

Littlehampton Regeneration Position Statement – November 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>Over the summer a funding bid was submitted to the Coast to Capital Local Enterprise Partnership (LEP) Local Growth Fund for £1.38m to fund delivery of the next Phase (3) of public realm improvement works from the junction at the bottom of the precinct along Beach Road.</p> <p>In October we learnt that a grant of £564k had been awarded for Phase 3 of the Littlehampton public realm. The Town Council and District Council are working in partnership to fund the remainder of the scheme.</p> <p>Appointment of the professional team from Faithful+Gould, including dedicated Project Manager, have progressed and the first meeting with the Professional Team, including LDA Design, has been held. Visits to traders with frontages onto the scheme have taken place and contact details and delivery information ahead of construction work collated.</p> <p>The baseline “before” monitoring surveys with traders and the public have been undertaken and completed.</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 formally launched Littlehampton DISC at their general meeting of 15 October 2019. Supported by the police, DISC is 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</p>

	<p>intelligence on criminal activity. An Information Sharing Agreement between Littlehampton Traders Partnership and ADC is being scoped to allow information on crime and anti-social behaviour to be exchanged via the DISC system.</p> <p>The Littlehampton Traders Partnership has submitted a funding application to update the Littlehampton Shopwatch Radio system. The current radios are on an analogue system and the traders want to update to digital (as analogue is increasingly redundant). Littlehampton Shopwatch has joined up with DISC under the umbrella of a Littlehampton Business Crime Reduction Partnership (BCRP) and supported by the Traders Partnership. A digital system will potentially give the Shopwatch radio coverage an extended reach, e.g. to Wick.</p> <p>The Traders Partnership is supportive of the proposed changes to the Public Space Protection Orders, particularly to the change of geography as this will be more manageable and also the proposal to make the town centre an alcohol free zone other than in licensed premises, their curtilages and licensed events.</p>
Town Traders Partnership	<p>The Traders Partnership held a general meeting on 15 October. The main focus of the meeting was on the launch of Littlehampton DISC, see above.</p> <p>The meeting was also addressed by PCSO Neil Billingham who updated the meeting on arrangements for additional PCSO allocation to the area.</p> <p>A Traders Breakfast meeting is organised for Tuesday 3 December to introduce the traders to the new PCSO Michelle Davies. Michelle covers the Littlehampton/ Wick area mapped out as West Sussex Electoral Divisions.</p> <p>The Traders Partnership has proposed to have a wider meeting with a number of stakeholders to discuss the future of Littlehampton Town Centre, particularly in relation to the regeneration work and the challenges facing retail. They hope to have the meeting in Spring 2020.</p> <p>The Traders Partnership strenuously opposed the County Council's decision to impose a blanket charge for putting out tables and chairs in the town centre. The blanket charge of £520 applies whether a business has one table out or twenty. WSCC has agreed to review the charging regime next year to a more structured pricing chart.</p>

Markets & Events	<p>Littlehampton Town Council has moved 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. Many retailers will be opening late for the event.</p> <p>In order to accommodate the setting up of the Switch-On event the Friday market will move to Wednesday 20 November for a one-off market.</p> <p>To coincide with Small Business Saturday, there will be a special Artisan Market on Saturday 7 December. There will also be a Festive Market on Saturday 21 December.</p> <p>A Cabinet meeting on Dec 7 approved the Chief Executive's paper proposing to set aside £60k for new events across the district. This will be for next financial year. Details to be finalised.</p>
New Café and Watersports venue	<p>We are advised that building contractors are appointed and works are expected to start soon.</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	<p>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.</p> <p>The former Bunce's has now had licensing approval to turn it into a gambling premises. Awaiting decision from planning on change of</p>

	<p>use. Opposition to change of use based on that it is a prime and very visible site on the High Street and that a more 'attractive' business would have been preferred.</p> <p>The former NatWest site in the High Street has planning permission to turn it into a food outlet. Above premises has permission for housing.</p> <p>The planning application for the former Waitrose site was refused by ADC in August.</p> <p>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.</p> <p>Awaiting a decision on the £50k funding available through the GTR Passenger Fund to make improvements to Littlehampton Railway Station. Proposals were canvassed in September and decision is expected soon.</p>
North of Littlehampton Public Art Project	<p>Persimmon Homes have appointed a Designer who will work with the council to devise an art scheme.</p>
Gigabit West Sussex	<p>The Gigabit West Sussex project (funded by the Department for Digital, Culture, Media and Sport) is an exciting step forward in future proofing our public services. It is led by WSCC and the work to install superfast gigabit fibre broadband across the county is progressing well. Specific public buildings in Bognor Regis and Littlehampton have been identified for the installations.</p> <p>This technology will deliver internet speeds in both directions in excess of 1Gbps (1,000Mbps) to libraries, children's centres and other public buildings. It will help to ensure public services are able to be more resilient, reliable and at less risk of delay or disruption caused by poor or limited connectivity.</p> <p>Arun is currently working with WSCC and their delivery partners to ensure all relevant information is provide to enable the installations.</p> <p>District and Borough Council's in West Sussex are also working on progressing further the delivery of the digital infrastructure for the</p>

	<p>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 has retained its Harbour Lights Café name. After some initial internal alterations and refitting the café opened during the summer.</p> <p>The café will close for a short time during the Christmas and New Year break to complete the refit and internal alterations. A full menu range will be offered when it reopens.</p> <p>A range of new jobs have been recruited.</p>
Visitor Information Points	<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>
Media Coverage / Marketing	<p>The first of a series of short videos promoting independent businesses has been widely posted on social media. Working with ADC's Comms Team, the videos are a snapshot of the very varied offer of the town's independent traders.</p> <p>With the increasing uncertainty of the national retailers, the Traders Partnership felt it was important to re-focus on the independents of which there are many in Littlehampton.</p>

	<p>A festive campaign promoting Shop Littlehampton will run for four weeks commencing mid/late November. The jingle style promotion mentions a number of Littlehampton businesses in festive rhyming.</p>
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