

# Communications, Marketing, Events and Town Centre Support

Communications & Marketing Manager

Events and Town Centre Strategy Manager

# Introduction



## Services we cover

- **Events**
- **Christmas Lights**
- **Town Centre Strategy**
- **Communications/Marketing**

# Town Council Events



The Town Council organises a varied range of free community focussed events throughout the year.

Aimed at both residents and visitors, attendances range from 250 people to 7,000 people.

# 2023 to 2024 Events



**Easter Out & About**  
05/04/23 and  
12/04/2023



**Armed Forces Day**  
24/06/2023



**Sandcastle Competition**  
08/08/2023



**Screen on the Green**  
19/08/2023



**Town Show & Family  
Fun Day**  
09/09/2023



**Remembrance  
Sunday**  
12/11/2023



**Christmas Lights  
Switch on**  
18/11/2023



**Charity Pancake  
Olympics**  
TBC

# How are our events supported?

The Town Council works with a number of reliable and experienced contractors who are tendered to provide the following services to our events: **Event Support, Medical Provision, Security, Marquee Provision, Sound and Production and Power and Lighting.**



# Christmas Lights

The Council provide Christmas lights in Littlehampton and Wick and will imminently appoint a contractor to design, supply, maintain and install the lights for the Christmas periods for 2023, 2024 and 2025 at a cost of £20,000 per year.



# Town Centre Strategy

**What is the Town Centre Strategy?**



Littlehampton  
Town Council

# Town Centre Strategy

## What is the mission?



By 2030 all those signed up to the strategy will have worked together to deliver positive change that places the Town Centre both at the heart of the Town and as a retail and leisure hub for the Eastern Arun area.



# Town Centre Strategy

**Who are the key partners?**



**+ business representatives**

The key partners will lead on this work but other important players such as Health bodies and the Harbour Board will be needed to assist when matters cross refer to their area of expertise.



# Action Plan



Following a public consultation survey, a draft Action Plan has been devised to highlight a range of proposals and opportunities identified by the community and stakeholders that can deliver regeneration in Littlehampton by 2030.

The Action Plan will highlight set actions for the short term (2 years), medium term (5 years) and long term (8 years).



# Town Centre Events

The Town Council, District Council and Artswork have worked together since 2020 to deliver events and initiatives that uplift the Town Centre and increase the footfall in the High Street.

The aim is to encourage residents to spend more in the High Street and create a positive experience for neighbouring town residents, visitors from further afield and potential investors.



# Previous Projects

**love Local** ARTS IN LITTLEHAMPTON

**Saturday 31 July 2021 – 28 August 2021**  
**Staycation Summer High Street**  
**Family Arts Programme**

**FREE**

From July 31, every Saturday in the holidays, pop into town to experience an array of FREE high quality, fun arts events suitable for all the family.

**31 JULY**  
 Launch event, including performance from Chalkboard Theatre, Youth Theatre, The Arts Council photography workshop (runs to 31 September)

**7 AUGUST**  
 Live music performance by Jamboree by Doodlearts

**14 AUGUST**  
 The Chalk Experience, street art with LOCA, Pencil & Jelly by Lynn Dawson, Art & Craft Show at Creative Heart

**21 AUGUST**  
 Street art and live performance. Create a mural for Littlehampton with LOCA and the

**28 AUGUST**  
 Great outdoor ball games with beautiful Creative Theatre, The Chalk Experience, street art with LOCA, Walkabout puppetry, The Chalk Clip

**AND THROUGHOUT...**  
 Live music with The ARUN, Littlehampton community photography challenge!

Follow programme updates and timings on Visit Littlehampton website and socials  
[www.visitlittlehampton.co.uk/what-are-love-local-arts](http://www.visitlittlehampton.co.uk/what-are-love-local-arts)

A project delivered by **artswork** with support from **ARUN** DISTRICT COUNCIL, **ARTS COUNCIL ENGLAND**, **Littlehampton Town Council**, **Traders Partnership**, **LOCA**, **SAS GRAPHICS**

All events are weather dependent and subject to Government Guidelines at the time of delivery, please check the website and social media for updates.

**LOVE LOCAL**  
*Prize draw*

**Win £250 in September when you shop locally in Littlehampton.**

Collect five stickers from participating shops for a chance to enter the cash prize draw.

[www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk)

Shop Littlehampton, Traders Partnership, Littlehampton Town Council, ARUN DISTRICT COUNCIL

**love Local** ARTS IN LITTLEHAMPTON

**EGGSTRAVAGANZA ART TRAIL**

**Saturday 9 – Sunday 24 April**

Bringing creativity and families together in the heart of Littlehampton this Easter!

Find the 12 giant magical eggs created by local artists and schools and hidden around Littlehampton. Crack the secret code to be in with a chance to win egg-citing prizes!

Pick up a free map from Littlehampton Museum and local shops.

