

Town Centre Action Group – year 1 update and review

Completed Actions and Goals		
Action/ Goal:	Estimated Completion Date:	Notes of evidence:
Set up TCAG chaired by Town Mayor	Autumn 2023	Goal – All Immediate actions completed. The TCAG has been established for a year and the Mayor will continue to Chair.
Confirm membership	Autumn 2023	Membership was agreed but is changeable due to being a working document.
Develop and agree the terms of reference	Autumn 2023	The terms of reference were agreed at the September TCAG meeting.
LTC to schedule meetings	Autumn 2023	LTC currently schedule meetings as they go. From January 2025 LTC will schedule meetings ahead of time and quarterly.
Review emerging strategy for adoption by all partners	Autumn 2023	The strategy was endorsed by Arun District Councils Economy Committee in October 2023. It was agreed by the TCAG in September 2023.
Develop and agree the Action Plan	Autumn 2023	The action plan was developed by LTC officers based on public consultation and adopted by LTC in 2022.
Secure UKSPF to support 4 key areas of development	Autumn 2023	Goal – All immediate actions completed. Funding awarded and project underway
LTC and ADC to submit bid	Autumn 2023	A bid was submitted and accepted
Create the invitation to tender	Autumn 2023	The invitation to tender was sent out. UKSPF Funding was secured and a consultant hired in October 2023
Look to encourage proportional residential units, through accommodation above shops, but not at the expense of breaking up the retail heart of the Town	Spring 2024	Goal – All immediate actions completed
TCAG to consider planning issues and whether further planning controls are required	Spring 2024	ADC now share all town centre applications with LTC – if relevant this is shared with the TCAG to make recommendations
LTC to continue the Love Local Arts programme of events to uplift the town	Spring 2024	2024 programme of Love local High Street events has been delivered, these included arts and craft workshops.

Completed Actions and Goals (continued)		
Provide incentives to bring people back to the Town Centre to shop	Summer 2024	Goal – All immediate actions completed
Develop a Love Local shopping incentive in summer 2023	Summer 2024	This was delivered in both 2023 and 2024. The Love Local Prize Draw ran in Summer 2023, November/ December 2023 and Summer 2024. Over Christmas 2023 there was also a bauble trail to direct people into participating shops.
Consider a late-night shopping event in Summer 2024	Spring 2024	This was considered, however Council Officers decided against it due to lack of business involvement at Christmas. The summer High Street events launch event did include entertainment into the early evening.
Discuss the previous shop front grants with ADC and the representatives from local businesses to establish if they were well used	Winter 2023/ Spring 2024	ADC received three applications during the first round of shop front grants. Officers at LTC were aware of one shop front grant completed and installed. Officers are waiting for confirmation on the second round. ADC also found funding for vacant unit window wraps.
Work with consultants as part of the Town Council's UKSPF project to engage with landlords	Throughout 2024	Matthews Associates have held two landlord and agent's meetings. Within these meetings there were discussions on Shop Front Wraps and Agent Information Packs.
Engage with landlords of empty units to discuss options for a pop-up shop	Spring 2024	Discussed the idea. Feedback was positive, however, consideration around delivery, available units and timescale need to be discussed further.
ADC to maintain a list of vacant/underused shops, updated every quarter as an ongoing procedure and shared with LTC. Data and trends to be shared with TCAG	Summer 2024	ADC are completing this survey every quarter and sharing it with LTC.
Make event applications easier, gain clarification from ADC and WSCC about what areas they cover for event applications.	Summer 2024	It is now correct on the websites that Town Centre events are WSCC applications, and a separate market application goes to ADC if there is anyone selling items. After discussion with ADC licensing we will share with them directly more info on the events.

Completed Actions and Goals (continued)		
Improve interconnectivity between the seafront, riverside and Town Centre	Winter 2023	Goal – All immediate actions completed. There is also a proposal for a Wayfinding project being run by Artsworld looking at ways to develop this in partnership with other organisations. A presentation is being made to the Town Council's Policy and Finance Committee in late October.
Advocate and escalate the pedestrianisation of Pier Road, ideally to be at least seasonally	Winter 2023	The bid to WSCC for including Pier Road in their highways programme for pedestrianisation was refused. No further work will be undertaken on the scheme at this stage. The Chair of ADC's Economy Committee has agreed to write to the local MP and to WSCC advising them of the Council's disappointment that the scheme was refused and also that legislation does not support a summer only closure.
Littlehampton Railway Station entrance and exit area to be redeveloped in the Public Realm work	Winter 2023	Work Completed October 2023. In addition local youth art charity Artsworld worked in partnership with the Railway Station, schools and artists to create a mural outside the station.
Identify whether there is continued support for the parking disc scheme and consider options before the Autumn of 2023 to include implications in the Council's budgets	Winter 2023	The ADC parking scheme was reviewed and continued from January 2024: A consultation on the future of the scheme ran in the summer and the results were presented in a report to ADC Environment Committee in September.
Make recommendations to Council's on way forward for the parking disc scheme	Winter 2023	This will be done through the public consultation run by ADC.
Discussions to include business representatives	Winter 2023	The ADC parking scheme was reviewed and continued from January 2024, prior to establishing the roles of Business Representatives.
To have electric car parking facilities in at least one car park in the town centre	Summer 2024	Additions have been made to Beach Road and St Catherine's Road, as well as Manor House Car Park.
Work with local authorities to reduce anti-social behaviour and crime in town	Spring 2024	Goal – This goal will be on going, but all immediate actions below are complete.
To work with the Arun District Council led 'Local Action Team' (LAT) with reports provided to the TCAG	Spring 2024	Regular meetings with this group continue. Evidence of the LAT work can be found on the TCAG webpage.

