

Introduction

The work to date has emphasised the importance of consulting a wide range of stakeholders in the preparation of the Development Brief for the former Lec site in Bognor Regis. Sime Darby London Ltd (SDLL) have invested in gathering the views of key stakeholders and the wider public of Bognor Regis to add to the decision making matrix.

The aim has been twofold, firstly, to inform stakeholders of the proposed regeneration project, and secondly, to encourage stakeholders to give views on their aspirations for the future redevelopment of the Site. The process has allowed SDLL to optimise the social and economic benefits of development in the interests of the local community. A degree of involvement in the site and its future has been achieved which has been very well received and the general feeling is that it would be good to continue to build on this in the subsequent phases.

The consultation process was hinged around 2 main phases:

- Phase 1 – which provided the opportunity to comment on the key issues and technical factors affecting redevelopment of the Site and to give views on potential land uses. This included a public exhibition and stakeholder workshop as well as consultation meetings with various stakeholder groups; and
- Phase 2 – which provided the opportunity to discuss and give views on the draft Development Brief, after which SDLL will prepare a final version of the Brief for the consideration of Arun District Council (ADC). This included a site visit for stakeholders and consultation meetings with ADC and various stakeholder groups.

The Stakeholders

Regular dialogue has been established with the officers and members of ADC and in particular with representatives of the Bognor Regis Regeneration Task Force who have provided valuable inputs to the preparation of the Brief. SDLL have also made presentations to the Bognor Regis Sub-Committee to bring Council members up to date on feedback from the public consultation, update progress in preparing the Brief and to gather opinion.

The wider Bognor community has been invited to participate in the dialogue, together with specific stakeholder groups including: (i) Bognor Regis Town Council; (ii) Parish Councils at Bersted and Felpham; and (iii) Other interest groups: Bognor Regis Limited, Bognor Regis 21 and Bognor Regis Vision, The Civic Society, Bognor Regis Chamber of Commerce, etc.

Results

For each event a record has been kept and a copy made available for attendees or on request. Summaries of the findings have been lodged on the website (www.simedarby.co.uk) and circulated to interested parties including ADC.

The full results are attached to this report in the appendices at the end.

Consultation Process

A more detailed breakdown of the two phases is as follows:

Phase 1

- SDLL working with the Task Force and initial briefing session with ADC and BRTC
- Public exhibition and stakeholder event
 - Advance notice via press release, radio, posters, leaflets and letters
 - Stakeholder workshop held on the last evening of the exhibition
 - Report of both events circulated to interested parties
- Follow up meetings with various groups including BR Ltd, BR21, BR Vision
- Reports for each event circulated to interested parties
- Updates provided via newspapers, reports and website
- Summary report generated for Phase 1 and posted on the website.

Phase 2

- Presentation to Bognor Regis Sub-Committee
 - Public consultation exercise to date and next steps
- Second presentation to ADC of the Draft Development Brief incorporating changes made after feedback from Phase 1.
- Informal meetings with other groups who express interest
 - A chance to see the full draft Development Brief or summary Briefing Note including illustrative master plans and comment
- Web site and Press Release
 - Proposals presented for comment
- Second key stakeholder workshop
 - Presentation of the draft Development Brief
- Final report of the consultation exercise

Analysis of the Results – Phase I

The results from each of the events has been analysed to identify key issues and themes running through the process. All documents are available in full and can be used to verify the results.

Questionnaires were sent out to local businesses via Bognor Regis Ltd and the results have also been assessed to identify how much interest there is in the site and the kinds of building requirements needed – results presented as part of the expressions of interest section.

A brief outline of the key issues shows the following to be important.

All the groups consulted thought the following:

- Doing nothing is not an option
- Deliverability is important
- Traffic in the area is an issue
- Providing employment is important.

Synopsis of the views expressed

Retail: food

Strong support for more shopping choice (including better quality)

Need for a second supermarket was mentioned repeatedly

Concern that there is insufficient need for two new supermarkets

Retail: non-food

Lack of good shopping generally in the town

Some suggestion for a garden centre to be located at the site as the nearest alternative is some distance away.

