

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

13 June 2018

BOGNOR REGIS REGENERATION SUBCOMMITTEE

A meeting of the Bognor Regis Regeneration Subcommittee will be held in **The Council Chamber, Bognor Regis Town Hall on Monday 25 June 2018 at 6.00 p.m.** and you are requested to attend.

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

A G E N D A

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST

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

Members and officers should make their declaration by stating :

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

- 3 MINUTES

To approve as a correct record the Minutes of the meeting held on 14 December 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 consider the start times of meetings for the remainder of 2018/19.

6 BOGNOR REGIS SEAFRONT

The report provides an update on regeneration works on Bognor Regis Seafront to date and considers future works.

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

SPECIAL BOGNOR REGIS REGENERATION SUBCOMMITTEE

14 December 2017 2017 at 6.00 pm

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

Councillor Brooks was also present at the meeting.

14. APOLOGY

An apology for absence had been received from Councillor Maconachie.

15. DECLARATIONS OF INTEREST

The following declarations of interest were made:-

- Councillors Bower, Charles, Dillon, Hitchins and Wells declared a personal interest in Agenda Item 5, as Members of the Development Control Committee in the event of any discussion relating to planning applications on the site and they reserved their right.

16. MINUTES

The Minutes of the meeting held on 23 October 2017 were approved by the Subcommittee as a correct record and signed by the Chairman.

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

17. HOTHAMTON LINEAR PARK REGENERATION PROPOSALS

The Chairman welcomed to the meeting Simon Davis, Urban Delivery, and Rob Beswick, BD Landscapes, who were in attendance to give a presentation on the design proposals for the Hothamton Car Park site as part of the Council's 'Garden by the Sea' regeneration scheme and to answer Members' questions.

Mr Beswick gave a presentation which expanded on the design report included in the agenda and Members were advised that RIBA Stage 2 had now been achieved. He went on to say that the team had been very aware of the historical context of the area and had worked in a collaborative way with local people using the area to come up with a simplified design to create a flexible space that could be used for a variety of community events and

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markets, etc. The play area was felt to be quirky to reflect the old hangar that used to be located at one end of the site.

The Chairman thanked Mr Beswick for his presentation and then, prior to consideration of the matter, reminded Members that the main report on the proposals was to be considered under open business, whilst Appendices C and D referred to in the report were commercially sensitive and contained exempt information as defined under paragraph 3 of the Local Government Act 1972, as amended. He was particularly keen to ensure that discussion on the proposals remained in the public domain to maintain transparency and urged Members not to stray into the detail of Appendices C and D as the meeting would then have to move into exempt business to exclude members of the public. It would then move back into open business to take the vote.

The Group Head of Economy then presented the detail of the report. Two options had been put forward for consideration with Option 1 being more extensive but coming in at an estimated cost of £4.29m. Option 2 provided fewer water-based uses within the design and was therefore less expensive at £3.53m. Members therefore had to come to a view about their support for such a level of investment in the scheme.

It had been made clear from the financial assessment that overall financial viability was significantly improved where the Council led on the delivery of the park and then sold the residential plots with the benefit of the park in place. This would help to achieve the mix of uses and quality of design and materials and limit the risk of any reduction in quality that might arise out of a value engineering exercise that a developer might seek to implement in order to create a viable project and maximise its developer profit. A Council led approach would also enable the retention of car park income and of the commercial income from concessions, etc, to finance the future management and maintenance costs for the park.

It was pointed out that such an approach would involve financial risks and a full business case would need to be prepared before any borrowing could be secured. The Council also had a good track record for obtaining external funding and every effort would be made to obtain such funding for this scheme. Option 2 was recommended for support.

The report outlined development costs; concept design specifications; potential and anticipated income streams for the Council; delivery options; and the next steps.

The Chairman thanked the Group Head of Economy for her informative report and the Subcommittee then agreed that the discussion would be held in line with the recommendations.

Members participated in a full debate on the merits of Option 1 and Option 2, with the majority supporting Option 2 as the best way forward. Issues were raised as follows:-

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- Electric car charging points – it was confirmed that all cabling had been extended within the scheme so that all spaces could have charging points when required in the future. The events area would have electrics and built-in anchor points for structures such as marquees.
- Sufficient car parking spaces were deemed critical for the town centre and as many as possible must be maintained. A query was also raised about the direction of parking and its relationship to the surrounding highway.
- Lessons needed to be learned from experience gained delivering the town centre public realm, particularly around pedestrianisation for sight impaired people and those in wheelchairs.
- Concern was voiced regarding the width of the park and the impact that might have on community events, markets, etc.
- Anti social behaviour had to be addressed
- Strong linkage between the park and Waterloo Square would be a benefit

Members supported recommendation 2 for the Council to build the park and secure a developer to build out the plots for the whole site; however, in the event that no agreement could be reached with the NHS, then to still proceed but with the Health Centre site excluded.

A Member comment was made that there should be no flats built at the site and there should be more provision made for entertainment for residents of the town and the surrounding area; however, there was no Council funding for such uses.

Although recommendation 3 was supported, a concern was raised that the planning application for the scheme would be submitted for consideration by the Development Control Committee without first coming back for consideration by the Subcommittee as it was felt that there could be many changes to the concept on the table at the present time. However, the overwhelming view was that there should be no further delay in moving the regeneration of the town forward.

With regard to recommendation 7, a request was made that the Chairman of the Subcommittee keep Members informed of any significant changes and amendments to the scheme designs.

Comment was made at recommendation 8 that there was a level of concern from residents with regard to the future provision of health services in the town should negotiations around the Health Centre allow development of this site. Clearly, the Health Trust / CCG would make this decision based on clinical need and the availability of adequate local provision

The remaining recommendations were supported without discussion.

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The Subcommittee

RECOMMEND TO FULL COUNCIL – That

(1) Park Option 2 (with fewer water-based uses within the design) be the preferred option;

(2) the Council progress with the development and implementation of Park Option 2a – *Council Builds Park and Secures Developer to Build Out Plots – Whole Site*. However, if discussions with the Community Health partnerships regarding the future use of the Health Centre cannot be quickly or satisfactorily concluded, Park Option 2b – *Council Builds Park & Secures Developer to Build Out Plots – Health Centre Excluded* – is substituted;

(3) authority be given to the Director of Place, in consultation with the Leader of the Council, to submit a planning application for the proposed new park and associated parking;

(4) budget provision for the project costs to reach planning application stage (up to £300k) be included in the budget for 2018/19. Also, funding be allocated for a three year period for a Project Officer role to progress the delivery of the key regeneration sites in Bognor Regis;

(5) authority be delegated to the Director of Place to commission any reports, studies or professional advice required to progress the delivery of the new park;

(6) the Council be encouraged to bid for, receive and use external grant funding that may fund (in part or whole) the delivery of the new park and parking;

(7) authority be delegated to the Director of Place, on consultation with the Leader of the Council and the Chairman of the Bognor Regis Regeneration Subcommittee, to make minor changes and amendments to the scheme designs, based on professional advice, as necessary and as the project evolves, subject to receiving the necessary planning approvals;

(8) authority be delegated to the Director of Place, in consultation with the Leader of the Council that, should negotiations with the National Heal Services progress and subject to the completion of a satisfactory business case, a bid be made to purchase the Health Centre site and, if accepted, to proceed with the purchase ; and

(9) authority be delegated to the Director of Place, in consultation with the Leader of the Council, to market the development site at Hothampton when the park has been

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developed to a key stage, or market conditions are deemed appropriate.

(The meeting concluded at 7.16 p.m.)

ARUN DISTRICT COUNCIL

BOGNOR REGIS REGENERATION SUB COMMITTEE – 25 JUNE 2018

Subject : Bognor Regis Seafront
 Report by : Caroline Gosford Report date: 11th June 2018

EXECUTIVE SUMMARY

The report provides an update on regeneration works on Bognor Regis seafront to date and considers future works.

RECOMMENDATIONS

Members are requested to approve:

1. That Regeneration Sub Committee supports the grant application for up to £50,000 funding from the Coastal Revival Fund for the improvement of the bandstand.

Members are requested to recommend to Full Council that:

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

1.0 INTRODUCTION

The report provides an update on the progress of regeneration works on Bognor Regis seafront between the pier and Butlin's to date and considers future works.

2.0 BACKGROUND

In 2010, the Council approved the Bognor Regis Seafront Strategy which set out an overall vision for the improvement of the seafront. The Strategy proposed to improve the quality of the offer available on the seafront and the the built environment. This desire for such

improvement is echoed in both the Bognor Regis Masterplan and the Bognor Regis Neighbourhood Plan.

The delays around the future redevelopment of both the seafront and the Regis Centre site necessitated short term leases being offered to council-owned businesses on the seafront. This in turn has somewhat stifled investment in these buildings.

The 2016 Bognor Regis Seafront Delivery Plan was drawn up from existing strategy, policy and consultation results. It expands on the detail of the Seafront Strategy and specifies what can be delivered and where along the promenade. It also seeks to maximize the income generation opportunities for the Council from the various commercial outlets. The Delivery Plan sets out various thematic zones along the seafront between the pier and Butlin's. It was recommended for approval by Bognor Regis Regeneration Sub Committee in June 2016, and approved by Full Council in July 2016. It is attached in Appendix A.

The same Committee report authorised the delivery of the following fully-funded Council seafront projects:

- the new public toilets
- the seafront play area
- a "Style Guide" to ensure the style of all future buildings/development on the seafront is complementary to the surrounding existing and planned architectural vernacular, and consistent and co-ordinated in style
- the layout of the buildings/business opportunity pitches within the Stalls Zone located around the widest area of the promenade where there will be a cluster of commercial outlets including a council-funded catering outlet
- the design and delivery of the council-funded catering outlet

3.0 PROGRESS UPDATE

- The "Beach on the Beach" sand play area was completed in 2014 and was the first project delivered within the seafront improvement programme. It was a resounding success and so well used that it was doubled in size in 2015. New features requested by visitors to the facility, such as seating and push-chair parking, were also added.
- The new play area "Play on the Beach" was opened in May 2018 following an earlier public consultation which received support from 95% of respondents for a play area in this location, and advised the content, themes and styles of the play equipment. There is a strong focus on provision for children of all ages and abilities, including some wheel-chair specific play equipment and wheel-chair accessible flooring. The materials used are super-robust and naturalistic in style, and there is a "sea creatures" theme as chosen via the consultation. The delivery of shading for both the play area and Beach on the Beach will be completed in the near future, ensuring a common "look and feel" across the two adjacent sites.

