

## Guidance notes – business plan considerations

Written proposals should be limited to four sides of A4. Please attach financial details and supporting visual material to your proposal.

1. **Vision:** What is the vision for your proposal? This should be a short description of the concept and intended outcomes of the development(s). (A maximum of 200 words is suggested)
2. **Sites considered:** You should explain if your proposal includes one or both of the development sites i.e. The Regis Centre and / or Hothamton Car Park. If your proposal is for an individual element to contribute to the overall scheme e.g. the inclusion of a public performance space or some other specific enhancement, this should be clearly explained in the proposal and you should clearly set out which site you consider it might be best placed on.
3. **Core Elements:** You should explain if all, some or none of the core elements of the proposal set out in the original [Council report](#) (including the plans which were annexes) are included in your proposal. Please see '[Core elements](#)' at the end of this document for details.

However, the core elements are included in the Council's own proposed scheme as the recent market testing and extensive financial modelling suggests that these combined elements will maximise the financial viability of the development i.e. one that does not require any one-off or ongoing revenue public subsidy that would need to be met by council tax payers. Please indicate the scale of any residential development in your proposal.

4. **Financial/Commercial Viability:** You should provide a detailed assessment/ explanation of how your proposed scheme can be financially / commercially viable. Consideration should be given to both the Capital investment required to build your proposed scheme, what sources of funding will be required and where it may be available from, as well as the longer term revenue costs associated with sustaining and maintaining a viable facility should be fully explained.

For example, retail and commercial premises will provide either a capital and/or revenue financial return on the initial investment via the rental income and therefore minimise or negate the need for continuing financial support. Alternatively a public facility, such as a museum, may require long term financial support, usually subsidised from the public purse i.e. the Council tax payer. Please provide information on how this type of continued financial support would be achieved and what values and costs you have assumed within your proposal. For your information an additional £100,000 of expenditure per annum equates to a 1% rise in the Council Tax (Band D – District Council part).

5. **Partners:** Who would be the key partners for delivering this proposal? Please list all and what their financial contribution would need to be and whether you have confirmed their willingness to be involved and contribute financially and if they are what their financial contribution will be.
6. **Market Testing:** Have you had the opportunity to undertake any market testing to gauge the demand for your proposal? Please provide your evidence based reasoning that the proposal would be a success in terms of volume of likely users and repeat visits, contribution to the local and regional economy, number of jobs provided and any period of financial surplus or deficit etc.
7. **Timescales:** What are the likely timescales for completing (with the majority of the facilities being ready and open) your proposals once any planning permission has been granted. Consideration should be given to the often lengthy process involved in securing funding if other government, public or private sector funding is required
8. **Constraints and Risks:** What are the possible constraints and risks associated with your proposal

For example, Bognor Regis Town Hall is a listed building and must remain, whilst the Alexandra Theatre and the Whitbread Pub are subject to existing leases. Any proposals that require the extensions to the Bognor Regis Town Hall or the demolition of buildings which are attached to it should be detailed. Also any other buildings currently operating as a business which are to be demolished should set out in the plans and costs of relocating the current users included so they are not operationally or financially

disadvantaged. Please list each and how such risks might be mitigated against, and advise what negotiations you have had with the current users/operators.

9. **Land Requirements:** Your proposal should ideally be capable of being developed within the land currently registered to Arun District Council. If your proposal requires land outside of these registered titles your submission should explain the extent of this additional land/property and how you will acquire it and confirmation that any costs of acquisition are also reflected in your financial assessments. The site areas proposed by the Council are [The Regis Centre](#) and [Hothampton Car Park](#).
10. **Drawings, Plans and Artists Impressions: Please provide appropriate drawings, plans or artist impressions as part of your proposal.**

### Core Elements

#### **Regis Centre site -**

- I. A Multi-plex Cinema with 4 or 5 screens (either with or without parking underneath).
- II. A publicly accessible boardwalk parallel to the Esplanade with development above comprising of (a) a block of restaurants/public house on the main level with the potential for some limited retail with residential over (likely to be 3 or 4 floors with the possibility of a number of additional floors in the South West corner) and (b) a block of restaurants at existing road level in the South East Corner with the potential for some limited retail on the 'boardwalk level' with residential over (likely to be 3 or 4 floors), with parking below the boardwalk.
- III. Residential units to the north of the Cinema facing Belmont Road.
- IV. New 'front of house' facilities for the Alexandra Theatre with either a hotel over or residential units (if the scheme viability requires) facing Place St Maur and Belmont Road.
- V. Upgraded public realm on Place St Maur and publically accessible toilets.
- VI. Demolition of more recent additions to the Town Hall and former Fire Station building and the upgrading of its parking and environment (relevant occupiers would need to be relocated). Account needs to be taken of the Grade II listed building status of the Town Hall and that any changes should not affect the character of the listed. You should also indicate the scale of any residential development and the level of car parking.

#### **Hothampton Car Park Site -**

- I. A1 planning use class food retail unit (ground floor).
- II. Decked car park (of between 2 and 4 floors).
- III. Residential units flanking (II) above.
- IV. Residential units above the retail unit.
- V. Separate residential block in South East Corner facing towards the Pier (height to be determined as part of developing the scheme for public consultation).