

*Established in 2007, the Board is an independent, non-profit organisation.
www.bognorregisregenerationboard.com
Chairman: Raof Daud*

Planning
Arun District Council
Town Hall
Clarence Road
Bognor Regis
West Sussex
PO21 1LD

By Email: planning@arun.gov.uk; amy.myer@arun.gov.uk

4th November 2021

Dear Sirs,

Re: BR/234/21/PL

Butlins, Upper Bognor Road, Bognor Regis, PO21 1JJ

Rear extension to the existing temporary venue (Studio 36) to accommodate back of house facilities and associated works.

In preparing its response to this application the Board has taken into consideration Arun District Council's strategic vision and policies for the locality of Bognor Regis town centre outlined in the Arun Local Plan 2011-2031, the Bognor Regis Masterplan, the Bognor Regis Masterplan Planning Policy and the Bognor Regis Neighbourhood Development Plan. Furthermore, the Board endorses and promotes the established placebranding values for Bognor Regis, as follows:

BOLD - A beacon for a bold future

INNOVATIVE - Blue sky thinking

FUN - Ready for fun

In summary, the Board supports this proposal.

The application is for the extension to the temporary buildings (known as Studio 36) [BR/292/20/PL, granted 11th March 2021] constructed by Butlins to support resort capacity in Spring 2021 and located on a site within the existing Butlins compound facing the seafront east of the Gloucester Road car park.

The Board notes the associated application – BR/232/21/PL – which is for the extension of permission for another 24 months for the existing temporary building and a 1 day easing of the hours of use restriction covering 31st December 2021. Having examined the application documents including the Cover Letter/Planning Statement, the Board would comment as follows:

- The proposed extension to the existing temporary buildings will have minimal impact, in scale and mass, on the surrounding area including the seafront, and is in keeping with existing on-site buildings.



- The extension is intended to service the existing temporary building and includes performer dressing rooms, WCs and storage and is noted as offering 'improved staff facilities'. Staff recruitment and retention currently represent a real challenge, particularly in the hospitality sector and therefore this further investment, designed to support better experiences for both guests and staff is welcomed.
- Resident concerns regarding noise have been noted however the Board considers that the proposed extension is unlikely to have any significant impact.

The Butlins resort plays a significant role in the wider Bognor Regis economy which, like many other towns in the UK, has been impacted by the Covid-19 pandemic. Ongoing investment in the resort directly and positively impacts the security of both direct and indirect local employment, local businesses and the supply chain. Going forward, the applicant should be encouraged to take the opportunity to assess and implement sustainability improvements site-wide to achieve Net Zero Carbon and voluntarily publish details in support of local aspirations and any future applications.

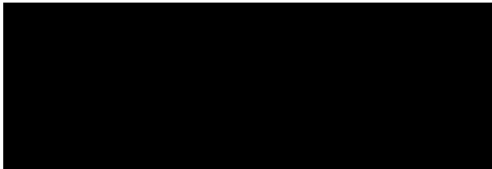
The Board notes that the application is likely to deliver the following benefits:

- Sustainable guest numbers contained in the proposals will support continued local employment.
- The ongoing security of both staff and guest numbers will benefit the wider economy of Bognor Regis, particularly the businesses and services located within the town centre area.

Finally, the Board notes that in reacting to the challenges imposed by the Covid-19 pandemic and continuing to invest, innovate and create new ways to support the ongoing viability of the resort and secure local employment, the applicants have demonstrated commitment to the town centre values for Bognor Regis.

Thank you for taking the time to consider the Board's representations.

Yours sincerely,

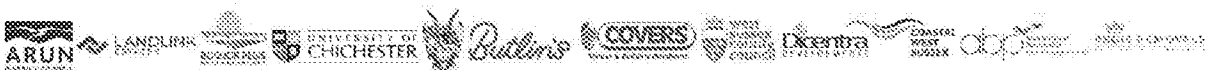


Rebecca White
Advisor
Bognor Regis Regeneration Board

NOTE

The Bognor Regis Regeneration Board is a unique private and public partnership established in 2007. It brings together leading representatives from the key public, private and community stakeholders in Bognor Regis. The Board has three overarching key objectives:

1. To collectively promote Bognor Regis as a great place to live, work, visit and invest
2. To consider, give opinion and comment upon how and to what extent planned and proposed developments contribute to:
 - the town's growth and development;
 - addressing and overcoming the town's socio-economic challenges; and,



- maximising benefits and opportunities for the town.
3. To consider and evaluate strategies which impact upon the economic growth of Bognor Regis and offer comment, opinion and where appropriate modifications.

The Board is independent and not a part of, or a subsidiary body of, any organisation or agency.