- The new public toilets have gained planning permission and the delivery process has now commenced. The demolition of the Foreshores Office is complete and a base for the new toilet building will soon be laid, and the site is currently Heras-fenced off for safety. It is planned that the new toilet building will be craned into place in mid July, and the building will be open to the public in late July ahead of the main summer holiday period.

4.0 FUTURE WORKS

4.1 Style Guide

An architect was commissioned to create a “Style Guide” for the seafront. A Style Guide is required to ensure that future permanent new buildings on the seafront, whether built by the Council or by others, benefit from good quality design in a modern and timeless style that is in keeping with the existing and planned architectural context, and that all future buildings gel together as a holistic and complementary suite of buildings.

The Style Guide sets out key design elements that will ensure co-ordination of architectural style. A modern and timeless design style is required to complement the existing seafront buildings which are modern apartments built from about the 1970’s onwards. The approved concept designs for the planned redevelopment of the Regis Centre site are also fully modern in style.

The Style Guide also sets maximum building heights (lower than current pitched roof buildings) to maintain the open seaside views that seafront visitors prize, and widths to ensure the promenade remains accessible. The Guide is not proscriptive and does not seek to stifle design creativity or innovation, its purpose is to guide design so the end result is high quality, harmonious and holistic, and reduces the impact of the permanent buildings on the promenade.

The Style Guide stipulates that, because all buildings on the promenade are being built on top of the sea defence, they cannot be traditional construction i.e. have foundations, and must therefore be lightweight buildings that bolt onto a prepared base. The new toilets are an example of this type of building.

The Style Guide also specifies/suggests materials that will withstand the harsh marine environment, thus ensuring buildings will look good not just when they are built, but also in the longer term. The proposed Style Guide is attached as Appendix B.

Proposal: to recommend to Full Council that the proposed Style Guide is approved.

4.2 Stalls Zone layout plan

The Stalls Zone is the thematic zone located around the widest part of the promenade near Clarence Road. This is the only place on the narrow promenade where there is room for a cluster of commercial outlets, so this is a key area in terms of improving the commercial offer on the seafront, and also for income generation for the Council.

The layout of permanent and temporary buildings and commercial pitches within this area has to safely accommodate all of the “traffic” on the promenade, be it vehicular like the road-train or service vehicles, or cyclists, skaters or mobility buggies, and pedestrians. Visitors to the seafront are often families, including small children in push-chairs and older people, some with mobility issues, so pedestrian groups can be both large and slow-moving.

The Stalls Zone area is also home to the Grade II listed bandstand. Despite its limited use for concerts, the bandstand together with the pier and seafront parks forms a key part of the traditional seaside character which draws visitors and families to the town and beach. The recommendation is therefore that the bandstand remains in situ, but that consideration is given to adapting it for use as outdoor café seating whilst retaining the ability and right for it to be used as a bandstand when required.

The impact of the proposed Stalls Zone layout plan on the listed bandstand, and its proposed use has been assessed by the Council’s Principal Conservation Officer. While the specific designs for the permanent buildings are not as yet available, the height, width and design constraints set out in the Style Guide and the proposed Stalls Zone layout plan ensure that the setting of the listed asset is not compromised.

The layout plan seeks to increase the the number of commercial units and seasonal pitches whilst retaining the space and open sea views people come to see, and enabling safe access for “traffic”. There is space available for small scale temporary events like a Punch and Judy show or facepainting within the Stalls Zone and also seasonal or temporary catering or activity outlets. There is some shingle overwash in this area during the winter, so permanent buildings with the potential to trade all year round need to be towards the road-side of the promenade to minimise the impact of this. Each building or seasonal kiosk will have an allocation of outdoor space, and temporary pitches will ultimately have “plug and play” services available via a separately metred hatch cover within that allocated space.

The proposed layout includes:

- up to three potential sites for permanent catering buildings with indoor customer space suitable for all year round operation.
- one kiosk pitch with the potential for others on a temporary basis

The proposed Stalls Zone layout plan is attached as Appendix C.

It is proposed that the first, Council-funded permanent catering unit would be built east of the bandstand (shown as No 4 on the Stalls Zone layout plan) and could potentially use the bandstand as café seating. This would tie in with the Council’s planned maintenance and improvement of the bandstand, and a grant application to the Coastal Revival Fund is proposed to help fund these improvements. The location, scale and delivery time of other permanent catering units in the Stalls Zone will be made in the future.

Proposal: to recommend to Full Council that the proposed Stalls Zone layout plan is approved

Proposal: That Regeneration Sub Committee supports the grant application for up to £50,000 funding from the Coastal Revival Fund for the improvement of the bandstand.

4.3 Delivery of the Council-owned catering unit

4.3.1 Design:

Design for the building will be in line with both the Style Guide and the Stalls Zone layout plan.

4.3.2 Build process:

This was pioneered with the Hotham Park Café project, and the lessons learnt during that successful project will be applied.

The Council will fund the design, planning submission and initial build, and the operator will fund the fit-out and finishes to their own brand. Once the basic building design is complete, a catering operator recruitment tender will be advertised before planning permission is applied for so potential operators can see the scale, size and style of the proposed building, and input to the internal layout before detailed planning approval is sought.

It is proposed the initial building works would be undertaken by the Council to shell and core i.e. the structure and main partitions, with first fix services installed i.e. electrics, water and foul drainage run to key points. The building would then be formally handed over to the operator and their contractors to complete the electrics and plumbing with the relevant sanitaryware, light fittings, catering equipment etc, apply all the wall and floor coverings and furnishings, and equip the outdoor area. All detailed designs by the catering operator will be approved by Arun DC Property and Estates before submission for planning or go ahead.

Proposal: to recommend to Full Council that the delivery of the Council-funded catering unit is approved as set out in this report

Proposal: Authority is delegated to the Director of Place to place orders as required to construct the catering building subject to planning approval

Proposal: Authority is delegated to the Director of Place to sign off leases/licences required to appoint a suitable catering operator.

Background Papers:

Bognor Regis Regeneration Seafront Delivery Plan Committee Report: June 2016

Appendix A – Bognor Regis Seafront Delivery Plan

Appendix B – proposed Style Guide

Appendix C – proposed Stalls Zone layout plan

Contact: Caroline Gosford x 37854

BOGNOR REGIS SEAFRONT

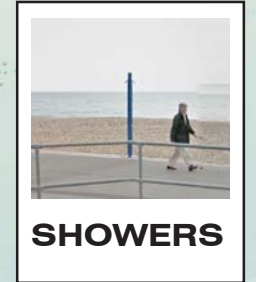
Delivery Plan



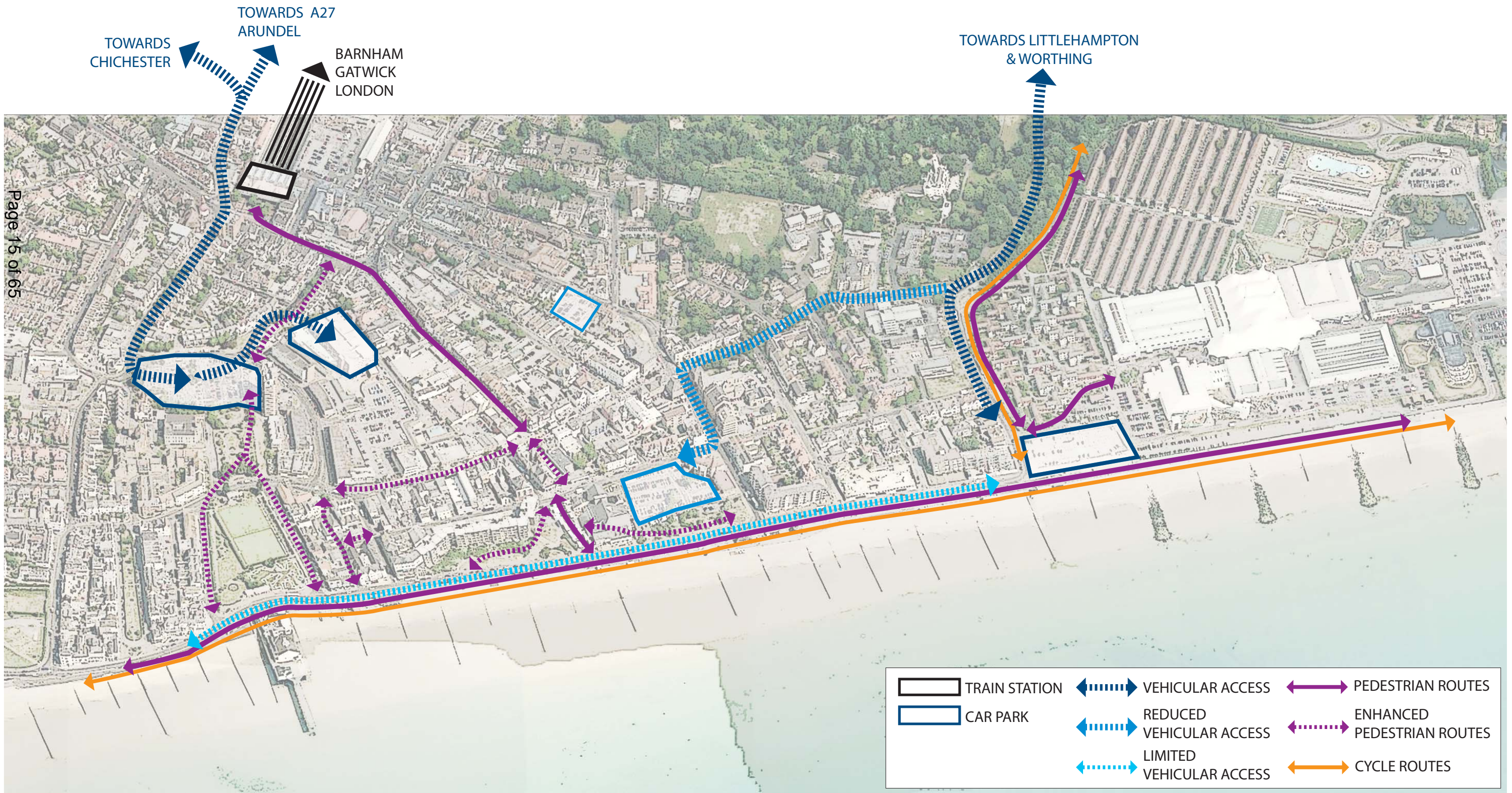
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Promenade



Access & Circulation



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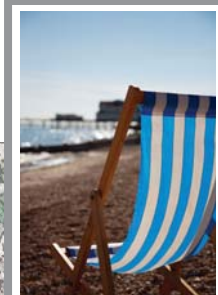
Seafront Zoning



TIME-OUT



HISTORIC QUARTER



TIME-OUT



ACTIVITY - KID ZONE

Play facilities aimed at families with smaller children. Extended and improved Beach on the Beach, new play area with cafe, relocate paid-for kiddie play facility from near pier.



