



Public Document Pack

Arun District Council
Civic Centre
Maltravers Road
Littlehampton
West Sussex
BN17 5LF

Tel: (01903 737500)
Fax: (01903) 730442
DX: 57406 Littlehampton
Minicom: 01903 732765

e-mail: committees@arun.gov.uk

Committee Manager Carley Lavender (Extn 73547)

23 October 2023

SPECIAL ECONOMY COMMITTEE

A special meeting of the Economy Committee will be held in the **Council Chamber at Arun Civic Centre, Maltravers Road, Littlehampton, BN17 5LF** on **Wednesday 1 November 2023 at 6.00 pm** and you are requested to attend.

Members: Councillors Nash (Chair), Dr Walsh (Vice-Chair), Cooper, Edwards, Gunner, Lawrence, Lloyd, Needs, Northeast, Penycate and Stanley

PLEASE NOTE: Where public meetings are being held at the Arun Civic Centre, to best manage safe space available, members of the public are encouraged to watch the meeting online via the Council's Committee pages.

1. Where a member of the public wishes to attend the meeting or has registered a request to take part in Public Question Time, they will be invited to submit the question in advance of the meeting to be read out by an Officer, but of course can attend the meeting in person.
2. We request members of the public do not attend any face-to-face meeting if they have Covid-19 symptoms.

Any members of the public wishing to address the Committee meeting during Public Question Time, will need to email Committees@arun.gov.uk by 5.15 pm on Wednesday, 25 October 2023 in line with current Committee Meeting Procedure Rules.

It will be at the Chief Executive's/Chair's discretion if any questions received after this deadline are considered. For further information on the items to be discussed, please contact Committees@arun.gov.uk.

AGENDA

1. APOLOGIES

2. DECLARATIONS OF INTEREST

Members and Officers are invited to make any declaration 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 items 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 interest and/or prejudicial interest
- c) the nature of the interest

3. MINUTES

(Pages 1 - 6)

The Committee will be asked to approve as a correct record the Minutes of the Economy Committee held on 5 October 2023.

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

5. PUBLIC QUESTION TIME

To receive questions from the public (for a period of up to 15 minutes)

6. ARUN VISITOR STRATEGY

(Pages 7 - 16)

A recommendation was made in the "Arun District Tourism Review of 2020" to commission a new Visitor Economy Strategy for the district, and this was approved by the Economy Committee in August 2022. Consultants Blue Sail were commissioned in March 2023 to produce a strategy document for the next five years 2023 – 2028. This report provides member with the new strategy for endorsement.

7. DESTINATION AWARENESS CAMPAIGN (Pages 17 - 30)
In March 2022 the Economy Committee agreed to the commission of a Marketing Agency to deliver a 12 month “Digital Destination Awareness Campaign” for the Arun District and its tourism brand of “Sussex by the Sea”. Following the delivery of this campaign this committee is asked to agree to a second year of campaign activity to build on that success.
8. DESIGN BRIEF FOR THE CONVERSION OF THE FORMER BREWERS FAYRE PUB (Pages 31 - 38)
The purpose of this report is to present members with the proposed brief for the design feasibility work that will explore options for the redevelopment of the former Brewers Fayre Pub back into its original use as the ‘Royal Hall’, a multipurpose venue providing facilities for organised events.
9. REGIS CAR PARK DEVELOPMENT (Pages 39 - 56)
The purpose of this report is to present members with the proposed brief for the design feasibility work that will explore options for the redevelopment of the entire Regis Centre Car Park.
10. BOGNOR REGIS ARCADE UPDATE (Pages 57 - 60)
The purpose of this report is to update members on the progress of the project to refurbish the upper floors of the Bognor Regis arcade to provide new residential accommodation.
11. REVIEW AND UPDATE OF THE ONGOING LITTLEHAMPTON BEACH HUT PROJECT. (Pages 61 - 70)
This report provides the Economy Committee with an update of the ongoing project to deliver 13 new beach huts at Littlehampton seafront.
12. REVIEW AND UPDATE OF THE ONGOING RIVER ROAD GARAGE SITE PROJECT (Pages 71 - 82)
A report to provide the Economy Committee with an update of the ongoing project to deliver a four-bedroom dwelling for use as a holiday let at the River Road Garage Site in Arundel.

OUTSIDE BODIES - FEEDBACK FROM MEETINGS

13. WORK PROGRAMME

(Pages 87 - 90)

The Committee Work Programme is attached for members to note.

14. EXEMPT INFORMATION

The Committee is asked to consider passing the following resolution: -

That under Section 100a (4) of the Local Government Act 1972, the public and accredited representatives of newspapers be excluded from the meeting for the following item of business on the grounds that they involve the likely disclosure of exempt information as defined in Part 3 of Schedule 12A of the Act by virtue of the paragraph specified against the item.

15. CLARENCE ROAD KIOSK

(Pages 91 - 120)

This report updates members on redevelopment proposals received from the existing operator of Clarence Road Kiosk, and to advise on relevant options and opportunities as to the future tenure of this asset.

Note : If Members have any detailed questions, they are reminded that they need to inform the Chair and relevant Director in advance of the meeting.

Note : Filming, Photography and Recording at Council Meetings – The District Council supports the principles of openness and transparency in its decision making and permits filming, recording and the taking of photographs at its meetings that are open to the public. This meeting may therefore be recorded, filmed or broadcast by video or audio, by third parties. Arrangements for these activities should operate in accordance with guidelines agreed by the Council and as available via the following link [Filming Policy](#)

Agenda Item 3

Subject to approval at the next Economy Committee meeting

199

ECONOMY COMMITTEE

5 October 2023 at 6.00 pm

Present: Councillors Nash (Chair), Dr Walsh (Vice-Chair), Cooper, Edwards, Gunner, Lawrence, Needs, Northeast, Penycate and Stanley

Councillors Butcher, Mrs Cooper, Goodheart, Greenway and Tandy were also in attendance for all or part of the meeting.

277. APOLOGIES

Apologies were received from Councillor Lloyd.

278. DECLARATIONS OF INTEREST

There were no declarations of interest made.

279. MINUTES

The minutes of the previous meeting held on 13 June and the Extraordinary meeting held on 19 June 2023 were approved by the Committee and signed by the Chair.

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

There were no urgent items for the meeting.

281. PUBLIC QUESTION TIME

The Chair advised that one question had been submitted in line with the public question time procedure, however the member of the public subsequently withdrew their question, therefore there were no public questions to be heard or responded to at the meeting.

Economy Committee - 5.10.23

282. BUDGET PROCESS REPORT

The Group Head Finance and Section 151 Officer introduced his report to members, where he explained that the report outlined the budget process for 2024/25 that would be followed, members were being asked to note its content and that the process had been approved by Policy and Finance Committee at its meeting on 11 July 2023. He confirmed that the detailed committee budget was due to be presented to the committee on 1 February 2024. A medium term financial report was due to be presented to Policy and Finance Committee at its 26 October meeting and a further update report would also be presented at its scheduled meeting on 6 December 2023, which would provide much more detail for members. In summing up he reminded members that the budget challenges that had been reported last year and were now well documented, still remain.

The Chair then took questions from members where it was commented that officers had been asked to review and make additional departmental savings of between 10% and 20%, when would these be reported to members. It was confirmed that more details on these matters would follow in due course and be clearly documented in all committee reports presented as the council moved through its budget process. Clarity was sought regarding any proposed savings that were put forward by officers and the consultation that would take place with members on these. It was confirmed that the process was still being agreed and further information would come forward at a later date.

283. BUDGET MONITORING REPORT Q1

The Group Head Finance and Section 151 Officer introduced his report to members, where he explained that the report outlined the committees forecast out turn against the 2023/24 budget. It asks for members to approve a virement of £190,900 from the Corporate Support budget to this committees budget, he confirmed that this exercise was presentational and did not document any form of growth or additional cost. He explained that this was a new report being presented to members and it detailed a forecast spend against the budget as at the end of quarter one. He highlighted that the revenue budget overspend was forecast was expected to be approximately £128,000 and was detailed at section 3.5 in the report. There was a need to continue the engagement of a Regeneration Consultant to deliver key regeneration projects across the district and there was a documented underspend of £14,000 in the Property and Estates department which was due to a vacant post. In terms of the Capital Programme there were no spending/budget issues, however there was slippage from last year's budget due to capacity issues in carrying out work. However, he confirmed this was not additional spending, it was a reprofiling of expenditure.

The Chair invited questions from members where it was queried what was being considered regarding Phoenix House. It was confirmed that there was a 'future accommodation use' project underway and this would fall into this project and information would be presented to members at a later date.

The Group Head of Finance and Section 151 Officer urged members to ask questions on these new reports and process moving forward. He expressed the importance of ensuring members understood the detail being presented, so questions were welcome at any time as well as before and after meetings.

The recommendation was proposed by Councillor Stanley and seconded by Councillor Walsh.

The Committee noted the report and

RECOMMENDS TO POLICY AND FINANCE COMMITTEE that

1.3. it approves a virement of £190,900 from the Corporate Support Committee budget to the Economy Committee budget.

284. PIER ROAD, LITTLEHAMPTON - PROPOSED ROAD CLOSURE

The Business Development Manager reminded members that during the pandemic, Pier Road had been closed under emergency legislation and after several reports members of the committees at its June meeting instructed to submit the preferred scheme for the permanent closure of Pier Road to West Sussex County Council (WSCC) as a Community Highway Scheme. The report before members provided the outcome of the submission which had not been successful.

The Chair invited comments from members where it was stated that there had been huge support for a temporary closure, throughout the work leading up to this report we were informed that there was no seasonal closure option available. The compromise members agreed due to this was that a permanent closure was applied for. It was disappointing that the report made clear that the County Councillor was not supportive of this option. It was also commented that Brighton have recently announced a closure of a part of the lanes, so the query was if they had been able to do this, why have Arun been stopped. It was then suggested that a letter from the Chair raising this issue with the local MP could be sent on behalf of the committee and residents to challenge the decision. Further comments of support for the permanent closure were made by other committee members. One member confirmed that the that the road closure in Brighton had been achieved under a 'permanent weekend' closure and potential this could be an option to be explored. Thanks was expressed to the team and the Business Development Manager for their work and dedication on this item.

The Chair then revisited the suggestion of sending a letter to the local MP to challenge the decision, the committee were in agreement, this was then formally proposed by Councillor Northeast and seconded by Councillor Walsh.

Economy Committee - 5.10.23

The Committee

RESOLVED

That it noted the content of the report and instruct the Chair to send a letter to the local MP to challenge the final decision made on the council's application.

285. LITTLEHAMPTON TOWN CENTRE ACTION GROUP AND PLAN

The Business Development Manager advised members that Littlehampton Town Council had formed this action group and Arun District Council were being asked to join as a partner. An amended Action Plan and Strategy had been circulated ahead of the meeting and she confirmed that the Councils representatives on the group as documented in the report had changed from Councillors Nash and Wiltshire to Councillors Walsh and Wiltshire. She explained that by agreeing to become a partner the council had not been committed to any additional expenditure, but rather would refocus current budgets and efforts into coordinated regeneration action.

The Chair stated that he felt this was a solid plan and a good foundation to start from. He then invited comments from members where it was clarified that the action plan did not commit Arun District Council to take action on anything in the document unless it agrees with it, this was confirmed. One member vocalised that he had concerns about the document in its current format. The Chair responded to the concern raised by stating he believed the purpose of the of the action plan would be to work through it and make changes where needed. Further statements made stated that the first meeting was found to be very useful and widely attended.

The recommendations were proposed by Councillor Northeast and seconded by Councillor Stanley.

The Committee

RESOLVED

1.1. that it agreed to the Councils involvement in the Littlehampton Town Centre Action Group and note the Action Plan and Strategy that has been drawn up for consideration at the Group's first meeting on 4 September 2023.

286. CREATIVE VISION FOR BOGNOR REGIS

The Economic Regeneration Project Officer advised that the report before the committee was to seek approval from members to pursue a creative vision document for Bognor Regis, which sought to capitalise on the ongoing regeneration and development in the town. He explained that the application for funding to Arts Council, England had been successful and will be used for the purpose outlined in the report.

The Chair congratulated the officer on the successful application for the grant. He then invited comments from members where it was queried what regeneration plans were in place. It was confirmed by the Chair that there were a number of things being completed in Bognor Regis and the next meeting of the committee would contain reports that would provide further clarity on the regeneration work being undertaken. It was also expressed that this funding would help provide the council with additional opportunities to further enhance the area and tap into another side of the available economy in attracting more investment and interest to the area.

The recommendations were proposed by Councillor Needs and seconded by Councillor Stanley.

The Committee

RESOLVED

2.1 To provide approval for officers to commission and draft a 'Creative Vision for Bognor Regis' document.

2.2 To support an application for funding from Arts Council, England to facilitate this activity.

2.3 That should the authority receive the funding, that the committee accepts the grant to be used for this purpose.

287. ARUN VISITOR STRATEGY

The Group Head of Business and Economy explained to members that there had been an error with the background document links that had been provided in the agenda. She apologised to members and advised that if members that the information would be provided after the meeting, however if members did not feel that they were fully informed enough to make a decision at the meeting, the report could be deferred to another meeting of the committee.

The Chair asked members if they wished to discuss the item or would prefer for it to be deferred, it was the proposed by Councillor Gunner that the report be deferred to the next meeting of the committee. This was seconded by Councillor Walsh.

Economy Committee - 5.10.23

The Committee

RESOLVED

That the report be deferred to the next meeting of the committee scheduled to be held on 1 November 2023.

288. OUTSIDE BODIES

A query was raised regarding two former outside bodies that were no longer documented on the list, these were the West Sussex Leaders Board and the Arun Growth Board. It was confirmed that this would be looked into, and an answer would be provided outside of the meeting.

289. WORK PROGRAMME

It was queried if the report on the Harvester currently documented as feeding into the Special Committee meeting on 1 November would contain clear guidance on what action would be being taken. It was confirmed that, the intention for the report was to allow for members to discuss the potential options that would be documented, however, there needed to be a direction from the lease holders of which this had not been received yet and therefore the report had been pulled from the meeting on 1 November at the current time. Further discussion was had on what this meant for the Windmill and Theatre and a request for improved communication on this was made. It was confirmed that until discussions with the lease holder had taken place and direction had been received, holding a meeting wouldn't be of help for members as officers would not have the answers to questions. It was explained that all teams involved in this element of work were all working very hard to provide everyone with the answers that were wanted and needed.

Additional discussion was had regarding the Brewers Fayre site in Bognor Regis where it was confirmed by the Chair that an update report on this matter would be brought back to committee at its 1 February 2024 meeting.

(The meeting concluded at 7.07 pm)

Arun District Council

REPORT TO:	Special Economy Committee - 1 November 2023
SUBJECT:	Arun Visitor Strategy – 2023-2028
LEAD OFFICER:	Margaret Murphy - Tourism Development Officer
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	All

CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:

Improving the wellbeing of Arun:

Champion leisure, culture and the Arts in Arun and encourage our community to embrace healthy and active lifestyles.

Work with partners to provide advice, support and activities that promote community wellbeing where it will have the greatest impact

Supporting our environment to support us:

To consider climate change, sustainability, biodiversity, and the environment in everything the council is responsible for and encourage its community and local businesses to do the same

Make low carbon transport including walking, cycling, travel by public transport and electric vehicle easy, convenient, and pleasant and a fundamental part of our placemaking

Protect and enhance our natural environment.

Fulfilling Arun's economic potential

Increase opportunities for more high-quality, well-paid employment, encouraging more people to live, work, study and visit Arun.

Use regeneration opportunities to attract new and relocating businesses to the district.

Encourage the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend.

Make best use of our natural assets to help drive the economy.

DIRECTORATE POLICY CONTEXT:

The Council's Economic Development Strategy includes the following 'Building Blocks' and priorities:

Shaping our places for people to live, work and visit

Attracting investment and success giving businesses the space and support to grow and prosper

Putting people centre stage: healthy, happy, prosperous lives

A growing business population

FINANCIAL SUMMARY:

It is intended that the implementation of the strategy can be accommodated within existing allocated resources. In future financial years (2024/ 25 onwards) some one-off, specialist support may be required e.g., commissioned surveys and the monitoring of KPI indicators, and budget would need to be identified and agreed prior to work commencing. If the budget does not allow for specialist support spend, other in-house solutions will be investigated, or the decision made not to proceed with the relevant recommendations.

1. PURPOSE OF REPORT

To endorse the new Visitor Strategy for 2023 – 2028, and agree to adopt the strategy, its priorities and actions, and the recommendations below.

