

Goal	Action	Status Update	Lead responsibility	Notes	Comms
Secure UKSPF to support 4 key areas of development.	Work with consultancy to deliver the project	<p>Littlehampton Town Council are now working with Survival 2 Significance, through UKSPF funding, to develop a Business Community.</p> <p>This has been received positively by Town Centre Businesses. Officers have worked with S2S to develop a timeline of deliverables by April 2025.</p>	Littlehampton Town Council	Distinct roles identified and nominations to undertake roles received. Initial meeting with nominees to confirm roles and prepare Terms of Reference for Business Community.	
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Ensure the Town Centre is clean and inviting	Establish the high street cleaning timetable with ADC and discuss at TCAG.	<p>Cleaning Schedule: Litter bins are emptied daily, unless an individual bin hasn't been used much. A sweeper works through the High St every day, usually before 7am and then moves through other priority roads around the Town Centre. A new cleaner has been in place since September. Their focus for the first part of the day is the High Street and there has been positive feedback about this work.</p>	Arun District Council (Task Force)	Links to goal: 'Work with businesses to maintain cleanliness'. There will be a Town Centre Maintenance Facilitator as part of the business community, which will be a good way to communicate any issues.	

		<p>Whilst the new cleaner has been clearing the tops of bins of cigarettes, where possible ADC are also investigating additional options to keep the actual bins clean and tidy. About a third of the High St was sealed in September. Heavy rains prevented further work, but sealing will resume in February when the warmer weather will allow the sealant to dry.</p> <p>Street washing is scheduled for 2-3 times a year, usually in the warmer months as the paving remains in better condition during winter.</p>			
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Promote culture, fitness and arts in Littlehampton	LTC to investigate an Arts Forum involving local artists to help people collaborate and bring more arts events into the Town Centre	ADC have started work in this area - a meeting has been requested to clarify their focus and prevent duplication.	LTC and ADC		If an Arts Forum is created/ found, this will be circulated with relevant groups.

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Improve the toilet facilities in the Town Centre	Address concerns over the toilet facilities and rumoured drug taking in St Martin's car park	See update from ADC Community Safety	ADC		
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To investigate options for a programme of markets		Markets are being actively monitored. Current licenses expire March 2025.	ADC hold the market licenses	LTC writing to licencing on behalf of the TCAG regarding the performance of the market as part of the licence renewal process.	
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Improve the appearance of shops, enabling their ability to attract business	Engage with the landlord of the Arcade to discuss their plans and how it can be improved	The Landlord agreed to have Christmas Lights put into the arcade. They also took part in the shop front wrap scheme.	ADC and LTC	Christmas lights may go ahead again for the 2025 lighting scheme depending on feedback.	

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Improve the appearance of shops, enabling their ability to attract business	Work with consultants as part of the Town Councils UKSPF project to engage with landlords	Two local landlords agreed to shop front wraps placed around their vacant units, these have been in place since December 24 and have been received positively.	LTC		The shop front wraps were announced through social media.
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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.	Engage with landlords of empty units to discuss options for a pop-up shop.	Pop-ups were agreed for Christmas Lights Switch On, unfortunately both events were cancelled due to bad weather. LTC are looking at pop up shops for future events	LTC and Landlords	We will continue to meet with local Landlords twice a year.	

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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.	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.	Following consultation with ADC, it was agreed that this goal has been met. Since then, further evidence of the development of these relationships includes landlord agreement to two shop wraps on vacant buildings and the free of charge loan of two other vacant units for use by LTC as a Christmas Santas Grotto and for family fun events on small business Saturday, unfortunately these events were cancelled due to bad weather.	LTC, ADC, Landlords		
Goal	Action	Status Update	Lead responsibility	Notes	Comms
Support the businesses in the Town Centre and support and encourage	Share information about grant funding opportunities	LTC and ADC email lists were promoted and on-site sign ups offered at October and November business community meetings, to ensure communication.	ADC and LTC	See next update regarding Business Support	

new and young investors wanting to start a business in the town.	available to businesses.				
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Support the businesses in the Town Centre and support and encourage new and young investors wanting to start a business in the town.	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	A fourth Business Community meeting was held on January 21 which was attended by 18 people and 13 different businesses. It confirmed roles and responsibilities, and a timeline for future meetings. The consultant from S2S has continued with follow up meetings, speaking to 35 businesses of which 29 have submitted interest and are willing to be included in the new business forum. Four people have come forward to undertake the facilitator roles and four/ five people have volunteered to be area communicators. S2S will meet with all Facilitators and Area Communicators prior to the February Business Forum to	LTC	The January meeting was received positively by businesses. There will be a meeting in February and March, with the final handover to the newly formed group in April.	The meeting invites have been given out by AYP Connect and emailed to the mailing list.

