

Committee Manager : Carrie O'Connor (Ext: 37614)

12 September 2018

BOGNOR REGIS REGENERATION SUBCOMMITTEE

A meeting of the Bognor Regis Regeneration Subcommittee will be held in **The Council Chamber, Bognor Regis Town Hall on Monday 24 September 2018 at 6.00 p.m.** and you are requested to attend.

Members: Councillors Hitchins (Chairman), Mrs Madeley (Vice-Chairman), Bence, Bower, Mrs Brown, Charles, Dillon, Reynolds and Stanley

A G E N D A

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of pecuniary, personal and/or prejudicial interests that they may have in relation to items on this agenda and are reminded that they should re-declare their interest before consideration of the item or as soon as the interest becomes apparent.

Members and officers should make their declaration by stating :

- a) the item they have the interest in
- b) whether it is a pecuniary, personal and/or prejudicial
- c) the nature of the interest

3. MINUTES

To approve as a correct record the Minutes of the meeting held on 25 June 2018 [attached].

4. ITEMS NOT ON THE AGENDA WHICH THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5, BOGNOR REGIS TOWN CENTRE MANAGEMENT AND BID UPDATE

This report provides a final evaluation of the town centre management initiative, together with an update on the recently adopted Business Improvement District (BID).

6 BOGNOR REGIS REGENERATION POSITION STATEMENT

To receive and note the Position Statement.

(Note: *Indicates report is attached for all Members of the Subcommittee only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager or from the Council's web site at www.arun.gov .

Note: Members are also reminded that if they have any detailed questions, would they please inform the Chairman and/or relevant Lead Officer in advance of the meeting).

Subject to approval at the next Subcommittee meeting

BOGNOR REGIS REGENERATION SUBCOMMITTEE

25 June 2018 at 6.00 pm

Present: - Councillors Mrs Madeley (Vice-Chairman – in the Chair), Bence, Bower, Mrs Brown, Charles, Dillon, Reynolds and Stanley.

Councillor Reynolds was absent from the meeting during consideration of the matters referred to in Minutes 1 – 6 (part).

1. WELCOME

The Chairman welcomed Councillor Stanley to the meeting as a recently appointed member of the Subcommittee.

2. APOLOGY

An apology for absence had been received from Councillor Hitchins.

3. DECLARATIONS OF INTEREST

The following declaration of interest was made:-

Councillor Stanley stated – “I wish to make this meeting aware that I may have made public statements in meetings and in written submissions that I did not support the regeneration proposals for Bognor Regis, and more recently for the Hothamton site. These were my views at that time. However, I have an open mind regarding this matter and I will listen and consider all the relevant issues and interests presented at this meeting and I confirm that I will reach my decision based on merit and not bias.”

4. MINUTES

The Minutes of the meeting held on 14 December 2017 were approved by the Subcommittee as a correct record and signed by the Chairman.

5. START TIMES

The Subcommittee

RESOLVED

That the start times of meetings for the remainder of 2018/19 be 6.00 p.m.

Subject to approval at the next Subcommittee meeting

(In the course of consideration of the following item, Councillors Bower, declared a personal interest as Chairman of the Development Control Committee as reference was made to future planning applications. He reserved his right as to the detail of what might come forward and remained in the meeting and took part in the debate and vote.)

6. BOGNOR REGIS SEAFRONT

The Senior Regeneration Officer presented this report which provided an update on the progress of regeneration works on Bognor Regis Seafront between the Pier and Butlin's, together with an outline of future plans. Advice was given on the reasoning behind having a Style Guide and Stalls Zone layout plan, which would ensure that buildings in a modern and timeless design style would be delivered in a co-ordinated manner and that the commercial offer on the seafront would be greatly improved. Retention and improvement of the listed Bandstand would be integral to the regeneration work and it was proposed to make a grant application to the Coastal Revival Fund for these improvements.

