

## Arun Economic Development Strategy Action Plan

### Arun: Future Places

Our ambition is for Arun to be a globally connected business location with thriving towns and villages each with a strong identity, offering enough affordable, well designed housing, connected by first class transport and digital infrastructure.

**Priorities:**  
TOWN CENTRE REGENERATION  
EMPLOYMENT SPACE  
HOUSING  
INFRASTRUCTURE

TOWN CENTRE REGENERATION	Lead	Actions to be completed	Priority
Review and develop masterplans for Bognor Regis and Littlehampton Town Centres that will ensure their prosperity and sustainability.	KR / DV	Work with local partners to progress town centre masterplans. One vacant post and one deleted post means this work will be difficult to progress in a timely way until staffing resources have been agreed.	H
Deliver improvements to the public realm in Littlehampton Town Centre	KR / DV	Phase 2 & 3 funding secured and scheme progressing. Further funding needed to deliver Phase 1. Bid to Levelling Up Fund June 2021	H
Develop ambitious regeneration plans for the Regis Centre and council-owned car park site in Bognor Regis.	KR	Bid to Levelling Up Fund for proposals for the Alexandra Theatre.	H
Progress redevelopment of the council-owned St. Martins Car Park.	KR / DV	This is a complex and major project. Need clear policy guidance on future proposals. Need for dedicated resources if project is to be progressed. No dedicated resources currently available.	M
Optimise the opportunities offered by the seafronts, seafront greens and waterfront sites in Bognor Regis and Littlehampton.	KR / DV / NS	Several significant projects have been identified to develop and implement. No resources available to progress currently.	H
Build on Arundel's cultural, leisure and town centre amenities to secure its future as a vibrant visitor destination.	MM	Discussions with Town Council	M
Support Business Improvement Districts and town centre management.	DV	Reduced support to these activities for the foreseeable future due to one vacant post and one deleted post.	H
Facilitate a range of public events to increase footfall and visitor numbers.	BR BID / LTC	Reduced support to these activities for the foreseeable future due to one vacant post and one deleted post and until staffing resources have been agreed.	M
EMPLOYMENT SPACE	Lead	Actions to be completed	Priority

Protect existing employment sites and resist conversion to housing.	KR	Local Plan	H
Promote Enterprise Bognor Regis as a strategically important employment site.	DV	On going contact with landowners and support for develop proposals.	M
Support the growth of employment in Littlehampton EGA by supporting harbour and marina development, leisure, hotels, cafes and restaurants.	KR / NS	Project on hold due to viability issues / flood defences. Planning document being prepared.	L
Continuing to support the Bognor Regis EGA by supporting employment space for the creative cluster, knowledge-based employment, cultural and leisure sector.	DV	Working with WSCC to promote The Track – Creative & Digital Hub and achieve high business use and occupancy.	M
Adapting to changes in the retail sector and town centres by supporting the repurposing of former retail units for footfall-led activity such as food and drink, office, leisure, cultural, and residential	MN	All actions still to be completed due to other priorities. Need to establish if funding is still available as it was time limited and whether this is still a priority.	M
Promote Arun as a business investment location.	DV / AS	Update and maintain the Bognor Regis Regeneration investment website. Develop similar for Littlehampton.	M
<b>HOUSING</b>	Lead	Actions to be completed	Priority
Plan for, and support, strategic housing development that strengthens communities and links people to employment, transport and services.	KR	Local Plan policy	H
Support repurposing of buildings to provide new homes in strategic locations, e.g. redundant retail in upper storeys or on the periphery of town centres or under-used rural buildings that cannot be used for business accommodation.	KR	<ul style="list-style-type: none"> <li>✓ Local Plan Policy</li> <li>✓ Bognor Regis Arcade upper floors</li> <li>✓ Levelling up Fund Bid</li> </ul>	H
<b>INFRASTRUCTURE - TRANSPORT</b>	Lead	Actions to be completed	Priority
Support transport development that reduces the need to travel to work by car and promote the use of vehicles that use low carbon energy.	KR	Local Plan Policy	H
Give residents and visitors the choice of walking or cycling through better infrastructure and linking towns, coast and country.	KR	Local Plan Policy	H
Support strategic and local improvement of the road and rail network that reduce congestion and delay for businesses and workers such as the A27 Arundel bypass and A29 realignment.	KR	Local Plan Policy	H
<b>INFRASTRUCTURE - DIGITAL CONNECTIVITY</b>	Lead	Actions to be completed	Priority
Complete the Gigabit West Sussex project and continue to work in partnership to deliver a county-wide connectivity strategy.	NQ	Continue to work with WSCC	H