2. RECOMMENDATIONS

2.1 To endorse the new Visitor Strategy for 2023 – 2028

2.2 To support officers' delivery of priorities and actions as set out in the strategy.

3. EXECUTIVE SUMMARY

A recommendation was made in the "Arun District Tourism Review of 2020" to commission a new Visitor Economy Strategy for the district, and this was approved by the Economy Committee in August 2022. Consultants Blue Sail were commissioned in March 2023 to produce a strategy document for the next five years 2023 – 2028.

The new visitor strategy focuses on: "how Arun's visitor economy is managed, developed, and marketed so that growth benefits everyone – visitors, businesses, and communities. It states that Arun District Council can be most effective in supporting the growth of the visitor economy as a strategic enabler, working in partnership with stakeholders."

This report sets out the priorities and actions for the delivery of the Visitor Strategy 2023 – 2028 and is seeking the committee's support.

4. DETAIL

- 4.1 Recognising that the previous Visitor Strategy (2006 – 2011) needed to be updated and following a recommendation in the 2020 Arun District Tourism Review, a new Strategy was commissioned and completed by Blue Sail Consultants in the financial year 2022- 23.
- 4.2 Blue Sail have a thorough understanding of the Arun district’s tourism offer, alongside those of our regional and national sector partners and were able to undertake data analysis of the current market and the hospitality sector to deliver the strategy document within budget and a tight timescale.
- 4.3 The new 2023 – 2028 strategy document includes in its introduction the statement: “Tourism and the visitor economy is important to the Arun District. 2.8m annual visits generate £247m of spend and support almost 4,000 jobs. Beyond the economic benefits, tourism enhances the image and reputation of Arun as a place to invest in, work and live. Visitors introduce vibrancy and support local businesses, events, and other facilities. For residents there is also a sense of pride in a place that attracts visitors and offers memorable experiences.”
- 4.4 The new visitor strategy has been informed by the findings of the 2020 Arun District Tourism Review and includes the development of a concept ‘destination narrative’. The strategy also considers the challenges posed by Brexit, Covid-19, and the rising cost of living and is intended to chart a way forward for the Arun district’s visitor economy over the next five years. It draws on a robust evidence base and is informed by the views of partners, stakeholders, and businesses, as well as policy priorities at local, regional, and national level. It takes a market focus to identify where growth is likely to come from and how the sector can respond to market trends and demands. It also includes a Framework for Growth around three strategic pillars: destination management, experience development and marketing, setting the direction of travel for productive collaboration.
- 4.5 The document provides lots of background information on the district’s tourism and hospitality offer and the existing healthy collaborative partnerships at town, district, county, region, and national level. It also provides an indication of how the sector is likely to develop over coming years, and how the Council and its Economy Team can continue to take advantage of collaboration with sector partners for economies of scale, shared skillsets and a shared ‘Sussex narrative’, to navigate current and future challenges in an ever-changing economic climate.
- 4.6 The district’s markets, trends and growth opportunities have been identified and examined, during regular discussions held with the tourism officer and Economy Group Head as well as stakeholder consultation with some members, local hospitality businesses, regional tourism partners and members of the Arun Youth Council, resulting in the proposal of a series of recommended priorities and actions described in detail in the draft strategy document.

4.7 The Visitor Strategy document includes full details of priorities and associated 'Areas for Action', on pages 17 – 30. Brief details of each priority and its actions are laid out below for members' information:

4.7.1 **PRIORITY 1: SUSTAINABLE AND ACCESSIBLE TOURISM**

'Tourism contributes to climate change, but visitors and businesses can be encouraged to make changes which reduce the impact and maximise the benefits that tourism can bring.'

4.7.1.1. **PRIORITY 1: ACTIONS**

- a) Signpost and encourage businesses to existing guidance and resources to encourage action on reducing carbon impacts and growing accessible businesses.
- b) Encourage and inform visitors on sustainable ways to explore and experience the Arun District.
- c) Capitalise on current and future pipeline projects.
- d) Commission an audit of transport, green routes and electric vehicle charging infrastructure across the district.

4.7.2. **PRIORITY 2: VISITOR ACCOMMODATION DEVELOPMENT**

'The availability of quality and accessible visitor accommodation is a major issue, and the recent Tourism, Hospitality & Visitor Economy Study from Hotel Solutions and Tourism South East has demonstrated the market appetite for new products. Therefore, further proactive inclusive development is needed to respond to market opportunities.'

4.7.2.1. **PRIORITY 2: ACTIONS**

- a) Develop a visitor accommodation prospectus – identifying potential opportunity sites and making the case for investment
- b) Identify sites where the 56-day rule for temporary camping can be deployed (subject to planning and licensing permissions and current policies).

4.7.3 **PRIORITY 3: PARTNERSHIP AND COLLABORATION**

'Local visitor economy businesses have a growing appetite for working together, as evidenced by recent cross industry collaborations. Arun District Council can play a convening role in bringing local businesses and stakeholders together to collaborate on managing and developing the visitor offer.'

This is also a time of change in the provision of tourism services both regionally and nationally. Our partners at Experience West Sussex are working on a plan to form a new Local Visitor Economy Partnership (LVEP) framework for the whole of Sussex as a part of a central Government initiative for higher level destination support and marketing delivered via 'Visit England'. The Arun District would benefit from being a partner in this partnership and we are currently proactive in the project discussions.'

4.7.3.1. PRIORITY 3: ACTIONS

- a) Establish a local visitor economy business network as a forum for sharing expertise and encouraging joint working to develop the destination.
- b) Continue to support effective collaboration at local, pan-county, and national levels by maintaining close links with recognised sector partners and keep local partners and businesses updated on what proposed changes in tourism services mean for them.
- c) Subject to available resources, work with partners to commission and publish research among visitors and business that can act as both an engagement tool and industry planning resource. Suggestions for research and KPI monitoring measures are included in section 6 of the document.

4.7.4 PRIORITY 4: ARRIVAL, NAVIGATION & EXPERIENCE DEVELOPMENT

‘Key destinations within the Arun District should be easy to access from main points of arrival (train, car, bus, foot, bike or even boat). Routes should be intuitive and designed to help a visitor with no previous experience of the area know where to go and how to move around easily and with confidence; and they should be well-maintained. Routes should also give visitors a reason to move around the district and overcome obstacles (real and perceived) in experiencing the area.’

4.7.4.1 PRIORITY 4: ACTIONS

- a) Support delivery of the Bognor Regis Wayfinding Strategy, including support for refreshed signage and street furniture. Support community engagement with public commissions for public art and by sharing updates on the project.
- b) Undertake an audit of wayfinding and key routes from main points of access in Arundel and Littlehampton. Apply relevant learning from the Bognor Regis Wayfinding Strategy to improve routes in these locations.
- c) Promote and support the continued development of accessible and inclusive walking and heritage trails for Arundel, Bognor Regis, and Littlehampton.

4.7.5 PRIORITY 5: ACTIVE

‘Active and accessible experiences can be a strong driver of holidays and short breaks. The trend towards ‘wellbeing’ (physical and mental) continues to grow, as evidenced in post-pandemic behaviour. The Arun District is rich in opportunities for people to enjoy active experiences – on land and, increasingly, on water. Plans for the development of active and inclusive travel routes and the regeneration of Littlehampton seafront demonstrate both the appetite and support for expanding provision of active experiences. Making it easy for people to engage with Arun’s green and blue spaces provides not only a way to support their wellbeing but can also showcase the district’s sustainability and eco-tourism credentials, an inclusive visitor experience and the benefits of enjoying the natural world responsibly.’

4.7.5.1 PRIORITY 5: ACTIONS

- a) Work with West Sussex County Council (WSSCC) to bring to fruition the development of active travel routes as outlined in the West Sussex Transport Plan 2022-2036
- b) Progress the development of the River Arun Greenway Cycle Path alongside the River Arun between Arundel and Littlehampton
- c) Identify new commercial opportunities which can be accommodated at the Littlehampton Seafront development, and which are complementary to the existing water-based activities offer.
- d) Develop relationships with all commercial water activity providers across the district and encourage collaboration with other businesses – including hospitality – to create new experiences.
- e) Promote and market sites for investment in active experiences across the district.

4.7.6 PRIORITY 6: EVENTS

‘Events can motivate visits, raise profile, and positively shift perceptions of a destination. Events is a broad definition – some are of a scale and appeal to attract visitors; other smaller events may not have the same draw but are useful in animating the destination for visitors already there and residents alike. A year-round calendar of inclusive and carbon aware events for the Arun District will ideally comprise a few large unique ‘signature’ events (i.e., the Arundel Festival) and a range of smaller more locally orientated events.’

4.7.6.1 PRIORITY 6: ACTIONS

- a) Undertake an audit of public events across the Arun district to inform the development of a potential district-wide events strategy.
- b) Develop a toolkit for event organisers (commercial and community) and publish and promote this through the existing events pages of the Arun District Council and ‘Sussex by the Sea’ websites and social media.

4.7.7 PRIORITY 7: FOOD & DRINK

‘Eating and drinking is a key component of a trip and a great way to experience a destination. Arun has a wealth of quality food and drink businesses including microbreweries, local vineyards and independent pubs cafes and restaurants. With a strong local supply chain, food and drink is a key sector through which Arun (and Sussex more widely) can demonstrate its credentials in gastronomy and sustainability.’

4.7.7.1 PRIORITY 7 ACTIONS: FOOD & DRINK

- a) Encourage opportunities for new food and drink outlets through temporary and ‘meanwhile’ or ‘pop-up’ catering outlets to showcase the quality of local food and drink (e.g., seafood)

b) To help them diversify their businesses, support vineyards and craft breweries etc in developing their visitor experiences. Advocate for and enable the implementation of the Sussex Wine Tourism strategy in the Arun District and support complementary activity in neighbouring areas.

4.7.8 **PRIORITY 8: MARKETING & POSITIONING**

'Following the 2020 review of tourism services, Arun District Council streamlined the Sussex by the Sea website to act as a destination marketing portal and commissioned town centre partners to deliver digital marketing content. Since the implementation of these changes, both audience reach, and engagement have grown markedly. Consequently, this strategy seeks to support the continued successful development of this way of working to attract those target audiences most likely to grow the Arun District's visitor economy over the next five years.'

4.7.8.1 **PRIORITY 8 ACTIONS: MARKETING & POSITIONING**

a) Align with and amplify partner marketing activity at a local, regional, and national level.

b) Nurture marketing partner relationships – continue to invest in marketing partnerships with the district's town website providers and West Sussex and regional partners and review how service level agreements are working effectively for both parties in each case. Facilitate connections between marketing partners and regional and local tourism services to share ideas, inspiration, and best practice. Support marketing partners in identifying and applying for funding to develop new tools and campaigns.

c) Develop a shared toolkit of resources – The development of a shared 'destination narrative' should align with how the towns and South Downs National Park (SDNP) are presenting themselves to the market and support the distinctive positioning of each of these locations. In parallel, a project to develop a destination narrative for Sussex at a pan-county level (SVEP) is now underway.

4.7.9 **MONITORING PROGRESS**

Suggested Key Performance Indicators (KPI) are included on pages 34 – 36 of the Visitor Strategy document and will be considered as part of an action plan to be developed. As mentioned in the Financial Summary, feasibility and costs of commissioning specialist research and surveys would need to be identified and agreed prior to any work commencing.

4.7.10 **CONCLUSION**

The new Visitor Economy Strategy 2023 – 2028 provides the Council's Economy Team with a vehicle to forward plan and deliver future development of a vibrant, but sustainable and accessible tourism sector to benefit the district's hospitality businesses, visitors, residents, and local communities.

5. CONSULTATION

To help inform the visitor strategy, Blue Sail Consultants consulted with a range of local hospitality businesses, industry specialists, members of the Arun Youth Council and several Councillors, through a combination of individual interviews and workshops in March 2023. A list of consultees is included on page 37 of the draft document.

Should the Strategy be endorsed, further consultation will continue. One of the suggested Priority Actions is to 'Establish a local visitor economy business network as a forum for sharing expertise and encouraging joint working to develop the destination'

We will also continue to consult with and work closely with tourism sector partners and relevant council departments to help deliver the actions during the life of the strategy.

6. OPTIONS / ALTERNATIVES CONSIDERED

- 6.1. To approve the vision, themes, priorities, and actions identified in the strategy and the preparation of an action plan.
- 6.2. To not approve the strategy.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1 The financial implications arising from the proposals in this report will be funded from within the existing 2023/24 budget. Any future costs arising in 2024/25 onwards will also be funded within the existing base budget but if this is not possible, either other affordable solutions will be investigated, or the work will not proceed.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1 Potential risks to the suggested Visitor Strategy actions and projects might include:
 - 8.2 Reduced Economy Team and other department staff time and resources
 - 8.3 Unknown risks beyond our control e.g., partners' budgets, and resources.
 - 8.4 Encouraging sustainable travel is currently challenging due to train strikes and cost of living etc

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

9.1 There are no direct legal implications associated with this report.

10 HUMAN RESOURCES IMPACT

10.1 At this stage officers believe there are no direct Human Resources impact issues. If the proposals of the report are agreed by the Committee, and as work progresses, Human Resources Impacts will be reviewed for each project or workstream, where necessary.

11. HEALTH & SAFETY IMPACT

11.1 No additional health & safety impacts have been identified in relation to the proposals.

12. PROPERTY & ESTATES IMPACT

12.1 At this stage officers believe there are no direct Property & Estates impact issues. If the proposals of the report are agreed by the Committee, and as work progresses, Property & Estates Impacts will be reviewed for each project or workstream, where necessary.

13 EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

13.1 A link to an Equalities Impact Statement is provided below with the Background Documents. At this stage officers believe that if there are any Equalities Impacts arising from the priorities and actions described in the Strategy, they should be positive ones.

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

14.1 The visitor strategy will have a significant impact on sustainability within Arun, across numerous areas. It will therefore be important that sustainability is considered at every stage of this work and within each specific area. Support, guidance, and consideration specific to each priority area should be provided to ensure that there is as little negative impact as possible, and where needed specialist input and work will be undertaken, subject to available resources. Arun District Council has a 2030 carbon neutral target, and it will be essential that this is considered in all work that is undertaken.'

15. CRIME AND DISORDER REDUCTION IMPACT

15.1 Officers believe that there are no direct legal implications associated with this report.

16. HUMAN RIGHTS IMPACT

16.1 Officers believe that there are no direct legal implications associated with this report.

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

17.1 Officers believe that there are no direct legal implications associated with this report.

CONTACT OFFICER:

Name: Margaret Murphy

Job Title: Tourism Development Officer

Contact Number: 01903 737589 / 07733 125 674

BACKGROUND DOCUMENTS:

[Draft Visitor Strategy document](#)

[One Page summary of the draft Visitor Strategy document](#)

[Equalities Impact Statement](#)

[Arun District Tourism Review 2020](#)

Arun District Council

REPORT TO:	Special Economy Committee - 1 November 2023
SUBJECT:	Destination Awareness Campaign, Arun District, Year 2
LEAD OFFICER:	Margaret Murphy, Tourism Development Officer
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	ALL
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
<p>Fulfilling Arun’s economic potential</p> <p>Encourage the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend.</p>	
DIRECTORATE POLICY CONTEXT:	
<p>The Council’s Economic Development Strategy includes the following ‘Building Blocks’ and priorities:</p> <p>Shaping our places for people to live, work and visit</p> <p>Attracting investment and success giving businesses the space and support to grow and prosper</p> <p>Putting people centre stage: healthy, happy, prosperous lives</p> <p>A growing business population</p>	
FINANCIAL SUMMARY:	
<p>There is provision in the 2023/24 budget to continue the campaign for a second year until March 2024. Some of this budget has been used for an ‘interim arrangement’ with the marketing agency, to cover the period of mid -June 2023 when the original agreement finished, until early November 2023, in order to maintain continuity of activity until this report can be reviewed by the Economy Committee. (See the Executive Summary)</p> <p>Should this report’s recommendation be endorsed by the committee, a further agreement will be sought with the agency, subject to budget confirmation for the financial year of 2024/2025.</p>	

1. PURPOSE OF REPORT

In March 2022 the Economy Committee agreed to the commission of a Marketing Agency to deliver a 12 month “Digital Destination Awareness Campaign” for the Arun District and its tourism brand of “Sussex by the Sea”. Following the delivery of this campaign this committee is asked to agree to a second year of campaign activity to build on that success.

