Research Report

Wavelength Panel Survey: Winter 2012

Prepared for: Arun District Council
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1 Introduction

1.1 Background

Arun District Council has commissioned BMG Research (BMG) to recruit and operate their residents’ panel known as Wavelength. This report summarises the findings from a survey among existing panel members which was undertaken between November and December 2012.

This final survey of the year supplemented the existing programme of Wavelength research. It was commissioned to provide a measure of District wide opinion on current redevelopment proposals for Bognor Regis. These proposals which have been developed by Arun District Council’s development partner St Modwen, in short have the following aims:

- To contribute to the wider regeneration of Bognor Regis;
- To create a year round destination that will enhance residents’ and visitors’ experience;
- To act as a catalyst for further investment;
- To provide new leisure facilities, restaurants and cafés;
- To improve pedestrian links between the town centre and the seafront; and,
- To provide enhanced public areas.

Arun District Council is consulting widely on these proposals, with much of this consultation activity focused on Bognor Regis. This consultation of Wavelength members who live across the Arun district will provide some context to these more targeted consultation activities.

1.2 Methodology

In this survey a dual methodology was used. All panel members who had previously expressed an interest in receiving Wavelength surveys via e-mail were sent an e-mail link to an online survey site. Those who had not expressed such an interest continued to receive the survey via the post as they had done previously.

In the week commencing 26th November 2012, a total of 1057 panel members were sent an initial e-mail survey invitation or a paper copy of the questionnaire (583 online and 474 by post). Overall, 362 questionnaires were completed and returned to BMG, representing a total response rate of 34%. This lower than usual response rate is likely to be due to a combination of, no postal reminder mailing (due to time constraints) and the proximity of Christmas.

A sample of 362 is subject to a maximum standard error of \( \pm 5.15\% \) at the 95% confidence level on an observed statistic of 50%. Thus, we can be 95% confident that if the whole population had responded and a census had been conducted, the actual figure would lie between 44.85% and 55.15% respectively.

The data collected has been subsequently weighted by area and by demographic factors such as age, gender and ethnicity in order to ensure that the data is broadly
representative of Arun as a whole. The exact profile of the data can be reviewed in the accompanying data report and in the profile summary within the final section of this written report.

1.3 Data reporting

A separate data report is available, which presents the data as a whole and broken down by several cross-tabulations including:

- Area;
- Gender;
- Age;
- Disability;
- Children in household;
- Housing tenure; and,
- Length of time in district.

1.4 Report contents and analysis

Throughout the data report, area analysis has been used. Wards have been grouped together into the three areas shown in Table 1.

Table 1: Area definitions

<table>
<thead>
<tr>
<th>WESTERN</th>
<th>EASTERN</th>
<th>DOWNLAND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aldwick East</td>
<td>Angmering</td>
<td>Arundel</td>
</tr>
<tr>
<td>Aldwick West</td>
<td>Beach</td>
<td>Barnham</td>
</tr>
<tr>
<td>Bersted</td>
<td>Brookfield</td>
<td>Findon</td>
</tr>
<tr>
<td>Felpham East</td>
<td>East Preston with Kingston</td>
<td>Walberton</td>
</tr>
<tr>
<td>Felpham West</td>
<td>Ferring</td>
<td>Yapton</td>
</tr>
<tr>
<td>Hotham</td>
<td>Ham</td>
<td></td>
</tr>
<tr>
<td>Marine</td>
<td>River</td>
<td></td>
</tr>
<tr>
<td>Middleton-on-Sea</td>
<td>Rustington East</td>
<td></td>
</tr>
<tr>
<td>Orchard</td>
<td>Rustington West</td>
<td></td>
</tr>
<tr>
<td>Pagham and Rose Green</td>
<td>Wick with Toddington</td>
<td></td>
</tr>
<tr>
<td>Pevensey</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Much of the analysis will also focus on how whether the views from residents in Bognor Regis wards, i.e. Hotham, Marine, Orchard, and Pevensey differ from those in the rest of the district.

Throughout this report the word significant is used to describe differences in the data. This indicates where the data has been tested for statistical significance. This testing identifies ‘real differences’ (i.e. difference that would occur if we were able to interview all residents in Arun rather than just a sample).
Where tables and graphics do not match exactly to the text in the report this occurs due to the way in which figures are rounded up (or down) when responses are combined. Results that differ in this way should not have a variance which is any larger than 1%.

Throughout the report, in tables and in graphs, the symbol * is used to denote any figure that is less than 0.5%.
2 Frequency of visits to Bognor Regis town centre

2.1 Introduction

All Wavelength panel members were provided with full details of the redevelopment proposals for Bognor Regis. For those receiving the survey in the post an explanatory leaflet was provided. For those who received their survey invitation by e-mail, a link to an electronic version of the leaflet was included. A copy of this accompanying information can be found in Appendix One of this report.

