



Bognor Regis Wayfaring Executive Summary

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Contents

Introduction	2
Bognor Regis map	6
The engagement process	7
Creating a strong identity	9

Introduction





Introduction

The wayfaring strategy for central Bognor Regis aims to make Bognor Regis well-connected from east to west – along the full length of the promenade – and north to south from the station, university, Hotham Park, Butlin's and the seafront. In developing a strategy we aim to create place distinctiveness and public realm with design being strategically positioned to increase the sense of connectivity between places and community.

The intention is to create connections and deeper relationships with people and place through wayfaring and interventions that bind together wayfinding, information, historical interpretation and artistic colourful designs through a collaborative community approach.

The strategy seeks to develop initial schemes and a series of works that are unique and distinct to place, fostering a sense of local ownership and creating a positive identity for the town. It is central to a scheme that interventions are robust and enduring, constructed from materials that are simple to maintain. This is a practical consideration and is essential in securing the longevity of the scheme(s).

The project is underpinned by sincere engagement with the Bognor Regis community – residents, businesses, visitors and stakeholders – through workshops, meetings and activities to help forge links and place identity.

The plan is to establish connections, routes and intersections, natural meeting points and embed into the public realm the unexpected and remarkable.

A wayfaring programme will address:

- the arrival experience,
- the negotiation of public areas,
- the connection to place,
- the place experience,
- and the connection to the outside.

Key objectives are to:

- propose high quality, contemporary design,
- create distinctiveness and uniqueness,
- guide and connect people through the town,
- propose imaginative, inventive design, sympathetic to the built and landscape environment,
- develop design that distinguishes the town and which provides distinctive key features,
- establish routes, intersections, ways, connections and natural meeting points which will add to the cultural identity of Bognor Regis,
- embody place ambitions for the present and the future, as well as resonating with the past,
- create a sense of ownership and engagement – celebrate heritage and community,

- propose highly durable, low maintenance installations with longevity and with themes that could be expanded upon in the future,
- enhance the newcomer's experience, helping people discover more about Bognor Regis,
- increase people's use of the town and region by enhancing a feeling of welcome and security.

A wayfaring strategy will help define a place for the people who use it and will provide guidance, and the means for communities to engage with, and be at ease with, their surroundings.

The strategy aims to improve the overall legibility of Bognor Regis with clear and consistent information presented at the right place in the right way. It will be designed to provide longevity, with the ability to develop and evolve along with future developments in Bognor Regis.



An ambition for Bognor Regis

In developing wayfaring design, we aim to help initiate a greater ambition which supports stakeholders to:

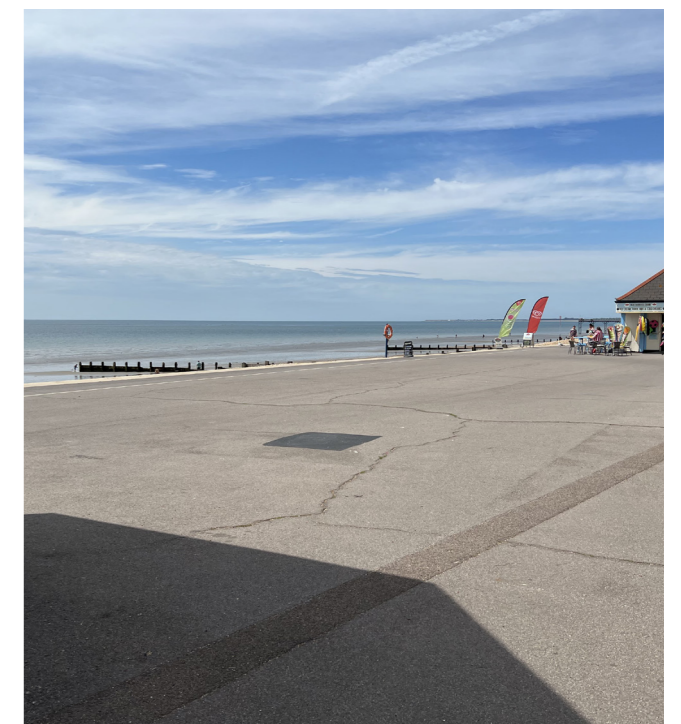
- Build an active community
- Connect the town centre and surrounding places
- Re-imagine the town centre and routes around the town
- Build economic strength
- Make Bognor Regis a destination.