The Subcommittee was advised that the "Beach on the Beach" sand play area and the new recently completed play area "Play on the Beach" were extremely successful. In addition, following granting of planning permission, work had commenced on the installation of the base for the new public toilets on the promenade and it was anticipated that these would be open in time for the summer holidays.

In considering the item, a request was made for investigations to be undertaken as to whether access down to the beach could be improved as it was extremely difficult for a lot of people to navigate over the shingle. An officer response was given that this matter had previously been raised and was being looked into by the Bognor Regis Town Council, which had been invited to submit proposals to achieve this.

Members participated in general discussion which covered design concept; use of the bandstand; anticipated delivery timescale; and hours of trading for the concessions. Officers responded to questions as they were raised.

The Subcommittee then

RESOLVED

That the grant application for up to £50,000 funding from the Coastal Revival Fund be supported for the improvement of the bandstand; and

Subject to approval at the next Subcommittee meeting

RECOMMEND TO FULL COUNCIL – That

- (1) the proposed Style Guide be approved;
- (2) the proposed Stalls Zone layout be approved;
- (3) the delivery of the Council funded catering unit be approved, as set out in the report;
- (4) authority be delegated to the Director of Place to place orders as required to construct the catering building, subject to planning approval;
- (5) authority be delegated to the Director of Place to sign off leases/licences required to appoint a suitable catering operator.

7. BOGNOR REGIS REGENERATION POSITION STATEMENT

In receiving and noting the Position Statement, particular comment was made with regard to the following:-

Butlin's – a request was made that those local residents living in close proximity to the new swimming pool development be given use of the pool on completion. The Group Head of Economy said that the matter would be raised through the Regeneration Board meeting.

Wider Economic Strategy/Policy – The Group Head of Economy advised that the signing of the Growth Deal partnership document with West Sussex County Council would take place in the summer. In addition, the Leader stated that the Strategic Economic Plan was being signed this week, which was an important document as it aligned with the Government's Industrial Strategy and that much of central government funding for regeneration work would be distributed through the LEP (Local Economic Partnership) in the future.

Thanks were extended to the Economic Regeneration Team and the Property & Estates Manager for their efforts in improving the profile of Bognor Regis and for the positivity that was being generated.

(The meeting concluded at 6.50 p.m.)

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF BOGNOR REGIS REGENERATION SUB-COMMITTEE ON 24 SEPTEMBER 2018

PART A : REPORT

SUBJECT: BOGNOR REGIS TOWN CENTRE MANAGEMENT AND BID UPDATE

REPORT AUTHOR: Caroline Gosford: Arun DC
DATE: 31st August 2018
EXTN: 37854
PORTFOLIO AREA: Economy Group, Place Directorate

EXECUTIVE SUMMARY:

The report provides a final evaluation of the town centre management initiative, and an update on the recently adopted Business Improvement District (BID)

RECOMMENDATIONS:

Members are requested to recommend to Full Council that:

1. The contents of the report are noted.

1. BACKGROUND:

1.1 Town Centre Management History

In 2011 the Council was instrumental in drawing together a stakeholder partnership, the Town Centre Management Group, to look at how to improve Bognor Regis town centre.

In 2012 an independent survey of traders was commissioned by the Council to establish their priorities for improvement, and a Walking Tour of the town undertaken with Members from all tiers of local government to understand their priorities. From these data sources, the "Heart of the Town" Strategy and Action Plan was drawn up to deliver the priorities identified which fell into two main categories: improvement of the public realm and proactive management of all aspects of the town centre.

From 2013, the Council focused on the public realm improvements which have been delivered for the core town centre area. A Traders' Association was set up, and a Free 2 hour Parking scheme established in partnership with the Council and Town Council. It soon became clear that existing officer resource from town and district Councils would not be sufficient to deliver the detailed and co-ordinated management and improvement of the town centre. A dedicated town centre manager would be required to achieve this.

1.2 Town Centre Manager post

The Town Centre Management Group set about collating the funding for such a post. The concept was that the post would be funded for 4-5 years, with the “end game” being the establishment of a Business Improvement District to provide ongoing sustainable funding for the management and improvement of the town centre.