Some concern that retail shouldn't detract from town centre shops

Commercial:

Provide jobs for people in the town including the new residents

Reduce the high level of out-commuting

Provide higher value employment

Improve people's skills base

Start-up businesses including spin offs from the University

Encourage high tech businesses and offices

Demand for office space is low and take up for commercial may be protracted

Retaining employment land for relocation of local businesses

Land prices and timing

Housing:

Fully residential option on the site was not popular

There was some support for mixed use with affordable/low cost housing

The quality of the environment would be important e.g. high quality design, green space, landscaping.

Concern about levels of contamination on the site and the suitability of residential use

Recognition that mixed development may be necessary due to viability concerns for the site.

Traffic/Transport:

A strong concern was expressed across the board as to the traffic problems on the A29 and the A259.

On a local level people were concerned with the difficulty of accessing the A29 from Tesco's and B&Q and how future developments will affect this.

Concern also expressed about the railway crossing on A29.

Environmental quality:

Gateway location – need for high quality and prominent buildings

Historical links to Lec and previous employment uses

Viability:

Deliverability versus need for industrial premises in the area

The high costs of remediation work

Conclusions

Key issues are viability/sustainability, employment, quality and gateway/strategic site:

- Employment uses preferred but some residential (low cost/affordable) is supported
- There is some potential for relocation of existing businesses but it is small and over an extended period of time
- Interest in quality retail e.g. food and non-food retail, including bulky goods

- Fully residential development not well supported
- Quality of development including design, landscaping, etc. is important due to strategic location

Everyone that took part in the process wanted to see the site developed and were excited by the opportunities it offered. The problems of the high cost of remediation and viability were well understood.

The Events

Reports of the individual events are given below in more detail.

Drop-in Event Report

The Regis Centre: 6th and 7th Feb 2008

Outline of the Event

The aim of the drop-in exhibition was to introduce the background work that has been undertaken to date and to outline the development options currently being considered. To this end a simple exhibition was arranged for two days, including an evening, held at The Regis Centre.

Venue and Timing

The choice of venue was made using the following criteria; easy access, central and well known by the local population. The Regis Centre scored well for all three categories and also had the advantage of being used for other consultations that have recently occurred in the town, so people were familiar with it.

The exhibition was mounted in the foyer as it was the best lit space and easily accessible. It allowed visitors to the Centre to see the exhibition should they wish. The potential drawback was being able to get those people who were coming to see the exhibition to sign in; however, as the majority of the visitors to the centre over the period were coming to see the exhibition this proved not to be a problem. Extra visitors saw the exhibition because of its location; this was especially true on the Wednesday evening when there were two events happening in the rooms off the foyer.

The timing was more difficult due to the number of consultations currently happening in Bognor Regis. The exhibition was timed to avoid clashing with the St Modwen's consultation on the town centre front development as this would have been likely to detract from the Lec site. We were also keen not to clash with the University or Asda.

Publicity

A press release was used as the basis for an article on the Lec Site which appeared in the Observer the week before, see attached. An interview was given to Spirit Fm and broadcast on the day of the event. Other radio/TV stations and newspapers were given the option to run an article but didn't take up the offer. However, the two that did are the main ones for the town.

An A5 leaflet was printed and widely distributed. The Chamber of Commerce posted it out to their members (100+), Arun Housing emailed it to those residents that they have regular contact with. They also gave us contacts for the local housing associations who were invited.

The A5 leaflet was delivered by hand to all the businesses around the Lec Site - from Tesco's up to the roundabout - and to the houses along the A29, the park home development, and Riverside. Posters were displayed in the chip shop in Highfield Road, the Post Office in Highfield Road, the pub in Shripney Road, the main Library, The Regis Centre, a corner shop in Highfield Crescent. Posters were also displayed along the footpaths of Shripney road and the Lec site itself. The leaflets were also delivered to the houses in Whitefield Close that back onto the site.

