



# **BOGNOR REGIS TOWN COUNCIL**

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## **MINUTES OF THE EXTRAORDINARY MEETING**

### **OF BOGNOR REGIS TOWN COUNCIL**

**HELD ON WEDNESDAY 12<sup>th</sup> APRIL 2023**

#### **PRESENT:**

Mayor: Cllr. J. Barrett; Cllrs: J. Brooks, Mrs. S. Daniells (left during Min. 184), J. Erskine, S. Goodheart, Miss. C. Needs, Mrs. J. Warr (arrived during Min. 181), B. Waterhouse and P. Woodall

#### **IN ATTENDANCE:**

Mrs. G. Frost (Town Clerk)  
Mrs. J. Davis (Assistant Clerk)  
Ms. Rebecca White (Bognor Regis Regeneration Board)  
Mr. Richard Wolfströme (Creative Director, Wolfströme Design)

***The Meeting opened at 6.32pm***

#### **181. WELCOME BY MAYOR AND APOLOGIES FOR ABSENCE**

The Mayor welcomed all those present. The Council's opening statement was read, and particular attention was drawn to the evacuation procedure in the event of the fire alarm sounding and the Council's Standing Orders relating to public question time.

##### ***Cllr. Mrs. Warr arrived at the Meeting***

Cllr. Mrs. Daniells gave apologies for absence on behalf of Cllr. Cunard who was working and gave further apologies explaining that she would need to leave the meeting by 7.10pm as she had another meeting to attend on behalf of the Town Council.

No apologies had been received from Cllrs. Batley, Jones, Reynolds, Smith, Mrs. Staniforth or Stanley.

#### **182. DECLARATIONS OF INTEREST**

Members and Officers are invited to make any declarations of Disclosable Pecuniary, Other Registrable and/or Ordinary Interests that they may have in relation to items on this agenda and are reminded that they should redeclare their Interest before consideration of the item or as soon as the Interest becomes apparent and if not previously included on their Register of Interests to notify the Monitoring Officer within 28 days.

Members and Officers should make their declaration by stating:

- a) the item they have the Interest in
- b) whether it is a Disclosable Pecuniary, Other Registrable or Ordinary Interest
- c) the nature of the Interest
- d) if it is an Ordinary Interest whether they intend to leave the meeting for the discussion and vote
- e) if it is a Disclosable Pecuniary or Other Registrable Interest, and therefore must leave the room for the discussion and vote, whether they will be exercising their right to speak on this matter under Public Question Time.

They then need to re-declare their Interest and the nature of the Interest at the commencement of the item or when the Interest becomes apparent. They should request that it be recorded in the Minutes that they will leave the meeting and will neither take part in discussion, nor vote on the item.

As per the Agenda, it is each Member's own responsibility to notify the Monitoring Officer of all Disclosable Pecuniary, Other Registrable or Ordinary Interests notifiable under the Council's Code of Conduct, not already recorded on their Register of Interests Form, within 28 days.

The Chairman reminded Members to declare their Interests as any arise or again at the relative point in the meeting if they have already.

***Cllr. Goodheart declared an Ordinary Interest in Bognor Regis***

**183. ADJOURNMENT FOR PUBLIC QUESTION TIME AND STATEMENTS**

There were no members of the public seated in the public gallery, therefore, the meeting was not adjourned.

A Member asked for clarification on who could ask questions, or make statements, at this point in the meeting. The Town Clerk explained that as per the Town Council's Standing Orders it was an opportunity for members of the public, or a non-Committee Member seated in the public gallery at a Committee Meeting, to put questions to Councillors. The Member asked whether they could ask a question at this stage, however, the Clerk reiterated that this was not the purpose of this agenda item.

**184. TO RECEIVE A PRESENTATION FROM RICHARD WOLFSTRÖME ON THE BOGNOR REGIS WAYFINDING STRATEGY PROPOSALS**

The Chairman welcomed both Rebecca White and Richard Wolfströme to the meeting and invited them to give their presentation.

Ms. White started by explaining they had wanted to bring the proposals back to the current administration of the Town Council out of respect for the part that Members had played to date.