ACTIVITY - KID ZONE



HISTORIC QUARTER



BEACH ZONE
Beach huts along the promenade.



HISTORIC QUARTER
Conservation Area reflective of the heritage of the town. Bandstand relocated within a bespoke landscaped setting in Waterloo Gardens north of weather station. Fishing area tidy up.

GATEWAY

Key link and crossing point between town and seafront. Shared surface table junction at crossing point. Place St Maur to have relocatable semi-permanent retail or market units until major redevelopment bought forward.

STALLS ZONE

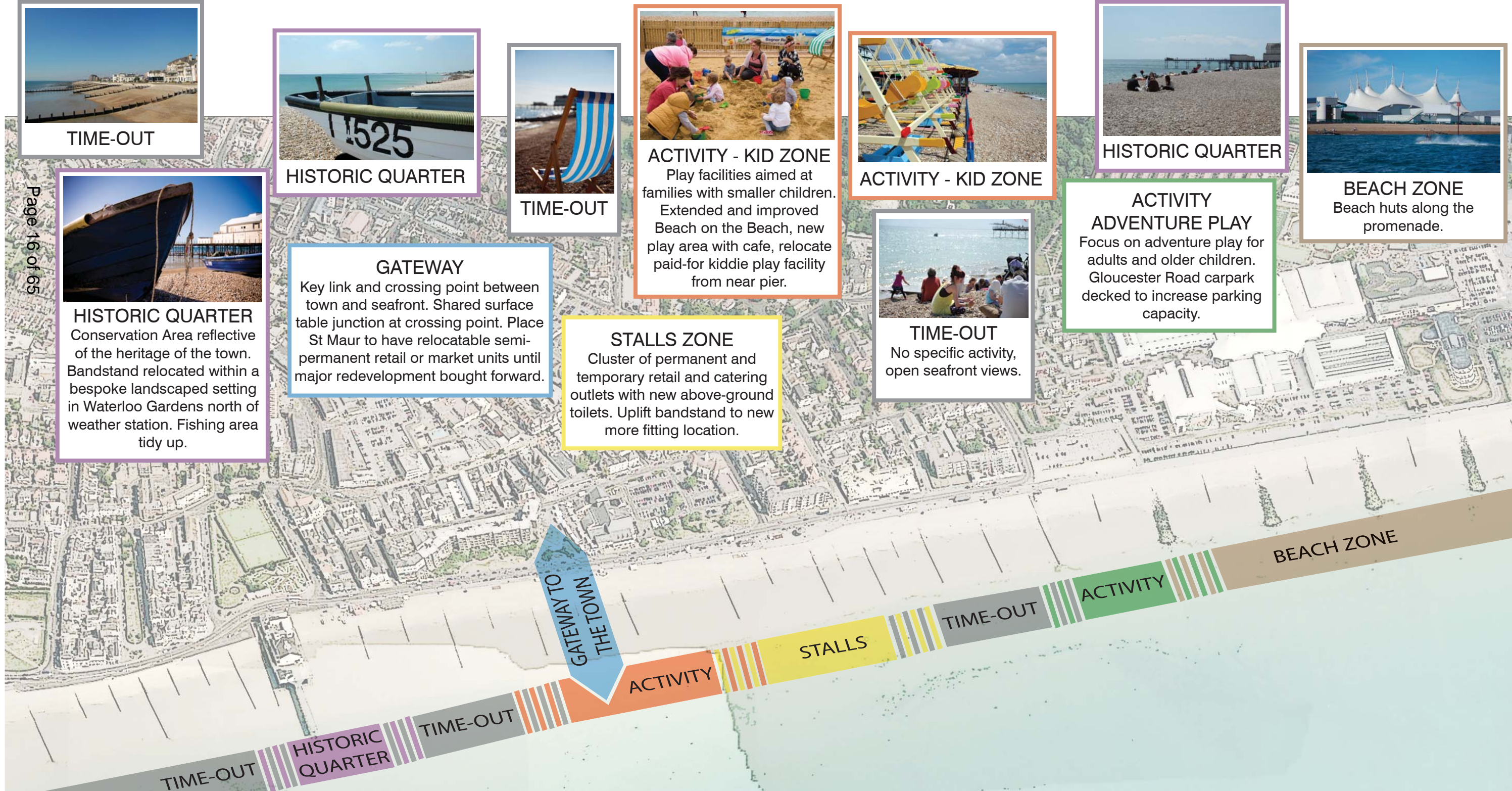
Cluster of permanent and temporary retail and catering outlets with new above-ground toilets. Uplift bandstand to new more fitting location.



TIME-OUT

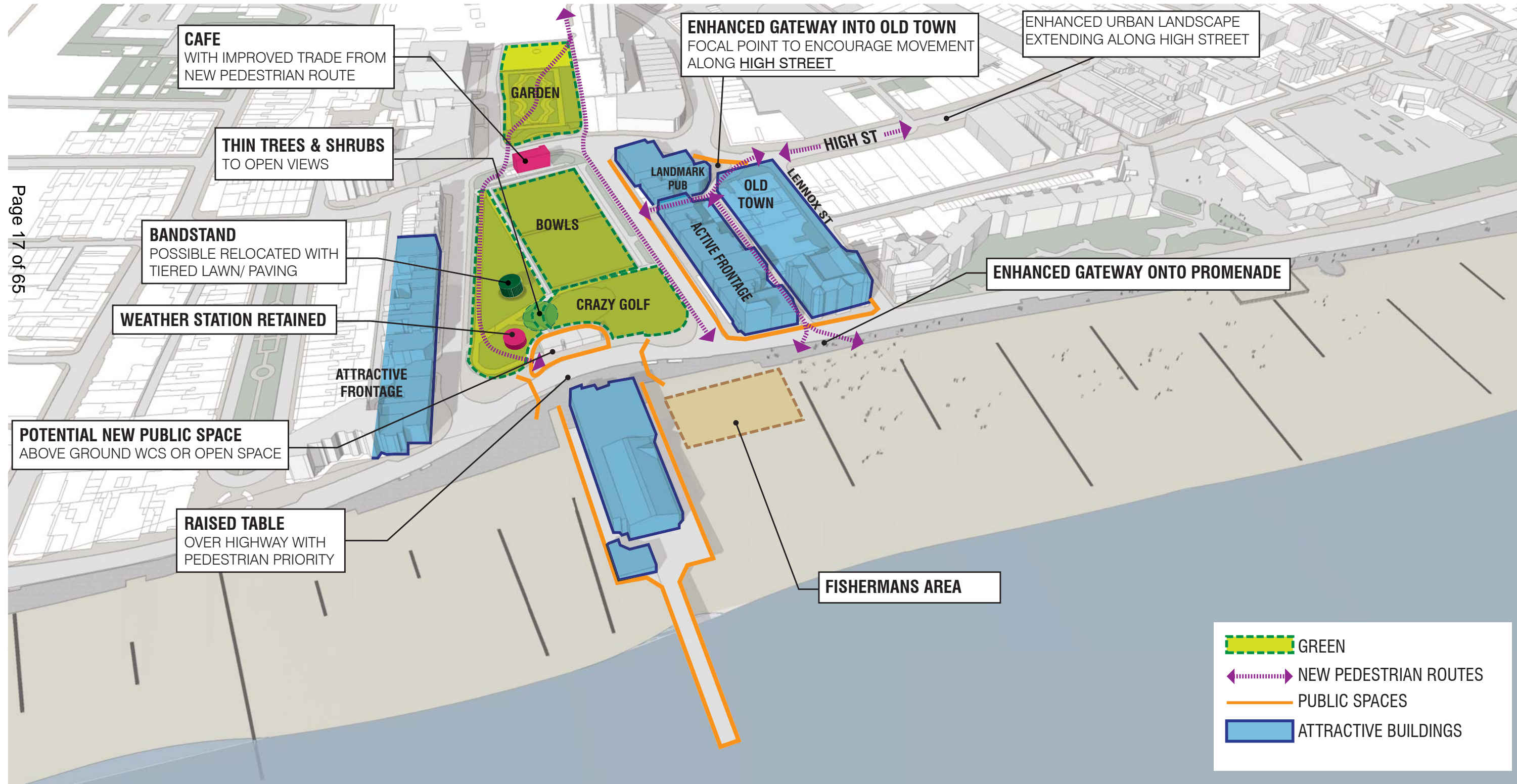
No specific activity, open seafront views.

ACTIVITY
ADVENTURE PLAY
Focus on adventure play for adults and older children. Gloucester Road carpark decked to increase parking capacity.



