

REJUVENATION OF THE ALEXANDRA THEATRE



View of theatre from Belmont Street

⋮ Welcome!

We are pleased to welcome you to our second community event to share our final plans for the rejuvenation of Alexandra Theatre. A planning application is now being submitted to Arun District Council following our first event in March, where we received clear support for the rejuvenation vision.

This event has been arranged by Arun Arts and Arun District Council to provide you with an update on the proposals for the Theatre and the forthcoming planning application. We aim to provide you with updated information and answer any questions.

If you would like to receive any of the materials shown today as a paper copy, or speak with us directly after this event, please contact DevComms, our community representatives, at **0800 080 3178** or email **regisrejuvenation@devcomms.co.uk**

⋮ The partnership

As you may already be aware, Arun Arts and Arun District Council are pleased to be working in partnership to bring forwards the rejuvenation of the Alexandra Theatre and are aware of its importance to the local area and for the community. We are pleased to be working collaboratively with the local community to deliver an upgraded Theatre which offers a wide range of benefits.

Arun District Council's Project Board has obtained funding from the Government's Levelling Up Fund to provide a range of improvements to Bognor Regis. This includes £12.19 million for the rejuvenation of the Alexandra Theatre, and we are excited that these funds will directly deliver major improvements to this vital community facility.

ALEXANDRA THEATRE

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CONSULTATION FEEDBACK

We would like to thank everyone who attended our first community event in March and for all of the feedback that was submitted during the consultation period.

We were pleased to receive clear support from many of those who participated in the consultation – and we hope to maintain this support throughout the planning application process.

Throughout the information boards shown today, you will see responses to some of the feedback received at the event, alongside an update on how we have sought to respond to this.

A full report of all the feedback received and how the team has responded will be provided in a Statement of Community Involvement Report that forms part of the planning application.



1,194 Newsletters distributed to local residents and businesses



72 Stakeholders contacted and invited to the event



Over 300 Attendees at our initial community conversation event



3 press releases issued to local media channels



1 Project phone line and **email address** made available for stakeholders to ask questions



1,325 views on our project website



Multiple resident questions answered at both information events



12 hours of community conversation engagement over 2 events



18 information boards created



2 presentations to Bognor Regis Regeneration Board and Bognor Regis Town Council

THE BUSINESS CASE

The redevelopment of the Regis Centre, starting with the Theatre, gives us the opportunity to increase visitor numbers, improve the town's economy and create new employment opportunities, whilst also retaining existing jobs.

You said

Market research should be done to ensure that there is demand for the extra space created in the theatre.

We did

An initial business plan was prepared to support the Council's bid to secure the £12.19m of Levelling Up Funds for the project. This plan set out the expected increase in footfall into the rejuvenated theatre.

This initial research is now being augmented by a comprehensive business plan for the theatre, which will support the forthcoming planning application.

An experienced team has been commissioned to help develop a long-term business plan for Alexandra Theatre. Our intention is to not only generate sustainable funding for our exciting new proposals but also deliver an artistic vision that will entertain and inspire audiences to come.

We are offering a theatre that is not only unique, but will respond well to the changing needs of our community. We envision that the rejuvenated theatre will attract audiences from further afield and build on the reputation of Bognor Regis as a fantastic place to visit and an even better place to live.

The research and planning is well underway and the response from potential partners and contributors has been enthusiastic and genuinely encouraging.



The business plan will cover the following areas:



Exploration of our current audiences and how the theatre will fit into the wider landscape of theatres and cultural attractions across Bognor Regis



Emphasise our objectives for the project and set clear goals



Demonstrate how the project will help deliver the strategic objectives of our key investors and partners



Shine a limelight on larger, new and diverse audiences



An operating model including a potential artistic programme



A team to continue to build and support our wonderful volunteers



Tickets to the future - Model our finances so we can confidently sustain and deliver value for the community



Key performance indicators to measure our success and deliver what we promise

WHAT IS PROPOSED?



