

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

11 October 2017

BOGNOR REGIS REGENERATION SUBCOMMITTEE

A meeting of the Bognor Regis Regeneration Subcommittee will be held in **The Council Chamber, Bognor Regis Town Hall, Clarence Road, Bognor Regis, PO21 1LD on Monday 23 October 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 26 June 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. *SAINSBURY'S BOGNOR REGIS SECTION 106 FUNDING IMPACT

This report updates Members on the projects undertaken with Section 106 funding from the new out of town Sainsbury's store built in 2012 on the site of the former LEC factory in Shripney Road, Bognor Regis. It also describes the outputs delivered and the overall impact of funding.

6. TOWN CENTRE MANAGEMENT PRESENTATION

A Presentation will be given by Toyubur Rahman, Town Centre Manager.

7. *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

26 June 2017 at 6.00 pm

Present: - Councillors Hitchins (Chairman), Mrs Madeley (Vice-Chairman), Bence, Charles, Dillon, Maconachie and Wells.

Councillors Ambler and Brooks were also present at the meeting.

1. APOLOGIES

Apologies for absence had been received from Councillors Bower and Mrs Brown.

2. 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.

Councillor Wells declared a personal interest in Agenda Item 8, Position Statement in the event of any discussion on Old Town and Pier.

Councillor Dillon also declared a personal interest in Agenda Item 8, Position Statement, in the event of any discussion on the Regis and Hothampton sites.

Subject to approval at the next Subcommittee meeting

3. MINUTES

The Minutes of the meeting held on 27 February 2017 were approved by the Subcommittee as a correct record and signed by the Chairman.

4. START TIMES

The Subcommittee

RESOLVED

That the start times of meetings for the remainder of 2017/18 be 6.00 p.m.

5. PRESENTATION ON PROGRESS OF PLANS FOR HOTHAM PARK

The Greenspace & Cleansing Contract & Development Manager introduced Mr Mark Hogan of ISS Facility Services Landscaping to the meeting as he was in attendance to give a presentation on his company's proposals for an adventure golf feature in Hotham Park. ISS had been appointed by the Council to enhance and improve its outdoor recreational services and, following consultation with the Town Council and the Hotham Park Heritage Trust, a new landmark facility was being proposed to replace the existing putting green.

Mr Hogan advised that the new state of the art facility would attract people into Bognor Regis and the Park and much thought had gone into ensuring that a feature was provided that would maintain a balance between attracting people in and preserving the legacy of Sir Richard Hotham. The plans for Development Control had been redefined following consultation and a decision was expected around 12 July. With a build time of between 12 – 14 weeks, it was anticipated that the adventure golf feature could be in place by late Autumn, bearing in mind the already scheduled events taking place and that any work undertaken must cause the least possible disruption. He was also pleased to inform Members that there had been overwhelming support from the interested parties.

The Subcommittee welcomed the investment in the Park and felt it was an exciting project for Bognor Regis and would greatly benefit the town. In the course of a short discussion, Member comment was made that a basic offer of refreshment (teas and coffees) should be made available for people waiting for children using the facility as they would not be able to go to the Hotham Park Café as it was too far away and out of sight. This was felt to be particularly important as this was going to be a year round facility and people waiting on colder days would appreciate a hot beverage. An officer response was given that a review of provision would be undertaken after 12 months.

The Chairman thanked Mr Hogan for his attendance at the meeting and Members looked forward to the opening of the new facility.

Subject to approval at the next Subcommittee meeting

6. SUMMARY OF TOURISM SUPPORT CURRENTLY PROVIDED BY ARUN DISTRICT COUNCIL

The Tourism Business Development Officer presented a comprehensive report which set out the key activities that were either led by the Council or where it played a significant delivery role in supporting tourism in the District. She highlighted that resources had changed but that the Council worked hard across several departments to ensure that the Arun District was an attractive, thriving area in which to live, work and visit. A range of delivery partners also helped to publicise the District and provide facilities.

The Subcommittee participated in a detailed discussion and put forward a range of suggestions for improving accessibility to information for residents and visitors alike to find out about events and attractions in the District. These suggestions were welcomed and noted but the Group Head of Economy reminded Members that the Tourism Team consisted of only one full-time member of staff and, whilst her knowledge and commitment was acknowledged and appreciated, there was a limit to what she could do.

As resources had changed, the Tourism Business Development Officer was trying to think creatively and was looking, amongst other things, at the possibility of training volunteer ambassadors in the towns to “spread the word”. The use of social media platforms as a tool had greatly increased and there was also merit in having discussions with the University of Chichester to see if their students could help with developing an App to increase the profile of Bognor Regis. Commercial App providers were also being investigated.

The Tourism Business Development Officer undertook to provide Members with information relating to the number of beds for visitors in the Town, excluding Butlins, as there was a concern that this was reducing.

