

BOGNOR REGIS SEAFRONT STRATEGY

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2009



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SECTION 1: INTRODUCTION

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1.1 Bognor Regis regeneration

The ongoing regeneration of Bognor Regis has seen significant success, but until now it has not directly addressed the town's primary assets: the seafront and the sea itself. These are vital to Bognor Regis' success, being a major attraction for visitors and a valued amenity for residents, but visitor and site surveys suggest that they are not currently fulfilling their potential. The promenade, buildings and facilities are looking tired, limiting the seafront's appeal to residents, visitors and investors and perpetuating a downmarket 'Bugger Bognor' stereotype.

Arun District Council (Arun DC) is responding to the needs of local residents, and changes in the UK leisure and tourist market, by supporting a major programme of investment across the town through the Bognor Regis Regeneration Task Force. It is understood that the seafront should play a lead part in this.

1.2 Purpose of the Seafront Strategy

Like other British resorts, Bognor Regis must reinvent itself or risk decline in the face of rising consumer sophistication and increased competition at home and abroad. The seafront is an integral part of the regeneration of the town. The opportunity exists to create a distinctive, competitive and high-quality leisure destination that is dynamic and successful without compromising what is good about the town's existing features.

Accordingly, the Seafront Strategy has been developed to identify the strengths and weaknesses of Bognor Regis seafront and to prepare a co-ordinated programme of possible developments and projects that have been tested and consulted on with the public.

The strategy therefore provides a reference point for future developers and investors, and a guide for the statutory authorities who invest in seafront infrastructure.

1.3 Study area

The geographical focus is a 2.5 mile stretch of seafront from the junction of West Park and Marine Drive West, through to the Southern Water pumping station at Culver Road, Felpham (shown below). This study area was chosen as the most-visited stretch of the seafront for both tourists and residents (with the highest levels of activity occurring in the central area from the pier eastwards to Butlins). Additionally, this site includes the range of character areas that contribute to Bognor Regis' identity and provide a varied offer to visitors.

The depth of the study area changes according to current land ownership and future developments already in discussion.

In terms of architecture and land use, the study area features a traditional promenade with a mixed landscape of post-war flats, public gardens and play areas, Victorian and Regency terraces, beach huts, a holiday camp and seasonal seafront businesses. In many places, the promenade is level with a shingle bank which is both a defence against and a result of tidal action. When the tide is high, the beach is entirely shingle – Bognor Regis' sands are only exposed when the tide is low.



1.4 Consultation

In order to incorporate the views of a wide range of seafront users in the strategy, extensive consultation has been conducted as follows:

- Arun DC officer interviews
- Interviews with Councillors from: Arun DC, Bognor Regis Town Council, Aldwick Parish Council and Felpham Parish Council
- Stakeholder interviews including:
 - Bognor Visitor Group
 - Brighter Bognor
 - BR21
 - Vision Group
 - Local police
 - University of Chichester
 - Hotel owners and Butlins (Bourne Leisure) management
 - Inspire Leisure
 - Bognor Regis Civic Society
 - Arun Youth Council
 - Disability groups
- Stakeholder workshops (as above, including Councillors and Arun DC officers)
- Seafront visitor survey
- Two-day public consultation event

The results of this consultation inform the findings set out in Section 3 (Challenges), Section 4 (Assets and Opportunities) and Section 5 (Vision), and inspire the Seafront Strategy's recommended initiatives described in Section 6.

An action plan for the successful, phased delivery of the strategy concludes this document in Section 7.



Seafront Strategy consultation workshop

1.5 EDAW's experience in coastal towns

Arun DC commissioned EDAW to conduct the Seafront Strategy. EDAW is a spatial planning and design consultancy with experience in regenerating seaside and other towns all over the UK and overseas. Selected examples of EDAW's work in English coastal towns include:

Brighton Seafront Strategy – EDAW led a multi-disciplinary team to produce a regeneration strategy for Brighton's historic seafront. The strategy was prepared with the operators of seafront attractions and took account of Brighton's historic structures. The strategy defined projects which improved the seafront environment. A key priority was to integrate the seafront with the rest of the town. Landscape schemes along the Lower Promenade and the Arches have already been implemented, along with new management arrangements.

Blackpool Vision and Masterplan – In collaboration with architects the Jerde Partnership, EDAW prepared a masterplan for central Blackpool, paving the way for

achievable and sustained growth. It incorporated a physical strategy to deliver bold and progressive change, together with a supporting regeneration strategy to promote economic opportunities. As a catalyst for future development, three key public realm projects have been completed: the Southern Gateway scheme to create an upbeat welcome to the resort; an expansion and upgrading of the Promenade and innovative sea defences; and George Bancroft Park.

Worthing Town Centre and Seafront Masterplan

– EDAW created a co-ordinated strategy for the regeneration of Worthing's seafront and a comprehensive vision to create a vibrant destination which is inclusive and attractive to a wide range of people: residents, visitors, investors and businesses. The strategy identifies a number of complementary activity zones and sets out a framework for change, based on short, medium and long term projects, which embraces the local urgency voiced by stakeholders and the local community for improvements. A clear delivery and implementation framework provides robust guidelines for the phased delivery and funding of projects.



SECTION 2: CONTEXT

- 2.1 History
- 2.2 Geographic context
- 2.3 National and regional policy context
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2.1 History

Bognor Regis is the quintessential English seaside town. For centuries it was a small fishing village with a handful of cottages. In 1787, Sir Richard Hotham a wealthy London businessman began to develop the town into a bathing resort to rival Brighton. The town was established with Regency architecture at its core and for a period enjoyed a reputation as an exclusive and fashionable resort. It was the choice of royalty and the 'Regis' suffix of the town's name was added in honour of this. The town is dotted with blue plaques, marking the former residences of the cultural elite, names recognisable around the world, who made the town their home.

More recently, the establishment of Butlins Holiday Centre brought a different type of visitor. This was followed by cheaper flights to the continent with increasingly affordable foreign holidays taking away the UK visitor market. The decline of the British seaside resort has left many towns with serious social problems and a history of poor investment in physical infrastructure. Bognor Regis has not escaped these issues.

2.2 Geographic context

Arun District is located on the South Coast, one of seven districts within West Sussex. The district is located within the Sussex Coast Sub-Region of the wider South East Region. It has strong cultural, economic and housing market links with neighbouring West Sussex coastal districts and this is reflected in patterns of movement for work, shopping, entertainment and education.

The sub-region was designated in the South East Plan in recognition of the wider area of structural economic weakness along the Sussex coast. Compared with South East averages the sub-region has higher levels of multiple deprivation, lower levels of Gross Value



Historic postcards of Bognor Regis

Added, lower earnings, higher levels of unemployment, lower rates of business formation, a poorer qualified workforce and an ageing population.

Arun District covers an area of 22,092 hectares (85 square miles) and has an estimated population of 146,400 (ONS Mid-Year Estimate 2007). Nearly 80% of this population (over 110,000) live in coastal urban areas centred on the two main towns of Bognor Regis and Littlehampton. Both towns have merged with neighbouring settlements to form larger built-up areas, although the different settlements still retain distinguishable village identities. The Bognor Regis urban area, including Pagham, Aldwick, Bersted, Felpham and Middleton-on-Sea, has a combined population of over 60,000.

The north of the district is predominantly rural forming part of the Sussex Downs Area of Outstanding Natural Beauty (AONB). The south of the district (including the study area) falls within the West Sussex coastal plain. Arun has nine Sites of Special Scientific Interest (SSSI) of which two are located within the study area.

Bognor Regis and Littlehampton are Arun's main service, employment, retail and social centres. The traditional seaside resorts attract significant numbers of visitors, while also offering manufacturing and warehouse premises that are important to the district's overall employment. Bognor Regis is Arun's largest retail centre and also contains the Butlins Holiday Centre and a campus of the University of Chichester. However, many Arun residents travel to larger centres outside the district for employment, shopping and entertainment, particularly to Chichester and Worthing.

Transport communications are dominated by east-west routes along the Sussex coast, linking Arun with Worthing and Brighton to the east, and Chichester and Portsmouth to the west. The main road links are the A27

trunk road and the A259, both of which suffer from severe congestion during peak times. The South Coast rail line also connects the main towns along the south coast, although Bognor Regis is served only by a branch line. North-south road links are provided by the A29, A284 and A280 and are generally less good. The Arun Valley line provides a direct rail link to London, central Sussex and Gatwick Airport.

2.3 National and regional policy context

The Seafront Strategy was devised and written within the context of national and regional planning policy.

National Planning Guidance sets out the planning policies of Government in the form of Planning Policy Guidance Notes (PPGs), which are gradually being replaced by Planning Policy Statements (PPSs). All of these can be viewed on the Communities and Local Government (CLG) website (www.communities.gov.uk).

The Government's overall objectives for planning are set out in PPS1 – Delivering Sustainable Development. This identifies 'sustainable development' as the core principle underpinning the planning system, whereby planning should ensure a better quality of life for everyone, both now and for future generations.

Regional Planning Guidance for the South East region is set out in Regional Planning Guidance Note 9 (RPG9). More detailed strategic planning policies for Arun District are set out in the West Sussex Structure Plan 2001-2016, prepared by West Sussex County Council and adopted in 2004. Both of these documents will shortly be replaced by a new Regional Spatial Strategy, 'The South East Plan'.

The draft South East Plan incorporates sub-regional strategies which identify the key issues facing different parts of the region, and sets out the scale and pattern of development envisaged. Arun District falls within the

Sussex Coast sub-region which covers the length of the coast from Chichester to Rye. The strategy identifies the Sussex Coast as an area in need of extensive regeneration, with key challenges including:

- Improving economic performance and raising earnings.
- Delivering sufficient decent homes and providing a well-integrated mix to meet the needs of the area.
- Creating a better balance between jobs and homes.
- Reducing the house price/local earnings 'affordability gap'.
- Minimising the need for out-commuting.
- Reducing deprivation and social exclusion by spreading the benefits of sustainable new development as widely as possible across local communities.
- Improving the transport links to reduce peripherality and assist take-up of strategic employment sites.
- Achieving all of the above in the context of the constraints on land supply while respecting the sub-region's high environmental quality.

A strategy that seeks to make the best of the seafront for residents and visitors will contribute to these goals on many levels. In particular the Seafront Strategy identifies opportunities for new economic enterprises, improved access and the enhancement of the natural environment offered by the seafront. The Secretary of State is expected to approve the South East Plan for adoption in 2009. For further information visit the website of the South East of England Regional Assembly (SEERA): www.southeast-ra.gov.uk

In 2006, the Regional Economic Strategy (RES) of the South East England Development Agency (SEEDA) identified key issues that require specific attention on the West Sussex Coastal Strip (which includes Bognor

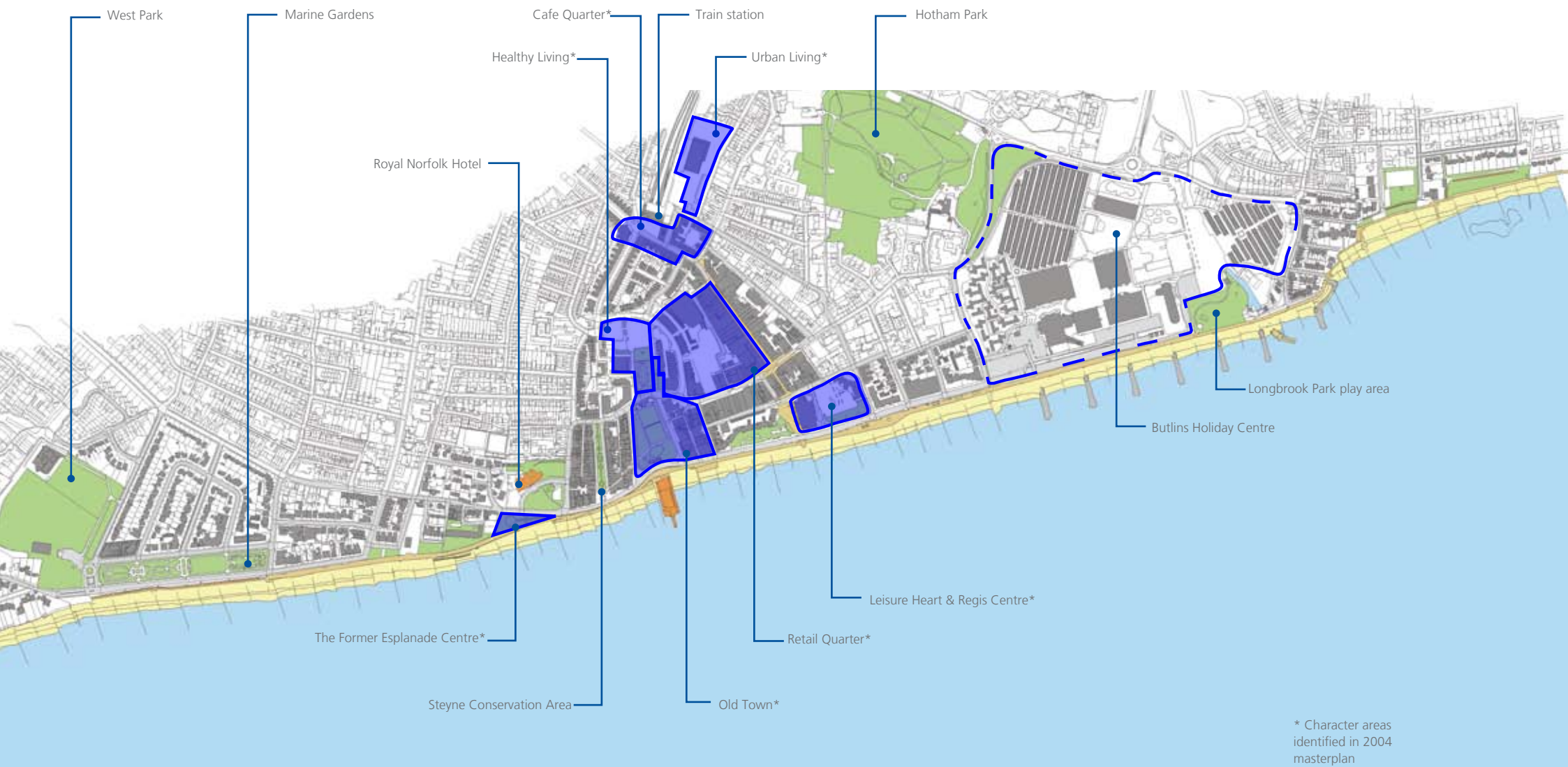
Regis). While many of these are focussed on skills and business support, one issue has direct impact on the Seafront Strategy: the need to “raise the quality of the offer to visitors, release the enterprise potential of the creative industries, leisure facilities and the visitor economy and expand the cultural offer”. This is expected to result in “a set of high quality destinations, that secure the benefits of increased visitor spend for local communities and contribute to wider objectives for urban renaissance”.

Further work on the development of the cultural offer was commissioned by the West Sussex Arts Partnership. Their report ‘Culture and the Coastal Strip’ was published in July 2008 and highlights the importance of culture in regeneration (using broad definitions of culture from the Department of Culture, Media and Sport). Included as part of the cultural offer were: landscape, sports events and facilities, parks, open spaces, wildlife habitats, water environments, play activities, tourism, attractions and informal leisure pursuits – all of which have a bearing on Bognor Regis seafront.

2.4 Local policy context

An updated Sustainable Community Strategy for Arun (‘Our kind of place’) was published in October 2008. It sets out a shared vision of how Arun would like to be approximately 20 years in the future, developed in consultation with many people and organisations. It describes what is special about Arun, including its priority issues and challenges, and gives a clear direction to steer changes and developments for all partners. The Seafront Strategy seeks to address each of the Sustainable Community Strategy’s principles, as summarised in the table, right:

Sustainable Community Strategy principle	Seafront Strategy response
A healthy and caring community.	A range of new and improved health and leisure facilities for all ages, some of which will be free to use.
A well-educated community.	Opportunities are identified to involve local schools and colleges in public art projects. New history and interpretation signage will develop knowledge of local history.
A fair and equitable community.	Extensive community consultation was conducted on the Seafront Strategy. Physical access to the seafront and sea has been a critical consideration. Free-to-use seafront facilities have been proposed.
A well-informed and involved community.	As above re: art projects for schools and colleges, community consultation, and provision of free-to-use facilities.
A safe and protected community.	Consideration of health and safety signage. Proposals for improved Foreshore Officer and lifeguard facilities. Consultation with local police officers on the evolving proposals.
A clean and green community.	Conservation of two SSSIs within the study area. Enhancement of public open spaces. Improved opportunities to make sustainable use of the beach and sea as a key environmental resource.
A properly housed community.	The strategy makes no specific provision for housing due to the seafront’s focus on leisure.
A fun and welcoming community.	High quality of service, plus improved provision of seafront leisure facilities for all (as described above).
Skills for work.	Any developer or partner taking forward elements of the Seafront Strategy will be encouraged to join the Developers and Partners Charter which commits to training, skills and fair wages.
Business growth.	More visitors to Bognor Regis will provide opportunities for businesses as a whole. Specific business opportunities have been identified and created at key locations.
A thriving community.	The initiatives create opportunities for greater prosperity, better physical infrastructure and enhanced social well-being for all residents. Quality public space creating opportunities for social interaction and play



Urban structure diagram

In 2003, a Public Realm Guide was produced for Bognor Regis. It was not adopted as planning guidance and as such has lacked any policy imperative for compliance. This has led to a mismatch of styles and materials around the town. The focus of the guidance was also very much on street furniture and street scene materials without regard for other elements such as public art, signage, business/shop frontages. The scale of development that is planned for Bognor Regis (on and off the seafront) is such that significant new areas of public realm will be created. While it is intended that this public realm will be of a high quality and contribute to the character of each area, the current Public Realm Guidance is unlikely to support this in the longer term. The setting of the context for the seafront public realm can provide the basis for a review and revision of the Public Realm Guide to provide a more cohesive and effective policy document for the future.

Finally, the Bognor Regis Masterplan (2004) identified seven key sites for development in and around Bognor Regis town centre but did not address the full length of the seafront or give guidance on the relationship of these sites and the seafront. The Seafront Strategy will help address this by providing specific interim guidance and, in the longer term, will help inform statutory planning documents.



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2.5 Local development context

Bognor Regis Regeneration Taskforce – Set up in January 2007 for a three year period, the Bognor Regis Regeneration Task Force is co-ordinating and facilitating over £500 million of development for the town. While there is a significant physical regeneration element to its work, the Taskforce also focuses on: addressing pockets of deprivation; raising average educational attainment, skill levels and wage levels; improving transport and industrial infrastructure; attracting investment and 'spend'; reducing the high levels of 'out commuting'; increasing affordable and attractive housing; and addressing the challenges for small and medium sized businesses.