2. RECOMMENDATIONS

It is recommended that members agree:

- 2.1) That officers commission a second-year Digital Destination Awareness Campaign with the existing agency. This will ensure continuity of delivery and benefit from the knowledge, experience and working relationship built in year one. Officers will continue to monitor the effectiveness of the second-year campaign, to inform direction of future digital activity.

3. EXECUTIVE SUMMARY

A recommendation was agreed at the Economy Committee of 29 March 2022 to appoint a marketing agency to deliver a 12-month Digital Destination Awareness Campaign for the district via the 'Sussex by the Sea' brand for the district.

Following a competitive procurement process 'Buzzword Creative' were appointed in early June 2022 and work started shortly afterwards. The campaign's aim has been to raise awareness of the Arun District and encourage visitors and residents to explore the district all year round.

The 12 month agreement finished in June 2023. Since then, as an interim measure and to maintain continuity until this committee meeting, the agency has continued to provide a service on a month-by-month payment arrangement. This report reviews the impact of the campaign and recommends that a second year campaign is continued into 2024.

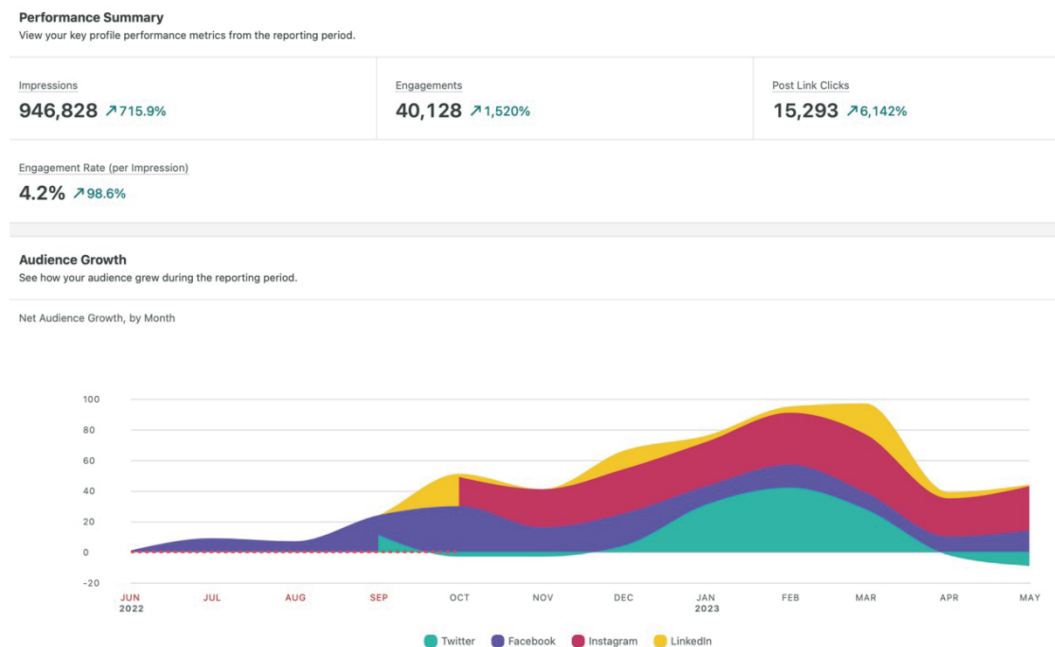
4. DETAIL

- 4.1. The aim of this campaign has been to digitally 'Raise Awareness' of the Arun district, its towns, villages and attractions, and to boost engagement on 'Sussex by the Sea' digital channels, encouraging more people to visit the whole Arun District, to support the local visitor economy, and to stay longer.
- 4.2 The campaign started in early June 2023 and following a period of discussions and the creation of a plan of action, there has been a clear increase in website page views and in engagements on www.sussexbythesea.com and its associated social media channels, as demonstrated in the following graphs and statistics. These details are also included in the agency's Progress Review Report, which is available to view at the link provided at the end of this committee report.
- 4.3 The graphs provided by the agency show data from 13 June 2022 – 18 May 2023. In the following copies of those graphs, the report shows that engagement and total audience growth has increased significantly, during the campaign.

4.4 Social Media Growth

The following graphs and statistics demonstrate how social media activity began to grow when the campaign started in mid-June 2022 and helped drive traffic to the website. The subsequent rise in statistics from August 2022 follows a delay in granting access to the marketing agency to manage the council's Sussex by the Sea social media channels, while addressing IT security concerns. Agency access to the social media accounts is necessary for the management of scheduled posts, videos, reels / stories, and 'paid for' Facebook adverts etc. as an integral part of the campaign.

Figure 1 Social Media growth June 2022 – May 2023



Figures 1 and 5 - Social Media Growth June 2022 – May 2023

The statistics on the Figure 1 graph for the period of June 22 – May 2023 show that during the campaign, there were 40,128 social media engagements (up 1,520% on the previous year) and 15,293 post link clicks (up 6,142%) and 946,828 'Impressions', up 715.9% on the previous year. This is also shown in more detail on the following Social Media Channel performance graph 5, which looks at the number of 'engagements' on each of the social media platforms.

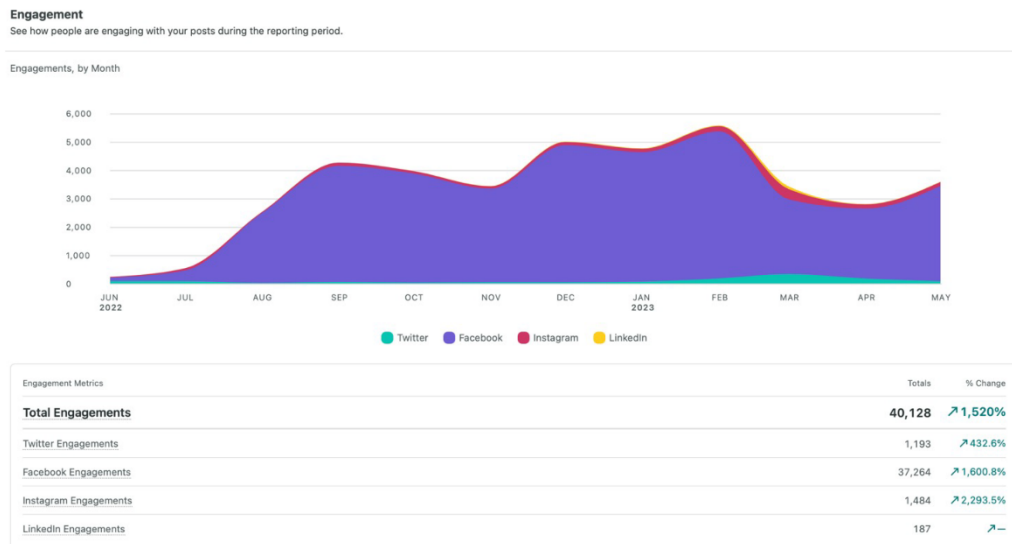
4.5 The agency confirmed that the most popular social media platform for 'Sussex by the Sea' is Facebook with 37,264 engagements from followers in this period, compared to just 1484 engagements on Instagram, and 1193 on Twitter during the same period: 13 June 2022 – 18 May 2023.

The 'Linked In' social media platform was also identified as a new opportunity to build business engagements. The figure of just 187 for this period is

indicative of the later creation of this new social platform account for ‘Sussex by the Sea’.

Facebook remains the highest performing channel, largely due to it being the preferred social platform amongst our user demographic, so the agency has invested funds from the campaign budget in regular ‘paid for’ Facebook adverts to boost specific posts to targeted audiences each including a link to the website, as the most efficient way of reaching more people.

Figure 5 Social Media Channel performance



4.6 Figure 2 Digital Platforms, comparison with the previous year

Looking at the year of June 2021 – June 2022 next to June 2022 – 18th May 2023 as a comparison, the graph on figure 2 shows a significant increase in social media page visits and general engagement as a result of increased activity on digital platforms since the start of the campaign in June 2022.

Figure 2 Comparison with previous year

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

1,081,260 ↗498%

Engagements

43,037 ↗743.7%

Post Link Clicks

15,562 ↗4,410.7%

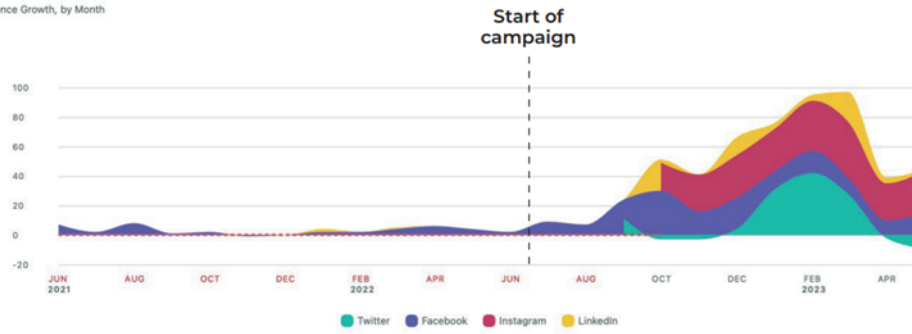
Engagement Rate (per impression)

4% ↗41.1%

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



The number of 'engagements' are reported as 43,037; The number of 'Post Link Clicks' were 15,562 and Impressions at: 1,081,260. The slide also clearly marks where the campaign started and the subsequent growth in activity.

4.7 Figure 6 Social Media Channel Followers

For the period of 13th June 2022 –18th May 2023, the report shows that the number of 'followers' on all the social media accounts have risen, due to increased activity during the campaign. This demonstrates a growth of awareness of the district as a destination, even if some people do not actively 'engage' with all the content generated.

Figure 6 Social Media Channel followers

Profiles
Review your aggregate profile and page metrics from the reporting period.

Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per Impression)	Video Views
Reporting Period Jun 13, 2022 – May 18, 2023	12,691 ↗ 526.1%	1,704 ↗ 920.4%	2,008 ↗ 485.4%	953,059 ↗ 649.9%	40,445 ↗ 1,357%	4.2% ↗ 94.3%	2,790 ↗ 266.1%
Compare to Jun 13, 2021 – May 18, 2022	2,027	167	343	127,099	2,776	2.2%	762
@sussexbythesea1	7,584	99	154	44,052	1,204	2.7%	23
Sussex by the Sea	3,200	1,328	1,670	868,711	37,541	4.3%	2,083
Sussex by the Sea	52	47	74	3,573	188	5.3%	—
sussexbytheseaarun	1,855	230	110	36,723	1,512	4.1%	684

Figure 6 in the campaign's Progress Review Report shows:

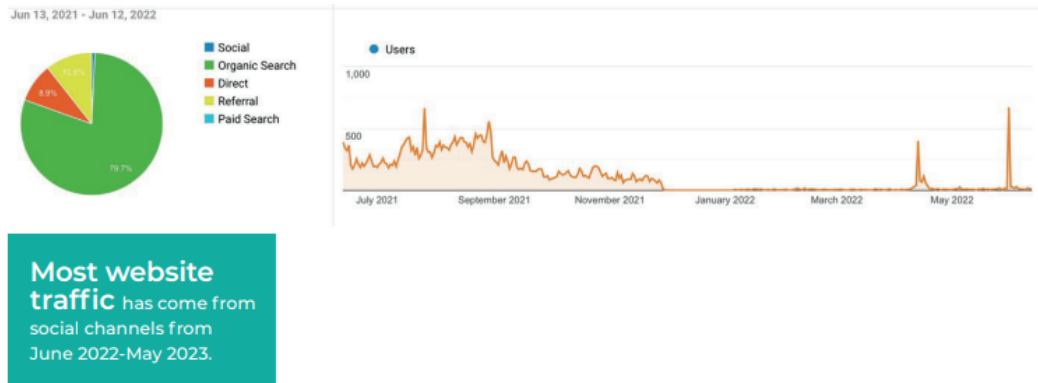
- a total social media audience of 12,691 compared to 2,027 in the previous year.
- there were 2,008 published posts across the channels compared to 343 the previous year and video views increased from 762 to 2,790.
- social media post 'engagements' were up from 2776 to 40,445 in the same period.

Another result of all this activity is that 'Impressions' - whereby promotional posts are 'fed' to other social media accounts via the media technologies, also increased from 127,099 to 953,059 during this period.

4.8 Figure 3 website statistics

Following the Tourism Review in July 2020 the decision was made to replace the former content and resource heavy website with a new and simpler portal site which now signposts visitors to our partners for information.

The website data graph below reflects the initial result of changing the website by recording a significant drop of website page views from December 2021 when the new site was launched, coinciding with a traditionally quieter time of year.



Data from July 2022 – May 2023 clearly shows the start of growth in website page views, as the new marketing campaign got underway, with improved SEO work and using social media posts to drive traffic to the website, the growth spikes from August onwards are a result of ‘paid for’ social media posts linking to themed blogs on the website and other regular activity.

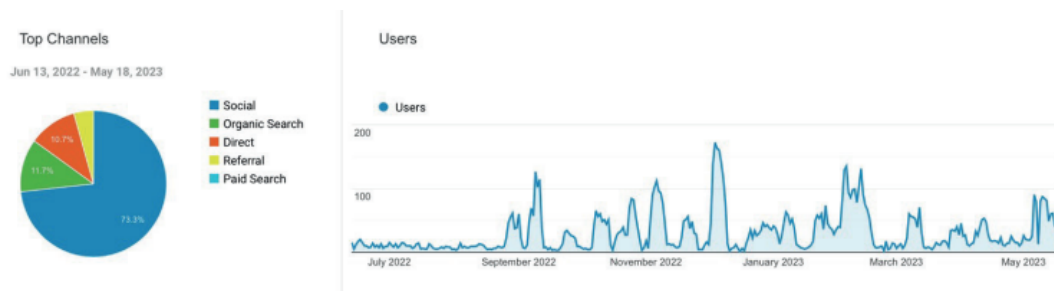
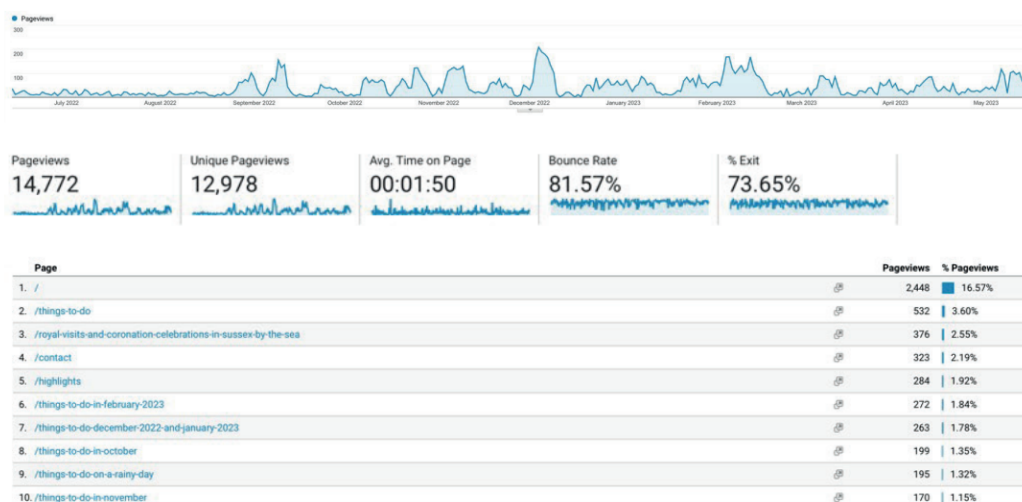


Figure 3 on page 6 of the report also advises that, when looking at website visitor traffic sources from June 2022 – May 2023, over 70% of visitors came from social media links, compared to 79% of organic search traffic the year before, - indicating that more people now engage with content on social channels, clicking on any provided links to websites if they wish to find out more.

4.9 Figure 4 website statistics

Of the website pages viewed, figure 4 in the report shows 14,772 page views (12,978 Unique Page Views) from mid-June 2022 – to mid-May 2023 and includes a list of the highest performing pages and blogs. The highest of these was the home page at 2448 views and ‘Things To Do’ at 532 views followed by individual blogs popular at different times such as ‘Royal Visits and Coronations’ and other titles in descending order.

Figure 4 website statistics



4.10 Page 11 of the Progress Review, linked at the end of this report, lists many of the goals achieved by the agency during the campaign including:

- Review and update of the Sussex By The Sea (SBTS) website to include initial audit and regular reviews thereafter.
- New blog content each month to generate more traffic to the website and encourage people to stay on the site longer before clicking on to partner websites.
- Strategic support and consultancy throughout the duration of the campaign period.
- Creation of visual branded assets for the website and social posts.
- Initial review and regular audit of SBTS social channels for maximum impact.
- Plan, schedule and delivery of fortnightly paid ads on Facebook.
- Creation of LinkedIn profile and regular updates.
- Revisiting the existing previously underused SBTS Instagram account and posting regularly.
- Social posting on all SBTS social channels on a minimum weekly basis
- Reviewing print ad and PR activities as required.
- Attending local networking events to gain a wider understanding of SBTS and further promote the brand.
- Review of visual assets and implementation of social media videos and

reels.