The Event

Approximately 250 people signed in (more people visited than signed in – the final total was likely to be in the region of 275-300) with representatives from a wide range of organisations including the Civic Society, the University, the College, ADC & WSCC, Chamber of Commerce, local businesses, and local residents and several ex-employees of the company.

People responded well to the format and liked the fact that they were being given a chance to comment early in the process. There was a degree of confidence that their comments would be listened to.

The way the comments sheets were used gave rise to interesting dialogue both on paper and verbally. On the whole people were keen to engage in conversation and as usual it was easier to get their comments in this way. The team were briefed to add comments for people if they asked first and to make a note of comments that had arisen from conversations and had not been written down.



SUMMARY OF THE RESULTS

No one thought that doing nothing was an option. Everyone agreed that redevelopment of the current derelict site is desirable. (Full results are given in appendix A)

Retail

There was a general feeling that attracting larger stores such as Marks and Spencer's (several people mentioned M&S specifically) or BHS would be good as it was felt Bognor Regis was not a good place for clothes shopping (15 in total). 4 people thought larger retail outlets would be beneficial with a further 4 mentioning having an outlet shopping centre such as Gun Wharf Quay which could include leisure and restaurant facilities. Ikea was mentioned by 2 people.

The lack of retail outlets that would attract younger people and especially those visiting Butlins was also mentioned.

In total 33 people were positive about retail on the site.

Asda was mentioned by 9 people as being better located on the Lec site, however, 11 people said that if Asda comes to the North of the town then there would be no need for food retail on the Lec site.

5 people did not like the idea of retail on the site as they felt it would detract from the town centre.

A garden centre with a restaurant was mentioned by 3 separate people.

1 person thought the site could provide the opportunity for relocating everyday shops away from the town centre and thus allow more specialist/interesting shops to come into the town. (To be more like Arundle)

Hotel

The hotel did not attract much attention and of the 9 people who commented, 6 thought that a business hotel would be useful and that this site would be a good location against 3 who were worried that it would detract from existing B&B's

Industrial

Providing jobs for people in the town was a popular option with 30 people asking for some kind of industrial employment to be included on the site. 11 people wanted the site to be industrial to provide opportunities for the expected growth in new residents coming in. A further 11 wanted the jobs to be of a higher quality. People wanted the site to provide the opportunity to help improve people's skills base, to provide possibilities for apprenticeships and start-up businesses including spin offs from the University, encourage high tech businesses and offices. A few wanted the site to remain as manufacturing.

One person pointed out that small businesses can grow into the future large employers and another mentioned that it was very difficult to find a town location for a larger business (they were contemplating moving out of the area – but didn't give any details).

Housing

Housing on the site was not a popular option. With so much additional housing in the pipeline for the town already people felt that they did not need any more.

11 thought that the site was unsuitable for the owners of the housing – 1 person pointed out that mixing industry with housing restricted the industrial uses and made it difficult to operate.

23 people simply said no to more housing.

There were 12 responses that thought housing was possible on the site with 8 suggesting that a housing component on the site would be acceptable and a further 4 thought it should be affordable or social housing of some kind.

If there is to be housing then the quality of the environment was thought to be of concern and the following seem to be important. It was felt that green space, open space, play areas, park (using the airfield site) trees would all be necessary to make the housing acceptable.

There was a fear that low cost housing could make a ghetto of the area and a call from one person that if it is to be social housing then it must be for families.

General Points

The site

The quality of the development was important to several of the visitors to the exhibition with 17 comments directly relating to this factor. They ranged from allowing open space in the development, retaining the footpaths, trees, landmark buildings (4 people liked this idea), including the airfield in the open space provision in some way.

Facilities for children and young people

It was hoped that the site could provide facilities for young people in the form of Skate Park, bmx track, ice rink and bowling. The last two were mentioned by 4 people who thought some kind of leisure facility would be good here. A marine aquarium feature - rather like the Eden Project - was also asked for by one visitor.