The Chairman thanked the Tourism Business Development Officer for her interesting and informative report and expressed appreciation for the work she was involved with.

(Prior to considering the following item, Councillors Wells and Dillon had declared a personal interest and remained in the meeting.)

During the course of discussion and as mention was made of the BID ballot being undertaken in Bognor Regis, Councillor Wells declared a personal interest as he owned a business in the town.)

7. POSITION STATEMENT

In receiving and noting the Position Statement, the Subcommittee was advised and made comment on the following:-

Enterprise Bognor Regis – Planning Officers were still tied up with preparing the Local Plan for the Examination in Public and so work on this was delayed until resources could be released.

Subject to approval at the next Subcommittee meeting

Regis & Hothamton Sites – a number of meetings were being scheduled as follows:- (i) with the agents of Whitbread to discuss future plans for the site; (ii) Arts Council in July to look through proposals; (iii) Chichester University Hub; LEP (Local Enterprise Partnership) re possible grant funding. Members heard that there was a huge amount of work going on behind the scene.

Town Centre Initiatives – It was hoped that the outcome of the BID process would be successful as it was important to continue with Town Centre Management.

University of Chichester – the lock out period of 6 months had now expired on the London Road lorry/coach park site for student accommodation and the Council was considering its options.

Placebranding – the original survey sent out was considered to be too complicated. A new survey had now been prepared and the Group Head of Economy asked everyone in attendance to look at and complete it to enable the feedback to be assessed.

(The meeting concluded at 7.30 p.m.)

ARUN DISTRICT COUNCILBOGNOR REGIS REGENERATION SUB COMMITTEE – 23TH OCTOBER 2017**Subject: Sainsbury's Bognor Regis Section 106 funding impact report**

Report by: Caroline Gosford & Miriam Nicholls Report date: 9th October 2017

EXECUTIVE SUMMARY

This report updates Members on the projects undertaken with Section 106 funding from the new out of town Sainsbury's store built in 2012 on the site of the former LEC factory in Shripney Road, Bognor Regis. It also describes the outputs delivered and the overall impact of funding.

RECOMMENDATIONS

Members are requested to recommend to Full Council that

1. Members note the findings of the report

1.0 INTRODUCTION1.1 Background

The new out of town Sainsbury's store was built on the site of the derelict LEC factory in Shripney Road, Bognor Regis, an investment of around £50m. It opened in 2012.

1.2 Section 106 Agreement

A Section 106 agreement with a total value of £890,000 plus indexation was agreed in 2010 with several different elements.

1.2.1 Transport and Facilities to WSCC

- Provision and operation of new bus services: £200,000
- Bus stop installation and improvements Shripney Rd northbound £10,000
- Improvement to footways and cycleways on Shripney Road £50,000
- A free Shuttle Bus service from opening for a minimum of 5 years from store opening funded by the developer

1.2.2 Town Centre Management and Initiatives to Arun DC

- Against a list of stated priorities, £500,000 in two instalments
- Arun DC agreed that the first £250,000 would be allocated through a bid-making process

- Arun DC agreed that the second tranche of £250,000 would be allocated to improving the public realm in the town centre which was one of the stated priorities in the Agreement

1.2.3 Enterprise Provision to Arun DC

- Business enterprise provision £130,000

1.2.4 Skills and Training

- Formal agreement for employees to have access to core subject NVQ training and retail skills apprenticeships for at least 5 years from store opening

2. DELIVERY OF INITIATIVES

Delivery of the WSCC initiatives was by them. The Arun DC–led initiatives were delivered by Economic Regeneration.

2.1 Transport Initiatives

The free shuttle bus service was put in place by WSCC Public Transport team on behalf of the developer during 2012.

The new shared footway/cycleway linking Shripney Road and Rowan Way was delivered by WSCC Highways in 2015.

The new bus shelter and new bus services in the area are still to be delivered, and WSCC have plans to do this in line with the terms of the S106 agreement.

2.2 Town Centre initiatives

The Section 106 money was awarded to mitigate for the potential negative impact of the out-of-town superstore on town centre businesses. All funding allocations and spend have to be mindful of this aim, so need to focus on bringing more and new visitors to the town so they can spend money with local businesses, encouraging them to stay longer which is a proxy for spending more, and attracting higher spending visitors to come to the town (for example for an event) when they otherwise might not have done. “Visitors” might be tourists coming for the day or to stay, and they might equally be residents of the local affluent villages around Bognor Regis who have previously shunned the town centre in favour of other local destinations.

The first tranche of funding (£250,000) was promoted via a public meeting and invitation to bid for funding against the priorities set out in the Agreement in 2012. The stated priorities are set out below.

