



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

21 August 2014

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 1 September 2014 at 6.00 p.m.** and you are requested to attend.

Members: Councillors Bence (Chairman), Hitchins (Vice-Chairman), Bower, Brooks, Mrs Brown, Evans, Mrs Maconachie, Mrs Madeley and Wells.

A G E N D A

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of personal and/or prejudicial/pecuniary interests that they may have in relation to items on this Agenda.

You should declare your interest by stating :

- a) the item you have the interest in
- b) whether it is a personal interest and the nature of the interest
- c) whether it is also a prejudicial/pecuniary interest
- d) if it is a prejudicial/pecuniary interest, whether you will be exercising your right to speak under Question Time

You then need to re-declare your prejudicial/pecuniary interest at the commencement of the item or when the interest becomes apparent.

- 3 MINUTES

To approve as a correct record the Minutes of the meeting held on 27 May 2014 (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 ENHANCEMENT OF BOGNOR REGIS SEAFRONT

The adopted Seafront Strategy 2009 creates a positive strategic vision for Bognor Regis Seafront. This report starts the process of working towards the delivery of some elements of that strategy.

6 BOGNOR REGIS REGENERATION POSITION STATEMENT

The Bognor regis regeneration Position Statement is attached for consideration.

(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 meeting

BOGNOR REGIS REGENERATION SUBCOMMITTEE

27 May 2014 at 6.30 pm

Present: - Councillors Bence (Chairman), Hitchins (Vice-Chairman), Bower, Mrs Brown, Dingemans, Evans and Mrs Maconachie (substituting for Councillor Mrs Madeley).

Councillors Brooks and Maconachie were also in attendance at the meeting.

24. APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillors Mrs Madeley, Nash and Oppler.

25. DECLARATIONS OF INTEREST

The Monitoring Officer has advised Members of interim arrangements to follow when making declarations of interest. They have been advised that for the reasons explained below, they should make their declarations on the same basis as the former Code of Conduct using the descriptions of Personal and Prejudicial Interests.

Reasons

- The Council has adopted the government's example for a new local code of conduct, but new policies and procedures relating to the new local code are yet to be considered and adopted.
- Members have not yet been trained on the provisions of the new local code of conduct.
- The definition of Pecuniary Interests is narrower than the definition of Prejudicial Interests, so by declaring a matter as a Prejudicial Interest, that will cover the requirement to declare a Pecuniary Interest in the same matter.

Where a Member declares a "Prejudicial Interest" this will, in the interests of clarity for the public, be recorded in the Minutes as a Prejudicial and Pecuniary Interest.

26. MINUTES

The Minutes of the meeting held on 26 November 2013 were approved by the Subcommittee as a correct record and signed by the Chairman.

Subject to approval at the next meeting

27. REQUEST FOR SUPPLEMENTARY ESTIMATE FOR HOTHAM PARK CAFE

The Chairman agreed that this item could be dealt with as a matter of urgency as a decision was required to ensure the project could proceed and adhere to the timetable for a Spring 2015 opening of the café. It would be considered immediately after the following item.

28. HOTHAM PARK CAFÉ, BOGNOR REGIS – DRAWINGS OF PROPOSED NEW BUILDING

(During the course of discussion, Councillors Bower, Evans and Mrs Maconachie reserved their position as members of the Development Control Committee which would be considering the planning application in the future.)

The Economic Development Manager reminded the Subcommittee that it had been agreed by Full Council that a new permanent café would be built in Hotham Park to provide a catering venue with internal seating to be used by the local community and visitors to the park. £250,000 had been allocated from the 20014/15 capital programme for the provision of such a facility and Members were taken through the design brief that had been agreed for the building.

Mr Phil Brown had been appointed as architect for the building and the Chairman welcomed him to the meeting and invited him to present his design and drawings for Members' information. Mr Kevin Sloane, a representative from the building company that had been engaged in terms of delivering the project, was also in attendance.

By way of a series of slides and drawings, Mr Brown advised that the venue would be sited in such a way that it would have an outlook into the park and its curved shape had been designed to reflect the curves in the park itself. The timber that would be used would weather down and blend in over time and the generous use of double glazing would ensure good natural light inside the building and a welcoming atmosphere.

Members asked a number of questions regarding positioning of the venue within the red line area; wood to be used; solar panels; vehicle access to the site, outside seating, etc and these were responded to by Mr Brown.

The Subcommittee

RESOLVED

That the principle of the plans be agreed and that the same architect and developer be retained to progress the project.

Subject to approval at the next meeting

29. HOTHAM PARK BUILD COSTS/SUPPLEMENTARY ESTIMATE

The Subcommittee was advised by the Economic Development Manager that approval was being sought for a supplementary estimate to provide landscaping around and internal fit out of the new café at Hotham Park.

The Council had originally set aside a budget of 250k for this project. The estimate for the building costs had now been finalised at £215k (excluding a contingency sum) and which did not, as per the original specification, include the majority of the internal fit out of the building. It had been envisaged that the appointed operator would be responsible for that work to allow them the opportunity to decide on the internal arrangement to best meet their operational needs. The terms of the lease would then take into account that significant capital investment.