Ensure all parts of the district are working towards having access to full fibre broadband.	DV / NQ	Continue to work with WSCC and private sector provider.	H
Prepare a Digital Infrastructure Strategy for Arun that aligns with county-wide proposals.	PS	Strategy to be completed	M
Work with partners to bid for funding to deliver better digital infrastructure in Arun.	DV / NQ	Continue to work with WSCC and private sector provider.	M
<b>INFRASTRUCTURE - GREEN INFRASTRUCTURE</b>	Lead	<b>Actions to be completed</b>	<b>Priority</b>
Progress the Littlehampton to Arundel riverside cycle-way.	KR / DV	Viability / feasibility study completed Dec 2020. Further funding secured for next set of studies to progress to planning. Achieve planning permission. Identify funding.	M
Work with green and sustainable businesses e.g. identify R&D funding and cluster development.	MN	Grant stream available from Covid wider business support funds to help businesses with reducing carbon footprint. Bid also being made to Community Renewal Fund to extend this funding.	L
Support the implementation of the West Sussex Energy Strategy.	PD		H
Complete the Bognor Regis to the South Downs Green Infrastructure Plan.	KR		M

## Arun: A Business Success Story

Our ambition is for Arun to have a dynamic, diverse and growing business base with strong local supply chains and a wide range of employment opportunities for our people

Priorities:  
 A GROWING BUSINESS POPULATION  
 NEW BUSINESS CREATION  
 GROWING MICRO BUSINESSES INTO SMES  
 A STRONG AND INNOVATIVE KNOWLEDGE ECONOMY  
 A DIVERSE AND BALANCED RANGE OF SECTORS

<b>A GROWING BUSINESS POPULATION</b>	Lead	Actions to be completed	Priority
Protect our employment space so our local businesses can grow and expand.	KR	Local Plan	H
Provide more and better jobs for local people, reduce out-commuting and attract more young people to the area.	MN	Range of intervention that support these objectives	H
Encourage new businesses to move into our area, capitalising on overspill from nearby districts where employment space is in short supply.	DV / MN	Promoting Arun as a business location (websites) and responding to business enquiries.	H
Conserve existing employment space and provide new premises that meets the need of vibrant young innovative businesses e.g. co-working and creative spaces.	DV / WSCC	Working with WSCC to	H
<b>NEW BUSINESS CREATION</b>	Lead	Actions to be completed	Priority
Provide business start-up support to new and micro businesses.	MN /MM	Referrals to Business Hot House	M
Support and deliver business networks, such as the Arun Business Partnership.	MN	Ongoing support being given to around 3,500 businesses each month via newsletter. Meetings will start again once possible	H
Support the creation of new business incubator space for start-ups and small move-on units.	MN	Working with WSCC and their growth plans	L
Work with our partners to up-skill our businesses to ensure they remain competitive and enterprising.	MN	Investigate recruiting temporary Employment & Skills Co-Ordinator, using external funding, to deliver Employment Programmes and liaise with businesses on skills	M
Provide grants to small businesses to support innovation and growth.	MN	Wider business support funding paper includes a range of grant funds agreed at Economic Committee June 2021	H
<b>GROWING MICRO BUSINESSES INTO SMEs</b>	Lead	Actions to be completed	Priority

