



# Public Document Pack

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1 March 2021

## LITTLEHAMPTON REGENERATION SUB-COMMITTEE

A meeting of the Littlehampton Regeneration Sub-Committee will be held virtually using Zoom on 11 March 2021 **at 6.00 pm** and you are requested to attend.

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

***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](#)*

## **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 7 October 2020.

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. SEAFRONT REGENERATION REPORT

(Pages 7 - 18)

The report provides members with a progress update on the proposed projects in respect of the regeneration of Littlehampton seafront.

Members are requested to indicate, of those projects listed within the report, which should be the subject of more detail in a comprehensive report for the economic and regeneration projects to be presented to the Economy Committee in June 2021.

6. ARUN CYCLE WAY FEASIBILITY STUDY

(Pages 19 - 22)

The report attached outlines the feasibility of installing a new cycle path along the bank of the River Arun, connecting Littlehampton and Arundel.

Members are asked to note the content of this report.

7. LITTLEHAMPTON REGENERATION POSITION STATEMENT

(Pages 23 - 32)

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.

Note : 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<[here](#)>

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## LITTLEHAMPTON REGENERATION SUB-COMMITTEE

7 October 2020 at 6.00 pm

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

Councillors Charles, Cooper, Mrs Cooper and Roberts were also in attendance for all or part of the meeting.

### 12. DECLARATIONS OF INTEREST

There were no declarations of interest made.

### 13. MINUTES

The Minutes of the meeting held on 10 June 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.

### 14. STRATEGIC REVIEW OF ARUN DISTRICT COUNCIL'S TOURISM SERVICE

The Chairman welcomed to the meeting Mr Adam Bates, Blue Sail Consulting, who had been appointed to undertake a review of the Council's tourism function. The review had considered all aspects of tourism support offered by the authority and its recommendations would be put forward to Cabinet for consideration and decision; the Subcommittee was being requested for their views which would be forwarded to Cabinet to assist their deliberations of the matter.

Mr Bates gave a presentation which covered his brief for the review and what Arun should be doing to fit in with others in marketing, management, and development to improve the offer in the District and to increase staying visitors over the dominance of day visitors as at the present time. Tourism was an important sector for the local economy and, whilst there was a good variety, i.e. coast, towns and countryside, it was felt that what was on offer was good not great and that there was a modest impact on tourism spend and jobs. To encourage visitors to stay, better quality accommodation would be required and experiences provided that were worth travelling for. The offer therefore needed to be renewed, new markets attracted, year round value for money provided and higher value jobs encouraged.

Members welcomed the report from Mr Bates, which they had found interesting and informative and then participated in a question and answer session, summarised as follows:-

- Dominance of day visitors and how best to encourage people to stay in the district to increase the spend. Mr Bates stated that, fundamentally, Arun had two broad markets i.e. families and couples and that generally speaking people

were looking to take short breaks due to changing work patterns. Rural accommodation was increasingly popular, e.g glamping, and for a significant economic impact Travel Lodges/Premier Inns and mid range accommodation was required.

- Concern was raised relating to the resourcing of the plan within the existing resource envelope and the three year time frame. Members were advised that, although there was quite a lot that could be actioned immediately, focus should be given to providing 5 or 6 things that could make the most difference and biggest impact.
- Working with partners was highlighted and particular mention was made to the Littlehampton Harbour Board. Mr Bates agreed that the most should be made of the beaches and River Arun and the opportunities for water based activities, offering a good variety would help get visitors to come and stay longer.

The Chairman thanked Mr Bates for his comprehensive review, useful presentation and attendance at the meeting and invited him to leave if he so wished.

The Chairman then invited the Group Head of Economy to present her report which set out the background to the review, its remit and the four strategic recommendations for the Council's tourism service contained therein. Support and any further comments were being sought from the Subcommittee, which would then be indicated to Cabinet when it considered and decided on the matter at a future meeting. It was also brought to Members' attention that there would be changes to the service should the recommendations be supported.

In opening up the debate, the Chairman welcomed the report from Blue Sail and expressed her view that that approach was the right one and that a Strategic Tourism Investment Role was required to coordinate and work with businesses and towns and seek investment for the District.

Whilst a concern was expressed that any changes to the service should not be part of the discussion, the Group Head of Economy emphasised that, in supporting the recommendations from Blue Sail, change was inherent to the direction the Council would be taking, including the cessation of Sussex by the Sea website, removal of the Visitor Information Points at Bognor Regis, Littlehampton and Arundel and the bi-annual Visitor Guide and she wanted Members to be aware of that. Other Members recognised that that change was contained in the detail of the review and fully supported it as it was recognised that, to achieve an improved role in the tourism sector, things had to move forward and change.

The Subcommittee

#### RESOLVED

That officers to make Cabinet aware that the review recommendations contained within the Arun Strategic Review of Tourism are supported by the Subcommittee.

15. PROPOSED NEW COMMERCIAL PITCHES ON LITTLEHAMPTON SEAFRONT

*In consideration of this matter, Councillors Cooper and Mrs Cooper spoke to the item.*

On 26 May 2020 the Development Control Committee considered an application for temporary commercial pitches on the Littlehampton Promenade near the river and at Banjo Road Coach Park. Members had deferred the application on several grounds and particularly wished to receive the views of the Subcommittee prior to determination.

The Subcommittee now received a full and comprehensive report from the Senior Regeneration Officer which addressed all the issues raised by the Development Control Committee in respect of the proposal. Members were advised that the overall aim was to boost the local economy through the enhancement and improvement of the Littlehampton Seafront offer for its visitors. This would draw in more visitors, encourage them to stay longer and spend more, thus increasing footfall which would in turn benefit all the businesses located in the vicinity and, as a footnote, support the aims of the Strategic Tourism Review which had been considered as a previous item on the agenda.

Members expressed a number of concerns in the course of consideration of this matter which revolved around:-

- Potential to replicate facilities/services to the detriment of existing businesses
- Potential sale of alcohol which would exacerbate an already serious problem
- Potential for unattractive units and furniture at the relevant sites
- For safety reasons, paddle boarding or water activities should not be allowed near the river due to it being so fast flowing and dangerous

The Senior Regeneration Officer was able to assure Members that any commercial activities that took place at the two sites could be regulated via conditions attached to an Operating Schedule as drawn up by the Property & Estates Department, in consultation with Legal, to ensure that control was secured on what was being provided. She was also able to advise that the Town Council was keen to utilise Banjo Road and that the Town and District would work together to ensure there was no conflict with other events.

Member comment as made that the proposal offered the opportunity to encourage new outlets into the town to provide activities and services for the benefit of tourists and residents alike and there would be no need to replicate. Additional support was given that there was a need to provide a stronger offering along the seafront

In concluding the debate, it was formally proposed and seconded that the Subcommittee advise the Development Control Committee that it supported the planning application and that restrictions would be attached to the Operating Licence and would be enforced by the Property & Estates Department to ensure that the

Riverside site only provided facilities relating to recreation and entertainment, with no food or drink, and that the Banjo Road site would be permitted to sell food but no alcohol and to provide recreation and entertainment. On being put to the vote, the Subcommittee agreed.

