

Littlehampton Regeneration Position Statement – March 2021

COVID 19	Update
Business Support Grants	<p>The government has extended the Closed Grants for businesses mandated to close through the current lockdown period (previous round of funding. Businesses already registered are being notified through the www.grantapproval.co.uk portal.</p> <p>The Discretionary Grants administered by Arun District Council's Revenues Team and supported by the Economic Regeneration Team can also be applied via the Grant Approval portal. Businesses unsure on which grant they may qualify for or need help can contact Arun District Council at business@arun.gov.uk.</p> <p>As example and as from 22.2.21:</p> <p>The number of applications received for T4 Closed Business grants were 693 with 643 paid, to the value of £363,539.00.</p> <p>Applications for the Business Support Package for Lockdown period commencing 5 Jan were 812 with 748 paid to the value of £5,300,045.</p> <p>To date, the Economy Team has received 813 applications for discretionary grants of which, so far, 391 have been approved to the value of £1,046,760.</p>
Project	Update Information
Littlehampton Town Centre Public Realm Scheme (update)	<p>The first round of tendering for the pre-construction design and construction (June 2020), did not produce a viable tender bid within budget and value engineering could not deliver the saving required.</p> <p>At a meeting of 29 September, members directed officers to rescope the project to exclude Phase 1 construction, from the railway station to High Street, to bring the project within budget. This was reiterated at the Littlehampton Regeneration Sub-Committee 7th October 2020</p> <p>A second round of tendering was advertised in October 2020 inviting bids for the pre-construction design and construction management for all three phases, plus the key construction elements for Phases 2 & 3. This will ensure that Phase 1 (Railway Station) is fully ready if another funding opportunity arises in the future. The tenders closed on 2 November 2020.</p> <p>Two tenders were received and were evaluated based on the Most Economically Advantageous Tender Evaluations. The</p>

	<ul style="list-style-type: none"> • 1 x Senior Community Warden • 2 x Community Wardens <p>The interviews for the posts were held in January 2021, with offers made on all posts. Subject to references and vetting, the service will commence in Spring this year.</p> <p>The overarching principals of this project are to strengthen and increase the resilience of local communities and to bring about a sense of confidence and safety to residents, businesses and visitors by engaging with communities and partner agencies. The Wardens will implement community-based initiatives that address issues affecting the lives of communities and empower them to bring about change and improvements to the quality of life in their local area.</p> <p>To do this, they will:</p> <ul style="list-style-type: none"> • Provide a highly visible presence and regular foot patrols across Littlehampton. • Form close working relationships with Police, Police Community Support Officers and local communities to identify and reduce crime, anti-social behaviour, and the fear of crime in the area. • Provide intelligence and evidence to the Police, and other appropriate agencies, and acting as a witness and attending Court when required. • Providing support to young people and establish suitable activities or signposting to other groups. • Identify at risk communities and groups and work closely with agencies to address concerns. • Offer advice on crime prevention and fire safety in the home. • Enforce the Public Spaces Protection Order. • Actively promote community development initiatives and local events. <p>It should be noted that this scheme does not seek to replace the town centre Business Warden service funded by Sussex Police and Southern Co-Ops. Community Wardens will work throughout Littlehampton and engage with all sections of the community.</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>Simon Vickers, co-Chair of the Littlehampton Traders Partnership, has stood down as from 1st March. Simon intended to stand down in 2020, but stayed on to support the Partnership and the town during the pandemic. ADC Chief</p>