Zones are conceptual and flexible and can evolve and change. They are not rigid geographically or thematically

Historic Zone



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First Issue: 30.05.18

Second Issue: 04.06.18

Third Issue: 11.06.18

Part One : The Context

1. Scope and Purpose of the Style Guide
2. The Site and Surrounding Area
3. The History and Significance of the Site
4. Accessibility
5. Relevant Policy
6. Planned Developments
7. Building Uses
8. Summary of Site Context and Design Influences

Part Two : The Buildings

1. Building Form, Massing and Layout
2. Proposed Style
3. External Materials
4. External Seating
5. Shading and Shelter
6. Branding, Colours and Typography
7. Interior Materials and Layout
8. Universal Access
9. Crime Prevention
10. Sustainability
11. Construction



PART 1: CONTEXT

1. Scope and Purpose of the Style Guide



1. Bognor Regis Promenade



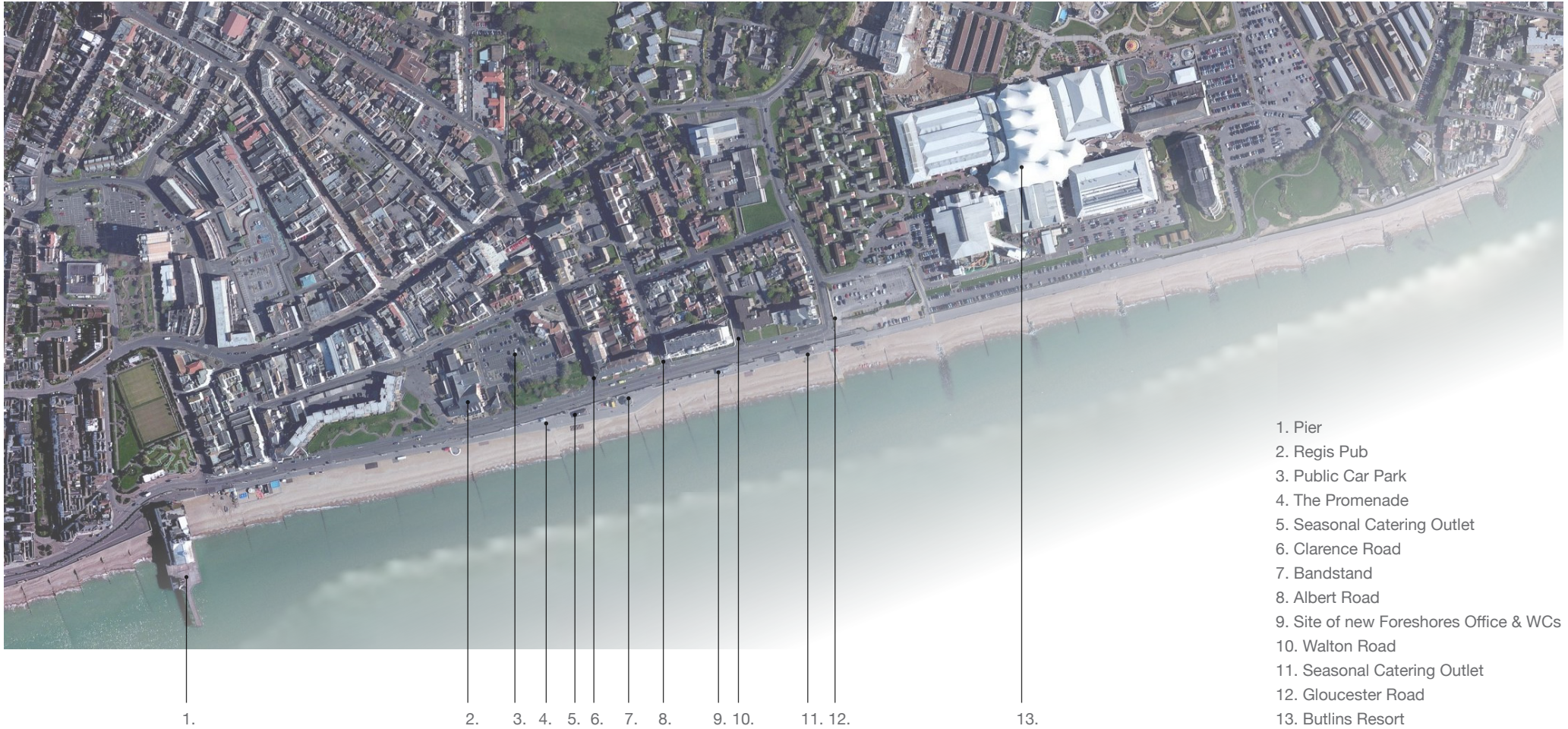
1. Bognor Regis Bandstand

This Style Guide applies to all new permanent long-term buildings built or located along the Bognor Regis Promenade between the pier at Waterloo Square East and Gloucester Road next to Butlin's resort. All seasonal kiosks and structures will be assessed by Arun District Council's Property and Estates Department to ensure the required quality level of appearance of the unit is met and that it is in keeping with the seafront environment, and managed under licence.

The Style Guide ensures there is consistency to any new infrastructure on the Promenade. It will provide a coherent and consistent approved design methodology to deliver a high quality aesthetic. It does not set out to rigidly dictate or stifle creativity, merely to ensure that all buildings complement each other and deliver a holistic look and feel on the Promenade rather than an uncoordinated mixture of styles.

The Style Guide provides a reference point for future developers and investors, and a guide for the statutory authorities who invest in seafront infrastructure.

2. The Site and Surrounding Area



The Promenade is a long thin flat strip of land owned by Arun District Council that sits between the shingle beach and The Esplanade highway owned by West Sussex County Council. The beach and Promenade are slightly higher than the Esplanade, particularly at the eastern and central areas.

The existing land use on the north side of the Esplanade is predominantly modern apartments of up to 6 storeys in height, with the Regis Centre pub and adjacent public car park centrally located, and the Carlton Hotel with retail and catering outlets on the ground floor further west. The Regis Centre site, Place St Maur and the car park are a designated redevelopment site with approved concept plans for a mixed use development with a new Winter Gardens, theatre and cultural hub, cafes, bars and restaurants, residential and car parking.

The Promenade is predominantly used by pedestrians including buggies and mobility scooters, but also by cyclists, skaters, and by the road train which runs throughout the summer and weekends thereafter between Butlin's and Clarence Road. Out of hours, refuse collection vehicles use the Promenade, and occasional maintenance and emergency vehicles also drive along the Promenade.

The Promenade offers open sea views over the unspoilt beach, all new development needs to consider the impact it will have on these views.

The Promenade area is currently home to two out of scale buildings (two seasonal catering outlets at Gloucester Road and Clarence Road). The seasonal Foreshores Office at Walton Road has recently been demolished. All three buildings were developed from previous beach shelters which are becoming increasingly difficult and expensive to maintain, as the building infrastructure is nearing the end of its economic life. There are also several kiosk-style catering outlets along the Promenade, one of which operates all year round.

The long term plan is that all existing permanent buildings will be demolished in the fullness of time. The recently demolished Foreshores Office is being replaced by two smaller units: one housing the new Beach Office and the other providing public toilets being delivered in summer 2018. These new buildings will set the quality/aspiration standard for future development along the Promenade.

New catering and other beach-related outlets are planned within the various thematic zones across the Promenade area as agreed in the Seafront Delivery

Plan approved by Arun District Council in July 2016.

3. History and Significance of the Site



1. Historic Photograph of Bognor Regis bandstand

Bognor Regis is the quintessential English south coast seaside town. For centuries it was a small fishing village with a handful of cottages. In 1787, Sir Richard Hotham, a wealthy London businessman, began to develop the town into a bathing resort to rival the more popular resort of Brighton to the east. The town was established with Regency architecture at its core and for a period enjoyed a reputation as a very exclusive and fashionable resort. It was the choice of royalty and the 'Regis' suffix of the town's name was added in honour of this. In more recent years, the establishment of the Butlin's Bognor Regis resort brought a more mass tourism holiday visitor. This was followed by cheaper flights to the continent with increasingly affordable foreign holidays reducing the UK visitor market.

The decline of the British seaside resort has left many coastal towns with serious social problems and a general history of low investment in physical infrastructure. Unfortunately, Bognor Regis did not escape these issues, but the town is now seeing a resurgence in investment and regeneration. Bognor Regis is still able to attract significant number of visitors, the vast majority of whom are likely to visit the seafront during their stay.

The seafront is the most significant tourist destination for the town. The Promenade has long been a focal point and a destination for socialising, promenading and generally enjoying the seafront environment. The coastal Promenade stretches for several miles and is the town's gateway to the beach. The public realm of the seafront is the most significant tourist destination of the town as a whole, and this has been the case for generations. The intensity of use of the Promenade is inevitably seasonal, with the area being very popular in good weather conditions. The Promenade is linear in shape and sits on top of the sea defences.

The beach immediately to the east of the pier has been used by local fishermen for the landing of boats for many decades, and this helps to provide local identity and a sense of character.

Heritage assets along the seafront include the bandstand (Grade II listed), Bognor Regis Town Hall adjacent to the seafront (Grade II listed), the Pier (Grade II listed) and west of the pier, the Royal Norfolk Hotel (Grade II listed) and The Steyne, an attractive residential area overlooking gardens running perpendicular to, and up to the seafront.



