



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

14 June 2017

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 26 June 2017 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, Maconachie 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 February 2017 (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 START TIMES

To agree the start times of meetings for the remainder of 2017/18

6 PRESENTATION ON PROGRESS OF PLANS FOR HOTHAM PARK

As part of their successful Greenspace Management Contract tender, ISS Facility Services Landscaping proposed capital investment in a number of Arun's Outdoor Recreation Assets, including exciting plans for a new and bespoke woodland themed adventure golf course and kiosk in Hotham Park. The presentation will provide an update to members on the progress of this project.

7 SUMMARY OF TOURISM SUPPORT CURRENTLY PROVIDED BY ARUN DISTRICT COUNCIL

Arun District Council supports tourism in many ways, with several departments working hard to keep the District attractive, clean and safe.

Specific tourism support sits within the Economy Group and provides a range of initiatives. This report sets out the key activities that are either led by the Council or where we play a significant delivery role.

8 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

27 February 2017 at 6.00 pm

Present: - Councillors Hitchins (Chairman), Ambler, Bence, Bower, Mrs Brown, Dillon (Substituting for Councillor Mrs Madeley), Mrs Maconachie, D. Maconachie and Wells.

Councillors Brooks, Oppler and Mrs Rapnik were also present at the meeting.

15. APOLOGY

An apology for absence had been received from Councillor Mrs Madeley.

16. 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.

Councillors Bower, Dillon, Hitchins, Mrs Maconachie, Maconachie and Wells declared a personal interest in Agenda Item 5, The Regis Centre and Hothampton Car parks Feasibility Studies Update, as members of the Development Control Committee and reserved their right in terms of planning applications as they might arise.

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Councillor Dillon also declared a personal interest in Agenda Item 5 as he worked as a volunteer for Arun Arts.

17. MINUTES

The Minutes of the meeting held on 12 September 2016 were approved by the Subcommittee as a correct record and signed by the Chairman.

(Prior to consideration of the following item, Councillors Bower, Dillon, Hitchins, Mrs Maconachie, Maconachie and Wells had declared a personal interest and remained in the meeting and took part in the debate and vote.)

18. THE REGIS CENTRE AND HOTHAMTON CAR PARKS FEASIBILITY STUDIES UPDATE

The Chairman introduced this item by advising that the Council had consulted widely over the years regarding the regeneration of Bognor Regis and had listened to and taken on board, where possible, the comments and input from various groups and individuals. A wish list had been made up of the need for a hotel, a glass fronted building, all year round tourist attraction, iconic land mark building, a new theatre and a form of development that would stand out from the crowd that would increase footfall and bring people back to the town time and time again. He was pleased to advise those present that the Council's Consultants, Urban Delivery, in partnership with a number of other companies, had now prepared the Bognor Regis Masterplan Options Report which set out options for the Council to consider in order to achieve regeneration of the Regis Centre and Hothamton sites. He welcomed Mr Simon Davis to the meeting, who was in attendance to give a detailed presentation on the aspirations for the town and he requested Members to save their questions until the end.

Mr Davis appraised the meeting in detail of the conceptual designs at the Regis Centre site for either a new or refurbished theatre with a winter garden and indoor space for year round activities for all ages, together with a hotel, residential accommodation and retail outlets. He then moved on to the Hothamton site where it was envisaged that the New Park option to provide significant public realm improvements would greatly enhance the site and provide a new childrens' play area, with new development in the form of residential and retail and rearranged parking. This option proposed utilising the site of the existing health centre but could also proceed without it. The alternative of Perimeter Development Option could establish new development around the perimeter of the site and replace the current parking spaces within a decked facility, with retail uses being accommodated at ground floor level and residential, student and other forms of residential use at upper floors. The existing childrens' play area and sunken gardens would be refurbished as part of the project.

Mr Davis said that the summary report sought to give a feel for what it was hoped could be achieved and he stressed that there was nothing wrong

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with being ambitious. A lot more work would have to be undertaken to progress matters.

Members thanked Mr Davis for his presentation and used words such as exciting, brilliant, ambitious, and were generally extremely positive with the proposals. Notes of caution were raised with regard to the future use of Bognor Regis Town Hall and its possible inclusion in the proposals and the need to ensure the young were adequately catered for in the new scheme. However, it was highlighted that what was on the table were concepts and nothing concrete was being agreed at this stage, other than to continue with progressing the work based on these concepts to enable an assessment to be made with regard to viability and deliverability.

