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PROPOSED DEVELOPMENT AT;

**Russell Hotel
Kings Parade
Bognor Regis
PO21 2QP**

PLANNING, DESIGN AND ACCESS STATEMENT

December 2013

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1.0 INTRODUCTION

- 1.1 We are instructed by Livability to advise in relation to the proposed change of use of The Russell Hotel to a Residential Care Home for people with disabilities and to assist with the preparation and submission of a planning application to seek permission for this change
- 1.2 This planning permission is sought to enable the relocation of the care home facility that is currently provided by Livability at Ashley House, 120, Aldwick Road, Bognor Regis. Livability is a Christian Charity that works with people with disabilities, creating opportunities for disabled people including the provision of specialist care homes.
- 1.3 We are familiar with the site and understand the needs of the care home facility and the current use of Russell Hotel.
- 1.4 We have researched the planning history of the site and relevant Government Guidance and Development Plan policy.
- 1.5 We have undertaken a formal pre application process with the planning officers at Arun District Council on 5th February 2013. Their advice has informed the preparation of this application.

2.0 THE SITE AND SURROUNDING AREA

- 2.1 The Russell Hotel is situated on Kings Parade in Bognor Regis, approximately 1 mile to the west of the town centre boundaries. The site is within the built-up area, in an accessible location close to services including public transport.

2.2 The site is located with frontages onto King's Parade and Wessex Avenue. An area of open space lies opposite the site between the sea frontage and Kings Parade. The local area is characterised by dwellings and three and four storey apartment blocks. The wider area is also interspersed with hotel accommodation and shops to serve the local community and visiting tourists.

2.3 The Russell Hotel is a three storey hotel owned and managed by Action for Blind People with 40 guest rooms, swimming pool, fitness centre, restaurant and lounge. The site has 6 parking spaces with access from Wessex Avenue

3.0 PLANNING HISTORY

3.1 The following sets out details of the relevant planning history for the site:

LPA Reference	Description	Decision
AW/126/02/A	1 no.externally illuminated hotel sign	Approved – 25/07/2002
AW/83/01/	Proposed new hotel to replace existing Russell Hotel. Demolition of hotel together with two adjoining dwellings	Approved – 22/06/2001
AW/224/00/	Proposed new hotel to replace the Russell Hotel. Demolition of hotel together with two adjoining dwellings.	Approved – 28/02/2001
AW/71/92/	Extension to Manager's office on ground floor within the confines of the existing building.	Approved – 16/04/1992
AW/91/91	Sun Lounge, extended porch and waiting area on area of open paved terraces, as protection against inclement weather.	Approved – 04/07/1991



4.0 THE APPLICATION PROPOSAL

- 4.1 This application proposal seeks planning permission for a change of use from a Hotel (Use Class C1) to a Residential Care Home for people with disabilities (Use Class C2) incorporating a new internal lift with a small external lift overrun.
- 4.2 The applicant, Livability, is a Christian charity that works with people with disabilities, creating opportunities for disabled people including the provision of specialist care homes. The charity currently operates a care home at Ashley House, Bognor Regis. This care home is located within close walking distance of Russell Hotel at 120, Aldwick Road.
- 4.3 Ashley House is an obsolete care home requiring re-provision and is at risk of closure. Although with a very good reputation with a long established group of residents and with demand by new residents that cannot be accommodated, this Victorian property is no longer fit for purpose. Livability has been searching for options for re-provision in the local area since 2002. Livability is keen to offer its existing residents and new residents a fully accessible, modern care home facility that ensures their independence and privacy.
- 4.4 The Russell Hotel offers an ideal opportunity for the re-provision of the Ashley House service following the proposed change of use. A news release by Action for Blind People dated 11th June 2013 (**Appendix 1**) sets out an explanation of the process by which Livability realised this opportunity and explains what is proposed in more detail. Please note that the suggested timescales within this document are now out of date.

- 4.5 The proposal involves minimal external changes to the building that are limited to a small lift overrun shaft associated with a proposed new internal lift to accommodate people using wheelchairs and for evacuation purposes. Only minor internal alterations are proposed as shown on the application drawings.
- 4.6 A statement prepared by Livability is appended (**Appendix 2**). This explains the problems associated with Ashley House and the planned solution to relocate to the Russell Hotel to provide an enhanced service for people with disabilities. There is potential for the following additional services:
- Respite holiday care,
 - A resource base for support and activity for people with disabilities within the wider community.
 - Learning opportunities for adults with disabilities.
 - Transitional accommodation, skills development and independent training.
 - Support towards employment and self-employment
 - Supported accommodation.

The potential to retain the swimming pool for use by local people will also be considered.

- 4.7 A confidential Statement by Action for Blind People regarding the viability of the hotel is to be submitted as part of the application. This statement demonstrates that the hotel has not been viable for many years and, based on a realistic forward projection, the hotel will continue to rely on charitable funds for the foreseeable future, a position which is not sustainable.



