



Bognor Regis Town Council

Corporate Strategy 2016-2019

Back to the Best of Bognor

Purpose

Our purpose is to lead Bognor to a better future improving the quality of life for locals, listening to and acting upon their views to improve facilities for residents and visitors and delivering bespoke value for money services.

Vision

Our vision is to develop a clear Bognor Regis brand to become more powerful and enterprising, controlling our own destiny so that we can deliver relevant and sustainable local services, develop community cohesion and create a happier Bognor Regis.

Main Priorities

Our Main priorities are:

- Promoting the Bognor Regis Brand and Town Area
- Partnership Working and Community Engagement and Empowerment
- Take on more devolved services
- Acquiring and creating more community assets

The Bognor Regis Community Promise

In achieving our vision Bognor Regis Town Council promises to be trustworthy, honest, reliable and accessible. We will have a clear identity and the authority to take ownership of community problems and issues, ensuring it does a good job for all.

Implementing the Corporate Strategy

The Bognor Regis vision sets out a 3 year target to develop a clear Bognor Regis brand to become more powerful and enterprising, controlling its own destiny to deliver relevant and sustainable local services, develop community cohesion and create a happier Bognor Regis.

The Town Council intends to do this through four priority areas.

Priority 1. Promoting the Bognor Regis Brand and Town Area

Priority 2. Partnership Working and Community Engagement and Empowerment

Priority 3. Take on more devolved services

Priority 4. Acquiring and creating more community assets

Each of these priorities will be delivered through one or more projects for which action plans have been developed and are set out below. Implementation of the action plans will be the responsibility of the Town Clerk who will formulate the basis of more detailed and costed actions which will inform the budget setting process for 2016-2019.

In addition to the activities laid out under these priorities, the Council will carry out the day to day functions of the Council.

- i. The Council will continue to fulfil its statutory and democratic role through the meetings of the Council, its Committees and through the holding of the Annual Electors Meeting.
- ii. The Council will continue to fulfil its civic role through the Mayor's diary and by working with other organisations to arrange annual ceremonies such as Remembrance Sunday.
- iii. The Council will continue to engage with the electors of the Town through the handling of enquiries, the provision of information through the Town Council website and Facebook pages.

PRIORITY 1.

Promoting the Bognor Regis Brand and Town Area

We will identify a clear brand for Bognor Regis which reflects our core purpose to create an image that identifies the uniqueness of the council's services and differentiates it from other councils' services, so that over time this image becomes associated with our community promise, leading to increased credibility, quality and satisfaction in the mind of everyone who comes into contact with the Bognor Regis Town Council.

Project 1. Promoting the Bognor Regis Brand and Town Area

The Town Council brand is one of its greatest assets. It's not just a logo and design scheme, but reflective of its community, and visitors experience of its services. The brand is reflective of the community promise the Council's values, personalities and, the way it communicates with residents and visitors. It is in the way services are packaged and style in answering the telephone. Communicating the brand clearly and honestly will spread confidence and goodwill. It is a badge of trust that will provide a competitive edge. The brand will tell the community exactly what to expect from Bognor Regis always delivering on promises leading to a better future for all.

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
We will promote and advertise the Bognor Regis Brand and Town area.	Ongoing	EP&L	Branding is being done via the BRTC Events "Follow the Ducks" campaign. Vinyl wrapping of a London Taxi with "Follow the Ducks to Bognor Regis" Ducks <ul style="list-style-type: none"> • 1 Year deal for "Duxi" • #FOLLOWTHEDUCKS • Merchandising - 2016 	£2.5k over 4 years for a Campaign budget (ends 2017/18) Additional £10k for 2016/17
Develop ideas and produce a Council Logo	Dec '16	EP&L		