Wayfaring can be seen as the 'glue' that can connect many narratives and initiatives through physical interventions that reflect place narrative – heritage, culture, wellbeing, community, information, and so on – and by engaging with stakeholders, residents and community it can bring a sense of pride and ownership to the works.

Looking at the ambition in more detail, the wayfaring strategy will consider ways in which design and narrative can support the Bognor Regis strategic rationale.

Wayfaring can:

- Help bring better connectivity around the town with interesting and engaging routes and trails.
- Support health and wellbeing by creating routes and trails that encourage more active lifestyles through walking, running and cycling – opportunities to 'get out more'.
- Encourage community interaction, reduce loneliness and issues of anti-social behaviour by honestly engaging with Bognor Regis people to help deliver aspects of narrative, art and design to bring a sense of ownership and pride in place.
- Establish Bognor Regis as a visitor gateway and improve perceptions of Bognor Regis as a place to visit, live, work study and enjoy.
- Enhance the visitor and resident experience to help increase dwell times and local commerce town-wide.
- Enhance the sense of place by creating well-designed place-specific narratives and interventions.
- Support green travel and healthier lifestyles.



This map indicates arrival points and routes for wayfaring and interventions for the public realm that seeks to inform and engage with visitors and the Bognor Regis community.

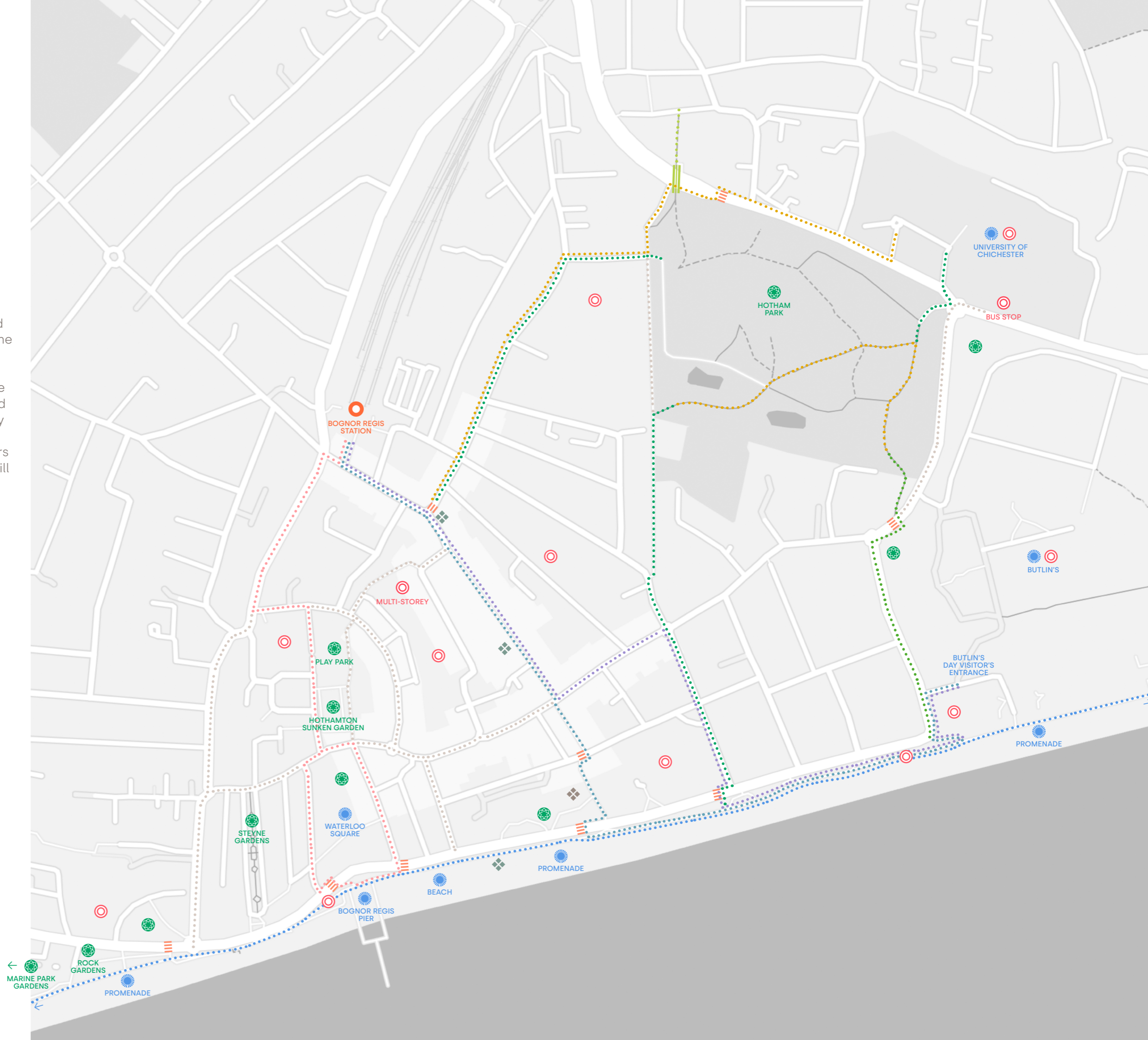
Some arrival points may be considered to be more significant places of arrival and labelled as 'gateways' – Bognor Regis Station and some car parks for example – and prioritised in the early stages when developing the strategy. Pedestrian gateways, such as those along the promenade are also important for visitors and residents alike. Both Butlin's and the University of Chichester can be perceived to be major gateway hubs in which both holidaying visitors along with visiting and residential students will bring large numbers to Bognor Regis.