However, following an initial procurement programme (which was unsuccessful), consultation with some potential café operators and the building contractor had taken place and it had been concluded that it would be unviable for an operator to commit to such a capital investment, particularly in the present economic climate. It was therefore proposed that it would be appropriate for the Council to complete the internal fit out of the building during the main construction phase rather than, as originally planned, as a subsequent phase by the operator. The benefit of this approach would be efficiencies in time and cost, achieved by using the same contractor in the construction phase. The potential operator would take on the responsibility for fitting out the kitchen area, internal décor and internal and external seating.

In addition to the internal works, landscaping would be required to complete the project and ensure the area around the café was appropriate for this type of use. Hard landscaping for the external seating and vehicle delivery area would be provided, as well as soft landscaping and planting to link the boating lake to the building.

Drawings and a detailed estimate were in the process of being prepared and a supplementary estimate was therefore being sought for up to £140k for internal fit out costs (not including the kitchen, internal décor or furniture) for the café and landscaping in its immediate vicinity. It was explained that it was very unlikely that the cost would be that high and Members would be updated as soon as the internal fit costs were confirmed.

In commencing the debate, a Member request was made for the Property and Estates Manager to confirm why this site had been chosen for the café. He advised that the location of the services was in that area and was ready for connection to the building so there would be major implications if the site was moved to another location within the park.

Whilst Members acknowledged the need for a supplementary estimate due to the change in approach, concern was expressed that a sum of up to £140k was too high when added to the £250k already allocated. The Chief

Subject to approval at the next meeting

Executive emphasised that the amount had been estimated by the Property and Estates Manager and was an “up to” figure that left room for manoeuvre and flexibility on the part of the Council - he strongly recommended that the £140k should not be reduced to allow for unforeseen costs.

It was recognised that time was of the essence in order to have the café up and running by the Spring of 2015 and it was accepted that there should be no delay by bringing the matter back to the Subcommittee for consideration of the detail of the final specification. It was agreed that, as any request for a supplementary estimate had to go through Cabinet and then on to Full Council, the Property and Estates Manager, in consultation with the Chairman and the Leader, would work on the breakdown of costs in the specification to see if savings could be made – a report would then feed in to the Cabinet meeting on 16 June 2014 to enable those Members to come to a view and make a recommendation to Full Council.

The Subcommittee

RECOMMEND TO CABINET – That

(1) a supplementary estimate of up to £140,000 in respect of the Hotham Park Café be recommended for approval to Full Council (this equates to a Council Tax Band D of £2.50); and

(2) work be carried out by the Property and Estates Manager, in consultation with the Chairman of the Subcommittee and the Leader, to look at costs detailed in the specification and a report be considered at the Cabinet meeting on 16 June 2014.

30. ENTERPRISE BOGNOR REGIS – UPDATE/PRESENTATION ON PROJECT PROGRESS

The Economic Development Manager provided a verbal update on the present status of Enterprise Bognor Regis. The site, consisting of Oldlands Farm, Salt Box Field, Rowan Park and the former LEC Airfield constituted an important area of strategic employment growth for the District, with the potential for the creation of 5,000 jobs.

A Local Development Order was in the process of being drafted and it was anticipated that this would be finalised and adopted by the end of 2014, which would make the site more attractive to potential occupiers.

Members were advised that, through the Strategic Economic Plan, a key document which had recently been submitted to Government requesting £30m of funding from the Local Growth Fund for local capital infrastructure projects, a request had also been made to the Treasury for Enterprise Zone designation to be reconsidered for the site as the Local Enterprise Partnership (LEP) had included it in its Strategic Local Plan. A decision was anticipated around July 2014.

Subject to approval at the next meeting

The Leader stated that, on behalf of the Bognor Regis Regeneration Board, she had written to Ron Crank of the Coast to Capital LEP, who had said they were supportive of the application. Other members of the Regeneration Board had also written to reinforce the case as it was extremely important that the business community demonstrated how essential these proposals were for the local economy.

In noting the update, Members also acknowledged the important role the University of Chichester was undertaking in the process.

21. BOGNOR REGIS REGENERATION POSITION STATEMENT

The Position Statement was circulated at the meeting and comment was made on the following:-

- **St Modwens:** The Chief Executive advised that officers were continuing to negotiate and have discussions and it was hoped that a report would be considered by Full Council shortly.
- **Policy Site 6:** The Chairman advised that there were no properties available for sale at either site. The Chairman of the Policy Site 6 Working Group gave a brief update on the progress with the Relief Road.
- **Morrisons:** The current planning permission for an enlarged store/car park had expired on 24 May 2015.
- **Car Parking:** A car parking consultation exercise was currently underway on behalf of West Sussex County Council for Bognor Regis and Felpham and it was considered that the proposals on the table would be a disaster for residents and would adversely affect the economy of the town. It was agreed that the Chairman and the Leader, in consultation with the Chief Executive, would write to West Sussex County Council outlining the concerns expressed.