Arun DC Local Development Framework – The council is currently developing its Core Strategy, the prime Local Development Document that sets out the overall strategy for growth in the district to 2026. 'Options for growth' will be publicly consulted on from 12th February to 2nd April 2009, after which a draft Core Strategy will identify the preferred option, together with a strategy to deliver it. The draft Core Strategy will also explain, in broad detail, the infrastructure required to support growth, together with the costs, delivery partners and phasing, plus information regarding how the plan will be managed and monitored.

The pre-submission version of the Core Strategy will be published from 10th September to 22nd October 2009. It will then be submitted for examination on 14th December 2009, examined from 22nd March to April 2010, and is expected to be adopted on 2nd August 2010.



Regis Centre – St Modwen proposals

In the longer term, Arun DC intends to consider the development of an Area Action Plan for Bognor Regis. This would integrate with the LDF and consider the wider Bognor Regis area and the current and known proposals for development that have and are being taken forward since the Bognor Regis Masterplan 2004.

Seafront Strategy – The Seafront Strategy will be a Supplementary Planning Document within Arun's Local Development Framework.

Regis Centre development – This flagship regeneration project (above) involves the £100m mixed-use redevelopment of two key sites within the town by St Modwen Properties, providing a landmark seafront leisure-led development (the Regis Centre), complemented by a central civic hub (Hothampton) with possible new library, council offices and a market square.

Butlins development – Significant investment in the visitor sector will bring new and attractive hotel and conference facilities to Bognor Regis, most significant of which are proposals for development at Butlins. Work is underway for a new £20 million contemporary spa hotel (to complement the Shoreline) which will accommodate approximately 800 guests. Planning was approved in April 2008 and first guests are expected this summer (2009).

University of Chichester expansion – The University has committed its future to Bognor Regis and will become integral to the programme of regeneration in the town through curricular and physical enhancements. Curricular changes began to be implemented in the 2008/09 academic year, while building work on the campus is scheduled to begin in 2011. The changes will see four subjects centred on the Bognor Regis campus:

- A school of enterprise, leadership and management
- Graphic design
- Music studies and popular music performances
- Sports Science (re-located from the Chichester campus)

Sime Darby – The former LEC site is a key gateway to the town on the A29. Currently contaminated from previous manufacturing uses, a planning application has recently been submitted for a retail food store, with a full masterplan for the site to include business units on the remainder.



Butlins Shoreline Hotel



SECTION 3: CHALLENGES

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- 3.4 Bognor Regis seafront: economic and branding challenges
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3.1 The big picture

In 2006-2007, the Communities and Local Government Select Committee undertook an inquiry into English coastal towns. The report, published in March 2007, provided a realistic picture of the situation and found many case studies of successful, heritage-led regeneration and economic diversification. It also highlighted the complex range of issues facing coastal towns, including:

- Changes in tourism trends.
- The seasonality of the seaside economy.
- Frequent high levels of deprivation.
- A range of housing issues, including a lack of affordable housing due to high levels of second-home ownership and disproportionate levels of unsuitable accommodation.
- Issues concerning coastal erosion.
- Physical isolation which is often a barrier to economic growth.
- High levels of in-migration of older people, and out-migration of younger people, placing pressure on social and community services.

All of these issues apply to Bognor Regis. In addition, the following specific challenges were revealed by EDAW's site survey and research, combined with results of the consultation described in Section 1.4.

- The lack of any distinctive building, service or facility.
- The poor quality and limited range of activities and facilities along the seafront.
- The lack of leisure facilities to meet the needs of children, teens, old people and families alike.
- The poor quality condition and facilities of the pier.
- The fenced-in appearance of Butlins from the promenade.
- The poor provision of facilities for cyclists along the seafront.
- Safety and security, particularly after dark.
- General requirements for upgrading the appearance of the promenade.

While Bognor Regis has many strengths and opportunities too (see Section 4), these challenges must be overcome in order to create a great place to live, work and visit. The issues are explored in greater detail below.

3.2 BOGNOR REGIS SEAFRONT: physical and environmental challenges

The beach and sea defences – While the seafront and the sea are certainly Bognor Regis' greatest assets, they also present a series of unique challenges that are central to the proposals put forward in Section 6. Bognor Regis' beach is very steep and shingled close to the promenade. When the tide is high, this upper beach is the only visible (dry) part of the beach; access is difficult (especially for the elderly, disabled or families) and the surface is unwelcoming compared to sand. Concession holders reported, in interview, that tourists sometimes arrive and ask where the nearest sandy beach is, only to depart and look for a seaside experience elsewhere. Below the shingle bank is a much shallower-sloped sandy beach, revealed when the tide is low. Due to Bognor Regis' high tidal range, this lower beach can be expansive and attractive, but access to it remains difficult as the shingle bank must always be negotiated first.

Many older local residents remember a time when Bognor Regis' beach was sandier, and many would wish to see the removal of the shingle and a 'return' to a sandy beach. However, the shingle and other features such as the rock groynes are an essential part of the town's coastal defences and their removal is not possible – particularly when the risks of climate change and rising sea levels are considered.

It is also important to note that the shingle is a highly mobile feature of the beach, due to the scouring effect of the waves. The sediment flow along Bognor Regis seafront is generally from west to east, creating build-ups of shingle in certain areas which frequently bury amenities such as concrete access ramps or slipways, and easily destroy those made of wood or soft materials.



Big seas at Bognor Regis demonstrate the need for sea defences

Access and movement – Bognor Regis's growth as a seaside resort was founded on its position beside the sea but the seafront has become dislocated from the town itself. Signage at key arrival points (for example the train station) does not establish the proximity of, or routes to, the seafront. There is also a lack of direction from the seafront to the town centre, parks and car parks, and along the seafront to neighbouring Felpham and Aldwick.

Pedestrian crossings over the Esplanade (linking the town centre and promenade) are limited to four standard pelican crossings in the key area between the pier and Butlins. The proposals by St Modwen (the preferred developers of the Regis Centre site) to close the Esplanade from Waterloo Square to Clarence Road will directly tie the town centre to the seafront through the creation of a large new public space. However, Seafront Strategy consultation indicated the closure is controversial with local residents and businesses, primarily due to concerns over the loss of east-west vehicular access and seafront parking (which is also a concern more generally).

St Modwen and Arun DC are to complete a transport study to establish the feasibility of the road closure. Pending completion of this study, the Seafront Strategy has addressed access and movement issues on the assumption that the Esplanade will remain open. Should the study prove that closing the Esplanade is achievable, the St Modwen proposals may be laid over the top of the strategy presented in Section 6 with any resulting issues addressed in the Regis Centre's detailed design stage.

Cycling on the promenade is currently banned, but this by-law is regularly flouted, poorly enforced and unpopular with the majority of consultees.



Cycling on the promenade

Architectural quality – Bognor Regis suffers from a dearth of notable architecture. Many of the best and most important historic buildings on the seafront and elsewhere are in poor condition and there is no single building which represents Bognor Regis or makes the town distinctive. This includes the pier and many key seafront hotels.

The poor condition of the pier is particularly noteworthy given its status as a physical and symbolic landmark for the town. In March 2008, 24 metres of the pier were removed by the owner due to safety concerns. This led to the loss of the annual Bognor Birdman competition, one of the town's unique selling points and a major visitor attraction, which could no longer be safely held on the pier. While some consultees would happily see the rest of the pier disappear into the sea, the majority would like to see it restored as a major leisure attraction.



Butlins from the promenade

The pier is currently in private ownership and the owner failed to engage with the Seafront Strategy consultation. Arun DC has explored options for improving the pier including compulsory purchase and lottery funding (or other grants) without success. Much depends on the willingness of the pier owner to work with Arun DC and other stakeholders to secure change to this important local landmark. It has been stated in consultation with the public that the owner is prepared to offer the pier to a Trust and this would need to be explored.

The appearance of Butlins Holiday Resort was also criticised during consultation. While Butlins' investment in its site is seen as positive (see Section 4.1, below), the 'caged' appearance of the resort is unattractive and has a strong negative impact on the seafront between Gloucester Road and Longbrook Park. Butlins has historically turned its back on the seafront to the detriment of both (although their new masterplan for the site shows a more outward focus).



Residential development on the seafront

Historic development and future opportunities – Consultees were critical of the historic development of seafront sites with predominantly residential uses, when the seafront's purpose is seen as leisure-oriented. There is concern that the remaining sites, of which there are few, including the Regis Centre site, are preserved for predominantly leisure uses.

Weather – While Bognor Regis enjoys the highest sunshine levels in mainland UK, strong prevailing south-westerly winds can make it unpleasant to sit outside in exposed locations.

3.3 BOGNOR REGIS SEAFRONT: demographic and social challenges

Like many seaside towns, Bognor Regis is home to an aging and relatively deprived population with resulting negative implications for residents' health and mobility. Furthermore, Bognor Regis is a popular holiday destination for elderly, visually-impaired and disabled visitors (with particular hotels specifically targeting these markets, for example the Russell Hotel which caters for visually-impaired guests). This issue has obvious links to those of beach access and general access/movement described above.

Consultation revealed significant divides between Aldwick and Felpham and Bognor Regis, with residents of the former two parishes often preferring to ignore Bognor Regis and look instead to Pagham, Worthing or Littlehampton for common ideals and local services.

There was also a clear tension between consultees' perception of the need to provide first for locals or visitors, and reluctance among some older participants to see any change at all. Further complications arise in managing people's expectations of regeneration solutions that have been successful in other seaside resorts which they believe could be applied directly in Bognor Regis, and a lack of public understanding of coastal defence requirements (expressed in frequent requests to "remove the shingle").

3.4 BOGNOR REGIS SEAFRONT: economic and branding challenges

While visitors to Bognor Regis frequently expressed positive impressions of the town, negative perceptions among others are common and the town is the butt of many jokes. The biggest challenge facing Bognor Regis is to overcome this, moving away from the 'Bugger Bognor' stereotype towards encouraging people to discover a Bognor Regis that goes way

beyond expectations with a quality offer of year-round attractions and features which appeal to a wide sector of the population, and encourage longer stay and higher spend visits.

Poor service provision within the town and on the seafront contributes to and is limited by this situation. There is a lack of leisure and entertainment facilities for all age groups (children, teens, families and the elderly), no significant evening economy, and a narrow visitor accommodation base. Retail is often poor quality, as are many seafront concessions and cafés, and there are no facilities to attract higher-spending visitors. All of these factors contribute to poor employment opportunities and the deprivation described in Section 2.2.

Our survey revealed that the main attractions for visitors to Bognor Regis were: walking on the seafront; the cleanliness and space of the beach and promenade; beach and sea activities; sun and fresh air; and the lack of arcades.

However, visitors were disappointed with: an overall downmarket feel; the poor quality and condition of the pier; lack of facilities for children (especially in poor weather); poor access to the beach; poor shops, cafés/ restaurants, services and concessions.

Whilst the current recession should encourage more people to holiday in the UK, a significant opportunity for Bognor Regis, (see Section 4), it has also had a strong impact on investors. Many developments that looked profitable when proposed 12 months ago are no longer feasible in the current economic climate. The impact on local and regional public investment funds is still emerging as Government grapples with the rapidly evolving crisis.

3.5 Conceptual considerations

The challenges above give rise to the following conceptual considerations that should inform all aspects of the Seafront Strategy:

- How to promote inclusive and sustainable development.
- How and where to develop a range of quality new facilities and attractions suitable for all age groups.
- How and where to create a series of focal points and nodes of activity with reference to existing character areas.
- How to secure improvements to the appearance of the seafront and promenade.
- How to promote more sustainable modes of transport.
- How to improve the quality of the environment and promote high quality design in order to create a distinctive character and image for the seafront as a whole, drawing on the strengths of existing character areas.
- How to ensure long-term coordinated management and maintenance of the seafront.





SECTION 4: ASSETS AND OPPORTUNITIES

4.1 Local assets

4.2 Opportunities

4.3 Precedents

4.1 Local assets

This strategy must help reverse the decline of the seafront and create a vibrant destination which is inclusive and attractive to a wide range of people: residents, visitors, investors and businesses. To do this, Bognor Regis must build on existing assets to provide a distinctive offer that caters for contemporary lifestyles and aspirations without compromising the town's character.

Bognor Regis is a destination for day and staying visitors, as well as providing a base for many who choose to make their home in the area. Major local assets attracting these people include:

The sea, beach, promenade and seafront – Like many resorts on the southeast coast, Bognor Regis has a long, straight seafront formed by a promenade (into which significant sea defences have been built) over-looking a safe-bathing beach with a Quality Coast Award from ENCAMS Blue Flag organisation.

Sunshine hours and microclimate – Bognor Regis is frequently quoted as being the town with the highest sunshine hours on mainland Britain. This is a vital attribute in the weather-obsessed UK, particularly given the likely increase in domestic holidays resulting from the current recession.

Varying character along the seafront – Bognor Regis seafront, as defined in this strategy, incorporates the seafronts of neighbouring villages Aldwick and Felpham. These areas have their own distinct characters, both offering a quiet and traditional seaside atmosphere contrasting with that of Bognor Regis itself whose seafront is busier and more oriented to family leisure.

Parks – The following parks are located on or close to the seafront, each offering a different environment and facilities:

- West Park – a large, natural open space with playing fields and a café right on the edge of the study area. The park is Bognor Regis' primary space for major events (though at present, little used as such). BMX facilities are currently under consideration for West Park.
- Marine Gardens – formal landscaped flower gardens in Aldwick, with surrounding hedges creating a sheltered microclimate that allows the cultivation of a wide range of exotic plants. A small golf course (pitch and putt) is located here, and there are proposals to redevelop an existing public convenience to add a café facility.
- Gardens of the Royal Norfolk Hotel – these are not a public park, but offer an attractive open space on the seafront west of the pier. The gardens are frequently used (by the hotel and Bognor Regis Town Council) to host small events.
- The Steyne – a linear park with a distinctly urban, enclosed feel surrounded by the best of Bognor Regis' heritage residential buildings, just west of the pier. The Steyne is severed from the seafront by the Esplanade and high seawalls built into the promenade at this point.
- Waterloo Gardens – a classic seaside park immediately in front of the pier, offering crazy golf, bowls, formal sunken gardens, public conveniences, and some informal open space.
- Hotham Park – Bognor Regis' largest park was devastated by the hurricanes of 1987 but has now received £2.2m of investment to restore it. Hotham Park offers a wide range of attractions (including

Hotham Park House, a boating pond and children's play area) in an attractive, wooded, environment that is just 300 metres from the promenade at its nearest point.

- Longbrook Park – a small, local park located right on the promenade between Butlins and Felpham, with a small children's play area and some static fitness equipment.

Chichester University – The only university in West Sussex has campuses in Chichester and Bognor Regis, and current/planned curriculum areas relevant to the local economy such as creative/cultural industries, sport, social sciences and education. The university has some of the highest student satisfaction and continuation levels in the UK. It also has ambitious expansion plans for the Bognor Regis campus over the next seven years, aiming to increase student numbers from 1,000 to 3,000 (drawing mainly from the local population). The university is working closely with SEEDA, Arun DC and other major stakeholders to tie its development in with local regeneration plans, including the Seafront Strategy.

Butlins Holiday Centre – Butlins opened in Bognor Regis in 1960 and signed a new 125-year lease with Arun DC in September 2007 as part of a deal that will see its parent company, Bourne Leisure, increase investment in the site. While some consultees viewed Butlins as a negative influence on Bognor Regis, it is a major attraction for day and longer-stay visitors, and therefore a major driver in the economy. Butlins has ambitious refurbishment plans for the resort, replacing

aging chalet accommodation with serviced apartments and contemporary hotels (as per the Shoreline Hotel which opened in 2005). Butlins were enthusiastic participants in the consultation process and stated their intention to continue to work closely with Arun DC to further Bognor Regis' regeneration, and to form closer links with the town in general.

Historic features – Bognor Regis seafront's heritage features include the Royal Norfolk Hotel, the Felpham beach huts, the bandstand (on the promenade close to Clarence Road) and the Steyne (an attractive residential area overlooking a linear park running from, and perpendicular to, the seafront).

The South Downs – This Area of Outstanding Natural Beauty is just a 20 minute drive from Bognor Regis. As well as beautiful scenery, the Downs offer a range of museums, ancient monuments, historic houses (including the 11th Century Arundel Castle) and many outdoor activities.





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4.2 Opportunities

Bognor Regis has the opportunity to adapt to changing market trends and provide a competitive and diverse range of facilities and experiences on the seafront which meet current requirements for visitors and residents alike. A high quality seafront environment, with multiple opportunities for visitor activity throughout the year, and which increases length of stay, is essential to Bognor Regis' success as a tourist destination and not simply a local visitor destination.

The growing trend for domestic holidays resulting from the current UK recession and the collapse of the Pound against the Euro should also bring more and new visitors to Bognor Regis seafront from the UK and overseas. In January 2009, the Guardian reported that the UK was "poised for a 'weak pound' tourism boom" with many holiday companies reporting strong growth in domestic bookings, while overseas visitors now see the UK as good value for money. More specifically, Butlins in Bognor Regis reports guest bookings for 2009 being up 15 per cent on 2008 for the peak July-August holiday period. This, combined with Bognor Regis's development sites, create a broad range of opportunities for improving the town as follows:

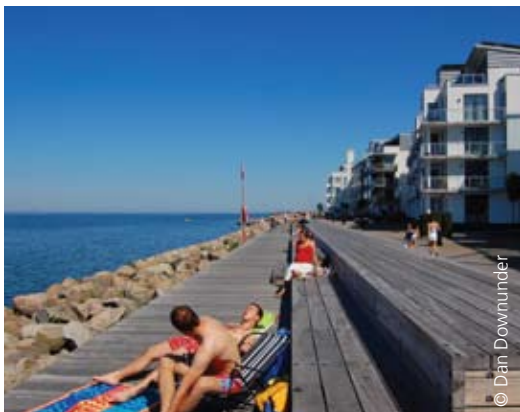
- Make better, distinctive, active use of the seafront without compromising the quieter character areas.
- Develop a higher quality offer encompassing leisure, retail, food and environment which has a broad appeal to all sectors of the population.
- Establish a strong unique selling point which all seafront improvement initiatives should support. The Arun DC visitor survey (2004), Bognor Regis' national reputation, and EDAW's own analysis suggests this should be 'family fun' with an emphasis on health, sport and physical activity.