The Subcommittee

RESOLVED

That the Development Control Committee be advised that the Subcommittee supported the planning application and that restrictions will be attached to the Operating Licence and will be enforced by the Property & Estates Department to ensure that the Riverside site only provides facilities relating to recreation and entertainment, with no food or drink, and that the Banjo Road site will be permitted to sell food but no alcohol and to provide recreation and entertainment.

16. ECONOMY GROUP'S SUPPORT TO BUSINESSES DURING THE COVID-19 PANDEMIC

The Group Head of Economy presented this report which provided an update on the work of the team to date to support local businesses throughout the pandemic. She particularly highlighted that the Arun Business Partnership had over 3,000 businesses on its mailing list and all members received weekly electronic bulletins with the most up to date government guidance and information. Partnership working throughout this time had played an important role in keeping businesses abreast of the situation and everyone had found creative ways of working to ensure information was circulated to as wide a spectrum as possible. She paid particular tribute to the hard work and commitment of the Revenues & Benefits Team who had worked so diligently to ensure grant payments were sent out in a timely manner.

The Subcommittee was advised by the Group Head of Economy of a number of initiatives and actions covered in the report, both in terms of action taken and steps for moving forward with recovery planning. She was thanked for her comprehensive coverage of the issues detailed and the Leader of the Council also acknowledged the phenomenally huge extra workload that her team and many members of staff had taken on during this very difficult time.

Following brief comment, the Subcommittee noted the report.

17. LITTLEHAMPTON REGENERATION POSITION STATEMENT

*In consideration of this item, Councillor Roberts spoke to the item.*

In presenting the Position Statement, the Group Head of Economy provided an in depth update in respect of the Littlehampton Town Centre Public Realm Scheme in light of the difficulties that had been experienced. The update could not be included in



the Position Statement included in the agenda as it had to be published prior to the Members' briefing on 29 September.

The Subcommittee was advised that the Council had issued the Invitation to Tender for the public realm in June 2020, as soon as practical after lockdown had been lifted. The tender deadline was 21 July and the bids were assessed by 5 August. Two bids were submitted but one was eliminated because it was non-compliant and the compliant bid was significantly higher than the budget available so could not be accepted.

The project team reviewed the tendering process and bids to understand why the costs were so much over what was expected; the cost increase appeared to be due to increases in materials and the contractors' increased profit margins and contingencies. Value engineering, through changing the paving (by far the single largest expenditure) to an equivalent alternative, would reduce the costs but not enough to bring the project back into budget.

The project team met to discuss options for delivering the scheme within budget and an alternative solution to drop Phase 1 was agreed with key members on 10 September. Funders were then contacted to advise of the changes and implications of this.

A briefing to update Members was held on 29<sup>th</sup> September.

The second Invitation to Tender (ITT) was published on 5 October with tenders to be returned by 16 November for bids for the detailed design for Phases 1, 2 & 3 of the project and construction of Phases 2 & 3. This was a two stage open book approach and open procedure tender process (i.e. the full tender documents were published for any interested party to access via Contracts Finder). It was hoped this would generate more bids.

The ITT stated a maximum budget for the construction works and all bids over that value would be disqualified. There might be a risk that no contractors would submit bids under the threshold but procurement believed that to be a low risk.

Members participated in some debate on the matter and concerns were raised with regard to the possibility of losing the funding altogether should the completion date not be met. The Group Head of Economy advised that the funders were seeking reassurance that the project would actually be delivered, rather than by a certain date, and she was confident that evidence could be provided to that effect. It was questioned whether it would be better to delay Phase 3 rather than Phase 1 as Phase 1 was the gateway to the town via the train station but a response was given that that was not possible due to the way the funding was set up as Phases 1 & 2 would be funded by the Coastal Communities Fund and Phase 3 was separate LEP funding.

Following further comments, the Subcommittee noted the update and the remainder of the Position Statement.

Littlehampton Regeneration Sub-Committee - 7.10.20

18. THANKS

As this was the last meeting of the Subcommittee the Committee Manager, Carrie O'Connor, would be attending before leaving, the Chairman and Members thanked her for her 34 years' service to the Council and wished her well in her retirement.

(The meeting concluded at 9.04 pm)

## ARUN DISTRICT COUNCIL

### REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUB-COMMITTEE ON 11 MARCH 2021

#### PART A : REPORT

**SUBJECT: REVIEW OF LITTLEHAMPTON SEAFRONT PROJECTS**

**REPORT AUTHOR:** Karl Roberts, Director of Place & Adam Stoneman, Economic Development Assistant

**DATE:** 26 February 2021

**EXTN:** x37760

**PORTFOLIO AREA:** Economy Group

#### EXECUTIVE SUMMARY:

The Report provides a progress update on proposed projects in respect of the regeneration of Littlehampton seafront.

#### RECOMMENDATIONS:

Members are requested to indicate if there are any particular projects of those listed that should be the subject of more detail in a comprehensive report for economic and regeneration projects to be presented to the Economy Committee in June 2021.

#### 1.0 BACKGROUND:

##### 1.1 INTRODUCTION

[Cabinet on 16<sup>th</sup> November 2020](#) in response to the Covid Recovery Members Working Party authorised “To note the report and instruct Officers to proceed with each proposal listed in [Appendix A](#)” which requested officers “Re-examine the 2014 Nine Big Ideas for Littlehampton, Concept Investment Plan and the 2016 Seafront Greens and Promenade project ideas and identify ways to progress the recommendations into deliverable projects”. The report provides:

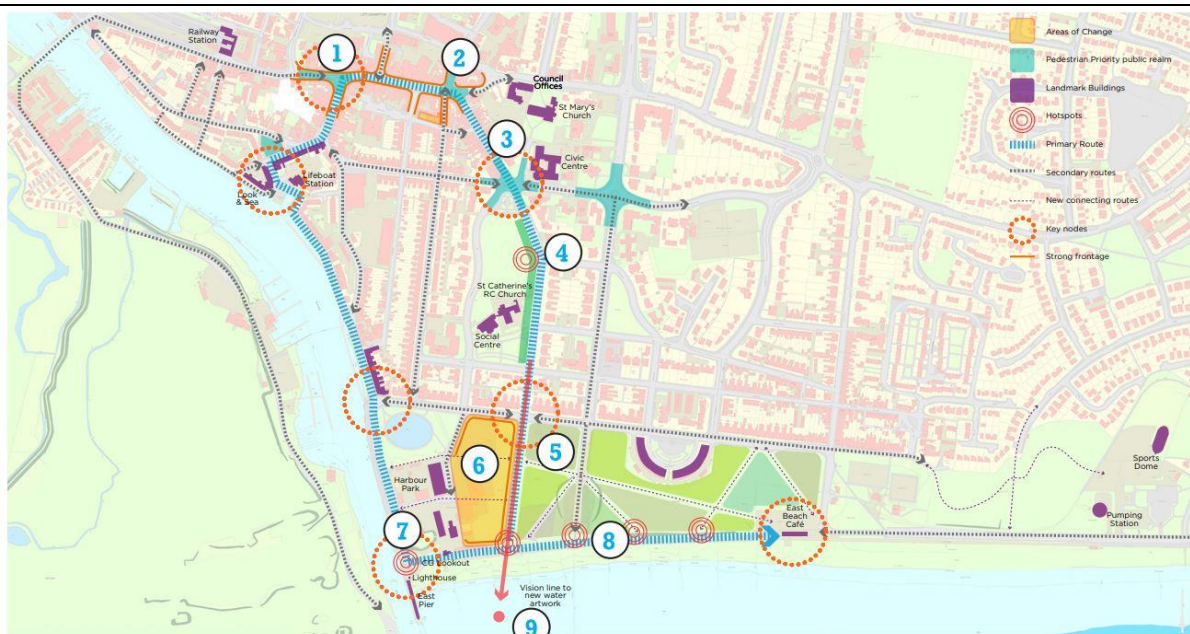
- an update on regeneration strategy plans initially outlined in the [Nine Big Ideas for Littlehampton](#) document (2014) in respect of Littlehampton town centre and seafront;
- delivery to date in line with these plans; and
- proposes future deliverable projects.

