



Public Document Pack

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25 September 2020

LITTLEHAMPTON REGENERATION SUB-COMMITTEE

A meeting of the **Littlehampton Regeneration Subcommittee** will be held on **Wednesday 7 October 2020 at 6.00 p.m.** and you are requested to attend.

PLEASE NOTE: *This meeting will be a 'virtual meeting' and any member of the press and public may listen-in and view the proceedings via a weblink which will be publicised on the Council website at least 24 hours before the meeting.*

Different meeting arrangements are in place for the period running from 4 April 2020 to 7 May 2021 from the provisions of the Coronavirus Act 2020 and the meeting regulations 2020, to allow formal 'virtual meetings'.

This Council's revised Rules of Procedures for 'virtual meetings' can be viewed here [click here](#)

Members: Councillors Miss Seex (Chairman), B Blanchard-Cooper (Vice-Chair), Bicknell, Buckland, Mrs Caffyn, Goodheart, Gunner, Miss Rhodes and Dr Walsh

AGENDA

1. APOLOGIES FOR ABSENCE

2. DECLARATIONS OF INTEREST

Members and Officers are reminded to make any declarations of pecuniary, personal and/or prejudicial interests that they may have in relation to items on this agenda and are reminded that they should re-declare their interest before consideration of the item or as soon as the interest becomes apparent.

Members and officers should make their declaration by stating:

- a) the item they have the interest in
- b) whether it is a pecuniary, personal and/or prejudicial
- c) the nature of the interest

3. **MINUTES** (Pages 1 - 6)

To approve as a correct record the Minutes of the meeting held on 10 June 2020 (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. **STRATEGIC REVIEW OF ARUN DISTRICT COUNCIL'S TOURISM SERVICE** (Pages 7 - 50)

This review considers all aspects of the council's current tourism support functions. The report summarises the recommendations and findings made in the strategic review of the tourism service by Blue Sail Consulting and makes recommendations for the future delivery of tourism services by the council.

The Subcommittee will receive a presentation by Adam Bates of Blue Sail, in conjunction with a report from the Group Head of Economy.

6. **PROPOSED NEW COMMERCIAL PITCHES ON LITTLEHAMPTON SEAFRONT** (Pages 51 - 74)

A planning application was submitted for several new commercial pitches on and near Littlehampton Seafront in line with previous instructions from Members.

Development Control Committee has deferred this application and requested that Littlehampton Regeneration Sub Committee consider the proposals and make recommendations to them in respect of the planning application.

7. **ECONOMY GROUP'S SUPPORT TO BUSINESSES DURING THE COVID-19 PANDEMIC** (Pages 75 - 80)

This information paper updates Members on some of the activities undertaken by the Economy Group to help businesses during the Covid-19 pandemic.

8. **LITTLEHAMPTON REGENERATION POSITION STATEMENT** (Pages 81 - 90)

To receive and note the Position Statement.

Note : Report is attached for all Members of the Council only and the press (excluding exempt items). Copies of reports can be obtained on request from the Committee Manager.

Note : Members are reminded that if they have any detailed questions would they please inform the Chairman and/or relevant Director in advance of the meeting.

Filming, Photography and Recording at Council Meetings - The District Council supports the principles of openness and transparency in its decision making and permits filming, recording and the taking of photographs at its meetings that are open to the public. This meeting may therefore be recorded, filmed or broadcast by video or audio, by third parties. Arrangements for these activities should operate in accordance with guidelines agreed by the Council and as available via the following link – Filming

Policy<<https://www.arun.gov.uk/download.cfm?doc=docm93jjjm4n12353.pdf&ver=12365>>

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LITTLEHAMPTON REGENERATION SUB-COMMITTEE

10 June 2020 at 6.00 pm

Present:

Councillors Cooper (Chairman for the meeting), Bicknell, Buckland, Goodheart, Gunner, Miss Rhodes, Miss Seex and Dr Walsh

[Councillor Buckland was absent from the meeting during consideration of Minutes 9 – 11.]

1. ELECTION OF CHAIRMAN FOR THE MEETING

Due to the exceptional circumstances created by the pandemic, the Chairman of the Subcommittee, Councillor Miss Seex, was unable to chair the meeting (although she would be in attendance and would participate in the proceedings) and the Vice-Chairman had given apologies on compassionate grounds. It was therefore necessary to elect a Chairman for the meeting and, having been formally proposed and seconded, the Subcommittee

RESOLVED

That Councillor Cooper be elected Chairman for the meeting.

2. WELCOME

The Chairman welcomed Members, guests, press and the public to this virtual meeting of the Subcommittee and explained the process that would be followed.

3. APOLOGY FOR ABSENCE

An apology for absence had been received from Councillor Blanchard-Cooper.

4. DECLARATIONS OF INTEREST

Councillors Dr Walsh and Buckland declared a personal interest as Members of West Sussex County Council and Littlehampton Town Council.

Councillors Miss Seex and Miss Rhodes declared a personal interest as Members of Littlehampton Town Council.

5. MINUTES

The Minutes of the meeting of 18 November 2020 were approved by the Subcommittee as a correct record and would be signed by the Chairman as soon as possible following the Council's resumption of normal working.

6. START TIMES

The Subcommittee

RESOLVED

That the start times of meeting be 6.00 p.m. for the remainder of 2020/2021.

7. LITTLEHAMPTON TOWN CENTRE PUBLIC REALM IMPROVEMENTS

The Chairman was pleased to welcome to the meeting:-

Tim South, Principal Design Consultant, LDA Design

Max Barnes, Landscape Architect, LDA Design

Tom Newman, Senior Project Manager for the regeneration scheme, Faithful + Gould

Mr South gave a comprehensive slide presentation on the detail of what was envisaged to improve Littlehampton's public realm and to create a more positive and welcoming vista for the town. He congratulated officers on their efforts in securing external funding to make the project achievable.

The importance of Littlehampton's maritime heritage had been acknowledged in the design and it was suggested that perhaps the clock tower could be retained but moved as its present location reduced the flexibility of that space and detracted from the open aspect that was integral to the overall feel of the whole scheme. It was hoped that it could be worked into the design proposal in an alternative way.

Members were advised that this ambitious but deliverable plan would take the emphasis away from the car with traffic calming measures to reclaim the town centre for pedestrians.

In opening up the debate, the Chairman expressed his thanks for the extremely interesting and informative presentation that have been given on the principles behind the design.

The Subcommittee participated in a lengthy question and answer session with the consultants, during the course of which a concern was raised with regard to The Arcade and the need for the surface there to be upgraded. The Group Head of Economy advised that that was outside of the remit of this scheme as it fell under the responsibility of West Sussex County Council. However, discussions could be undertaken to explore with the County Council whether something could be negotiated to enable improvements to The Arcade.

Further matters raised related to disability issues; disabled parking; traffic flows; cycling racks; the link between the High Street and East Bank; signage; events infrastructure; and street furniture, all of which were addressed at the meeting. A

question was asked relating to the economic benefit of such schemes and the Group Head of Economy stated that could be provided to Members as the information had been included in the bid documents covering outcomes and impact on the local economy.

A concern was raised in respect of unauthorised changes being made to the scheme by the contractor during the course of work. An assurance was given that it would be a Design and Build contract so if the contractor wished to make changes for technical reasons or such like, any such changes would require the prior approval of the Council.

With regard to the proposals put forward for street furniture, a request was made that the Subcommittee indicate its preference to give a steer to the consultants. An informal vote was taken and an overwhelming majority indicated that their preference would be for the natural finish suite to be installed as that would be a better match with what was at the East Bank.

It was emphasised that, under the terms of the funding agreement, work had to commence in January 2021 in order to ensure the project was delivered on time.

The Chairman closed the debate by thanking Mr South, Mr Barnes and Mr Newman for their attendance and contribution to an interesting and informative presentation.

8. ST MARTINS CAR PARK

The Group Head of Economy presented this report which simply sought Members support to enable officers to investigate development options for the St Martins car park site. On clarity being sought, it was agreed that the wording to be voted on would be that as set out under Section 2 of the report as that recommendation was more comprehensive of the way forward.

In discussing the matter, it was agreed that it would be useful for Members to be appraised of previous studies that had been undertaken for this site and the Group Head of Economy stated that she would forward the relevant information to the Subcommittee.

It was confirmed that no costs would be incurred by the Council at this stage as officers would only be having discussions with developers to ascertain what would be a feasible and viable mix for this site, taking into account the changes facing the country's High Streets.

Following general discussion about the site and before turning to the substantive recommendation, it was formally proposed and seconded that the words "within 9 months" be added. Having been agreed, the Subcommittee then

RESOLVED

That officers investigate potential development options for the St Martins Car Park, Littlehampton, and that a further report be brought back to Members with conclusions and recommendations for options for a way forward for the development of the site within 9 months.

9. BUSINESS SUPPORT ENTERPRISE UPDATE

The Subcommittee received this regular update report from the Business Development Manager on the services provided to local businesses by the Council.

Due to the current emergency of the pandemic, she informed Members in particular that

- (i) The Business of the Year Awards due to be held for 2020 had been cancelled but that a future event would certainly be organised; and
- (ii) The discretionary business grants would be suspended from 23 June 2020 but the situation would be reviewed.

The Chairman thanked the Business Development Manager for her comprehensive report, which the Subcommittee duly noted.

10. SUMMARY OF TOURISM SUPPORT CURRENTLY PROVIDED BY ARUN DISTRICT COUNCIL

Having received this report from the Tourism Business Development Officer, the Subcommittee focussed on the impact of the pandemic on local tourism businesses due to the importance of this sector to the local economy.

Members were advised that as a result of the current situation, there had been even more positive collaboration between the various tourism organisations and local businesses to establish a recovery plan for the sector.

In the course of discussion a number of issues were raised, including :-

- Disparity of the figures included in the report – the Tourism Business Development Officer stated that these had been provided by Tourism South East and she would look at them and send out further information following the meeting
- Sussex by the Sea website and the use of social media – it was recognised that an overhaul was required of the website to present a much more attractive view of the local area and the offer of Member engagement and involvement was welcomed. It was also suggested that more analysis of social media information should be included in future update reports.
- It should be recognised that there was a need to develop a strategy for the District, not just relying on a website.

- Action must be taken to ensure that the South East (to include Arun) took a bigger share of tourism away from the South West, North West and Scotland as the country comes out of lockdown.

The Chairman thanked the Tourism Business Development Officer for a weighty and comprehensive report, which the Subcommittee duly noted.

11. LH POSITION STATEMENT FOR JUNE 2020

In considering the Position Statement, a Member view was expressed that it was disappointing that parts of the information provided was out of date and a request was made that this be rectified for the future. Further particular comment was made in respect of the following:-

Business Support Grants – thanks were expressed to all those involved in getting these out in a timely manner and the huge effort made was recognised.

Look & Sea Centre – a very recent decision at the Development Control Committee had approved the change of use of the two top floors to tourist accommodation.

Following general comments relating to signage for car parks and The Arcade, the Subcommittee noted the Position Statement.

(The meeting concluded at 9.49 pm)

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ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUBCOMMITTEE ON 7 OCTOBER 2020

PART A : REPORT

SUBJECT: STRATEGIC REVIEW OF ARUN DISTRICT COUNCILS TOURISM SERVICE

REPORT AUTHOR: Denise Vine, Group Head of Economy

DATE: 21st September 2020

EXTN: 37846

PORTFOLIO AREA: Economy

EXECUTIVE SUMMARY:

This review considers all aspects of the council's current tourism support functions. The report summarises the recommendations and findings made in the strategic review of the tourism service by Blue Sail Consulting and makes recommendations for the future delivery of tourism services by the council.

RECOMMENDATIONS:

The Subcommittee is asked to resolve that officers to make Cabinet aware that the review recommendations contained within the Arun Strategic Review of Tourism are supported by the Subcommittee, together with any further observations it may put forward.

1. BACKGROUND:

1.1. Tourism is a key sector in Arun and very important to our local economy. The recently agreed Arun Economic Strategy identified, from the evidence base, the importance of the sector locally and that it should be treated as a priority sector. It is a major provider of jobs and income (visitor spend) and supports many businesses and a supply chain well beyond the most obvious attractions and venues.

1.2. But while the nature, funding and role of local government has changed dramatically and visitors expectations have risen, the types of services provided by the council to support tourism have remained largely unchanged for the last decade.

1.3. Combined with the challenges of Covid-19, this therefore is an ideal time to press 're-set' – to agree what needs to be done and why; where should the priorities and focus be and to decide how best to deliver that.

- 1.4. It is clear that the council needs to consider how best to take forward its tourism function and decide what is the best way to deliver this service, with the resources available to us, and in a format that meets modern visitors expectations.
- 1.5. Blue Sail Consulting were commissioned in July to carry out a review of our tourism function. The review has considered all aspects of our current tourism support offer and has made recommendations for the future delivery of the tourism service.
- 1.6. The review took account of what is already being done by others in the district towns of Bognor Regis, Littlehampton and Arundel as well as work at a county level through Experience West Sussex.
- 1.7. It considered whether the council or others were best placed to deliver the services visitors need or if there are other ways of delivering these services. It also considered the immediate and longer-term impacts of Covid-19 and ensuring the recommendations align to other council objectives such as those in the Arun Economic Strategy.
- 1.8. All aspects of the current service were reviewed including the main tourism facilities and services supported by the council including the VIPs, website, social media, visitor guides etc. It also reviewed all marketing plans and activities and considered how well the destination is performing and whether there are market opportunities and activities to exploit.
- 1.9. The consultants engaged with a range of key stakeholders, including key members, via telephone consultations which fed into the findings.
- 1.10. Areas explored included:
- Current performance, gaps and opportunities
 - Alternative ideas for destination marketing and management
 - Opportunities for collaboration and new models for delivery
- 1.11. The review was required to produce a strategic report with clear recommendations to include:
- Strategic context and rationale
 - Review of current delivery
 - Recommended roles in destination marketing and destination management to include an assessment of the destination strengths and opportunities
 - Organisation and resourcing implications
- 1.12. The completed review document is contained in Appendix A.
- 1.13. The review has identified four strategic initiatives that will allow the council to shift from tourism delivery (marketing, information) to a strategic commissioning, investment and development role. By doing this the council can be clear about what it wants to achieve and work through others, who are better placed, to deliver it through visitor marketing. The council can then use its influence (inside and outside the council) to improve the visitor experience – to make it as good as it can be, and to secure the types of investment which will help the district build its visitor economy.
- 1.14. The four strategic recommendations for the tourism service are:

- Strategic Tourism Investment Role – this is natural territory for the council with a strategic and operational focus. Strategically we want to secure investment in the district (accommodation, events, attractions, watersports) and operationally we need to ‘show the way’ in lifting the quality of the visitor experience (public realm, signage, beach management, toilets) and advocate for visitors across the public and private sector.
- A Refreshed Tourism Strategy – prepare a new plan setting out clearly what we want to achieve as a destination and bring focus and clarity to the actions that are needed. We can’t do everything, given limited resources, so the plan will help to be very targeted in choosing where to focus. It is also an opportunity to engage stakeholders more closely in the development and delivery of the strategy.
- A shared narrative – develop thematic and town based narratives for all to use. To attract new visitors we need everyone involved in tourism saying the same messages in a similar way through all of their own marketing. But what is that narrative now and how do we address the differences between the towns? This isn’t about a logo or even a brand identity – it is a richer seam of stories and narratives, images and ideas that everyone can use which highlight the ‘very best’ of the district. Work has recently been completed on what the Bognor Regis Place Branding ‘narrative’ should be. This wasn’t just about attracting tourism visitors but broader themes of why people should visit, live and invest in the town. The town-based narratives should complement each other.
- Commission marketing support – invest in the Experience West Sussex project to deliver regional campaigns that attract new visitors and work hard to get our fair share of that business. And invest in the information and marketing services in each of Arundel, Littlehampton and Bognor Regis.

1.15. It is possible to support these recommendations within existing resources and the review suggests other funding and income streams that may also further support additional activities.

2. PROPOSAL(S):

The subcommittee is invited to indicate their support, to Cabinet, for the review recommendations contained within this report and any further observations they may wish to offer.

3. OPTIONS:

Not support the recommendations and, if not supported by Cabinet either, the tourism service functions, and focus remains the same.

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		
Relevant District Ward Councillors		

Other groups/persons (please specify) 1 to 1 consultation with a range of key stakeholders.	Yes	
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial		No
Legal		No
Human Rights/Equality Impact Assessment		No
Community Safety including Section 17 of Crime & Disorder Act		No
Sustainability		No
Asset Management/Property/Land		No
Technology		No
Other (please explain)		
6. IMPLICATIONS: 6.1. There are no financial implications – proposed changes would be facilitated within the existing budget. 6.2. Some service activities will cease however if these recommendations are supported. This may result in job roles and responsibilities changing. The usual statutory consultation processes will be applied if this is the case.		

7. REASON FOR THE DECISION: The subcommittee support the review recommendations and wish to advise Cabinet of this.

8. BACKGROUND PAPERS: Remember to list background papers and insert required links Appendix A – Arun Strategic Tourism Review
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STRATEGIC REVIEW OF TOURISM SERVICES

ARUN DISTRICT COUNCIL

SEPTEMBER 2020

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EXECUTIVE SUMMARY

Tourism is important to Arun. A major source of employment and part of what makes the district distinctive and an attractive place to live, work, study as well as visit. Tourism is in Arun's veins – you have, after all, been doing it for hundreds of years.

But while the nature, funding and role of local government has changed dramatically, while visitors today are very different to those of a decade ago, while some of your businesses have modernised and adapted to changing market demands, the types of services provided by the District Council to support tourism have remained largely unchanged for the last decade and more.

Combined with the challenges of Covid-19, this therefore is an ideal time to press 're-set' – to agree what needs to be done and why; and to decide who is best placed to deliver what.

Tourism done well is a force for good in Arun. It is able to support your local economy with jobs and income for local business; it can sustain that economy year-round; it should underpin and add to the qualities and assets that local residents admire and enjoy; it helps define what makes your district distinctive and compelling and that should have benefits beyond tourism – in inward investment, in attracting students and intellectual capital, and in attracting new residents.

We were asked to make strategic recommendation for the role that Arun District Council should perform in supporting tourism. But, as form follows function, it isn't possible to come to those conclusions without first addressing what the need is and what strategic approach is required. This therefore is not a destination strategy or plan – but we have looked at the destination through a similar lens allowing us to reach some swift conclusions about what you should be doing and therefore what that means for the District Council.

We have four recommendations for the District Council:

- ▶ **Strategic Tourism Investment Role** – this is natural territory for the Council with a strategic and operational focus. Strategically you want to secure investment in the District (accommodation, events, attractions, watersports) and operationally you need to 'show the way' in lifting the quality of the visitor experience (public realm, signage, beach management, toilets) and advocate for visitors across the public and private sector.

- ▶ **A Refreshed Tourism Strategy** – prepare a new plan setting out clearly what you want to achieve as a destination and bringing focus and clarity to the actions that are needed. You can't do everything, given limited resources, so the plan will help you to be very targeted in choosing where to focus. It is also an opportunity to engage stakeholders more closely in the development and delivery of the strategy.
- ▶ **A shared narrative** – develop thematic and town based narratives for all to use. To attract new visitors you need everyone involved in tourism saying the same messages in a similar way through all of their own marketing. But what is that narrative now and how do you address the differences between the towns? This isn't about a logo or even a brand identity – it is a richer seam of stories and narratives, images and ideas that everyone can use which highlight the 'very best' of the district. Work has recently been completed on what the Bognor Regis Place Branding 'narrative' should be. This wasn't just about attracting tourism visitors but broader themes of why people should visit, live and invest in the town. The town-based narratives should complement each other.
- ▶ **Commission marketing support** – invest in the Experience West Sussex project to deliver regional campaigns that attract new visitors and work hard to get your fair share of that business. And invest in the information and marketing services in each of Arundel, Littlehampton and Bognor Regis.

All of this means that the council shifts from a tourism delivery (marketing, information) to a strategic commissioning, investment and development role – be clear about what you want to achieve and work through others, who are better placed, to deliver it in your visitor marketing. And use your influence (inside and outside the council) to improve the visitor experience – to make it as good as it can be now, and to secure the types of investment which will help the district build its visitor economy.

BACKGROUND

THE BRIEF

This project brief was for an independent review of the tourism service within Arun District Council and clear strategic recommendations for the council in delivering tourism services, to clarify what it should be doing and how that should fit with other organisations in the district that support tourism marketing, management and development.

The context for this work is important and includes:

- ▶ Recent county-led marketing efforts through Experience West Sussex activity
- ▶ Developing town-led website, promotion and information development in Littlehampton, Bognor Regis and Arundel
- ▶ Covid-19 implications for destination marketing and management
- ▶ Pressures on public finances within the local authority and increasing demand for statutory services

Our aim in this review is to provide a clear roadmap for Arun District Council in developing tourism to support wider strategic objectives for the district.

OUR APPROACH

As part of this project we reviewed publicly available reports and data including those from regional and national tourism bodies, we interviewed in excess of 20 key stakeholders and we looked at examples of best practice from other destinations.

It is clear that the question of 'role' is very difficult to address in the absence of a clear strategy for tourism. While this project is not about developing a tourism strategy or plan, we have looked at issues needed to develop a tourism strategy and our background papers and analysis will be relevant and useful in the development of such a strategy for the district.