Work with the education providers and employers to match and supply the pipeline of skilled people they need.	MN	Investigate recruiting temporary Employment & Skills Co-Ordinator, using external funding, to deliver Employment Programmes and liaise with businesses on skills	M
Support the delivery of business to business networks.	MN	ABP ongoing support	H
Support the creation of small move-on units on easy-in, easy-out terms.	MN	Consultation with Planners & providers as opportunities arise.	L
Work with partners to facilitate training, business advice and R&D opportunities.	MN	Investigate recruiting temporary Employment & Skills Co-Ordinator	L
<b>A STRONG KNOWLEDGE ECONOMY</b>	Lead	Actions to be completed	Priority
Link with University of Chichester to promote nearby innovation centres of excellence.	MN	Liaise with University and sign post to provision	M
Link with University of Chichester to promote knowledge-based product development opportunities.	MN	Liaise with University and sign post to provision	M
<b>A DIVERSE AND BALANCED RANGE OF SECTORS</b>	Lead	Actions to be completed	Priority
Support our tourism sector and promote Arun as a major visitor destination.	MM	Develop and implement new tourism strategy	H
Secure new investment in the district (accommodation, events, attractions, watersports) to support our tourism sector	MM	Develop and implement new tourism strategy	H
Working on a range of interventions, including with Experience West Sussex, to promote our tourism offer	MM	Commission marketing support. Invest in the Experience West Sussex project to deliver regional campaigns that attract new visitors. Invest in the information and marketing services in each of Arundel, Littlehampton and Bognor Regis.	H
Refresh Tourism Strategy and develop shared narrative	DV	Prepare a new plan setting out clearly what we want to achieve as a destination and bring focus and clarity to the actions that are needed.	H
Work closely with our horticultural sector to overcome workforce recruitment issues.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M

## Arun: Prosperous and happy communities

Our ambition is that all our people have the aspiration, access to skills, qualifications and employment opportunities to achieve their potential, and that our people enjoy happy, long and healthy lives with high satisfaction rates with less risk of crime and deprivation.

Priorities:  
 A SKILLED AND QUALIFIED POPULATION  
 LIVE AND WORK LOCALLY  
 HIGH ASPIRATIONS AND ACHIEVEMENT  
 FOR YOUNG PEOPLE  
 HIGHER DISPOSABLE HOUSEHOLD  
 INCOME  
 HIGH HAPPINESS AND LIFE  
 SATISFACTION RATES

<b>A SKILLED AND QUALIFIED POPULATION</b>	Lead	Actions to be completed	Priority
Work with our partners and other learning providers to increase take-up of learning provision, particularly in key sectors and at higher academic levels.	MN	Investigate recruiting temporary Employment & Skills Co-Ordinator, using external funding, to deliver Employment Programmes and liaise with businesses on skills	M
Support the promotion of Science, Technology, Engineering, Arts and Mathematics (STEAM) subjects.	DV	Working with CWS to promote STEAM subjects to young people.	M
Encourage and help businesses to employ apprentices.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M
Promote initiatives that deliver education and skills provision to meet employer needs and helps those with the greatest barriers to work.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M
<b>LIVE AND WORK LOCALLY</b>	Lead	Actions to be completed	Priority
Work with local employers to understand the skills gaps and barriers to local recruitment and encourage more locally supportive working practices.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M
Engage with local education and training providers to enlist their help in overcoming barriers to local working and filling skills gaps among learners and reduce out-commuting.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M
Support the delivery of the best digital connectivity to enable more home working.	DV	Working with WSCC to progress their connectivity / digital infrastructure strategy	M
<b>HIGH ASPIRATIONS AND ACHIEVEMENT FOR YOUNG PEOPLE</b>	Lead	Actions to be completed	Priority
Work with our priority sectors, including manufacturing and tourism, to promote the provision and take-up of apprenticeships.	MN / MM	Investigate recruiting Employment & Skills Co-Ordinator	M

Continue to work with our partners including West Sussex County Council and Coastal West Sussex to promote STEM skills to young people through initiatives such as STEMfest.	DV	Working with CWS to promote STEAM subjects to young people.	H
<b>HIGHER DISPOSABLE HOUSEHOLD INCOME</b>	Lead	Actions to be completed	Priority
Successful implementation of our skills and business development interventions will improve economic opportunities and increase wages for our residents and, longer term, have a positive effect on household incomes.	MN	Investigate recruiting Employment & Skills Co-Ordinator	M
Providing more affordable housing to rent and buy will help to increase the amount of money people have available and the prosperity of the area will be improved.	KR	Local Plan Policy	H
<b>HIGH HAPPINESS AND LIFE SATISFACTION RATES</b>	Lead	Actions to be completed	Priority
Build on the high level of life satisfaction and happiness in Arun and conserve what people value about our area.	KR	Local Plan Policy	H
Ensure there is a wide range of cultural and leisure opportunities in our area.	DV/ MM	Working with Experience West Sussex to promote Arun as a premier visitor and cultural destination	H
Protect our natural assets.	KR	Local Plan Policy	H