



How to contact us

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Minutes of the Town Centre Action Group Meeting held in the New Millenium Chamber on Tuesday 18 June 2024 at 6pm

Present:

Councillor Sean Lee – Chair (Mayor of Littlehampton)
Sofia Chittenden (Littlehampton Town Council, Communications and Marketing Manager)
Katie King (Arun District Council, Economic Development & Regeneration Officer)
Richard Groome (East Beach Guest House, Business Representative)
Councillor Christine Wiltshire (Arun District Council, Ward Councillor)
Simon Matthews (Matthews Associates, Consultant)
Sandra Grant (Matthews Associates, Consultant)
Georgia Hudson (Sussex Police)
Andrea Oakley (Sussex Police)
Sophie Cullen (L.Guess Jewellers, Business Representative)
Elise Bicknell (Littlehampton Town Council, Town Centre Strategy Project Officer)
Miriam Nicholls (Arun District Council, Business Development Manager)
Councillor Freddie Tandy (Councillor at Littlehampton Town Council, Substitution for Councillor Alan Butcher)
Councillor James Walsh (Councillor at Arun District Council, Substitution for Bob Woodman)
Councillor George O'Neill (Councillor at Littlehampton Town Council, Substitution for Councillor Mike Northeast)

Apologies:

Antisocial Behaviour Team (Arun District Council) Mike La Traille (Business Representative, Pier Road Coffee and Art)
Simon Armstrong Barnes (Landlord Representative, Kamsons)
Greg Ockwell (Officer, West Sussex County Council)
Councillor Alan Butcher (Councillor at Littlehampton Town Council)
Councillor Bob Woodman (Councillor at Arun District Council)
Councillor Mike Northeast (Councillor at Arun District Council)

2024 to 2025

1. Introductions

Introductions were made between the group.

2. Previous Minutes



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The minutes from the March meeting were confirmed and approved.

3. Action Plan

It was explained to the group that the progress tables are the current way in which updates are reported to the group.

Town Centre

Questions around planning objections were raised, and whether the action group can make a representation. It was confirmed that any public applications are directly shared with the Town Centre Strategy Project Officer and the whole group given an opportunity to comment.

Issues around Houses of Multiple Occupation (HMO's) were discussed, and that the implementation of Article 4 by Arun District Council should be positive in overseeing the amount of HMO's within the High Street.

Retail and Markets

The group noted that the market license had been renewed, and that the license holder was Southern County Markets. It was discussed that within the renewal, conditions were put in place that the market must meet. If the market is not meeting those conditions, it can be reported to licensing authorities at Arun District Council, and the license can be viewed on their Environmental Health portal.

It was discussed that the application for a shutter to be installed at one end of the Arcade to serve as a deterrent for antisocial behaviour had been objected to by West Sussex County Council (WSCC) for a second time. The consultants Matthews Associates confirmed that there is positive communication between the councils and the Arcade landlord, and that CCTV cameras will be fitted within it soon. It was raised that the recording output from the CCTV cameras has yet to be confirmed but will be monitored by Kamsons. Police representatives suggested several options in which any relevant recordings could be shared with their teams.

It was suggested that The Arcade would benefit from some artwork, and the group was made aware that WSCC still own parts of The Arcade so this may be more difficult.

The wish to get a banking hub within the Town Centre was discussed and noted that it is being actioned as part of the Town Council's Business Plan.

Events

Events to be discussed later in the Agenda.

Transport and linking the Town centre



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Issues around vehicles driving down the High Street was discussed and multiple examples were raised of when members of the public have seen unauthorised vehicles using it as a cut through. Council officers explained that stopping this is more complicated than expected as specific parts can be used by vehicles. It was agreed that the matter would be discussed as part of the TCAG council officer group meetings.

Antisocial Behaviour

Representatives from Sussex Police raised that they are not receiving many reports in Littlehampton, and that should a member of the public see a crime, report it immediately. The group agreed that the reporting sticker and businesses reporting disc scheme need to be used more within the town. It was noted that the security team at Sainsbury's are reporting consistently.

Questions around the policing of E-Scooters were raised. The police stated that, if possible, waivers are given to parents so that they then take responsibility for the E-Scooter. If there is access to CCTV, the police can follow up and seize scooters when necessary.

Police representatives left the meeting at 18.40.

4. Littlehampton Town Council Updates

Officers from the Town Council gave an update on the Love Local Summer High Street Events programme. It was outlined that these would include a variety of entertainment, such as street performers, a petting zoo, character meet and greets, and rides, as the programme included involvement from some of the Town Centre businesses either through workshops or activities on the day, or through the love local shopping scheme. The group raised the need to gather feedback and track data to inform future events. Officers from both councils noted discussions were taking place around the collection of footfall and spend data, alongside event feedback surveys.

The group moved on to discuss Littlehampton Town Council's events' review. It was explained that the events' review will cover all LTC events, and will ask the public, businesses, and key community groups, their opinions on how events should look and the aim of the events. A survey will be shared and communicated with the public at events and through social media. Further consultation and workshops will be decided once the review begins.

Town Council officers outlined that the way in which the updates on the Town Centre Strategy Action Plan are presented will be more detailed and in a working document form, in time for the next Town Centre Action Group meeting. It was also noted that, by the next TCAG, the group will be at a halfway point in the 'Immediate actions'



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section of the strategy. It was explained that this means looking at which actions have been completed and which ones will need more work. It was also noted that the goals of the action plan will be reviewed and if any of them need to be adapted going forwards.

5. UKSPF Progress Update

Matthews Associates reintroduced themselves to the group as the UK Shared Prosperity Fund consultants working for the Town Council on the Town Centre Support Project. They updated on their progress of communications with agents and landlords. This included positive discussions on having shop front wraps installed into vacant units, as well as an information pack for agents to give to potential occupiers. It was noted that agents mentioned viewings and lettings are happening, but ASB has a large impact on units being let.

The consultants explained to the group that they would be creating a survey to begin to understand what the town identity is for Littlehampton. This would go to businesses, landlords, agents and members of the public etc. They also added that Visit England will be running a 'Set Jettors' campaign to push film tourism, and that Littlehampton should utilise this.

Councillors raised that they would like to see a work plan from the consultants, that shows where they are in terms of objectives, deliverables and timescales. Matthews Associates confirmed they had this information, and it was agreed that this would be circulated. LTC Officers noted that the data (footfall and spending figures) currently being gathered will become the benchmark data moving forward.

6. Business and Landlord Representatives Feedback

Businesses representatives asked when the new Visit Littlehampton would be ready and it was confirmed that it was still a work in progress.

It was raised that trading is currently difficult, and that European tourism is not as high as previous years. The consultants noted to the group that this is unfortunately a national trend.

It was announced that there will be a third Hospitality and Tourism event run by Richard Groome, on Tuesday 15 October 2024 at Littlehampton Golf Course.

It was noted that the businesses representatives will be reviewing their roles to see how they can be developed to meet the needs of the businesses. The direction will be decided with Officers, so information can then be provided to businesses with points of contact information.



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7. Any other business

It was confirmed that the next meeting of the TCAG would be Tuesday 8 October 2024.

The meeting closed at 7:30pm.