

Littlehampton Town Centre Action Group

Action Topic: Town Centre				
Lead Partner: Littlehampton Town Council/ Mathews Associates				
Actions	By when	Update (with date)	Notes	Comms
Set up Town Centre Action Group (TCAG) chaired by Town Mayor.	Two-year time frame	All immediate actions have been completed as of 5 October. The Town Centre Action Plan has been accepted by the Action Group, Littlehampton Town Council and Arun District Council.		This went out in the Arun District Council Economy Committee Meeting Minutes – 5 Oct. Public on Arun District Council website.
Secure UK Shared Prosperity Fund (UKSPF) to support in 4 key areas of development	The fund is for 18 months	Littlehampton Town Council have appointed Matthews Associates. Appointed on 29 Sep	The consultant was appointed as they scored the highest when ranking each interviewee on the four key areas.	Littlehampton Town Council have been speaking to business owners about this at community stall. Business reps from the Town Centre Action Group to communicate this with other town centre businesses after today. The consultant will be introducing themselves to the business community, and outlining their work programme.
Ensure the town centre is clean and inviting		Arun District Council and Littlehampton Town Council have done walk throughs with the ADC cleansing manager. The cleansing team purchased a new	Cleanliness monitoring is ongoing and being reported.	

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		machine that will work better with the new pavement. October 2023.		
Promote culture, fitness and arts in Littlehampton		<p>A proposed programme of events for the Town Centre will be presented to the Policy and Finance committee for consideration and approval. (December and January 2024)</p> <p>Love Local Scheme is running currently (From 21 November)</p>	Love Local is a shopping incentive that uses loyalty cards to encourage people to shop in the high street. Once the loyalty card is full, it can be entered into a prize draw in November, and December.	<p>The P&F report is on LTC website.</p> <p>Love Local is advertised through press releases, leaflets and social media.</p>

Action Topic: Retail and Markets
Lead Partner: Arun District Council/ Matthews Associates

Actions	By when	Update (with date)	Notes	Comms
Improve the appearance of shops, enabling their ability to attract business.	Ongoing	UK Shared Prosperity Funding has been 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.	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.
Support banks and key facilities such as the post office.	2024 to 2025	27 October - The Town Council Business Plan is in its final stages of being developed. One of the goals in its Action Plan is to introduce a Community Hub in the High Street providing flexible space to access services.		Business plan being promoted through LTC channels.

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

Actions	By when	Update (with date)	Notes	Comms
Encourage Restaurants to open in the town centre		Littlehampton Town Council are consulted when pavement licencing is requested. Arun District Council are the licensing authority.	Pavement licences in the town centre help expand capacity and further increase business	

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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	By January 2024	A proposed programme of events for the Town Centre for 2024 will be presented to the Policy and Finance Committee for consideration and approval, as part of the Town Council's budget setting process in December and January 2024	Options and costings will be presented to December P&F Committee.	The P&F report gets published to LTC website Once the budget is agreed we should be able to write a news story announcing the commitment to doing the events in 2024.

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
Improve the interconnectivity between the seafront, riverside and Town Centre.		The bid to WSCC to include Pier Road in their highways programme for pedestrianisation was refused. No further work will be taken on this scheme at this stage.	ADC's economy committee has agreed to write to the local MP and to WSCC advising them on the councils disappointment, and also that legislation does not support a summer only closure.	
Improve the attractiveness of public transport waiting areas and entrances to the town centre.	Immediate action completed	The Public Realm works allowed Littlehampton Station entrance and exit to be redeveloped. (21 Oct)		This was celebrated by the High Street Reopening Event
Review the parking disc scheme.	The new scheme should start in January	A Car Parking working party is being formed by ADC to consider options. It is expected to meet imminently.		This will go out through ADC comms and LTC
Improve the town centre car parks.		The Manor House car park is set to have electric parking going forward.	This is overseen by ADC.	

Action Topic: Anti-social Behaviour				
Lead Partner: Sussex Police/ Community Wardens				
Actions	By when	Update (with date)	Notes	Comms
Work with local authorities to reduce anti-social behaviour and crime in the town.		<ul style="list-style-type: none"> •Arun DC has established a Local Action Team (LAT), comprising of ‘boots on the ground’ officers from multiple agencies. Purpose is to identify practical steps to reduce ASB. First meeting held on 29/09/23; next scheduled for 16/11/23. •Operation Sonar set up as a dedicated police response to town centre crime and ASB. •Community Wardens and local police undertaking evening foot patrols of the town centre to deter ASB and provide reports of those engaging in behaviour. •Hardened and targeted intervention of known individuals utilising enforcement tools i.e. CPWs and CPNs. •Police, Community 		<ul style="list-style-type: none"> •LAT meeting notes to be shared with TCAG. •NPT utilising Arun Police FB page to highlight town centre engagement. Community Wardens presence to be shared via LTC social media.

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		Wardens, and ADC Community Safety teams participating in street briefings via LTC pop-up market stall.		
Reduce the presence of drugs in Littlehampton Town Centre.		<ul style="list-style-type: none"> •Working with CGL to be part of the LAT to engage and work with drug and alcohol users. •Partners encouraging more reporting by businesses and members of the public should they witness drug dealing. Consider message going out through DISC platform, and Community Wardens/Police encouraging message. 		
Improve CCTV to deter crime and anti-social behaviour.	April 2024	Arun DC has agreed the required funding to upgrade all existing public facing CCTV. This will improve the transmission and quality of images.		
Reduce the usage of e-scooters and cycling in the town.		Improved 'no cycling' signage/road markings previously requested; current signage is inadequate.		

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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		Visit Littlehampton website being refurbished and launched in Spring 2024 In discussions with partners to improve general promotion within the town.	General promotion includes town centre noticeboards, printed materials in shops including posters and flyers, and promotion on Visit Littlehampton website and socials.	The refreshed website will be promoted as part of launch.