The Subcommittee noted the remainder of the report.

(The meeting concluded at 7.53 pm)

AGENDA ITEM NO _____.

ARUN DISTRICT COUNCIL

BOGNOR REGIS REGENERATION SUB-COMMITTEE

1 SEPTEMBER 2014

Subject: Enhancement of Bognor Regis Seafront

Report by: Karl Roberts [Assistant Director of Planning and Economic Regeneration]

Report date: 1 August 2014

EXECUTIVE SUMMARY

The adopted Seafront Strategy 2009 creates a positive strategic vision for Bognor Regis Seafront. This report starts the process of working towards the delivery of some elements of that strategy.

RECOMMENDATIONS

The Sub Committee recommends to Council the following:

1. Prepare a work plan for the evaluation, feasibility and deliverability of other possible enhancements to the Seafront as listed in section 5.5 of the Bognor Regis Seafront Concessions Plan – Colliers International 2013 having regard to the Council’s medium term financial strategy and the prioritised Capital programme for 2015/16 and beyond.
2. Draw down up to £50,000 from the approved Capital budget allocation of £250,000 to procure architectural / engineering consultancy support to develop a set of costed options and necessary site and ground condition surveys to progress the creation of a ‘pilot seafront concession hub’.
3. Subject to the cost for preferred option chosen for the “pilot seafront concession hub” being below the approved budgeted amount vire up to £20,000 from the Capital budget allocation for the pilot hub to create “the beach on the beach” sand play area for summer 2015.
4. The Sub Committee supports the statement that “improvements to the public conveniences and changing/showering facilities for the Promenade as a whole should be considered as a priority, but also consideration should be given to whether it is more logical for these to be delivered as part of the Regis Centre development and as part of any development on the Gloucester Road car park site rather than stand-alone facilities.

6. Subject to funding being made available progress the development of a range of public realm designs for the Promenade between eastern end (Butlins) and the Pier.
7. Esplanade Theatre Site
 - 7a: Officers be requested to consider options for the possible relocation of the skate park.
 - 7b: Request Officers to report back for consideration by this Sub Committee at a future date regarding (a) above and any other relevant and related matters

1.0 BACKGROUND:

- 1.1 Whilst Bognor Regis has grown over the decades, it remains quintessentially a traditional seaside resort town and as a result attracts a significant number of visitors to the town either on day trips or perhaps as part of a long stay in the locality. The presence of Butlin's in the town helps to reinforce this image to a wider audience and also provides a ready source of visitors looking to complement their visit with trips outside the complex. The Promenade and its immediate environs is the main centre of focus of those looking to enjoy a typical day besides the sea. Whilst it has fared better than many similar seaside locations there is considerable scope for enhancement to encourage visitors to dwell longer and enjoy a better experience.
- 1.2 To this end a number of reports have been commissioned in recent years to investigate how the Bognor Regis seaside experience might be enhanced. Unfortunately other commitments have meant that it has only been now that it has been possible to bring some of these reports together for initial consideration by this Committee.
- 1.3 Members will recall that in 2009 EDAW/AECOM prepared a Seafront Strategy for Bognor Regis covering the 2.5 miles between West Park, Aldwick and Culver Road, Felpham. The Strategy was approved in April 2009. Part of that strategy involved adopting the following vision for the seafront

'The Seafront Strategy will help to establish Bognor Regis as a first class coastal destination. The seafront will be transformed with a year round quality offer to deliver fun, entertainment and enjoyment to both residents and visitors, through a total pleasure experience of outstanding architecture and design, arts and culture, sunshine and sports activities. Visitors will stay longer and spend more. The seafront will become a key driver of the local economy attracting investment and delivering quality jobs for local people.'
- 1.4 The Strategy put forward a number of very good ideas in pursuit of delivering this vision. Unfortunately, the depth of the recession has meant that resources available from both the public and private sector are not as

extensive as they once were and consequently, aspirations have to be tempered if enhancements are to be delivered in the short term.

- 1.5 Some background work was undertaken in 2013 via an Officer Project Group which included representation from Bognor Regis Town Council to develop elements of the Seafront Strategy into deliverables. It is recommended that Bognor Regis Town Council continues to be involved in the development of this work, and that the new Town Centre Manager is also included. Shortage of Economic Regeneration officer resource has meant that this work had to be put on hold to prioritise other work. This report sets out the findings of the background work undertaken in 2013 and recommends the next steps to possibly delivering elements of the Seafront Strategy for the core area of Bognor Regis having regard to the likely availability of funds as set out in Council's medium term financial strategy and the prioritised Capital programme.

2. PROPOSAL(S):

- 2.1 Bognor Regis Seafront Concession Plan – 2013 (Nb: Commercially confidential information and personal information has been redacted so that the report can be put into the public domain). The report is appended in Annex A (to follow).