- Liaising with Blue Sail Consulting to clearly define future goals and vision for SBTS as part of the 2023 Visitor Strategy consultation.
- Scheduling and approving structured content across all channels to appeal to varied audience demographics.
- Regularly reporting on engagement analytics and findings.
- Implementing 'LinkTree' to social channels to direct traffic to key areas.
- Regularly reviewing profiles to keep them current and visually engaging.

4.11 In the period from mid- June to the date of this committee meeting there have been further activities and goals achieved by the Agency in an interim arrangement:

- Following the end of the 12 month digital campaign, the Agency accepted an interim working arrangement to continue the initial marketing agreement to coincide with the Council's scheduled Committee meetings.
- Google analytics reporting data has been updated and migrated to the new GA4(Google Analytics 4) reporting platform.
- Added the creation and delivery of video reels on SBTS social channels to boost engagement as part of marketing support.
- Added Instagram newsfeed posts to the website homepage.
- Developed and increased evergreen content for the SBTS website to improve SEO and increase website traffic.
- Streamlined social scheduling to save budget and reallocate budget to weekly social media ads on SBTS social channels for maximum impact.
- Provided guidance and options on how to work with social media 'influencers' who specialise in different segments of our key demographic and audience.
- Continue to meet online every fortnight to report on engagement stats, refine activities for best results and continue a proactive marketing support approach, as well as including reactive feedback, events and news from internal communications as instructed by the Council's Tourism Development Officer.
- Weekly internal reporting, monitoring of social channels and online engagement.

- Continued strategic guidance and support.

4.12 A list of key priorities and recommendations for 2023/24 are also supplied in the Agency's Progress Review:

- With the increased appetite for video content on social channels, create more visual content and reels for social media platforms.
- As well as 'Reels', more 'Stories' and interactive posts to encourage sharing 'User Generated Content', for instance, interactive content and polls / questions.
- Explore and maximise opportunities with regional and national tourism partnerships.
- Create a fortnightly focus on a different village/ward/areas within the Arun District.
- History stories/interesting facts/background of the area to educate and recruit new visitors to the area.
- Continue to add evergreen content on the website to encourage people to stay longer on the site.
- Refresh the website with updated text and images etc.
- Create infographics and new visuals to promote tourism in the Arun District.
- Support with internal communications as needed, to define and confirm key goals for 2023/24 and offer guidance and support with all marketing as needed.
- Continue to use engagement insights to tailor an effective digital marketing strategy for maximum impact and profile awareness.

4.13 During this campaign, officers have benefitted by a growing understanding of marketing as a complex and many faceted element of the tourism industry.

Delivery of various activities by the agency has evolved through a mix of shared experience, knowledge, and creative thinking. Recommendations have been discussed, adopted, and in some cases adapted, including the creation of regular themed 'blogs' on subjects such as 'Things To Do' each month.

Further blogs and associated social media posts on themes such as 'Budget' and 'Free' activity ideas, Dog Friendly and Seasonal, Mindfulness, Wellbeing, Nature and Sustainable activities etc have also been planned and created by the agency with the Tourism Officer's input and local business knowledge. Other ideas on different themes have been discussed and a good partnership has developed to facilitate the range of activities.

- 4.14 The paid for posts have also been created and scheduled by the agency to target specific demographics including, for example Arun District residents and those within 15 miles of the district border, to encourage local, more carbon aware visits, to discover the towns, coast, and countryside of the Arun District 'on their doorstep' and resulting in opportunities to 'educate' a new audience on the delights of the district.
- 4.15 The social media activity created and managed by the agency is boosted by sharing posts published by our local visitor economy and hospitality businesses and town website partners. This is currently managed mainly by the Tourism Development Officer, as it is a useful and efficient way of gathering information on events and activities - direct from the hospitality businesses and our website partners.
- 4.16 If the recommendation for a Year 2 campaign is supported, the plan is to build on the first-year experience and focus more on:
- More scheduled alignment with regional and national partnership campaigns to help 'amplify' the district's messages and stories.
 - Create more PR and themed activity, aligning with our tourism sector partners regarding subjects such as the new 'England's Coast Path', encouraging travel by alternative means to car use wherever possible, plus other carbon awareness activities, and begin to share the new 'narratives' being developed both for the district and Sussex wide as two of the 'priority actions' in the proposed new 2023 – 2028 Visitor Strategy.
 - Develop more relationships with selected social media 'influencers' across our audience segmented demographic.
 - Encourage the agency to take more ownership of the shared social media posts published by local hospitality businesses, benefitting from the shared experience gained in Year 1 as the project has evolved.

5. CONSULTATION

N/A

6. OPTIONS / ALTERNATIVES CONSIDERED

6.1 A : The council do not renew the current agreement but procure a new campaign with an amended brief and start a new competitive tender process. This will take considerable time to complete and delay delivery of the Y2 campaign. As we have only recently tendered for this work it is unlikely to produce better value for money.

B: The council do not work with external agencies but revert to managing the marketing of the district within the Council's resources alongside the many other activities and projects delivered. The council, however, does not have the level of technical expertise or understanding of digital marketing to implement this, nor the staffing capacity.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

7.1 There is provision in the 23/24 budget to continue the campaign for a second year until March 2024. If the recommendation is supported, a further agreement will be sought with the agency, subject to budget confirmation for the financial year of 2024/2025.

8. RISK ASSESSMENT CONSIDERATIONS

8.1 Considerations have included the continued business viability of the marketing agency and council resource to manage a continuing similar arrangement, as well as the risk that the marketing agency may not wish to renew, resulting in a new procurement process.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

9.1 There are no Legal or Governance implications.

10. HUMAN RESOURCES IMPACT

10.1 Officers believe that there would be no Human Resources impacts arising from the work described in this report.

11. HEALTH & SAFETY IMPACT

11.1 No additional health & safety impacts have been identified in relation to the proposals.

12. PROPERTY & ESTATES IMPACT

12.1 There would be no Property & Estates impacts arising from the work described in this report

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

13.1 Officers believe that the recommendations do not impact characteristics outlined in the Equality Act 2010

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

14.1 Officers believe that there are no climate change & environmental impact issues which need to be considered from the proposals in this report.

15. CRIME AND DISORDER REDUCTION IMPACT

15.1 Officers believe that there are no direct impacts on Crime and Disorder Reduction arising from this report.

16. HUMAN RIGHTS IMPACT

16.1 Officers believe that there are no relevant human Rights implications arising from these proposals that will affect or potentially affect any individual.

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

17.1 Officers believe that there are no Freedom of Information or Data Protection issues arising from the proposals in the report

CONTACT OFFICER:

Name: Margaret Murphy

Job Title: Tourism Development Officer

Contact Number: 01903 737859

BACKGROUND DOCUMENTS:

[Economy Committee Report from 29 03.22](#)

[Buzzword Creative Progress report](#)

www.sussexbythesea.com - portal website, partners and associated social media

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Arun District Council

REPORT TO:	Special Economy Committee – November 1 2023
SUBJECT:	Design Brief for the conversion of the former Brewers Fayre Pub
LEAD OFFICER:	Neil Taylor, Regeneration Lead
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	Marine
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
The redevelopment of the former Brewers Fayre will support the Council’s vision of an improved economy for its towns by providing a mixed-use venue for a multitude of uses.	
DIRECTORATE POLICY CONTEXT:	
The Council has a responsibility to bring forward regeneration activity across the district where possible. The redevelopment of the former Brewers Fayre Pub into a meeting/event hall will bring new activity to the town that will increase footfall in the area and enhance the economic prospects of the High Street and the Esplanade.	
FINANCIAL SUMMARY:	
The design feasibility work together with the demand forecasting and market assessment has been soft market tested at £40,000. Funding is available from existing regeneration budgets.	

1. PURPOSE OF REPORT

The purpose of this report is to present members with the proposed brief for the design feasibility work that will explore options for the redevelopment of the former Brewers Fayre Pub back into its original use as the ‘Royal Hall’, a multipurpose venue providing facilities for organised events.

2. RECOMMENDATIONS

- a) The Economy Committee consents to the production of a design feasibility study for the conversion of the former Brewers Fayre Pub into a multi-use hall.
- b) The Economy Committee approves the project brief (appendix A) as the basis for the design feasibility work.

3. EXECUTIVE SUMMARY

- 3.1 At an extraordinary meeting of the Economy Committee on 19 June 2023, members were invited to debate the future use of the former Brewers Fayre pub in Bognor Regis. Members voted to explore the option of returning the pub to its former use as the Royal Hall. The Royal Hall was a large open plan room that was used for music recitals, weddings, large dinners and conferences.

- 3.2 Members also requested that a site visit be arranged for members to see the space left by the former leaseholder. The first site visit took place on 27 July 2023 with a further visit taking place on 11 September 2023, an invitation that was also extended to Bognor Regis Town Council.
- 3.3 To facilitate the conversion, officers have developed a short brief describing the work and the ambition that has been soft market tested with a suitably qualified consultant firm. In addition, officers have worked with theatre business plan consultants to establish a budget cost for a study that looks at the demand for such a venue, potential uses and marketing strategies.
- 3.4 The brief is attached at appendix A and, subject to members approval, the design feasibility will be commissioned as soon as possible during the autumn and a full proposal with construction estimates will be produced for presentation to a future Economy Committee.

4. DETAIL

The detail is contained in the attached brief (Appendix A)

5. CONSULTATION

There is a possibility for a public consultation exercise should members feel it appropriate. There may be additional costs associated with this exercise.

6. OPTIONS / ALTERNATIVES CONSIDERED

- 6.1 The options were considered at the Economy meeting on 19 June 2023 and the current proposal was preferred.
- 6.2 A further report is being presented to the Economy Committee, at the same meeting, that considers a brief for the redevelopment of the adjacent Regis Car Park. There are options in that brief that look at the possibility of demolishing the former Brewers Fayre to make way for a larger building on that corner of the Regis site. Should the design feasibility for the Brewers Fayre / Royal Hall conversion result in a feasible project: the option for demolition, in the Regis Car Park report will be abandoned.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1 It should be noted that, should this project proceed it is likely to require both capital and revenue commitments, from the Council, that are currently not in the budget.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1 There is a risk that the conversion of the existing Brewers Fayre in a new Royal Hall might stifle the redevelopment of the adjacent Regis car park because the additional area may be needed for the viability and placemaking of the Regis scheme. We will not be able to clarify this until the design feasibility for the Regis car park is concluded.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

- 9.1 The legal relationship between the Royal Hall and the refurbished Theatre remains to be clarified and if the intention is that the Royal Hall will be managed by the new theatre operator, thought will need to be given as to how this arrangement is regularised (whether by lease or otherwise) and who will be responsible for repairs, utilities and rates during the lifetime of the building and this should be factored into the design brief.

10. HUMAN RESOURCES IMPACT

N/A

11. HEALTH & SAFETY IMPACT

There are potential health and safety risks that will need to be appropriately managed during any survey, construction, and conversion works, as part of Construction Design and Management obligations. There will also be ongoing health and safety management and statutory compliance requirements that will need to be appropriately resourced, as the proposal to run the site as an operational building.

12. PROPERTY & ESTATES IMPACT

N/A

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

N/A

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

N/A

15. CRIME AND DISORDER REDUCTION IMPACT

N/A

16. HUMAN RIGHTS IMPACT

N/A

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

N/A

CONTACT OFFICER:

Name: Neil Taylor

Job Title: Regeneration Lead

Contact Number: 01903 737707

BACKGROUND DOCUMENTS:

Appendix A Brief for the conversion of the former Brewers Fayre Pub, Bognor Regis

Brief for the conversion of the former Brewers Fayre pub, Bognor Regis

Introduction

Arun District Council has historically owned the freehold of a building known as the Regis Centre that borders the Esplanade, the Place st Maur and Belmont Street in Bognor Regis. Originally built in the 1980s, the Regis Centre comprised the Alexandra Theatre and the Royal Hall. In 1996 the whole building was leased to Whitbread and the Royal Hall, facing the Esplanade was converted into the Brewers Fayre pub.

The Alexandra Theatre is being refurbished as part of a Levelling Up Fund grant awarded to Arun District Council. To facilitate that work, the Council has taken possession of the head lease from Whitbread and with that the former Brewers Fayre pub on the Esplanade in Bognor Regis.

Arun District Council members debated the potential future uses of the pub, and the preferred option was to restore the former Royal Hall to provide a large multi-function space for public leisure, entertainment and as a bookable space.

This brief outlines the work required to produce a design and feasibility for the work needed to restore the Royal Hall facility internally and the option for an alternative elevational treatment to blend in with the new theatre facade next door.

Outline brief-internal

The existing pub layout is built inside what used to be the Royal Hall. The conversion by Whitbread included:

- A mezzanine area providing 2 first floor flats.
- Permanent cold stores and staff toilets.
- A large kitchen area built in blockwork.
- A large Bar area
- 2x customer toilet areas
- Various level changes internally
- Reduced ceiling height throughout
- Revised lighting, heating, and ventilation.

The project will be required to remove all the internal additions added to form the pub including removal of the 2 upper floor flats. The existing suspended ceiling will need to be removed and a new ceiling installed giving the maximum headroom that is practical. The dated MEP will likely be beyond serviceable use and will need to be removed as part of the internal demolition works. The new open plan function space will need its own customer toilets and cloakroom and will need internal access to the Alexandra Theatre next door. It is anticipated that the new hall will be managed as a bookable room through the theatre and that the catering offer will be provided by the theatre food and beverage operator. Finally, a full scheme of internal fit-out & redecoration will be included to provide a lettable room needing no further work. It is anticipated that retractable seat for a capacity of 400 will be required as part of the conversion.

Outline brief-external

Arun District Council are currently refurbishing the Alexandra Theatre which includes a new elevational treatment to the west and north elevations and aesthetic improvements to the east

elevation.. The Council would like to explore the option to 'overlay' a new elevational treatment to the reciprocal elevations of the new hall to match the theatre elevational design. These external works will also reprofile the roof and match this and materials used to correspond with those of the new theatre.

Details of the theatre elevations are available on request.

Elements to be covered by the Project Consultant.

Building Survey - the consultant will be responsible for conducting a building survey to satisfy themselves that the extent of the work is accurate and that the structure of the building is sufficient for the project to proceed. It is expected that a visual survey will suffice however, should any issues be identified, more intrusive survey work may be needed.

Review of the as built drawings- the consultant will be responsible for checking the as built drawings provided to satisfy themselves of their accuracy.

Space planning – the consultant will be required to produce a design for the internal space and the facilities therein. Drawings and a perspective view will be produced.

Outline Specification – a specification is to be provided in sufficient detail to allow cost estimates to be provided for all work packages.

Engineers design report – an engineering assessment is required to identify any structural requirements needed to deliver both the internal conversion and external elevation works.

Civil engineering assessment – should include any civils work need to the external works, drainage, and utilities requirements.

Mechanical and Electrical works – the consultant will be responsible for the outline design of the MEP needs of the new facility together with a specification sufficient for costing the MEP works required.

Cost estimates – the consultant will be responsible for the production of budget costs for all the construction and fee elements needed to complete project.

Environmental – all environmental issues created by the conversion project or external works should be identified and addressed by the consultant.

CDM and principal designer – the consultant will act as the principle designer for CDM purposes and ensure all the health and safety issues are addressed.

Project management – the consultant will be responsible for managing the activity of their sub-consultants effectively and for the production of the final design and feasibility report.

Additional to the work package specific activities, the consultant should ensure that they and their sub-consultants include sufficient time for client meetings and presentation of the finished design feasibility study to the client body.

An electronic copy of the report should be provided in a format to be agreed.

Elements to be covered by the Marketing Consultant

Assessment of the potential uses for the new space.

Assessment of market & occupier demand for the new space

Assessment of competing spaces locally and particularly with regard to that which the new theatre will already be providing

Advise on the potential financial returns vs running costs for the new space.

Advise on potential management models for the new space.

