



**Minutes of Board Meeting held
14th October 2020, 6pm
Virtual Meeting via Zoom**

Present:

Board Members

Raof Daud, Dicentra Developments (Chair) [RD]
Cllr Francis Oppler (Vice Chair) [FO]
Paul Hanson, Landlink [PH]
Cllr Bob Lanzer, WSCC [BL]

Jeremy Pardey, Butlins [JP]
Henry Green, Covers [HG]
Nick Laurence, Metamorph [NL]
Prof David Cooper, University of Chichester [DC]

Officers

Rebecca White, Advisor [RW]
Caroline Gosford, ADC [CG]
Sarah Norman, BRTC [SN]

Denise Vine, ADC [DV]
Heather Allen, BR BID Coordinator [HA]

Apologies:

Caroline Wood, CWSP [CW]

1. Welcome & Apologies

The Chair [RD] welcomed attendees, noting apologies and opened the meeting by thanking the BR BID team for their work on the joint 'Space To' campaign and comprehensive follow-up report. RD highlighted recent press articles including the Board's support for the ADC decision to invite proposals for town centre regeneration sites and a piece showcasing that BR had been ranked within the top 15 UK destinations for a winter staycation, noting that this coverage builds positive messaging. These articles would be circulated to members. RD also informed that the Advisor's induction had been completed. She would meet all members and attend other relevant meetings in BR to widen the Board's contact base.

2. Declarations of Interest

None received.

3. Minutes of 22nd July 2020/Matters Arising

The Advisor had received no queries regarding the circulated minutes and no matters arising were raised. The minutes were therefore accepted as read.

4. Steering Group Update

A written update on the Steering Group meeting of 30th September 2020 had been circulated to members with RD noting that this would improve clarity, transparency and inclusivity for all members. The following was noted:

- a. Financial Position to 24th September 2020 – thanks were given to all funding members for their support in making contributions.
- b. Advisor Update & Objectives – objectives to be reviewed and updated by Steering Group in January 2021
- c. Incorporation – the structure of the incorporated Board would mirror current arrangements with Articles of Association to be drafted. RD noted these would be circulated for comment and

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encouraged active engagement, noting these were important steps with incorporation providing freedom for the Board to undertake new activities.

d. Strategy Development – the Board would draft a strategic plan which aligned with the aims and objectives of local stakeholders to guide future activity and priorities.

e. Spending Authority Agreement – RD advised that this document clearly laid out spending limits to support good administration & governance and would be reviewed annually by the Steering Group.

It was noted that the next Steering Group meeting would take place in January 2021.

5. Project/Partnerships Update

a. BID Report on 'Space To' Campaign – A comprehensive report on the campaign had been provided by Heather Allen, BID Co-Ordinator and circulated to members. HA noted that whilst the impact of the campaign was difficult to quantify, with no way of defining easily whether the increase in footfall had resulted in an increase in trading income, a key takeaway was that Google searches for the term 'Bognor Regis beach' were the highest they had ever been during the two months of the campaign. RD congratulated the BR BID, on behalf of the Board, for a wonderful effort of planning and execution and hoped there would be more opportunities for collaboration. HA informed this was fully reciprocated by the BID Board.

b. Placebranding – A summary report had been circulated for information. Denise Vine, Group Head of Economy for ADC, gave an outline of the placebranding project's history and context, noting that the original aim was to develop consistent messaging to improve the perception of BR. Originally a partnership between WSCC, the University of Chichester and ADC, the placebranding exercise complemented their own activities in the development of the WSCC digital creative hub 'The Track' at Bognor Regis Station, the realisation of the Tech Park at the University's BR campus and ADC's own focus on the town centre regeneration sites. Through a perception survey involving 600+ responses, Hemingway Design had distilled the feedback and produced core values so that all stakeholders and local influencers had the same message to combat negativity and change the conversation around BR to a positive one. DV identified the three core values as:

1. A beacon for a bold future,
2. Blue sky thinking, and
3. Get ready for fun

She gave examples of how these values could be used as a filter for activities such as press releases and local strategies. A presentation was given by Hemingway Design (HD) to a meeting of local stakeholders arranged by DV in September 2020 and she reported that there was agreement that the values were on point and should be taken forward. It was noted then that the placebranding values should be owned and adopted by the whole town, not just a council. DV then advised that the current status was that HD had advised that the values needed a 'steward' to encourage key partners to use the values and brand filter to introduce, encourage and circulate positive messaging. DV then informed that the BRRB were being asked to steward in the hope that the member organisations would agree to use the values individually, noting that as a minimum placebranding could be a standing item on the Board's agenda with members reporting at each meeting how they had used the core values in their own activities. The perception survey and other supporting information would be shared with the Board via the Advisor. RD thanked DV for her update and invited comments from members. All members expressed strong support for the values and use of the filter in decision making, with JP, DC & BL all identifying how the core values/brand filter could be mapped against their own organisations' projects & initiatives. FO noted that DV had explained placebranding well and he was fully in support. HA noted that for the BID, the core values represented a very powerful tool and she would hope to see them used for

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more than messaging, saying that stakeholders need to be working collaboratively with shared outcomes to deliver progress through action – a ‘blueprint for Bognor’. DV noted that ADC’s process would mean the core values being taken to the relevant sub-committee for formal support but nevertheless the values were available to be used by partners and stakeholders. PH gave support to DV’s suggestion that the BRRB use the values as a standing agenda item, noting that they went to the heart of the Board’s purpose. RD thanked members for their contributions to a very useful discussion, noting from the comments that it seemed likely individual member actions and progress would happen organically before the next Board meeting. RW would be in contact on this and collate updates; RD would work with RW on next steps from the Board’s perspective and update on further progress.