Services

5 people were concerned that the influx of new residents would be overloading the services and mentioned, doctors, dentists and schools.

Traffic and the A29

21 comments were made about the problems of transport in this area. By far the greatest number of these related to the difficulty of accessing the A29 from Tesco's and B&Q. The feeling was that redeveloping the Lec site would add to the problem and that something would need to be done. A second station on the railway line was asked for by 2 people and improved bus services by 3.

The options – comparing the responses

Of the people who actually stated a preference:

6 thought option 1 worked best, 15 thought option 2 as it was presented was the best, (one thought that the retail could be residential instead), 2 people thought option 3 was the best but 15 did not like it.

Conclusion

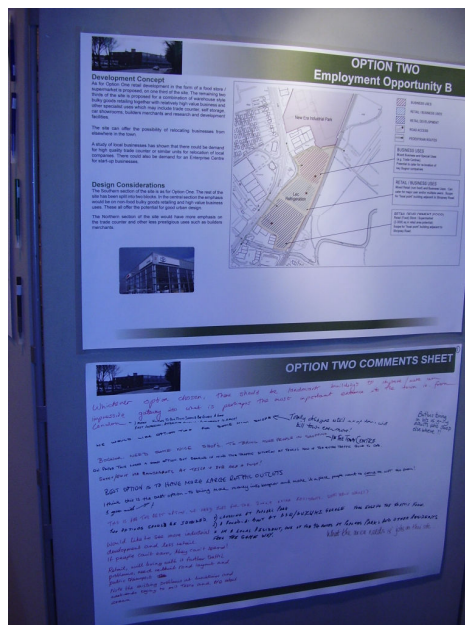
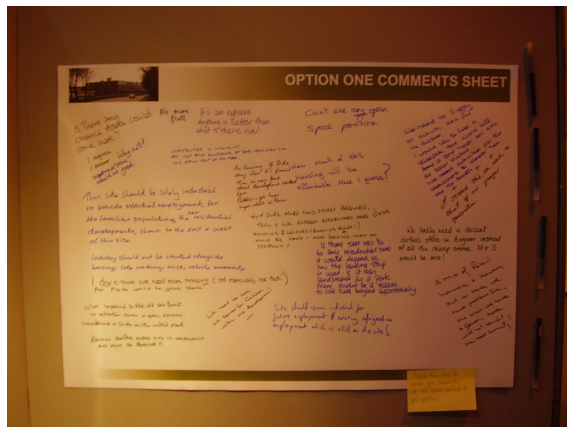
From the evidence above it would seem that housing on the site is not a popular option although a small element may be acceptable. The fact there is a large amount of housing being built, or in the process of being built, in the town added to the perception that there was already enough provision.

Option 2, showing a mix of retail and industrial use, was the most popular and it was felt that this site would be a good location. There is a perception that too many people commute out of the town to find work and that it would be beneficial to the town if more jobs were available. It was also felt that the jobs should be of a higher quality and there was an aspiration to improve the skills mix available in the town whilst providing opportunities for new ventures.

The demand for more retail in the town was split between a new supermarket to act as competition with Tesco's and improved shopping generally. The situation concerning the new Asda raised some issues. Mostly people were keen to have the new store but its location caused some confusion. It was agreed amongst some of the visitors that if the Asda came to the northern site then no further supermarket provision would be needed on the Lec site. However, a few people wondered if the new Asda couldn't be located on the Lec site instead.

Large retail outlets such as M&S, BHS, IKEA etc would be a popular addition to the town.

The drawback of the A29 and its current traffic problems was mentioned by a significant number of people. It was felt that something would need to be done if traffic was likely to increase.



KEY STAKEHOLDER MEETING

The Regis Centre: 7th Feb 2008

18 people attended the workshop, which was run to coincide with the end of the public drop-in event at The Regis Centre. The workshop was promoted as a chance to look in more depth at the options being put forward for the redevelopment of the site and also to look at what the general public thought.

