



## How to contact us

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5 July 2022

Notice is hereby given that there will be a meeting of the:

### **Policy and Finance Committee**

**Venue:** The New Millennium Chamber, The Manor House, Church Street,  
Littlehampton BN17 5EW

**Date:** Monday 11 July 2022

**Time:** 6.30 pm

### **Committee:**

Councillor Dr Walsh KStJ – Chair

Councillor Blanchard-Cooper

Councillor Chace

Councillor Long

Councillor Northeast

Councillor Tandy

**Peter Herbert, Town Clerk**

**2022 to 2023**

### **Agenda**

- 1. Evacuation Procedures**
- 2. Filming of Council Meetings, Use of Social Media and Mobile Phones**

During this meeting, the public are allowed to film the Committee and officers only from the front of the public gallery, providing it does not disrupt the meeting. Any items in the Exempt Part of an agenda cannot be filmed. If another member of the public objects to being recorded, the person or persons filming must stop doing so until that member of the public has finished speaking. The use of social media is permitted but all members of the public are requested to switch their mobile devices to silent for the duration of the meeting.

### **3. Apologies**

### **4. Declarations of interest**

Members and Officers are reminded to make any declaration of disclosable pecuniary or personal and or prejudicial interests that they may have in relation to items on this Agenda.

You should declare your interest by stating:

- a. the item you have the interest in
- b. whether it is a disclosable pecuniary interest, whereupon you will be taking no part in the discussions on that matter, or
- c.
  - i. whether it is a personal interest and the nature of the interest
  - ii. whether it is also a prejudicial interest
  - iii. If it is a prejudicial interest, whether you will be exercising your right to speak under Public Forum.

It is recorded in the register of interests that:

- Councillor Dr Walsh KStJ is a Member of Arun District Council, West Sussex County Council and Littlehampton Harbour Board
- Councillor Blanchard-Cooper is a Member of Arun District Council
- Councillor Chace is a Member of Arun District Council
- Councillor Northeast is a Member of Arun District Council and Chairman of the Keystone Centre Management Committee

These interests only need to be declared at the meeting if there is an agenda item to which they relate.

### **5. Minutes**

To confirm the Minutes of the meeting held on 13 June 2022, circulated herewith, pages 4 to 16. In accordance with the Town Council's Standing Orders, Section 9a, Members are reminded that no discussion of the draft minutes of a preceding meeting shall take place except in relation to their accuracy.

### **6. Chair's Report and Urgent Items**

### **7. Public Forum**

Members of the public are invited to ask questions or raise issues which are relevant and are the concern of this committee. A period of 15 minutes is allocated for this purpose. If possible, notice of intention to address the Committee should be given to the Clerk by noon of the day of the meeting.

## **8. Officers Reports**

### **8.1. Consultation on Proposed vehicle restrictions on High Street and Clifton Road**

Arun District Council is proposing to introduce vehicle restrictions on High Street and Clifton Road between 10 am and 10 pm. Currently, there are no restrictions in place and the aim is to keep the High Street free of vehicles during this time to improve safety and encourage pedestrian activity. If the consultation response is favourable the District Council will apply to West Sussex Highways for a Traffic Regulation Order. See the map of the area that would be affected: <https://www.arun.gov.uk/high-street-consultation> and attached, page 17.

### **8.2. Article 4 Directive**

To receive a report, pages 18 to 21.

### **8.3. Public Conveniences**

To consider a recommendation from the Planning and Transportation Committee, 20 June 2022 that a representation be made to the District Council regarding the loss of public conveniences in the Town. Extract of relevant Minute is attached for information, page 22.

### **8.4. Town Centre Strategy**

To receive a report, pages 23 to 30.

### **8.5. Artwork Easter Eggs**

To agree a way forward regarding the remaining four Artwork Easter eggs. Attached is an extract from the Report and Minutes of the last meeting for information, pages 31 to 36.

## **9. Exempt Business**

### **It is Recommended that:**

The public and accredited representatives of the press be excluded from the Meeting under Section 100 Local Government Act 1972 due to the confidential nature of the business to be conducted.

**Minutes of the Policy and Finance Committee held on Monday 13 June 2022 at 6.30 pm**

**Present:**

Councillor Dr Walsh KStJ – Chair\*  
Councillor Blanchard-Cooper  
Councillor Chace  
Councillor Long  
Councillor Northeast  
Councillor Tandy

**2022 to 2023**

**1. Evacuation Procedures**

The evacuation procedures were noted.

**2. Filming of Council Meetings, Use of Social Media and Mobile Phones**

The procedures were noted.

**3. Apologies**

There were none.

**4. Declarations of Interest**

Members and Officers were reminded to make any declarations of disclosable pecuniary or personal and or prejudicial interests that they might have in relation to items on the agenda. The standing declarations were noted.

Councillor Tandy declared a personal interest regarding item 8.3 as an employee of The Littlehampton Academy, relating to the Artswork project.

**5. Minutes**

The Minutes of the meeting held on 14 March 2022, previously circulated, were confirmed as a true record and signed by the Chair.

## **6. Chair's Report and Urgent Items**

None.

## **7. Public Forum**

There was one member of the public present.

- 7.1. Regarding item 8.6 Street Furniture, Clive Penn on behalf of The Littlehampton Society requested two of the seats to be reused in the Community Orchard at Maltravers Leisure Gardens. He highlighted the benefits of the gardening project that the society were progressing and stated that this would enable users to socialise and enjoy the fruits of their labour. The Chair Janet Crossley had also sent a letter requesting this.
- 7.2. The Town Clerk advised this would be subject to Arun District Council's agreement as this was their land but thought that there would be no problems agreeing to transfer the benches.

