



Bognor Regis Regeneration Board
Wednesday 28th April 2021, 6.00pm
Online virtual meeting via Zoom

Present:

Board Members

Raof Daud, Dicentra Developments (Chair) [RD]

Cllr Bob Lanzer, WSCC [BL]

Nick Laurence, Metamorph [NL]

Caroline Wood, CWSP [CW]

Cllr Matt Stanley, ADC [MS]

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]

Heather Allen, BID [HA]

Apologies

Henry Green, Covers

David Wride, BR Chamber of Commerce

Jason Passingham, BID Chairman

Presenting

Paul Rolfe, Chichester College Group [PR]

By Invitation

Matt Smith, Regis Group [MSm]

MINUTES

1. WELCOME, INTRODUCTION AND INTRODUCTIONS

The Chair [RD] opened the meeting, welcomed all present and noted apologies. The Chair welcomed Matt Smith of the Regis Group, attending as a guest and Paul Rolfe of the Chichester College Group, attending to give a presentation. Introductions were made by all.

2. DECLARATIONS OF INTEREST

None received. RD advised that a proxy notice had been received from Henry Green, delegating voting to the Chair. RD requested that all members not able to attend meetings provide proxy instructions, including voting intentions or delegation to the Chair, to support the smooth running of meetings.

Item 2 Actions Arising: All members to provide proxy instructions with apologies.

PRESENTATION FROM CHICHESTER COLLEGE GROUP ON SKILLS SUPPORT

PR gave a presentation on the range of options and support available to employers through the Chichester College Group to encourage opportunity creation, including apprenticeships, KickStart placements, occupational training and professional qualifications. The CCG is the largest group of colleges in Sussex with 25,000 students and 2,200 apprenticeships. RW noted the perception amongst smaller employers that taking on an apprentice or work placement can be hard and that the work being done by CCG to reach out to employers would help combat that. It was agreed that PR would contact Board members to offer support. RD thanked PR for his presentation on behalf of the Board. [Post meeting note – CCG presentation circulated to all members.]

3. MINUTES OF 27TH JANUARY 2021/MATTERS ARISING

RW noted minutes had been previously circulated with no member queries and published to 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. STEERING GROUP UPDATE

A written update on the Steering Group meeting of 14th April 2021 had been circulated to members in advance of the meeting. Discussion was invited by the Chair on each item in turn.

- 4a. ADC Representation – the appointment of Cllr Matt Stanley as the Arun District Council representative was noted.
- 4b. Steering Group/Interim Deputy Chair – the Steering Group’s recommendations (noting MS’s abstentions) regarding Cllr Matt Stanley’s appointment to the Steering Group and as Interim Deputy Chair were agreed.
- 4c. Financial Position - the financial position at 31st March 2020 was noted.
- 4d. Budget 2021/22 – the agreed budget for 2021/22, circulated to all members as a summary, was noted.
- 4e. Advisor Update – the Advisor’s report was noted with RD encouraging members to raise any questions or comments direct with RW.
- 4f. Placebranding Strategy & KPIs – it had been agreed with stakeholders that placebranding activity should be reported in a consistent way and as stewards of the placebranding, BRRB had developed a strategy and associated KPIs. It was agreed that stakeholders and members would benefit from a structured reporting approach to ensure placebranding achieved impact. After inviting member contributions, RD proposed the strategy and KPIs for adoption, unanimously carried with no abstentions.
- 4g. Incorporation Update – Documents comprising draft Articles of Association (prepared by Irwin Mitchell Solicitors from model articles and amended to the Board’s requirements), Management Committee Terms of Reference, Membership Rules and Director Role Description had been circulated to all members in advance of the meeting. RD noted that the documents had been prepared to align with the incorporation framework previously agreed by the Board to reflect current management arrangements and retain the strength of the public/private partnership. Next steps would include confirmation of the directors with RD noting that the proposed Articles of Association required a minimum of three. RD proposed that the Articles of Association be adopted, unanimously carried with no abstentions. RD proposed that the Management Committee Terms of Reference, Membership Rules and Director Role Description be adopted, subject to amendments as required, to be approved by the Steering Group or Chair as appropriate. The proposal was unanimously carried with no abstentions.

5. PLACEBRANDING

Member Project & General Activity Updates

RW noted that following the Board’s adoption of the placebranding strategy and associated KPIs, quarterly reports on stakeholder activities would be issued. In addition to presenting on placebranding to partners such as ADC and Bognor Regis Town Council, RW had been actively promoting the values to local groups and businesses and continued to be engaged in developing the visual identity through the multi-agency delivery group.

BR BID had circulated an update which included information on the development and extension of the perception study work to monitor the impact of placebranding.

KR confirmed that the ADC Economic Committee would consider the placebranding values, likely to be at the October 2021 meeting, noting the positive work being undertaken by BRRB & BRBID.

BRTC confirmed that they would be reporting in line with the KPIs going forward.