Creating the list of likely key stakeholders was undertaken using previous experience of working with similar sites with additional local advice from the Bognor Regis Regeneration Task Force. When talking to groups we also asked them for their advice and incorporated any additional names that were suggested. The list included; various business groups including The Chamber of Commerce, Bognor Regis Ltd; representatives from the Bognor Regis Regeneration Task Force; District and County councillors with an interest in the site either due to locality or specialism.

Twenty people participated in the event representing a range of groups. A list of participants is attached at the end of Appendix B.

The main task of the evening was to identify the key issues that would affect any development on the site.



Workshop in the Taylor Room, The Regis Centre

Key stakeholder views – a summary

Industrial:

1. Primary comments

Providing jobs for people in the town including the incoming residents of new developments

Retaining employment land due to perceived needs for local companies to expand or relocate. Note: questionnaires were sent out to local businesses but there has not been much response.

Stop the out-commuting

2. Secondary comments

High quality/well paid jobs

Allow for start-up units, University spin-offs (University has expressed an interest in providing an Enterprise centre)

Mix of industrial and light industrial

Housing:

1. Primary comments

Housing on the site was not a popular option due to the reduction of potential employment land.

2. Secondary comments

If there is to be housing then it should be for families and 'affordable'. Recognition that mixed development may be necessary due to viability concerns for the site.

Traffic/Transport:**1. Primary comments**

General traffic problems with the A29 and A259. Concern also expressed about the railway crossing on A29.

2. Secondary concerns

Access to/from the site onto the A29

Environmental quality:**1. Primary comments**

Gateway location – need for high quality and prominent buildings

Historical links to Lec and previous employment uses

Viability:**1. Primary comments**

Deliverability

Conclusion:

The consensus was for increasing employment opportunities to help lessen the current problem of out-commuting. The type of employment was discussed in each group and again the consensus seemed to be for creating a high quality employment opportunity. Retail was considered but although giving employment this tended to be of a poor quality.

There was a general feeling that the site would not be suitable for residential and that there was enough residential development in the town already. However, if there was to be a residential element on the site the feeling was that it should be affordable housing for young families.

The problems of the costs of cleaning the site set against the viability of future development were also discussed. It was agreed that there would be uses that will not be viable owing to the high cost of preparing the site.

THE LEC SITE - Outreach Groups

Three groups asked for a presentation of the proposals to be given to their members. These were; Bognor Regis Ltd – a group consisting of the larger businesses in the town; Bognor Regis 21 – a group set up to look at the future of the town; Bognor Regis Vision – a group originally created as part of the regeneration programme.

For each event we attended one of their meetings and gave a short presentation, left leaflets of the proposals with the website details and held a question and answer session. The full results are given in appendix E.

At the Bognor Regis event we were asked to present alongside ASDA. BDOR only noted questions and answers pertinent to The Lec Site.

The following is a summary of the results.

Bognor Regis Ltd

Industrial:

Providing new premises for existing businesses to grow into – there is a shortage at present

Time the new development will take – concern that both developments will take time to be ready for occupation

Land prices – concern that they will be too high

Mixing industrial use with residential – concern that this is very difficult to manage in practise

Traffic/Transport:

Poor transport links in general to the town which puts businesses off

Difficulty of accessing the A29

Viability:

Deliverability versus need for industrial premises in the area

Bognor Regis Vision

Retail: food

Concern for the viability of the town centre

Concern that there is insufficient need for two new supermarkets and wouldn't want to see a supermarket on the Lec site if Asda go ahead on the Oldlands farm site.

Concern that the new supermarket development should help to enable the new industrial site

Retail: non-food

Viability of the site for relocating bulky goods retail from the town centre

Industrial:

Using the site for relocating or providing new opportunities for businesses

Time the new development will take

Their studies show a high level of demand for commercial land whereas Asda and SDLL studies show that take up would be slow; they would like this clarified.

