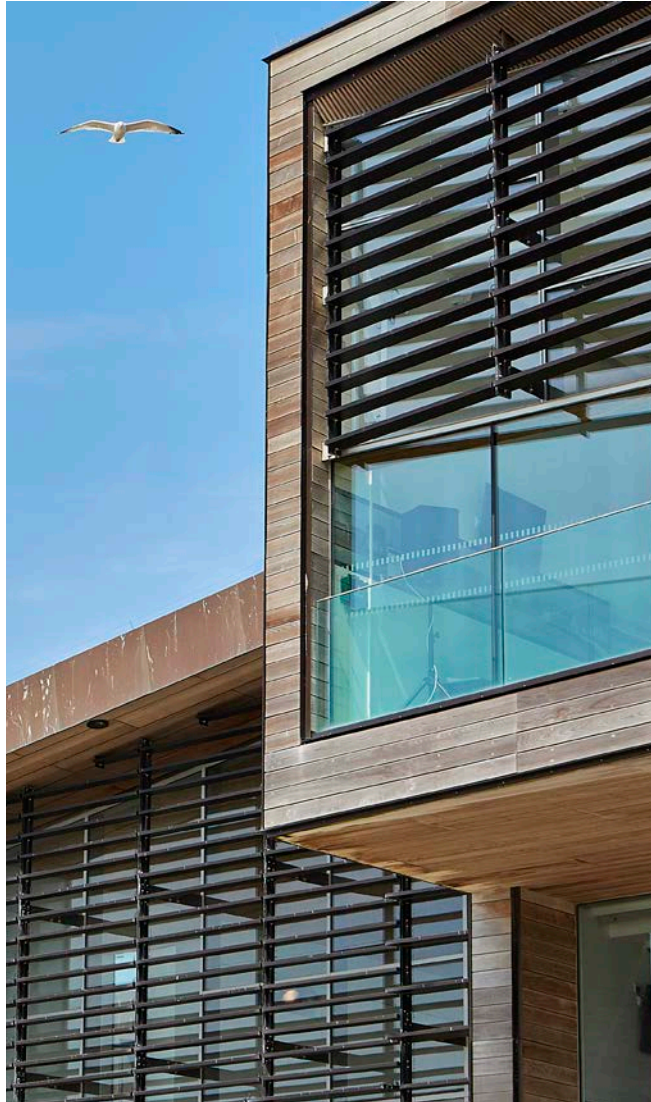


# WORTHING

## SEAFRONT INVESTMENT PLAN







# Executive Summary

Worthing and West Sussex are currently experiencing a significant growth in population, creating an increased demand for services and amenities. Given Worthing's location between the sea and South Downs National Park, with direct connections to London, the Borough is growing in popularity as a place to relocate to and visit. This is reflected in the number and scale of proposed developments across Worthing.

The seafront is home to a diverse range of hotels, theatres, businesses, residences, and leisure activities. As such it is also the locus for several new developments. However, the current condition and quality of its assets and public realm do not reflect the area's significance. The Lido, Seafront Shelters, and Pier could all be revitalised to boost the growing visitor economy.

These issues are true for the streetscape around these assets as well, which is currently overwhelmingly dominated by car parking spaces and a wide carriageway, prioritising vehicular traffic at the expense of other road users. This renders access to key assets such as Steyne Gardens and Worthing Pier counter-intuitive, and creates severance from Worthing town centre. Enhancing conditions for pedestrians and cyclists by reconfiguring the multiple bus stops, narrow footways, sparse seating and steps, and poor-quality paving provide an opportunity to establish the seafront as a nationally recognised destination.

A public realm study for the town centre commissioned by West Sussex County Council, alongside a number of significant emerging developments at Teville Gate, Aquarena, and Grafton Car Park, present timely opportunities to transform this central part of the Borough's identity and economy.

Worthing Borough Council has long recognised the importance of its seafront to the Borough. The Council has commissioned this Seafront Investment Plan (SIP) to set out a clear and comprehensive plan and delivery strategy for revitalising and renewing the town's seafront. The SIP complements the recently published Worthing Investment Prospectus and builds upon previous studies undertaken by the Council, including the 2007 Worthing Seafront Strategy. A decade on, the time is ripe to identify a shared vision for the redevelopment of Worthing's most distinctive feature.

This report identifies investment opportunities that address the constraints and challenges facing the seafront. It has been refined through consultation with a number of key stakeholders including representatives from Worthing Borough Council, West Sussex County Council and from local community and business groups. The implementation of the series of integrated changes outlined in the SIP, which build on recent improvements in the area, will create several significant new public spaces and amenities, and provide a high-quality setting for new developments.

The Splashpoint Leisure Centre that emerged from the 2007 Strategy provides a positive precedent for the activation of the seafront. Over the next 5-10 years, the collective plans within this Seafront Investment Plan seek to deliver:

- Improved public realm
  - Enhancing pedestrian comfort levels and reducing vehicular dominance of seafront through extended footways, new crossings, traffic reconfiguration around Steyne Gardens, a new promenade with enhanced street furniture, and new lighting.

- Activation of existing assets
  - A new promenade with high quality paving, enhanced street furniture and upgraded lighting.
  - Revitalising the seafront shelters and beach huts, repurposing the Lido.
  - Reconfiguring Montague Place to provide activation in a key link to the seafront.
- Investment in "Big ticket" attractions
  - Revitalising the Pier to provide additional space, and creation of a landmark destination at the top.
  - The creation of a Worthing Lagoon to enhance the growing water sports industry and provide a new attraction for Worthing.
- Cater for meanwhile uses
  - Ensuring that economic activity on the seafront is maintained throughout the development.

The SIP is intended to act as a high-level development framework without statutory authority, it sets out the key objectives and spatial principles for the project in the changing development context, as well as providing financing and funding options. This establishes a framework and recommendations that can be progressed and implemented, recognising that further development and testing will be required to progress designs through the concept phase and test with the Highway Authority and relevant stakeholders.









# I.0 Introduction



# I.0 Introduction

Ideally located between the sea and South Downs National Park, and with direct connections to London, Worthing has reinvented itself in recent years as an aspiring place to relocate to. As Worthing's residential market has gone through this "sea-change", more and more people have been encouraged to visit Worthing, often for the first time.

Worthing seafront is one of the town's greatest assets, offering a major amenity for residents and the town's primary attraction for visitors. It benefits from physical features that few comparable coastal towns can offer:

- A long, uninterrupted and peaceful promenade.
- Regency seafront architecture.
- Well designed and utilised green spaces running parallel to the seafront.
- Excellent conditions for a number of popular and fast-growing water sports (such as kite surfing, windsurfing and paddle boarding).

Despite these strengths, Worthing faces some barriers to optimising its seafront offer. These include the long-running disconnect between the town centre and the seafront, as well as an underutilisation of key sites, limited accommodation options and a lack of activation along the promenade.

A strong seafront offer can benefit residents and local businesses, offering a high quality-of-life, inducing inward investment, and boosting the visitor economy. Worthing has an opportunity to combine the ambitions of all stakeholders to put forward a shared vision to transform the seafront and set the stage for future development. This will ensure the town continues its recent regeneration by providing a distinctive experience and sense of place.

Worthing Borough Council has long recognised the importance of its seafront to the town's success. It has commissioned this Seafront Investment Plan (SIP) to set out a clear and comprehensive plan and delivery strategy for revitalising and renewing the town's seafront. This SIP builds upon previous studies undertaken by the Council, including the 2007 Worthing Seafront Strategy.

The SIP has been developed by Mott MacDonald, acting on behalf of Worthing Borough Council. It has been developed in parallel with the Worthing Town Centre Public Realm Strategy which is being developed by West Sussex County Council.

## I.1 Study area

The SIP covers the following core study area:

- From north to south, the top of the coastal road Marine Parade to the shoreline, including the promenade and the beach.
- From west to east, the 2.25km stretch from Heene Road to where Windsor Road meets the A259.

The study has focused on this central area as it is the part of Worthing seafront that is most heavily frequented by visitors and residents, and this is closest to the town centre. Getting this section right will benefit all of Worthing, whilst recognising the importance of ensuring that the whole of the town and wider Worthing seafront offers a clean and attractive environment for local residents.

The study area is shown in adjacent plan.

## I.2 Structure of this document

The Worthing SIP is structured as follows:

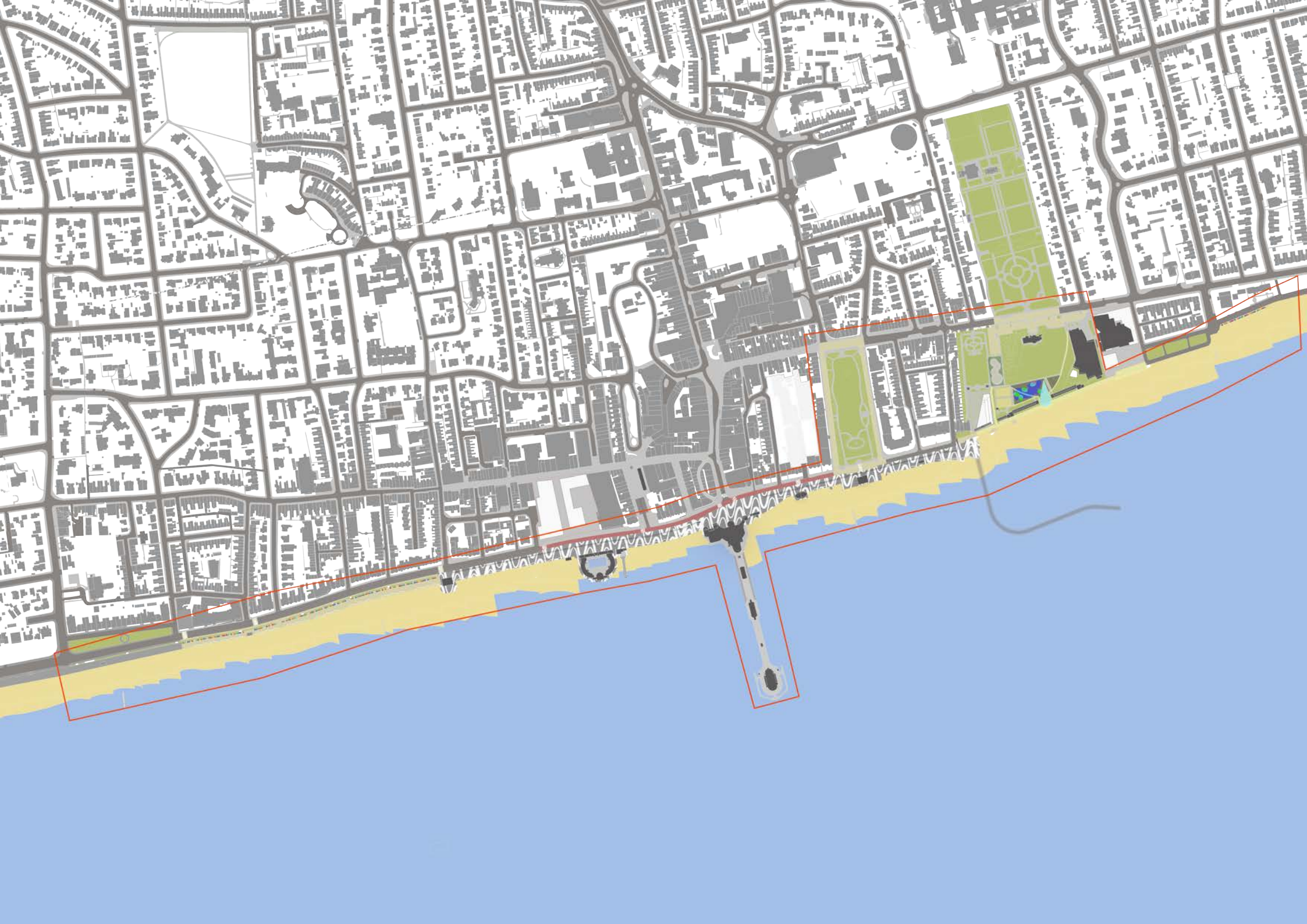
Chapter 2: Context for the study, including the history of Worthing, the various attractions that are currently along the central seafront and the relevant national, regional, and local policy framework.

Chapter 3: Consultation documents findings from stakeholder engagement undertaken in the process of preparing the SIP.

Chapter 4: Vision outlines the key elements of the proposed SIP on Worthing's seafront.

Chapter 5: Funding and Delivery strategy for progressing the SIP, including a phased action plan.











## 2.0 Context





# 2.0 Context

The following section will review the context for the Worthing SIP. It will focus on the history of the area, relevant policy documents, land-use, future developments and highlight existing issues.

## 2.1 History

Worthing is a town of just over 100,000 people on the south coast of Britain. It joins several other coastal settlements (Bognor Regis, Littlehampton and Brighton & Hove) on the stretch between Portsmouth and Eastbourne and framed by the popular visitor destination of South Downs National Park.

Worthing's seafront originated as a seaside destination in the late 18th century, and by the end of the 19th century had welcomed a host of notable visitors such as Ann Radcliffe, Jane Austen, Lord Byron and Oscar Wilde, which contributed to Worthing's establishment as a resort town.

Alongside a steady growth in residents and visitors to the town, the 19th century saw the development of Marine Parade (originally known as the Esplanade) and the promenade, the successful Worthing Pier including the Pavilion Theatre, and a bandstand to the west of the Pier entrance. Over the last century, these core seafront assets have been redeveloped a number of times. In the 1950s, the bandstand was replaced with a lido. In recent years, the lido has been redeveloped as an entertainment centre. The Pier was rebuilt in the 1980s and the theatre refurbished, and more recently a café and function centre was opened at its sea end.

Building on its reputation as a successful seaside resort through to the mid-20th century, the 1970s and 1980s saw Worthing become a popular retirement destination. In recent years, however, residential 'longshore drift' has been occurring as young families and other residents of working age have been increasingly attracted to move to Worthing. This has been driven both by the "pull" of the town's attractive, relaxed lifestyle and good connectivity as well as "push" factors generated by high housing prices in nearby locations such as Hove.

The Council has sought in recent years to build upon the opportunities offered by Worthing's seafront as well as its changing demographics. In 2013, the award-winning Splashpoint Leisure Centre was opened to widespread acclaim. The installation of Splash Pad and Gull Island children's playpark have helped create a distinctive destination that draws residents and visitors to the seafront, which have extended the seafront's usage beyond the warmer months.

Worthing today benefits from growing visitor numbers, attracted by its distinctive heritage architecture, its literary ties and the blend of "old world" charm that the town offers combined with an increasingly vibrant, contemporary offering.



Worthing Pier, circa 1930



Worthing Beach, circa 1930



Photograph of Worthing Pier in the 1950s.







## 2.2 Policy

There are a number of national, regional and local policies that affect the development of Worthing and provide context for the proposals of this study. The following section outlines key policies and studies relevant to this study.

### 2.2.1 National and regional policy context

Safeguarding and enhancing coastal communities is a key agenda item for the UK government. The Department for Communities and Local Government (DCLG) recognises the importance of preserving and nurturing coastal towns and cities - home to more than 11 million people - and a total tourism industry that accounts for the employment of 250,000 people alone, and contributes £4 billion to the UK economy. As a result, DCLG has been providing investment to coastal economies via the Coastal Communities Fund (CCF) since 2012.

Since its establishment, the CCF has awarded grants to over 200 organisations across the UK to the value of over £118 million. This funding is ring-fenced to support projects that promote sustainable economic growth and employment in locations by the sea. Analysis published in 2016 suggest that the UK's coast could receive a boost of up to £8 for every £1 invested (amounting to an annual £320 million benefit to the UK's coastal economy over the next few years).

Alongside the CCF, central government has been supporting coastal development through an initiative called Coastal Community Teams (CCTs). Since 2015, approximately 150 CCTs have been created and given a share of £1.5 million to help drive forward growth in coastal areas. DCLG confirmed their support for the establishment of a Worthing Town Centre and Seafront CCT in 2017.

The UK Government has stated that this investment – whether through arts and heritage projects, new business hubs and/or tourist attractions – is expected to act as a catalyst to bring partners together to help the regeneration of coastal economies and create or safeguard jobs in coastal towns.

Coast2Capital Local Enterprise Partnership (LEP), which covers Worthing, also recognises the importance of the area's seafront. Worthing is part of Coastal West Sussex, one of five identified sub-areas within the LEP's Strategic Economic Plan. Tourism is identified as a sector of major importance to Coastal West Sussex, along with the engineering and digital sectors.

### 2.2.2 Local development policy context

Worthing Borough Council has started work on preparing the new Worthing Local Plan, which will drive development and planning in the Borough in the period up to 2033. The emerging Plan (put out to consultation in 2016) recognises the seafront as the main focus for tourism alongside the town centre and looks to build on the seafront's history as a tourism destination.

The SIP provides an opportunity to set out a vision and comprehensive set of development options for Worthing's seafront. Where appropriate, these options may be included in the statutory development framework for the Borough through the Local Plan.

### 2.2.3 Worthing Investment Prospectus

In 2015, West Sussex County Council (WSCC) worked with the Borough Council on the commissioning and development of the Worthing Investment Prospectus. This document, which was published in 2016, sets out a broad vision for the town centre and identifies a number of key development opportunities expected to come forward over the next ten years. The Investment Prospectus also sets out an aspiration for an improved public realm and WSCC subsequently commissioned WSP | Parsons Brinckerhoff (referred elsewhere in this document as WSP), to work with both Councils on the development of a public realm strategy.

This work has run in parallel with the SIP and the opportunity has been taken to progress joined-up solutions for both the seafront and the town centre. These two studies share a study area boundary and many of the challenges that Worthing faces are true for both the town centre and its seafront.

There has been ongoing communication between the teams working on these studies throughout their development and the recommendations set out in each study complement and reinforce each other.

### 2.2.4 Worthing Seafront Strategy, 2007

The Worthing Seafront Strategy provided a vision to help reverse the decline of Worthing seafront and to create a vibrant destination which would be inclusive and attractive to a wide range of people including residents, visitors, investors and businesses.

The strategy focused on the following concerns;

- The quality and limited range of activities and facilities along the seafront
- Safety and security, particularly after dark
- The untapped potential of the Pavilion, Pier and the Lido
- The provision of facilities for cyclists along the seafront
- The lack of leisure facilities to meet the needs of young people
- General requirements for upgrading the appearance of the promenade.

This study will build upon the proposals of the Worthing Seafront Strategy.



## 2.3 Development context

Worthing Borough is undergoing significant development and change. As populations grow, the provision of new walking and cycling routes, as well as high quality public spaces and amenities becomes increasingly important. The Emerging Local Plan (put out to consultation in 2016) recognises the seafront as the main focus for tourism alongside the town centre and looks to build on the seafront's history as a tourism destination. It will undoubtedly reinforce the need to accommodate growing numbers of pedestrians and cyclists on Worthing's streets, through the promotion and improvement of the suitable routes, centred on the seafront.