RD urged all stakeholders to be active in issuing updates to provide evidence of the positive impact that using the placebranding tools was having in Bognor Regis.

Item 5 Actions Arising:

All members to be active in reporting placebranding activities via the Advisor.

6. TOWN CENTRE

BRBID Update – Town Centre Transformation Strategy

HA gave an update, advising that work to put together a Town Centre Task Force (TSTF) was developing. BRBID were following the route map outlined by the Government backed High Street Task Force, carrying out an audit of the current offering. BRBID had then consulted with relevant town centre stakeholders to produce an outline plan, detailing strategy & delivery actions, which had been shared with ADC as recommendations. HA noted that the proposals included a strategy group with a delivery group of officers actively engaged in progressing the agreed actions. BRBID would set up the initial meeting in early June and HA asked for assistance in securing appropriate support of elected members and stakeholder engagement.

KR noted that ADC's priority currently was a proposed bid for the Government's Levelling Up Fund, which allowed a bid of up to £20million for infrastructure projects per district, the emphasis being on 'shovel ready' projects with an expected spend completion of 2024/25. ADC's focus would be on Bognor Regis and Littlehampton and initial bids were required by 18th June 2021. A working group of members had been set up to explore what options might be put forward. There were 100 authorities in Tier 1 with ADC being in Tier 2. Successful bids would have to identify a very strong narrative linking town identity to the enhancements/renewal proposed. KR also noted that WSCC had been charged by Government to deliver the Community Renewal Fund which offered revenue funding.

HA asked how feedback from the community and stakeholders would be considered by ADC in preparing and informing any bid. KR confirmed stakeholder consultation would take place once a potential bid had been drafted.

It was noted that there should be councillor representation on the TCTF strategy group to ensure engagement; BL advised HA to contact the respective Leaders to request this. BL agreed to circulate a briefing note on the Community Renewal Fund via the Advisor and noted that any ideas which weren't successful might be considered in the next round of funding.

CW commented that the political agenda meant that funding was likely to be prioritised to the North and that while the local area had its challenges, set against scales of deprivation it may not score highly. CW highlighted the forthcoming Social Prosperity Fund, noting that although criteria had yet to be confirmed coastal communities may benefit.

RD asked all members to consider how the Board and individual member organisations could assist and suggested that the town centre stakeholder team, operating through the Town Centre Transformation Strategy, should submit a framework of suggestions and look at collaboration post-bid to assist in delivering outcomes.

Item 6 Actions Arising:

BL/WSCC to provide copy of briefing note on Community Renewal Fund.

All members to consider how to support ADC's bid for the Levelling Up Fund.

7. INVESTMENT ACTIVITY

- 7a. Royal Hotel – NL had circulated details of his planning application to revise the frontage of the restaurant (BR/120/21/PL), noting that the amended design opened the restaurant up to the seafront, better supported the potential for external dining and lifted the whole offer to something outstanding which supported the town centre. Members were asked to contact NL regarding queries and RD confirmed that the Board would submit a response. RW confirmed she would circulate the application number and a link to the ADC planning portal so that members could submit their own responses.
- 7b. Butlins – JP confirmed reopening on 17th May 2021 with the temporary building opening 21st May 2021. There was a 12-month licence in place for this building to ensure noise management adequately met. Drive thru admission would speed up check-in and alleviate local traffic issues.
- 7c. West Bersted – RW noted that the Chalcroft Nursery application for 20 dwellings and mixed commercial/retail space had been granted. Landform's application for 225 dwellings at the Nursery Fields site [BE/143/20/OUT] had been refused, due to concerns including the impact on the local road network and insufficient encouragement of other transport modes.
- 7d. ADC Town Centre Strategic Sites – MS noted that due to the focus on the Levelling Up bid, ADC had resolved to delay the town centre regeneration proposals and these would come forward in due course.

- 7e. University of Chichester – DC advised that the University had signed a partnership agreement to operate the University of Chichester International College with 100 students based at the BR campus.
- 7f. Saltbox – PH confirmed less than 10 weeks to practical completion with the project on track and on budget. The site hoarding was due to be removed next week. PH would liaise with RW to arrange a site visit for Board members.

Item 7 Actions Arising:

Members to provide comments on The Royal amended planning application either via the Advisor or direct to ADC.

Advisor to liaise with Landlink to arrange site visit to Saltbox.

8. EMPLOYMENT & SKILLS ACTIVITY

JP reported that Butlins BR were actively recruiting 40 new Kickstart positions with interviews currently underway.

9. AOB

RW noted that members were being asked to become more active in their membership of the Board and to ensure engagement and support a member survey on reporting arrangements and member participation would follow shortly.

RW noted that 2022 meeting dates would be circulated in the next few weeks.

MEETING CLOSE & NEXT MEETING DATES

RD closed the meeting at 7.37pm, thanking members for their attendance and noting the date of the next meeting as 14th July 2021. Providing restrictions allowed, this would be held at The Track in Bognor Regis.