Traffic/Transport:

Poor transport links in general and a lack of 'joined up' thinking re: transport for the town.

Viability:

Deliverability versus need for industrial premises in the area and the high costs of remediation work

Bognor Regis 2 I***Retail: food***

Concern that there is insufficient need for two new supermarkets and wouldn't want to see a supermarket on the Lec site if Asda go ahead on the Oldlands farm site.

Housing

Concern that the site is too contaminated for residential use

Industrial:

Using the site for relocating or providing new opportunities for businesses

High quality employment opportunities

Viability:

Doing nothing is not an option and ensuring deliverability important

OUTCOMES FROM PHASE I

The work undertaken as part of the first phase of consultation was used to influence the Draft Development Brief. The main element to change was the amount of residential being proposed as an option for the site. The wholly residential option (option 3) was unpopular with almost every group. As a result the Draft Development Brief only uses residential as a backup option if viability cannot be achieved, the amount of residential has been reduced to no more than 50% of the site.

The development objectives have been identified with a greater level of clarity than previously with the titles deriving almost directly from the consultation exercise:

- Viability
- Employment Generation
- Stakeholder Interest
- Flexibility
- Land use Planning.

The willingness of the SDLL team to listen to the views of the public has been very well received.

The Bognor Regis Sub-Committee of Arun District Council were interested in the results of the first phase of the work and SDLL/BDOR gave a presentation to the Committee at the beginning of one of their regular meetings with a detailed account.

Public Consultation - Phase 2

The second phase of the consultation exercise has been different in scale to the first. This part of the process is more to do with finalising details and only interested groups and key stakeholders have been involved directly.

However, all details including a full version of the Draft Development Brief have been placed on the website for anyone to view and comment. Directions to the website and sources of information were published by the Bognor Regis Observer and Spirit FM radio.

Of the groups contacted those that wished to be a part of the phase 2 process included the Bognor Regis Sub-Committee of ADC, Bersted Parish Council, Bognor Regis Town Council, Bognor Regis Regeneration Board and the key stakeholder group formed in Phase 1. For each of these groups the team attended a regular meeting and gave a power point presentation of the draft Development Brief and facilitated a question and answer session. A Briefing Note was handed to all participants with details of the Development Brief and the website address for those wishing to read the document in full.

The stakeholder group were invited to a second workshop event for a more detailed discussion.

A site visit was organised before the Stakeholder Workshop for the key stakeholders as a last chance to see the site as it is. This was a social event and very well received.

Analysis of the Results – Phase 2

The results from each of the Phase 2 events have also been analysed to identify key issues and themes running through the process. All documents are available in full and can be used to verify the results.

The Consultation Process

There has been a consistent message throughout the second phase of the process of thanking the SDLL team for their thorough consultation exercise. It has been appreciated and people have found the repeated willingness to listen and respond reassuring.

A brief outline of the key issues shows the following to be important.

Bognor Regis Sub-Committee expressed their concern that SDLL carry on being involved with future of the site in some way to ensure that the valuable collaboration that has been happening won't be lost. SDLL were asked to consider creating a partnership with a developer or occupier to take things forward.

Of the four groups consulted two subjects were mentioned by all of them:

What will happen to the Airfield Site?

How will the traffic situation on the A29 cope?

The Airfield Site received almost as much attention as the Lec Site itself. Of concern was the footpath access being retained and what was likely to happen on the site in the future. One group wondered why it hadn't been included in the current process.

Traffic continues to be a subject of interest and concern. The increased traffic flows likely to be caused by the extra development in the town is considered a potential problem. This area will require further study prior to a more detailed planning application.

The provision of residential accommodation continues to raise comments. The fact that the amount had been reduced and people's concerns acted upon was well received. The mixing of business and residential uses is still an issue but on the whole people could see the point in allowing some residential use if it enabled the rest of the site to be viable.

Land contamination was an area that still required clarification for a number of the groups.