1. Ramped access is provided from the Esplanade to the Promenade



2. The Promenade is flat, providing easy access for all visitors



3. Seating areas on decking over the shingle along the Promenade

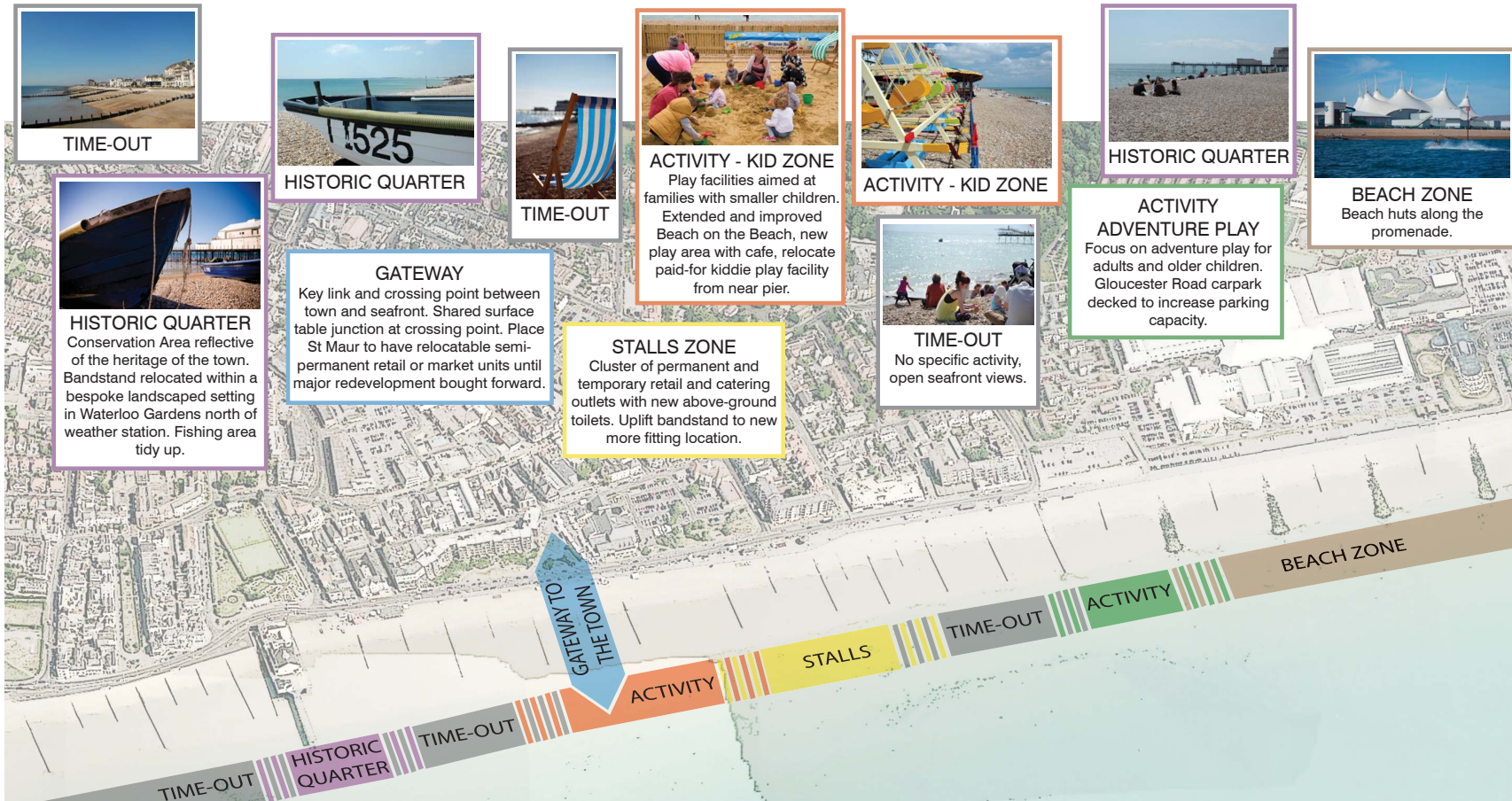
All new buildings must be accessible to all including wheelchair users, with toilet facilities if relevant.

The Promenade is predominantly a pedestrian environment, so all access needs to be on foot. Car parking is available immediately adjacent to the Promenade which is accessed via zebra crossing points over The Esplanade with several ramped and stepped access points up onto the Promenade level. Buses also run and stop close to the Promenade.

Service vehicles require occasional access along the Promenade. Business deliveries must be made from The Esplanade road. Driving vehicles along the Promenade is not permitted.

Cycle racks are provided at intervals along the Promenade.

5. Relevant Policy



1. Seafront zoning

The adopted Bognor Regis Seafront Strategy 2009 sets out the need to improve the catering and retail offer on the seafront between the pier and Butlin's. The approved Bognor Regis Seafront Delivery Plan 2016 creates a series of thematic zones along the seafront in this area to deliver a coherent offer across the area over time.

The Stalls Zone layout plan refers to the widest part of the Promenade near Clarence Road, and provides a layout plan for commercial activity in this key wider area of the Promenade.

Bognor Regis Masterplan 2004:

This is adopted planning policy and sets out the framework for the development of the town, including a series of thematic areas.

Arun District Local Plan (2003):

GEN18 Crime Prevention
GEN2 Built-up Area Boundary
GEN32 Noise Pollution
GEN7 The Form of New Development

Publication Version of the Local Plan (October 2014):

D DM1 Aspects of Form and Design Quality
D SP1 Design
QE SP1 Quality of the Environment
SD SP2 Built -Up Area Boundary

Planning Policy Guidance:

NPPF National Planning Policy Framework
NPPG National Planning Practice Guidance

There are no relevant Bognor Regis Neighbourhood Development Plan policies.

6. Planned Developments



1. The Foreshores office and above ground toilets



2. The Regis Centre and Winter Gardens redevelopment

Concept designs have been produced and approved for the Regis Centre and the Winter Gardens. Although at an early stage, the designs indicate modern, bold and fluid forms. Permanent and temporary buildings along the Promenade must be mindful of the redevelopment proposals for this site.

Planning permission has been granted to replace the Foreshores Office and the underground public toilets with two new structures along the Promenade.

The new Beach Office and toilets have distinctive roof profiles and rounded edges, taking inspiration from waves crashing over pebbles. These two new buildings are located within the footprint of the previous Foreshores Office (which has recently been demolished). However, the new forms are less bulky, and sit lower than the previous building; this seeks to create a better relationship between the Promenade and the beach. These buildings will be manufactured off-site to reduce disruption to the promenade and to minimise installation time.

7. Building Uses



Examples of existing (and recently demolished) buildings and kiosks along the promenade

The only uses permitted for temporary or permanent buildings on the Promenade will be Catering, Retail, Entertainment (e.g. Punch and Judy, Face-painting, charged for Play provision, activity such as paddle-boarding) and Public Service use (e.g. Foreshores, First Aid etc).

The existing buildings along the Promenade present an uncoordinated mix of styles with several of the larger units appearing too bulky in their setting, while some of the smaller units are unused or have fallen into disrepair.



8. Summary of Site Context and Design Influences



The Promenade is one of the main attractions of Bognor Regis, offering the traditional seaside experience to its residents and visitors. However, the Promenade risks losing its appeal if careful planning and consideration is not afforded to this important public space.

The bandstand, which is Grade II listed, has been the focal point of many events and gatherings over the years and it is intended to retain this structure and reinstate it to its former glory.

Views from the west along the promenade of the historic bandstand are currently largely obscured by one of the existing catering outlets due to the high roof and large building footprint, and it would be desirable to increase the visibility of this important Grade 2 listed building by ensuring that any replacement buildings fully respect the setting and are subservient in appearance.

The permanent catering outlets and ex-Foreshore's Office along the Promenade have been converted from previous beach shelters. As well as being poorly planned for their current use, the buildings are too bulky for their setting and the high ridge lines block views from the Esplanade. These buildings hold little historical value and it has been decided they should

be replaced with more appropriate structures. The first of these to be demolished is the Foreshores Office, which was removed in April 2018.

Much work has already been done in setting out the framework for the development of the town. This guide seeks to build on the principles set out in the Bognor Regis masterplan, as well as responding to the already approved new Beach Office and above ground toilets. Although at an early stage, the initial concept designs for the Regis Centre and Winter Gardens demonstrate the high quality, distinctive and modern approach to regeneration that the council has chosen for this prime seafront location.

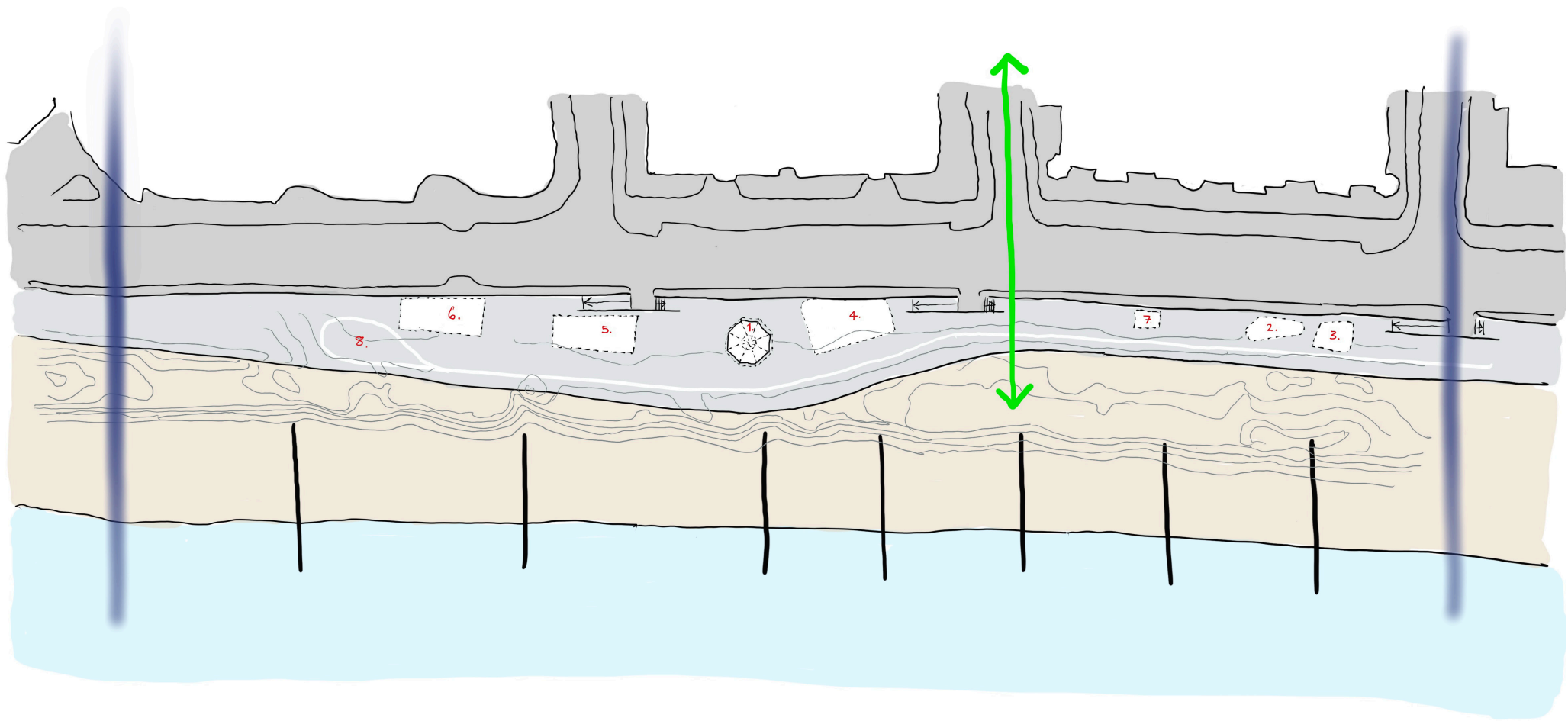
The siting of new permanent and temporary buildings must enable them to function successfully at different times of the year. During the peak summer seasons, the additional temporary kiosks and pop-ups should be able to accommodate the increase in visitor numbers, while the permanent buildings should draw visitors at all times of the year.

