

Bognor Regis Regeneration Position Statement

Project/Opportunity	Update June 2018
<p>1. Enterprise Bognor Regis 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 Local Plan Hearings were held in September. It is hoped the Plan will be adopted in summer 2018. The Council made a strong argument to retain the amount of employment land allocated in the Local Plan.</p> <p>Landowners of EBR sites are reporting good occupier interest. Hanbury has sought change of use from industrial to retail to allow Lidl and The Range onto their Oldlands Farm site.</p> <p>The planning application for the SaltBox site was approved, however the bid to the Coast to Capital Growth Fund for a £5m grant for infrastructure on the Saltbox site was not successful. The Council are discussing next steps with the landowners and agents.</p>
<p>2. Gardens by the Sea 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 regeneration benefit for the town.</p>	<p>BR Sub-Committee in December approved recommendations for the council-led funding and delivery of Linear Park, with residential elements of the Hothamton site to follow after the park is in place.</p> <p>The council is tendering for consultants to prepare and submit the detailed designs and planning application for the park. The recruitment process is soon to start to appoint a dedicated Gardens by the Sea Project Manager</p> <p>Negotiations continue with relevant stakeholders on the Regis site to explore redevelopment opportunities for this site.</p> <p>The Sir Richard Hotham Project planning appeal is currently with the inspector. An informal hearing was held earlier in 2018.</p>
<p>3. Town Centre Initiatives 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 BID company is in place with a BID Board of 5 business directors, with more coming forward for appointment. The 4 identified priorities are Well-known – events, marketing and promotions, Welcoming – clean and safe, Evening and night-time economy and Better parking.</p> <p>The Year 1 Delivery Plan is being developed, with first spend decisions around commissioning marketing and promotion support and a uniformed security service.</p>

	<p>Vacancy rate is 8% (22 premises) across the previous town centre area and 9% (36/416 premises) across the wider BID area.</p> <p>The Arcade has more new tenants, with Rainbow ice cream and waffle bar now open and Meze Turkish restaurant due to open soon, with strong interest in other units.</p> <p>There is promising growth in good quality new evening and night-time outlets locating in the town, with more openings planned. A rep from Arun DC Licensing will work with the BID around this priority.</p>
<p>4. Seafront Regeneration 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 Foreshores Office has been demolished to make way for new accessible public toilets, and Foreshores service is operating from a different unit further west.</p> <p>New play area opened in May, and is extremely well-used, with many positive comments from the public.</p> <p>A report regarding the Style Guide, Stalls Zone and position of the council-funded catering building in the vicinity of the bandstand is on the agenda.</p>
<p>5. University of Chichester 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 student numbers, and provides facilities for businesses such as hot-desking, meeting space and incubator units.</p>	<p>The construction of the £36m Engineering and Digital Technology Park is to timescale and budget, and will open in September 2018. It brings together creative and digital industries with STEM (science, tech, engineering and maths) students seamlessly under the same roof. The launch of 31 new degree courses is the largest STEM launch since the 1960's. Take-up for courses looks strong; the first intake of students for new STEM courses arrived in Sept 2017 and is being taught in existing buildings while the new facility is completed.</p>
<p>6. Butlin's 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>Work is underway for new £35m Splash Pool which is due to open in 2019.</p> <p>Offsite staff accommodation in Ashley House and St Joseph's is now fully open and popular with both staff where it is boosting retention, and with local businesses. As staff accommodation reduces, more local people are being employed at the resort.</p> <p>New high quality catering outlets on the resort are also open to the public.</p>