The provision of a supermarket was also of interest. The main focus was on the size of the supermarket and whether a supermarket should be placed on Oldland's Farm or the Lec Site. There was general agreement that there should be a second "out of town" supermarket somewhere to provide choice. Whether or not this should be Asda was not information that we have obtained. Discussions varied as to whether a 'quality' supermarket should be encouraged or one simply to provide competition for Tesco's.

Clarification was required as to why only certain kinds of office space were included. There was agreement that the policy adopted was correct i.e. not to detract from the town centre.

Employment opportunities were important to two of the groups. The amount of control as to how much employment could be generated, and more importantly, what kind of quality of employment were of interest.

Conclusions

Only a few minor alterations to the Development Brief would be required to answer the above questions and clarify some of the issues raised.

Changing the residential option from a whole site version to a percentage and only as a backup was popular with everyone.

The workshop suggested minor alterations to the ranking of the development objectives. It may be sensible to try and incorporate more on the quality issues raised both in terms of environmental quality, gateway site etc., and employment.

The Events:

Site Visit

The key stakeholder group were invited for a tour of the site. The aim was to allow people a chance to view the buildings and the extent of the site prior to remediation work commencing. Two tours were run during the afternoon and early evening and approximately ten people attended each tour with three members of the press accompanying the first one. People gathered in the offices of SDLL for a brief Health and Safety talk and to pick up their site jackets. There were site plans on the wall showing the two land holdings SDLL currently own – the Former Lec Site and The Airfield - and the New Era Estate which is now in new ownership.

Ian Holland, an ex Lec employee, showed the groups round the site. The tour started with the Southern end of the site where the gas works had been up until 1958. It then took a route in between the main manufacturing buildings up to the Northern end. The public footpath and the level crossing over the railway were included.

On both tours there were people with personal experience of working for the company when it was fully functional and there were many interesting discussions about their experiences.

After the tours were complete the group returned to the SDLL offices for refreshments and a chance to talk further. Old photographs of events that had occurred in the past were on display and these were of interest to all but especially the ex-employees.

One area of concern for the Bognor Regis Sub-Committee was the possibility of losing the close collaboration that has occurred to date if the site changes hands and SDLL are no longer involved. They would like to see either SDLL continue and/or to bring in a developer or occupier at an early stage and create a partnership.

The Sub-Committee understood the rationale for including retail as a possible 'anchor' for the site but wanted reassurance that the demand studies had taken into account the proposals for other sites in the town, namely St. Modwen's.

The Sub-Committee was pleased that the wholly residential option had been dropped.

The Regeneration Task Force was interested in the future role that ADC should play in the process for the Site and questioned whether they would want to be the planning authority only or take on a partnership role to facilitate the regeneration of the Site. The historical significance of the Site is high and regenerating it quickly would be good.

The Sub-Committee were also interested in the future of the Airfield Site.



Arun District Council - Bognor Regis Sub-committee

First Presentation – prior to publishing the Draft Development Brief

Arun District Council - Bognor Regis Sub-committee

Second Presentation – Draft Development Brief

The proposed food retail land use (supermarket) was of interest to the Sub-Committee. There was concern that there was one too many out-of-town supermarkets being proposed. It was agreed that whilst there was room for another supermarket it was unlikely that two could be accommodated. The size of the proposed supermarket was also discussed and the reasoning for making the new supermarket large enough to compete successfully with Tesco's understood.

The Sub-Committee questioned other possible uses for the Site such as offices. SDLL have not included office provision that would directly compete with town centre uses. For other types of office use the studies to date had shown very little evidence of demand.

Once again the Airfield Site was mentioned and the pedestrian access across the railway line. SDLL assured the Sub-Committee that the footpath would remain but temporary diversion may be necessary during the demolition and construction works.

Traffic impact was discussed. SDLL traffic studies to date concentrate on the A29 adjacent to the Site – between the two roundabouts – and further work would be required at planning application stage. No significant issues had been revealed by the traffic studies.

Land contamination was discussed in more detail.

