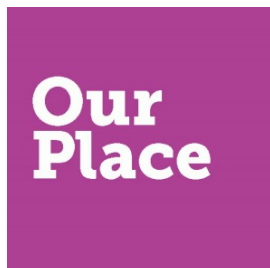


Bognor Regis Our Place Project



Sheila Green – Bognor Regis Town Council
Val Souchet – Community Organiser

CAPTURING THE CONVERSATION

#OurPlace | #BognorRegisIsListening | #Tourism

#Bognor Regis



#Regeneration

#Community

“Pop-Up and see me sometime”



Tell Us About Your Visit to Bognor Regis

Very clean Seafront
Good First Impression
Town centre could
be better signposted
from seafront.

Are You:
☐ Male ☒ Female

Visiting For:
☒ Holiday ☐ Day Out ☐ Business
Other _____

Visiting With:
☒ Family ☐ Couple ☐ Friends
☐ Individual
Other _____

Where are you visiting from?
Newcastle
Upon Tyne

What are people saying?

Tell Us About Your Visit to Bognor Regis

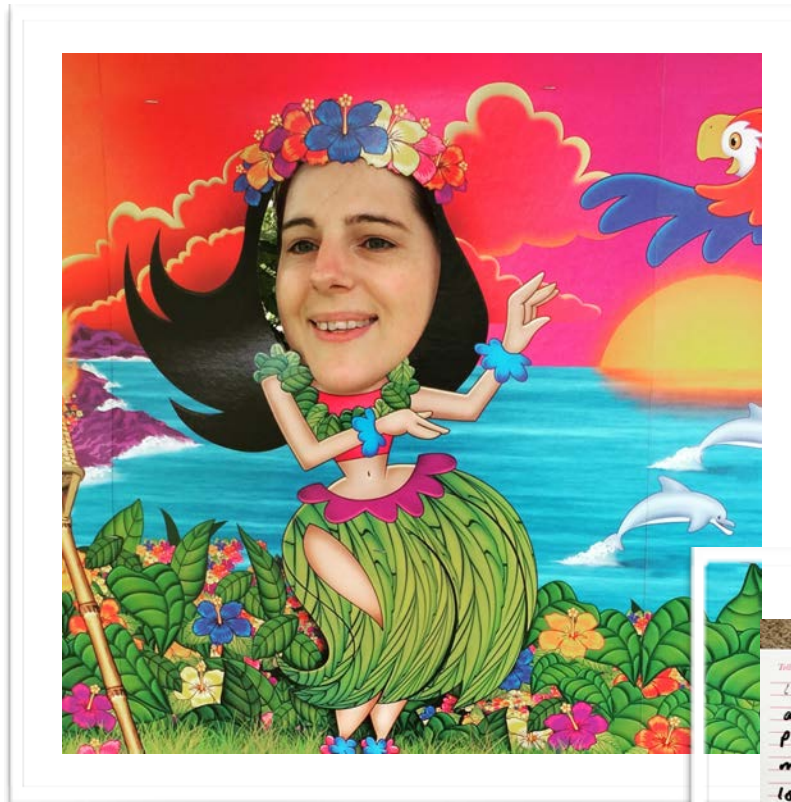
It's a lovely quite town with fantastic beach. Been our 2nd visit in 6 months.

Are You: ☐ Male ☒ Female

Visiting For: ☒ Holiday ☐ Day Out ☐ Business Other

Visiting With: ☒ Family ☐ Couple ☐ Friends ☐ Individual Other

Where are you visiting from? **READING**



Tell Us About Your Visit to Bognor Regis

NICE PARK - SEA FRONT A BIT KISS ME QUICK! 6/10

Are You: ☒ Male ☐ Female

Visiting For: ☐ Holiday ☒ Day Out Other

Visiting With: ☒ Family ☒ Couple ☐ Individual Other

Where are you visiting from? **FELTHAM**

Tell Us About Your Visit to Bognor Regis

Just here for afternoon. Bognor Regis is lovely park for children. We came for the train which our 2 year old loves. Nice new cafe in park. Beach is nice but think the town needs smothering up to attract visitors.

Are You: ☐ Male ☒ Female

Visiting For: ☐ Holiday ☒ Day Out ☐ Business Other

Visiting With: ☒ Family ☐ Couple ☐ Friends ☐ Individual Other

Where are you visiting from? **BROMLEY, KENT**

Tell Us About Your Visit to Bognor Regis

Local people are the nicest people I have met in a long time! Would love to live here.