Some of these routes will overlap and are not necessarily theme specific, although for the purposes of this diagram it is helpful to illustrate direct routes and considerations. There are also 'connecting links' where different routes can be 'joined-up' and, of course, roads which are absent of routes can also play a role in the longer term.

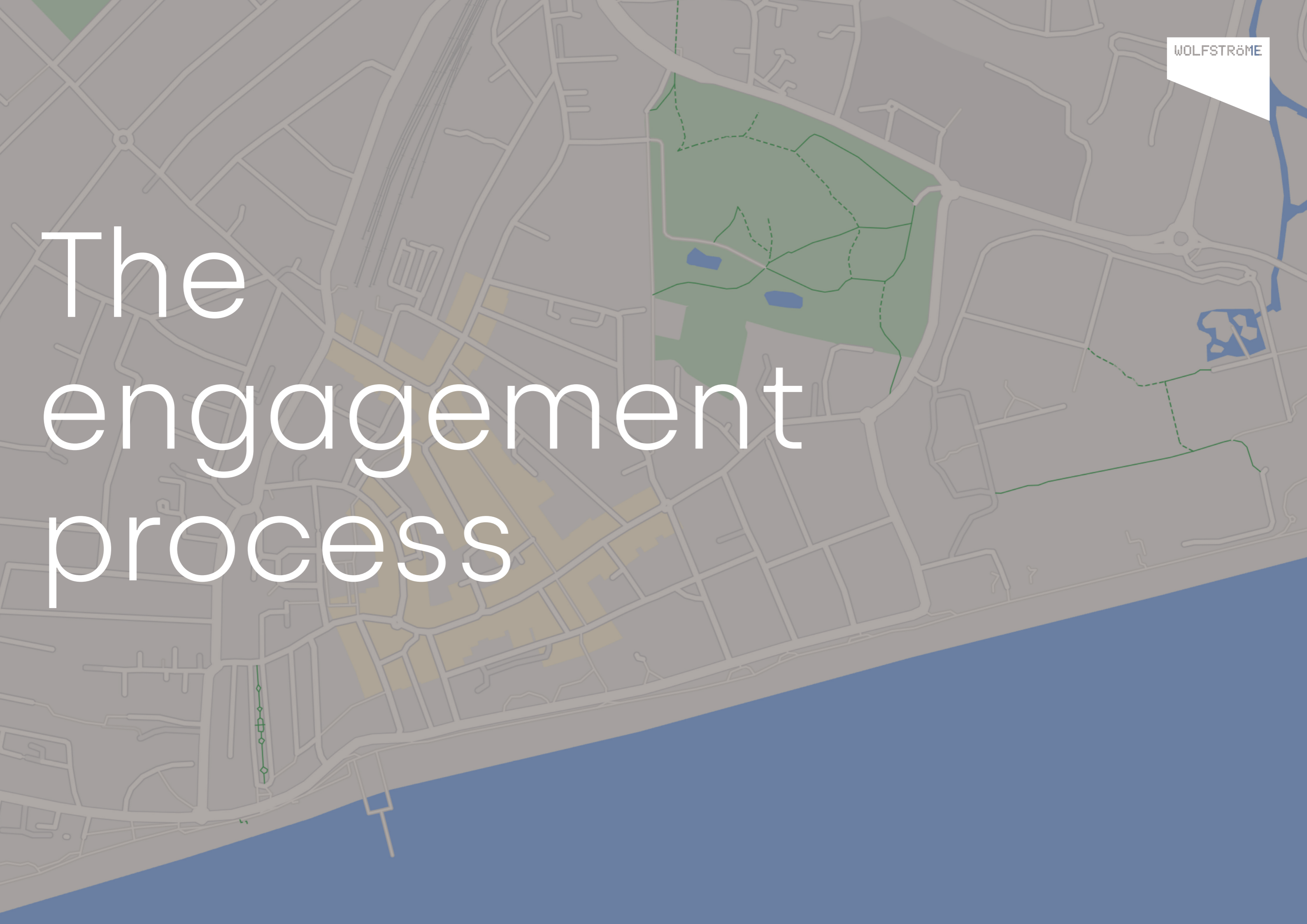
- Station gateway
- Arrival points/gateways (incl. car parks)
- Colourful crossings
- Underpass
- Green spaces
- Places of interest
- Seating