The £270k+ funding for the 4.5 year post plus a small working budget of around £30k came from several sources as set out below:

Sainsbury's S106 via ADC	£104,049
Arun District Council	£87,000
Bognor Regis Town Council	£40,000
Butlin's	£40,000

The University of Chichester agreed to host the post. This management arrangement has delivered an additional in-kind contribution of around £50,000 to the initiative.

Toyubur Rahman was appointed as Bognor Regis Town Centre Manager in May 2014.

2. TOWN CENTRE MANAGEMENT DELIVERY :

This report sets out an evaluation of the town centre management initiative over the 4.5 years it has been operational.

2.1 Business Plan/Work Programme

Early in the delivery, a Business Plan setting out the vision and overarching objectives, and a Work Programme were created in collaboration with the Town Centre Management partners. These were drawn up using traders' and public surveys and stakeholder input to identify priorities and deliverables, together with baselines in order to measure the impact and performance of the town centre management.

The Business Plan included the vision “***To become a premier seaside town, building on its culture, heritage, and traditions whilst fully embracing modernity***” with key objectives which translated into the four main headings used in the Work Programme:

- “A Welcoming Town Centre”
- “A Well-Known Town Centre”
- “A Town Centre where businesses can thrive”
- “A Regenerating, Developing and Accessible Town”

Under each heading there was a series of deliverables (18 in total) with associated objectives, and various actions under each deliverable.

2.2 Evaluation of delivery and progress

Review of the Work Programme shows that most (13/18) deliverables have been completed and achieved, with objectives met and often (5/13) exceeded. The majority of the actions within the deliverables have been completed, and those that have not are started, or held over to become part of the BID. Preparation for the BID and its implementation have absorbed much of the last two years of the Town Centre Manager's contract time. A summary of the Work Programme deliverables, activity and progress can be seen in Appendix A. A presentation will be shown at the meeting of the outcomes delivered which will become Appendix B to this report.

2.3 Highlights

Many of the objectives have been achieved and expectations exceeded on many occasions. An example of this was the work leading up to the inception of the Business Improvement District. The percentage turnout (60%) was one of the highest nationally compared to other BID ballots which indicates the depth of engagement with, and buy-in from the voting businesses. The majority voting in favour of the BID (80%) was also exceptionally high which is an endorsement of businesses' satisfaction with town centre improvement work to date, and the preparation of a strong and relevant BID Business Plan that meets the needs of the town centre businesses.

Some highlights typifying the impact of the town centre management initiative are listed below:

- **Aerial Birdman:** Innovative, creative and ambitious event with 135m zipwire that drew positive national attention and delivered record-breaking footfall and spend for town centre businesses
- **Winter Ice Rink:** The opportunity to have the ice-rink on Place St Maur for Christmas 2017 arose at very short notice. A concerted partnership effort by many Council officers, the Town Centre Manager, the ice rink operator, local traders, the Alexandra Theatre and other stakeholders made it possible. It was a huge success and universally popular with an estimated 9,500 skaters plus 5,000 other visitors to the rink, benefitting both the local community and businesses.
- **Great British High Street:** Finalist in this prestigious national competition in 2015, raising the profile of the town on a national stage for all the right reasons. In addition to this, Toyubur Rahman was awarded the Special Recognition Award for his "remarkable achievements" as DCLG described them in the citation letter.
- **Retail Centre Quality:** There has been a step-change in the quality of the appearance of both the town centre public realm, and how the retail offer presents itself. Uplifting the public realm with investment of around £2.8m has encouraged business investment in town centre premises to the extent that over 50% of premises have been upgraded, with an estimated investment value of over £3m. This is reflected in the improved external and internal condition of business premises in the town centre. This is evidenced by the regular shop condition audits and before and after images, and the improved quality of the shop-fitting and display. This is clearly a good level of business investment, for example Boots' recent make-over was their largest refit investment in England. This investment has in turn made Bognor Regis a more attractive location for new outlets as evidenced by the recent influx of independents opening up for business.
- **Vacancy Rate:** This has been reduced from a high of 13.3% in October 2012 to 6.7% currently. As an example, Queensway previously had 26% vacancy rate and currently there are no vacant units. This is against a current national vacancy rate of 12%, with coastal towns traditionally faring worse than this.
- **Trader Training:** Levering in free training provision for businesses on topics they requested, for example the award-winning Customer Service training delivered by Butlin's who train Waitrose/John Lewis staff.
- **Civic Pride:** Although this is subjective and hard to measure it appears this has been generated in both town traders and the public. Traders have been engaged and involved in the many new events run in London Road precinct, from dressing up in Dickensian costumes during a themed Christmas market to being part of the shop window Advent Calendar, Community Clean-Up days to being part of

