

Littlehampton Regeneration Position Statement – October 2020

| COVID 19 | Update |
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| Business Support Grants | <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.</p> |
| Discretionary Business Grants | <p>As of 21 September, the number of eligible businesses paid stands at 2,518, with a cumulative and reconciled grant total of £30,160,000.</p> <p>The Discretionary Business Grant is for those not eligible in the previous rounds. This is a much smaller pot of money and the criteria for application was agreed by West Sussex authorities. A call for applications was called from June 1 with details on Arun District Council website.</p> <p>As of 21 September, the total discretionary grant paid is £1,528,500 out of a committed £1,538,500</p> |
| Reopening the town centre | <p>The government announced that open air markets reopen as from the 1 June. To meet government guidelines, it was agreed to temporarily relocate Littlehampton General Market to St Martin's car park every Friday with the first taking place on Friday 15 June. Since then, with the government's relaxation of the rules and at the request of the market operator, the General Market is now split between St Martin's car park and the High Street.</p> <p>The operator of the Artisan Market felt that it would be very difficult to maintain social distancing and operate the market safely due to the interactive nature of some stalls and features. The Artisan Market will be relaunched in the High Street with a Halloween special on Saturday 31 October.</p> <p>From 15 June, all non-essential businesses were allowed to reopen. Arun District Council was allocated £143,718 from the government's Reopening High Streets Safely Fund. The funding was used to support practical measures to help the town centre meet any current and future social distancing and safety criteria.</p> <p>As well as new signage encouraging distancing, the funds have been used for road markings, temporary barriers and other projects to help workers and shoppers alike feel safe.</p> |

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| | <p>Arun District Council commissioned a temporary Community Information Officer service for two months as from June 15 – this was made possible via the Reopening the High Streets Safety fund made available from central government and the European Regional Development Fund. The Officer’s role was to support the reopening of local non-essential retail and later licensed premises and the hair and beauty sector in; advising and ensuring all independent business had access to, and understood, the central government guidance towards the reopening and running of their premises in a Covid-19 Secure way.</p> <p>The role also acted as a central communications advice point for visitors to the town and ensured they were able to follow the local measures and queuing systems to keep safe. The Community Information Officer worked in liaison with the externally funded Business Wardens service as a general ‘anchor point’ for businesses and visitors alike.</p> <p>We also supported the corporate comms team to run a “Return to Retail” campaign which included a series of adverts, features and an online directory on Spirit FM.</p> <p>We have been promoting the re-opening of local businesses on the Shop Littlehampton Facebook page and encouraging local traders to add their details to the Spirit FM directory which is free of charge.</p> |
| 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 of 2019, 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 have agreed 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</p> |

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| | <p>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>We will ensure the town centre traders can maximise the Christmas retail period and provide marketing and events support to attract shoppers.</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>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. This decision was subsequently ratified at LTC Full Council.</p> <p>This decision was endorsed by Littlehampton Regeneration Sub-Committee of 10 June 2020. At the same meeting members were presented with options for street furniture and bins as part of the public realm project. There was an informal vote with the majority opting for a suite of furniture called Natural Elements.</p> <p>A briefing was given to members on 8th July regarding the tree locations and suggested species. LDA Design presented their plans and members were able to comment on the proposals.</p> <p>A member's walkthrough of the scheme was held on 27th August. Eight members attended.</p> <p>A members briefing was held on 24th September updating on recent decisions regarding the tendering process.</p> |
| Town Centre Safety | <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> |

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| | <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 been successful in its funding application to Safer Arun Partnership 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).</p> <p>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 Shopwatch Radio scheme will be launched in October.</p> |
| Littlehampton Traders Partnership | <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>The traders have been key in supporting and promoting the Eat Out to Help Out promotion that ran throughout August. Over 40 businesses have also signed up to the Love Local Prize Draw (see below markets and events).</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.</p> |
| Markets & Events | <p>The impact of the Covid-19 pandemic resulted in the suspension, cancellation or postponement of all markets and events. Since then, markets have re-opened in the town centre precinct.</p> |

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| | <p>There are currently no plans to hold events in the town centre. This will be revised as and when government guidance allows.</p> <p>The Love Local Prize Draw was launched in the High Street by the Arun District Council Chairman and the Town Council Mayor on Tuesday 1 September. Customers can collect stickers for every purchase of £5 or more at participating shops. Five stickers complete the entry card that can then be included into the monthly prize draw. The draw prizes are £250 for September, October, November with £500 in December. This is being widely advertised through social media and 13,500 entry cards for December's draw will be distributed with the Town Council's Progress paper.</p> <p>There are a number of art projects being jointly developed and commissioned by ADC and LTC. The purpose of the arts projects to enhance the visitor experience in Littlehampton. A 3-d art project has been commissioned and this will be installed in the town centre by mid-October.</p> |
| New Café and Watersports venue | <p>The seafront café is now under construction. There was a delay as a result of the pandemic but is now moving forward. The owners have advised of a wish to install a temporary café in the interim period so they can introduce themselves to customers. This is currently under review.</p> |
| Shopfronts | <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 Mayor has written to traders requesting them to keep their frontages and above shop frontages to an acceptable standard. A good example of this is the Halifax that recently cleaned up the shop fascia and above shop frontage.</p> <p>The Town Centre Regeneration Officer will liaise with the Mayor on follow up action.</p> |
| Littlehampton Town Centre Management | <p>Measures have been put in place allowing businesses to apply for a single permission to permit them to site tables and chairs on the highway to allow customers to consume food and drink adjacent to premises. Previously tables and chairs permissions were granted by West Sussex County Council. This responsibility has now be transferred to the District Council.</p> <p>The new pavement licence allows for the placement of furniture such as tables and chairs on the pavement outside business premises until 9pm each day enabling them to</p> |

