



Public Document Pack

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Committee Manager Carrie O'Connor

30 May 2019

Littlehampton Regeneration Sub-Committee

A meeting of the Littlehampton Regeneration Sub-Committee will be held in CR1 (Pink Room) Arun civic Centre on the Thursday 13th June 2019 **at 6.00 pm** and you are requested to attend.

Members: Councillors Buckland (Chairman), C Blanchard-Cooper (Vice-Chair), Caffyn, Cooper, Gunner, Haywood, Miss Rhodes and Seex

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

To approve as a correct record the Minutes of the meeting held on 10 October 2018 (attached).

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

5. START TIMES
To consider the start times of meetings for the remainder of 2019/20.

6. PROGRESS REPORT ON THE DELIVERY OF THE ENHANCED PUBLIC REALM SCHEME IN LITTLEHAMPTON TOWN CENTRE (Pages 1 - 8)

In April 2019, the Coastal Communities Fund awarded Littlehampton £2,452,295 to deliver the first two phases of the approved enhanced public realm scheme in Littlehampton town centre. This report provides an overview of the scheme and progress to date.

7. LITTLEHAMPTON REGENERATION POSITION STATEMENT (Pages 9 - 14)
The Position Statement will be circulated under separate cover and is now attached.

Note : *Indicates 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.

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF LITTLEHAMPTON REGENERATION SUBCOMMITTEE ON 13 JUNE 2019

PART A : REPORT

SUBJECT:

Progress report on the delivery of the enhanced public realm scheme in Littlehampton town centre

REPORT AUTHOR: Caroline Gosford

DATE: 16th May 2019

EXTN: 37854

PORTFOLIO AREA: Economy Group

EXECUTIVE SUMMARY:

In April 2019, the Coastal Communities Fund awarded Littlehampton £2,452,295 to deliver the first two phases of the approved enhanced public realm scheme in Littlehampton town centre. This report provides an overview of the scheme and progress to date.

RECOMMENDATIONS:

Littlehampton Regeneration Sub-Committee notes the report.

1. BACKGROUND:**1.1 Introduction**

1.1.1. Improvement of the town centre public realm is viewed as an important issue for the town, and it features in many policy and strategy documents for Littlehampton as explained below.

1.1.2. Littlehampton Coastal Communities Team: Economic Plan 2017 - Three key objectives identified by this stakeholder group:

1. To improve the public realm in the town centre and connectivity between the town centre, riverside and seafront.
2. To enhance public realm on the riverside, seafront and adjoining greens.
3. Increase private sector investment in the town, increasing retail prosperity.

1.1.3. This project meets Objective 1, and will plan to deliver Objective 3. Objective 1 is covered by the wider public realm scheme incorporating five phases. In terms of Objective 2, the riverside public realm has already been radically uplifted as part of a £22m Environment Agency flood defence scheme which has won landscape awards. Additionally there are existing consulted-upon and approved public realm designs for the seafront and adjoining greenspace.

1.1.3. Littlehampton Vision Masterplan 2004 sets the key principles - “To build upon on the Town’s distinctive character, Littlehampton will be a successful, competitive and connected town. The town will provide an attractive, vibrant and safe place to live, work and visit with an excellent range of facilities for all ages and groups.”

1.1.4. This project contributes in particular to the objectives to improve connectivity, create feature points and places around the town and to better utilise Littlehampton’s natural assets. “The legibility of the town relates to how easily people understand what opportunities a town centre has to offer in terms of uses and spatial relationships. Movement around the town centre is fundamental to the success of Littlehampton. Destinations, either buildings or places, should be created around the town centre to encourage movement, particularly between the retail core and civic area, riverside (East and West Banks) and the seafront.”

1.1.5. Waterfront Strategy 2009 highlighted three distinct but disconnected areas which require interconnecting to improve the visitor pedestrian experience. These are the Town Centre, Seafront and the Riverside.

1.1.6. Wayfinding Signage Plan implemented in 2014, incorporating the above 3 areas of the town to improve the connectivity of pedestrian movement in Littlehampton. This piece of work delivered the installation of new Monolith directional signage around the town, riverside and seafront.

