



# Arun Growth Deal 2025-30



# Contents

<b>Foreword</b>	<b>3</b>
<b>Background</b>	<b>4</b>
<b>Arun Growth Deal 2025–30</b>	<b>5</b>
<b>1 Principles of the Deal</b>	<b>6</b>
<b>2 Themes</b>	<b>8</b>
<b>3 Sources of funding</b>	<b>12</b>
<b>4 Governance</b>	<b>14</b>
<b>Appendix A</b> The priorities	<b>16</b>
<b>Appendix B</b> Governance roles	<b>23</b>



Butlin's Bognor Regis Resort

# Foreword

Arun represents a significant and exciting opportunity for sustainable growth. Working in partnership will maximise opportunities for attracting investment and improving the quality of life for residents and visitors.

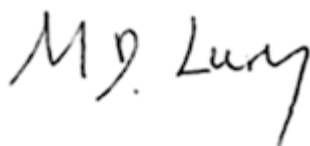
Our vision for Arun is to create a dynamic, competitive, and sustainable place to live, work and do business. Arun has already attracted significant funding to support economic growth and we want this to continue. We recognise that working in partnership is the best way to create a dynamic new future and this document sets out clearly our shared vision for Arun and how we can work together to achieve this.

## Growth Deal Agreement

### Arun District Council

---

**Signed by the Leader:**



**Martin Lury**  
Leader of Arun District Council

**Signed by the Chief Executive officer:**



**Dawn Hudd**  
Chief Executive Officer  
Arun District Council

### West Sussex County Council

---

**Signed by the Cabinet Member:**



**Garry Wall**  
Cabinet Member for Economy and Skills  
West Sussex County Council

**Signed by the Chief Executive Officer:**



**Leigh Whitehouse**  
Chief Executive Officer  
West Sussex County Council

# Background

The Arun Growth Programme is a partnership between Arun District Council (ADC) and West Sussex County Council (WSCC). Our shared aim is to create better places for our residents by using public resources and assets more effectively and efficiently to support sustainable economic growth in Arun District.

Set within the context of great uncertainty from the ongoing cost of living crisis and economic and environmental conditions, the Deal sets out a set of shared principles to working collaboratively with public sector partners to deliver best value for West Sussex residents.

Engagement on the Growth Deal has been held with Cabinet Members from WSCC and ADC political Leader briefings have been held during the last year which have kept Members informed about the developing Growth Deal.



# Arun Growth Deal 2025-30

The Arun Growth Programme brings Arun District Council and West Sussex County Council together in a shared commitment to improving the area for local communities. By combining public resources, expertise, and assets, the partnership works to deliver long-term, sustainable economic growth across the Arun District. With the first five-year Growth Deal now coming to a close, the partnership is taking the opportunity to review achievements and refine its priorities for the next phase.

The previous Growth Deal partnership supported and successfully bid for grants and funding and attracted significant investment from a range of funding sources. Consequently, the Programme supported the delivery of multiple projects across the district and spanning a range of themes, such as Bognor Regis Place Branding, The Track, Place St Maur, and Littlehampton Town Centre Public Realm Improvements.

Since the previous Growth Deal was signed in 2018, the country has faced unique social, environmental, political and economic challenges. As a result of the Covid-19 pandemic, town centres and businesses require greater support to recover, and organisations have been forced to review the way in which they operate. Businesses are adopting new, flexible working arrangements and the importance of digital connectivity has never been greater. The climate crisis requires a change to behaviours and for local authorities to promote carbon efficient strategies such as enhancing sustainable transport and examining its own assets. The new Growth Deal provides an opportunity to pool resources and funding to build momentum and sustain economic growth in Arun.

Therefore, a refreshed Growth Deal that prioritises investment in growth activities based on shared principles has been agreed by ADC and WSCC. The refreshed Deal will encourage sustainable growth through the coordination of effort and resources and will enable Arun to continue to attract investment, visitors, businesses and residents wishing to live in the district.

Identifying opportunities and risks derived from core challenges, as well as using key data insights, forms the basis for the new Deal. The Arun Growth Deal 2025-30 will support residents and businesses to navigate the continued Covid-19 recovery, economic challenges and environmental pressures. The partnership will respond to this need in line with wider strategies laid out in both Council Plans with a series of interconnected projects outlined in Appendix A.

Continuing to advance local growth plans and projects is crucial, even amidst local government reorganisation and devolution. These reforms aim to deliver more effective and better-targeted public services, foster greater growth, and strengthen partnerships between public, private, and community leaders. In this context, both Arun District Council and West Sussex County Council emphasise the importance of maintaining momentum in local place-based economic plans. This ensures that progress continues and that areas can effectively represent their economic priorities.