The Head of Economic Regeneration then presented her report, as set out in the agenda, and advised Members on the reasoning behind the recommendations therein. She stated that a review of the theatre had shown it to be a good facility and that, with support, it could be viable in the future and so should be retained. To improve the leisure offer for the town and following extensive research, it was felt that incorporating a winter garden with the theatre would provide a unique experience for residents and visitors alike, particularly as it would be an all weather, all year round facility. It was acknowledged that it would be challenging to make the scheme viable but there were options to access external funding and that would be the next stage of the process. In addition, specialist legal and technical advice needed to be sought to ensure the best approach was taken.

The Council would be working with a range of partners and stakeholders so they could advise on the functioning of the new building. The proposals in front of Members had gone a long way to reflect the views and key themes of the 10 community groups the consultants had met with and a number of individuals that had come forward in the previous consultation and it was hoped they would continue to participate in the process.

A concern was raised that the Subcommittee must be kept informed as the proposals were worked up and it was proposed and duly seconded that an additional recommendation be worded to reflect that view. The Director of Place provided wording, which was agreed by Members as follows:-

“That progress reports be provided to the Bognor Regis Regeneration Subcommittee at regular intervals, focussing on the intended decision making process and timetables”.

The Subcommittee then

RECOMMEND TO FULL COUNCIL – That

1) The Gardens by the Sea / Winter Gardens concept as described in the 2017 Bognor Regis Masterplan Options Report and the conclusions described in the 2017 Regis Centre & Hothamton Masterplans Market, Viability & Delivery Report, be supported;

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- 2) Option 2 for the Regis Centre site (New Theatre Option) is the preferred Masterplan option. Officers may progress this proposal to develop a more thorough understanding of the opportunities and risks of implementing such a proposal, the appropriate scale and phasing, and the potential funding packages and delivery vehicle approaches that might support it. Option 1 (Refurbishment of Theatre) will remain as an alternative option should the scale of the funding package for Option 2 be unachievable;
- 3) Option 1 for the Hothamton Car Park site is the preferred Masterplan option and officers progress this proposal, taking into consideration the potential funding and delivery vehicle approaches that might support it, ready to market the site;
- 4) The Council supports the principle of including the area of the Esplanade between Clarence Road and Place St Maur within any new public realm scheme for the wider regeneration of the site;
- 5) The Council supports the Bognor Regis Place Branding initiative developed in partnership with other agencies;
- 6) Authority be given to the Director of Place to begin discussions, early in the project development process, with specialist advisors and key external partners of the proposed theatre, cultural hub and Winter Gardens, and in consultation with the Head of Corporate Support Group, to ensure the operational business plan and governance arrangements (legal structure) are fully considered and will influence the functionality and scope of the new building(s) and potential funding opportunities;
- 7) Authority be given to the Director of Place to enter into discussions with the NHS Trust / Community Health Partnerships to include the Health Centre site within the Hothamton car park site development area, subject to a satisfactory agreement being found;
- 8) Authority be given to the Director of Place to engage with the Bognor Regis Town Council regarding the future use of the Bognor Regis Town Hall and investigate options to include this building within the development site;
- 9) Authority be given to the Director of Place to enter into discussion with West Sussex County Council, as the highway authority, to consider any highway implications and costs associated with the above and to prepare concept plans for any proposed works;

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10) In furtherance to the supplementary estimate agreed and resolution made at the Council meeting on 20 July 2016 (Minute 145), the Director of Place is authorised, in consultation with the Leader of the Council, and subject to the Council's Procurement Standing Orders, to draw down and authorise expenditure, for the commissioning of any of the necessary reports and professional advice required to progress the implementation of the 2017 Masterplan options; and

11) progress reports be provided to the Bognor Regis Regeneration Subcommittee at regular intervals, focussing on the intended decision making process and timetables.

(Councillor Wells wished his vote to be recorded that he abstained at recommendations (2) and (4) and voted against at recommendation (8).)

19. BUSINESS SUPPORT AND ENTERPRISE IN ARUN

The Business Development Manager presented this report which advised on the detail of the help and support the Council provided to businesses in the District.

