

Littlehampton Town Council Business Plan

Our four-year Business Plan sets out the direction for Littlehampton Town Council between 2023 to 2027. It helps us to understand where we want to be in the future, as set out in our Strategy, and the steps we will take to get there, as set out in our Action Plan.

The Business Plan provides a structure to inform the development of annual work plans and budgets while being flexible enough to seize new opportunities as they arise. This is a living document which will be reviewed and developed through the four years.



Our Mission sets out what we do and how we get it done:

Listen, represent, and lead the town by actively encouraging engagement, community and tourism.

Our Vision sets out our future aspirations and the impact we aim to make for the benefit of the community:

A collaborative and reliable council that is publicly accountable, utilises existing resources, and seeks out additional external funding opportunities whilst providing cost effective facilities and services to enhance people's lives.

Our strategic priorities

Place

A multi centred sustainable town with **safe vibrant places** for people to come together

People

An **engaged community** which supports and helps everyone

Provision

Accessible environmentally friendly services reaching the broadest spectrum of people

Partners

Working with public and professional organisations to ensure **better outcomes** for all

Progress

Clear evidence of aspirational **transformative actions** being taken to **improve the town and the quality of life**

Our Values incorporate all the Nolan Principles in public life and more. They set out how we operate and how we interact

- Leadership and empowerment
- Integrity, honesty, and accountability
- Efficiency, effectiveness, and value for money
- Openness, listening and communicating
- Selflessness, objectivity, and positivity
- Productive partnerships
- Continuous improvement

Our Motto

Progress

Our operational framework is underpinned by our mission, vision, and values, and guides how we work:

Maintaining to a high standard the open spaces and assets that the Town Council is responsible for and seeking the same from other relevant authorities to provide an attractive environment in and around the town for both the local community and visitors.

Seek opportunities to secure financial support for future enhancements to these and other community facilities through Section 106 developer funding and the Community Infrastructure Levy as appropriate.

Work with relevant authorities to ensure that future developments address the needs of the Town including regeneration; deprivation; commerce; education; infrastructure; transport, health and facilities.

Work with the Police and other relevant agencies to make Littlehampton a safer place supporting and promoting community safety initiatives.

Work with partners to ensure all graffiti and flyposting is removed promptly – where permission is given – to keep the town clean and tidy.

Work in partnership to deliver regeneration and progress initiatives for the benefit of the Town to support and promote a vibrant, prosperous, safe, and accessible town.

Work with relevant authorities, local tourist attractions and related businesses to promote tourism.

Actively pursue our representative role with regards to planning and transportation matters in accordance with our Neighbourhood Plan, ensuring that all planning applications received from the District and County Councils for consideration are dealt with in a transparent and timely manner.

To deliver where possible, in conjunction with the community and the Heritage Group, the key objectives of the Neighbourhood Plan.

Promote sustainable transport networks and cycle routes and to press for improved public transport services and traffic management in and around the town.

Through the Town Centre Strategy (2022 to 2030) support the Town Centre as it adapts in the changing economic climate so that it remains a vital element of a successful and thriving centre, providing retail and leisure facilities attracting local and wider community and visitors.

Through the Allotment Strategy (2023 to 2033) make allotments enjoyable, inclusive, sustainable, and affordable for the residents of Littlehampton.

To prioritise, within the budget, funding for local community groups, through Service Funding Agreements or community grant schemes and actively increase awareness and access to grant funding to benefit residents.

To provide high quality, safe, accessible, and flexible spaces across the town to meet the needs of the community.

Through the Museum Documentation Project we work to conserve, safeguard and promote the Museum Collection, making it accessible to a wide audience by providing an education and outreach service and to preserve Littlehampton's cultural heritage.

To support and raise the profile of innovative community art activities to help local people to express their creativity, imagination, and self-expression through all art media, provide a showcase opportunity for local artists and enable local people to develop their artistic skills through signposting and support.

To work in partnership to support sporting, recreational and physical activities to enable local people to experience new sports and activities and to keep fit and healthy.

To facilitate, support and provide community events both universal and targeted to celebrate Littlehampton, encourage civic pride, increase community cohesion, attract visitors and support local businesses.

By supporting and working with local organisations we aim to provide a wide range of youth provision that offers young people enriching opportunities and develops positive relationships between young people and the wider community.

Adopting more environmentally friendly methods of conducting our business as outlined in our Environmental Policy.

Through a revised Communications Strategy, engage meaningfully with residents, businesses, and visitors, in an open, transparent, and accessible way across a variety of channels. To promote the Town Council's assets and services and the Town's facilities and attractions through effective marketing and branding.

To implement and review a suite of strategies, policies, regulations, contracts, and management plans that enable the Council to operate in the most effective, efficient, and ethical way possible, managing our resources appropriately to achieve best value for our community.

To provide training and support for all employees and councillors as part of ongoing learning and development to enable them to fulfil their role to the best of their ability and make a difference to the community we serve.