



Bognor Regis Regeneration Board
Wednesday 6th October 2021, 6.00pm
Online meeting via Zoom

Present:

Board Members

Raof Daud, Dicentra Developments (Chair) [RD]
Cllr Steve Waight, WSCC [SW]
Henry Green, Covers [HG]
Nick Laurence, Metamorph [NL]
Caroline Wood, CWSP [CW]
Matt Smith, Regis Group [MS]

Cllr David Edwards, ADC (Deputy Chair) [DE]
Jeremy Pardey, Butlins [JP]
Prof David Cooper, University of Chichester [DC]
Cllr John Erskine, BRTC [JE]
David Wride, BR Chamber of Commerce [DW]

Officers

Rebecca White, Advisor [RW]
Denise Vine, ADC [DV]

Glenna Frost, BRTC [GF]
Heather Allen, BID [HA]

Apologies

Paul Hanson, Landlink [PH]
Jason Passingham, BID Chairman [JPA]

MINUTES

1. WELCOME, INTRODUCTION AND INTRODUCTIONS

The Chair [RD] opened the meeting, welcomed all present and noted apologies from Paul Hanson and Jason Passingham. Since new local authority appointments had been made in May 2021 but not all members were able to attend the July 2021 AGM, introductions were made by all.

2. DECLARATIONS OF INTEREST

None were received.

3. MINUTES OF 21ST JULY 2021/MATTERS ARISING

RW noted minutes had been previously circulated with no member queries and published to the website. All agreed actions had been progressed. There being no matters arising the minutes were proposed by the Chair as a true record and unanimously approved with no abstentions.

4. MANAGEMENT COMMITTEE REPORT

A written report from the Management Committee meeting of 22nd September 2021 had been circulated to members in advance of the meeting. Discussion was invited by the Chair on each item in turn.

4a. Financial Position

The financial position at 31st August 2021 was noted.

4b. Advisor Update

An overview of activities undertaken since July 2021, including an update against current objectives, had been circulated by the Advisor and progress to date was noted.

4c. Incorporation Update

The first Directors' Meeting of BRRB Ltd [the Company] was held on 13th September 2021. The incorporation process was now complete with all appointed directors (Raof Daud, Dave Cooper, Matt Smith & David Wride) appearing on the Companies House register. The directors resolved at the meeting to adopt the Management Committee Terms of Reference, subject to approved amendments being

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made, and to delegate their authority to the Management Committee, as outlined in the Terms of Reference and in accordance with the Company's Articles.

Lloyds Bank plc had been chosen as the Company's bankers and it was noted that the Advisor had been appointed as Company Secretary by unanimous decision on 10th September 2021 to facilitate the opening of the Company's bank account. The initial account application with Lloyds Bank plc had been completed with the assistance of Matt Smith and Lloyds had advised that it would take at least 4 weeks before the account was operational. **Action: RW**

The Company's Accounting Reference Date was resolved as 30th April, to maintain the continuity of dates prior to incorporation. Spending approval and activities were discussed with it being noted that Company's Spending Authority Limits were set to maintain a sound system of internal control and support the accountable and efficient servicing of its activities and commitments. The Steering Group of the unincorporated company approved the original document in September 2020 and this had now been reviewed following the incorporation of BRRB as a company limited by guarantee. In summary, spending approval remains with the Management Committee for action by the Directors through the Company's bank signatory mandate. RD confirmed that once the bank account was open, funds would be transferred from the current hosts, Rusa Consulting Ltd, via a verification process overseen by the Directors and Management Committee. **Action: RD**

4d. Membership Structure Update

RW noted that following incorporation, a review of the existing membership and fee structure was being undertaken in view of the Company's objectives to widen the membership and improve financial sustainability of the BRRB. The Management Committee and membership were asked to provide feedback to the Advisor with RD noting that any proposed changes will be subject to full membership consultation. **Action: RW/RD/Management Committee**