2.2 Frequency of visits to Bognor Regis town centre

Before considering the redevelopment proposals, all panel members were asked to indicate how often they visit Bognor Regis town centre. Approaching three in five (58%) panel members visit Bognor Regis town centre at least once a month, with 39% visiting once a week or more.

Figure 1: How regularly would you say you go into Bognor Regis town centre? (All responses)

Panel members from the Western area are significantly more likely to visit Bognor Regis town centre once a week or more when compared to panel members from the Downland or Eastern areas (72%, 20% and 9% respectively). In addition, 85% of panel members from the Bognor Regis wards are significantly more likely to visit Bognor Regis town centre once a week or more than are panel members from elsewhere in Arun (29%).

Unweighted sample base: 362
3 The Alexandra Theatre Proposals

3.1 Introduction

Current proposals for the redevelopment of the Alexandra Theatre include:

- Improvements to the auditorium including raising the seating capacity to 430-450 seats, refurbishment and improvements to the theatre’s technical facilities;
- A new foyer and atrium that would wrap around the theatre, replacing existing space. This will completely alter the appearance of the building from the outside;
- The creation of an indoor arcade / winter garden that will provide a pedestrian route from the existing arcade down to the seafront and the other parts of the Regis Centre site’s development (the arcade would include small retail units that would generate income);
- A modern gallery space, bar and café;
- Two flexible rehearsal studios;
- Place St Maur would be vastly improved to ensure the space outside the theatre is actively used and provides the right setting for the theatre.

3.2 Views on proposals

More than half (54%) of panel members would like to see Arun District Council invest in the Alexandra Theatre as proposed. A further 16% would like to see investment in the theatre, but not as proposed. A smaller proportion (8%), disagree with an investment in this facility and 22% are undecided.

Figure 2: Would you like to see Arun District Council invest in the Alexandra Theatre as proposed? (All responses)

Unweighted sample base: 362
Respondents from the Western Area and the Bognor Regis wards are more likely to have an opinion on the investment in the Alexandra Theatre (90% and 88%) respectively.

Panel members from the Western Area and the Bognor Regis wards are significantly more likely to agree with investment in the theatre, but not as proposed by the council (25% and 24% respectively).

**Figure 3 Would you like to see Arun District Council invest in the Alexandra Theatre as proposed? By area (All responses)**

Unweighted sample bases in parentheses
Alongside this question about the Alexandra Theatre proposals, space was provided for individuals to provide comments if they think that the investment should be different to what is being proposed. Among the broad range of responses given the common themes (with supporting examples) are listed below.

**Increasing theatre capacity**

“Enlarge the seating capacity so that better and larger shows would come.”

“To sustain a viable and cost effective theatre space the seating/capacity needs to be increased to allow larger touring shows/events to be staged IE being financially viable for a show to stage a one night event and have the ability to sell 800/1000 tickets. The seating must be of bleacher variety to allow the space to be used as a seated venue or folded away to facilitate a concert/exhibition/conference. The technical facilities need to include a fully operational fly tower and scene dock, with technical facilities to enable larger scale productions to be staged.”

“Must be made bigger 550 seating and orchestra pit.”

“Enlarge theatre to allow more varied & higher class of entertainment.”

“This is a once-only opportunity to provide a decent theatre facility in Bognor, to raise Bognor’s profile as an entertainment centre, so to just increase capacity by 100 or so to 400/450 seats seems pretty pointless. This low seating capacity means no chance of hosting major theatre events - a 'full house' yielding only around £9000 gross. So the proposed theatre will be only able to afford to offer 'seaside' rep, amateur productions, and '60’s revival' style shows. No competition for the Chichester Festival Theatre (1200), Worthing Connaught (512), Pavillion (850) and Assembly Halls (930), the Southampton Mayflower (2300), Southsea Kings (1600), and Brighton Theatre Royal (1000). Also, far too small to be an attractive option for use as a conference facility, which would bring high value business revenue to the adjoining proposed hotel and restaurant facilities.”

“Larger theatre only no shops or flats/hotels we don’t need them.”

**Lack of market/demand for theatre**

“Having lived in Bognor for 52 years, I can assure you it is not a theatre-going community!”

“No enlarged theatre. Only slightly larger theatres in larger towns than Bognor are finding it difficult to make pay.”

“Will need to ensure that Theatre covers its costs. It will compete with theatres in Chichester, Worthing, Brighton, Portsmouth etc. Is there the demand?”

**Opposition to cinema**

“No to the cinema, and a more creative use of the site.”

“Refurbishment and enlargement of the theatre is acceptable, but no cinema”

“No cinema, as the Picturedome should be promoted and refurbished, as it is ‘classic’ cinema that should be preserved.”

“No multiplex cinema. We love the Picturedrome.”
“Please do not build another cinema, we already have one which will be killed off if you do. Build something unique which will draw people to the town rather than going elsewhere. A cinema will certainly not do that.”

“Cinema is not needed. We need an ice rink and bowling alley instead.”

