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Committee Manager Carrie O'Connor

16 January 2019

Bognor Regis Regeneration Subcommittee

A meeting of the Bognor Regis Regeneration Subcommittee will be held in Council chamber, Bognor Regis Town Hall on the Monday, 28th January, 2019 **at 6.00 pm** and you are requested to attend.

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

AGENDA

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

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

Members and officers should make their declaration by stating :

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

3. MINUTES

(Pages 1 - 4)

To approve as a correct record the Minutes of the meeting held on 24 September 2018 (attached).

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

5. PAVILION PARK PRESENTATION

LUC, the appointed design consultants for the new Pavilion Park in Bognor Regis, will give a presentation providing examples of their work and outlining the process of stakeholder engagement as part of the next phases of the implementation of the new park.

6. BUSINESS SUPPORT AND ENTERPRISE IN ARUN (Pages 5 - 10)

This report brings Members up to date with the services provided to local businesses and the progress being made with those services.

7. BOGNOR REGIS REGENERATION POSITION STATEMENT (Pages 11 - 14)

To receive and note the Position Statement.

Note : *Indicates report is attached for all Members of the Council only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager).

Note : Members are reminded that if they have any detailed questions would they please inform the Chairman and/or relevant Director in advance of the meeting.

Agenda Item 3

Subject to approval at the next Subcommittee meeting

BOGNOR REGIS REGENERATION SUBCOMMITTEE

24 September 2018 at 6.00 pm

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

8. DECLARATIONS OF INTEREST

No declarations of interest were made.

9. MINUTES

The Minutes of the meeting held on 25 June 2018 were approved by the Subcommittee as a correct record and signed by the Chairman.

10. BOGNOR REGIS TOWN CENTRE MANAGEMENT AND BID UPDATE

The Senior Regeneration Officer presented this report which provided a final evaluation of the town centre management initiative, together with an update on the recently adopted Business Improvement District (BID). This was accompanied by a slide presentation to highlight the improvements that had been made to the public realm; shopfronts; events to bring people to the town; and the evidence of change. She advised that the slide presentation would be uploaded to the web immediately following the meeting as Appendix B to the report and that it would be found as an additional paper to the agenda already on the web.

The Subcommittee was also advised that, with regard to the ballot as to whether to progress the BID, there had been a high 60% turnout with votes in favour amounting to 80%, which was an unusually high degree of support. This was a positive endorsement of progress to date and the relevance of the BID Business Plan to voting businesses. A lot of hard work had been undertaken by a number of people to achieve such a good outcome and the Senior Regeneration Officer took the opportunity to pay particular tribute to the work of Toyubur Rahman, who had been appointed to the post of Bognor Regis Town Centre Manager in May 2014 and who was the architect behind so many of the improvements highlighted, together with the time and effort he had put in in establishing the BID.

In turning to discussion on the matter, Members voiced their disappointment that the Town Centre Manager's contract had not been

Subject to approval at the next Subcommittee meeting

renewed by the BID Board as they felt that his contribution to the regeneration of Bognor Regis had been invaluable. He had succeeded in making the town vibrant and welcoming with the many events that attracted visitors, and his encouragement in the improvement of shop fronts had greatly enhanced the appearance of the town. They felt he would be sorely missed and the Chairman expressed the thanks of the Subcommittee for his hard work and commitment to Bognor Regis, which had been of huge benefit to the regeneration of the town.

The Regeneration Team, namely the Group Head of Economy and the Senior Regeneration Officer, were also commended for their input and expertise with regard to all the improvements that had been achieved to date.

Members participated in further discussion in respect of the following:-

- Whether people were still being encouraged to live in the town centre above the shops – the Group Head of Economy stated that this was certainly the case due to the proven benefits of increasing the viability of the town centre and the natural surveillance “policing” of anti social behaviour through having more people around during the day and night.
- The Group Head of Economy was attending meetings of the BID Board as the Council was an invited member of the Board – it was felt that the BID had a good future and everything would be done to make it successful.
- Members were extremely pleased that the vacancy rate for the town centre was 6.7% and that for the wider BID area it was 9.3%. When compared to the average national rate of 12% these were extremely satisfying figures and illustrated that Bognor Regis was an attractive prospect for businesses and particularly for independent traders.
- Concerns were raised with regard to the level of anti social behaviour in the town. Although a Community Warden scheme had been introduced by BID, it was felt that that was no substitute for a police presence.
- It was emphasised that all parties involved in the regeneration of the town must work together now and in the future.