6. Member Updates

RD asked all members to consider circulating written quarterly updates before meetings via the Advisor to improve communication and support the smooth running of the agenda.

WSCC – An update on the draft Climate Change Strategy & Economy Reset Plan had been circulated with members invited to submit comments to the Chair & Advisor to be escalated to WSCC.

ADC – The updated Bognor Regis Position Statement had been circulated to members.

BR BID - A report on activities including post-Covid recovery planning and the Christmas campaign had been circulated for information with HA noting that opportunities for partnership/collaboration had been highlighted.

Butlins – JP advised that bookings for the remainder of 2020 were strong, with work in hand on a growth plan to increase capacity within current restrictions; this would likely involve significant capital investment with consideration to ensure decisions benefitted BR overall, JP noting that guests were encouraged to engage with the town and local businesses. An update would follow once plans were finalised.

Covers – HG pleased to report all colleagues returned from furlough and strong demand from both trade and retail customers.

University of Chichester – DC reported full cohort of students, teaching mainly face to face with only a small percentage online. Student numbers up 9% on last year with particular success in attracting foreign students. Very pleased to report that Uni of Chi ranked within top 30 universities in the UK in The Guardian’s league table, now 29th up from 73rd, competing with Russell Group universities. Working with CWSP on developing e-sports proposition for region.

BR Town Council – Working on town centre enhancements and activities such as planters in conjunction with the BR BID and a BRTC funded Xmas light projection (thanks given to ADC for their support in allowing use of building for projection equipment). Noted Remembrance Sunday service subject to restrictions but would be streamed live; would circulate link via RW for social media use.

7. Investment Activity

- a. The Royal - Provided by Metamorph Management – Roughly 50% reserved with reservations showing a refreshingly diverse buyer profile: 1 help-to-buy, young professional couples and active retirees looking to reside full-time, second homers and investors. Many others are keen, especially from the out of area, but want to see a more finished product before committing. Potential occupation from 31st January 2021 with West Lodge completion likely end March 2021. C-19 is still causing some delays, due to supply chain and efficiencies within the build. Metamorph remain diligent in trying to keep to a minimum. Working with WSCC to secure decision on outside café licence, information pack provided which also includes a request to install a ‘Zebra’ crossing at the drop down access to the Esplanade opposite The Steyne. Some night lighting now operational, bringing a different look to the seafront buildings.

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- b. Saltbox - Provided by Landlink Estates - Works commenced on 10 August for Phase 1 with a 44 week programme to deliver the pre lets for Warburtons, Aldi & 2 drive throughs plus the infrastructure (access roads, drainage & utilities) for the whole site which extends to 17.5 acres in total. To date the site has been stripped of topsoil, a new access built off the roundabout, soil used to provide the village buffer to screen the site from Shripney residents, drainage attenuation has been put in place & crushed aggregate placed on the footprint of the consented units ready for the foundations to be built. The steel frame for Warburtons starts being erected on 5 October with the cladding to be put up by the end of October. To date, on programme to finish in June 2021 & on budget. The main contractor, RG Ltd has had an average of 30 people working on site each day. This number will rise as the site moves into the fit out phase. Once completed site will deliver approximately 200+ jobs.
- c. West Bersted – Majority Landowners: Church Commissioners/Landlink Estates. Land to the north west of Chalcraft Lane identified as a strategic allocation delivering 2500+ units within the Arun Local Plan. ADC consultation on West Bersted Framework Masterplan closed 21st September 2020. BRRB submitted formal response. Officers update report to ADC Development Control Committee meeting of 30th September, including summary of consultation responses published 29th September 2020. Committee resolved to submit the Framework Masterplan for formal endorsement in line with the officers’ recommendation.
- d. Town Centre Strategic Sites – Landowner: Arun District Council. ADC had resolved at Full Council meeting of 16th September 2020 to issue an invitation to present regeneration proposals. Whilst detail regarding process, timeline & the basis for evaluation was yet to be published, a BRRB press release, welcoming the initiative and encouraging clarity from ADC as both the landowner & authority, was issued on 29th September 2020. DV advised ADC have also now issued a press release. RD noted there was an opportunity for the Board to participate constructively in the exercise, not in proposing schemes but through offering evidence based guidance to the Council on the regeneration principals and opportunities for consideration. NL noted his interest in the Project Sunrise scheme and RD reiterated the Board’s position that where a member/s has an interest in one or more scheme/s they are welcome to participate in and contribute to discussion but must step aside from any decision making/voting. DC noted that the Board & ADC should encourage all proposers to use the placebranding core values and ask them to demonstrate how any proposal will deliver them.

Update on Place St Maur des Fosses public realm improvements given to ADC Environment & Leisure Working Group meeting of 3rd September 2020 by Principal Landscape Officer. Project timeline outlined as Summer 2020 to Autumn 2023. Consultants will be engaged for project management including public consultation and delivery. Anticipated budget £1.5m with £235k earmarked from ADC Sunken Garden project for consultancy & survey work and a funding bid submitted to the central Government ‘Get Building’ fund. Further report to Council expected November 2020. Sunken Gardens proposals yet to come forward to Council.

8. Any Other Business

There was none.

9. Meeting Dates

In closing the meeting, RD asked members to note the meeting dates for 2021, as listed on the agenda and previously circulated as: 27th January, 28th April, 14th July & 6th October 2021. Members were encouraged to submit apologies or substitutions to RW well in advance.

The meeting closed at 7.00pm

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