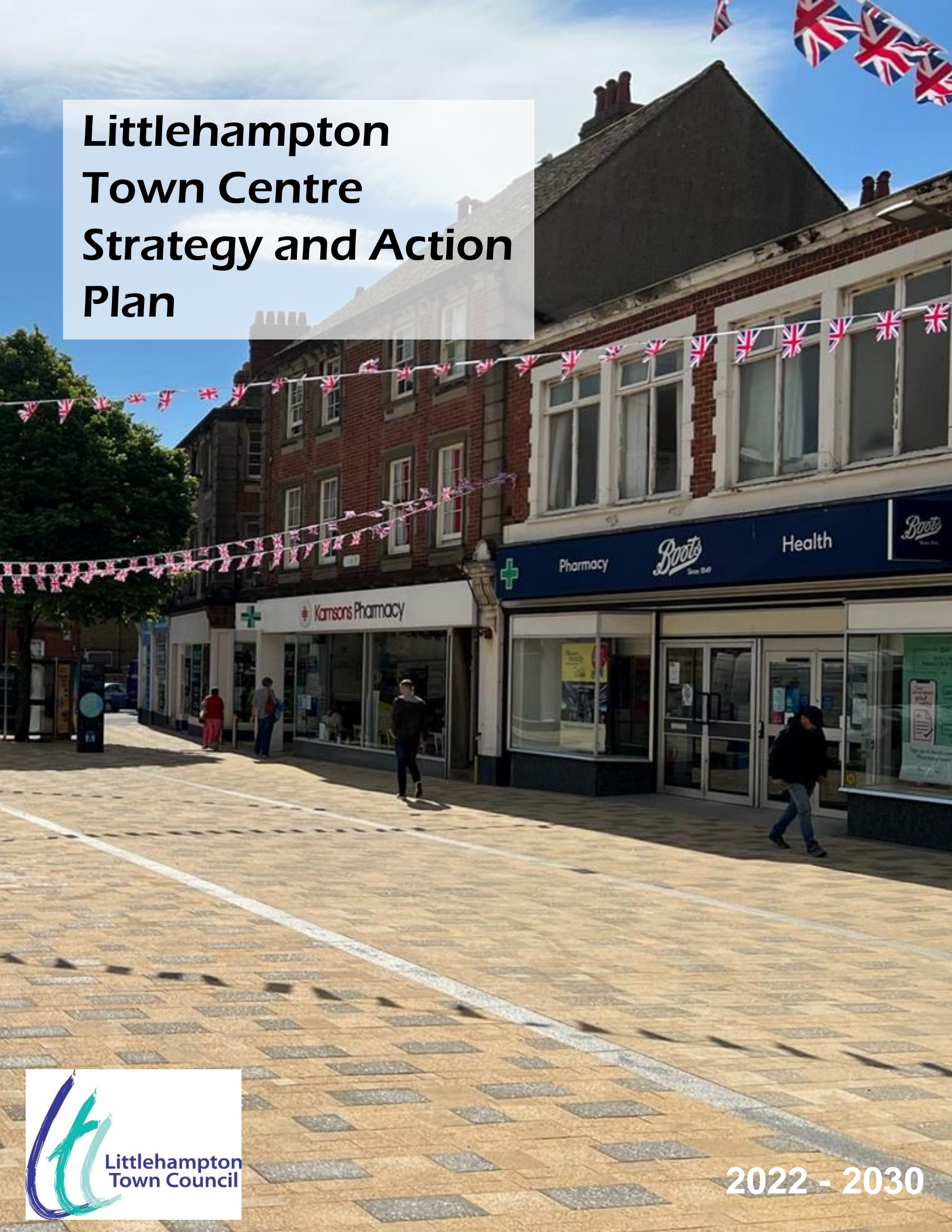


Littlehampton Town Centre Strategy and Action Plan



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1. Introduction by the Town Mayor

Littlehampton Town Centre is viewed as a vital area of the Town, providing residents and visitors with essential retail outlets, services – both public and private – and leisure space. Leadership from local authorities, other key stakeholder parties and the private sector is required to ensure the long-term viability of this asset.

Over many years, the District and Town Council have provided support to the Town Centre, originally through the Single Regeneration Budget funds, but also through attracting significant investment into such schemes as the current Public Realm Enhancements. A range of Strategies have been developed over that time, some overlapping, but a coherent strategy signed up to by all parties and focussed solely on the Town Centre has been lacking.

The Town Centre is largely perceived as retail focused. This is historically largely true, but given the trends facing the retail sector, this perception requires challenge. At a national level, at the end of 2020, just over 14% of High Street retail and leisure businesses were vacant in Great Britain (House of Commons, Briefing Paper no. 9218. May 2021). The recessions following the financial crises of the last 12 to 13 years and much more recently the pandemic have been damaging. However, one of the biggest negative factors quoted by traders, both nationally and locally, is the impact of business rates and rent.