Planning, Design and Access Statement – Russell Hotel

- 4.8 A viability study / marketing advice prepared by Bruton Knowles is appended (Appendix 3).

5.0 PLANNING POLICY CONSIDERATIONS.

- 5.1 The main issue for consideration relates to whether or not the proposed change of use represents an acceptable balance between the acute need for the relocation and enhanced re-provision of an important local service for people with disabilities and the loss of hotel accommodation.
- 5.2 Government Guidance within the National Planning Policy Framework is a relevant material consideration as is the Development Plan for the site comprising the saved policies of the Arun District Plan (2003) and the emerging Local Plan.

National Planning Policy Framework

- 5.3 The Framework sets out a **presumption in favour of sustainable development**, encouraging the approval of such development without delay. The Framework seeks to balance economic, social and environmental dimensions of sustainable development. Elements of the core planning principles set out within the Framework that are relevant to the proposed change of use are:
- Meeting the housing needs of an area.
 - Taking account of and supporting local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs.
 - Supporting the local economy.

- 5.4 **Section 6 of the Framework -Delivering a wide choice of high quality homes**, at paragraph 50 encourages the provision of homes to meet the needs of different groups of the community including people with disabilities.
- 5.5 **Section 8 of the Framework -Promoting Healthy Communities**, encourages the delivery of the social, recreational and cultural facilities and the services the community needs. Paragraph 70 advises that planning policies and decisions should plan positively for new community facilities and guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet its day-to-day needs.
- 5.6 Advice within the Framework on decision taking, from paragraph 186, advises that Local Planning Authorities should approach decision taking in a positive way to foster the delivery of sustainable development and should look for solutions rather than problems.
- 5.7 At paragraph 196 of the Framework the Government advises that planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. The NPPF is a material consideration in planning decisions.

The Development Plan

- 5.8 The Development Plan for the application site comprises the saved policies of the Arun Local Plan (2003) and the emerging Arun Local Plan. Paragraph 214 of the NPPF advises that specific policies in the emerging Arun District Local Plan can carry weight, with weight attributed to the stage of the plan making process and according to consistency of the policies with the National Planning Policy Framework. These policies are referred to below although policies to be afforded

greatest weight are those of the NPPF and the saved Local Plan policies from the 2003 Local Plan according to their degree of consistency with the Framework.

The Arun Local Plan (2003) (saved policies)

- **Policy GEN 1 (Sustainability)** advises that all development must reflect the need to safeguard and improve the quality of life of residents. The reason for this policy is to maintain quality of life, including access to social and economic facilities, one of the primary aims of the Plan. *The proposed development is fully in compliance with this aim, the provision of a vital social facility for a sector of the local community.*
- **Policy GEN 2 (Built up Area Boundary)** defines the boundaries of the built up area where development will be permitted. *The application site is located outside Bognor Regis Town Centre and within the urban area.*
- **Policy GEN 7 (The Form of New Development)** sets out criteria against which all development proposals are to be considered. *The proposed change of use complies with these criteria in the following ways:*
 - *It makes efficient use of an existing building.*
 - *It responds positively to the identified characteristics and resources of the site and the area to create an attractive place and spaces with the needs of people in mind.*
 - *It is a sustainable form of development offering a community facility in an ideal and accessible location.*
 - *It will not have an unacceptable adverse impact on adjoining occupiers, land, uses or property as offering a residential care use in a location characterised by other residential uses.*

- *It allows for the safe movement of pedestrians and vehicles, giving priority to pedestrians;*
- *It provides for vehicle parking at the same level as existing for the current hotel use.*

5.9 The Local Plan contains a set of specific policies to deal with certain forms of development but does not provide a specific policy to consider developments providing accommodation for adults with disabilities. The following are the policies applying mainly to accommodation for elderly people, a sector of the population that is relatively large within the local area and with specific needs. The same flexible principles should also be afforded to the community group requiring the proposed accommodation:

- **Policy DEV 20 (Rest and Nursing Homes)** advises that within the built up area, planning permission will be granted for the erection of, or extension to, residential care and nursing homes, provided that the proposal:
 - (i) will not be detrimental to the amenities of adjoining properties;
 - (ii) will not give rise to material change in the character of the neighbourhood or in the street scene.
- **Policy DEV 21 (Accommodation Restricted to Occupation by the Elderly)**
Within the built up area, planning permission will be granted for the erection of new dwellings restricted to occupation by persons of 60 years of age or over. When such a person is sharing with a partner or spouse may be 55 years of age or over. Where reduced parking standards are considered appropriate, planning permission will only be granted subject to a legal agreement restricting occupancy of the units to persons complying with these criteria.

