



Committee Manager: Carrie O'Connor (Ext: 37614)

9 July 2015

LITTLEHAMPTON REGENERATION SUBCOMMITTEE

A meeting of the Littlehampton Regeneration Subcommittee will be held in Committee Room 1 at the Arun Civic Centre, Maltravers Road, Littlehampton on **Tuesday 21 July 2015 at 6.00 p.m.** and you are requested to attend.

Members: Councillors Bicknell (Chairman), Dingemans (Vice-Chairman), Mrs Ayres, Blampied, Cates, Dendle, Gammon, Mrs Porter and Dr Walsh

A G E N D A

1. APOLOGIES FOR ABSENCE
2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of personal and/or prejudicial/pecuniary interests that they may have in relation to items on this Agenda.

You should declare your interest by stating :

- a) the item you have the interest in
- b) whether it is a personal interest and the nature of the interest
- c) whether it is also a prejudicial/pecuniary interest
- d) if it is a prejudicial/pecuniary interest, whether you will be exercising your right to speak under Question Time

You then need to re-declare your prejudicial/pecuniary interest at the commencement of the item or when the interest becomes apparent.

3. MINUTES

To approve as a correct record the Minutes of the meeting held on 17 March 2015 (attached).

4. ITEMS NOT ON THE AGENDA WHICH THE CHAIRMAN OF THE MEETING IS OF THE OPINION SHOULD BE CONSIDERED AS A MATTER OF URGENCY BY REASON OF SPECIAL CIRCUMSTANCES

5 START TIMES

To agree the start times of meetings for the remainder of 2015/16.

6 *9 BIG IDEAS FOR LITTLEHAMPTON

This matter had been considered at the meeting on 17 March 2015 and Members will now receive a verbal update on progress to date.

7 *PROPOSED IMPROVEMENTS TO THE PUBLIC REALM IN LITTLEHAMPTON TOWN CENTRE

This report asks the Littlehampton Regeneration Subcommittee to note and agree proposed work by the Littlehampton Town Centre Regeneration Officer. The work is primarily to scope out projects to improve public realm elements in the town centre and environs.

8 *LITTLEHAMPTON REGENERATION POSITION STATEMENT

To consider the current Littlehampton Regeneration Position Statement.

(Note: *Indicates report is attached for all Members of the Sub-Committee only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager or via the web at www.arun.gov.uk).

(Note: Members are also reminded that if they have any detailed questions, would they please inform the Chairman and/or relevant Lead Officer in advance of the meeting).

Subject to approval at the next meeting

LITTLEHAMPTON REGENERATION SUB-COMMITTEE

17 March 2015 at 6.00 pm

Present: - Councillors Bicknell (Chairman), Dendle, Dingemans (substituting for Councillor Mrs Bowyer), Elkins (Substituting for Councillor Mrs Pendleton), Mrs Emberson, Gammon Mrs Neno and Northeast.

12. APOLOGIES FOR ABSENCE

Apologies for absence had been received from Councillors Mrs Bowyer, Mrs Pendleton and Dr Walsh.

13. DECLARATIONS OF INTEREST

The Monitoring Officer has advised Members of interim arrangements to follow when making declarations of interest. They have been advised that for the reasons explained below, they should make their declarations on the same basis as the former Code of Conduct using the descriptions of Personal and Prejudicial Interests.

Reasons

- The Council has adopted the government's example for a new local code of conduct, but new policies and procedures relating to the new local code are yet to be considered and adopted.
- Members have not yet been trained on the provisions of the new local code of conduct.
- The definition of Pecuniary Interests is narrower than the definition of Prejudicial Interests, so by declaring a matter as a Prejudicial Interest, that will cover the requirement to declare a Pecuniary Interest in the same matter.

Where a Member declares a "Prejudicial Interest" this will, in the interest of clarity for the public, be recorded in the Minutes as a Prejudicial and Pecuniary Interest.