- 2.2 Colliers International were commissioned to write the above plan to assist the Council in making a strategic step change to the seafront concessions offer, driving up the quality and creating a revitalised and coherent experience for residents and visitors. As landlord and managing agent, the Council recognises the responsibility, and opportunity lies with ourselves to drive this step change, most notably in two key problem areas:

- Raising the quality level of accommodation/buildings on the Promenade and their offer A need for proactive management to achieve and maintain the desired product mix.

- 2.3 The report considered the existing assortment of concessions in the context of our Concessions, Market, Street Traders and Street Entertainers Strategy (2012 - Adopted 12/3/12) and makes a number of recommendations based on the following:

- Create a new retail offer in hub style clusters at key points on the seafront
- Improve the appearance of the seafront
- Maintain Bognor's historic quiriness and charm
- Incorporate a contemporary retail offer and tenant mix
- Offer covered areas to the users of the seafront
- Create a 'brand' for the seafront
- Install units which are capable of being open on a year-round basis
- Incentivise exciting new tenants through potentially reduced rents
- Consider the benefits of capital or revenue funding
- Create more seating on the seafront

- Improve the quality and appearance of the Pier
 - Consider terms of occupation
 - Increase the offer of products for sale on the beachfront
 - Improve facilities for children
 - Create new beachfront shower, changing rooms and lavatory facilities
 - Consider the location for a destination restaurant
 - Assessment of Butlin's involvement on the seafront
- 2.4 A number of other issues were identified including the lack of children's facilities along the seafront, insufficient seating, the constraining nature of some leases which discouraged investment and the overall appearance of some of the concessions, the absence of changing facilities, the quality of the public toilets, the appearance of the Pier and the enclosed nature of Butlin's and facilities for teenagers.
- 2.5 The report goes on to set out the potential options. As a result of the delays in bringing this report to Members a number of the leases have been extended and the terms modified to give greater flexibility to the concessionaires and to allow sufficient time for the development and delivery of the Pilot Seafront Concession Hub project.
- 2.6 Option 3 in the report sets out the rationale for the grouping of concessions to form 'hubs' and how these hubs might be delivered. One issue that the report does not address in promoting this option is the dynamic nature of the shingle. This issue should not be under-estimated. The shingle is a fundamental part of the coastal defences as it helps to dissipate the energy of the waves, thereby protecting the sea-wall. However, the shingle is very mobile and therefore all future investment will need to have regard to this issue and the cost of delivery of such projects will, if progressed, be higher than normally expected.
- 2.7 Therefore it is recommended that the Council should investigate further the development of a pilot hub at the western end of the Promenade to the east of the Pier. The exact form of this building and scale will however need further consideration having regard to the issue of the ground conditions and mobile nature of the shingle beach and the cost of other potential investments along the Promenade.
- 2.8 The sum of £250,000 has already been allocated to this project in the Capital programme of the 2014/15 budget. To give effect to this proposal it is recommended that the first £50,000 of the existing Capital programme budget for this project be drawn down to develop a set of costed options for the sub-committee to consider.
- 2.9 The consultant's report also considers wider issues regarding the seafront including lavatories and changing facilities, the Pier, 'sand on the beach', deckchairs, bandstand, evening economy/hours of operation, the Promenade, swimming platforms in the sea, a sea pool and a number of other issues. There are a lot of other opportunities here for Members to consider. There are some which are worthy of taking forward as pilot

- projects, subject to funding availability, in the short term and this report makes recommendations for those, there are others which are worthy of exploration further as potential medium term projects. Finally, there are others suggestions which are unlikely to be practical to take forward.
- 2.10 It is understood that a report is being prepared regarding the provision of public conveniences across the district focusing on their location and conditions and options for enhancement. This report should not therefore seek to pre-determine this overall assessment by proposing specific outcomes. However, Members may wish to endorse the general position that improvements to the public conveniences and changing/showering facilities for the Promenade as a whole should be considered as a priority, but also to consider whether it is logical for these to be part of the Regis Centre development and or as part of any development on the Gloucester Road car park site ('the water sports centre') rather than stand-alone facilities.
- 2.11 With regard to the Pier, this now has its own Trust who is seeking to develop a project to enhance the Pier. This 'third sector' initiative is welcome.
- 2.12 Regarding the proposal for 'sand on the beach' or perhaps more happily entitled 'the beach on the beach' if funding becomes available from within the existing "hub" budget that up to £20,000 be vired from it to fund a pilot project for the summer of 2015 to create a temporary beach (over-large children's sand pit) with decking around on the shingle. Such facilities are often found in inland towns and cities. The intention here is to provide a reasonably low-cost and safe environment for small children to play. The facility would be dismantled at the end of the season and if the Council finds it worthy of repeating could, subject to funding being made available from the Council or other partners, be reinstated the following year at a much lower cost (by re-using the decking). However, Members should be aware that some Councils have removed their local sand pits because of 'fouling' issues and other unsavoury detritus that adds to the annual revenue cost of the operation. Notwithstanding this there is also an opportunity here to work with the Town Council on this project should Members wish to do so.
- 2.13 For the Promenade itself it is proposed that this be subject to further work on possible public realm enhancements and as a consequence will be subject of a further report. This could also consider what opportunities there are for beach hut provision. The aim of this element of the work would be to develop and agree a public realm design for the Promenade to Concept Stage. This will enable funding applications to be made to deliver the new scheme as funders will only fund "oven-ready" projects as they produce the short term gains required. Progress on this will be subject to staff resources being available to prepare the public realm design
- 2.14 On the issue of a sea pool these are indeed successful elsewhere, but these areas do not have the issue of the migration of shingle to deal with. Therefore, this is not considered practicable as a stand-alone project due to the considerable cost. However, there are other proposals including the concept of introducing swimming platforms, perhaps in tandem with public

art as seen on the beach at Blackpool that could be looked at a separate proposal in medium term.

