



Bognor Regis Town Council

A shared vision for a thriving, inclusive and sustainable coastal town

Foreword

"This Vision and Objectives document sets out a shared ambition for Bognor Regis - one that honours our heritage, celebrates our community, and looks boldly to the future. It will guide our actions and partnerships as we work together to deliver positive change for all who live, work and visit our Town."

Cllr. Mrs. Gill Yeates – Mayor of Bognor Regis

Vision Statement

"By 2035, Bognor Regis will be recognised as a thriving coastal destination that honours its heritage while embracing the future. The Town will be inclusive, vibrant and safe for all - a place where residents, businesses and visitors alike take pride in its identity and success. Through collaboration and innovation, Bognor Regis will celebrate its seaside character, champion sustainable growth, and create opportunities for all generations to flourish. Together, we will shape a Town that is welcoming, creative, and full of life - a true destination of choice on the South Coast."

Guiding Principles

By 2035;

- Bognor Regis will be recognised as a thriving destination that looks to the future whilst growing its economy and building on the past.
- It will be inclusive, vibrant, welcoming and safe for all, whether that be the independent traveller, a couple/partnership or family. Celebrating its coastal setting and all that this encompasses whilst being open to growth in the way of new fresh events and the use of the open spaces it has.
- Residents and businesses are proud to call Bognor Regis their home and ensure its success and growth by promoting its virtues, diversity and opportunities.
- The inclusion of young people will be paramount to the continuing success of the Town as they take on the torch to happiness and success for future generations.
- For the Town to become a brand which can be marketed successfully through positive messages thus ensuring continued quality spaces, experiences and visits for all ages to enjoy.
- To create an atmosphere and environment where new businesses can invest, established business can grow and opportunities for all are available.

Goals

A set of goals have been developed, which are categorised under 5 thematic streams of activity:

1. The development of a revitalised seafront that is increasingly attractive to visitors and residents and is integrated with the Town Centre.
2. The Town is increasingly accessible to all via a variety of different and well-signposted modes of transport.
3. The Town is fun, inclusive, welcoming to all and celebrates diversity.
4. Entertainment, sport, art and culture are actively promoted in a variety of venues and easily accessed spaces.
5. A number of structural changes have taken place to support the delivery of the proposed initiatives.

Objectives

We have developed 7 Objectives that if implemented will support the delivery of the Goals and Vision identified. The 7 Objectives are presented in no particular order of priority at this time.

Objective 1

By 2035, Bognor Regis will have completed a significant and phased programme of works to revitalise the beach and beachfront to become a significant and integral attraction for the Town. This will have been achieved through:

- a. The establishment of a joint Working Party to include representatives from relevant local government administration and other stakeholders, through partnership working and liaison, to review existing reports and develop an outline brief for the phased programme of work. Furthermore, to identify funding for relevant studies, to commission studies where necessary, and to provide overall programme direction. Working Party to be established, initial plans to be complete.
- b. To keep exploring funding opportunities to deliver the programme of works required to revitalise the beach and beachfront.
- c. Beach accessibility to be addressed through the appropriate mechanisms in at least 2 places.
- d. Enhancements to the esplanade to be available by, including bars/cafes and benches/seating areas.
- e. Enhanced beach protection, to promote marine life, to be delivered, and to work with other organisation sharing the same goal.
- f. An established programme of events and attractions are in place for the seafront.

Objective 2

By 2035, new toilets and changing facilities will be built and existing facilities refurbished to a good quality standard. They will be accessible across the Town, clearly signposted and open at appropriate times (including for late evening access if required). They will be well maintained and staffed as required.

- a. Will need to work with upper tier authorities and the Bognor Regis BID to review existing provision and develop a funded plan.

Objective 3

By 2035, to protect the character of Bognor Regis Pier by engaging with the Pier's owner, and interested parties, to ensure the future use of the pier for the benefit of residents and visitors.

Objective 4

Ensure, by 2035, that the organisation of events in Bognor Regis, including working with others to develop new events, is simplified and streamlined through a review of current processes.

Objective 5

By 2035, Bognor Regis Town Council will have worked in association with Voluntary Action Arun & Chichester and the Bognor Regis BID to set up a scheme to attract and train volunteer Town Ambassadors, akin to the 'Games Makers' at the London 2012 Olympics. In preparation for this, a small group will be established to look at other schemes and assess the effectiveness and cost of these schemes.

- a. A Working Group to be established and Business Case/Plan to be available.
- b. Training in the provision of support including accessibility to be made available to Ambassadors and all businesses.

Objective 6

By 2035, the enhancement of Station Square and forecourt, to support a developing outside café/bar culture and different styles of markets.

- a. A Working Group, including upper tier authorities, Network Rail, British Transport Police, Bognor Regis BID, Bognor Regis Town Council, and businesses within the immediate vicinity of Station Square, to be created to review existing plans and develop a proposal for discussion.

Objective 7

By 2035, work to enhance the existing land train operating along the seafront, to be licenced to operate along the seafront and through the Town Centre connecting key sites. Bognor Regis Town Council to work with upper tier authorities to identify the route, develop an appropriate long-term (visitor attraction) lease and licence arrangement and undertake the franchise procurement. In addition, Bognor Regis Town Council to maintain a watching brief in relation to the potential introduction of an approved, properly regulated, e-scooter/e-bike hire scheme.