## Documents, plans and strategies that have informed this approach include:

- West Sussex Economic Strategy 2025–2035
- Central Government initiatives such as ‘Build back better’ (2021), ‘Levelling up the UK’ and ‘Bus back better’ (2021)
- WSCC Our Council Plan 2021–25 priorities
- WSCC Economy plan 2020–24 priorities
- Arun Council Vision 2022–26
- Arun Local Plan 2018
- Arun Economic Development Strategy 2020–2025
- Arun Visitor Strategy 2023–2028
- ADC’s Carbon Neutral Strategy
- Arun’s Emerging Economy Strategy

# 1

## Principles of the Deal

*Above: New paving along Beach Road, Littlehampton*

The Growth Deal principles are the foundations for the Growth Programme to support strategic relationships and guide decision-making and project prioritisation.

There will be other statutory processes including planning, programmes and projects not covered by the Growth Deal, but the Councils will work together to achieve the most effective outcomes for communities.



### Partnership

Bringing together various parts of the relevant Councils to collaborate and maximise resources under a shared vision.



### Efficient and effective

Associated projects brought together and managed within an overall growth programme to be progressed over the next five years.



### Social value

We will demonstrate the principles of social value to provide local economic, social, and environmental benefit at all project stages.



### Sustainable and net zero

Working together to deliver carbon efficient, sustainable projects and initiatives.



### Attracting funding

Agree opportunities for aligning and prioritising funding from all available funding streams. External funding can provide capacity and professional capability to support and deliver projects.



### Arts, heritage, culture

Capitalise on culture's role in community place-making, identity, resilience, and cohesion – delivering a creative coastline, countryside and town narrative that reflects the uniqueness of place and enhances civic pride.

# 2



# Themes

*Above: Artist's impression of Saltbox Business Park, Bognor Regis*

The Economic Strategy for West Sussex sets out the national, county, and local context, including economic insight and evidence. It highlights the economic assets and strengths of West Sussex identifying a strategic vision to 2035 and five key ambitions within to drive the vision forward. It builds on the West Sussex Economic Collaboration joint commission between the county, district and borough councils across West Sussex on how we collaborate on economic development, regeneration, and growth.

Following a thorough analysis of Arun's demographic, wider context and census data, these five themes have been agreed which will be underpinned by a commitment to prioritise sustainability and net zero initiatives and has been developed into a place-based plan for action that is supports both councils' strategic priorities.



1. Boost productivity, growth, investment and innovation



2. Ensure that we have a dynamic and skilled workforce



3. Boost green innovation, enhance natural capital and support the transition to net zero



4. Deliver new development and infrastructure and maximise the benefits of our international transport hubs



5. Sustain our distinctive and vibrant places and grow our visitor economy

## 1. Boost productivity growth, investment, and innovation

- Strengthen collaboration between the public and private sectors** – engage with key stakeholders ensuring the package of measures in the Growth Deal will boost employment opportunities and economic performance in the Arun area, whilst supporting delivery of new homes, leisure amenities and commercial developments on existing brownfield land.
- Grow high value sectors and distinctive clusters and strengthen innovation networks aligned with the National Industrial Strategy** – strengthening strategic partnerships between key partners such as the university, government (including Innovate UK) and business. Focus on sectors with existing strengths or potential for growth, such as creative cluster, knowledge-based employment, cultural and leisure sector.
- Leverage funding opportunities** – Seek funding from national and regional programmes designed to support innovation and economic growth. This can include grants, loans, and investment from both public and private sources.
- Promote Arun as an attractive investment and international trade location** – Support the Advanced Manufacturing and Engineering, horticulture and creative and digital sectors and making best use of London Gatwick Airport and access to other international transport hubs and key events and industry.

## 2. Ensure that we have a dynamic and skilled workforce

- **Increase employment in high value sectors and specialisms** – Develop employment space for the creative cluster, knowledge-based employment, cultural and leisure sector.
- **Strengthen business engagement in careers and talent development** – to promote opportunities in the area including through links between employers and education institutions and enhancing the provision to meet the growing need.
- **Boost the proportion of working age residents** – intervene to attract and retain the workforce our businesses and economy need.
- **Promote social value** – including through public sector procurement and encouraging contracted businesses to provide initiatives in the area.