- **Policy DEV 34 (Tourist Accommodation and Attractions)** advises that within the built up area, permission will be granted for the extension of existing or new tourist accommodation and / or tourist attractions provided that proposals are appropriate to the character of their location. *This policy is relevant to the application proposal in that it illustrates that the Local Plan allows for new tourist accommodation if needed, a flexible approach to react to any change in future need.*
- **Policy DEV 36 (Change of Use of Hotel and Guest Accommodation)** states that the change of use of existing hotel and guest house accommodation to other types of use will be refused unless it can be demonstrated that the current use is no longer viable. The applicant will be required to submit a viability study. A confidential Statement by Action for Blind People regarding the viability of the hotel is to be submitted as part of the application. This statement demonstrates that the hotel has incurred significant operating losses for many years. Based on a realistic forward projection, despite the best efforts of Action for Blind People to improve occupancy rates, the hotel will continue to be loss making. Were the hotel to continue trading, the hotel would depend on charitable funds for the foreseeable future, a position which would be very difficult to sustain. Action for Blind People states that it must ensure that all of its hotels are viable and sustainable and best meet the needs of people who are blind or partially sighted and for this reason is undertaking a strategic review of its hotel operations.
- The adopted Local Plan has no policy encouraging the provision of new or the protection of existing local community facilities and therefore Paragraph 70 of the NPPF is an important material consideration, giving such support.

The Emerging Arun District Local Plan

- **Policy SP1 (Sustainable Development)** sets out the presumption in favour of sustainable development.
- **Policy SP 2 (Built-up Area Boundary)** defines this area that includes the application site.
- **Policy DM3 (Employment)** protects existing employment generating sites.
The application site will remain as an employment generating site following the proposed change of use.
- **Policy DM9 (Tourist Related Development)** advises that existing tourist accommodation will only be granted for a change of use that contains a visitor offer unless it is demonstrated that the use is no longer required and is unlikely to be reused or redeveloped for visitor purposes. This will include a clear demonstration of marketing, viability appraisal and the suitability of the site to accommodate alternative use – using a methodology agreed by the District Council at pre-application advice stage. The Council will require evidence that the site has not been made deliberately unviable, that marketing has been actively conducted for a reasonable period of time and that alternative visitor uses have been fully explored. *Evidence to address this policy is supplied further to pre-application advice. It was advised that a full explanation of the existing and proposed uses and viability justification rather than marketing evidence should be provided.*
- **Policy DM15 (Independent Living and Care Homes)** advises that new and extended independent living and care homes will be permitted where

applications can demonstrate the following and where the proposal is consistent with all other Local Plan policies:

- It is located within the built up area boundary
- It is easily accessible either by foot or public transport, to community and social facilities e.g. shops, post offices, healthcare and community facilities.
- The design of the scheme shall be such that it can be easily adapted to the varying needs of the users of the scheme.
- The design and scale of the scheme shall be appropriate to the local context.
- Amenity space shall be provided.

Note that this policy is drafted to address the needs of Arun's high proportion of elderly people and not the needs of other adults with disabilities. However in the absence of a policy directly relevant to the group of people requiring the proposed accommodation this policy is referred to.

- **Policy SP19 (Health and Wellbeing)** advises that all development shall be designed to maximise the impact it can make to promoting healthy communities and reducing health inequalities.

6 CONCLUSIONS

- 6.1 The proposed change of use of Russell Hotel to a Residential Care Home for people with disabilities is considered to be a well-balanced policy compliant proposal. The relocation and enhancement of this existing local community service is worthy of full support. This existing provision is being made in a building which is life expired and is at high risk of enforced closure after many years of seeking suitable alternative affordable accommodation. The change of use will, if permitted allow

this provision to be retained in a building and location which are highly suited to the purpose, will be sustainable for years to come and can be made available quickly.

- 6.2 The existing hotel provision is, as detailed in the appended reports, unlikely to be able to continue having declined over a number of years in an area where the market for hotel properties is not buoyant. There is poor potential for the retention of the hotel and associated pool use.
- 6.3 In balancing the proposed community provision against the loss of tourist provision it is reasonable to conclude that there should be a presumption in favour of the proposed Livability solution to use the hotel for a community use, a sustainable form of development. This is in compliance with the thrust of policies set out within the National Planning Policy Framework and a balanced assessment of adopted and emerging Development Plan policies.
- 6.4 It is respectfully requested that planning permission is granted for the proposed change of use.

APPENDIX 1



Action for blind people

Part of **RNIB** Group

NEWS RELEASE

Date: 2013

Immediate Release

Russell Hotel (Bognor Regis) to have new role and owner

Livability is to buy the Russell Hotel, in Bognor Regis, from Action for Blind People, with the sale scheduled for completion later in the year.

The hotel has been attracting fewer blind and partially sighted guests than Action for Blind People's three other hotels.