- Improve the seafront's connections with the town centre.
- Provide a marina, aquarium, watersports centre or other major attraction.
- Enhance the Regis Centre site as a location for improved visitor/leisure facilities (see St Modwen proposals, available at www.stmodwen-bognorregis.co.uk).
- Pedestrianise the Esplanade – if associated transport issues can be resolved (see Section 3.2), the closure of a section of the Esplanade from Waterloo Gardens to Clarence Road presents an opportunity to create a large new public space and a unique visitor attraction. Though controversial, this is Bognor Regis' best opportunity to create a large, central events space. If transport issues cannot be resolved, the need for such a space must be considered in revised proposals for the Regis Centre site.
- Create an improved programme of events to boost activity on, and visitors to, the seafront and raise Bognor Regis' national profile.
- Build on Bognor Regis' historic association with family entertainment, fitness and well-being.
- Provide an official first point of contact for all seafront issues.
- Work in partnership with Butlins and others to ensure their ongoing investment and improvements reflect this strategy and Bognor Regis' wider regeneration ambitions.
- A marketing campaign to re-brand Bognor Regis as a modern, fun, family-oriented destination with lots to offer.





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4.3 Precedents

Whitstable – A fishing port on the north Kent coast famous for its oysters and distinctive architectural heritage, regeneration was achieved here through creation of a gourmet reputation for the town by successfully promoting the Whitstable Oyster. A similar approach has taken place in Padstow, where the location of Rick Stein's sea food restaurant and associated businesses has acted as a catalyst for further investment.

Bournemouth – The construction of Europe's first artificial reef by Bournemouth Borough Council is part of an £11 million investment in new visitor facilities. To support this leisure attraction, a series of activities are proposed including a restaurant with panoramic views in the refurbished Overstrand building, refurbishment and reopening of Boscombe Pier, 42 super chalets for purchase and hire, a heritage display, surfing tuition, themed retail, public art and sculpture and improved changing and toilet facilities.

Southwold Pier – The pier has been restored and is run as a private business. It now includes cafés, a boardwalk restaurant, a gift shop, a homeware shop, a traditional amusement arcade and an under-the-pier show with slot machines. This redevelopment has provided a high quality visitor offer with a range of attractions and food and drink facilities.

Bridlington – A long term strategy was developed to encourage renaissance for the South Promenade. Contemporary beach huts, promenade showers, paddling pools and beach patrol offices are among the new facilities. Three individual promenades and more than a mile of seafront have been remodelled with new buildings, surfaces, street furniture and landscaping, all connected by art works and themes specially chosen to reflect Bridlington's essential history, character and relationship with the sea. The result is an imaginative stretch of waterfront, which holds the visitor's interest, and which is exciting, instructive, humorous and good fun, at any time of the year. Not only has the scheme revitalised the south foreshore, it has created an environment for public art which is highly creative.

Littlehampton – Regeneration of the town was initiated through the implementation of a mixed-use development incorporating housing, a visitor centre and shop, restaurant and viewing tower, a new youth hostel, RNLI lifeboat station, new Harbour Board offices, a new town square, and a public riverside walkway linking the seafront to the development. The project has enjoyed considerable success and community spirit has improved significantly as the area has become a focal point for local activity. The success of the scheme has resulted in other projects being undertaken on adjacent sites. The East Beach Café replaced an existing kiosk and injected new life into the seafront. The café is a bold statement of the power of distinctive architecture and has become a popular destination for day visitors, while also providing local residents with a high quality, local restaurant and café.



SECTION 5: VISION

5.1 Arun DC vision for Bognor Regis

5.2 Seafront Strategy vision

5.1 Arun DC vision for Bognor Regis

The 2004 Bognor Regis Masterplan established the following vision:

- “The vision for Bognor Regis is to provide a new role for the town in the 21st Century.
- “This new role will build upon its many existing assets and create a series of new attractions for residents and visitors alike.
- “At the heart of the vision is the creation of a new vital and viable town centre with a richness of urban form and a quality of architecture that will reposition Bognor Regis as a first class coastal destination.”

The view of the Bognor Regis Regeneration Task Force may be summarised as follows:

- “With large multi-million pound projects secured to deliver new and first class education, arts and office facilities in addition to greater (affordable) housing, transport infrastructure and public open space Bognor Regis has an exciting future ahead as a place to live, work and play.
- “Situated between the beautiful Sussex Downs and the English Channel, it is envisaged that this traditional coastal town will build a prosperous future upon its family traditions and safe and stunning environment.”

5.2 Seafront Strategy vision

The Seafront Strategy is a key component of Arun DC’s aims for Bognor Regis and therefore reflects all of the above ambitions. Specifically:

The Seafront Strategy will help to establish Bognor Regis as a first class coastal destination. The seafront will be transformed with a year round quality offer to deliver fun, entertainment and enjoyment to both residents and visitors, through a total pleasure experience of outstanding architecture and design, arts and culture, sunshine and sports activities. Visitors will stay longer and spend more. The seafront will become a key driver of the local economy attracting investment and delivering quality jobs for local people.

This vision may be summarised as ‘a vibrant and attractive seafront for residents and visitors alike’ with:

- An improved public realm;
- Enhanced seafront accessibility and linkages with the town centre; and
- An increased range of quality family facilities, activities and experiences for any weather.

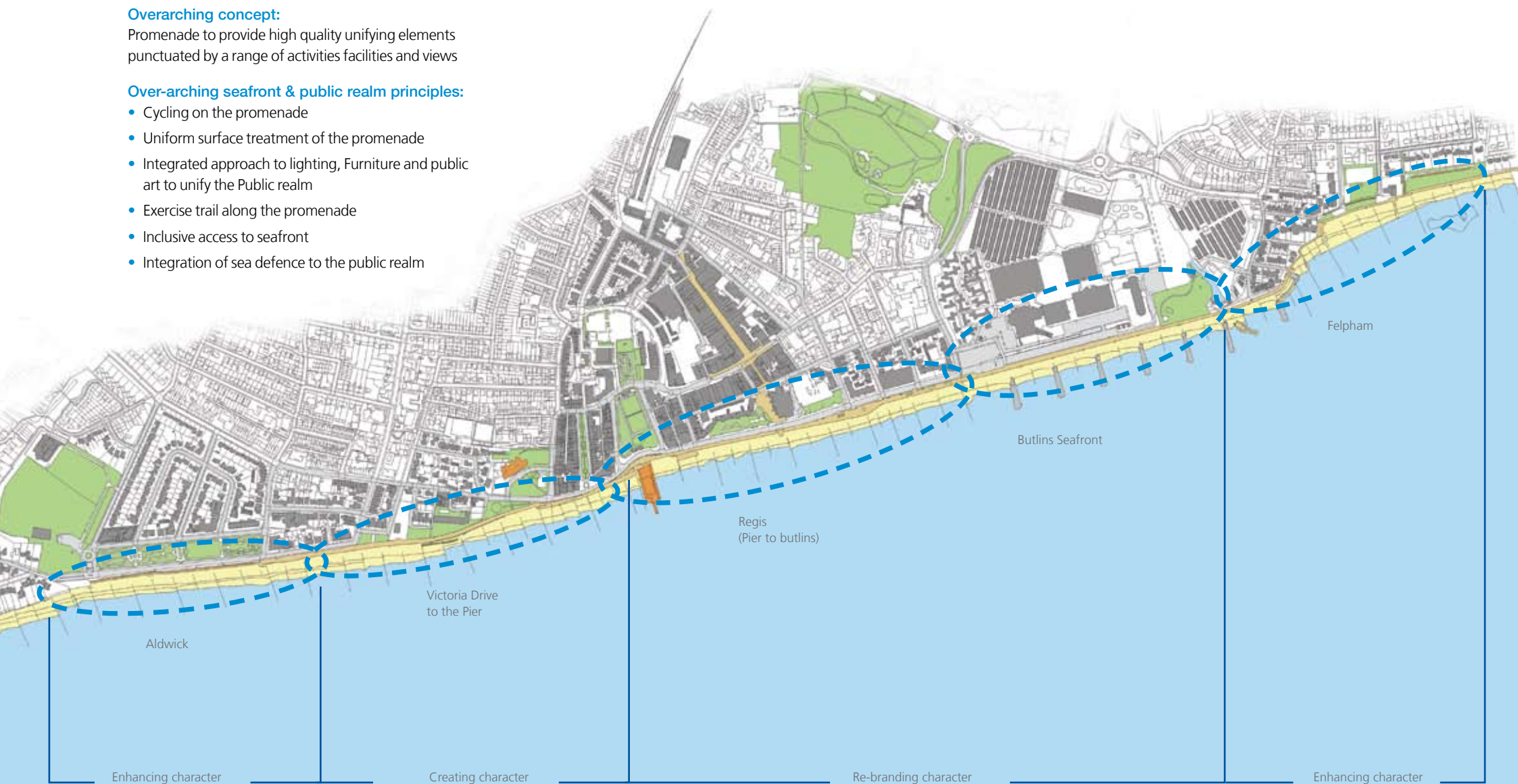
All of which combine to create a more distinctive and attractive seafront offer.

Overarching concept:

Promenade to provide high quality unifying elements punctuated by a range of activities facilities and views

Over-arching seafront & public realm principles:

- Cycling on the promenade
- Uniform surface treatment of the promenade
- Integrated approach to lighting, Furniture and public art to unify the Public realm
- Exercise trail along the promenade
- Inclusive access to seafront
- Integration of sea defence to the public realm



Defined character areas and over-arching concepts

SECTION 6: STRATEGY

6.1 Introduction and objectives

6.2 Over-arching seafront and public realm principles

- a) Access
- b) Coastal defences
- c) Surface materials
- d) Legibility and way-finding
- e) Public art
- f) Street furniture and shelters
- g) Lighting
- h) Planting
- i) Cycling
- j) Fitness trail
- k) Public conveniences
- l) Concessions
- m) Managing change

6.3 Area-specific interventions

- a) Aldwick – relaxation
- b) Victoria Drive to the pier – creating character
- c) Regis (from the pier to Butlins) – traditional/modern holiday entertainment
- d) Butlins seafront – active beach zone
- e) Felpham – relaxation
- f) Other considerations

6.4 Marketing and events

6.1 Introduction and objectives

In light of the vision in Section 5 above, the Seafront Strategy objectives are as follows:

- Establish guiding principles for the regeneration of the seafront to become a more vibrant destination and an integral part of the renaissance of Bognor Regis (in conjunction with proposals for the Regis Centre).
- Re-establish the seafront as a high quality visitor destination and local resource, with an improved environment to meet local/visitor expectations and the needs of all age groups.
- Improve the range and quality of the visitor experience by attracting new facilities and upgrading the existing offer to bring a greater sense of life and vitality to the seafront without compromising existing strengths.
- Establish, maintain and insist on the highest quality of service, offer and welcome, ensuring that each seafront feature individually and collectively helps to define Bognor Regis as a destination.
- Improve connectivity and linkages and the quality of the pedestrian environment along the seafront and between the town centre and its parks, capitalising on the strengths of existing character areas.
- Encourage activities and investment that broaden the appeal to new market segments and encourage a higher level of spend by visitors.
- Balance the needs for commercial facilities with the protection and enhancement of historic buildings, natural features and public spaces.
- Expand current marketing activities and develop an expanded events and cultural programme.

- Improve the public realm, give it a consistent character, and create a hierarchy of public spaces.
- Promote sustainable modes of transport including walking and cycling.

Accordingly, the Seafront Strategy comprises three interrelated elements:

Section 6.2 Over-arching seafront and public realm principles – which are applied to the entire study area from Aldwick to Felpham.

Section 6.3 Area-specific interventions – which are applied to identified character areas along the seafront with a view to enhancing that character and/or providing the specific new facilities that will help to achieve the vision. This section is structured according to the following character areas and their uses:

- West Park (Aldwick) to the pier – relaxation.
- Regis (from the pier to Butlins) – traditional and modern holiday entertainment.
- Butlins seafront – active beach zone.
- Felpham – relaxation.

Section 6.4 Marketing and events – through which Bognor Regis' ambitions can be promoted.

A delivery strategy is included in Section 7.

6.2 Over-arching seafront and public realm principles

Public consultation revealed widespread concern for the overall poor condition of the seafront public realm, and the resulting negative impact on the experience of residents and visitors alike. This situation was supported by EDAW's own detailed survey and analysis of the study area (summarised by subject area below).

The existing tired appearance must be remedied to ensure good first and overall impressions of a visit to Bognor Regis seafront. Specific examples of recent, isolated improvements to the public realm (for example, new lighting at Felpham) were appreciated by the public and stakeholders, but a more considered and comprehensive approach is required with greater attention paid to beach access for all.

The recommended approach is to consider the comprehensive regeneration and renaissance of the seafront through high-quality design, materials, public art and lighting, supplemented by a range of cultural activities and events and a varied offer of facilities.

a) Access

Currently, the seafront and promenade are poorly connected to Bognor Regis town centre. The Esplanade is dominated by vehicular traffic, some pedestrian crossings are not located along pedestrian desire lines, and only four standard pelican crossings link the town centre and promenade in the key area between the pier and Butlins. Furthermore, materials do not contribute to a pedestrian-friendly environment; there are limited sight lines from the town centre to the sea, and poor signage (see Section 6.2d below).



Raised surface crossings in London, Waterloo.

Improvements to the promenade should focus on providing better access between the town centre and the promenade, and in turn between the promenade and the beach. The former may be achieved through improved pedestrian crossings at key points; the latter through new ramps into the sea and walkways taking pedestrians closer to the sea without getting their feet wet. Specifically:

- **New or improved pedestrian crossings linking the town centre to the promenade.** These should be provided on the Esplanade, at The Steyne, Waterloo Square, Norfolk Street, the Regis Centre site, and Clarence Road (as shown in left). Crossings should consist of raised, shared surfaces with reduced carriageway widths (and correspondingly reduced vehicle speeds). High quality, contrast materials should be selected to highlight pedestrian priority, and create awareness among drivers. In central London, raised crossings paved in natural stone with natural stone edgings have been successfully implemented as shown. Small (300x150x80mm) paving units can bring appropriate pedestrian scale to the crossings, and a combination of warm/buff stone colours is recommended. All materials and details must comply with highway standards. However, those streets subject to bus movements will require particularly careful detailing in view of the heavy loads and stresses arising, which is likely to make the use of stone or paving inappropriate. Further discussions with the highway department should be undertaken during sketch design stage. Where pelican crossing lights are already in place these would be retained as part of an integrated crossing solution. In addition, existing barriers to the seafront should be removed where safe to do so in order to improve visual appearance (e.g. railings and obstructive planters).

- **New or improved pedestrian crossings in Aldwick and Felpham.** These should be provided to better connect the more peaceful parts of the promenade to the beach. Since these areas have lower visitor numbers the crossings may be of a smaller scale than those in the central area, above. Shared surface (but not raised) crossings should be located as set out below:
 - On Marine Drive West: at the Silverstone Avenue roundabout,
 - Nyewood Lane and selected entry points to Marine Gardens.
 - On Aldwick Road: at the West Street / Esplanade junction.
 - On the Esplanade: at Walton Avenue.
- **New or improved ramps/slipways.** These should be provided at: Bognor Regis Sailing Club, Gloucester Road and Felpham. The Gloucester Road slipway improvement is required as part of the proposed new Watersports Centre (see Section 6.3d).
- **New pedestrian access points to the sea.** These should be provided at: the redeveloped Regis Centre site (as part of a new pool development, see Section 6.3c), and at Longbrook (forming a new gateway to Felpham, see Section 6.3e). These are proposed in addition to a refurbished pier, see Section 6.3c.

Together, these initiatives would ensure inclusive access to the seafront and beach (suitable for families, the elderly and disabled), and stronger links between the town centre and its greatest asset.

Shared surfaces are spaces that are shared by motorists, cyclists and pedestrians, or a combination of these. Road and pavement are at the same level, and the area is further highlighted by use of different materials and signage.

Tactile surfaces are also employed to ensure the areas are identifiable by blind and partially-sighted people – and all of the new pedestrian crossings are to be compliant with the Disability Discrimination Act. Correctly designed, these schemes have been used successfully around the UK and Europe to create people-friendly streets without compromising road safety.

b) Coastal defences

Arun District Council's Coastal Defence Strategy is being prepared in parallel with this report, due for publication in early 2009. Consultation with engineers working on the strategy suggests that Bognor Regis' sea defences are considered adequate for 'the first epoch' (up to the next 25 years) but may need subsequent improvements in line with expected climate change, particularly in central areas. St Modwen has responded to similar advice in proposing to improve sea defences in front of the Regis Centre as part of the site's overall redevelopment.

The Seafront Strategy supports this work, and emphasises that any future sea defence improvements should be:

- Integrated with the public realm.
- Designed to enhance pedestrian access both to the promenade and to the beach (via shallower slopes to the foreshore).
- Designed to increase the width of the promenade where possible.
- Agreed in consultation with Arun DC engineers, Natural England and the Environment Agency.

Due to the great expense of major sea defence infrastructure, the Seafront Strategy proposals generally work with the existing sea-walls, though some proposals will require additional engineering work. These interventions are detailed by location throughout this section and summarised below:

- Extension of the promenade in front of the skate park on Aldwick Road, Section 6.3b.
- The new pool, sea walkway and pocket sandy beach at the Regis Centre site, Section 6.3c.
- Proposed new Watersports Centre at Gloucester Road, Section 6.3d.

- Butlins new seafront entrance, Section 6.3d.
- New sea walkway (gateway to Felpham) at Longbrook, Section 6.3e.
- Extension of promenade width southwest of the Beachcroft Hotel, Section 6.3e.

c) Surface materials

Currently, surface materials along the length of the promenade are deteriorated and not unified, for example: white concrete sea defences are located adjacent to tarmac surfaces and brick edgings. A homogeneous surface treatment would make a bold unifying gesture, and must consider maintenance and weather conditions. Wyre Borough Council has recently completed a seafront scheme using in situ concrete and natural stone aggregates in warm, golden tones to cover and define all walkways along the promenade. The positive impact of this treatment is clear: the warmer tones blend with the sand, making the promenade almost an extension of the beach.

The use of scattered areas of decking is intended to break the homogeneity of the walkway, to create accent areas and informal seating spaces. Decking must be used carefully and only where protected from direct wave impact.

New coastal defences can be integrated to the promenade through the use of self-coloured concrete to match the walkways. The enhanced pedestrian crossings described above should also echo tones of the promenade, to give the impression of strong links between the town and the seafront.

All surfaces must be designed to the highway standards and where appropriate vehicular and emergency access loadings must be taken into account.





Existing signage



Precedent signage — Blackpool Southern Gateway

d) Legibility and way-finding

Arun DC's existing posterboard sites in Bognor Regis are as follows:

- The promenade, east of the Pier
- The promenade, west of the pier
- The promenade, adjacent to the bandstand
- The promenade, corner of Gloucester Road
- Waterloo Square, in front of the toilet block, opposite the pier
- Railway station
- Bognor Regis, High Street

The locations are considered effective and to be retained, with the addition of new information boards in selected beach shelters. However, the form, design and content of the information should be addressed in an integrated fashion for the seafront and the town as a whole.