Completed Actions and Goals (continued)		
<p>Arrange a meeting with:</p> <ul style="list-style-type: none"> - Divisional Commander (Sussex Police) - Business Wardens - ADC Crime and ASB lead Officer. - Lead Officer – Community wardens - LTC Town Centre Officer - Chair of TCAG <p>to understand issues and agree focused and coordinated plan of action to address areas of prime concern and enact actions to resolve these. Link with the Local Action Team and review three monthly.</p>	Spring 2024	This links with the above action, and regular meetings will continue.
<p>Deliver and develop a programme of events and activities in the Town Centre to deter Anti-Social Behaviour.</p>	Summer 2024	The Love Local programme of events was successfully delivered and proved popular with a good number of residents including families with young children.
Improve CCTV to deter crime and anti-social behaviour	Spring 2024	Goal – All immediate actions completed
<p>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>	Spring 2024	All pre-existing CCTV in the town centre was upgraded by ADC. CCTV is used mainly to provide evidence. The Arcade landlord has now installed CCTV
Reduce the usage of e-scooters and cycling in the town	Summer 2024	Goal – All immediate actions have been completed
<p>Discuss with Sussex Police what powers they can use to prevent the use of e-scooters and cycling in the town.</p>	Summer 2024	Police response: Signage, reporting and CCTV are key in following this up.

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Completed Actions and Goals (continued)		
Ensure the laws are clear with signage in the High Street.	Spring 2024	ADC put in place new no cycling signs.
Improve the Town Centre car parks	Summer 2024	Goal – All immediate actions completed
To have electric car parking facilities in at least one car park in the town centre.	Summer 2024	Additions have been made to Beach Road and St Catherines Road, as well as Manor House Car Park.

Actions In Progress		
Action	Estimated Start Date	Evidence
Work with consultancy to deliver the UKSPF project	Winter 2023	Matthews Associates have now handed over their work to LTC Officers who will be progressing the remaining area of work – to develop a business community
Ensure the Town Centre is clean and inviting	Summer 2024	Goal – In Progress
Establish the High Street cleaning timetable with ADC and discuss at TCAG	Summer 2024	Officers are aware that the new paving is due to be sealed in the autumn.
Request the cleaning timetable be made public	Summer 2024	The timetable has not officially been shared with LTC
Improve the toilet facilities in the Town Centre	Spring 2024	Goal – In Progress
Address concerns over the toilet facilities and rumoured drug taking in St Martin's car park	Spring 2024	Community Wardens increased presence outside St Martins and around the town.
Look into CCTV for the outside of the building and work with the community wardens and police.	Summer 2024	CCTV has been briefly discussed but will be progressed further.
To investigate options for a programme of markets	Spring 2024	Goal – In progress (LTC made a representation on the renewal of the current market license. A programme of markets will be considered as part of the events review. ADC to review strategic economic requirements of licensing.

Actions in Progress (continued)		
ADC and WSCC to streamline and review processes, creating a convenient and compliant system that facilitates the High Street economy	Spring 2024	One new condition of the Friday Market license is that it can be paused to allow for other high economy impact events to take place.
Improve the appearance of shops, enabling their ability to attract business	Spring 2024	Goal – Actions in Progress
Engage with landlord of the Arcade to discuss their plans and how it can be improved	Spring 2024	Ongoing conversation with landlord. Improvements have started to happen, and they are keen to be involved with the shop front wrap scheme.
Reduce shop vacancy in the Town Centre. Encourage a more diverse retail sector, robust enough to meeting shopping trends and cater to all those visiting. Encourage the development of digital business in the Town Centre	Spring 2024	Goal – Actions in Progress
Work with the Town Centre UKSPF consultant to engage with freeholders/landlords to develop strong relationships to facilitate other areas of development in the Town Centre.	Spring 2024	Relationships between landlords/ agents have begun to form. There has been two landlord and agents meetings which have helped establish dialogue with a view to develop positive working relationships.
Support the businesses in the Town Centre and support and encourage new and young investors wanting to start a business in the town.	Winter 2023	Goal – Actions in Progress
Share information about grant funding opportunities available to businesses	Winter 2023	ADC and LTC Officers have increased communication through newsletters and electronic mailouts. This is an ongoing action.
Work with Town Centre UKSPF consultant to develop a sustainable and empowered Business Forum that is independently run and financed, with a clear understanding of its purpose and representing all businesses in the Town Centre	Spring 2024	The businesses have had one meeting with the consultants. A second meeting was held with Officers on September 24 th at which the businesses agreed that they did want to progress a forum to represent their views, identified their priorities and agreed to meet monthly to develop the structure, functions and roles of the new business forum.