This is a challenging time for tourism with Covid-19 in evidence and the implications that continues to have for everyone involved in tourism. While it presents some fundamental challenges for tourism, our recommendations will ensure Arun is best placed to rebound strongly from the current crisis.

This is not a time when resources are easy to identify for growth plans. Nonetheless our recommendations are ambitious and deliverable. They necessitate new ways of working, or partnership and collaboration. But done well and with energy, will leave Arun in a strong position from which to capitalise on the benefits to be derived from tourism.

WHERE IS ARUN NOW

CURRENT VISITORS

Tourism is important to Arun with 4m visitors producing £221m of direct spend and 4360 FTE jobs (5972 actual). This compares favourably to neighbouring districts, with values just below Chichester but ahead of Worthing and Adur.

Day visitors dominate, as they do with other destinations along the coast. You receive 3.43m day visitors compared to 0.61m staying visitors but while day visitors outnumber staying by 5.6 times, staying visitors spend more (£116m compared to £105m) illustrating the huge **importance of staying visitors**.

Among staying visitors it is notable how important overseas visitors are. While district level data is not available on international visits, Tourism South East have estimated overseas numbers through the Cambridge Model and suggests that they represent just 13.4% of all staying visitors but their spend is 31% of all staying visitor spend¹.

Around two-thirds of all overnight stays are for holidays and a third are visiting friends and relatives. Very few visitors are here on business (5%) and those that are will probably be because of some of the major local employers (Rolls Royce, Body Shop) and events held at Butlins.

These numbers are substantial, but what do we know about the people behind the numbers? The 2016 Tourism Research Project commissioned by Coastal West Sussex gives us useful insights. While it may be a few years out of date it is likely to give a reasonably accurate picture of Arun's three leading town destinations. Here's what it tells us:

- ▶ The market is very local - over 90% of visitors (day and staying) come from the UK, and most of them come from West Sussex, Surrey or Hampshire

¹ Economic Impact of Tourism on Arun District 2018, Tourism South East

- ▶ The family market is important for Bognor Regis and Littlehampton, and couples are more important for Arundel
- ▶ Arundel attracts more up-market types, while Bognor Regis and Littlehampton have more appeal to the mid-market
- ▶ Day visits dominate Arundel and Littlehampton, while over half of Bognor's visits are staying
- ▶ Littlehampton gets the longest stays at over a week, Bognor just under, and Arundel attracts short breakers
- ▶ Day visitors generally spend more than 5 hours
- ▶ Staying visitors use catered accommodation of all types in Arundel, Bognor features hotels and caravans/chalets while visitors to Littlehampton are considerably more likely stay with friends and relatives
- ▶ Most visitors (around two-thirds) are on a repeat visit.

Looking at what motivates and attracts visits, and what visitors associate with each town, there are clear distinctions in the towns' appeal:

- ▶ Arundel – Castle, history & heritage, eating & drinking
- ▶ Bognor Regis – beach and seafront, Butlins, family holidays and fun
- ▶ Littlehampton – beach and seafront, parks, gardens and open spaces, eating & drinking, summer holidays.

Arun is fortunate in providing a varied offer that includes coast, countryside, three very different towns and access to the South Downs National Park. However, with one or two exceptions, **much of the experience is 'adequate' rather than 'great'** and offers little that makes it stand out from many other destinations making it very difficult to compete for discerning visitors.

Tourism in Arun is also very seasonal. Although this is not uncommon in coastal destinations, this is a challenge for year-round employment and businesses having the resources to invest and maintain high standards.

ARUN DISTRICT COUNCIL TOURISM SERVICES

In Arun District Council the services supporting tourism are very traditional and largely unchanged over the last 15 years. 'Sussex by the Sea' (SBTS) is the brand identity adopted by the council for the promotion of tourism and has been in use since 1994. There is a tourism budget of £68,000 of which £38,000 is allocated to staffing. Of the remainder approximately half is spent on IT, website, brochure and occasional marketing activity.

The main activities are providing the website, some social media activity, a visitor guide, support for visitor information points and some occasional destination marketing.

The website (www.sussexbythesea.com) was developed in 2013, requires updating and options for a new site are being considered. In 2019 it received 144,000 page views, down from 195,000 the year before. The visitor guide is now produced every two years rather than annually and 100,000 copies of the most recent guide were produced. Visitor Information Points are run and supported by local organisations /partners in the main towns. Arundel Museum hosts a leaflet distribution display in the foyer, in Bognor Regis the Regis Centre/ Alexandra Theatre hosts the VIP and leaflets are also available via the seafront office, and in Littlehampton a range of businesses provide an informal VIP.

The tourism officer maintains and supports the Sussex by the Sea website, helps service the VIPs, responds to direct enquiries, supports events, works on collaborative activity e.g. 2021 Year of the Coast, promotes quality assurance, supports networks and training, manages brochure fulfilment, and works closely with partners such as Experience West Sussex.

There is lots of activity taking place, however there are questions about whether this activity is achieving significant impact and what is needed at this time. There is no evidence it is attracting new visitors, changing visitor perceptions or supporting the development of new tourism experiences.

CURRENT APPROACH TO MARKETING

There is quite a complicated promotional architecture for a relatively small area, which has developed over time. At each level there is at least a website, various social media channels and sometimes even a printed brochure. There is clearly duplication of resources, if not overlapping messaging. The four main 'destinations' are detailed below and the South Downs National Park and other significant attractions could easily be added to create a yet more complex picture.

Destination	Positioning	Channels
<p>Experience West Sussex</p> <p>Funded by partnership of local authorities and supported by the Coastal West Sussex Partnership.</p> <p><i>As the central voice for the region on tourism, destination management and the visitor economy, the Experience West Sussex Partnership delivers industry intelligence, local business support and creative marketing campaigns to attract visitors to the area.</i></p>	<p><i>One of the UK's most diverse counties, West Sussex covers both coast and the South Downs National Park, encompassing hills, harbours, farmland and market towns. From stately homes to breath-taking beaches, West Sussex is bursting with inspirational things to do and see. Whether you're looking for a coastal break, a relaxing weekend in the country or a jam-packed family holiday, we've got you covered.</i></p>	<ul style="list-style-type: none"> ▶ Website – well-presented, lots of practical info, placing the destination and giving ideas for what to do, Searchable database with listings for nine themes, with opportunities to filter by group, budget, location etc to refine the search. Good blogs, listicles and inspiration section ▶ Twitter (3, 300² followers) ▶ Facebook (34,000) ▶ Instagram (4,500) ▶ YouTube channel (only 9 subscribers)
<p>Sussex by the Sea</p> <p>Managed by Arun District Council</p>	<p><i>Between the South Downs and the sea.</i></p> <p><i>From things to do in Sussex with kids to tourist attractions and activities for groups, fun days out on England's sunny south coast start and end in Sussex by the Sea! In Arundel, Bognor Regis, Littlehampton and surrounding areas you'll find the perfect mix of activities to add to your holiday diary.</i></p>	<ul style="list-style-type: none"> ▶ Website – lacks strong district-wide distinctiveness or compelling sell. Focuses on the 3 towns and South Downs & villages. Themes are history & heritage, walk, cycle, horseriding (no info), beaches, parks & gardens, shopping. ▶ Brochure on request or e-guide. Presented by coast or countryside offer. Very family orientated.

² Numbers, rounded, at 9 July 2020

Destination	Positioning	Channels
		<ul style="list-style-type: none"> ▶ Twitter (7421); #sussexbythesea ▶ Facebook (2160) ▶ Instagram (1,011)
Arundel <i>Arundel's tourism information site</i>	<p><i>Arundel captures the essence of heritage, urban chic and country pursuits, all within a stone's throw of London. Experience this market town and you will discover more than you'd expect. Most of all it is a place to return to and tell others about.</i></p> <p><i>Combining one thousand years of history with independent shops, contemporary art galleries, restaurants, cafes, delightful drinking spots, great attractions and a thriving events calendar, plus outdoor activities from walking across the South Downs to canoeing or cycling... there is something for everyone.</i></p>	<ul style="list-style-type: none"> ▶ Website – new site, nicely put together with good use of moving images and celebrity quotes. Copy is sometimes a little breathless 'so much to see and do!' and over-promising. Good range of themes and suggestions, some done as blogs so variety of tone of voice. ▶ Facebook (2,000) ▶ Instagram (1,000)
Bognor Regis Love Bognor Regis Delivered by Vinco Marketing	<p><i>Fall in Love with Bognor Regis</i></p> <p><i>You won't have to look far to find things to do in Bognor Regis and the surrounding areas, from the beautiful coastline, to the shops, restaurants and seaside attractions such as crazy golf and the award-winning Butlin's Holiday Resort. There is plenty to keep you and the whole family entertained in Bognor Regis and with the likes of Chichester, Arundel and Littlehampton right on our doorstep, there is lots to explore within a short drive away.</i></p>	<ul style="list-style-type: none"> ▶ Website – design clean and modern, copy little generic and sometimes clichéd – and currently some parts out of date. Relies a lot on paid listings so little inspiring content and some with only local relevance. 'Inside Bognor' section is good with blogs and features which unpack the destination written in a nice tone of voice. Markets beyond Bognor. ▶ Twitter (4,338) ▶ Instagram (6,447) ▶ Facebook (18,000)

Destination	Positioning	Channels
Littlehampton Visit Littlehampton Managed by Town Council	<p><i>Discover the many sides of this vibrant Town</i></p> <p><i>Two award-winning beaches, the beautiful River Arun and a large seafront green makes Littlehampton a popular destination for individuals, families and couples. Whether you are looking for a seaside Town with plenty to do on a day out or a base for exploring the beautiful Sussex Coast, Littlehampton is the ideal place to visit. With a variety of captivating award-winning architecture including the Stage by the Sea, East Beach Café and Britain's Longest Bench plus an extensive programme of cultural events this certainly is a must-visit destination!</i></p>	<ul style="list-style-type: none"> ▶ Website Very functional – listings and database search for things to do, attractions etc. Promotes beyond Littlehampton but essentially just links to e.g. other towns, National Trust properties etc. ▶ Twitter (438) ▶ Facebook (328)

STRATEGIC CONTEXT

THE BIG PICTURE

Tourism generates £106bn a year in England and employs 2m people. No wonder that VisitBritain's latest 5 year strategy is to **'make tourism one of the most successful and productive sectors for the UK economy'**.

But competition is fierce. Internationally the number of new and emerging destinations continues to expand. While domestically, the range, scale and quality of UK destinations continuously improves with new investment in accommodation, attractions, experiences, culture and heritage.

Consider the offer for visitors and it becomes apparent why smaller destinations struggle to achieve the awareness that they would wish for. In the UK there are:

- ▶ 927 towns or cities of more than 10,000 people
- ▶ 15 National Parks (Britain)
- ▶ 46 Areas of Outstanding Natural Beauty (Britain)
- ▶ 7723 miles of coastline
- ▶ 1600 museums
- ▶ 196 Castles and Historic Properties (England)
- ▶ 45,000 hotels

So the Arun offer not only has to be 'great', if you want to attract visitors, it has to be better than other destinations.

COMING OUT OF COVID

With VisitBritain predicting a 49% reduction in domestic trips and spend, and with forecasts being updated regularly, it is clear that 2020 will be as bad as it gets for tourism. Everywhere has experienced lockdown, closures, and quarantine. And most commentators expect that it will take a number of years to recover to pre-Covid levels.

At the same time, tourism is surprisingly resilient and the OECD states 'domestic tourism is expected to recover more quickly and offers the chance for driving recovery'³.

Recent research suggests 43% of UK adults expect to take the same or more UK short breaks this year⁴. So there are reasons to maintain some optimism.

Arun needs to think about the barriers and motivations visitors have and be clear where it has something to offer. So with visitors confidence in international travel low, Arun should be targeting near markets still wanting to take a break. A desire to avoid crowds, plays well to the strengths of countryside and quieter beaches. Places to walk and cycle are increasingly appealing to domestic visitors. And cleanliness and hygiene factors are paramount so efforts to work with business to deliver the highest standards will have dividends.

For some destinations, Covid-19 has also been a good opportunity to pause and take stock and press re-set on what they do and how they do it. This review therefore is timely and allows Arun to emerge from Covid with a new plan and routemap which positions it well for the future.

³ Tourism Policy Responses to Covid-19. OECD. June 2020

⁴ Covid-19 Consumer Sentiment Tracker. VisitBritain (Week 13)

ARUN POLICY CONTEXT

Arun's Economic Development Strategy 2020-2025 states 'The visitor economy continues to be a major asset but our plans are about more than tourism', acknowledging that tourism is important while acknowledging the desire to diversify the economic base.

The analysis within the Economic Profile of Arun (background to the strategy) highlights major challenges for the district:

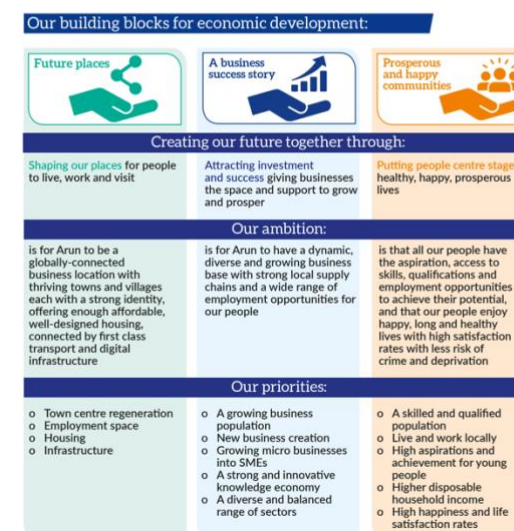
- ▶ Seasonal employment (horticulture and tourism)
- ▶ Low wage economy (in comparison to near neighbours and comparators)
- ▶ Few large businesses (0.1% have more than 250+ employees) though there are some notable companies (Rolls Royce and Body Shop)
- ▶ Lower qualified workforce – low value, low skilled labour market

This results in the district being a net exporter of labour to neighbouring areas with 8973 coming in and 27394 going out each day.

So tourism needs to support the approach set out in this strategy, renewing the offer and attracting new markets to support the economy year round with higher value jobs. The analysis in this strategy recognises the changing retail environment in town centres which must increasingly be given over to social, leisure and entertainment uses and done well this can enhance your tourism offer.

The strategy has some ambitions that reflect what tourism needs to succeed: masterplans for Bognor and Littlehampton; optimising the seafronts, seafront greens and waterfront sites; the need for the towns to be vibrant; a range of events to increase footfall; and improvements to cycling and walking infrastructure.

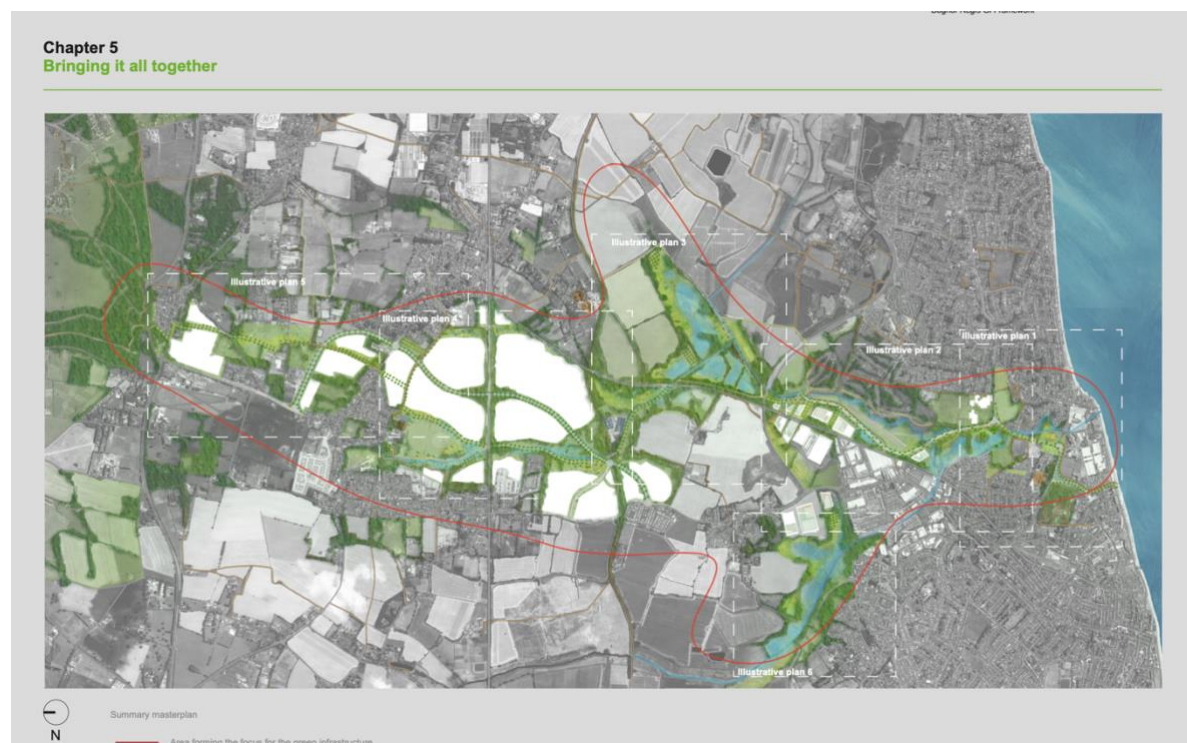
“Our vision is to create a dynamic, competitive and sustainable place to live, work and do business”



The strategy makes reference to a proposed Green Infrastructure Plan for Bognor to the South Downs. The background study was completed in January 2020 and while largely concerned with landscape design, conservation and the health and wellbeing of local communities, the proposals will have relevance for leisure activities for visitors especially in relation to cycling/walking.

From a planning perspective, the adopted Local Plan is clear in wanting to 'create vibrant, attractive, safe and accessible towns and villages that build upon their unique characters to provide a wide range of uses and which are a focus for quality shopping, entertainment, leisure, tourism and culture activities'.

In the plan, the council supports 'continuous adaptation and improvement in the visitor experience' with reference to higher quality experiences, a more diverse offer and increased competition. The main outcome sought is longer stays and more retained spend.



MARKET TRENDS

In the table below are key trends particularly relevant to this piece of work. [Sources: VisitEngland, VisitBritain, VisitScotland, National Tourism Coastal Academy, Blue Sail].