The Promenade must be a welcoming and inviting place for both residents and visitors to the town. All new outlets must be accessible to all and fully inclusive.

While the history of the town is respected, the Promenade needs to reflect the current, modern need and, as such, it is proposed that the design should be forward thinking and not pastiche.

PART 2: THE BUILDINGS

1. Building Form, Massing and Layout



- 1. existing bandstand refurbished
- 2. footprint of new WCs
- 3. footprint of new Foreshores office
- 4. possible site for permanent building
- 5. possible site for permanent building
- 6. possible site for permanent building
- 7. temporary kiosk
- 8. turning circle for road train

All designs will be submitted to Arun District Council Property and Estates before seeking planning approval. All relevant regulations and guidance must be followed throughout the design process, including accessibility requirements.

All new buildings must be high quality in appearance and design. All designs should be modern and contemporary to complement the modern apartment buildings along the Esplanade and emerging designs for the Regis Centre redevelopment site. As the Promenade is composed of straight lines, building designs may include curved forms. The shape of the public toilets and Beach Office could be used as a reference for curved forms that are repeated elsewhere along the Promenade.

All buildings must be lightweight in construction as they are located on top of the sea defence. Traditional construction including foundations etc is not possible in this location.

Some areas of the Promenade are subject to storm shingle overwash, so buildings may need to be slightly uplifted and ramped to minimise the impact of this.

Buildings must look good both when they are just built and for many years to come, so regular maintenance considerations are also critical.

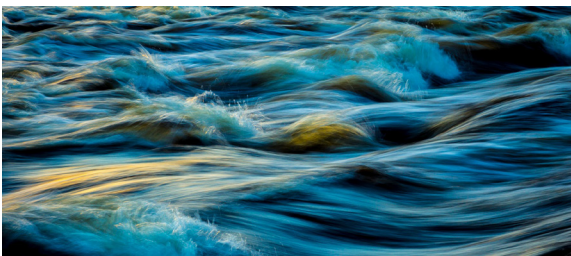
The overall layout and location of permanent and temporary buildings is dictated by the Seafront Delivery Plan and the Stalls Zone layout plan. These documents specify the sites for permanent buildings, permanent kiosks and seasonal pop-up pitches allocated for businesses on the Promenade.

All proposals should reduce the impact of buildings on the seafront views. New buildings must be smaller in bulk, mass and height than the three existing pitched roof buildings. They must be single storey, with a maximum roof height of 4m.

New buildings must at least maintain the width of the designated pedestrian/road train route along the Promenade per the existing buildings, or ideally increase it. The minimum width for this route must be 4m to enable emergency vehicle access. New buildings can be longer east-west while remaining in scale within the context of the area, and retaining strategic views.

New buildings and structures must be robust to withstand both adverse weather conditions and heavy use from the general public.

2. Proposed Style



New buildings and structures within the Stalls Zone should have consistent architectural themes to provide a harmonious appearance. Some of these themes could reflect those found on the new WC building, such as wave patterns and seascape colour palettes. All buildings should reflect the seaside setting to some degree, utilising colours and external materials which are represented within the beach environment. This could include weathered timber or other materials, pebbles / shingle, wave forms, and blue / green colour palettes.

The building function will inevitably inform the design: WCs will prioritise privacy whereas a cafe or restaurant space with indoor seating would want to maximise sea views. New buildings should be free-standing statement structures of a contemporary appearance and should not be in a historic or traditional style. New catering buildings should have the general characteristic and proportions of lightweight pavilions, with large expanses of glass on the seaward side and distinctive but simple footprints and roof forms.

It is not considered that a traditional architectural style would be appropriate for any new structures in this location. A very deliberate and concerted effort has been made with the new WC and Beach Office

buildings to provide new structures of a distinctive and contemporary appearance, and all new buildings and structures in this seafront area should now adopt this broad principle. This approach would enable the historic bandstand to be the primary visual focal point of this seafront zone as the only building of a historic nature (in addition to being taller than all new buildings), and all new buildings along the seafront should not visually compete with this structure nor be confused as something of a similar age or style. The proposed new development on and around the current site of the Regis Centre is likely to be of a contemporary appearance rather than imitating an earlier architectural style, and it is important that there is a degree of unity and consistency in the design philosophy between the two different sites. This design approach would also provide visual coherence with nearby residential apartments, the majority of which are of a relatively modern appearance. It is important that new buildings within the seafront zone are viewed as being bold, progressive and innovative rather than reverting to more conventional, historic architectural styles. This will help visitors to Bognor Regis seafront to regard the town as a whole as forward thinking, with an vibrant and exciting future.

New permanent buildings should not block strategic

views of The Bandstand along the promenade when viewed from the east or west. Buildings should also be mindful of the long southerly views towards the sea along Clarence Road and Albert Road.

External materials should be robust and be able to withstand abuse and adverse weather conditions. Timber cladding from sustainable sources could be used which would gradually weather in the marine environment. Materials which would be vulnerable to eroding or rust in the harsh environment should not be used.

Design inspiration for the new buildings along the seafront could be taken from the new WC block and Foreshores Office which have been granted planning consent. These buildings include a distinctive, sinuous roof form representing wave formations, rounded edges providing a more fluid shape, and an external colour palette based on natural seaside environments. New buildings could follow these design cues and be of a complementary style and external colour, but should not be a direct replica. Design inspiration could also be taken from other seaside elements if desirable.

New buildings should fully respect the setting and appearance of the historic, Grade II listed, bandstand

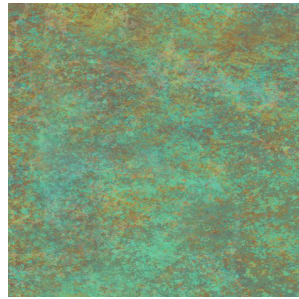
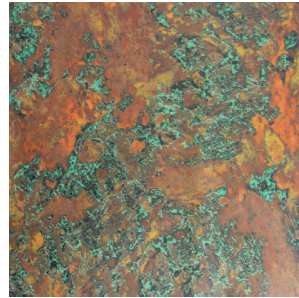
and they should be located a suitable distance away from this structure in order that they do not cause visual damage. It would be very desirable for the layout of new buildings to functionally relate to the existing bandstand in order that it could be used as a covered seating area related to a proposed cafe use in one of the new buildings. It would also be very desirable for new buildings to have views of the bandstand from internal areas in order that this historic feature which forms an important and integral part of the character of Bognor Regis seafront can be fully acknowledged and appreciated by the general public. Ideally, it would be preferable if the entrance to a new building was located in such a way that the area immediately around the bandstand became the primary area for congregating and socialising rather than purely being a circulation route. This approach would help to reinforce the original intention of the bandstand to form a main focal point for visitors to the seafront.

It is important that all the buildings within the Stalls Zone are perceived as a unified, architecturally consistent form of development which has not been compromised through individual aspirations or specific requirements of each developer or operator. Therefore, each building and structure needs to be interpreted in the same architectural language although there would be some individual design features within each part of the overall site.

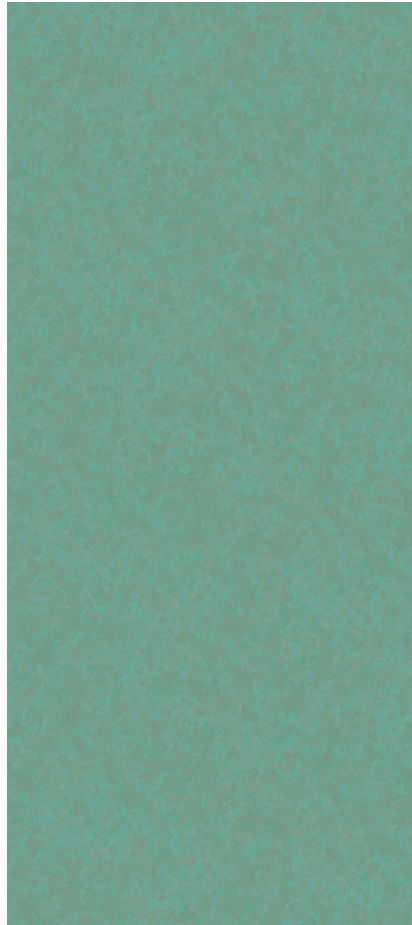
3. External Materials



1. weathered timber cladding



2. weathered materials



3. trespa cladding (natural colours)



4. resopal cladding (natural colours)



5. concrete made using timber formwork

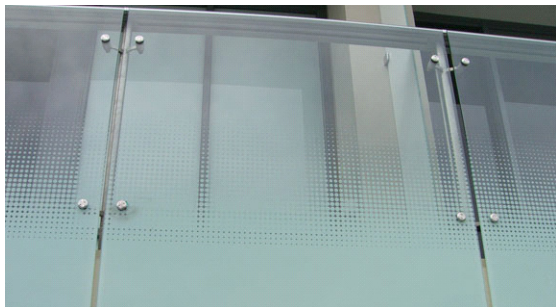
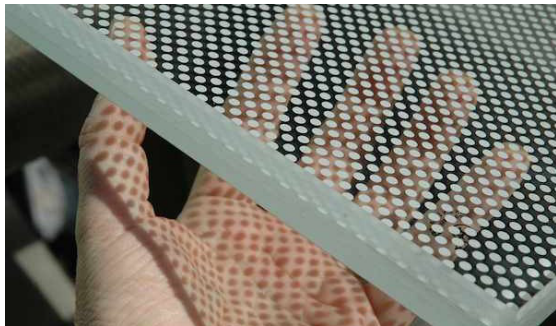
Experience of building and maintaining seafront buildings has shown that some materials last well in this environment and others do not.

A key design consideration is the ultra-harsh marine environment on the Promenade. All materials used must be robust and able to withstand continual salt, sand, sun and wind-blasting without degrading, rotting or rusting while still looking good over time.

New building roofs can be low mono-pitched or canted, or detailed/shaped as with the new Toilet building. Roofs would be overlooked by nearby residential apartments, and consideration should be given to the views that will be available to these residents. Coloured roofs could be an option. ‘Green’ roofs could be considered but may not be suitable in the harsh marine environment.

Where new buildings are overlooked by residential properties, windows and glazed panels should be obscure for uses such as toilets.

All external materials must be robust and suitable for the harsh marine environment, and are designed to be heavily used and abused while still looking good – this includes passive damage from things like people and bicycles leaning against buildings and spoiling/damaging/scratching them as well as more active damage like key scratches etc .



