



Wednesday, June 10

**New Charter pledges to ensure lasting legacy from Bognor Regis regeneration**

More than 30 organisations involved in the regeneration of Bognor Regis have signed a unique document pledging to ensure a lasting legacy from the multi-million pound works.

The Bognor Regis Developer and Partner Charter was launched yesterday (Tuesday) at Butlins by Arun District Council's Chairman, Councillor Don Ayling. It is a formal agreement between developers, education, skills and training providers as well as local businesses and community groups to explore and support opportunities arising from the exciting and extensive regeneration programme currently underway in Bognor Regis.

Believed to be the first of its kind in West Sussex, the Charter has been created around five main objectives:

1. Raising average weekly wages in the area, which are currently lower than the county and regional average.
2. Raising educational attainment and skill levels, which are currently lower than the county and regional average.
3. Improving the competitiveness and sustainability of the diverse range of small businesses in the area which make up more than 80% of our business community.
4. Exciting residents, visitors and potential investors with the intentions, plans, progress and outcomes of developments.
5. Promoting good (if not best practice) in safe, secure and considerate working practices.

Launching the Charter, Councillor Ayling said: “Regeneration must be more than simply physical change. It must be about people and how their lives, their futures and their opportunities will be enhanced. This Charter seeks to build on the physical developments we have seen already and will continue to see in Bognor Regis to achieve this.”

Arun’s Leader, Councillor Mrs Gillian Brown, was first to sign the Charter on behalf of the District Council.

She said: “This is an innovative way of ensuring that we work to really ensure there are lasting benefits from this unprecedented regeneration. While elsewhere in the country other projects may have stalled because of the current financial climate, this Charter and the strong support that it is attracting shows that our commitment to delivering regeneration for Bognor Regis remains absolutely resolute.

“I am so proud to see such enthusiastic backing for this inspiring initiative.”

The event was attended by more than 100 people, including representatives from SEEDA, the Government Office for the South East and Brighton University, as well as local Bognor Regis companies such as Cake Genie and Dragonfly Design and Print, who all signed on the day.

Other signatories included Butlins, Sime Darby, Felpham Community College, The Aldingbourne Trust, University of Chichester and St Modwen.

St Modwen’s London and South East Regional Director Tim Seddon said: “We are delighted to be committing to the Developer and Partner Charter. In doing so, we are not only confirming our role as a major player in the regeneration of Bognor Regis but are making a clear promise to support the local community, local business and schools wherever possible. Ultimately, with our partners, we are creating both long and short term benefits for Bognor Regis and the local economy as a whole.”

Antony Cleall, who runs Dragonfly Design and Print in Bognor Regis added: “Having invested a large amount of money into a business in Bognor Regis, I was extremely encouraged by the launch of the Charter.

“We have previously worked with some of the companies who signed up to the Charter. It was great to see their enthusiasm and commitment to use local business and help develop the town and local area.”

As a mark of its on-going commitment to the regeneration of Bognor Regis and its support for the Charter, Butlins dropped a large scale version of the

new Bognor Regis regeneration logo from the side of its new hotel, due to open in August.

Jeremy Pardey, Resort Director said: “We are passionate about our involvement in the local community and wholeheartedly support the regeneration of the Bognor Regis area. We are proud to host the launch of this fantastic scheme and are committed to the ongoing progression of our great seaside town. We are also excited about the launch of our new Ocean Hotel in August and see this as a significant step on the regeneration path in attracting new holidaymakers to the area.”

Councillor Norman Dingemans, Arun’s Cabinet Member for Economic and Cultural Development, added: “Being associated with this Charter by signing up to it is about driving forward the pride that is being restored in this town. It has been created with the sole purpose of ensuring there are major and long lasting benefits for Bognor Regis .

“Our regeneration programme is more than physical change and the Charter ensures we achieve additional benefits and dividends for those who visit, live and work in the district. We intend that the exciting £500 million investment programme will bring more than just new buildings, and the Charter is a key to this.”

The Developer and Partner Charter is a live document and updated regularly with the latest signings. To view the latest signings, or to pledge your support for the Charter and the regeneration of Bognor Regis, log onto [www.arun.gov.uk/bognorregis](http://www.arun.gov.uk/bognorregis).

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