Routes

- Station–Butlin's – the more direct route
- Station–Butlin's – the seafront route
- Station–Waterloo Square–Pier
- Routes to and from Hotham Park
- Routes to University of Chichester
- Promenade
- Residents from north Bognor Regis
- Connecting links



The engagement process



Community and stakeholder engagement

“In developing wayfaring for Bognor Regis the four key pillars of **welcome, accessibility, perception and identity, will inform the intention to create a strong, expressive, contemporary and cohesive design narrative.”**

The Ministry of Housing, Communities & Local Government's National Planning Policy Framework 2019 states that in achieving sustainable development a number of objectives should be pursued, including:

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being;

This approach indicates a strong intention to initiate programmes that embed cultural wellbeing into place and to engage with diverse communities to ensure that places thrive and prosper.

Bognor Regis is inspired by the idea that it is people who make place. Working with stakeholders and community is about adding a positive, informative layer to the public realm and about celebrating the relationship between the community and the spaces it uses.

In developing the wayfaring programme we will ensure that design will engage with stakeholders and local communities to help develop public art themes and place narratives.

In designing elements for the wayfaring artworks we will work with different groups of people to raise awareness of the initiatives and to ensure that there is authentic engagement in the process of developing artistic narrative designs.

Target groups include:

- local residents – families, children, young people and elderly
- community groups
- education sector – primary and senior schools, higher education
- creative organisations
- stakeholder groups