	<p>Executive has written to Simon thanking him for his dedication and support for the town over the past years.</p> <p>Celia Thomson-Hitchcock will continue in her role as Chair of the Partnership. The Partnership Board is in discussion as to possible options moving forward.</p> <p>The Traders Partnership Board is in discussion with partners and members over project proposals they are developing. The formation of the proposals is at an early stage, but they hope soon to be able to present some of these proposals to the Town Council and District Councils.</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. They were active in supporting the ShopLittlehampton festive campaign that took place in the short space of easing of lockdown in December..</p>
Markets & Events	<p>The impact of the Covid-19 pandemic has resulted in the suspension, cancellation or postponement of some events in and around the town centre, including the LOCA festival to be held in July 2021. ADC has received an events application from the Bonfire Society to hold their annual event in October.</p> <p>National youth arts charity Artsworld through the Arun Inspires programme is leading work towards the High Street events programme jointly funded by ADC and the Town Council which has now been approved by Littlehampton Town Council Committee.</p> <p>Artsworld is providing project management in-kind plus match funding of £12 500 to the £15 000 approved by the Town Council for a programme of high quality, family friendly cultural pop up events provisionally titled Love Littlehampton Arts. A defined programme is being proposed for Summer 2021, with the second half of the budget reserved for grant/s for Winter 21 or Summer 2022 event on the original model.</p> <p>The ambition is to be able to start finalising contracts in March for a high quality events programme incorporating partnerships with TLA and the Museum, and including student and community photography work on the theme of #ilovelittlehampton, street performances, sound installations, interactive street arts and a steel band proposed to run from end July – mid September.</p> <p>LTC members have approved in principle a programme of arts activities developed by Arun Inspires. Details of the</p>

	<p>programme are being finalised with a view to commencing some of the activities in the summer, subject to any government restrictions around the ongoing Covid pandemic.</p> <p>The Town Centre Regeneration Officer will no longer hold street trading consent that previously enabled the Artisan Market. Options are being explored with the market organiser and Traders Partnership</p>
New Café and Watersports venue	<p>The seafront café is now under construction. Following delays mainly caused as a result of the pandemic and material supply / revised limited contractor operation the build is now coming on well.</p> <p>The developers have completed the first fix and hope to be open in some form March/April, even if this is just takeaway, but fully open by May, subject to government rules concerning the easing of lockdown.</p>
Shopfronts	<p>Invites have been issued to traders to apply for Shopfront Improvement Grants. Littlehampton Traders can get up to 50% of the cost, to a maximum of £2,000 to help pay for the improvements to their shopfronts, e.g. new window frames, painting, signage, or a new awning. For more details or to request an application form, contact Adam.Stoneman@arun.gov.uk</p>
Littlehampton Town Centre Management	<p>Littlehampton Town Council has reduced contribution towards town centre management for the financial year commencing 1 April 2021. The impact that this will have on the service and mitigating action is being considered by ADC management. Formal consultation with the relevant postholder will commence on 1 April.</p> <p>The 2-hour free parking disc scheme is under review. The scheme is jointly funded by ADC and LTC with contributions from the Traders Partnership. Although heavily supported by independent traders and Sainsbury's, the national chains have not supported this scheme and its sustainability is in question in its current format. Officers are in discussion with the Traders Partnership on options going forward.</p> <p>Improvements planned to Littlehampton Railway Station funded from the GTR Passenger Benefits Fund are near completion. Littlehampton Station improvements included additional platform seating and an upgraded waiting room. It also includes improvements to the station toilets. Access to the toilets are from station platform side, with exception of disabled toilets that can still be accessed from the ticket office side. The budget allocation from the Benefits Fund for Littlehampton Railway Station was £50,000.</p>

North of Littlehampton Public Art Project	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.”
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>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 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> <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>
Tourism and hospitality	<p>The Covid-19 pandemic continues to have a significant effect on all destinations and the tourism and hospitality sector - including Littlehampton and the Arun District.</p> <p>Littlehampton is a 'natural' attraction with many assets so, as and when restrictions are eased or lifted, is likely to be a popular choice for many, which could also bring challenges in managing potentially large numbers of visitors and residents in a safe, socially distanced way.</p> <p>According to the Visit Britain Consumer Sentiment Tracker, destinations such as 'coastal/seaside towns'; 'countryside or village'; 'rural coastline' etc continue to be popular 'wishlist' locations. Source: https://www.visitbritain.org/sites/default/files/vb-corporate/covid-19_consumer_weekly_tracker_wave_25_final.pdf</p> <p>Alongside working with the district's Town Councils and destination marketing teams, plus specialist industry partners at regional and national level, the Economy Team continues to</p>