##### 1.2 STRATEGY, POLICY, PLANS, DECISIONS

1.2.1 In 2004, [The Littlehampton Vision](#) was published setting out a masterplan and implementation strategy for Littlehampton in the context of a 15-20 year timeframe. It identified areas of opportunity and a series of proposals for the regeneration of the town. Central to its theme was the belief that the success of Littlehampton is in the encouragement of pedestrian movement between the retail core and civic area,

riverside (East and West Banks) and the seafront.

- 1.2.2 The [Waterfront Strategy](#) produced in 2009 echoed many of the recommendations in The Littlehampton Vision. It also highlighted the three distinct areas (town centre, seafront and riverside) that require better linking to improve the pedestrian experience. This resulted in the [Littlehampton Sign Location Report](#) (2014) and the subsequent installation of new wayfinding signage to help improve connectivity.
- 1.2.3 The [Leisure and Cultural Strategy \(2013-2028\)](#) proposed a number of concepts aiming to enhance current attractions with investment in key landmarks and facilities.
- 1.2.4 To consolidate the findings of all aforementioned strategies the Council commissioned Placemarque to produce a concept investment plan which was titled Nine Big Ideas for Littlehampton (2014) The document proposed a framework for high level investment to improve the quality and navigational tools to aid visitors' sense of place and facilitate better wayfinding. The strategy segmented parts of the town centre and seafront into nine targeted projects that would achieve this goal. The proposed projects vary in size, form, and complexity covering improved public realm (street furniture and surface paving) and links, highway remodelling, additional visitor attractions and development opportunities.
- 1.2.5 Littlehampton Regeneration Sub-Committee in March 2015 and Full Council in [July 2015](#) resolved that:
- (1) the proposed prioritising of projects for progressing the next steps be supported;
  - (2) the proposed next steps be supported and the prioritised projects be progressed to feasibility stage as resources become available; and
  - (3) the social media strategy be extended with a Facebook page to gauge early public opinion and to start public debate on the Nine Big Ideas.
- 1.2.6 As part of the committee report, a deliverability scoring matrix was prepared (overleaf) to determine which projects should be prioritised based on measurable factors of impact, funding, cost, constraints, timing and scalability. The table set out the scoring for each project. The higher score indicates greater deliverability. This table intended to give a guide to the deliverability of these projects. There is naturally an element of subjectivity with some of the scoring but it was based on reasonable knowledge of the sites/proposals and professional experience of delivering similar schemes.



### Priority / deliverability scoring

Project	Impact 1= low 5= high	Funding 1 = not available 5 = available	Cost 1 = high 5=low	Constraints 1= high 5 = low	Timing 1 =long term 5 = short term	Scalable (done in phases?) 1= no 3 = yes	Higher score = greater deliverability
P1 – High St, St Martins and Beach Rd links	4	3	2	3	3	1	16
P2 – Extension of Public realm	2	2	4	3	4	1	16
P3 – Beach road War memorial	5	2	2	3	3	1	16
P4 – Beach Road	3	2	3	3	3	3	17
P5 – New green and beach link	5	2	3	2	3	3	18
P6 – West development / Windmill site	5	2	1	1	1	3	13
P7 – Pier Lookout	5	2	2	3	3	3	18
P8 – Improve Promenade	3	2	3	4	4	3	<b>19</b>
P9 – Waterfront Maker	5	2	2	3	2	3	17

### 1.2.7 Town Centre Public Realm Improvements

Littlehampton Regeneration Sub-Committee on [21<sup>st</sup> July 2015](#) and Full Council on [9<sup>th</sup> September 2015](#) resolved that:

- (1) officers, in consultation with key stakeholders, develop a design improvement brief for Littlehampton town centre;
- (2) design experts be commissioned to produce the design template for Littlehampton town centre public realm; and
- (3) officers develop a costed proposal for improvements to the public realm area in the High Street outside Casino (the bench area).

### 1.2.8 Subsequently, LDA Design was commissioned to produce public realm designs. Public consultation was strongly supportive of the designs, which were later finalised and approved for delivery by Littlehampton Regeneration Sub-Committee on [6<sup>th</sup> July 2016](#). Full Council resolved on [20<sup>th</sup> July 2016](#) that:

- (1) a supplementary estimate of £75,000 be approved to cover the collective costs of commissioning the various technical studies and professional fees required to progress the proposed Littlehampton Town Centre public realm improvements to RIBA Work Stage 4. This supplementary estimate is only to be used if the Council is invited to submit a Stage 2 Coastal Communities Fund application;
- (2) the proposed pedestrian priority public realm design plans for Littlehampton Town Centre (as set out in Appendix 1. Littlehampton Town Centre Public Realm Design Proposals) are approved, subject to agreement of the future of the Clock Tower, and delivered in partnership, as phased projects over a period of time, with Littlehampton Town Council (LTC), West Sussex County Council (WSCC) and other stakeholders, subject to the necessary funding being available;
- (3) WSCC and LTC to be asked to consider contributing towards the costs of the Town Centre public realm projects;
- (4) the Director of Planning and Economic Regeneration be authorised to apply for external funding sources including that of the Coastal Communities Fund (CCF). This includes sponsorship for elements of the scheme to help finance parts of the project;
- (5) the Director of Planning and Economic Regeneration be authorised to make minor amendments to the design plans as necessary and appropriate to enable efficient and effective delivery of the project;
- (6) the use of £15,000 of Morrison's Section 106 contributions allocated for 'Town Team' projects to part fund the public realm technical studies be approved;
- (8) the Director of Planning and Economic Regeneration be authorised to draw down the supplementary estimate of £75,000, if approved;
- (9) if the Council is not invited to submit a Stage 2 CCF bid, the sum of £75,000 should be considered as a possible allocation in the Capital Programme to facilitate a detailed bid next year;
- (10) a formal agreement is put in place with WSCC Highways as land owners to develop the relevant Highway land and a Section 278 agreement is arranged at a later date by the Council in partnership with WSCC Highways; and
- (11) a formal agreement is put in place with Network Rail as land owners to facilitate the improvements of a small section of public realm outside the train station.
- (12) a formal agreement is put in place with Network Rail as land owners to facilitate the improvements of a small section of public realm outside the train



station.