The need for a strategy to lead all the parties through these difficult times has never been greater. Therefore, this Strategy, once signed up to by all key parties sets out clear aspirations as to what can make a positive difference, whilst also retaining a sense of what is realistic and achievable. It sets out clear aspirations. These will need to be reviewed regularly, but also underpinned by an achievable Action Plan.

All the partners who signed up to the Strategy will need to look to work to deliver the aspirations and the actions within the Action Plan and focus their budget and priorities accordingly. Paramount to the delivery of their objectives will be the leadership provided by elected representatives. Without this, the Strategy is likely to wither on the vine.

On a more positive note, the effective implementation of the Strategy should enable Littlehampton Town Centre to remain a vital element of a successful, vibrant Town, providing key services and recreation for all people. It should be attractive, safe, fun, robust, flexible, and vital. Littlehampton has adapted to change in the past, be it moving away from a harbour-based town to more recent threats such as out-of-town Shopping Centres. It is in the nature of the businesses and residents to overcome once again.

Councillor Jill Long

2. Purpose of the Strategy

2.1. The Mission

By 2030 all those signed up to this strategy will have worked together to deliver positive change that places the Town Centre both at the heart of the Town and as a retail and leisure hub for the Eastern Arun area.

2.2. Why Is a Strategy Needed?

Since the early part of this Century, when the Town Centre was last the focus of cohesive partnership work, supported by Single Regeneration Funding, considerable change has impacted Town Centres across the nation, including Littlehampton. Many recognisable retail chains have disappeared; shopping trends have altered, particularly because of internet shopping; there has been more than a decade of national “austerity” and most recently the pandemic and cost of living crisis have impacted the nation, including retail.

Consequently, there is a need to develop a strategy that focusses on attracting investment into the Town Centre, as a revitalised community hub offering leisure, entertainment, arts, key services such as education and health, housing and office space, supplementing and in sympathy with the retail offer. These should all be aligned with encouraging people to visit and spend in the locality, whilst also enjoying their time there.

2.3. The Action Plan

Following a public consultation survey, an Action Plan has been devised to highlight a range of proposals and opportunities identified by the community and stakeholders that can deliver regeneration in Littlehampton by 2030.

The aims and objectives of the Action Plan have been categorised into short term (2 years), medium term (5 years) and long term (8 years) actions to be achieved between now and 2030.



Beach Road Dry Cleaners
01923 317999



SPOKES
The Complete
Cycle Service

2.4. Informing of the Strategy

The Strategy has been developed using extensive knowledge of the recent history of the Town Centre, together with the threats, opportunities, and challenges it faces. This has been assisted by a Town Centre Health Check delivered for Arun District Council earlier this year. Both the background information (Appendix A) and health check (Appendix B) can be found in the appendices.

2.5. Key Partners

- Arun District Council
- Littlehampton Town Council
- Littlehampton Business Representatives
- West Sussex County Council
- Sussex Police

The key partners will lead on this work but other important players such as Health bodies, the Harbour Board etc will be needed to assist when matters cross refer to their area of expertise.

3 Vision Statement

Littlehampton Town Centre will be a safe, accessible, and thriving centre offering a wide range of shops, excellent leisure facilities, high quality office premises, residential opportunities, and a full range of services to attract the local and wider community and visitors.

4. The Ambition

Wide consultation identifies that Littlehampton Town Centre should be:

- Welcoming and safe
- A vibrant place
- Supportive of schemes which benefit the whole town and its community.
- An accessible and attractive place to visit, work and live.
- A place that stands out from other destinations, offering something 'different.'
- Accessible to everyone and well signposted in a way that connects the Town to the waterfronts, making pedestrian access to business areas much easier.
- A place with a good public transport system including good commuter links and public car parks.
- Environmentally sustainable.

- A hub for connecting people of all ages through cultural activities that compliment local businesses and showcase local talent.
- A place that provides essential services such as banks, Post Offices, and health care.
- A place that provides services such as hairdressers, beauty care, and leisure facilities, including eateries.
- Supportive of existing businesses looking to diversify.
- A location supportive of alternative commercial opportunities, such as markets
- Supportive of commercial investors
- Where businesses and residents mutually benefit each other
- Able to provide housing with support for the residents without detracting from the retail offer.
- Linked to the whole town.
- A place that utilises virtual and online shopping methods to drive footfall into the physical offerings.
- A place with high quality of design and strong supporting infrastructure including public conveniences, seating, and accessibility.
- Home to a thriving evening economy attracting people of all generations.
- A town with businesses that attract people all year round.