6. glass with privacy etching



7. single ply roofing membrane with ridges

4. External Seating



1. all temporary / seasonal seating must be stackable



2. permanent seating should be robust and in keeping with the design of the building

Permanent catering buildings will be allocated designated outdoor seating space potentially to include the existing bandstand. Building designs must accommodate storage of outdoor furniture, or the furniture must be permanently fixed in place, or an integral part of the building envelope. All permanent seating must be agreed with Arun District Council's Property and Estates Department.

There is limited opportunity for landscaping as the Promenade hard landscaping is holistic across the area and there is currently no soft landscaping. If desired, designated outdoor seating areas could consider an added floor finish such as decking with the agreement of Arun District Council's Property and Estates Department.

Seasonal kiosks can create outdoor seating areas which will require approval by Arun District Council Property and Estates Department. All seating should be collapsable or stackable and stored securely within the kiosk at night, or when not in use.

Areas of outdoor seating should be considered as part of the design, rather than an after thought or add on.

5. Shading and Shelter





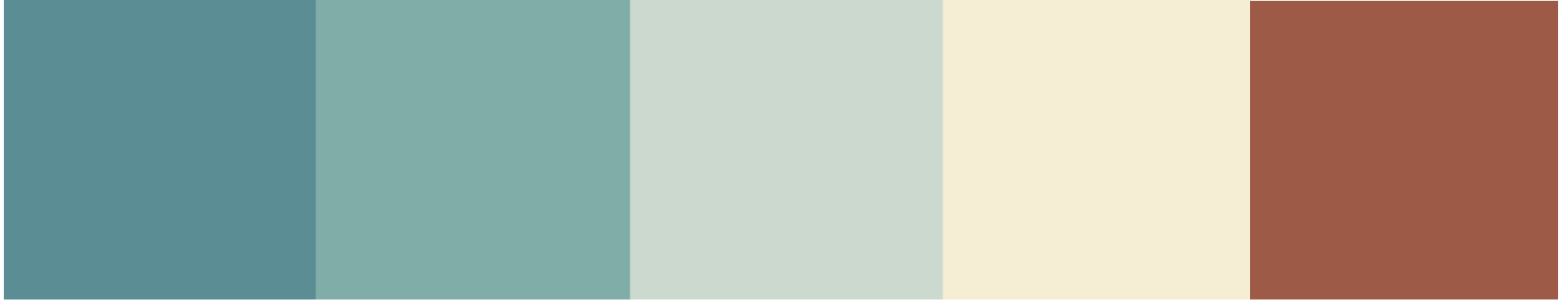
If shading, wind-breaks or barriers delineating the designated outdoor area are desired, the design must be suitably robust for the location (i.e. not prone to salt or wind damage), and, if they are removable, storage must be provided within the building.

If there is a desire that shading, wind breaks or barriers are permanently fixed in place, early discussion with, and agreement of Arun District Council's Property and Estates Department should be sought. The colour accents used should echo the feature colour selected for building trims.

The permanent buildings should provide shaded areas for outdoor dining: this may include a permanent overhanging section of roof or a demountable awning or sun shield. It is important that any overhangs or protected areas do not encourage rough sleepers; therefore this must be considered as part of the design.

Both the permanent buildings and temporary kiosks and pop ups must follow the same principles when considering shading and the creation of outdoor seating areas, although individual branding is expected.

6. Branding, Colours and Typography



Colours:

New buildings must blend in with the natural seafront location rather than stand out and jar with the surroundings while still creating a vibrant landscape on the Promenade. The internal colours used are the operator's choice.

External wall colours must be a choice inspired by colours found within the natural beach environment, and must be approved by Arun District Council Property and Estate's Department

Trims such as doors, windows, roof, fascia and soffits etc must all be a colour which must be approved by Arun District Council Property and Estate's Department.

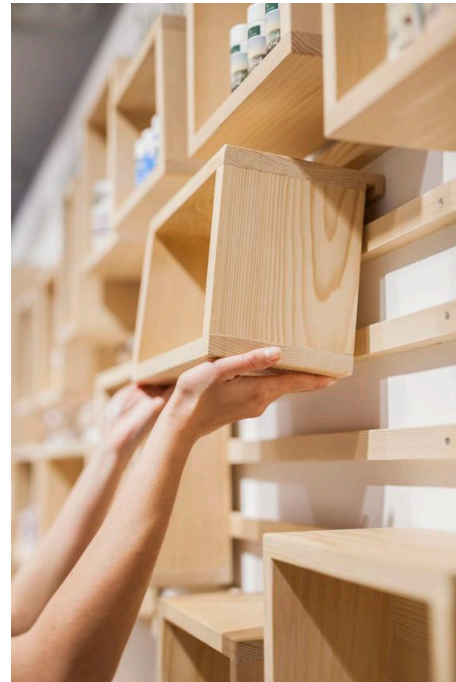
Signage:

Signage on new buildings must be legible from a distance and visible from all sides. It must clearly explain what the function of the building is. Free-standing signage such as A-Boards are not permitted in this limited space.

On all sides of the building branding should be in stand-off letters in the business's branded fonts and colours on a backboard or fixed directly to the structure. Branding on all sides of the building must be consistent to provide a unified appearance.

If shading, wind-breaks or barriers delineating the designated outdoor area are used, branding can be displayed on these surfaces with the approval of Arun DC Property and Estates Department

7. Interior Materials and Layout



The internal layout and design are the operator's choice, but must be submitted to Arun District Council Property and Estates before seeking planning approval. It is recommended that any permanent all year round catering buildings include some indoor space for customers to enable escape from adverse weather, and also an accessible unisex customer toilet. Consideration should be given to information on <https://www.arun.gov.uk/running-a-food-business> including "Provision of sanitary accommodation" which sets out the requirements for staff and customer toilets.

An integrated space for bin storage should also be incorporated, accessed externally.

Mechanical and electrical installation to operator's design, with a recommendation for energy efficient technologies.

Low maintenance, hard wearing, natural materials are suggested to create a high quality offering within the permanent units.



1. the threshold must allow for wheelchair access



2. a fully accessible, part M compliant wc must be provided wherever internal seating is on offer

Entrance doors should be of a width suitable for wheelchairs and pushchairs and should have level thresholds. Any ramped access should be a gentle gradient and comply with the requirements of the Building Regulations.

Internal floor level should be at a consistent level and should not include any steps or ramps. Internal doors and lobbies leading to an accessible WC should be of an appropriate width to comply with Building Regulation requirements.

An accessible WC should be provided wherever internal seating is offered, and this needs to be equipped with handrails and grab rails to comply with Part M of the Building Regulation Approved Documents. Main entrance doors could either be automatic opening or manually operated. Seating and tables should be at a suitable height to enable easy use by wheelchair users.

9. Crime Prevention



All new buildings need to be designed to be vandal- and crime-resistant, and to reduce the possibility for rough sleepers finding shelter there. They must also be designed to be secured when unoccupied to prevent break-ins and damage from adverse weather conditions. It is anticipated this would necessitate the provision of external metal roller shutters, and if so, these should be integrated into the building design and incorporated into the structure. Smaller openings may be secured using timber shutters.

Lighting is an important aspect of crime prevention: a unified approach to external lighting should be adopted across all units. As well as illuminating the promenade at night, there is the opportunity to allow the buildings to function as attractive 'lantern' - like objects.



Consideration will be given to measures which minimise the generally negative impact of buildings on the environment through efficiency and moderation in the use of materials, energy, and ecological conservation. This could relate to heating, ventilation and cooling systems, use of recycled materials or materials from entirely sustainable sources, and the general operation of the building.

The building should be orientated to maximise solar gain, and the external fabric should incorporate insulation to standards which exceed the requirements of the current Building Regulations.

The inclusion of photovoltaic cells would be considered, provided they are orientated to avoid glare. Internal lighting should be high efficiency fittings and could be controlled by motion sensors



Prefabricated buildings that are built off-site and craned into position onto a prepared base are preferred as manufacturing quality control is assured, and the impact of the building construction on the busy Promenade is reduced. An alternative could be for a modular building to be manufactured in prefabricated panels and assembled on site. Prefabricated or modular buildings could potentially have additional cladding or decorative features to enable them to have strong identities to complement and unify them with other new buildings along the seafront.

If produced off-site as a volume, the limiting factor on the proposals will be their width. 4.2m is normally the maximum width for a fully pre-fabricated unit.

As soon as a pre-fabrication company has been appointed, a transport survey should be undertaken to ensure there is a feasible route from the factory to the Promenade. Local contractors are preferred to minimise journey time and to give business to the local economy.