Around Worthing's seafront area, several major development schemes are in various stages of planning and construction, and are likely to transform the way people move through and use this part of the Borough. Major schemes outlined in the Worthing Investment Prospectus that have the potential to impact the seafront include the Grafton development that will provide a new link to the seafront for retail and leisure development comprising both residential and retail uses; new public realm plans that will improve active travel connections between the seafront and the train station; and the Stagecoach site that could provide a new site for Worthing's creative economy. The culmination of these projects as part of a wider package of investments across the Borough have a potential to create 1,000 new homes and nearly 3,000 new jobs over the next decade.

It is important that a vision for the Worthing's seafront recognises these changes and allows for their potential impacts.

The frontages seen in the plan fall into three categories, active, passive and blank. Active frontages have a direct interaction with the streets on which they front, providing public uses, while passive frontages have a less direct relationship with the street, such as a window display. Active frontages are concentrated around the Pier, spanning from Montague Place to Steyne Gardens. In this area, entrances to cafés and theatres animate the seafront.

The frontages of the Lido and Splashpoint are presently inactive and blank despite there being high levels of activity there. The potential for development at Grafton, the Stagecoach site and an expansion of Splashpoint provides an opportunity to extend active frontages along a wider area of the seafront.







Teville  
Gate

Civic Site

Union Place

Stagecoach

Grafton

Public  
Realm

Aquarena



## 2.4 Case for change

There are a series of challenges that face the Worthing seafront, which together make the case for change that sits behind this call for investment. The challenges form the basis of Worthing Borough Council's strategy for redeveloping the seafront. The next section describes the issues and opportunities facing Worthing seafront.

### 2.4.1 Issues

#### Finding the seafront

Currently, the journey for pedestrians between Worthing station and the seafront and town centre is convoluted and poorly signposted with no clear sense of navigation on the route. The seafront is not visible on exiting the railway station and the route to it unclear and difficult to manage for first time visitors. This is significantly restricting the experience and understanding of what Worthing has to offer for those visiting by train, and gives an underwhelming first impression of the town. The contrast to, for example, Brighton train station is stark, where Queens Road / West Street offers a direct visual connection to the seafront and a gateway to the seafront and town centre.

Having reached the town centre, there is no clear physical or visual connection between the town centre and the seafront. Prime examples, such as the north-south connections between East Street, Warwick Street and Marine Parade provide no clues to help passers-by connect these two areas. North-south links have the potential to be gateways to reconnect the seafront however the existing design of these links is focussed on vehicular access and on-street parking, rather than pedestrian access. This presents a missed opportunity in terms of extending footfall from the primary retail area to the seafront.

Worthing Station and public realm/transport access throughout the town centre sit outside of the immediate scope of the SIP, however improving the quality of the journey from the station to the town centre has been considered in the emerging Worthing Town Centre Public Realm Strategy and some of the proposals from that study are included in the SIP to aid clarity and ensure complementarity.



View on South Street towards the Seafront



View on Brighton Road towards Steyne Gardens



Subway on Chapel Road leading to Town Centre





DEVILLE GATE CAR  
PARK

TOWN HALL &  
ASSEMBLY HALL

TAXIS & BUSES

RAILWAY STATION 1/2 mile

POLICE STATION &  
CONNAUGHT THEATRE

TOWN CENTRE &  
SEAFRONT 1/2 mile

CIVIC OFFICES, LI  
& LAW COURTS



# Worthing Seafront Challenges

- Finding the Seafront
- Connections to the seafront
- Marine Parade
- The Promenade
- Assets and Activation
- WSP Study Area





## Connections from the seafront

The plan, left, provides a contextual overview of how the seafront relates to the town centre and up through to the train station. This shows the core transport and access links to the town and seafront, and the primary retail area that runs parallel to the seafront.

Each section of the seafront was loosely defined in the 2007 Worthing Seafront Strategy. These definitions still resonate today, and the options set out in the SIP have been developed to follow the intent of these categories:

- Western Gateway - the long expanse of promenade to the west of the Pier acts as an informal area for residents to enjoy the seafront.
- Visitor Hub - the prime frontage from the Lido (west of the Pier) to Steyne Gardens (east of the Pier) acts as a hub for the seafront's entertainment offer.
- Heritage Quarter - between Steyne Gardens and Warwick Road offers an insight into Worthing's seaside heritage.
- Active Beach Zone - the area surrounding Splashpoint and the East Beach huts offers a host of active leisure opportunities for visitors and residents.



View on Montague Place towards the seafront



View from seafront towards Grafton Car Park



View from seafront towards Bedford Row



## Marine Parade

Marine Parade is the coastal road along the promenade and is the focal point where most visitors access the seafront. It is an important east-west traffic link in Worthing's traffic network, but it is one that gives most space to vehicles. The road is the key barrier to movement for pedestrians and cyclists to the seafront. The combination of a wide carriageway, on-street parking and limited crossing opportunities significantly reduces the permeability of the environment and isolates the seafront from the town centre.

Pedestrian access to the primary seafront frontage surrounding Worthing Pier is overcomplicated by the roundabout junction at Marine Parade, which is further compounded by a wide carriageway, on-street parking and limited pedestrian crossing opportunities. What should be a permeable, uncluttered and straightforward connection to welcome visitors and residents from the town centre is currently inhibited by these elements of over-design.



View along Marine Parade (looking East)



View along Marine Parade (looking West)



## Promenade

When pedestrians make it to the historic promenade, its existing design and layout does very little to encourage visitors to spend time in the area - instead it is used mainly for pedestrians and cyclists moving through the area. The difference in level between the coastal road and the raised promenade further restrict access, and street clutter such as bollards and guardrailings reduce the attractiveness of the promenade and restrict pedestrian permeability.

The issue of maintenance, inaccessibility and street clutter is particularly pertinent to the section of promenade between The Lido and Steyne Gardens which should be the prestige section of promenade for the town. Small scale interventions, such as outdoor seating and improved material palettes, could create more inviting environments which actively encourage people to spend time in the area. The current concrete footway and street furniture do not engender a sense of place.



View showing change in levels on the promenade



Example of existing street furniture on the promenade



Street clutter on the promenade



## Building assets and activation

There are several key buildings along the seafront, including Worthing Lido and the Pier, which are failing to meet their potential as key landmarks for the seafront. Improving the activation of these assets and their connection with the surrounding area is essential for promoting the seafront and giving visitors a reason and a desire to spend time in the area. The key point for the SIP is that these structures are already in situ and therefore perfectly poised for restoration.

- The Lido

The art deco designed Lido has an iconic site, located to the west of the Pier, and allows for fantastic sea views.

Previously an open-air swimming pool, the Lido is currently an entertainment centre featuring a family amusements arcade and a series of children's rides and activities.

Given the architectural design of the building, this is a prime asset on the seafront and lends itself to a more commercial and innovative use to help make Worthing more of a signature destination.

- The Pier

Worthing Pier, built in 1862 and rebuilt in the 1980s, is perhaps the primary asset on Worthing's seafront. It has considerable architectural status, being runner up in for two years in a row in the 2016 and 2017 Pier of the Year Award, and provides an iconic focus for the town.

The Pavilion Theatre is the main entrance to the Pier, which extends to the art deco Southern Pavilion restaurant at the end of the Pier. Along the Pier are displays of public art, with a small offering of amusement arcades in the middle of the Pier.

Despite the Pavilion Theatre's attractive design, its design can make accessing the Pier unclear and difficult for visitors. There is a key opportunity to emphasise access routes and encourage greater usage of this key seafront feature.



Worthing Pier





The Lido



Existing beach huts



Under utilised Seafront Shelters on the promenade



Access point to the Pier



## 2.4.2 Opportunities

Alongside evidence of residential 'longshore drift' from neighbouring areas, Worthing remains a coastal destination for many visitors. Recent data from a study of visitors to towns in coastal West Sussex (including Worthing) provides valuable insights into the current profile of visitors to Worthing, and suggest opportunities to further develop the town's visitor economy.

The majority of visitors to Worthing are aged over 65 (34 percent) and from within the UK (over 90 percent). Visitors primarily come to Worthing from Sussex or Surrey, and some from London, generally making their way to Worthing for a day trip (66 per cent).

Re-visioning the seafront and its role in Worthing's visitor offer presents an opportunity to convert these day visitors to overnight stays, which generally results in a higher visitor spend and greater impact on the local economy. More could be done to capture the imagination of visitors and provide a more comprehensive visitor offer throughout the year.

It is also important to build on Worthing's perceived strengths. The study notes that visitors identify these as relaxing and enjoying the scenery, and the seafront, promenade, beach and pier are consistently rated as the best things about visitors' trips to Worthing. The opportunity exists to capitalise on these defining features of the seafront and offer visitors an enhanced environment to enjoy these assets, with additional activities to stimulate interest year-round.



Cyclists on the promenade



Walkers on the promenade



Existing cafe on the seafront



## Stejne Gardens

Stejne Gardens is located to the east side of Worthing Pier. The gardens are a conservation area, and feature some of the town's most significant architecture. The landscaped gardens offer a popular recreation and events space for the town.

At present, the road layout around Stejne Gardens isolates the area and inhibits its connection to the seafront and wider town centre.



View of Stejne Gardens from Marine Parade



View of Stejne Gardens towards the seafront

## Coastal Sports

The coastal stretch from Goring to Worthing and along to Lancing forms the heart of water sports in Sussex.

Worthing has a large tidal range and its suitable conditions allow for many different types of water sports.

Many water sport centres (such as kite and wind surfing, and stand-up paddle boarding) are established on the eastern stretch of this section of the seafront.



Coastal Sports in Worthing



Splashpoint Leisure Centre and swimming pool







## 3.0 Consultation





# 3.0 Consultation

Worthing's seafront is hugely important to residents, visitors, businesses and community groups. In developing the SIP, Worthing Borough Council has, in conjunction with West Sussex County Council, undertaken early engagement of stakeholder views on the proposals contained in this Seafront Investment Plan and the complementary Town Centre Public Realm Strategy. Once individual proposals are refined and more detailed designs come forward, further engagement and consultation will follow.