These ambitions form the spine of this Strategy and are supported by the key partners.

5. Area of Coverage



For the purposes of this Strategy, the Town Centre is taken as being the area shown in the map above. Pier Road has not been specifically addressed within this, but its proximity and importance to the local linkages will mean that it will be referred to and possibly incorporated in projects.



Littlehampton High Street is the Centre of the Town, connecting all surrounding shopping areas. The High Street is home to a large majority of the national shops in Littlehampton. It is also the home to events such as the Christmas Lights Switch on and Late-Night Shopping, Family Fun Days, Artisan Markets, and the weekly Friday market.

High Street



Anchor Springs is home to various services and includes a sweet shop, charity shops and a vet. The main bus stop for Littlehampton Town Centre is in Anchor Springs meaning it needs to be an inviting and welcoming area.

Anchor Springs



Beach Road is at the East end of the High Street and is home to independent retail shops, services, and restaurants/cafes. Beach Road leads to Littlehampton Seafront, meaning it would be a key link for tourists to access the High Street on their visits.

Beach Road



The Arcade in Littlehampton was built in 1912 and is part of the Town Centre's history. It currently is the home to a Florists and Greengrocers. The key issue The Arcade is facing is occupancy and the appearance and maintenance of it.

The Arcade



Surrey Street is to the West of the High Street, it is home to a mix of chain and independent shops, restaurants, and services. Surrey Street connects Littlehampton Town Centre to the riverside, an area popular with tourists.

Surrey Street



6. The Strategic Objectives

The Strategic Objectives have been developed and will guide the actions required to deliver the Vision. It is envisaged that the lead on this will be a newly constituted Town Centre Action Group, details of which are covered under section 7.

1. To work in partnership to formulate an action plan that encourages an attractive, welcoming, and thriving town centre for our businesses, community, and visitors.
2. To ensure that the town centre has a welcoming, safe, and attractive physical environment that supports the needs of both businesses and town centre users, enables delivery of a range of events and activities and provides a focus for a healthy and thriving community.
3. To improve the commercial viability of the town centre for existing and potential new businesses.
4. To ensure that town centre accessibility is inclusive, supports all modes of transport and meets the needs of all users.
5. To improve interconnectivity between the Town Centre, seafront, riverside and wider Town, making access to business areas and tourist attractions much easier.

7. Town Centre Action Group – TCAG

The creation and delivery of an Action Plan that is SMART (stands for specific, measurable, achievable, realistic, and time-bound) and deliverable is essential to the success for this Strategy. Chaired by the Town Mayor the action group should comprise of the following members:

Littlehampton Town Council	<ul style="list-style-type: none">•Mayor of Littlehampton•Chair of Policy and Finance Committee•One other Member•Relevant Officers
Arun District Council	<ul style="list-style-type: none">•Relevant Committee Chair•Ward Member•Relevant Officers
West Sussex County Council	<ul style="list-style-type: none">•County Division Member•Relevant Officers
Sussex Police	<ul style="list-style-type: none">•Divisional Commander•Relevant Officers
Business/Landlord Representative	<ul style="list-style-type: none">•up to four nominated business and/or landlord representatives

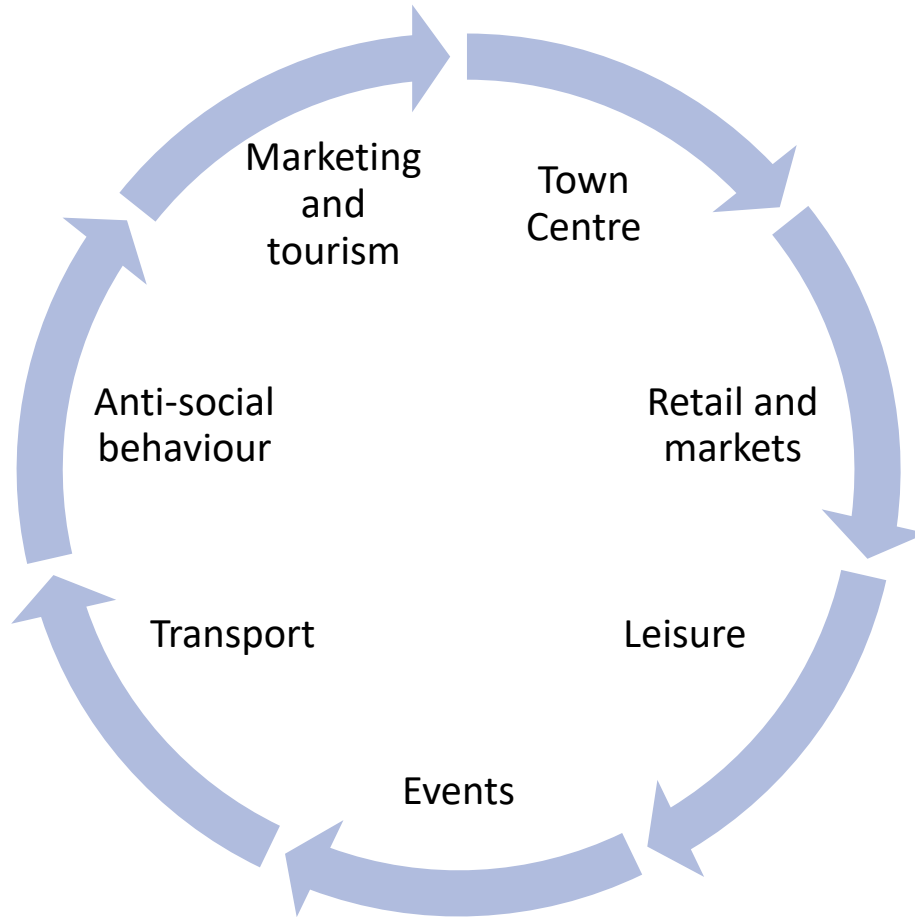
The Town Centre Action Group should meet 3 times a year and be underpinned by an Officer Task Group. The TCAG will be serviced by the Town Council, but the actions will need to be taken forward by partners. The minutes of meetings of the TCAG will be made publicly available, except where there is “Exempt” information. Partners would be expected to feedback on meetings to assist priorities and resourcing discussions within each organisation.

