



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

23rd February 2021

Dear Sirs,

Re: BR/292/20/PL

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

Erection of temporary enclosed buildings to accommodate performance stage and seating for a temporary period (January 2021- amended description: plans now include mechanical ventilation system/external plant equipment). Re-consultation.

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 erection of temporary buildings on a site within the existing Butlins compound facing the seafront east of the Gloucester Road car park. Previously the site of the old swimming pool, this is now being demolished. It is noted that whilst the 2003 Bognor Regis Masterplan identified the seafront as one of the eight strategic 'quarters' within the town centre, the 2004 Bognor Regis Master Planning Policy subsequently excluded this area for further consideration in conjunction with the ongoing development of the Butlins resort. Work was undertaken in 2013 regarding the seafront area and a Bognor Regis Seafront Delivery Plan published which identified the seafront area to the east of the Gloucester Road area as the Beach Zone.

The Board notes that this is an amended application and re-consultation. Having examined all the application documents including the Design & Access Statement, Planning Statement, substitute plans and the Planning Statement Addendum, the Board would comment as follows:

- The proposed temporary buildings, in scale and mass, impose no greater visual impact on the surrounding area, including the seafront, than the previous building housing the old swimming pool and are in keeping with existing on-site buildings.
- The erection of enclosed temporary buildings for entertainments is likely to reduce the impact of noise disturbance compared with the temporary outdoor stage installed in summer 2020 and the applicant will operate within the current Noise Management Plan.
- The proposed temporary buildings, whilst increasing the current Covid-restricted capacity to c. 4,000 people, does not increase the overall capacity of the resort past the pre-Covid 5,500 capacity. The Board therefore considers that the application is unlikely to have an increased impact on the local road network beyond current seasonal trends.
- It is noted that the location of the temporary buildings within the resort will not impact current access arrangements and on-site parking capacity.
- The planning agent's assertion that the application will not increase the impermeable surface area, thereby not affecting current flood and surface water drainage capacity, is noted.
- The contents of the Construction Management Plan, particularly the routing of construction traffic to avoid impact on the town centre and the limits placed on delivery activity and construction times, is noted.
- Butlins has demonstrated throughout the Covid-19 pandemic that they have complied fully with Government guidance/requirements and have been able to operate with a safe environment (when permitted to do so). The Board notes that extensive education and training of Butlins team members has taken place together with appropriate adaptation of the resort and facilities to maintain safety.

There is no doubt that 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. The pandemic has had two major impacts; on public health and on the economy. This proposal addresses both by seeking to operate a Covid-19 secure environment whilst contributing towards economic activity. The applicant's track record in this, operating at reduced capacity through summer 2020, should be noted.

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

- The increase in guest numbers supported by the proposals will facilitate the release of employees from furlough, returning staffing levels to c.1,190.
- The increase in 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 placebranding 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.