With regard to Worklessness, she was pleased to advise that the scheme had been spectacularly successful over the last three years. However, the DWP (Department of Work and Pensions) was about to change the way they funded such work but that a bid had been made to the West Sussex Strategic Fund for additional funding to carry on that work for the next two years.

She went on to advise the meeting that the LEAP Project, for which the Council had agreed funding to the University of Chichester to deliver, was also producing excellent results. To date:

- 74 people had been engaged on the support programme
- 41 delegates had attended Start up Saturday
- 52 delegates attended the Business Boot Camp
- 55 delegates had attended workshops
- 36 people were taking part in the peer to peer work groups
- 35 people had received one to one business coaching.

The other part of the LEAP Project was small business grants and to date 63 businesses had received grants of up to £2,000 and 16 apprenticeships had been created.

The Subcommittee was pleased to note the report.

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(Prior to consideration of the following item, Councillor Wells declared a personal interest due to his involvement with the Pier Trust.)

20. BOGNOR REGIS REGENERATION POSITION STATEMENT

In considering this matter, a question was asked with regard to when Rolls Royce would be erecting its name and logo on its buildings following the granting of planning permission. The Head of Economic Regeneration stated that she would make enquiries and inform Members accordingly.

The Subcommittee noted the remainder of the report.

(The meeting concluded at 7.30 p.m.)

ARUN DISTRICT COUNCIL

BOGNOR REGIS REGENERATION SUBCOMMITTEE – 26 JUNE 2017

Information Paper

Subject : Summary of tourism support currently provided by Arun District Council

Report by : Margaret Murphy – Tourism Business Development Officer

Report date : 26 May 2017

EXECUTIVE SUMMARY

Arun District Council supports tourism in many ways, with several departments working hard to keep the District attractive, clean and safe.

Specific tourism support sits within the Economy Group and provides a range of initiatives. This report sets out the key activities that are either led by the Council or where we play a significant delivery role in.

1 INTRODUCTION

- 1.1 With two famous seaside towns both benefitting from great regeneration plans, quality beaches and coastline, plus a world famous historic town and the River Arun linking the coast to the glorious South Downs National Park, the Tourism Sector plays an important role in the district's economy. The Arun district attracts approximately 4.3 million visitors each year generating a total spend of approximately £237.6 million. (Source: Tourism South East) indicating that the Arun District is an attractive, thriving place in which to live, work and visit.
- 1.2 Arun District Council continues to support tourism in many ways, with several departments working hard to keep the district attractive, clean and safe. Specific 'Tourism Support' sits within the Economy Group and provides a range of initiatives. There is currently one full time equivalent post provided by the Council, the Tourism Business Development Officer, who works with a wide range of delivery partners.

2 THE VISITOR ECONOMY VALUE TO THE DISTRICT

- 2.1 The Council commissions an annual report by the regional tourist board and industry experts Tourism South East. These reports are delivered each August / September for the previous full calendar year. The most recent edition we have is for 2015 which reports:..

“Recent trends for the Arun District show steady year-on-year increase in tourism value, however, despite a small increase in the volume and value of the overnight market, growth in overall value was flat in 2015; this was driven by a fall in day trips”

Top Headlines from the 2015 report are

- an estimated 597,200 staying trips were spent in Arun in 2015, of which around 530,400 were made by domestic (UK) visitors (89%) and 66,700 by overseas visitors (11%).
- Compared to 2014, the volume of domestic overnight trips increased by 1.8% and the volume of overnight trips made by visitors from overseas increased by 4.2%.
- Staying trips resulted in an estimated 1.99 million bed nights in the District, a small increase of 0.5% compared to 2014.
- Staying visitors spent £120.9 million on their trip in Arun in 2015, up 1.0% compared to 2014.
- Just under 3.7 million tourism day trips were made to the District (lasting more than 3 hours and taken on an irregular basis) in 2015 which generated a further £119.7 million tourism expenditure.
- Compared to 2014, the volume of day trips dropped by 0.8% and day trip expenditure dropped by 1.0%, but as mentioned above the volume of overnight / staying visitors increased by 0.5%

- 2.2 The 2015 full report is provided as a Background Paper and also available to view online at www.sussexbythesea.com/tourism-business-centre
The 2016 figures are expected in the late summer of 2017.