Trend	What this means for Arun
Communication Overload Destinations of all size competing for attention in a crowded marketplace across multiple channels	<ul style="list-style-type: none"> ▶ Breaking through screening out and filtering ▶ Challenge for those with little market recognition ▶ Substantial resources required to build a destination brand/presence ▶ Clarity of the proposition ▶ Ongoing significant resources required to maintain a presence across multiple channels ▶ Targeting a focused, compelling message at the right time to the best prospect segment(s) ▶ Reviews and endorsements important ▶ Detailed market knowledge and insight kept current
Maximising Behaviour Holiday makers and short breakers looking to use their limited leisure and vacation time to see and do as much as possible	<ul style="list-style-type: none"> ▶ Range of quality experiences on offer that are sufficiently different from home ▶ Need for reassurance that there is sufficient to occupy and entertain ▶ Inspiration and information about what there is and how to access, book etc ▶ Has to be easy to access ▶ Joined up travel options ▶ Makes sense for individual places or experiences with common ground (e.g. a shared history, character) to club together and build a shared, more desirable and versatile product
Death of Risk Constraints on budgets and holiday time mean travellers want to find out as much as possible about their destination before getting there.	<ul style="list-style-type: none"> ▶ Particularly relevant in coronavirus times so reassurance on safety measures crucial for foreseeable future ▶ Prevailing interest in staycations and trips close to home ▶ Comprehensive information about what's on offer to allow visitors to plan ▶ Reassurance that there is enough and of the right type of things to do ▶ Ease of booking either before or during the trip; clarity on terms and conditions, cancellations etc
Pursuit of Real	<ul style="list-style-type: none"> ▶ Quality, authentic experiences – in tune with local culture and way of life ▶ Seeking out of immersive, distinctive experiences

Trend	What this means for Arun
Genuine, authentic, local experiences sought in preference to mass tourism 'sight-seeing'.	<ul style="list-style-type: none"> ▶ Families creating memories together – meeting the needs of multiple generations ▶ Bragging rights, shareable experiences ▶ Experiences that combine fun /learning/self-improvement/well-being ▶ Local – food, drink, crafts, independent businesses rather than chains ▶ Individual elements can be small but must add up to a holistic, integrated trip experience
Multiple Interests Meeting multiple needs within the travelling group (families, friends, multi-generations).	<ul style="list-style-type: none"> ▶ Extensive range of types of accommodation and experiences available, and easy to access ▶ Activity and special interest holidays/breaks with weekend and day options ▶ 'Pick and mix' from a variety of options to create personalised trips e.g. active experiences with general holiday pursuits such as visiting historic sights, shopping and entertainment ▶ Base in one place and take trips out from coast to inland or from towns to coast
Living with coronavirus Addressing a reshaped tourism landscape with restricted supply and weakened demand.	<ul style="list-style-type: none"> ▶ Importance of safety and hygiene measures in all elements of the visitor experience ▶ Demand likely to be greater for rural areas, destinations with open/car-free public space, for outdoor activities and attractions, and for self-catered accommodation ▶ Faster recovery in demand from families and those visiting friends and relatives ▶ Marketing messages need to respond to evolving market concerns over next few years – not enough to say 'come now'

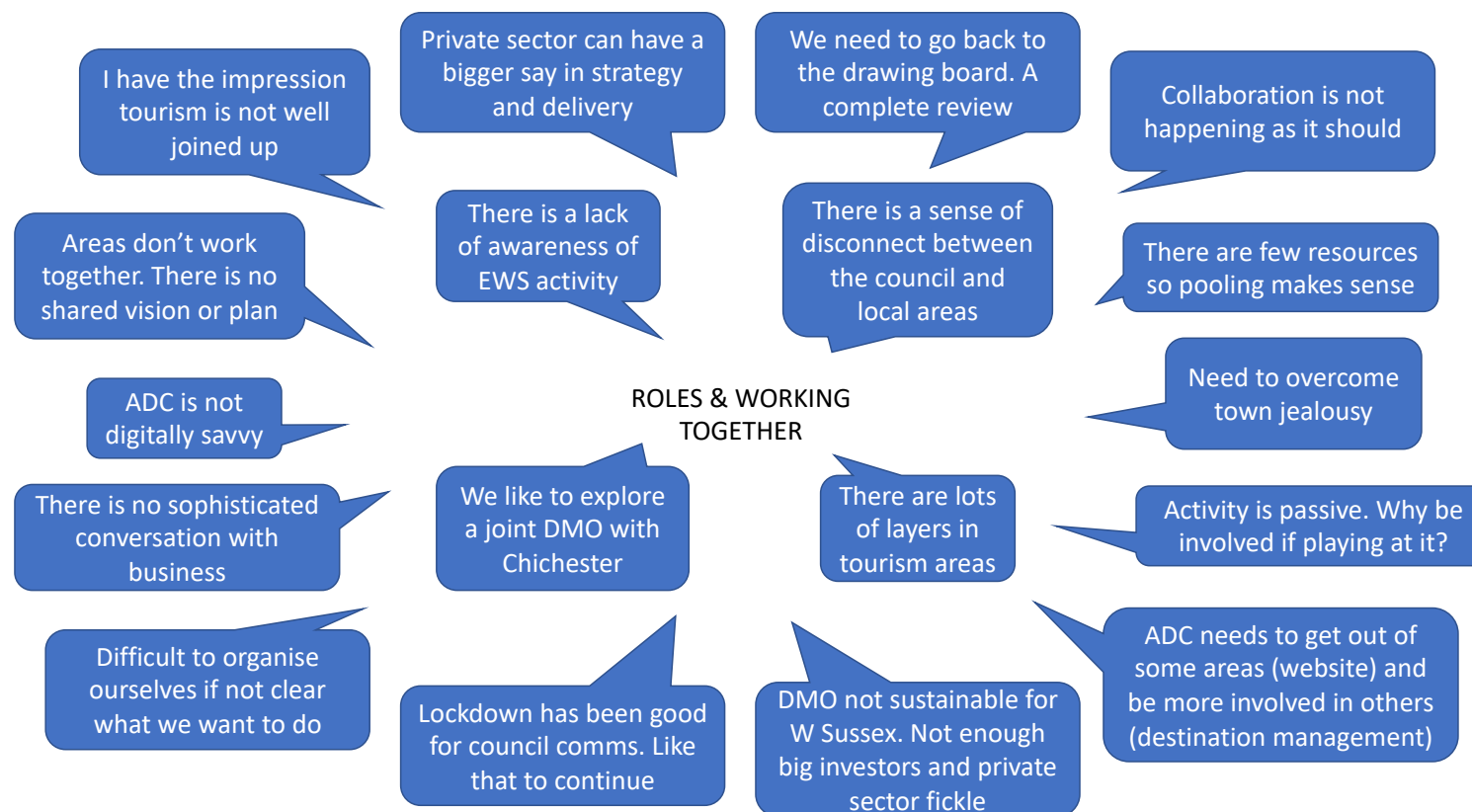
WHAT WE HEARD

ORGANISATION, ROLES & COMMUNICATIONS

Through the stakeholder consultation, we found a clear recognition that the council has limited resources and that there is a need to work smarter, whether that is in the pooling of resources, or in focusing activity.

Communications between the stakeholders could be better, for example lack of familiarity with the work of Experience West Sussex or the existence of research and insights.

Most pointed out the need for a clear strategy to determine focus and roles.



MARKETING

The identity and perception challenge for Arun was evident with most highlighting the lack of awareness of Arun and only slightly greater awareness of Littlehampton, Bognor Regis and Arundel.

Likewise, many felt 'Sussex' had some resonance, but 'West Sussex' was just as difficult to understand with the towns being better known as well as the South Downs National Park.

The promotional activity of Arun District Council (website, social media and brochure) were perceived to be not particularly effective and many questioned whether the council had the skills to address areas of opportunity.

Many saw the need to promote the very best and use those to hook visitors in rather than presenting everything the area has to offer.

We need to do more work on itineraries

Arun is 'nice' and 'okay'. Not dramatic or spectacular. But quieter and good for avoiding crowds

Challenge is identity that is recognisable

SBTS too vague. Bognor, Littlehampton and Arundel mean something

Town websites have a focus on 'near' visitors

Promote the jewels in the crown. Showing everything is confusing

There is the potential for more PR activity

Drop SBTS as a portal and remove a layer

MARKETING

Marketing of 'Sussex' too vague

We need to promote the best. Not everything. And not the most needy.

Not very good with social media

There is no differentiation for Arun. And no promotion of its constituent parts

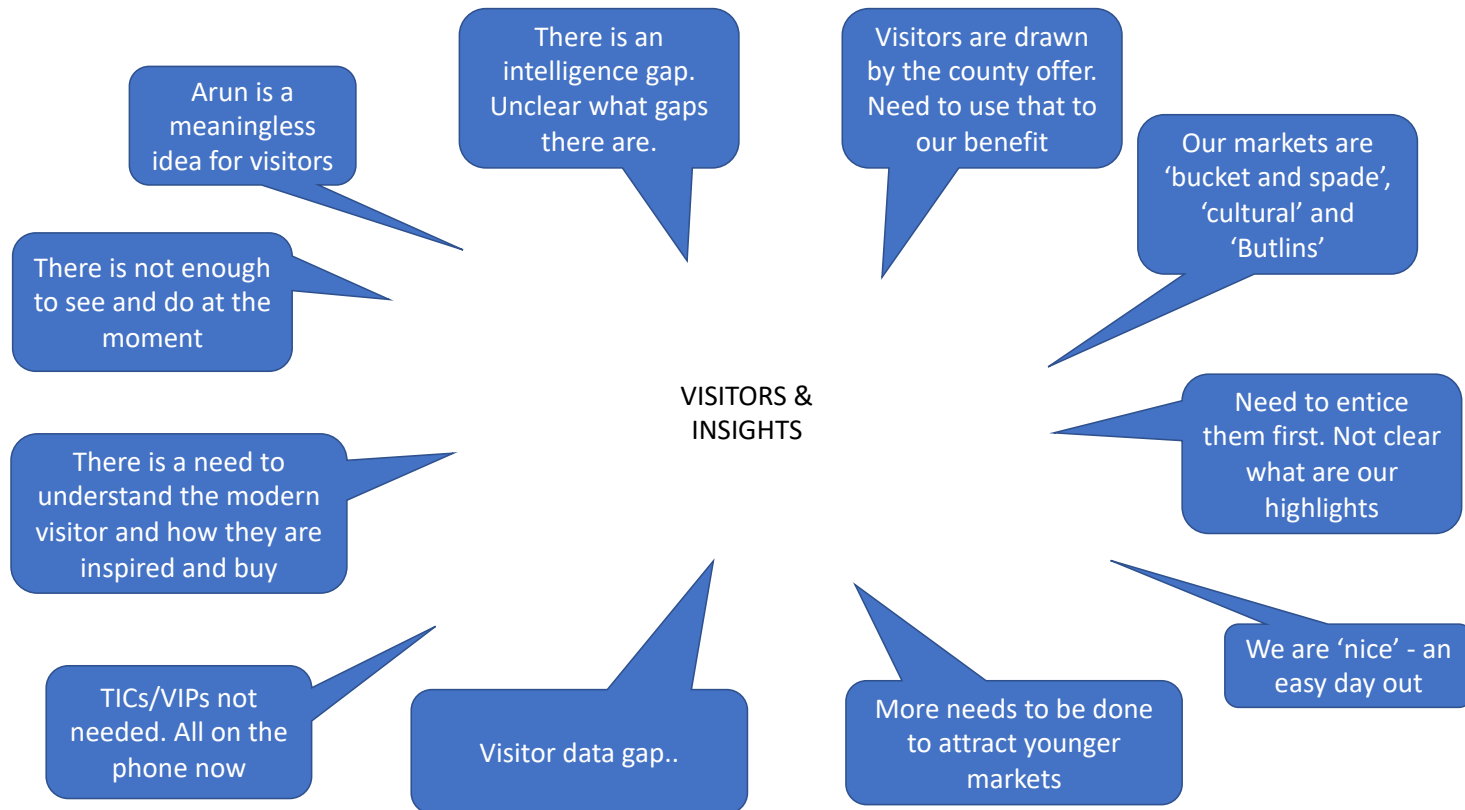
If a visitor is inspired to look at the area they probably wouldn't use SBTS

Local towns need funding to support marketing

VISITORS & INSIGHTS

A number of consultees felt there was a need for more data and intelligence to support decisions. But most of these were unaware of the research already produced by the district and Coastal West Sussex.

Most agreed on the current markets and felt the markets they wanted were younger groups and couples.

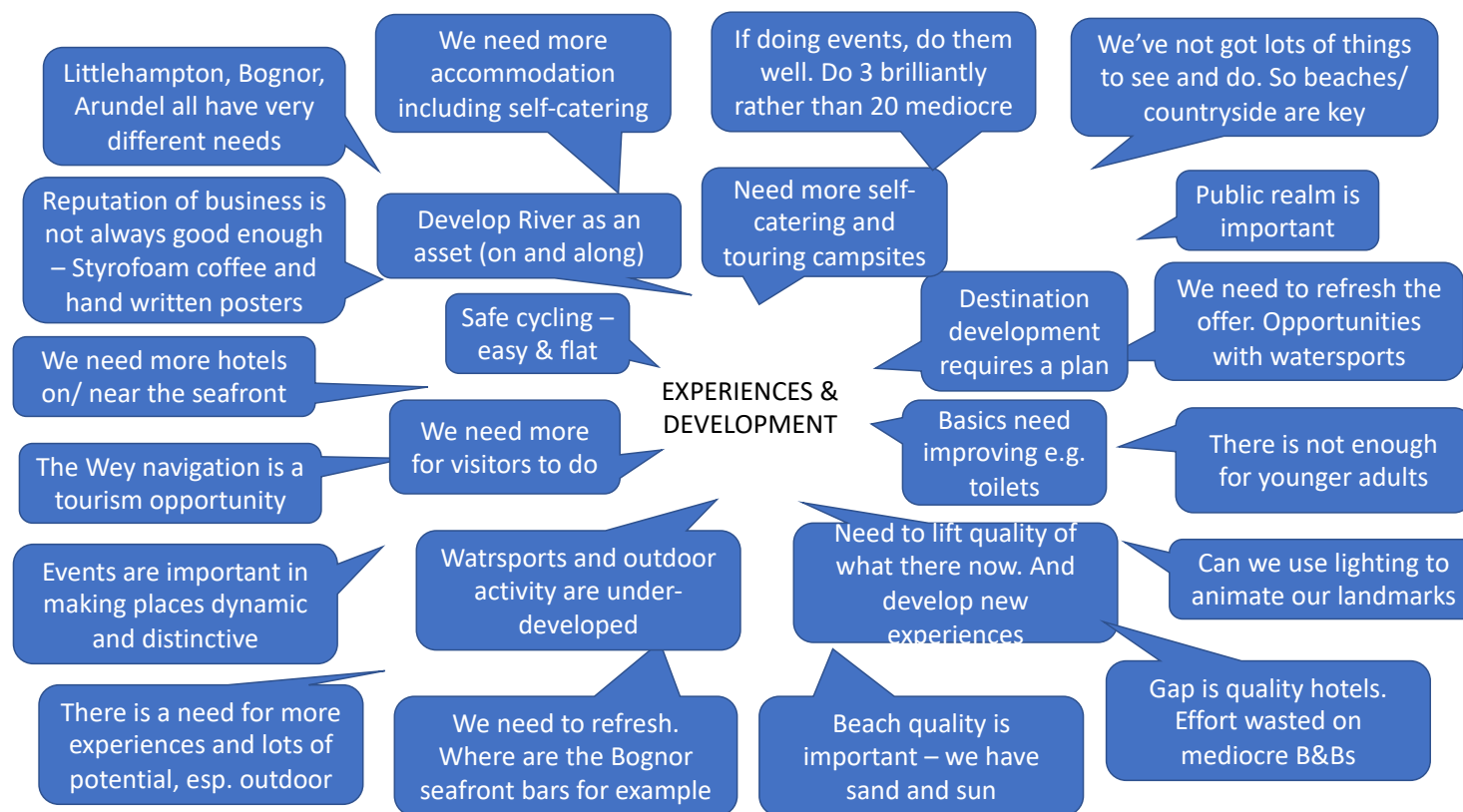


EXPERIENCES & DEVELOPMENT

This was the subject which received the most comments. With most feeling there was a need to lift the quality of what was there now and develop new experiences to attract new, discerning visitors.

Most cited a need for more and better accommodation and the potential for cycling and watersports was frequently raised.

Again, it was felt there was a need for a clear plan to judge the merits of potential development.



STRATEGY

There was a clearly identified need expressed for a plan or strategy to plot development and organisation against and to clarify the markets and their needs.

The objectives were fairly clear: to increase the spend and duration of stay from visitors, the economic impact and jobs.

It was also suggested that there was enough for everyone to be doing and no need for there to be duplication but that there should be greater clarity about individual roles and better alignment.



WHAT NEEDS TO BE DONE

SWOT

Below is our analysis of the situation – of the strengths, weaknesses, opportunities and threats facing Arun District and which guide our response in the recommendations that follow.

Stakeholders and the Council are up for change and that is very positive. However, a new approach to supporting tourism needs to ensure that:

- ▶ It is market focussed – the decisions you take should be driven by what visitors want not by what you want to sell them or say to them. They have a big choice and you need to keep one eye on your competition.
- ▶ Neighbours are not competitors – visitors don't see the boundaries. They see experiences that complement what you have to offer.
- ▶ Collaboration is key – business, the towns and the council must all work together. A shared narrative will make the destination more appealing.
- ▶ It is focussed – doing less better with clear roles for the County, District, the towns and business. Keep limited resources targeted to maximise impact. The council only acting where it adds value and supporting others better placed to run activity.
- ▶ New experiences are developed – play to your destination strengths and continue to develop products and experiences that strengthen your appeal.

Strengths

- ▶ Proximity to source markets for visitors
- ▶ Reasonable starting point (4.04m visitors and 4360 FTE jobs)
- ▶ Variety of offer (beach, towns, heritage, countryside, national park)
- ▶ Robust local markets
- ▶ Butlins – national brand, reputation, investment and jobs
- ▶ Pleasant seaside and countryside
- ▶ EWS doing good 'inspiration' work. Towns doing good 'information' work.

Weaknesses

- ▶ Sussex by the sea website and digital capabilities (and number of users)
- ▶ Traditional marketing and information delivery by ADC (brochure/VIPs)
- ▶ Day visits dominate
- ▶ Not enough accommodation
- ▶ Strategy out of date
- ▶ No shared ambition for coalescing around
- ▶ Identity (Arun unknown, Sussex by the sea unclear) and little market recognition
- ▶ Retail in towns changing
- ▶ Use of the word 'nice' was used a lot to describe the area. Not compelling enough
- ▶ Seasonal tourism economy
- ▶ Many SMEs and lifestyle businesses
- ▶ Not enough to see and do (especially activities on land and water)
- ▶ Events seen as 'pedestrian' – not impactful
- ▶ Basics need to be better (e.g. toilets)

Opportunities

- ▶ PR activity and use of influencers
- ▶ Everyone up for change
- ▶ Pooling of resources needed to have any impact at all
- ▶ Green infrastructure – cycling and walking routes (R. Arun, Bognor-S Downs, Wey navigation)
- ▶ Masterplans and continued development of Littlehampton and Bognor
- ▶ Preservation and adaptation to lift quality of Arundel
- ▶ Watersports potential & cycling
- ▶ Experiences for younger audiences (seafront eating/drinking)
- ▶ Create experiences that have bragging rights are high quality and distinctively local
- ▶ Make more of assets in neighbouring areas with Arun as the 'base'
- ▶ A clear destination management role
- ▶ If identity is hard don't try to come up with a 'one-line' description – reflect the variety in a shared story (be anti-brand)
- ▶ Share what you have better (research, intelligence)

- ▶ Involve others in the thinking/planning and get 'buy-in'.

Threats

- ▶ Good work of EWS not recognised/understood and therefore ongoing support threatened
- ▶ Lack of visitor focus (many focussed on local needs/interests)
- ▶ Lack of excitement/ambition leads to lack of investment (public and private)
- ▶ Being insufficiently focussed/targeted – trying to do too much
- ▶ Covid-19 leading to long-term major changes in visitor behaviour and business viability

MARKETING ANALYSIS

If you take the visitor journey as a guide for where potential visitors are open to influence, the current arrangements with the county led Experience West Sussex activity have the 'Imagining' and 'Planning' elements quite well covered. With the town-led websites and social media platforms helping visitors at the 'Experiencing' stage. 'Booking' is largely driven by online travel agents and commercial booking websites.

When it comes to destination marketing Arun District Council falls between two stools. Above sits West Sussex, a destination with greater market awareness, critical mass of 'product' and marketing leverage to raise awareness and inspire visits. Beneath it sits individual destinations with their own particular offer and which can provide the detail in their marketing to convert interest to booking. It is hard to make a case for the District Council undertaking destination marketing for Arun.

There are significant challenges in awareness and interest in terms of the geography as well as understanding of the tourism offer. This applies to all locations within West Sussex and even 'West Sussex' itself⁵. On the other hand there is a greater awareness among visitors and non-visitors of Bognor Regis and Littlehampton, and to a lesser extent Arundel, than there is of 'Arun'. There is no clear, strong proposition for the district as a whole and current marketing understandably focuses on these three towns.

Arun District does have good tourism assets however:

- ▶ Coastal/seaside resort – beaches and seaside fun, entertainment, Butlin's brand
- ▶ Landscape, history, market towns – for browsing, relaxing, exploring and some gentle activity in lovely surroundings.

Figure 1 Visitor Journey



⁵ Tourism Research Project for Coastal West Sussex, TSE 2016

- ▶ Proximity to large populations – ready markets within easy travel distance
- ▶ Proximity to National Park – association with a strong brand and understandable experience

Arun has three distinct propositions with some, but not much, overlap:

- ▶ Seaside with a twist – Littlehampton providing a traditional resort in the process of reinventing itself
- ▶ Traditional seaside – Bognor Regis and Butlin's providing traditional good fun, self-contained holidays
- ▶ Market Town Heritage – Arundel providing the relaxing pleasures of an historic small town, nearby villages and attractive landscapes

These are likely to have most resonance with a day trip market and a domestic staying market within a two- hour (or up to three for the longer stay options in the resorts) travel time. From VisitEngland's segmentation system⁶ two segments have a particularly good fit; these both reflect the current market and have most growth potential. The segments are called 'Fun in the Sun' and 'Country Loving Traditionalists'.

SEGMENT	ATTRIBUTES	DESTINATION APPEAL
Fun in the Sun	Typically parents looking for family orientated summer holidays where beaches play a starring role. Tend to seek cheaper, more 'social' alternatives to hotel accommodation, such as caravans or holiday camps. This segment skews higher in the 30-50 age group – as expected for families. (The 30-50 group represents 55% of this profile vs. 40% average.) More likely to live in West and South West.	Resorts – self-contained good-value family fun, fun fairs, fish and chips etc Beaches – play, picnics, walks Activities – watersports, cycling, soft adventure
Country-Loving Traditionalists	Typically empty nesters with traditional values, country-loving traditionalists have a moderate household income, but fewer family members to cater for when on holiday. This means that their budget stretches further, and good quality, secure	Good fit for West Sussex generally. Arundel – local shopping/markets, churches, antiques, etc

⁶ <https://www.visitbritain.org/visitor-segmentation>

SEGMENT	ATTRIBUTES	DESTINATION APPEAL
	accommodation is a priority when booking a holiday. They are likely to have recently taken a countryside break and keep up to date with UK tourism through websites such as English Heritage and the National Trust. This segment skews older, particularly over the age of 50. (Over 50s represent 56% of their profile vs. 41% for the average.) More likely to live in East/Anglia and South East.	Food & drink – independent, artisanal, quality History & heritage – Castle, Cathedral Seafront - Littlehampton Exploring the South Downs – Inc. cycling and walking

WAYS FORWARD

We have identified four over-arching recommendations for Arun District Council which have implications for the way in which you organise and support tourism development in order to meet your wider strategic ambitions.