Are You: ☐ Male ☒ Female

Visiting For: ☒ Holiday ☐ Day Out ☐ Business Other

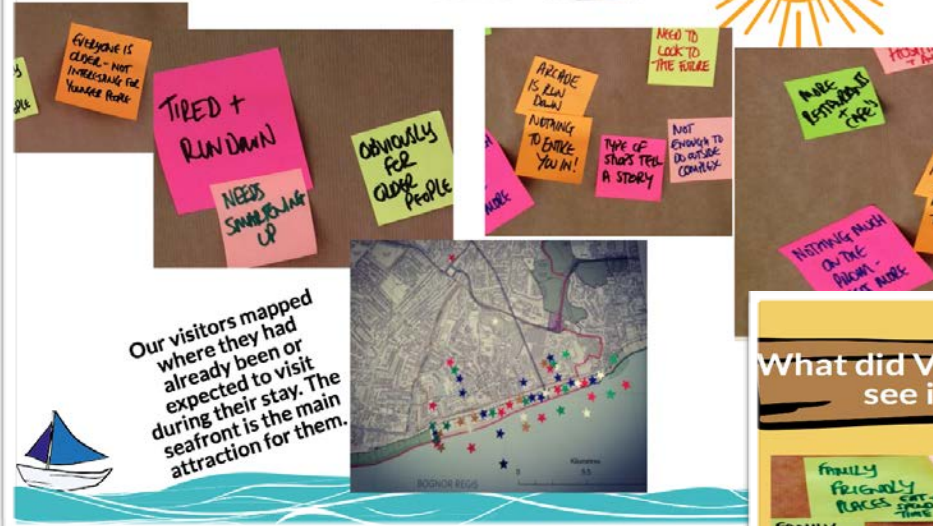
Visiting With: ☒ Family ☐ Couple ☒ Friends ☐ Individual Other

Where are you visiting from? **LONDON**



What did VISITORS have to say about the town?

We spoke to 117 visitors staying at Butlin's



Our visitors mapped where they had already been or expected to visit during their stay. The seafront is the main attraction for them.

"Show Me..."

What did VISITORS expect to see in the town?

78 people out of 117 had yet to leave the complex, most had been on site for three days or more.



.....Some More"

“Business as usual”



"If it wasn't for Butlin's we would struggle, I'm feeling positive about the future"



"Regeneration needs to be simple and reflect the type of visitor we attract"



"Too much cross discussion and cross thinking but no talking to us, I would welcome that"



"This is not a seaside town, where's our identity?"



"We need to be listened too, and have more conversation with Local Authority"



"Right now, Littlehampton is a better offer for visitors"



"Bognor is definitely on the rise, it feels like a bit of a revival"

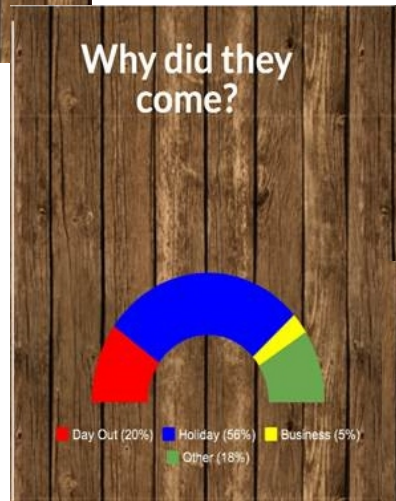


"Community drivers are huge for Bognor Regis, they should be supported and celebrated"



"We need more joined up thinking, we're missing out on an opportunity to have a better town"

“So.... What do we know?” Our Postcard Feedback data results:



What did they like?



The seafront and beach area are a clear hit with our visitors. Our less tangible asset of local people with their friendly nature has been a strong theme through the whole project.

Everything (7%) Felpham (7%) Food (4%) Friendly people (12%) Hotham Park (10%) Nothing (13%) Seafront (38%) Town (11%)

Taking the overall flow from each postcard, we can see that feedback has been mainly positive with some good suggestions around any future tourism ideas from people that are already visiting us.



Family activities needed (11%) Friendly (8%) Lovely Seaside town (13%) Negative (10%) Positive (37%) Upkeep / Upgrade (11%) Traditional (7%) Stuff for youth market (4%)

What would they like to see?



General Improvement is a top issue here; better toilets, better disabled access, better signage and town enhancement.

Homelessness addressed (13%) Improvement (42%) More Accommodation (8%) More on seafront (11%) More attractions and eateries (20%) Rainy day activities (6%)

Taking the overall flow from each postcard, we can see that feedback has been mainly positive with some good suggestions around any future tourism ideas from people that are already visiting us.



Family activities needed (11%) Friendly (8%) Lovely Seaside town (13%) Negative (10%) Positive (37%) Upkeep / Upgrade (11%) Traditional (7%) Stuff for youth market (4%)

Some
Final
Thoughts
From
Our
Summer
Visitors





BOGNOR REGIS IS LISTENING