3 PROMOTING THE ARUN DISTRICT TO VISITORS AND RESIDENTS

- 3.1 'Sussex by the Sea' is the tourism 'brand' of Arun District Council, widely recognised and used to promote the district to visitors and residents as the official source of tourist information for the district.
- 3.2 Originally adopted in 1994 the brand is promoted using a suite of marketing tools to reach as wide an audience as possible, utilising limited resources. These tools include:

- Website – www.sussexbythesea.com
- Social Media – Facebook, Twitter and Instagram
- Visitor Guide – printed annually
- Marketing (*with partners for economies of scale and cross promotion*)
- Lamppost banners, In-house Events database & Seaside Awards – (*Managed by the Council's Event Officer in the Greenspace & Emergency Planning Team*)
- Visitor Information Points – (*2 x Call In and Collect facilities and 1 x staffed centre*)
- Visitor Enquiry handling : received via website, email, phone and post
- Tourism Development Initiatives, including promotion of Quality Assurance schemes

Each of the methods listed reach certain segments of our audience at different times and we aim to keep up with industry trends. The following information explains describes how this is done in more detail.

3.3 WWW.SUSSEXBYTHESEA.COM

- 3.4 The Council commissioned an updated tourism specific website and database which went live in April 2013. This replaced the previous version which was in need of development and was expensive to maintain and upgrade.
- 3.5 www.sussexbythesea.com is currently hosted by Verseone Technologies who also provide the Council's corporate website and database.
- 3.6 The tourism site has a bright, attractive, holiday feel, designed to attract visitors to the district and is the main marketing tool and "Virtual Visitor Information Centre" holding a wide range of useful information for visitors and residents. There are many links to the corporate site e.g. Beach, Car Parks, Parks and Open Spaces and the site works well on mobile devices.
- 3.7 Verseone Technologies also supply the website's Content Management System now managed solely by the Tourism Business Development Officer along with the website.
- 3.8 Previously maintained and resourced by the Council's Communications Team, following recent service changes, the tasks were (initially temporarily) taken on by the Tourism Development Officer and have subsequently become a core

responsibility of the role. As and when time allows, the database and website are being developed through experience and years of tourism knowledge.

3.9 Website Content

Visitors to the website are able to find a wealth of information, including:

- Pages on each town and the district
- Specific subject pages e.g. Accessibility, Beaches, Parks, Things To Do Cycling & Walking etc
- Searchable categories e.g. Where To Stay, Things To Do, What's On
- Descriptions and contact details for hundreds of local tourism businesses, attractions, accommodation, event organisers, food & drink, transport providers and retailers.
- (Each tourism business in the Arun District has a FREE website listing in their relevant search category which can be upgraded to an 'Enhanced Listing' or Banner advert for a fee)
- An Itinerary Planner tool and Blogs
- There is also a Tourism Business Page which includes useful information for local businesses on a range of industry subjects

3.10 Managing this data is an ongoing and every day task to keep up to date.

Regular management includes the following, and more:

- What's On calendar events, including sourcing, checking and reformatting information to the website's template designs
- Developing new ways of providing information, in shorter 'sound bites' to reflect current needs of visitors with less time to read long tracts of text e.g. new 'Quick Links Pages'
- Ongoing checks, 'troubleshooting' and reporting technical issues to the VerseOne Support as and when identified
- Checks that information is displaying correctly on mobile devices
- Selling and creating 'Enhanced Listings' and Banner style adverts to local tourism businesses, the income of which contributes to the costs of providing the website and printed Visitor Guide.

3.11 As the core source of tourist information and used for many different aspects of Tourism Support it is estimated that on average at least 25 % of any working week will be spent on the website and database in one way or another.

3.12 However, as technology and trends are forever changing we are mindful of the need to continue to embrace new ways of providing information and inspiration, in a resource effective way to potential visitors and residents, in order to maintain a share of the tourism market.