## **8. Officer Reports**

### **8.1. Town Centre Strategy**

The Committee received an oral update from the Town Clerk, who advised that there would be an extraordinary meeting of the Committee on 4 July 2022 to discuss this.

#### **It was Resolved that:**

The update be noted.

### **8.2. Town Centre Events**

- 8.2.1. The Committee received a report, previously circulated, which summarised the outcome of part two of the Arts programme delivered in partnership with Artswork as part of the Town Centre Events Programme. Becky East proceeded to outline highlights of her report.

The Love Local Easter Eggstravaganza Art Trail had showcased children and local artists and to brought people to the town centre, especially families. It was felt that it went extremely well. All eight schools in the Littlehampton area participated, including The Littlehampton Academy. Students had the opportunity to experiment with unusual art techniques and materials they wouldn't normally have access to. Applications were processed by students, and more than 60 percent of the artists lived in Littlehampton. Four giant eggs that were created by artists were now in the museum. The other eggs were returned to the schools that worked on them.

Local businesses supported and benefited from hundreds of people coming through the town. The head-turning gold egg for Wick was particularly well received. Artists and traders were keen to do more initiatives like this. Members thanked Becky for her comprehensive review.

Regarding the Artwork report it was noted that on page 15 it should have been The Flower Bowl, and not The Flower Pot.

- 8.2.2. Members were asked to consider options for the future of the four artist-created fibreglass eggs.

Members considered if the eggs could be reused next year. It was thought that they could, although it would be a shame to paint over the artists' designs.

Regarding the option of auctioning the eggs, Artwork would want the money invested back into town centre again. It would be auctioned online and marketed to local businesses and schools. There had been interest in buying the eggs. The cost of each blank egg was £600, however the value would now be more as art objects. Each commission was £750. If the auction option was pursued, it was thought sensible to put a reserve price on each egg. As an example, the Snow dogs in Brighton were auctioned off at end of the trail.

It was thought that it should be investigated if there were any businesses that might wish to display the eggs. A further suggestion was to approach the churches in the Littlehampton as they might have space to keep the eggs safe if the Town Council were to keep them.

The feeling was to retain the eggs for the town and not auction them, keeping options open. It was suggested that a decision be deferred pending further discussion.

- 8.2.3. The Town Clerk reported that the Town Centre Events Programme would be in five stages, including Christmas, Easter and ending with a big launch of the completed public realm works. Members were asked for comments on this summer's programme and approval for the programme to proceed.

Members felt that the programme was very good, and that events promotion should be improved. Members discussed marketing, and in particular the value of bus stop advertisements, if most people used social media. Advice had been received that people driving through would be seeing the advertisements. You can get a lot of local focussed social media for not much cost. The Town Clerk agreed to discuss with the Communications and Marketing Manager regarding the balance between social media and bus stop adverts for future marketing.

Regarding leaflets – it was asked if they were double sided, as businesses could be approached to offer promotional vouchers to visitors. Leaflets had been printed double-sided and any excess returned to the printers to recycle. It was thought that promotional vouchers on the back was a good idea and approaches from local businesses would be welcome.

- 8.2.4. It was suggested that it would be very helpful to have YouTube links in future, to easily see what the proposed performers do. Regarding the Buzz event, it was asked if it included making bee bombs. The Town Clerk advised that if it didn't, that this could be arranged.

- 8.2.5. Regarding future projects, Members queried whether there would be enough time linking in with Christmas. It was agreed that a one-item one-off online meeting would be required, and it was considered sensible to delegate authority to the Town Clerk subject to this online consultation to progress the Programme. Subject to the above, members agreed to approve the summer events programme.

**It was Resolved that:**

1. Authority be delegated to the Town Clerk in consultation with the Chair of this Committee to approve the 2022 Summer Events Programme and future Town Centre Events projects subject to online consultation.
2. A decision on the future of the four remaining fibreglass eggs be deferred to the meeting on 4 July 2022 pending further investigation and consideration of the options as set out in minute 8.2.2 above.
3. The contents of the report be otherwise noted.

**8.3. Community Wardens**

The Committee received an oral update from the Town Clerk on the outcome of the recent recruitment exercise. Having offered both positions to exceptional candidates, the position was that one post had to be re-advertised. The wardens will be invited to a Committee meeting at the first opportunity.

**It was Resolved that:**

The update be noted.

**8.4. Fly the Progress Pride Flag**

- 8.4.1. Members views were sought, with a view to making a recommendation to Full Council, to fly the updated Pride flag at the Manor House during Pride month in future years. Originally the pride flag was coloured stripes. The new Progress Pride flag had an additional chevron which was more inclusive. Members were happy to proceed with the proposal for next year onwards.

**It was therefore Resolved that:**

The proposal to fly the Progress Pride flag at the Manor House during pride month in future years be **Recommended** to Full Council.

**8.5. Town Branding**

- 8.5.1. It was proposed that a Working Group be formed with terms of reference to investigate aims and objectives and identify budgets, and that membership consist of three Councillors from this Committee, reflecting proportionality.
- 8.5.2. Members agreed that it would be useful to define what they wanted to achieve, aims and objectives and budget costs of work and delivery. Three Members volunteered and agreed to proceed.

**It was therefore Resolved that:**

A Working Group be formed to define what work is needed for town branding, comprising Councillors Blanchard-Cooper, Long and Northeast.