1.1.7. 9 Big Ideas for Littlehampton 2015 This defined ways to enhance the existing routes to improve linkages and connectivity between the Town Centre, Seafront and Riverside based on workshop feedback. This strategy plan formed the basis for improving pedestrian movement across the town to enhance the overall experience for the local community and visitors to the area.

1.1.8. Littlehampton Neighbourhood Plan 2014 Vision is as follows: ‘To fundamentally improve the economic, environmental, and social wellbeing of individuals and communities in the town, particularly those in the most deprived areas. To enhance, improve and protect existing community infrastructure and propose new where appropriate, that will deliver excellent local and accessible facilities to all of the Littlehampton population’. The improvements to the public realm meet this vision.

1.2 Design Phase

1.2.1 During the design phase in 2016, the public, council officers and Members from all 3 tiers of local government, stakeholders and traders were all fully involved and engaged in the design process so their local knowledge could be used to greatest effect. The design process started with a walking tour with key stakeholders to identify the main issues in each area of the town centre, and the approved designs mitigate for, and where possible resolve the identified issues.

1.2.2. A widely publicised 3 week public consultation was conducted on the concept designs which were adapted as a result of consultation, and put forward for formal approvals. The public consultation showed overwhelming support for the public realm improvements from both the public and traders as shown below:

- 'A design reflecting Littlehampton's maritime heritage and history' (87%)
- 'A restrained colour palette to reflect the seaside' (80%)
- 'The use of paving to provide subtle cues of the seaside' (79%)
- 'Referencing natural patterns to provide a timeless identity' (79%)
- 'Details that reflect boat building and craftsmanship' (76%)
- 'The use of Tamarisk trees; a quintessential seaside tree' (73%).
- 'Creating spaces' (94%)
- 'Celebrating the arrival experience' (88%)
- 'A special shopping and dining' (88%)
- 'Creating a sequential experience' (81%)
- "Less is more" (79%)
- 'Slowing traffic' (72%)

1.2.3. The public realm designs were approved by West Sussex County Council's Joint Eastern Area Committee as the local highways authority. They were also approved by Arun DC through Littlehampton Regeneration Sub Committee on 6th July 2016 (which included many Littlehampton Town Council Councillors) and by Full Council in July 2016. The same report received approval to deliver the scheme in phases as funding becomes available, to seek external funding to deliver the scheme, and put in hand relevant legal agreements with West Sussex CC (Section 278 Agreement) and Network Rail (to improve their land).

1.3 Evidence of need and objectives

1.3.1. The existing town centre public realm is dated and the layout restricts how it can be used for events. This is in contrast with the new high quality riverside public realm and iconic and quirky seafront structures like the Longest Bench and Stage by the Sea. Pedestrian routes from the station towards the town centre are not obvious and road crossings are tricky.

1.3.2. The main objectives of the public realm scheme are to improve connectivity between town, riverside and seafront, create safer and more intuitive pedestrian routes around the town and attract more, and higher-spending visitors to the town to stay longer and spend more to sustain and grow the town's businesses.

1.3.3. The town has been losing ground compared to local competition especially since the departure of Waitrose from the town centre to nearby Rustington. This is evidenced by the steady rise in vacancy rates to the current level of over 10% which is higher than the national average, and the ongoing anti-social and low-level criminal behaviour that is blighting the town. National retail trading conditions are the harshest in living memory as evidenced by the demise of dozens of high street chains. National policy states that town centres need to adapt to becoming less about retail and more service-orientated to maintain footfall and spend, and to offer a better visitor experience to compete in the new online world. While small scale initiatives are tackling these issues such as shop front grants and retail training, this transformational project requires large scale investment.

1.4 Applications for funding

1.4.1. In 2016, an application for c £5m was made to Coastal Communities Fund to deliver the entire town centre public realm scheme. Unfortunately the application was

unsuccessful.

1.4.2. An Expression of Interest was submitted by the Council to the Coastal Communities Fund in 2018 for funding to deliver two phases of the approved four phase shovel-ready public realm scheme for the town centre. The Council was invited to submit a full bid.

1.4.3. The bid was made by the Council on behalf of Littlehampton Coastal Communities Team, a multi-agency partnership tackling town centre issues. The Council will be the Accountable Body and responsible for adherence to grant terms and conditions.