## 3.1 One-on-one interviews

A series of one-on-one interviews were conducted with Heads of Service from different departments at Worthing Borough Council. This included Planning & Development, Parks & Foreshore, Culture, Place & Investment and Customer Contact & Engagement. The interviews explored perceptions and the challenges that the seafront currently faces, ideas and emerging proposals for the space, and opinions on the emerging design and investment options. Bringing these multi-disciplinary perspectives together has provided a strong foundation for the vision proposed in this SIP and the subsequent stakeholder workshops.

## 3.2 Stakeholder Workshops

A series of design workshops were hosted by Worthing Borough Council during September 2017 to discuss the proposals for both the Worthing SIP and the Worthing Town Centre Public Realm Strategy. The workshops were attended by officers and Councillors from Worthing Borough Council and WSCC, and a broad range of community and business representatives.

### Key findings include:

- Connectivity is a challenge – stakeholders commented that the seafront can feel cut off from the wider town, and it can be challenging for new visitors to identify how to access the seafront.
- The seafront requires activation – there is a lack of key “anchor” destinations for visitors along the seafront, and the area could benefit from greater activation more widely along its length. Proposals should consider increased seating, improved lighting, mini retail units, and re-surfacing of the promenade.
- Worthing Lido - proposals should include additional attractions – as well as reinstatement of a heated pool - including increased active frontage, restaurants and cafes.
- Worthing Pier – the existing entrances to the Pier could be improved to further enhance its appeal.
- Transport Interchange – improve the quality of interchange between the bus station and the main railway station.
- Car Parking – the provision of parking in the town centre needs to be reviewed in greater detail.
- Inclusivity is critical – any strategy needs to take into consideration the needs of all residents, including families and older residents.













## 4.0 Vision













# 4.0 Vision

## 4.1 Principles for the Vision

The investment vision outlined in this document builds upon the previous work of the Seafront Strategy (developed in 2007) the Investment Prospectus and the emerging Local Plan.

This vision establishes an integrated framework for the revitalisation of assets, public realm improvements, the reconfiguration of traffic, and the expansion of leisure and cultural activities in a way that can transform the seafront into a civic and business-friendly space at the heart of Worthing and West Sussex.

These improvements to the public realm will establish an enticing and distinctive year-round seafront for all that offers infrastructure, facilities and activities that meet the needs of young and old residents and visitors alike. This vision aims to highlight the importance of an accessible seafront, developed in line with the rich cultural, active leisure and heritage architectural offer but also acknowledging the commercial drivers that need to be present to help make this vision a reality.

Through analysis and stakeholder consultation, the vision is structured around the four key components listed below to unlock the seafront's inherent potential over the next 5-10 years. Each of the components is supported by individual measures which are detailed further in this section.

## 4.2 Improved public realm and pedestrian access to seafront

The proposals for Marine Parade would transform the appearance of the corridor and promote pedestrian priority throughout Marine Parade and Wordsworth Road to the west and Steyne Gardens to the east. The design proposals for Marine Parade and the promenade form the spine of the proposals for Worthing seafront and form the key link in connecting all other proposals.

### 4.2.1 Worthing Pier and Marine Parade public realm

Marine Parade is a key severance feature and the main barrier to movement in Worthing between the town centre and the seafront. The combination of constant vehicular traffic, on-street car parking spaces, and limited crossing opportunities results in a particularly poor and impermeable environment for pedestrians and cyclists. Formal crossing points are provided along Marine Parade however they do not necessarily align with key pedestrian desire lines and pedestrians' dependence on these crossings reduces the overall permeability of the corridor.

The key proposals for Marine Parade between Grafton Car Park and The Steyne would include:

- South Street Roundabout – the existing roundabout would be converted to a priority junction with new pedestrian crossings on all arms. Removing the roundabout would create significant new public realm opportunities enabled through the reduction of the junction's footprint. Reducing the junction's footprint would also allow the relocation of existing crossings to be better aligned with the key desire line between South Street and the promenade.

- Narrowed Carriageway – improving pedestrian permeability of Marine Parade is a key design feature to reduce the severance caused by the coast road. Narrowing the carriageway width will reduce crossing distances, improve pedestrian permeability and encourage more informal crossing of Marine Parade.
- Recessed Parking Bays – all existing parking bays would be recessed within widened footways between Augusta Place and The Steyne. This design would maintain existing levels of parking on Marine Parade, whilst also increasing the flexibility of the footways when not in use by vehicles. Incorporating the parking bays within the footways would also serve to improve the permeability of Marine Parade by reducing crossing distances.
- Raised Table and Surfacing – to further reduce the severance caused by Marine Parade, the carriageway would be raised to footway level throughout the town centre and would also be re-surfaced in a complementary colour to reduce the highways feel of Marine Parade and reconnect the promenade with the town centre.





#### BEACH HUTS

New chalet that will bring much needed purpose and character to the western promenade.

#### NEW PEDESTRIAN CROSSINGS

Pedestrian permeability between the Promenade and Town Centre will be improved with new pedestrian crossings throughout Marine Parade.

#### PROMENADE RE-SURFACING

The full width of the Promenade will be resurfaced in a more attractive and durable surfacing.

#### WIDENED FOOTWAYS

All footways will be widened to promote pedestrian priority and to incorporate recessed seating and lighting bays available to commerce.

#### SEAFRONT SHELTERS

Dedicated structure along the seafront will be constructed to provide pedestrian priority and to be reduced to enable the installation of a Box Park.

#### MONTAGUE PLACE 'BOX PARK' + PUBLIC ART

The existing carparkway footway will be reduced to enable the installation of a Box Park.

#### WORTHING LIDO

The swimming pool will be reinstated to create a public space improvements on Marine Parade and Lido.

#### PROMENADE IMPROVEMENTS

Existing roundabout removed and replaced with a new roundabout and restaurant units.

#### SOUTH STREET ROUNDABOUT

The pier structure will be retained to this enable a new retaining wall will provide both a series of enclosure and also much needed outdoor seating.

#### WORTHING PIER

The pier structure will be retained to this enable a new retaining wall will provide both a series of enclosure and also much needed outdoor seating.

#### STEYNE GARDENS

The installation of the gardens will remove through traffic on Marine Parade and improve the quality of the environment.

#### SUSSEX WATER WORLD

The installation of the gardens will remove through traffic on Marine Parade and improve the quality of the environment.

#### BEACH HOUSE WORLD

The installation of the gardens will remove through traffic on Marine Parade and improve the quality of the environment.

#### WORTHING LAGOON

The installation of the gardens will remove through traffic on Marine Parade and improve the quality of the environment.





Visualisation of junction of South Street and Marine Parade looking South towards the Pavilion Theatre





Visualisation of junction of Marine Parade and the Lido



### 4.2.2 Pedestrian crossings along Marine Parade

Pedestrian permeability between the promenade and town centre will be transformed by installing new pedestrian crossings throughout Marine Parade. Existing crossings will also be upgraded to complement the new crossing points.

As well as increasing pedestrian permeability, the new crossing points will create vital links between the reinvigorated promenade and the town centre. For example, upgrading the existing crossing at the bottom of West Buildings will significantly improve the connection between the pedestrianised Montague Street and the promenade, and also act as a new western gateway into the town centre.

The design of the crossings will be inspired by examples of best practice from London and Southend Promenade where crossings have been designed to become focal points for pedestrians and reinforce pedestrian priority over other road users. The examples from London have used striking colours and patterns to highlight crossing points at key junctions. The crossings in Southend have been designed to the maximum permitted widths in UK standards to maximise the accessibility and visibility of the crossing points.



Crossing on Southwark Street, London, designed by Camille Walala



Crossings in Brixton, London, designed by Eley Kishimoto



### 4.2.3 Steyne Gardens public realm improvements

The proposals for Steyne Gardens would celebrate the historic qualities of the area and reinstate the sense of square and enclosure. The Steyne is the key gateway for anyone approaching Worthing by road from the east – however the Steyne is dominated by the road network which creates a roundabout that encircles the gardens.

The design proposals are focussed on reducing the impact of through traffic on The Steyne by 'Peninsular-isation' of the square which would remove general traffic from the south side of the square and join the square directly with the promenade. The highways and surface treatments would also be extended northbound beyond the square to reaffirm the Steyne Gardens as a gateway and to improve the public realm on Brighton Road. The 'Peninsular-isation' of the square would require modifications to the existing traffic management in the area with all westbound vehicles using The Steyne to access Marine Parade and all eastbound vehicles using Steyne Gardens to access York Road and Warwick Road.

As well as improving the quality of space within the square itself, the improvements would make the square the key gateway into Worthing for anyone approaching the town centre from the west. The improvements would send a clear message to visitors that the town centre is improving and that the emphasis of the seafront has changed, rather than merely being an access road to local car parks.

The precedent study of Fitzroy Square shows how reasonably modest improvements to the public realm have transformed the spaces and how this has directly benefitted the local highways network surrounding these squares.