**8.6. Street Furniture**

- 8.6.1. The Committee received a report, previously circulated, regarding the street furniture in the High Street owned by the Town Council which was being replaced as part of the public realm improvement works. Council had previously resolved to retain these items for use at other sites and gradually the street furniture had been removed and stored. The option of selling the items was discounted by Council and Officers were instructed to further explore options to reuse or re-site these items as far as practical in the parish. Members were asked to consider the options in the report and agree criteria, terms and conditions and a timeframe for the disposal of the street furniture that was owned by the Town Council.
- 8.6.2. The Town Clerk reported that the items could not be stored for a prolonged time, as the Town Council didn't have space to store them indoors and they would therefore deteriorate. Following consultation, the Allotments Working Group had opposed seating being at allotment sites. There had been approaches from a number of organisations for use in the local community including the Miniature Railway. The proposals for highways use in Wick were with West Sussex County Council for approval. The Wick Action Group also had a reflection garden project, for which they would like a couple of seats, and could re-use fencing.
- 8.6.3. Members agreed that the furniture could be offered on a first come, first serve basis to community groups, installed by them, and under the condition that groups signed an undertaking that if they looked to get rid of the items at any point, then the Town Council would have first refusal without being committed to taking up the offer. Regarding timescale, if the items were not taken by the end of the financial year, it was thought sensible to dispose of them. Members agreed to delegate authority to the Town Clerk to allocate on these terms.

**It was Resolved that:**

Authority be delegated to the Town Clerk to progress allocation of street furniture to community groups and highways on a first come first serve basis with first refusal to the Council upon disposal, and before the end of March 2023, and to dispose of any remaining items thereafter.

**8.7. Digital Interface Project**

- 8.7.1. The Committee received an oral update from the Town Clerk, regarding the project to improve the customer experience for online bookings and allotment transactions and decrease the growing workload on the Administration Team. Meetings led by the Deputy Town Clerk and Communications and Marketing Manager had looked at what other councils had been doing. The biggest issue was buying the necessary payment

processing software to tie in with existing website software. Officers would report in September with an indication of costs and timescales.

**It was Resolved that:**

The update be noted and that a report would be brought to the Committee in September.

**8.8. Arun District Council Investment Plan for the UK Shared Prosperity Fund**

8.8.1. Members received a report, previously circulated, which summarised the Government's Shared Prosperity Fund local investment initiative. Arun District Council, being the lead authority in the area with responsibility for developing a local Investment Plan would invite parishes to put forward suggestions on projects that could be supported by the funding. The priorities were: Community and Place, Supporting Local Business and People and Skills.

8.8.2. The final Investment Plan would go back to the Government for approval this August. To meet the District Council's timetable for developing the plan, the Town Council needed to send initial proposals immediately after the meeting of this Committee. The Committee was therefore invited to consider and comment upon the draft list of priorities and delegate authority to the Town Clerk to take these forward in discussion with Arun District Council. A supplementary list prepared by the Labour Group was also circulated and discussed.

8.8.3. Members discussed ideas and regarding a Credit Union for Littlehampton and noted that one was already in place serving west Sussex. It was thee fore agreed that not to progress this.

\*Councillor Dr Walsh left the meeting at 7.33 pm.

8.8.4. Members discussed the options in detail and resolved to respond to the District Council:

- Supporting enhancements to the Public Realm works including a range of additional items as previously discussed.
- Putting forward a range of other Town Centre proposals.
- Suggesting a project to deliver first class youth and adult education services
- Promoting an Allotments Project – Garden to Plate.

A copy of the return is attached as an appendix to these minutes.

8.8.5. It was thought that several of the ideas would possibly be better delivered by the Town Council. These were:

- An event or events at the land at the north of the Pier possibly focussed on specific age groups – The Community Resources Committee
- A Town Centre event focusing on local food producers – The Policy and Finance Committee

- The possible creation of a Service Funding Agreement to support a group, unidentified at this stage, to lead on the creation of a hub building on the idea of the uniform exchange in Wick. The Community Resources Committee to consider including a sum to support an organisation to deliver this hub as part of their review of Service Funding Agreements.

**It was therefore Resolved that:**

1. Authority be delegated to the Town Clerk to take the initial proposals forward in discussion with the District Council.
2. The Community Resources Committee be **Recommended** to consider including a sum in a Service Funding Agreement to support an organisation to deliver a hub as set out in the Labour Group proposal.

**9. Finance**

**9.1. Committee Finance Report**

- 9.1.1. Members received a report, previously circulated, highlighting significant variances from budget in Income and Expenditure relating to the Policy and Finance Committee's budget for 2021 to 2022 and movements in Policy and Finance Earmarked Reserves during the year. There was also an overview of Community Infrastructure Levy funding received and an update on the position regarding debtors.
- 9.1.2. The Town Clerk updated members regarding debt, where the current focus was to recover as much as possible. A debt recovery procedure and policy including a number of recommended write-offs would be brought to the September meeting of this Committee.
- 9.1.3. Members discussed a few points regarding Earmarked Reserves, including the Mayoral chain and the meaning of acronyms that had been used.

**It was Resolved that:**

1. The position regarding the recovery of outstanding debt be noted and that an update and Debt Recovery Procedure and Policy be brought to the Committee in September.
2. The contents of the report be otherwise noted.

**10. Exempt Business**

There was none.

The meeting closed at 8.06 pm.

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**Chair**



Mr K Roberts – Director of Place  
Arun District Council  
Arun Civic Centre  
1 Maltravers Road  
Littlehampton  
West Sussex BN17 5LF

**BY EMAIL & HAND**

14<sup>th</sup> June 2022

PH/zg/IPUKSPF

Dear Karl

### **Investment Plan for UK Shared Prosperity Fund**

Thank you for the opportunity to submit proposals for the above and the extension of the deadline to make our submission. These proposals have been considered by the Town Council's Policy and Finance Committee and are the preferred options form a wider range of ideas.

