

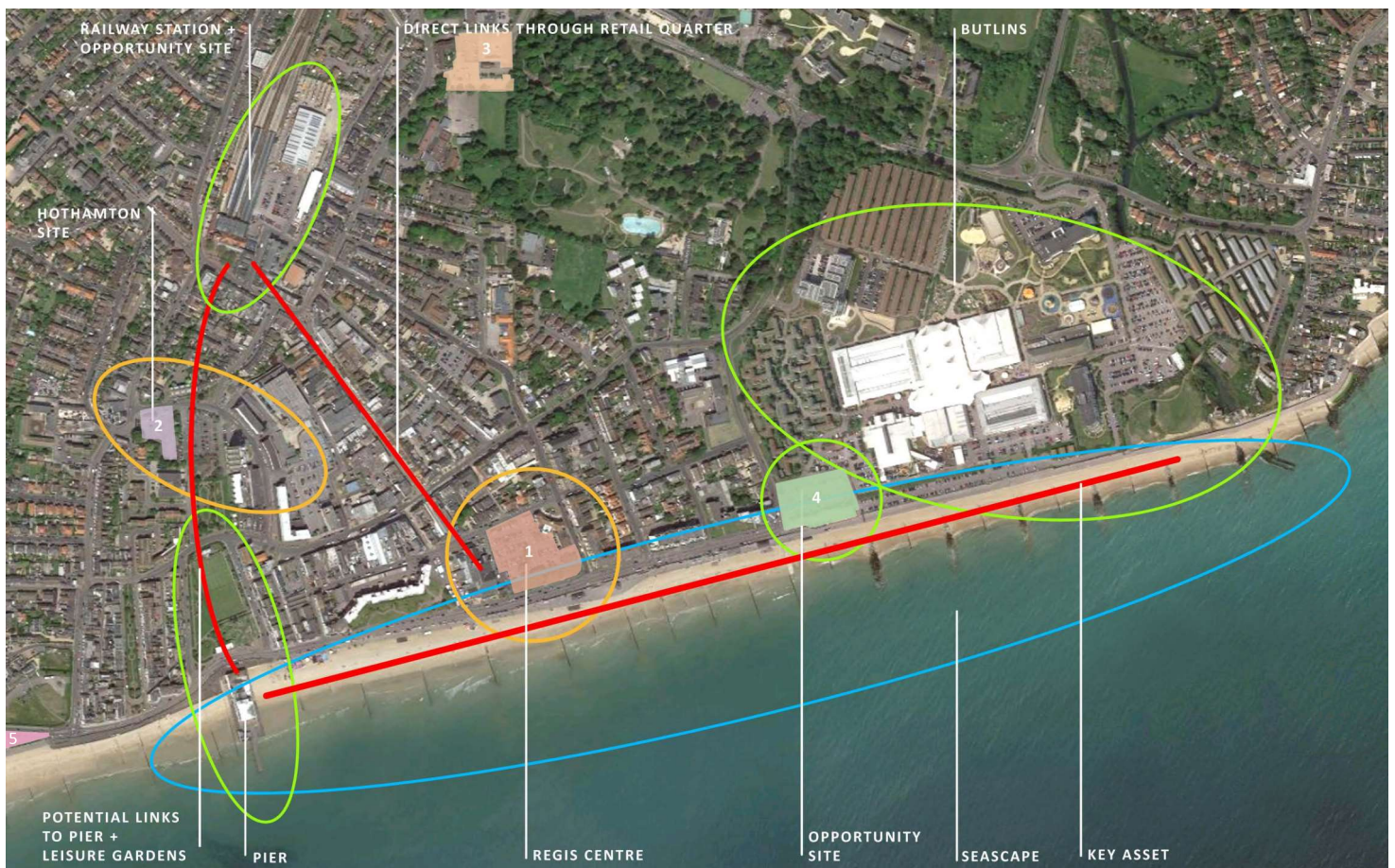
## REGENERATION OPPORTUNITIES

The opportunity for the regeneration and repositioning of Bognor Regis has never been at a more vital time, and the identification of these five sites offers an opportunity to influence that regeneration and to be catalytic to the repositioning of Bognor Regis to the benefit of its residents and local businesses.

By adopting a holistic approach the collective value of all the sites should be greater than the sum of the parts through seeking synergies and tangible benefits across the sites and stimulating new business and inward investment into the town for future generations.