Clear, well located and accurate signs should be provided to guide visitors through the town to the seafront and to various attractions. To ensure all relevant destinations and decision points are signed it is recommended that a legibility strategy is undertaken. The range of new signage selected should be considered within the context of existing street furniture, maintenance considerations of a marine environment, and the overall image and identity of Bognor Regis.

A bespoke range of signage could be commissioned which could strongly reinforce the identity of Bognor Regis and become a marketing tool for the seafront. For example, Blackpool Southern Gateway has employed a family of vertical, contemporary signage, capable of withstanding harsh weather conditions (as shown). The signage is lit and has been coordinated with the range of lighting columns along the promenade. However, this can be an expensive option, with significant

revenue costs arising from the high cost of replacement parts and kit. A more economic solution could be a commercially available range with limited customisation. This is widely available from many suppliers and can be a good compromise solution.

Whatever procurement route is selected, new signage should be selected as part of a family with consistent materials, size, shape, and clear and engaging graphic design (with consideration for blind and partially-sighted users). Vertical 'totem' and finger post signage is recommended due to ease of identification from a distance. However, shorter formats may be used to present information such as interpretation and history, as long as the materials, texture, colour and font remain consistent.

New signs should consider the principles of the RNLI beach safety guidance report for Arun DC, and comply with ROSPA's National Water Safety Committee guidelines (conforming to BS5499-11:2002 Part II Water Safety Signs). Safety signs should not be an add-on, but should be integrated with the overall recommendations.

Signed attractions should include Butlins and the pier, for example, but also general areas of peace and quiet, thereby ensuring that all visitors are catered for while generating more movement between Bognor Regis central seafront, Aldwick and Felpham. New history and interpretation boards featuring the history of the town should follow the approach specified for public art (below) and avoid cliché in preference for presenting the town's heritage in new and exciting ways.

Additionally, the redevelopment of the Regis Centre site creates an opportunity to provide the key information point for visitors to the town, for example through electronic signage with information on the day's weather and forthcoming events that can be updated as required.

e) Public art

Public art should be a key element in improving the appearance and character of the seafront through a fully integrated approach with the public realm and new architecture. The art should be a celebration of the distinctiveness of Bognor Regis, bring fun and humour, provide constant year-long interest through temporary as well as permanent works and set international standards of quality as well as showcasing local talent. Public art can be a fantastic medium through which local people can be engaged, such as through local schools, higher and further education institutions, elders groups and centres and voluntary organisations.

To ensure a fully integrated approach that involves the most appropriate people and brings added value to other related initiatives, such as development, education, leisure and young people, it is recommended that a public art strategy is developed. This should also help identify possible funding sources: the Arts Council and Regional Arts Council both provide funds for projects that meet certain criteria

Public art need not manifest itself only as sculptures or installations with specific artistic intentions. Public art can be part of the urban fabric, expressed in multi-functional street furniture, signage, shelters, lighting or even concessions. Art or design competitions are a great way to involve local people and professionals in development of such ideas.



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f) Street furniture and shelters

The age, design and materials of street furniture are inconsistent along the length of the seafront. There are multiple seating types including: tiled areas inset to the sea-wall; standard 1950s benches with concrete supports and timber seats/back; traditional cast-iron Victorian-style benches with timber seats/back; plus several new, traditionally-styled cast-iron and timber benches which have been installed west of the pier. There are at least three types of bollard and three types of railing along the seafront. Planters are built from pale brick with dark coping, and plastic window-box-style planters have been added to the tops of some railings. Litter bins are uniform, off-the-shelf, black boxes with gold trim.

Consistent street furniture is proposed along the seafront, using high quality materials to provide an attractive location for visitors to relax. Innovative, multi-functional, feature items of street furniture may also be provided as part of the public art proposals (above) – for example, information boards that are linked to public art, while incorporating lighting, seating and cycle-counters. Local artists, crafts people and companies should be involved in design and delivery of such projects where possible.

All street furniture and fittings must be robust and anti-vandal, and capable of coping with weather conditions in the marine environment. Although the strategy incorporates areas of informal seating, and seating which is integrated to the new coastal defences, there is a need for more standard benches. Stone and timber benches should be of simple and elegant lines, with backs and arm rests and must comply with DDA standards. Seats are elements of the public realm which are typically well used and subject to rapid deterioration. Therefore, we would recommend that a well established manufacturer and family of products are chosen in order to ensure ease of replacement when necessary.

Beach shelters are either 1950s brick built with tiled roofs and functional in appearance, or one of several decorative metal shelters in the style of a traditional bandstand, painted blue. All are well-used and in good repair with regular maintenance. A new family of shelters is proposed as a long-term aim, of a unique, contemporary design, procured through a design competition to assist in the town's marketing. In the short term, selected existing shelters could be temporarily customised as part of public art proposals. In this way, shelters can become active participants of the cultural life of Bognor Regis: they can be painted, clad, covered, or equipped with solar panels for example. They can also be part of a sound or light installation, or house an exhibition, working individually or as a series.



g) Lighting

Amenity lighting: Amenity lighting of the promenade and Esplanade is generally traditional Victorian-style, in cream-painted steel with gold trim, and double or single lanterns depending on requirements. In Aldwick, the seafront is lit only by incidental light from the standard, concrete-pillared lampposts on Marine Drive West a short distance away. Felpham's popular 'millennium lights' are bespoke amenity lighting installations in blue-painted steel, combining traditional pillars and lanterns with a modern sculptural element incorporating a fish motif at the top.

Decorative lighting: Decorative additions to amenity lighting pillars are managed and funded by Bognor Regis Seafront Lights, a voluntary organisation which raises money for lighting two miles of the seafront from sponsorship, donations and events (since council funding was stopped in the 1970s). There are currently over 100 decorative lighting units between West Park and Butlins (including some low energy LED units) which fulfil an important role in making the seafront safe and attractive after dark. The display is a long way from Blackpool's famous illuminations in scale and ambition, but is well-maintained and attractive given budgetary limitations.

It is proposed that a lighting strategy is commissioned for the entire town which integrates with the public realm and public art proposals. The lighting strategy should bring diversity and define character by using two or three light intensity levels which could bring brighter light to more active, public areas, and could set a subtle mood in transition and quiet areas. Key landmark buildings should also be lit in an imaginative way, to help boost the night time economy and reinforce identity and character. Good and imaginative lighting schemes can not only embellish beautiful buildings but disguise and even reinvent less attractive buildings at

night. Buildings which should be considered to be lit are the pier, the Royal Norfolk hotel, the Steyne, the cinema on Station Road, Fitzleet Tower and Butlins, particularly if the proposed new seafront frontage is implemented.

To bring continuity to the seafront and address the existing poor lighting, it is recommended that the 'millennium lights' range procured by Felpham is continued for the length of seafront from Butlins to Aldwick.

Ambitious use of light should also be considered through light installations, which could be done by appointing a lighting artist or specialist consultancy.

h) Planting

Coastal salt and wind create difficult conditions for even the hardiest plants to establish themselves. It would therefore be economically unsustainable to recommend large areas of planting along the promenade. However, it is proposed that the interface between Butlins and the promenade, is generously landscaped to create a tropical garden thus providing a far more positive relationship which invites walkers to discover Butlins and reduces severance between the resort and the seafront. Planting would need to be carefully specified and shelter designed into the scheme by setting the gardens back from the promenade and using adjacent structures for protection.



Precedent lighting schemes — Blackpool

i) Cycling

Cycling on the promenade was a key issue raised during consultation. Cycling is currently banned along most of the length of the promenade but there is a general desire to lift the cycling ban, particularly with the public. The seafront is an attractive, healthy and level access route into the town for residents in Aldwick, Felpham and Middleton. Allowing cycling would encourage more people to access the town via this route. There would need to be some steps taken to avoid potential conflicts with pedestrians. This is particularly the case given Bognor Regis' significant elderly and disabled population, and during the summer months when the promenade is busiest.

The promenade is not wide enough to accommodate a designated cyclepath without this impinging on pedestrian space and concessions (in particular, the land trains which run the length of the promenade). Accordingly, a shared surface arrangement for leisure cycling and pedestrians is proposed from Aldwick to Felpham (in line with a trial initiative currently in progress from Felpham to Gloucester Road). This would enable both cyclists and pedestrians to use the promenade without marking a designated cycle path. Information regarding safe use of the promenade by cyclists (and rollerbladers) would be prominently displayed at entry points and at regular intervals along the promenade. This will emphasise cyclists' need for care and the requirement for low speed and pedestrian right-of-way at all times.

During peak daytime hours from April to September, cycling would not be permitted on the promenade from Gloucester Road to the pier, where pedestrian traffic is highest and the most concessions are located. Signage would be changed twice yearly, at these times, and cyclists directed on to the Esplanade accordingly (where a marked cycle lane should preferably be provided).

The use of the promenade by cyclists should be monitored and enforced by the council and police. As part of the longer term aspiration to reduce levels of traffic along the seafront, the opportunity to provide for on-road commuter cycling should be further investigated.

j) Fitness trail

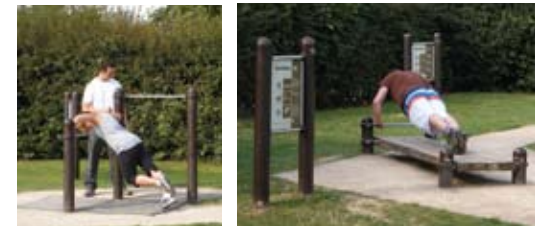
The promenade is already a popular destination for those seeking exercise and, like many seaside towns Bognor Regis has a historic association with health and fitness (in the 1950s the town was marketed as offering "the royal key to health"). Greater provision for health and fitness activities could be provided for those exercising on the promenade through installation of:

- Distance markers along the length of the promenade so runners/walkers can monitor how far they have travelled.
- Fixed fitness equipment with instructions for safe use (e.g. pull-up bars, sit-up benches, and some mechanised equipment). This should be suitable for use by families and all age groups and located at:
 - Regular points along the seafront at Aldwick on purpose-built extensions to the promenade; at the Aldwick Road skate park;
 - Longbrook Park (building on the existing facilities found there as part of wider change, see Section 6.3d).

This approach prevents obstructions on the promenade for pedestrians and emergency vehicles alike.

Fixed fitness equipment should be chosen with consideration of maintenance issues and in materials that are suitable for the coastal environment. Robust materials should be chosen and all fixings and fittings should be specified as anti-vandal. The equipment type should be kept simple and multifunctional (i.e. bars and

benches). The fitness area can be further defined and locally protected by introducing a small sea wall in front of the equipment, which will also provide an informal seating/rest area.



k) Public conveniences

Consultees were frequently critical of the provision and condition of public conveniences on the seafront, and EDAW's own site survey found room for improvement.

If Bognor Regis is to properly serve a family audience (plus the elderly and disabled), good, clean and well-located public conveniences are vital. The Seafront Strategy therefore recommends the retention and refurbishment of existing facilities wherever possible. Since several conveniences are underground and therefore inaccessible for many users (as well as prone to flooding), we also propose that Arun DC works with local businesses to open their toilets for public use, to ensure adequate provision of conveniences on all sections of the seafront.

Similar 'community toilet schemes' are being implemented around the country, for example in Waltham Forest and Lambeth Boroughs who aim to ensure a maximum walk of 500 metres to find a toilet in town centres by 2010. Participating pubs, restaurants and other businesses display a logo in their windows and are given up to £1,000 per year to open their toilets to members of the public who won't have to make a purchase to use the facilities.

l) Seafront businesses

The existing seafront businesses are underperforming. These assets could play a central role in the transformation of Bognor Regis seafront through the provision of a series of structures, unique in design and selling a wide variety of quality goods and services, not limited to a standard offer of buckets and spades and hotdogs. Consideration should be given to procuring the design(s) through a high profile competition to raise Bognor Regis' profile nationally, with the finished products providing new contemporary architecture to underpin the town's reinvention.

An enhanced range of attractive, high-quality, well-managed, business opportunities will create the most positive experience for seafront visitors and users. By establishing well-defined criteria for such opportunities, based on clear and positive requirements, these services can become a reason to visit the seafront in their own right. A review of concession locations, offer and ownership/leasing arrangements is in progress, and a new Concessions Policy is recommended to further define how Bognor Regis measures, monitors and selects its concessions. Both should be informed by these ambitions and the detailed recommendations listed below:

- **Range of concessions to include:** high-quality hot and cold food with a focus on local producers (e.g. Arun farm shops); locally-made arts and crafts (e.g. fashion jewellery, toys); sports goods for sale or rent to complement the health and fitness offer and the proposed Watersports Centre (see Section 6.3d); magazines and books.
- **The Place St Maur market:** this should be a high-quality attraction rather than just a local service, hosting for example farmers', antiques and/or continental markets.
- **Land train concession:** currently two land trains are in operation, one running from Clarence Road to Butlins, and the other from the pier to Marine Park Gardens. The service therefore does not cover the promenade east of the pier to Clarence Road. A unified land train route serving the whole promenade was suggested by several consultees, however the width of the promenade is such that this could only be achieved by extending it to allow two land trains to pass each other at any point, or by serving the route with only one land train (resulting in unacceptably long waiting times). Continuing the current service is therefore recommended in line with defined quality requirements, and in the knowledge that the break in

land train service acts to increase pedestrian traffic in a key area for concessions. Design of a new land train should be part of the design competition described above.

- **Spatial relationship between concessions:** building on existing provision, quality food concessions should be regularly spaced along the entire length of the seafront, with other (non-food) concessions grouped in clusters in high traffic areas.
- **Style of operation, design and delivery:** focus on quality, as described above, with the quality secured by lease wherever possible (rather than by Environmental Health Standards alone as is currently the case with food concessions for example).

A delicate balance

"One of the charms of English seaside resorts has been the broad base of their appeal. A trip to the seaside remains as much about winkles and jellied eels, a stick of rock even a kiss-me-quick hat as it does about lobster thermidor, a caffe latte or fashionable boutiques. This is, however, no excuse for the garish shoddiness with which low-quality private investment has scarred so many seafronts. For those resorts that wish to maintain their seaside holiday persona the trick is in getting the balance right and in raising the quality without losing the capricious charm that has long characterised the English seaside."

Commission for Architecture and the Built Environment, 'Shifting Sands', 2003.



Above and top: Chummy's seafood stall, Folkestone

m) Managing change

The renaissance of Bognor Regis seafront requires a coordinated and strategic approach. It is recommended that a single point of contact is established for seafront management matters that are then fed into a cross-authority officer group responsible for managing the change and delivery of current and future activity (with reference to the concepts and opportunities outlined in Sections 3.5 and 4.2).

6.3 Area-specific interventions

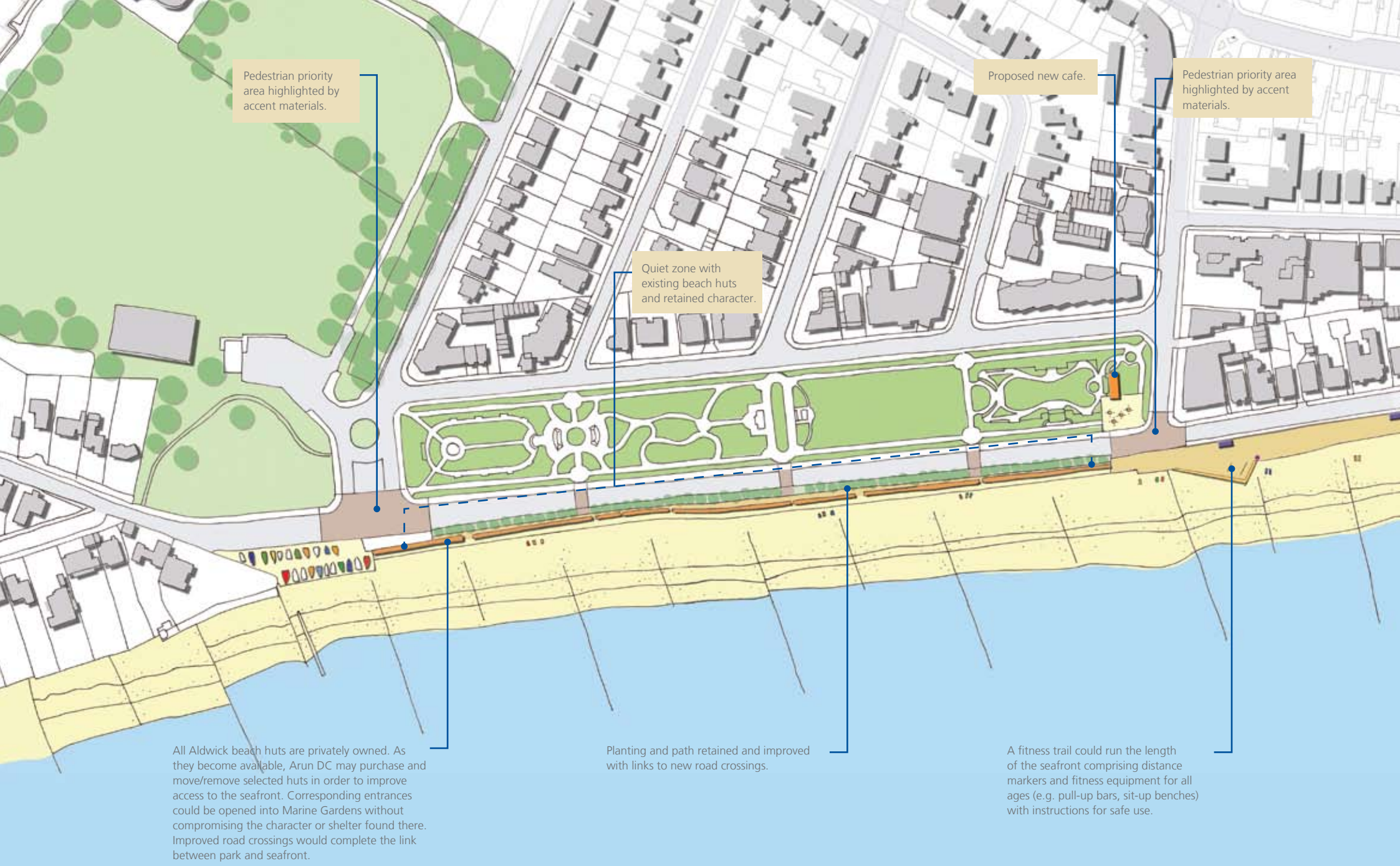
Public consultation revealed that the varying character along the Bognor Regis seafront is a popular feature and a valued resource, ensuring activity for those who want it, and quiet for those who do not. Site surveys revealed four main character areas, which were endorsed during consultation:

- West Park (Aldwick) to the pier
- Regis (from the pier to Butlins)
- Butlins seafront
- Felpham

Area-specific interventions are described accordingly below, with reference to the particular character to be enhanced or created. The area from West Park to the pier has been divided into two, creating five character areas by which the Seafront Strategy is expressed (as shown in the plan below).