“I think the majority of the scheme is fundamental to the future regeneration of Bognor Regis, however I do not think the cinema is the right answer to ‘get people to come into the town and use the additional facilities’. There is already a cinema and there is a huge amount of local objection to another. I agree there is a need for some form of ‘flagship’ aspect of the development but other avenues should be explored more thoroughly.”

Parking and transportation issues

“60 parking places for a theatre and 4-5 screen cinema is not enough. Unless you expect all the audience to walk or come by public transport, which is risible.”

“I agree that this should be tidied up. But I am concerned about losing the adjacent car park.”

“Not enough car parking spaces”.

“Loss of car parking spaces.”

“I do not think that transport and parking have been considered well enough.”
4 Regis Centre Site Proposals

4.1 Introduction

Current proposals for re-development of the site include:

- 80 bedroom hotel;
- 2,350 sqm of restaurants /cafes arranged around a new public square facing the seafront;
- Site ‘anchored’ by a modern 4 – 5 screen cinema.

4.2 Views on the proposals

4.2.1 The cinema with a cluster of restaurants, bars and/or cafes

Panel members were informed that the provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to the Regis Centre site. They were then asked, in this context, whether their preference would be to have a cinema and a cluster of restaurants, bars and/or cafes. As shown in Figure 3, the majority of panel members (58%) would prefer a cinema and a cluster of restaurants, bars and/or cafes.

Figure 4: The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to the Regis Centre Site. In this context would you prefer: (All responses)

Unweighted sample base: 362
Support for the cinema is less prevalent amongst panel members from the Download area (41%) and more prevalent amongst panel members from Eastern (67%). Support for the cinema does not vary significantly by Bognor Regis wards and other wards.

Figure 5: The provision of a 4-5 screen cinema is essential to attract a cluster of restaurants, bars and/or cafes to the Regis Centre Site. In this context would you prefer? By area (All responses)

<table>
<thead>
<tr>
<th>Area</th>
<th>Cinema &amp; cluster of bars / cafes</th>
<th>No cinema, therefore no bars / cafes</th>
<th>Don't know</th>
<th>Not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downland [50]</td>
<td>41%</td>
<td>36%</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Eastern [133]</td>
<td>67%</td>
<td>16%</td>
<td>16%</td>
<td>1%</td>
</tr>
<tr>
<td>Western [176]</td>
<td>55%</td>
<td>38%</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Bognor Regis wards [56]</td>
<td>56%</td>
<td>35%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Other wards [306]</td>
<td>58%</td>
<td>28%</td>
<td>14%</td>
<td></td>
</tr>
</tbody>
</table>

Unweighted sample bases in parentheses
4.2.2 The 80 bedroom hotel

The largest proportion of respondents (47%), agree that the proposed 80 bedroom hotel would be of benefit to the town centre.

Figure 6: Do you feel that a new 80 bedroom hotel would benefit the town centre? (All responses)

The majority of panel members from the Western area and from the Bognor Regis wards agree that the proposed 80 bedroom hotel would be of benefit to the town centre (55% and 56% respectively).

Figure 7: Do you feel that a new 80 bedroom hotel would benefit the town centre? By area (All responses)
4.2.3 The creation of approximately 80 apartments on the site

Panel members were informed the apartments would help fund other developments, such as improvements to Alexandra Theatre. The largest proportion of respondents (44%), support the creation of approximately 80 apartments on the site.

Figure 8: Which of the following best describes your views on the proposed residential development? (All responses)

Respondents from the Western Area and the Bognor Regis wards are more likely to have an opinion on the creation of the approximately 80 apartments (80% and 68%) respectively.

Panel members from the Western Area (49%) and the Bognor Regis wards (45%) are more likely to support the creation of the apartments, but not significantly so.

Figure 9: Which of the following best describes your views on the proposed residential development? By area (All responses)
4.2.4 New places to eat and drink on the Regis Centre site

Panel members were then asked if they feel Bognor Regis would benefit from new places to eat and drink on the Regis Centre site. Two thirds (68%) of panel members feel that it would.

Figure 10: Do you feel that Bognor Regis would benefit from new places to eat and drink on the Regis Centre site? (All responses)

Panel members from the Western Area and the Bognor Regis wards are more likely to feel the town would benefit from new places to eat and drink on the Regis site, but not significantly so (72% and 78% respectively).

Figure 11: Do you feel that Bognor Regis would benefit from new places to eat and drink on the Regis Centre site? By area (All responses)
4.2.5 A new public square and improving Place St Maur

Panel members were asked to highlight from a list of options what they would like to see in the creation of a new public square and improvements to Place St Maur. Public seating (63%), Al fresco dining (56%) and outdoor markets (55%) were all mentioned by the majority of panel members.

Some variation is apparent in the views of panel members from the Western area and in the views of panel members from the Bognor Regis wards.