- 2.15 The report also considers the possibility of facilitating the provision of a restaurant on what is currently the skate board park on the Esplanade Theatre Site near the Royal Norfolk Hotel, opening up the opportunity to create Bognor Regis' own iconic equivalent of the East Beach Café in Littlehampton. The site is seen as a key opportunity site. The Council has in the recent past received some tentative enquiries regarding the possibility of a restaurant on this site. It is proposed therefore that the opportunity be explored to find options for an alternative venue for the skate board facility as this is one of the few facilities aimed at teenagers and the outcome of such an investigation be reported back in due course.
- 2.16 Whilst there are other matters listed, some small, some big it is recommended that the focus of the very limited staff resources in the regeneration and other relevant teams ie Property, Greenspace and Engineering etc teams who are already working on other projects in Bognor Regis should be limited to the above, and Members should recognise that it may take some time to even commence work on developing these project ideas. Furthermore, Members need to have regard to the fact that there is only limited resources available to directly fund some of these ideas having regard to the Council's medium term financial strategy and the Capital programme and therefore it will be necessary to look for external funding for many of these projects if they are to be progressed and possibly delivered.
- 2.17 Seafront Key Stakeholder Workshop - This was held on 18 June 2013 with approximately 25 people and facilitated by Angela Koch of ImaginePlaces. The "common ground" findings of the workshop in summary were:
- Bognor Regis is a traditional seaside town and should market itself as such. It should not try to be something it isn't i.e. it should be unpretentious. It should all be about family, fun, sun and friendliness
 - In terms of delivery, doing less at the right quality was seen to be more important than doing the whole job at lower quality.
 - In terms of style of delivery, there must be a consistent theme or brand running through the whole scheme. It must echo and complement the natural beauty of the seafront while being high quality, durable and functional.
 - The outlets on the seafront should be clustered to maintain uninterrupted sea views where possible
 - The seafront could be divided into a series of thematic zones (e.g. Family, Activity, Nostalgia, Relaxation, Entertainment) which have a cluster of concessions to match the theme
 - The links between the town, Esplanade and seafront were viewed as critical as was access to the sea. This encompasses both vehicular and pedestrian access to both the seafront area and the beach itself.
 - There is a need for all relevant parties to work together to optimise the offer on the seafront

2.18 Seafront Public Consultation - This was completed during the May half term week 2013 by Qa Research.

- 155 responses, demographic mix
- Residents, day visitors and on holiday

In an ideal world, what would you like to be able to do on the Promenade?

- Eat/drink at a seated café outdoors – 84%
- Visit an improved Pier – 76%
- Buy ice cream – 74%
- Eat/drink at a seated café indoors – 73%
- Activities for small children – 60%
- Buy cold soft drinks – 58%
- Eat/drink at a seated restaurant outdoors – 52%
- Eat/drink at a seated restaurant indoors – 49%

Show images of several styles of catering outlets:

- Likely to use:
- Café 88%, Restaurant 71%, Take Away 38%, Fine Dining 15%
- Appropriate for area:
- Café 92%, Restaurant 70%, Take Away 50%, Fine Dining 17%

Asked when they were likely to use each style of catering outlet:

- Breakfast – Café 14%, Take Away 5%
- Lunch – Café 86%, Take Away 52%, Restaurant 28%
- Evening – Restaurant 72%, Fine Dining 22%
- Summer season – Café 39%, Take Away 29%
- All year – Restaurant – 45%, Café 44%, Take Away 21%

Shown two images each of three styles of building:

- Attractiveness:
- Traditional 68%, Modern 55%, Quirky 52%
- Appropriateness for area:
- Traditional 83%, Modern 54%, Quirky 55%
- Would it encourage you to use it?:
Traditional 70%, Modern 52%, Quirky 48%

What's most in need of improvement?

- Toilets – 83%
- Seats – 75%
- Shelters – 70%
- Public Art – 63%
- Bins – 54%
- Signs – 29%
- Surface – 26%

- Lighting – 21%

2.19 Other Seafront Strategy issues for the core central area not included above for consideration

- Fishermen's Landing – The strategy recommends tidying up the site, a new winch and removing the now tatty kiosk building and other sheds and replacing with a new building architecturally in line with other concession buildings. This will be subject to a further report in the medium term with options for funding.
- Signage and wayfinding – This is being addressed via monolith signs across the Town Centre and seafront. There are funds for Town Centre signs under public realm but not the 3 seafront signs. This will be considered as part of the Promenade considerations
- Foreshores building – This is currently at the Gloucester Road end of the Promenade. The strategy recommends it is replaced and located slightly further east “in a style to complement the Watersports Centre”. Opportunities will be considered to accommodate the team on the Promenade. Discussions continue with Butlins as part of their long term plans over opportunities to have a more interactive relationship with the sea and Promenade whilst respecting the need for site security.