Seafront character areas



Pedestrian priority area highlighted by accent materials.

Quiet zone with existing beach huts and retained character.

Proposed new cafe.

Pedestrian priority area highlighted by accent materials.

All Aldwick beach huts are privately owned. As they become available, Arun DC may purchase and move/remove selected huts in order to improve access to the seafront. Corresponding entrances could be opened into Marine Gardens without compromising the character or shelter found there. Improved road crossings would complete the link between park and seafront.

Planting and path retained and improved with links to new road crossings.

A fitness trail could run the length of the seafront comprising distance markers and fitness equipment for all ages (e.g. pull-up bars, sit-up benches) with instructions for safe use.

6.3a ALDWICK RELAXATION

This stretch of the seafront is generally peaceful and traditional, though activity levels increase towards the pier. There is no need or desire for great change in this area. West Park is a valued resource and Bognor Regis' largest events space. Marine Gardens is a similarly popular open space, an oasis of calm, and a unique micro-climate with a range of unusual plants. The seafront itself is undeveloped and quiet, with popular family beach huts and one café concession.

However, both Marine Gardens and West Park could be better linked to the seafront; the beach huts could make a greater contribution to the character of the area; and the promenade should feel part of a greater whole with high quality landscape materials, street furniture and lighting (as described in Section 6.2). The intention is to enhance rather than change the local character in this area.

In greater detail, specific proposed interventions include:

- **Aldwick beach huts:** All the beach huts are privately owned and on leased land, so direct intervention is not possible, but the council should work with owners to encourage consistent maintenance and a new, varied colour scheme to improve the character and attractiveness of the huts (and contrast the uniform blue and yellow of Felpham's huts).
- **Access and links:** As beach huts become available for sale, Arun DC should consider the purchase and removal of a small number of selected huts at the end of ranks, in order to open up better access to the seafront. Corresponding entrances could then be opened into Marine Gardens at suitable locations (without compromising the character or shelter found there). Improved crossings of Marine Drive West would complete the link between park and seafront, and should be provided at the Silverstone Avenue roundabout, Nyewood Lane and selected entry points to Marine Gardens. As specified in Section 6.2a above, these shared-surface crossings would be made of natural stone with accent materials in warm/buff tones to echo those found on the promenade to reinforce the strong links between town and seafront.
- **Landscaping:** The existing tamarisk trees provide shelter and shade. These should be largely retained, with selective removal to improve sight lines and allow enhanced linkage with the proposed new road crossing. Remaining trees would benefit from greater management to encourage growth.
- **West Park:** The Seafront Strategy endorses current proposals to develop informal BMX facilities in West Park, without compromising the park's ability to host major events. This function should become more important to the town with the improved programme of events, proposed in Section 6.4.
- **Fitness trail:** A fitness trail could be provided running the length of the seafront comprising distance markers and fitness equipment for all ages with instructions for safe use (as detailed above). Where possible, these should be provided on purpose-built extensions to the promenade to prevent obstruction.
- **Café:** Arun DC is currently investigating the conversion of toilets at the eastern end of Marine Gardens into combined café/toilet facilities with landscaped surroundings which the Seafront Strategy supports.
- **Public conveniences:** These should be retained and refurbished in West Park and Marine Gardens to provide for Aldwick beach-users. Arun DC has developed proposals for the refurbishment of the Marine Gardens toilet block and addition of a café which the Seafront Strategy supports.
- **Mulberry Harbour:** Although the harbour remains lie outside of the Seafront Strategy site to the west, it should be noted that members of the public were keen to see the history of this World War 2 site made clear through an interpretation board. This should be considered as part of the legibility and way-finding proposals in Section 6.2d, above.



Landscaped plaza with café and water feature at entrance to the Steyne (proposed old town restaurant quarter).

Improved children's play area.

Improvements to promenade and wall (potentially with integrated seating).

Potential location for new public art.

Pedestrian priority areas highlighted by accent materials.

The small park on Aldwick Road could be extended and landscaped to incorporate more seating and an improved café. Divergent views on the retention/relocation of the skatepark mean that further work will be undertaken to look at this site and overall provision for children and young people on the seafront and adjoining areas.

Continued fitness trail.

Existing shelters refurbished.

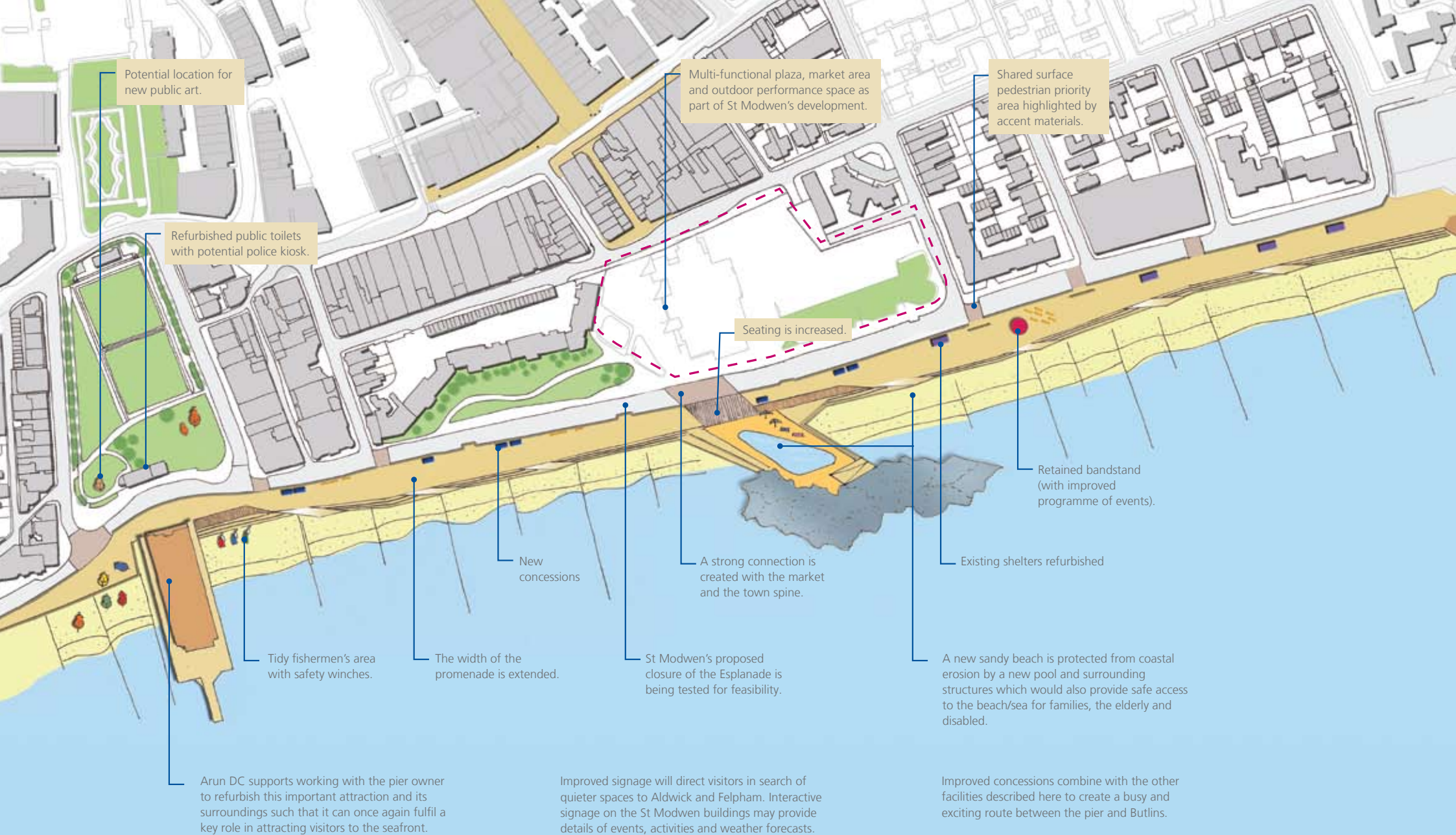
6.3b VICTORIA DRIVE TO THE PIER CREATING CHARACTER

The seafront gets increasingly busy towards the pier but remains a relatively quiet place with strong links to Aldwick. As above, the promenade should feel part of an improved-whole with high quality landscape materials, street furniture and lighting. In addition, proposed new and improved leisure features would act to create some character in this area, and extend the seafront offer westwards.

- **Continued fitness trail:** As detailed above, with a small cluster of equipment (approximately two pieces of equipment) in the Aldwick Road skate park.
- **Bognor Regis Sailing Club:** Access to the sea is poorest between Aldwick and the pier. An improved slipway at Bognor Regis Sailing Club would double-up to fulfil this need when the club is closed, while providing a much-needed resource for sailors when the club is active. Due to sediment movement along this stretch of the coast, this proposal may require an engineering solution, for example positioning of the slipway parallel and close to an existing groyne.
- **Aldwick Road open space and skate park:** The 2004 masterplan identified this site as a possible location for mixed-use development, but the Seafront Strategy recommends the open space is retained as a leisure area to avoid over-development and avoid overwhelming the landmark Royal Norfolk Hotel. The area should be landscaped to embrace the seafront and incorporate an extended section of promenade. Landscape work should include more seating and an improved café. Divergent views on the retention/relocation of the existing skatepark mean that further work will be undertaken to look at this site and overall provision for children and young people on the seafront and adjoining areas. NB: Extending the promenade at this point (as shown in the plan left) will require works to the sea wall, and an engineering solution to stabilise the shingle.
- **Rock Gardens playground:** This play area can be classified as a Local Area for Play (LAP) according to the National Playing Fields Association (NPFA) standards. The NPFA advises that LAPs should cater for children up to 6 years. We would recommend that the existing play equipment is maintained and integrated with an overall playground design that could bring other forms of non-prescriptive

play. Non-prescriptive play can incorporate natural elements such as sand, boulders, timber and planting to stimulate creativity and social play. It is important to maintain natural surveillance to this play area and to incorporate seating for parents/carers.

- **Access and links:** Improved pedestrian crossings should be provided at the Aldwick Road/West Street / Esplanade junction, in front of the Steyne and at Waterloo Square. The shared-surface crossings should be made of natural stone, subject to appropriate levels of vehicular use as set out in Section 6.2a, with accent materials that echo the warm/buff tones found on the promenade to reinforce the strong links between town and seafront.
 - **The Steyne:** In addition to the improved pedestrian crossing, the Steyne itself should be better integrated with the seafront to encourage visitors to explore Bognor Regis' historic core. Existing proposals suggest the area may become an 'old town restaurant quarter' – a principle which is supported by the Seafront Strategy. The idea may be kick-started, and the Steyne better linked to the promenade, by providing a new, landscaped plaza with café and interactive water feature at the entrance to the Steyne. Materials should be high quality natural stone, simply detailed. These improvements should be reflected by landscape changes to the promenade opposite (with common materials and design features, but without compromising the sea defences here).
- Emergency vehicle access across this open area must be maintained.
- **Open space surrounding the pier:** This is identified as a potential site for a future public art installation, for consideration in the proposed Public Art Strategy, Section 6.2e.



Proposals plan for Regis (from the pier to Butlins)

6.3c REGIS (FROM THE PIER TO BUTLINS) TRADITIONAL/MODERN HOLIDAY ENTERTAINMENT

The most important and active section of the seafront is also the area most in need of positive change. St Modwen's proposals for the Regis Centre site will provide a major leisure attraction for the town. Development on the Regis Centre site should be complemented by wider changes along the promenade which together will re-brand Bognor Regis as an exciting and distinctive destination.

- **Bognor Regis Pier:** As described in Section 3.2, the pier is in private ownership which makes public involvement and/or investment in its refurbishment a difficult matter. The Seafront Strategy endorses Arun DC's commitment to working with the pier owner to restore and refurbish this vital attraction and its surroundings such that it can once again fulfil a key role in attracting visitors to the seafront through a more diverse range of facilities and events. Proposed changes to the council-owned land in front of the pier include: improved seating opportunities as part of overall upgrades to the promenade and sea wall; improved planting; and new public art as described.
- **Fishermen's landing:** Local fishermen have landed on the beach immediately east of the pier for generations. The area was criticised by consultees as untidy, but acknowledged as a source of local character and history. Additionally, in 2004, a small fish market facility was provided here on the promenade for fishermen to sell their catch. The fish market (in the form of a metal shed with decorative painted exterior and ornate roof) was never used, with fishermen complaining of onerous council restrictions on the proportion of stock that must be caught in Bognor Regis' waters.

The current proposals to tidy up the fishermen's landing area and provide new safety winches are supported and negotiations with the fishermen should be undertaken to ensure the existing fish market is reopened (with consistent opening hours) to provide a valuable local service and tourist draw. Long-term, and if the facility proves popular, a more attractive structure should be provided in line with the design competition proposals for improving the architectural quality of concessions and shelters. This should be relocated slightly west so it is not immediately in front of a pedestrian crossing, as at present.

- **The Regis Centre site:** The Seafront Strategy supports St Modwen's proposal for a major landmark development on the Regis Centre site in its provision of a distinctive, major, year-round, weather-proof, leisure facility and associated public space and employment opportunities on the seafront. As noted in Section 3.2, St Modwen's proposed closure of a section of the Esplanade is currently being investigated for feasibility. Until the results of this study are known, the Seafront Strategy has left the Esplanade open to traffic and the ambitions of the St Modwen development are supported through:
 - **Access and links:** Stronger links should be created between the town centre and promenade, specifically through the proposed new/improved raised, shared-surface pedestrian crossings at Waterloo Square, Norfolk Street, the Regis Centre site, and Clarence Road (described in Section 6.1).
 - **Public open space:** The creation of an improved open space running through the Regis Centre site, linking the town centre spine (arcade) and promenade. This should be a multi-functional plaza, market area and outdoor performance space (linked to entertainment facilities/venues) with power sources, feature lighting and shelter (in the form of tensile fabric awnings that ensure the space can be used in all weathers). The space should be designed to permit controlled access and egress for ticketed events, with minimum expense/intervention, and without undermining its nature as a public space. The space should lead directly to the following new attraction via a raised, shared surface, pedestrian crossing as described.

- **New pool and pocket sandy beach:** A new, family-friendly sandy beach in front of the Regis Centre site is proposed, protected from coastal erosion by a new pool and surrounding structures which would also provide safe access to the beach/sea for families and the mobility-impaired. For reasons of health and safety, the pool area must be securable out of operating hours in a manner that complements the surroundings and avoids extensive or ugly fencing. Further feasibility work would need to be undertaken to ascertain engineering requirements and constraints.

As noted in Section 3.2, if Arun DC and St Modwen's investigation into the closure of this part of the Esplanade proves it is not feasible, any re-design of the proposals must take these requirements into account.

- **Way-finding:** As part of the overall legibility strategy, improved signage at this key section of the seafront will direct visitors in search of quieter spaces to Aldwick and Felpham. Interactive signage on the St Modwen buildings may form a focus for information providing details of events and weather forecasts, while new information/interpretation boards will describe the history of Bognor Regis in new and exciting ways.
- **Promenade extension:** To accommodate increased visitor numbers, the width of the promenade should be extended on this key stretch of the seafront, and the seating opportunities increased. This work should be carried out as part of the redevelopment of the Regis Centre site and St Modwen's proposals for improving sea defences, in consultation with Arun DC's engineers and the forthcoming Coastal Defence Strategy.
- **Bandstand:** the existing bandstand should be retained in its current location with an improved programme of events (see Section 6.4) and the introduction of perspex screening on the windward side if required to shelter performers. Littlehampton's East Beach Café has successfully used similar screens surrounding their deck terrace for late summer evenings. Arun DC should also consider revising by-laws to permit regulated busking from the bandstand during the summer months and ensure its frequent use.
- **Public conveniences:** this section of the seafront should be served by facilities in the Regis Centre site redevelopment and through a community toilet scheme (described in Section 6.2k). The existing underground conveniences at Waterloo Square should also be refurbished, with the option to create a new, town centre police kiosk on the surface.



Regis Centre – St Modwen proposals



Leca da Palmeira, Siza, Portugal



6.3d BUTLINS SEAFRONT ACTIVE BEACH ZONE

This area provides great opportunity for improvement, creating better links between Butlins and the town centre and seafront. A new, international-standard, Watersports Centre would be a major catalyst in the drive to re-brand Bognor Regis as an exciting and distinctive destination that makes the most of its seafront.

- **Watersports Centre:** A new Watersports Centre is proposed to be built on the Gloucester Road car park, in an iconic and environmentally-friendly building with new slipway access to the sea. This building could 'step over' the promenade (with pedestrians passing beneath unhindered), bringing visitors closer to the sea and creating space for a raised terrace café with panoramic views. The centre may provide kite surfing, jet skiing, a scuba school and other activities to residents, visitors and the students of Chichester University. It is important to note that the café should be viewed as an addition to the whole seafront offer, not just the Watersports Centre. The facility has the potential to fulfil a role similar to Littlehampton's East Beach Café in that it can become a visitor attraction in itself, serving a range of good food to suit tired and wet watersports enthusiasts as well as other 'dry visitors'.

The centre should have high architectural ambitions, modern sustainable construction methods, and a 'triple aspect', facing up and down the seafront as well as up Gloucester Road towards Hotham Park and Chichester University. The centre should also incorporate a new public square on the western end of the building, and may incorporate new foreshore officers' and lifeguards' facilities (see below). As a minimum, the centre should provide garaging for the foreshore officers' vehicles to replace the current facilities consisting of an ugly shipping container near the boat ramp at the corner of Gloucester Road.

The public car parking space lost to this development may be compensated for through agreement with the Job Centre and telephone exchange on Gloucester Road (which have under-used facilities,

particularly at weekends), or by introducing controlled parking along the road's verges. A separate Arun DC parking strategy is addressing these issues in greater detail. Butlins (which would lose some, or all, of its day visitor parking under this proposal) expressed great interest in the Watersports Centre and is also in the process of addressing its parking requirements.

- **Foreshore officers' building:** The current facilities are based on the promenade east of the bandstand, in a former 1950s brick shelter converted to provide a public information area, a first aid post, toilet, plus a small office (loaned to the Met Office for daily weather recording). Foreshore officers man the building from the Easter Bank Holiday through to mid-September, providing first aid, lost child and information services (including tide tables). Patrols are conducted three times per day within and beyond the study area, enforcing local byelaws, checking and maintaining safety equipment etc. A small utility vehicle is used for patrols, which is stored overnight in a seasonal rented shipping container (mentioned above).

Improved foreshore officers' facilities will be necessary with any increase in visitor numbers, and lifeguard services are a likely future requirement of Blue Flag and Quality Coast awards and should therefore be considered as part of seafront improvements. These services can be housed together and may be provided as part of the Watersports Centre or alternatively in a new building on the site of the existing facilities. Any such new building must complement the design of the proposed Watersports Centre, and all design work should be conducted in partnership with the foreshore officer and Watersports Centre.