Figure 12: In creating a new public square and improving Place St Maur, which of the following would you like to see? (All responses)

Unweighted sample bases: All 362; Western 176; BR wards 56
4.2.6 Parking proposals

Having being informed that some parking adjacent to the Town Hall will be retained with potential new 'echelon' spaces on the esplanade, panel members were asked to indicate whether they support or oppose the parking proposals. The proposals are supported by 55% of panel members with 17% opposed to them.

It must be noted that this question did not address the quantity of car parking available in the town centre in general, and focused specifically on the parking proposals relating to the Regis Centre site. Additional consultation undertaken separately to this survey has indicated that adequate car parking is of particular concern to town centre visitors and residents.

Figure 13: What are your views on the parking proposals? (All responses)

Over three fifths of respondents from the Western area and the Bognor Regis wards support the parking proposals (both 63%).
Figure 14: What are your views on the parking proposals? By area (All responses)

<table>
<thead>
<tr>
<th>Area</th>
<th>Support</th>
<th>Oppose</th>
<th>Don't know</th>
<th>Not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downland [50]</td>
<td>37%</td>
<td>35%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>Eastern [133]</td>
<td>54%</td>
<td>10%</td>
<td>34%</td>
<td>2%</td>
</tr>
<tr>
<td>Western [176]</td>
<td>63%</td>
<td>15%</td>
<td>21%</td>
<td>1%</td>
</tr>
<tr>
<td>Bognor Regis wards [56]</td>
<td>63%</td>
<td>18%</td>
<td>18%</td>
<td>1%</td>
</tr>
<tr>
<td>Other wards [306]</td>
<td>53%</td>
<td>16%</td>
<td>29%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Unweighted sample bases in parentheses
5 Hothamton Site Proposals

5.1 Introduction

The proposals for the Hothamton Site comprise:

- A series of four blocks of residential accommodation within the site, which could include up to 200 apartments, rising from 3 to 6 storeys;
- An element of this housing could be retained for specialist student accommodation;
- The buildings may incorporate shops or other commercial / leisure uses at street level;
- Provision would be made for public and residents’ parking at ground level alongside landscaped areas;
- A supermarket use on the site has also been discussed.

5.1.1 Four blocks of residential accommodation

Panel members were informed that the blocks of residential accommodation would help to support other developments, such as improvements to the Alexandra Theatre. Views among panel members regarding the development are polarised, with 40% supporting the proposal and 38% opposing it.

Figure 15: Which of the following best describes your views on the proposed residential development? (All responses)

Unweighted sample base: 362
Views are somewhat less polarised when responses from panel members from the Western area and the Bognor Regis wards are examined.

**Figure 16: Which of the following best describes your views on the proposed residential development? By area (All responses)**

![Bar chart showing distribution of views by area](chart.png)

Unweighted sample bases in parentheses

5.1.2 **The height of the proposed residential accommodation**

Panel members were then asked for their views on the height of the proposed residential accommodation, i.e. if 6 storeys adjacent to the 16 storey Fitzleat House is too high. Again, views are polarised with 44% of panel members agreeing that 6 storeys is acceptable and 41% highlighting that 6 storeys is too high.

**Figure 17: What are your views on the height of the proposed residential accommodation (All responses)**

![Pie chart showing distribution of views](chart2.png)

Unweighted sample base: 362
Views are somewhat less polarised when responses from panel members from the Western area and the Bognor Regis wards are examined.

**Figure 18:** What are your views on the height of the proposed residential accommodation? By area (All responses)

<table>
<thead>
<tr>
<th>Area</th>
<th>Acceptable</th>
<th>Not Acceptable</th>
<th>Don't know</th>
<th>Not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>Downland [50]</td>
<td>47%</td>
<td>37%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td>Eastern [133]</td>
<td>36%</td>
<td>43%</td>
<td>19%</td>
<td>1%</td>
</tr>
<tr>
<td>Western [176]</td>
<td>50%</td>
<td>41%</td>
<td>8%</td>
<td>1%</td>
</tr>
<tr>
<td>Bognor Regis wards [56]</td>
<td>56%</td>
<td>40%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Other wards [306]</td>
<td>42%</td>
<td>42%</td>
<td>15%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Unweighted sample bases in parentheses
5.1.3 Preference of potential uses at street level along Queensway

Panel members were then given a list of potential uses and asked which they would prefer to see provided at street level along Queensway. As shown in the figure below, the majority would like to see shops (71%), restaurants (56%) and cafes (54%).

Some variation is apparent in the views of panel members from the Western area and in the views of panel members from the Bognor Regis wards.

Figure 19: Which of the following potential uses would you prefer to see provided at street level along Queensway? (All responses)

Unweighted sample bases: All 362; Western 176; BR wards 56
5.1.4 Views on a proposal for a supermarket

All panel members were then asked if a proposal for a supermarket on the Hothamton Site emerged as a financially viable alternative, would their preference be for a supermarket or residential option. One third (32%) of panel members has a preference for a residential development and one quarter (24%) for a supermarket. A further 29% opted for neither.