14. MINUTES

The Minutes of the meeting held on 28 July 2014 were approved as a correct record by the Subcommittee and signed by the Chairman.

Subject to approval at the next meeting

15. BUSINESS SUPPORT AND ENTERPRISE IN ARUN

In presenting this report, the Business Development Manager advised a correction to paragraph 2.iii Enterprise and Incubation Units in that the Sainsburys S106 funding allocated for enterprise projects in Bognor Regis was £125,000 and not £125!

The Business Development Manager advised that the report brought Members up to date with the range of activities taking place to support businesses and enterprise across the District and she gave a brief summary of each of the initiatives that were currently running. She was particularly pleased to highlight that, under Worklessness, the Council was working alongside the Department of Work & Employment to gain work experience placements for 18-24 year olds and that, only 5 months into the contract, it had already exceeded its targets.

In considering the items, a number of questions were asked as follows:-

- Enterprise and Incubation Units – a query was raised as to when the Enterprise Centre as part of the Morrisons S106 Agreement would be available? A response was given that that it was hoped to see movement on that soon and officers were pushing very hard on that.
- LEAP Project – this seemed to relate to Bognor Regis and was it going to be rolled out to Littlehampton? In answer, the Business Development Manager stated that it was focussing on Bognor Regis at present because that was the condition of the S106 monies coming from Sainsubrys. If funding could be found from elsewhere it would certainly be expanded.
- Apprenticeships – where were these advertised? The meeting was advised that, there was a specific website which linked into West Sussex County Council and which advertised most of the vacancies in the County. Companies were approached and there were more opportunities available than were advertised.

Comment was made that this was an interesting report and the Business Development Manager was commended for her work with the Business Partnership - her enthusiasm and dedication did not go unnoticed. There were signs that the business outlook was improving and the initiatives detailed within the report would certainly help with that.

The Subcommittee noted the report.

16. LITTLEHAMPTON TOWN CENTRE REGENERATION 2014 REVIEW

The Town Centre Regeneration Officer presented a comprehensive report which summarised his work over the period April 2014 to February 2015 and, following his presentation, the Subcommittee participated in discussion on a number of the points highlighted as follows:-

Subject to approval at the next meeting

- With regard to the fundraising campaign for a defibrillator, it was advised that discussion was being had with Sainsburys that it could be placed on their wall in the High Street and that other traders would have access to it when it was required. Comment was made that every second counted when there was a need for this equipment and it was therefore suggested that dialogue should be had with others who already had it to ensure the most efficient arrangements were put in place.
- Whilst acknowledging that the report was informative, Members would have liked to have some feedback as to how well the various initiatives and events had been received by traders, visitors and residents. The Town Centre Regeneration Officer said he had already identified the need to undertake surveys and engage with the public in the future and he advised that feedback from the Traders Partnership had seen him take on board their comments on what had or had not worked.
- Members were pleased to hear that action was being taken on street drinking and that CCTV was being used in terms of evidence and prosecutions. Dispersal Orders were being used and there was good cooperation with the Police.
- The new signage was welcomed and comment was made that it helped to give a more modern and updated feel to the town.
- The Town Centre Regeneration Officer stated that he wished to expand and develop the use of social media but time was an element. Members wished to encourage the use of social media because it was seen as an ideal way for the public to find out about events, etc.

Further questions were asked and responded to at the meeting.

The Chairman thanked the Town Centre Regeneration Officer for his interesting report in highlighting the achievements over the year and the Subcommittee then noted the report.

17. 9 BIG IDEAS FOR LITTLEHAMPTON

The Economic Development Manager reminded Members that the 9 Big Ideas had first been aired in 2014. Officers were now exploring how these could be progressed, particularly to maintain momentum following the recent improvements that had been made in the town and it was therefore considered timely to consider the next phases of investment and regeneration activity for the town and the seafront. She presented this report which suggested a way forward, taking account of the current financial constraints that all Councils were facing at the present time.