Livability plans to adapt the Russell Hotel building, so that the residents of its Bognor Regis care home, Ashley House, can move into more spacious and modern accommodation.

Action for Blind People will continue to run its more popular hotels in Windermere, Teignmouth and Weston-super-Mare; while helping visually impaired people who want to holiday in West Sussex to find alternative, suitable accommodation.

Stephen Remington, Chief Executive of Action for Blind People, said: "Money raised from the sale of the hotel will be used to continue providing the best possible support to blind and partially sighted people."

Dave Webber, Livability Interim Chief Executive, said: "With the purchase and re-development of the Russell Hotel, we will be able to provide our Ashley House residents

Action for Blind People part of RNIB Group

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Action Registered Charity No. 205913 (England and Wales) SC040050 (Scotland)

ARUN DISTRICT COUNCIL AW/336/13/



INVESTOR IN PEOPLE



RNIB registered charity number 226227



Action for blind people

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with a modern and more spacious facility which will give them even greater independence. We also look forward to providing a wider range of services from these new premises and to supporting more disabled people to achieve their goals and aspirations."

-Ends-

Notes for Editors:

- For further media information, please contact chris.dyson@actionforblindpeople.org.uk or phone **0207 635 4921**, or Fabienne FJacquet@livability.org.uk on **0207 452 2084**.

Follow us on Twitter:

@Action4Blind_PR

@LivabilityUK

- Action for Blind People is a national charity with local reach, providing practical help and support to blind and partially sighted people of all ages. Our close relationship with RNIB enables us to provide a unique combination of complementary strengths and expertise to help an ever increasing number of people with sight loss
- Livability is the largest Christian disability charity in the UK. We work with adults, young people and children with physical and learning disabilities helping them to lead full, independent lives and maximise their own potential. We are a specialist provider of innovative services, which aim to support and empower disabled and disadvantaged people throughout their lives. These include residential care, educational facilities, holiday accommodation, brain injury rehabilitation and care within the community. Through our Community Mission team we also work with churches, providing advice and support to help them make a difference in their communities. We actively campaign for change, giving people living with disabilities choice, opportunity and control.

Russell Hotel and Ashley House

Action for Blind People and Livability

Joint Communications: Questions and Answers

11 June 2013

MPL/Action 11/6/13

Q1 What is the background to the Russell Hotel and Ashley House discussions?

A1 Action for Blind People (Action) has been in discussions with Livability regarding the possible sale of Action's Russell Hotel in Bognor Regis.

Livability owns Ashley House, a residential care home in Bognor Regis of very long standing, which offers person-centred care for its residents. Livability has been considering its options to modernise the ageing Victorian accommodation.

Redeveloping the current site would be difficult because any modernisation could require long-term residents to be re-housed while the work was taking place.

Action was approached by Livability in the summer of 2011 to gauge whether they would be in a position to temporarily re-house these residents at the Russell Hotel, while Ashley House was being modernised. This could potentially have lasted up to 24 months, for approximately 15 residents and possibly some staff, it may also have needed the provision of some office accommodation.

Having considered that option, Livability decided it would be worth exploring whether purchasing the Russell Hotel would be a viable option.

Negotiations between Livability and Action have been positive and have identified areas of common interest. They realised that transferring ownership of the hotel could enable Livability's Ashley House residents to move into spacious, modern accommodation, with no lengthy delays. For Livability, adapting the Russell Hotel building offers a near ready-made solution to their needs.

Russell Hotel and Ashley House

Action for Blind People and Livability

Joint Communications: Questions and Answers

11 June 2013

After much consideration and as the Russell Hotel has been attracting fewer blind and partially sighted guests than the charity's three other hotels, Action has decided to accept the offer from Livability.

Money raised from the sale of the hotel will be used to continue to provide the best possible support to blind and partially sighted people.

Action and Livability hope to complete the transfer of ownership in October 2013.

Q2 Will any Action staff be made redundant as a result of this change of ownership?

A2 It is a condition of the sale that the hotel is transferred with vacant possession. Regrettably that means that when the sale is completed all Action posts will be made redundant unless alternative suitable employment can be found elsewhere in Action.

We will, where possible, redeploy affected staff to other posts and also provide them with support and help in securing alternative employment.

Q3 Why did Livability decide to buy the Russell Hotel?

A3 Livability currently runs Ashley House, a residential home for 15 residents with disabilities, in the vicinity of the hotel. Ashley House is a Victorian building with various extensions added during the 1960s and 70s. Livability is keen to offer to its residents a fully accessible, modern care home facility that ensures their privacy and independence. The service also needs to expand to meet the increased demand for that type of provision in the area. Livability has come to the decision that it would be extremely difficult to do this with the current Ashley House site and has decided that purchasing the nearby Russell Hotel for conversion is the ideal solution.