Amongst panel members from the Western area, a slightly larger proportion expressed a preference for residential development than a supermarket (35% and 30% respectively). Amongst panel members from the Bognor Regis wards, a slightly larger proportion expressed a preference for a supermarket than a residential development (35% and 29% respectively).

Figure 20: If a proposal for a supermarket on this site emerged as a financially viable alternative, what would be your preference? (All responses)

Unweighted sample bases: All 362; Western 176; BR wards 56
Panel members were asked how satisfied or dissatisfied they are with four aspects of the proposed redevelopment. The largest proportion of panel members is satisfied with the mix of uses proposed for the Regis Centre (54%). Panel members are most likely to express dissatisfaction with the scale of the buildings (30%).

**Figure 21: Overall views on proposals (All responses)**

The full range of responses given at this question is shown in the figure below.

**Table 2: Overall views on proposals (All responses)**

<table>
<thead>
<tr>
<th>aspect</th>
<th>Very satisfied</th>
<th>Somewhat satisfied</th>
<th>Neutral</th>
<th>Somewhat dissatisfied</th>
<th>Very dissatisfied</th>
<th>Undecided / don't know</th>
<th>Not provided</th>
</tr>
</thead>
<tbody>
<tr>
<td>The mix of uses proposed for the Regis Centre site</td>
<td>17%</td>
<td>37%</td>
<td>14%</td>
<td>10%</td>
<td>11%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>The mix of uses proposed for the Hothamton site</td>
<td>12%</td>
<td>34%</td>
<td>18%</td>
<td>11%</td>
<td>12%</td>
<td>12%</td>
<td>1%</td>
</tr>
<tr>
<td>The scale of proposed buildings</td>
<td>9%</td>
<td>28%</td>
<td>21%</td>
<td>15%</td>
<td>15%</td>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>The amount of proposed public space</td>
<td>11%</td>
<td>34%</td>
<td>21%</td>
<td>12%</td>
<td>9%</td>
<td>11%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Unweighted sample base: 362
The pattern of response on the proposals is somewhat different when the views of panel members from the Western area and the Bognor Regis wards are examined. Panel members from these areas are generally more likely to be satisfied and dissatisfied with the proposals.

Table 3: Overall views on proposals by area (All responses)

<table>
<thead>
<tr>
<th></th>
<th>Downland</th>
<th>Eastern</th>
<th>Western</th>
<th>Bognor Regis wards</th>
<th>Other wards</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sat. %</td>
<td>Diss. %</td>
<td>Sat. %</td>
<td>Diss. %</td>
<td>Sat. %</td>
</tr>
<tr>
<td>The mix of uses proposed for the Regis Centre site</td>
<td>41%</td>
<td>26%</td>
<td>52%</td>
<td>11%</td>
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<td>20%</td>
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<td>(50)</td>
<td>(133)</td>
<td>(176)</td>
<td>(56)</td>
<td>(306)</td>
</tr>
</tbody>
</table>
6.1.1 How the proposed developments would affect Bognor Regis

Finally, all panel members were asked how they would expect the proposed developments to affect Bognor Regis. Two thirds of panel members (65%) feel the proposed developments would be of, at least, some benefit to Bognor Regis. This opinion is shared by similar proportions of respondents from the Western area (68%) and the Bognor Regis wards (66%)

Figure 22: Taken as a total package, how would you expect the proposed developments to affect Bognor Regis? (All responses)

<table>
<thead>
<tr>
<th>Outcome</th>
<th>All</th>
<th>Western area</th>
<th>Bognor Regis wards</th>
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<tr>
<td>Would greatly benefit it</td>
<td>22%</td>
<td>28%</td>
<td>28%</td>
</tr>
<tr>
<td>Would benefit it</td>
<td>43%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Would have no real impact</td>
<td>15%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>Would harm it</td>
<td>6%</td>
<td>8%</td>
<td>10%</td>
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<tr>
<td>Would greatly harm it</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Don't know</td>
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<td>6%</td>
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<tr>
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</table>

Unweighted sample base: 362
At the end of the questionnaire panel members were invited to provide any further comments they have regarding the development proposals for Bognor Regis. An illustrative set of example comments is provided below grouped into themes.

**Cinema support**

“At the present time, my family and myself visit Chichester to attend cinemas and shops, and often to eat out. If these facilities were in Bognor to a similar standard, we would stay in Bognor.”

“The local cinema is situated in a very run down part of Bognor. We need choice, and a new 4 screen (max) cinema would be much needed with ample parking.”

“A multiplex cinema would also be an added attraction, as long as the old cinema can be retained.”

**Cinema opposition**

“Cinema not necessary as we have one already. Please use site for a new facility, e.g., bowling would be great.”

“No multiplex cinema.”