The terms of reference can be found as Appendix C.



8. Town Centre Action Plan

- 8.1. The strategic objectives have been categorised into key areas of focus for improvement in the Action Plan. Within each area of focus the goals and actions are listed.



8.2. Impact Monitoring

A range of existing and new data sets will be used to monitor impact. This includes:

- Footfall
- Vacant units
- Annual tourism survey
- Perception surveys
- Sussex Police data

Town Centre			
<p>Strategic Objectives:</p> <p>SO1: To work in partnership to formulate an action plan that encourages an attractive, welcoming, and thriving town centre for our businesses, community, and visitors.</p> <p>SO2: To ensure that the town centre has a welcoming, safe, and attractive physical environment that supports the needs of both business and town centre users, enables delivery of a range of events and activities and provides a focus for a healthy and thriving community</p> <p>SO5: To improve interconnectivity between the Town Centre, seafront, riverside and wider Town, making access to business areas and tourist attractions much easier.</p>			
Goal	Immediate action (2 years)	Medium term action (5 years)	Longer term actions (8 years)
Set up Town Centre Action Group (TCAG) chaired by Town Mayor.	<p>Confirm the membership of the TCAG.</p> <p>Develop and agree the terms of reference.</p> <p>Littlehampton Town Council to schedule meetings.</p> <p>Review emerging strategy for adoption by all partners.</p> <p>Develop and agree the Action Plan.</p>	<p>Review the impact, purpose and terms of reference of the TCAG.</p> <p>Encourage further investment to complete the public realm works.</p>	
Secure UK Shared Prosperity Fund (UKSPF) to support 4 key areas of development: 1) Sustain and empower business representatives 2) Engage with landlords. 3) Support the Town Centre Action Group. 4) Give Littlehampton a destination ID.	<p>Littlehampton Town Council and Arun District Council to submit the bid.</p> <p>Create the invitation to tender.</p> <p>Work with consultancy to deliver the project.</p>		
Ensure the town centre is clean and inviting.	<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>Review whether this has matched up to the aspirations of the significant investment in the public realm.</p>	

Acknowledge the heritage of the town and show it in the town centre		Engage with Littlehampton Heritage Society about the work they have been doing and request a register of heritage buildings.	Heritage Society and Littlehampton Museum to showcase the town centre and how it used to be.
Look to encourage proportional residential units, through accommodation above shops, but not at the expense of breaking up the retail heart of the Town.	TCAG to consider planning issues and whether further planning controls are required.	Liaise with Landlords forum. Prepare a proposal to deliver sympathetic housing that will uplift the Town Centre, whilst reducing, or at a minimum keeping to existing levels hostel accommodation.	
Promote culture, fitness and arts in Littlehampton.	Littlehampton Town Council to investigate creating an Arts Forum involving local artists to help people collaborate and bring more arts events into the town centre. Littlehampton Town Council to continue the Love Local Arts programme of events to uplift the town.	Artists to work with Arun District Council and Landlords to bring more art into the town. Using empty spaces to brighten up the town, making the space more inviting and vibrant whilst deterring graffiti.	
Improve the toilet facilities in the town centre.	Address concerns over the toilet facilities and rumoured drug taking in St Martin's car park. Work with Arun District Council to install deterrents to St Martins car park toilets. Look into CCTV for the outside of the building and work with the community wardens and police.	Look to develop proposals for new or improved public conveniences. Consider provision of changing spaces toilet.	
Former Hospital site and "Civic Island"		Look to work with those involved to advocate for and assist in developing proposals for the Hospital, Health Centre, Library and Fire Station sites.	

