

# BOGNOR REGIS REGENERATION BOARD

## CORPORATE PLAN

- Vision, Values & Objectives
- Strategic Priorities

2022 – 2027



## Introduction

The Bognor Regis Regeneration Board was established in 2007 as a unique public-private partnership, acting as a collaborative, community-focused and independent advisory body to bring together leading representatives from key public, private and community stakeholders in Bognor Regis. We seek to facilitate and encourage a strategic, coordinated and joined up approach towards improvement and regeneration in Bognor Regis. The Board is funded entirely through membership fees which are used to fund the employment of its part-time Advisor and to promote the vision, values and objectives outlined in our corporate strategy.

We have stood the test of time; the public and private partnership has created a strong foundation on which significant investment and growth has already been delivered and continues, demonstrating how the Town's stakeholders have been prepared to use their own resources and skills to progress their vision for the regeneration of Bognor Regis.

Since 2007 to 2020 over £500 million has been invested in Bognor Regis and its environs through the private, public and third sectors. Areas of investment include housing, secondary, further and higher education, logistics and distribution, a new local road link, leisure, hospitality, entertainment and out of town retail. Much of this activity has taken place outside the town centre, as can be seen when breaking down the investment by area into Town Centre/Greater Bognor Regis which demonstrates an investment ratio of 1:4. This imbalance needs to be addressed and in 2019 the Board resolved to focus on town centre improvement and regeneration as a new objective. Nationally, the themes of social inclusion, the environment and the vibrancy of town centres, have been highlighted as priorities post-Covid. The Board supports these priorities and through our own objectives, vision and values, will focus on supporting the delivery of these at a local level.



## Vision

Our vision for Bognor Regis is:

**A DYNAMIC, AMBITIOUS, SUSTAINABLE, CREATIVE AND ENJOYABLE TOWN IN WHICH TO LIVE, WORK, STUDY, VISIT AND INVEST.**

Through its vision and values the Board seeks to promote the interests, needs and aspirations of our current and future community. Our aim is to ensure that Bognor Regis is and develops as a successful, sustainable seaside town which respects its heritage, supports a diverse cultural offering, enhances enjoyment of our geography and landscape, encourages the growth of skills and technology and recognises new opportunities, offering a thriving natural, human and economic environment for its residents, students, visitors and businesses.



## Values

The Board is committed to and promotes the following values:

**Partnership** - The value of partnership is at the heart of the Board's approach. We are committed to building a wide-spectrum membership to promote inclusivity and achieve good representation across all sectors. We operate collaboratively at all levels, working with members, partners and local stakeholders to ensure strategic alignment to effectively deliver common objectives.

**Agility** – We are clear in our objectives and open in our priorities. Our governance facilitates scrutiny, information gathering, robust evaluation and quick decision making. The Board is therefore well-placed, through its strong local network of stakeholders, transparent structure and flexible approach, to react and respond to local opportunities and issues, providing opinion, support and challenge as needed to promote the interests of Bognor Regis in a timely and relevant way.

**Ambition** – We are ambitious for Bognor Regis as a bold, creative, innovative, dynamic, sustainable and welcoming town. Through our commitment to partnership working and the Build Back Better approach we challenge our members, partners and other local stakeholders to go beyond the minimum, to build and contribute to a positive narrative, to take a 'people first' approach and to consider the social value in all initiatives to focus on opportunity creation and enrichment of the town's community and economy.

**Integrity** – We are an independent non-profit company limited by guarantee. The Board promotes an open, accountable system of governance with a clear structure, a robust elections process and strong internal controls. Transparency is key; information about the company, including the Board's contact details, membership body and decision making is freely available online, via our website and our listing with Companies House. As an organisation, we are committed to demonstrating high standards of professionalism and positivity at all times and promote these through our members and partners.



## Regeneration Framework

The Board takes strategic approach to regeneration and has used the identified core values for Bognor Regis to develop a framework of 'Build Back Better' regeneration principles.