2.20 Next Steps - This report seeks in principle agreement to progress the recommendations listed above. Those that are approved will be worked up in more details, including costings, timescales, feasibility and deliverability, key risks, constraints, requirements for planning permission, resource implications etc.

2.21 Once this information has been collated, reports will be bought to Bognor Regis Regeneration Sub Committee to consider priorities both in terms of importance and urgency, and next actions. To aid the development of these projects and the presentation of reports to this Sub Committee a Seafront Project Group will be formed of relevant officers from Arun District Council and Bognor Regis Town Council, and the Town Centre Manager.

Background Documents:

Bognor Regis Seafront Concessions Plan – Colliers International 2013 – Annex A – see link

http://www.arun.gov.uk/mediaFiles/downloads/42873033/Colliers_Report_V4_re_dacted_.pdf

Seafront Key Stakeholder Workshop 2013 – Annex B – see link

http://www.arun.gov.uk/mediaFiles/downloads/42873033/yourprezi_2.pdf

Seafront Public Consultation 2013 – Annex C – see link

http://www.arun.gov.uk/mediaFiles/downloads/42873033/Seafront_preferences_Report_v4f.pdf

Bognor Regis Regeneration Position Statement – 1st September 2014

Site	Status update
Enterprise Bognor Regis	<p>Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial Strategic Land Allocations situated 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.</p> <ul style="list-style-type: none"> • Sept 2014 - Government announced Local Growth Fund decisions in June. £13m allocated for A29 improvements, business case for link road required. Enterprise Zone proposal still under consideration, more information needed before decision made. Site visit by Ron Crank of C2C LEP. Major planning application for Oldlands Farm being considered on 27th August. Public consultation on LDO at end of 2014 • May 2014 - Enterprise Zone status proposal submitted to government as part of the C2C LEP Strategic Economic Plan, including a bid for funding to support a new link road into the former LEC Airfield site. • Nov 2013 – Planning application for first phase development at Oldlands Farm submitted by Hanbury. • July 2013 – WSP Environmental Ltd commissioned to lead on preparation of Local Development Order. • Oct 2012 - Major Projects Officer employed to deliver this work. • March 2012 - NLP report states the site would be unfeasible under a traditional property development model, but could be attractive to investors or local companies looking for premises. It recommends positioning the site as well as possible via new planning policy, de-risking and marketing the site actively. • February 2012 - Bognor Regis awarded £600,000 from WSCC to progress employment sites.
St Modwen (Regis and Hothamton sites)	<p>St Modwen won a competitive design process to develop two key sites at the Regis Centre and Hothamton car park in 2006.</p> <ul style="list-style-type: none"> • Sept 2014 – Report on current position to be considered by Full Council on 10th September • Nov 2013 – Full Council agreed to extend Development Agreement for 1 year to enable planning application to be submitted. Revised scheme includes 275 parking spaces on sub-basement level. • Jan 2013 - Public consultation elicited over 4000 survey responses, also Wavelength Panel and independent market research study. Key issues raised: car parking and Picturedrome sustainability • Aug 2012 – St Modwen in negotiations with end occupiers. Public consultation planned for October 2012. • March 2012 - Extension to Development Agreement of 18 months agreed by Full Council March 2012. • February 2012 – St Modwens believe they can develop viable proposals for both sites. Agreement from ADC that Hothamton incomes can subsidise Regis site.

