

Key Area: Town Centre

Goal: Ensure the Town Centre is clean and inviting.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
<p>Establish the High Street cleaning timetable with Arun District Council and discuss at TCAG. Request for this to be shared with the public.</p> <p>Work with businesses to maintain cleanliness.</p>	<p>ADC – Create a timetable</p> <p>LTC – Support and ensure this is maintained</p>	<p>LTC's Town Clerk has met with the cleansing team to complete a walk through and look at the cleanliness of the High Street.</p> <p>To make the Town Centre a more inviting place, LTC will be supplying bunting throughout the summer.</p> <p>LTC have been in discussion with ADC regarding enhancing the planters in the High Street. This has been paused until the contract has been handed back over.</p>		<p>Once a full timetable has been established, this will be shared through this group and with Town Centre businesses.</p>

Goal: Look to encourage proportional residential units, through accommodation above shops, but not at the expense of breaking up the retail heart of the town.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
TCAG to consider planning issues and whether further planning controls are required.	All Councils with support from wider Action Group	Support is being given to appropriate planning applications as they come forward. Some issues are being reported by town centre businesses in relation to HMOs. It will be important to address these as they arise.	Public planning applications for the Town Centre, are now directly shared with the Action Group. This will enable us to stay informed on who/ what is going into units. We can also assess whether those are right for our town, and whether we need to make a representation.	Agents have noted that there is an increase in landlords only wanting shop units on the lower floors.

Goal: Promote culture, fitness and arts in Littlehampton.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Littlehampton Town Council to continue the Love Local programme of events to uplift the town.	LTC	Love local will present a programme of events in the High Street this summer. The events encourage the use of the Love Local shopping incentive.	This will be discussed as part of the TCAG meeting agenda (Tuesday 18 June).	The events will be advertised through leaflets, social media marketing and posters.

Key Area: Retail and Markets

Goal: Provide incentives to bring people back to the town centre to shop.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Develop a Love Local Shopping incentive in summer 2024	LTC	Love Local will run from 31 July – 1 September. Residents will be given a loyalty card, when they spend £5 or more in a participating store they will receive a sticker, once they have five stickers they can enter their card into the prize draw. The winner will receive £500.		The events will be advertised through leaflets, social media marketing and posters.

Goal: To investigate options for a programme of markets.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Arun District Council and West Sussex County Council to streamline and review processes, creating a convenient and compliant system that facilitates the High Street economy.	ADC and WSCC – Lead LTC - Support	In March 2024, the current market license was up for renewal, and ADC consulted the Action Group on this. As a group we suggested multiple conditions be put in place, in line with the strategy. These were received well and written into the contract.	The current market is not owned or organised by any councils; the current Friday market license holder is Southern County Markets. If you would like to read the full contract and conditions, the market license can be viewed on ADC's environmental health portal.	We will sign post businesses to Southern County Markets, should they have any questions. This will be done through the TCAG Newsletter and on the TCAG webpage.

Goal: Reduce shop vacancy in the Town Centre. Encourage more diverse retail sector, robust enough to meet shopping trends and cater to all those visiting.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
<p>Work with the UKSPF consultant to engage with Landlords of empty units to discuss options for pop up shops. As well as understanding how the councils can work with them to reduce shop vacancy.</p> <p>ADC to maintain a list of vacant/ underused shops and share with LTC and the TCAG when applicable.</p>	<p>Matthews Associates (UKSPF Consultant) – Lead</p> <p>LTC and ADC - Support</p>	<p>The Matthews Associates has had a second meeting with local landlords and agents, including the agent that is the largest occupier of vacant units in Littlehampton Town Centre.</p> <p>LTC and ADC have been working on an information pack for agents to give to potential occupiers, that informs them on the improvements being made in the Town Centre.</p>	<p>ADC conduct a survey each month on the vacant units.</p>	<p>The agent's information pack will go to potential occupiers, once the final draft is confirmed.</p>

Goal: Improve the appearance of shops, enabling their ability to attract business.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
<p>Discuss previous shop front grants with Arun District Council.</p> <p>Engage with the landlord of the arcade to discuss their plans and how it can be improved.</p> <p>Work with the consultant to engage with landlords.</p>	<p>ADC and LTC – Lead</p> <p>Matthews Associates - Support</p>	<p>A further round of shopfront grant funding has been approved but it is a smaller amount. One grant has recently been paid and two more are awaiting approval. One of those had previously been approved but not gone ahead. A grant has been provided to The Arcade to assist with upgrading that premises.</p>		<p>Shopfront grants can be applied for on ADC's website, or for more information businesses can contact Miriam Nicholls.</p>

Goal: Support the banks and key facilities such as the post office.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Liaise with the banks and post office to create a banking hub in the Town Centre.	LTC	<p>Barclays bank has been invited to attend the multi-agency pop up stall that goes ahead on the first Friday of each month.</p> <p>LTC are looking at multiple ways to get a physical presence of a bank in the Town Centre.</p>	We are currently waiting for a reply.	If they do attend, LTC will share this on socials.

Key Area: Events

Goal: To encourage and facilitate a range of activities and events to be held in the Town Centre.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Make event applications easier: gain clarification from Arun District Council and West Sussex County Council and what areas they cover for event applications.	ADC and WSCC – Lead LTC – Assist	The event applications that LTC have put forwards have been accepted easily. Clarification has now been made that applications are to go to WSCC.	Further work needs to be conducted to initiate discussions around streamlining applications.	