- **Butlins seafront boundary:** The current boundary consists of a two-metre, metal, spiked fence sitting behind and parallel to the sea-wall. Behind the fence is extensive parking for Butlins' residential guests. With the exception of the new Shoreline Hotel, all of Butlins' buildings turn their backs to the seafront, and access to/from the beach and promenade from inside the resort is difficult with only one, small and inconspicuous entrance/exit through the Gloucester Road car park. This creates a highly unattractive proposition for seafront users and visitors to Butlins which fails to demonstrate an integrated approach to the Bognor Regis leisure offer, while also failing to optimise Butlins' excellent location on the seafront.

This situation could be dramatically improved through imaginative improvements to the seafront boundary including a new entrance, boundary treatment, terrace cafés and landscaped gardens. The relocation of existing car parking away from the seafront would allow Butlins to turn and face the beach, and in view of the major investment currently being made in respect of replacing chalets with hotels (e.g. the Shoreline) it is considered that this is now an opportune time for a car park reorganisation.

The improvements could include:

- Café and restaurant terrace sitting above the existing seawall, overlooking the sea.
- Sun terrace, similarly sitting above the existing seawall, overlooking the sea.
- Feature tropical themed gardens.
- A grand, new seafront entrance to Butlins – which would require a managed breach in, or route over, the existing seawall (to be devised in consultation with Arun DC engineers).

- **Longbrook Park:** The existing condition of this small park and the play equipment is good, yet the atmosphere could be more inspiring through a more creative use of the existing topography to encourage imaginative play and learning. This should be supplemented by non-prescriptive play features such as interactive water features, sand, large boulders and timber, to add an alternative play experience not currently catered for. Seating for parents and carers should be provided adjacent to the sea wall, which already provides shelter from the wind. Any improvements should be carried out in consultation with the local residents' association to make better use of this space.
- **Longbrook pumping station:** This building and associated facilities should be screened with vegetation to minimise the visual impact from the promenade.

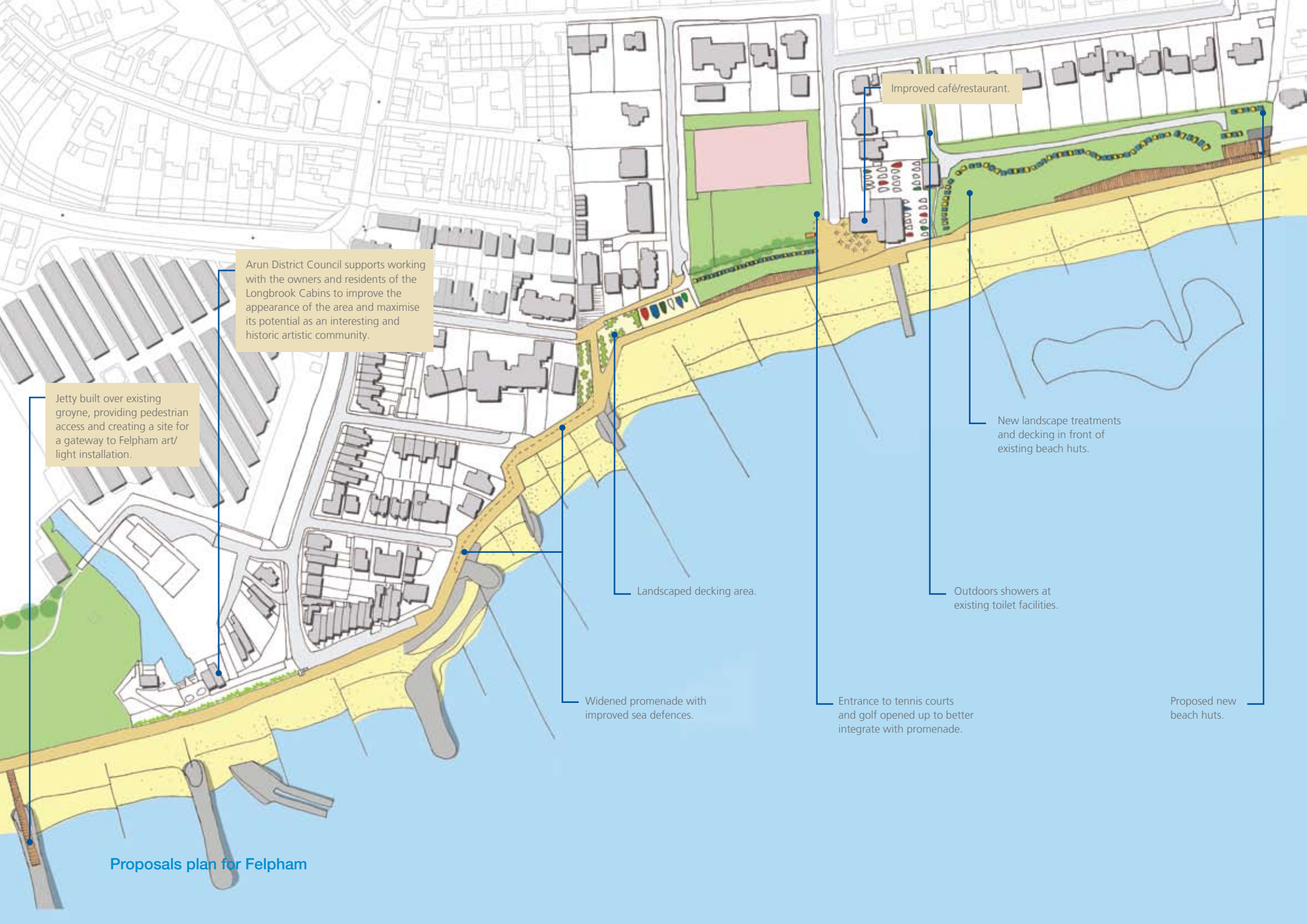


Oslo Opera House — precedent image for the proposed Watersports Centre



Tropical gardens





Arun District Council supports working with the owners and residents of the Longbrook Cabins to improve the appearance of the area and maximise its potential as an interesting and historic artistic community.

Jetty built over existing groyne, providing pedestrian access and creating a site for a gateway to Felpham art/light installation.

Improved café/restaurant.

New landscape treatments and decking in front of existing beach huts.

Outdoors showers at existing toilet facilities.

Landscaped decking area.

Widened promenade with improved sea defences.

Entrance to tennis courts and golf opened up to better integrate with promenade.

Proposed new beach huts.

Proposals plan for Felpham

6.3e FELPHAM RELAXATION

Like Aldwick, this stretch of the seafront is peaceful and traditional with no need or desire for great change. Again, the intention is to enhance rather than change the local character, for example through a widened promenade adjacent to the Beachcroft Hotel, and landscaping improvements. A new, western jetty could allow visitors to get closer to the sea while also creating a site for a landmark sculpture to draw visitors east from the central area – marking a ‘gateway’ to Felpham.

- **Longbrook cabins:** East of Longbrook Park and Sea Road lie a number of privately-owned, prefabricated cabins and converted railway carriages, below the sea-wall and facing the promenade. The cabins are primarily occupied on a permanent basis and are in a generally poor state of repair. They are an unattractive feature of the promenade route from Bognor Regis to Felpham and must be considered as part of overall seafront improvements.

Screening the cabins from view is impractical due to their position below the sea-wall and may be understandably controversial with residents. Instead, Arun DC supports working with the owners and residents of the Longbrook cabins to improve the appearance of the area and maximise its potential as a community with historic artistic associations.

Whitstable and other seaside towns have prospered through working to develop artistic communities and similar benefits may be achieved here. The Seafront Strategy recommends an initial survey to determine the extent and aspirations of the artistic community in Longbrook.

- **Felpham gateway:** It is proposed that a new jetty be built over the existing groyne. This would provide pedestrian access to view the sea, while simultaneously creating a site for a new public artwork or light installation that would mark the gateway point to Felpham. The artwork should be relevant to the area, should involve local artists, and (if lights are to be used) must consider navigation/ signalling issues for sea traffic. It would create an attractive local landmark and visitor attraction, encouraging visitors to venture further east along the promenade.

NB: Introducing the jetty and artwork (as shown in the plan left) will require works to the groyne (sea defences) in consultation with the Environment Agency and Arun DC engineers.

- **Beachcroft ‘promenade pinch point’:** The promenade is very narrow close to the Beachcroft Hotel and should be widened in consultation with Arun DC’s engineers and the forthcoming Coastal Defence Strategy.

- **Felpham seafront open space:** The public open space adjacent to the promenade at the end of Blakes Road is currently under-utilised with tarmac surfacing and no significant landscaping or seating. Much more could be made of this space, by extending and enhancing the existing thriving landscaping of varied native and adapted marine plants.

In addition, the adjacent Blakes Road tennis and golf facilities are somewhat hidden from the promenade with poor quality fencing and a portakabin office. Working in consultation with the leaseholder, the entrance to the tennis courts and putting greens should be opened up with a permanent office, and new landscaping that better integrates this valuable open space and leisure facility with the promenade.

Furthermore, there is scope for an improved café/ restaurant serving Felpham seafront (to complement the successful Lobster Pot café on Canning Road). Arun DC should work with the owners of the Boathouse Café overlooking Felpham open space, to capitalise on the wider improvements proposed above and improve its offer.

OTHER CONSIDERATIONS

- **Felpham beach huts:** The existing, privately-owned beach huts are colourful, attractive and well-maintained with no need for significant change. However, a small, raised decking area could be provided in front of the beach huts as an attractive landscaped feature, and to increase seating opportunities for walkers on the Promenade. This should be designed so as not to limit space for games on the existing grassed area.
- **Showers:** Outdoor showers should be provided at the existing toilet facilities. Alternatively, with the cooperation of Southern Water, the existing sewage pipe maintenance servicing building could be externally fitted with showers, with new beach huts behind (the subject of an existing planning application).



Artwork on Barcelona seafront

The following issues were raised during consultation and have been incorporated as far as possible into the above proposals. They are listed here for reference only or to explain their exclusion from the Seafront Strategy.

- **Sandy beach/shingle and sediment flow:** Sediment moves from west to east along Bognor Regis seafront. The shingle acts as the town's main sea defence (and is designated a Site of Special Scientific Interest in parts) and its removal and replacement with sand is not possible except in a localised, protected area as proposed in Section 6.3c.
- **Emergency access to the Promenade:** all existing access points are retained.
- **Emergency sewage discharge at Longbrook:** The existence of an emergency sewage overflow at Longbrook prevents the provision of water-based leisure facilities at this point.
- **Waverley Paddle Steamer or other pleasure boat trips from the pier:** A number of consultees wished to see the return of such a service. This may be viewed as a long-term goal pending resolution of issues associated with securing refurbishment of the pier.
- **Marina:** Long-standing proposals for a marina at Bognor Regis are currently on hold due to funding issues, and the Crown Estate's ownership of the sea shore which limits Arun DC's ability to develop the idea regardless. The Seafront Strategy proposes an international-standard Watersports Centre as an alternative, providing a similar impact and a great

new facility to attract visitors, but with more control for Arun DC over how and when it is taken forward due to simpler land-ownerships.

- **Treatment/protection of SSSI:** The Seafront Strategy has been careful to preserve Bognor Regis' Sites of Special Scientific Interest (SSSIs).
- **Artificial reef:** An artificial reef was proposed by consultees for the purpose of attracting young, high-spending visitors to Bognor Regis, and as a complement to the proposed Watersports Centre. Such a reef has not been included in these proposals on the advice of Arun DC engineers due to Bognor Regis' high tidal range which would make the reef usable for only two to four hours in any 24-hour period.
- **Off-shore swimming platforms:** These were a popular idea with a number of consultees but have not been included on the advice of Arun DC engineers for health and safety reasons related to Bognor Regis' high tidal range. The tidal range means such platforms would not float and would provide a 'trapping hazard' for large parts of the day, or they would need to be dangerously far off shore to ensure they spend a significant period floating.
- **Car and coach parking:** Peter Brett Associates are compiling a separate car (and coach) parking strategy with reference to Arun DC's Core Strategy and the draft proposals in this document.

6.4 Marketing and events

Bognor Regis' name has a high-level of recognition across the UK, albeit for the wrong reasons (as discussed in Section 3.4). A strong and consistent marketing campaign (run in coordination with the initiatives described above) should seek to reverse negative stereotypes associated with the name Bognor Regis. The marketing strategy must reflect the overall vision for Bognor Regis' regeneration, and focus on key target markets.

Events are a key means to promote the town, to create activity, and foster local pride. Arun DC provides advice and promotional support to local events organisers but no longer arranges any events itself. Current events held on Bognor Regis seafront include:

- **Clowns Parade** – approximately 100 clowns and a marching band parade through the town centre and along the seafront each year in March.
- **The Big Switch On** – seafront illuminations are switched back on in April, in an event organised by Bognor Regis Seafront Lights to mark the start of summer and raise funds for the illuminations. The event includes a fun fair on the promenade.
- **Bognor Regis Promenade 10km Road Race** – annual running race held each May, mainly on the promenade, with up to 1,500 competitors and a separate children's fun run.
- **Bognor Regis Carnival** – carnival procession from West Park to the town centre and seafront, held each year in June (in association with a fun fair in West Park).

- **Sands of Time Seaside Festival** – a celebration of the town's seaside heritage, held over a weekend each July, with traditional activities along the seafront.
- **Bognor Rox** – a successful, free, local music and art festival held over a weekend each August, on the seafront and in the gardens of the Royal Norfolk Hotel.
- **Illuminated Gala** – a fun fair and parade on the Esplanade organised every August Bank Holiday by Bognor Regis Seafront Lights to raise funds for the illuminations.
- Weekly markets on the Place St. Maur.
- **Bandstand performances on ad hoc basis** – seven performances were held during the summer season in 2007.

There is significant opportunity and appetite for an enhanced programme of events to complement the above. The combined events programme should cater for all ages and abilities and should offer something at all times of year. Each event must also be sure to send out a positive message about Bognor Regis indicative of the wider change that is proposed for the town.

Public and stakeholder consultation, and EDAW's own research, revealed the following ideas:

- **Powerboat racing** – the long, straight coastline is suitable for an annual powerboating event.
- **Triathlon** – the safe-bathing beach is ideal for the swim stage, with the cycling taking place in the surrounding countryside, and the run on the promenade. Triathlon is a fast-growing sport with similar events being held locally in Brighton, Littlehampton and Arundel.

- **Watersports events** – both of the above ideas have thematic links with proposals for a new Watersports Centre on Bognor Regis seafront (see Section 6.3d). Such a facility should also act as a base for regular events related to the specific watersports on offer at the centre, for example: kite surfing, jet skiing and scuba-diving festivals or competitions.
- **Themed festivals** – e.g. flowers, antiques, food, electronic games.
- **Bandstand music** – many respondents wanted to see regular music events returning to the bandstand during high season. As a minimum, Arun DC should consider revising by-laws to permit regulated busking from the bandstand during the summer months.
- **Birdman of Bognor** – subject to the restoration of the pier, it would be desirable to re-start this famous event.





SECTION 7: ACTION PLAN

7.1 Delivery and implementation

7.2 Monitoring and review

7.3 Delivery and phasing

7.1 Delivery and implementation

The Seafront Strategy will take up to 25 years to deliver and implement in full through a range of initiatives and coordinated actions from a variety of stakeholders.

The Seafront Strategy provides guidance which allows for development that responds to changing social, technological, and economic conditions while maintaining a clear vision of the seafront's future use, activities, scale and form. Any new development must seek to extend the daily and seasonal use and increase the quality and diversity of the experience and attractions for residents and visitors to enjoy.

To facilitate this, the accompanying Action Plan (below) identifies the projects, timeframes, key partners and possible funding sources to help guide and coordinate these activities over the entire lifetime of the strategy. However, it should be noted that the timescales of projects will be influenced by the ownership and availability of sites, the financial viability of their development and funding availability.

Successful implementation of the proposals will require a partnership approach between Arun DC and stakeholders, such as developers, landowners, institutions and the community. This will facilitate high quality, appropriate and timely development and will be absolutely critical for projects that cross ownership boundaries, involve aspirations such as highway alterations, the creation of new routes and the development of major interventions which will bring about a 'step change' to Bognor Regis as a whole, such as the proposed Watersports Centre, the Regis Centre and Butlins seafront boundary improvements.

Arun DC is the planning authority, landowner of major sites (such as the parks, surface car parks and concessions) as well as lead partner of the Bognor Regis Task Force. As such it will have the key role in

taking forward the strategy, however, its successful implementation will only be achieved through creative partnership working, which is of particular importance during this currently constrained economic climate. To assist such partnership working, Arun DC welcomes pre-application discussions.

In view of the Strategy's 25-year time frame for completion, it is important that early wins are identified to raise aspirations, and cultivate enthusiasm and commitment from the wider public and those stakeholders yet to be identified. Key to this will be a strong marketing/PR campaign to address the negative perceptions of Bognor Regis and to reach out to a totally new audience, who could be attracted by a quality, family offer combined with the other attractions of Arun such as its outstanding countryside, excellent local food producers, wildlife and the historic towns of Littlehampton and Arundel. Backing up this marketing campaign is an increase in cultural activities with a proposed enhanced events and public art programme to appeal to a broad audience. These would be relatively economical initiatives, which if programmed and curated imaginatively, could create new attractions, help change perceptions and bring in new stakeholders. To supplement this, the design competition for a new kiosk(s) concession would help to reinvent Bognor Regis as a lifestyle destination and create an early bench mark for design quality with which later proposals could be judged against.

7.2 Monitoring and review

To ensure that the Seafront Strategy is, and remains, a positive planning tool to guide and promote appropriate development over the next 25 years (in accordance with the vision set out within it) the document must be regularly monitored and reviewed. This will be undertaken by Arun DC approximately every three years.

7.3 Delivery and phasing

Column 6, Delivery body/partners: Please note, lead delivery body/bodies are shown in **bold**.

Column 7, Possible funding sources: Redirection of existing budgets and funding (as opposed to new funding) is shown in **bold**.

Column 8, Approximate cost at February 2009: A detailed cost breakdown is available as a separate appendix from Arun DC, Bognor Regis Regeneration Taskforce.