“Promote existing ‘Picturedrome’ cinema which has a great atmosphere and comfy seat.”

“The cinema is not needed. The restaurants and apartments will be too expensive for locals.”

“We do not need another expensive cinema.”

“I am strongly opposed to any new cinema. We have a perfectly adequate one in Bognor. The council should look at what happened in Bournemouth; a multiplex cinema costing millions ruined their sea front and now it’s costing millions to remove it.”

“No further multiplex or cinema needed here. Picturedrome should be preserved, maintained and used.”

“If the cinema we have loses money - why one with 4 or 5 screens, which will also not fill up?”

“They say we have to have the cinema; not needed, as other towns are finding out to their cost. How about skating rink, bowling alley or ski slope? They would work.”

“We have the best seafront lights all along the south coast, making us different and special. Let’s have a skating rink, ice or roller, (not like a skate park). Multicomplex cinemas “two-a-penny" all around us; most important, too expensive for families.”

**Parking and transportation**

“Without underground parking spaces provided, there are simply not enough spaces for locals, especially for older people who don’t walk well.”

“Have opposed residential development wholly on grounds of inadequate parking. Every residence should have at least one parking space. Many households now have
two cars and visitors need to park as well. No car provision made for 80 room hotel. Expect the 60 space car park and sea front parking is to be inadequate for extra numbers you promise for theatre and restaurants. Bognor has large elderly population, needing easy access. No buses to Middleton on Sea at night."

"Are we having extra parking to compensate the loss? It would make parking in the summer impossible for the town."

"The loss of two key car parks that I use when visiting Bognor would be very annoying - though I understand parking will be available as with most seaside towns. I imagine the tariff would be increased - unless you are considering a voucher system for locals who contribute council tax!"

"Not enough parking, especially if Morrisons rebuild with loss of multi-storey parking."

"I think more parking will be needed than is shown on the proposals."

"Parking needs to be adequate for any proposal along with consideration for traffic."

"Parking is a very worrying issue and I do not think one way seafront road is a good idea."

"Not enough parking for the proposed buildings i.e.; theaters, restaurant, flats."

"I have concerns we are not allowing enough parking spaces particularly for the theatre & Regis Centre. It is a similar problem and makes a night out at Chichester Gate a nightmare if you require parking."

**Pier refurbishment**

"Equally important to re-develop the shambles of a pier! It's the first thing a lot of people notice."

"Rebuild the pier and run boat trips, also a dance hall on the end of it. I appreciate it's privately owned.

"Need fun areas to bring families from inland to seaside (repeatedly) £40m refurbishment of pier would have a positive impact (3rd oldest!) on the town's visitors."

"The proposals seem to lack an overriding vision of Bognor. What is the overall objective? If it is mainly to attract visitors, the dilapidated pier should be dismantled. There are already plenty of hotels, cafes, etc."

"The pier needs to be improved."

"No cinema please - something different - ice rink or ten pin bowling alley. Perhaps even a better pier and sea frontage for tourists and locals - it would bring more people in."

**Sensitivity of seafront location**

"All ground and 1st floor development of Bognor seafront and town centre should be for retail and restaurants only. Many town centres have (and are) adopting this policy."
“Bognor Regis is a seaside town and seafront needs to be exploited. Building housing will not do this.”

“I would like the seafront to be made more attractive to visitors and made a more traditional seaside seafront.”

“You cannot have a cinema and reduced parking full stop. Putting it in the key position on the seafront is vandalism.”

“The seafront area should be used for bars/restaurants not yet more residential use.”

“A better idea would be to invest in the seafront as our main asset - people coming to Bognor Regis expect to go to the beach & do seaside type things. I am always upset when I see visitors to the town, with their children excited because they’re ‘going to the beach’, returning just a few minutes later because there’s too little to do there. If Bognor Regis was good enough for royalty as a seaside resort, why are Arun hell-bent on trying to make the town something it’s not?”

“Residential on the seafront will kill of ant pretense of Bognor Regis being a leisure and holiday area.”

“The seafront should not be given over a hotel benefitting just a few visitors.”
### Profile Information

The following table summarises the unweighted profile of the survey sample.

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Thank you for coming to our consultation which sets out our emerging proposals for the Regis Centre site, the Alexandra Theatre and the Hothamton site.

This is a consultation by Arun District Council and St. Modwen, the UK's leading regeneration specialist, and we want your feedback and comments.

Arun District Council originally selected St. Modwen in 2006 as Development Partner to regenerate the town centre by redeveloping these sites. A public consultation was held on the preliminary proposals in 2007.

Since that time there has been the worst recession in living memory, and those early proposals are simply no longer achievable.

However, both St. Modwen and Arun District Council have continued to assess demand for commercial, leisure and other uses which might form the basis of alternative proposals to regenerate the town centre.