#### Seafront Public Realm improvements

- 1.2.9 In 2017 the next stage was implemented. This involved LDA Design being commissioned to produce the [Littlehampton Regeneration – Seafront Report](#) to create concept public realm designs for the seafront and greens area. The report proposed many designs to transform the landscape of the seafront, and suggested concepts to utilise the spaces better and improve fluidity of pedestrian movement. The study area included the Greens, promenade, East Bank River Walkway and Oyster Pond and the adjacent areas south of the town centre and along Beach Road to the beach. Consequently, three projects were envisaged as forming the basis for public realm improvements, focussing on Beach Road, the Green, and promenade.
- 1.2.10 In response to the public consultation on the design proposals for Littlehampton seafront, the Economic Development Officer set out an Action Plan (Item 6) to Littlehampton Regeneration Sub-Committee on [14th June 2017](#) detailing how it is proposed to deliver the Littlehampton Seafront Public Realm Design Plan. The Sub-Committee had encouraged Officers to take the concepts away to look at them in their entirety and so that an order of project prioritisation could be developed. In discussing the recommendations, these were supported. It was acknowledged that the various projects listed might take several years to be delivered and were just a concept at this stage with the detailed designs coming forward later. A thorough consultation would be undertaken at the appropriate time. The importance of liaising with key stakeholders such as the Windmill and Harbour Park were again confirmed as they all had different covenants on that site.



- 1.2.11 Full Council resolved on [12th July 2017](#) that:
- (1) the proposed conceptual design principles for Littlehampton seafront are approved but that a further review of parking for coaches, mini buses and cars be undertaken;
  - (2) the proposed conceptual design principles are delivered, as phased projects over the longer-term in partnership with Littlehampton Town Council, West Sussex County Council and other key stakeholders subject to the necessary funding becoming available;
  - (3) the proposed Action Plan for enhancing Littlehampton seafront and connecting roads from the Town Centre is supported with Actions 2 and 4 being merged;
  - (4) authorisation is given to the Director of Place to apply for external funding sources to support any of the seafront project proposals. This includes sponsorship for elements of the scheme to help finance parts of the project;

- (5) the proposed Action Plan for enhancing the Littlehampton seafront be produced to prioritise individual concepts; and
- (6) a progress report be presented to the Sub-Committee annually or at shorter intervals if appropriate.

### 1.3 PROGRESS UPDATES

#### **WAYFINDING**

##### Monolith signs

- 1.3.1 The [Sign Location Report](#) was produced in 2014 resulting in the installation of new monolith signs in the town centre, seafront and riverside in 2015. This forms part of the Wayfinding Strategy: aiding navigation for visitors and ratified in the objectives set out by the Nine Big Ideas.

#### **SEAFRONT**

##### Stage by the Sea

- 1.3.2 'Stage by the Sea' was completed in 2015 by LTC: offering a venue on the Green for open-air entertainment. This fulfilled the Council's recommendation for street entertainment set out in its document [Concessions, Market, Street Traders and Street Entertainers Strategy](#) (Project 4.3) by creating a new performance area south of Banjo Road.

##### Littlehampton Wave

- 1.3.3 Littlehampton Wave, the new leisure centre opened by ADC in spring 2019. This satisfied the Council's Strategic Priority (1b) of providing a new or improved Leisure Centre for Littlehampton as described in Leisure and Cultural Strategy.

##### Skate Park

- 1.3.4 The new Skate Park on Sea Road was completed by ADC in autumn 2019, bringing new and exciting facilities for BMX cyclists, skateboarders and in-line skaters to enjoy. It is a very popular 'go to' location for young people.

1.3.5 Review of coach parking provision (Banjo Road)

The review was conducted and outlined in the report for [Proposed new commercial pitches on Littlehampton seafront](#) taken to Littlehampton Regeneration Sub-Committee on [7<sup>th</sup> October 2020](#). The reviews had several purposes:

- (1) to document actual demand for coach parking via analysis of parking tickets sold
- (2) to evaluate the feasibility for the potential accommodation of seasonal commercial pitches within part of the Banjo Road coach parking area
- (3) to be able to plan alternative off-site coach parking arrangements for coaches as the Banjo Road parking site is removed in the approved Seafront Design Schemes and instead coach pick up and drop off sites are included. Both concepts exploit the land on and adjacent to Banjo Road so the relocation of coach parking elsewhere has been identified as a necessity to deliver either design.

The report summarised:



*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.*

<b>Ticket sales</b>	<b>Ap 19</b>	<b>Ma 19</b>	<b>Ju 19</b>	<b>Jul 19</b>	<b>Au 19</b>	<b>Sp 19</b>	<b>Oc 19</b>	<b>No 19</b>	<b>De 19</b>	<b>Ja 20</b>	<b>Fe 20</b>	<b>Ma 20</b>	<b>Total</b>
<b>Up to one hour</b>	23	16	27	41	34	14	7	6	2	0	0	0	131
<b>Over one hour</b>	2	7	57	157	105	12	0	2	0	0	0	0	333
<b>Overnight</b>	0	3	0	0	2	0	0	0	0	0	0	0	2
<b>Total</b>	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 (20<sup>th</sup> 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 2<sup>nd</sup> 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 Council has not yet identified a viable alternative location to provide appropriate off-site coach parking provision. It did, however, conclude that there is enough parking provision to both accommodate the commercial pitches and coaches. On [7<sup>th</sup> October 2020](#), the Subcommittee supported the planning application with restrictions to the Operating Licence.

#### Commercial Pitches near the seafront

- 1.3.6 Consultation for temporary seasonal concessions responded in favour of expanding provision. In October 2020, the Development Control Committee considered an application for new commercial pitches for Littlehampton seafront (Banjo Road). It is thought that the area would be more attractive to visitors if there was a wider

choice of commercial and entertainment options available on the seafront, and boost the local economy by drawing in new visitors and footfall – satisfying the objectives of the [Strategic Tourism Review](#) – and also generate income (lease revenue) for The Council. On [7th October 2020](#), the Subcommittee supported the planning application ([LU/91/19](#)) with restrictions to the Operating Licence. This also achieves part of the [Council's Concessions Strategy Recommendation](#) (1.8).

#### Coastguard Tower conversion

- 1.3.7 Planning permission was approved for the conversion of the former Coastguard Tower into holiday accommodation back in 2017 ([LU/98/17/PL](#)) with construction currently ongoing.

#### Watersports Venue & Café

- 1.3.8 The Council marketed an under-used promenade shelter on Sea Road in 2016 as a [New Commercial Business Opportunity](#). Consequently, planning permission was granted for a new café and watersports venue opposite the Skate Park in December 2017 ([LU/345/19/DOC](#)). Building contractors have been appointed and works are currently underway with the main structure up. The build programme was initially expected to take around six months, but progress has been slowed by the pandemic. The facility is expected to open by summer 2021.

#### Seafront public realm improvements

- 1.3.9 Public realm improvements around the entrance to the pier have transformed the junction between pier and Riverside Walkway into a modern space to enjoy views of the river and sea. It features pebble shaped seats, complemented with new railings on the pier.
- 1.3.10 The area in the immediate vicinity of Windmill Theatre is earmarked as a desirable zone to encourage new enterprise and establish better links. However, opportunities are currently constrained by the conditions of lease of harbour Park: as such is constrained by physical boundaries and legal barriers making any scheme here unviable without co-operation of leaseholders.
- 1.3.11 Although initial concept proposals have been developed as part of the Seafront Design Scheme, significant investment is required and resolution to land ownership issues (Harbour Park lease) need to be addressed. Officers have delayed seeking external funding for these elements until a time there is clarity on the outcome of negotiations of the Harbour Park lease. Notwithstanding, the intention would be to deliver a cohesive design scheme implemented as part of series of phased projects.
- 1.3.12 A schedule of smaller scale phased projects was produced as outlined in the Action Plan for Seafront Public Realm interventions **Item 6** put to the Sub-Committee on [14<sup>th</sup> June 2017](#).