4 GOOGLE ANALYTICS AND SEARCH ENGINE OPTIMISATION

- 4.1 Google reports that for the full year to date there were 438,607 page views on the site.
- 4.2 This is down 7.95 % in comparison to the previous year, but there may be several reasons for this. For example; the continued rise in the use of Social Media (See 3.2) as a prime source of information; plus perhaps inexperience and resource limitations during the 'handover' phase in the management of the site from the Communications team.. Experience and training should help to resolve this if this is the case.
- 4.3 The most popular landing page is " What's On", with 44,612 views in the current year to date. This figure is up by 6.1% on the previous year (41,967) so is a priority to keep up to date as much as possible.

5 ACCOMMODATION QUALITY RATINGS

- 5.1 Until recently the Council's policy was to promote accommodation providers only if they held a current Quality Assurance Award (Star Ratings) with the national tourist board (Visit England) or the AA.
- 5.2 Whilst we still want to support and encourage businesses to sign up to the national quality schemes, it is recognised that consumers also now use other commercial review and booking sites and other means to choose holiday accommodation.
- 5.3 Additionally, and anecdotally, several successful accommodation businesses are leaving the quality schemes as their customer bases have increased, resulting in many return visits and as the costs of being part of the scheme outweigh the perceived benefits.
- 5.4 Therefore, in order to keep up with industry trends and provide a wide choice of accommodation to encourage visitors to stay longer, we now *also* promote accommodation properties within the district which:
 - Are part of a large commercial group, with self-assessment and good quality values e.g. Hilton Hotels
 - Hold 4.5 and above good quality reviews / ratings on sites such as Tripadvisor, Google, Facebook etc.
- 5.5 Several years ago we had an accommodation booking system, but this was ceased as being resource heavy with very little return. There are many globally recognisable commercial OTA s (Online Travel Agents) who provide this service.

6 SOCIAL MEDIA

- 6.1 The popularity of Social Media is well documented and is proving to be an effective free communications tool. Many people now use this method of providing and accessing the latest information, alongside the now traditional websites. Media savvy businesses now recognise that whilst their website may hold core information, Facebook, Twitter and Tripadvisor etc are essential tools in driving visitors to the website to find out more – in addition to the well-known search engines.
- 6.2 This is also the case for tourist destinations. Providing Interesting stories, inspiration etc with website links is an increasing element of the role, to encourage new visitors to find out more.
- 6.3 'Sussex by the Sea' is very active on both Facebook and Twitter and these media have developed into a major and relatively quick way of sharing tourist information to a wide and ever growing audience. The Facebook account currently has nearly 1200 followers and the Twitter page nearly 6500.

Posts and tweets by local attractions and other tourism businesses are actively searched for on a daily basis and reposted/shared/retweeted from the Sussex by the Sea accounts. Information discovered is also used to populate and update the tourism website where relevant.

Posts are regularly commented on, 'liked' and shared to an even wider audience. For example, recently a post by Pagham Yacht Club showed a video of a pod of porpoises enjoying swimming off the local coast. This was discovered and shared to the Sussex by the Sea account page and 'reached' over a thousand Facebook users within 24 hours and generated over 30 'Likes' and comments.

- 6.4 Sussex by the Sea also has a presence on Instagram, which is taking time to grow, due to time resources and a slightly different delivery model. With this account we are able to upload images of the district, direct from smart phones and encourage and comment on images shared by others as 'User-generated content' (UGC) These images can then also be shared on Facebook and Twitter to reach even wider audiences.
- 6.5 Tripadvisor is also a useful tool which some businesses seem to favour over other media and in some cases is their only online presence. Therefore this is useful as a research tool to find new businesses and check on the quality reviews of existing businesses, for information and promotion purposes.