	<p>work hard to support town centres and local businesses, including those in the tourism, hospitality and retail sectors. Regular B2B newsletters are sent to growing mailing lists of local businesses and Visitor Information Points, which include:</p> <ul style="list-style-type: none"> • Grants available and guidance from the Arun Business Partnership. • Opportunities for B2B collaboration, skill sharing, networking, promotional opportunities with our industry partners plus requests to share feedback. • Invitations to regular online webinars, workshops and networking 'chat' type meetings hosted by our partners, which are proving popular and therapeutic to owners of small and large businesses, enabling them to talk through their particular situations and share solution ideas for mutual benefit. • Current information, inspiration and guidance for businesses, residents and visitors is also published at: <ul style="list-style-type: none"> ○ https://www.arun.gov.uk/business-covid-19 ○ https://www.sussexbythesea.com/tourism-business-centre ○ https://www.sussexbythesea.com/know-before-you-go ○ https://www.sussexbythesea.com/blogs plus FAQs and responses to visitor enquiries • Social Media channels are also used to share stories and news from all partners and as many local businesses as possible. <p>It is planned for all the above to continue for the foreseeable future as the most efficient way for our resources to reach as many businesses, residents and visitors as possible.</p>
Media Coverage / Marketing	<p>Love Local Prize Draw</p> <p>A joint marketing campaign between Arun and Littlehampton Town Council to encourage shoppers to spend money in Littlehampton's shops ran between September and December 2020.</p> <p>Shoppers collected five stickers each month from local shops and bars to enter.</p> <p>We rolled the November prize draw into December's draw when non-essential shops were forced to close during the latest lockdown.</p> <p>The prize draw was promoted on social media by Arun, Littlehampton Town Council and traders and received a positive response.</p>

John – we did not hear from LTC how many completed entries were received – just in case you want this info to hand for the meeting.

Shop Local Christmas Social Media Campaign

In the run up to Christmas, we ran a social media campaign, **Spread some festive cheer – Shop Littlehampton** – to promote Littlehampton's shops and businesses.

We created and boosted Christmas themed social media posts which promoted individual retailers, the products and / services they offer, how people could make purchases and how to get in touch / buy and find out more.

Each participating business was featured and promoted through boosted posts on Shop Littlehampton's Facebook page and shared on Instagram.

Target	Result
Reach 10,000 people	Reached 33,900 people
Generate 50 new “Likes and Followers” for Shop Littlehampton Facebook page	59 new Followers 32 new Page Likes
Achieve 1,000 engagements (Likes, Shares, Comments)	2,443 Engagements
30 x Retailers participate	14 Retailers took part

The number of participating traders was lower than hoped although this may be due to the lockdown introduced at the start of December and the uncertainty and extra hardship this created for traders.

John, you have Shop Littlehampton's Facebook audience profile in the evaluation report if you need it at the meeting.

Re-Opening High Streets Safely

We are currently developing a campaign ready to promote the safe re-opening of all non-essential High Street shops in April. We are scoping;

- A radio campaign on the newly launched V2 Radio
- Branded “Shop safely” tote shopping bags which will be given to shoppers
- Social Media campaign encouraging shoppers back into Littlehampton.
- A leaflet delivered door to door.

<p>St Martin's Car Park</p>	<p>Officers have had informal discussions with interested parties regarding the possibility of development on part of the Car Park (without impact on any third parties) in order to facilitate and cross subsidise the delivery of new community facilities which could also support the economic well-being of the town.</p> <p>However, these discussions have not advanced significantly at this time because in terms of the type of community facility that might be delivered it is unclear at this time whether the NHS may wish to consider this site a possible location for new health facilities. Understandably, the NHS including its estates division is focused on the national response to the Covid Pandemic.</p> <p>Officers will endeavour to provide a further report for the new economy committee, however officers would welcome an indication from the Committee as to whether the Committee wish to see a more definitive statement regarding the development potential of this site, perhaps in the form of a Supplementary Planning Document, and any other sites of note in the town.</p> <p>The Committee need to be aware however, that the production of such a document will have a cost (due to the lack of available in-house resource). If this is the option that the Committee would wish to pursue then a report would be prepared for the first meeting of the new Economy Committee setting out the cost and brief for the work.</p>
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