### **TOWN CENTRE**

- 1.3.13 Littlehampton town centre is the primary thoroughfare visitors take en route to the beach. For many day-trippers arriving by train the railway station is the start of the journey on foot to the seafront. The Wayfinding Strategy suggested concepts

intended to create stronger links between town centre, seafront and river as a pedestrian circuit. This was supported by the installation of monolith signs in 2015 which established clear navigational routes. By reinforcing better links thus encouraging pedestrian movement through the town centre it is hoped a boost to businesses will naturally occur alongside increased footfall. As a result, concepts for public realm improvements were first dreamt up as part of the Nine Big Ideas in 2014 and developed further by LDA Design in 2016.

#### Public Realm improvements

- 1.3.14 Officers commissioned [LDA Design](#) to produce concept designs for consultation in April and May 2016. [Littlehampton Town Centre Public Realm Improvements Survey Report](#) (2016) detailed the feedback from the survey. LDA's Final Report considered the projects proposed in the Nine Big Ideas and showcased designs for new public realm installations. The report proposed five separate phases (a variation of the original components) aimed at minimising disruption to traders and traffic and make the delivery more achievable (by segmenting smaller amounts of funding is needed at any one time). The intention to deliver the entire project progressively remains – as and when funding demands can be met.
- 1.3.15 In 2017, a funding bid to Coastal Communities Fund (CCF) for all five phases was unsuccessful. Following a revised bid, in April 2019 the Coastal Communities Fund awarded £2,452,295 to deliver Phases 1 & 2 of the public realm scheme.
- 1.3.16 Local Growth Fund (LGF) gave a partial award for £564k for Phase 3 of the scheme. Littlehampton Town Council and ADC approved contribution of £200k each to enable Phase 3 to go ahead. The project went out to tender in June 2020; but those submitted were significantly over budget.
- 1.3.17 With the agreement of Members, the project was rescoped to exclude the construction of Phase 1, from the Railway Station to High Street, to bring the project within budget. A second round of tendering was advertised in October 2020 inviting bids for the pre-contract design and construction management for all three phases, plus the key construction elements for Phases 1 & 2. This will ensure that Phase 1 (Railway Station) is fully ready if another funding opportunity arises in the future.
- 1.3.18 The Council has given approval for the winning contractor to proceed with preconstruction services. The Council is finalising the terms of contract with the contractors; a press release announcing the winning contractor will be released upon signing the contract, expected in March 2021. The Council will require further approval of the contract sum for construction to commence.

#### **RIVER ARUN**

- 1.3.19 East Bank Tidal Defences & Riverside Walkway project  
In 2015 the East Bank Tidal Defences & Riverside Walkway project was completed by the Environment Agency in partnership with ADC; securing flood protection for around 1,000 homeowners. It has since become a popular destination for walkers and forms part of a primary pedestrian route that links beach with town.

### River Arun Cycle Path

- 1.3.20 The river forms a vital component in existing link between town centre and seafront. This connection is hoped to be strengthened and enhanced with the creation of a new cycle path along the west bank of the River Arun.
- 1.3.21 The [Arun Cycleway Feasibility Study \(see link on report elsewhere on Agenda\)](#) report outlines the feasibility of installing a new cycle path along the bank of the River Arun, connecting Littlehampton and Arundel. The conclusion of the feasibility studies has confirmed the proposal to be viable. The next stages include ecology surveys, public engagement and the commissioning of a report to demonstrate the economic benefits of the cycleway. This will preclude seeking external funding to secure the delivery of cycleway and any planning application. The estimated cost range is between £9.8m and £15.8m for the main route and a further £1.4m for various connecting elements.
- 1.3.22 There are also a number of exclusions to these costs including any land acquisition costs (if required) and the removal or remediation of any contaminated material than might be found, which must be taken into account. So far, funding of £62k has been secured from the Business Rate Pool to facilitate the next stage of work.

## **2 PROPOSAL(S):**

- 2.1 The Cabinet Report in November 2020 that requested this paper be collated included the paragraph below in respect of delivery of these projects:

“The Coronavirus pandemic has created a tremendous amount of work for Officers over recent months and there does not appear to be any sight of a reduction in this, particularly now that we enter a second Lockdown. Because day to day service to the community (and support work behind the scenes) continues during the pandemic, the workload and time that Officers are already working is excessive. Whilst the proposals within the Appendix to the report are indeed worthy of following through (if agreed), the lack of capacity of Officers to deliver this work should not be underestimated. This lack of capacity will have an effect on the timescales for delivery.”

This lack of available officer resource remains true at the time of writing and is potentially likely to be exacerbated by savings that the Council is seeking to make to maintain a balanced budget.

- 2.2 Members are requested to indicate if there are any particular projects of those listed that should be the subject of more detail in a comprehensive report for economic and regeneration projects to be presented to the Economy Committee in June 2021.

## **3 OPTIONS:**

Members are asked to give Officers an indication of their preferred way forward for regeneration and development opportunities on the seafront.

## **4 CONSULTATION:**

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council	x	

Relevant District Ward Councillors		<b>x</b>
Other groups/persons (please specify) Some Ward Cllrs have changed since decisions were made		
<b>5 ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	<b>YES</b>	<b>NO</b>
Financial	<b>x</b>	
Legal	<b>x</b>	
Human Rights/Equality Impact Assessment		<b>x</b>
Community Safety including Section 17 of Crime & Disorder Act		<b>x</b>
Sustainability		<b>x</b>
Asset Management/Property/Land	<b>x</b>	
Technology		<b>x</b>
Other (please explain) Officer resources	<b>x</b>	
<b>6 IMPLICATIONS:</b> <u>Financial:</u> Some of the proposed projects either require capital funding, and/or will bring income to the Council <u>Legal:</u> Legal agreements such as leases and licenses will be required for some proposed projects <u>Land:</u> Some of the proposed projects are located on Council-owned land <u>Officer resources:</u> No officer resource is currently allocated to the proposed projects, and with savings being made there may not be available capacity within relevant departments		

## **7 REASON FOR THE DECISION:**

To improve the economic fortunes of Littlehampton through attracting more, and more affluent visitors to come more often, stay longer and spend more.