7 THE SUSSEX BY THE SEA VISITOR GUIDE

- 7.1 The annual visitor guide continues to be very popular with visitors, residents and local tourism businesses. 65,000 copies of the 44 page DL size guide were printed in 2017.
- 7.2 The Council has produced an annual guide for many years (reference copies from 1984 are held on file) and continues to produce this as one of a wide range of tools to attract visitors to the district. It is recognised that many people still don't have easy access to the internet, or even if they do, prefer a paper copy to browse, share and refer back to. In some cases, visitors will have done their research online, but on arrival want printed information to carry around for inspiration, often discovering something that they would not have thought to search for online.
- 7.3 The guide is designed completely in house by the Tourism Development Officer working with one of the Council's two Graphic Designers.
- 7.4 Reflecting the style of the tourism website, and constantly directing readers to discover more online, the current guide features around 212 ideas and contact details of businesses under the headings of:
 - Things to Do
 - What's On Highlights
 - Food for Thought
 - Where to Stay
 - Maps
- 7.5 21 paid for advertisements from local attractions and accommodation providers, the income of which helps towards the production costs, currently £6,500.
- 7.6 The guide also includes a directory listing all the accommodation providers listed on the website, to provide a wide choice of places to stay for visitors. The 2017 front cover picture features a new paddle-boarding business on Bognor Regis Beach, which in itself has generated a great social media response. Selected events featured in the Visitor Guide and website also go to populate the What's On Pages of the Arun Times, produced by the Communications team twice a year.
- 7.7 An electronic version of the visitor guide is also available to view and download on the website. This is useful for 'time poor' visitors who want a quick reference guide to 'flick through' for inspiration and to augment the searchable category /business listings. It is also useful for overseas visitors to view without incurring international postage costs for the Council.
- 7.8 The visitor guide is distributed by two specialist companies throughout the UK via a mixture of attractions, hotels, motorway service stations, supermarkets and other outlets. It is also available to order from:

- the distributors' websites
- Sussex by the sea website
- specialist holiday guide fulfilment company
- local and national Visitor Information Points
- local businesses and locations e.g. foreshore and some railway stations. Other locations are being investigated

7.9 As an annual project the guide can take up a lot of officer time between October and March / April, but demand remains steady for this way of communicating to a wide audience. Information gathering, advert sales, etc is always combined with the ongoing updating of the website and is a very useful communication tool with local businesses throughout the year.

7.10 Annual production, print and UK distribution costs are up to £14,000. Currently around £6,500 income from advertising has been generated to help towards costs and there are more opportunities for online advertising income being developed.

8 VISITOR INFORMATION POINTS

The Council continues to work closely with partners to deliver a Visitor Information facility in the three district towns:

8.1 Arundel Visitor Information Point (VIP)

- The Arundel Museum Society hosts a tourism leaflet display for the town's attractions and immediate Arun District, South Downs and Chichester area, inside the foyer of the town's purpose built museum
- Located in a prime position in the town, next to the main car / coach park and opposite the Castle entrance, 'hands on' local knowledge of the town's businesses is provided by Museum Society volunteers, alongside local history museum displays, a range of museum events (including guided walks in the town) and educational facilities for school groups.
- Due to technical difficulties with the previous Council supplied tourism touchscreen, there is currently no digital facility at this site. In truth visitors seem to prefer and appreciate speaking to the volunteers at the Museum and browsing the comprehensive leaflet display, for information – and inspiration on local attractions.
- The facility is open every day throughout the year except for Christmas and New Year holidays.

- Leaflet supplies are co-ordinated and supplied by the Council's Tourism Development Officer from specialist suppliers. Specialist tourism knowledge and liaison on operational matters are also regularly sought and supplied.
- There is no annual cost to the Council, apart from officer time and occasional small projects paid for from the tourism development budget.

8.2 Bognor Regis Visitor Information Point (VIP)

- The Visitor Information facility , working with Sussex Newspapers, continues to be a successful partnership, with the newspaper staff being very helpful to visitors, alongside their other duties.
- The Council owned building, is located opposite The Regis Centre between the seafront and the town. As part of the Council's Accommodation Review we are currently working with the Council's Properties and Estates team on a new agreement for the extension of Sussex Newspaper's occupation of these premises and are hopeful that this partnership arrangement will continue.
- A tourist attraction leaflet facility and event information is provided in the facility plus a popular UK Holiday Information service. Leaflet supplies are co-ordinated and supplied by the Council's Tourism Development Officer from specialist suppliers. Specialist tourism knowledge and liaison on operational matters are also regularly sought and supplied
- Recently the Bognor Regis Town Centre Manager has moved into an office in the facility, created for him by the Properties and Estates team, which works well with the other uses of the building and is another example of successful partnership working.
- The facility is only able to open from 9am – 1 and 2 – 5pm, Monday – Friday due to the newspaper's staff contracted hours, but there is plenty of current information displayed in the windows facing the seafront and adjacent Place St Maur, for '24/7' local information.
- In addition tourism leaflets are also available in the Regis Centre opposite, a neighbouring gift shop, seafront Foreshore Station, and the Railway Station.
- The tourism touchscreen previously situated outside the facility and subsequently vandalised has been replaced by an ipad inside, supplied and maintained by the Council's IT Team and a new upgrade is currently being sourced to overcome some ongoing technical issues.. This provides customer access to www.sussexbythesea.com and other useful tourism websites.
- We are also starting to work with a commercial Digital Media Company for the planned provision of some specialist software for the ipad and also (subject to