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
We will continue to support tourism as we have already and where possible to find new ways of keeping the town on the map including setting up and supporting a local tourism group.	Ongoing	EP&L	Work is being done through the Our Place funding to develop links with tourism businesses. It is hoped to use this as a basis to form a new group. (see below)	
<p>Help with the development of the Our Place project, including :</p> <p><u>Promotion of Tourism in the Town</u></p> <ul style="list-style-type: none"> • Set up Traders market at Butlins • Have a Town Crier • Assist with development and promotion of the bathing machine project. • Creation of Tourism Hub <p><u>WW1 Project</u> <u>Battle of Boars Head</u></p> <ul style="list-style-type: none"> • Exhibition at Museum • Engagement with Schools • Workshops • Wreath Laying Service • Commemorative Book 	12/16	<p>SG</p> <p>LG/SG</p> <p>SG/SN</p> <p>SG</p> <p>SG</p>	<p>Launched July '16</p> <p>Business Plan to P&R Sept '16</p> <p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p>	

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
We will install a Wi-Fi network for the town centre and the beach to encourage a new kind of tourism and so that locals can work in the Town and on the beach to encourage spending in our businesses. SG to work with traders and report to Events P&P Committee	Summer 2016	EP&L Team	<p>Second payment of TC's sponsorship has been paid and has been used to install equipment so that the Wifi is run independently from the TC's Christmas lights power boxed</p> <p>The final £1500 will be used to extend Wifi to seafront.</p> <p>Agreement between BRTC/Provider/ADC signed July'16.</p>	£1500 over 3 years ending 2016/17
Promotion in relation to Airbnb	Mar '17	EP&L		
Passive monitoring of issues relating to the beaches within Bognor Regis and take advantage of any opportunities arising which will allow reintroduction of sand onto the near shores of the beaches.	n/a	CE&E		

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
Deliver a programme of events throughout the year for residents and visitors to enhance their experience of the town and its environment Events :- <ul style="list-style-type: none"> • Drive Thru Time • Christmas Lights • Park Day • Proms in the Park 	Ongoing	KF/EP&L	2016 Programme agreed All events except Christmas now completed.	£10,000 for events plus £2,000 for HM Queen's birthday.
Visitor Guide – production of 20,000 annually plus 5,000 postcards.	Annually in Spring	KF/EP&L		
We will capitalise on the Meteorological site/Information and publicity relating to the record breaking sunshine hours in Bognor Regis. This will be included within the branding strategy. Active monitoring and reporting.	Ongoing	KF		
Photos – additions to library and circulation of existing stock	Ongoing	KF		

Project 2. Neighbourhood Planning.

Neighbourhood planning will allow the Town Council to both shape and give the community more of a say in its development (within certain limits and parameters). The plan will be used to help decide the future and protect the sense of place of Bognor Regis and will give local choice around where new houses, shops and offices are to be built, give influence over what buildings should look like and enable the granting of planning permission for the new buildings that the Town Council want to see go ahead.

The Bognor Regis Neighbourhood Plan has now been formally “made” by Arun District Council and should be referred to when they consider planning applications for the Town.

Bognor Regis Town Council, to effectively use the Neighbourhood Plan to influence development in the Town, identifies that Development Control knowledge is important for both Members and Officers.

Action	Date due	Who?	Performance Management	
			<i>Progress</i>	<i>Financial</i>
Council will maintain a watching brief of the NP and assess any developments from outside the Town Council, such as ADC’s Local Plan, which may affect the NP.	Ongoing	P&L		
Council to investigate upskilling of Members and Officer in planning matters.	Sept '16	SN	All Members of P&L Committee offered SALC Planning Update Event for Oct '16. Taken up by 3 Members. ADC Planning Officer provided Member update August 2016	Cost of SALC courses £165 plus VAT
Development Control: P&L Committee, as Statutory Consultee, will comment on all Planning & Licencing Applications	Ongoing	P&L		

Project 3. Improving the Environment We Live In.

Bognor Regis Town Council recognises that the state of its local environment reflects the quality of the Town and has identified actions to supplement the Neighbourhood Plan to improve the local environment for all ages particularly the old and vulnerable. Also to provide facilities and services for younger people.