- a) Provision of co-ordinated town centre management or provision of facilities which would support such a function
- b) Promotion of the town centre through advertising or other means
- c) Event/activity support in the town centre
- d) Improvements to town centre infrastructure such as lighting (seasonal or otherwise), paving, street furniture, planting or other environmental improvements
- e) Assistance with the progression of the Bognor Regis Masterplan
- f) Cultural/creative activities in the town centre
- g) Activities in accordance with the Arun DC Vacant Shops Initiative

A total of 16 valid bids were received, and Arun DC allocated responsibility for assessing the bids and selecting the projects to be delivered to Bognor Regis Regeneration Board, a public-private partnership including the key partners in the town. The Board made recommendations which were fully adopted via ICMs and Cabinet.

The ten successful bids were as follows:

ROX Music and Arts: £20,000 to bring cultural events more into the town centre. Funding for the purchase of an all-weather mini-marquee and trailer to enable pop-up and ROX-Mobile events, stage and sound equipment, and revenue costs for artists, promotion and other Festival costs.

Bognor Regis Museum: £9,500 towards refurbishment of a museum outbuilding to house the historic Bathing Machine.

Bognor Illuminations: £7,000 to replace the decorative lighting in Waterloo Square

Bognor Regis Museum: £700 for new brown tourist signs to the Museum in West Street

Light and Sound cultural event: £3,000 to celebrate William Blake's association with Bognor Regis. This morphed into a more interactive series of events.

Co-ordinated public realm improvements: £100,000 towards Phase 1 of the public realm improvement work in London Road precinct to replace the paving, lighting, street furniture and planting.

Southdowns Folk Festival: £7,500 to help fund the inaugural event in 2013.

Loyalty Scheme: £5,000 for a loyalty scheme for town centre businesses

Venue for local artists: £11,658 towards the conversion and operation of Arun DC-owned ex-Museum property at 69 High Street into an exhibition, workshop and retail venue. The Cloudhopper Gallery traded successfully for 3 years, then ceased trading due to lack of volunteer support. The remaining funding went towards:

Arts and cultural activities: £3,342 towards a variety of events such as Young at Art, monoprinting workshop, exhibition of paintings of Hotham Park, Beach Hotel hoarding decoration workshop, art-based children's activities.

Town Centre Manager post: £104,049 towards the creation of a post for 4.5 years with other partners.

The total value expended equals the £250,000 plus indexation interest awarded by Sainsbury's under the Agreement.

A photo montage illustrating the various projects is attached as Appendix A.

The second tranche of funding of £250,000 plus indexation interest was allocated to Phase 1 of the public realm improvement work in London Road precinct to replace the paving, lighting, street furniture and planting. Appendix A includes some photos of the finished work.

2.3 Enterprise initiatives

The Section 106 monies were used to fund a suite of three complementary business and enterprise initiatives: grants for businesses, apprenticeship grants and business support. They were marketed under the brand “Arun Local Enterprise and Apprenticeship Platform” or LEAP.

Business Grants: A scheme to provide grants for businesses which was run during 2016. It provided small sums to be match-funded for start-up or existing businesses in Bognor Regis. It provided micro grants of up to £2,000 per business, to local new small businesses to provide a cash injection for either capital or revenue investment in their projects that would lead to employment or business growth outcomes. Businesses had to be based in the Bognor Regis area and give a full explanation of exactly how the funding would be used. They were not sector specific so all businesses were eligible. If their bid was successful they were visited at the start to explain about additional support and again at the end period of their grant to assess the results. The funding was repayable if not used in the way specified. Businesses were expected to provide 100% cash match to the grant value requested. The panel assessing the grants is made up from local businesses people who are part of the Arun Business Partnership Steering Group.

Apprenticeship Grants: A scheme to provide funding for companies to encourage them to take on apprentices. This was not to replace any existing provision but additional funding to ensure apprentices were paid a living wage. It aimed to stimulate the creation of new apprenticeship opportunities amongst small and medium sized businesses in the Bognor Regis area. It also encouraged businesses to invest in training their workforce of the future. The subsidy offered was a ‘top up’ to the existing government run Apprenticeship Grant for Employers -16 / 24 (known as AGE 16 – 24). It offered an incentive of a £1500 grant to new apprentice employers to contribute to the wages (not training costs) of the apprentice.

By adding an additional £1500 to the government grant to support the apprentice’s wages, we were able to influence where eligible businesses are located i.e. Bognor Regis area, thereby increasing the number of apprenticeship opportunities in a targeted geographical area. Better local marketing of the offer (one of the problems with the national programme) improved take-up, and our young people were matched with local high quality and better paid apprenticeship opportunities.