### Town Values

A triumvirate comprising West Sussex County Council, Arun District Council and the University of Chichester, with the aim of improving the image of Bognor Regis, commissioned a placebranding exercise for the town which involved extensive public and stakeholder consultation and culminated in the presentation of core values in September 2020. The Bognor Regis Regeneration Board [BRRB], as an existing independent partnership of public and private stakeholders, was appointed to promote the values and to use them as a toolkit, in partnership with others, to build a positive narrative for Bognor Regis. At September 2022, the values have been endorsed by West Sussex County Council, the University of Chichester and Butlins and formally adopted by the Bognor Regis Regeneration Board, Bognor Regis Town Council and the Bognor Regis Business Improvement District [BID]. The core values identified for Bognor Regis are:

A beacon for a bold future = AMBITION

Blue sky thinking = INNOVATION

Ready for fun = ENJOYMENT

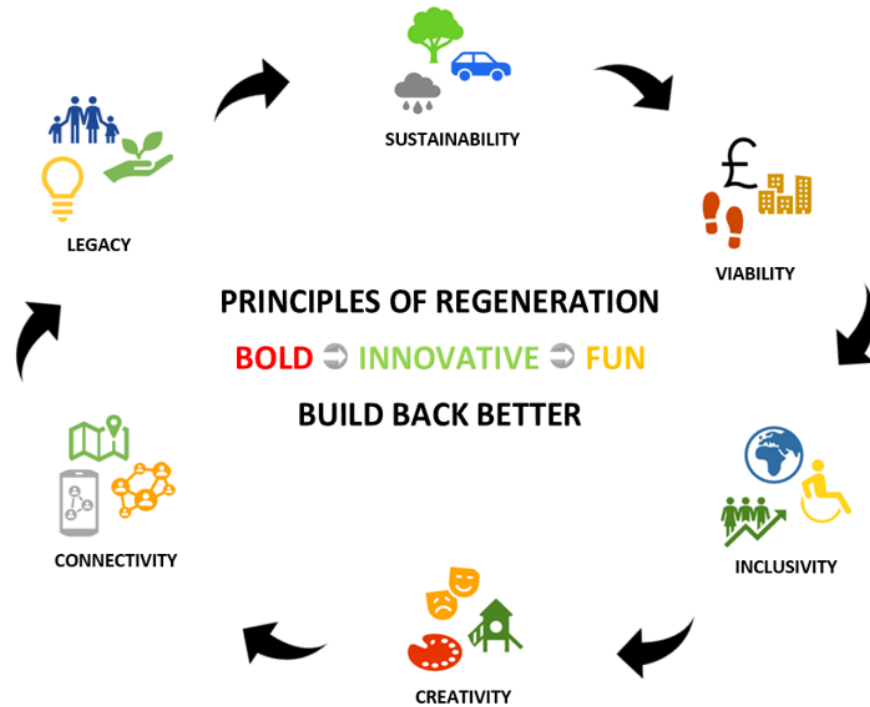
In real terms, the Board's commitment to the town values means the following:

- Adopting/committing to the core values as an organisation and looking to our individual members to the do same.
- 'Living' the values through best practice, using them to inform and guide consideration and decision making on projects and initiatives that come forward, including in our consultation responses and general communications.
- Promoting the meaningful impact and widespread adoption of the values with partners, stakeholders and the Bognor Regis community.



