



**Bognor Regis Regeneration Board**  
**Wednesday 27th January 2021, 6.00pm**  
**Online virtual meeting via Zoom**

**Present:**

**Board Members**

Raof Daud, Dicentra Developments (Chair) [RD]  
Henry Green, Covers [HG]  
Nick Laurence, Metamorph [NL]  
Caroline Wood, CWSP [CW]

Jeremy Pardey, Butlins [JP]  
Paul Hanson, Landlink [PH]  
Prof David Cooper, University of Chichester [DC]  
Cllr John Erskine, BRTC [JE]

**Officers**

Rebecca White, Advisor [RW]  
Karl Roberts, ADC [KR]

Sarah Norman, BRTC [SN]  
Caroline Gosford, ADC [CG]

**Apologies**

Cllr Bob Lanzer, WSCC  
Cllr Francis Oppler [FO]  
Jason Passingham, BR BID

**Presenting**

Anne De Sausmarez, WSCC [AS]  
Jess Winkworth, WSCC [JW]  
Georgia Alston, The Track [GA]  
Bob Maddams, The Track [BM]

**By Invitation**

Cllr Matt Stanley, ADC [MS]

**MINUTES**

**1. WELCOME AND INTRODUCTIONS**

The Chair [RD] opened the meeting and welcomed Cllr Matt Stanley, attending by invitation in his position as Chair of the ADC Bognor Regis Regeneration Sub-Committee. RD then thanked the team from WSCC and The Track for attending to present. The attendees introduced themselves in turn.

**2. APOLOGIES**

The Chair noted the apologies as listed and advised that Cllr Francis Oppler had stepped down from his position as ADC representative to the Board and Deputy Chair. Thanks were given for FO's support and contribution. RD noted the Board would welcome a new appointee from ADC in due course with KR as ADC stand-in until that point.

**3. DECLARATIONS OF INTEREST**

None received.

**4. MINUTES OF 14<sup>TH</sup> OCTOBER 2020/MATTERS ARISING**

RW noted minutes had been previously circulated with no member queries and published to website on 11<sup>th</sup> November 2020. All agreed actions had been progressed. The minutes were therefore accepted as read and the Chair authorised to sign as a true record.

## 5. PRESENTATION ON THE TRACK, BOGNOR REGIS

A presentation giving an update on The Track project, followed by a Q&A session, was introduced by AS, WSCC Principal Economic Development Officer and JW, WSCC Economic Development Officer and by GA and BM, Community Managers at The Track. The details of the presentation and Q&A session are attached as Appendix A.

### Item 5 Actions arising:

**The Track team will arrange a physical tour for members when restrictions are lifted, RW to liaise. GA to liaise with NL regarding promotion of The Track in The Royal marketing, RW to facilitate contact. The Track and University of Chichester Business Hothouse teams to work closely together to support each other's offering. RW to liaise with The Track team regarding corporate membership as a Board benefit.**

## 6. STEERING GROUP UPDATE

A written update on the Steering Group meeting of 15<sup>th</sup> January 2021 had been circulated to members with RD noting that this would improve clarity, transparency and inclusivity for all members. The following was noted:

- 6a. Financial Position – the financial position at 31<sup>st</sup> December 2020 and the year-end forecast were noted.
- 6b. Advisor Update & Objectives – Advisor activity report and the updated objectives for next 6 months were noted.
- 6c. Incorporation – Overview reports on draft Articles of Association and suggested role and structure of Management Committee had been previously circulated. RD noted that RW would instruct solicitors to prepare draft Articles to be reviewed by Steering Group and aiming for Board approval in April to trigger incorporation.
- 6d. Annual Calendar of Business - Developed in response to member feedback to ensure the timely discharge of the various responsibilities of an incorporated company, the proposed calendar met with support and would be reviewed regularly by the Steering Group.

## 7. PLACEBRANDING

RW noted that the Board had been invited to present to the ADC BR Regeneration Sub-Committee on 4<sup>th</sup> March 2021 which will include placebranding. RD welcomed this opportunity to present to the Committee members following the Board's introduction to all ADC Cllrs in November 2020. RW also noted that the BRTC Policy & Resources Committee has recommended the placebranding values for adoption to the Full Council meeting of 8<sup>th</sup> March 2021. RD commented that this work by BRTC was appreciated and it was encouraging to see the placebranding gaining traction. It was agreed that the Board would write to all BRTC Cllrs to support the Committee's recommendation.