Russell Hotel and Ashley House

Action for Blind People and Livability

Joint Communications: Questions and Answers

11 June 2013

Q4 What will happen to Ashley House?

A4 Livability will release the current Ashley House site at an appropriate time, once the hotel has been suitably converted and all residents have settled into their new accommodation. Proceeds of the sale of Ashley House will help the charity continue to provide care and support for disabled people, including Ashley House residents.

Q5 What physical or structural changes will need to be implemented in order to convert the Russell Hotel into a care home?

A5 Livability will adapt the building to meet the needs of its disabled residents. This includes:

- A new, bigger lift that can accommodate people using large wheelchairs and use for evacuation purposes.
- Converting bathrooms, including installing direct access en suite shower rooms.

Q6 How does this affect Ashley House current residents?

A6 Residents will continue to live at Ashley House's current site until the redevelopment is completed and should not experience any disruption. They will then be able to move into their brand new and improved accommodation on the new site.

Q7 Will there be any job losses for Ashley House staff?

A7 No, Livability does not envisage any redundancies.

Q8 How much will Action make from the sale of the Russell Hotel?

A8 A price has been agreed that each charity believes represents best value for their beneficiaries. Some aspects of the transaction must remain confidential as they are commercially sensitive.

Russell Hotel and Ashley House
Action for Blind People and Livability
Joint Communications: Questions and Answers
11 June 2013

Q9 Has Action made a strategic decision to move away from running hotels?

A9 No, not at all. The sale of the Russell Hotel was identified as a good opportunity for both organisations in the current circumstances, particularly as the Russell Hotel has been attracting fewer guests who are blind and partially sighted than the charity's three other hotels.

Q10 What do you say to the blind and partially sighted people who rely on the Russell Hotel for their annual holiday?

A10 We have three other hotels, situated in beautiful parts of the country, with nearby links to public transport and complimentary pick-up services from local railway stations. We very much hope that people will take the opportunity to experience these other hotels, which are equally well equipped to provide quality holidays for blind and partially sighted people. If blind and partially sighted people prefer to holiday in West Sussex, then we will help them to make alternative arrangements at another suitable hotel.

Q11 What is the timeframe for completing the full transfer of ownership?

A11 We are planning to complete the transfer of ownership of the Russell Hotel in October 2013, but as transfer will be subject to agreement of contractual conditions, we are unable to be more precise on timings. We will keep staff at the hotel regularly updated on progress and we will make an announcement when arrangements are agreed and finalised.

Q12 Are you still taking bookings while the future ownership of the Russell Hotel is being negotiated?

A12 We will continue to operate the Hotel on a full service basis until transfer of ownership is complete.

Russell Hotel and Ashley House

Action for Blind People and Livability

Joint Communications: Questions and Answers

11 June 2013

We expect the sale to go through successfully and that completion might be around early October, when the hotel would have to close.

If the date of completion is later then we will continue to trade until Livability give us notice to vacate.

We will be informing all current customers who have bookings of our plans for the hotel. Likewise, when new bookings come in we will let people know of our plans. We will regularly update our guests by phone and by email.

Q13 What happens if the contract isn't agreed or conditions fulfilled?

A13 In the event that there isn't agreement, then the future of the hotel will be determined by Action for Blind People's strategic review of all of its hotels; this review is already underway and will take into account all the relevant considerations.

Q14 What kind of organisation is Livability?

A14 Livability is the largest Christian disability charity in the UK. We work with adults, young people and children with physical and learning disabilities helping them to lead full, independent lives and maximise their own potential. We are a specialist provider of innovative services, which aim to support and empower disabled and disadvantaged people throughout their lives. These include residential care, educational facilities, holiday accommodation, brain injury rehabilitation and care within the community. Through our Community Mission team we also work with churches, providing advice and support to help them make a difference in their communities. We actively campaign for change, giving people living with disabilities choice, opportunity and control.

Russell Hotel and Ashley House

Action for Blind People and Livability

Joint Communications: Questions and Answers

11 June 2013

Q15 What kind of organisation is Action for Blind People?

A15 Action for Blind People is a national charity with local reach, providing practical help and support to blind and partially sighted people of all ages. Action speaks louder for nearly 30,000 visually impaired people every year, always placing their needs at the heart of everything we do. We support these individuals in many aspects of their lives and help them to find the right services and products they need to live independently. Action works with other expert organisations to draw on a wide range of skills and resources in order to help an ever increasing number of people with sight loss.

APPENDIX 2

Livability Statement in support of the change of use of the Russell Hotel September 2013

Current Care Home

Ashley House is located in a residential area of Bognor Regis close to local shops, churches and the sea front, and not far from the town centre pubs restaurants and amenities.