Children's Fun Days or live music events, handing out samples and leaflets to volunteering at other events. It is hard to quantify civic pride, but the public seem more proud of, and positive about, their town and less tolerant of those who chose to be negative about it.

- **Partnership and Co-ordinated Working:** The town centre has many stakeholders and service providers, who previously worked independently of each other. This resulted in a lack of co-ordination (9 different styles of bollard, overlapping events), a prevailing sense of disrepair and neglect, duplication and style differences and no "big picture" to work or aspire to. The Town Centre Manager role has been able to draw these individual town centre elements together to function as a whole and focused on a collective vision with an ambitious quality standard. Town centre management is a partnership activity that requires careful balancing of the desires and issues of stakeholders, and the need to extract the quality of services the town deserves from service providers, all the while keeping everyone on-side and working positively together. The results are demonstrated in the achievements set out in the Work Programme, and the very different face the town centre now presents to the world.

Joint working around events has created complementarity and increased the benefits they bring to the town, for example, running Christmas Markets and late-night shopping with the Town Council's popular Lights Switch-On event brings large and sustained footfall into the town for the benefit of traders.

The Council has been fully supportive of the Town Centre Management initiative and has contributed both financially and through officer time. An example of this was the huge undertaking of preparing for the BID vote which council officers resourced rather than commissioning external consultants. Significant officer time from 4 different Council officers enabled this process to be successfully completed in parallel with the Town Centre Manager's day-to-day role of ensuring efficient running of the town centre.

2.4 Data and Evidence

There is clear measurable evidence underpinning the improvements delivered by the Town Centre Management initiative in partnership with local stakeholders. Some are listed below with the data source in brackets:

- **Vacancy rates** halved: 13.3% to 6.7% across town centre (Regular Shop Audits)
- **Shop front condition** improved from an average of 2 out of 4 to 3 out of 4. The scale used is 1 – "Poor condition, grubby, untidy", 2 - "Average condition, OK", 3 - "Good condition, clean", 4 - "Very good, near perfect". Improvement has been so marked since audits started that the measurement scale has been recalibrated for the BID baseline. (Shop Audit)
- **Visitor numbers** increased: day visits up by 7% and staying visits by 9% between 2013-16 (Tourism SE: latest data 2016). This outperforms the South East and England overall.
- **Visitor spend** increased: day visit spend up 2.5% and staying spend up 3% between 2013-16 (Tourism SE: latest data 2016)
- **Footfall increased:** Overall since monitoring began, and also into peripheral areas of town centre. Data to be presented at the meeting.

In addition to this, the “after” surveys with traders and the public are being carried out during September 2018 which will record the change in satisfaction with the town since the 2014 baseline.

2.5 Business Improvement District (BID) Update

Following the successful ballot of town centre businesses, the BID was established in April 2018 and will run for 5 years. The BID company is now incorporated and is led and managed by a Board of 12 business Directors. It is set up as a company limited by guarantee as the Bognor Regis Improvement District Ltd and has the required legal agreements, insurances and accountancy services etc in place. A part time administrative assistant has been employed by the BID. The current Town Centre Managers contract ends in October 2018 and the BID are reviewing their future staffing arrangements.