## 3. Boost green innovation, enhance natural capital, and support the transition to net zero

- **Position West Sussex as a market leader in innovation and investment** – developing new products and services and innovative approaches to our land-based industries, including horticulture and viticulture.
- **Enhance Arun's biodiversity and natural capital** – balancing communities and wildlife, alongside securing economic value including through regenerative tourism. Enhancing and utilising Arun's natural environment will create a desirable destination, build the visitor economy and boost business rates.
- **Support the transition to net zero and resilience to climate change** – supporting businesses, developing clean energy industries, decarbonising transport, and embedding circular economy principles.



University of Chichester, Bognor Regis Campus

## 4. Sustainable infrastructure to support development

- **Improve how people and goods move around the county** – boost active and sustainable travel and deliver strategic transport infrastructure to support new developments, including key strategic links such as the A27 and A29 realignment taking account of social and environmental impacts.
- **Enable future-ready digital infrastructure and connectivity** – stimulating innovation and digital transformation in businesses and sectors to improve productivity. In Arun, average download speeds are lower in comparison to the UK average. Focusing on ensuring all parts of the district have access to full fibre broadband and promoting Gigabit-ready infrastructure will equip businesses with the resources they need to drive forward local growth. Organisations such as the University of Chichester are vital to providing opportunities for growth. Economic impact studies highlight the potential for this initiative to boost job creation, Gross Value Added (GVA), business startups, and workforce development.

**Coastal tourism generated £1.18 billion in West Sussex, supporting 22,977 jobs. Enhancing Arun's year-round visitor economy is a priority.**

- **Maximise the contribution of public sector assets to the local economy** – the councils will work closely with public sector partners to enhance collaboration to maximise public sector assets use, repurpose surplus sites to unlock economic value, generating financial returns while supporting community and business needs and promote social value through public sector procurement encouraging community ownership of local assets.
- **Promote opportunities for new development with supporting infrastructure to enable growth** – ensuring that the planning system supports sustainable growth and maximises the use of our public and community sector assets.
- **Build homes in the right locations that working-age people can afford** – support strategic housing development that strengthens communities.
- **Maximise the benefits from our international transport hubs** – focusing on inward investment and trade, international visitor economy, and innovation in the creative, leisure and marine sectors.

## 5. Sustain our distinctive and vibrant places

- **Ensure our urban centres are vibrant and attractive** – supporting resilience and diversification of our town centres and highstreets reflecting their unique assets is vital in improving our public spaces. Supporting town centres by providing recreation and leisure opportunities and destinations to enhance experiences for both residents and visitors.
- **Harness the unique opportunities from the visitor economy** – coastal tourism generated £1.18 billion in West Sussex, supporting 22,977 jobs. Enhancing Arun's year-round visitor economy is a priority and a substantial opportunity for the district. The culture, creative and digital sector is growing five times faster than the UK average and contributes £109 billion to the UK economy annually, employing over one million people. Arun's strengths in this sector means it is a growth hub for culture and therefore, new jobs, upskilling opportunities and investment. The Growth Deal seeks to capitalise on this through attracting investment in the town centres with the aim of increased footfall, dwell time and average spend per visit to support the local economy.
- **Enable the creation of connected places** – use innovative data technology to unlock vibrancy, opportunity, and value in our places.

# 3



## Sources of funding

*Above: West Park, Littlehampton*

Possible sources of funding for future projects include (but not limited to):

<b>Section 106 and or Community Infrastructure Levy monies</b>	<b>Heritage lottery grant</b>
<b>Levelling Up Fund (LUF)</b>	<b>One Public Estate (OPE) Programme and Brownfield Land Release Fund</b>
<b>Department for Transport bus improvement strategy and active travel funds</b>	<b>WSCC and ADC capital programmes</b>
<b>Partnership revenue and capital contributions</b>	<b>Capital or revenue funds prioritised by partners</b>
	<b>Arts Council England</b>

The previous Arun Growth Deal helped to successfully attract over £105 million of funding to support delivery of Growth and OPE projects (including major highways projects). This funding includes a successful Levelling Up Fund bid of £19.4 million which is boosting and improving seafront locations in both Bognor Regis and Littlehampton. The Deal helped to successfully attract two grants from the Brownfield Land Release Fund to unlock disused, inefficient land for re-development. This partnership aims to be effective and proactive in attracting investment and facilitating growth across Arun to the benefit of its residents.

