

Bognor Regis Regeneration Position Statement

Project/Opportunity	Update June 2020
<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 site is allocated as a strategic employment site in the adopted Local Plan.</p> <p>Landowners of EBR sites are reporting good occupier interest.</p> <p>Saltbox site – The second hybrid planning application (BE/135/18/PL) to develop the site in two phases for employment and commercial uses was approved.</p> <p>The proposed development will deliver £33.7 m of capital investment; provide approximately 30,520 square metres of new mixed use floor-space and between 500 and 1000 new private sector jobs.</p> <p>This includes a Warburtons Class B8 warehouse for the storage and distribution of bread products and offices. The application also includes two drive-thrus; industrial buildings; an ALDI food store and car showrooms for the Richmond Motor Group. The full planning application also includes the provision of the site’s infrastructure comprising access roads and a new entrance from Shripney Road, on-site open space provision, landscaping, drainage works and attenuation ponds. Outline permission was granted for the remainder of the site i.e. flexible delivery of employment space primarily in the form of two warehouses with associated car parking provision and landscaping. Hope to start on site in August 2020.</p> <p>The Business Case for the delivery of a £7m WSCC funded Enterprise Centre on one of the sites at Enterprise Bognor Regis is being developed by WSCC.</p> <p>Oldlands Farm site - Hanbury has been granted change of use of their new proposed development from industrial to retail to allow a Lidl and The Range store. The application for the Lidl store has recently been submitted.</p> <p>Rolls Royce has completed Phase 2 of their warehouse and also has a temporary facility to</p>

	<p>accommodate sales growth of their new “Cullinan” model.</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>The Council has decided that work on the proposed Pavilion Park on the Hothampton site be ceased, and consultation on alternative options will be undertaken in the future.</p> <p>Work on the Regis site has also been halted until regeneration project priorities have been agreed.</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 Council is working closely with the BID and other councils to get the town centre ready for the planned reopening of non-essential retail on 15th June using the £143k Reopening High Streets Safely Fund from government. It is likely that this money will be distributed across the district to all areas with secondary retail centres or a parade of shops to enable safe reopening. For the town centre, on the public side, this involves social distancing reminders, and working with WSCC to consider road closures/narrowing at pedestrian pinch-points to enable safe distances to be maintained. For businesses, e-bulletins are signposting them to the guidance about safe reopening, and the BID are offering support to assist businesses.</p> <p>Vacancy rates from March 2020 showed a normal increase over the winter from 7.5% (Sept 2019) to 9.4% (25/266) for the core town centre and 12.2% (49/402) for the wider BID area. The count was undertaken before lockdown, and nationally it is estimated by retail organisations that around 25% of retail outlets may not reopen once lockdown is eased. Additionally, national research indicates that coastal areas are likely to be hardest hit by the pandemic. Work has already started on a Recovery Plan for the town centre, and this will come back to this committee for consideration in due course.</p>
<p>4. Seafront Regeneration The Seafront Strategy was adopted in 2009 and set out plans to enhance the area. The Seafront Delivery Plan for the central section of the seafront was approved in 2016, with thematic zones and a strategic</p>	<p>We remain in dialogue with the manufacturers of the new toilets to address issues identified that have prevented them being open for public use.</p> <p>Temporary toilets are expected to be in place for the summer season. The newly refurbished Regis Centre public toilets, which include a wheelchair accessible toilet, are also available to beach users.</p>

<p>template for delivery of regeneration initiatives.</p>	<p>The Council was awarded £50k from Coastal Revival Fund for heritage reinstatement works to the bandstand which has been matched by the Council. Work including the addition of a new disabled access ramp is starting imminently.</p>
<p>5. University of Chichester The University has a campus in both Chichester and Bognor Regis, with strong links with the wider regeneration of Bognor Regis. It has ambitious plans for campus expansion and doubling student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p>	<p>The Tech Park was formally opened by the Duke and Duchess of Wessex in Sept 2018. The University submitted a planning application for 176 bed on-campus student accommodation which was approved at the June DC Committee.</p> <p>There is another application for 104 bed student accommodation above Wilkinsons store in London Road which was also approved at the June DC Committee.</p> <p>The London Road lorry and coach park has been marketed for student accommodation with a preferred buyer in place. Public car parking will be retained.</p>
<p>6. Butlin's Butlin's has transformed much of their accommodation from chalets into modern hotels. This has changed the type of customer coming to Butlin's, and also what they want to do on holiday. Butlin's is an active partner in the wider town regeneration</p>	<p>The new £35m Splash Pool opened ahead of Easter 2019. It is receiving excellent visitor reviews and has improved guest satisfaction ratings with the resort.</p> <p>Resort has been closed since March due to COVID-19. Some accommodation has been used by ADC for emergency housing needs.</p> <p>The resort is hoping to reopen in July subject to government advice.</p>
<p>7. Old Town and Pier The Old Town area around Norfolk Street and Waterloo Square is on the up. Privately funded development will bring new good quality cafes/restaurants. Promotional activity will draw vibrancy and different footfall to this area of the town. The Pier Trust is spearheading plans to safeguard and improve the pier</p>	<p>The planning application for the Mud Club and 2-4 Waterloo Square site with commercial ground floor and residential above has been re-submitted and is being reconsidered by planning officers.</p> <p>Pre COVID-19 restrictions a new Amusement Arcade opened in the previously closed building, and the award-winning Pinks Vintage Ice Cream opened on the ground floor of 18 Waterloo Square with two new ADC temporary housing flats above.</p> <p>The Bognor Pier Trust, working with the Town Council and Heritage Partnership, has launched an attractive series of Heritage Trails across the town.</p>