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
To maintain and improve the Picturedrome building to ensure its future. Provision of a 4 th Screen.	Ongoing	GF/Pier Company Ltd	Finalising Party Wall & over sailing licences and use of neighbour's land	
Review the Safer West Sussex Community Safety Agreement and the Safer Arun Strategic Partnership Plan and identify areas which can be supported by the Town Council.	Dec '17	SN		
Investigate the feasibility of introducing a Play Street Scheme	Feb '17	CE&E		
To review the options for the development of a community partnership within Bognor Regis and to consider the impacts of community empowerment	May '18	Council		

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
The Town Council to provide support to volunteers who maintain the street scene including the Sunken Gardens.	Feb '17	SN		
Identify suitable areas and costings for community BBQ's (Beach & Parks)	Mar '17	EP&L		
<p>The creation of a Children's Summer Activity programme (Funshine Days)</p> <p>Develop Children's activity programme policy and expand children's activity programme to extend it to other holiday periods</p>	Ongoing	KF/EP&L	<p>2016 Schedule in place.</p> <p>Consideration of extension events in Feb, May and Oct Half Terms to be considered as part of 2017 programme</p>	£6k (not included in events budget under Project 1)

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
To initiate a Task & Finish Project Group to investigate enabling and improving the environment for young people. Also to review existing systems of delivering youth services together with options for alternative delivery models.	May '17	CE&E	First stakeholder session held July 16.	£5k in 2016/17 to undertake feasibility study
Town Force Activities including graffiti removal, sponsored planting, assistance at events, monitoring, maintenance and repairs of Town Council assets and outsourced paid work for other bodies such as neighbouring parishes,	Ongoing	EA		
To investigate Town Force taking on some of the functions of WSCC Community Support team, to include the feasibility of providing such services for smaller Parish Councils where appropriate.	May '17	SN/EA		
Allotments Provision and maintenance of 100+ plots	Ongoing	LG		Identified Exp Budget for 2016/17 of £4258
Bognor in Bloom	Ongoing	RV/CE&E		

Action	Date due	Who?	Performance Management	
			<i>Progress</i>	<i>Financial</i>
Town Assets – maintenance of i.e. lampposts, clocks, blacksmiths art	Ongoing	CE&E	Continuous maintenance	

PRIORITY 2. Partnership Working

Bognor Town Council realise that they can't deliver the vision in isolation and better results will be obtained through partnership working.

Project 1. Developing Partnership Working.

Working with our partners to manage and improve local services. Develop the ethos of partnership working amongst all Town Councillors and staff aligning all activities with the Corporate Strategy.

Action	Date due	Who?	Performance Management	
			<i>Progress</i>	<i>Financial</i>
Lobby Arun DC to engage in discussions regarding improving public conveniences	Dec '16	CE&E and BRTC/ADC Liaison Meetings	ADC Published proposals July '16 including replacement/ upgraded conveniences on seafront and throughout the town.	
Review the purpose of attending each outside body and Members to provide a brief report in writing following attendance at each external meeting.	May '17	Council	Members supplied with form	
Arrange regular liaison meeting with Arun District Council and West Sussex County Council.	Ongoing	GF/SN	Liaison meetings with ADC continue. Due to on-going restructuring at WSCC, liaison with that authority is difficult.	

Action	Date due	Who?	Performance Management	
			<i>Progress</i>	<i>Financial</i>
<p>Prioritise Community Grants giving greater weighting to those applications which support the Corporate Strategy. Prioritise community grants to update the grant scheme.</p>	Annually	GF/SN	As noted at the P&R Meeting 25/01/16 Min 144, all applications for 2016 were considered with regard to the Town Council's Corporate Strategy.	Grant Aid Budget for 2016/17 of £56,000
Ward Allocation	Annually	Members	Distribution by agreement of Ward Members	Agreed £125 per Member
<p>Integrate the Heritage Partnership and its actions (albeit that many of the actions will be completed outside of the Council) into the Council's strategic plans.</p> <p>Working collaboratively on :-</p> <ul style="list-style-type: none"> * Statue of Sir Richard Hotham * Heritage Trail * Station Area & Concourse * Reynold Building Clock * Blue Plaques * Bingo Hall * Protection of Hotham Park * Conservation Awards/Nominees * Signage * Ice House 	Ongoing	SG and CE&E		

