

## Littlehampton Regeneration Position Statement – June 2020

COVID 19	Update
<b>Business Support Grants</b>	<p>The government has made a series of announcements with a package of measures to support businesses through the pandemic lockdown. One of these being the Business Support Grant administered by Arun District Council’s Revenues Team and supported by the Economic Regeneration Team. As of 25 May 2020, the Council has paid £27,615,000 to 2254 eligible businesses. There are some outstanding claims to be processed, but most eligible businesses have received their grants.</p>
<b>Discretionary Business Grants</b>	<p>The government has also announced a Discretionary Business Grant for those not eligible in the previous rounds. This is a much smaller pot of money and the criteria for application is being agreed by West Sussex authorities. Applications will be sought from June 1 with details on Arun District Council website.</p>
<b>Reopening the town centre</b>	<p>The government has announced that open air markets can reopen as from the 1 June. At time of writing, it would not be possible to meet current safety guidelines whilst operating markets in the town centre. Discussions are to take place with market operators in regard to potential temporary relocation, e.g. the section of St Martin’s car park that had previously been used to site the market.</p> <p>From 15 June, all non-essential businesses are allowed to reopen. Arun District Council has been allocated £143,718 from the government’s Reopening High Streets Safely Fund. The funding will support practical measures to help the town centre meet any current and future social distancing and safety criteria. As well as new signage encouraging distancing, the funds will be used for road markings, temporary barriers and other projects to help workers and shoppers alike feel safe.</p> <p>There will also be an increased community wardens’ presence in Littlehampton town centre. This will be more of a reassuring ambassadorial role to gently advise people to keep safe whilst in the town centre.</p>
Project	Update Information
<b>Littlehampton Town Centre Public Realm Scheme</b>	<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 2019 we learnt that a grant of £564k had been awarded for Phase 3 of the Littlehampton public realm. The Town Council and District Council are working in partnership to fund the remainder of the scheme.</p> <p>The professional team from Faithful+Gould has put together a schedule of delivery for the project and indicative timetable by which work had intended to commence in late summer 2020, with final completion in June 2021. Due to the impact of Covid 19, the work is now scheduled to start in early 2021. The date may change subject to the variability of circumstances.</p> <p>Visits to traders with frontages onto the scheme have taken place and contact details and delivery information ahead of construction work collated.</p> <p>Subject to their full Council ratification, Littlehampton Town Council has decided to keep the Clocktower as is. A members meeting had considered whether to remove it entirely, keep as is, or have a new design entirely. In discussion at the Littlehampton Policy and Finance Committee on 12 May, it was decided to keep the original clock tower in its immediate vicinity.</p>
<p><b>Town Centre Safety</b></p>	<p>Due to the impact of Covid 19, many of the shops closed as part of the government’s lockdown. The focus on police advice to businesses was regarding securing their premises during the lockdown period. During the period of lockdown, essential shops were open and operating. There were still incidents of shoplifting requiring the attention of the police and Business Wardens, with incidents also being reported via the DISC app.</p> <p>Arun District Council has made the decision to extend the current Public Space Protection Order (PSPO) to cover additional areas where anti-social behaviour has been an issue. The Traders Partnership proposal to have a town centre alcohol ban was not accepted as the police considered the proposal to be unenforceable and that they have enough existing powers to deal with alcohol related crime and anti-social behaviour.</p>

	<p>The Littlehampton DISC information sharing app is attracting more members to the Littlehampton Business Crime Reduction Partnership, incorporating Littlehampton Shopwatch and Littlehampton DISC. The DISC app has been used to collect information supporting banning orders being issued to prolific offenders.</p> <p>The Littlehampton Traders Partnership has 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><b>Town Traders Partnership</b></p>	<p>Simon Vickers has decided to stand down as Co-Chair of the Littlehampton Traders Partnership. Simon has acted as Chair and subsequently Co-Chair for 7 years. The Traders Partnership were due to hold their AGM late March, but this has been postponed due to the pandemic.</p> <p>The Traders Partnership has been asked to participate in two consultation events.</p> <p>From ADC, there is a review of street trading provision. This will be pertinent to any considerations regarding street market operations and events. Formal consultation on this will be announced soon.</p> <p>From WSCC, consultation is underway on a revised charging regime for tables and chairs on the Highway. This follows strong opposition to the blanket charge first introduced early 2019. WSCC proposed a sliding scale calculated on a standard charge plus additional charge for every 'cover' (chair) that is placed on the highway, i.e. pavement, pedestrian precinct. Early response from the Traders Partnership is that they are still opposed to any charge in the current retail climate as they see no merit to the scheme. Awaiting the results of the WSCC consultation that closed on 24 February.</p>
<p><b>Markets &amp; Events</b></p>	<p>The impact of the Covid 19 pandemic resulted in the suspension, cancellation or postponement of all markets and events.</p> <p>Open air markets are now permissible from 1 June, but the High Street would not meet safety criteria regarding Covid 19 guidelines.</p>

	<p>Other venues are being scoped, subject to discussions with market operators, risk assessments and new market plans.</p> <p>There are currently no plans to hold events in the town centre. This will be revised as and when government guidance allows.</p>
<b>New Café and Watersports venue</b>	<p>We are advised that building contractors are appointed and works are expected to start soon.</p>
<b>Shopfronts</b>	<p>There is no funding available at present for shopfront improvements.</p> <p>There is a continuous dialogue with traders regarding state of shop frontages. The Littlehampton Town Council Deputy Mayor has written to traders requesting them to keep their frontages and above shop frontages to an acceptable standard. The Town Centre Regeneration Officer will liaise with the Deputy Mayor on follow up action.</p>
<b>Littlehampton Town Centre Management</b>	<p>See Covid 19 section above.</p>
<b>North of Littlehampton Public Art Project</b>	<p>Persimmon Homes have appointed a Designer who will work with the council to devise an art scheme.</p>
<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</p>

	County. Arun attends the Everything Connects project group that is progressing this work.
<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>	The former Look & Sea Centre has been let to a local café / restaurant operator. It has retained its Harbour Lights Café name. After some initial internal alterations and refitting the café opened during the summer 2019.
<b>Visitor Information Points</b>	<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>
<b>Media Coverage / Marketing</b>	ADC has contracted Anne-Marie Maguire from Brandable to lead on marketing initiatives during the public realm improvement works. Anne-Marie will develop a communications strategy to keep traders and other stakeholders up to date on the development of the public realm work. As well as getting the message out of 'Business as Usual', Anne-Marie will lead on unique campaigns promoting the town centre, including on events.