Photo Credit - Julian Osley - Available from [www.geograph.org.uk](http://www.geograph.org.uk)

View of Fitzroy Square



Photo Credit - Anders Hanson - Available from [www.flickr.com](http://www.flickr.com)

View of Fitzroy Square



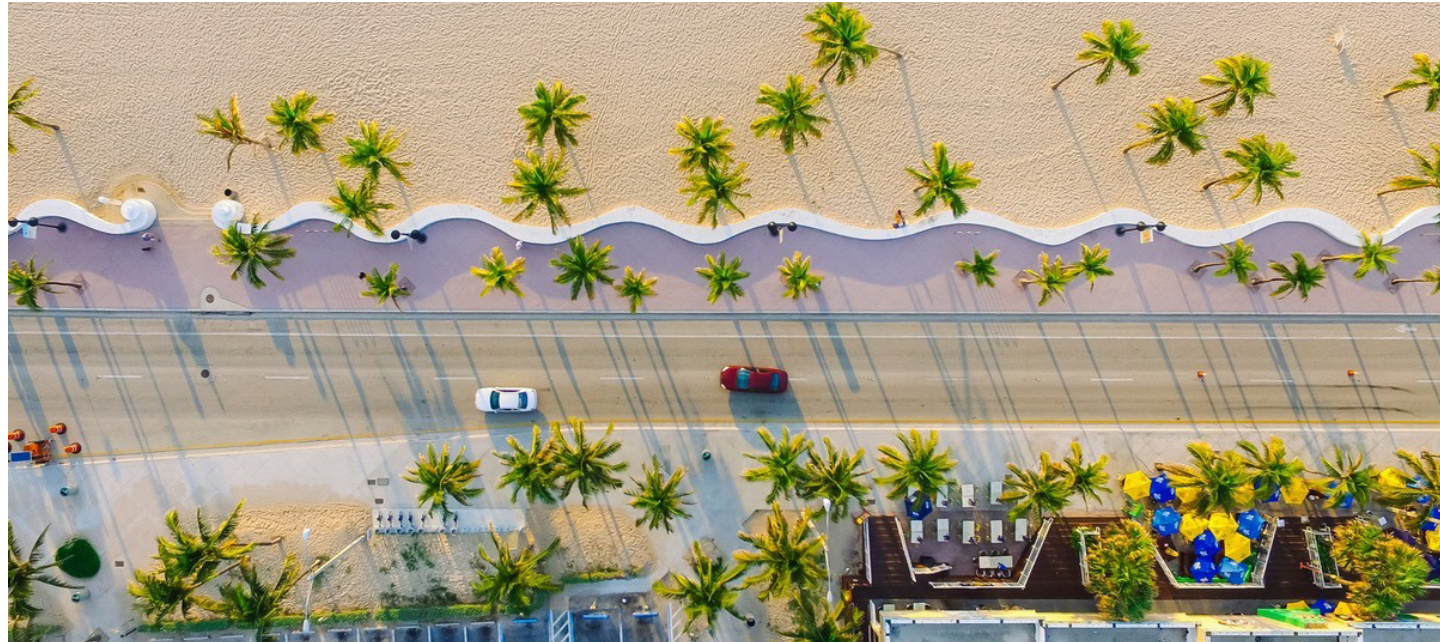
### 4.3 Activation of existing assets

The combined public realm proposals for Worthing Promenade and Marine Parade will reconnect the seafront with the town centre and transform the seafront's appeal as a regional destination. The key design criteria for the promenade will be to create a sense of purpose and encourage passers-by to spend time making use of the seafront.

#### 4.3.1 A New Promenade

Currently the promenade feels neglected and lacks its own sense of identity to distinguish itself as a distinctive, coherent space. Consequently, most pedestrians tend to pass along the promenade without spending time accessing the seafront. Therefore, the key design criteria for the promenade is to create a sense of purpose and encourage passers-by to spend time making use of the seafront. The key design components of the promenade proposals are:

- **Retaining Wall and Outdoor Seating:** a new retaining wall would be installed throughout the promenade along the back of the beach. This wall would provide a sense of enclosure for both the beach and seafront but more importantly the wall would provide outdoor seating and therefore a place to rest and enjoy Worthing beach. The retaining wall would also improve the durability of the promenade and provide shelter during poor weather conditions.
- **Promenade Resurfacing:** the proposals would resurface the full length of the promenade in a complementary surface and colour to the material palette used for the Marine Parade public realm proposals. Continuing the same palette through this space would help to unify the seafront and town centre and help to overcome the perception of Marine Parade and the seafront as barriers to movement.
- **Complimentary Measures:** the design proposals for the promenade compliment a wider package of measures for the seafront which includes the proposals for the Lido and Pier, Marine Parade and the Seafront Shelters.



Aerial view of Promenade Fort Lauderdale



Photo Credit - Israel Tourism - Available from [www.flickr.com](http://www.flickr.com)

Tel Aviv Port urban regeneration

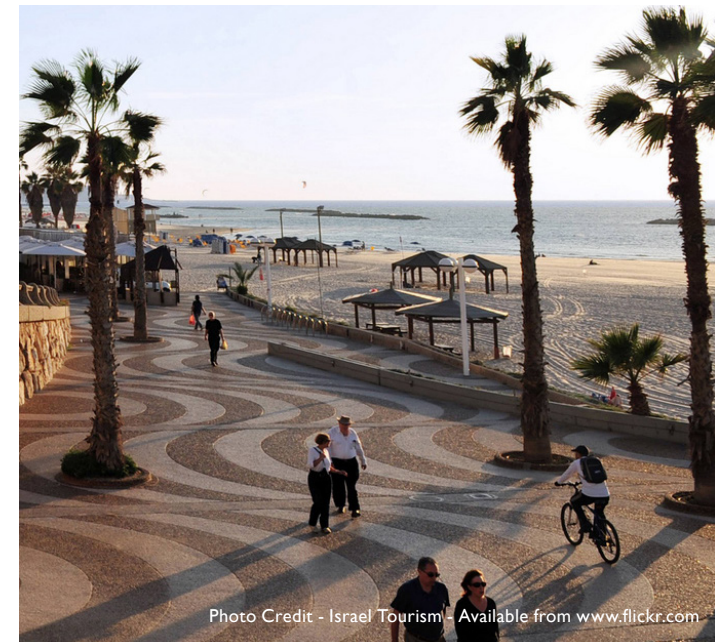


Photo Credit - Israel Tourism - Available from [www.flickr.com](http://www.flickr.com)

Tel Aviv Port urban regeneration



### 4.3.2 Seafront Shelters

Utilisation of existing space and infrastructure along the promenade and coastal road is a key way of providing a more exciting and varied offer for those visiting the seafront. Currently there are a series of buildings located along the promenade which have the potential to become the anchor points for the wider proposals for Worthing Promenade and have been identified as essential to the regeneration of the seafront. The Steyne Gardens and West Buildings' Shelters have particular potential for transformation into restaurants and cafes which would enhance and activate these areas and support the town's night-time economy.

The recent transformation of Brighton's seafront and Bandstand exemplify how traditional features of the seafront have been seamlessly integrated with new contemporary installations which have reinvigorated a section of the seafront that was previously neglected and dilapidated. The West Beach Café in Littlehampton is a particularly interesting precedent as it has created interest and activity in a location that is quite dislocated from Littlehampton town centre and has become an attraction in its own right. The combined potential of Worthing's seafront structures and local best practice from Brighton and Littlehampton create a compelling vision for bringing the identified buildings along Worthing seafront back into use.



Southend Pier Cultural Centre by White Arkitekter

Photo Credit - Chris Morgan - Available from [www.geograph.org.uk](http://www.geograph.org.uk)



The Bandstand at Brighton Seafront

Photo Credit - Martin Pettitt - Available from [www.flickr.com](http://www.flickr.com)



West Beach Café in Littlehampton by Asif Khan Architects

Photo Credit - Lucy Djevedet - Available from [www.flickr.com](http://www.flickr.com)



### 4.3.3 Montague Place 'Boxpark'

A focal point of all proposals for Worthing seafront is improving both the visual and physical connections between the seafront and town centre to encourage increased footfall between the two. Montague Place has been identified as a key space within the town centre as it has a direct link to the seafront. However, the existing layout of Montague Place provides few reasons for passers-by to spend time in the area and the layout also fails to promote the connection with the seafront. This space, sitting north of Marine Parade in between the prime frontage of the Lido and the Pier, also presents a perfect opportunity to draw visitors to the area and remain in the vicinity of the seafront, therefore contributing to the challenge of limited activation on this stretch of seafront strip.

Despite recent improvements in Montague Place, the space could be enhanced further to improve its capacity for hosting events and strengthen the link with the seafront. The proposals for Montague Place would focus on creating a new 'Boxpark' style development in its north-eastern corner which would host small commercial units including shops, restaurants and cafes. The existing highways layout could also be reconfigured to reduce the visual impact of parked vehicles on the space and in doing so enhance the pedestrian connection with the seafront and promenade.

The 'Boxpark' concept has flourished recently, particularly in London, in locations which have needed an injection of activity in order to promote and enable wider regeneration aspirations. Croydon Boxpark has become the centrepiece of improvements to the town's centre and has generated activity and early interest in the area and prior to the completion of any 'major' developments in the area. Croydon Boxpark was recently awarded two major architectural awards from New London Architecture in the 'Meanwhile' category and the RIBA awards for 'Outstanding contribution'.



Boxpark Shoreditch, London



Pop Brixton, London



Pop Brixton, London



#### 4.3.4 Beach Huts

The installation of new beach huts along the western stretch of the promenade will bring much needed purpose and activation to Worthing's west promenade between West Buildings and Wordsworth Road. The location of the huts would link directly with the proposed public realm proposals and materials palette for Marine Parade.

The proposals would seek to diversify the use of the beach huts beyond the traditional rental models and create a 24/7 purpose to this section of the seafront. The additional uses could include pop-up shops and cafes, and overnight accommodation. The examples from The Strand in Shaldon demonstrates how the regenerated beach huts have reinvigorated the seafront and provided a new resident population. The location of the beach huts would complement the proposals contained in Adur & Worthing Councils' 'Beach Huts Revenue Strategy Development' for Worthing seafront and also align with the proposed public realm improvements on Marine Parade and the promenade.