An office base has been selected by the BID company in the unoccupied shop unit under the Picturedrome. Some maintenance issues need to be resolved before the unit can be occupied.

The Board is responsible for delivering the BID Priorities as set out in the Business Plan voted for by businesses, and paid for by a levy of 1.5% on their Business Rates which will generate over £700,000 across the five years of the BID term. The Priorities were drawn from the survey of businesses and are:

- A Well-Known Town Centre – to help improve the perception and image of Bognor Regis including events
- A Welcoming Town Centre – to help reduce crime and anti-social behaviour
- An Active Town Centre at Night – to help stimulate the evening and night-time economy
- Better Parking – to make it easier for visitors and staff to park in town and improve access

Delivery since April includes:

- the BID commissioning the agency behind the popular “Love Bognor Regis” initiative to deliver ongoing marketing and promotion activity including regular BID Newsletters,
- new promotional banners in the precinct and a BID section within the “Love Bognor Regis” website.
- a uniformed Community Warden service recently appointed to help reduce crime and antisocial behaviour.
- The 2 hour free parking scheme for 2019 has also been agreed between the BID and Arun DC.
- Looking ahead, the team’s immediate focus is to carry on working with partners to deliver a range of Christmas activities. This includes the planned return of the successful Christmas Ice Rink on Place St Maur.

The District Council is committed to the successful delivery of the BID and will be working closely with all the partners to achieve this.

3. OPTIONS:		
1. To note the contents of the report		
2. Not to note the contents of the report		
4. CONSULTATION:		
Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		x
Relevant District Ward Councillors		x
Other groups/persons (please specify)		x
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial		x
Legal		x
Human Rights/Equality Impact Assessment		x
Community Safety including Section 17 of Crime & Disorder Act		x
Sustainability		x
Asset Management/Property/Land		x
Technology		x
Other (please explain)		x
6. IMPLICATIONS:		
As this is an information report there are no implications		

7. REASON FOR THE DECISION:
To provide an evaluation of the end of the partnership led Bognor Regis town centre management initiative and demonstrate value for money from the Council's investment in same.

8. BACKGROUND PAPERS:
Appendix A: Work Programme
Appendix B: Presentation (to follow at the meeting)

Town Centre Management Work Programme

Green = achieved Amber = partial Red = Fail Purple = exceeded

1. A Welcoming Town Centre

<u>Deliverable</u>	<u>Objective</u>	<u>Ease/Impact</u>	<u>Measure</u>	<u>Partners</u>	<u>Result</u>	<u>Commentary</u>
1.1 Shop Frontage improvement	Uplift streetscape	Hard/High	Shop Audit: Condition Audit: target list	ADC S215 Officer Businesses	Purple	Step change in shop front condition/presentation Good partnership working with S215 Officer
1.2 Clean and Tidy Campaign	Improve public realm	Med/High	Satisfaction survey	ADC Cleansing ADC Litter Police Businesses	Green	Noticable improvement since new public realm Community Clean Up Days successful Civic pride generated, less graffiti/vandalism
1.3 Shopwatch scheme	Reduce crime & ASB	Med/High	Crime/ASB data Scheme in place Members active	Existing Pubwatch/BCRP Police & ADC Comm Safety	Red	Traders voted to run this themselves - no progress Business Warden scheme relaunch worked well Police cuts and rise in ASB = not good situation