1.4.4. The bid was awarded the full sum requested of £2,452,295 in April 2019. It was one of the larger awards made by Ministry of Housing, Communities and Local Government for this round of funding. The funding is to deliver the public realm works and revenue costs for associated staffing to deliver this project. The public realm enhancements are for the area of the High Street precinct and pavements/junctions to the railway station where a new and attractive gateway to the town is planned. An Illustrative Plan of the scheme is attached as Appendix A.

1.4.5. The Council delivered a similar successful public realm improvement scheme in Bognor Regis town centre which has provided the evidence of economic growth to underpin the successful bid. The overall aim of the Coastal Communities Fund is to improve the economic fortunes of seaside towns through the creation of new jobs and new businesses and attracting more visitors. In Bognor Regis this has translated into reduced vacancy rates, investment in the improvement of business premises, attraction of higher quality new businesses, increased footfall and turnover, all of which are a proxy for new jobs. Additionally it was the catalyst for major investment in the railway station which it is hoped to replicate in Littlehampton.

1.4.6. In March 2019, Cabinet approved a report which endorsed the submission of the bid to the Coastal Communities Fund and authorised the grant spend and delivery of the public realm project.

2. PROPOSAL(S):

2.1. Since the formal grant award letter, officers have been working to liaise with key stakeholders and recruit the professional team to deliver the project

2.2. A meeting has recently been held with Southern Rail (Govia Thameslink) to discuss the plans around the station. These involve modifying the car park entrance for ease of access and creating a pleasant gateway arrival area to replace the narrow pavement currently available while retaining taxi parking. They are fully supportive and appreciative of the planned enhancements. They plan to work up an enhancement scheme for the railway station itself involving their staff and the public.

2.3. A meeting has recently been held with Sussex Police CCTV expert to look at re-siting the camera and tower at the top of the precinct to enable the key sight line toward station and south of precinct to be opened up. The proposed new site within a lamp column on the other side of the road will provide better coverage than existing, and it is also proposed to add a new camera at the junction with Duke Street to provide better coverage within the precinct (there is funding within the budget for this). This enhanced

coverage will be valuable in tackling the pervasive anti-social and criminal behaviour that the town is currently suffering from.

2.4. Plans are being made to temporarily relocate the Friday and Artisan markets for the duration of the works.

2.5. Independent research surveys with the public and traders have been commissioned to create a “before” baseline. The public survey is aimed at a mix of residents and visitors and asks questions about how often people visit the town centre, how long they stay for and how much they spend on what. The trader survey asks about the current trading conditions and their views about the town centre, and their level of confidence for the future and likelihood of employing more staff. This will be repeated 2 years after the project is complete to enable the impact of the project to be measured. The researchers will be in town in June 2019.

2.6. A Communications Plan is being drawn up to ensure all relevant parties are kept up to date with the project. This is particularly pertinent for traders and it is planned that they will be able to remain open for business throughout the works which will be delivered in small sections.

2.7. Additional officer liaison meetings are proposed with Littlehampton Town Council as they are a key partner in this project.

2.8. Once a professional team is in place, detailed designs can be completed and the construction project tendered. When the tenders are returned, more information will be available about the delivery methodology i.e. sequencing and phasing of the works and this will be communicated when it is available to all relevant parties.

3. OPTIONS:

To note the contents of the report
OR Not to note the contents of 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) Public, WSCC JEAAC, traders, Traders Association, stakeholders	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: Oversight and management of grant fund monies.

Legal: Possible Section 278 Agreement with West Sussex County Council required.

An exchange of letters with Southern Rail/Network Rail is required to enable the Council to work on, and improve their land outside the railway station.

Asset Management: Ongoing maintenance of replaced bins and new benches and trees.