### 7a. Principles of Regeneration & the Build Back Better approach

A report outlining the development of the Board's strategic approach to regeneration, the six principles and the 'Build Back Better' approach had been previously circulated, with endorsement from the Steering Group. RW noted that research into the general principles of regeneration was undertaken as background and against this, the key principles of regeneration were developed as a framework to be used in conjunction with the placebranding core values. The six principles are identified as sustainability, viability, inclusivity, creativity, connectivity and legacy and seek to promote discussion, ambition, innovation and commitment amongst local partners including policy makers, landowners, developers and other key stakeholders. RW advised that this strategic approach allowed the Board to structure its evaluation and response to projects and initiatives in a relevant and consistent way and to challenge its members and partners to meet the principles, to be bold and ambitious for BR. RD noted that the values and principles provided a strong framework which was already being regularly used and that RW was developing a strategy to deliver objectives. The report and endorsement met with agreement.

RD then noted the recent Town Centres Meeting, organised by ADC, which brought together BR BID, BRTC and BRRB amongst other stakeholders to focus on town centre recovery. RW emphasised that with each lockdown town centres went back into survival mode but that steps were being taken to prepare for the recovery phase. KR noted the need to consider what recovery looks like, how to innovate around the challenges, how work together to develop deliverable ideas e.g. shift from a traditional retail/transaction based economy to one that is service and experience-led. KR also highlighted that all high streets had already been undergoing structural change, now accelerated by the pandemic. Each town centre needs a plan identifying short, medium and long term actions and what each partner will do in terms of recovery to ensure change happens strategically and to be ready for any funding opportunities. RD invited comments from members.

JP noted that the need to work better together had already been highlighted and that he was keen to play a part in that and confident we have the right people in RW & Heather Allen/BR BID to make it happen.

MS commented that in working life he manages a business in BR town centre and BR has a lot to be proud of – although footfall declines and vacancy rates are increasing nationally, coastal towns are holding up better – which puts BR at a better start point. Inevitably the town centre will evolve and will need vision and a common plan to win funding.

DW – done a lot over last 10 years working with town centres – ADC Economic Development team have been great – strategic, proactive and reactive – huge benefit to town centre work.

NL - Could do with a summary of town centre potential activities.

RW noted that she will be working closely with BRBID on this in partnership with others – will circulate Town Centres meeting notes when available. The proposed Town Plan will be brought back to the Board for consideration once collated.

7b.

#### Member Project & General Activity Updates

Member updates had been circulated by email.

BRTC committed to a flexible and innovative approach to its events programme for 2021 in light of continuing restrictions, updated on the branding of the roundabouts it maintains and advised that there will be no BRTC precept rise for 2021/22. The Town Council will draw down reserves for this year to ensure it continues its £100k+ contributions to the Car Parking Disc Scheme, CCTV, Community Wardens, the Seafront Lights, grant schemes and youth work. Also continuing to support the Picturedrome as landlord.

BRBID updated on progress against its objectives, covering capacity, events, improvements to street furniture, public art and signage and its support to members signposting available Covid19 assistance schemes during the current lockdown.

ADC circulated its latest Position Statement which would be published on the website with the BR Regeneration Sub Committee minutes from 4<sup>th</sup> March 2021.

WSCC updated on the Economy Reset Plan initiatives including continued support to The Track, placebranding and ADC's public realm improvements at Place St Maur/The Esplanade. Support is being provided to businesses, start-ups, digital upskilling and access and to tourism through various partnership initiatives.