The town's key assets can be reinforced by widening the tourism profile to include cultural tourism as well as the watersports and beach tourism and reaching out to other key assets such as the University.

The Financial Crisis, Brexit and the Pandemic are re-shaping economic and social life and Bognor Regis has an opportunity to capitalise on this shift including the home working migration and staycation.



## WHO WE ARE

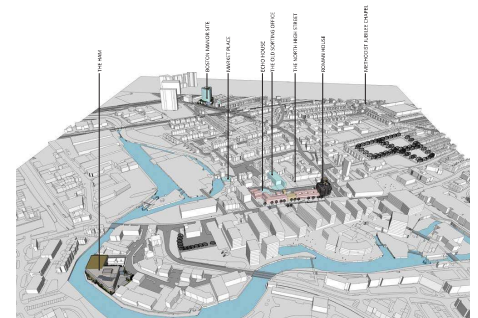
Paul Newman is founder of Juice Architects and has over 30 years of experience designing and delivering complex mixed-use project across all typologies in town and green field locations. He was born and bought up in a coastal town in the tourism industry and therefore has an inherent understanding of the challenges of seaside towns.

Most recently Juice have been involved in providing advice to landowners who have mixed portfolios but do not have the resources or in-house skills to maximise their assets. Our work in support of these clients has broadened and Juice has now teamed up with Citicentric to provide a more comprehensive consultancy.



Mark Rymell is a founding partner of Citicentric and has over 30 years experience of town centre development having led a number of award-winning schemes at Land Securities and SEGRO.

Citicentric provide property advice across the whole spectrum including the delivery of viable redevelopment and regeneration schemes and their clients include several Local Authorities across the south east of England.



## OUR PROPOSITION

We have put forward to ADC a major mixed use regenerative scheme for the redevelopment of the Regis Centre, the promenade and other sites.