# 4



# Governance

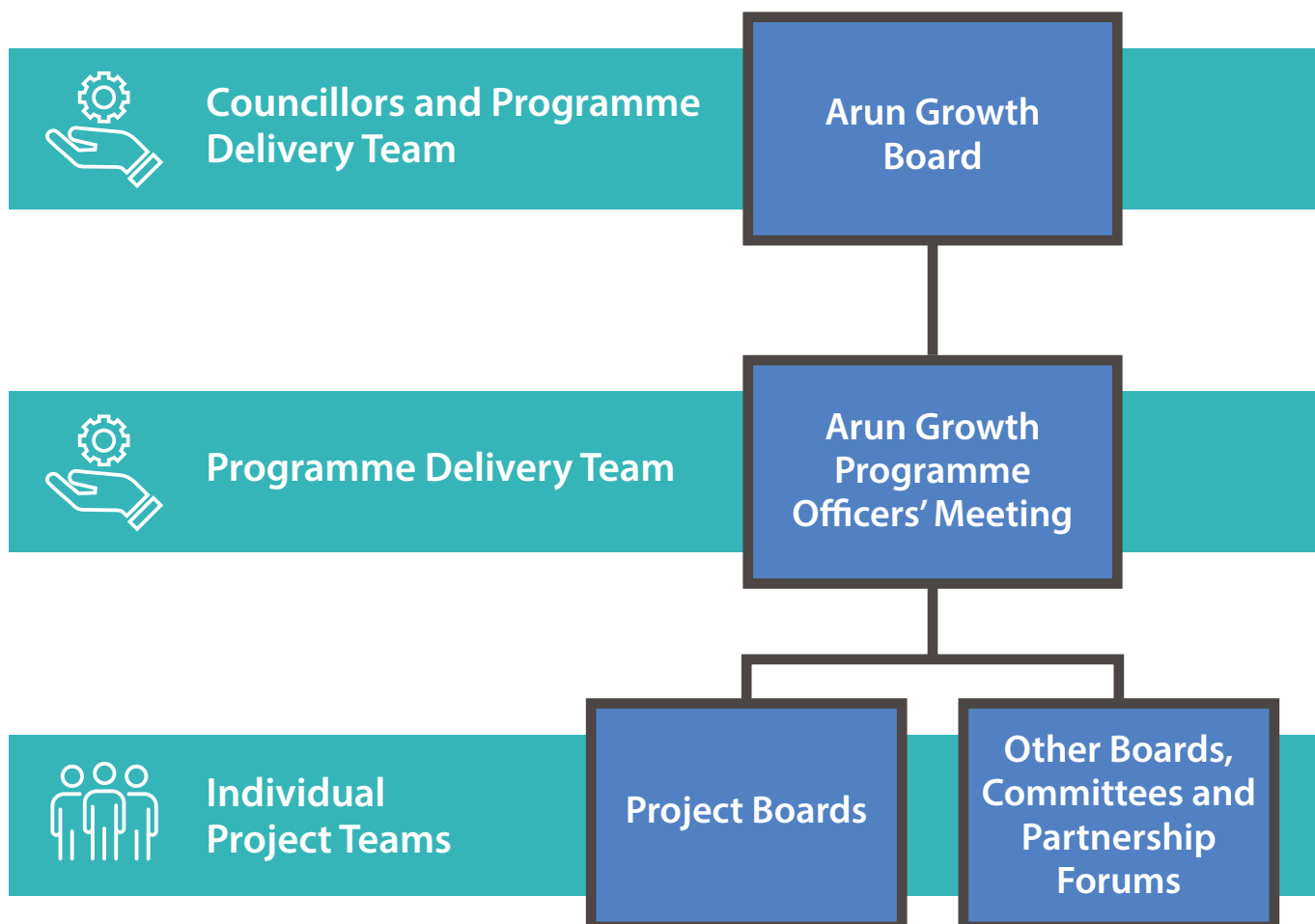
*Above: Bognor Picture Drome and Reynolds building*

**The Governance Framework will ensure that the Growth Deal principles are achieved, and the Growth Deal priorities are effectively progressed. The diagram below reflects the hierarchy of programme governance and Appendix B outlines the role of each layer.**

Priorities and ways of working highlighted in this Growth Deal do not remove or alter the Council’s statutory duties and do not suggest or represent any pre-determination with respect to planning issues. The statutory planning process will be progressed as required for all proposals identified.

Some issues and items will be commercially or politically sensitive and, in such instances, handled within each of the Council’s established internal procedures.

A joint communications strategy will be agreed to ensure that the Councils work jointly to keep media, partners, stakeholders, and residents informed of progress. Press releases and external communications will be jointly agreed prior to issue. The Growth Deal will be reviewed initially after six months and then annually with any proposed amendments being agreed by Leaders, Cabinet Members and Chief Executive Officers. Local Councillors will be engaged on a project basis.