The home comprises a large Victorian building with various extensions added during the 1960's and 70's. The building now provides accommodation on the ground floor which includes bathrooms and living areas. The capacity of the building has been reduced over recent years due to the upstairs accommodation being largely inaccessible and unsuitable for the needs of residents. The land on which the house and grounds are set is owned by Livability.

The service is registered (Under the Health and Social Care Act 2008 Regulations) to provide for the Regulated Activity of Accommodation for persons who require Nursing or Personal Care.

The problem

The building is rapidly deteriorating in condition and both difficult and expensive to repair. The building provides all current residents with single rooms. However the accommodation falls below the standards required of a modern care home and restricts residents' independence, choice, dignity and privacy in a number of ways. These include:

- there are no en-suite facilities
- there is only one shower in the building
- residents have to share bathrooms which are not of a modern standard and accessed along main corridors
- residents rooms are small with limited space for wheelchair user
- room temperature control is poor due to the age of the building and its systems – leading to many residents complaining of being uncomfortably hot or cold according to the time of year with negative impact on their physical condition and abilities

In addition to the significant limitations of the building for its residents its age presents many challenges both in operational and financial terms. Maintenance and repairs costs have significant impact on operational finances. The estates and local management teams are managing a variety of issues with the central heating and water systems and we have been advised that the risk of system failure is high.

The service and its residents are well connected in the community. The majority of the current resident group have lived at Ashley House or in the local area for many years. Resident are involved in the community through volunteering, local social clubs, and a variety of activities and local groups. The service and its residents are well known in their neighbourhood with many community members recalling to residents their memories of the home.

The service has a positive reputation in the local area for providing good quality support to people with disabilities and has received excellent feedback from family

and professionals regarding the quality of the support provided. The residents benefit from excellent links with local GP surgeries and with the rehabilitation Consultant and team at the local hospital. It is widely acknowledged that the support provided has resulted in major improvements in residents physical health and wellbeing.

The home is rated as compliant by CQC, however previous CQC reports state that the home is an older building and the general environment is dated and does not provide a quality service to the clients, although they themselves view it as home and that they (Livability) continued to try to keep the home in a good decorative order.

The home has a very experienced, stable and qualified staff team who understand the needs of the people who use the service. Their skills and knowledge is a real asset to the organisation. It is to their credit that they have continued to receive positive feedback from CQC, professionals and families whilst working within a life expired and institutional environment.

In the recent past and despite the buildings appearance and limitations, the service's reputation has lead to an increase in demand with the proportion of West Sussex funded placements increasing significantly. The service continues to receive regular referrals for placements which it is unable to accommodate due to the lack of suitable accessible space.

Proposed Solution

Russell Hotel is located on the seafront a short distance from Ashley House. This is a huge benefit as it means that current residents will be able to continue to access the same community and maintain all their current activities outside of the home. It comprises large communal areas on the ground floor with bedroom accommodation on the first and second floors. The building is significantly newer and more modern in terms of style and equipment than Ashley House. It provides en-suite rooms of suitable size and layout for the current disabled resident group. Livability plans to adapt all en-suites areas into accessible wet rooms to ensure that they give maximum privacy and opportunity for independence to wheelchair users and those with limited mobility.

The communal areas of the building provide space suitable for the needs of the care home residents but also provide sufficient space for some areas to be developed to provide other facilities for use by other members of the local community. Livability is actively seeking to work in partnership with West Sussex Adult commissioning and explore how we can use the building as a hub to provide new services to meet the needs of a wider group of disabled people living in the local community.

Initially we plan to re-provide care home accommodation for at least the current number of Ashley House residents on the first floor of the building. The second floor and some ground floor areas will at this stage be 'mothballed' while detailed discussions and feasibility for its future use are investigated. These discussions will be taken forward with the local authority and CQC to ensure the services developed have local demand and meet compliance standards.

Potential options include:

- Respite care
- A resource base for support and activity for people with disabilities in the wider community
- Learning opportunities for adults with disabilities

APPENDIX 3

Viability Study

Prepared for

livability

The Russell Hotel

Kings Reach

Bognor Regis

PO21 2QP

October 2013

1 Instructions

- 1.1 This viability study is prepared on behalf of Livability in accordance with their email instruction of the 11th October 2013.
- 1.2 In accordance with these instructions the report provides:
 - a) A review of the current market for hotels in the Bognor Regis area
 - b) An overview of recent transactions and proposed developments
 - c) An assessment of the likely future demand for hotel accommodation
- 1.3 We have reviewed the following documents and reports which are in the public domain:
 - 1 Sussex by the Sea Visitor Accommodation Audit - 2010
 - 2 The Economic Impact of Tourism Arun - 2011
 - 3 Colliers International - Draft Strategy for Leisure and Culture in Arun District - 2012
 - 4 pwc - The right kind of growth UK hotels forecast 2014 - September 2013
- 1.4 We have also carried out our own research into the current market demand and supply of hotel accommodation in the Bognor Regis area.
- 1.5 Our Standard Terms and Conditions of Engagement, which form an integral part of this report, are attached as Appendix One to this report. They contain important caveats and conditions relevant to this report including limits of liability, non-publication restrictions, condition and contamination.
- 1.6 This Report has been prepared for Livability's use solely in respect of the proposed planning application for change of use to Care Home. It may not be published or disclosed to any other party other than for that purpose and no responsibility is accepted to any party other than the client for the comments or advice contained in this report.