## **8 BACKGROUND PAPERS:**

[Cabinet Report: Covid-19 Recovery Working Party: Key Outcomes from Cabinet: Appendix A: November 2020](#)

Sub-Committee Meeting Papers

[21<sup>st</sup> July 2015](#)

[9<sup>th</sup> September 2015](#)

[6<sup>th</sup> July 2016](#)

[20<sup>th</sup> July 2016](#)

[14<sup>th</sup> June 2017](#)

[12<sup>th</sup> July 2017](#)

[7<sup>th</sup> October 2020](#)

## Strategic Reports

[Nine Big Ideas for Littlehampton](#)

[The Littlehampton Vision](#)

[Waterfront Strategy](#)

[Littlehampton Sign Location Report](#)

[Leisure and Cultural Strategy \(2013-2028\)](#)

[LDA's Final Report \(2017\)](#)

[Concessions, Market, Street Traders and Street Entertainers Strategy](#)

[Proposed new commercial pitches on Littlehampton seafront](#)

[Strategic Tourism Review](#)

[Council's Concessions Strategy Recommendation](#)

[Littlehampton Town Centre Public Realm Improvements Survey Report \(2016\)](#)

[Arun Cycleway Feasibility Study \(see link on report elsewhere on Agenda\)](#)

## ARUN DISTRICT COUNCIL

### REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUB COMMITTEE ON 11 MARCH 2021

#### PART A : REPORT

**SUBJECT: THE ARUN CYCLEWAY FEASIBILITY STUDY**

<b>REPORT AUTHOR:</b>	Karl Roberts, Director of Place
<b>DATE:</b>	20 January 2021
<b>EXTN:</b>	37760
<b>PORTFOLIO AREA:</b>	Economy

#### EXECUTIVE SUMMARY:

The report outlines the feasibility of installing a new cycle path along the bank of the River Arun, connecting Littlehampton and Arundel.

#### RECOMMENDATIONS:

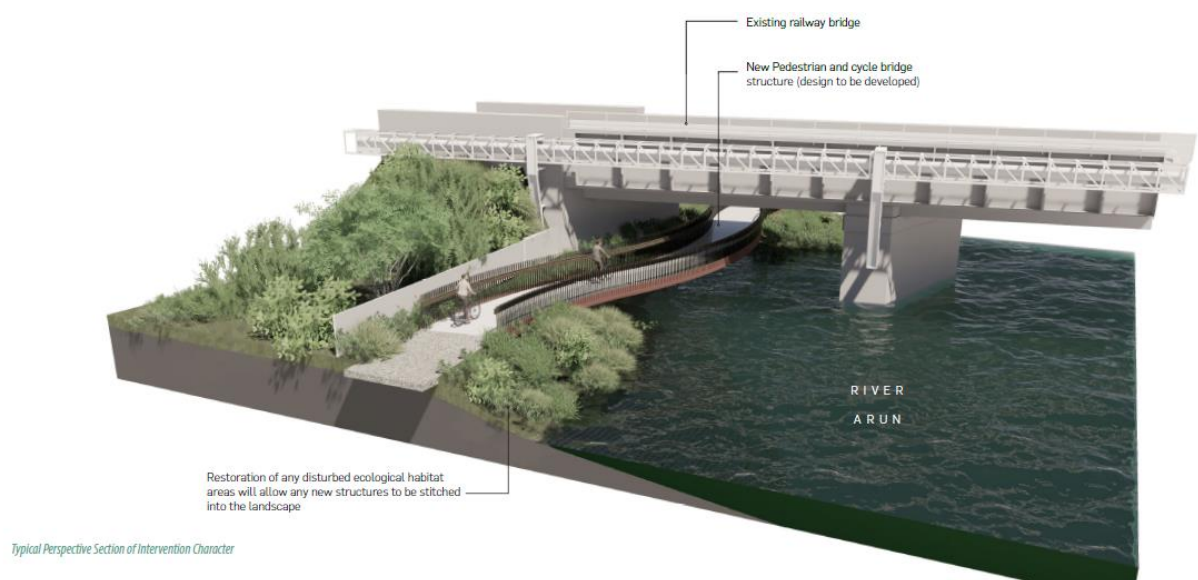
The Committee is asked to note the content of the Feasibility Report for the Arundel to Littlehampton Cycleway and the intention to use further funds from the West Sussex Business Rate Pool to commission further work considered necessary to support the objective of submitting a planning application for the cycleway.

#### 1. BACKGROUND:

- 1.1 Within the Local Plan there is a stated policy objective of providing effectively a cycleway between the two towns, linking with Ford railway station.
- 1.2 Some initial assessment was undertaken on behalf of the Council some time ago by Sustrans. However, a much more comprehensive feasibility study has been undertaken, funded through a successful bid to the West Sussex Business Rate Pool and supplemented with funding from WSCC.
- 1.3 A link to the document is provided at the end of this report.
- 1.4 The existing route is currently an unmade footpath that follows the alignment of the river, crossing under two major 'A' roads and the West Coastway Railway Line. This unmade footpath connects to existing footways in Arundel and Littlehampton, which access destinations within these towns. In general, the cycling infrastructure in these towns is on low traffic streets. The proposed route will connect with this existing network and fill in any gaps to create a seamless journey between the river and the town centres. There are some gaps in provision within the towns which this study highlights and seeks to propose mitigation to support routes to and from the proposed leisure route.



- 1.5 The report provides information on how a proposed leisure route will connect and complement existing walking and cycling routes within the vicinity and the proposals by the respective local authorities in the area to improve walking and cycling as noted within the West Sussex Walking and Cycling Strategy (2016 to 2026) and the South Downs National Park Authority Cycling and Walking Strategy (2017 to 2024).
- 1.6 The report assesses the entirety of the route between the towns, the connectivity to the rail stations within the towns and the connectivity to adjacent cycle and walking routes within the vicinity of the River Arun. The information that has been collected and assessed relates to multiple disciplines which has enabled this report to provide a narrative of issues, constraints as well as opportunities.
- 1.7 The information included in the report covers the following disciplines:
- Transport Planning;
  - Landscape Architecture;
  - Flood Risk Assessment;
  - Structural & Civil Engineering;
  - Geotechnical Engineering;
  - Utility searches;
  - Planning, Ecology, Archaeology, Arboricultural, Legal searches (WSCC);
  - Cost, CDM (F&G)
- 1.8 There are a number of particular challenges in terms of delivering the required outcome including how the route would pass successfully under the railway built at ford. In the report one option that has been explored is a structural cantilever slab, possibly similar to that shown in the extract from the document below.



- 1.9 The various works proposed have been costed in a separate document (which has not been made publicly available). The estimated cost range is between £9.8m and £15.8m for the main route and a further £1.4m for various connecting elements.



<p>There are also a number of exclusions to these costs including any land acquisition costs (if required) and the removal or remediation of any contaminated material than might be found, which will need to be taken into account.</p>		
<p><b>2. PROPOSAL(S):</b></p> <p>2.1 There is still a significant amount of work to be done before a planning application could be submitted to the Council for consideration. This includes ecology surveys, public engagement and commissioning a report to demonstrate the economic benefits of the cycleway. A particularly important piece of work if the intention is to seek external funding to secure the delivery of cycleway.</p> <p>2.2 A further tranche of funding of £62k has been secured from the Business Rate Pool to facilitate the next stage of work.</p> <p>2.3 It is anticipated that the commissioning of some of this work will commence in Spring 2021. Members will be provided with an update in due course.</p>		
<p><b>3. OPTIONS:</b></p> <p>3.1 To note the report as recommended or require an alternative action.</p>		
<p><b>4. CONSULTATION:</b></p>		
Has consultation been undertaken with:	<b>YES</b>	<b>NO</b>
Relevant Town/Parish Council		x
Relevant District Ward Councillors		x
Other groups/persons (please specify)		x
<b>5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	<b>YES</b>	<b>NO</b>
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
<p><b>6. IMPLICATIONS:</b></p> <p>6.1 At this stage there are no implications directly arising out of the recommendation to note the content of the feasibility study. Public engagement will be undertaken in the next phase of work.</p>		

**7. REASON FOR THE DECISION:**

7.1 To provide the Committee with an update on progress to date, the likely costs of delivering the full cycleway and the next stage.