RECOMMENDATION 1 - STRATEGIC TOURISM INVESTMENT ROLE

There is a need to ensure that Arun not only has the best quality of experience to offer visitors but that it continues to add to the experience in ways which will attract visitors and help maximise local benefits. This is a strategic role and one which aligns closely with other economic regeneration functions.

This is a new role but one which is critical if Arun is to grow its visitor economy and compete effectively. The activity is about supporting private sector investment, maximising the benefits from public investment and it making certain that there is someone advocating for visitors in the ongoing delivery of public services within the authority.

RECOMMENDATION	ACTIONS
Provide a strategic destination investment role in the council. This post should lead on the strategic development of the destination, stakeholder relationships and the commissioning of marketing services via other providers.	<ul style="list-style-type: none"> ▶ Recruit a strategic tourism lead responsible for destination investment, management/development ▶ Use the Tourism Strategy to define development priorities (e.g. visitor accommodation, watersports, walking/cycling, welcome, events, signage) ▶ Pick a development project/year – work with neighbouring authorities on shared plans and investment across boundaries ▶ Support town development plans (similar to Fáilte Ireland guidelines)

RATIONALE	OUTCOMES
<ul style="list-style-type: none">▶ Need to improve the offer to remain competitive and capitalise on destination opportunities to attract discerning/new visitors e.g. watersports, and investment▶ Clear interest and appeal identified in consultation with a number of challenges to be addressed, and opportunities to take forward	<ul style="list-style-type: none">▶ More spend (e.g. increased overnights)▶ More profitable businesses and more jobs▶ More year round tourism (through increased activities, experiences and indoor offer)▶ Improved quality of existing offer

BEST PRACTICE EXAMPLE – THANET DISTRICT

In 2019 Thanet decided they needed to update their district destination management plan which had last been done in 2014. A new 5 year plan (2020-2025) was produced to strengthen and grow the visitor economy.

The plan was not about everything that could or should happen but about the things that would make the biggest difference, could be realistically delivered and which provided a focus for working together.

The plan is about growing the value of tourism, becoming more competitive and lifting the quality of the visitor experiences through private as well as public investment.

The plan provided 3 new priorities for the region:

- Vibrant Towns – making Thanet’s town centres more attractive for visitors and providing more of the right kind of accommodation
- Coastline Focus – focusing on providing year-round experiences, activities and facilities at key sites along the coast
- The Isle of Thanet Promise – using the strong themes from Thanet’s Shared Story to develop brilliant experiences and a brilliant welcome.

It was developed through an engaging process with tourism businesses that resulted in buy-in and support for the delivery of the new plan and uses the strategic tourism resources at the council to take forward.

Destination Management Framework

The Destination Management Framework (DMF) 2020 is for all partners in the destination and sets out shared key priorities for strengthening and growing the visitor economy for the next 5 years. It focuses on key things that will make the biggest difference and which can be realistically achieved by working together.

The Framework draws on views of stakeholders in Thanet’s visitor economy, including attractions, accommodation providers and event organisers. These views were gathered through meetings, interviews, an interactive workshop attended by more than 50 people and via an online industry survey. Also used was recent third-party/existing research, including localised volume and value data, the results of face to face visitor surveys and perception research, as well as national research on holiday trends and coast perceptions. The framework builds on the work achieved through the first [Destination Management Plan](#) developed in 2012/13.

The headline priorities are:

- **Vibrant Towns** - making Thanet’s town centres more attractive to visitors and providing more of the right kind of accommodation.
- **Coastline Focus** - focusing on providing year-round experiences, activities and facilities at key sites along the coast
- **The Isle of Thanet Promise** - using strong themes from Thanet’s shared story to develop brilliant experiences and a brilliant welcome.

The Framework was commissioned by Thanet District Council (TDC) and developed by Blue Sail. TDC’s senior executive team has input to its development.

The Framework was prepared before the COVID-19 crises, but the content is still relevant and will help inform the recovery of the sector.

[Read the full Destination Management Framework](#)

The Shared Story



[See more](#)

Destination Management



[See more](#)

Shared Story Toolkit



[See more](#)

Business Support



[See more](#)

RECOMMENDATION 2 - START WITH A PLAN

Your tourism strategy is out of date and it is difficult for you and others to know whether decisions about activity, development, events, organisations or marketing are the right ones.

This project and plan is about 'delivery' of tourism services in Arun District Council but in preparing it, we have given thought to your current situation, the context, market and development opportunities. It would not take much effort to go from where you are now to having a new Tourism Strategy to guide your activity over the coming 5 years.

A Tourism Strategy is however just a document. As important is the way you go about generating support for how it is implemented and supported so the process of creating the new strategy should include the wider tourism industry in Arun. Use the process to galvanise ideas and opportunities into concrete plans and to get everyone working together and ensure that the new Strategy is focussed on as few priorities as possible. Long lists of actions are unlikely to be delivered. In our view the process should be led by the new Strategic Tourism Officer. If funding allows, running this process consecutively with the 'shared narrative' (Recommendation 3) would be more efficient and beneficial.

RECOMMENDATION	ACTIONS
Develop a new tourism strategy in 2020/21 with your businesses and key stakeholders.	<ul style="list-style-type: none"> ▶ Develop brief and commission the strategy development ▶ Form a business group to support implementation and monitoring of progress and aid communications
RATIONALE	OUTCOMES
<ul style="list-style-type: none"> ▶ Renewed focus for destination development and marketing ▶ Ambitious but realistic targets to support economic objectives and employment ▶ Positive outcome from Covid-19 ▶ Shared buy-in to deliver across public/private/third sector 	<ul style="list-style-type: none"> ▶ Improving visitor economy outcomes (spend and jobs) ▶ New development in the District (accommodation, experiences) ▶ Better year-round tourism ▶ Aligned bidding and investment in community assets e.g. cycling/walking/public realm

BEST PRACTICE EXAMPLE – PLYMOUTH

In 2018 Destination Plymouth updated their visitor plan to build on the significant strides they had made since their previous plan (2011) had been produced and which had resulted in a 25% growth in visitor numbers. They had achieved a lot (Mayflower 400, The Box Cultural Venue, Ocean City Identity etc) and needed a new ambitious plan to propel them forwards.

The plan which was developed set out a clear vision: *‘Plymouth is Britain’s Ocean City, famous for its Waterfront. We will be one of Europe’s finest waterfront cities, celebrated for our unique and diverse marine life, culture and experiences. We will continue to be recognised as unique among UK cities for our natural drama and 500-year history as a place of embarkation and exploration.’*

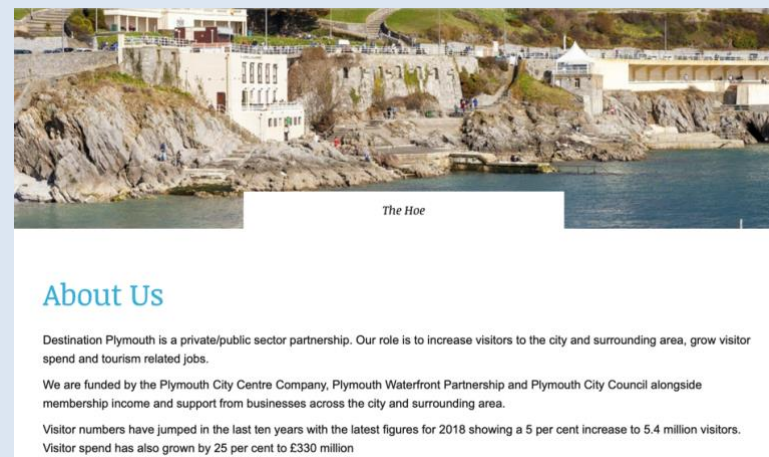
It also had ambitious targets to grow spend (30%) at a much higher rate than visitors (15%) and the plan was focussed on just 3 themes:

- Blue-Green City – with a ‘national marine park’ globally recognised for amazing experiences by, on, in and under the ocean...
- Brilliant Culture – ‘known internationally for jaw dropping art, authentic cultural experiences and our urban spirit’
- Premier Destination – ‘Devon and Cornwall’s premier visitor destination and a top-ten UK city break’

The plan included some important enablers such as Partnership, People, Infrastructure, Accommodation, Brand, Markets and Business Tourism.

Importantly it provided the framework for partnership and private sector investment, for bidding and securing grants for development, and to underpin market focus and marketing development.

The plan is for the city rather than the City Council and is driven by the private sector led board of the DMO, Destination Plymouth.



RECOMMENDATION 3 - DEVELOP SHARED NARRATIVES

The destination of Arun is not well understood by visitors and the individual towns have different offers that make it difficult to bring them together under a single identity. But most visitors don't respond to a one-line identity or logo in any case. Visitors take their knowledge and inspiration from many sources (news, tv, articles, social media, film, websites, search engines etc). This means that most official destination marketing organisations are just one small channel in delivering destination marketing messages to potential visitors. Local businesses, local media, residents, journalists, blogger and vloggers are part of the rich tapestry of writers and channels that can help you reach the visitors you want to attract. So it is not 'what you say', but 'what others say about you' that matters most.

How can you influence others to say the right things? Developing an agreed and shared narrative is one way to strengthen the collective communication capabilities of your industry. And the development of a suite of tools (stories, words, images, video etc) can be used by that industry as well as journalists, influencers, bloggers and vloggers to talk consistently about the things you want to say about the destination. Whether thematic or geographic, stories of 'heritage', 'farm to fork', 'being active outdoors', 'unusual places to stay', 'family experiences' are the sorts of things which can be developed as tools to help whoever is communicating do so with passion, inspiration and consistently.

Like the Tourism Strategy this is a focussed piece of work that could be delivered alongside your strategy which would make it more effective and an efficient process.

RECOMMENDATION	ACTIONS
Develop shared narratives and toolkit in 2020/21 for tourism stakeholders	<ul style="list-style-type: none"> ▶ Develop brief and commission a suite of narratives by town and theme ▶ Ensure the recent Bognor Regis Place Branding narrative and 'filters' are applied for the town and align with the Arun narrative. ▶ Consider commissioning alongside the tourism strategy
RATIONALE	OUTCOMES
<ul style="list-style-type: none"> ▶ Arun not a strong identity for visitors ▶ Different and varied towns with no agreement on single identity ▶ Strong themes and concepts in Arun ▶ Present the variety rather than try to distil down to a single idea 	<ul style="list-style-type: none"> ▶ Clear and agreed messages used by all business ▶ Increased impact with visitors (consistency) and increased visits and spend

BEST PRACTICE EXAMPLE - ABERDEENSHIRE

Aberdeenshire in the North East of Scotland had three DMOs – one for the city of Aberdeen, one for the north coast and one for Royal Deeside. There was no consistent approach to marketing or development across the area, nor was the whole area covered by a DMO. This was perceived by the City and County Councils, Scottish Enterprise (the economic development agency) and VisitScotland to be contributing to a lack of profile and underperformance of the area.

A review of strategy and structures resulted in the establishment of Visit**Aberdeenshire** – a DMO bringing together businesses, support agencies and local authorities behind one strategic approach. The two ‘old’ rural DMOs continued to operate as local partnerships while the city DMO merged into VisitAberdeenshire.



To recognise the differences across the county while aligning how it should be promoted, Visit**Aberdeenshire** commissioned the production of a series of Shared Stories™. These are narratives which capture the essence and strengths of the place and can be used in marketing by the DMO and individual businesses as well as informing the priorities for product development. In total three destination narratives (reflecting each of the old DMOs) and six thematic narratives (e.g. castles, food & drink, outdoor activities) were produced, as well as one overarching Shared Story™ for the whole area. The narratives were produced with involvement and input from businesses, which helped secure their buy-in to the new organisation and new approach.

The Shared Stories™ are used by VisitAberdeenshire in marketing communications (verbatim on their [website](#) for example). They have also been picked up by Aberdeen airport for use on the walls of the terminal alongside striking images of the area. A Shared Story™ [toolkit](#) was produced to encourage and help businesses use the narratives, associated ‘word bank’ of key words and phrases, and example imagery.

RECOMMENDATION 4 - MARKETING & INFORMATION

As this review has shown, with others best placed to deliver destination marketing and information, through the individual towns and Experience West Sussex, the marketing role for the District Council is limited to providing support for these platforms.

There is however, in our view, still an important role for the Council:

- ▶ Active participation in the Experience West Sussex Partnership, including advocacy for Arun's tourism propositions and funding to help support destination marketing
- ▶ Support and funding for the 3 destination sites of Arundel, Bognor Regis and Littlehampton specifically tied to certain requirements to ensure professional, high quality and effective destination marketing. This should include:
 - Adopting and rolling out the shared narrative (previous recommendation) which can run through all marketing
 - Help with professional copy writing to give a distinct, appealing character and tone of voice to marketing communications reflecting the destination narrative. (At the moment there is a disproportionate focus on 'so much to see and do', 'whether you are looking for this or that' 'something for everyone' rather than creating a targeted, distinctive and appealing destination proposition).
 - Support for developing and optimising social media channels
 - Requirement to cross sell to other Arun destinations with appropriate guidance on how this should be done
- ▶ Support for destination PR activity delivered directly or through Experience West Sussex including costs of hosting press visits, production of media packs etc.

RECOMMENDATION	ACTIONS
Commission destination marketing and information services through other providers. Stop all destination marketing delivery at the District including Sussex by the Sea website.	<ul style="list-style-type: none"> ▶ Funding agreement for Experience West Sussex and aim to get similar support from other authorities ▶ Mothball 'Sussex by the Sea' website and promotion as visitor journey covered by other platforms and also stop related social media platforms.

	<ul style="list-style-type: none"> ▶ Cease production of the visitor guide – direct information enquiries and business links via the town sites and social media ▶ Cease the provision / support of Visitor Information Points in Arun ▶ Support press trips and media enquiries using strategic tourism officer
RATIONALE	OUTCOMES
<ul style="list-style-type: none"> ▶ Visitor journey stages covered by other platforms ▶ Limited impact currently ▶ Better outcomes through support for other platforms 	<ul style="list-style-type: none"> ▶ Increased scope and impact of EWS activity ▶ Stronger town platforms driving support to local business ▶ Increase numbers of visitor and spend

RESOURCING THE PLAN

It is possible to support these recommendations within existing resources. Our suggestion for how the funding could be prioritised is as follows:

RECOMMENDATION	YEAR 1	YEAR 2	YEAR 3 (& ongoing..)
Strategic Tourism Investment & Management (development)			
- Strategic Tourism Officer	£35000	£35000	£35000
- Annual Development Project	£0	£0	£5000
Tourism Strategy	£10000	£0	£0
Shared Narrative	£0	£10000	£0
Marketing			
- Town Tourism Support		£5000	£10000
- EWS Support	£20000	£20000	£20000
	£70000	£70000	£70000

There are also other potential funding streams that the council should closely monitor and could be accessed to support tourism activities such as:

- ▶ Grants and funds (Coastal Community, Future High Street, Discover England Fund)
- ▶ Generating more direct income from visitors making use of council assets and commercial premises (through property lease, seafront licenses, event fees, off-street parking etc)
- ▶ Business Investment in supporting public services (e.g. toilets)
- ▶ Shared commercial development (e.g. ADC develop a hotel with an operator similar to [Stockton-on-Tees](#) and [Lincoln](#))

Any one-off allocations could mean that some of these actions are brought forward or additional resources could be allocated to ramp up activity and impact in other areas.

Other projects that could be supported by discrete investments, grants and discretionary spending could include some of the following (the detail of which would be developed through the Strategy process):

POTENTIAL PROJECTS (ADDITIONAL/ONE-OFF RESOURCE)	ESTIMATED COSTS
Seed investment in major tourism events (capable of generating 25k+ visitors)	£20000-40000/event
Town Tourism Challenge Fund (e.g. signage/wayfinding, visitor Wi-Fi, seafront showers etc) with match requirements	£10000/town p.a.
Accommodation Development Prospectus and marketing	£5000

Disclaimer: All information and analysis supplied by Blue Sail Consulting Ltd and our sub-contractors is delivered in good faith and represents our professional judgement based on the information obtained from the client and elsewhere. The achievement of recommendations, forecasts and valuations depend on factors beyond our control. Any projections, financial or otherwise, in this report are only intended to illustrate particular points of argument and do not constitute forecasts of actual performance

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUB COMMITTEE ON 7TH OCTOBER 2020

PART A : REPORT

SUBJECT: Proposed new commercial pitches on Littlehampton seafront

REPORT AUTHOR: Caroline Gosford

DATE: 10th September 2020

EXTN: x37854

PORTFOLIO AREA: Economy Group, Place Directorate

EXECUTIVE SUMMARY:

A planning application was submitted for several new commercial pitches on and near Littlehampton Seafront in line with previous instructions from Members.

Development Control Committee has deferred this application and requested that Littlehampton Regeneration Sub Committee consider the proposals and make recommendations to them in respect of the planning application.

RECOMMENDATIONS:

Members are requested to recommend to Development Control Committee that

- Littlehampton Regeneration Sub Committee supports the submission of planning application LU/91/19
- Littlehampton Regeneration Sub Committee supports the proposals in the planning application, and the conditioning of the application as detailed within the report in order to support the post-Covid rebuilding of the economy in Littlehampton.
- Littlehampton Regeneration Sub Committee has provided comments on the reasons given by the Development Control Committee for deferring LU/91/19 at their meeting of May 2020 as outlined below in paragraph 1.3 which are included within the meeting Minutes.

1. BACKGROUND:

1.1 History

Part of the Littlehampton Seafront Public Realm Action Plan approved by Littlehampton Regeneration Sub Committee in June 2017 and Full Council in July 2017 was to extend the provision for temporary business pitches in the seafront area to enable seasonal businesses to locate there. The concept of increasing the number and range commercial pitches on the seafront was also supported during the public consultation on the public realm designs.

Planning approval is required for any commercial outlet that is in situ for over 28 days, and

the planning application for these commercial pitches was made to enable the Council to grasp suitable opportunities as they arise, often at short notice. A good example of such an opportunity is the Big Wheel that has been in situ in Banjo Road this summer.

1.2 Overall Aim

The overall aim is to boost the local economy through the enhancement and improvement of the Littlehampton seafront offer for its visitors. This will draw in more visitors, encourage them to stay longer and spend more, thus increasing footfall which will benefit all the businesses located there.

It also fulfils the requirement to increase lease revenue incomes to the Council, and would support the use of the Greens for both small and large-scale events in the post-Covid-19 future such as performances in Stage by the Sea, Screen on the Green, Food Festival, Classic Car Show etc.

1.3 Planning Application LU/91/19

A planning application for 4 sites that do not form part of the covenanted area associated with Harbour Park was submitted in March 2019. There were two long and narrow sites on the Promenade itself, the entire area of Banjo Road coach park and the triangular area at the head of the river where it meets the sea around the pebble seats. All sites are owned by Arun District Council.

The two sites on the Promenade were later removed from the application after internal consultation, however it is worth noting for the future that the Promenade in Littlehampton is wider than that in Bognor Regis which also runs a regular road-train and has several businesses successfully and safely operating on the Promenade. The site plan showing the remaining pitches is attached as Appendix A.

Concerns were raised via planning objections regarding the loss of coach parking and other issues, and a Planning Response was created to answer these objections. It provided more background information about the fact that the businesses would not be there just for an event, or permanently, they would be temporary and likely seasonal, how the businesses would be selected and managed, and proposed solutions to address all issues and other objections raised. This was submitted as part of the planning application in December 2019.

The Planning Response is attached as Appendix B.

Development Control Committee met in May 2020 and considered the Officer Report which recommended approval of the application, and deferred the application on several grounds:

- The desire to have input and views from Littlehampton Regeneration Sub Committee about the application and the uses proposed for the commercial pitches.
- Questions about how many and what type or size of business would go on each site, and safety issues in respect of watersports operators near the river
- Questioning whether any businesses located here would be truly complementary
- Concerns around the loss of coach parking and a review of the latest coach parking figures.

These issues are addressed below under Proposals.

2. PROPOSAL(S):

2.1 Coach Parking

It is recognised that some coach parking is required at Banjo Road until appropriate off-site coach parking provision is identified. The proposal is to use the 10 parallel parking coach parking spaces nearest the seafront for temporary businesses leaving the 10 herringbone spaces plus turning circle available for coaches to use. A drawing of these arrangements is attached as Appendix C. This is the site that the Big Wheel is currently occupying in exactly this configuration.

The 2019-20 coach parking data for Banjo Road by month is attached below and includes all ticket sales whether Pay & Display or RingGo. The tickets could be for a coach or minibus – the tariff is the same.

Ticket sales	Ap 19	Ma 19	Ju 19	Jul 19	Au 19	Sp 19	Oc 19	No 19	De 19	Ja2 0	Fe2 0	Ma 20	Total
Up to one hour	23	16	27	41	34	14	7	6	2	0	0	0	131
Over one hour	2	7	57	157	105	12	0	2	0	0	0	0	333
Overnight	0	3	0	0	2	0	0	0	0	0	0	0	2
Total	25	26	84	198	141	26	7	8	2	0	0	0	466

This data makes it abundantly clear that even using the highest monthly total of 198 in July 2019, with 20 coach spaces available in Banjo Road this facility is underused.