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| | <p>maximise their capacity whilst adhering to social distancing guidelines. Some restrictions are in place with regards to placement of the furniture. The temporary permissions will last until 30.9.21. A fast track system has been put in place for a 14-day determination period (reduced from 28 days). Although the Bill allows for Councils to recover their costs in administering this new licensing regime, in order to support businesses ADC is not charging a fee.</p> <p>Arun has produced a schedule of local conditions published on the Council's website, along with the application form and details of all the applications received.</p> <p>Arun District Council has announced an extension to the existing 2-hour free parking disc. From 1 August to end of December 2020, shoppers will be able to park free for up to three hours using the 2-hour free parking discs. The discs can be used at St Martin's, Manor House and Anchor Springs car parks.</p> <p>Improvements are planned to Littlehampton Railway Station funded from the GTR Passenger Benefits Fund. Littlehampton Station will benefit from additional platform seating and an upgraded waiting room.</p> <p>Littlehampton station toilets were to be upgraded with new access only from platform side (currently access is only from ticket office foyer). This may be considered if budget allows. The budget allocation from the Benefits Fund for Littlehampton Railway Station was £50,000.</p> |
| North of Littlehampton Public Art Project | <p>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."</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> |

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| | <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>LYMINSTER BYPASS</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>SOUTHERN SECTION OF THE LYMINSTER BYPASS</p> <p>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> |

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| | <p>NORTHERN SECTION OF FITZALAN LINK ROAD 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>SOUTHERN SECTION OF FITZALAN LINK ROAD 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 2019.</p> <p>Arun District Council has given planning permission (June 2020) to turn part of the Look & Sea Centre into hotel rooms. The first and second floors will be converted into accommodation, with two one-bedroom suites and a two-bedroom suite on each floor. The ground floor usage and the viewing tower on the third floor were not part of the application and are unaffected by the planning permission.</p> |
| Visitor Information Points | <p>The 'mini VIPs', now known as 'Littlehampton Local' Visitor Information Points had been evolving and working well, since they were set up in Autumn 2018/ Spring 2019. They are located inside various existing businesses on the promenade, riverside walkway, West Beach and in the town centre. See current information at: sussexbythesea.com/things-to-do/venue/littlehampton-local-visitor-information-points</p> <p>Plans for further additional development ahead of the 2020 summer season were sadly put on hold when the covid-19 pandemic struck, and all the venues closed in March 2020. All Visitor Information then shifted online to the Sussex by the Sea website and social media. Online information will continue to be our focus during the current crisis, but with the 'messages' changing as the restrictions evolve with government guidelines.</p> <p>When the VIP venues started to reopen in July, ways of delivering Visitor Information in 'physical' locations throughout the district had to be reviewed, to take into account the government guidelines and visitor, staff and volunteer safety for each location / venue, which are all different.</p> |

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| | <p>Many of the attractions who have been able to re-open in July and August have also had to develop different ways of operating, so printed tourism leaflets are not currently an efficient way of delivering correct CURRENT information and are also a cleaning /contamination concern. Therefore, racks of leaflets have been removed from public display, with a small selection available to visitors only on request, Advice is given to check the websites and contact the attractions to confirm current information.</p> <p>Wipeable information posters have replaced the leaflets where space allows, and updates are supplied as the situation and further operational ideas develop.</p> <p>There is now a dedicated website page at: https://www.sussexbythesea.com/know-before-you-go regularly updated with current links to latest advice and information including Visitor Information, what attractions are open and a series of FAQs etc. This page is being promoted via social media, email signatures and promotional posters displayed at key points around the town, seafront, local VIPs and also shared with local tourism businesses for them to share on their own websites etc.</p> <p>Regular contact, support and promotion of all the Visitor Information Points and hospitality businesses in the District continues as much as possible during the evolving pandemic situation and planned tourism recovery consumer campaigns, as explained in the separate report on Arun District Council/Economy Group support for businesses during the Covid-19 pandemic.</p> |
| Media Coverage / Marketing | <p>Marketing and communication consultant Anne-Marie Maguire continues to support the team in communicating Littlehampton Town Centre Public Realm Improvement scheme and marketing initiatives to promote the town centre.</p> <p>Littlehampton Town Centre Public Realm Improvements (LTCPRI) Dedicated website pages about the Littlehampton Town Centre Public Realm Improvement scheme have been created and are now live on Arun's website - www.arun.gov.uk/la-public-realm.</p> <p>The information includes a Question and Answer page and timeline of the project. The pages will be updated as the project progresses.</p> |

We also placed an advert and editorial about the scheme in the September edition of Littlehampton Times magazine.

3-hour free disc parking in Littlehampton

We promoted the extension of the current disc parking scheme which offers shoppers 3 hours' free parking between August and December. This includes social media, street banners and an advert in Littlehampton Times magazine.

Eat Out to Help Out

Arun District Council promoted the government's scheme and used Shop Littlehampton's Facebook page to promote individual Littlehampton cafes, bars and restaurants taking part.

Giant Observation Wheel on Littlehampton Seafront

In July, we used Facebook "boosted" posts to promote the giant observation wheel coming to Littlehampton. Our social media campaign reached almost 16,000 people and the wheel proved to be a very popular attraction.

Love Local Prize Draw

A joint marketing campaign between Arun District Council and Littlehampton Town Council has been designed and launched to encourage shoppers to spend money in Littlehampton's shops.

A monthly draw will take place in September, October and November with a cash prize of £250 and there is a £500 prize in the December draw.