Bognor Regis Regeneration Position Statement – 1st September 2014

Site	Status update
Policy Site 6	<p>Policy Site 6 is a large housing development running from Felpham to North Bersted. It includes 1350 homes (30% affordable) being delivered by several developers, public open space, commercial land, community buildings in Felpham and Bersted and a relief road to take traffic off A259</p> <p>Relief Road: Sept 2014 – Opening slipped due to construction complications over culverts. Once these are completed, road will be constructed above them. Opening of the Bersted side is due for December 2014. Work to eastern relief road piling commenced following ongoing delivery of viaduct beams between July and Oct. Delivery is on two days every week and will create road delays</p> <p>Felpham: Barratts, David Wilson & Bovis</p> <ul style="list-style-type: none"> • July 2014 - Total commencements 483, total occupations 410, including 209 affordable dwellings. • Dec 2013 - Total commencements 384, total occupations 339, of which 173 are affordable homes. WSCC favour expanding Downview School over building a new school, discussions continue. Community facility due to open by early 2015. Issues with dead-end road being opened up to buses via a bus gate. • Nov 2011 - Total commencements 145, total occupations 68, of which 36 are affordable <p>North Bersted: Berkeley Homes & Persimmon</p> <ul style="list-style-type: none"> • Nov 2013 - Total completions 387 (April 2013). The high spec community facility (under Inspire Leisure management), MUGA and play area is now open and programme of events in place • Oct 2012 – Parish Council not taking on community centre due to potential running costs • Nov 2011 - Total commencements 274, total occupations 125, of which 62 are affordable homes.
Seafront Strategy	<p>The Seafront Strategy was adopted in 2009. It maps the existing seafront and environs, and sets out an action plan to improve and enhance what is the jewel in the Bognor Regis crown. The Plan covers street scene and public realm, seafront businesses and attractions and transport considerations.</p> <ul style="list-style-type: none"> • May 2014 – A full report will be prepared for the next Bognor Regis Regeneration Sub Committee. • July 2013 - Cycling on the prom signage in place. Work towards Seafront Action Plan commenced including independent public consultation, key stakeholder workshop, new Concessions Strategy (Colliers International) and new public realm designs (LDA Design). • Sept 2012 – Draft Leisure Strategy majors on seafront improvements. • May 2012 – Concessions Strategy approved. Implementation will improve quality of concessions, especially on seafront. Work is planned to explore cycling on the prom.

Bognor Regis Regeneration Position Statement – 1st September 2014

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University of Chichester	<p>The University has a campus in both Chichester and Bognor Regis, with strong links into the local community and wider regeneration of Bognor Regis, including providing facilities for businesses such as hot-desking, meeting space and incubator units.</p> <ul style="list-style-type: none">• Sept 2014 - ADC liaison meeting on 7th Aug. University are working up their business case for the Institute for Sustainable Enterprise which will link with our Enterprise Zone proposal and EBR• May 2014 – The University have submitted a joint proposal with ADC for EZ Status at Enterprise Bognor Regis and an Institute for Sustainable Enterprise within their campus to support business development.• July 2013 - University leading on town centre-based shared workspace project using £50k Kickstart funds.• March 2012 – New Learning Resource Centre open.• August 2011 – The Dome is now open and facilities are being used by businesses. As part of enterprise@BognorRegis, ‘move-on’ provision will be explored to complement the Dome start-up facilities.
Butlin’s and Watersports Centre	<p>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.</p> <ul style="list-style-type: none">• Sept 2014 – A verbal update will be given at the next Regeneration Sub Committee• July 2013 –LDO to allow Butlin’s to build small extensions, kiosks, small funfair rides etc without needing planning permission approved late July• Jan 2013 - ADC continues dialogue with Butlin’s on future developments including Watersports Centre proposals. Local Development Order (LDO) for Butlin’s resort out for public consultation• Aug 2012 – Wave Hotel opened in July with good reviews, including much national coverage.• May 2012 - Building continues on the Wave hotel which is due to open in July, and advance bookings are strong, reported at 80% for the forthcoming season.

Bognor Regis Regeneration Position Statement – 1st September 2014

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BT Building, Gloucester Road	<p>The BT Exchange Building sits at a key gateway to the town on the corner of the High Street and Gloucester Road towards the seafront. The building is unattractive and poorly maintained, and the grounds overgrown, and this is particularly obvious as work has been done to uplift the appearance of the surrounding area.</p> <ul style="list-style-type: none"> • Sept 2014 – meadow planting looks great. Pursuing building maintenance via Section 215 powers • May 2014 – meadow planting beds in situ sown with poppies for WW1 commemoration • Jan 2013 – BT agreed to meadow planting for 2014 season; works in hand autumn 2013. • Aug 2012 – BT has declined both planting & car parking schemes. Negotiations continuing, enforcement to be considered if negotiations fail. • February 2012 – Proposed planting/car park scheme with BT land agents, funding from various sources in place to progress immediately if permission is given. it would also be desirable to improve the buildings • November 2010 - BRRTF met with BT property agents about future use of site & buildings
Town Centre Initiatives	<p>A vibrant and appealing town centre offer of shops and public realm is a key draw for both residents and visitors. Work to enhance this to be carried out in partnership with Bognor Regis Town Council.</p> <ul style="list-style-type: none"> • Sept 2014 – London Road precinct complete bar snagging. Town Centre Manager has engaged with many local businesses and partner agencies and has presented his outline work plan to Traders for comments. New shops opening in the town including one moving from Chichester. Empty shops core area: 9/113 empty = 8%, wider area: 27/266 empty = 10.5%. • May 2014 – New Town Centre Manager, Toyubur Rahman now started. Precinct public realm to be complete July 2014, Coastal Communities Fund award £1.65m for town centre public realm scheme commenced; Station Square being delivered autumn/winter 2014-15. Section 215 Officer at Arun DC approaching town centre building owners to improve the appearance and upkeep of their premises. Empty shops core area: 11/113 empty = 9.7%, wider area: 32/266 empty = 12%. • Nov 2013 – Empty shops core area: 8/113 empty = 7.1%, wider area: 28/266 empty = 10.5%. • July 2013 - Town Centre Manager funding in place. New paving, seating, lighting, signage to be delivered to London Road precinct by 2014 season. • Sept 2012 – Portas bid awarded £10,000 for Traders/Public Realm. • Aug 2012 - Portas Pilot bid #2 unsuccessful. Traders Association progressing. Public Realm Project Group formed. Empty shops in July core area: 7/112 empty = 6.3%, wider area: 32/264 empty = 12.1%. • May 2012 - £100k Public Realm S106 funding awarded. Empty Spaces report started.