<p>7. Old Town and Pier 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 plans to safeguard and improve the pier</p>	<p>Artisan Markets are planned for 2018.</p> <p>The Beach Hotel hoardings have now been decorated by Town Council and a planning application is awaited for site redevelopment.</p> <p>The Pier Trust is working with Town Council to define and promote a series of Heritage Trails across the town.</p>
<p>8. Railway Station 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>The £2m railway station refurbishment is complete, with spectacular results. The two café opportunities in the station have been tendered, with an operator appointed for the café on the concourse, and re-tendering for the larger unit opening onto Station Square.</p> <p>Network Rail is responsible for the maintenance of the station clock and has been asked to look at it.</p> <p>WSSC are developing a creative digital shared workspace hub in the station. Town Square Spaces Ltd has been appointed as the operator for the hub and they have experience of similar work elsewhere. Wayne Hemingway is the commissioned creative lead for the project, and good progress is being made, with opening planned for 2018.</p>
<p>9. Transport and Car Parking 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 Arundel A27 route options consultation closed with Option 5A through Binsted being preferred by all local councils.</p> <p>Evidence is being gathered to understand the impact on the local traffic network of event closures of the Regis Centre area of the Esplanade with an eye to possibly changing traffic flows in the future. An “Esplanade Festival” using a road closure is planned for summer 2019 to test this further, and a Project Board including Arun DC, BR Town Council and the BID has begun to meet to scope out the event.</p> <p>The 2 hour free parking discs have sold well and a new multi-year agreement between the BID and Arun DC is being sought. The next potential large-scale WSSC transport project for the town is to make railway station junction more pedestrian friendly. JWAAC Highways and Transport were supportive of this project and WSSC officers are tasked with reporting back on how to make it happen.</p>

<p>10. Placebranding and Promotion Bognor Regis is particularly hampered by negative perceptions of the town. The place-branding initiative led by Hemingway Design will set out to change the narrative and promote the town as a modern, forward-thinking investment destination.</p>	<p>HemingwayDesign is working in partnership with Arun DC, West Sussex CC and University of Chichester to promote the many positives about Bognor Regis and change some of the currently held negative perceptions of the town. An online perception survey is being conducted and the results will come to a future Sub Committee meeting. This data will be used to influence their recommendations.</p> <p>An “Invest in Bognor Regis” website is being created to showcase the town as an investment destination.</p>
<p>11. Gigabit West Sussex 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>ADC is a partner on the Gigabit West Sussex project. This is a WSCC led project that aims to extend the delivery of ultrafast fibre networks in towns across the county.</p> <p>The project will deliver new end-to-end private optical fibre networks, with the capability of ultrafast broadband speeds, to some public buildings in 8 locations across West Sussex including Bognor Regis and Littlehampton.</p> <p>Last year the project secured £4.66m of funding from the Department for Digital, Culture, Media and Sport Local Full Fibre Networks Programme to enable the dark fibre procurement and delivery.</p> <p>WSCC has now procured a supplier able to provide a long term lease for full fibre broadband infrastructure capable of delivering ‘ultrafast’ speeds and they are now moving into the mobilisation and implementation phase of the project. Because of the funding requirement that all of the DCMS grant must be spent by the end of March 2019.</p> <p>The list of Arun sites is still being finalised but Bognor Regis is scheduled first to be implemented and will be dug 29 August 2018 – 15 January 2019.</p>
<p>12. Wider Economic Strategy/Policy Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun</p>	<p>Arun Economic Development Strategy is currently being reviewed and updated, and a report will come to a future Sub Committee meeting.</p> <p>Officers have recently commented on the draft West Sussex County Council Economic</p>

	<p>Development Strategy.</p> <p>The Arun Growth Deal was approved by ADC Cabinet in May. The document sets out 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. The Growth Deal strengthens accountability and identifies coherent ways of the Councils working together, improving communication, co-operation and efficiency</p> <p>The Coast to Capital (C2C) Local Enterprise Partnership (LEP) draft Strategic Economic Plan (SEP) has also recently been out for consultation. The SEP is particularly important as the LEP is the conduit for central government funding for economic development via the Growth Fund and European Social Fund. The recently published Industrial Strategy will direct additional funding via the LEP in the future.</p>
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