		put together an initial Terms of Reference for the group to adopt.			
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Support banks and key facilities such as the post office	Liaise with the banks and post office to create a banking hub in the Town Centre	<p>LTC will be completing a site visit to see the Shoreham banking hub in February and gain more understanding of the facilities it will have. Cash Access UK is still looking for premises however we are in communication and update them when new premises become available.</p> <p>LTC and ADC met with the Cash Access Uk Team who set up temporary banking hubs to explore options should this be required.</p>	LTC		Updates from Cash Access UK to LTC will be shared.
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To bring more leisure and hotel facilities into the town.		Premier Inn have announced their interest in the old Waitrose site and will be holding a public exhibition 2 - 7.30 on 12 February at the Manor House.	ADC as the Planning Authority		Premier Inn are sharing announcements on social media

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To bring more leisure and hotel facilities into the town.	To ensure that an effective marketing strategy is delivered for the Town Centre with leisure providers one of the main focuses	Additional UKSPF funding secured to provide initial desk research towards this goal from Jan - Mar 25.	ADC and LTC	This action is set to be reviewed by Littlehampton Town Councils Policy & Finance Committee, that this group reports to, in March.	
Goal	Action	Status Update	Lead responsibility	Notes	Comms
Encourage restaurants to open in the Town Centre	Support restaurants in the Town Centre to ensure they are successful and more invest in the town.	There is a range of support including business / shop front grants and 1 to 1 bespoke mentoring available from ADC. There is also an ADC business email which details these and other opportunities, shared at the November Business Forum.	ADC and LTC	This action is set to be reviewed by Littlehampton Town Councils Policy & Finance Committee, that this group reports to, in March.	
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To encourage and facilitate a range of activities and events to be	ADC and WSCC to streamline and review processes, creating a convenient and	ADC economic development team are putting together a Town Centre Task Force, this aims to support streamlining processes.	All Councils		

held in the Town Centre	compliant system that facilitates the High Street economy and commercial events				
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More events to be held in the Town Centre		<p>All actions under this goal are being included in the LTC Events Review.</p> <p>Events in the High Street were discussed with the Business Community at its last meeting and the feedback is being used to shape the 2025 events. There will be two High Street events in the Easter holidays (9th and 16th April). There will also be four High Street events throughout the summer holidays.</p>	LTC		
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Improve transport links to and from the	To press WSCC, particularly in the light of North Littlehampton	Update removed.	ADC and WSCC		

Town Centre and wider town	development, to prepare a transport plan for the Town, including improving disability access				
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Improve the signage and gateways for Littlehampton Town Centre around the town	Review the signage directing people from the seafront to the Town Centre as part of ADC seafront regeneration	LTC will be completing a signage audit to allocate who owns which signs and clear any incorrect signage	LTC	ADC are looking at Wayfinding for a future project.	
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Improve the attractiveness of public transport waiting areas and entrances to the Town Centre	Contact Stagecoach to investigate if they have any plans to improve Anchor Springs bus station with a shelter and toilets	It is hoped that any future development of the Waitrose site will include plans to improve the public transport area			

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Investigate concerns over traffic management in the town centre	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	This will be raised to ADC Chief Executive by ADC Officers	ADC and WSCC	Both ADC and LTC are communicating and reporting any vans/ cars that are witnessed parked on the High Street. It is hoped this will be picked up by the Task Force.	
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Work with local authorities to reduce anti-social behaviour and crime in the town		Update from Community Safety Team to incorporate LAT (Local Action Team) - Community Wardens, ASB Officer and Police include St Martins in their patrols and there has been a reduction in reports recently.			

Work with local authorities to reduce anti-social behaviour and crime in the town	Encourage businesses and the public to report any crime that they witness.	The Business Crime Reduction Partnership have appointed someone who will be starting mid February. They will work closely with businesses to reduce crime, liaising with the police, overseeing the disc scheme and encouraging businesses to report crime and ASB.	All	The BCRP manager will sit in the economic development team at ADC.	
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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	Reduce the presence of drugs in Littlehampton Town Centre	Following request by TCAG business representative, ADC led a multi-agency intervention to remove a drug dealing operation in the Town Centre in October 24.	All Council's and police		

identified.					
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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	Review Visit Littlehampton website.	The review is currently being completed, and aiming to re-launch in April 2025. With funding from UKSPF a company has been completing videos of independent businesses to publish on social media.	LTC		The re launch will be advertised through socials.

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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	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.	Audit of noticeboards (ownership, use and condition) at key locations started. Next stage will be contacting key stakeholders to agree a plan to cross-promote the “triangle” of core visitor offers – the Town Centre, Beach and Riverside. (UKSPF goal).	LTC		

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Prepare marketing and branding plans	Work on plans to promote tourism and address the negative perceptions of the town. Work with Arun District Council to use the social media pages to promote all the positive changes happening.	An audit of visitor-friendly Town Centre businesses representation on key websites (such as Tripadvisor) is currently in progress, as one of the second strands of UKSPF goals.	LTC		Comms will be sent once the research has been undertaken

Not Started (need to be allocated)

Action	Allocation
Improve the appearance of the gateways into the town such as main roundabouts	ADC and LTC –The Wayfinding project will focus on the ‘triangle’ supporting links between the High Street, river and Seafront.
Work with businesses to maintain cleanliness.	LTC and Businesses – As seen in the updates above, the cleansing timetable for the Town Centre has been shared. LTC will work with the Town Centre Maintenance Facilitator to ensure this is accurate.