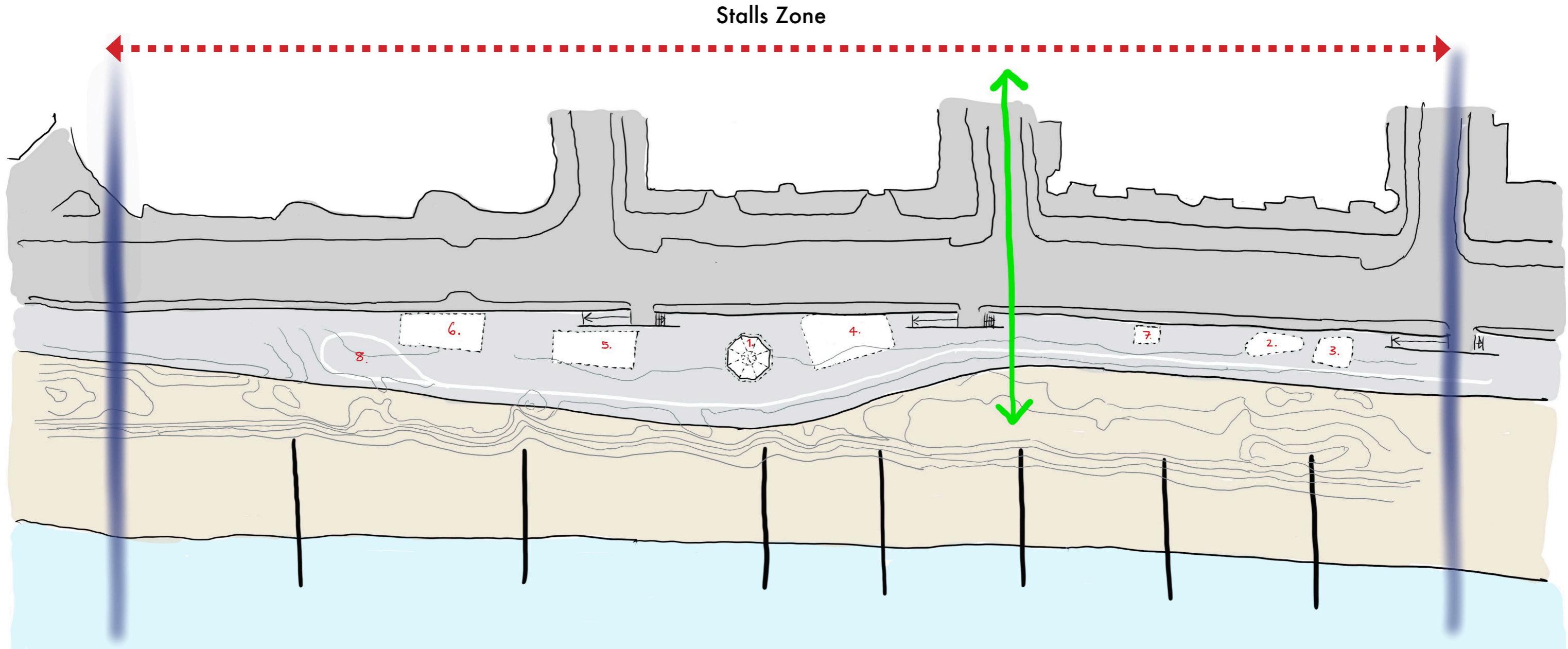
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Bognor Regis Seafront - Stalls Zone



- 1. existing bandstand refurbished
- 2. footprint of new WCs and Beach office
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- 8. turning circle for road train

 clear views to be retained

Bognor Regis Regeneration Position Statement

| Project/Opportunity | Update June 2018 |
|--|---|
| <p>1. Enterprise Bognor Regis Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial sites co-located north of Bognor Regis straddling the A29. The aim is to make the sites ready and attractive for early development to accelerate business and employment growth, and many pre-planning studies were undertaken which has hastened development. There is limited greenfield commercial land available on this scale within Coastal West Sussex area.</p> | <p>The Local Plan Hearings were held in September. It is hoped the Plan will be adopted in summer 2018. The Council made a strong argument to retain the amount of employment land allocated in the Local Plan.</p> <p>Landowners of EBR sites are reporting good occupier interest. Hanbury has sought change of use from industrial to retail to allow Lidl and The Range onto their Oldlands Farm site.</p> <p>The planning application for the SaltBox site was approved, however the bid to the Coast to Capital Growth Fund for a £5m grant for infrastructure on the Saltbox site was not successful. The Council are discussing next steps with the landowners and agents.</p> |
| <p>2. Gardens by the Sea The Council owns two key regeneration sites at the Regis Centre and Hothamton car park and is seeking to develop them to obtain the maximum regeneration benefit for the town.</p> | <p>BR Sub-Committee in December approved recommendations for the council-led funding and delivery of Linear Park, with residential elements of the Hothamton site to follow after the park is in place.</p> <p>The council is tendering for consultants to prepare and submit the detailed designs and planning application for the park. The recruitment process is soon to start to appoint a dedicated Gardens by the Sea Project Manager</p> <p>Negotiations continue with relevant stakeholders on the Regis site to explore redevelopment opportunities for this site.</p> <p>The Sir Richard Hotham Project planning appeal is currently with the inspector. An informal hearing was held earlier in 2018.</p> |
| <p>3. Town Centre Initiatives A vibrant and appealing town centre offer of shops, public realm and events is a key draw for both residents and visitors. A Business Improvement District (BID) is in place from April 2018 for 5 years. Work is delivered in partnership with BID Manager, BID Board and Bognor Regis Town Council.</p> | <p>The BID company is in place with a BID Board of 5 business directors, with more coming forward for appointment. The 4 identified priorities are Well-known – events, marketing and promotions, Welcoming – clean and safe, Evening and night-time economy and Better parking.</p> <p>The Year 1 Delivery Plan is being developed, with first spend decisions around commissioning marketing and promotion support and a uniformed security service.</p> |

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| | <p>Vacancy rate is 8% (22 premises) across the previous town centre area and 9% (36/416 premises) across the wider BID area.</p> <p>The Arcade has more new tenants, with Rainbow ice cream and waffle bar now open and Meze Turkish restaurant due to open soon, with strong interest in other units.</p> <p>There is promising growth in good quality new evening and night-time outlets locating in the town, with more openings planned. A rep from Arun DC Licensing will work with the BID around this priority.</p> |
| <p>4. Seafront Regeneration The Seafront Strategy was adopted in 2009 and set out plans to enhance the area. The Seafront Delivery Plan for the central section of the seafront was approved in 2016, with thematic zones and a strategic template for delivery of regeneration initiatives.</p> | <p>The Foreshores Office has been demolished to make way for new accessible public toilets, and Foreshores service is operating from a different unit further west.</p> <p>New play area opened in May, and is extremely well-used, with many positive comments from the public.</p> <p>A report regarding the Style Guide, Stalls Zone and position of the council-funded catering building in the vicinity of the bandstand is on the agenda.</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 to timescale and budget, and will open in September 2018. It brings together creative and digital industries with STEM (science, tech, engineering and maths) students seamlessly under the same roof. The launch of 31 new degree courses is the largest STEM launch since the 1960's. Take-up for courses looks strong; the first intake of students for new STEM courses arrived in Sept 2017 and is 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 is 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 fully open and popular with both staff where it is boosting retention, and with local businesses. As staff accommodation reduces, more local people are being employed at the resort.</p> <p>New high quality catering outlets on the resort are also open to the public.</p> |

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| <p>7. Old Town and Pier The Old Town area around Norfolk Street and Waterloo Square is on the up. Privately funded development will bring new good quality cafes/restaurants. Promotional activity will draw vibrancy and different footfall to this area of the town. The Pier Trust is spearheading plans to safeguard and improve the pier</p> | <p>Artisan Markets are planned for 2018.</p> <p>The Beach Hotel hoardings have now been decorated by Town Council and a planning application is awaited for site redevelopment.</p> <p>The Pier Trust is working with Town Council to define and promote a series of Heritage Trails across the town.</p> |
| <p>8. Railway Station The Station occupies a key gateway position in the town. It is a listed building, was in very poor repair with vacant commercial opportunities, and is an identified site for improvement</p> | <p>The £2m railway station refurbishment is complete, with spectacular results. The two café opportunities in the station have been tendered, with an operator appointed for the café on the concourse, and re-tendering for the larger unit opening onto Station Square.</p> <p>Network Rail is responsible for the maintenance of the station clock and has been asked to look at it.</p> <p>WSCC are developing a creative digital shared workspace hub in the station. Town Square Spaces Ltd has been appointed as the operator for the hub and they have experience of similar work elsewhere. Wayne Hemingway is the commissioned creative lead for the project, and good progress is being made, with opening planned for 2018.</p> |
| <p>9. Transport and Car Parking Transport is a key element of development within the town as is car parking, and it is essential to ensure co-ordination with, and consideration of these issues as part of the development process. Strategically, proposed future improvements to the A27 at Chichester, Arundel and Worthing, and A29 as part of the Barnham-Eastergate-Westergate housing plans (included in the Local Plan) will significantly enhance the viability of development land in and around the town.</p> | <p>The Arundel A27 route options consultation closed with Option 5A through Binsted being preferred by all local councils.</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. An “Esplanade Festival” using a road closure is planned for summer 2019 to test this further, and a Project Board including Arun DC, BR Town Council and the BID has begun to meet to scope out the event.</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. The next potential large-scale WSCC transport project for the town is to make railway station junction more pedestrian friendly. JWAAC Highways and Transport were supportive of this project and WSCC officers are tasked with reporting back on how to make it happen.</p> |

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| <p>10. Placebranding and Promotion Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by Hemingway Design will set out to change the narrative and promote the town as a modern, forward-thinking investment destination.</p> | <p>HemingwayDesign 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>An “Invest in Bognor Regis” website is being created to showcase the town as an investment destination.</p> |
| <p>11. Gigabit West Sussex This is a WSCC project and aims to extend the delivery of ultrafast fibre networks in some public buildings in towns across the county.</p> | <p>ADC is a partner on the Gigabit West Sussex project. This is a WSCC led project that aims to extend the delivery of ultrafast fibre networks in towns across the county.</p> <p>The project will deliver new end-to-end dark fibre networks, with the capability of ultrafast broadband speeds, to some public buildings in 8 locations across West Sussex including Bognor Regis and Littlehampton.</p> <p>Last year the project secured £4.66m of funding from the Department for Digital, Culture, Media and Sport Local Full Fibre Networks Programme to enable the dark fibre procurement and delivery.</p> <p>WSCC has now procured a supplier able to provide a long term lease for full fibre broadband infrastructure capable of delivering ‘ultrafast’ speeds and they are now moving into the mobilisation and implementation phase of the project. Because of the funding requirement that all of the DCMS grant must be spent by the end of March 2019.</p> <p>The list of Arun sites is still being finalised but Bognor Regis is scheduled first to be implemented and will be dug 29 August 2018 – 15 January 2019.</p> |
| <p>12. Wider Economic Strategy/Policy Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun</p> | <p>Arun Economic Development Strategy is currently being reviewed and updated, and a report will come to a future Sub Committee meeting.</p> <p>Officers have recently commented on the draft West Sussex County Council Economic Development Strategy.</p> |

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| | <p>The Arun Growth Deal was approved by ADC Cabinet in May. The document sets out a joint commitment between ADC and WSCC to align resources to deliver economic growth and unlock opportunities for new homes, infrastructure, employment floor space and rejuvenated town centres. The Growth Deal strengthens accountability and identifies coherent ways of the Councils working together, improving communication, co-operation and efficiency</p> <p>The Coast to Capital (C2C) Local Enterprise Partnership (LEP) draft Strategic Economic Plan (SEP) has also recently been out for consultation. The SEP is particularly important as the LEP is the conduit for central government funding for economic development via the Growth Fund and European Social Fund. The recently published Industrial Strategy will direct additional funding via the LEP in the future.</p> |
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