Theatre frontage from the Place Saint Maur

The planning application for the Theatre rejuvenation includes the following key elements:

- Refurbishment of the main auditorium - improved sightlines, more legroom, displacement air systems and new technical infrastructure;
- Additional seat capacity in the main auditorium, rising to 386 seats;
- 2700sqm of arts/cultural floorspace, including 1455sqm of new and reprovioned floorspace;
- A fully accessible double height foyer/ exhibition space with bar & cafe facilities connected by two passenger lifts;
- Inclusion of a new dedicated space in the foyer areas for use as an on-site pop up art gallery and display space; with the added facility for this in any of the studios when required ensuring an ever evolving and changing art display subject to interested external providers;
- Improved catering and bar facilities;
- Five new airy studios with sprung floors and technical facilities. Some of these will be performance studios with staging and seating, with the potential for audio / visual connection to the main auditorium, allowing access for larger audiences to keynote performances;
- A striking contemporary and transparent façade spilling out on the new Place Saint Maur des Fosses.



Theatre view from The Arcade

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EXTERNAL DESIGN



You said

More information is needed about the Theatre's external materials.

We did

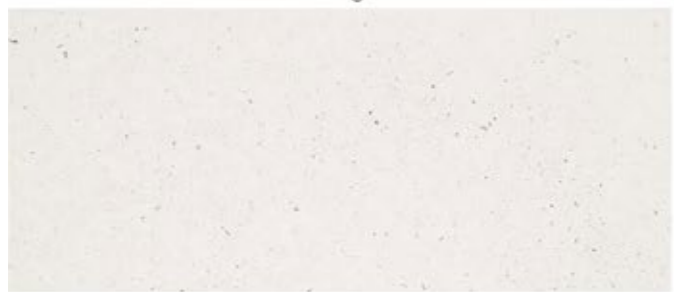
Detailed design work has been progressed based on the broad concept shown at the first stage of consultation in March and April. The materials chosen have been influenced by the local surroundings and longevity and durability were a key factor in the design intent of the scheme.



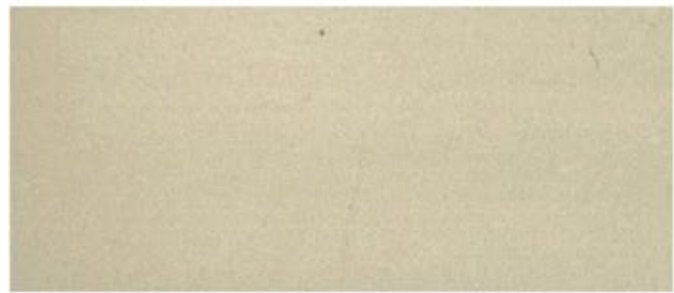
Facing brick



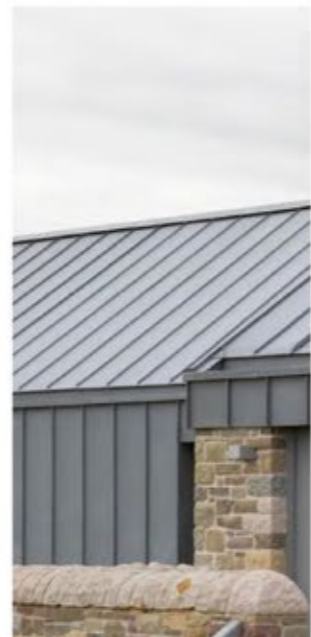
Re-constituted stone cladding



Anodised aluminium



Zinc



Feedback from the first community conversation confirmed broad support for the proposed look and feel of the rejuvenated Theatre, which would create a visually striking, high quality, landmark building for Bognor Regis.