#### **Item 7 Actions Arising:**

**RW to draft letter to BRTC in support of placebranding values prior to Full Council meeting of 8<sup>th</sup> March 2021.**

**RW to draft corporate strategy, referencing placebranding values and principles of regeneration, in line with agreed objectives.**

**RW to liaise with BID, BRTC & ADC on drafting of Town Centre Recovery/Reset Plan and report back to Board once collated.**

## 8. INVESTMENT ACTIVITY

- 8a. Royal Hotel – NL advised scaffolding down imminently with occupancy at The Royal & East Lodge from end February 2021, West Lodge under construction, hoping to open restaurant from mid-summer with 100 covers, quality offer at mid-price point, marketing to locals & visitors. Use of local businesses in construction phases, restaurant likely to create 15+ new jobs.
- 8b. Saltbox – PH advised past halfway point 44 week build programme for Phase 1. On track to deliver on time by mid June despite poor weather and on-site Covid restrictions. The Warburtons frame, roof and side panels are in place and the frame for the Aldi is ready to be roofed and clad in the next few weeks. Frames for the two drive-thru units to follow. Internal roads formed which has assisted in timely movement of materials. Some interest in remaining land as well with potential enquiries for a distribution depot amongst others so reasons to be optimistic that the remainder of the site will be developed in the near future. RD noted that ADC had identified this site as part of the Enterprise Bognor Regis scheme to allocate strategic employment land and it was good to see Saltbox delivering this.
- 8c. Butlins - Planning application with ADC for a temporary (3 years) entertainment building to enable capacity to come up to 4,500 guests which is still under 5,200 full capacity – this will drive entertainment and activities to support the operation of the business going forward. Old swimming pool being demolished, hoping to complete construction for end April. Initiating drive-thru check-in further into resort to alleviate local traffic issues, two kiosks will double check-in capacity to 4 cars at a time.
- 8d. Nursery Fields, West Bersted – BRRB’s response to the BE/148/20/OUT Landform planning application was submitted to the ADC planning portal before the deadline and circulated to members. Yet to be determined.
- 8e. ADC Town Centre Strategic Sites – KR advised that the presentations to members on the town centre site proposals submitted to ADC will take place in early February, with a report following to Full Council so that members can determine the way forward. Suggested presentation to Board for July 2021.
- 8f. University of Chichester - DC – launching Innovation South virtual campus with blended learning, Hothouse programme progressing with grants stream available, although take up slow so will be marketing this aspect. Knowledge Transfer partnership launching soon for supporting business development. The focus at present is on managing the Covid situation with the change back to online teaching although the University has remained open to teaching some programmes; Social Care, Education and Physiotherapy, likely to be the case until mid-February at the earliest. The financial position of the University remains sound and applications for September 2021 are currently forecast to be 15% higher than last year, bucking national trend. There has been growth in most programmes and Nursing course launching next year, working with St Richards hospital to develop the routes. There is likely to be an impact on the need for accommodation and various options are being explored. As planned for some time the Business School will be moving to the Chichester campus over the summer but Computing will stay. Still looking to recruit employers to support degree apprenticeships for September in business management, digital marketing and computing.

## 9. EMPLOYMENT & SKILLS ACTIVITY

RW introduced this as a new standing agenda item, noting that although placebranding and investment are important activities, regeneration is about more than buildings and place. At its heart it’s about people and building social sustainability – issues like aspirations, employment, apprenticeships and skills are key to this objective. The Board needs to be reporting tangible achievements, actions and investments from each member to demonstrate a new focus and relevance, identifying the creation of opportunities to improve local aspiration and achievement. The introduction of this item met with agreement from members.

JP reported that Butlins BR had decided to recruit 30-50 new Kickstart roles with 6 months placements. Will focus recruitment locally, with the aim to transition the placements to apprenticeships and then employment offers.

RW warmly welcomed this announcement and advised members that they will be asked to provide updates on this theme, in addition to placebranding and investment activity, prior to each meeting.

**10. AOB**

Coastal West Sussex Partnership – CW advised CWSP were running an employment & skills webinar on Friday 29<sup>th</sup> January 2021 with a variety of panellists including JP and Minister for Skills, local MP Gillian Keegan. Topics covered would include the Government’s Plan for Jobs and putting businesses and employers at the heart of education/skills. CW would share link with RW to circulate to all members.

**11. MEETING CLOSE & NEXT MEETING DATES**

RD closed the meeting at 7.15pm, thanking members for their attendance and the WSCC and Track team for their presentation.

2021 Meeting Dates – 28<sup>th</sup> April, 14<sup>th</sup> July & 6<sup>th</sup> October