

Littlehampton Town Centre Action Group

Action Topic: Town Centre
Lead Partner: Littlehampton Town Council/ Matthews Associates

Actions	By when	Update (with date)	Notes	Comms
Ensure the town centre is clean and inviting.	Immediate action (Two Years)	<p>22 January - There is scope to create a litter picking group for the Town Centre, members of the public have shown interest.</p> <p>Feb 24 – There have been 13 reports of graffiti since the beginning of the year.</p> <p>ADC/LTC to undertake follow up walk through re cleansing.</p> <p>LTC arranging meeting with WSCC and ADC to ascertain responsibilities and more efficient reporting as issues are being passed from one council to another.</p>	<p>They would like the council to provide all equipment and advertising.</p> <p>Littlehampton Town Council have contacted Arun District Councils cleansing team to find out the process of this.</p>	Potentially this could be advertised through our business representatives.
Look to encourage proportional residential accommodation above shops, but not at the expense of breaking up the retail heart of the town.	Immediate Action (Two Years)	Planning applications have gone in for residential units above town centre shops.	Agents have said there is an increase in landlords only wanting shop units on the lower floors.	

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Promote culture, fitness, and arts in Littlehampton	Two Years – Aim to begin achieving this summer 2024	18 December - A summer Love Local events programme will run during the summer holidays. A landlord with vacant units is keen for us to use his space for pop up shops/ event day workshops.	The dates of this programme will be agreed in the March Policy and Finance Committee.	The programme will be marketed by LTC.
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Action Topic: Retail and Markets
Lead Partner: Arun District Council/ Matthews Associates

Actions	By when	Update (with date)	Notes	Comms
Provide incentives to bring people back to the town centre to shop	Two Years – however this will be on going	The Summer 2024 Love Local programme is in the process of being developed.	We are looking at different ways we can get our town centre businesses more involved.	The Love Local scheme will be marketed by LTC.
Improve the appearance of shops, enabling their ability to attract business.	On going	<p>UK Shared Prosperity Funding was allocated by Arun District Council for Shopfront Grants. To date three applications have been received from Littlehampton businesses and all agreed. One shopfront has been completed and the grant paid. More funding for this should be available in April.</p> <p>Feb 24 - UKSPF has been agreed to undertake a project to 'dress' vacant units. A decision will be required on how this should be done within a limited budget.</p>	The team running the one-to-one retail support project is visiting town centre retailers offering support in the form of one-to-one sessions and promoting the shopfront grant scheme.	ADC to further promote this scheme with help from LTC as a lot of businesses are unaware this support exists.

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<p>Reduce shop vacancy in the town centre.</p> <p>Encourage a more diverse retail sector, robust enough to meet shopping trends and cater to all those visiting.</p> <p>Encourage the development</p>	<p>On going</p>	<p>17 January – An agents and Landlords Forum went ahead, led by the UKSPF funded consultant Matthews Associates. Both agents and Landlords were keen to work with the councils to reduce shop vacancies.</p>	<p>LTC and ADC will work on a information pack for Agents and Landlords that shows potential buyers the work that is being done to improve the town.</p> <p>It was noted that some landlords with empty units may be happy to host pop up shops, see events table.</p>	<p>The minutes of this meeting will be made public on the dedicated TCAG webpage, and through the public P&F committee report.</p>
<p>To investigate options for a programme of markets</p>	<p>On going</p>	<p>Arun District Council are in the process of creating a convenient and compliant system for our market that facilitates the High Street Economy.</p>	<p>Once we have a better understanding of this new system, LTC will be working to have a range of markets in our High Street.</p>	
<p>Support the businesses in the town centre and support and encourage new and young investors wanting to start a business in the town</p>		<p>17 January – The UKSPF consultant held a business forum for our town centre business owners. It allowed them to give their thoughts on what support they need in the town centre.</p>	<p>Matthews Associates will be working on this further and developing ‘a sustainable and empowered group of Town Centre Business Representatives’</p>	<p>Each Town Centre business was given a hand delivered invite, as well as the invite being circulated with our mailing list and in the TCAG Businesses Newsletter.</p> <p>The minutes of this meeting will be uploaded to the dedicated TCAG web page on the LTC website, as well as going through the Policy and Finance Committee public report.</p>

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Action Topic: Leisure
Lead Partner: Littlehampton Town Council/ Arun District Council/ West Sussex County Council

No update for this section

Actions	By when	Update (with date)	Notes	Comms
To bring more leisure and hotel facilities into the town	Two Years			
Encourage Restaurants to open in the town centre	Two Years			

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Action Topic: Events
Lead Partner: Littlehampton Town Council

Actions	By when	Update (with date)	Notes	Comms
More events to be held in the town centre	Throughout 2024	The programme includes an Easter High Street event, the Pancake Olympics, a programme of summer high street events under the Love Local brand, Remembrance Sunday and the Christmas Lights Switch On.	Official dates of some 2024 events are still to be confirmed.	A list of all confirmed events for 2024 have been sent out in the business's newsletter. When dates are confirmed for all events, they will be advertised on LTC socials.
To encourage and facilitate a range of activities to be held in the Town Centre	On going	Landlords and Agents have shown interest in allowing their empty units to be used for pop up shops.	This would allow us to have a range of workshops and expand the towns self-sufficient events.	This will be advertised as and when there are definite options available.

