

## Bognor Regis Regeneration Position Statement

Project/Opportunity	Update September 2020
<p><b>1. Enterprise Bognor Regis</b> 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. Landowners of EBR sites are reporting good occupier interest.</p> <p>Oldlands Farm site – Construction work for the Lidl Lidl store has started on site.</p> <p>Saltbox site – Groundwork has started on the site and is progressing well. Steel works for Warburtons are being erected this week (06/10/20).. <a href="http://cameracontroluk.com/client/rg/saltbox/index.php">http://cameracontroluk.com/client/rg/saltbox/index.php</a></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 (Greggs and Starbucks); 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.</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><b>2. Regis and Hothamton sites</b> The Council owns two key regeneration sites at the Regis Centre and Hothamton car park and is seeking to develop them to obtain the maximum</p>	<p>The Council has decided that work on the proposed Pavilion Park on the Hothamton 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. A paper on the Regis Site regarding a potential hotel</p>

regeneration benefit for the town.

was presented to a previous meeting and was deferred by Members.

At the Arun District Council Full Council meeting in September 2020, a motion was agreed that said: This Council recognises the impact Covid-19 continues to have across the District, and in particular the economic uncertainty it has presented. Council notes the continuing opportunity for Bognor Regis to play a major part in the economic growth of the District and the necessary regeneration required to support such growth.

Council believes that the prospects of regeneration of Bognor Regis will be strengthened if proposals are developed through an open and meaningful consultation, and that all prospective developers are given the opportunity to make presentations to the viability of regeneration schemes.

This Council wishes to extend an invitation to any forthcoming, or previous stakeholder, be it a developer, architect, development partner, the Council or community group, to present the merits of their scheme in a presentation, face to face, or virtual, at their earliest convenience. This Council will be open to requests to make such presentations up until and including 13 November 2020. Group Leaders will meet separately to discuss and agree the process in detail.

Officers are instructed to facilitate such arrangements.

The Sir Richard Hotham Project has been renamed Project Sunrise.

**Place St Maur and the Sunken Gardens projects**

Reports are due to be taken to Cabinet on both the Place St Maur and the Sunken Gardens projects in November this year. Authority was given by Cabinet in March 2020 to proceed with background work to progress the Place St Maur project; this included working up a brief to employ a consultant. During the summer, following a request for expressions of interest to Coast to Capital, a full application was made to fund part of the Place St Maur public realm scheme; this was submitted at the end of August. ADC is waiting to hear whether this application has been successful. Part of the criteria

	<p>for this government funding for the project will need to be spent by March 2022, an ambitious timescale.</p> <p>The estimated costs and the timescales for both projects will be set out in the reports to be presented to Cabinet in November.</p>
<p><b>3. Town Centre Initiatives</b>  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 has worked closely with the BID and other councils to get the town centre reopened safely using the £143k Reopening High Streets Safely Fund from government. This money has been used across the district to cover all areas with secondary retail centres or a parade of shops.</p> <p>Bognor Regis Regeneration Board offered some financial support to the BID to promote the town centre locally and regionally with the “Space To...” campaign using the uncrowded nature of the beach and surrounding area as a hook.</p> <p>There is a fine balance to be drawn in terms of encouraging people to come into town whilst at the same time managing social distancing requirements and discouraging larger gatherings of people.</p> <p>Until the COVID-19 restrictions are fully lifted and there is a clear understanding of what social distancing measures are required and how they can be practically implemented, no events will be progressed.</p> <p>Vacancy rates from September 2020 showed a small rise in vacant units since the pandemic started from 9.4% (25/266) in March to 10.9% (29 vacancies) for the core town centre and from 12.2% (49/402) in March to 13.5% (54 vacant) for the wider BID area. In the near future it is likely that the downturn caused by the pandemic, the cessation of furlough and the well-publicised continued demise of national chains will have a negative impact on these figures. During lockdown it was estimated by retail organisations that around 25% of retail outlets nationally may not reopen once lockdown is fully eased. Footfall has held up during the pandemic better than other similar towns but is still down on last year by 20-30%. 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>The Pop-up shop proposal will progress as planned when restrictions are lifted, and it is practical to do so.</p>