Retail and Markets

Strategic Objectives:

SO3: To improve the commercial viability of the town centre for existing and potential new businesses.

Goal	Immediate action (2 years)	Medium term action (5 years)	Longer term action (8 years)
Provide incentives to bring people back to the town centre to shop	Develop a Love Local shopping incentive in summer 2023.	Run the Love Local shopping incentive successfully for 3 years.	

	Consider a late-night shopping event in Summer 2024.	Investigate working with courier services to install more collection points into town centre shops and areas.	
To investigate options for a programme of markets	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.	<p>A regular farmers market run in the town centre.</p> <p>More artisan, themed markets in the town.</p> <p>Liaise with Arun District Council to assess all options to create a "Market Place," potentially in Anchor Springs car park, to host a wide range of markets.</p>	
Improve the appearance of shops, enabling their ability to attract business.	<p>Discuss the previous shop front grants with Arun District Council and the representatives from local businesses to establish if they were well used.</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 as part of the Town Councils UK Shared Prosperity Funds project to engage with landlords.</p>	<p>Arun District Council to offer shop front grants to businesses.</p> <p>Promote any external grants to shops so they can apply for them.</p> <p>Work with Landlords to encourage the appearance of shops.</p> <p>Work with a digital marketing consultant to deliver training to local traders to use online platforms effectively to promote their business.</p>	
<p>Reduce shop vacancy in the town centre.</p> <p>Encourage a more diverse retail sector, robust enough to meet shopping trends and cater to all those visiting.</p> <p>Encourage the development of digital business in the Town Centre</p>	<p>Engage with landlords of empty units to discuss options for a pop-up shop.</p> <p>Work with the Town Centre UK Shared Prosperity Fund (UKSPF) consultant to engage with freeholders/landlords to develop strong relationships to facilitate other areas of development in the Town Centre.</p> <p>Arun District Council to maintain a list of vacant/underused shops, updated every quarter as an ongoing procedure and shared</p>	<p>Engage with all landlords at a landlords' forum to discuss any issues, understand their intentions and investigate if the councils can work with them to reduce shop vacancy.</p> <p>To open a successful pop-up shop in an empty unit in the town centre.</p>	

	with Littlehampton Town Council. Data and trends to be shared with TCAG		
Support the businesses in the town centre and support and encourage new and young investors wanting to start a business in the town.	<p>Share information about grant funding opportunities available to businesses.</p> <p>Work with the 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.</p>	<p>Monitor usage of the grants and the success rate of applicants where possible.</p> <p>Review these arrangements.</p>	
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.		

Leisure

Strategic Objectives:

SO3: To improve the commercial viability of the town centre for existing and potential new businesses.

Goal	Immediate action (2 years)	Medium term action (5 years)	Longer term (8 years)
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.	<p>Work with the County Council on chairs and tables licenses to determine a time that businesses can keep them outside till.</p> <p>Arun District Council to provide business support to any new businesses that are interested in investing in the town.</p>	
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.		

Events

Strategic Objectives:

SO2: To ensure that the town centre has a welcoming, safe, and attractive physical environment that supports the needs of both business and town centre users, enables delivery of a range of events and activities and provides a focus for a healthy and thriving community

Goal	Immediate action (2 years)	Medium term action (5 years)	Longer term action (8 years)
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To encourage and facilitate a range of activities and events to be held in the Town Centre	<p>Make event applications easier: Gain clarification from Arun District Council and West Sussex County Council about what areas they cover for event applications.</p> <p>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 and commercial events.</p>		
More events to be held in the town centre	<p>To develop and promote an all-yearlong events programme for the Town Centre.</p> <p>Draw up long-term funding commitments to Town Centre events.</p> <p>Councils to work with external event organisers to support them bringing events and pop ups to the town centre.</p>	Assess the feasibility of an annual pop-up park and deliver if viable	

Transport and linking the town centre

Strategic Objectives

SO4. To ensure that town centre accessibility is inclusive, supports all modes of transport and meets the needs of all users.

SO5. To improve interconnectivity between the Town Centre, seafront, riverside and wider Town, making access to business areas and tourist attractions much easier.