**8. BACKGROUND PAPERS:**

Littlehampton Regeneration Sub Committee – June 2018

**Link to feasibility report - TBA**

Equality Impact Assessment : Not required for this report.

Littlehampton Regeneration Position Statement – March 2021	
<b>COVID 19</b>	<b>Update</b>
<b>Business Support Grants</b>	<p>The government has extended the Closed Grants for businesses mandated to close through the current lockdown period (previous round of funding. Businesses already registered are being notified through the <a href="http://www.grantapproval.co.uk">www.grantapproval.co.uk</a> portal.</p> <p>The Discretionary Grants administered by Arun District Council's Revenues Team and supported by the Economic Regeneration Team can also be applied via the Grant Approval portal. Businesses unsure on which grant they may qualify for or need help can contact Arun District Council at <a href="mailto:business@arun.gov.uk">business@arun.gov.uk</a>.</p> <p>As example and as from 22.2.21:</p> <p>The number of applications received for T4 Closed Business grants were 693 with 643 paid, to the value of £363,539.00.</p> <p>Applications for the Business Support Package for Lockdown period commencing 5 Jan were 812 with 748 paid to the value of £5,300,045.</p> <p>To date, the Economy Team has received 813 applications for discretionary grants of which, so far, 391 have been approved to the value of £1,046,760.</p>
<b>Project</b>	<b>Update Information</b>
<b>Littlehampton Town Centre Public Realm Scheme (update)</b>	<p>The first round of tendering for the pre-construction design and construction (June 2020), did not produce a viable tender bid within budget and value engineering could not deliver the saving required.</p> <p>At a meeting of 29 September, members directed officers to rescope the project to exclude Phase 1 construction, from the railway station to High Street, to bring the project within budget. This was reiterated at the <a href="#">Littlehampton Regeneration Sub-Committee 7th October 2020</a></p> <p>A second round of tendering was advertised in October 2020 inviting bids for the pre-construction design and construction management for all three phases, plus the key construction elements for Phases 2 &amp; 3. This will ensure that Phase 1 (Railway Station) is fully ready if another funding opportunity arises in the future. The tenders closed on 2 November 2020.</p> <p>Two tenders were received and were evaluated based on the Most Economically Advantageous Tender Evaluations. The</p>



	<ul style="list-style-type: none"> <li>• 1 x Senior Community Warden</li> <li>• 2 x Community Wardens</li> </ul> <p>The interviews for the posts were held in January 2021, with offers made on all posts. Subject to references and vetting, the service will commence in Spring this year.</p> <p>The overarching principals of this project are to strengthen and increase the resilience of local communities and to bring about a sense of confidence and safety to residents, businesses and visitors by engaging with communities and partner agencies. The Wardens will implement community-based initiatives that address issues affecting the lives of communities and empower them to bring about change and improvements to the quality of life in their local area.</p> <p>To do this, they will:</p> <ul style="list-style-type: none"> <li>• Provide a highly visible presence and regular foot patrols across Littlehampton.</li> <li>• Form close working relationships with Police, Police Community Support Officers and local communities to identify and reduce crime, anti-social behaviour, and the fear of crime in the area.</li> <li>• Provide intelligence and evidence to the Police, and other appropriate agencies, and acting as a witness and attending Court when required.</li> <li>• Providing support to young people and establish suitable activities or signposting to other groups.</li> <li>• Identify at risk communities and groups and work closely with agencies to address concerns.</li> <li>• Offer advice on crime prevention and fire safety in the home.</li> <li>• Enforce the Public Spaces Protection Order.</li> <li>• Actively promote community development initiatives and local events.</li> </ul> <p>It should be noted that this scheme does not seek to replace the town centre Business Warden service funded by Sussex Police and Southern Co-Ops. Community Wardens will work throughout Littlehampton and engage with all sections of the community.</p>
<b>Littlehampton Traders Partnership</b>	<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>Simon Vickers, co-Chair of the Littlehampton Traders Partnership, has stood down as from 1st March. Simon intended to stand down in 2020, but stayed on to support the Partnership and the town during the pandemic. ADC Chief</p>

	<p>Executive has written to Simon thanking him for his dedication and support for the town over the past years.</p> <p>Celia Thomson-Hitchcock will continue in her role as Chair of the Partnership. The Partnership Board is in discussion as to possible options moving forward.</p> <p>The Traders Partnership Board is in discussion with partners and members over project proposals they are developing. The formation of the proposals is at an early stage, but they hope soon to be able to present some of these proposals to the Town Council and District Councils.</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. They were active in supporting the ShopLittlehampton festive campaign that took place in the short space of easing of lockdown in December..</p>
<b>Markets &amp; Events</b>	<p>The impact of the Covid-19 pandemic has resulted in the suspension, cancellation or postponement of some events in and around the town centre, including the LOCA festival to be held in July 2021. ADC has received an events application from the Bonfire Society to hold their annual event in October.</p> <p>National youth arts charity Artsworld through the Arun Inspires programme is leading work towards the High Street events programme jointly funded by ADC and the Town Council which has now been approved by Littlehampton Town Council Committee.</p> <p>Artsworld is providing project management in-kind plus match funding of £12 500 to the £15 000 approved by the Town Council for a programme of high quality, family friendly cultural pop up events provisionally titled Love Littlehampton Arts. A defined programme is being proposed for Summer 2021, with the second half of the budget reserved for grant/s for Winter 21 or Summer 2022 event on the original model.</p> <p>The ambition is to be able to start finalising contracts in March for a high quality events programme incorporating partnerships with TLA and the Museum, and including student and community photography work on the theme of #ilovelittlehampton, street performances, sound installations, interactive street arts and a steel band proposed to run from end July – mid September.</p> <p>LTC members have approved in principle a programme of arts activities developed by Arun Inspires. Details of the</p>

	<p>programme are being finalised with a view to commencing some of the activities in the summer, subject to any government restrictions around the ongoing Covid pandemic.</p> <p>The Town Centre Regeneration Officer will no longer hold street trading consent that previously enabled the Artisan Market. Options are being explored with the market organiser and Traders Partnership</p>
<b>New Café and Watersports venue</b>	<p>The seafront café is now under construction. Following delays mainly caused as a result of the pandemic and material supply / revised limited contractor operation the build is now coming on well.</p> <p>The developers have completed the first fix and hope to be open in some form March/April, even if this is just takeaway, but fully open by May, subject to government rules concerning the easing of lockdown.</p>
<b>Shopfronts</b>	<p>Invites have been issued to traders to apply for Shopfront Improvement Grants. Littlehampton Traders can get up to 50% of the cost, to a maximum of £2,000 to help pay for the improvements to their shopfronts, e.g. new window frames, painting, signage, or a new awning. For more details or to request an application form, contact <a href="mailto:Adam.Stoneman@arun.gov.uk">Adam.Stoneman@arun.gov.uk</a></p>
<b>Littlehampton Town Centre Management</b>	<p>Littlehampton Town Council has reduced contribution towards town centre management for the financial year commencing 1 April 2021. The impact that this will have on the service and mitigating action is being considered by ADC management. Formal consultation with the relevant postholder will commence on 1 April.</p> <p>The 2-hour free parking disc scheme is under review. The scheme is jointly funded by ADC and LTC with contributions from the Traders Partnership. Although heavily supported by independent traders and Sainsbury's, the national chains have not supported this scheme and its sustainability is in question in its current format. Officers are in discussion with the Traders Partnership on options going forward.</p> <p>Improvements planned to Littlehampton Railway Station funded from the GTR Passenger Benefits Fund are near completion. Littlehampton Station improvements included additional platform seating and an upgraded waiting room. It also includes improvements to the station toilets. Access to the toilets are from station platform side, with exception of disabled toilets that can still be accessed from the ticket office side. The budget allocation from the Benefits Fund for Littlehampton Railway Station was £50,000.</p>