Beach huts, Shaldon



Beach huts, Shaldon



Existing beach huts on Worthing Seafront



#### 4.4 'Big Ticket' Items

Worthing benefits from a range of high value assets, which are currently not being used to their fullest potential. The Lido, Pier and Worthing's active leisure offer are pre-existing assets which position Worthing above many other seaside towns. In order to set the seafront apart from its competitors, investment in these 'big ticket' items and the opportunities they provide is essential to define Worthing as a distinctive place along the UK's crowded south coast.

The Lido and Pier are the centrepiece of the Seafront Investment Plan, and the two pre-eminent landmark structures on Worthing seafront. The Lido and Pier are synonymous with Worthing's history as a seaside resort and their regeneration is crucial to fulfilling the seafront's potential.

##### 4.4.1 The Lido

The existing design and layout of the Lido does not do justice to its historic setting and does not encourage visitors to spend time there. The ambition for the Lido is focussed on reinstating its swimming pool and maximising the quality of existing commercial units within the Lido. The opportunity exists for the Lido to be a year-round attraction that will be protected from the seafront whilst also creating a seamless experience between the pool and seaside by opening up the building's façade and exterior.

The recent regeneration of several Lidos in the UK, including Bristol and Saltdean Lido, has demonstrated the nostalgic value that Lidos still offer in seaside towns. Bristol Lido is particularly inspiring and has reinvented itself as a Lido and also a spa retreat with restaurant, which further broadens its appeal and extends its usage throughout the year.



Bristol Lido



Bristol Lido



Saltdean Lido



#### 4.4.2 The Pier

A key challenge for the Pier is improving its interface with the town centre and creating a more welcoming entrance into the Pier complex. The Pier forms the key visual connection between the town centre and seafront however the poor quality of entrances and road layout surrounding it significantly undermine the Pier's offer to the town centre. Currently, pedestrians can only access the pier through its side entrances which does not create an enticing experience for visitors to one of the town's key tourist attractions.

Another challenge for the Pier is to diversify the attractions on the pier and improve its existing commercial offer. The proposals in this study seek to widen the existing northern section of the pier itself in order to enable the installation of new commercial structures on the pier. Addressing these challenges will require fundamental changes to the Pier's design and layout – especially if the floorspace available for commercial use is to be increased. However, improving the pier's appeal is integral to re-connecting the seafront and promenade with the town centre.

The design proposals for the Pier seek to increase the number and quality of entrance points onto the Pier from the Promenade on the building's main southern facade, which would significantly improve the visual connectivity between the Pier and Marine Parade. The proposed structural enhancements would widen the existing Pier structure between the Pavilion Theatre and Pier Amusements to enable the installation of new commercial units and additional seating on the Pier. The designs for the Pier would tie into the wider proposals for the area including the removal of the South Street roundabout and public realm proposals for Marine Parade.

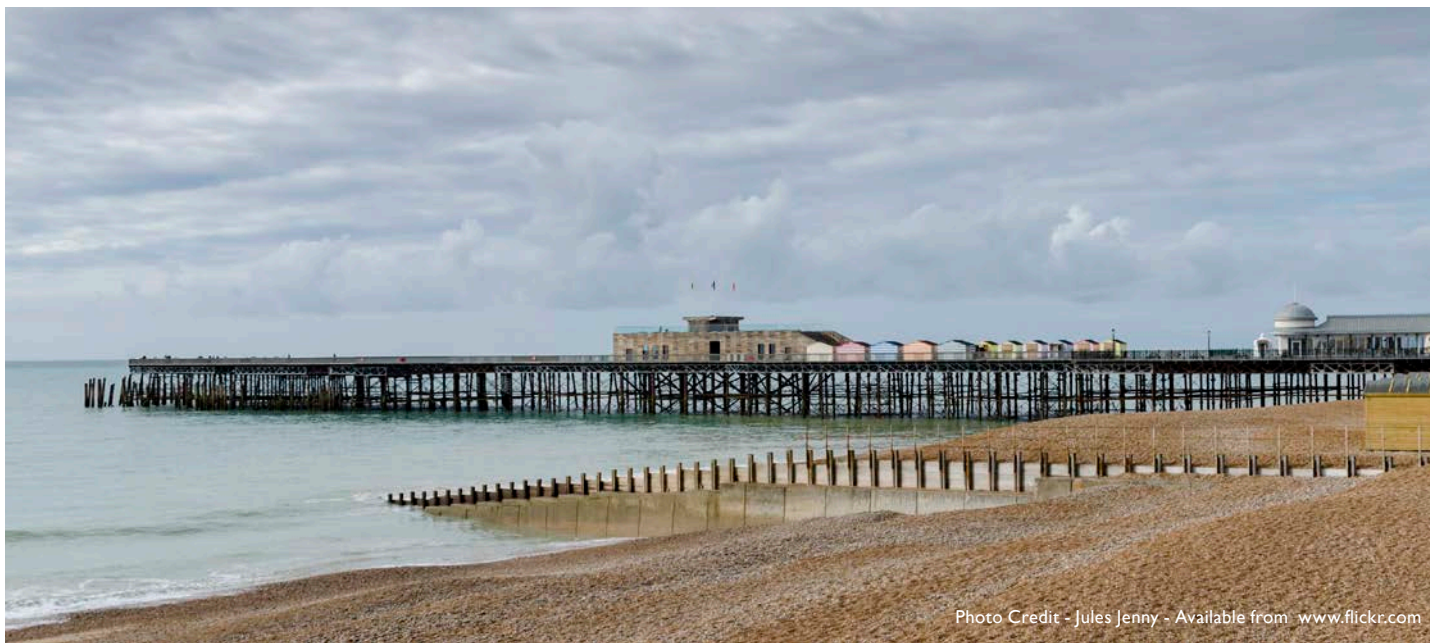


Photo Credit - Jules Jenny - Available from [www.flickr.com](http://www.flickr.com)

Hastings Pier renovation designed by dRMM

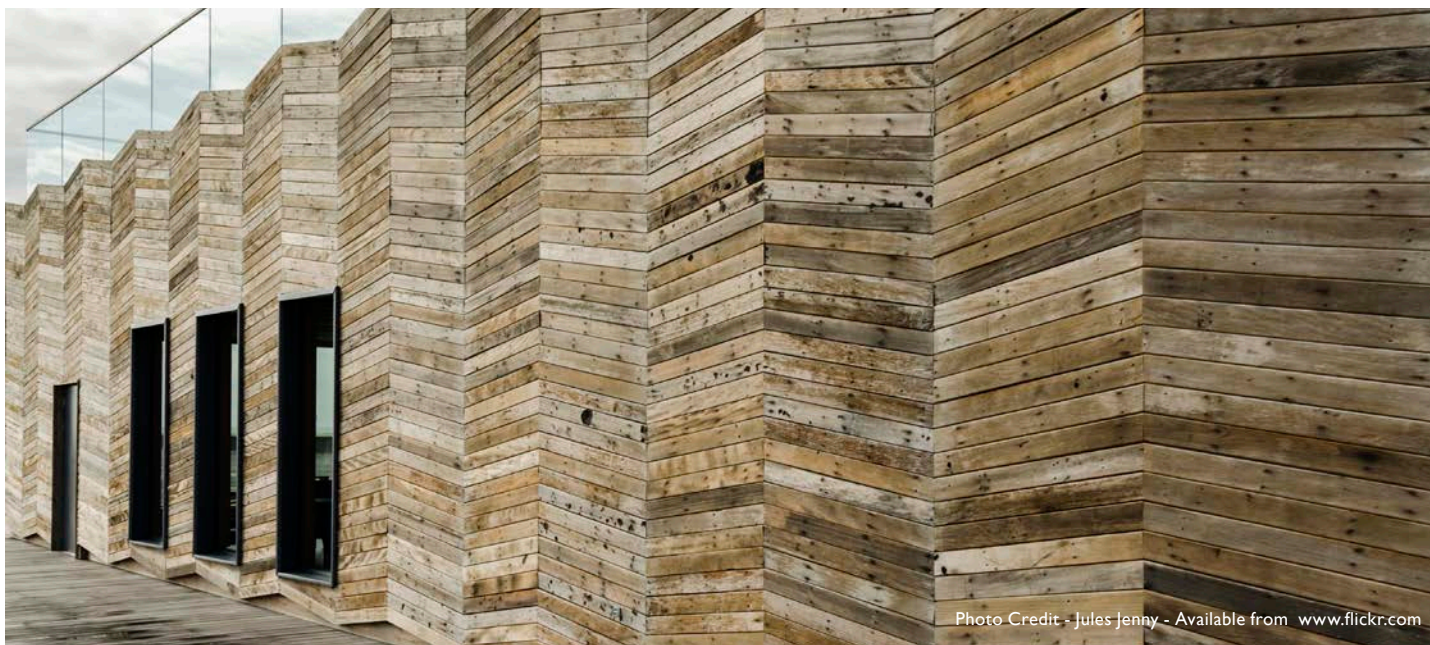


Photo Credit - Jules Jenny - Available from [www.flickr.com](http://www.flickr.com)

Hastings Pier renovation designed by dRMM



#### 4.4.3 Worthing Lagoon

The proposal for Worthing Lagoon is for it to become the centrepiece of Worthing's new watersports centre and seafront development. The Lagoon would ensure year-round access to this section of the coastline for outdoor activities such as windsurfing, kayaking and sailing. The proposals would include pedestrian access along the breakwater which would further increase the range of available activities in the Lagoon.

The proposals for the tidal Lagoon are part of a wider government initiative which could result in the introduction of a further five lagoons in the UK. The breakwater proposed in the tidal Lagoon proposals would be six miles long and comprise of sixteen hydro turbines. As well as using 'cutting edge' technology, the Lagoon provides a year-round haven for outdoor sports protected from the open ocean.