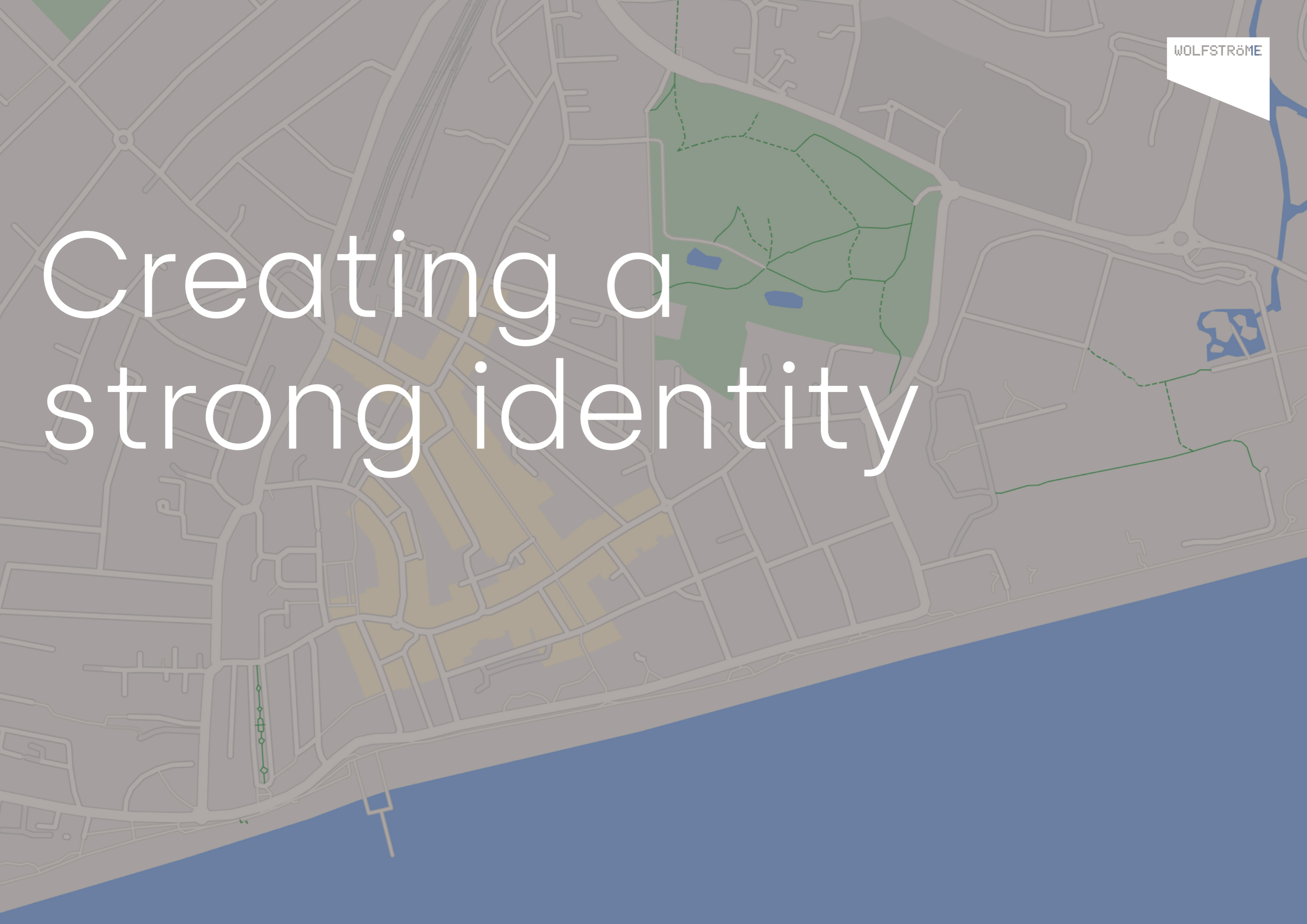
The possibilities for stakeholder and community engagement is wide-ranging and will involve active participation in the design of graphic and artistic elements for the installations.

The programme in engagement, at time of writing, has begun with a schedule to creatively engage with as many groups as possible and in raising awareness of the project. The aim is that the Bognor Regis community will invest time and emotion into the project and to bring a sense of 'ownership' to it.

Workshops and participatory activities are being held over the duration of the initiative and will nurture strong relationships with a broad range of Bognor Regis people, and will be designed to maximise participation and inclusivity.

“The wayfaring strategy will inspire a creative approach that is designed to maximise participation and inclusivity, with the intention to be accessible to all. A modern and pioneering approach that will bring the citizens of Bognor Regis a sense of pride-of-place and ownership.”

Creating a strong identity



The inherited brand identity

In 2020, following a period of public consultation and stakeholder engagement, shared town values were developed for Bognor Regis. Local partners worked collaboratively to initiate a visual identity in branding which promotes the town and its values. The logotype is comprised of bold lettering and wave symbol/graphic.

