



St Modwen Properties

27 February 2007

ST MODWEN APPOINT CONSULTANTS FOR LOCAL ENTERTAINMENT PROVISION STUDY

St Modwen Properties has appointed Locum Consulting, an independent specialist destination consultancy, to carry out a study into entertainment and cultural provision in Bognor Regis.

The study has been commissioned in partnership with Arun District Council as a prelude to the development of the detailed plan for the £100m regeneration of the Regis Centre and Hothampton sites.

Locum will consult with key leisure user groups in the area to hear their views on current opportunities for local people and the potential for future entertainment provision to attract more visitors into the area.

The report will build on the Entertainment Provision Study, commissioned by Arun District Council in September 2004, to provide an up-to-date assessment on the entertainment needs of Bognor Regis.

Gary Morris of St Modwen, comments:

“The objective of the study is to identify the type of self-sustainable facilities needed in Bognor Regis and where these should best be located, to ensure long-term cultural and economic benefits to the population of Bognor Regis. Based on the current proposals, the Entertainment Centre will make up less than 5% of the overall scheme but it is vital that, through working with the community, we get this component right to enable us to raise the image of Bognor Regis as a cultural destination throughout the south-east.

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“Locum has been appointed due to its extensive experience in the leisure, hospitality and entertainment sectors across the UK and, more specifically, due to its work in connection with seaside resorts and tourism. They have advised Thanet District Council on the regeneration of Margate seafront and the East of England Development Agency in the preparation of its Tourism Action Plan.”

St Modwen and the Council will invite local leisure users, including the managers of existing leisure facilities on the Hothamton and Regis Centre sites together with national commercial leisure operators to submit business proposals for the operation and management of any new entertainment facilities.

Richard McMann, Coordinator of the Bognor Regis Regeneration Task Force comments:

“The Council and its partners are excited about the opportunities that could be created as a result of the study. Any provision will need to work as an attraction for Bognor Regis, not only in its own right, but also as part of the new mix of attractions contained within the overall development. It is vital for the Town that any provision is commercially viable and sufficiently successful to stand on its own feet”.

Locum Consulting will produce its final report to be presented to the Bognor Regis Regeneration Working Party at the end of May, after which it will be made available for public consultation, ready for a final decision by the Council in July.

Once feedback on the study is received from the local community, the results will be considered by both St Modwen and the Council, and the findings will be incorporated into the final scheme proposal. The initial designs for this will then be presented to the community for extensive public consultation in autumn/winter 2007.

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Notes to Editors

Background on Locum Consulting

Locum Consulting is Europe’s leading consultancy specializing in the destination sector. The organisation works with the owners, managers and developers of destinations ranging from regions and cities through

to artistic and cultural attractions, leisure parks and event venues. Locum has a very strong reputation for preparing robust feasibility studies and business plans for leisure and cultural developments.

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