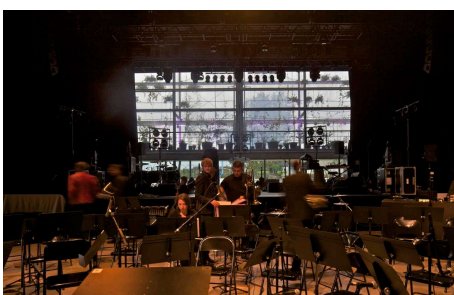


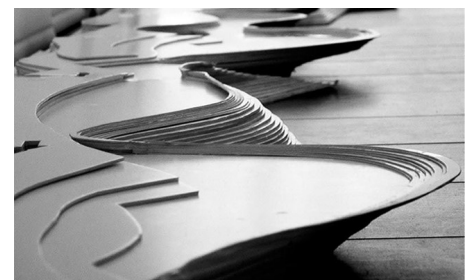
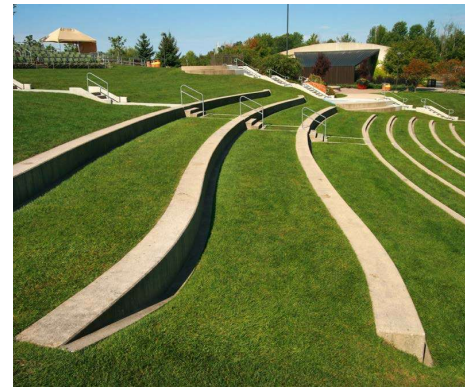
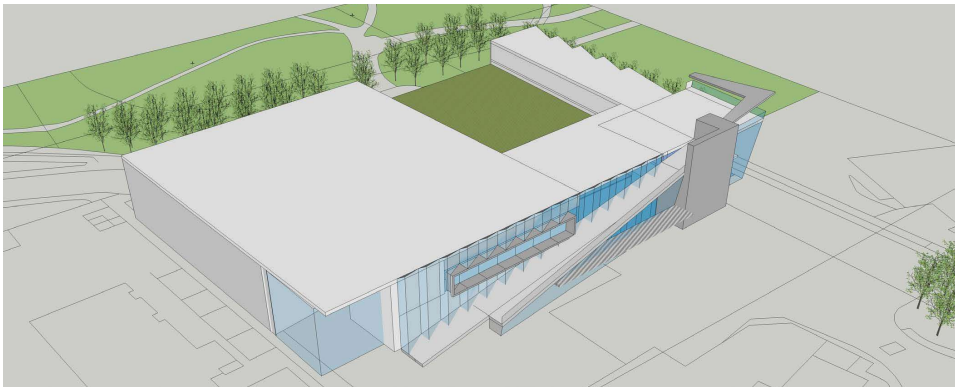
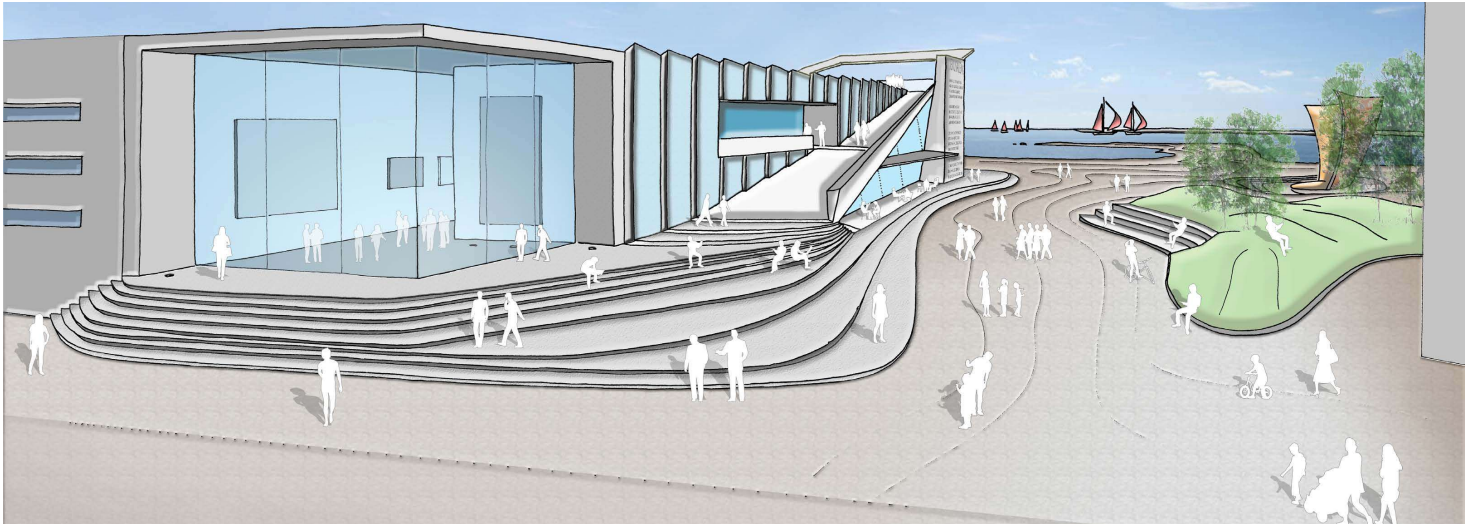
This scheme offered a new Multipurpose Centre for theatre and the performing arts as well as a Community Studio. The scheme also included enterprise start-up units for new local businesses and a 60 bed hotel whilst retaining a 300 space car park for the Councils continued income stream. The scheme was financially supported by a residential backbone and offered capital benefits from the development appraisal to afford a major public realm investment along the promenade.

The Hothampton and London Road sites were also considered to offer alternative development to support the town including student accommodation, local food store and further leisure activities. The Gloucester Road site is seen as an opportunity to develop an outstanding base for watersports.

The scheme has been presented with a financial appraisal which indicates its viability.

We believe a scheme such as this would be a game changer for Bognor Regis and be catalytic to the regeneration and repositioning of the Town for the benefit of generations to come.





## THE NEXT STEP

Any regenerative scheme has a natural period of evolution and has to be undertaken in the knowledge it is for future generations as well as the current guardians of the town. It goes beyond the 4 year political cycle and should be cross party.

There have been many studies, surveys and reports undertaken but little material change. There should now be a considered but effective review of all the sites and the collective opportunities they can bring forward to the overall benefit and regeneration of the town.

In parallel with consideration of our proposals for the Regis Centre we are able to provide a unique consultancy in a timely manner with a support network to assist with development appraisals, costs budgets and market demand agency. Our approach is 'non-biased' and we will consult with both stakeholders and interested parties.

We are able to discuss options on development such as Sole Developer, Joint Venture or Partnership and bring forward Developers and Investors as appropriate.

Finally we are keen to work with BR Regeneration and ADC to provide the Vision along with the financial, environmental, social and regenerative benefit options to assist you to move forward with confidence to deliver the next step change for Bognor Regis in a timely manner.