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Arun District Council

REPORT TO:	Special Economy Committee – November 1 2023
SUBJECT:	Redevelopment of the Regis Car Park, Bognor Regis
LEAD OFFICER:	Neil Taylor, Regeneration Lead
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	Hotham / Marine
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
The redevelopment of the Regis Car Park will support the Council’s vision of an improved economy for its towns and to promote an increase in tourism across the district.	
DIRECTORATE POLICY CONTEXT:	
The Council has a responsibility to bring forward regeneration activity across the district where possible. The redevelopment of the Regis Car Park will bring new leisure activity to the town that will increase footfall in the area and promote the economy prospects of the High Street and the Esplanade.	
FINANCIAL SUMMARY:	
The design feasibility work will be funded by two separate funding allocations:	
Local Enterprise Partnership grant funding £50,000	
UK Shared Prosperity Fund allocation £47,961	
The design feasibility work will be tailored to fit the budget in the early stages however officers will seek further external funding to support the later stages. The additional external funding needed will be in the order of £125,000.	

1. PURPOSE OF REPORT

The purpose of this report is to present members with the proposed brief for the design feasibility work that will explore options for the redevelopment of the entire Regis Centre Car Park.

2. RECOMMENDATIONS

- a) The Economy Committee consents to the production of a design feasibility for the future redevelopment of the Regis Car Park.
- b) The Economy Committee approves the project brief (appendix A) as the basis for the design feasibility work.

3. EXECUTIVE SUMMARY

- 3.1 The Esplanade, Bognor Regis, is the main seafront thoroughfare and the centre of the seaside tourist offer in the town. The Esplanade north side has been redeveloped over the recent period with mostly apartments. At the centre of the Esplanade is the Regis Centre and the Regis Car Park. The Council is committed to the refurbishment and extension of the Alexandra Theatre at a cost of £15.2M and is considering new uses for the former Brewers Fayre pub. Further east, Premier Inn are planning to build a new hotel at the Esplanade/Clarence Road junction.
- 3.2 To the north, the Council has committed to the refurbishment of the Bognor Regis Arcade. The Arcade provides the key pedestrian route between the town centre and the Esplanade and represents the key footfall route for the town economy.
- 3.3 The theatre and hotel developments 'bookend' the Regis Car Park site that is located adjacent to Place St Maur and Belmont Street.
- 3.4 As the substantial part of the Esplanade / sea frontage is given over to apartments, the Regis Car Park probably presents the last but arguably the best opportunity to provide a leisure focus to the seafront.
- 3.5 Accordingly, the proposal is to produce a designed feasibility study to explore options the deliver a flagship development on the car park site that provides the 'centrepiece' to the sea frontage and a leisure focused offer that looks to be season neutral in terms of attracting both visitors and local residents into the area.
- 3.6 Options to be explored will include:
- Redevelopment of the car park area only.
 - An option to include the demolition of the Brewers Fayre Pub to make way for a landmark building on the corner of Place St Maur.
 - Leisure offer on the lower floors including quality sea view restaurants to the first floor.
 - Option to provide car parking accessed from the Belmont Street elevation.
 - Option to have a further hotel offer on the upper floors.
 - Option to have some residential on the upper floors.
- 3.7 The key element to the work is the feasibility, in order for Bognor Regis to have a leisure focus flagship development there will need to be satisfactory business case that makes the project viable. All options will be considered, and officers will report back to member when the work has been completed.
- 3.8 It should be noted that whilst the objective is to give the Esplanade a focal point in terms of a destination leisure and food/beverage offer, in the experience of the officers involved, the financial viability of the scheme could rely on some residential on the upper floors.

4. DETAIL

The detail is provided in the brief attached at appendix A

5. CONSULTATION

- 5.1 Members were consulted about their ideas for the redevelopment in January 2023 and those varied ideas have informed the brief. It is noted that a number of members consulted have since been replaced by new members.
- 5.2 As part of the design feasibility work, officers will be consulting with the local planning officer.
- 5.3 Once the design feasibility work is finished, officers will consult the public on the range of proposals in addition to consulting members further.

6. OPTIONS / ALTERNATIVES CONSIDERED

- 6.1 The option to offer the site to the development market has been considered however the concern is that, without a design feasibility study to use as part of the offer, members will simply get another apartment only development and Bognor Regis will lose the opportunity of a flagship leisure development to focus the tourism offer.
- 6.2 Another option considered is to leave the car park as a car park. This option will again lose Bognor Regis the opportunity to have a focus to the leisure on the seafront.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1 There are no additional funding implications for the Council at this stage.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1 The risk of carrying out a design feasibility are limited to public awareness and the management of the public perceptions of what the plans might be, hence the public consultation commitment.
- 8.2 There is a risk regarding the funding of the Regeneration lead post, see HR comments.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

- 9.1 This report is seeking views from members on the proposed options regarding the development. There are no immediate legal and governance implications at this stage.

10. HUMAN RESOURCES IMPACT

- 10.1 The work covered by this report is being managed, in addition to other projects, by the Regeneration Lead officer. It should be noted that there is not currently funding for this post beyond December 2023.

11. HEALTH & SAFETY IMPACT

N/A

12. PROPERTY & ESTATES IMPACT

N/A

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

N/A

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

N/A

15. CRIME AND DISORDER REDUCTION IMPACT

N/A

16. HUMAN RIGHTS IMPACT

N/A

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

N/A

CONTACT OFFICER:

Name: Neil Taylor

Job Title: Regeneration Lead

Contact Number: 01903 737707

BACKGROUND DOCUMENTS:

Appendix A – Regis Quarter Vision Briefing Document

REGIS QUARTER

Vision and briefing document

1 Introduction

2 Overall vision

3 Site context

4 Planning context

5 Deliverables

Annex A

1. Introduction

This brief is designed to articulate the vision and scope for the regeneration and re-development of the Regis Centre car park site and adjoining areas and buildings, located on the Esplanade, Bognor Regis. It is intended this will help brief and recruit a professional consultancy design team employed to envisage and deliver a viable feasibility study and business plan for this underutilised sea front area, working in conjunction, initially with the Arun District Council (ADC) regeneration team Coast to Capital and various stakeholders.

ADC is already investing circa £16m in the Regis Centre itself, to refurbish and extend it under the Government's Levelling Up Fund. In addition, terms have been agreed for a lease of the eastern part of the site to Whitbread/Premier Inn to construct a 116-bedroom hotel with associated restaurant facility. The Council now wishes to develop proposals and a business case for the re-development of the remaining part of the site which covers the car park area, former Brewers Fayre pub (adjoining the Regis Centre), adjacent public toilets and ancillary hard and soft landscaped areas, paths and roads. The development proposals will link with and compliment the new Regis Centre/Alexandra Theatre, the already completed new Place Saint Maur public realm/piazza, the to be redeveloped (residential/hospitality/retail) Bognor Arcade – a late Victorian locally listed heritage asset which initial Brownfield Land Release Funding has been secured for, and the Town Hall. The Town Hall is Grade 2 listed (1920s Voysey designed) and cannot be demolished but may be re-purposed in-part/whole for civic, council or commercial uses. This will be subject to further review but any masterplan should respect this heritage asset and its setting and potential integration. It is anticipated that by linking these various elements with a well-planned and researched mix of new and existing/repurposed building uses/occupiers, public and private realm, hard and soft landscaping, that a cohesive, viable new urban area will better connect to the town centre and seafront.

2. Overall vision

The overall vision for the site is to create a vibrant and significant development, comprising of elegant seaside architecture with uses and occupiers that contribute to and benefit the visitor and local economies. This will provide a high quality destination and flexible mix of uses likely to include commercial, leisure/tourism, hospitality/F&B/additional hotel, at ground and first/upper floor levels. Above will likely be multi-level residential seafront living with terracing and balconies (and any necessary provision of policy compliant affordable housing either on or off site). The development will be activated ideally on all sides and particularly across the Esplanade frontage and linking with Place Saint Maur. Possibly at higher upper levels with an observation platform and sky bar/restaurant. Ideally public and private car parking will be re-provided below a podium (ideally undercroft and naturally ventilated) across the site, possibly over two or more levels, albeit there is latent capacity in other existing town centre public car parks.

The proximity of the site to the beach and seafront affords the opportunity to create an architecturally significant landmark design. The Council is particularly keen to see low carbon, sustainable design and architecture that responds to the town's heritage, whether that be a contemporary take on either Regency or Art Deco elegance or similar. Architecture must be appropriate and responsive to the existing esplanade character, together with that of the listed Town Hall, late Victorian Arcade and soon to be redeveloped Regis Centre/Alexandra Theatre – which to a certain extent does already set architectural tone with its proposed new seaside Art Deco inspired elevations and elegance (see image on right).

The opportunity exists for a fully activated, interlinking, permeable and complimentary mix of buildings and realms that will seamlessly link with the existing built assets, Esplanade

[Regis Centre - Vision and briefing document](#)

and beachside setting – providing activity and a destination for visitors and residents and supporting existing town centre businesses all year round, boosting prosperity, economy, wellbeing and the prominence of Bognor Regis.

The Bognor Regis Post article at Annex A gives an overview of the styles and development of architecture within the town.



Regis Centre/Alexandra Theatre Proposed Elevations

The mix of residential (likely private, rented, holiday, serviced, hotel) and commercial will be optimised based upon an initial commercial use and residential demand study and the trade-off of residential to commercial will flow from this. The Council has no fixed views on the optimal mix, and this must be driven by viability, although active uses must be provided at ground/first floor level on the two critical North and South aspects and ideally on all frontages with ideally residential above. This residential will likely be required to support viability of the overall provision of the commercial elements, development may be of low to medium rise (7 to 12 storeys).

However, an overall phased design strategy should be incorporated which will help mitigate risk. Additionally, this strategy will help implement and articulate a reasoned and logical build-up of the elements of the scheme when presenting initial ideas to council members, stakeholders and the community-at-large. This being driven by a view by some over the need for residential as part of the scheme (despite this likely being the main driver for facilitating financial and commercial viability and the wider economic benefits this would bring to the town centre by resident footfall -this will be articulated via a linked economic study).

Therefore, the key components (and modelling of) making up the overall development will need to be detailed from an interchangeable base case to an overall fully formed proposal in order to financially model and illustrate the various levels of (un) viability through to overall viability dependent on these phased elements being factored in via interchangeable design. As part of this feasibility work regard will also need to be taken of a similar phased design build up potentially over the former Brewers Fayre building/site.

Consequently, interchangeable concept designs should flow/consider the following ordering:

- Option 1: Brewers Fayre refurbishment/remodeled (with building outlook/access wrapped around to Place Saint Maur), reinstating Royal Hall (performance / hospitality / leisure), and integrated with ground/first floor commercial / leisure / hospitality uses over wider Regis car park site (no reinstated car parking).
- Option 1a: As above (Option 1) but with public car parking below podium and same commercial / leisure / hospitality uses above podium on wider Regis car park site.
- Option 1b: As above but with residential above commercial / leisure / hospitality on car park site and set on podium above residential/public car parking below podium.
- Option 2: Demolish and redevelop Brewers Fayre with commercial / leisure / hospitality on Brewers Fayre site linking with and across wider car park site as above (no reinstated car parking).
- Option 2a: As above (Option 2) and with public car parking below podium and commercial / leisure / hospitality above podium.
- Option 3: Demolish and redevelop Brewers Fayre as above (ground / first floor leisure/hospitality), with residential above that, linked with commercial / leisure / hospitality across wider site and also with residential above, all built over podium / transfer slab with decked public / residential car parking below.

The above options to be refined/narrowed down may then form the basis of more detailed feasibility and financial modelling/viability work. However, instinctively, it is felt that Option 3 may provide the best mix, financial and economic viability. In all instances the existing Belmont Street car park access/egress is likely to form the basis for the new development vehicle access/ egress. The stage door/service yard access/egress and area to the theatre will also need to be retained but this could potentially be capped/enclosed with podium development above but with sufficient height below to accommodate large theatre production vehicles (possibly up to articulated lorry dimensions perhaps with dock leveller or similar and turning/ reversing circle off Belmont Street). Consideration to servicing for commercial/leisure/hospitality units will need to be given and this may be by way of acceptable operational hours with front servicing (from Esplanade shared surface terracing, laybys or similar).

Page 49

3. Site context

The site comprises a level car park bounded by residential and predominantly two-storey properties to the North which are used for a variety of activities including residential and healthcare. The Regis Centre (Alexandra Theatre) and associated community spaces are located on the Western flank of the site, and these are shortly to undergo major construction work to create new spaces, together with a comprehensive refurbishment (now essentially with planning permission ref: BR/142/23/PL). To the South Western corner of the site is located the former Brewers Fayre restaurant. ADC now has possession of this building and owns its freehold, together with that of the whole site outlined, in the site plan below:



High-level potential masterplan

The former Brewers Fayre restaurant (as detailed in Section 2) forms part of site no.4 and is within the scope of this development project, although it should be noted that it has a structural party wall with the Regis Centre (site no.2) itself. The Brewers Fayre could therefore be demolished making way for more comprehensive development of the site and airspace above, or alternatively repurposed and left in-situ.

To the South of the site is an area of local green space (within site no. 4) which provides a buffer between the Esplanade Road and the car park. This area is of limited value but will be a planning consideration for appropriate mitigation and / or replacement within the development itself. The area slopes down to the South to the Esplanade pavement.

Further South is located the Esplanade sea front road and beach. To the Southwest of the site is located a small public convenience block (within site no.4), which is well used, but within the scope of this development, subject to possible re-provision.

To the East of the site at the junction with Clarence Road will be located the new Premier Inn hotel (site leased to Whitbread by ADC, site no. 1)). The planning application for this hotel has been submitted by Premier Inn and is under consideration by the Council ref. BR/83/23/PL.

To the Northeast of the site is located the Grade II listed town hall (site no.5) which is used today as Council and Town Council offices. The far Eastern aspect of the site is bounded by Clarence Road, which currently has an access route to the car park. This will be stopped-up as part of the Premier Inn development.

4. Planning context

The precedent has been set for the comprehensive development of the site and the consultancy design team should examine the expired consent for the site: application ref: BR/156/16/PL (Sir Richard Hotham Development, later named Project Sunrise). This was not a Council-led application. Considerations will be:

- Proximity of development to the Regis Centre, ensuring that the access to the stage door on the Eastern boundary of the theatre building is preserved. This access is required to service the Regis Centre and allow articulated vehicles to offload/collect theatre production equipment etc.
- Vehicular Access being from Belmont Street only.
- Height and massing being sympathetic to the Regis Centre, residential dwellings on Belmont Street and to the Premier Inn, although Whitbread should likely have no legal powers to hinder development. However, they are likely to object to any development that may be seen to compromise their development, although the view from the commissioners of this brief is that the development boundary should be taken as close as possible to all adjoining premises subject to Council planning officer requirements.
- Car park provision. The Council's ideal aim is to retain current levels of public car parking (c.175 spaces). In addition, there shall be sufficient parking for the development itself (see below). This may be subject to wider car park capacity studies.
- Green space. The removal of green space at the South of the site will extend the development footprint and activate/maximise it. Suitable mitigation will be required to

justify this. Reference to the planning policy objectives of local green space should be made, in order to provide suitable solutions to this challenge.

- Overall development height should be maximised and the site does give the opportunity for mid-rise development. However, height will need to be traded against development cost, particularly in context to new fire escape legislation etc.
- Flood risk mitigation & drainage attenuation. Reference should be made to the relevant sections of the Coast to Capital business case for the Phase 1 regeneration of the site, for more information on this constraint.
- Active frontages and use classes. This will be a crucial factor in both planning terms and for the success of the scheme itself. It will be essential to provide active frontages on the Northern and Southern edges of the development.
- Traffic generation and access / egress onto Belmont Street. This current access will be the only access that is likely to be viable to the development and at present this road is a relatively quiet semi residential street.
- A mix of uses will be critical and value maximisation will also be essential, which may mean that policy compliant affordable housing may have to be provided offsite.

A further proposal, the 'Gardens by the Sea' was also previously considered, however was not submitted for planning due to viability. Details can be provided, and it is felt this may be a more appropriate (and potentially linked) leisure use proposal for the London Road lorry/car park adjacent to and enhancing Hotham Park, as this would add (linked) visitor and tourism draw with viability and possibly supported in part by that potentially generated by the Regis Quarter development.

5. Deliverables

A number of studies will be procured as part of the design development process. Some of these will be procured before to help inform the master planning and architectural design work:

- a. Commercial and (destination) leisure demand, operator, use and value study, residential (various forms, values, tenures etc.)
- b. Traffic/highways impact model and town wide car parking capacity study.
- c. Initial architectural and urban design (to include 3D visualization/CGI), sufficient to ultimately support an outline planning application and detailing a wider placemaking / urban design realm plan bringing all existing heritage assets and areas together with the new developments proposed to form a cohesive and phased deliverable accommodation & masterplan to help inform financial modelling.
- d. A viability and development financial appraisal based on the above and (preferred) development scenario(s), as detailed in Section 2.
- e. A business case for the overall project for Council approval.