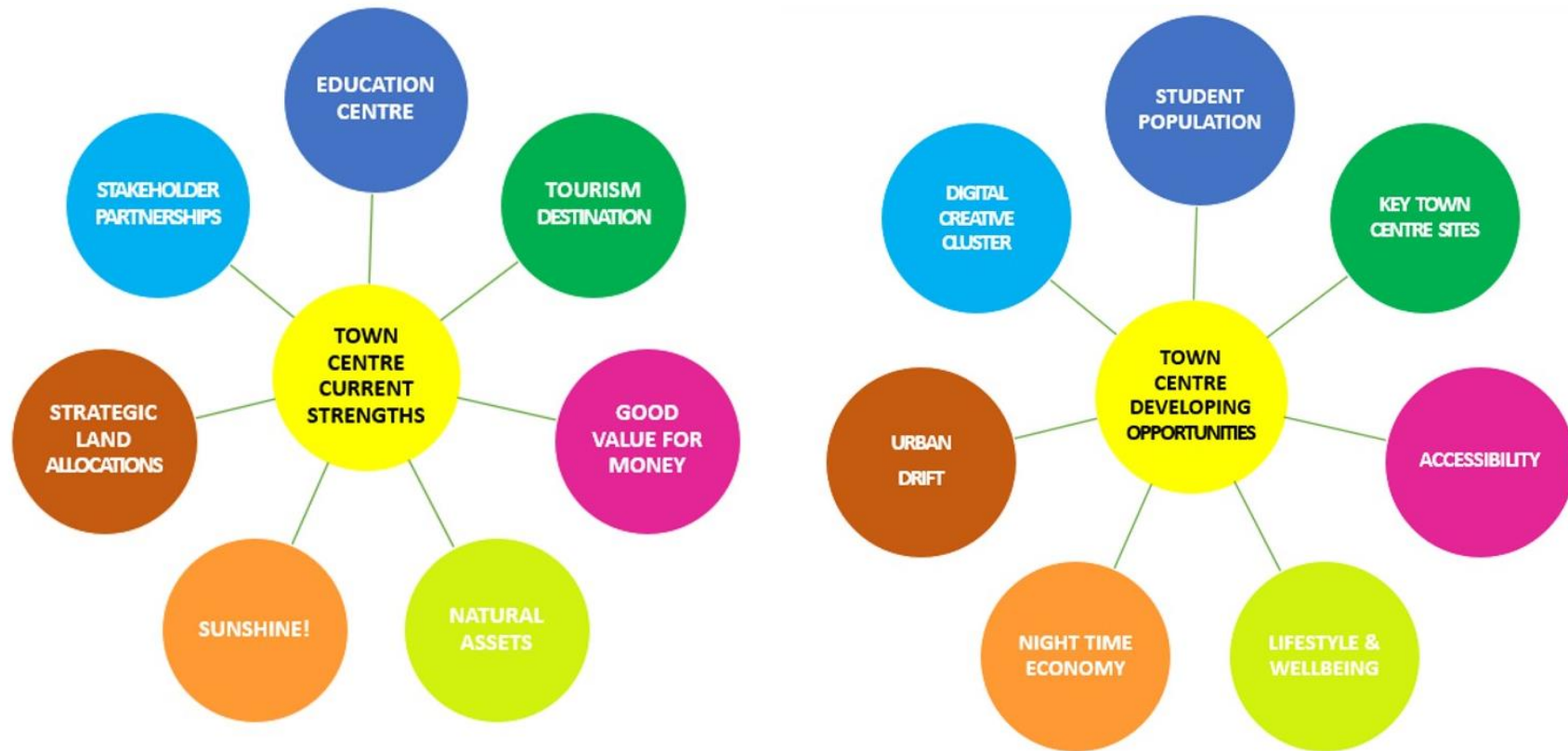
## Principles of Regeneration & The Build Back Better Approach

The 'Build Back Better' approach is a concept developing through governments around the world in response to the need for social, physical and economic resilience in the face of increasing threat from unsustainable production/consumption, growing inequality and climate change with the aim to share ambition, expertise and innovation to create fairer, greener and more resilient economies. As the world navigates the challenges brought by the coronavirus, disaster resilience in all its forms has never been more relevant and there is a real opportunity at local level to reconsider the possible and build bold, creative and enjoyable communities. Against this, the Board considered United Nations [UN] Global Compact and the UN's 17 Sustainable Development Goals and developed a regeneration framework to be used in conjunction with the placebranding values. These are not definitive, rather they seek to promote discussion, ambition, innovation and commitment amongst our local partners including policy makers, landowners, developers and other key stakeholders. The six principles are identified as sustainability, viability, inclusivity, creativity, connectivity and legacy.



## Bognor Regis –Strengths & Opportunities

Using our strategic framework, as described in the previous pages, we aim to maximise the current strengths and emerging opportunities for Bognor Regis as identified in the charts below. Over the life of this plan, we will continually revisit and review these, in partnership with our members, to ensure that we remain focused on the key strategic areas for improvement and regeneration.



## Our Objectives

OBJECTIVE	HOW WE WILL DELIVER THIS
<p><b>To collectively promote Bognor Regis as a great place to live, work, study, visit, invest and enjoy.</b></p>	<ul style="list-style-type: none"> <li>• Contribute to and promote a positive narrative for Bognor Regis through use of the shared town values.</li> <li>• Promote and encourage use of the shared town values to local stakeholders and the wider community.</li> <li>• Work with members, partners and local stakeholders on projects and initiatives which combat negative perceptions of the town.</li> <li>• Actively promote our strategic framework to demand ambitious, solution-led thinking centred on building a sustainable, socially inclusive and economically dynamic community.</li> </ul>
<p><b>To consider, give opinion and comment upon how and to what extent planned and proposed developments contribute to:</b></p> <ul style="list-style-type: none"> <li>• <b>the town's growth and development;</b></li> <li>• <b>addressing and overcoming the town's socio-economic challenges; and,</b></li> <li>• <b>maximising benefits and opportunities for the town.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Be active in our response to local consultations including significant planning applications within the Greater Bognor Regis area.</li> <li>• Use our strategic framework to analyse and promote opportunities for the Bognor Regis economy including training and skills development and the active sourcing of local businesses and workforce.</li> <li>• Engage with local authority members and delivery partners to support sustainable improvements to both built and social infrastructure.</li> <li>• Encourage the consideration of social value in the life cycle of proposed development including factors such as the supply chain and design over all phases.</li> <li>• Work in partnership with the District Council to promote and develop the Developer &amp; Partner Charter to raise skills, wages and local attainment.</li> <li>• Constructively engage with the Local Planning Authority regarding the Local Plan, including any reviews of strategic land assessments and allocations.</li> <li>• Promote the strategic alignment and review of local authority policy to encourage a timely and co-ordinated approach to the delivery of sustainable regeneration for Bognor Regis.</li> </ul>