**Saturday 9 April 11 – 3pm on the High Street:**  
**FREE Launch Event with fantastic live music, arts and crafts**

[www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk) [facebook](https://www.facebook.com/visitlittlehampton) [instagram](https://www.instagram.com/visitlittlehampton)

ARUN DISTRICT COUNCIL, artswork, ARTS COUNCIL ENGLAND

**love Local** **CHRISTMAS FUN DAYS**

**FREE**

Two days of free family-friendly entertainment in Littlehampton High Street!  
**SATURDAY 26 NOVEMBER - SATURDAY 10 DECEMBER - 11AM - 3PM**

LIVE PERFORMANCES, CHILDREN'S RIDES AND INFLATABLES, ART WORKSHOPS, CHRISTMAS JUMPER COMPETITION, LITTLEHAMPTON MUSEUM ACTIVITIES, NOLAN THE MAGICIAN, KIDS CHARACTERS, FESTIVE STALLS, FACE PAINTING

**Twelve Days of Christmas TRAIL**

**WIN A NINTENDO SWITCH IN TIME FOR CHRISTMAS!**

From Saturday 19 you can take part in our brand-new festive trail, with 12 giant and unique Christmas decorations to find in shop windows. Find the 12 decorations and complete an entry form for the chance to win the big prize or one of the eleven runner-up prizes!

Pick up a Christmas What's on guide from selected town centre businesses for the full programme and an entry form.

[www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk)

Events funded by **ARUN** DISTRICT COUNCIL, **artswork**, **ARTS COUNCIL ENGLAND**

All events are weather dependent, please check the website and social media for updates.

**love Local** ARTS IN LITTLEHAMPTON

**SUMMER HIGH STREET FAMILY ARTS PROGRAMME**

**27 July 2022 – 24 August 2022**

**FREE EVENTS EVERY WEDNESDAY 11AM-3PM**

From July 27 pop into town to experience an array of FREE high quality, fun themed events packed full of performances, activities, workshops and a variety of stallholders. Suitable for all the family.

**27 July** Celebrating Local Arts: A celebration of local artists, including a performance from award-winning 'Puppet Vain' - a puppetry show like no other! Families can also enjoy a free puppet making workshop, Littlehampton Organisation of Community Arts Chalk Experience, face painting and a puppetry puppet making.

**30 July** Saving Our Planet: A day to celebrate all things green, including a recycled arts workshop with Littlehampton-based artist Ben Casagrande and a special performance from Applause! You can also enjoy LOCA's 10th anniversary and a special puppet show.

**17 Aug** Health and Wellbeing: Featuring a performance from circus artist 'Body Strong Enough' - an uplifting and moving celebration of the extraordinary strength of ordinary people. Plus LOCA's 10th anniversary and a special puppet show.

**24 Aug** Family Fun Day: Join in activities with PupPuppet, enjoy the magic and bubble shows, free hair painting, character meet and greets and various other activities. Pick up a Littlehampton Museum map at the event and visit the Museum between 10:00 and 16:30 to take part in their fun summer holiday activities!

Full programme including timings available from [www.visitlittlehampton.co.uk/what-are-love-local-arts](http://www.visitlittlehampton.co.uk/what-are-love-local-arts)

A project delivered by **ARUN** DISTRICT COUNCIL with support from **artswork**, **ARTS COUNCIL ENGLAND**

All events are weather dependent, please check the website and social media for updates.



# Future Projects

## August 2023



## Summer High Street Family Events

This Summer visit Littlehampton High Street to enjoy FREE high-quality, fun events suitable for the whole family.



### Wednesday 2 August Kids Fun Day

Free rides, Art workshop with Artwork, live performances and more!



### Wednesday 16 August Matilda Themed Fun Day

Live entertainment, music, arts and crafts, and more!



### Wednesday 23 August Sustainability Day

A special performance from the 'Devious Dolphins', art workshops, eco-friendly stalls, a silent disco and more!



### Wednesday 30 August End of School Holidays Party

Free rides, live music, face-painting, a music workshop, and more!

Plus, each week we will be joined by Littlehampton Museum, stallholders and caterers!



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[www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk)



# Future Projects

**October 2023**



**Ribbon Cutting Event**



**Shoppers' Prize Draw**



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# Future Projects

**November/December 2023**



**German Christmas Market**



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# Town Centre Support



FOR USE IN ANCHOR SPRINGS:  
ST MARTINS CAR PARKS ONLY

PARKING DISC

RE-USABLE - PLEASE LOOK  
AFTER YOUR DISC

ISSUED BY ARUN DISTRICT COUNCIL

DISTRIBUTED BY LITTLEHAMPTON  
TRADERS PARTNERSHIP

ARRIVAL TIME

TYRES, EXHAUSTS, BATTERIES, COMPUTER WHEEL  
ALIGNMENT & BALANCING, BRAKE PADS,  
DISCS & SHOES, MOT, CAR HIRE

**LITTLEHAMPTON TYRE SERVICES**

Tel: 01903 717080/717480 Fax: 01903 723035

ST MARTIN'S BARN, THE CAR PARK,  
ST MARTIN'S ROAD, LITTLEHAMPTON,  
WEST SUSSEX BN17 6BS  
[www.littlehamptontyres.co.uk](http://www.littlehamptontyres.co.uk)