Action	Date due	Who?	Performance Management	
			<i>Progress</i>	<i>Financial</i>
<p>Work with Arun District Council to improve regeneration in the town and bring forward major improvements</p> <p>Work with Town Centre Management and Traders Group for the improvement of the Town Centre</p> <p>Share corporate strategy with Arun and West Sussex.</p>	<p>Ongoing</p> <p>Ongoing</p> <p>July '16</p>	<p>GF/SN</p> <p>SG</p>	<p>Continue dialogue with Arun</p> <p>Regular Meetings</p> <p>Send revised Corporate Strategy to ADC and WSCC</p>	
<p>Our Place :</p> <p>Forge Links with the university / schools for apprenticeship opportunities within tourism sector.</p>	Ongoing	SG and CE&E		
<p>Events</p> <p>Work with other bodies for H₂O week including :-</p> <ul style="list-style-type: none"> * Beach Clean Brigade * ADC * Surfers Against Sewage * Marine Conservation Society * Sussex Wildlife 	Ongoing	KF and EP&L	1 of the 4 weeks of "Funshine Days" already planned for 2016	Part of the agreed Budget under Priority 3
<p>Membership of Bognor Regeneration Board to work at a strategic level towards improvements for the area</p>	Ongoing	SN	Attendance at Quarterly meetings	

PRIORITY 3.

Take on more devolved services

The Town Council believes that, to lead Bognor Regis to a better future and improve the quality of life for locals, listening to and acting upon their views to improve facilities for residents and visitors and delivering bespoke value for money services then managing and delivering services at a local level will improve the effectiveness and efficiency of these services delivering better value for money for local residents.

Project 1. Investigate options for taking over services currently undertaken by the principal Authority

Investigate options for taking over services currently undertaken by the principal authority: The Town Council's agenda for devolved services is both open and developing. However immediate priorities would include management of all concessions on the Promenade, the Market and the concessions in Hotham Park.

This would include management of all contracts and contractual responsibilities including the letting of new concessions and renegotiating contracts covering the type of goods and services that the concessionaires may wish to offer. The Town Council would prepare all new leases and oversee the tendering process. Management of car parks, management of other property, promoting the Town Force.

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
The Town Clerk to write to the Chief Executive of both Principal authorities to refresh dialogue regarding the future of devolution of services including car parks and seafront concessions.	Dec '16	GF/SN		
Continue with the existing provision of free parking in the main car parks in Bognor Regis and investigate extending the scheme.	Ongoing	GF/SN	2 year funding deal agreed (2016/2017 and 2017/2018). 2016 disc on sale	
Meetings with local traders to facilitate new discs and addition of further car parks/on street free parking	Ongoing	SG	No further action until closer to end of 2 year agreement.	

Action	Date due	Who?	Performance Management	
			<u>Progress</u>	<u>Financial</u>
Meeting with Arun quarterly to negotiate further development of free parking. (rolling programme)	Quarterly Meetings	SG	<p>Currently regular meetings with ADC car parks officer to discuss possible future expansion of scheme.</p> <p>Frequency of meetings for the Free Parking Working Group to be reviewed.</p>	

PRIORITY 4.

Acquiring and Creating more Community Assets

The Council will strive to acquire and develop more community assets

Project 1.

The Acquisition of more Community Assets is desirable to not only ensure future provision of facilities and services but to also provide a new source of income for future years so as to reduce the reliance on the Precept.

Action	Date due	Who	Performance Management	
			<i>Progress</i>	<i>Financial</i>
The Town Clerk to obtain Arun's asset strategy to determine plans for future disposal of assets. Also to write and confirm to Arun District Council the Town Council's clear interest in taking over the Town Hall and to arrange a meeting between the two authorities to expedite this action.	Dec '16	GF/SN		