2 The Property

2.1 Description

- 2.1.1 The Russell Hotel opened in 2001 and is of traditional cavity brick (part-rendered) elevations under a pitched, pan-tile roof. It is a modern, 3-storey, purpose built hotel offering various public spaces including reception and lounge areas, dining room/restaurant, commercial kitchen and various ancillary facilities. In addition there is an indoor swimming pool and gym.
- 2.1.2 We understand that the letting accommodation includes 40 double bedrooms, 30 with en-suite bathrooms and 10 with wet-rooms. It is a specialist needs hotel offering holiday accommodation to blind and partially sighted people and their families. Due to the lack of demand from the target client group, more recently accommodation has been marketed to the general public.
- 2.1.3 Outside there is a very restricted parking area for 6 vehicles.

2.2 Situation

- 2.2.1 The property is located to the west of Bognor Regis, some 10 minutes drive from the town centre and has open views to the seafront across Marine Park Gardens. The surrounding area is predominantly in residential use, with the open space of West Park close by.
- 2.2.2 There is no scope for further development of the site and car parking is very restricted.

2.3 Occupancy rates and feedback

- 2.3.1 Occupancy rates for the hotel have been marginal for the last three years:

Year	Occupancy rate
2011/2012	77.7%
2012/2013	72.3%
March 2013 to date	70.1%

Out of a total of 5,335 guest nights booked between April 2012 and March 2013, some 622 were taken by visually impaired (VI) guests, or 11.7% of the total.

Guest feedback has been obtained from online booking services websites and includes the following comments:

- *Hotel is tired and dated and otherwise run down*

- *Limited opening times of the swimming pool*
- *Some older CRT TVs*
- *Insufficient parking*
- *Some guests are uncomfortable staying in a hotel purpose built for visually impaired guests and would have chosen to stay elsewhere had they realised that the hotel specifically caters for the needs of people affected by sight loss*

3 The Hotel Market

3.1 Location

- 3.1.1 The main locations for hotel accommodation in the town are to the east, close to the large Butlins Holiday Park site and in the town centre, adjacent to the main amenities. There are few hotels to the west of the town and of those two have closed in recent years.
- 3.1.2 There have been a number of hotel closures both to the west of the town and in the town centre, notable are:
- 1 The Beach Hotel, The Esplanade. In the town centre, closed some years ago and converted to nightclub use. The property is currently on the market for sale, with planning permission for conversion to 8 flats and 3 townhouses.
 - 2 The Aldwick Hotel, Princess Avenue. Close to the subject property, the Aldwick Hotel was demolished and the site redeveloped for residential use following the granting of planning permission in 2006.
 - 3 The Royal Garden Hotel, Princess Avenue. Closed and converted to use as a residential care home, date unknown.
- 3.1.3 The latter two are close to the Russell Hotel, to the west of the town centre.

3.2 Recent Transactions

- 3.2.1 The most recent sales have been either the transfer of larger hotels between Corporate portfolios, the individual sale of small hotel/bed and breakfast operations or sale for conversion to an alternative use.
- 3.2.2 Two significant exceptions are the Premier Inn hotel with only 24 rooms and the Best Western Beachcroft with 35 rooms. The Premier Inn group has a current requirement for a hotel of 60 plus rooms, which more closely fits their normal business model. Premier Inn will also require significant parking provision, with a minimum of 40 parking spaces.

3.2.3 The Best Western hotel is smaller than would normally be expected in a Corporate model, however it undoubtedly boost its income profile with its conference facilities and benefits from its proximity to the Butlins Holiday Park.

3.2.4 This demarcation of the market is evidenced in the following table which shows hotels which have changed hands in the last few years, or those currently on the market:

Name	Independent or Corporate	Rating	Bedrooms
Bear Inn	Independent	3 star	5
Victoria Road	Independent	Unrated	5
Navigator	Independent	2 star	12
Inglenook	Independent	3 star	18
Royal	Independent	2 star	22
Premier Inn	Corporate	Budget	24
Best Western Beachcroft	Corporate	3 star	35
Royal Norfolk	Corporate	2 star	50
Butlins Shoreline	Corporate - Butlins	3 star	160
Ocean	Corporate - Butlins	3 star	200
Wave Hotel and Apartments	Corporate - Butlins	3 star	239

3.2.5 The Butlins hotels identified above are connected with the Holiday Park facility to the east of the town.

3.3 The Current Market Demand

3.3.1 It is clear that any current market demand is focussed on the larger Corporate hotels with 60 plus rooms, which offer economies of scale to cover central overhead costs; or the small "boutique" hotel or bed and breakfast businesses with the owners living either on the property or nearby.

