras, with a new one to tackle fly-tipping.
- Lobbied for more police patrols during peak seasons and campaigned with partners for a solution to rough sleeping at the train station.
- Organised new CCTV to be installed in Victoria Place funded by the Levelling Up Fund.

What we will do next

- Continue ambassador services, logging shoplifting incidents and expanding our CCTV network.
- Run a Crime Prevention drop-in with Sussex Police, and organise a multi-agency meeting with the Police, Council and Police and Crime Commissioner's office to tackle crime in the town centre.
- Support the Positive Giving Campaign to tackle begging and rough sleeping.

Stronger Together

What we have done

- Supported businesses through the town centre improvement works – including preventing excessive street furniture and securing a Christmas pause on roadworks.
- Worked with the Enterprise Shopping Centre to oppose a bus lane, including speaking at the planning committee. We continue to work with them to support their campaign.
- Ensured the Cornfield Road bus ramp was repaired and lobbied for better temporary pavement works.
- Pushed for greater access for businesses during the Phase 2A re-pedestrianisation works, from Bankers Corner to Halifax Bank.

What we will do next

- Work with the Eastbourne Neighbourhood Board on shared priorities.
- Campaign for free parking after 3pm and a stronger night-time economy.
- Lobby for funding to complete the re-pedestrianisation from Marks & Spencer to TJ Hughes and to push for further pedestrianisation in areas, such as Mark Lane, with the support of businesses.
- Continue supporting businesses through ongoing town centre improvement works, including Phase 2A and Victoria Place.



Footfall and Promotions

What we have done

- Delivered a full Christmas programme including Little Chelsea Festive Fun and Fireworks, a Window Competition, the 'Peter Pan' Panto Trail, the lights switch-on, a Christmas magazine, and a children's light-design competition with over 1000 entrants.
- Backed Eastbourne Pride's town centre launch in Little Chelsea. Brought live music and picnic benches back to Victoria Place.
- Delivered 'Pour Decisions', a night-time event in Mark Lane and Station Street and partnered with the Lawn Tennis Association and Airbourne for town-centre fanzones.
- Grew destination markets such as the Youth Market's return, the region's largest Farmers Market, and new 'Antiques by the Seaside' – and reached 645,000 views on Facebook.

What we will do next

- Whether it's Eastbourne Pride, The Victoria Place Pop Up Park, or Pour Decisions, the success of events is down to the businesses that help shape them. So, if you'd like an event in your area, get in touch and let's work on a plan! The BID can provide materials, expertise, publicity, liaison with statutory partners as well as seed funding.
- Continue to support the Love Local, Shop Local campaign – leveraging our social media reach to customers near and far.
- Relaunch Green Light Music Festival in April, a celebration of original and new live music across many venues in the town centre.

Finance Report

Any balance brought forward will be re-invested on approved projects through 2026–2027

Income	2025–2026 ²	2024–2025 ¹
Levy Income ³	£285,000	£300,000
Sponsorship	£3,100	£3,850
Other	£6,842	£2,440
TOTAL	£294,942	£306,290

Project Expenditure		
Dressing the Town	£62,850	£61,023
Footfall, Marketing and Promotions	£65,095	£61,938
Safe and Secure	£50,576	£54,726
Stronger Together	£1,050	£4,062
TOTAL SPENT ON PROJECTS	£179,571	£181,749

Office Costs		
BID Collection Fee	£8,883	£6,016
Office Costs ⁴	£86,929	£78,661
TOTAL OFFICE COSTS	£95,812	£84,677

DEBT OWED	£44,484 ⁵	£20,772
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Notes:

1. Numbers are subject to confirmation and adjustment in the audited end of year accounts to be confirmed at the BID AGM in Autumn 2026.
2. Numbers are subject to confirmation and adjustment in the audited end of year accounts to be confirmed at the BID AGM in Autumn 2027.
3. This includes levy collection from previous years that have been recovered as part of our collection process.
4. This includes a percentage of salaries.
5. This includes money from delayed recovery as a result of the Council's new systems in 2023–2024. Monies are still owed to the BID, and every effort is made to recover the debt, with recovery action taken where necessary. Any balance will be reinvested in new projects for 2026–2027.



Your Eastbourne BID

2025–2026 in Brief

73

days' worth of events
driving footfall into town

£50k+

invested in our town's
Christmas lights

10

CCTV cameras
protecting our town
(with more due to be installed)

645k

views on our
Facebook page

64

planters cared for

1000+

schoolchildren entrants
to the Design a Christmas
Light Competition

50

videos and stories
produced online and
in print free of charge

2.5km

of festoon lighting
installed and maintained,
all year round

70+

starter packs delivered
free for shop window
dressing competitions

£15k+

of stolen goods recovered

Get in touch

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Security Ambassadors: 07516 927052

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To complete our survey
please scan the QR code

 EastbourneBID

 youreastbourne