2. A Town Centre where Business can thrive

<u>Deliverable</u>	<u>Objective</u>	<u>Ease/Impact</u>	<u>Measure</u>	<u>Partners</u>	<u>Result</u>	<u>Commentary</u>
3.1 Inward investment	Reduce vacancy rate New businesses	Med/High	Vacancy rate Business retention New businesses Number of Independents Marketing opportunities	ADC Regeneration BR Town Council BR Traders Association BR Regeneration Board Agents	Purple	Vacancy rate halved and still falling Investment in premises over 50% improved New businesses coming in are good quality indies Partnership promote BR as investment destination - £1billion committed "Turning the Tide" investment conference partner
3.2 Business support pack	Support new businesses Reduce Vacancy rate	Easy/High	Vacancy rate Business retention New businesses Support Pack	ADC Business Development BR Town Council BR Traders Association	Amber	Vacancy rate reduced Levered in business/apprenticeship/shop front grants and training via ADC Support Pack not done, no demand from businesses - tailored 1-2-1 support deemed more appropriate
3.3 Business Improvement District	Achieve "YES" vote	Hard/High	Feasibility Report BID Business Plan/Ballot BID implementation	ADC Regeneration ADC Revs and Bens BR Town Council BR Traders Association	Purple	Feasibility Report and Business Survey advised BID Business Plan Levered in support from partners in place of normal consultancy support for which there was no budget Resounding 80% in favour by RV and turnout High turnout 60% by industry standards BID fully implemented and operational
3.4 Customer Service Training	Improve customer service	Easy/High	Satisfaction survey Visitor numbers Training delivered	Butlin's	Green	Popular, well-received free training sessions held
3.5 Digital High Street	Business sustainability Increase businesses using internet	Easy/Med	Business Retention Training delivered	BR Traders Association	Green	Popular and well-received training sessions held More businesses now email contact than previously

3. A Well Known Town Centre

<u>Deliverable</u>	<u>Objective</u>	<u>Ease/Impact</u>	<u>Measure</u>	<u>Partners</u>	<u>Result</u>	<u>Commentary</u>
2.1 Marketing & promotion	Awareness-raise Perception change More & longer visits Target Butlin's/students Target higher-spending	Easy/High	Marketing Strategy Marcomms delivery	ADC Comms U of C	Green	Footfall up Direct town centre advertising'leaflets in Butlin's Freshers Week offers for students Regular content in affluent village magazines Visits to Rotary and the like to encourage visits
2.2 Placebranding	Awareness-raise Perception change	Easy/High	TCM brand Place brand developed	ADC/WSCC/U of C	Amber	TCM logo co-ordinates with existing brands Town place-branding underway HemingwayDesign
2.3 Quality Events	More & longer visits Target Butlin's/students Target higher spending	Med/High	Satisfaction Survey Footfall increase 3 strategic events/year Smaller events	ADC Events BR Town Council	Purple	Footfall up for regular markets & events Trade increases during events National positive promotion Aerial Birdman Used quality events to attract higher spending visits
2.4 Loyalty Scheme	Increase retail sales	Med/High	Scheme in place	ADC Regeneration (S106) BR Traders Association	Amber	£5k ringfenced funding for Loyalty Scheme in place, carried over to BID to implement. A scheme linked to 2 hour free parking discs is scoped out in principle but not yet implemented

4. A Regenerating, Developing and Accessible Town Centre

<u>Deliverable</u>	<u>Objective</u>	<u>Ease/Impact</u>	<u>Measure</u>	<u>Partners</u>	<u>Result</u>	<u>Commentary</u>
4.1 Support ongoing public realm work	Improve trading More & longer visits Target higher spending	Hard/High	Satisfaction Survey Visitor numbers/spend Business retention Completed scheme	ADC Regeneration/Parks BR Town Council West Sussex CC BR Traders Assoc	Purple	Public realm work implemented, minimised disruption to businesses TCM advocated for businesses throughout; promotion/signage mitigated for disruption Increased footfall and visitors Vacancy rate reduced Attracting higher quality new businesses
4.2 Accessibility: improved/free parking, wayfinding	More & longer visits	Med/High	Satisfaction Survey Visitor numbers/spend Free parking in place Wayfinding in place	ADC Car Parks ADC Regeneration BR Town Council BR Traders Association	Green	Wayfinding scheme partner, new monoliths in place Free parking scheme ongoing, raising income Footfall and visitor number increased
4.3 Area based initiatives	Reduce vacancy rate Improved offer More visits/footfall	Hard/High	Old Town uplifted Queensway greening Sudley Rd alley improve Green infrastructure	ADC Regeneration/Parks BR Town Council West Sussex CC BR Traders Assoc	Green	Old Town public realm/public art/pedestrianisation plans ready to implement when funding available Artisan Markets and branding/promotion increased footfall to this end of town Queensway planting upgraded by BR Town Council; vacancy rate from 26% down to 0% Sudley Rd alley redevelopment coming forward from two landowners to uplift

