



**Thriving Coastal Town Economies: Towards Asset- Based Regeneration**  
BURA Seminar






Group Exercises

**Workshop one**

**“A seaside town or a town by the sea?”**

Having identified the 5 key issues rank these issues in order of priority for each town and place a dot onto each issue in accordance on the level of priority using the following code:

|                   |                                  |
|-------------------|----------------------------------|
| <b>Red dot</b>    | Highest priority                 |
| <b>Orange dot</b> | 2 <sup>nd</sup> highest priority |
| <b>Yellow dot</b> | 3 <sup>rd</sup> highest priority |
| <b>Green dot</b>  | 4 <sup>th</sup> highest priority |
| <b>Blue dot</b>   | Lowest priority                  |

|  |  |  |
|--|--|--|
|  <p>Aging population</p>                        | Unbalanced population structure            | High levels of economic inactivity     |
|  <p>Educational underachievement</p>            | High level of houses of multiple occupancy | 180 degree hinterland                  |
|  <p>Welfare/Benefit immigration</p>             | Port/ferry base                            | Diverse industrial and commercial base |
|  <p>Good transport links and infrastructure</p> | Piers                                      | Beach and natural surroundings         |
|  <p>Growing population</p>                      |  |  |

## Workshop 2

Identify 3 projects between the group indicate the impact that they have had on the regeneration of an area. This needs to be considered in a holistic sense so each project has to have a physical, social and economic benefit identified. If they do not have all three benefits then identify why this didn't happen.

| Project   | Physical   | Social   | Economic   |
|---|--|--|--|
| <b>Green Team</b>   |  |  |  |
| <b>Bognor Regis Regeneration Programme</b>                      | <ul style="list-style-type: none"> <li>- Housing</li> <li>- Employment space</li> <li>- Retail</li> <li>- Leisure</li> <li>- Schools and educational facilities</li> <li>- Public realm</li> </ul>     | <ul style="list-style-type: none"> <li>- Development charter</li> <li>- Chichester Uni curriculum</li> <li>- Communication provision/ facilities</li> <li>- New town offer</li> <li>- Cohesive access to education</li> <li>- Profile</li> </ul>       | <ul style="list-style-type: none"> <li>- Development charter</li> <li>- Empty space: offices, land</li> <li>- £500k investment</li> <li>- Supply chains and development profile</li> </ul>   |
| <b>Development Charter</b>                                      | <ul style="list-style-type: none"> <li>- Physical developments</li> <li>- As training facilities</li> </ul>  | <ul style="list-style-type: none"> <li>- Training</li> <li>- Educational access (HE/ FE/ SEC)</li> <li>- Enthusing and informing</li> <li>- Skills development</li> </ul>  | <ul style="list-style-type: none"> <li>- Supply chains</li> <li>- Workforce development</li> <li>- Improved business knowledge</li> <li>- Skills development</li> </ul>  |
| <b>Red Team</b>   |  |  |  |
| <b>Selsey High Street (or Midhurst) improvement</b>             | <ul style="list-style-type: none"> <li>- Improvement of road, surfaces, shop frontages, refurbishment, derelict buildings into retail and flats</li> <li>- Trees aesthetically improved</li> </ul>     | <ul style="list-style-type: none"> <li>- Sense of place, community centre, destination for locals and visitors,</li> <li>- Community events throughout the year</li> <li>- Locals feel proud of their town</li> <li>- Shoppers at Christmas</li> </ul> | <ul style="list-style-type: none"> <li>- Shop frontage improvements</li> <li>- Retailers association</li> <li>- Tourist destination and more visitors spending in the town</li> <li>- Link with local holiday park</li> <li>- Creation of extra retail space – small businesses</li> </ul> |
| <b>Redevelopment of Chichester Uni's, Bognor Regis Campus</b>   | <ul style="list-style-type: none"> <li>- Capitol investment</li> <li>- New build</li> <li>- Renewal of estate</li> <li>- New facilities</li> </ul>   | <ul style="list-style-type: none"> <li>- Community facilities eg. Library</li> <li>- Increase local people visiting the campus</li> <li>- Provision for the 16-19 year olds</li> <li>- Better provision for education locally</li> </ul>               | <ul style="list-style-type: none"> <li>- Change provision to meet local business and skill needs</li> <li>- Incubator units</li> <li>- Improve progression to HE</li> <li>- A work force who are more skilled for employers</li> </ul>   |
| <b>The Cultural Quarter and Library development in Brighton</b> | <ul style="list-style-type: none"> <li>- Aesthetically the area has been much improved, signage, greenery, seating, pedestrianisation, more accessible</li> <li>- Awards for sustainability</li> </ul> | <ul style="list-style-type: none"> <li>- Festivals, cultural, education, street events, encourage young people</li> <li>- Community learning</li> <li>- Café society, well known shops and restaurants</li> </ul>                                      | <ul style="list-style-type: none"> <li>- Improved signage attracting visitors, increase in spend, evening economy encouraged.</li> <li>- Brought in new business – cafes, restaurants, shops</li> </ul>  |