<b>North of Littlehampton Public Art Project</b>	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.”
<b>Gigabit West Sussex</b>	<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>
<b>Fitzalan Link</b>	<p><b>LYMINSTER BYPASS</b></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><b>SOUTHERN SECTION OF THE LYMINSTER BYPASS</b> 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><b>NORTHERN SECTION OF FITZALAN LINK ROAD</b> 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><b>SOUTHERN SECTION OF FITZALAN LINK ROAD</b> 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>
<b>Tourism and hospitality</b>	<p>The Covid-19 pandemic continues to have a significant effect on all destinations and the tourism and hospitality sector - including Littlehampton and the Arun District.</p> <p>Littlehampton is a 'natural' attraction with many assets so, as and when restrictions are eased or lifted, is likely to be a popular choice for many, which could also bring challenges in managing potentially large numbers of visitors and residents in a safe, socially distanced way.</p> <p>According to the <a href="https://www.visitbritain.org/sites/default/files/vb-corporate/covid-19_consumer_weekly_tracker_wave_25_final.pdf">Visit Britain Consumer Sentiment Tracker</a>, destinations such as 'coastal/seaside towns'; 'countryside or village'; 'rural coastline' etc continue to be popular 'wishlist' locations. Source: <a href="https://www.visitbritain.org/sites/default/files/vb-corporate/covid-19_consumer_weekly_tracker_wave_25_final.pdf">https://www.visitbritain.org/sites/default/files/vb-corporate/covid-19_consumer_weekly_tracker_wave_25_final.pdf</a></p> <p>Alongside working with the district's Town Councils and destination marketing teams, plus specialist industry partners at regional and national level, the Economy Team continues to</p>

	<p>work hard to support town centres and local businesses, including those in the tourism, hospitality and retail sectors. Regular B2B newsletters are sent to growing mailing lists of local businesses and Visitor Information Points, which include:</p> <ul style="list-style-type: none"> <li>• Grants available and guidance from the Arun Business Partnership.</li> <li>• Opportunities for B2B collaboration, skill sharing, networking, promotional opportunities with our industry partners plus requests to share feedback.</li> <li>• Invitations to regular online webinars, workshops and networking 'chat' type meetings hosted by our partners, which are proving popular and therapeutic to owners of small and large businesses, enabling them to talk through their particular situations and share solution ideas for mutual benefit.</li> <li>• Current information, inspiration and guidance for businesses, residents and visitors is also published at: <ul style="list-style-type: none"> <li>○ <a href="https://www.arun.gov.uk/business-covid-19">https://www.arun.gov.uk/business-covid-19</a></li> <li>○ <a href="https://www.sussexbythesea.com/tourism-business-centre">https://www.sussexbythesea.com/tourism-business-centre</a></li> <li>○ <a href="https://www.sussexbythesea.com/know-before-you-go">https://www.sussexbythesea.com/know-before-you-go</a></li> <li>○ <a href="https://www.sussexbythesea.com/blogs">https://www.sussexbythesea.com/blogs</a> plus FAQs and responses to visitor enquiries</li> </ul> </li> <li>• Social Media channels are also used to share stories and news from all partners and as many local businesses as possible.</li> </ul> <p>It is planned for all the above to continue for the foreseeable future as the most efficient way for our resources to reach as many businesses, residents and visitors as possible.</p>
<p><b>Media Coverage / Marketing</b></p>	<p><b>Love Local Prize Draw</b></p> <p>A joint marketing campaign between Arun and Littlehampton Town Council to encourage shoppers to spend money in Littlehampton's shops ran between September and December 2020.</p> <p>Shoppers collected five stickers each month from local shops and bars to enter.</p> <p>We rolled the November prize draw into December's draw when non-essential shops were forced to close during the latest lockdown.</p> <p>The prize draw was promoted on social media by Arun, Littlehampton Town Council and traders and received a positive response.</p>

John – we did not hear from LTC how many completed entries were received – just in case you want this info to hand for the meeting.

### **Shop Local Christmas Social Media Campaign**

In the run up to Christmas, we ran a social media campaign, **Spread some festive cheer – Shop Littlehampton** – to promote Littlehampton's shops and businesses.

We created and boosted Christmas themed social media posts which promoted individual retailers, the products and / services they offer, how people could make purchases and how to get in touch / buy and find out more.

Each participating business was featured and promoted through boosted posts on Shop Littlehampton's Facebook page and shared on Instagram.

<b>Target</b>	<b>Result</b>
Reach <b>10,000</b> people	Reached <b>33,900</b> people
Generate <b>50 new “Likes and Followers”</b> for Shop Littlehampton Facebook page	<b>59</b> new Followers <b>32</b> new Page Likes
Achieve <b>1,000 engagements</b> (Likes, Shares, Comments)	<b>2,443</b> Engagements
<b>30</b> x Retailers participate	<b>14</b> Retailers took part

The number of participating traders was lower than hoped although this may be due to the lockdown introduced at the start of December and the uncertainty and extra hardship this created for traders.

John, you have Shop Littlehampton's Facebook audience profile in the evaluation report if you need it at the meeting.

### **Re-Opening High Streets Safely**

We are currently developing a campaign ready to promote the safe re-opening of all non-essential High Street shops in April. We are scoping;

- A radio campaign on the newly launched V2 Radio
- Branded “Shop safely” tote shopping bags which will be given to shoppers
- Social Media campaign encouraging shoppers back into Littlehampton.
- A leaflet delivered door to door.

<p><b>St Martin's Car Park</b></p>	<p>Officers have had informal discussions with interested parties regarding the possibility of development on part of the Car Park (without impact on any third parties) in order to facilitate and cross subsidise the delivery of new community facilities which could also support the economic well-being of the town.</p> <p>However, these discussions have not advanced significantly at this time because in terms of the type of community facility that might be delivered it is unclear at this time whether the NHS may wish to consider this site a possible location for new health facilities. Understandably, the NHS including its estates division is focused on the national response to the Covid Pandemic.</p> <p>Officers will endeavour to provide a further report for the new economy committee, however officers would welcome an indication from the Committee as to whether the Committee wish to see a more definitive statement regarding the development potential of this site, perhaps in the form of a Supplementary Planning Document, and any other sites of note in the town.</p> <p>The Committee need to be aware however, that the production of such a document will have a cost (due to the lack of available in-house resource). If this is the option that the Committee would wish to pursue then a report would be prepared for the first meeting of the new Economy Committee setting out the cost and brief for the work.</p>
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