Bassin de la Villette in Paris is the largest artificial lake in Paris and similarly to Bournemouth Coastal Park provides a range of activities including paddle boarding, inflatable sports courts and pedalos. A key success factor in Paris has been the integration of public realm improvements within the development to integrate the beach with the city and raise awareness of the area.



View of Bassin de la Villette, Paris, showing water sport activities



View of Bassin de la Villette, Paris, showing water sport activities



## 4.5 Meanwhile Uses

As well as developing longer term proposals for Worthing seafront, the Investment Plan will lead to the development of 'Meanwhile Uses' which can be installed in the short term to generate interest in the seafront and illustrate the longer terms plans for the seafront.

The proposed 'Meanwhile Uses' could include;

- 'Pop Up' Cafes on Worthing Promenade
- Re-surfacing of pedestrian crossings
- Creating an Art Trail along the seafront
- Re-surfacing of the promenade
- Install new seating on the seafront
- High quality seasonal concessions & winter markets



Photo Credit - Reflected Serendipity - Available from [www.flickr.com](http://www.flickr.com)

Bench installation by Studio Weave, Littlehampton

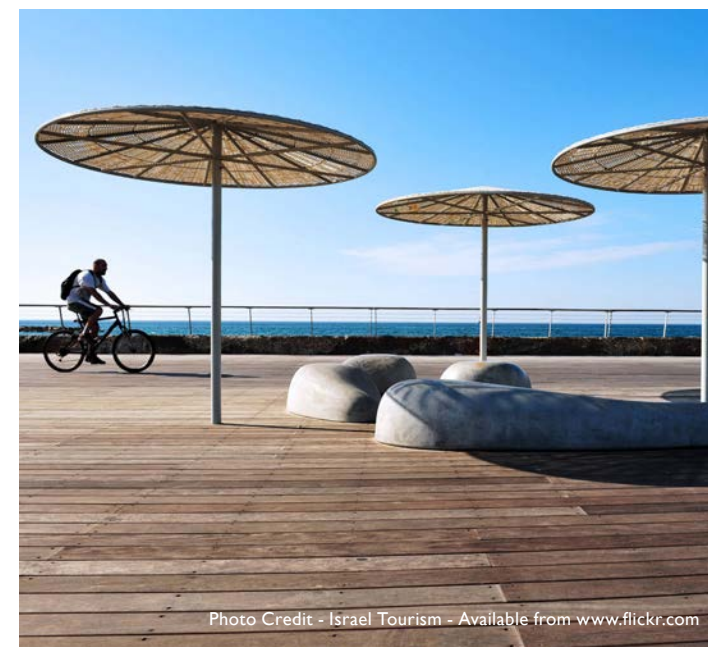


Photo Credit - Israel Tourism - Available from [www.flickr.com](http://www.flickr.com)

Tel Aviv Port regeneration, seating and street furniture

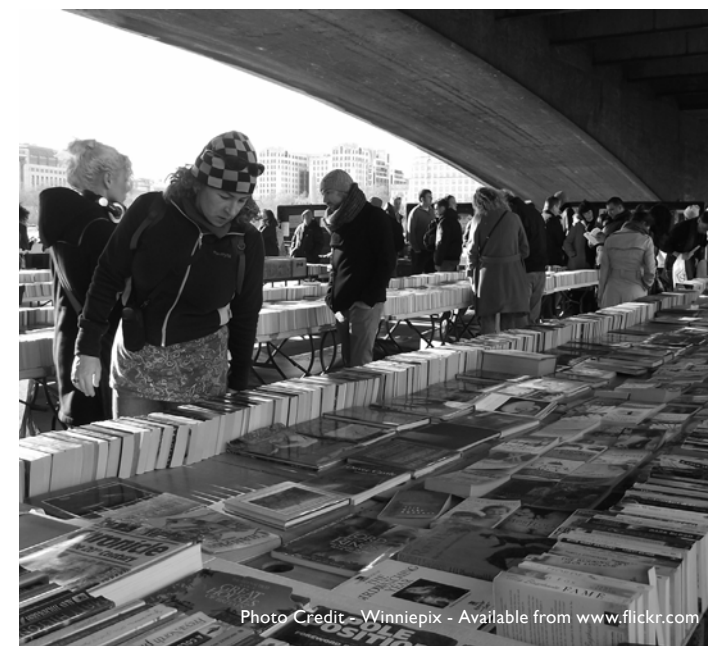


Photo Credit - Winniepix - Available from [www.flickr.com](http://www.flickr.com)

Bookstalls under Waterloo Bridge, London







## 5.0 Funding and Delivery





# 5.0 Funding and Delivery

This section sets out how the package of options combined in the SIP can be funded and delivered. Successful realisation of the SIP will require partnership, coordination and investment from both the public and private sectors. An integrated approach is required to help ensure Worthing seafront has a coherent and high quality visual identity and visitor offering.

The SIP is intended to be feasible and actionable rather than excessively “visionary.” It recognises that significant further work will be required to develop the concepts it proposes into a comprehensive, agreed and funded investment programme. It also recognises that the proposed interventions will be phased over an extended period and that the SIP itself will need to be regularly revisited to ensure it remains relevant to Worthing’s changing needs.

Core to the approach set out in this section is that the majority of the required investment will need to come from commercial sources. With public budgets remaining constrained, the opportunity for subsidy for regeneration activity is likely to continue to be limited over the next decade.

This section sets out a proposed way forward for this future work programme for Worthing seafront, identifying:

- Key stakeholders
- Delivery strategies
- Funding opportunities
- An action plan covering all of the measures set out in section 4

## 5.1 Key Stakeholders

Numerous stakeholders will have an important role in the ongoing regeneration of Worthing seafront. These include:

- Worthing Borough Council – the Council acts as the overall coordinating body for the SIP, having a key role in helping, with other stakeholders, to set the overall vision for the area and providing management of public assets, such as the promenade and beach day-to-day. The Council is also the local planning authority with a statutory role to ensure development along the seafront aligns to the National Policy Planning Framework and Local Plan. Finally the Council is also a major landowner of key sites along the seafront, including of the Lido, Pier, Steyne Gardens and the Seafront Shelters.
- West Sussex County Council – the County Council, as the transport authority, is responsible for the maintenance and renewal of roads and footways along and around Worthing seafront, and provision of safety related street furniture. This includes the key highways and streets that feature in the recommendations in this strategy and the related Worthing Town Centre Public Realm Strategy, such as Marine Parade, The Steyne and Montague Place. The County and Borough Councils are committed to working as partners in the redevelopment of Worthing seafront and town centre.
- Concession holders and tenants – a number of seafront businesses operate under licence from Worthing Borough Council. At the major Council-owned sites, such as on the Pier and at the Lido, concessions are operated through licence and tenancy agreements with the Council. Future concession holders may be attracted to other sites discussed in the SIP, such as the Seafront Shelters.
- Developers – a number of private-sector developments are proposed along the seafront, including at the former Aquarena site, which was recently sold by the Council to a local property developer, Roffey Homes. Developers have a key role in the regeneration of Worthing seafront by providing access to private capital sources and bringing expertise in the successful delivery of complex, commercially focused projects.
- Community and heritage stakeholder groups – these local bodies, such as the Worthing Society, have an important role to play in representing the interests of the local residential community and ensuring that development of Worthing seafront takes account of heritage, conservation and cultural factors, and has the support of the local community.





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## 5.2 Delivery Strategies

The detailed delivery arrangements for each proposed measure will vary depending on who is the landowner, who is acting as the project sponsor, which funding sources are being sought, and the project procurement route. Common features are likely to include:

- Feasibility stage assessment. Work led by the project sponsor to identify the detailed design, and commercial and delivery plan for the project.
- Economic assessment. Where public funding is required for the project, undertaking an assessment of the benefits of the project to Worthing and the wider regional economy.
- Planning stage. Obtaining of any required statutory approvals for the project.
- Procurement stage. Commissioning of construction and wider redevelopment activity required for the project by the project sponsor.
- Commercial agreements. Negotiation and agreement of commercial arrangements for the project, e.g. via a concession or development agreement.

Relevant considerations for the Council where it is project sponsor in structuring the delivery strategy for each project will include:

- Long-term ownership of assets – whether the Council is the natural long-term freehold owner of the asset or whether alternative structures, such as a charitable trust structure or private-sector ownership, would make more sense.
- Risk transfer – who bears important development risks including planning and environmental approvals and construction risk.
- Financing arrangements – how far the Council raises finance required for the project as opposed to seeking private-sector sources of capital.
- Supply chain implications – implications of different delivery options on the local and small and medium enterprises supply chain of West Sussex and south east England more generally, and the impacts on social value of different options that flow from this, consistent with the Social Value Act, 2012.
- Operating model – who bears responsibility for maintaining and operating the asset subsequently.

## 5.3 Funding Opportunities

The mixture and type of public and private funding will vary for each of the projects contained in the SIP. Potential options are discussed in this section. Focus is placed on capital funding options, however project sponsors will also require revenue support for early stage project feasibility work.

### 5.4 Grant funding.

A number of potential regional and national funding sources exist to support the renewal and upgrade of Worthing's seafront, including the Local Growth Fund, the Coastal Communities Fund (CCF) and National Lottery funds. Potential options are set out in the adjacent table.