7. REASON FOR THE DECISION:

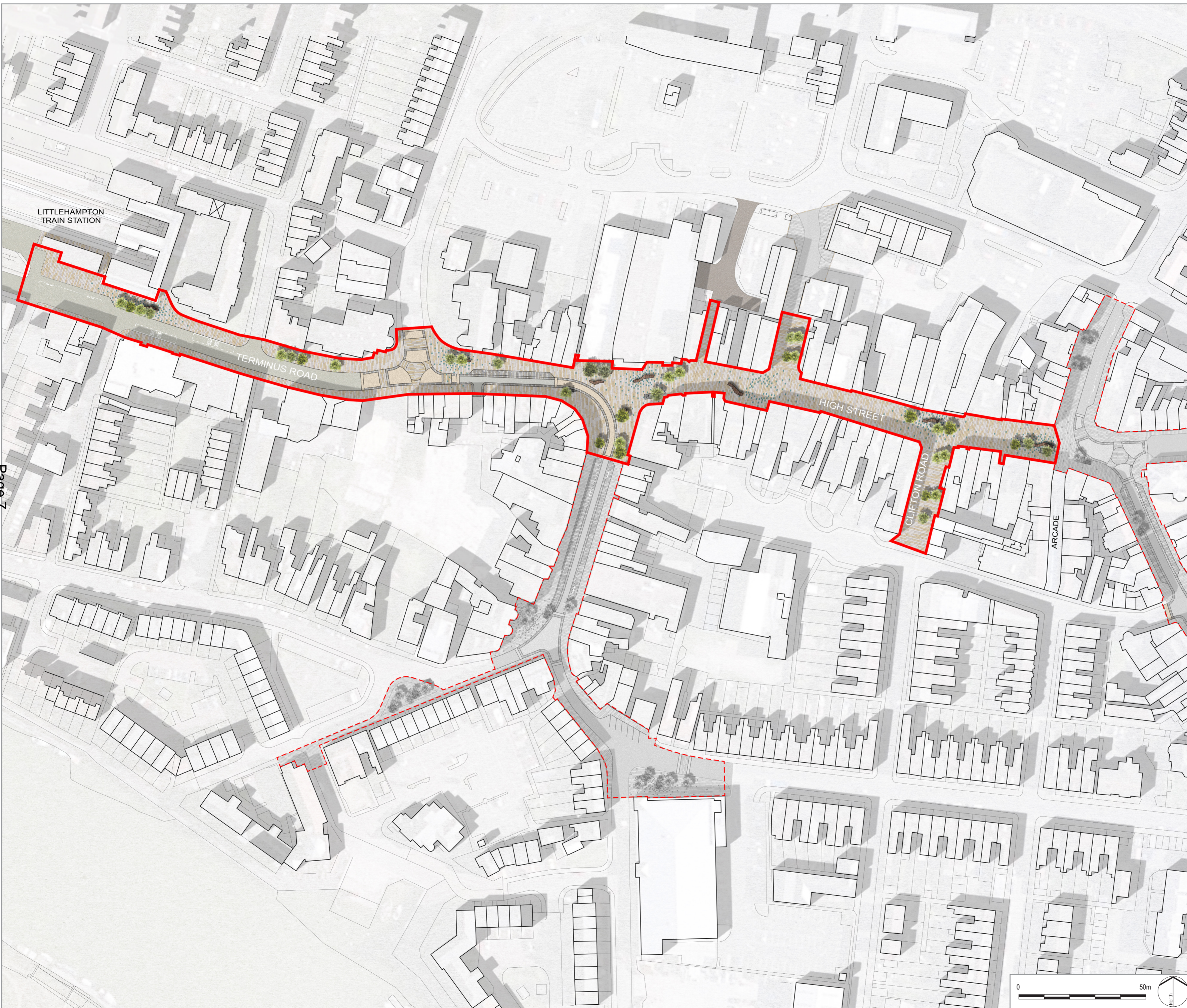
These improvements support the strategic vision for the town centre and the regeneration of Littlehampton

8. BACKGROUND PAPERS:

Appendix A – Illustrative Plan

Previous reports

- [Littlehampton Regeneration Sub Committee minutes](#) July 2016
- [Full Council minutes](#) July 2016
- [Cabinet minutes](#) March 2019



LEGEND

- Public realm to be delivered as part of the 2019 Coastal Communities funding allocation
- Wider landscape masterplan not included as part of this delivery phase

Note:
Plan shown

Plan for illustrative purposes only; this plan is intended to demonstrate the key areas for delivery as part of the recent 2019 Coastal Communities funding allocation. Detail is subject to change through technical design stages, surveying and Engineering review.