Looking at the daily ticket sales data for the three busiest months of June, July and August 2019, only on one single day are 20 tickets purchased (20th July) so the coach park was only potentially full to capacity on one day per year assuming that they were all there at the same time. On 2nd August 19 tickets were purchased, and between 15 and 11 tickets were purchased on 4 other days in July. This means that the proposal to use the 10 parallel parking coach parking spaces nearest the seafront for temporary businesses leaving the 10 herringbone spaces plus turning circle would mean that the coach park would have possibly reached capacity on a maximum of 6 days in a year. Two of these days were weekend days where the two coach parking spaces at The Wave leisure centre could have been used if signage was in place to direct coaches there.

The Covid-19 pandemic has radically reduced the use of mass transport such as coaches, and until the pandemic is under control this is likely to continue.

The full coach parking data is available as Appendix D.

The planning application, if successful, could be conditioned that the herringbone coach parking section of Banjo Road cannot be used for seasonal businesses until alternative off-site provision has been identified and all plans/signage/communications etc as described above are in hand.

2.2 Complementary offer

The aim of this planning application is to draw in more, and higher-spending visitors more often for the benefit of all businesses located in this area through offering a wider range and quality of eating, drinking and things to do here. These temporary businesses would be selected to complement existing provision rather than replicate or compete with it. The aim is to raise the quality and offer more modern and healthy food and drink options and

new activities to complement the traditional seaside offer that is currently available. Research was undertaken by officers to better understand the existing offer to ensure complementarity rather than competition. The promenade from river mouth to the East Beach café is 700m (0.42 miles) and there are only a handful of outlets. The current sit-down catering offer is within Harbour Park (some seasonal only) or the Windmill Harvester set back from the seafront, with the East Beach Café at the far eastern end of the promenade, plus there are the take-away catering outlets in the promenade kiosks seaward of Harbour Park. This means that the bulk of the 700m long seafront promenade has no food and drink offer at all. A good quality temporary coffee outlet has recently started trading on the promenade, and further east beyond the East Beach Café, the new Watersports Café is under construction. The current range of catering is limited to a very traditional British/seaside offer, particularly at the western river end where the offer is strongly tailored to families with young children with little choice for higher-spending adults. It is clear from the queues seen in Pier Road this summer which lead to the road being closed to enable safe social distancing that many people visiting the seafront choose to head to the Pier Road outlets for food and drink.

Previously there was a very successful Gin, Prosecco and Pizza Bar on Bognor Regis seafront which drew in a new and more affluent clientele to visit this area. This is the sort of outlet we seek to put onto these pitches. Other alternatives are catering or activities that are not currently available such as vegan/ethnic street food or a paddleboarding operator, all of which would draw and attract both family and younger visitors.

All aspects of the selection, appearance and operation of the temporary businesses would be overseen via a licence managed by Arun DC Property and Estates Department who will also closely monitor noise and litter. This approach worked successfully with the Gin, Prosecco and Pizza Bar on Bognor Regis seafront and drew in new visitors thus benefiting existing businesses by drawing in new potential customers. The operator also set up Beach Cleans and rewarded people bringing in waste from the beach with free food and drink.

Targeted commercial operations would include things like good quality vegan, ethnic and street food and drink options such as a pizza oven, crepes and waffles, specialist sausages, international food, vegan/vegetarian food, gin and prosecco, cakes and pastries, jacket potatoes, seafood, burritos, etc to complement the existing traditional seaside offer, and activities such as paddle-boarding, kayaking, watersports or children's entertainment like face painting. Where there is a safety component such as with watersports, all relevant legislation will be complied with and all risk assessments will be undertaken by the operators who are responsible for safety. The area near the river is part of the RNLI-patrolled beach making this area the safest place for going into the water on the whole beach.

Based on the fact that any planning conditions put into place around the types of businesses to utilise these sites would probably not have included a Big Wheel and it would therefore not have been able to use these sites, we would recommend that no planning conditions restricting the types of business on these sites are put in place.

2.3 Business clusters – Size and type of business

It is almost impossible to give a clear answer as to how many of what type of business would be on each site at this stage as we won't know what businesses will come forward until we advertise the sites, and we cannot do this without planning approval. At least initially, the intention was to handpick a small number of complementary businesses with a maximum of two per site to trial this approach, but both sites are clearly large enough to

accommodate a greater number of smaller outlets. All businesses would operate from good quality temporary or tow-away units with their offer, pricing and appearance vetted by Property and Estates.

Some thought has been given to the siting of commercial units however this is obviously dependent on the size and type of business operation – you can't fit a Big Wheel in the same space as a small catering trailer, and whereas a paddleboard operator would need space for boards, safety gear etc, a children's face painter just needs a chair. A drawing showing potential layouts is attached as Appendix E, however this layout would only work for smaller business units. The Covid-19 pandemic means that while we want to attract people to come to the seafront, we do not want to encourage large gatherings of people, so striking that balance in terms of commercial activity could mean a potentially larger number of very small operators could also utilise these spaces – think face-painter, fortune teller, caricaturist, mime statue, friendship bracelet maker, hair braider. This approach would reduce queuing and thus encourage responsible social distancing.

The Covid-19 pandemic has cancelled festivals and other mass gatherings which are serviced by good quality catering and activity providers, and there have been many approaches by such operators this summer who have had to be turned away. Many of the approaches have been from good quality catering outlets using a variety of different sized trailers with outdoor seating.

What is clear is that opportunities such as the Big Wheel are great for the town and having planning consent in place would mean such short notice opportunities as this and others that we have had to turn down this summer of equal quality and merit could be embraced. If planning conditions were put in place stating, for example, that Banjo Road has to be divided into four pitches as shown on the drawing, we could not have accepted the Big Wheel.

Accordingly our recommendation is that no planning conditions are put in place around the size or number of businesses on each site to retain the greatest possible flexibility to be able to react to changing circumstances. The professional team in Property and Estates that manage such sites routinely liaise with the Economy Group and others within the council when making such decisions.

2.4 How this proposal will improve the economy of Littlehampton

As stated above the main driver for this application is to improve the economy of the Littlehampton seafront area by generating new and more affluent footfall, and more regular visits. This will bring higher turnovers for local businesses both new and existing and this creates new jobs.

The Covid-19 pandemic means that for the foreseeable future, day trips are likely to be preferred to staying trips. Littlehampton benefits from an extensive beach with ample car parking across both the town and seafront area making it an appealing destination for trips to the seaside from the main catchment of south London and southern counties as evidenced over this summer. We know from Tourism South East research that people on a day trip spend less than those staying overnight, so to support the local economy, we need to find ways to encourage people to spend more and come back to Littlehampton more often.

In a way, the timing of this application could not be more appropriate; as the nation emerges from the Covid-19 pandemic the town will need to put its best offer out there to

attract people to come and spend time and money there. This planning application provides the perfect opportunity to broaden and improve the range and quality of visitor services on offer on the seafront. It will raise the profile of the opportunities offered by the seafront greens for future major high-quality new events such as food festivals, classic car rallies etc.

This application is part of the wider strategic plan to reinvigorate and revitalise the town to make it more attractive to visitors and attract new people to come. We have listened to concerns that have been raised relating to the originally submitted proposals and have reduced the number of sites that are proposed.

2.5 Process going forward

If planning approval is granted, these sites will be advertised by Property and Estates for occupation by temporary businesses for Summer 2021, or earlier if there are operators keen to be there beforehand.

The temporary licensing on these pitches will enable the council to see how the business performs and for the business to test the water in Littlehampton, and this may lead to businesses wishing to locate in Littlehampton on a permanent basis. As an example, the Coffee Cup on Bognor Regis promenade is open all year round and is licensed by the Council as a permanent concession.

3. OPTIONS:

To recommend to Development Control Committee that:

- Littlehampton Regeneration Sub Committee supports the submission of planning application LU/91/19
- Littlehampton Regeneration Sub Committee supports the proposals in the planning application, and the conditioning of the application as detailed within the report in order to support the post-Covid rebuilding of the economy in Littlehampton.

OR

To recommend to Development Control Committee that:

- Littlehampton Regeneration Sub Committee does not support the submission of planning application LU/91/19
- Littlehampton Regeneration Sub Committee does not support the proposals in the planning application, and the conditioning of the application as detailed within the report in order to support the post-Covid rebuilding of the economy in Littlehampton.

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	x	
Relevant District Ward Councillors	x	
Other groups/persons (please specify) Public, LTC and ADC Members all consulted via the planning application	x	

5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial	x	
Legal	x	
Human Rights/Equality Impact Assessment		
Community Safety including Section 17 of Crime & Disorder Act		
Sustainability		
Asset Management/Property/Land	x	
Technology		
Other (please explain)		
6. IMPLICATIONS: Financial: The planning approval will generate an income for the Council Legal: Licences for each business to operate will need to be produced, however a standard template has been produced and successfully used for similar business activity on Bognor Regis seafront Property: The sites are on Council-owned land		

7. REASON FOR THE DECISION:

To support the post-Covid rebuilding of the economy in Littlehampton

8. BACKGROUND PAPERS:

[Littlehampton Regeneration Sub Committee June 2017](#)

Appendix A – Commercial pitches Site Plan

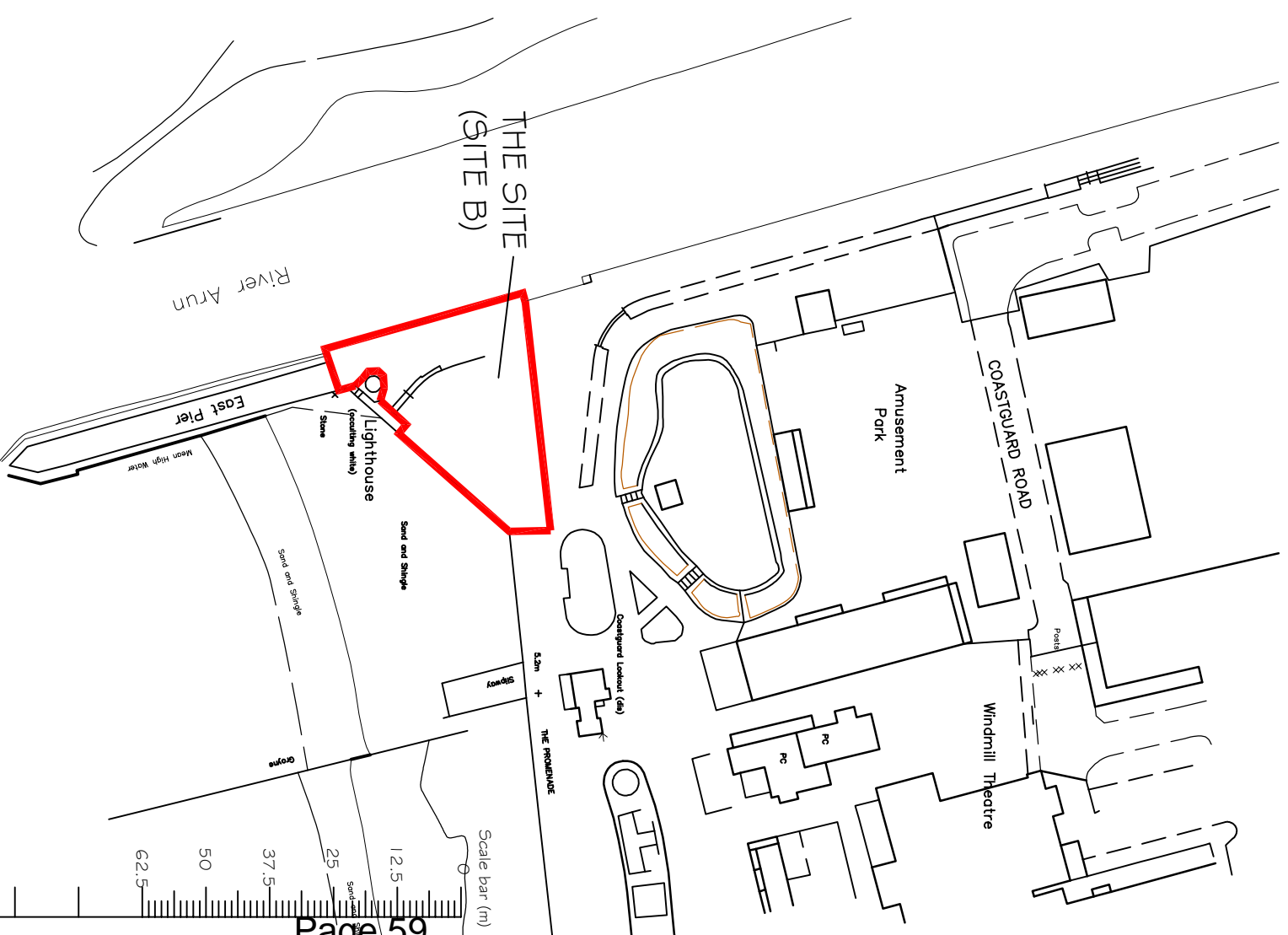
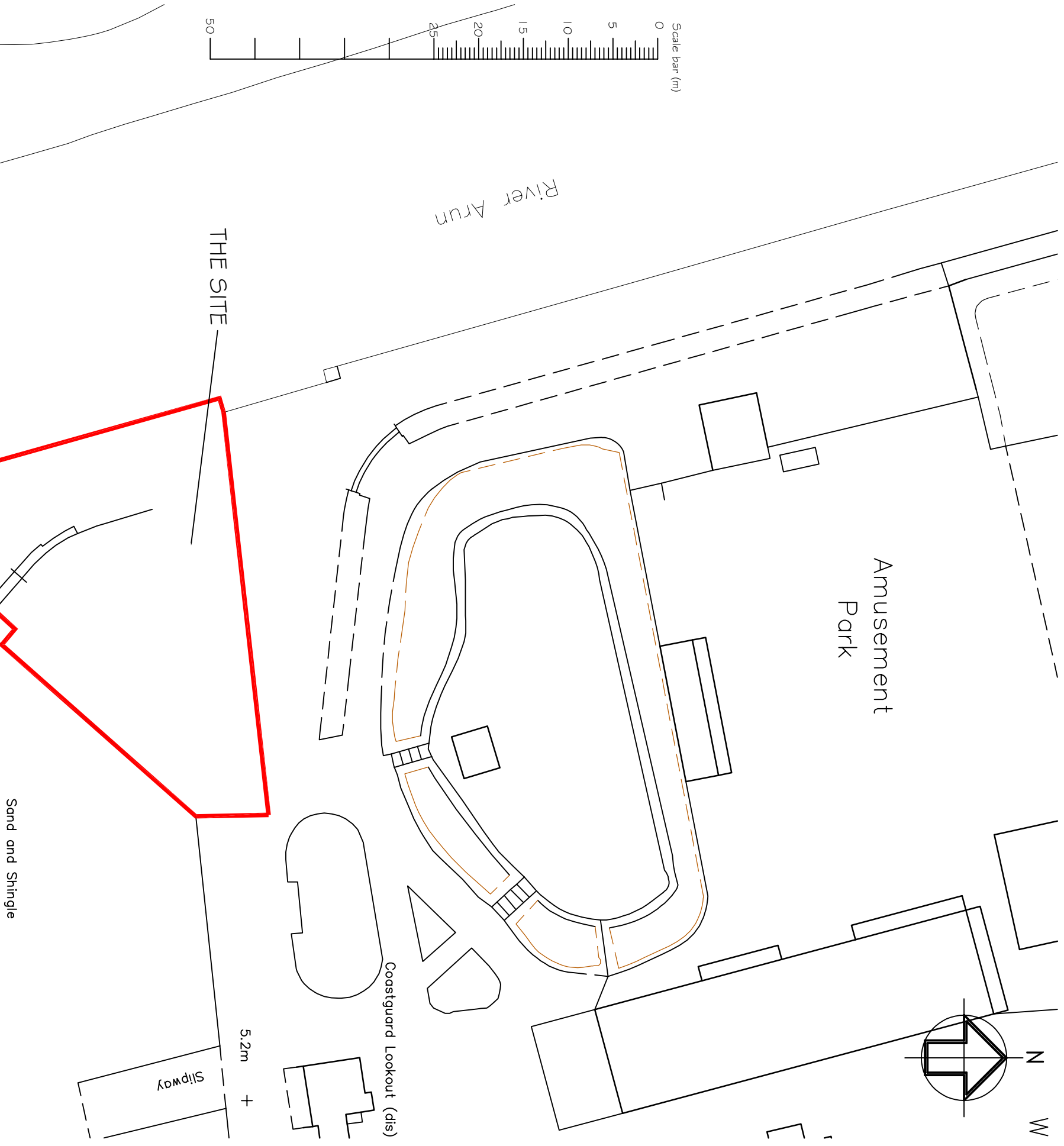
Appendix B – Planning Response to address objections raised

Appendix C – Banjo Road proposed layout

Appendix D – 2019-2020 Banjo Road Coach Parking ticket data

Appendix E – Drawing showing potential layout of units at both sites

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SITE LOCATION PLAN 1:1250

125 —

BLOCK PLAN 1:500

✓ Lighthouse
(occluding white)

CLIENT
~~ARUN DISTRICT COUNCIL~~

REV	DESCRIPTION
A	SITE A OMITTED. EXTENT OF SITE B REDUCED.
PROJECT	
CHANGE OF USE OF PARTS OF	
LITTLETON CEMETERY	

REV	DESCRIPTION	DATE
A	SITE A OMITTED. EXTENT OF SITE B REDUCED.	24.04.19

CHARTERED BUILDING SURVEYORS
SLOANE
&
BROWN
ARCHITECTURAL SERVICES

Stone

SCALE

DRAWN BY
PLB

DATE _____

JAN 19

~~DWG-NO~~ 799/04

REV. A

Sand and Shingle 1:500 @A3
~~DWG-NC~~

799/04

REV. A

3b Woodhorn Business Centre
Woodhorn Lane
Oving Chichester
West Sussex PO20 2BX
Tel 01243 774764

N DISTRICT COUNCIL LU/91/19/PL

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www.sloaneandbrown.co.uk

Development Control
Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton BN17 5LF

Email phil@sloaneandbrown.co.uk
Our ref 799
Your ref LU/91/19/PL

13th December 2019

Dear Sir / Madam,

Change of use of parts of seafront for temporary food and drink outlets and other seaside uses together with associated temporary / portable structures and equipment for use by businesses associated with those outlets – various sites along Littlehampton Promenade. Ref LU/91/19/PL.

General Information

Part of the Littlehampton Seafront Public Realm Action Plan approved by the Littlehampton Regeneration Sub Committee in June 2017 and the Full Council in July 2017 was to extend the provision for temporary business pitches in the seafront area to enable seasonal businesses to locate there. Planning approval is required for any commercial outlet that is in situ for over 28 days, and this application is about planning for the future to enable Arun District Council to grasp suitable opportunities as they arise to enhance and improve the Littlehampton seafront offer for its visitors and increase footfall which will benefit all businesses located there. It is envisaged that such outlets would be in place for the busy summer season to cater for visitors to Littlehampton seafront, however it is not envisaged that all the pitches will be used immediately or indeed necessarily all at the same time. The sites would also support any large-scale events on the greens such as Food Festivals or Classic Car Shows.

The aim of this planning application is to draw in more, and higher-spending, visitors more often for the benefit of all businesses located in this area through offering a wider range and quality of eating, drinking and things to do in this location. These temporary businesses would be selected to complement existing provision rather than replicate or compete with it. The aim is to raise the quality and offer more modern and healthy food and drink options and new activities, all based in good quality temporary or tow-away units. Previously there was a very successful Gin, Prosecco and Pizza Bar on Bognor Regis seafront which drew in a new and younger clientele to visit this area. This is the sort of outlet we seek to put onto these pitches. Other alternatives are catering or activities that are not currently available such as vegan / ethnic street food or a paddleboarding operator, all of which would draw and attract both family and younger visitors.

All temporary businesses located on the proposed sites would be subject to full management and oversight by Arun District Council. Applications to locate businesses on these pitches would be fully vetted and licensed by qualified surveyors from Arun District Council's Property and Estates Department as they control all business



use on Arun District Council land. The operating licence provides the mechanism to control many of the issues raised in objections such as rubbish, food waste etc, and would specify conditions around the extent of the site which would include space for outdoor tables and chairs or any equipment such as paddleboards, what was being sold and which days and times, and manage litter and other potential environmental issues. Breach of licence conditions can be reported to the Council and would mean the licence could be removed.

A number of issues have been raised during the course of this planning application, and these are addressed in detail below:

1. Loss of coach parking

Coach trips are a contributor to the footfall in the seafront area, however ticket sales show that the Banjo Road coach park is rarely full – at most twice per year according to the ticket data. Data shows the highest ticket sales are in July and August, with total coach ticket sales for the month of July 2018 of 131, and for August 2018 of 108. Given that there are a total of 20 coach parking spaces available it is clear that this is an underused resource.

The Banjo Road coach park is a large area for seasonal businesses. It is proposed that as the site is initially marketed to businesses, that the parallel parking area near the seafront and performance venue is barriered off for use by temporary businesses, and the northern (inland) oval part of the site is retained for coach parking i.e. drop-off and pick up, turning area and parking. This is as the attached plan. This would mean there were 10 less coach parking spaces on these occasions, which ticket sales indicate should not impact the ability of coaches to use Banjo Road. To mitigate for the loss of these coach spaces, there are currently 2 coach spaces at the Wave Leisure Centre (approximately a 5 minute walk away) designed for school swimming lesson coaches that are unused at weekends, and Banjo Road would still be used to drop off and pick up. The availability of these spaces can be clearly signed on the Pay and Display machine.