Business Support: To provide business support for new and existing businesses with the aim of creating new sustainable businesses and jobs. This is being delivered by the University of Chichester and a programme of support is currently underway. The business support package includes the provision of Business Start-up Saturdays. These are open and free events for start-up and new businesses where they are able to hear about the keys skills needed for starting a business and the tools that can be used. They also have the opportunity to meet a range of business support organisations such as financial and

legal advisors. This then leads to a more comprehensive programme, offered over the next 6 months, and a choice of options to attend Business start-up boot camps, peer to peer workgroups, business knowledge workshops which will give advice on the practical development of the business and personal coaching sessions.

2.4 Skills initiatives

This was monitored by the Bognor Regis Regeneration Task Force until its cessation in 2012.

3. IMPACT ASSESSMENT

The S106 funds awarded had a wider impact than just the projects they funded and delivered. The funded projects are listed below together with impacts levered in or coming about as a result of the project.

3.1 Transport Initiatives

No information provided by WSCC.

3.2 Town Centre initiatives

ROX Music and Arts: The mini-marquee and sound equipment have been used in town centre venues such as Place St Maur and others. This equipment has engendered better partnership working with other event organisers who have used the equipment in association with ROX, and events like Birdman where ROX have attended and put on performances.

The annual ROX Festival is less reliant on grant funding by owning the equipment rather than having to hire it in. The Festival is more able to go ahead in inclement weather conditions, providing free entertainment to the many thousands of visitors attending, and drawing in new visitors to the town who will hopefully come again and spend time and money there.

Bognor Regis Museum: The funding has delivered Phase 1 of the work to the “Beach House” outbuilding housing the Victorian Bathing Machine. The work comprised the creation of an accessible toilet (there was not one before) and a new entrance to the building which has enabled visitors to see the Bathing Machine for the first time through the glazed door.

The Museum has recently confirmed that, on the back of having started the work using S106 funding, a bequest of £10,000 has been made which brings the Phase 2 refurbishment works closer to reality. Funding bids are being made to complete this work.

Bognor Illuminations: The new decorative lighting in Waterloo Square has been designed to complement the Conservation Area location. It features simple classic styling and white and cream colours which work well with the heritage lamp columns. The lighting clearly identifies the Waterloo Gardens greenspace, and adds to the overall traditional seaside appeal of this area. The Illuminations Gala event continues to go from strength to strength.

Bognor Regis Museum: Some years back, the Museum relocated into West Street which is out of the main tourist area, being to the west of Waterloo Gardens. Initially visitors found

the new location hard to find impacting on visitor numbers, however the four new brown fingerpost signs have helped direct people to one of the few indoor “rainy day” attractions in the town. The new monolith wayfinding signs also feature directions to the Museum, again helping people to find this valuable visitor asset.

Light and Sound cultural event: This event set out to celebrate William Blake’s association with Bognor Regis, and morphed into a series of interactive events held in early 2013. These included a public “Imagination Photo Booth” event where people were invited to come to the promenade and use the backdrop of the darkness of the night sky and the sea that so inspired William Blake to make “painting with light” portraits with glow-sticks, torches etc. These images were captured by a photographer and at a later date, the images were beamed onto the side of the pier during the hours of darkness, and displayed in an exhibition at both Butlin’s Shoreline Hotel and town centre shops. This event kindled the interest in William Blake as a local historic celebrity, and the locally-run Big Blake Project was formally launched in 2014.

Co-ordinated public realm improvements: Phase 1 of the public realm improvement work in London Road precinct which upgraded the paving, lighting, street furniture and planting was funded through Sainsbury’s Section 106 contributions, WSCC Kickstart initiative, Arun DC, Bognor Regis TC and others. The value of the first phase of works was £662k and this acted as match funding and a catalyst to Arun District Council securing the Coastal Communities Fund bid of £1.649m to deliver more phases of the scheme.

The public realm works have in turn levered in other improvements to the town centre. Since the completion of Phase 1 in the London Road precinct, over 50% of business premises in the wider town centre area have been improved with an estimated investment of around £3m. The new layout of the precinct enables ambitious large scale events to be hosted there such as the Aerial Birdman zipwire which broke all footfall and turnover records for the town centre.

Working with Southern Rail and Network Rail around the transformation of Station Square, the station forecourt into a fitting gateway to the town, contacts were made with high level railways property managers who visited the station and saw the parlous state of this Grade II listed building. This has directly led to the £2m refurbishment project at the railway station which is currently being delivered.

Southdowns Folk Festival: This event has run every year since the inaugural event in 2013, and gets stronger year on year. It is a self-sustaining nationally recognised festival bringing welcome new visitors into the town during the “shoulder season” of late September. Partnership working with the Town Centre Manager has led to the introduction of a complementary artisan market held in a marquee on Place St Maur and many free-to-view performances within venues in the town centre.

Loyalty Scheme: Now the town centre Business Improvement District has been approved and will go live from 1st April 2018, a loyalty scheme for town centre businesses can be worked up and put in place in a sustainable way.