Should these proposals duplicate any other that you have received, we would be very happy to consider working with others to progress what could be extremely valuable projects. It has not been possible to create detailed delivery mechanisms and exit strategies but should Arun District Council support any of these projects we can develop these swiftly.

The proposals are set out below:

#### **1. The Town Centre**

##### **1(a) Enhancing the Littlehampton Public Realm**

Given how far along the financial year we already are, using these funds would most effectively be addressed by supplementing an existing scheme. Arun District Council currently are delivering the Public Realm works in the Town Centre. To meet budget constraints at the time, some highly desirable elements were omitted from the scheme. Should Arun seek to use these funds to re-instate these, this would be strongly supported by the Town Council.

This could include:

- Ghost signwriting on the walls of buildings.
- Feature lighting, including clock tower.
- Upgraded CCTV.
- Upgrading Public Conveniences.

(Communities and Place E14, E16, E17, E5)

## **1.2. Other Town Centre**

There are other issues not directly linked to the Public Realm works, which would enhance the impact and benefit of those works. These include:

- Support for a Pop-up Shop to supplement the budget provided by Arun District Council.
- Improvements to the public conveniences, the standard of which falls far below that of the other infrastructure in the town.
- The provision of a “marketplace” in St Martins car park, with properly laid out stalls and awnings.
- The development of improved Town-River-Beach connectivity e.g. signage, footsteps, coloured lines.
- Support for a comprehensive branding strategy for Littlehampton and Wick.

(Communities and Place E8, E16, E17)

These projects are initially targeted at the 2022 to 2023 funding, but the latter group could roll-over into the subsequent years. These projects would largely be Arun District Council led, but the Town Council would be prepared to assist with this work.

The remaining proposals relate to 2023 to 2025 and would be Town Council led. The details are set out in the attachments to this letter.

## **2. Town Council Projects**

### **2.1. First Class Youth Services and Adult Education in Littlehampton (Appendix A)**

This proposal, which is the centrepiece of the Town Councils ideas focuses on the significant deficit in skills and lack of provision to address these. This work will need to involve many partners and might benefit from also being formally delivered in other areas of the District. The lack of provision in the most deprived areas of Arun is disturbing and focussed work is required.

The proposals look at lifting the skills of groups of young people, thereby addressing some of the hidden gaps in employability and staff shortages for local businesses.

Having identified this gap for young people, the Town Council believes that there is a similar deficiency in provision for adult education, particularly where key skills such as Maths and English are lacking.

More detail is set out in Appendix A.

## 2.2 Allotments: Ground to Plate (Appendix A)

A simple scheme aimed at getting young people to learn to grow crops. The traditional difficulty is that young people move on, and impetus is lost. By using established youth groups to take on plots in a specific area of an allotment site, improved continuity is envisaged, together with better intergenerational understanding.

More details are incorporated in Appendix A.

I would be very happy to expand on any of these proposals and very much hope that Arun District Council will wish to support some of these.

Yours sincerely

Peter Herbert  
**Town Clerk**

Encs.

**Appendix A**

<b>Project Title</b>	<b>A brief description of the project you are proposing</b>	<b>Identification of the Intervention from the list that most aligns with your proposal, if any</b>	<b>The estimated value of the project over each year</b>	<b>If it is a capital or revenue project</b>	<b>The financial years the project would be delivered either 2023 to 24 or 2024 to 25</b>	<b>Urgent for 2022 to 23</b>
<p><b>1</b> <b>Town Centre, Public Realm</b></p>	<p>To deliver further enhancements, mainly by picking up some of the elements that were not able to be progressed through lack of funds. This should focus on signwriting on the walls of buildings and lighting enhancements to highlight prominent buildings / features. Improvements to the public conveniences in the Town Centre should also be considered. This would be for Arun District Council to progress but should be supported.</p>	<p>Communities &amp; Place E14 E16 E17</p>		<p>Capital and should include a 10% allowance for inflation</p>		<p>Urgent for 2022 to 2023</p>

**Appendix A**

<b>Project Title</b>	<b>A brief description of the project you are proposing</b>	<b>Identification of the Intervention from the list that most aligns with your proposal, if any</b>	<b>The estimated value of the project over each year</b>	<b>If it is a capital or revenue project</b>	<b>The financial years the project would be delivered either 2023 to 24 or 2024 to 25</b>	<b>Urgent for 2022 to 23</b>
<p><b>2</b></p> <p><b>Investing in Littlehampton's Young People First Class Youth Services</b></p>	<p>To continue to develop existing work aimed at delivering a first class youth service. Littlehampton Town Council supports a developing a programme which envisages</p>	<p>Communities &amp; Place E1 E2 E3 on cohesive approach to tackling mental health issues, anti-social behaviour, addiction, abuse. Expanding work in the following areas outreach, crime prevention, consultancy &amp; engagement. Building links with between all stakeholders tasked with delivering support for children and young people with the aim of improving life chances, training and developing social and entrepreneurial skills</p>		<p>Revenue expenditure to increase resources and capital Expenditure to improve infrastructure such a youth or community centre improvements, adaptations</p>	<p>2023 to 2024 and 2024 to 2025</p>	