In the longer term, alternative off-site coach parking will be identified for the temporary periods when the whole of Banjo Road is being used by seasonal businesses. Allocated drop-off and pick-up points will be provided close to the seafront so there will be minimum impact on visitors. Officers will investigate potentially suitable areas locally for coach parking. Coaches are not permitted to park on surrounding roads as on-road parking is allocated for cars rather than specific allocated coach parking, so this provision will be off-road.

The planning application, if approved, could be conditioned such that the herringbone coach parking section of Banjo Road cannot be used for seasonal businesses until alternative off-site provision has been identified and all plans / signage / communications etc as described above are in hand.

2. Competition with existing businesses

The aim is to bring in new temporary businesses with a different offer to the existing businesses that will drive new footfall for the benefit of all businesses located on or near the seafront rather than detract from the trade and viability of existing businesses. Having more seasonal outlets would also help to cater for large-scale events on the greens.

The current sit-down catering offer is within Harbour Park or The Windmill Harvester set back from the seafront, with the East Beach Café at the far eastern end of the promenade, plus there are the take-away catering outlets in the promenade kiosks seaward of Harbour Park. This means that the bulk of the 700m long seafront promenade has no food and drink offer at all, and at the west end near the river mouth there is a predominantly standard / value offer available.

The catering and retail outlets in Pier Road are in a different catchment along the riverside with their own seating and microclimate. Seafront visitors tend to come for the beach experience and currently many choose to walk to Pier Road to eat and drink.

We believe that there is additional seasonal capacity along the 700m long stretch of seafront between the River Arun and East Beach Café for more than the existing businesses, and for higher quality and more variety of modern / healthy food and drink choices which do not compete with the existing offer. For example, this could be an outlet like the fresh pizza, gin and prosecco bar that has been so successful on Bognor Regis seafront or street and ethnic food choices. There is also capacity for new beach activities such as paddleboarding and kayaking (pending the arrival of the new Watersports Café at the eastern end of the promenade).

3. Visual impact, loss of current seafront experience

We believe that two temporary business pitches with a maximum of two small single storey units along a 700m stretch of promenade would not alter the open and undeveloped character of the seafront in any meaningful way. The Banjo Road site, although larger, is set back from the beach and promenade.

All temporary business units will be licensed to operate by the Council's Property and Estates Department, and part of the prequalification will be that all business units will need to meet an acceptable quality in terms of appearance. It is not anticipated that all these proposed pitches would be in use at the same time at least initially, and possibly never. This application specifies several different sites that would be relevant to different types of outlets, so for example, a paddleboard operator would need to be close to the sea whereas a food operator might choose the larger and more sheltered location in Banjo Road to enable comfortable outdoor seating and eating.

Temporary units will be approved by Arun District Council's Property and Estates surveyors who will vet every application and issue an operating licence to the outlet. As stated above, the aim is to improve and enhance the current range and quality of the seafront offer, not to repeat or compete with existing outlets. Accordingly, units will have a good quality of appearance, be visually appealing and in keeping with the area in which they are located. This is particularly true of the "pebble seat" area (site B – concreted area to north of Littlehampton Pier) which is a key visual gateway.

4. Environmental impact – litter, smell etc

Operating licences for seasonal businesses issued by Arun District Council will consider how food / drinks are served and consumed, and stipulate strict litter management and daily rubbish removal, plus regular litter picks to tidy their area. Responsible operators will want their area to be clean and tidy; in Bognor Regis the gin, pizza and prosecco operator would litter pick several times a day and worked with a local charity to do joint beach cleans, and The Coffee Cup Café on the promenade offers a free hot drink for returning a bucket full of litter on a Monday, so these operators are making the beach cleaner rather than the opposite.

In term of cooking odours, existing outlets already create such odours, and the daily sea-breeze will readily disperse any cooking odours away.

5. Promenade too narrow for the two proposed pitches to operate safely with other promenade traffic

Safety has obviously been considered as part of the planning application. The proposed pitches allow the road train to operate safely up to its "white line" with a minimum gap of over 600mm from the proposed temporary businesses even in the unlikely event that the building extends to the maximum width permitted (3.5m).

The dimensions of the promenade in Littlehampton are similar (in fact slightly wider) than that in Bognor Regis, where a busy permanent coffee kiosk, The Coffee Cup, is located plus a road train, cyclists, pedestrians and other promenade “traffic”. Part of the operating licence in place for Bognor Regis demands that queues must be to the sides of the kiosk, not out across the promenade to retain the free-flow of “traffic”. There have been no safety issues with these arrangements in the 4 years that the kiosk has been in situ along Bognor Regis promenade, and this promenade is at least as busy as the one in Littlehampton and indeed in a more sustained way because of the 5,000 visitors that come to Butlin’s each week of the year.

All traffic, whether pedestrian or vehicular, travels slowly on the shared surface of the promenade, reducing the risk of collisions or accidents.

6. “Junk” food and ugly mobile units

From the objections posted, it seems that the main aims of this planning application have been misunderstood. As stated above, the intention is that any new food provision would be of a better quality, healthier, more modern and diverse offer that many families now expect to find on their days out.

The units from which the businesses are run are equally important to add to the offer. They will be vetted by the Arun District Council Property and Estates team, and must be of a good quality appearance. They would definitely not appear be “cheap and tacky” as the intention is to move to a higher quality image.

7. Alcohol sales

Alcohol is readily available on the seafront at both the East Beach Café and The Windmill Harvester, and if people are determined to drink, they will bring alcohol with them.

On Bognor Regis promenade last summer there was a very successful Gin, Prosecco and Pizza bar for the first time, and the new venue did not create any additional drunkenness or disturbance as the clientele it attracted were not the type to drink to excess and then behave badly. As with Littlehampton, there are several pubs / bars already located close to the seafront.

All alcohol sales are subject to formal licensing, and licenses are only granted to trained and competent people.

Please do not hesitate to contact us should you require any further information or if you have any questions.

Yours faithfully,



Phil Brown

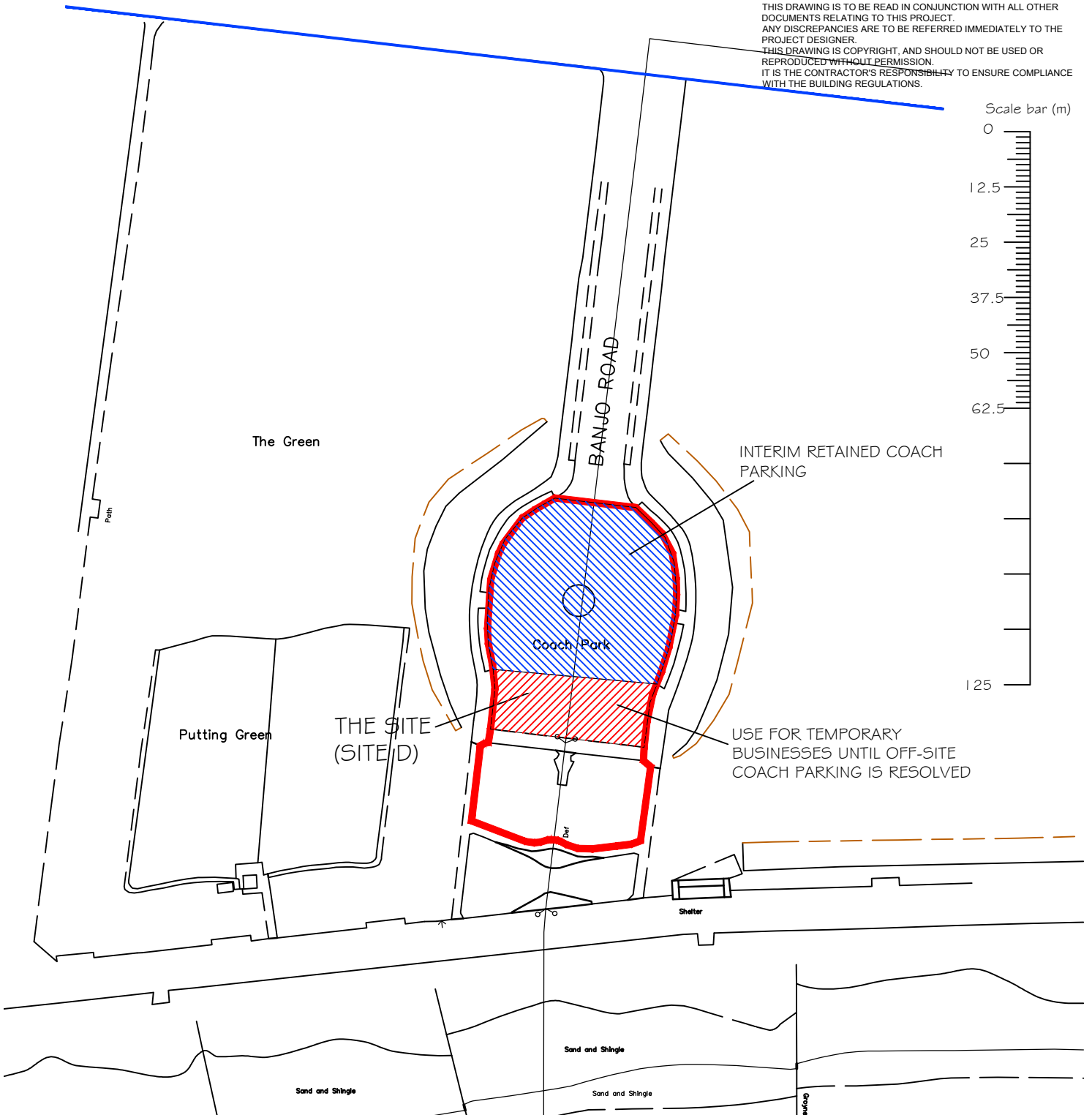
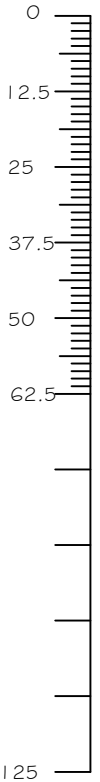
Director

Sloane and Brown Ltd

Enc. – drawing 799-07

NOTES
 WRITTEN DIMENSIONS TO BE TAKEN IN PREFERENCE TO SCALE, AND ARE TO BE CHECKED ON SITE PRIOR TO COMMENCING WORK.
 THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL OTHER DOCUMENTS RELATING TO THIS PROJECT.
 ANY DISCREPANCIES ARE TO BE REFERRED IMMEDIATELY TO THE PROJECT DESIGNER.
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 IT IS THE CONTRACTOR'S RESPONSIBILITY TO ENSURE COMPLIANCE WITH THE BUILDING REGULATIONS.

Scale bar (m)



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SITE USE PLAN 1:1250

CLIENT
 ARUN DISTRICT COUNCIL

SCALE 1:100 @A3
DRAWN BY PLB
DATE DEC 19

DWG NO 799/07
REV. A

A SITE COMMITTED
 REV DESCRIPTION

29.04.20
 DATE

PROJECT
 CHANGE OF USE OF PARTS OF
 LITTLEHAMPTON SEAFRONT
 LITTLEHAMPTON
 WEST SUSSEX
DRAWING TITLE
 SITE D SITE USE PLAN

Page 65

CHARTERED BUILDING SURVEYORS

SLOANE & BROWN

ARCHITECTURAL SERVICES

Unit 3b Woodhorn Business Centre
 Woodhorn Lane
 Oving Chichester
 West Sussex PO20 2BX
 Tel 01243 774764
www.sloaneandbrown.co.uk

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Ticket sales	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	23	15	23	37	32	13	7	6	2	0	0	0	120
Over one hour	2	4	34	70	53	5	0	1	0	0	0	0	163
Overnight	0	2	0	0	1	0	0	0	0	0	0	0	1
Total	25	21	57	107	86	18	7	7	2	0	0	0	284

£	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	£69.00	£45.00	£69.00	£111.00	£96.00	£39.00	£14.00	£12.00	£4.00	£0.00	£0.00	£0.00	£345.00
Over one hour	£20.00	£40.00	£340.00	£700.00	£530.00	£50.00	£0.00	£4.00	£0.00	£0.00	£0.00	£0.00	£1,624.00
Overnight	£0.00	£12.00	£0.00	£0.00	£6.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.00
Total	£89.00	£97.00	£409.00	£811.00	£632.00	£89.00	£14.00	£16.00	£4.00	£0.00	£0.00	£0.00	£1,975.00

Tariffs	Up to one hour	Over one hour	Overnight
Summer- March to October	£3.00	£10.00	£6.00
Winter- November to February	£2.00	£4.00	£6.00

Ticket sales	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	0	1	4	4	2	1	0	0	0	0	0	0	11
Over one hour	0	3	23	87	52	7	0	1	0	0	0	0	170
Overnight	0	1	0	0	1	0	0	0	0	0	0	0	1
Total	0	5	27	91	55	8	0	1	0	0	0	0	182

£	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	£0.00	£3.00	£12.00	£12.00	£6.00	£3.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£33.00
Over one hour	£0.00	£30.00	£230.00	£870.00	£520.00	£70.00	£0.00	£4.00	£0.00	£0.00	£0.00	£0.00	£1,694.00
Overnight	£0.00	£6.00	£0.00	£0.00	£6.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£6.00
Total	£0.00	£39.00	£242.00	£882.00	£532.00	£73.00	£0.00	£4.00	£0.00	£0.00	£0.00	£0.00	£1,733.00

Tariffs	Up to one hour	Over one hour	Overnight
Summer- March to October	£3.00	£10.00	£6.00
Winter- November to February	£2.00	£4.00	£6.00

Ticket sales	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	23	16	27	41	34	14	7	6	2	0	0	0	131
Over one hour	2	7	57	157	105	12	0	2	0	0	0	0	333
Overnight	0	3	0	0	2	0	0	0	0	0	0	0	2
Total	25	26	84	198	141	26	7	8	2	0	0	0	466

£	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Total
Up to one hour	£69.00	£48.00	£81.00	£123.00	£102.00	£42.00	£14.00	£12.00	£4.00	£0.00	£0.00	£0.00	£378.00
Over one hour	£20.00	£70.00	£570.00	£1,570.00	£1,050.00	£120.00	£0.00	£8.00	£0.00	£0.00	£0.00	£0.00	£3,318.00
Overnight	£0.00	£18.00	£0.00	£0.00	£12.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£12.00
Total	£89.00	£136.00	£651.00	£1,693.00	£1,164.00	£162.00	£14.00	£20.00	£4.00	£0.00	£0.00	£0.00	£3,708.00

Tariffs	Up to one hour	Over one hour	Overnight
Summer- March to October	£3.00	£10.00	£6.00
Winter- November to February	£2.00	£4.00	£6.00

P&D	Up to one hour	Over one hour	Overnight	Total
01/06/2019	0	1	0	1
02/06/2019	1	0	0	1
03/06/2019	0	0	0	0
04/06/2019	2	0	0	2
05/06/2019	1	2	0	3
06/06/2019	0	0	0	0
07/06/2019	0	0	0	0
08/06/2019	0	0	0	0
09/06/2019	0	0	0	0
10/06/2019	5	0	0	5
11/06/2019	0	0	0	0
12/06/2019	0	3	0	3
13/06/2019	1	6	0	7
14/06/2019	4	0	0	4
15/06/2019	0	0	0	0
16/06/2019	1	2	0	3
17/06/2019	0	0	0	0
18/06/2019	1	0	0	1
19/06/2019	1	3	0	4
20/06/2019	0	1	0	1
21/06/2019	0	5	0	5
22/06/2019	0	2	0	2
23/06/2019	0	2	0	2
24/06/2019	1	0	0	1
25/06/2019	0	1	0	1
26/06/2019	0	0	0	0
27/06/2019	1	0	0	1
28/06/2019	3	2	0	5
29/06/2019	0	4	0	4
30/06/2019	1	0	0	1
Total	23	34	0	57

RingGo	Up to one hour	Over one hour	Overnight	Total
01/06/2019	0	0	0	0
02/06/2019	0	0	0	0
03/06/2019	0	3	0	3
04/06/2019	0	0	0	0
05/06/2019	0	0	0	0
06/06/2019	1	3	0	4
07/06/2019	0	1	0	1
08/06/2019	0	0	0	0
09/06/2019	0	0	0	0
10/06/2019	0	0	0	0
11/06/2019	0	0	0	0
12/06/2019	0	0	0	0
13/06/2019	1	2	0	3
14/06/2019	0	1	0	1
15/06/2019	0	0	0	0
16/06/2019	0	0	0	0
17/06/2019	0	1	0	1
18/06/2019	0	0	0	0
19/06/2019	0	1	0	1
20/06/2019	0	0	0	0
21/06/2019	0	2	0	2
22/06/2019	0	0	0	0
23/06/2019	0	1	0	1
24/06/2019	0	0	0	0
25/06/2019	0	1	0	1
26/06/2019	0	4	0	4
27/06/2019	1	0	0	1
28/06/2019	1	3	0	4
29/06/2019	0	0	0	0
30/06/2019	0	0	0	0
Total	4	23	0	27

Total	Up to one hour	Over one hour	Overnight	Total
01/06/2019	0	1	0	1
02/06/2019	1	0	0	1
03/06/2019	0	3	0	3
04/06/2019	2	0	0	2
05/06/2019	1	2	0	3
06/06/2019	1	3	0	4
07/06/2019	0	1	0	1
08/06/2019	0	0	0	0
09/06/2019	0	0	0	0
10/06/2019	5	0	0	5
11/06/2019	0	0	0	0
12/06/2019	0	3	0	3
13/06/2019	2	8	0	10
14/06/2019	4	1	0	5
15/06/2019	0	0	0	0
16/06/2019	1	2	0	3
17/06/2019	0	1	0	1
18/06/2019	1	0	0	1
19/06/2019	1	4	0	5
20/06/2019	0	1	0	1
21/06/2019	0	7	0	7
22/06/2019	0	2	0	2
23/06/2019	0	3	0	3
24/06/2019	1	0	0	1
25/06/2019	0	2	0	2
26/06/2019	0	4	0	4
27/06/2019	2	0	0	2
28/06/2019	4	5	0	9
29/06/2019	0	4	0	4
30/06/2019	1	0	0	1
Total	27	57	0	84

P&D	Up to one hour	Over one hour	Overnight	Total
01/07/2019	12	1	0	13
02/07/2019	1	2	0	3
03/07/2019	1	1	0	2
04/07/2019	1	1	0	2
05/07/2019	2	7	0	9
06/07/2019	3	1	0	4
07/07/2019	0	0	0	0
08/07/2019	2	5	0	7
09/07/2019	0	4	0	4
10/07/2019	0	2	0	2
11/07/2019	0	6	0	6
12/07/2019	0	1	0	1
13/07/2019	0	1	0	1
14/07/2019	2	3	0	5
15/07/2019	1	5	0	6
16/07/2019	1	1	0	2
17/07/2019	0	0	0	0
18/07/2019	1	1	0	2
19/07/2019	0	0	0	0
20/07/2019	1	8	0	9
21/07/2019	0	1	0	1
22/07/2019	0	0	0	0
23/07/2019	0	2	0	2
24/07/2019	0	3	0	3
25/07/2019	0	0	0	0
26/07/2019	2	0	0	2
27/07/2019	3	5	0	8
28/07/2019	2	3	0	5
29/07/2019	1	2	0	3
30/07/2019	0	1	0	1
31/07/2019	1	3	0	4
Total	37	70	0	107