Goal	Immediate action (2 years)	Medium term action (5 years)	Longer term action (8 years)
Improve interconnectivity between the seafront, riverside and Town Centre.	Advocate and escalate the pedestrianisation of Pier Road, ideally to be at least seasonally.	<p>Investigate the following ideas with the Town Centre Action Group:</p> <ul style="list-style-type: none"> - Shuttle buses - Interactive trails - Land train - Signage - Pop ups <p>Encourage eco travel options in the town such as cycling. Investigate a cycling hire service from Littlehampton Station or nearby.</p>	

Improve transport links to and from the Town Centre and wider town.	<p>To press West Sussex County Council, particularly in the light of the North Littlehampton development, to prepare a transport plan for the Town, including improving disability access.</p> <p>Liaise with West Sussex County Council regarding the impacts of new roads and residential development in the North of the Town.</p> <p>Work with Arun District Council to use the section 106 contribution for the North Littlehampton development to improve links into the Town Centre.</p>	Undertake a consultation with users of bus services and those who would use such services if available to see whether this could assist footfall in the Town Centre.	
Improve the signage and gateways for Littlehampton town centre around the town	<p>Review the signage directing people from the seafront to the town centre as part of Arun District Councils seafront regeneration.</p> <p>Improve the appearance of the gateways into the town such as main roundabouts</p>		
Improve the attractiveness of public transport waiting areas and entrances to the town centre	Littlehampton Station entrance and exit area to be redeveloped in the Public Realm works.	Explore options to enhance the public realm at transport entrances to the Town	
	Contact Stagecoach to investigate if they have any plans to improve Anchor Springs bus station with a shelter and toilets.		
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.		
Review the parking disc scheme.	<p>Identify whether there is continued support for the scheme and consider options before the Autumn of 2023 to include implications in the Councils budgets.</p> <p>Make recommendations to Councils on way forward.</p> <p>Discussions to include business representatives.</p>	Review the car parking scheme.	
Improve the town centre car parks	To have electric car parking facilities in at least one car park in the town centre.	Progress the Feasibility Study for the redevelopment of St Martins car park	The redevelopment of St Martins car park.

		undertaken by Arun District Council.	
Anti-social Behaviour			
Strategic Objectives: SO2: To ensure that the town centre has a welcoming, safe, and attractive physical environment that supports the needs of both business and town centre users and provides a focus for a healthy and thriving community and events.			
Goal	Short action (2 years)	Medium term action (5 years)	Longer term action (8 years)
Work with local authorities to reduce anti-social behaviour and crime in the town.	<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. - Lead Officer – Community wardens - LTC Town Centre Officer - Chair of TCAG <p>to understand issues and agree focussed 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> <p>Deliver and develop a programme of events and activities in the Town Centre to deter Anti-Social Behaviour.</p> <p>Encourage businesses and the public to report any crime that they witness.</p>		
Reduce the presence of drugs in Littlehampton Town Centre	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.	A working relationship with local charities to help those with addiction in Littlehampton.	
Improve CCTV to deter crime and	Identify and meet with those responsible for CCTV in the Town	Improvements to the CCTV and the unit	

anti-social behaviour.	Centre with a view to increase its deterrence and ability to identify and prosecute those undertaking criminal acts and ASB.	placements if behaviour does not improve and the cameras are not working as a deterrent.	
Reduce the usage of e-scooters and cycling in the town.	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.		

Marketing and Tourism

Strategic Objectives:

SO5. To improve interconnectivity between the Town Centre, seafront, riverside and wider Town, making access to business areas and tourist attractions much easier.

Goal	Immediate action (2 years)	Medium term action (5 years)	Long term action (8 years)
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. 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.	Investigate other ways to provide visitor information. Have permanent advertising at local attractions.	
Prepare marketing and branding plans.	Liaise with Arun District Council to confirm their plan to advertise the town after the Public Realm works are completed. Clarify who runs each social media account relating to Littlehampton and the town centre. 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. Work with the Town Centre UKSPF consultant in collaboration with partners to develop a strong destination identity.		



Appendix A

Background information

General demographics

Littlehampton (including Angmering, Hammerpot, West Kingston, Wick) has a population of 61,938.

Littlehampton Town Centre is located within walking distance of Littlehampton Train Station and Bus Station meaning it is accessible by public transport. There are three town centre car parks, and visitors can currently enjoy 2 hours free parking using a Littlehampton parking disc.

The town centre has a mix of retail shops, restaurants, cafes, pubs, beauty services and health services (opticians). The majority of units in the town centre are Independent (85.8%) compared to 15.8% National. There is only one unit providing an activity in the town and no attractions or hotels.