**Appendix A**

<b>Project Title</b>	<b>A brief description of the project you are proposing</b>	<b>Identification of the Intervention from the list that most aligns with your proposal, if any</b>	<b>The estimated value of the project over each year</b>	<b>If it is a capital or revenue project</b>	<b>The financial years the project would be delivered either 2023 to 24 or 2024 to 25</b>	<b>Urgent for 2022 to 23</b>
<p><b>3</b> <b>Allotments</b></p>	<p>Upgrade infrastructure-rehabilitate abandoned areas Improve accessibility. Widen availability to defined groups such as schools, colleges and uniformed groups and possibly rehabilitation projects</p>	<p>Communities &amp; Place E3</p>		<p>Revenue to expand resources available – Amenity Team – and provide support specific groups</p>	<p>2023 to 2024 and 2024 to 2025</p>	

## Consultation for High Street Loading Time Restrictions

We are proposing to introduce vehicle restrictions on High Street and Clifton Road. The restrictions would cover the High Street from Fantasy Games, 43 High Street, formerly WH Smith – to Molica Franklin, 69 High Street and Clifton Road to the junction with Arcade Road.



We propose to introduce restrictions between 10 am and 10 pm to keep the High Street free of vehicles to improve safety and encourage pedestrian activity.

This would mean that vehicles would only have access to this part of High Street and Clifton Road from 10 pm until 10 am to make deliveries. Currently, there are not any time restrictions in place so vehicle loading can occur at any time of day.

A verbal consultation will be carried out with traders to seek their views. If the consultation concludes that traders are in favour of imposing new loading time restrictions, we will apply to West Sussex Highways for a Traffic Regulation Order. It will then be up to them to decide whether the changes are introduced. <https://www.arun.gov.uk/high-street-consultation>

# **Littlehampton Town Council**

## **Non-Confidential**

### **Committee: Policy and Finance Committee**

**Date: 11 July 2022**

**Report by: Town Clerk**

**Subject: Article 4 Directives and Requests to Convert Retail Units to Residential Accommodation Using Permitted Development Rights**

## **1. Summary**

This report sets out background to the use of Article 4 Directives and explores some of the issues around the changing shape of local town centres caused by the growth in the conversion of retail units to residential accommodation and the impact on the long-term sustainability of our town centres. The Committee is requested to consider two courses of action including approaching the Local Planning Authority seeking an Article 4 Direction to remove permitted development rights for change of use from retail to residential dwellings in Littlehampton.

## **2. Recommendation**

### **2.1. The Committee is Recommended to:**

1. Consider the inclusion of a policy to preserve the retail in the Town Centre as part of the Town Centre Strategy.
2. Consider whether to approach the Local Planning Authority seeking an Article 4 Direction to remove permitted development rights for change of use from retail to residential dwellings in Littlehampton.

## **3. Current Position**

**3.1.** Concern is growing regarding the conversion of retail units to residential accommodation using permitted development rights and the impact on the long-term sustainability of our town centres. This was most recently observed at the meeting of the Town Council's Planning and Transportation Committee on 20 June 2022. See extract of Minutes attached at Appendix 1.

**3.2.** Research has shown that there are a variety of reasons why this is happening. The key issues that relate to this area are:

- Development of this nature not only represents a possible threat to the viability and range of goods available to sustain a local centre, it represents difficulty when it comes to the appearance and conditions necessary to protect a neighbourhood as well as a threat to employment.

- Given the proliferation of out-of-town stores along the A259 corridor, it could be argued that the planning system needs to give greater protection to ensuring the future of local centres. This does not mean that permission would not be granted for a well-designed scheme where proof has been submitted that continuing the existing use is unviable, just that it will have to go through the full planning process with consultation and proper consideration of all the issues.
- 3.3.** Permitted Development Rights can be used to change the use of commercial outlets where:
- the building was in A1 shops use on 20 March 2013;
  - the A1 use itself was not permitted development;
  - the cumulative floor space of the existing building does not exceed 150 square metres;
  - the development would not result in the external dimensions of the building extending beyond the external dimensions of the existing building; and
  - there is no demolition – other than partial demolition which is reasonably necessary to convert the building to C3 dwelling houses use.
- 3.4.** Under the approval process the Local Planning Authority need only consider the transport and highways impacts, contamination and flooding risks in relation to the building and whether it is undesirable for the building to change to a C3 use because of the impact of the change of use. The approval process does not however allow the Local Planning Authority:
- To consider the impact of the loss of A1 retail units outside designated centres or whether converted shop units are suitable to deliver good quality accommodation to the standards that they would require.
  - To attach conditions to decisions to protect the amenity and safety of neighbouring residents and future occupants.
  - To consider the sustainability of acknowledged centres, the impact of the loss of retail to preserve convenience shopping for residents living out of main centres.
- 3.5.** One way to tackle this issue which has been adopted elsewhere involves the adoption by the Local Planning Authority of an Article 4 direction. These can be used to remove national permitted development rights but should only be used in situations where it is necessary to protect local amenity or the wellbeing of the area. Justification must be provided for the purpose and extent of the Direction. When making a direction the Local Planning Authority must therefore be satisfied that it is expedient that development that would normally benefit from permitted development rights should not be carried out unless permission is granted for it on an application. A Direction can cover any geographic area from a specific site to a whole local authority and permitted development rights relating to operational development or the change of use in the land.
- 3.6.** This would in effect mean that full planning permission would be required to secure the change of use from A1 shops and A2 financial and professional services, if also considered necessary, to C3 dwelling houses. Whilst this may not alter the outcome of any application it would allow proper consultation to be

undertaken and consideration of the some of the wider issues. For example, this would provide the Local Planning Authority with an opportunity to manage the loss of retail floor space through the planning system, undertake a full assessment of the economic impact of any proposals and the quality of potential new accommodation.