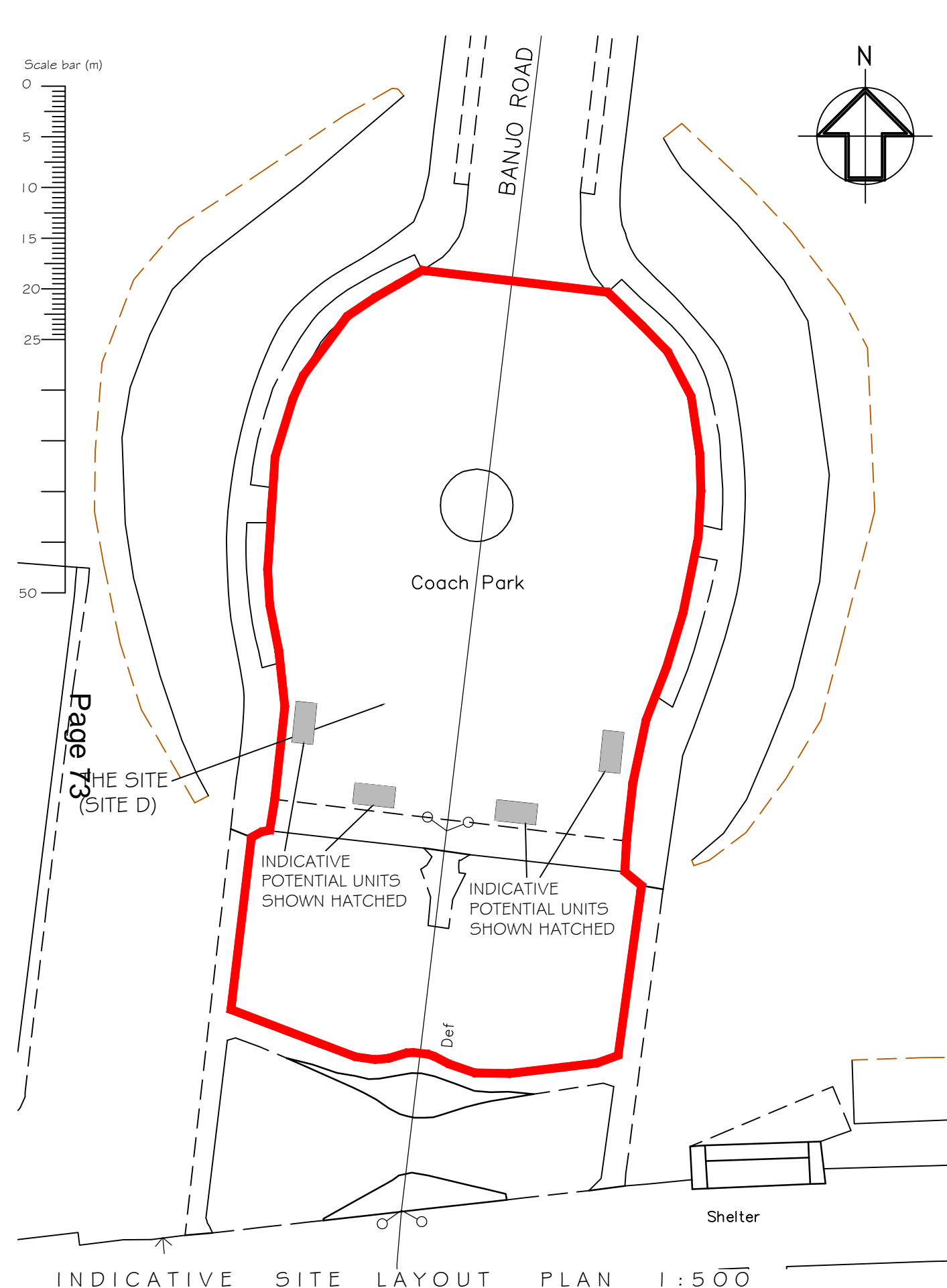
RingGo	Up to one hour	Over one hour	Overnight	Total
01/07/2019	0	1	0	1
02/07/2019	0	1	0	1
03/07/2019	0	6	0	6
04/07/2019	0	8	0	8
05/07/2019	1	2	0	3
06/07/2019	0	3	0	3
07/07/2019	0	0	0	0
08/07/2019	0	0	0	0
09/07/2019	0	9	0	9
10/07/2019	2	1	0	3
11/07/2019	0	4	0	4
12/07/2019	0	5	0	5
13/07/2019	0	2	0	2
14/07/2019	0	1	0	1
15/07/2019	0	1	0	1
16/07/2019	0	2	0	2
17/07/2019	0	2	0	2
18/07/2019	0	8	0	8
19/07/2019	0	4	0	4
20/07/2019	1	10	0	11
21/07/2019	0	0	0	0
22/07/2019	0	1	0	1
23/07/2019	0	0	0	0
24/07/2019	0	3	0	3
25/07/2019	0	0	0	0
26/07/2019	0	4	0	4
27/07/2019	0	4	0	4
28/07/2019	0	0	0	0
29/07/2019	0	1	0	1
30/07/2019	0	2	0	2
31/07/2019	0	2	0	2
Total	4	87	0	91

Total	Up to one hour	Over one hour	Overnight	Total
01/07/2019	12	2	0	14
02/07/2019	1	3	0	4
03/07/2019	1	7	0	8
04/07/2019	1	9	0	10
05/07/2019	3	9	0	12
06/07/2019	3	4	0	7
07/07/2019	0	0	0	0
08/07/2019	2	5	0	7
09/07/2019	0	13	0	13
10/07/2019	2	3	0	5
11/07/2019	0	10	0	10
12/07/2019	0	6	0	6
13/07/2019	0	3	0	3
14/07/2019	2	4	0	6
15/07/2019	1	6	0	7
16/07/2019	1	3	0	4
17/07/2019	0	2	0	2
18/07/2019	1	9	0	10
19/07/2019	0	4	0	4
20/07/2019	2	18	0	20
21/07/2019	0	1	0	1
22/07/2019	0	1	0	1
23/07/2019	0	2	0	2
24/07/2019	0	6	0	6
25/07/2019	0	0	0	0
26/07/2019	2	4	0	6
27/07/2019	3	9	0	12
28/07/2019	2	3	0	5
29/07/2019	1	3	0	4
30/07/2019	0	3	0	3
31/07/2019	1	5	0	6
Total	41	157	0	198

P&D	Up to one hour	Over one hour	Overnight	Total
01/08/2019	0	3	0	3
02/08/2019	2	1	0	3
03/08/2019	0	5	0	5
04/08/2019	0	1	0	1
05/08/2019	1	1	1	3
06/08/2019	3	1	0	4
07/08/2019	0	1	0	1
08/08/2019	0	0	0	0
09/08/2019	0	0	0	0
10/08/2019	1	1	0	2
11/08/2019	1	2	0	3
12/08/2019	2	0	0	2
13/08/2019	0	2	0	2
14/08/2019	0	5	0	5
15/08/2019	1	4	0	5
16/08/2019	3	1	0	4
17/08/2019	0	2	0	2
18/08/2019	1	0	0	1
19/08/2019	1	1	0	2
20/08/2019	2	1	0	3
21/08/2019	2	1	0	3
22/08/2019	1	6	0	7
23/08/2019	0	1	0	1
24/08/2019	0	1	0	1
25/08/2019	2	4	0	6
26/08/2019	5	3	0	8
27/08/2019	1	2	0	3
28/08/2019	1	0	0	1
29/08/2019	1	0	0	1
30/08/2019	0	3	0	3
31/08/2019	1	0	0	1
Total	32	53	1	86

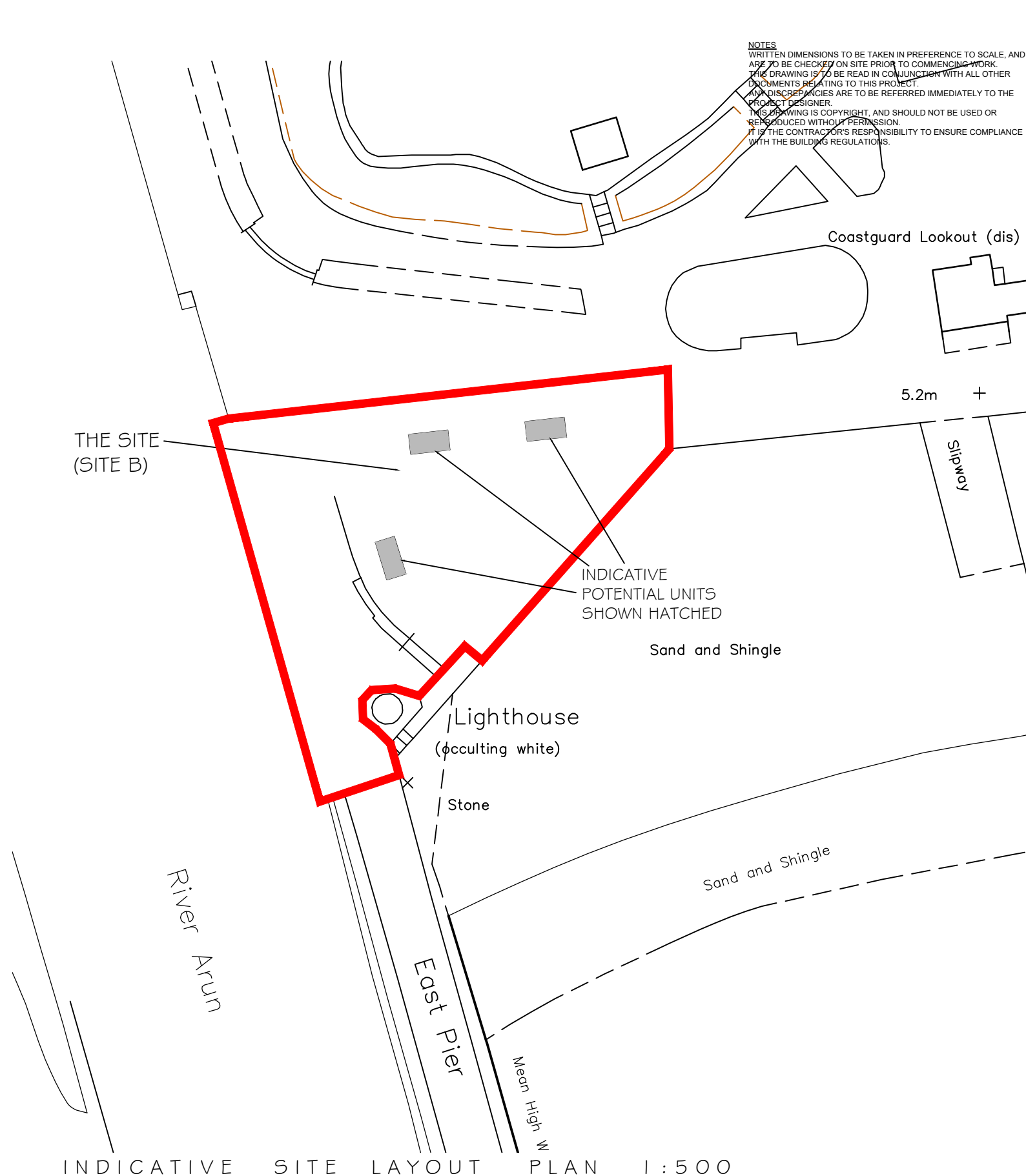
RingGo	Up to one hour	Over one hour	Overnight	Total
01/08/2019	0	1	0	1
02/08/2019	1	14	1	16
03/08/2019	0	0	0	0
04/08/2019	0	1	0	1
05/08/2019	0	0	0	0
06/08/2019	0	1	0	1
07/08/2019	0	0	0	0
08/08/2019	0	0	0	0
09/08/2019	0	2	0	2
10/08/2019	0	1	0	1
11/08/2019	0	3	0	3
12/08/2019	0	0	0	0
13/08/2019	0	1	0	1
14/08/2019	0	0	0	0
15/08/2019	1	4	0	5
16/08/2019	0	2	0	2
17/08/2019	0	4	0	4
18/08/2019	0	1	0	1
19/08/2019	0	1	0	1
20/08/2019	0	2	0	2
21/08/2019	0	4	0	4
22/08/2019	0	0	0	0
23/08/2019	0	1	0	1
24/08/2019	0	4	0	4
25/08/2019	0	0	0	0
26/08/2019	0	0	0	0
27/08/2019	0	0	0	0
28/08/2019	0	0	0	0
29/08/2019	0	1	0	1
30/08/2019	0	0	0	0
31/08/2019	0	4	0	4
Total	2	52	1	55

Total	Up to one hour	Over one hour	Overnight	Total
01/08/2019	0	4	0	4
02/08/2019	3	15	1	19
03/08/2019	0	5	0	5
04/08/2019	0	2	0	2
05/08/2019	1	1	1	3
06/08/2019	3	2	0	5
07/08/2019	0	1	0	1
08/08/2019	0	0	0	0
09/08/2019	0	2	0	2
10/08/2019	1	2	0	3
11/08/2019	1	5	0	6
12/08/2019	2	0	0	2
13/08/2019	0	3	0	3
14/08/2019	0	5	0	5
15/08/2019	2	8	0	10
16/08/2019	3	3	0	6
17/08/2019	0	6	0	6
18/08/2019	1	1	0	2
19/08/2019	1	2	0	3
20/08/2019	2	3	0	5
21/08/2019	2	5	0	7
22/08/2019	1	6	0	7
23/08/2019	0	2	0	2
24/08/2019	0	5	0	5
25/08/2019	2	4	0	6
26/08/2019	5	3	0	8
27/08/2019	1	2	0	3
28/08/2019	1	0	0	1
29/08/2019	1	1	0	2
30/08/2019	0	3	0	3
31/08/2019	1	4	0	5
Total	34	105	2	141



INDICATIVE SITE LAYOUT PLAN 1:500

THE PLANNING APPLICATION RELATING TO THIS PROPOSAL ONLY RELATES TO THE PRINCIPLE OF THE CHANGE OF USE OF THE LAND. THE NOTIONAL LAYOUTS FOR BOTH SITES THAT HAVE BEEN SHOWN ARE ENTIRELY INDICATIVE TO DEMONSTRATE A POSSIBLE LAYOUT ONLY AND DO NOT PURPORT TO SHOW THE ACTUAL SIZE, LOCATION, DENSITY, CONFIGURATION OR TYPE OF ANY PORTABLE UNITS THAT MAY BE INSTALLED AS THIS IS NOT A MATTER THAT CAN BE DECIDED AS PART OF THE PLANNING APPLICATION. THE ACTUAL INSTALLATION WILL BE AGREED AND CONTROLLED BY THE ARUN DISTRICT COUNCIL PROPERTY & ESTATES TEAM.



INDICATIVE SITE LAYOUT PLAN 1:500

CLIENT
ARUN DISTRICT COUNCIL

SCALE
1:500 @A3

DRAWN BY
PLB

DATE
JUN 20

DWG NO 799/08

REV. -

REV DESCRIPTION DATE
PROJECT
CHANGE OF USE OF PARTS OF
LITTLEHAMPTON SEAFRONT
LITTLEHAMPTON
WEST SUSSEX
DRAWING TITLE
INDICATIVE SITE LAYOUTS -
SITES B&D



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ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUB COMMITTEE ON 7TH OCTOBER 2020

PART A : REPORT

SUBJECT: Economy Group's support to businesses during the COVID-19 pandemic

REPORT AUTHOR: Denise Vine

DATE: 22nd September 2020

EXTN: 37854

PORTFOLIO AREA: Economy Group, Place Directorate

EXECUTIVE SUMMARY:

This information paper updates Members on some of the activities undertaken by the Economy Group to help businesses during the COVID-19 pandemic.

RECOMMENDATIONS:

Members of the Sub Committee are requested to note the contents of this report.

1. BACKGROUND AND ACTIVITIES:

1.1. The COVID-19 global pandemic has brought about a seismic shift in the lives of everyone the council serves with ongoing implications for health and wellbeing, society and community, and the local economy.

1.2. From March 2020 to the present day, council officers have adapted and reacted to the fast-changing guidance coming from central government both personally and as a council unit. At very short notice, most officers necessarily had to work from home initially with multiple IT and communications issues and find new ways to continue to do their own work plus the immense additional workload impelled by the pandemic.

1.3. The pandemic has affected some services much more than others; some have continued with little interruption to their usual work, while others like the Economy Group have been in the forefront of the response from the outset and have needed to adjust their work priorities accordingly.

1.4. As some semblance of a "new normal" is approaching, and officers are beginning to return to their usual work priorities it is an appropriate time to review the range and volume of work undertaken and the reactivity of the service to keep the public safe and support the safe recovery of the local economy.

1.5. The underpinning foundation of all this work has been working in partnership with all relevant partners across West Sussex to tackle this threat in a co-ordinated and holistic

manner. The success of this approach speaks volumes for the strong working relationships already built up by officers.

1.6. Strategic partnerships - Throughout the pandemic regular contact and liaison has been maintained with our strategic partners. This included weekly conference calls with the County Council and District and Borough Councils across West Sussex, the Local Enterprise Partnership and Coastal West Sussex. This has enabled quick and reactive responses to issues, for example, the collection and distribution of economic data and business intelligence and the preparation of the countywide joint policy regarding the issuing of the Discretionary Grants.

1.7. Business information - As all non-essential businesses closed and the government put in place various support schemes and safety guidance for those that were permitted to continue operating, getting correct information out to businesses regularly in an easy-to-read format was an essential requirement.

1.8. The Arun Business Partnership has over 3000 local businesses on its mailing list and they received weekly electronic bulletins with the most up to date government guidance and information. It also contained regular information about different grant streams and financial support available from all sources to ensure our businesses were able to take advantage of these.

1.9. Working in partnership with the Council's Communications Team, Arun Business Partnership, Bognor Regis Business Improvement District (BID), Littlehampton Traders Association and the parish councils, the same information was circulated to many retail, parade and town centre businesses. Copy was being shared between partners and reused to ensure the same key messages were consistently being shared and circulated.

1.10. Tourism businesses also received the above, plus sector-specific information pertinent to them, working in partnership with Experience West Sussex Partnership, Visit England and Tourism South East. Over this time working relationships have evolved and grown with all these regional and national tourism organisations plus other hospitality sector organisations and destinations; finding how best to help each other and our local tourism businesses. National assurance and advisory schemes have been developed and provided, to share with our local businesses in order to help promote each destination and reassure residents and potential visitors of their safety. Regular updates continue to be sent to hospitality businesses. Latest information is also provided on the tourism website – "Know Before You Go" page and also on the social media channels.

1.11. Early into the lock down, Arun Business Partnership businesses were surveyed to understand the issues they were facing and what help they needed at that time. The most common request was for help and training with setting up websites, developing online sales and electronic payments. This knowledge has been used to inform the funding bid to the Strategic Investment Fund, part of the recovery programme, to provide tailored training to businesses.

1.12. Grant support for businesses - The government launched various grant and loan schemes to support businesses. Some, such as the Large Business Loans for those with turnover more than £45m, was applied for direct to central government, some were distributed via the Local Enterprise Partnerships grant-making schemes such as the Coast to Capital Backing Business Fund which helped people adapt and respond to the

pandemic, and some came to the council for allocation and distribution. The various grants Arun DC has dealt directly with are listed below.

1.13. Local Authority Discretionary Grants Fund – this funding stream aimed to help those businesses not in receipt of other business grants who had ongoing property costs and had incurred significant losses during the pandemic. It operated on a pan-West Sussex set of criteria to avoid disputes and was led by the Economy Team. The total value of the fund was £1,539,000 and all but £500 has been awarded. This fund is now closed,

Breakdown by amounts:

£1,000	x 6	= £6,000
£2,500	x 27	= £67,500
£5,000	x 168	= £840,000
£10,000	x 45	= £450,000
£25,000	x 7	= £175,000
Total grants = 253		

1.14. Business Support Grants Fund – This was led by the Revenue and Benefits Team. A total of £39,380,000 was made available. As at 10th September this has paid out £29,925,000 to around 2,658 eligible businesses.

1.15. Business rates holiday for retail, hospitality and leisure industry – no Business Rates to be paid in 2020-2021 financial year for all businesses within these sectors. Bognor Regis Business Improvement District levy however, remains payable.

1.16. Small Business Grant Fund – for small businesses with Rateable Value under £15,000 i.e. those in receipt of Small Business Rate Relief. Eligible businesses were contacted and grants of £10,000 were awarded. The Economy Group was involved peripherally in chasing up those eligible businesses that had not returned the required information.

1.17. Retail, Hospitality and Leisure Business Grants Fund – for smaller businesses with Business Rates valuation under £51,000. eligible businesses were contacted and grants of £25,000 were awarded to qualifying businesses with NNDR £15,000 to £51,000, and of £10,000 for NNDR valued less than £15,000. The Economy Group was involved peripherally in chasing up those eligible businesses that had not returned the required information.

1.18. Reopening the High Streets Safely Fund – £143,718 was awarded to the council by central government, via European Regional Development Fund for spend in this financial year. This enabled us to meet the immediate requirements to deliver and support a safe trading environment for businesses and customers. The focus - the staged reopening of non-essential retail (15th June) and food and drink outlets (4th July), hairdressers and additional measures as they are introduced such as the mandatory wearing of face coverings within retail settings.

1.19. Partnership working has been developed with town and parish councils, Bognor Regis BID and Littlehampton Traders Association. Main expenditure items include: generic and localised social distancing signage across the district, business-facing guidance and information for SME's, generic and localised communications campaigns informing

residents the town centres/parades are open for business and safe, a local radio campaign supported businesses through the introduction of the mandatory wearing of face coverings.

1.20. Two temporary Community Information Officers were funded to cover the initial stages of reopening in a public-facing role to offer guidance and reassurance to residents and visitors and to assist businesses in accessing, understanding and delivering the government 'COVID Secure' guidance. The funding enabled Pier Road in Littlehampton to be closed temporarily for safety reasons – see below. Some town and parish councils requested a direct allocation of the funding to enable them to deliver according to local need – siting public hand sanitisers, producing and delivering localised safety signage and social distancing 'pathways', safe return to shopping communications campaigns and support for SME's.

1.21. An option for an additional business facing Community Information Officer specialising in ensuring COVID Secure measures are in place is being explored. Dependent on the detail, remaining funds will be allocated to enhance local media communications with the public and any immediate support required for SME's around any imminent 'circuit-breaker' measures/restrictions affecting the high streets.

1.22. The temporary road closure of part of Pier Road, Littlehampton was put in place in partnership with West Sussex County Council and their traffic management consultants WSP. This was done on public safety grounds – on busy summer days when many people from the beach came here to buy food and drink, large queues were forming across the two-way road, and people were not able to observe social distancing. The absence of space for social distancing combined with road traffic presented a serious risk to public safety which lead to the temporary closure being put in place until the end of September. This involved speaking to traders ahead of the closure to gain their views about a potential road closure and ensuring deliveries in and out could be successfully managed, and many mentioned they had seen near-misses between cars and people, applying to West Sussex County Council for a Temporary Traffic Regulation Order, arranging for traffic signage for the road closure, diversion route and restricted access to neighbouring roads as recommended by WSP and communicating this to traders.