LOW PRICES ON TYRES, BATTERIES & EXHAUSTS



# Communications



**Communicating well is the responsibility of everyone at  
Littlehampton Town Council.**

Communications Strategy provides framework for Council  
communications

# Communication Channels



**Digital**



**Print**



**Community**



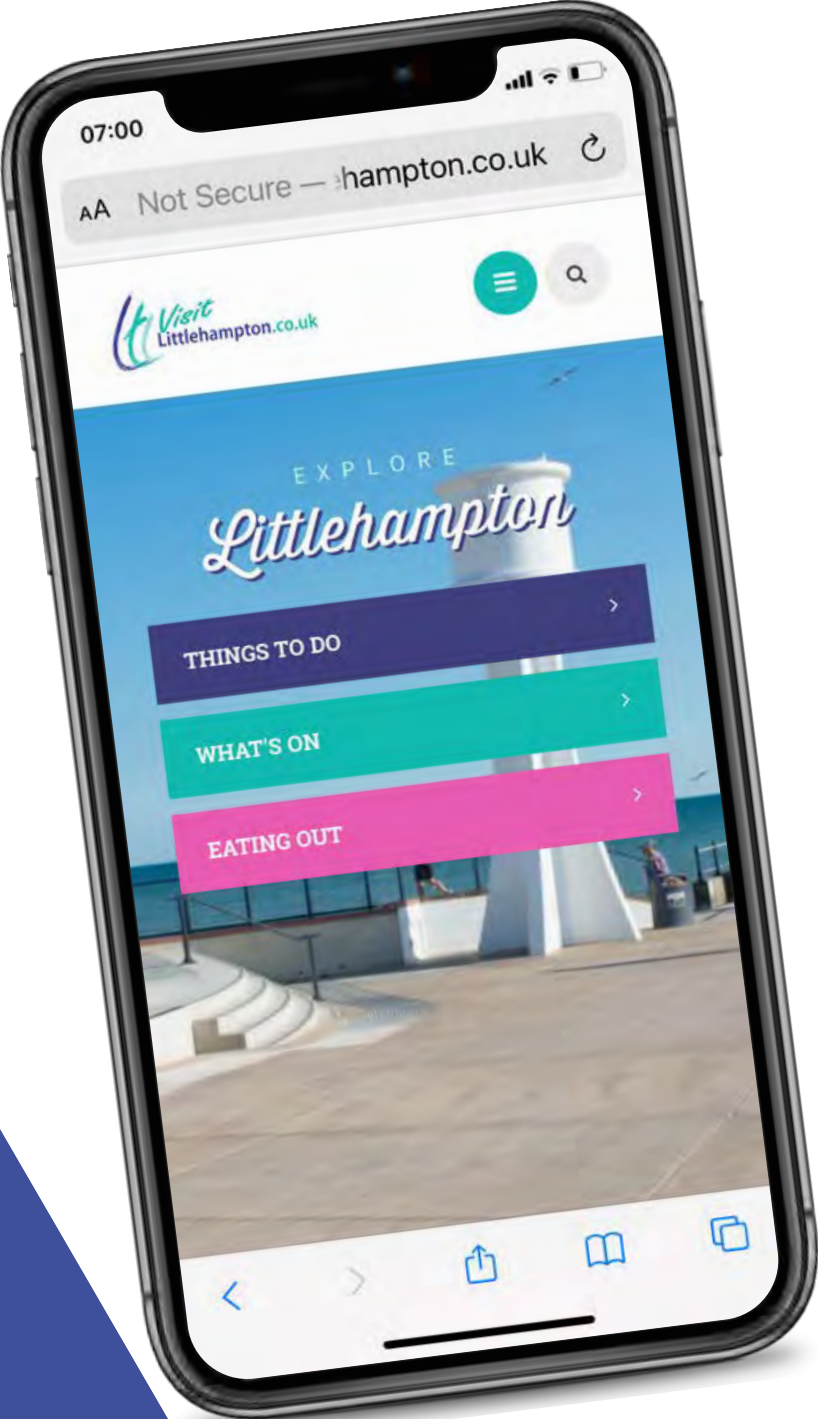
# There's no such thing as bad publicity

**“ Any publicity describing the Council’s policies and aims [and the provision of services] should be as objective as possible, concentrating on facts or explanation or both. ”**

Government’s Code of Recommended Practice on Local Authority Publicity

Town Council’s Press and Media Policy has full details on the framework for working with the media.

# Marketing



BEAUTIFUL BEACHES - EXCITING EVENTS - THE PERFECT STAYCATION



[www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk)



# Sponsorship

## Sponsor a roadside planter



## Event Sponsors Wanted



- Increase your brand awareness
- Reach potential customers
- Drive recruitment
- Be proud to be part of something meaningful

# Thank you!

Do you have any questions?



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