

Examples of potential action plan (DRAFT)

	Action	Who it is allocated to	Who do they need support from	When should it be completed by
<b>1.</b>	Meet with the LTC Events Manager to look at how businesses can be involved with events through the year.	Events Facilitator and Promotions Facilitators	Littlehampton Town Council Events Team	September 2025
<b>2.</b>	Meet with the BCRP Manager regularly – look at their action plan for Antisocial Behaviour in the Town Centre	Security Facilitator	Arun District Council Business Crime Reduction Partnership Manager	September 2025
<b>3.</b>	Meet with ADC Cleansing Team to understand the cleaning timetable and how to report maintenance issues	Town Centre Maintenance Facilitator	Arun District Council Cleansing Team	September 2025
<b>4.</b>	Meet with the communications and marketing manager to help support the role of promotions	Promotions Facilitator	Littlehampton Town Council Communications and Marketing manager	September 2025
<b>5.</b>	Understand how businesses in the Town Centre are generating their own footfall, eg marketing, presentation of shop fronts	Area Communicators	The wider business forum	September 2025

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<b>6.</b>	From the above, understand types of training that may be useful. Ask ADC if they can fund any of these.	Area Communicators and the coordinator	The wider business forum and Arun District Council	September 2025
<b>7.</b>	Open communication with the Bonfire Society to look at ways to involve the Town Centre	Events Facilitators	Bonfire Society	September 2025
<b>8.</b>	Create a presence in the Town for the Littlehampton Business Forum ie: press releases, an online presence, posters in notice boards.	Promotions Facilitator and the Coordinator	Littlehampton Town Council	September 2025
<b>9.</b>	Receive a 'How To' manual from Littlehampton Town Council on reporting and other frequently asked questions	Area Communicators to hand out once received	Littlehampton Town Council	September 2025
<b>10.</b>	Contribute to the ongoing development of Visit Littlehampton website from a Business perspective	Wider Business Group	Littlehampton Town Council	September 2025
<b>11.</b>	Digital Marketing Training	Coordinator	Arun District Council	September 2025

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<b>12.</b>	'Guest Speaker' at each meeting to share how they promote their business/ create footfall/ market themselves/ get reviews etc	Coordinator	Wider Business Group	September 2025
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