1.23. Rent Holiday – businesses occupying council-owned land or premises were offered a rent holiday via Property and Estates.

1.24. Other centrally distributed financial business support mechanisms that applied to local businesses are listed below:

- Employee furlough – employers could apply for staff to have 80% of their wages paid by central government until the end of October 2020. Arun had the second highest percentage in West Sussex of the workforce furloughed with 33%, take-up, Crawley had 41%. It is expected that as furlough ends, many jobs will be lost.
- Self-employed income support – self-employed people could apply to receive up to £2500 per month for at least 3 months depending on turnover and subject to government eligibility. The take-up rate of the eligible population is now 76% in Arun and rising, and this is the same as the West Sussex average.

- Universal Credit – the main benefit for people out of work or with low earnings – claim rates in West Sussex have more than doubled since March from 27,353 to 59,541, and this is echoed in Arun.
- Impact of COVID-19 on the West Sussex Economy – for more details see Appendix A

1.25. Recovery Planning – As restrictions now hopefully remain lifted, economic recovery plans are being discussed with several key partners and a range of proposals and interventions are coming forward and that the Economy Group are supporting. Some of these are listed below:

- a) Town Centre Recovery Plans are being prepared with partners, such as the Bognor Regis Business Improvement District, for Bognor Regis and Littlehampton.
- b) West Sussex County Council have shared a draft Recovery Framework with Districts and Boroughs.
- c) The council's COVID-19 Recovery Working Party recommendations to Cabinet will be implemented and included in the recovery plans.
- d) Pop-up shops – the council has agreed to support the provision of new Pop-up shops in Bognor Regis and Littlehampton using vacant retail premises in the town centres. COVID-19 restrictions have impacted on the project being delivered but it is hoped this can be progressed again soon.
- e) Support Programme for Independent Retail Businesses – a bid has been submitted, on behalf of six West Sussex D & B Councils including Arun, to the Strategic Investment Fund, to provide specialist training and mentoring support, as well as a grant programme to support refurbishment of shop fronts, for independent retailers.
- f) Youth Works project – a bid has been submitted to the DWP/JCP to deliver intensive support to prepare long term unemployed 18-25 yr olds, with significant barriers to work, for employment opportunities.
- g) Kick Start Scheme – this is a new central government initiative to provide unemployed young people with paid work experience opportunities for 25 hours a week for 6 months. Organisations and councils can become intermediaries to represent employers who are not able to achieve the minimum of 30 placements. ADC is considering taking on this role. Other local organisation such as Sussex Chamber of Commerce and Chichester College have also offered to lead on this, and the council may look to work in partnership with them.
- h) Arun Economic Development Strategy – this was recently approved and provides clear direction for the longer-term economic development of the area. The evidence-based priorities remain the same post recovery and an action plan to support delivery of this will be developed and align with the emerging recovery initiatives.
- i) Arun Business Partnership will continue to be used to communicate with our businesses and understand their business needs.

j) Tourism and Hospitality - sector specific Tourism Recovery Plans and campaigns are being designed by our regional and national tourism partners; Experience West Sussex Partnership, Tourism South East and Visit England / Visit Britain. The council is participating in all these campaigns. The campaigns are designed to encourage residents to 'discover and support local' and visitors who are healthy and able to travel to 'discover or re-discover the area'.

3. OPTIONS:

To note the report

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		x
Relevant District Ward Councillors		x
Other groups/persons (please specify)		x

5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)

	YES	NO
Financial		x
Legal		x
Human Rights/Equality Impact Assessment		x
Community Safety including Section 17 of Crime & Disorder Act		x
Sustainability		x
Asset Management/Property/Land		x
Technology		x
Other (please explain)		x

6. IMPLICATIONS:

7. REASON FOR THE DECISION:

To provide Members with information about the activity of officers during the pandemic.

8. BACKGROUND PAPERS:

Appendix A - [Impact of Covid-19 on the West Sussex Economy](#)

Littlehampton Regeneration Position Statement – October 2020	
COVID 19	Update
Business Support Grants	<p>The government has made a series of announcements with a package of measures to support businesses through the pandemic lockdown. One of these being the Business Support Grant administered by Arun District Council's Revenues Team and supported by the Economic Regeneration Team.</p> <p>As of 21 September, the number of eligible businesses paid stands at 2,518, with a cumulative and reconciled grant total of £30,160,000.</p>
Discretionary Business Grants	<p>The Discretionary Business Grant is for those not eligible in the previous rounds. This is a much smaller pot of money and the criteria for application was agreed by West Sussex authorities. A call for applications was called from June 1 with details on Arun District Council website.</p> <p>As of 21 September, the total discretionary grant paid is £1,528,500 out of a committed £1,538,500</p>
Reopening the town centre	<p>The government announced that open air markets reopen as from the 1 June. To meet government guidelines, it was agreed to temporarily relocate Littlehampton General Market to St Martin's car park every Friday with the first taking place on Friday 15 June. Since then, with the government's relaxation of the rules and at the request of the market operator, the General Market is now split between St Martin's car park and the High Street.</p> <p>The operator of the Artisan Market felt that it would be very difficult to maintain social distancing and operate the market safely due to the interactive nature of some stalls and features. The Artisan Market will be relaunched in the High Street with a Halloween special on Saturday 31 October.</p> <p>From 15 June, all non-essential businesses were allowed to reopen. Arun District Council was allocated £143,718 from the government's Reopening High Streets Safely Fund. The funding was used to support practical measures to help the town centre meet any current and future social distancing and safety criteria.</p> <p>As well as new signage encouraging distancing, the funds have been used for road markings, temporary barriers and other projects to help workers and shoppers alike feel safe.</p>

	<p>Arun District Council commissioned a temporary Community Information Officer service for two months as from June 15 – this was made possible via the Reopening the High Streets Safety fund made available from central government and the European Regional Development Fund. The Officer’s role was to support the reopening of local non-essential retail and later licensed premises and the hair and beauty sector in; advising and ensuring all independent business had access to, and understood, the central government guidance towards the reopening and running of their premises in a Covid-19 Secure way.</p> <p>The role also acted as a central communications advice point for visitors to the town and ensured they were able to follow the local measures and queuing systems to keep safe. The Community Information Officer worked in liaison with the externally funded Business Wardens service as a general ‘anchor point’ for businesses and visitors alike.</p> <p>We also supported the corporate comms team to run a “Return to Retail” campaign which included a series of adverts, features and an online directory on Spirit FM.</p> <p>We have been promoting the re-opening of local businesses on the Shop Littlehampton Facebook page and encouraging local traders to add their details to the Spirit FM directory which is free of charge.</p>
Project	Update Information
Littlehampton Town Centre Public Realm Scheme	<p>ADC was successful in its bid to the Coastal Communities Fund for public realm improvements to Littlehampton Town Centre. Announced in March 2019, the full award of just under £2.5m was one of the largest awards from the national fund. The public realm improvements will include the area from Littlehampton Station through the High Street to the end of the pedestrian precinct junction with East Street.</p> <p>Over the summer of 2019, a funding bid was submitted to the Coast to Capital Local Enterprise Partnership (LEP) Local Growth Fund for £1.38m to fund delivery of the next Phase (3) of public realm improvement works from the junction at the bottom of the precinct along Beach Road.</p> <p>In October 2019 we learnt that a grant of £564k had been awarded for Phase 3 of the Littlehampton public realm. The Town Council and District Council have agreed to fund the remainder of the scheme.</p> <p>The professional team from Faithful+Gould has put together a schedule of delivery for the project and indicative timetable by</p>

	<p>which work had intended to commence in late summer 2020, with final completion in June 2021. Due to the impact of Covid 19, the work is now scheduled to start in early 2021. The date may change subject to the variability of circumstances.</p> <p>We will ensure the town centre traders can maximise the Christmas retail period and provide marketing and events support to attract shoppers.</p> <p>Visits to traders with frontages onto the scheme have taken place and contact details and delivery information ahead of construction work collated.</p> <p>Littlehampton Town Council has decided to keep the Clocktower as is. A members meeting had considered whether to remove it entirely, keep as is, or have a new design entirely. In discussion at the Littlehampton Policy and Finance Committee on 12 May, it was decided to keep the original clock tower in its immediate vicinity. This decision was subsequently ratified at LTC Full Council.</p> <p>This decision was endorsed by Littlehampton Regeneration Sub-Committee of 10 June 2020. At the same meeting members were presented with options for street furniture and bins as part of the public realm project. There was an informal vote with the majority opting for a suite of furniture called Natural Elements.</p> <p>A briefing was given to members on 8th July regarding the tree locations and suggested species. LDA Design presented their plans and members were able to comment on the proposals.</p> <p>A member's walkthrough of the scheme was held on 27th August. Eight members attended.</p> <p>A members briefing was held on 24th September updating on recent decisions regarding the tendering process.</p>
Town Centre Safety	<p>Due to the impact of Covid 19, many of the shops closed as part of the government's lockdown. The focus on police advice to businesses was regarding securing their premises during the lockdown period. During the period of lockdown, essential shops were open and operating. There were still incidents of shoplifting requiring the attention of the police and Business Wardens, with incidents also being reported via the DISC app.</p>

	<p>Arun District Council has made the decision to extend the current Public Space Protection Order (PSPO) to cover additional areas where anti-social behaviour has been an issue. The Traders Partnership proposal to have a town centre alcohol ban was not accepted as the police considered the proposal to be unenforceable and that they have enough existing powers to deal with alcohol related crime and anti-social behaviour.</p> <p>The Littlehampton DISC information sharing app is attracting more members to the Littlehampton Business Crime Reduction Partnership, incorporating Littlehampton Shopwatch and Littlehampton DISC. The DISC app has been used to collect information supporting banning orders being issued to prolific offenders.</p> <p>The Littlehampton Traders Partnership has been successful in its funding application to Safer Arun Partnership to update the Littlehampton Shopwatch Radio system. The current radios are on an analogue system and the traders want to update to digital (as analogue is increasingly redundant).</p> <p>Littlehampton Shopwatch has joined up with DISC under the umbrella of a Littlehampton Business Crime Reduction Partnership (BCRP) and supported by the Traders Partnership. A digital system will potentially give the Shopwatch radio coverage an extended reach, e.g. to Wick.</p> <p>The Shopwatch Radio scheme will be launched in October.</p>
Littlehampton Traders Partnership	<p>The Littlehampton Traders Partnership has been active in sending out bulletins to town centre businesses updating them on such matters as government guidelines on being Covid-19 secure and also on business grants and discretionary grant funds managed by ADC.</p> <p>The traders have been key in supporting and promoting the Eat Out to Help Out promotion that ran throughout August. Over 40 businesses have also signed up to the Love Local Prize Draw (see below markets and events).</p> <p>The Traders Partnership continue to run Littlehampton Shopwatch, Littlehampton DISC and participate in town safety meetings coordinated by ADC's Community Safety Team.</p>
Markets & Events	<p>The impact of the Covid-19 pandemic resulted in the suspension, cancellation or postponement of all markets and events. Since then, markets have re-opened in the town centre precinct.</p>

	<p>There are currently no plans to hold events in the town centre. This will be revised as and when government guidance allows.</p> <p>The Love Local Prize Draw was launched in the High Street by the Arun District Council Chairman and the Town Council Mayor on Tuesday 1 September. Customers can collect stickers for every purchase of £5 or more at participating shops. Five stickers complete the entry card that can then be included into the monthly prize draw. The draw prizes are £250 for September, October, November with £500 in December. This is being widely advertised through social media and 13,500 entry cards for December's draw will be distributed with the Town Council's Progress paper.</p> <p>There are a number of art projects being jointly developed and commissioned by ADC and LTC. The purpose of the arts projects to enhance the visitor experience in Littlehampton. A 3-d art project has been commissioned and this will be installed in the town centre by mid-October.</p>
New Café and Watersports venue	<p>The seafront café is now under construction. There was a delay as a result of the pandemic but is now moving forward. The owners have advised of a wish to install a temporary café in the interim period so they can introduce themselves to customers. This is currently under review.</p>
Shopfronts	<p>There is no funding available at present for shopfront improvements.</p> <p>There is a continuous dialogue with traders regarding state of shop frontages. The Littlehampton Town Council Mayor has written to traders requesting them to keep their frontages and above shop frontages to an acceptable standard. A good example of this is the Halifax that recently cleaned up the shop fascia and above shop frontage.</p> <p>The Town Centre Regeneration Officer will liaise with the Mayor on follow up action.</p>
Littlehampton Town Centre Management	<p>Measures have been put in place allowing businesses to apply for a single permission to permit them to site tables and chairs on the highway to allow customers to consume food and drink adjacent to premises. Previously tables and chairs permissions were granted by West Sussex County Council. This responsibility has now be transferred to the District Council.</p> <p>The new pavement licence allows for the placement of furniture such as tables and chairs on the pavement outside business premises until 9pm each day enabling them to</p>

	<p>maximise their capacity whilst adhering to social distancing guidelines. Some restrictions are in place with regards to placement of the furniture. The temporary permissions will last until 30.9.21. A fast track system has been put in place for a 14-day determination period (reduced from 28 days). Although the Bill allows for Councils to recover their costs in administering this new licensing regime, in order to support businesses ADC is not charging a fee.</p> <p>Arun has produced a schedule of local conditions published on the Council's website, along with the application form and details of all the applications received.</p> <p>Arun District Council has announced an extension to the existing 2-hour free parking disc. From 1 August to end of December 2020, shoppers will be able to park free for up to three hours using the 2-hour free parking discs. The discs can be used at St Martin's, Manor House and Anchor Springs car parks.</p> <p>Improvements are planned to Littlehampton Railway Station funded from the GTR Passenger Benefits Fund. Littlehampton Station will benefit from additional platform seating and an upgraded waiting room.</p> <p>Littlehampton station toilets were to be upgraded with new access only from platform side (currently access is only from ticket office foyer). This may be considered if budget allows. The budget allocation from the Benefits Fund for Littlehampton Railway Station was £50,000.</p>
North of Littlehampton Public Art Project	<p>Discussions are taking place with a metal fabricating firm in Littlehampton to design and build a piece of public art. Persimmon Homes have offered £40,000 for public art, which would need to be added to from developer contributions from other Section 106 Agreements. The public art could be installed as a gateway feature alongside the new highway at Hampton Park or in Littlehampton. The Steering Group will assess any public art schemes that are submitted and any specific location for the artwork."</p>
Gigabit West Sussex	<p>The Gigabit West Sussex project (funded by the Department for Digital, Culture, Media and Sport) is an exciting step forward in future proofing our public services. It is led by WSCC and the work to install superfast gigabit fibre broadband across the county is progressing well. Specific public buildings in Bognor Regis and Littlehampton have been identified for the installations.</p>

	<p>This technology will deliver internet speeds in both directions in excess of 1Gbps (1,000Mbps) to libraries, children's centres and other public buildings. It will help to ensure public services are able to be more resilient, reliable and at less risk of delay or disruption caused by poor or limited connectivity.</p> <p>Arun is currently working with WSCC and their delivery partners to ensure all relevant information is provide to enable the installations.</p> <p>District and Borough Council's in West Sussex are also working on progressing further the delivery of the digital infrastructure for the area. Funding from the West Sussex Investment Fund has been allocated to support the delivery of digital infrastructure in the County. Arun attends the Everything Connects project group that is progressing this work.</p>
Fitzalan Link	<p>LYMINSTER BYPASS</p> <p>Work resumed on the northern section of the Fitzalan Link Road and the southern section of the Lyminster Bypass on 22nd June 2020. The target dates of September to November for the construction of the over-bridge over the railway line and Toddington Lane will be missed and will not be met until next March, thereby pushing back the completion date for the bypass as far back as late 2021 / early 2022 subject to revised track possession dates being agreed with Network Rail. While discussions are underway with Network Rail for new track possession dates in 2021, there is an 18 week' lead in time for any track possessions.</p> <p>The baseline programme for the northern section of the Lyminster Bypass has been updated. The planned start date for the construction of the northern section is still dependent of the CPO process and a possible Public Inquiry; it is currently anticipated to be January 2022 with the completion date in September 2023.</p> <p>SOUTHERN SECTION OF THE LYMINSTER BYPASS</p> <p>The discharge of condition application (LU/183/20/DOC) for the acoustic fencing along the southern section of the Lyminster Bypass has been approved and discharged. The acoustic fencing will be weathered steel and will match the fencing we have approved for the northern section of the Fitzalan Link Road.</p>

	<p>NORTHERN SECTION OF FITZALAN LINK ROAD The reserved matters application (LU/152/20/RES) for the northern section of the Fitzalan Link Road has been approved and the discharge of condition application (LU/156/20/DOC) for surface water drainage (i.e. underground storage tanks) has been approved and discharged.</p> <p>SOUTHERN SECTION OF FITZALAN LINK ROAD Persimmon Homes is currently preparing a planning application for acoustic fencing to be installed along part of the southern section of the Fitzalan Link Road to mitigate the noise impact on the Academy and the houses in close proximity to the highway.</p>
Former Look & Sea Centre	<p>The former Look & Sea Centre has been let to a local café / restaurant operator. It has retained its Harbour Lights Café name. After some initial internal alterations and refitting the café opened during the summer 2019.</p> <p>Arun District Council has given planning permission (June 2020) to turn part of the Look & Sea Centre into hotel rooms. The first and second floors will be converted into accommodation, with two one-bedroom suites and a two-bedroom suite on each floor. The ground floor usage and the viewing tower on the third floor were not part of the application and are unaffected by the planning permission.</p>
Visitor Information Points	<p>The 'mini VIPs', now known as 'Littlehampton Local' Visitor Information Points had been evolving and working well, since they were set up in Autumn 2018/ Spring 2019. They are located inside various existing businesses on the promenade, riverside walkway, West Beach and in the town centre. See current information at: sussexbythesea.com/things-to-do/venue/littlehampton-local-visitor-information-points</p> <p>Plans for further additional development ahead of the 2020 summer season were sadly put on hold when the covid-19 pandemic struck, and all the venues closed in March 2020. All Visitor Information then shifted online to the Sussex by the Sea website and social media. Online information will continue to be our focus during the current crisis, but with the 'messages' changing as the restrictions evolve with government guidelines.</p> <p>When the VIP venues started to reopen in July, ways of delivering Visitor Information in 'physical' locations throughout the district had to be reviewed, to take into account the government guidelines and visitor, staff and volunteer safety for each location / venue, which are all different.</p>

	<p>Many of the attractions who have been able to re-open in July and August have also had to develop different ways of operating, so printed tourism leaflets are not currently an efficient way of delivering correct CURRENT information and are also a cleaning /contamination concern. Therefore, racks of leaflets have been removed from public display, with a small selection available to visitors only on request, Advice is given to check the websites and contact the attractions to confirm current information.</p> <p>Wipeable information posters have replaced the leaflets where space allows, and updates are supplied as the situation and further operational ideas develop.</p> <p>There is now a dedicated website page at: https://www.sussexbythesea.com/know-before-you-go regularly updated with current links to latest advice and information including Visitor Information, what attractions are open and a series of FAQs etc. This page is being promoted via social media, email signatures and promotional posters displayed at key points around the town, seafront, local VIPs and also shared with local tourism businesses for them to share on their own websites etc.</p> <p>Regular contact, support and promotion of all the Visitor Information Points and hospitality businesses in the District continues as much as possible during the evolving pandemic situation and planned tourism recovery consumer campaigns, as explained in the separate report on Arun District Council/Economy Group support for businesses during the Covid-19 pandemic.</p>
Media Coverage / Marketing	<p>Marketing and communication consultant Anne-Marie Maguire continues to support the team in communicating Littlehampton Town Centre Public Realm Improvement scheme and marketing initiatives to promote the town centre.</p> <p>Littlehampton Town Centre Public Realm Improvements (LTCPRI) Dedicated website pages about the Littlehampton Town Centre Public Realm Improvement scheme have been created and are now live on Arun's website - www.arun.gov.uk/la-public-realm.</p> <p>The information includes a Question and Answer page and timeline of the project. The pages will be updated as the project progresses.</p>

	<p>We also placed an advert and editorial about the scheme in the September edition of Littlehampton Times magazine.</p> <p>3-hour free disc parking in Littlehampton We promoted the extension of the current disc parking scheme which offers shoppers 3 hours' free parking between August and December. This includes social media, street banners and an advert in Littlehampton Times magazine.</p> <p>Eat Out to Help Out Arun District Council promoted the government's scheme and used Shop Littlehampton's Facebook page to promote individual Littlehampton cafes, bars and restaurants taking part.</p> <p>Giant Observation Wheel on Littlehampton Seafront In July, we used Facebook "boosted" posts to promote the giant observation wheel coming to Littlehampton. Our social media campaign reached almost 16,000 people and the wheel proved to be a very popular attraction.</p> <p>Love Local Prize Draw A joint marketing campaign between Arun District Council and Littlehampton Town Council has been designed and launched to encourage shoppers to spend money in Littlehampton's shops.</p> <p>A monthly draw will take place in September, October and November with a cash prize of £250 and there is a £500 prize in the December draw.</p>
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