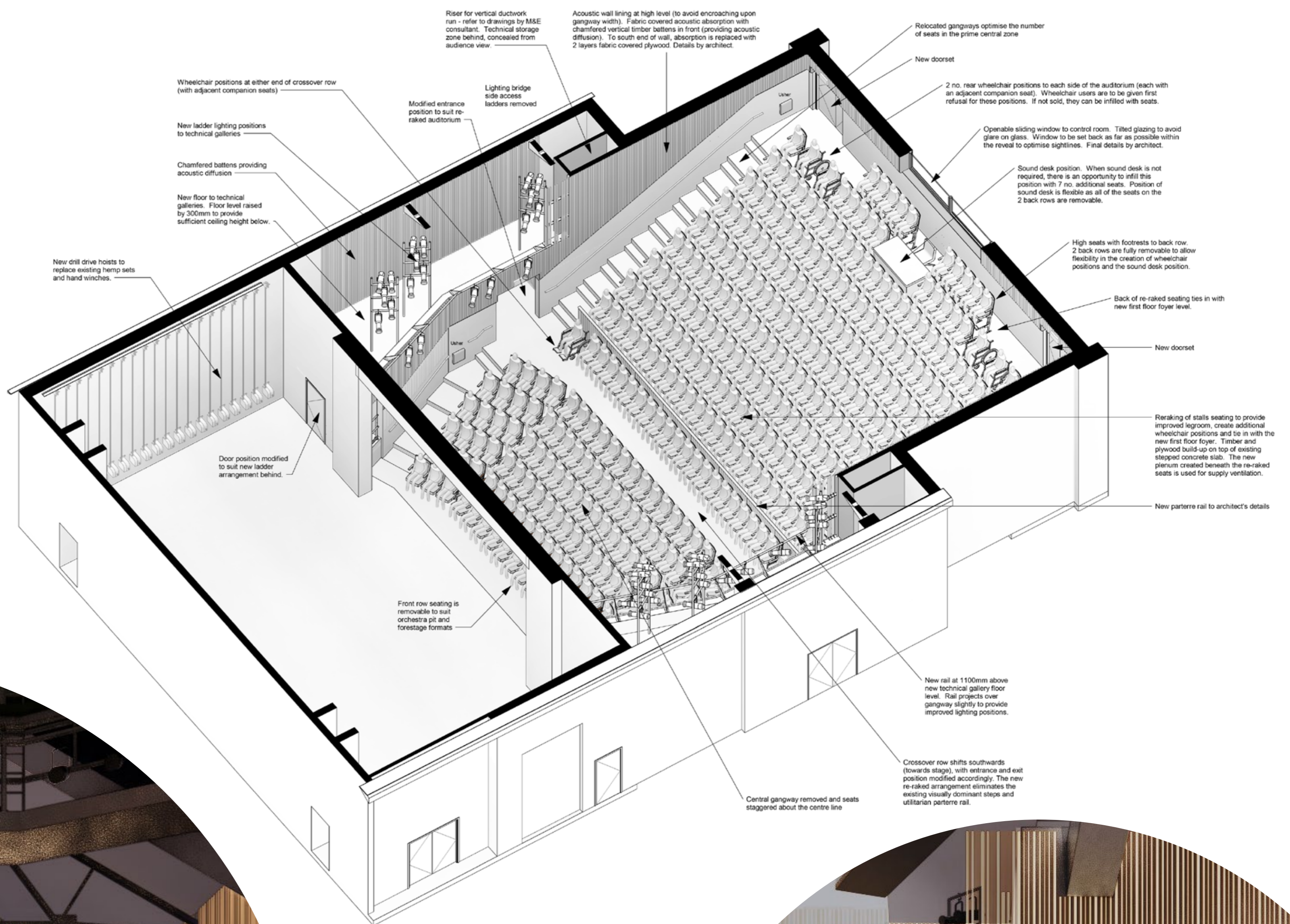
This design approach has been fixed and further evolved in terms of confirming the pallet of materials that will be used to bring the vision to life. The main materials to deliver the design vision are set out on the left.