costs) a new digital display screen to be located inside the window and facing out to visitors 24/7. This will replace, in time, and upgrade the current digital message display which is managed remotely via a Twitter account by the Tourism Development Officer. The new display screen will also be managed remotely and be able to display information used by other existing marketing tools.

- The modest annual cost to the Council for this shared facility, as part of the current “Licence to Occupy” is for some maintenance, shared utility bills, plus any small projects mainly paid for from the tourism development budget as and when required.

8.3 Littlehampton Visitor Information Centre (VIC) at Look & Sea!

- This staffed facility continues to operate successfully as a Visitor Information Centre for Littlehampton and the district and is fully ‘networked’ to Tourism South East, Visit England and Visit Britain (the regional and national tourist boards).
- The Look & Sea Centre VIC (plus Exhibition, Restaurant, Conference Room and Viewing Tower are open every day all year round, except Christmas Day.
- Visitors to the viewing tower are around 5000 per year, so we expect Visitor Information enquiries at the centre to be more than that, plus many emails and ‘phone calls.
- The Council and The Look and Sea Trust have a Service Level Agreement for which the Council pay £16,800 per year. The current three year agreement due to be reviewed, allows the Centre to be fully staffed and runs until April 2018.
- Leaflet supplies are co-ordinated by the Look & Sea VIC staff with some assistance from the Council’s Tourism Development Officer, along with specialist knowledge and liaison on operational matters.

9 TOURISM DEVELOPMENT

- 9.1 The Tourism Development Officer continues to work with the district’s tourism businesses, advising on issues and queries, encouraging and advising new contacts and helping existing businesses develop skills and quality.
- 9.2 Business visits, to help with marketing, social media, Quality Assurance, training and skills opportunities and other information take place as time allows, as well as email and telephone conversations. Recent visits have included both new and existing operators of four different attractions, two B&Bs and a hotel, with more planned. As a result in the last year, three accommodation providers and at least three attractions are now more proficient in using Social Media and other marketing

tools (with some group help from local forums such as West Sussex Attractions Group)

10 CUSTOMER SERVICE

- 10.1 Despite all the activity online, customer enquiries and visitor guide requests continue to arrive, on average around 30 /40 per week, via the website, email, phone and occasional letter.
- 10.2 Enquiries can be as 'in depth' as working out an itinerary for first time visitors from the US and Australia, to wanting the name and contact details of a particular business half remembered from a previous visit or vacancy details during Bank Holidays and Goodwood events. As much as possible and where appropriate, all enquiries are answered with links back to specific pages on the website.

11 WORKING WITH TOURISM PARTNERS

- 11.1 A healthy relationship has been cultivated with the tourism officers at all three town councils and 'Visit Arundel', collaborating and sharing information and marketing ideas and also working with the new Tourism Lead Officer at The South Downs National Park.
- 11.2 Arundel is also starting to look at new ways of promoting the town as a Gateway to the National Park and we have recently had an exploratory initial meeting.
- 11.3 We continue to work as much as possible with other Sussex Destination Managers at destinations across West and East Sussex – under the brand 'Love Sussex', the regional and national Tourist Boards, Coastal West Sussex and partners from Adur & Worthing and Chichester District Councils and West Sussex County Council.

12 COASTAL WEST SUSSEX AND 'EXPERIENCE WEST SUSSEX' TOURISM PROJECT

- 12.1 The Council are working closely with Coastal West Sussex, neighbouring District Councils and West Sussex County Council on a project to encourage more visitors across the county.
- 12.2 The public face of this project and campaign is www.experiencewestsussex.com which has been developed from an existing County Council site, but is now populated with more 'experiences', blogs and itineraries to inspire visitors who are looking for activities and quality visits to the county.
- 12.3 More links are being created from www.sussexbythesea.com and other existing West Sussex district websites to this site and social media is actively being utilised to share stories across the different partner organisations, as time permits.

