

Arun District Council

REPORT TO:	Economy Committee – 5 October 2023
SUBJECT:	Creative Vision for Bognor Regis
LEAD OFFICER:	Denise Vine, Group Head of Economy, Matt Gover, Economic Regeneration Project Officer
LEAD MEMBER:	Councillor Roger Nash, Chair of Economy Committee
WARDS:	ALL
CORPORATE PRIORITY / POLICY CONTEXT / CORPORATE VISION:	
<u>Fulfilling Arun’s economic potential</u> 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 Growing business population	
FINANCIAL SUMMARY:	
We are hoping to secure grant of £10,000 from the Arts Council, England to fund this vision document – there is also funding in the economy budget for 2023/4 to support this activity.	

1. PURPOSE OF REPORT

- 1.1 The purpose of the report is to seek approval from members of the committee to pursue a creative vision document for Bognor Regis, which seeks to capitalise on the ongoing regeneration and development in the town.
- 1.2 It is a bespoke tool, which focuses on the nuances of place, providing a blueprint for other towns within the district. For the authority to ensure continual economic development and growth a vision document is key to ensuring success.
- 1.3 An approach for £10,000 to the Arts Council, England as a discretionary grant has been made to fund this activity

2. RECOMMENDATIONS

- 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.

3. EXECUTIVE SUMMARY

- 3.1 Arun has been identified as a Levelling Up for Culture Place (by central government) and holds this status until 2026. Officers have developed a close working relationship with Arts Council, England – who recently attended a whole day of meetings in Bognor Regis. There are no national portfolio organisations in the district, these are organisations who have successfully secured direct funding from the Arts Council, England. With neighbouring district and boroughs (Chichester and Worthing) Hosting these respectively with Chichester Festival Theatre and AudioActive.
- 3.2 Arun is yet to receive any funding from the Arts Council, England. This grant would be the first award. Officers have applied to other Arts Council, England grants, which were unsuccessful. The feedback we received is that they preferred to fund smaller grants initially, we see opportunity as a good starting point.
- 3.3 We will be informed of the decision of this application in approximately late August 2023.

BACKGROUND

- 3.4 Officers have been working closely with the Arts Council, England for projects around the district. The creative vision document is an opportunity to harness all the regeneration work in Bognor Regis and links partners to ongoing successes for the town. Arun is achieving high levels of productivity in the economy (£61m contribution – Gross Value Added - ONS 2018) in arts, recreation and entertainment.

GRANT APPLICATION

- 3.5 The £10,000 grant funding application will enable officers to hire a consultant to write a bespoke creative vision and strategic document for the town, which seizes upon the creative infrastructure investment with the new theatre. As well as other capital projects, such as the hotel and picturedrome completion. The document would seek to maximise the opportunities from these investment by drawing together through a cohesive and jointly created strategy with local partners, organisations and communities.
- 3.6 The current leisure and cultural strategy is not as bespoke to the creative industries and this report seeks to give more emphasis to this. Discussions have taken place with the communities' team regarding this.
- 3.7 A creative vision for Bognor is integral to maximising the LUF investment in the town through the Alexandra Theatre whilst driving a culture-led regeneration and place-making vision for the town. A strategic position delivered by ADC with local partners is vital to securing longer term investment in the town.

4. CONSULTATION

- 4.1 Officers have met with several local businesses and partners in line with developing this approach. These include, Bognor Regis BID, Bognor Regis Regeneration Board, West Sussex County Council, The University of Chichester, Bognor Makerspace, Heygates Bookshop, The Picturedrome and the Alexandra Theatre.

5. OPTIONS / ALTERNATIVES CONSIDERED

N/A

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

7. RISK ASSESSMENT CONSIDERATIONS

None

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

9. HUMAN RESOURCES IMPACT

None

10. HEALTH & SAFETY IMPACT

None

11. PROPERTY & ESTATES IMPACT

None

12. EQUALITIES IMPACT ASSESSMENT (EIA) / SOCIAL VALUE

None

13. CLIMATE CHANGE & ENVIRONMENTAL IMPACT/SOCIAL VALUE

None

14. CRIME AND DISORDER REDUCTION IMPACT

None

15. HUMAN RIGHTS IMPACT

None

16. FREEDOM OF INFORMATION / DATA PROTECTION CONSIDERATIONS

None

CONTACT OFFICER:

Name: Denise Vine / Matt Gover

Job Title: Group Head of Business and Economy and Economic Regeneration
Projects Officer

Contact Number: 07714138571 / 07385412134

BACKGROUND DOCUMENTS:

None