- White / light colour brick to all main walls / elevations
- Re-constituted stone cladding to frame windows
- Anodised aluminium at roof level to screen plant and provide visual interest
- Zinc panelling to refresh the existing roof line

INTERNAL DESIGN

The main auditorium

The main auditorium will be comprehensively refurbished, providing 386 new, comfortable seats that will benefit from improved sightlines, more legroom, displacement air systems and new technical / audio visual infrastructure.



INTERNAL DESIGN

Foyer and performance studios

The new double height foyer space and café / bar will provide a light, spacious place for theatre goers and other visitors to sit and relax, both pre- and post-performance.

This area will front onto the Place Saint Maur, allowing the opportunity for spill out seating onto the Place, creating a busy and vibrant 'café culture' space in this part of the town.

High quality materials, such as attractive carpeting, timber battens and terrazzo tiling will be used to create this new space.

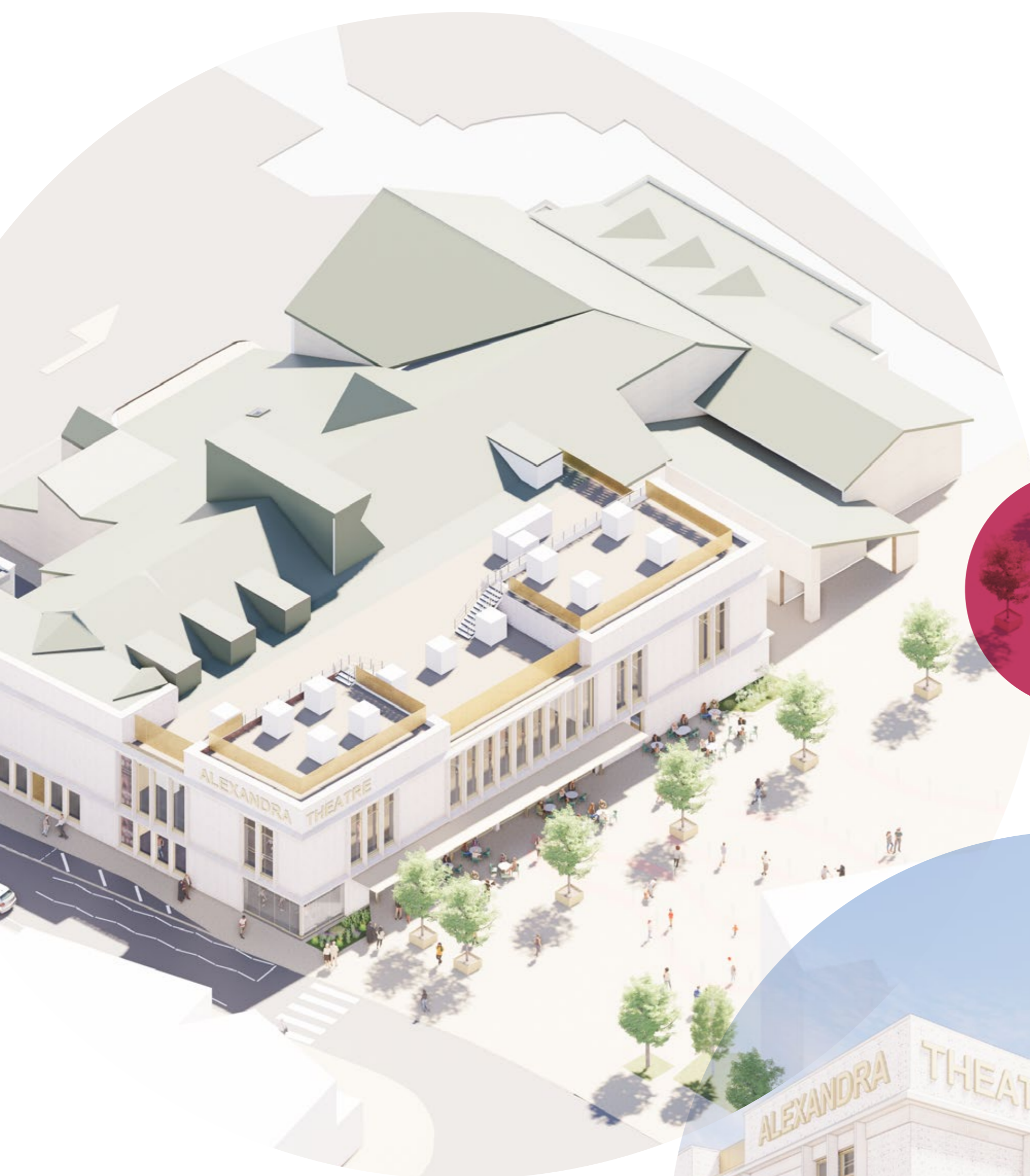
The five new studios will provide top class arts and performance spaces, with sprung floors, acoustic panelling and audio / visual links to the main auditorium, creating up to approximately 730 seats across the expanded Theatre for main events.