Venue for local artists: The Arun DC-owned ex-Museum property at 69 High Street was very run-down and empty. The Council invested capital funds into refurbishing the property

inside and out, and the Section 106 funding was used to fit it out and operate it as an exhibition, workshop and retail venue.

The Clouthopper Gallery was entirely volunteer-run and traded successfully for 3 years, but ceased trading due to a lack of suitable volunteer support. The property has since been re-let by the Council for commercial use.

Arts and cultural activities: A variety of activities were funded such as Young at Art, monoprinting workshop, exhibition of paintings of Hotham Park, Beach Hotel hoarding decoration workshop, art-based children's activities at major events and the like.

Town Centre Manager post: The post is funded by Section 106, Arun District Council, Bognor Regis Town Council and Butlin's, and unusually for this type of role, hosted by the University of Chichester as an in-kind benefit to the town.

The working priorities for the Town Centre Manager came directly from the priorities in the Section 106 Agreement refined by sub group of Bognor Regis Regeneration Board comprising town centre stakeholders to include the key target of securing a town centre Business Improvement District before the end of the contract.

The post is for 4.5 years and started in May 2014 when Toyubur Rahman started work. Since then there have been sweeping and positive changes in the town centre. Vacant shops down from 14% to 8%, footfall up year-on-year and most recently, the approval by the businesses of the Business Improvement District to start in April 2018. This will bring in over £700,000 over the 5 year term, and secures the dedicated Town Centre Manager role.

3.3 Enterprise initiatives

Business Grants were extremely successful with 27 Bognor Regis businesses receiving grants and generating match funding of nearly £69,000. This led directly to a successful bid by Arun District Council to the West Sussex Strategic Infrastructure Fund for additional funding for a countywide LEAP scheme. The scheme now covers the whole of West Sussex. Each Council was allocated just over £71,000 to be used for small business grants and apprenticeships grants using the LEAP format. All Arun business grants funding has now been expended, and it has supported a further 48 businesses across Arun, with match funding of over £139,000. Some quotes from businesses receiving LEAP grants can be found in Appendix C.

Apprenticeships funding was also very successful and supported 12 apprenticeships within Bognor Regis. A case study of an apprentice funded through this scheme can be found in Appendix C. This funding is now also part of the countywide LEAP scheme, and had funded a further 8 apprenticeships across Arun.

Business support continues to be delivered by the University. They were expected to support around 50 businesses with a range of provision, although this was exceeded in the first 2 events. Appendix B gives further details of the support provided to businesses, the number of and types of businesses supported, and the impact of the initiative.

4. PROPOSALS

Members to note the findings of the report.

Background Papers:

Appendix A – Photo montage of Town Centre Initiatives

Appendix B – Business Support initiative Report

Appendix C – Business Grants and Apprenticeship grants quotes and Case Studies

Contact: Caroline Gosford 01903 737854 or Miriam Nicholls 01903 737845

APPENDIX A: PHOTO MONTAGE OF TOWN CENTRE INITIATIVES

ROX Music and Arts

Marquee and Equipment in action



ROX Festival in full swing

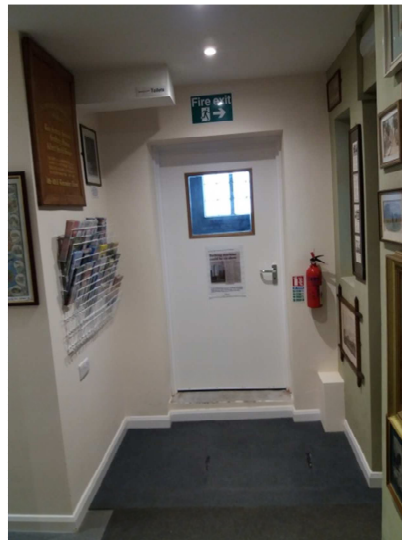


Bognor Regis Museum: Beach House refurbishment

New Toilet



New entrance and doorway



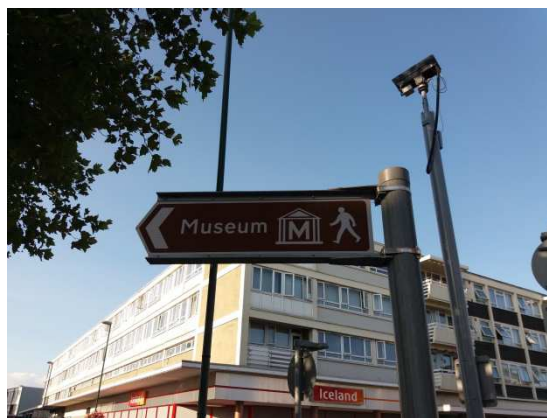
Bognor Illuminations

Replacement lighting in Waterloo Square



Bognor Regis Museum

New directional signage



Blake Imagination Photo Booth event



Public Realm Improvements London Road

New paving, street furniture, planting



New lighting and large events space



Southdowns Folk Festival

Morris dancers



Band playing



Cloudhopper Gallery



Young at Art



Beach Hotel Hoardings Workshop

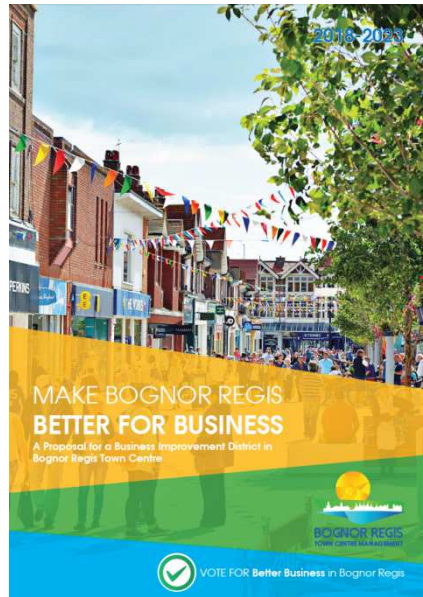


Town Centre Manager Post

Aerial Birdman



BID Approved



Appendix B

Arun Business Hot House Programme

Interim Report

September 2017

University of Chichester Business School – The Dome Enterprise Centre

The Arun Business Hot House was commissioned by Arun District Council to provide support to business that are starting and growing in the Arun District, with an emphasis on Bognor Regis.

The Hot House programme has been designed to run three times over an approximate 24 month period. The programme is designed to create and develop knowledge and support over a longer period of time, rather than short one off workshops. This has, in other programmes, created a sustainable support groups within themselves that have continued after the programme has finished.

The support programme covered 5 key support techniques.

Business Coaching 2 x 1 hour sessions to discuss their business or business idea on a one to one basis

Start Up Inspiration Day. 4 hours of interactive business start-up and growth advice. The day includes introductions and tasters to the methodologies and tools that the programme uses as well as inspirational stories from local start-up businesses.

Business Bootcamp – 2 full days of interactive knowledge sharing and skills development using some of the latest tools and techniques that will help businesses plan their business model, understand their customer and the value they are creating for them. The other key tool that they will learn and take away in this session is their 'Verbal Business Card' – a technique that will help them to pitch their business in the right way to the people that they meet.

Business Knowledge Workshop Programme – a series of 6 x 3 hour workshops that are designed to challenge and expand the knowledge of those starting and growing their business. The workshops include:

- Selling and Pitching
- Marketing and Advertising
- Digital Marketing
- Legalities and Intellectual Property
- Finances
- What's next? – the practical next steps in achieving growth in your business

Peer to Peer Action Learning Sets – a series of 6 x 2 hour discussions that are facilitated to ensure all the delegates gain the most from the Hot House programme and can implement their knowledge. The Peer to Peer Action Learning Sets are key to pulling the programme together and creating the powerful support groups to drive the success of the businesses.

Overall statistics for the Arun Hot House Programme

- Number of enquiries – 116
- This means that they have made, at least, an enquiry either through a phone call or through email and had a conversation about their needs.
- Number of people engaged on programme – 82
 - This means that they have attended at least one of the support sessions offered
- Delegates attending Start Up Saturday – 42 delegates
- Total delegates for Boot Camp – 44 delegates
- Total delegates attending Workshops – 58 delegates
- Total delegates attending peer to peer workgroups – 40 delegates
- Total number of one to one advice sessions (each lasting 1-2 hours) – 53 delegates
- Total number of second one to one advice sessions – 21 delegates

The final evaluation will be completed by the end of December 2017 and will aim to assess the impact on businesses start up, increase in turnover, new jobs created, level of knowledge development.

There were three programmes delivered on total

- One in 2015
- One in 2016
- One in 2017

Each programme was delivered over a 6 month period and if a delegate attended for the whole 6 months, they could access 50 hours of support.