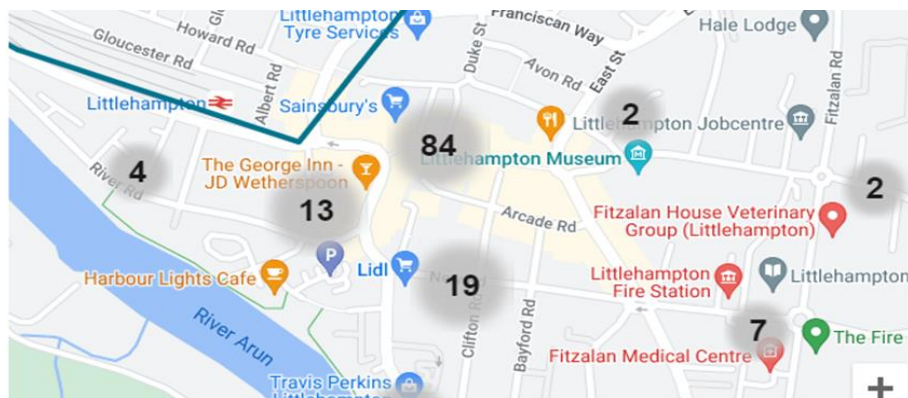
Antisocial behaviour

A key issue raised in feedback from the draft Town Centre Strategy was the level of anti-social behaviour and crime. Littlehampton's overall crime rate in 2021 was 90 crimes per 1,000 people. This is 50% higher than the West Sussex rate of 60 per 1,000 residents.

The most common crimes in Littlehampton are violence and sexual offences, with 1,174 offences during 2021, giving a crime rate of 39. This is 6% higher than 2020's figure of 1,103 offences and a difference of 2.34 from 2020's crime rate of 36.

Source : <https://crimerate.co.uk/west-sussex/littlehampton>

Sussex Police – Littlehampton (river)



This is the area covered by river ward. It highlights the crime hotspots in the town.

In data recorded by Sussex Police it shows that in Littlehampton (River) the most common crimes are violence and sexual offences, shoplifting and anti-social behaviour. Below are the figures from October 2021 – September 2022.

Type	Total	Percentage*
Violence and sexual offences	396	27.8%
Anti-social behaviour	290	20.3%
Shoplifting	226	15.8%
Public order	144	10.1%
Criminal damage and arson	129	9%
Other theft	91	6.4%
Vehicle crime	35	2.5%
Burglary	30	2.1%
Drugs	26	1.8%
Theft from the person	17	1.2%
Possession of weapons	14	1%
Other crime	14	1%
Bicycle theft	8	0.6%
Robbery	7	0.5%

Source : www.police.uk/pu/your-area/sussex-police/beach-littlehampton/?tab=statistics

* The percentage of the type of crime in Littlehampton

Leisure and attractions in the Town Centre

Littlehampton Town Centre lacks leisure services, attractions and hotels meaning that many tourists do not venture into the centre when they visit the beach for the day. The town also lacks a nightlife presence which can be incredibly positive for town centre's economy.

In a survey ran by Visit Britain it showed that in the UK in 2011 20% of 1.5-billion-day visits were to restaurants, bars, and nightclubs, at the time this represented 21% of the £52 billion spend in the UK on day visits.

https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/evening_night_time_economy.pdf

Evening and night-time activities have the potential to increase economic activity within Littlehampton. It would allow the town to reach new demographics and create job opportunities for people in the town.

A study by the Local Government Association found that the importance of leisure to individuals is on the rise. Consumers are demanding more experiences and entertainment meaning High Streets will become increasingly more dominated by leisure and hospitality. This has become clear as more towns introduce activities such as escape rooms and crazy golf where High Street shops once were.

<https://www.local.gov.uk/publications/creating-resilient-and-revitalised-high-streets-new-normal>

Appendix B

Town Centre Health Check

Commissioned by Arun District Council, a health check was undertaken by Nexus Planners on the three Towns in Arun. Published in February 2022, this was particularly well-timed and has been included in its entirety as Appendix. This provides good evidence to support the direction and Strategic Aims

The key messages and findings regarding Littlehampton are:

- a. The acknowledgement of the need for planning authorities to support the viability and vitality of Town Centres (paragraph.1.2).
- b. The breakdown of types of use of premises in the Town Centre and vacancy levels are set out in figures 10 and 11. These also show vacancy rates which are largely better than the national average, but with the floorspace figure significantly impacted by the empty former Waitrose building.
- c. Figure 12 sets out the key trends, showing a growth in convenience stores; lower floorspace for comparison retailers than nationally and a significant growth in services, which now equate to more than 50% of the units in the Town Centre.
- d. The vacancy rate has worsened but remains within healthy tolerances and below UK averages.
- e. There is a relative lack of national multiples, but a higher than usual level of independent retailers.
- f. Prime rents are below those of Bognor Regis.
- g. Both ends of the High Street have good pedestrian flows.
- h. The disc-parking scheme is noted.
- i. Despite negative perceptions, the Town Centre was observed to feel safe.
- j. There is a limited evening economy.
- k. The Town Centre was thought to be attractive, with tired street furniture and the upcoming public realm works noted.
- l. The competition with larger retail hubs was noted, together with the range of vacant units that could allow a wide variety of investors to locate to the Town.
- m. The conclusion was that:
 - The composition of uses is broadly in line with UK averages with a lower-than-average vacancy rate
 - The street furniture was tired.