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The 9 Big Ideas had been drawn up by Consultants and was a high level investment framework that could be implemented to improve the environment, public spaces and highways of the town and increase its attractiveness. The projects varied in scale, type and complexity and could be implemented in phases. Officers had carried out initial work to ascertain the deliverability of the projects and had devised a scoring matrix which illustrated which ideas would be able to the most practicable to implement.

It was being proposed that the three highest scores should be taken forward at this stage, these being:-

- Improve the Promenade
- Pier Lookout
- New Green and Beach Link

Detailed work would be undertaken on design, costs and funding sources and a further report would come back for Members' consideration.

In participating in a lengthy debate, Members broadly supported the recommendations but did raise concerns that no mention had been made of public involvement in the process. A number of Members spoke with regard to that and stressed that the public must be engaged and their views sought, it was important for the Council to have the support of the community, and the use of social media was highlighted as being an ideal medium to achieve that. Following further discussion, it was agreed, having been formally proposed and duly seconded, that an additional recommendation be included to read:-

“the social media strategy be extended with a facebook page to gauge early public opinion and to start public debate on the 9 Big Ideas.”

The Economic Development Manager acknowledged that the views of the community were important and its involvement would be sought and encouraged. However, if the Council started with a blank sheet it would take a long time for anything to come to fruition. The 9 Big Ideas had been introduced and Members had previously considered them. At this time approval for initial feasibility work was being requested to progress the more easily deliverable projects to ensure the regeneration of the town continued. It was also pointed out that, for the Council to be able to access national funding sources, any bid would have to be at a fairly well advanced stage to meet the criteria set so things had to get moving.

The Subcommittee discussed a number of further issues, which included the Oyster Pond; the Seafront Green; and the link between the railway station and the seafront.

The Chairman thanked officers for bringing this report forward and the Subcommittee then

Subject to approval at the next meeting

RECOMMEND TO FULL COUNCIL – That

(1) the proposed prioritising of projects for progressing the next steps be supported;

(2) the proposed next steps be supported and the prioritised projects be progressed to feasibility stage as resources become available; and

(3) the social media strategy be extended with a facebook page to gauge early public opinion and to start public debate on the 9 Big Ideas.

18. LAST MEETING OF THE MUNICIPAL YEAR

As this was the last Subcommittee meeting of this Administration, the Chairman thanked Members and officers for their support and input and he wished good luck to those Members who were standing for re-election.

(The meeting concluded at 7.30 pm)

ARUN DISTRICT COUNCIL

REPORT TO LITTLEHAMPTON REGENERATION SUBCOMMITTEE ON 21 JULY 2015

PART A : REPORT

SUBJECT: Proposed improvements to the public realm in Littlehampton Town Centre

REPORT AUTHOR: John Edjvet, Littlehampton Town Centre Regeneration Officer
DATE: July 2015 **EXTN:** 37856

EXECUTIVE SUMMARY:

This report asks the Littlehampton Regeneration Subcommittee to note and agree proposed work by the Littlehampton Town Centre Regeneration Officer. The work is primarily to scope out projects to improve public realm elements in the town centre and environs.

RECOMMENDATIONS:

- Agree that officers, in consultation with key stakeholders, develop a design improvement brief for Littlehampton town centre.
- Agree to commission design experts to produce the design template for Littlehampton town centre public realm.
- Agree for officers to develop a costed proposal to improvements to the public realm area in the High Street outside of Cassino. (the bench area).

1. BACKGROUND:

1.1 Littlehampton Town Centre precinct is a thriving small town centre. Although it has suffered from the economic downturn it has not experienced the same level of decline as some other similar seaside retail centres. It is primarily used for convenience shopping, but has wider appeal through a developing café culture, markets, events, and as part of an established and growing seaside destination.