4.4 Town centre wi-fi	More & longer visits	Med/High	Satisfaction Survey Visitor numbers/spend Vacancy rate Business retention Fast free wifi available	BR Town Council BR Traders Association	Green	Visitor numbers and spend increased Wi-Fi initially in town and on seafront funded by BR Town Council, now ongoing Exploring faster and more complete coverage
4.5 Evening & night-time economy	More visits/footfall Higher spend per visit	Hard/High	Footfall increase ENT New quality ENT businesses New cultural activity Work to Purple Flag	ADC Licensing Businesses	Green	ENT footfall increased >10 new quality outlets open, transformed offer

Bognor Regis Regeneration Position Statement

Project/Opportunity	Update Sept 2018
<p>1. Enterprise Bognor Regis Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial sites co-located north of Bognor Regis straddling the A29. The aim is to make the sites ready and attractive for early development to accelerate business and employment growth, and many pre-planning studies were undertaken which has hastened development. There is limited greenfield commercial land available on this scale within Coastal West Sussex area.</p>	<p>The Local Plan is now adopted. Landowners of EBR sites are reporting good occupier interest. Hanbury has sought change of use from industrial to retail to allow Lidl and The Range onto their Oldlands Farm site.</p> <p>The planning application for the SaltBox site was approved. However the bid to the Coast to Capital Growth Fund for a £5m grant for infrastructure on the Saltbox site was not successful. The Council are discussing next steps with the landowners and agents.</p>
<p>2. Gardens by the Sea The Council owns two key regeneration sites at the Regis Centre and Hothampton car park and is seeking to develop them to obtain the maximum regeneration benefit for the town.</p>	<p>The council is in the process of appointing consultants to prepare and submit the detailed designs and planning application for the park.</p> <p>Negotiations continue with relevant stakeholders on the Regis site to explore redevelopment opportunities for this site. A Full Council report authorised the disposal of part of the site for a hotel/pub/ restaurant. It also reconfirmed the Council's position as landowner of the site i.e. to redevelop the sites in line with the approved concept designs.</p>
<p>3. Town Centre Initiatives A vibrant and appealing town centre offer of shops, public realm and events is a key draw for both residents and visitors. A Business Improvement District (BID) is in place from April 2018 for 5 years. Work is delivered in partnership with BID Manager, BID Board and Bognor Regis Town Council.</p>	<p>The BID company is in place with a BID Board of 12 business directors. The Board has commissioned marketing and promotion support and a uniformed security service. Vacancy rate is 6.7% (18 premises), down from 8% across the previous town centre area and 9.2% (37/404 premises) across the wider BID area.</p> <p>The BID Board is reviewing staffing for the BID.</p> <p>Consideration is being given to future uses for the upper storeys of the Arcade.</p>
<p>4. Seafront Regeneration The Seafront Strategy was adopted in 2009 and set out plans to enhance the area. The Seafront Delivery Plan for the central section of the seafront was approved in 2016, with thematic zones and a strategic template for delivery of regeneration initiatives.</p>	<p>The new accessible public toilets were delayed by a last minute failure by the building manufacturer, so portable toilets were installed for the summer at their cost. Designs are being drawn up for the new café east of the bandstand.</p>
<p>5. University of Chichester The University has a campus in both</p>	<p>The construction of the £36m Engineering and Digital Technology Park is opening in</p>