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Actions in Progress (continued)		
Support banks and key facilities such as the post office	Summer 2024	Goal – Actions in Progress
Liaise with the banks and post office to create a banking hub in the Town Centre	Summer 2024	Cash Access UK will have a banking hub in the High Street by June 2025 and are being supported by LTC and ADC.
More events to be held in the Town Centre	Spring 2024	Goal – Actions in Progress
To develop and promote an all-yearlong events programme for the Town Centre	Spring 2024	Part of LTC current events review
Draw up long-term funding commitments to Town Centre events	Spring 2024	Part of LTC current events review
Councils to work with external event organisers to support them bringing events and pop ups to the Town Centre	Spring 2024	Part of LTC current events review
Improve the signage and gateways for Littlehampton Town Centre around the town	Summer 2024	Goal – Actions in Progress
Review the signage directing people from the seafront to the Town Centre as part of ADC seafront regeneration	Summer 2024	This will officially start once the Seafront project begins. Officers from ADC are in communication with the Project Manager and will pass information to LTC.
Investigate concerns over traffic management in the town centre	Summer 2024	Goal – Actions in Progress
Encourage businesses and the public to report any crime that they witness.	Spring 2024	Safer Arun Partnership signposting campaign, reporting disc scheme and development of Business Crime Reduction Partnership.
Reduce the presence of drugs in Littlehampton Town Centre	Spring 2024	Goal – Actions in Progress
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.	Spring 2024	This is being led by the ASB team at ADC, and supported by the Local Action Team.

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Actions Not Started		
Action Not Started:	Goal it sits under	Allocated to: (all tbc at TCAG meeting)
To press WSCC, particularly in the light of North Littlehampton development, to prepare a transport plan for the Town, including improving disability access	Improve transport links to and from Town Centre and wider town	ADC/ WSCC Officers
Liaise with WSCC regarding the impacts of new roads and residential development in the North of the Town	Improve transport links to and from Town Centre and wider town	ADC/ WSCC Officers
Work with ADC to use the section 106 contribution for the North Littlehampton development to improve links into the Town Centre	Improve transport links to and from Town Centre and wider town	ADC/ WSCC Officers
Promote the town centre at other attractions in the town such as Harbour Park, The Beach, Mewsbrook Park etc. Provide promotional materials and discuss poster advertisement.	Look to improve the offer of information for visitors to the Town Centre and to attract those using other facilities in the area to visit	The LTC team will be looking at this in the next quarter.
Work with businesses to maintain cleanliness	Ensure the Town Centre is clean and inviting	ADC and LTC officers, with potential support from Business Representatives
LTC to investigate an Arts Forum involving local artists to help people collaborate and bring more arts into the town centre	Promote culture, fitness and arts in Littlehampton	LTC Officers
Work with ADC to install deterrents to St Martin's car park toilets	Improve the toilet facilities in the Town Centre	LTC and ADC Officers
Review Visit Littlehampton website.	Look to improve the offer of information for visitors to the Town Centre and to attract those using other facilities in the area to visit	LTC Officers

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Improve the appearance of the gateways into the town such as main roundabouts	Improve the signage and gateways for Littlehampton town centre around the town.	LTC and Artswork are working together on a Wayfinding project that may cover this goal. If it doesn't officers will proceed the action separately.
Identify any concerns over traffic management and work with West Sussex Highways to address these, particularly around Church Street/East Street, Surrey Street/Arundel Road, and the flow through town along Beach Road	Investigate concerns over traffic management in the town centre.	Issues with vans and delivery drivers on the High Street. Identified issues around areas with note of additions to be considered. These will be raised to WSCC.

Immediate Actions that need reviewing (Not Started)		
What Needs Reviewing:	Goal it sits under:	Why:
To ensure that an effective marketing strategy is delivered for the Town Centre with leisure providers as one of the main focuses	'To bring more leisure and hotel facilities into the town'	Clarity is required regarding who should be delivering the marketing strategy, and which areas it should cover? There is potential for this to be moved to a medium-term action when the business community is well established and can input into this.
Support restaurants in the Town Centre to ensure they are successful and more invest in the town.	'Encourage restaurants to open in the Town Centre'	Clarity is required relating to the nature of the support needed e.g.: is this support financial? Or is it information giving? The economic development team at ADC may have a better idea of how this could be worded and what they have the capacity to action.
Contact Stagecoach to investigate if they have any plans to improve Anchor Springs bus station with a shelter and toilets	'Improve the attractiveness of public transport waiting areas and entrances to the Town Centre'	The group should assess the next steps if Stagecoach do not have plans to improve Anchor Springs bus station, and whether this action should be changed to something more feasible.