- 3.7. It would however require the Local Planning Authority to devote more resources to handle the increased volume in planning applications that would result. Members are therefore asked to consider whether the issue is serious enough to justify making a request to the Local Planning Authority and the expenditure that would be incurred in implementing it and whether the outcome of implementing the article four direction would be worth the effort in achieving it.

#### **4. Background Information**

- 4.1. The Town and Country Planning (General Permitted Development) (England) Order 2015 is the principal order. The Order sets out classes of development for which a grant of planning permission is automatically given, provided that no restrictive condition is attached or that the development is exempt from the permitted development rights. See the National Planning Portal website at: [https://www.planningportal.co.uk/info/200187/your\\_responsibilities/37/planning\\_permission/2](https://www.planningportal.co.uk/info/200187/your_responsibilities/37/planning_permission/2).

- 4.2. Procedures for Article 4 directions – The Town and Country Planning (General Permitted Development) (England) Order 2015 – Schedule 3 at: <http://www.legislation.gov.uk/uksi/2015/596/schedule/3/made>.

#### **5. Financial Implications**

There are none for this Council.

Peter Herbert  
**Town Clerk**

## How to contact us



Write to: Manor House, Church Street,  
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### **Extract Minutes of the Ordinary Meeting of the Planning and Transportation Committee held in The New Millennium Chamber, Manor House, Church Street, Littlehampton BN17 5EW on Monday 20 June 2022 at 6.30 pm**

#### **19.1.1. Planning Application LU/132/22/PL, River Breeze Restaurant, 56 to 57 Pier Road**

The Committee received and considered the above planning application which proposed converting the ground floor retail provision into two apartments. Recalling the history behind this development, Members considered the loss of retail provision in a prime tourist location was unacceptable. This view was supported by the District Council's Economic Development Team who, in response to the original application to develop the site, had commented that they wished to see "an active frontage maintained." The Committee therefore judged that the plans went against this advice and Members were of the strong view that this application should be opposed.

Observing that this type of application was becoming more common particularly in the Town Centre, Members also wished to investigate options to prevent the proliferation of this type of development in the area. In this respect it was suggested that an Article 4 Directive was an option and that this should be researched and considered by the Policy and Finance Committee for inclusion in the Town Centre Strategy.

#### **The Committee therefore Resolved to:**

1. Object to the application and that Member's views as set out in Minute 19.1.1. above be sent to the District Council.
2. The Policy and Finance Committee be **Recommended** to include a policy to preserve the retail in the local Town and Tourist Centres as part of the Town Centre Strategy and research an Article 4 Directive with the District Council to support this.

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**Extract Minutes of the Ordinary Meeting of the Planning and Transportation Committee held in The New Millennium Chamber, Manor House, Church Street, Littlehampton BN17 5EW on Monday 20 June 2022 at 6.30 pm**

**19.1.2. Planning Application LU/158/22/PL, Mewsbrook Park Trading Kiosk**

The Committee received and considered the above planning application which proposed changes at the above facility to create a new café including the change of use of the existing public conveniences. Discussion focussed on the impact the scheme would have on the public conveniences. Members had serious reservations about the reduction in the provision in terms of the number and availability which appeared to be driven by the proposed opening hours of the café. This was viewed as a retrograde step in an area that was both a prominent and popular visitor destination. Members otherwise had no objection in principle to the scheme, the design of which was considered a welcome addition to the park.

This prompted Members to consider the impact of the reduction in the provision of public conveniences in such a popular seaside location. Observing that Council had at various times expressed concerns at the deficit in provision throughout the Town, Members wished to ensure that this was covered in the evolving Town Centre Strategy. It was also considered appropriate that the Policy and Finance Committee be requested to consider making a representation to the District Council expressing concerns at the loss of public conveniences in the Town in the strongest possible terms.

**It was therefore Resolved that:**

1. The Committee's views as set out in Minute 19.1.2. above be sent to the District Council.
2. The Policy and Finance Committee be **Recommended** to consider making a representation to the District Council regarding the loss of public conveniences in the Town.

## **Littlehampton Town Council**

### **Non-Confidential**

**Committee: Policy and Finance Committee**

**Date: 11 July 2022**

**Report by: Town Clerk**

**Subject: Town Centre Strategy**

### **1. Background and Summary**

- 1.1. A draft Town Centre Strategy, attached as Appendix 1, has been written following consultation with Members and colleagues. It has been helped by a Town Centre Health Check undertaken by Arun District Council and the experience of those who work in this area, including the former Town Centre Regeneration Officer.
- 1.2. It is hoped that the Strategy can be agreed in early Autumn and that the proposed Town Centre Action Group can then commence work. A period of consultation with traders and others involved in the Town Centre is needed, which can be undertaken during July and August.
- 1.3. The appendices that led to the creation of the draft Strategy have not been included but will be accessible during the consultation.

### **2. Recommendations**

#### **2.1. The Committee is Recommended to:**

Approve the draft Strategy for formal consultation with a view to this being brought back to the Committee on the 19 September 2022.

### **3. Financial Implications**

- 3.1. There are no direct financial implications arising from this report.

Peter Herbert  
**Town Clerk**

## Littlehampton Town Centre Strategy Draft

### 1. Introduction

Littlehampton Town Centre is viewed as a vital area of the Town, providing residents and visitors with essential retail outlets, services – both public and private – and leisure space. Leadership from local authorities, other key stakeholder parties and the private sector is required to ensure the long-term viability of this asset.

