

Economic Development Statement

Overview

We have the support for the business model from ADC colleagues Miriam Nicholls and Lee Matthews.

The business, although necessarily having to turn a profit, is not so much about making money, as fulfilling a proven need in the community: at least initially, and we will not lose sight of this “Community first” mantra.

However, to provide this need, suitable premises need to be found.

It is anticipated that these quite small premises will be the first step in obtaining larger premises, so we can provide additional services within the scope of what we provide.

<https://www.facebook.com/pages/Mini-Lights/792555297421227>

Loss of retail and impact on town center

The unit, being located in Durban Road, is an industrial / storage unit originally used apparently as a vehicle repair workshop.

Currently the unit is being use as a softplay facility as allowed from BR/282/15/PL.

There is no change of use from this facility proposed, merely a seeking of a permanent Change of Use or this unit.

There has been and will not be any impact on the retail sector.

Jobs

Losses

The unit is currently empty, so no jobs are being lost through the proposal

Gains

We will need to employ staff. We anticipate, when we are at the full capacity for this particular unit, 1 full time and 5 part time staff, thus creating the equivalent of 3 ½ full time jobs

Marketing

As with everything, the best from of advertising is “word of mouth”. However, that won’t necessarily guide you to where you need to go!

We will need to put a sign up advertising our presence. There are areas on the unit on which such a sign can be placed.

We have a lot of followers and “likes” on social media such as facebook.

We are predominantly trying to fulfil a need in the local community, However, we are aware that what we provide is unique in the Arun and Chichester areas, and this may prove to be an attraction for people to come from elsewhere (We have people come from Portsmouth, Purbrook, and Worthing!): Not too bad, considering we only have a facebook page at present, and only set up for the benefit of the Bognor Regis Community!)

Businesses need to grow, and we will evaluate our marketing strategy as needs arise. (Having run my own business for 15 years, I am experienced in such matters)

Business development

We are of course dedicated to the softplay format, for “pre-school”, encouraging parents and guardians to “get on the mat and play with their children”.

Because of this being unique, it WILL bring people to the area.

For the future, we anticipate offering “branded merchandise” of a useful nature (clothing, “sippy cups”, “my first” cutlery, etc), through the business.

This does depend however, on us being a “permanent” business.

The long term plan

I must emphasize that in these premises, we will be unable to provide all we want - the premises are just not large enough. But initially we have to offset what we can afford against what of our core services we can/ should provide.

As the business develops, it is hoped, that the planning officers will look favourably on us moving to larger premises (As requested at the meeting to discuss the original refusal, we have, we think, more than proved the need, and ourselves), or for us to expand into adjoining unit(s), so we can, not only provide all the services and facilities we want, but make them better!

(This is in accordance with our conversation Mr D Vick and Mr R Temple, when we requested a meeting after BR/178/15/PL was refused, which subsequently led to BR/282/PL being granted. (For further information, please refer to the “supporting notes” document).

There is no difference in the submission of these two Planning Apps. Because BR/178/15/PL was refused, another reference (BR/282/15/PL) had to be attributed to the “revised decision”).