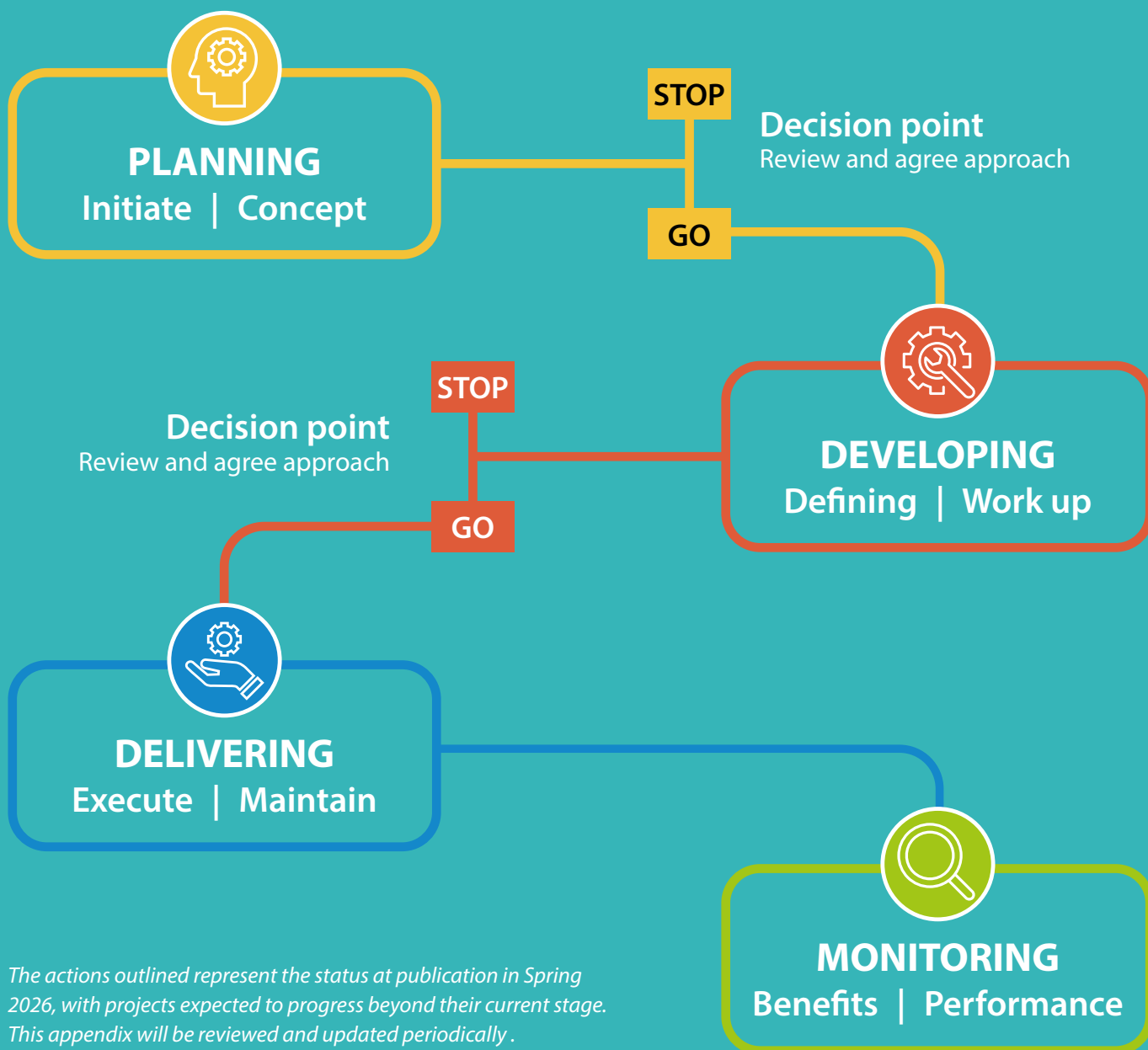
# Appendix A

## The priorities

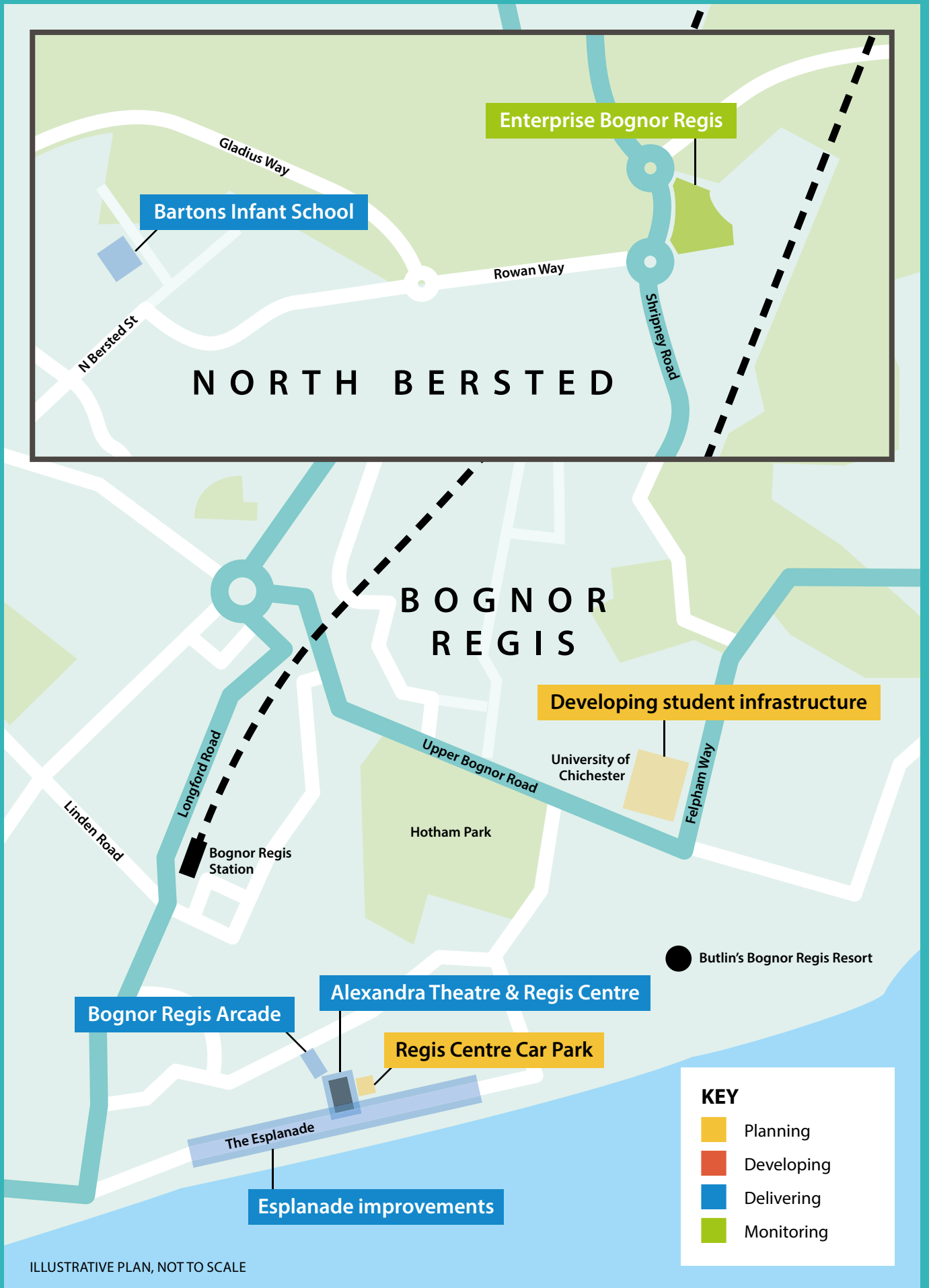
The Action Plan in **Appendix A** identifies key stages and steps used to progress the priorities identified within this Growth Deal. A range of service areas within the councils may be responsible for the delivery of a particular project and they may also their own prioritisation process. The overall aims of each priority are outlined in the Action Plan alongside the shared approach the Councils will take to support and, where appropriate, manage and monitor the progression of associated projects.

The Action Plan identifies key decision points – projects will only be progressed beyond key decision points when the appropriate governance processes have been completed within each authority.







Each project will be at a different stage, as illustrated below, and will be developed in accordance with respective Councils governance cycles.











*The actions outlined represent the status at publication in Spring 2026, with projects expected to progress beyond their current stage. This appendix will be reviewed and updated periodically.*