|  |  |  |  |
|--|--|--|--|
|  |  |  | <ul style="list-style-type: none"> <li>- Locals now attracted to this area for cultural attractions</li> <li>- Spend plus more visitors</li> <li>- All positive impact on independent retailers in North lanes</li> </ul>  |
| <b>Yellow Team</b>   |  |  |  |
| <b>Welcome to Selsey – entry point to town (sculpture and environmental improvement)</b> | <ul style="list-style-type: none"> <li>- Upgrades piece of wasteland</li> <li>- Defines where Selsey begins</li> </ul>   | <ul style="list-style-type: none"> <li>- Sense of identity</li> <li>- Business ownership through sponsorship</li> <li>- Resolution of the community voice against the project</li> </ul>   | <ul style="list-style-type: none"> <li>- Local business involved in setting up the scheme and maintaining</li> </ul>   |
| <b>Portsmouth Youth Offending Project (PYOP)</b>   | <ul style="list-style-type: none"> <li>- No but work with youth offenders reduced graffiti rates</li> <li>- Improved local environment</li> <li>- Improved safety</li> </ul> | <ul style="list-style-type: none"> <li>- vocational education</li> <li>- integration with the community</li> <li>- raising aspirations</li> </ul>  | <ul style="list-style-type: none"> <li>- Work experience placements</li> <li>- Some of which led to work</li> </ul>  |
| <b>Renaissance House – purchase of building for GP surgery and VS offices £300k</b>      | <ul style="list-style-type: none"> <li>- Refurbished a building that had been left empty for 18 months</li> </ul>  | <ul style="list-style-type: none"> <li>- Quality offices for voluntary sector at lower than market rate</li> <li>- Reduced Voluntary sector outgoings, funds could be used on social development</li> <li>- Excess income used for community grants</li> </ul> | <ul style="list-style-type: none"> <li>- Permanent job created</li> <li>- Local importance to the development in that area of town</li> <li>- Local company used for the work on the building</li> <li>- Skills developed by board</li> <li>- Now looking to build for small business units</li> </ul> |
| <b>Blue Team</b>   |  |  |  |
| <b>East Beach Café (Littlehampton)</b>   | <ul style="list-style-type: none"> <li>- Provides iconic building and focus for beach life in the town</li> </ul>  | <ul style="list-style-type: none"> <li>- Divided opinion on the building</li> <li>- Sense of pride in place</li> </ul>   | <ul style="list-style-type: none"> <li>- Draws people to the town</li> <li>- Generates publicity</li> <li>- Catalyst of further economic activity</li> </ul>   |
| Dover Town Investment Zone (DTIZ)  | <ul style="list-style-type: none"> <li>- Demolition of eyesore and regenerate semi-derelict area</li> <li>- Gateway design</li> </ul>  | <ul style="list-style-type: none"> <li>- Indicator to local people that something is being done</li> <li>- Visual indicators of town health</li> </ul>   | <ul style="list-style-type: none"> <li>- Will bring in national name retailers and create jobs</li> <li>- Keep retail spend local</li> <li>- Competition for Tesco</li> </ul>  |
| A27 Improvements (bypasses at Worthing, Arundel and Chichester)                          | <ul style="list-style-type: none"> <li>- Would bypass choke points on major transport routes to improve connectivity along South coast</li> </ul>                            | <ul style="list-style-type: none"> <li>- Improved access</li> <li>- Connects communities</li> <li>- Polarises debate environment v social/ economics</li> </ul>  | <ul style="list-style-type: none"> <li>- Boost to local businesses</li> <li>- Access to markets and suppliers</li> <li>- Very wide spread impact across South East England</li> </ul>  |

## **Workshop 2**

The main focus of this workshop is to embed the learning from the day. The best practice examples from Hastings and the other areas need to show three things:

- Basic overview of the programme
- Key learning outcomes from the projects
- Key mechanisms used to deliver the projects

### **Project 1. Biz Fizz**

#### **Outcomes**

- Increase in economic activity
- Increase survival rates for businesses
- Increase self employment/ employment rates

#### **Mechanisms**

- Scoping analysis

#### **Barriers**

- Data protection & inaccurate reporting
- Geographic spread
- Inappropriate expectations

#### **Options**

- Using communication channels already open
- Be flexible
- Managing those

#### **Partnerships**

- Benefits Agency
- Learning and Skills Council
- Colleges/ FE/ HE
- LA
- CAB/CVS
- Business Link
- Enterprise Hub

#### **Success Factors**

- No of businesses supported
- No of start ups
- Skills development

### **Project 2. Biz Fizz**

#### **Outcomes**

- Appoint Biz Fizz coach and identify host organisation ie sympathetic community organisation based in said town
- Improve engagement in wanting to work culture
- Measurable increase in new start ups and business survival rates

#### **Mechanisms**

- Had assumed that funding was in place

**Barrier**

- Local authority not being engaged
- Risk of not being able to employ coach with the necessary skills

**Options to overcome the barriers**

- Get local buy in and use it to lobby local authority, RDA and politicians
- Involve community in appointment decision including local businesses