However, Littlehampton Town Centre sits in the River Ward and with the adjacent Ham Ward; these are the top two deprived wards in West Sussex and within the top 10 percent of deprived wards in the country. Nearly 20 percent of River Ward residents have no qualifications and have less than district average for achieving Level 1 qualifications.

With low employment opportunities, there is need to attract more investment through maximising existing space and through retail investment. Public realm improvements will stimulate interest and engender the conditions for investment. A more attractive

public realm may also encourage more markets, events and general footfall to the town centre. This will provide opportunity for supporting businesses by increasing dwell time and consequently more spend in local retail and hospitality.

- 1.2 The recent high quality designs on the seafront and the riverside public realm landscaping has highlighted a need to re-focus on the town centre precinct and adjoining areas. Although the town centre precinct is in fairly good quality, both in design and in public realm built environment, there are areas within the precinct and environs that could be reconfigured to provide more flexible use of the space. There is a certain degree of clutter and some of the street furniture needs replacing or removal.
- 1.3 The area outside of Cassino in the High Street came under a lot of scrutiny and criticism by traders and members of the public. It is a location that has been used by the street drinking community and large numbers gather here. As a consequence there are frequent occurrences of anti-social behaviour. Following some recent intervention work by the Police and in consultation with traders, district and town councils, these incidents have reduced but still arise occasionally. It has generated a lot of discussion with traders as to how the area might be improved and the positioning of the benches provides a public space for the gatherings to continue. The planters, bike racks, bins and benches also present itself as a barrier to the businesses behind.
- 1.4 The pedestrian precinct has no street level power supplies. This often requires generators to support events where there are power requirements. The generators can be noisy. It is envisaged that if the bench area is converted to a public realm performance area, then a ground level power supply will be supplied free of charge from UKPN under agreement with the Littlehampton Traders Partnership.
- 1.5 Some of the planters in the High Street are showing their age or are in need of repair or replacement. Consideration needs to be given to whether they are replaced or removed. In Duke Street, as example, there are two large wooden planters that are of poor quality. Removal of these planters could free up more space for stalls in the market, or for good quality pop-up stalls on non-market days and event days.
- 1.6 The Littlehampton Regeneration Subcommittee of 17 March .2015 gave consideration to the 9 Big Ideas for Littlehampton proposal document. The 9 Big Ideas document proposed improvements to pedestrian connectivity, including from Littlehampton Station and also at the Beach Road and Maltravers Road junction. The 9 Big Ideas document will part inform any design commission for the town centre area and align with these proposals.
- 1.7 There is also need to look at road access to the High Street, including from Duke Street and Clifton Road. The Clifton Road and High Street junction provides access to commercial vehicles for delivery and loading. The issue is that the one way system leading from Clifton Rd, results in private vehicles accessing the east side of the High Street.
- 1.8 There had been a previous proposal supported by the Littlehampton Traders Partnership to tree line one side of Beach Road. The 'boulevard' affect would help to bring up an area that continues to attract investment, but requires visual and physical improvements.

Due to lack of available funding, this project has been put on hold. Proposal 2.1 and 2.2 below will provide the opportunity to revisit this scheme and its feasibility. It is

important, however not to develop this scheme in isolation. The purpose of developing a design brief is that there is definite continuity and spatial and visual clarity to any proposals for further improvements to Littlehampton town centre.