Feedback can be provided by completing a feedback form or visiting:
www.arun.gov.uk/haveyoursay

These proposals will be widely consulted on within the community over the next three weeks, and the exhibition information will be available on our websites:
www.arun.gov.uk
www.stmodwen-bognor.co.uk

Please ask questions of any of our consultation team here today.

These new proposals take into account what was learned as a result of the original public consultation in 2007, including:

- Concern regarding possible closure of part of The Esplanade to traffic
- Concern regarding the extent of potential loss of gardens to the south of the Hothamton site
- Dearth of particularly tall buildings (especially buildings taller than Firle House)
- Keen desire to retain the Alexandra Theatre
- Concern about the amount of parking provided
- Concern regarding density of development being proposed

St. Modwen has confirmed increased commercial interest in the hotel, cinema and restaurants which gives Bognor Regis the opportunity to decide to move forward with these deliverable proposals.
**The Sites**

**Regis Centre Site**
- A site of 1.4 ha (3.4 acres)
- Site dominated by large surface car park and "turns its back" on the seashore
- Alexandra Theatre - opportunity to refurbish / extend
- Town Hall - opportunity to improve how it relates to the Regis Centre site
- Existing pedestrian links with town centre could be strengthened

**Hothamton Site**
- A site of 0.8 ha (1.9 acres)
- Currently an open car park, adjacent to north end of town centre
- Health centre, The Lamb Inn and adjoining houses on Steyne Street to be retained
- Open and featureless, with some trees on edges
- Over-shadowed by Fitzleat House
- No prominence as a 'gateway' into Bognor Regis

**Diagram of Existing**
1. Pedestrian links to town centre
2. Vistas out towards sea
3. Listed building (Town Hall)
4. Buildings proposed to be demolished
5. Poor quality public space

**Images:**
- Hothamton car park
- Landscaping along The Esplanade
- Town Hall Annexes
The Aims

- To contribute to the wider regeneration of Bognor Regis
- To create a year-round destination that will enhance residents’ and visitors’ experience
- To act as a catalyst for further investment
- To provide new leisure facilities, restaurants and cafés
- To improve pedestrian links between the town centre and the seafront
- To provide enhanced public areas, particularly alongside the seafront

The Brief

- Refurbish and extend the Alexandra Theatre
- Create vibrant pedestrian routes
- Provide restaurants / cafés
- Provide anchor leisure use(s)
- Provide adequate parking
- Deliver high-quality architecture and urban design
- Provide a hotel
- Provide new housing
- Create new and improved public spaces
The Alexandra Theatre

Arun District Council would work in partnership with the Arun Arts Trust to oversee these changes.

The proposals retain the existing Alexandra Theatre but would radically transform it. It would be a theatre that projects a positive image of Bognor Regis through the quality of what happens within the building and what it looks like from the outside.

The renovation of the theatre would be paid for through the value generated by development on the Hothamton site and the other development on the Regis Centre site. The residential part of the proposals is vital to generate this funding.

Current proposals include:

- Improvements to the auditorium including raising the seating capacity to 430-450 seats, refurbishment and improvements to the theatre's technical facilities
- A new foyer and atrium that would wrap around the theatre, replacing existing space. This will completely alter the appearance of the building from the outside
- The creation of an indoor arcade/winter garden that will provide a pedestrian route from the existing arcade down to the seafront and the other parts of the Regis Centre site's development (the arcade would include small retail units that would generate income)
- A modern gallery space, bar and café
- Two flexible rehearsal studios
- Place St Mary would be vastly improved to ensure the space outside the theatre is actively used and provides the right setting for the theatre

Improved facilities would both attract larger audiences and make the venue more attractive for performers and touring companies, with more drama, comedy, music, dance and children’s/family shows. The theatre will complement the wider plans for the Regis Centre site.

WHAT DO YOU THINK?

Would you like to see this type of improvement to the Alexandra Theatre?

Do you agree with the principle of development on the Hothamton site helping to fund improvements to the theatre?

What would you like to see on an improved Place St Mary, what should it be used for?

[Maps and illustrations related to the proposed improvements]
Regis Centre Site Proposals

The previous proposals for this site included a performance venue, cinema, bowling alley, shops and restaurants with basement parking and residential uses above – alongside extensive proposals for enhancing The Esplanade with the road being shut to through traffic.

The current proposals include a new 80 bedroom hotel and 2,300 sqm (25,000 sqft) of restaurants/cafes arranged around a new public square facing the seafront, anchored by a modern 4-5 screen cinema.

It is important to understand that the cinema is an essential element of the scheme and the demand for cafes, bars and restaurants is dependent on it. Without the cinema the scheme proposed by St. Modwen will not come forward.

Alternative uses in place of the cinema, such as an ice-skating rink, snow-dome or bowling alley have been considered and are not feasible on the grounds of:

- Not being able to accommodate them
- Not being financially able to sustain themselves
- The lack of a commercial operator willing to invest

Approximately 80 apartments are planned above the restaurants and within a free-standing block with its own parking at lower ground level. Approximately 50 public parking spaces would be retained adjacent to the Town Hall with potential new "retention" spaces along The Esplanade (assuming one-way traffic). The apartments are essential to pay for the other work that is required. The number of apartments has been reduced significantly from the original proposals.