The Subcommittee noted the report.

11. BOGNOR REGIS REGENERATION POSITION STATEMENT

(During the course of discussion on this matter, Councillor Bower, as Chairman of the Development Control Committee, made a statement for clarification pertaining to proposed planning applications.)

In receiving and noting the Position Statement, particular comment was made with regard to the following:-

Enterprise Bognor Regis – The Group Head of Economy was pleased to advise that Rolls Royce had submitted a new planning

Subject to approval at the next Subcommittee meeting

application for a temporary logistics area which illustrated their commitment to their business in Bognor Regis.

Gardens by the Sea – Landscape Designers had been appointed to prepare detailed designs for the new Linear Park in preparation for the planning application to be submitted. There would be further consultation with focus groups regarding the design detail of the park as part of the planning application preparation process. With respect to the Regis site, discussions were ongoing with Whitbread's, the Town Council and Arun Arts.

Seafront Regeneration – the new toilets would be installed on the Seafront w/c 1 October 2018, with more details and dates as to when they would be available for public use to follow in a press release.

Old Town and Pier – a planning application had come in for the ex-amusement arcade in Waterloo Square for bar/restaurant/shops.

Placebranding and Promotion – Feedback on the survey had now been received and the findings would be shared with relevant parties. Some discussion took place on the placebranding initiative and the Group Head of Economy provided clarification on the direction that had been taken and why. The new investment website was also commended at www.bognorregisregeneration.com

(The meeting concluded at 7.30 p.m.)

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ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF BOGNOR REGIS REGENERATION SUBCOMMITTEE ON 28 JANUARY 2019

PART A : REPORT

SUBJECT: Business Support and Enterprise in Arun

REPORT AUTHOR: Miriam Nicholls, Business Development Manager
DATE: 11th January 2019
EXTN: 37845
PORTFOLIO AREA: Economy

EXECUTIVE SUMMARY: This report is to bring Members up to date with the services provided to local businesses and the progress being made with those services.

RECOMMENDATIONS:

To note the contents of the of report.

- 1. BACKGROUND:** A wide range of business support and enterprise services are delivered across the district. Some are delivered in partnership whilst others are direct delivery. Many are ongoing services which have been running for some time, others are new and there are some that are being developed.

A huge knowledge base of our local business community has been amassed and this is used to shape the services that are provided.

This report provides a summary of each of the initiatives that are currently running and will be updated on a regular basis.

- 2. CURRENT PROJECTS AND SERVICES**

The Arun Business Partnership – this started as the Littlehampton Business Partnership, established to bring local businesses together and to encourage them to be aware of the range, depth and quality of their local business colleagues which, in turn, would mean that they could do business together. After four years of productive networking and learning, the Partnership expanded to include Bognor Regis. Each side of the Partnership met separately twice a year, with joint meetings being held every six months. In December 2006, Arundel officially joined the Partnership and the full Arun Business Partnership was born.

Through the Partnership, strategic links have been made with local education providers, companies and private/public sector organisations. From training events to information dissemination, contact building to contract signing, the Business Partnership helps companies grow by encouraging them to get to know each other

and to work together.

In 2016 the decision was taken to establish The Arun Business Partnership as a Community Interest Company. This was to allow the Partnership to take advantage of opportunities that were not available to an unincorporated body such as the Partnership then was. Arun Business Partnership CIC has traded successfully for its first full year and in 2019 will look at further opportunities to bid for work and raise funds to support the local business community.

Networking Meetings - four meetings are held each year. They are deliberately informal as businesses tell us they prefer it that way. Venues are generally provided free of charge by local companies and frequently the hosting venue takes the opportunity to showcase their offer in some way. We currently have a list of venues wishing to host meetings. On average 60 businesses attend each meeting and feedback is excellent.

Businesses enjoy the relaxed style and new business people particularly enjoy the way in which the networking takes place as it provides them with an easy way to talk with others. We have, occasionally, attempted to introduce a different format but have been very clearly told by those attending that they prefer the way things are presently done.

Business of the Year Awards - the Business of the Year event is held each November. Companies are nominated for 18 Awards, each of which is sponsored by a local business or organisation. The Awards are presented at an evening event when around 250 local business people gather to celebrate the achievements of their colleagues.