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<p>Hotham Park – new cafe</p>	<p>The Park previously benefited from Heritage Lottery funding that transformed facilities and layout. Currently there is an Arun DC concession selling snack food during summer daytime and winter weekends, however a new, high quality, year-round café-restaurant is planned for the Park.</p> <ul style="list-style-type: none"> • Sept 2014 – Building contractor appointed, application going to planning committee in late August. Operator tenders received. • May 2014 – Design and Build café building being commissioned by Arun DC, café operator to be sought by tender in June 2014. It is hoped that the cafe will be open for business by Spring 2015. Boating Lake Kiosk offering simple catering offer which has been enhanced for summer 2014. • Nov 2013 – Pistachios agreement terminated. Paper to Regen Sub meeting with revised proposals. • July 2013 – Temporary catering supplied by Pistachios in the Park from the end of Fenwick’s lease. Planning application for permanent café expected imminently. • Jan 2013 – Pistachios in the Park formally agreed by ADC to deliver and run café • May 2012 – Marketing exercise led to 6 expressions of interest. Interviews planned for June • September 2010 – Cabinet approved the development of a new café-restaurant in Hotham Park.
<p>Old Town Creative Hub</p>	<p>The Old Town area around Norfolk Street is becoming the creative hub of the town. There is privately funded development work being undertaken here which will enhance the appearance and offer of the area. The provision of artists’ display and workspace brings vibrancy and different footfall.</p> <ul style="list-style-type: none"> • Sept 2014 – A working group of key stakeholders focused on this area will be facilitated by Arun DC to ensure a co-ordinated and holistic delivery plan for the area is created. • July 2013 – Cloudbopper Gallery opened July 2013, providing professional display and workspace, and hub for creative community. Also running regular well-attended community workshops • May 2012 – ADC in dialogue with Community Arts BR about securing them a town centre venue. • March 2012 – Community Arts venue being secured in ex-United Reform Church by Barry Jones • February 2012 – Several community groups exploring alternative working artists venues.

Bognor Regis Regeneration Position Statement – 1st September 2014

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Railway Station	<p>The Station occupies a key position in the town. It has vacant buildings and is identified site for improvement.</p> <ul style="list-style-type: none"> • Sept 2014 – Initial plans for redevelopment of the Station coming forward from Southern Rail. Vision is to protect and enhance the heritage of the building while making it fit for the 21st century. Co-ordination is in place between this project and Station Square public realm. • Nov 2013 – Railways agreed to do a 5 year improvement plan for station. Trees on forecourt pruned • July 2013 – Butlin’s in negotiations with railways to use buildings for Butlin’s Archive display • Oct 2012 – Steak house planned to open in station buildings. Street drinkers on forecourt an issue. • Feb 2012 – Good meeting between BR Regeneration Board’s Advisor and Southern/Network Rail.
Bognor Regis Regeneration Board	<p>The Board comprises the key regeneration agencies in the town. The Board employs their own Regeneration Advisor and sets out priority work areas for partners.</p> <ul style="list-style-type: none"> • Sept 2014 – Board objectives and membership reviewed • May 2014 - Richard McMann has retired, Board has appointed David Myers as new Regeneration Advisor • Nov 2013 – Priorities agreed for next 2 years. Support arrangements post April 2014 to be agreed. • May 2012 - S106 proposals recommended to Arun DC, progress and Board communications discussed • March 2012 - Portas Group considering how the report impacts on BR. Portas Pilot Bid to be submitted.
Transport and Car Parking	<p>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</p> <ul style="list-style-type: none"> • Sept 2014 – Town Centre Public Realm scheme is largely on WSCC Highways, will involve many Traffic Regulation Order (TRO) changes, so JWAAC Highways and Transport plus JWAAC will be kept informed and involved throughout. London Road Precinct proposed TRO changes approved at consultation by all stakeholders. This is now with WSCC for formalising. • May 2014 – WSCC Parking Review proposing paid for residents and visitors parking. Chair and Leader write to WSCC expressing concerns • Nov 2013 – JWAAC decision re: High Street is to improve the existing traffic flow scheme. Hothampton car park added to 2 hour free parking scheme. • July 2013 –WSCC Infrastructure Plan allocation of £300k to deliver High Street in 2015-16. Public realm project aims to make London Road precinct largely traffic free. Additional car parking study to Regen Sub. • February 2012 – Meeting held with WSCC; Transport Plan sidelined as based on old St Modwens proposals. Local issues via JWAAC, strategic issues via WSCC and ADC Local Plan.