Indicative images of cafe / bar and studio spaces



RELATIONSHIP WITH PLACE SAINT MAUR



You said

The outside space at Place Saint Maur needs to be taken into consideration as part of the plans.

We did

There is a significant opportunity for the Place Saint Maur to be a natural outside extension to the theatre foyer area and the new café restaurant, with connectivity between the spaces. The new main theatre entrance will be onto the Place, immediately creating more footfall through it to and from The Esplanade.

The intention is for the new theatre cafe / restaurant to provide seating in the Place. This would be portable and seasonal initially, with the potential for permanent seating to be installed in due course.



Belmont Street elevation

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FUTURE PLANS

You said

The community needs to be kept updated on what will happen with the former Brewers Fayre pub space.

We did

The community will be kept fully up to date on what will be happening with the Brewers Fayre building, and a media release was recently issued to advise on the exciting short term use of the site, now that it is back under ADC control.

The Council is considering a range of long term options for the site. These will be shared with the community in due course.



Brewers Fayre building

Arun District Council took back control of the former Brewers Fayre building at the Regis Centre from Whitbread on Monday 15th May. The Council are working on some creative plans to best make use of the space over the coming summer period.

We are working in collaboration with the Bognor Regis Business Improvement District (BR BID) to create attractive window vinyls for the building. These are being designed in accordance with the BID's 'Welcoming Town' initiative to create an attractive temporary façade facing The Esplanade and are expected to be installed this month.

The District Council and the BID are also confirming plans for the temporary reuse of the front of the site (facing The Esplanade) as a place to sit and enjoy the view over the summer season.

The District Council has also been working hard on the second stage of the long term regeneration plans for the Brewers Fayre building. We know how much interest there is in this site and we are considering a range of exciting options for its long term regeneration. We intend to update the community on these plans in the near future.



“

We appreciate the importance of the Regis Centre site to the Bognor community. We are therefore pleased to be working with the BID to enhance the outside of the building and create a welcoming community space over the summer. At the same time, the Theatre rejuvenation plans are moving forward at pace, with our planning application being submitted.

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Indicative plan of the Brewers Fayre works

FEEDBACK AND NEXT STEPS



Thank you for taking the time to join us for our second community event.

We hope that it has been useful to see how our plans for the rejuvenation of Alexandra Theatre have evolved.

We believe that working with the local community has been key to the evolution of the proposals, and hope to continue with this as we move through the planning application process.

We have provided a support card today, which is also available on our dedicated project website, where we hope that you can sign up for updates and provide your support for our proposals.

More information, including these exhibition panels, can be found at our dedicated project website at:

www.regisrejuvenation.co.uk

The team



You said

Just get on with it now!

We did

A planning application is being submitted this month to Arun District Council's planning team. The Council will hold a formal statutory consultation on the application, where further comments can be provided.

If the planning application is approved then work would be anticipated to start on site towards the end of this year.

Let's keep in touch!

If you have any questions or would like to speak to a member of our team, please get in touch at:

Phone:

0800 080 3178

Email:

regisrejuvenation@devcomms.co.uk