Grant funding	Summary and potential offer	Target/area	Timescales to consider	Appropriate priority project
Growth Deals	<p>The Local Growth Fund (LGF) is allocated through Local Growth Deals agreed between the Government and individual LEPs</p> <p>The timing of the next growth deal round is uncertain</p>	<p>The existing Growth Deal focuses on three key priority areas as identified in the Coast to Capital LEP's Strategic Economic Plan:</p> <ul style="list-style-type: none"> <li>• Enhance business support and skills</li> <li>• Accelerate research and innovation</li> <li>• Invest in transport, flood defences and resilience</li> </ul>	TBC – uncertain if another LGF round will be available in this Parliament	Some of the “Big Ticket” items may be suitable for LGF funding
DfT LTP capital integrated transport and maintenance funding	<p>All local upper tier and unitary authorities receive grant funding from DfT, calculated on a formula basis, to support maintenance of highway assets and invest in integrated transport priorities</p> <p>This funding is being significantly reduced over the current Spending Review cycle</p>	Funds are reserved for transport projects	2017-2020	Potentially, changes to the configuration of Marine Parade in partnership with West Sussex County Council
Coastal Communities Fund	The Big Lottery Fund is delivering the CCF on behalf of the UK Government. At least £90 million of funding has been confirmed for the current round	The CCF aims to encourage the economic development of UK coastal communities by awarding funding to create sustainable economic growth and jobs	<p>Portions of this fund are set aside for development up to 2021</p> <p>Timing on the next round of CCF funding has yet to be confirmed</p>	<p>Regeneration of seafront structures</p> <p>Potentially, for a proportion of the “Big Ticket” items</p> <p>Potentially, upgrades to the public realm along the promenade</p>
National Lottery funds	<p>The Big Lottery Fund is responsible for distributing 40% of all the money raised for good causes by the National Lottery</p> <p>In the 2014-15 financial year, the organisation awarded more than £1 billion to projects with a social mission</p>	The objectives of each fund differ but each fund is designed to support community and/or charitable projects across the UK and Ireland	Timescales differ by relevant fund and are ongoing	Depends on fund applied for. Heritage Lottery Fund and Arts Council may be most suitable for SIP projects
Flooding and coastal erosion risk management funding	Central Government, via the Department for Environment, Food & Rural Affairs (DEFRA), DCLG and the Environment Agency provides grant funding to local authorities for flood defences and related projects	Funding is targeted on preventing flooding and coastal erosion	2017-2020	Worthing Lagoon and related developments

\*These are subject to change







## 5.5 Local taxation

Worthing Borough Council's principal local taxation sources are Council Tax, paid by every household in the Borough based on housing values, and National Non-Domestic Rates (NNDR) (commonly known as "business rates"), paid by businesses and other occupiers of non-domestic property in the town. The Council retains all Council Tax receipts and, since 2013, a proportion of NNDR receipts. A proportion of Council Tax receipts are earmarked through "precepting" authorities with jurisdiction in the borough, principally WSCC.

In other towns and cities around the UK and overseas, local property taxes have been used to fund civic investments. For example, in London a supplement is placed on Council Tax and NNDR to support the funding of Crossrail. In many US cities, a system called tax increment financing is used whereby forecast growth in local property taxation expected from a major civic project, such as a public realm improvement or transport investment, is earmarked to fund the upfront costs of funding that investment.

A form of tax increment financing is already active in Worthing via the "Business Improvement District" (BID) that exists in the town centre. Local businesses in the town centre and seafront have agreed to pay an additional levy through the BID to fund public realm, events and associated improvements in the area. There may be opportunities for the BID to make a greater contribution to upgrading the town centre and seafront, subject to approval by rate-paying businesses within the BID area.

## 5.6 Developer Contributions

Local authorities receive funding through developer contributions when third parties develop land in their area to provide for essential infrastructure and mitigate the negative impacts of development. The two main sources of developer contributions are Section 106 agreements and the Community Infrastructure Levy (CIL).

Section 106 agreements are private agreements made between local authorities and developers and can be attached to a planning permission to make acceptable development which would otherwise be unacceptable in planning terms. Section 106 agreements have helped to provide local infrastructure across Worthing over the last 25 years. The CIL was introduced in 2010. The levy is a local charge that local authorities can choose to apply on new developments in their area to fund infrastructure. Worthing Borough Council introduced the CIL in 2015.

For any major private-sector developments along the seafront, CIL and s106 contributions will help to support the upgrade of surrounding infrastructure such as public realm improvements. Along the seafront, these could include housing or hotel developments.

## 5.7 Commercial revenues

Worthing already receives income from commercial tenants of its assets along the seafront. The Council will look to take an overarching steward role to the assets it lets along the seafront in future to ensure the sum is greater than its parts. The potential also exists for the Council to extend the range of commercial lets along the seafront, including through further provision of active leisure facilities.

There may be other opportunities to raise commercial revenues along the seafront. For example, the cost of both of parking both on-street and in Council owned parking facilities is significantly lower than in some south coast communities, notably Brighton & Hove. While this provides benefits to local residents and minimises the risk that visitors will be discouraged from stopping in the town due to parking costs, there may be the opportunity for the Council to optimise parking revenues over the long-term to support investment in seafront projects. Any changes to parking policy will want to be considered on a holistic basis, including, as part of this, an assessment of options to mitigate socio-economic impacts on local communities.

## 5.8 Crowd funding

Crowd funding is the practice of funding a project or venture by raising monetary contributions from a large number of people, today often performed via internet-mediated registries. Crowd funding is a form of alternative funding, particularly to support projects or initiatives which have strong public stakeholder support but may fall outside of the remit of traditional funding streams such as public grants or local authority planning objectives. As such, crowd funding revenues are highly uncertain but have proven their value in a number of projects along the south coast in recent years such as the redevelopment of Hastings pier and the proposed reconstruction of the Madeira Terrace in Brighton & Hove.



## 5.9 Action Plan

The following table sets out the proposed way forward for delivering the key measures set out in Section 4 of the SIP.

No assessment has been undertaken of the costs of delivering these options in the development of this document.

Project	Funding Sources	Timeframe	Next steps (simplified)	Key Stakeholders
Worthing Pier and Marine Parade public realm Public-sector procurement	DfT grant funding Potentially, commercial receipts (parking)	Short term (0-3 years)	Commission concept designs for Marine Parade Business case development Agree funding arrangements	West Sussex County Council – transport authority, overall sponsor to project  Worthing Borough Council – responsible for non-safety related street furniture, public realm upgrades
Pedestrian crossings along Marine Parade Public-sector procurement	DfT grant funding Potentially, commercial receipts (parking)	Short term (0-3 years)	Commission concept designs Business case development Agree funding arrangements	West Sussex County Council – transport authority, overall sponsor to project
A new promenade Public-sector procurement	Local taxation, including possible Worthing BID contribution Developer contributions	Short term (0-3 years)	Assessment of precedents in other areas. Commission concept designs Agree funding arrangements	Worthing Borough Council – project sponsor with responsibility for public realm
Steyne Gardens public realm improvements Public-sector procurement	DfT grant funding Developer contributions National Lottery Funds	Medium term (3-5 years)	Commission concept designs Local Plan finalisation Business case development Agree funding arrangements	West Sussex County Council – transport authority, overall sponsor to project  Worthing Borough Council – responsible for Steyne Gardens as public park and Local Plan
Seafront Shelters Developer-led approach, Worthing Borough Council will award long-term lease to successful concessionaire following competition, who will be responsible for redevelopment and operations of site	Commercial concession	Medium term (3-5 years)	Structures study of Seafront Shelters to identify any site issues prior to tender Develop commercial structure (lease, ground rent etc) Statutory approvals, as required Invitation to tender to potential concession holders	Worthing Borough Council – project sponsor and freehold asset owner  Concessionaire – development, maintenance and operations of pavilion assets



Project	Funding Sources	Timeframe	Next steps (simplified)	Key Stakeholders
Montague Place 'Boxpark' Developer-led approach as with "Seafront Shelters"	Commercial concession	Medium term (3-5 years)	Feasibility study of potential for Montague place to host Boxpark. Develop commercial structure Statutory approvals, as required Invitation to tender to potential concession holders	West Sussex County Council – asset owner Worthing Borough Council – project sponsor, in partnership with County Council Concessionaire - development, maintenance and operations of Boxpark.
Beach huts Developer-led approach as with "Seafront Shelters"	Commercial concession	Medium term (3-5 years)	Develop commercial structure Statutory approvals, as required Invitation to tender to potential concession holders	Worthing Borough Council – project sponsor and asset owner. Concessionaire - development, maintenance and operations of new beach huts
The Lido Primarily developer-led approach, however Worthing Borough Council will take initial role in developing detailed vision and redevelopment plan for Lido	CCF Big Lottery Funding Potentially, crowd sourcing Commercial concessions	Medium term (3-5 years)	Early stage feasibility study to identify detailed redevelopment plan, including commercial structure, potential uses, investment requirements Funding applications to grant bodies / establishing Crowd Sourcing website Clarification of existing concession arrangements and transition arrangements	Worthing Borough Council – asset owner, project sponsor Developer/Concessionaire – lead redevelopment of site and ongoing operations / maintenance of facility.
Worthing Pier Primarily developer-led approach, however Worthing Borough Council will take initial role in developing detailed vision and redevelopment plan for the Pier	CCF Big Lottery Funding Potentially, crowd sourcing Commercial concessions	Medium term (3-5 years)	Early stage feasibility study to identify detailed redevelopment plan, including commercial structure, potential uses, investment requirements Funding applications to grant bodies / establishing Crowd Sourcing website Clarification of existing concession arrangements and transition arrangements	Worthing Borough Council – asset owner, project sponsor Developer/Concessionaire – lead redevelopment of site and ongoing operations / maintenance of facility
Worthing Lagoon	TBC	Long term (5 years +)	Commission early stage feasibility assessment	Crown Estate – owner of UK seabed Environment Agency – responsible for coastal protection Worthing Borough Council – project sponsor, owner of foreshore



# WORTHING

## SEAFRONT INVESTMENT PLAN

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