

## Bognor Regis Regeneration Position Statement

| Project/Opportunity  | Update January 2019  |
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| <p><b>1. Enterprise Bognor Regis</b><br/>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 is now adopted.</p> <p>Landowners of EBR sites are reporting good occupier interest. Hanbury has been granted change of use from industrial to retail to allow Lidl and The Range onto their Oldlands Farm site.</p> <p>Rolls Royce has completed Phase 2 of their warehouse and is constructing a temporary facility to accommodate sales growth of their new “Cullinan” model.</p> <p>Hybrid planning application (BE/135/18/PL) submitted for Salt Box site December 2018 for employment uses B1-B8. Full application for Class B8 warehouse with fuel island, Class B1/B8 employment units with associated parking &amp; servicing, Class A1 retail food store with car parking &amp; servicing , 2 No. drive thru units with car parking &amp; servicing, car showroom, workshops (Including MOT testing), vehicle storage, external display areas, service areas &amp; parking , together with access roads, associated ground &amp; engineering works, landscaping &amp; ancillary works.</p> |
| <p><b>2. Gardens by the Sea</b><br/>The Council owns two key regeneration sites at the Regis Centre and Hothampton car park and is seeking to develop them to obtain the maximum regeneration benefit for the town.</p>  | <p>Landscape designers LUC have been appointed to prepare detailed designs, a planning application and creation of construction tender package for the Pavilion Park, as named by public vote.</p> <p>Negotiations continue with relevant stakeholders on the Regis site to explore redevelopment opportunities for this site.</p>   |
| <p><b>3. Town Centre Initiatives</b><br/>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 Board-commissioned marketing and promotion support via Vinco Marketing delivered a wide Christmas programme and fully co-ordinated seasonal town promotion. Footfall figures show growth on last year which bucks national trends. The BID Board is reviewing staffing for the BID.</p> <p>The Arcade is trading at close to full occupancy, and consideration is being given to future uses for Arcade’s upper storeys.</p>  |

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|   | <p>The Council will be working with key stakeholders in Bognor Regis to submit an Expression of Interest to bid to the Future High Streets Fund that Government launched over Christmas 2018.</p>   |
| <p><b>4. Seafront Regeneration</b><br/> 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 new accessible public toilets were opened in October.</p> <p>Designs are being drawn up for the new café east of the bandstand.</p>  |
| <p><b>5. University of Chichester</b><br/> 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 Tech Park was formally opened by Prince Harry and Meghan in September 2018. The University has also submitted a planning application for 176 on-campus student accommodation beds.</p> <p>A planning application has been submitted for 104 student accommodation beds above Wilkinsons store in London Road</p> <p>The London Road lorry and coach park will be marketed for student accommodation in the near future. Public car parking will be retained.</p> |
| <p><b>6. Butlin's</b><br/> 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 on target for the new £35m Splash Pool to open in 2019.</p> <p>Offsite staff accommodation in Ashley House and St Joseph's are now fully open and popular with both staff which is boosting retention.</p>   |
| <p><b>7. Old Town and Pier</b><br/> 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>The Waterloo Square hoardings have been removed for security/safety reasons.</p> <p>A planning application to demolish 2-4 Waterloo Square on structural instability grounds has been submitted.</p> <p>The Pier Trust is working with Town Council to define and promote a series of Heritage Trails across the town.</p>   |
| <p><b>8. Railway Station</b><br/> 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>Planning approval for the "The Track" creative digital hub / shared workspace in the station has been granted. The hub operator, Town Square, is maintaining regular contact with the stakeholder group, and it is planned to open during 2019.</p>  |

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| <p><b>9. Transport and Car Parking</b></p> <p>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.</p> <p>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>Evidence is being gathered about the impact on the local traffic network of event closures of the Esplanade near Regis Centre with an eye to possible future changes to traffic flows. An “Esplanade Event” using a road closure is planned for summer 2020 to test this further. Arun DC, BR Town Council and BID is currently scoping out the event.</p> <p>A 2 hour free parking agreement for 2019 has been agreed between BID and Arun DC.</p> <p>Proposals to make the railway station junction more pedestrian friendly have been discussed with WSCC and JWACC. County officers to investigate feasibility, funding etc further.</p>   |
| <p><b>10. Placebranding and Promotion</b></p> <p>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 working in partnership with Arun DC, West Sussex CC and University of Chichester has been analysing the survey data. The results will come to a future Sub Committee meeting. This data will be used to influence their recommendations</p> <p>he “Invest in Bognor Regis” website is now ready and online with a full national launch planned for this spring.</p> <p><a href="https://www.bognorregisregeneration.com/">https://www.bognorregisregeneration.com/</a></p>   |
| <p><b>11. Gigabit West Sussex</b></p> <p>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>The Gigabit West Sussex project (funded by the Department for Digital, Culture, Media and Sport) and led by WSCC to install superfast gigabit fibre broadband is progressing well. Specific public buildings in Bognor Regis will receive the first phase of installation within the district in early 2019. Arun is working with WSCC and their delivery partners to ensure all relevant site information is provide on time, permissions are in place and the public and staff are kept informed of this work.</p> <p>WSCC have successfully bid to Government to become a pilot area for the new 75% business rate growth retention scheme</p> <p>This will be used to deliver ‘Phase 2’ of improving the county’s fibre network and connecting up towns in the county.</p> |

**12. Wider Economic Strategy/Policy**

Regional and sub-regional strategy and policy impacts both activity and funding streams for economic development within Arun

The Arun Economic Development Strategy is currently being reviewed and updated, and a report will come to a future Sub Committee meeting.

The Arun Growth Deal has been signed. This is 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 West Sussex Economic Strategy and Coast to Capital (C2C) Local Enterprise Partnership (LEP) Strategic Economic Plan (SEP) have both recently been launched. The LEP is currently drawing up a Local Industrial Strategy which is likely to determine future government funding priorities locally.

The Coastal West Sussex Partnership Board has a new Chairman and several new business members.