A multidisciplinary team is being procured to deliver this under the engagement of a principal lead consultant, likely to be:

- Architect
- Landscape Architect/Urban Designer

- Structural Engineer
- Highways & Traffic Engineer
- Cost Consultant/QS
- Programme & Phasing Surveyor
- Financial/Modelling/Funding/JV & Development Delivery Partner Analyst/Advisor
- Destination/Leisure/Residential Use, Value, Mix & Agency Advisor
- Utilities/Services/M&E Engineer (high level input) & FRA
- Economist to calculate and articulate wider economic benefits created by the development & it's occupiers, for the town.
- Potentially some high-level town planning input.

Annex A

Article reproduced from the Bognor Regis Post: **Changing Times – Architects have left their mark on the town.** Posted on 9th September 2017



Page 53

Once I came across a pamphlet produced in 1949 entitled Georgian and Regency Architecture in Bognor. This small pamphlet then set me off on a number of enquiries about the content of the book. When were the Georgian and the Regency periods? Do we have any particular buildings of note from this period? Who were the designers? What has happened since?

First we should look at the periods. The Georgian style of architecture covered a period from 1720 to 1800. This would then encompass the period before Sir Richard Hotham's death and include the many constructions which contributed to his arrival in this small fishing village.

The main sphere of this development contains the likes of Hotham Park House, Spencer Terrace and The Dome currently

used in a very 21st century manner as either flats or as part of the University of Chichester.

He also constructed East Row and Hothampton Place, long since demolished. The Dome House was once described by Mr. A Dale, the author of Fashionable Brighton, as 'the best example of late 18th century work in any seaside town in Sussex'. Some accolade for any building and it is of course still with us today.

The Regency period covered a very short time between 1810 and 1820 and this is defined as the time when King George III was deemed unfit to be king and his son ruled as Prince Regent.

One of the features of this era is the canopied buildings that existed. There are a number still surviving – Valhalla in the High Street; Culver Cottage, Aldwick; and Albert Terrace in the High Street.

At this time, there was the construction of the Webster & Webb building in the High Street and we should not forget, of course, the William Hardwicke in the High Street, constructed in 1815 as a coaching house called the New Inn. It later became The Sussex and in July 2000, it was changed to the William Hardwicke.

One of the early architects in the town was William Kimber Wonham and his brother Daniel Wonham and it is their names that continually appeared with the new constructions in this developing seaside resort. For example, a number of homes in Waterloo Square.

Around 1835, the Bognor Improvement Company employed Sir James Pennethorne to design the layout for the eastern end of the town, i.e. from Waterloo Square to Gloucester Road.

Another name is that of Cecil Stillman who was at one time county architect for West Sussex and was involved in the designs for the Bognor Regis police station, and the then named Westloats School.

Then was the Victorian period. In the year Queen Victoria came to the throne in 1837 it fell to William Wonham to build the Bognor Club in Sudley Road – still there today. Many of the constructions from this period, including some of the convalescent homes on the seafront, have long since been demolished. However, the Royal Bay Nursing Home in Aldwick Road still remains.

Next we have the 20th century. What notable buildings we do still have from this period are considered to be stylish. We could include the town hall which was designed by Charles Cowles Voysey and built in 1929. Mr. Voysey was born on June 24, 1889, and died at the age of 91 in April 1981. His first major building was the White Rock Pavilion at Hastings, which won a national design competition in 1922.

His design for Worthing Town Hall was included in a list of outstanding buildings in the 1930s. When the current town hall was opened, it was described as 'of high architectural merit – neat but not gaudy. It is slightly classical in style, sedate and impressively free from irrelevant ornamentations'.

Not all buildings constructed in any era are worthy of note. For example, would we include the building in the High Street today occupied by Stonepillow, which clearly shows it was also constructed in 1929, and is next to the 1899 Lock Centre building?

Will the 20th century be remembered for the phenomenon that has become known as The Bungalow, which was in fact an import from India? They were used for a time as a retreat to the country or seaside style of building. In the 1920s, the boom took place

in the building of these single-storey buildings. Locally, they have been built in estates in Pagham, Rose Green and North Bersted.

Another major era for the town was the 1960s when there were major constructions in the town centre, with the demolition of much older buildings which were replaced by the very modern Fitzleet and Queensway. At the time, it was promoted as one of the great achievements in the town.

Finally, we have the 21st century – which will be interesting as constructions can range from the extremely modernistic to copies of previous eras as can be seen side by side on The Esplanade, where one block of flats was advertised as having an 'Edwardian appearance'. The other construction is very much a glass and chrome construction. The new Shoreline Hotel within Butlin's has been designed and constructed in the 21st century but would it come within the remit of memorable architecture, or should that be the Butlin's Skyline Pavilion?

Looking back to that 1949 pamphlet, exhibition and newspaper reports it is interesting to see how similar their views were on the development of the town compared with today's views.

There were comments written that include such remarks as 'It is hoped that wisdom and an affection for Bognor will guide the hands of those who now control the destiny of Sir Richard Hotham's little watering place'. Therefore, when we look around our town we should look at what we have created and finally wonder how our legacy will be viewed in 50 years.

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Capital**

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Arun District Council

REPORT TO:	Special Economy Committee – November 1 2023
SUBJECT:	Bognor Regis Arcade update
LEAD OFFICER:	Neil Taylor, Regeneration Lead
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	Hotham / Marine
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
<p>Bring the unused upper floors of the Arcade back into residential use will support the Council's Vision in respect of delivering the right homes in the right places. Using our expertise to influence the local housing market, working with the right partners from all sectors, to develop the housing and infrastructure that we need.</p>	
DIRECTORATE POLICY CONTEXT:	
<p>The Council has a responsibility to bring forward regeneration activity across the district where possible. Bringing the upper floors of the Bognor Regis Arcade back into use will improve the appearance of the arcade and provide 35 new homes. The scheme will bring wider regeneration benefits including increased footfall in the Arcade and High St area, increased perception of security due to there being more activity in the area and increased spend locally.</p> <p>An additional benefit for Arun District Council will be a reduction in maintenance liabilities associated with the Arcade currently and in the future.</p>	
FINANCIAL SUMMARY:	
<p>This Committee agreed (minute 59) at its meeting of the 13 June 2023 to approve the Bognor Regis Arcade project and request it be added to the Council's capital programme, at a capital cost of £7,991,069. This decision was subsequently approved by Policy & Finance committee and Full Council at their meetings of the 11 July 2023 and the 19 July 2023 respectively.</p>	

1. PURPOSE OF REPORT

The purpose of this report is to update members on the progress of the project to refurbish the upper floors of the Bognor Regis arcade to provide new residential accommodation.

2. RECOMMENDATIONS

- a) That the Economy Committee note the progress on the project.

3. EXECUTIVE SUMMARY

- 3.1 At the Economy Committee meeting on 13 June 2023 members approved the proposal to refurbish the upper floors of the Bognor Regis arcade to provide new apartments and a further retail unit, subject to the Council being allocated a grant under the Government's Brownfield Land Release Fund. This report is to confirm that funding has been received and the project is now underway.

4. DETAIL

- 4.1 In mid-August ADC were advised that the bid to the BLRF had been successful at the value requested. ADC have since accepted the allocation of funding and the funds are expected to be transferred to ADC by the end of September 2023.
- 4.2 Officers have been working to secure the design and management services need to deliver the project using the Fusion21 framework. We expect to make an appointment by mid-October and progress the project from there. There will be two parts to the construction contract, firstly the enabling works that are part funded by the BLRF grant, that contract needs to be placed by 31 March 2024. The enabling works will create a secure shell to allow the second construction phase to deliver the residential and commercial units. The spend deadlines for the BLRF grant make it necessary to have two phases to the construction.
- 4.3 Further updates will be provided to the Economy Committee as the project progresses.

5. CONSULTATION

N/A

6. OPTIONS / ALTERNATIVES CONSIDERED

N/A

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1 The total cost of the project is estimated to be £7,991,069 and was approved as an addition to the Council's capital programme in July 2023. The cost will be funded from borrowing, net of the value of the Brownfield Land Release Fund grant of £628,322.
- 7.2 The net revenue cost of the scheme is £28,646 per annum, including borrowing costs and is growth to the revenue budget. This will be addressed as part of the 2024-25 budget process. Members will note that this cost is significantly less than the cost of maintaining the current asset were no development to take place.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1 The risks were listed in the original report dated 13 June 2023 and have not changed.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

9.1. As the purpose of this report is to update members, there are no immediate legal and governance implications. However, officers in due course will need to consider, and seek authority for, the appropriate vehicle to dispose of this premises (whether by lease or otherwise) and to comply with section 123 of the Local Government Act 1972 best consideration) or whether it will form part of the Council's housing stock.

10. HUMAN RESOURCES IMPACT

N/A

11. HEALTH & SAFETY IMPACT

11.1 As this is an update to Members there are no direct health and safety impacts resulting from the proposal of this report. There will however be specific Construction Design and Management obligations that will need to be met as part of the redevelopment works as well as ongoing health and safety management and statutory compliance requirements following completion.

12. PROPERTY & ESTATES IMPACT

N/A

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

N/A

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

N/A

15. CRIME AND DISORDER REDUCTION IMPACT

N/A

16. HUMAN RIGHTS IMPACT

N/A

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

N/A

CONTACT OFFICER:

Name: Neil Taylor

Job Title: Regeneration Lead

Contact Number: 01903 737707

BACKGROUND DOCUMENTS:

Economy Committee report 13th June 2023 – Bognor Regis Arcade

Arun District Council

REPORT TO:	Special Economy Committee – 1 November 2023
SUBJECT:	Review and update of the ongoing Littlehampton Beach Hut Project.
LEAD OFFICER:	Sam Horwill – Property, Estates, and Facilities Manager
LEAD MEMBER:	Councillor Roger Nash, Chair of the Economy Committee
WARDS:	Beach
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
<p>The provision of additional beach huts in the Arun District will support the Council's Vision in respect of fulfilling Arun's economic potential. Encouraging the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend.</p>	
DIRECTORATE POLICY CONTEXT:	
<p>This report is produced by the Property, Estates, and Facilities Manager to give an update on the position associated with the budgeted Capital works. The project was originally approved to proceed by resolution of the Economy Committee at minute 785 in March 2022, and was further considered by an update report presented to the Economy Committee in November 2022 at minute 441.</p>	
FINANCIAL SUMMARY:	
<p>A sum of £260k was included in the Council's capital budget for 2021/22. The planned additional beach huts were not provided during 2021/22. The allocated sum has been carried forward to 2023/24.</p> <p>The business case presented to the Economy Committee in March 2022 has been updated to take account of updated cost information and the inclusion of three accessible huts which has reduced the total number of beach huts to be installed by 4. The updated business case demonstrates that this project is estimated to break even in the 2037 financial year, 14 years after delivery, 5 years later than indicated in the business case presented to the Economy Committee in March 2022. The full business case is provided below.</p>	

1. PURPOSE OF REPORT

- 1.1. To provide the Economy Committee with an update of the ongoing project to deliver 13 new beach huts at Littlehampton seafront.

2. RECOMMENDATIONS

- 2.1. It is recommended that committee delegates authority to the Group Head of Technical Services to let the three accessible huts to local charities or groups as set out in paragraph 4.11.

3. EXECUTIVE SUMMARY

- 3.1. To provide the Economy Committee with an update of the ongoing project to deliver 13 new beach huts at Littlehampton seafront.

4. DETAIL

- 4.1. Officers have been asked to report to the Economy Committee with an update on the ongoing project to deliver 13 new beach huts at Littlehampton Seafront. This report provides that update and follows from the Beach Hut Progress Report which was considered by the Economy Committee in November of 2022.
- 4.2. Since November, Officers have been working to deliver this project in line with the timeline described to the Economy Committee in November, which was as follows:
 - 4.2.1. To submit a planning application by end of December 2022.
 - 4.2.2. Subject to planning approval, to procure the manufacture and delivery of the huts, as well as the necessary ground works.
 - 4.2.3. To place orders with suppliers in good time for delivery and occupation ahead of the 2024 summer season, taking account of the lengthy anticipated lead in times.
 - 4.2.4. To identify tenants and prepare leases in good time for occupation and use ahead of the 2024 summer season.
- 4.3. Planning consent was granted 10 March 2023 under application [LU/404/22/PL](#).
- 4.4. Following receipt of the planning approval, Officers have been working to procure the manufacture and supply of the required beach huts. Advice has been sought from Hampshire County Council Procurement Services and a Project Information Notice has been published, identifying only one suitable supplier. Therefore, a waiver of standing orders is being prepared so that an order may be raised to the identified supplier.
- 4.5. Concurrently, Arun District Councils Legal Services are instructed to review the suppliers Terms and Conditions.
- 4.6. Procurement, and delivery of the necessary ground works is intended to be undertaken during the manufacturing lead in period of the huts. Design and specification of these works is currently being prepared.
- 4.7. Expenditure thus far (in addition to Officer time) is limited to the planning consultancy and application fee at a total of £1,600.00.
- 4.8. There are no ongoing contractual commitments at this stage.

- 4.9. Subject to the Committee's review of this report, and following due process, an order will be placed for manufacture and delivery of the 13 new huts. Concurrently officers will procure the preparatory groundworks so that this is completed ahead of delivery. The manufacturer has indicated that if an order is placed in November, then delivery can be expected around March. Lead times are only ever an estimate and are subject to change, the projected timeline for this project is tight and members are asked to recognise the risk of delay to delivery ahead of the 2024 season.
- 4.10. Once an order is confirmed, leases for the new huts will be prepared. The Council holds a waiting list for beach huts and officers will refer to this and offer the new standard huts to customers in turn.
- 4.11. All standard huts will be let using the same established lease format as resolved by the Economic Committee at minute 361 in October 2021. For administrative ease, any new leases will end on 31 March 2025 in line with the leases of existing huts.
- 4.12. It is proposed that officers explore interest with local charities and groups which provide support to physically disabled individuals, with the intention of leasing the three accessible huts to organisations that can then make regular use of these facilities, either directly or by sharing occupation for short bookable periods. This arrangement is intended as a trial initially, leasing to relevant organisations for a period of 12 months allowing the Council and the tenant organisations to consider the success (or otherwise) of this arrangement.

5. CONSULTATION

- 5.1. This is an information report and therefore no additional consultation was required. However, where new beach hut sites are identified as Public Open Space, public consultation will take place ahead of completing new leases in accordance with S123 of the Local Government Act 1972.

6. OPTIONS / ALTERNATIVES CONSIDERED

- 6.1. To request further information and/or an alternative approach to delivery of this project.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1. There is a sum of £260k available in the 2023/24 capital programme to fund the delivery of this project.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1. The previous report on this project highlighted staffing capacity as a risk to successful delivery. A number of vacancies have been filled since November and this is no longer considered a risk.
- 8.2. Supply chain issues may also cause delay. Any delays to delivery and installation will delay the point from which revenue begins to be generated.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

- 9.1. This report is for information. The terms of reference of this committee includes the power to carry out performance monitoring and this report provides committee with an opportunity to monitor progress of this project.

10. HUMAN RESOURCES IMPACT

- 10.1. No additional staffing resource is required to deliver this project.

11. HEALTH & SAFETY IMPACT

- 11.1. The project to instal additional huts will follow requirements of the construction, design and management regulations. Selection of suitable sites for these additional beach huts has taken account of health and safety risks.

12. PROPERTY & ESTATES IMPACT

- 12.1. The Property and Estates team are delivering this project. Once delivered, the ongoing management of these new assets will rest with the Property and Estates team.

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

- 13.1. This scheme includes the delivery of three wheelchair accessible huts.

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

- 14.1. The identification of the thirteen locations for new huts was informed by ecological designations, and the stability of shingle which is impacted by climate change and coastal processes.

15. CRIME AND DISORDER REDUCTION IMPACT

- 15.1. The Safer Arun Partnership has not identified Beach huts as a source of crime and Disorder and there are no specific crime and disorder implications.

16. HUMAN RIGHTS IMPACT

- 16.1. Under The Human Rights Act 1998 it is unlawful for the Council to act in a way which is incompatible with the European Convention on Human Rights. The aim of Human rights is the individual – it is about putting the individual centre stage. This will sometimes mean consulting individuals or groups of individuals before designing services. Individuals are then able to point out how a proposal would affect their dignity, freedom independence etc before the proposal is adopted. Committee will be aware that the project has been delayed in order to take into account equality considerations.

