

## Littlehampton Regeneration Position Statement – June 2019

Project	Update Information
<p><b>Littlehampton Town Centre Public Realm Scheme</b></p>	<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>
<p><b>Town Centre Safety</b></p>	<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>
<p><b>Town Traders Partnership</b></p>	<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>
<b>Markets &amp; Events</b>	<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>
<b>New Café and Watersports venue</b>	<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>
<b>Shopfront Grants</b>	<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 18<sup>th</sup> 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.

<b>North of Littlehampton Public Art Project</b>	Persimmon Homes have appointed a Designer who will work with the council to devise an art scheme.
<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>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>
<b>Former Look &amp; Sea Centre</b>	<p>The former Look &amp; 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><b>Visitor Information Points</b></p>	<p>Following the closure of the Look &amp; 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 <a href="http://www.sussexbythesea.com">www.sussexbythesea.com</a> . Alongside this there are plans to include one or more digital screens with latest dedicated tourist information messages and images on events.</p>
<p><b>Media Coverage / Marketing</b></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 &amp; Parish Councils, Experience West Sussex and regional and national Tourist Boards.</p>