# Bognor Regis

Project	Action Plan	Lead Authority
 <p><b>Barton's Infants School site</b> Deliver homes on surplus brownfield land.</p>	<ul style="list-style-type: none"> <li>Demolish the vacant school building and prepare the site for the construction of new homes.</li> </ul>	WSCC
 <p><b>Cultural vision</b> Highlight Arun's position for Bognor Regis as a regional cultural hub.</p>	<ul style="list-style-type: none"> <li>Develop a Culture Vision and subsequent strategy for Bognor Regis that will utilise built and natural environment within the town and enhance the cultural offer.</li> <li>Utilise Arts Council England funding to develop strategy and identify funding to support activities highlighted in the vision document.</li> </ul>	ADC
 <p><b>Alexandra Theatre (LUF)</b> Regenerate Alexandra Theatre to support Bognor Regis as cultural hub, boosting visitor numbers and creative industries.</p>	<ul style="list-style-type: none"> <li>Complete procurement exercise.</li> <li>Commence construction in 2024.</li> <li>Work with local community groups and the Arts Council to establish a successful creative hub in Arun.</li> <li>Complete construction and open refurbished and improved venue with operating partner.</li> <li>Monitor benefits.</li> </ul>	ADC
 <p><b>Former Brewers Fayre (Royal Hall)/Regis Centre</b> Regenerate Regis Centre (former Brewers Fayre premises) to support Bognor Regis as a cultural hub.</p>	<ul style="list-style-type: none"> <li>Assess options to develop an indoor events space in the current vacant restaurant / pub, to the South of the site.</li> <li>Develop and deliver options.</li> </ul>	ADC
 <p><b>Regis Centre Car Park (masterplan)</b> Consider development options for this site and make best use of public spaces.</p>	<ul style="list-style-type: none"> <li>Assess the car park requirements in Bognor Regis town centre.</li> <li>Commission an options appraisal.</li> <li>Investigate potential funding sources.</li> <li>Feasibility and initial vision work complete.</li> </ul>	ADC
 <p><b>Bognor Regis masterplan</b> Identify key opportunities for regeneration in Bognor Regis.</p>	<ul style="list-style-type: none"> <li>Assess wider social, environmental, and economic requirements in Bognor Regis town centre.</li> <li>Identify key town centre Council assets and commission an options appraisal.</li> <li>Conduct public and political engagement to understand community needs.</li> <li>Source funding.</li> </ul>	ADC

Project	Action Plan	Lead Authority
  <b>Bognor Regis Arcade refurbishment</b> Rejuvenate brownfield site delivering up to 35 new homes.	<ul style="list-style-type: none"> <li>• Develop detailed designs.</li> <li>• Deliver homes.</li> </ul>	ADC
   <b>Bognor Regis Esplanade public realm improvements</b> Improve accessibility, public realm, and connectivity along the seafront.	<ul style="list-style-type: none"> <li>• Appoint a contractor via a Key Decision and prepare the site for construction to commence in Autumn 2024.</li> <li>• Complete construction in Spring 2025.</li> </ul>	WSCC
   <b>Enterprise Bognor Regis</b> Delivery of employment/ commercial space for job growth.	<ul style="list-style-type: none"> <li>• Work with the private sector to bring forward strategic employment site with significant business / job opportunities.</li> </ul>	ADC/ WSCC





**KEY**   ■ Planning   ■ Developing   ■ Delivering   ■ Monitoring

Artist's impression of Bognor Regis Arcade Scheme





# Littlehampton

Project	Action Plan	Lead Authority
 <p><b>Littlehampton masterplan</b> Explore options for key sites in and around the town centre and seafront to deliver mixed use, residential and commercial developments.</p>	<ul style="list-style-type: none"> <li>• Assess wider social, environmental, and economic requirements in Littlehampton town centre.</li> <li>• Identify key town centre Council assets and consider an options appraisal.</li> <li>• Conduct public and political engagement to understand community needs.</li> <li>• Source funding.</li> </ul>	ADC
 <p><b>Littlehampton seafront and riverside public realm (LUF)</b> Transform the seafront area to boost visitor numbers and improve safety.</p>	<ul style="list-style-type: none"> <li>• Complete detailed design and procurement in 2024.</li> <li>• Commence construction.</li> <li>• Monitor benefits.</li> </ul>	ADC
 <p><b>Littlehampton Public Realm Improvements (phases four and five)</b> Support a vibrant town centre through increased footfall, dwell and spend time and pride of place.</p>	<ul style="list-style-type: none"> <li>• Review existing concept proposals for the next two phases (Surrey Street, up to the Look and Sea Centre and the links with Pier Road and New Road, and the War Memorial roundabout on Beach Road).</li> <li>• Identify funding to support delivery.</li> <li>• Completed 2025.</li> </ul>	ADC
 <p><b>Littlehampton Town Centre</b> Support a vibrant town centre through increased footfall, dwell and spend time and pride of place.</p>	<ul style="list-style-type: none"> <li>• Establish mechanisms to improve community safety within Littlehampton Town Centre.</li> <li>• Work with partners to support the economic vibrancy and investment in the town centre.</li> </ul>	ADC