Plan **NOT** for construction

READ THIS FIRST

- ⓘ Note for Contractors**
This drawing should be considered along with the risk information contained in the CDM Pre Construction Information. This information will include details of the SIGNIFICANT risks which LDA Design has identified which may arise from constructing their designs shown on this drawing. A Competent Contractor should be aware of the typical risks associated with doing this work.
- ⚠ Note for Workers**
DO NOT START YOUR WORK unless you know the Risks and Controls relating to the work on this drawing (including SAFE SEQUENCES OF WORK and EQUIPMENT).
- ⛔ STOP**
Do not issue copies of parts of this drawing without the above Note for Workers (unless you are sure that the Workers can undertake the work safely).

LDĀ DESIGN

PROJECT TITLE
LITTLEHAMPTON TOWN CENTRE DELIVERY

DRAWING TITLE
Illustrative Plan

ISSUED BY	Exeter	T: 01392 260430
DATE	March 2019	DRAWN TS
SCALE@A2	1:1000	CHECKED TS
STATUS	Information	APPROVED SJT

DWG. NO. 5650_SK_190408

No dimensions are to be scaled from this drawing.
All dimensions are to be checked on site.
Area measurements for indicative purposes only.

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Sources: Ordnance Survey...



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Littlehampton Regeneration Position Statement – June 2019	
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>A communication plan is being drafted to keep traders and other stakeholders informed throughout the improvements work estimated to run for 18 months.</p>
Town Centre Safety	<p>The Town Centre Regeneration Officer continues to work with traders, the Police, ADC, LTC and other stakeholders in promoting initiatives to combat anti-social and criminal behaviour in the town centre.</p> <p>Arun District Council Community Safety Team, in conjunction with local partners, has formed a Local Action Team to look at specific measures to be taken to tackle crime and anti-social behaviour in the town centre.</p> <p>The Littlehampton Traders Partnership will be surveying businesses on matters of crime and anti-social behaviour to find out how or if they are reporting incidents to the police whether 999, 101 or on-line; or to other agencies, e.g. ADC, Business Wardens.</p> <p>The Littlehampton Traders Partnership will be implementing the DISC electronic data sharing system. Supported by the police, this is now being used by an increasing number of BIDs and Town Centre Management organisations. One key advantage is that DISC has protocols for issuing wide spread banning orders. It is also a very useful tool for the police to gather intelligence on criminal activity.</p>
Town Traders Partnership	<p>The Traders Partnership held its Annual General Meeting in the Millennium Chambers on Tuesday 2 April. With over 50 people attending, the meeting focussed on a number of town centre management issues, including marketing and promotion, crime and anti-social behaviour and the funding for town centre regeneration.</p> <p>A board meeting will be organised for board members to decide on positions of Chair, Vice-Chair and to consider and define roles</p>

	<p>within the Partnership.</p> <p>Two Traders Breakfast Meetings are being organised for summer to discuss specifically Events and also Community Safety.</p> <p>A record number of Littlehampton traders have signed up to the 2 hour free parking scheme, funded through contributions from Littlehampton Town Council, Arun District Council and the Littlehampton traders. The 2 hour parking scheme and the Shop Littlehampton Town Map are being promoted through a leaflet campaign.</p>
Markets & Events	<p>The first Artisan Market took place on 1 April, attracting many people to the town centre. The market takes place on the first Saturday of the each month between April and December. The market is promoted on Spirit FM through a marketing campaign that also promotes the independent retailers in Littlehampton.</p> <p>Littlehampton Town Council is moving the Festive Lights Switch-On Event to a week earlier on Friday 22 November. This will mean that the lights are on for a longer period. Retailers will be canvassed on whether they will participate in additional late night shopping events.</p>
New Café and Watersports venue	<p>We are advised that building contractors are appointed and works are expected to start soon after. The Council have requested that hoarding is put around the site if there is likely to be any further delay to the works starting.</p>
Shopfront Grants	<p>A Shopfront Grant fund is currently available to businesses in the Arun District. This is to upgrade premises and is funded from the Strategic Infrastructure Fund held by WSCC as part of the Retail Project which also provides training.</p> <p>25 Shopfront Grant applications have now been agreed. 10 from Littlehampton. A number of businesses have requested application forms and return of these is awaited. These grants have been very well received and are starting to make a significant difference to the street scene in town centres. At the recent West Sussex Economic Development Officers meeting it was agreed that a further bid for Retail Training and Shopfront Enhancement should be submitted and Chichester Council has agreed to oversee this.</p> <p>Note: Arun currently oversees 2 other bids – Journey to Work and LEAP Small Business Grants.</p>