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

17.1. There are no specific FOI or Data Protection implications.

CONTACT OFFICER:

Name: Sam Horwill

Job Title: Property, Estates, and Facilities Manager

Contact Number: 01903 737516

BACKGROUND DOCUMENTS:

[Beach Hut Progress Report - Nov 2022](#)

[Planning Approval LU/404/22/PL](#)

[Installation of additional Beach Huts in Littlehampton, West Sussex Report - Mar 2022](#)

[Beach Hut Service Review Report - Oct 2021](#)

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Appendix 1

Littlehampton Beach Hut Business Case / Viability Proposal

Standard eco beach hut individual price **£13,309** to include stainless steel doorset and also upgrade to sustainable composite panels in order to meet ADC climate commitment. This will ensure that the cladding products used are made from 98% recycled materials.

Accessible eco beach hut individual price **£27,599** to include stainless steel doorset and also upgrade to sustainable composite panels in order to meet ADC climate commitment. This will ensure that the cladding products used are made from 98% recycled materials.

Project Budget Costs	
Planning consultant	£1,600
Manufacture, deliver, and install 9 standard beach huts and 3 accessible huts	£202,578
Prepare and construct bases for 10 standard beach huts and 3 accessible huts	(estimated) £25,000
Project total	£229,178

NB: The Council currently holds 1 standard beach hut in stock

Budgeted Revenue Standard Huts (x10)	No huts	Rate p/a	Total
New lease fee	10	£150	£1,500
Year 1 rental income for 10 beach huts	10	£1,214	£12,140
New lease fee (estimated)	10	£190	£1,900
Year 2 rental income for 10 beach huts	10	£1,250	£12,500
Year 3 rental income for 10 beach huts	10	£1,288	£12,880
Year 4 rental income for 10 beach huts	10	£1,327	£13,270
New lease fee (estimated)	10	£210	£2,100
Year 5 rental income for 10 beach huts	10	£1,367	£13,670

Year 6 rental income for 10 beach huts	10	£1,408	£14,080
Year 7 rental income for 10 beach huts	10	£1,450	£14,500
New lease fee (estimated)	10	£230	£2,300
Year 8 rental income for 10 beach huts	10	£1,494	£14,940
Year 9 rental income for 10 beach huts	10	£1,538	£15,380
Year 10 rental income for 10 beach huts	10	£1,585	£15,850
New lease fee (estimated)	10	£250	£2,500
Year 11 rental income for 10 beach huts	10	£1,632	£16,320
Year 12 rental income for 10 beach huts	10	£1,681	£16,810
Year 13 rental income for 10 beach huts	10	£1,731	£17,310
New lease fee (estimated)	10	£270	£2,700
Year 14 rental income for 10 beach huts	10	£1,783	£17,830
Year 15 rental income for 10 beach huts	10	£1,836	£18,360
Year 16 rental income for 10 beach huts	10	£1,891	£18,910
Subtotal (years 1-14)			£220,480

NB: Year 2 onwards assumes a 3% rental increase year-on-year

Budgeted Revenue Accessible Huts (x3)	No huts	Rate p/a	Total
New lease fee	3	£150	£450
Year 1 rental income for 3 beach huts	3	£1,214	£3,642
New lease fee (estimated)	3	£190	£570
Year 2 rental income for 3 beach huts	3	£1,250	£3,750
Year 3 rental income for 3 beach huts	3	£1,288	£3,864
Year 4 rental income for 3 beach huts	3	£1,327	£3,981
New lease fee (estimated)	3	£210	£630
Year 5 rental income for 3 beach huts	3	£1,367	£4,100
Year 6 rental income for 3 beach huts	3	£1,408	£4,223
Year 7 rental income for 3 beach huts	3	£1,450	£4,350
New lease fee (estimated)	3	£230	£690
Year 8 rental income for 3 beach huts	3	£1,494	£4,481
Year 9 rental income for 3 beach huts	3	£1,538	£4,615

Year 10 rental income for 3 beach huts	3	£1,585	£4,754
New lease fee (estimated)	3	£250	£750
Year 11 rental income for 3 beach huts	3	£1,632	£4,896
Year 12 rental income for 3 beach huts	3	£1,681	£5,043
Year 13 rental income for 3 beach huts	3	£1,731	£5,194
New lease fee (estimated)	3	£270	£810
Year 14 rental income for 10 beach huts	3	£1,783	£5,349
Year 15 rental income for 10 beach huts	3	£1,836	£5,508
Year 16 rental income for 10 beach huts	3	£1,891	£5,673
Subtotal (years 1-14)			£66,142

NB: Year 2 onwards assumes a 3% rental increase year-on-year

Summary	
Years 1-14 predicted total income	£286,622
Cost of installation of 10 standard beach huts and 3 accessible huts	£229,178
Year 1-14 estimated reactive maintenance	£10,200
Estimated total income at end of year 14 less costs (balance profit)	£47,244
Scheme estimated to break even during year 14	

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Arun District Council

REPORT TO:	Special Economy Committee – 1 November 2023
SUBJECT:	Review and update of the ongoing River Road Garage Site project.
LEAD OFFICER:	Sam Horwill – Property, Estates, and Facilities Manager
LEAD MEMBER:	Councillor Roger Nash, Chair of the Economy Committee
WARDS:	Arundel and Walberton
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
<p>Delivery of a three- or four-bedroom dwelling for use as a holiday let at the River Road Garage Site in Arundel will support the Council’s Vision in respect of fulfilling Arun’s economic potential. Encouraging the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend.</p>	
DIRECTORATE POLICY CONTEXT:	
<p>This report is produced by the Property, Estates, and Facilities Manager to give an update on the position associated with the budgeted Capital works. The project was originally approved to proceed by resolution of the Economy Committee at minute 786 in March 2022.</p>	
FINANCIAL SUMMARY:	
<p>There are no additional financial implications arising from the recommendations of this report.</p>	

1. PURPOSE OF REPORT

- 1.1. To provide the Economy Committee with an update of the ongoing project to deliver a four-bedroom dwelling for use as a holiday let at the River Road Garage Site in Arundel.

2. RECOMMENDATIONS

The Committee are recommended to agree:

- 2.1 That the project should not proceed in its current form; and
- 2.2 A further report be put before members reconsidering the options for the future of the River Road Garages site in Arundel, the Corporate Work Programme will be updated to show its expected presentation date in 2024.

3. EXECUTIVE SUMMARY

- 3.1. To provide the Economy Committee with an update of the ongoing project to deliver a four-bedroom dwelling for use as a holiday let at the River Road Garage Site in Arundel.

4. DETAIL

- 4.1. Officers have been asked to report to the Economy Committee with an update on the ongoing project to deliver a four-bedroom dwelling for use as a holiday let at the River Road Garage Site in Arundel. This report provides that update and follows from the River Road Garage Site report which was considered by the Economy Committee in March of 2022.
- 4.2. Since March 2022, Officers have been working to deliver this project in accordance with the resolution at minute 786 of that meeting. A consultant has been engaged and has prepared an architectural design for the scheme, which was submitted for pre-application planning advice in March 2023.
- 4.3. Expenditure thus far (in addition to Officer time) is limited to the consultant's fee which currently stands at £8,200.00. This is against a Purchase Order of £11,300.00 which covers consultancy services up to and including submission of a Building Regulation application.
- 4.4. Aside from the Purchase Order for design consultancy services, there are no ongoing contractual commitments at this stage.
- 4.5. Formal response to the pre-application planning submission was received in September 2023. In summary the advice sets out that development is permissible in principle, but that the form of the design submitted is not in keeping with the character of the area and would likely be refused if not amended. The necessary amendments will likely result in the loss of one bedroom, and so the details of this update report and financial analysis have been adjusted on the basis of a three-bedroom property.
- 4.6. The Councils consultant has considered the pre-application advice and is confident that the scheme design can be amended to comply with it in substance. A fee proposal of £2,750.00 has been received for revision of the design, revising the independent report on Passivhaus standards compliance, and a further pre-application advice submission. If instructed, the Councils consultant anticipates that this work could be completed in the region of 6 weeks, subject to the capacity of independent Passivhaus consultants.
- 4.7. Assuming that planning approval is achieved, detailed design, construction procurement, etc. will be carried out in accordance with the prior resolution of this committee. At an appropriate time, Officers will also serve notice on any remaining garage tenants so that the Council has vacant possession of the site to enable the works.

4.8. In preparing this update report Officers have reviewed and updated the cost/income analysis and the project cost analysis. This has been necessary as construction, labour and material prices have seen considerable increase since March 2022 when Committee last considered the project. A summary table is provided here, and full revised Cost/Income Analysis and Project Cost Analysis are appended to this report.

	March 2022 £'000 Year 1	October 2023 £'000 Year 1
Cost of Proposal	486	545
Annual income (60% occupancy)	110	57
Hosting/Commission Fees	(31)	(16)
Annual Maintenance/cyclical replacements	(5)	(6)
Minimum Revenue Provision	(20)	(25)
Loss of interest on investments	(5)	(25)
Projected operating surplus/loss Year 1	49	(14)

4.9. When reviewing the cost/income analysis Officers have also revisited the market evidence in respect of expected occupancy levels and charges per night. Nightly rates of existing three and four-bedroom holiday lets within Arundel have been assessed across peak and low seasons, and averages then input into the cost/income analysis. Following receipt of the pre-application advice, the property layout is likely to be revised to a three-bedroom format, and so the analysis has been adjusted to reflect this.

4.10. Expected occupancy rates have been sought direct from a local AirBnB representative, but unfortunately the response from the operator did not give any definitive advice. Review of the financial analysis has retained the assumed 60% occupancy, although anecdotal evidence has suggested that this may be optimistic.

4.11. The revised cost/income analysis takes account of known fixed price estimates for consultancy, uplifts in construction costs in accordance with the ONS Construction Output Price Index, and updated market evidence for three bed holiday lettings in Arundel. It can be seen that over the 25-year viability period, the property is estimated to generate a return of £88k against the estimated project delivery costs of £545k. This is £2m less than stated in the report to committee in March 2022. The project does not pay back or have a positive NPV (Net Present Value, which takes into account the time value of money) during the 25-year viability period.

4.12. Additionally, the Council will retain the future option of disposal of the developed asset. The capital value of the asset can be expected to continue appreciating in accordance with residential market conditions. Market research has been reviewed by Officers and three separate estate agents have provided data indicating that a new build three-bedroom property at this location would be expected to sell at £530 per square foot (£5,705 per square meter). The existing layout stands at 142m² and so a sale price of £810,000 is estimated, although this is likely to change if the layout is amended in accordance with the pre-planning advice.

- 4.13. In carrying out this review, an increase in estimated project costs has been identified. There is therefore an estimated budgetary shortfall of around £58,750 at the current time. If a suitable planning consent is achieved then a further financial review will be carried out and reported to committee, with a request for any necessary additional supplementary estimates to allow the project to proceed.

5. CONSULTATION

- 5.1. This is an information report and therefore no additional consultation was required.

6. OPTIONS / ALTERNATIVES CONSIDERED

- 6.1. To review the report.
- 6.2. To request further information and/or an alternative approach to delivery of this project.

7. COMMENTS BY THE GROUP HEAD OF FINANCE/SECTION 151 OFFICER

- 7.1. The increase in costs combined with the requirement to protect our reserves in light of budgetary pressures associated with statutory obligations means that the funding of a commercial venture with no return would put additional unnecessary pressure on the Councils reserves.
- 7.2. In May 2022 Full Council approved a supplementary estimate of £486k for the delivery of this project, this report updates the costs to take into account changes in the financial environment since then (a summary table can be found in the report detail).
- 7.3. The cost has increased to £544k, an increase of £58k.
- 7.4. Financing of this project would be through internal borrowing as the Council is unable to borrow from the PWLB (Public Works Loan Board) for commercial purposes.
- 7.5. This would require an approval of a draw down from reserves for a commercial venture that does not provide a return at a time when these reserves are under pressure.
- 7.6. Recommendation 2.1.1 would mean that there are no additional financial implications to the Council at this stage.

8. RISK ASSESSMENT CONSIDERATIONS

- 8.1. There remains a risk that planning approval may not be achieved.
- 8.2. Market influences may cause delay. Any delays to completion will delay the point from which revenue begins to be generated.

8.3. Ongoing inflationary issues and shortness of skilled labour may affect financial considerations.

8.4. As per 4.10, previously reported expected occupancy rates may be optimistic. Reduced occupancy rates will negatively affect the Cost/Income Analysis and Project Cost Analysis, therefore extending the projected break-even point further into the future.

9. COMMENTS OF THE GROUP HEAD OF LAW AND GOVERNANCE & MONITORING OFFICER

9.1. This report is for information. The terms of reference of this committee includes the power to carry out performance monitoring and this report provides committee with an opportunity to monitor progress of this project.

10. HUMAN RESOURCES IMPACT

10.1. No additional staffing resource is required to deliver this project.

11. HEALTH & SAFETY IMPACT

11.1. The delivery of this project will follow requirements of the construction, design and management regulations. There will also be operational health and safety risks that will need to be suitably managed and appropriately resourced, in addition to managing ongoing statutory compliance aspects.

12. PROPERTY & ESTATES IMPACT

12.1. The Property and Estates team are delivering this project. Once delivered, the ongoing management of this new asset and any hosting agreement will rest with the Property and Estates team.

13. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

13.1. Bar generated income the project will add to the tourism offer within Arundel.

14. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

14.1. There are no direct adverse implications for climate change from this report. However, delivering a new 3 bedroom property will have a negative impact on the environment and produce an increase in emissions related to residential properties. As this is a property that will be built and utilised by the Council it should follow all sustainability related aspirations. It will therefore be essential to consider climate change and the environment in the development of this property and the wider site. This should include aspects such as, but not limited to: the provision of onsite renewable energy (solar panels and battery storage), building to a standard that supports high energy efficiency and low energy usage (going above and beyond standard building regs and fitting high efficient heat pumps, rather than gas heating), fitting sufficient heating controls, reducing the amount of water wasted on site through flow control devices on showers, taps and toilets, sourcing construction materials responsibly, as well as

protecting and enhancing the biodiversity and green space on site, with the provision of a net gain of biodiversity. Undertaking consultation through the plan making and decision-making process to ensure any adverse impacts are minimised as much as possible should also be undertaken.

15. CRIME AND DISORDER REDUCTION IMPACT

15.1. There are no specific crime or disorder implications.

16. HUMAN RIGHTS IMPACT

16.1. Under The Human Rights Act 1998 it is unlawful for the Council to act in a way which is incompatible with the European Convention on Human Rights. The aim of Human rights is the individual – it is about putting the individual centre stage. This will sometimes mean consulting individuals or groups of individuals before designing services. Individuals are then able to point out how a proposal would affect their dignity, freedom independence etc before the proposal is adopted.

17. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

17.1. There are no specific FOI or Data Protection implications.

CONTACT OFFICER:

Name: Sam Horwill

Job Title: Property, Estates, and Facilities Manager

Contact Number: 01903 737516

BACKGROUND DOCUMENTS:

[River Road Garage Site Report - Mar 2022](#)

[ONS Construction Output Price Index](#)

Existing holiday let evidence - October 2023

Existing 3 bed AirBnB properties available in Arundel

Location	Off Peak Oct (per night)	Dec (per night)	Off peak April (per night)	July (per night)	Road	Beds	Min Stay	Comments	Cleaning (per booking)	AirBNB Service (per booking)
1 Arundel	£ 170.00	£ 250.00	£ 175.00	£ 263.00	River Road		3 2 nights	Nett	£ 80.00	£ 90.00
2 Arundel	£ 220.00	£ 253.00	£ 260.00	£ 260.00	Tarrant St.		3 3 Nights	Nett	£ 65.00	£ 86.00
3 Arundel	£ 350.00	<i>unavailable</i>	£ 350.00	£ 350.00	Queens Lane		3 2 Nights	Nett	£ 100.00	£ 254.00
4 Arundel	£ 469.00	£ 447.00	£ 541.00	£ 726.00	Tarrant St.		3 2 Nights	Gross (breakdown unavailable)		
Average (excl. item 4)	£ 246.67	£ 251.50	£ 261.67	£ 291.00						
Adjusted annual average				£ 262.71						

Existing 4 bed AirBnB properties available in Arundel

Location	Off Peak Oct (per night)	Dec (per night)	Off peak April (per night)	July (per night)	Road	Beds	Min Stay	Comments	Cleaning (per booking)	AirBNB Service (per booking)
5 Arundel	£ 220.00	£ 220.00	£ 264.00	£ 263.00	Fitzalan Road		4 4 nights	Nett	£ 200.00	£ 183.00
6 Arundel	£ 439.00	£ 639.00	<i>unavailable</i>	<i>unavailable</i>	River Road		4 2 Nights	Nett	£ 125.00	£ 200.00
7 Arundel	£ 359.00	£ 473.00	£ 550.00	£ 600.00	Parsons Hill		4 2 Nights	Nett	£ 55.00	£ 131.00
Average	£ 339.33	£ 444.00	£ 271.33	£ 287.67						
Adjusted annual average				£ 335.58						

- 1 Cleaning and AirBnB Service costs are charged direct to the visiting guest in addition to the booking fee
- 2 Booking fees are subject to a 3% host fee and VAT as applicable
- 3 A fully managed model of delivery would incur additional fees in the region of 20% plus VAT

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Cost/Income Analysis

Demolish existing garages and construct 3 bedroom detached dwelling as managed Holiday let.