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Action Topic: Transport and linking the Town Centre
Lead Partner: West Sussex County Council/ Arun District Council

Actions	By when	Update (with date)	Notes	Comms
Review the parking disc scheme.	Completed January	The new Parking Disc Scheme launched in January. For £3 it gives disc holders two hours of free parking everyday for the year. Saving residents over £700 per year.	The Disc can be purchased as a physical or online copy	This went through comms at ADC and LTC. It was also sold at the Christmas Lights Switch On and our Multi Agency Market Stall.
Improve signage and gateways for Littlehampton Town centre and around the town	On going	This links to the UKSPF Support Project Key area 4 'develop a strong identity for the town'. A 'Trail' based on a character has been suggested to link the town centre, river and seafront.	This was brought up as a point of conversation at the Matthews Associates Business Forum. It was agreed that signage is a problem in connecting the town centre and wider attractions.	

Action Topic: Anti-social Behaviour
Lead Partner: Sussex Police/ Community Wardens

Actions	By when	Update (with date)	Notes	Comms
<p>Work with local authorities to reduce anti-social behaviour and crime in the town.</p>		<p>The Local Action Team has met on three occasions and identified a number of actions that partners can undertake. Sainsbury's invited to attend meeting in November 2023 as main reporter of shoplifting and ASB – a number of recommendations were made to help reduce incidents.</p> <p>Arun District Council Community Safety team undertook evening patrol/engagement activity Oct-Dec 2023 to deter ASB and provide intel to Police. Weather since New Year has reduced activity but will be picked up again as weather improves.</p> <p>Street briefing conducted in High Street on 25th of</p>		<p>LAT action log has been shared with Littlehampton Town Council and published via Town Centre Action Group newsletter. To be updated following January 2024 meeting.</p> <p>Positive response received when images of Community Wardens patrolling at night shared via LTC social media. Same to happen when patrols picked up again to provide that reassurance.</p>

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		<p>January, further street briefings planned with Littlehampton Town Council.</p> <p>Regular Operation Sonar patrols being completed – Shopwatch radio being utilised.</p> <p>Police continuing town centre foot patrols. Safer Arun Partnership is creating window stickers for retailers to display encouraging reporting of crime and ASB. Appeal to be made to shops to support and display supplied stickers.</p> <p>ADC antisocial behaviour team have both issued Community Protection Warnings and Community Protection Notices due to individuals begging, street drinking, and ASB – general compliance met.</p>		<p>Final draft to be shared with TCAG when approved.</p>
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<p>Reduce the presence of drugs in Littlehampton Town Centre.</p>		<p>Arun District Council ASB team and Change Grow Live to undertake partnership street engagement ensuring access to support for those who need it.</p> <p>Several cuckoo address checks conducted to reduce drug activity.</p> <p>Joint meeting with housing and ADC regarding Cannabis being smoked outside of an address – letters distributed.</p>		
<p>Improve CCTV to deter crime and anti-social behaviour.</p>		<p>Public facing CCTV upgrade works have been agreed to all existing units.</p> <p>Application made to the Safer Arun Partnership by the owners of The Arcade for match funding to help install 2 x private CCTV cameras.</p>		
<p>Reduce the usage of e-scooters and cycling in the town.</p>		<p>Improved ‘no cycling’ signage and road markings have been installed.</p> <p>Community Wardens continuing to educate riders</p>		

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		<p>when in the High Street – cannot enforce or remove equipment and often met with profanity heavy responses.</p> <p>Neighbourhood Policing Team have a dedicated response to e-scooters and interventions are carried out where riders can be identified.</p> <p>5 x E-Scooter waivers provided to youths (stage one).</p>		
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Action Topic: Marketing and Tourism
Lead Partner: Littlehampton Town Council/ Matthews Associates

Actions	By when	Update (with date)	Notes	Comms
Look to improve the offer of information for visitors to the Town Centre and attract those using other facilities in the area to visit	Spring 2024	<p>Visit Littlehampton website being refurbished and launched in Spring 2024</p> <p>In discussions with partners to improve general promotion within the town.</p> <p>The Town Council share information through the noticeboards in the town. ADC own the seafront and riverside noticeboards, of which we believe a councillor helps to manage.</p>	<p>General promotion includes town centre noticeboards, printed materials in shops including posters and flyers, and promotion on Visit Littlehampton website and socials.</p>	<p>The refreshed website will be promoted as part of launch.</p>
Prepare marketing and branding plans	March 2025	<p>The consultant team will be working on developing a strong destination identity.</p>	<p>This will link back to the signage and interconnectivity between the town centre, riverside and seafront.</p>	