The 2018 event was held at Butlin's when a crowd of 250 local business people gathered together to celebrate just a fraction of the success of our local business community. The 2019 event is now into the early planning stages with an alternative venue keen to host the Awards.

Monthly E-Newsletter - the e-newsletter goes out to around 3,500 businesses at the beginning of each month. Information is gathered from a range of sources including businesses themselves. Items include everything from reports on visits to local companies to opportunities for grants and awards, special offers and business events being held locally. The aim of the newsletter is to keep companies up to date with what is happening and for them to publicise their news in order that everyone is aware of the range and quality of local companies and the opportunities that are available.

Web Site – www.arunbusinesspartnership.co.uk & Social Media - the current web site was launched in late 2017 and has served us well. However, it is important that the site remains 'fresh' and so it is currently being updated by a local business at a very small cost, and the opportunity taken to add a few additional features. The Partnership also has a LinkedIn Group and a Facebook page which are regularly used to pass around information and for discussions. The Partnership also has a Twitter account @arunbizpartners.

Worklessness - the Council were the winning bidders in 2013 for a contract to work alongside the Department of Work & Employment in gaining work experience placements for 18-24 year olds. This work was carried out by the company that works alongside Arun to look after the Business Partnership, Connects Media. The

DWP were delighted with our approach to the work and all our targets were exceeded.

Unfortunately, towards the end of our contract period, the DWP changed the way in which work was contracted and moved to a Framework system. Providers were required to upload details of their services and the DWP would contact them if a need was found for their 'offer'. Whilst The Council, due to the delivery method it employed, were able to be flexible with that delivery, this method of contracting could not be accommodated and no further contracts were undertaken.

Other West Sussex District and Borough Councils were subject to the same situation and, via this Council and Horsham District Council, a bid was submitted to the Strategic Infrastructure Fund to continue the work that had been started. This bid was successful and a new project, Journey to Work, was started. A West Sussex Co-Ordinator was recruited and it is part of his role to find funding to allow the project to continue long term.

This Council has, once again, employed the same delivery team and targets are being exceeded. Most work is on a one to one basis and currently over 100 clients are being assisted. Many clients, the majority of whom have been out of work for an extended period have been found paid work, voluntary work or training.

Learning Events – In 2018 a bid was submitted, to the Strategic Infrastructure Fund, from all West Sussex District and Borough Councils to provide a fund for training retailers. This bid was successful and a programme of training is underway. Whilst the training is aimed primarily at retailers in an effort to improve both their knowledge, their business and the customer experience, other businesses are encouraged to join the training events where it is appropriate. A recent session on HR Essentials was well received and other topics are currently being considered.

Grants – two types of grant have been offered over the past year. The first, the LEAP Grant (Local Enterprise and Apprenticeship Platform) followed the successful round of grant funding that was available for the same purpose in the previous year. £72,000 was granted to 49 businesses with match funding in excess of £300,000. A further bid for a two year funding round has been submitted and the outcome is awaited.

The second grant pot is currently available for Shop Front Improvements. Up to £2,000 is available as match funding to retailers own funds to those wishing to upgrade their shopfront. Independent retailers are a particular focus for this project. To date just under £10,000 of the £50,000 fund has been allocated.

Business Visits – the Business Development Manager undertakes a programme of visits to companies of all sizes across the district. This allows businesses to identify a link within the Council to whom they can take any issues and for the Council to gather information about our local businesses and to know what the issues are within that community. Businesses tell us that they greatly appreciate this service and it certainly helps them to know who to approach within the Council.

Weekly Networking – at the request of businesses a weekly networking group was established some 2 and a half years ago. Business Networking Bognor Regis (BNBR) meets each Thursday morning. It is a group of invited businesses and only one of each type of business is allowed. In the time it has been established BNBR

has generated over £1.1M worth of business amongst its 26 members.

Following the success of this group 2 more have been established. The Littlehampton Business Circle meets each Wednesday morning. The Group has 20 regular members and is just starting to establish regular referrals amongst those members.

Again, at the request of businesses a group has also been established in Chichester. Whilst this is not managed or attended by Arun officers it requested permission to run under the Arun Business Partnership banner, firstly because it recognises the strength of that brand and secondly because Arun based businesses attend. This was agreed. That group, which meets every Tuesday, is also becoming well established and referrals are coming in well.

All three of these groups are making huge strides in growing their businesses and supporting each other as well as making significant contributions to the local economy.