Item	Year 1 Costs		Notes
	As reported March 2022	Revised October 2023	
Demolish Garages and cart away	£ 2,700.00	£ 3,041.91	1
Planning & Architect fees	£ 8,000.00	£ 14,050.00	Fixed fee as agreed plus fee quote for revision work
Construct one 3 bed house	£ 334,500.00	£ 376,859.07	1
Renewable technology installations (ADC Carbon reduction commitment)	£ 30,000.00	£ 33,799.02	1
External works	£ 10,000.00	£ 11,266.34	1
Fit out and furnish house	£ 15,000.00	£ 16,899.51	1
Professional fees	£ 58,425.00	£ 65,823.59	1
CIL payment	£ 27,000.00	£ 22,639.06	Calculated based on 142m ² at CIL zone 2 (£159.43/m ²)
Cost to deliver premises on site	£ 485,625.00	£ 544,378.50	
Annual income for house (nett) @ 100% occupancy	£ 183,717.00	£ 95,889.15	2
Annual income assuming indicative 60% occupancy rates (nett)	£ 110,230.00	£ 57,533.49	2
Hosting / commision / management fees 28% (based on 60% occupancy)	£ 30,864.00	£ 16,109.38	
Annual maintenance /cyclical replacements	£ 5,000.00	£ 5,633.17	1
Nett annual income less costs (assuming 60% occupancy)	£ 74,366.00	£ 35,790.94	
Nett annual income less costs (assuming 100% occupancy)	£ 132,788.00	£ 74,146.60	
Minimum Revenue Provision (in accordance with finance recommendations with the report)	£ 19,425.00	£ 25,313.60	Year 1 only - Year 2 onwards adjusted in accordance with projected interest rates
Loss of interest (in accordance with finance recommendations with the report)	£ 4,856.00	£ 25,313.60	Year 1 only - Year 2 onwards adjusted in accordance with projected interest rates
Annual surplus assuming 60% occupancy	£ 50,084.00	-£ 14,836.26	
Annual surplus assuming 100% occupancy	£ 113,363.00	£ 23,519.40	
Income over 25 year viability period	£ 4,018,904.71	£ 2,097,628.72	Using conservative 3% year on year uplift
Hosting / commision / management fees over 25 year viability period	£ 1,125,293.32	£ 587,336.04	Using estimated 3% year on year uplift
Maintenance over 25 year viability period	£ 160,151.50	£ 417,882.37	1 using 8.1% year on year uplift
Finance over 25 year viability period	£ 573,275.00	£ 1,004,378.56	
Total return over 25 year viability period	£ 2,160,184.89	£ 88,031.75	

1 Amended by reference to ONS Construction Output Price Index - Public (other than housing) index using the period March 2022-March 2023 (latest available) and then projected forward to October 2023.

2 Amended in accordance with market evidence gathered October 2023, assuming a 3 bed property as worst case scenario.

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Project Cost Analysis - 25 Year Viability Period

Year	Income 2023- @3% conservative uplift	Fees 2023- @3% estimated uplift	Maint 2023- @8.1% uplift as per 12 months COPI	Finance/repayment	Annual Balance based on 3% uplift on income	Cumulative Total based on 3% uplift on income
1	£ 57,533.49	£ 16,109.38	£ 5,633.17	£ 50,627.20	-£ 14,836.26	-£ 14,836.26
2	£ 59,259.49	£ 16,592.66	£ 6,089.46	£ 39,739.64	-£ 3,162.26	-£ 17,998.52
3	£ 61,037.28	£ 17,090.44	£ 6,582.70	£ 39,739.64	-£ 2,375.50	-£ 20,374.02
4	£ 62,868.40	£ 17,603.15	£ 7,115.90	£ 39,739.64	-£ 1,590.30	-£ 21,964.31
5	£ 64,754.45	£ 18,131.25	£ 7,692.29	£ 39,739.64	-£ 808.73	-£ 22,773.04
6	£ 66,697.08	£ 18,675.18	£ 8,315.37	£ 39,739.64	-£ 33.11	-£ 22,806.14
7	£ 68,698.00	£ 19,235.44	£ 8,988.91	£ 39,739.64	£ 734.01	-£ 22,072.14
8	£ 70,758.94	£ 19,812.50	£ 9,717.01	£ 39,739.64	£ 1,489.78	-£ 20,582.36
9	£ 72,881.70	£ 20,406.88	£ 10,504.09	£ 39,739.64	£ 2,231.10	-£ 18,351.26
10	£ 75,068.15	£ 21,019.08	£ 11,354.92	£ 39,739.64	£ 2,954.51	-£ 15,396.75
11	£ 77,320.20	£ 21,649.66	£ 12,274.67	£ 39,739.64	£ 3,656.23	-£ 11,740.51
12	£ 79,639.81	£ 22,299.15	£ 13,268.92	£ 39,739.64	£ 4,332.10	-£ 7,408.41
13	£ 82,029.00	£ 22,968.12	£ 14,343.70	£ 39,739.64	£ 4,977.54	-£ 2,430.87
14	£ 84,489.87	£ 23,657.16	£ 15,505.54	£ 39,739.64	£ 5,587.53	£ 3,156.66
15	£ 87,024.57	£ 24,366.88	£ 16,761.49	£ 39,739.64	£ 6,156.56	£ 9,313.22
16	£ 89,635.30	£ 25,097.88	£ 18,119.17	£ 39,739.64	£ 6,678.61	£ 15,991.83
17	£ 92,324.36	£ 25,850.82	£ 19,586.82	£ 39,739.64	£ 7,147.08	£ 23,138.91
18	£ 95,094.09	£ 26,626.35	£ 21,173.35	£ 39,739.64	£ 7,554.75	£ 30,693.66
19	£ 97,946.92	£ 27,425.14	£ 22,888.40	£ 39,739.64	£ 7,893.74	£ 38,587.40
20	£ 100,885.32	£ 28,247.89	£ 24,742.36	£ 39,739.64	£ 8,155.44	£ 46,742.84
21	£ 103,911.88	£ 29,095.33	£ 26,746.49	£ 39,739.64	£ 8,330.43	£ 55,073.27
22	£ 107,029.24	£ 29,968.19	£ 28,912.95	£ 39,739.64	£ 8,408.46	£ 63,481.73
23	£ 110,240.12	£ 30,867.23	£ 31,254.90	£ 39,739.64	£ 8,378.34	£ 71,860.07
24	£ 113,547.32	£ 31,793.25	£ 33,786.55	£ 39,739.64	£ 8,227.88	£ 80,087.96
25	£ 116,953.74	£ 32,747.05	£ 36,523.26	£ 39,739.64	£ 7,943.79	£ 88,031.75
Sum over 25 years	£ 2,097,628.72	£ 587,336.04	£ 417,882.37	£ 1,004,378.56	£ 88,031.75	
Total return over 25 years					£	88,031.75

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REPRESENTATION ON OUTSIDE BODIES – 2023-24

NO	BODY	CURRENT REP	TERM OF OFFICE	RELEVANT COMMITTEE	RELEVANT LEAD OFFICER
1	Littlehampton Harbour Board	Cllr Walsh, Haywood, Roger Spencer [already appointed – 17 March 2021] Cllr Bicknell	4 year until 31 March 2025	Environment	Karl Roberts
1a	Littlehampton Harbour Board – Advisory Group	Butcher	19 May 21 – to May 2024	Environment	Karl Roberts
3	West Sussex Mediation Service	May	1 yr – to Sept 2024	Housing & Wellbeing	Mo Hussein
4	Court of the University of Sussex	Penycate	1 yr–to 31 July 2024	Policy & Finance	Chief Executive
5	Action in Rural Sussex	Nash	1 yr - to Oct 2024	Economy	Denise Vine
6	South-East Employers	Oppler and Warr (sub) Nash (sub) Lawrence	1 yr - to July 2024	Corporate Support	Jackie Follis
7	Tourism South East Sussex	Walsh	1 yr - to May 2024	Economy	Denise Vine
9	South Downs National Park Authority	McAuliffe	4 yrs – May 2019 to May 2024	Planning Policy	Neil Crowther
10	Conservation Area Advisory Committee	Lury and Yeates (sub) Huntley (sub) McAuliffe	1 yr - to May 2024	Planning Policy	Neil Crowther
11	Keystone Centre Management Committee	Northeast	1 yr - to May 2024	Housing & Wellbeing	Philippa Dart
12	St Mary's Community Centre, Felpham – Management Committee	Stainton	1 yr - to May 2024	Corporate Support	Antony Baden
13	Bognor Regis Regeneration Board and Bognor Regis Regeneration Steering Group	Stanley	1 yr - to May 2024	Economy	Denise Vine
14	Arun Wellbeing and Health Partnership	Birch and May	1 yr - to May 2024	Housing & Wellbeing	Philippa Dart
15	West Sussex Health and Adult Social Care Committee	Long	1 yr – to May 2024	Housing & Wellbeing	Philippa Dart

REPRESENTATION ON OUTSIDE BODIES – 2023-24

16	LGA's Coastal Issues Special Interest Group – [Appointment made by the LGA]	Wiltshire	1yr to Sep 2024	Environment	Nat Slade
18	Coastal West Sussex Partnership Board (Formerly Coastal West Sussex Area Investment Framework Board)	Lury Sub - Nash	1 yr - to May 2024	Economy	Denise Vine
20	Police and Crime Panel	Walsh Sub - Birch	1 yr – to May 2024	Housing & Wellbeing	Philippa Dart
21	Rural West Sussex Partnership	Nash	1 yr – May 2024	Economy	Denise Vine
22	Safer Arun Partnership	Butcher Sub Cooper [Alison]	1 yr to May 2024	Housing & Wellbeing	Philippa Dart
23	Coastal West Sussex Planning Board	Lury	1 yr to May 2024	Planning Policy	Karl Roberts
24	Coast to Capital Strategic Joint Committee	Leader of the Council Sub: Deputy Leader	1 yr to May 2024	Policy & Finance	Denise Vine
26	West Sussex Fire & Rescue Services Inter Authority Fire & Rescue Liaison Group	Yeates	t.b.c.	Housing & Wellbeing	Philippa Dart
28	Arun Hub Partnership Board [formally known as Integrated Prevention and Earliest Help (IPEH) Board]	Birch	1 year to May 2024	Residential and Wellbeing Services	Philippa Dart
30	Greater Brighton Economic Board	Leader of the Council – Sub: Deputy Leader –	1 year to May 2024	Policy & Finance	Denise Vine
31	Inter Authority Air Quality Group	Worne [Amanda]	1 year to May 2024	Environment	Nat Slade
32	South East Coastal Group Monitoring Meeting	This is an Officer Group to which the Councillor appointed is invited to attend once per year Wallsgrove	1 year to May 2024	Environment	Nat Slade
33	A27 Arundel Improvements Consultation Group NOTE: This group was disbanded and reformed at Council on 17 March 2021	Leader of the Council plus 3 other Cllrs – Birch McAuliffe Wallsgrove	March 2021 to TBC	Policy & Finance – as a major partnership function	Jackie Follis

REPRESENTATION ON OUTSIDE BODIES – 2023-24

34	Angmering Advisory Group	All Ward Members – Bicknell Cooper [Andy] - Chair Worne [Amelia]	1 year to May 2024	Planning Policy	Neil Crowther
35	North Littlehampton Advisory Group	May Northeast [Chair] Tandy	1 year to May 2024	Planning Policy	Neil Crowther
36	Yapton, Ford & Clymping Advisory Group	All Ward Members Jones - Chair Worne [Amanda]	1 year to May 2024	Planning Policy	Neil Crowther
37	Barnham, Eastergate and Westergate Advisory Group (BEWAG)	All Ward Members Ayling Lawrence Wallsgrove - Chair	1 year to May 2024	Planning Policy	Neil Crowther
38	Aldwick West & Pagham Advisory Group	Hamilton [Chair] Huntley Needs Purser	1 year to May 2024	Planning Policy	Neil Crowther
39	West Bersted Advisory Group	All Ward Members Greenway Lury Yeates - Chair	1 year to May 2024	Planning Policy	Neil Crowther
40	Civil Military Engagement Events Group and Military Champion for Arun District Council [through WSCC]	Turner	1 year to May 2024	Housing & Wellbeing	Philippa Dart
41	WSCC – Joint Climate Board	O'Neill	1 year to May 2024	Policy & Finance	Philippa Dart
42	Arun Integrated Prevention & Earliest Help [IPEH] Hub Partnership Advisory Board	Birch	1 year to May 2024	Housing & Wellbeing	Joy Bradbury Ball
43	Parking and Traffic Regulations Outside London Adjudication Joint Committee - NEW	Warr	1 year to May 2024	Environment	Nat Slade/Lisa Emmens
44	Arun UK Shared Prosperity Fund – Partnership Group - NEW	Leader of the Council Deputy Leader of the Council Chair of Economy – Nash	1 year to May 2024	Policy & Finance	

REPRESENTATION ON OUTSIDE BODIES – 2023-24

45	Littlehampton Town Centre Action Group - NEW	Chair of the Economy Committee – Cllr Nash River Ward Member - Wiltshire		Economy	
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Economy Committee	Report Author	Date of Meeting	Full Council Meeting Date
Karl Roberts, Nat Slade and Denise Vine			
Pier Road Proposed Closure	D Vine/ M Nicholls	13 June	19 July
Progress Report on Littlehampton Public Realm – Phases 2 & 3	R Carden		
Waterloo Square	S Kaufmann		
Seafront Café Options at Bognor Regis	S Horwill		
Bognor Regis Arcade	N Taylor		
Q4 KPI Report			
Arun Visitor Strategy	D Vine / M Murphy	5 Oct	8 Nov
The Alexandra Theatre Business Plan	D Vine / M Gover		
Cultural Strategy / Creative Vision for Bognor Regis (Arts Council, England)	D Vine / M Gover		
Budget Process Report	A Baden		
Budget Monitoring Report Q1	A Baden		
Littlehampton Town Centre Action Group and Plan	D Vine / M Nicholls		
Pier Road, Littlehampton – Proposed Road Closure	M Nicholls		
Destination Awareness Campaign, Arun District – Year	D Vine / M Murphy		

Economy Committee	Report Author	Date of Meeting	Full Council Meeting Date
Karl Roberts, Nat Slade and Denise Vine			
Special Economy Committee	Report Author	Date of Meeting	Full Council Meeting Date
Clarence Road Kiosk	S Horwill / N Slade	1 Nov	8 Nov
Review and Update of the Ongoing Littlehampton Beach Hut Project	S Horwill		
Review and Update of the Ongoing River Road Garage Site	S Horwill		
Bognor Regis Arcade – Project Update	N Taylor		
Former Brewers Fayre – Brief for the design feasibility for conversion into a ‘Royal Hall’	N Taylor		
Regis Car Park – Brief for the design feasibility for the redevelopment of the Regis Car Park, Bognor Regis	N Taylor		
Destination Awareness Campaign, Arun District – Year	M Murphy		
Arun Visitor Strategy	D Vine / M Murphy		
Approach to Public Consultation	N Slade	1 Feb	13 March
Seasonal Seafront Traders Strategy	S Horwill		
Fitzleet Multistorey Car Park Option Update	S Horwill		
Arun/WSCC Growth Deal Refresh	D Vine		
UK Shared Prosperity Fund – Report	D Vine / M Gover		
Q2 KPI Report	J Follis		

Economy Committee	Report Author	Date of Meeting	Full Council Meeting Date
Karl Roberts, Nat Slade and Denise Vine			
Additional Beach Huts	N Slade	16 April	9 May
Q2 Budget Monitoring Report	A Baden		

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