4e. Corporate Strategy Update

The Corporate Strategy had now been drafted and incorporated the Company's three objectives, the town values, the Build Back Better approach and the six principles of regeneration. Once the Management Committee had agreed a final draft, including comments on successful delivery, it would be circulated to the membership for consultation with the aim of bringing it back for adoption at the January 2022 meeting. It was noted that while the emphasis still remained on the key aims for Bognor Regis – raising educational attainment, improving skills and creating more employment opportunities and higher wages – BRRB should approach the delivery of these aims through a town centre focus and consider how they could come forward through the alignment of partner policy and strategic direction. **Action: RW**

5. **TOWN VALUES IN ACTION**

Partner Activity Report, Quarters 1 & 2 2021

RW had previously circulated the activity report regarding use of the town values and visual identity from participating partners including BRBID, BRTC, BRRB and the University of Chichester. Reporting had been collated against the agreed KPI's within the Board's strategy, developed to measure and monitor both activity and impact. The report is attached as Appendix 1 to the minutes.

Visual Identity Update

RW advised that the visual identity, developed through collaboration with the multi-agency delivery group, was now available for partner use. RW would circulate the design guide to BRRB members along with additional guidance and resources as available and would follow up for discussions on application and support of the values & visual identity within individual organisations. **Action: RW**

6. **TOWN CENTRE**

Town Centre Transformation

HA gave an update on BRBID activities in the town centre over the last 12/18 months, noting particularly the Summer 2021 Welcome Back Fund projects such as the Place St Maur Pop Up Park, a responsible

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tourism campaign and signage and street furniture, all of which had referenced the town values and visual identity. Additionally, to support the BID's Welcoming Town objectives, other achievements had included the Queensway planters, various art installations around the town centre and improvements to street furniture at key gateways or gathering points. HA noted that while these initiatives seemed small scale when viewed in isolation, they combined to have a coherent, considered impact.

Ongoing work included research and support to businesses in York Road, who were now independently pursuing pedestrianisation. BRBID had focused support outside this aim by putting together plans for festoon lighting and improved street furniture which would additionally provide good links to the improved space at Place St Maur. Perceptions of safety and support to the night-time economy continued to be addressed and BID were delivering improvements to CCTV through the addition of 13 new cameras and direct monitoring and progressing the year-on-year programme of installation of lighting to different quarters of the town centre.

HA summarised by noting that the most powerful takeaway for BID over the last year had been the value and effectiveness of forming local partnerships to bring projects forward to delivery, highlighting that BID resources limited what they could deliver independently and thanking the collaboration of officers at ADC, WSCC, BRTC including the Town Force Team and BRRB. Going forward, HA confirmed that BID would like to see the collaboration and information sharing continue, noting their four priorities for partnership work over the coming year as the development of a shared vision, further work on options for The Esplanade and the Regis Centre site and work to progress a co-ordinated programme of annual events to promote Bognor Regis and the town centre as a destination for residents, local visitors and tourists.

Following HA's update, JP stated his support and congratulations on all the work carried out by the BID team, commenting on how much positivity had been generated. DW noted that the plans for illumination at York Road were fantastic and DV highlighted that the BR town centre shop vacancy rate was 6%, against 11.5% in Chichester and 14% nationally. RW noted that to support the continuation of positive collaboration the Board was coordinating of an informal town centre discussion between key stakeholder representatives and invitations would follow shortly. **Action: RW**

ADC Economic Development Strategy & Action Plan Update

Denise Vine [DV], Group Head of Economy at ADC, gave an update to the Board on the Economic Development Strategy adopted by ADC in December 2019. DV shared the vision from the strategy, noted that the identified priorities, post-Covid, were still valid and now more urgent. The action plan, approved by the Economic Committee in July 2021 (see link at end of summary), identified priorities for ADC across the District including a focus on Bognor Regis town centre. DV noted that some actions could only be delivered through partnership, whether at local level with partners such as BRTC, BRBID and the BBRRB or at a wider strategic level with organisations such as the Coast2Capital Local Enterprise Partnership or the Coastal West Sussex Partnership. Although the action plan necessarily included ADC perspectives such as resourcing, DV commented that the plan would be a useful barometer for progress. Link to July 2021 Economic Committee: <https://democracy.arun.gov.uk/ielistDocuments.aspx?Cid=352&Mid=1475&Ver=4>