Littlehampton Town Centre Management

Further applications have been received to the Shop Front Improvement Grant scheme. This scheme offering up to £2,000 match funding for independent retailers has been very successful and the Economy Team is investigating whether further funds can be made available to support further rounds.

There is some movement in the number of vacant retail units. 2019 is proving to be just as challenging a year as 2018.

The former HSBC site has now opened as an RSPCA charity store. The former Panama Joe's restaurant in Arcade Road is being developed and will open as a restaurant/ bar.

A new baker, The Crusty Cob, has opened in the High Street. A planning application has been submitted to convert the former Natwest Bank into a mix of housing and retail. The retail element is currently being marketed at £25k pa. The former Bunce's retail unit is under offer and work is being carried out to the former Hartley's unit in the High Street, also now being marketed. The retail unit previously occupied by Infinity Print plans to reopen on Sat 1 June as an ice cream parlour. LA Exchange, also in Surrey Street, has reopened as Smartphone Screen Repair.

Following a meeting on 7 Feb with a representative of Hyde Housing, ADC is still awaiting a revised application for the developments of the retail units in Surrey Street and Terminus Road.

The planning application for the former Waitrose site in Avon Road is still to be determined. A date for the application to be presented to Development & Control Committee is to be advised.

The M&S Food Store application for Angmering/ Rustington border has been given the final go-ahead when a move to judicial review was withdrawn by interested third party. The applicant has 3 years from the 18th October 2018 to implement the permission. Before they start they need to discharge pre-commencement conditions. The trigger for the Town Centre Manager, environmental improvements and marketing and promotion contributions are all 50% on commencement and 50% 1 year after.

Up to £50k funding is available through the GTR Passenger Fund to make improvements to Littlehampton Railway Station. Any proposals submitted by a Passenger Group have to be stand alone and not part of any other project. The Town Centre Regeneration Officer is investigating whether any current passenger group exists for Littlehampton with a view to setting one up if otherwise.

North of Littlehampton Public Art Project	Persimmon Homes have appointed a Designer who will work with the council to devise an art scheme.
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>Construction work is programmed to start on the northern section of the Fitzalan Link Road from Littlehampton Academy to the A259 (Worthing Road) in October 2019. The highway construction works are programmed to last for 16 months.</p> <p>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 will retain its Harbour Lights Café name. Work is already progressing with some internal alterations and the operator expects to open in advance of the busy summer season. It will initially open (for the summer season) as a coffee shop.</p> <p>The venue will then close for a few weeks in the autumn to allow for the full renovation and conversion works to be completed. The new larger café venue will be of high quality and an attractive</p>

	<p>additional destination to the local offer. A range of new jobs are already being recruited.</p>
<p>Visitor Information Points</p>	<p>Following the closure of the Look & Sea Centre new mini Visitor Information Points in several ‘partner businesses’ around the town have been set up, with displays of LOCAL attraction leaflets.</p> <p>A local tourism leaflet distribution scheme is also being set up, using two local companies to create and provide sustainable, locally made branded leaflet stands</p> <p>In time, some of these ‘mini VIPs’ may also have iPad facilities with access to www.sussexbythesea.com . Alongside this there are plans to include one or more digital screens with latest dedicated tourist information messages and images on events.</p>
<p>Media Coverage / Marketing</p>	<p>The Artisan Market is being marketed on Spirit FM on a rolling radio campaign. A full page advert for the 2 hour parking disc has been posted in Littlehampton Times – 10,000 print run.</p> <p>Tourism and visitor information in Littlehampton and the district is promoted through various publications and websites and we work with partners including Town & Parish Councils, Experience West Sussex and regional and national Tourist Boards.</p>

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