General Help and Support – over the past 12 months 261 businesses have benefitted from a range of support provided by the Business Development Manager.

3. PROPOSAL(S):

None, this report is for information only

4. OPTIONS:

None, this report is for information only

5. CONSULTATION:

None, this report is for information only

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		X
Relevant District Ward Councillors		X
Other groups/persons (please specify)		X
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial		X
Legal		X
Human Rights/Equality Impact Assessment		X
Community Safety including Section 17 of Crime & Disorder Act		X
Sustainability		X
Asset Management/Property/Land		X
Technology		X
Other (please explain)		

6. IMPLICATIONS:

7. REASON FOR THE DECISION:

Not applicable

8. BACKGROUND PAPERS:

None

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Bognor Regis Regeneration Position Statement

Project/Opportunity	Update January 2019
<p>1. Enterprise Bognor Regis Enterprise Bognor Regis (EBR) comprises a series of commercial/industrial sites co-located north of Bognor Regis straddling the A29. The aim is to make the sites ready and attractive for early development to accelerate business and employment growth, and many pre-planning studies were undertaken which has hastened development. There is limited greenfield commercial land available on this scale within Coastal West Sussex area.</p>	<p>The Local Plan is now adopted.</p> <p>Landowners of EBR sites are reporting good occupier interest. Hanbury has been granted change of use from industrial to retail to allow Lidl and The Range onto their Oldlands Farm site.</p> <p>Rolls Royce has completed Phase 2 of their warehouse and is constructing a temporary facility to accommodate sales growth of their new “Cullinan” model.</p> <p>Hybrid planning application (BE/135/18/PL) submitted for Salt Box site December 2018 for employment uses B1-B8. Full application for Class B8 warehouse with fuel island, Class B1/B8 employment units with associated parking & servicing, Class A1 retail food store with car parking & servicing , 2 No. drive thru units with car parking & servicing, car showroom, workshops (Including MOT testing), vehicle storage, external display areas, service areas & parking , together with access roads, associated ground & engineering works, landscaping & ancillary works.</p>
<p>2. Gardens by the Sea The Council owns two key regeneration sites at the Regis Centre and Hothampton car park and is seeking to develop them to obtain the maximum regeneration benefit for the town.</p>	<p>Landscape designers LUC have been appointed to prepare detailed designs, a planning application and creation of construction tender package for the Pavilion Park, as named by public vote.</p> <p>Negotiations continue with relevant stakeholders on the Regis site to explore redevelopment opportunities for this site.</p>
<p>3. Town Centre Initiatives A vibrant and appealing town centre offer of shops, public realm and events is a key draw for both residents and visitors. A Business Improvement District (BID) is in place from April 2018 for 5 years. Work is delivered in partnership with BID Manager, BID Board and Bognor Regis Town Council.</p>	<p>The BID Board-commissioned marketing and promotion support via Vinco Marketing delivered a wide Christmas programme and fully co-ordinated seasonal town promotion. Footfall figures show growth on last year which bucks national trends. The BID Board is reviewing staffing for the BID.</p> <p>The Arcade is trading at close to full occupancy, and consideration is being given to future uses for Arcade’s upper storeys.</p>