Total number of hours of support delivered:

1626 delegate hours

Start-ups:

- Euphoria Kitchens, show rooms and installations
- Fifty Point Eight Architects
- English Excellence
- Packed Lunches Company
- Sleep Disorder Consultant
- Yet to Learn – IT Skills development for young people
- Photographer in Residence
- The Scholarship and Bursary Advisory Centre
- Sew Natalie – Hand crafted items for children.
- The Business Propogator – SME Consultancy
- Catherine Jones – Family Friendly on-line. Family activity resource.
- Nicola Highnam – Fitness Classes
- Marie Paul – Arts Space
- Kate Burbidge – Copywriter
- Catalicity - Sandra Norval, Sustainable Strategy Development for Large Corporations and Public Sector Bodies
- The Business of Stories

- Toots Textiles – High end, useful sewn craft
- www.Littlehampton.Info launched

Other notable wins:

- Fifty Point Eight were winners at the Southern Business Awards.
- A number successfully applied for the LEAP grants
- Patents have been applied for – one in the beauty industry,
- Eve Goodison from Five Elements Health Care, was featured on Innovate UK website, with mention of the programme of support

<https://innovateuk.blog.gov.uk/2017/01/16/the-benefits-of-feedback/>

- Front page of the local papers – Mother and Daughter Businesses. Pinks Vintage, Colour Pop Occasions and Quirky Covers.
- Colour Pop Occasions are now doubling turnover each year

Businesses and business ideas being explored or early stage businesses creating growth through attending the programme have included:

- Milliner
- Restaurant
- Several business consultancies
- China UK Agent
- Digital Marketing Agencies
- E-commerce
- Crafter
- Photographer
- Web Developers
- PA
- Therapists

Added Value:

- Due to the popularity of the Peer to Peer Workgroups, we had to run two sets each month for programme 2 and 3, giving additional value to the programme with 5 workgroups run instead of 3. These were delivered by MDHub and University of Chichester.
- All admin work was carried out by the UoC instead of ADC – again adding extra value to the programme

Additional Funding:

The success of the programme and the traction it has created gave the opportunity to apply for a further £50,000 of funding from the Scape Re-investment Communities fund. The University of Chichester Business School and Voluntary Action Arun and Chichester were successful in securing this additional money to delivery three more Hot House programmes from Bognor Regis. There will be two open programmes and one focussed on Social Enterprise Start Ups, delivered in partnership with VAAC. These launch at the end of September and will continue throughout 2018. This will lead up to the implementation of the £12m, multi partner, pan LEP European Structural Investment Fund Business Support Programme if the funding bid is secured. The University of Chichester is leading on the bid.

Appendix C

Business Grants

We are excited to announce that using CommuniGator we have been able to increase our number of clients. We are now turning over 100% more a month than we were previously which is amazing. We have taken on a new member of full-time staff and we are hoping we are going to continue to grow.

We were able to instigate a leaflet campaign, and additional marketing activity. The above action resulted in incremental addition to our turnover of approximately £15k. We recently won the Retailer Category at the Observer and Gazette Business Awards.

I have used money towards...written car graphics on the mini, flashing open sign in window that can have messages scroll along bottom.
Competition with Bognor post, find the gold cartridge to win cash prize, also with a 15% off voucher in paper.

The golden cartridge was very popular with a number of vouchers brought into store, many of these were new customers not knowing the shop was here. The store is still is going in the right direction, people are still finding us all the time.

Apprenticeship Grant

An apprenticeship grant was awarded to Regis Removals. With the assistance of ourselves and Chichester College they advertised and interviewed for an apprentice. Courteney Walters was appointed to the role. M.D. David Wride said

“Courteney worked alongside our Finance Director and immediately took to the role. She brought her college learning into the business and made a number of small but important changes. Her aptitude and attitude have been commendable and she will go far – our challenge will be to keep her at Regis Removals! We were delighted that she won the Robert Warham Award and that she has continued with her studies having now started an ACCT qualification.



Courteney Walters (and husband Greg) receives her Award

Bognor Regis Regeneration Position Statement

| Project/Opportunity | Update October 2017 |
|---|---|
| <p>1. Enterprise Bognor Regis Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial sites co-located north of Bognor Regis straddling the A29. The aim is to make the sites ready and attractive for early development to accelerate business and employment growth. The implementation of a Local Development Order (LDO) we hasten development. There is limited greenfield commercial land available on this scale within Coastal West Sussex area.</p> | <p>The Transport Studies awaited for the LDO are now in and waiting officer time to assess them for inclusion within the final LDO. The Local Plan Hearings were held in September. The Council made a strong argument to retain the amount of employment land allocated in the plan. Landowners of EBR sites reporting good occupier interest and seeking grants to fill investment gaps. A planning application for the SaltBox site has been received. Rolls Royce Phase 2 is going ahead on Oldlands Farm.</p> |
| <p>2. Gardens by the Sea The Council owns two key regeneration sites at the Regis Centre and Hothampton car park and is seeking to develop them to obtain the maximum regeneration benefit for the town.</p> | <p>Consultants are in the process of reviewing the proposals and next steps for the Hothampton site. A public exhibition of the new park proposals for the Hothampton site were on display at the Alexandra Theatre on the 13th October. A web page showing the display panels could also be viewed between 9th and 20th October and feedback given. A report will be going to a special meeting of the Sub-Committee in December with recommendations for taking the project forward.</p> |
| <p>3. Town Centre Initiatives A vibrant and appealing town centre offer of shops, public realm and events is a key draw for both residents and visitors. A Business Improvement District (BID) will be in place from April 2018 for 5 years. Work is delivered in partnership with Town Centre Manager, Town Centre Management/BID Board and Bognor Regis Town Council.</p> | <p>The businesses voted overwhelmingly in favour of the BID i.e. 80% of votes cast and 79% by rateable value were in favour, with a high turnout of 61% (of voters) and 74% of rateable value. Work is underway to get the BID in place and ready to hit the ground running on 1st April 2018. Vacancy rate is 8.5% (23 units) across the wider town centre area, with a third of these units in the Arcade. Arun District Council has recently purchased the freehold of the Arcade, underlining their commitment to the town and to provide future income for the council.</p> |
| <p>4. Seafront Regeneration The Seafront Strategy was adopted in 2009 and set out plans to enhance the area. The Seafront Delivery Plan for the central section of the seafront was approved in 2016, with thematic zones and a strategic template for delivery of regeneration initiatives.</p> | <p>Temporary toilets very well received by the public, being removed after Oct half term for the winter season, with signage to Regis car park facilities. The planning application for new accessible public toilets was deferred. An adjusted application will be resubmitted shortly. Layout design for the Stalls Zone, design for first permanent catering building and Style Guide for future buildings are all held</p> |