**KEY**



Planning



Developing



Delivering



Monitoring

# Strategic sustainable growth

Project	Action Plan	Lead Authority	
  	<p><b>Supporting strategic developments</b></p> <p>Align wider council strategies by supporting major infrastructure projects.</p>	<ul style="list-style-type: none"> <li>• Agree key sites and requirements.</li> <li>• Assess development plans and secure contributions for infrastructure improvements including the A29 realignment.</li> </ul>	<p>WSCC/ ADC</p>
 	<p><b>Public service accommodation requirements</b></p> <p>Maximise use of public assets to deliver efficiencies and develop surplus land where appropriate.</p>	<ul style="list-style-type: none"> <li>• Identify potential sites and explore options for public sector services through the OPE programme.</li> <li>• Continue to use the West Sussex OPE Board as a mechanism for discussion with partners and access to funds.</li> <li>• Identify surplus assets and service requirements to commission options appraisals for sites.</li> </ul>	<p>WSCC</p>
 	<p><b>Digital innovation and infrastructure</b></p> <p>Support growth with improved digital connectivity and infrastructure.</p>	<ul style="list-style-type: none"> <li>• Identify requirements for businesses, residents and education providers.</li> <li>• Enable commercial investment in digital infrastructure improvements in Arun.</li> <li>• Identify opportunities to collaborate through shared infrastructure, shared dig and no dig schemes to improve digital infrastructure.</li> <li>• Identify opportunities to partner with telecommunications stakeholders and the private and public sectors to innovate across industry sectors.</li> </ul>	<p>WSCC</p>
   	<p><b>Active travel</b></p> <p>Promotion and expansion of sustainable travel options in Arun.</p>	<ul style="list-style-type: none"> <li>• Liaise with WSCC Highways, Transport and Planning to understand their programme of works and support where possible.</li> <li>• Develop opportunities for upgrading sustainable transport options.</li> <li>• Present cycling strategy to Planning Policy Committee.</li> <li>• Feasibility study for Pagham to West Bersted route complete.</li> </ul>	<p>WSCC</p>
  	<p><b>Developing student infrastructure, skills, retention, talent pipeline</b></p> <p>Create a place for people to thrive. Support education more widely and attract and retain students.</p>	<ul style="list-style-type: none"> <li>• Liaise with the WSCC schools planning team to understand their programme of works and support where possible.</li> <li>• Work with ADC strategic planning to mitigate emerging education priorities and needs.</li> <li>• Work collaboratively with the University of Chichester to strengthen ties and understand its needs.</li> <li>• Identify and progress opportunities for improvements to existing education infrastructure from primary to higher education.</li> <li>• Work with businesses to establish links to upskilling and job growth opportunities.</li> </ul>	<p>ADC/ WSCC</p>

# Appendix B

## Governance roles

### Arun Growth Board

The Growth Board will comprise of senior elected Councillors, nominated by the Leaders of the Councils, and officers of the Councils. The Board will meet quarterly to:

- Provide strategic leadership and direction to the Growth Programme.
- Ensure the alignment of investment to support the delivery of the Growth Programme.
- Monitor Growth and OPE projects, considering progress made and if required agreeing remedial action to enhance delivery.
- Examine new opportunities to progress strategic growth projects, ensuring joint governance decisions and project initiation are taken as appropriate where projects involve a clear partnerships approach.
- Be appraised of issues and obstacles affecting project delivery, agreeing action to boost progress where appropriate.
- Support the development of project teams to ensure the appropriate combination of officer input and expertise in key disciplines is achieved.

### Arun Growth Programme Officers' Meeting

The Arun Officers Growth Programme Meetings are comprised of senior officers and other officers of both Councils. This meeting will take place on a quarterly basis unless required to meet outside of this remit.

The meeting will:

- Assess and steer all projects within the Arun Growth Programme.

- Consider the progress of projects across the Growth Programme to inform reporting to the Growth Board.
- Agree recommendations or risks being escalated to Growth Board, including on investment options and proposals during the design and development stages to provide, if required, directions and extra impetus for individual projects.
- Maintain partnership stability.
- Plan and monitor communication and engagement.

### Individual project teams

The individual project teams will drive forward the delivery of the Growth Programme. The arrangements of individual project teams and project management techniques used will be determined by the relevant councils and service areas. Project Team lead officers, and other officers providing technical input, will feed back to and update the Growth Board via the Arun Officers Growth Programme meetings. Stakeholder engagement and communication, also proportionate to individual projects, will enable the effective communication, assist in timely decision making, support the Council's statutory, and input to other functions, where required.

### Other Boards, Committees and Partnership Forums

A range of other wider Boards, Committees and Partnership Forums are likely to have an interest, function, or involvement in the progression of the growth projects identified within the Growth Programme.