7. INVESTMENT ACTIVITY

- a. Saltbox – PH had provided an update advising that Saltbox Phase 1 was now complete with all four occupiers in situ (Warburtons, Aldi, Greggs & Starbucks). Aldi had opened most recently on 30th September 2021. Landlink Estates were pleased that the Phase 1 construction had been relatively unaffected by price volatility and supply chain issues caused by the pandemic and were now considering options for Phase 2.
- b. West Bersted – PH had advised that a hybrid application was coming forward for approximately 90% of the WB allocation and would update further in due course.
- c. Butlins – JP reported that recruitment in some areas was still challenging but was pleased to advise that a new HR Director was now in post. The resort is experiencing high demand and bookings. A planning application was in hand to extend Studio 36, the temporary building constructed earlier this

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year. JP noted that noise has been a concern to some residents and consequently, on-site mitigation measures included improved insulation and a 'real time' sound monitoring system with full perimeter scope and alerts direct to JP & the management team. Blackstone have signed off a further £6million investment across the resort including Studio 36 and Atlantic Bay accommodation improvements.

d. ADC Town Centre Strategic Sites – DE advised contractors now appointed for £1.8million Place St Maur improvements, due to start September 2021 with completion expected March 2022. The Neighbourhood & Environment Committee had considered improvements to the Sunken Gardens, including provisions for a southern gateway, at its meeting of 23rd September 2021 and it was hoped that this would be complete by Autumn 2022. A Government announcement regarding the successful Levelling Up Fund applications was expected end September/early October. Agents had been instructed to market the London Road lorry park site and ADC has identified a hotel as a priority for the town centre.

e. The Royal – Steel framework nearing completion with restaurant design & internal spec. in hand, opening expected early Spring 2022.

8. EMPLOYMENT & SKILLS ACTIVITY

Due to time restrictions, members were requested to provide written updates for circulation with the minutes. **Action: ALL**

Post-meeting BID Update on Skills Development from Heather Allen, BID Co-ordinator

BID have actively engaged with Whitehead-Ross Education and Consulting, who have secured funding to deliver fully funded accredited or bespoke training to SMEs within the Coast to Capital LEP. The BID is using the services of Whitehead Ross to upskill two of its own staff in IT, Social Media and Health & Safety. Through its newsletter and in-person activity of the BID Ambassador, BID are also actively promoting the availability of the training with businesses within the BID Area, with three independents already committed, and two expressing further interest. Once BID businesses have had the opportunity to sign up, BID would introduce to ADC Economic Development Officer Miriam Nicholls to promote across District. Board Members were asked to circulate this information and details can be found on page 8 of the recent Newsletter, link here : <https://www.yumpu.com/en/document/read/65849646/br-bid-newsletter-sept-2021> Any Members that are interested in following BID news are encouraged to sign up for BID updates from any page on the BID's website: www.bruid.org

9. AOB

RW confirmed that Directors' meetings would take place quarterly between the Management Committee meetings and member meetings of the Board. An updated meeting schedule would be circulated to all. **Action: RW**

Arun Growth Deal

SW, Cabinet Member for Economic Development, confirmed that a review of the Arun Growth Plan, a partnership agreement between WSCC and ADC, was in hand with a meeting to discuss progress, including seafront areas and highways activities, due shortly. DV confirmed that positive work was being undertaken between WSCC and ADC officers regarding seafront improvements. Further updates would follow. **Action: DV**

The meeting was informed that BRRB would submit representations for WSCC's consultation on their draft Transport Plan.

MEETING CLOSE & NEXT MEETING DATES

RD closed the meeting at 7.17pm, thanking members for their attendance and noting the date of the next meeting as 26th January 2022.