<p>Chichester and Bognor Regis, with strong links with the wider regeneration of Bognor Regis. It has ambitious plans for campus expansion and doubling student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p>	<p>September 2018. The launch of 31 new degree courses is the largest STEM launch since the 1960's and will bring 1500 new students to the town. The London Road lorry and coach park will be marketed for student accommodation in the near future. Public car parking will be retained.</p>
<p>6. Butlin's Butlin's has transformed much of their accommodation from chalets into modern hotels. This has changed the type of customer coming to Butlin's, and also what they want to do on holiday. Butlin's is an active partner in the wider town regeneration</p>	<p>Work is on target for the new £35m Splash Pool to open in 2019. Offsite staff accommodation in Ashley House and St Joseph's are now fully open and popular with both staff which is boosting retention.</p>
<p>7. Old Town and Pier The Old Town area around Norfolk Street and Waterloo Square is on the up. Privately funded development will bring new good quality cafes/restaurants. Promotional activity will draw vibrancy and different footfall to this area of the town. The Pier Trust is spearheading plans to safeguard and improve the pier</p>	<p>Artisan Markets are happening in 2018. The Waterloo Square hoardings have been removed for security/safety reasons. A planning application to demolish 2-4 Waterloo Square on structural instability grounds has been submitted. The Pier Trust is working with Town Council to define and promote a series of Heritage Trails across the town.</p>
<p>8. Railway Station The Station occupies a key gateway position in the town. It is a listed building, was in very poor repair with vacant commercial opportunities, and is an identified site for improvement</p>	<p>The planning application for the creative digital hub / shared workspace in the station has been submitted. Interior designs are by HemingwayDesign.</p>
<p>9. Transport and Car Parking Transport is a key element of development within the town as is car parking, and it is essential to ensure co-ordination with, and consideration of these issues as part of the development process. Strategically, proposed future improvements to the A27 at Chichester, Arundel and Worthing, and A29 as part of the Barnham-Eastergate-Westergate housing plans (included in the Local Plan) will significantly enhance the viability of development land in and around the town.</p>	<p>Evidence is being gathered about the impact on the local traffic network of event closures of the Esplanade near Regis Centre with an eye to possible future changes to traffic flows. An "Esplanade Event" using a road closure is planned for summer 2019 to test this further. Arun DC, BR Town Council and BID is currently scoping out the event. A 2 hour free parking agreement for 2019 has been agreed between BID and Arun DC. Proposals to make the railway station junction more pedestrian friendly have been discussed with WSCC and JWACC. County officers to investigate further.</p>
<p>10. Placebranding and Promotion Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by Hemingway Design will set out to change the narrative and promote the town as a modern, forward-thinking investment destination.</p>	<p>HemingwayDesign working in partnership with Arun DC, West Sussex CC and University of Chichester has been analysing the survey data. The results will come to a future Sub Committee meeting. This data will be used to influence their recommendations The "Invest in Bognor Regis" website is now</p>

	<p>ready and online with a full national launch planned for this autumn. https://www.bognorregisregeneration.com/</p>
<p>11. Gigabit West Sussex This is a WSCC project and aims to extend the delivery of ultrafast fibre networks in some public buildings in towns across the county.</p>	<p>The Gigabit West Sussex project (funded by the Department for Digital, Culture, Media and Sport) and led by WSCC to install superfast gigabit fibre broadband is progressing very well. Specific public buildings in Bognor Regis will receive the first phase of installation within the district later this year.</p> <p>The project is on course to be delivered by March 2019. Arun is currently working with WSCC and their delivery partners to ensure all relevant information is provide on time.</p>
<p>12. Wider Economic Strategy/Policy Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun</p>	<p>Arun Economic Development Strategy is currently being reviewed and updated, and a report will come to a future Sub Committee meeting.</p> <p>The Arun Growth Deal has been signed. This is a joint commitment between ADC and WSCC to align resources to deliver economic growth and unlock opportunities for new homes, infrastructure, employment floor space and rejuvenated town centres.</p> <p>The West Sussex Economic Strategy and Coast to Capital (C2C) Local Enterprise Partnership (LEP) Strategic Economic Plan (SEP) have both recently been launched.</p>