

DEVELOPMENT

CORE VALUE 1

**A BEACON FOR
A BOLD FUTURE**

VALUES IN PRACTICE

- Take opportunity for local skills development in planning, design & construction
- Make sure to future-proof the development. This means being ready for new technology and also thinking ahead to how our lives will look post pandemic.
- Reject the pastiche of nostalgia – respecting seaside heritage but firmly focused on the future. This applies not just to architecture, but materials and methods used in construction.

CORE VALUE 2

**BLUE SKY
THINKING**

VALUES IN PRACTICE

- Respect and celebrate our beautiful natural environment by having strong sustainability credentials, minimising waste, and aiming not just to protect but to enhance the local environment
- Diverge from the norm – going beyond the expected, thinking boldly to have a transformative impact
- Think bigger when it comes to partnerships – who can and should be involved in this? Who could benefit locally, who can help us to have bright ideas?

CORE VALUE 3

**READY
FOR FUN**

VALUES IN PRACTICE

- Prioritise the human experiences related to the development – think about everyone who interacts with the place from occupants to passers-by. How can the development bring joy and fun into their experience?
- Liven up public consultation processes – think outside the box to engage better and with hard-to-reach audiences. How can engagement be more fun, more creative, more Bognor?

EVENTS, ACTIVITIES AND TOURISM

CORE VALUE 1

**A BEACON FOR
A BOLD FUTURE**

VALUES IN PRACTICE

- Focus on legacy – what wider impact can this event have and how will it improve the future of Bognor?
- Create opportunities to position ourselves as a home of creative digital. – Build creativity and tech into every aspect of events from branding to F&B to infrastructure to sponsorship.
- Find ways to involve and celebrate local talent especially in creativity, digital and tech

CORE VALUE 2

**BLUE SKY
THINKING**

VALUES IN PRACTICE

- Think outside the box for everything – every supplier and every activity. How can we do this better, with more impact, with more imagination?
- Make the most of the new trend for staycations by emphasising the features people are looking for in a holiday – how can the event celebrate sunshine, involve the sea and natural surroundings? Take the opportunity to set Bognor Regis apart from the competition

CORE VALUE 3

**READY
FOR FUN**

VALUES IN PRACTICE

- Build fun and a lighthearted side into every event – conferences, museums, tours can all be as fun as festivals.

PRESS RELEASES

CORE VALUE 1

**A BEACON FOR
A BOLD FUTURE**

VALUES IN PRACTICE

- Every single public facing communication should position this as an opportunity town – talk about potential, ambition, growth and excitement for the future.
- Always mention the student population to promote the idea of a youthful populace

CORE VALUE 2

**BLUE SKY
THINKING**

VALUES IN PRACTICE

- Always reference the sunshine and natural beauty
- Talk about creative thinking, new ideas and initiatives and diverging from expectations

CORE VALUE 3

**READY
FOR FUN**

VALUES IN PRACTICE

- Use tone of voice to bring fun and enthusiasm into releases and build character.
- Mention small quirky details and interesting facts alongside the necessary information

CORE VALUES