2. PROPOSAL(S):

- 2.1 It is proposed that, in consultation with key stakeholders, a design improvement brief is developed for the town centre and surroundings. It is not the purpose of this paper to propose large-scale redevelopment of the public realm, but rather to set down the principles of further improvements, linking in to other regeneration proposals e.g. the 9 Bid Ideas for Littlehampton. It is envisaged that when funding opportunities arise, there will be a ready-made project proposal that would inform and support any application.
- 2.2 It is proposed that design experts are commissioned to produce the design template for Littlehampton town centre public realm. The brief mentioned in 2.1 will inform the commission and a project team will be set up to lead on the procurement. It is envisaged that the template will contain a range of design principles and a number of discrete projects, including 2.3 below, which could have a significant improvement impact to the Littlehampton town centre area. The estimate cost of the design will be £25k. The monies will be taken from Morrison's S.106 funding.
- 2.3 It is proposed that officers develop a costed proposal to improvements to the public realm area in the High Street outside of Cassino (the bench area). It is envisaged that the area would incorporate some elements of seating and also public space for events. The entrance area to Duke Street is constricted and causes problems for current events and performances and this would be considered as part of the review. The area outside of Cassino would provide a better and more natural performance area. The area is currently too cluttered to provide a flexible space and removal of the clutter will provide a more adaptable public space. This project could be seen as a first phase of a wider design project to improve the wider town centre.

3. OPTIONS:

- 3.1 Do nothing. Members may consider that commissioning a design template without secured funding for improvements may be optimistic. However, a design template would provide an oven-ready project to use when funding becomes available. This proved an invaluable approach to Bognor Regis public realm improvement projects and our grant award from the Coastal Communities Fund.
- 3.2 To only carry out proposal 2.3, improvement works to the bench area outside of Cassino. On initial consultation with traders and colleagues, including from the Town Council, it was expressed that this project shouldn't happen in isolation. The view was taken that it required context through working up a design scheme for the area.
- 3.3 The preferred option is to take a more holistic and funding ready approach. It will inform individual projects described in the study. It will have the potential to inform further larger public realm projects, e.g. St Martin's, or development briefs for any site that becomes available for investment and development.

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| 4. CONSULTATION: | | |
| Has consultation been undertaken with: | YES | NO |
| Relevant Town/Parish Council | Yes | |
| Relevant District Ward Councillors | Yes | |
| Other groups/persons (please specify) Littlehampton Traders Partnership | Yes | |
| 5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below) | YES | NO |
| Financial | | |
| Legal | | |
| Human Rights/Equality Impact Assessment | | |
| Community Safety including Section 17 of Crime & Disorder Act | | |
| Sustainability | | |
| Asset Management/Property/Land | | |
| Technology | | |
| Other (please explain) | | |
| 6. IMPLICATIONS: | | |

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| 7. REASON FOR THE DECISION: To progress the work. |
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| 8. BACKGROUND PAPERS: Subcommittee meeting on 17 March 2015 - report re 9 Big Ideas http://www.arun.gov.uk/download.cfm?doc=docm93jjm4n7578.pdf&ver=7314 |
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| Littlehampton Regeneration Position Statement | |
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| Project | July 2015 Update |
| St Martins Car Park: Proposed mixed use development | Development brief for this proposal will be started when resources are available. |
| Waterfront Strategy | 9 Big Ideas for Littlehampton – verbal report to committee. |
| North Littlehampton Development | July 2015– no update available March 2014 – site has been sold subject to contract. Arun DC assisting businesses wishing to relocate. |
| Littlehampton Markets | July 2015 – The new monthly Saturday market in the High Street has attracted a lot of people and a lot of positive response. This is a welcome addition as Saturday is generally a weak trading day in Littlehampton. The Italian Market is booked for Saturday 29 th August. Discussions have started regarding putting an occasional car boot sale on the St Martins Car Park site. March 2015 – Littlehampton Town Centre Regeneration Officer submitted street trading consent application to Licensing Committee. This will offer greater flexibility in organising and attracting new markets. Proposals developed for a new Artisan market starting May 2015. July 2014 – Friday market licensed renewed. Continues to be successful. Saturday Food and Craft market no longer operating. Italian Food Market booked for August 23. |
| The Arcade | July 2015 – Chromex has advised that first floor of the former post office site has been signed up by office based tenants. The ground floor ‘shop’ area (previously housed post office counter area), has been split into two units, as yet unoccupied. March 2015 – New tenant Fireside Bookshop taken over unit formerly occupied by the Ark. Lease of former post office site now with Chromex. A lot of internal renovation work carried out, but still no tenant. July 2014 – Negotiations still ongoing between BNP Parabis and potential tenants for the Post Office site. The former Ark site still unoccupied. Some improvement to roof of the Arcade. WSCC requested to make lighting improvements. Freehold owners being approached to discuss long term future. |
| Retail Vitality | July 2015 – Vacancy rate is still relatively low. Traders are concerned at Waitrose relocation to Rustington. Store Properties have taken over the lease of the existing site in Avon Road and have advised that it is unlikely to be replaced with another food retailer. No tenant has been secured at this |