The Alexandra Theatre would be refurbished and extended, with a new covered walkway and boxes along its west elevation (see board 4).

With reference to graphics: note this only provides an indication of the scale and mass of development. We understand the importance of the quality of architecture in the final proposals and we will be looking to bring forward a development of high architectural quality.
Hothamton Site Proposals

The previous proposals for this site included retail, offices and housing as well as basement parking that required a larger site, incorporating part of the public gardens to the south.

The current proposals are less extensive, with the health centre, The Lamb Inn and adjacent houses remaining in situ.

Demand exists for a residential led development, along with limited parking, which could be for shared public and residents' use. A supermarket use has also been discussed.

The proposals comprise a series of four blocks of residential accommodation within the site, which could include up to 200 apartments, rising from 3 to 5 storeys. The buildings may incorporate shops or other commercial/leisure uses at street level. Provision would be made for public and residents' parking at ground level alongside landscaped areas.

An element of this housing could be retained for specialist student accommodation.

It should be noted that the value generated by development on this site will finance improvements to the Alexandra Theatre.

**Key:**
- 6 storeys
- 4 storeys
- 3 storeys
- 2 storeys
- Parking area

**WHAT DO YOU THINK?**

What are your views on the residential proposals?

What 'active' uses might be provided at street level fronting Queen Mary?

Do you agree with the parking proposals?

What are your views on height – is 6 storeys adjacent to Fitzwilliam House too high, or might this provide a more appropriate context / setting for the existing tower?
Our Vision

WHAT ARE YOUR THOUGHTS ON:
- Mix of uses proposed?
- Scale of buildings?
- Accessibility?
- Parking provision?
- Relationship to existing town centre and seashore?
- Public open space provision?

Our vision is a new destination for Bognor Regis that will attract locals and visitors alike. A vibrant new public square becomes the meeting place of choice for people drawn to town to watch a performance at the Alexandra Theatre or to catch the latest movie at the new multi-screen cinema or simply to spend the night in a modern hotel by the sea. New restaurants and cafes offer choice and variety whether breakfast al fresco, a glass of wine watching the sunset or a cozy post-theatre dinner.

New apartments offer greater choice for town centre living; close to shops and amenities at Haywards or with sea views by the Regis Centre. The new cinema, hotel, restaurants and cafes create significant new employment for the town. Commercial and leisure activities, new residential communities and enhanced public places together act as a catalyst for further regeneration.
Benefits of the Scheme

If approved we hope this development will deliver the following:

- Multi-million private sector investment into the town
- Approximately 200 jobs created on the Regis Centre site
- The creation of cafes, bars, restaurants, modern theatre and cinema facilities plus enhanced public spaces to make the town centre more attractive to both local residents and tourists
- St. Modwen will sign up to the principles of the Arun Developer Charter thus ensuring much of the contractor work and jobs benefit local companies and local people

TIMELINE:

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<th>Spring / Summer 2013</th>
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<td>Revised approach consultation</td>
<td>Consultation on more detailed proposals</td>
<td>Secure commercial tenants</td>
<td>Outline planning application</td>
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<tr>
<td>Construction starts</td>
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About St. Modwen

St. Modwen is the UK’s leading regeneration specialist, operating across the full spectrum of the property industry from a Birmingham-based head office, a network of seven regional offices and through joint ventures with industry-leading partners.

The Company is wholly focused upon regeneration with an outstanding 25-year track record of delivering value by managing schemes through the planning process, remediation, contaminated land and active asset management and development.

With extensive experience in dealing with complex and challenging sites, St. Modwen has a land bank of more than 5,700 net developable acres and is focused on the long-term development of commercial property and residential land.

St. Modwen’s extensive national portfolio includes: the £250m regeneration of New Covent Garden Market, London; the redevelopment of the Elephant and Castle Shopping Centre, London; the £1bn transformation of Longbridge, Birmingham and the ongoing regeneration of over 2,500 acres of former industrial land in South Wales.

WHAT DO YOU THINK?

- Do you agree with refurbishing and extending the Alexandra Theatre?
- Would you welcome a new multi-screen cinema, given it is required to also attract cafes and restaurants?
- Would a new hotel be of benefit to the town centre?
- Do you agree with provision of new restaurants and cafes?
- Would you like to see improved public areas?
- Is the proposed residential use and scale appropriate?

We would like to hear your views. Please complete a comment form with your feedback.
Because people matter, we listen.

With some 20 years’ experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

Our business is about understanding people; because they matter. Finding out what they really need; from the type of information they use to the type of services they require. In short, finding out about the kind of world people want to live in tomorrow.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of technologies such as portals and information systems to ensure that market and customer intelligence is widely shared.