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Entire seafront							
Marketing, events and PR programme					Arun DC Bognor Regis TC Chichester University Tourist Board Chamber of Commerce Butlins Bognor Regis Regeneration Board (BRRB) – Marketing Sub-Group	Arun DC Bognor Regis TC Chamber of Commerce BRRB members	Branding strategy: £100k Assistant to the events officer: £25k/yr Events, 10No at £20k per events: £200k/yr
<ul style="list-style-type: none"> Marketing sub-group considering branding issues Review ADC policy on events support Review bylaws on charity giving to performers Source funds to support enhanced programme Identify suitable local talent Develop programme 	x 	 x x x	 On-going	 On-going			
Public art programme					Arun DC Chichester University Bognor Regis TC Local arts groups and schools	South East Arts S106	Public Art Strategy and installation of first commission: £80k
<ul style="list-style-type: none"> Gain approval for development of Public Arts Strategy Seek funding for Public Arts Strategy Develop strategy Implement strategy for first installation Continue implementation 	x x	 x x x	 On-going	 On-going			

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Beach shelter art programme <ul style="list-style-type: none"> Determine size and scope of beach shelters Run competition for local arts groups / artists to use shelters for temporary installations Include beach shelters in Public Arts Strategy and Public Realm Strategy 	x x	 x	 On-going	 On-going	Arun DC Bognor Regis TC Chichester University Local arts groups Private	Arts Council/Regional Arts Board	Art programme, 10No shelters temporary make-over: £50k Bespoke shelters, 10No: £500k
Surfacing improvements <ul style="list-style-type: none"> Develop Public Realm Strategy Gain commitment from WSCC and others with responsibility for surface finishes Implement 	x x	 x	 Ongoing	 Ongoing	Arun DC Bognor Regis TC Developers WSCC Felpham PC Aldwick PC	Capital programme and coordinated revenue funding. S106	Paving works: £3.5m
Promenade widening (excluding Felpham) <ul style="list-style-type: none"> Study to identify specific elements Cost each element Prioritise Source funding Implement 		x x x x x	 x x x	 x x	Arun DC Bognor Regis TC Aldwick PC WSCC	Capital programme/ S106	Widened promenade incl. steel sheet-piled seawall with facing panel, 7m wide for 60m stretch: £420k

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Pedestrian crossings <ul style="list-style-type: none"> • Open discussions with WSCC • Identify appropriate locations • Prioritise locations • Prepare detailed design • Implementation 	x x	x x x x	x x	On-going	Arun DC WSCC Bognor Regis TC	Capital programme	Standard crossings: £50k Pedestrian priority areas, cost dependent on size as follows: Aldwick, 500m2: £100k Victoria Drive to the pier, 750m2: £150k Regis, 4No 100m2 each: £80k
Street furniture upgrade <ul style="list-style-type: none"> • Identify locations for upgraded furniture • Include potential upgrading in possible Public Art and Public Realm Strategies • Source funds • Brief artists / manufacturers • Implement 	x x	x x x x	x x	x x	Arun DC Bognor Regis TC University of Chichester South Coast Design Forum	Revenue funding S106 contributions Arts Council	Seats and litter bin combination, 72No, 50m centres: £345k
Signage and legibility <ul style="list-style-type: none"> • Agree inclusion of signage in possible Arun Signage Strategy • Consider signage types, locations and information required • Commission / purchase signage • Installation 	x	x	x x	On-going	Arun DC Bognor Regis TC WSCC Developers Chamber of Commerce Disability Groups	Capital funding S106	Commission and purchase of signage: £250k, plus £10k per electronic interactive info post

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
<p>Cycle access</p> <ul style="list-style-type: none"> Evaluate the impact of new cycle access from Felpham to Gloucester Road Prepare design proposals for rest of seafront Prepare management arrangements Implement 	x	x x x			Arun DC Bognor Regis TC WSCC	Capital funding	Signage only: £90k
<p>Public convenience initiative</p> <ul style="list-style-type: none"> Prepare maintenance and statement of useful life for seafront conveniences Determine feasibility for refurbishment of West Park and Marine Gardens toilets Identify budget requirements for refurb and other maintenance Assess business interest in community toilets initiative Implement 	x x x	 x x			Bognor Regis TC Arun DC Chamber of Commerce Visitor Group	Capital and revenue budget for maintenance of toilets	Refurbished underground toilet block, with potential police kiosk: £150k Community toilet scheme, £1k per year for 20 participants: £20k/yr plus set-up costs
<p>Improving quality of concessions</p> <ul style="list-style-type: none"> Develop Concessions (Seafront Businesses) Policy Set quality mark requirements into leases Market opportunities (e.g. current discussions with University of Chichester to take a concession) 	x x	 x x			Arun DC Concession operators	Revenue budgets	Improvements to offer, appearance and opening times, 8No concessions: £120k

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Aldwick							
<p>Opening views to sea and improving beach hut environment</p> <ul style="list-style-type: none"> • Discuss, with Parks, management of tamarisks • Identify huts that could open space • Monitor beach hut for sale adverts 	x	x	x	On-going	Arun DC Land owner	Capital and revenue budgets	New entrances to Marine Gardens, 3No: £37,500 Purchase of 2No huts in each of 3No locations: £90k Improved paving, lighting and street furniture behind beach huts (1,000m2): £200k Planting and links to new road crossings, 3No: £30k Beach hut painting: approx £80k
<p>Fitness trail</p> <ul style="list-style-type: none"> • Design decking for equipment • Determine equipment • Design other elements required • Cost purchase and installation • Implementation 	x	x	x	On-going	Arun DC Bognor Regis TC Aldwick PC	PCT – Healthy Lifestyles S106	Promenade extension (40m2 each) and fitness equipment, 4No: £200k
<p>Amenity lighting Victoria Drive to Aldwick</p> <ul style="list-style-type: none"> • Establish ownership lines • Develop ideas • Assess feasibility • Establish relationship to WSCC lighting programme • Implement 		x	x	On-going	Arun DC Bognor Regis Seafront Lights Aldwick PC WSCC	Capital and revenue funding from street lighting budget	240 No lights, 15m centres: £1.1m

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Victoria Drive to the pier							
Slipway improvements <ul style="list-style-type: none"> • Open discussions with Sailing Club • Explore alternative options • Assess practicality • Determine way forward 	x	x x x	On-going	On-going	Arun DC Bognor Regis Sailing Club Bognor Regis TC	Lottery or similar funds	£15k per slipway (up to 6No along length of site)
Aldwick Road open space <ul style="list-style-type: none"> • Concept design for consultation • Agree design • Implement 		x x x			Arun DC Bognor Regis TC	Heritage Lottery Parks for People Programme	Park area extension, 100m2, incl. equipment: £125k Landscaping: £25k Improved café and external seating area: £150k Permanent skate park: £75k
Rock Gardens children's play area improvements <ul style="list-style-type: none"> • Concept design for consultation • Agree design • Implement 		x x	x		Arun DC Bognor Regis TC	Capital programme Heritage Lottery Fund Parks for People (or equivalent)	Fully equipped play area: £100k
The Steyne – hard landscaping improvements <ul style="list-style-type: none"> • Concept design prepared • Consultation • Implement 			x x	x	WSCC Arun DC Bognor Regis TC	Heritage Lottery Parks for People Programme (or equivalent) Developer	Landscaped plaza, 700m2: £175k Improvements to adjacent promenade wall and seating: £75k

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Regis (from the pier to Butlins)							
<p>The pier</p> <ul style="list-style-type: none"> Initiate discussions with pier owner Identify possibilities for improvement 		<p>x</p> <p>x</p>	<p>On-going</p>		<p>Arun DC Pier owner</p>	<p>Private</p>	<p>Public realm improvements to open space at end of pier: £50k</p>
<p>Fishermen's landing</p> <ul style="list-style-type: none"> Explore re-opening of fish market Potential commissioning of bespoke kiosk 	<p>x</p>		<p>x</p>		<p>Arun DC Fishermen</p>	<p>Capital budget \$106</p>	<p>Bespoke kiosk: £50k</p>
<p>Regis Centre and related initiatives including new open space and sandy beach</p> <ul style="list-style-type: none"> Results of transport modelling Prepare engineering possibilities Physical modelling Determine best solution 		<p>x</p> <p>x</p> <p>x</p>	<p>x</p> <p>x</p>		<p>Arun DC St Modwen</p>	<p>Developer contribution</p>	<p>Extended promontory/ island, 7,500m2: £1.5m Imported sand beach: £50k New pool set within paved area: £200k Shower facilities: £25k Ramped access to sea: £20k Steps/ ramp to beach: £50k Additional street furniture: £50k Shared surface pedestrian priority area, 900m2: £180k Extra pelican crossing: £50k</p>
<p>Bandstand improvements</p> <ul style="list-style-type: none"> Programme of events to be covered by Marketing, Events and PR programme (see above) Discussion with conservation officer on potential improvements Assess cost and funding Implement 		<p>x</p> <p>x</p> <p>x</p> <p>x</p>			<p>Arun DC Bognor Regis TC</p>	<p>Revenue \$106</p>	<p>Existing bandstand refurbished: £30k</p>

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Butlins seafront							
Watersports Centre <ul style="list-style-type: none"> Commission feasibility study Prepare business plan / development brief Appoint developer 	x	x x			Arun DC Chichester University Butlins	Public/private partnership	Iconic watersports centre: price dependant on size, to be determined by feasibility study Ramped access to sea: £25k New public square (1,100m2): £275k
Foreshore Officers building <ul style="list-style-type: none"> Determine requirements Assess potential to include in Watersports Centre 		x x			Arun DC Chichester University Butlins	Public Private Partnership	£100k
Butlins seafront boundary <ul style="list-style-type: none"> Initiate discussions with Butlins Assess proposals Implement 		x x x			Butlins Arun DC	Butlins	New seafront entrance, boundary walls: £200k Relocated car parking (100 spaces): £250k Feature tropical gardens (10,000m2): £500k New sun terrace (4,000m2): £1m
Longbrook Park improvements <ul style="list-style-type: none"> Consult with Longbrook Park Friends Prepare concept design for consultation Implement 		x x	x		Arun DC Friends of Longbrook Park Environment Agency	Capital programme Heritage Lottery Fund Parks for People (or equivalent)	£250k

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Longbrook Cabins improvements <ul style="list-style-type: none"> Initiate discussion with Longbrook cabin residents Consult with Brooks Corner Residents Assoc re: current Arts Trail Determine possible action plan 		x x x			Arun DC Brooks Corner Residents Association Private owners Felpham PC	Arts Lottery	£50k
Felpham							
Felpham gateway <ul style="list-style-type: none"> Initiate discussions with EA Identify solutions to take jetty out Engineer and cost Identify suitable art solutions Implement 		x x	 x x x		Arun DC Felpham PC Environment Agency	Environment Agency Arts Lottery	Jetty remodelling: £50k Freestanding public artwork with lighting: £50k
Felpham seafront open space improvements <ul style="list-style-type: none"> Initiate discussions with stakeholders Prepare concept scheme Identify priority order Prepare detailed proposals Implement 		x x x x x	 x x x	On-going	Arun DC Felpham PC Inspire Leisure Businesses	Capital and revenue budgets	Entrance to tennis courts landscaping and office: £100k Improved café: £150k Improved external space: £100k
Felpham beach huts – decking extension <ul style="list-style-type: none"> Prepare design for consultation Consult with beach hut occupiers and seafront users Implement 		x x x			Arun DC Inspire Leisure Felpham PC	Capital and revenue budgets Inspire Leisure	Western area, 300m2: £60k Eastern area, 500m2: £100k

	Immediate opportunities 1-18 months	Short term 1-5 years	Medium term 5-10 years	Long term 10-25 years	Delivery body/ partners	Possible funding sources	Approximate cost at February 2009
Shower facilities <ul style="list-style-type: none"> • Initiate discussion with Southern Water • Prepare design / engineering plans • Implement 	x	x x			Arun DC Southern Water Felpham PC	Capital budget Felpham PC Inspire Leisure	£10k
Widening of promenade <ul style="list-style-type: none"> • Determine method to include in Coastal Defence Strategy (CDS) • Have statement in CDS so as not to preclude redesign for widening when appropriate 		x		x	Arun DC	Coastal defence budgets	Widened promenade incl. steel sheet-piled seawall with facing panel, 5m wide for 12m stretch: £90k



APPENDIX 1: **SURVEY ANALYSIS**

The following pages illustrate EDAW's initial survey analysis. This work was presented during consultation and subsequently informed the development of the Seafront Strategy.



GOOD QUALITY PARK
WELL MAINTAINED
SPACE FOR MAJOR EVENTS

POTENTIAL TO IMPROVE LINKS
BETWEEN WEST PARK, MARINE
GARDENS & SEAFRONT

STEYNE CONSERVATION AREA- IMPROVING THIS
AREA COULD PROVIDE AN ALTERNATIVE TO THE
PRIMARY PEDESTRIAN ROUTE. POTENTIAL FOR
RESTAURANTS/CAFES

POTENTIAL TO IMPROVE
LINKAGES TO TOWN &
WATERLOO GARDENS

WEST PARK

MARINE GARDENS

TO BUTLINS

BOAT STORAGE

BEACH HUTS PROVIDE
STRONG IDENTITY

WIDE PROMENADE, OPPORTUNITY TO
INCREASE ACTIVITY OFFER AND SHELTERS
CALM ATMOSPHERE
GOOD ACCESS TO THE BEACH

SKATE PARK IS AN ATTRACTION FOR TEENAGERS
EXISTING CAFE SUCCESSFUL
PARK CREATES A BUFFER BETWEEN THE BUSY
STREET & THE PROMENADE

CALM ATMOSPHERE

OLD TOWN: AREA WITH STRONG
CHARACTER
POTENTIAL FOR RESTAURANTS, PUBS &
CAFE AREA EXISTING ACTIVITY OFFER
(LAWN BOWLING) IS POPULAR