<p>8. Railway Station The Station occupies a key gateway position in the town. It is a listed building, was in very poor repair with vacant commercial opportunities, and is an identified site for improvement</p>	<p>Planning approval for the “The Track” creative digital hub / shared workspace in the station has been granted, and construction work is underway. This paused due to COVID-19 restrictions and has now begun again. The hub operator, Town Square, is currently recruiting a Community Manager and maintaining regular contact with the stakeholder group. It is scheduled to open in 2020.</p> <p>Network Rail have cleaned, repaired and refurbished the glazed roof to the concourse.</p>
<p>9. Transport and Car Parking Transport is a key element of development within the town as is car parking, and it is essential to ensure co-ordination with, and consideration of these issues as part of the development process. Strategically, proposed future improvements to the A27 at Chichester, Arundel and Worthing, and A29 as part of the Barnham-Eastergate-Westergate housing plans (included in the Local Plan) will significantly enhance the viability of development land in and around the town.</p>	<p>The pandemic has meant that all large-scale events are cancelled for the foreseeable future, and accordingly planning for event has ben put on hold.</p> <p>The 2 hour free parking agreement for 2020 has been agreed between BID, Bognor Regis Town Council and Arun DC, and discs are being sold. There is a proposal to have a 3-year agreement before Arun DC currently.</p> <p>Proposals to make the railway station junction more pedestrian friendly have been agreed in principle with WSCC and JWACC. County officers are investigating feasibility, funding etc to develop the project further.</p>
<p>10. Placebranding and Promotion Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by HemingwayDesign 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 public survey data and collating findings. This data will directly influence their future action recommendations. These results will come to a future Sub Committee meeting. Officers are working with local agencies to work up an online toolkit of messages and images to promote the town.</p> <p>The “Invest in Bognor Regis” website is live. https://www.bognorregisregeneration.com/</p>
<p>11. Gigabit West Sussex This is a WSCC project and aims to extend the delivery of ultrafast fibre networks in some</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 received the first</p>

<p>public buildings in towns across the county.</p>	<p>phase of installation within the district in early 2019, and installations have started.</p> <p>WSCC have successfully bid to Government to become a pilot area for the new 75% business rate growth retention scheme. This will be used to deliver 'Phase 2' of improving the county's fibre network and connecting up towns in the county. The County wide officers working group 'Everything Connects' is meeting regularly to develop the project programme.</p>
<p>12. Wider Economic Strategy/Policy Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun</p>	<p>The Arun Economic Development Strategy has been approved and is available on the ADC website.</p> <p>Local Authorities and partners across West Sussex have been working collectively, where appropriate, during the COVID-19 restriction period to understand the economic impact of the restrictions, immediate interventions needed to assist businesses and longer term economic recovery measures.</p> <p>The Arun Growth Deal was signed in 2018. 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. Officers, County and District Council Cabinet Members meet regularly to monitor project progress.</p> <p>The West Sussex Economic Strategy and Coast to Capital (C2C) Local Enterprise Partnership (LEP) Strategic Economic Plan (SEP) were launched in 2018. 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> <p>Arun District Council has become members of the Greater Brighton Economic Board. The Greater Brighton Economic Board (GBEB) currently comprises the local authorities of Adur, Brighton & Hove, Crawley, Lewes, Mid Sussex</p>

	and Worthing. The overarching aim of the Board is to protect and grow the economy, by co-ordinating economic development activities and investment at City Region level.
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