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| | <p>pending confirmation of the feasibility of relocating the band-stand. Feasibility work for the proposed relocation of the band-stand has commenced but is not yet complete; a decision report on this topic will come to BR RSC in the future.</p> <p>Public survey undertaken to gain insight into the style and components of the new beach play area which is planned for delivery for Easter 2018.</p> |
| <p>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 doubling student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p> | <p>The construction of the £36m Engineering and Digital Technology Park is progressing well, and will bring together creative and digital industries with STEM (science, tech, engineering and maths) students seamlessly under the same roof. The first intake of students for new STEM courses arrived in Sept 2017 and are being taught in existing buildings while the new facility is completed.</p> |
| <p>6. Butlin's Butlin's has transformed much of their accommodation from chalets into modern hotels. This has changed the type of customer coming to Butlin's, and also what they want to do on holiday. Butlin's are an active partner in the wider town regeneration</p> | <p>Work is underway for new £35m Splash Pool which is due to open in 2019.</p> <p>Offsite staff accommodation in Ashley House and St Joseph's is now open and popular with both staff boosting retention, and local businesses. As staff accommodation reduces in capacity, more local people are being employed at the resort – 200 extra during summer 2017.</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 September was successful.</p> <p>The Beach Hotel hoardings are in the process of being decorated</p> <p>The Pier Trust is working with Town Council to define and promote a series of Heritage Trails in the town.</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.</p> <p>The new ticket office is open, the concourse flooring is almost complete, the original railings on the concourse are installed, the new waiting area is almost complete, the retail spaces are around 50% complete, canopy on the station square has been refurbished and painted, external windows are also being replaced. The work is programmed to finish in December with a grand opening planned in January 2018.</p> |

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| | <p>Network Rail is responsible of the maintenance of the station clock and has been asked to look at it.</p> <p>WSSC 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</p> <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> <p>Strategically, proposed future improvements to the A27 at Chichester, Arundel and Worthing, and A29 as part of the Barnham-Eastergate-Westergate housing plans (included in the Local Plan) will significantly enhance the viability of development land in and around the town.</p> | <p>The Arundel A27 route options consultation has recently closed.</p> <p>Evidence is being gathered to understand the impact on the local traffic network of event closures of the Regis Centre area of the Esplanade with an eye to possibly changing traffic flows in the future.</p> <p>The 2 hour free parking discs have sold well and a new multi-year agreement between the BID and Arun DC is being sought.</p> <p>The next potential large-scale WSSC transport project for the town is to reduce the impact of traffic on the railway station junction. Guidance on how to promote and develop this project is being sought from WSSC</p> |
| <p>10. Placebranding and Promotion</p> <p>Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by Hemingway Design will set out to change the narrative and promote the town as a modern, forward-thinking investment destination.</p> <p>Other major PR activities will be delivered alongside the placebranding to support the new narrative and “Big Up” Bognor Regis as an investment town.</p> | <p>HemingwayDesign is working in partnership with Arun DC, West Sussex CC and University of Chichester to promote the many positives about Bognor Regis and change some of the currently held negative perceptions of the town. An online perception survey is being conducted and the results will come to a future Sub Committee meeting. This data will be used to influence their recommendations.</p> <p>The “Turning the Tide: a bright future for Bognor Regis Conference in Sept 2017 was attended by around 110 people and was very well-received.</p> <p>The Investment Prospectus outlining past, current and future regeneration investment in the town is now available and can also be viewed on the Council’s website.</p> |