Goal: More events to be held in the Town Centre.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
To develop and promote an all-yearlong events programme for the Town Centre. Draw up long term funding commitments to Town Centre events. Councils to work with external event organisers to support them bringing events and pop ups to the Town Centre.	All Councils	LTC are undertaking an events review from Summer 2024, this will include the programme of High Street events. This may look at how pop ups can be brought to the Town Centre.	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 motives behind them, moving forwards.	A survey will be shared and communicated with the public at events and through social media. Further surveys and workshops will be decided once the review begins.

Key Area: Transport and Linking the Town Centre

Goal: Improve interconnectivity between the seafront, riverside and Town Centre.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
<p>Advocate and escalate the pedestrianisation of Pier Road, ideally to be at least seasonally.</p> <p>The update is linked to the goal, not the immediate action.</p>	All Councils	<p>Artswork is a charity that aims to make art and creativity available to everyone. The young people will be running an art commission, based on a consultation that asks the public how they see this goal being achieved through creativity. LTC will be supporting this, and it will report to the P&F committee.</p>	<p>The commission will aim to connect the seafront, riverside, and Town Centre through art.</p>	<p>The comms and marketing will be produced by the young people at Artswork.</p>

Goal: Improve transport links to and from the Town Centre and wider town.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Liaise with ADC and WSCC regarding a transport plan, impacts of new roads, and improving links to the Town Centre.	All Councils	Southern Rail have started a campaign titled 'Coastal connections are getting BETTER, FASTER SMOOTHER'. This means new direct hourly services to Brighton Mon – Sat. Trains to London Victoria are now half – hourly throughout the whole day Mon – Sat. More trains heading towards Worthing each hour.	The chair of CRC took part in the social media campaign.	This has been posted on social media.

Goal: Investigate concerns over traffic management in the Town Centre.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Identify concerns over traffic management and work with West Sussex Highways to address these.	All Councils	Residents and shop owners have expressed concerns over trucks and cars driving on the new public realm paving. The larger chain stores have delivery drivers using the High Street as a cut through.	WSCC have been contacted.	

Key Area: Antisocial Behaviour

Goal: Work with local authorities to reduce antisocial behaviour and crime in the town.

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
<p>To work with the Arun District Council led 'Local Action Team' with reports provided to the TCAG.</p> <p>Arrange a meeting with:</p> <ul style="list-style-type: none"> - Divisional Commander (Sussex Police) - Business Wardens - ADC Crime and ASB lead Officer - Community wardens - LTC Town Centre Officer - Chair of TCAG <p>to understand issues and agree focussed and coordinated plan of</p>		Updated LAT action table attached.	<p>Community Wardens are directed to provide a presence in River ward each day, to detect, deter, and report ASB. On Wednesdays, both officers are present all day with specific focus on the High Street. Other days, it will be one officer morning and afternoon around the wider ward but regularly in the town centre.</p> <p>Note that Business Wardens (referred to in action column) do not currently exist in Littlehampton. These were previously</p>	<p>Businesses to display window stickers</p> <p>Encourage people to report incidents.</p>

<p>action to address areas of prime concern and enact actions to resolve these. Link with the LAT and review three monthly.</p> <p>Deliver and develop a programme of events and activities in the Town Centre to deter Antisocial behaviour.</p> <p>Encourage businesses and the public to report any crime that they witness.</p>		<p>Safer Arun Partnership reporting campaign created, and town centre businesses have been visited to request they display window stickers to encourage shoppers to report crime and ASB. Disappointing uptake. Reporting cards also available for members of the public.</p> <p>Need to increase retailer's use of DISC as a reporting and information sharing tool.</p>	<p>financed across the county by the Co-Op and Sussex Police, but funding is no longer available.</p>	
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Goal: Reduce the presence of drugs in Littlehampton Town Centre

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
To link in with the above action and supplement this by identifying and working with local support groups for those in the town battling addiction and substance abuse. Lead agencies to be identified.		<p>ADC's Senior ASB Caseworker linking in regularly with Harm Reduction Lead at Change Grow Live to discuss known users and offer support.</p> <p>Community Wardens providing all day presence on the High Street on Wednesdays as this is recognised as 'pay day' and appears to be when activity increases. Presence has been shown to deter and decrease activity over past few weeks at usual locations – o/s Sainsbury's and St. Martins WCs. Intelligence and witness statements submitted to Police.</p>		

Goal: Improve CCTV to deter crime and antisocial behaviour

Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Identify and meet with those responsible for CCTV in the Town Centre with a view to increase its deterrence and ability to identify and prosecute those undertaking criminal acts and ASB.		<p>All public facing CCTV cameras have been upgraded in accordance with proposed improvements for capture and storage of images.</p> <p>Public facing CCTV is accessible to Police either at the time of a serious live incident or retrospectively – it remains vital that incidents are reported in a timely manner so that CCTV can be utilised on the back of a criminal report. ADC's Community Safety team work closely with Police to provide IDs of individuals if known.</p>	Public facing CCTV equipment is the property of ADC but accessed and data managed by Sussex Police. As part of the upgrade works, assurance was given by police that cameras are in the right locations based on reports received.	

		Safer Arun Partnership funding has been provided to owners of The Arcade for installation of their own CCTV covering the public walkway.		
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Goal: Reduce the usage of e-scooters and cycling in the town.				
Immediate Action (2 years)	Lead Responsibility	Status Update	Notes	Comms
Discuss with Sussex Police what powers they can use to prevent the use of e-scooters and cycling in the town. Ensure the laws are clear with signage in the high Street.		<p>New 'no cycling' signs installed at High Street entrances a couple of months ago.</p> <p>Community Wardens do engage with cyclists and e-scooter riders to advise not permitted. 50/50 as to whether people abide by requests to dismount or offer verbal abuse.</p>		