	The Council will be working with key stakeholders in Bognor Regis to submit an Expression of Interest to bid to the Future High Streets Fund that Government launched over Christmas 2018.
<p>4. Seafront Regeneration</p> <p>The Seafront Strategy was adopted in 2009 and set out plans to enhance the area. The Seafront Delivery Plan for the central section of the seafront was approved in 2016, with thematic zones and a strategic template for delivery of regeneration initiatives.</p>	<p>The new accessible public toilets were opened in October.</p> <p>Designs are being drawn up for the new café east of the bandstand.</p>
<p>5. University of Chichester</p> <p>The University has a campus in both Chichester and Bognor Regis, with strong links with the wider regeneration of Bognor Regis. It has ambitious plans for campus expansion and doubling student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p>	<p>The Tech Park was formally opened by Prince Harry and Meghan in September 2018. The University has also submitted a planning application for 176 on-campus student accommodation beds.</p> <p>A planning application has been submitted for 104 student accommodation beds above Wilkinsons store in London Road</p> <p>The London Road lorry and coach park will be marketed for student accommodation in the near future. Public car parking will be retained.</p>
<p>6. Butlin's</p> <p>Butlin's has transformed much of their accommodation from chalets into modern hotels. This has changed the type of customer coming to Butlin's, and also what they want to do on holiday. Butlin's is an active partner in the wider town regeneration</p>	<p>Work is on target for the new £35m Splash Pool to open in 2019.</p> <p>Offsite staff accommodation in Ashley House and St Joseph's are now fully open and popular with both staff which is boosting retention.</p>
<p>7. Old Town and Pier</p> <p>The Old Town area around Norfolk Street and Waterloo Square is on the up. Privately funded development will bring new good quality cafes/restaurants. Promotional activity will draw vibrancy and different footfall to this area of the town. The Pier Trust is spearheading plans to safeguard and improve the pier</p>	<p>The Waterloo Square hoardings have been removed for security/safety reasons.</p> <p>A planning application to demolish 2-4 Waterloo Square on structural instability grounds has been submitted.</p> <p>The Pier Trust is working with Town Council to define and promote a series of Heritage Trails across the town.</p>
<p>8. Railway Station</p> <p>The Station occupies a key gateway position in the town. It is a listed building, was in very poor repair with vacant commercial opportunities, and is an identified site for improvement</p>	<p>Planning approval for the "The Track" creative digital hub / shared workspace in the station has been granted. The hub operator, Town Square, is maintaining regular contact with the stakeholder group, and it is planned to open during 2019.</p>
<p>9. Transport and Car Parking</p>	<p>Evidence is being gathered about the impact</p>

<p>Transport is a key element of development within the town as is car parking, and it is essential to ensure co-ordination with, and consideration of these issues as part of the development process.</p> <p>Strategically, proposed future improvements to the A27 at Chichester, Arundel and Worthing, and A29 as part of the Barnham-Eastergate-Westergate housing plans (included in the Local Plan) will significantly enhance the viability of development land in and around the town.</p>	<p>on the local traffic network of event closures of the Esplanade near Regis Centre with an eye to possible future changes to traffic flows. An “Esplanade Event” using a road closure is planned for summer 2020 to test this further. Arun DC, BR Town Council and BID is currently scoping out the event.</p> <p>A 2 hour free parking agreement for 2019 has been agreed between BID and Arun DC.</p> <p>Proposals to make the railway station junction more pedestrian friendly have been discussed with WSCC and JWACC. County officers to investigate feasibility, funding etc further.</p>
<p>10. Placebranding and Promotion</p> <p>Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by Hemingway Design will set out to change the narrative and promote the town as a modern, forward-thinking investment destination.</p>	<p>HemingwayDesign working in partnership with Arun DC, West Sussex CC and University of Chichester has been analysing the survey data. The results will come to a future Sub Committee meeting. This data will be used to influence their recommendations</p> <p>he “Invest in Bognor Regis” website is now ready and online with a full national launch planned for this spring. https://www.bognorregisregeneration.com/</p>
<p>11. Gigabit West Sussex</p> <p>This is a WSCC project and aims to extend the delivery of ultrafast fibre networks in some public buildings in towns across the county.</p>	<p>The Gigabit West Sussex project (funded by the Department for Digital, Culture, Media and Sport) and led by WSCC to install superfast gigabit fibre broadband is progressing well. Specific public buildings in Bognor Regis will receive the first phase of installation within the district in early 2019. Arun is working with WSCC and their delivery partners to ensure all relevant site information is provide on time, permissions are in place and the public and staff are kept informed of this work.</p> <p>WSCC have successfully bid to Government to become a pilot area for the new 75% business rate growth retention scheme</p> <p>This will be used to deliver ‘Phase 2’ of improving the county’s fibre network and connecting up towns in the county.</p>
<p>12. Wider Economic Strategy/Policy</p>	<p>The Arun Economic Development Strategy is</p>

<p>Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun</p>	<p>currently being reviewed and updated, and a report will come to a future Sub Committee meeting.</p> <p>The Arun Growth Deal has been signed. This is a joint commitment between ADC and WSCC to align resources to deliver economic growth and unlock opportunities for new homes, infrastructure, employment floor space and rejuvenated town centres.</p> <p>The West Sussex Economic Strategy and Coast to Capital (C2C) Local Enterprise Partnership (LEP) Strategic Economic Plan (SEP) have both recently been launched. The LEP is currently drawing up a Local Industrial Strategy which is likely to determine future government funding priorities locally.</p> <p>The Coastal West Sussex Partnership Board has a new Chairman and several new business members.</p>
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