3.3.2 Our enquiries with national and regional agents have confirmed our view that there is presently no market demand for a medium sized hotel, whether modern or converted.

The 40 room model is too large for an independent operator and too small to provide the income required to support the central overheads borne by Corporate operators.

3.4 The Current Market Supply

3.4.1 There is very little transactional evidence in the market and very little activity with few properties presently being offered for sale.

3.4.2 The only properties we can find presently openly on the market are:

- 1 The former Beach Hotel, The Esplanade, which has not been used as a hotel for a number of years
- 2 Victoria Road, a five room bed and breakfast business in a detached residential property, off Aldwick Road on the western edge of the town centre
- 3 The Railway, a Public House with three letting bedrooms adjacent to the railway station in the town centre

3.5 Future Demand and Supply

3.5.1 Colliers International were commissioned by Arun District Council to develop a Draft Strategy for Leisure and Culture in Arun District. Their report, dated August 2012 outlines four main projects for Bognor Regis which they believe are necessary to secure the future of the town as a destination resort. These are:

1. An upgrade to the Alexandra Theatre
2. Redevelopment of the Regis Centre car park in the town centre to a group of restaurants and bars with an associated cinema and hotel
3. A range of enhancements to the Promenade, Waterloo Square, West Park and Marine Gardens – these improvements are in the area of the town close to the Russell Hotel
4. A new watersport centre close to the Butlins Holiday Park, to be built and funded by Butlins without Local Authority financial support

3.5.2 Additionally, Butlins are presently undertaking a major upgrading of their facilities at the Holiday Park. An extract from the Draft Strategy states:

"The most significant consideration in Bognor Regis in terms of leisure and culture is the huge investment by Bourne Leisure in modernising Butlins. No other seaside resort in Britain is seeing investment of this scale in its tourism infrastructure. Bognor Regis will in the near future probably have more modern hotel rooms than any other seaside town in Britain."

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- 3.5.3 The investments being made by Bourne Leisure in the Butlins facilities and the provision of the watersports centre, taken together with the proposed redevelopment of the Regis Centre car park will serve to further focus the town centre and eastern reaches as the centre for tourism and holiday accommodation provision.
- 3.5.4 We have reviewed the pwc report dated September 2013 "The right kind of growth – UK hotels forecast 2014". The main themes are:
1. The overall outlook for UK hotels is cautiously optimistic
 2. The trading environment is difficult as cost increases are putting margins under pressure
 3. New supply is coming onto the market, however this adds to the competitive environment and budget hotels are increasing their share of the hotel market
 4. Consumers are highly price sensitive and their appetite for discounts and deals is likely to increase, putting further pressure on margins
 5. Leading the improving market in the main urban centres is the four star segment which has performed particularly well and is expected to continue to do so
 6. The main focus for the development of new hotels will be in the provisional cities, Birmingham, Manchester, Glasgow and Edinburgh, with Newcastle, Aberdeen, Liverpool and Cardiff following

4 Conclusions

- 4.1 The market demand for hotels in Bognor Regis will predominantly be in the modern budget hotel category.
- 4.2 This demand is presently partly unmet, the outstanding Premier Inn requirement will probably only be accommodated by a new build hotel on a redevelopment site, to be identified.
- 4.3 The tourism demand for modern rooms is likely largely to be met by the upgrading of the Butlins facilities by Bourne Leisure.
- 4.4 The main focus of tourist accommodation and attractions will be the town centre and the areas close to the Butlins Holiday Park and new watersports centre.
- 4.5 There is a limited market in small "boutique" hotels and bed and breakfast businesses.
- 4.6 The Russell Hotel is situated in a predominantly residential area and has a very restricted parking provision.

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- 4.7 In order to attract guests, the hotel would require significant expenditure to upgrade and modernise facilities including removal of the specialist adaptations for visually impaired guests to "de-brand" the hotel as a VI destination; modernising of the TV/wifi offering; refurbishment of the bedrooms, restaurant and other facilities; extended opening of the swimming pool and substantially increased parking facilities.
- 4.8 However, even if such investment were to be made, there is presently no market for medium sized hotels of 40 rooms such as the Russell Hotel. The severely restricted parking further inhibits any potential interest in the hotel.
- 4.9 It is our opinion that, should the hotel come to the open market, any potential purchaser would seek a change of use for the property as it is not viable in continuing use as a hotel.

BRUTON KNOWLES