| Littlehampton Regeneration Position Statement | |
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| Project | July 2015 Update |
| | <p>time.</p> <p>An application has been submitted and being considered by DCLG for £10k funding to establish a Littlehampton Town Centre Coastal Communities Team. This purpose of the team could be to drive e.g. public realm improvements to the town centre area or to promote inward investment.</p> <p>March 2015 – Vacancy rate on the precinct is still low with only two small units unoccupied. Some, but not all, town centre businesses report a stronger trading for 2014 than previous year. Marketing and promotion still key.</p> <p>July 2014 – Dorothy Perkins site now open under trading name of Pound Extra. Some change on the High Street including Little Bistro moved out and electronic cigarette shop moved in to small unit previously occupied by Angels and Demons. Body shop site has planning permission for change of use – expected lettings agents. Overall vacancy rate remains static at around 6%.</p> |
| West Bank | <p>Littlehampton Economic Growth Area policy document has been prepared for the Local Plan. This was considered at the Local Plan Examination in Public (EiP) hearing session on 3rd June. Further discussions are taking place with key stakeholders regarding the LEGA and the West Bank allocation.</p> |
| East Bank Tidal Flood Defences | <p>The £22.1 million Environment Agency Tidal Flood scheme is now complete.</p> <p>Work on the public areas, funded with a grant of £573k from the Coastal Communities Fund, including the pedestrian walkway, planters, steps and seating is also complete and looks fantastic.</p> |
| Town Traders Partnership | <p>July 2015 –Discussions are taking place with the Littlehampton Academy for students to carry out a High Street survey in September. The shopper survey will feed into a Health Check of the town centre – initial findings to be reported at the next traders partnership meeting. Traders Partnership fundraised for a new defibrillator to be installed in the High Street (awaiting a decision from British Heart Foundation to a funding application to support this). Traders Partnership, ADC and Sainsbury’s co-funding Kids Fun Days in the High Street taking place on each Wednesday in August. Another Spirit FM radio campaign to promote 2 hour parking will take place over the summer.</p> <p>March 2015 – Police/trader liaison well established. Dispersal orders in place for events enabling police to remove those demonstrating anti-social behaviour. Police to visit</p> |

| Littlehampton Regeneration Position Statement | |
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| Project | July 2015 Update |
| | <p>businesses to encourage reporting – new scheme being implemented. Further radio campaigns and promotional work being developed by traders partnership. A review of the partnership will take place in October 2015.</p> <p>July 2014 – Looking at Christmas campaign to include second Small Business Saturday in December. Supporting summer events, including visiting market and entertainment in the High Street. Working with Spirit FM on marketing packages for independent traders. Will be promoting 2 hour free parking, including radio advertising. Town Centre map to be re-printed. Renewed working with police and local authorities to inhibit anti-social behaviour. Support for the Sensible on Strength campaign encouraging licensed retailers not to sell super strength cheap alcohol.</p> |
| Enterprise Hub – Wick | <p>July 2015 – no update available</p> <p>March 2014 – meeting held with NHS agents and Morrison's to discuss next steps for the Enterprise Hub. NHS wish to occupy a third of the building for the use as combined GP surgery and are likely to submit a planning application next month. Morrison's are beginning discussions with an operator as a possible provider of supported business space within the remaining building.</p> |