WEST PARK

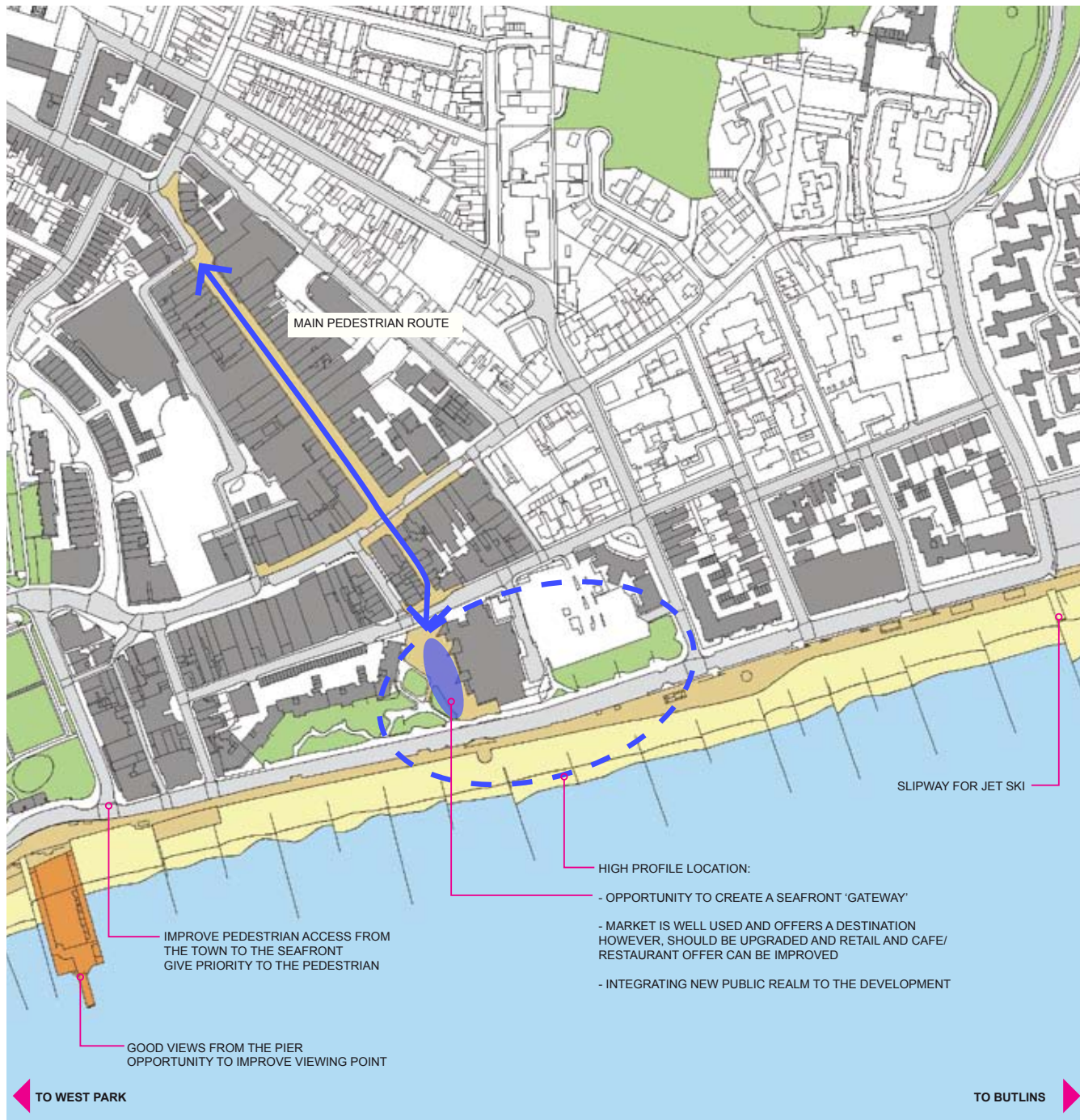
MARINE GARDENS

BEACH HUTS

SKATE PARK



**WEST PARK (ALDWICK) TO
THE PIER — STRENGTHS &
OPPORTUNITIES**



THE ARCADE

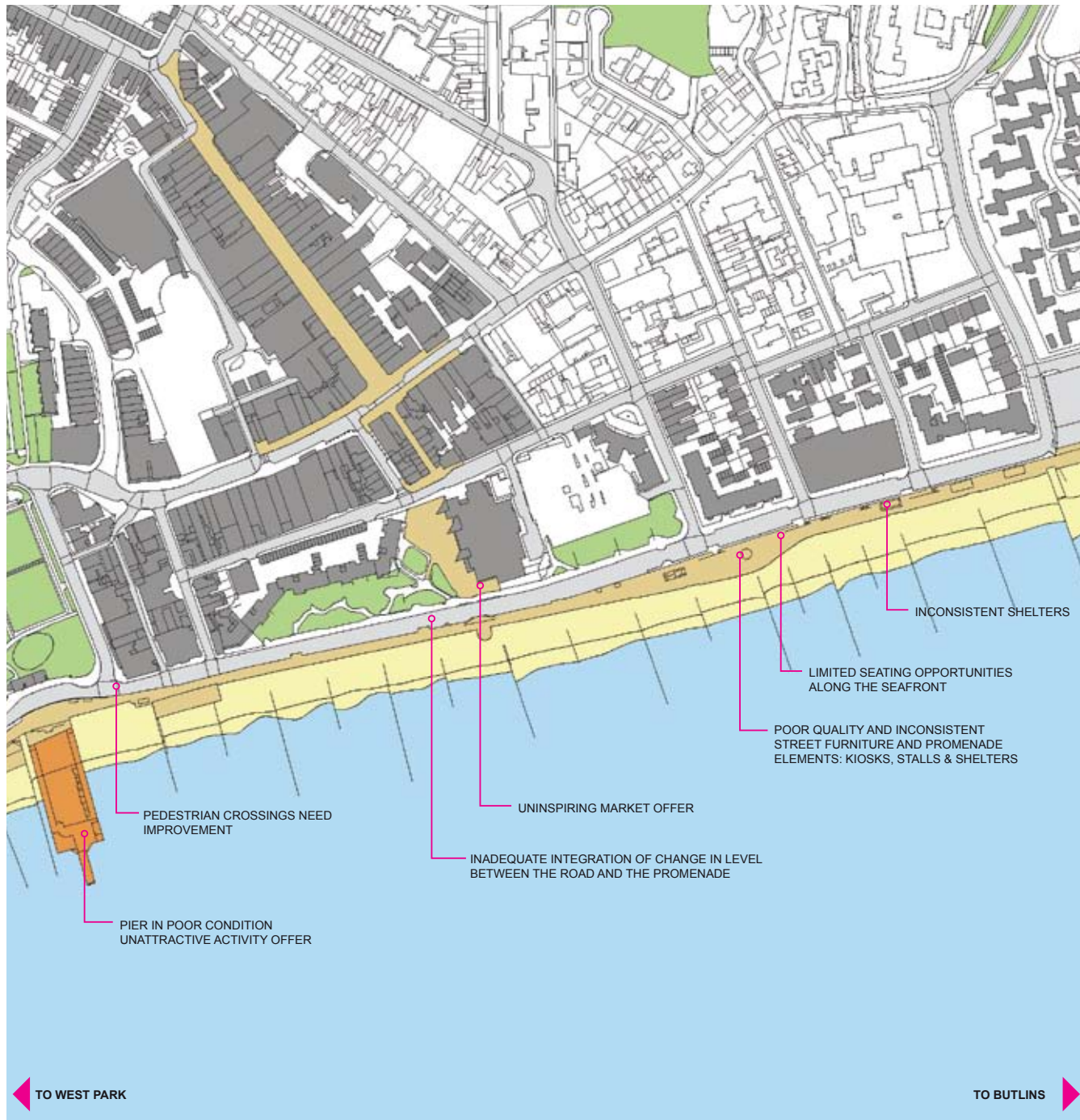


BOGNOR REGIS PROMENADE & ESPLANADE



SEAFRONT CONCESSION

REGIS (FROM PIER TO BUTLINS) — STRENGTHS & OPPORTUNITIES



WATERLOO SQUARE



THE PIER

REGIS (FROM PIER TO BUTLINS) –
WEAKNESSES & THREATS



BUTLINS SHORLINE HOTEL

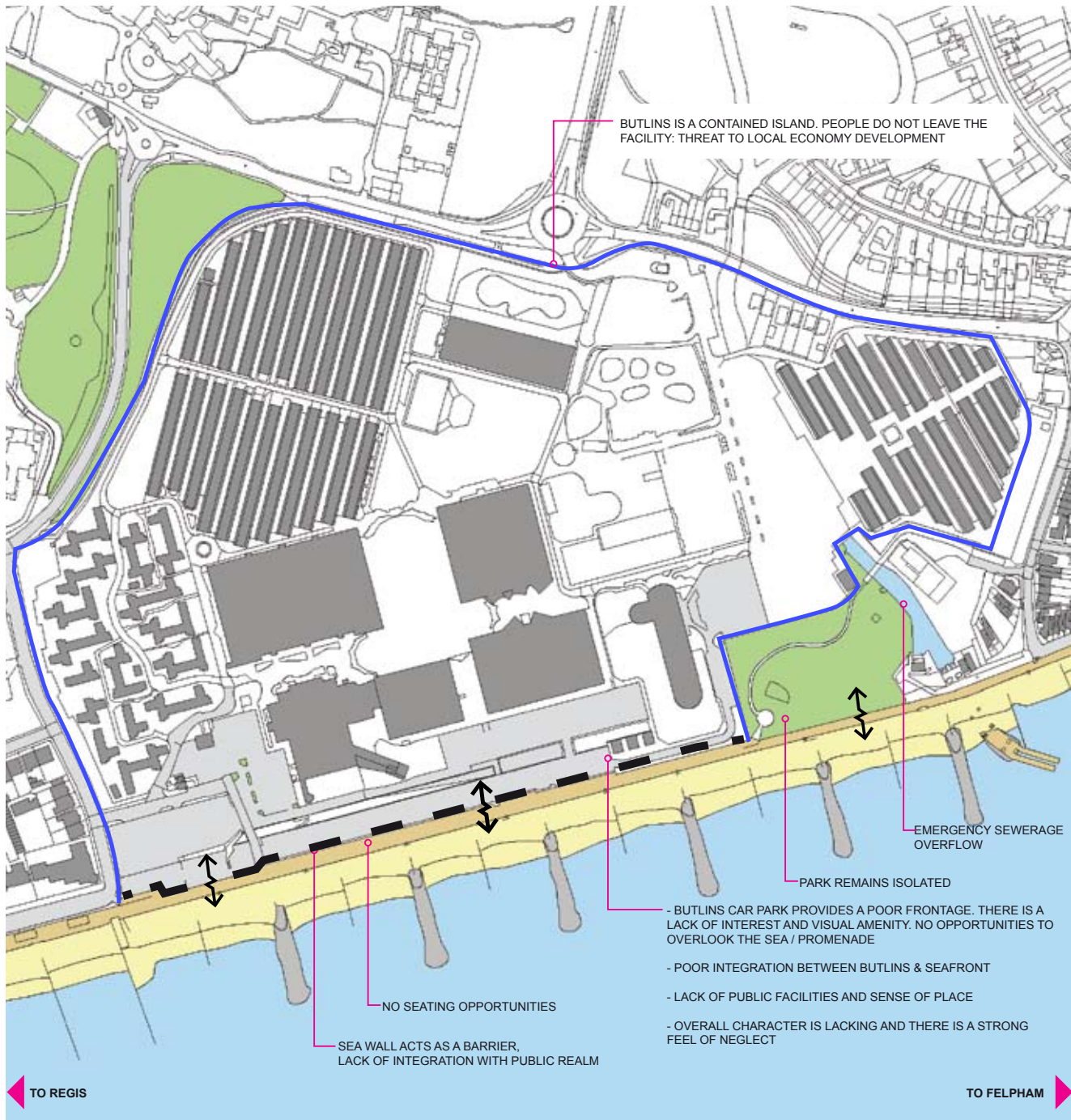


Longbrook Park



BUTLINS RESORT

BUTLINS SEAFRONT — STRENGTHS & OPPORTUNITIES



BUTLINS SEAFRONT

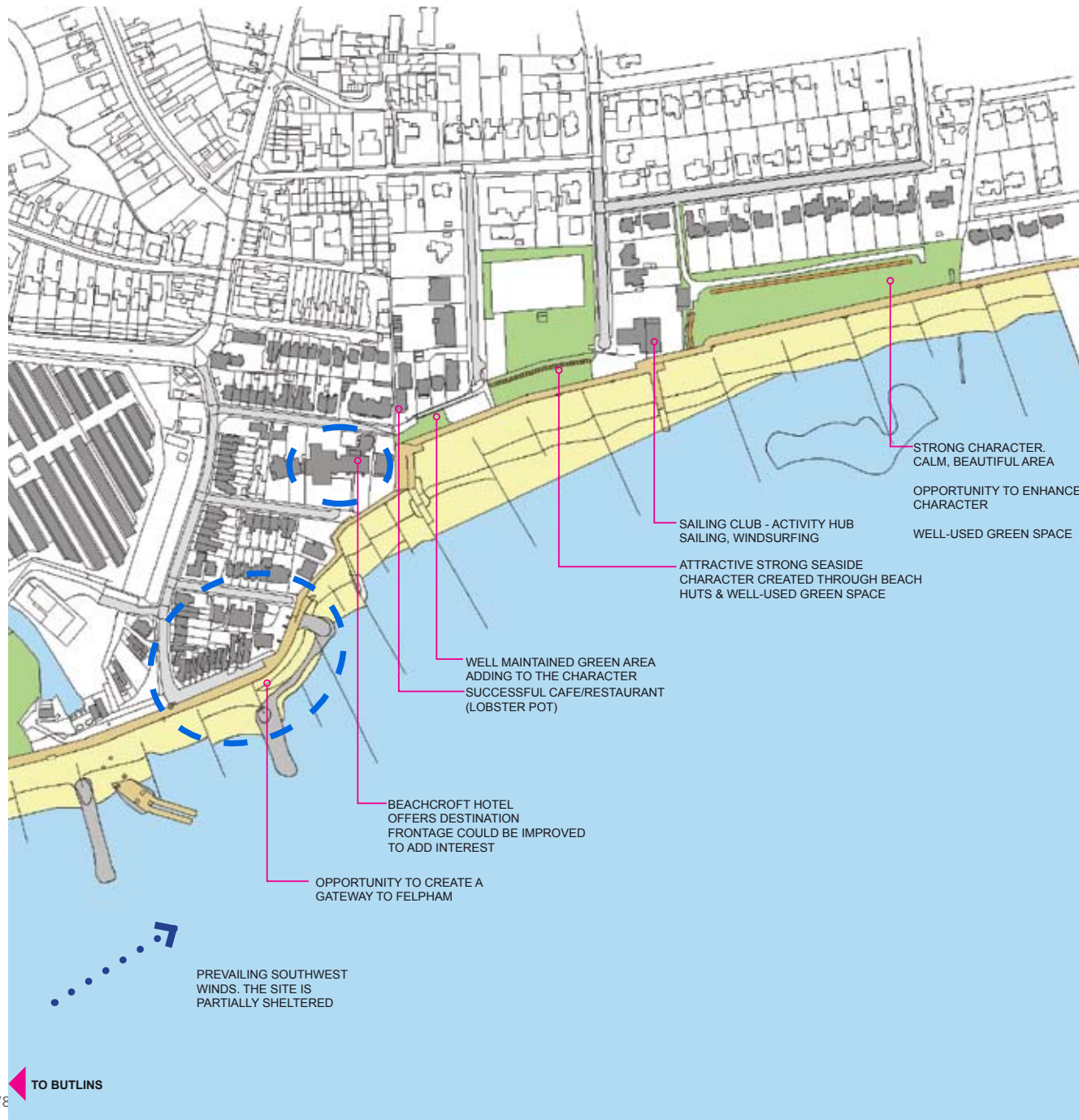


SEAWALL & BUTLINS SEAFRONT CARPARK



Longbrook Pumping Station

BUTLINS SEAFRONT — WEAKNESSES & THREATS



BEACH HUTS



LOBSTER POT CAFE

FELPHAM — STRENGTHS & OPPORTUNITIES



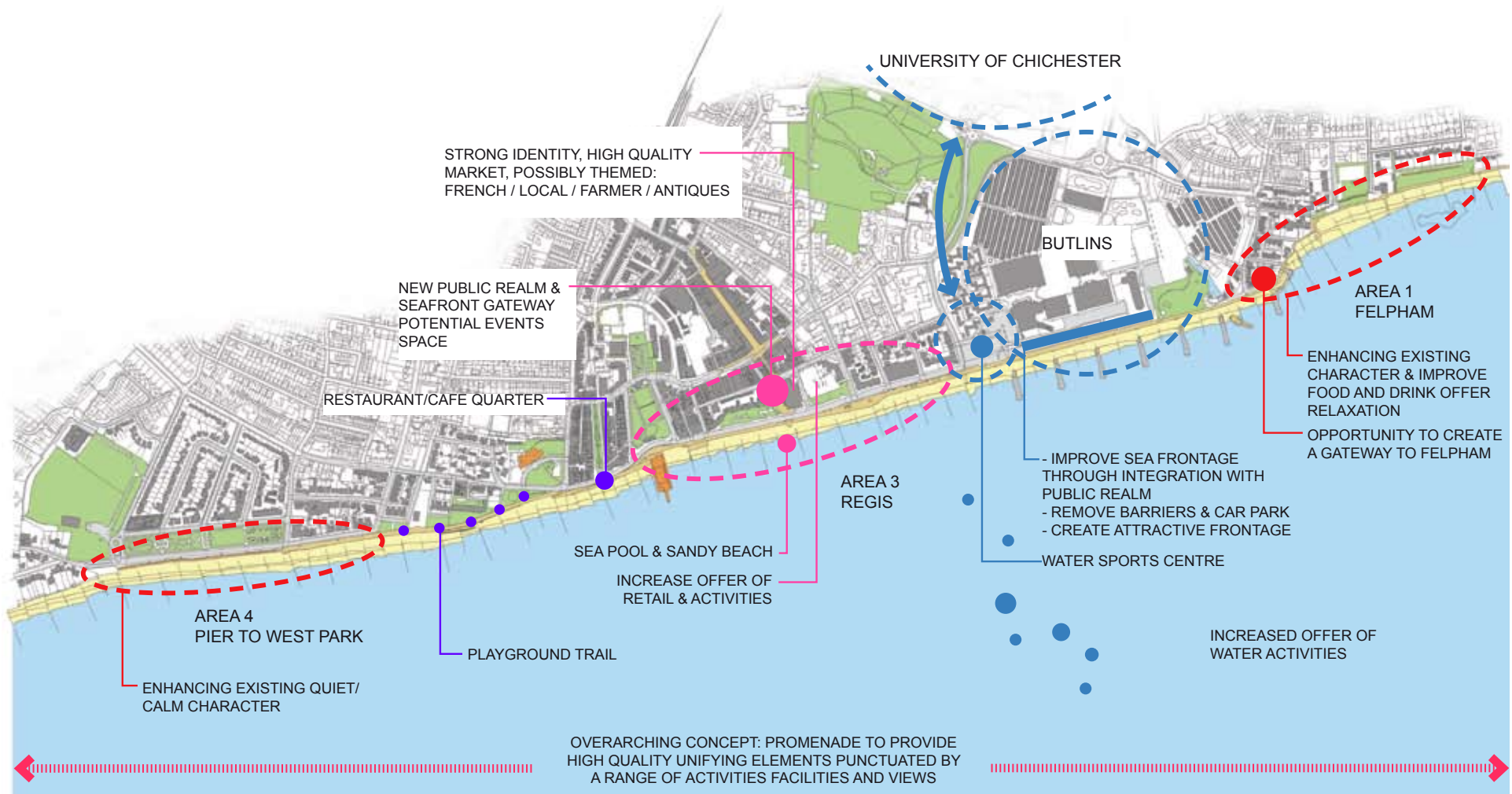
PUMPING STATION LONGBROOK



FELPHAM RAILWAY CABINS



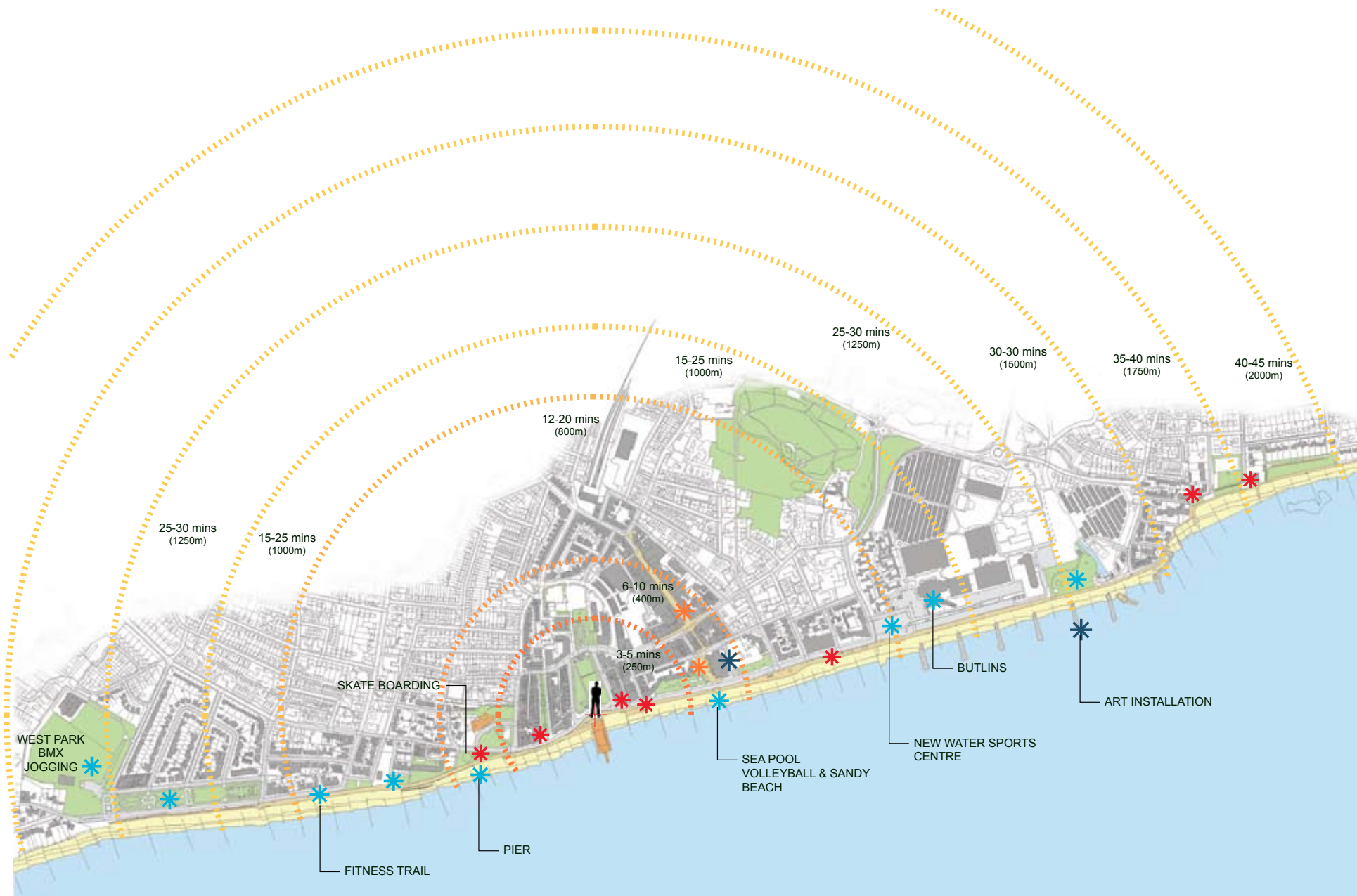
FELPHAM CABINS



CONCEPT DIAGRAM



LINKAGES DIAGRAM — VEHICULAR & PEDESTRIAN CIRCULATION



DESTINATIONS

EDAW | AECOM



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