The design guide for the Bognor Regis brand introduces some basic principles and guidelines which includes a series of colour palettes. By using these colours as a starting point and in acknowledging the intention of their underlying values, an expanded palette has been evolved which reflects both Bognor Regis's modernity and a sympathetic complement to it's rich heritage.

The following pages provide a more adaptable set of assets in order that the wayfaring approach can be varied and extensive.



Primary 'Pop' Colours



Secondary 'Shade' Colours



Tertiary 'Deep' Colours



Developing colour

Bognor Regis can handle much when it comes to design and colour – it aspires to be creative, fun and vibrant without compromising any of its maturity, heritage and status.

Bognor Regis is a welcoming place and has the potential to push forward with ideas that other places may not be able to handle!

It doesn't need to be 'shy' so a bold contemporary approach is one that will bring a great sense of place with opportunities to involve stakeholders and communities in some of the developing ideas.

This page introduces a new set of colours as options to be used in the developing scheme. While contemporary they range from bright to pastel, to more subtle shades to allow for a flexible and wide design approach. While a good range is shown here there is still the opportunity to develop further with alternative options as the project evolves.

Contemporary wayfaring colour palette



Developing forms

By taking the wavy lines from the inherited identity we can begin to create geometric designs and patterns that can be used to create a strong vibrant visual language.

Referencing the nautical flag alphabet we can see how the series of different designs creates a visual language where although every flag is different the set as a whole belongs to the family.

We plan to use this principle to create a unique set of Bognor Regis patterns and shapes that can be used to create vibrant designs throughout the town. The initial designs will begin with a 'starter set' of icons with opportunities to develop new patterns, working with the community, over time.



NAUTICAL FLAG ALPHABET

NUMERAL PENNANTS		REPEATERS	LETTER PENNANTS						
0	5		A	B	C	D	E	F	
1	6		G	H	I	J	K	L	
2	7		M	N	O	P	Q	R	S
3	8		T	U	V	W	X	Y	Z
4	9								

Developing patterns

Some initial ideas and designs where some patterns may symbolise a particular aspect of Bognor Regis – sun, sea, green

spaces, architectural and directional – to ones that are more abstract. It is with these design principles that

we are working with the community in developing their own designs from which selections will be made for final works.



Using patterns

Using the patterns to create a flexible and contemporary artistic modular system will allow for a variety of applications across the town – whether new embedded structures or furniture, or using that which already exists.

Creative and imaginative applications will reflect the persona and aspirations of Bognor Regis and can be designed to suit each place, location and application.

A modular system, that can be built as if using Lego, will allow for an element of fun and flexibility whilst being practical, informative and engaging.

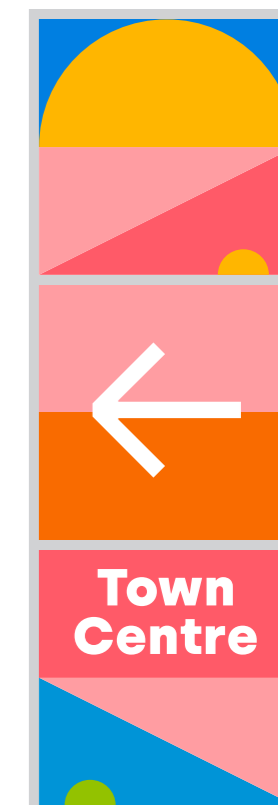
Bold design, colour and form will catch the attention with the use of bold typography, direction and colour themes to initiate routeways and trails. Panels don't need to use the same typographic styling and can respond to individual directions for language size and length.

Expressions and statements can add another narrative community layer and interventions can also include opportunities for culture and heritage.

Expressive words for Bognor Regis could include:

- Welcoming
- Marvellous
- Magnificent
- Brilliant
- Love
- Live
- Taste
- Enjoy
- Breathe
- Explore
- Bold
- Wonderful
- Fabulous
- Extraordinary

These expressions can be explored and expanded upon through the community and stakeholder engagements.



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Public spaces are open to all... they represent a democratic forum for citizens and society. These spaces shape the cultural identity of an area, and are part of its unique character and provide a sense of place for local communities.

CABE
The Value of Public Space