	<p>ADC and the BID are working on a Recovery Plan to bring the local community and visitors back into the town. Initially it focused on marketing the town and practical measures to enable shoppers to use the town centre safely, and to attract people to spend the day in Bognor Regis A medium and long term plan is also being worked up.</p> <p>The Royal Hotel construction work is progressing again and now has a show flat presented to a very high standard. The scheme is due for occupation in January.</p> <p>Proposals for a new high-quality two week-long event on the Esplanade and Place St Maur for summer 2021 are on hold. Some of the ADC events money has been made available to Artsworld to use for grant-making to generate small arts-based children's events.</p>
<p><b>4. Seafront Regeneration</b> 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 public toilets on the promenade remain closed however the legal dispute around building standards has been resolved and work is taking place on site</p> <p>Temporary toilets were 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>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 underway.</p> <p>Cabinet has resolved that, based on the points made by the COVID-19 Recovery Working Party, the 2016 Bognor Regis Seafront Delivery Plan should be re-examined and a series of deliverable interventions and actions prioritised.</p>
<p><b>5. University of Chichester</b> 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</p>	<p>The Tech Park was formally opened by the Duke and Duchess of Wessex in Sept 2018.</p> <p>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>student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p>	<p>London Road lorry and coach park - owing to changes in market conditions the Council's preferred bidder withdrew their offer, submitting a revised offer for a smaller development. In order to allow the opportunity to explore options to ensure the Council obtains best value for the site, the revised offer has been rejected by Cabinet, though the decision is subject to review of the decision by Overview and Scrutiny Committee.</p>
<p><b>6. Butlin's</b> 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 resort reopened in July. Butlin's teams have been working hard adapting their resort to welcome back staying guests. 'Day Visits' have been postponed until 2021. Plans for autumn and winter breaks with an entertainment schedule, shows and activities, ice cream parlours, bars and cafés, brand new (2019) art deco styled pool, firework displays in October and up to Bonfire Night in November. New measures are in place to keep both guests and team safe.</p> <p>These measures include: a reduced number of guests, new social distancing measures, drive-through check ins and stringent, more frequent cleaning procedures, and updated app.</p> <p>All entertainment has now moved back indoors (so there are no longer outdoor stages) however, for safety reasons the indoor venues will be running at limited capacity with social distancing in place, guests are asked to wear a face covering while indoors.</p> <p>Resort Updates also include information on the Track and Trace process, advice from those with bookings travelling from areas with local lockdown restrictions, along with links to the relevant latest UK Government Guidelines. The Butlin's website / social media channels provide regular updates.</p>
<p><b>7. Old Town and Pier</b> 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</p>	<p>The planning application for the Mud Club and 2-4 Waterloo Square site with commercial ground floor and residential above has been refused. The leaseholder has placed a fairground on the site temporarily.</p> <p>A new Amusement Arcade has opened in the previously closed building, and the award-winning Pinks Vintage Ice Cream are now open on the ground floor of 18 Waterloo Square with two new ADC temporary housing flats above.</p>

<p>plans to safeguard and improve the pier</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><b>8. Railway Station</b> 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>Construction work on The Track Creative and Digital hub at the station is now complete and final fixtures and fittings are being installed with opening planned for later this year. The hub operator Town Square has recruited a Community Manager, and prospective customers are being invited to book up for a tour of the premises.</p>
<p><b>9. Transport and Car Parking</b> 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 the partnership-led two-week Esplanade event have been 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 now a 3-year agreement in place.</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>A29 – planning for northern section was due to be submitted to planning by WSCC in July/August. Discussions with site promoters indicate that the planning application for rest of the road, strategic allocations and site masterplans are due around Christmas.</p>
<p><b>10. Placebranding and Promotion</b> 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 led a recent stakeholder meeting to explain the three underpinning values for the Bognor Regis Placebrand drawn from the survey and research findings, and how these key messages should be used.</p> <p>The three values are:</p> <ul style="list-style-type: none"> <li>- A beacon for a bold future</li> <li>- Blue Sky thinking</li> <li>- Ready for fun</li> </ul> <p>They introduced the concept of a “brand filter” through which all local decisions must successfully pass and meet, making buy-in from all local agencies an important next step. A local multi-agency group will lead the process from here, with support from HemingwayDesign in the form of an online toolkit of messages and images to promote the town.</p>

	<p>The “Invest in Bognor Regis” website is live.  <a href="https://www.bognorregisregeneration.com/">https://www.bognorregisregeneration.com/</a></p>
<p><b>11. Gigabit West Sussex</b>  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 received the first phase of installation within the district in early 2019, and installations are nearing completion.</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><b>12. Wider Economic Strategy/Policy</b>  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 &amp; Hove, Crawley, Lewes, Mid Sussex and Worthing. The overarching aim of the Board is to protect and grow the economy, by coordinating economic development activities and investment at City Region level.</p>
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