- 12.4 The project is funded by West Sussex County Council's Pooled Business Rates and Arun District Council provide officer time to attend development meetings, local knowledge of the district's tourism attractions plus local images and copy etc.
- 12.5 As part of the project visitor research was commissioned in the summer of 2016 and surveys conducted in Arundel, Bognor Regis & Littlehampton as well as other towns across West Sussex. The results of these surveys can be supplied on request.

Background Papers: [The Economic Impact of Tourism in the Arun District](#)

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Bognor Regis Regeneration Position Statement

Project/Opportunity	Update June 2017
1. Enterprise Bognor Regis Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial sites 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	The Transport Studies awaited for the LDO are now in and being assessed for inclusion within the final LDO. Landowners of EBR sites reporting good occupier interest and seeking grants to fill investment gaps. Rolls Royce Phase 2 is going ahead.
2. Regis and Hothamton sites The Council owns two key regeneration sites at the Regis Centre and Hothamton car park and is seeking to develop them to obtain the maximum benefit for the town.	Progress being made against the actions agreed by Members in February. Discussions with key stakeholders has started, the next tranche of advice from specialist consultants is being specified and procured and different funding sources are being investigated. A progress report is planned to come to the next meeting in Oct
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. Work to deliver this in partnership with Town Centre Manager, Town Centre Management Board and Bognor Regis Town Council.	All major public realm improvements are complete including new monolith wayfinding signs. A survey of town centre premises showed that over 50% have invested internally and/or externally to an estimated value of c £3m. Vacancy rate is 8% (21 units) across the wider town centre area, with a third of these units in the Arcade. The formal BID ballot of businesses is underway currently with the result on 4 th July
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.	Temporary toilets installed to replace closed underground facilities for the summer season. Designs for the new accessible public toilets should be submitted for planning during the summer. Layout design for the Stalls Zone, Style Guide for future buildings, and building design for first permanent catering building commissioned. Feasibility work for the proposed relocation of the band-stand not yet started. Greenspace plan delivery of the new play area by summer 2018.
5. University of Chichester The University has a campus in both Chichester and Bognor Regis, with strong links with the wider regeneration of Bognor Regis. It has ambitious plans for campus expansion and provides facilities for businesses such as hot-desking, meeting space and incubator units.	The University has a 6 month exclusive lock-out period in respect of bringing forward proposals for the use of the London Road lorry/coach park site for new student accommodation. The construction of the Engineering and Digital Technology Park is progressing well New Vice Chancellor, Professor Jane Longmore, started in May. A number of other senior appointments have been made by the University this year.

<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 are an active partner in the wider town regeneration</p>	<p>Work started for new Splash pool, and planning approved for new team member accommodation for 90 staff close to the resort in Walton Road on the site of the existing St Joseph's Nursing Home and other adjacent buildings.</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>The Artisan Market in April was successful. The Beach Hotel hoardings are now in place which improves the appearance of the site. Working with BR Town Council on a project to decorate the hoardings. The owner of the pier has declined to engage with the Pier Trust around the change of ownership required to submit a Heritage Lottery Fund bid to repair the pier structure and improve the economic vitality of the buildings.</p>
<p>8. Railway Station The Station occupies a key gateway position in the town. It is a listed building, in poor repair and with vacant commercial opportunities, and is an identified site for improvement</p>	<p>The railway station refurbishment valued at nearly £2m value is underway. WSCC are developing a creative digital shared workspace project in the station. Wayne Hemingway is the commissioned creative lead for the project, and good progress is being made.</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</p>	<p>Enforcement still focused on London Road precinct and High Street to make these areas as traffic-free as possible New 2 hour free parking discs selling well</p>
<p>10. Placebranding Bognor Regis is particularly hampered by negative perceptions of the town. This 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 is working in partnership with Arun District Council, West Sussex County Council and University of Chichester to promote the many positives about Bognor Regis and change the currently held negative perceptions of the town. Stakeholder events and launch of the initiative have taken place. If you haven't yet completed the questionnaire at http://bognorregis.hemdesengagement.co.uk/ please do it and tell all your friends as well The proposed Investment Prospectus will support this initiative</p>