Bersted Parish Council - Planning meeting

Councillors were interested in the state of the Site at present and the level of contamination. There was a discussion about the removal of the asbestos and the cleaning of the ground contaminants in general.

Of interest to the Parish Council were the implications on existing traffic levels that the development options could have.

Providing employment was seen to be a good way forward and the number of jobs that could be created discussed. The increase of traffic caused by the extra employment was of concern.

The need for the footpath to remain was stressed and once again the future of the Airfield Site was of interest.

Felpham Parish Council were asked if they would like a presentation of the proposals but they declined for this stage in the process. They felt that they had had sufficient information.

Bognor Regis Town Council

The importance of the second supermarket was discussed at length. The proposal to have Asda in the town is a popular one. In the Town Council's opinion, if Asda succeed in gaining planning permission on the Oldland's Farm site then the need for another supermarket disappears. They also wanted to understand the size implications of the supermarket provision being proposed.

The wider traffic issues were also discussed and the problem the level crossing on the A29 causes for access to the town.

Once again the future of the Airfield Site was of importance.

Stakeholder Workshop

The first discussion revolved around the development objectives and concentrated on whether they were the right choice and in the right order. The groups agreed that the objectives were correct but there was discussion as to the weighting being given to them in the Brief. The preferred order was:

- Viability
- Employment Generation
- Stakeholder Interest
- Flexibility
- Land use Planning.

There was discussion as to whether the objective concerning stakeholder interest was in the right place and should be a development objective at all. It was thought that it underpinned everything else. In the end the consensus was to leave the list as above.

The group thought that there were three possible omissions:

- The importance of the site as a Gateway to the town
- Traffic Implications
- Working with the regeneration of Bognor Regis as a whole.

The second part of the evening was an open plenary session that looked at the land uses proposed.

The following points were discussed:

The problem of making the site viable with the high site preparation costs was well understood. The need for a high value end user to occupy a significant portion of the site and thereby act as an enabler for other parts of the site was also discussed at length.

There was concern that by providing employment through retail the quality of the jobs would not be high. However, the need to have sufficient land value to make the site viable was agreed to be essential. By reducing the housing element considerably all the options give the opportunity to provide for future employment of some kind.

Allowing local business to relocate as well was considered important as was business start-up units. The kind of Enterprise Centre found in Portsmouth and elsewhere could be a useful addition to the site.

The future end users are unknown at this stage and the Development Brief can only act as a guide; factors such as quality of employment are harder to prescribe for.

The participants were keen to be reassured that although residential had been reduced to a back up this couldn't be reversed by Arun District Council at some time.

The proposal to work with the industrial estate in Bersted to create a joint opportunity for the two sites – re-locating the businesses to the Lec Site and redeveloping the Bersted site for housing- was raised. SDLL pointed out that there was nothing in the Development Brief that would stop this being possible but it wasn't a course that they were going to follow at present because SDLL is looking for simpler solutions.

The definition of 'offices' used by the Brief was discussed and it was agreed that it should remain as it is.

Once again the need for the footpath to remain across the site and possible future for the Airfield Site was discussed.

The impact on existing traffic was discussed and also future increases that are likely to be caused by Site 6 and the Oldland's Farm proposals. SDLL have not looked at traffic in this level of detail concentrating only on the A29 close to the Lec Site itself. It was agreed that the more detailed work will be required at planning application stage.

The suitability of the site for a business hotel was discussed and in the end agreed that it could be. The Premier Inn in Port Solent was cited as an example.

There was concern that storage/distribution might end up with large storage sheds employing very few people.

The importance of the Site as a gateway was stressed.

Finally, the threat that the Site could become a waste disposal unit is still there. It was agreed that support for this option would not be forthcoming from anyone.

To finish off, the stakeholders were asked whether there were any other suitable land uses that should be considered or any other issues that had not been covered in the discussion.

Reactions via the Website, press etc.

There has been only one emailed response to date and that was to encourage something to be done quickly.