- Car parking was an issue at the time of the health check, but this could be as a result of the use of St Martins Car Park for COVID tests and the Public Realm.
- Long-term vacancies such as the former Waitrose site and the Indoor Market were detrimental to the Town.

These findings broadly align with the thinking that had gone in to preparing a first draft of this Strategy but emphasise the importance of actively progressing an Action Plan to address the Strategic Aims set out in the body of this paper.

Appendix C

Remit/purpose:

To work in partnership to action the objectives and goals in the Town Centre Strategy and Action Plan.

Structure:

Standing Orders of Council do not apply to give greater latitude to allow members to fully discuss issues in a less formal or prescriptive manner under the guidance of the Chair.

The TCAG will be serviced by the Town Council, but the actions will need to be taken forward by partners.

The minutes of meetings of the TCAG will be made publicly available, except where there is “exempt” information. Partners would be expected to feedback on meetings to assist priorities and resourcing discussions within each organisation.

Objectives (and how group will work to achieve them):

1. To work in partnership to formulate an action plan that encourages an attractive, welcoming, and thriving town centre for our businesses, community, and visitors.
2. To ensure that the town centre has a welcoming, safe, and attractive physical environment that supports the needs of both business and town centre users, enables delivery of a range of events and activities and provides a focus for a healthy and thriving community.
3. To improve the commercial viability of the town centre for existing and potential new businesses.
4. To ensure that town centre accessibility is inclusive, supports all modes of transport and meets the needs of all users.
5. To improve interconnectivity between the Town Centre, seafront, riverside and wider Town, making access to business areas and tourist attractions much easier.

In participating in Littlehampton's Town Centre Action Group, members will be expected to:

- 1) Provide confirmation of attendance or apologies in advance of Town Centre Action Group meetings.
- 2) Adopt a fair and objective approach and declare any actual or potential conflicts of interest.
- 3) Treat circulated information and discussions held within Town Centre Action Group Meetings in a confidential manner as required.
- 4) Not discuss information or decisions outside of Town Centre Action Group meetings until such time as these have been made publicly available.
- 5) Conduct themselves in a professional manner.
- 6) Treat all members of the Town Centre Action Group with respect and to ensure all members have the right and opportunity to speak during the meeting.
- 7) Feed back on meetings to assist business planning and resourcing discussions within each organisation.

Reporting to:

The TCAG will function as an advisory group reporting regularly, and at least annually, to the Town Council's Policy and Finance Committee and Arun District Council's Economy Committee.

Key timescales and duration:

The Town Centre Strategy covers the period 2022 to 2030.

The Town Centre Action Plan is to be developed by the Town Centre Action Group in 2023.

The TCAG will review the Strategy and Action Plan at regular intervals, and at least annually, to maintain its purpose and effectiveness.

There is no defined timescale for the life span of the TCAG.

Group membership:

Littlehampton Town Council: Mayor of Littlehampton, Chair of Policy and Finance Committee, one other councillor and relevant officers.

Arun District Council: Economy Committee Chair, Ward Councillor, relevant officers.

West Sussex County Council: County Division Councillor, relevant officers.

Sussex Police: Divisional Commander, relevant officers.

Business and/or Landlord Representatives: Four nominated representatives.

There will be the opportunity for outside organisations or individuals to join meetings when invited if they are required.

Group Chair:

The Mayor of Littlehampton Town Council

Meeting dates:

To hold a minimum of three meetings per year.

Scope of work (detail work areas in and out of scope):

Scope is in line with the Town Centre Strategy.

Resources:

Time and commitment from partners and representatives of the TCAG to attend meetings and undertake agreed actions derived from the Action Plan.

Financial contributions from partner organisations to be determined annually.

Lead officer(s)/Officer Task Group:

The lead officers will be from Littlehampton Town Council Town Centre Strategy team: Events and Town Centre Strategy Manager and the Town Centre Strategy Officer.

Arun District Council officers from the Business and Economy Department: Group Head Business and Economy, Business Development Manager and the Economic Development and Regeneration Officer.

West Sussex County Council and Sussex Police officers to attend as delegated by each authority.

Key stakeholders / interested parties and engagement process:

Linked to the scope of work.

Business representatives to be nominated, initially by expression of interest and in time through a newly formed business forum.