<p><b>To consider and evaluate strategies which impact upon the economic growth of Bognor Regis and offer comment, opinion and where appropriate modifications.</b></p>	<ul style="list-style-type: none"> <li>• Work in partnership with the County and District Council’s Economic Development Teams to encourage business investment and growth, particularly in digital and green industries.</li> <li>• Positively engage with the County, District and Town Councils to support relevant policy development and reviews.</li> <li>• Facilitate communication between Board members and partners to support strategic alignment and coordinated delivery outcomes.</li> </ul>
<p><b>To encourage &amp; support the delivery of improvements and regeneration to Bognor Regis Town Centre.</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with town centre stakeholders to develop, through consensus, a clear and supported vision for the town centre.</li> <li>• Work in partnership with key stakeholders to promote a strategic and timebound masterplan for the town centre that addresses the challenges of environmentally &amp; social sustainability.</li> <li>• Evaluate existing evidence of need and local policy alignment in the assessment of projects and initiatives which come forward.</li> <li>• Engage with local delivery partners to support sustainable improvements to both built and social infrastructure.</li> <li>• Support partners in their applications to funding streams.</li> </ul>
<p><b>To widen the Board’s membership.</b></p>	<ul style="list-style-type: none"> <li>• Continue to raise the Board’s profile through our website, social media channels, press releases and consultation responses.</li> <li>• Engage across a wide spectrum of public, private and third sector stakeholders.</li> <li>• Publish details of our activities and decision making in the public domain.</li> <li>• Identify potential members through their local activity, investment and interests.</li> <li>• Directly engage with potential members to promote the Board’s vision, values and objectives.</li> </ul>
<p><b>To ensure the Board’s financial sustainability.</b></p>	<ul style="list-style-type: none"> <li>• Develop a funding structure which supports member parity and encourages wide-ranging and active representation.</li> <li>• Examine opportunities to secure project specific funding through grant applications.</li> <li>• Retain existing membership and increase the Board’s membership body.</li> <li>• Set and monitor budgets which incorporate forward plans for contingency funding and adequate reserves.</li> </ul>



## STRATEGIC PRIORITIES

The Board has developed its role as a facilitator over the last two years, particularly through its hosting of the Town Centre Forum. An informal discussion group of stakeholders, the Forum have used the shared town values as a starting point to identify and agree strategic priorities for the town centre and examine opportunities for delivery. As a result of this work the Board has identified its own strategic priorities for the life of this corporate plan, both for the town centre and the wider Bognor Regis area as follows:

# Perception of Bognor Regis

Safety & Security

Vision & Values

Wayfinding & Accessibility

Youth Provision

Arts, Culture & Events

Digital Connectivity

Raising Aspiration

Integrated Transport & Access Strategy

Employment & Commercial Site Allocations



## Community Engagement

The Board operates as a community focused but not community facing organisation. We rely on our public sector members – the County, District and Town Councils – to represent the needs, aspirations and views of Bognor Regis residents through their appointments to the Board. Details of how to contact these representatives or the Board directly can be found below.

## Member Information

Find out more about our members and their activities, or get in touch with us directly, through our website:

[www.bognorregisregenerationboard.com](http://www.bognorregisregenerationboard.com)

## Background Reading

### References

Global Compact	<a href="https://www.unglobalcompact.org/what-is-gc/mission/principles">https://www.unglobalcompact.org/what-is-gc/mission/principles</a>
Sustainable Development Goals	<a href="https://www.unglobalcompact.org/sdgs/17-global-goals">https://www.unglobalcompact.org/sdgs/17-global-goals</a>
Build Back Better	<a href="https://www.ukssd.co.uk/build-back-better">https://www.ukssd.co.uk/build-back-better</a>