£198,000 of funding from the UK Shared Prosperity Fund (UKSPF) had been awarded to the Wayfinding Strategy proposals, with the first round of money to be spent on the collaborative design stage and the second tranche for the implementation of Phase 1 from Bognor Regis Railway Station to Butlin's. Engagement has already started with stakeholders to get licensing in place, and a meeting with the WSCC Cabinet Member for Highways has been arranged for the end of the month.

To ensure a consistent visual narrative, Ms. White stated that it was important to liaise with design teams such as those involved with the WSCC Esplanade Project, and the proposed Premier Inn development, for example, particularly in terms of colours and shades rather than designs.

Members were thanked for their input and support for the Wayfinding Strategy throughout the consultation process. Further engagement had been arranged with plans in place to run workshops with students of The Regis School in July. The necessity of talking with West End Shops Traders, to understand what they want and what's important to them, was also highlighted when considering the arterial route of the promenade.

In her closing comments, Ms. White explained that the Bognor Regis Regeneration Board would not be the delivery organisation but would need a stakeholder, such as the Town Council who she regarded as the closest layer of government to the people, to be the delivery partner, to take ownership of the Wayfinding Strategy and become custodians.

Richard Wolfströme then delivered his presentation to Members.

Flexibility in the colour palette had been incorporated into the proposals, and it was hoped that designs for the panels would be achieved through engagement with the community and stakeholders by running workshops.

Mr. Wolfströme explained that existing structures in the public realm could be used to incorporate wayfinding, such as the concrete blocks currently on the pavement outside Timpson in London Road, rather than having to introduce new street furniture. Certain pedestrian crossings could also be incorporated into the strategy, as could paving stones/slabs. He planned on going around the routes proposed to determine where installations could go, with his conclusions to be presented as a scoping document.

Following engagement and the outcomes of workshops, with what Mr. Wolfströme described as citizens of the place, every design received will be scanned in, banked and archived with 20-30 designs then being worked up to become core designs.

***Cllr. Mrs. Daniells left the Meeting***

Ms. White summarised the presentation by explaining that the colour palette had been extended, to include softer/kinder hues, to allow flexibility in conservation, or heritage, areas where it might be more difficult to install vibrant colours. She also commented on the design workshops and suggested that these could be held every few years in order to refresh designs.

A Member asked whether workshops would be arranged with groups such as Aldingbourne Trust, or residential homes, to gain input from local residents with visual impairments, or those who are non-verbal, for example. Mr. Wolfströme offered to contact the Member directly to explore this suggestion further.

There was some frustration expressed by a couple of Members about the struggles that had been faced by the Town Council when reaching out to Arun District Council for support with funding and the granting of permissions, with poster sites and lamp post banners for instance, over the years. There was a sense that the Wayfinding Strategy proposals had been favourably received at Arun and questions were asked as to why the Town Council were not afforded the same positive outcomes in their dealings with the District Council. On the back of this, a Member asked whether some of the UKSPF monies awarded to the Wayfinding Strategy could be used to look at some of the long-standing issues that some Members present were unhappy about. Ms. White responded by saying that she could not answer on behalf of Arun District Council and stated that 100% of the funding must be used on the Wayfinding project as detailed in the proposal.

Another Member queried whether wayfinding signs were necessary when QR codes are now commonly used and was concerned about the possibility of graffiti on the signs. Mr. Wolfströme stated that QR codes could be incorporated but felt that, whilst this technology was fascinating, the aim of this project should be about getting people engaged, and present with the landscape and public realm, rather than looking at their mobile device. He also gave assurances that graffiti could be easily removed from the signs.

#### **185. TO CONSIDER ADOPTION OF THE WAYFINDING STRATEGY OR NEXT STEPS**

During discussions, a Member had suggested that Bognor Regis Ltd. could be the vehicle to take the strategy forward. Ms. White advised that the project could not be handed over to the designated delivery organisation until the implementation stage had been reached.

Members **AGREED** that decisions about any next steps should be **DEFERRED** to a future meeting for the new administration to consider.

***The Meeting closed at 7.57pm***