Over many years, the District and Town Council have provided support to the Town Centre, originally through the Single Regeneration Budget funds, but also through attracting significant investment into such schemes as the current Public Realm Enhancements. A range of Strategies have been developed over that time, some overlapping, but a coherent strategy signed up to by all parties and focussed solely on the Town Centre has been lacking.

The Town Centre is largely perceived as retail focused. This is historically largely true, but given the trends facing the retail sector, this perception requires challenge. At a national level, at the end of 2020, just over 14% of High Street retail and leisure businesses were vacant in Great Britain (House of Commons, Briefing Paper no. 9218. May 2021). The recessions following the financial crises of the last 12 to 13 years and much more recently the pandemic have been damaging. However, one of the biggest negative factors quoted by traders, both nationally and locally, is the impact of business rates and rent.

The need for a strategy to lead all the parties through these difficult times has never been greater. Therefore, this Strategy, signed up to by all key parties sets out clear aspirations as to what can make a positive difference, whilst also retaining a sense of what is realistic and achievable. It sets out clear aspirations. These will need to be reviewed regularly, but also underpinned by an achievable Action Plan.

All the partners who signed up to the Strategy will need to look to work to deliver the aspirations and the actions within the Action Plan and focus their budget and priorities accordingly. Paramount to the delivery of their objectives will be the leadership provided by elected representatives. Without this, the Strategy is likely to wither on the vine.

On a more positive note, the effective implementation of the Strategy should enable Littlehampton Town Centre to remain a vital element of a successful, vibrant Town, providing key services and recreation for all people. It should be attractive, safe, fun, robust, flexible and vital. Littlehampton has adapted to change in the past, be it moving away from a harbour-based town to more recent threats such as out-of-town Shopping Centres. It is in the nature of the businesses and residents to overcome once again.

### Littlehampton Town Mayor

## 2. Purpose of the Strategy

### 2.1. The Target

**By 2030 the partners signed up to this strategy will have worked together to deliver positive change that places the Town Centre both at the heart of the Town and as a retail and leisure hub for the Eastern Arun area.**

### 2.2. Why Is A Strategy Needed?

Since the early part of this Century, when the Town Centre was last the focus of cohesive partnership work, supported by Single Regeneration Funding, considerable change has impacted Town Centres across the nation, including Littlehampton. Many recognisable retail chains have disappeared; shopping trends have altered, particularly because of internet shopping; there has been more than a decade of national “austerity” and most recently the pandemic has impacted the nation, including retail.

Consequently, there is a need to develop a strategy that focusses on attracting investment into the Town Centre, as a revitalised community hub offering leisure, entertainment, arts, key services such as education and health, housing and office space, supplementing and in sympathy with the retail offer.

These should all be aligned with encouraging to people to visit and spend in the locality, whilst also enjoying their time there.

## 3. Informing the Strategy

The Strategy has been developed using extensive knowledge of the recent history of the Town Centre, together with the threats, opportunities and challenges it faces. This has been assisted by A Town Centre Health Check delivered for Arun District Council earlier this year, which is summarised below. The full Health Check and background analysis are attached as appendices to the Strategy.

**Before publication the Strategy will have been consulted upon with all key partners, traders and residents.**

### 3.1. Key Partners

Arun District Council  
Littlehampton Town Council  
Littlehampton Traders’ Partnership  
Littlehampton Harbour Board  
Sussex Police

#### 4. Mission Statement

**Littlehampton Town Centre will be a thriving centre offering a wide range of shops, excellent leisure facilities, high quality office premises, residential opportunities, and a full range of community services for the local and wider community.**

**In achieving this, there will be a high quality of design with an attractive street scene and easy access to the centre with good public transport and an emphasis on pedestrian priority.**

#### 5. The Ambition

Littlehampton Town Centre should be:

- Welcoming and safe
- An attractive place to visit, work and live
- A place that stands out from other destinations, offering something 'different'
- Accessible to everyone and well signposted in a way that connects the Town to the waterfronts
- A place with a good public transport system and public car parks
- Environmentally sustainable
- A bustling place that drives out localised anti-social behaviour
- A hub for connecting people of all ages through cultural activities that compliment local businesses and showcase local talent
- A place that provides essential services such as banks, Post Office, hair and beauty care and leisure facilities including eateries
- Supportive of schemes which benefit the whole town and its community
- Supportive of existing businesses looking to diversify
- A location supportive of alternative commercial opportunities, such as markets
- Supportive of commercial investors
- A place that benefits from good commuter links – railway station, bus services, taxis and car parking
- Where businesses and residents mutually benefit each other
- Able to provide housing without detracting from the retail offer
- Linked to the whole town.

## 6. Town Centre Health Check

Commissioned by Arun District Council, a health check was undertaken by Nexus Planners on the three Towns in Arun. Published in February 2022, this was particularly well-timed and has been included in its entirety as an Appendix to this Strategy. This provides good evidence to support the direction and Strategic Aims

The key messages and findings regarding Littlehampton are:

- a. The acknowledgement of the need for planning authorities to support the viability and vitality of Town Centres (paragraph.1.2).
- b. The breakdown of types of use of premises in the Town Centre and vacancy levels are set out in figures 10 and 11. These also show vacancy rates which are largely better than the national average, but with the floorspace figure significantly impacted by the empty former Waitrose building.
- c. Figure 12 sets out the key trends, showing a growth in convenience stores; lower floorspace for comparison retailers than nationally and a significant growth in services, which now equate to more than 50% of the units in the Town Centre.
- d. The vacancy rate has worsened, but remains within healthy tolerances and below UK averages.
- e. There is a relative lack of national multiples, but a higher than usual level of independent retailers.
- f. Prime rents are below those of Bognor Regis.
- g. Both ends of the High Street have good pedestrian flows.
- h. The disc-parking scheme is noted.
- i. Despite negative perceptions, the Town Centre was observed to feel safe.
- j. There is a limited evening economy.
- k. The Town Centre was thought to be attractive, with tired street furniture and the upcoming public realm works noted.
- l. The competition with larger retail hubs was noted, together with the range of vacant units that could allow a wide variety of investors to locate to the Town.
- m. The conclusion was that:
  - The composition of uses is broadly in line with UK averages with a lower-than-average vacancy rate
  - The street furniture was tired
  - Car parking was an issue at the time of the health check, but this could be as a result of the use of St Martins Car Park for COVID tests and the Public Realm.
  - Long-term vacancies such as the former Waitrose site and the Indoor Market were detrimental to the Town.

These findings broadly align with the thinking that had gone in to preparing a first draft of this Strategy but emphasise the importance of actively progressing an Action Plan to address the Strategic Aims set out in the body of this paper.

## 7. Area of Coverage

For the purposes of this Strategy, the Town Centre is taken as being the area shown in the map below. Pier Road has also been addressed within this Strategy given that it is a key link between the main visitor offers of the beach and river and the Town Centre.

MAP



## 8. The Strategic Objectives

To achieve the Vision a range of Strategic Objectives will need to be achieved. It is envisaged that the lead on this will be a newly constituted Town Centre Action Group, details of which are covered under section 9.

The Strategic Objectives that have been identified for progression by the Town Centre Action Group are:

1. Draw up and progress a realistic and achievable Action Plan renewable by partners annually.
2. Participate in regular forums involving the Traders Partnership to develop and steer the Action Plan, potentially called the Town Centre Action Plan.
3. Recognise the importance of Community and Public Sector Services as key providers for the future Town Centre.
4. Encourage further investment to complete the public realm works.
5. Encourage a more diverse retail sector, robust enough to meet changing shopping trends.
6. Investigate opportunities to seek to attract online shoppers into the Town Centre, possibly through locating collection facilities in the locality.
7. Develop the Traders Partnership to be self-sufficient and to represent all sectors of Town Centre commerce.
8. Focus on addressing problems relating to crime, antisocial behaviour and street drinking.
9. Consider how best to encourage leisure and key services to emerge in the Town Centre.
10. Prepare a proposal to deliver sympathetic housing that will uplift the Town Centre, whilst reducing, or at a minimum keeping to existing levels hostel accommodation.
11. Undertake a transport plan for the Town Centre.
12. Prepare Marketing and Branding Plans.
13. Protect and market the heritage of the Town Centre.
14. Progress the promised Feasibility Study for the redevelopment of St Martins Car Park.
15. Look to work with those involved to assist in the taking forward of the proposals for the Hospital, Health Centre, Library and Fire Station sites.
16. Progress the introduction of Charge Points in Town Centre Car Parks to meet the advent of electric vehicles and to relieve the parking congestion on nearby roads in the evening.
17. Set up links with landlords to involve them in the Town Centre planning and to maintain high quality building maintenance.
18. Develop an all-year-long Events programme for the Town Centre.
19. Investigate and where practicable work with landlords to deliver pop-up shops.

20. Review the Car Parking Disc Scheme as the scenario cannot continue whereby small independent shops are subsidising nationals and determine whether this is the best way to use these funds in supporting the Town Centre.
21. Review the existing market arrangements, with other options to be considered, including creating a marketplace in St Martins Car park.
22. Addressing negative perceptions of the Town and Promotion.
23. Ensuring that the new roads to the North of the Town direct traffic to the Town Centre.
24. Similarly work to encourage mobility between the seafront, riverside and Town centre for pedestrians and to that end support the pedestrianisation of Pier Road, at least seasonally.
25. Ensure Town Centre Gateways – Railway Station and Anchor Springs – are inviting and attractive.
26. Focus on Culture and the Arts to uplift the image of the Town.
27. Encourage the service sector to work alongside the established retail care of the Town to reflect changes in consumer practice.

## 9. The Action Plan and Town Centre Action Group – TCAG

The creation and delivery of an Action Plan is essential to the success for this Strategy. Chaired by the Mayor the action group should comprise of the following Members:

### **West Sussex County Council**

- County Division Member and relevant Officers.

### **Arun District Council**

- Relevant Committee Chair, Ward Member and relevant officers

### **Littlehampton Town Council**

- Chair of Policy and Finance Committee; Ward Member and relevant Officers.

### **Sussex Police**

- Divisional Commander and Relevant Officers.

### **Traders Partnership**

- Chair and Vice-Chair.

The Town Centre Action Group should meet 3 times a year and be underpinned by an Officer Task Group. The TCAG will be serviced by the Town Council, but the actions will need to be taken forward by partners. The minutes of meetings of the TCAG will be made publicly available, except where there is “Exempt” information. Partners would be expected to feed back on meetings to assist priorities and resourcing discussions within each organisation.

## Extract Report – Policy and Finance 13 June 2022 – Town Centre Events

### 3. Background

#### 3.3. Love Littlehampton High Street EGGstravaganza

3.3.1. A unique two-week Art Trail took place over the Easter holidays in the High Street and Wick. A total of 12 local businesses gave up space in their windows and premises to host one of the 12 artistic giant eggs. The Wick Action Group supported Artsworld in identifying a business in Wick to join the trail.

3.3.2. Eight of the eggs were made by a group of ten Sussex-based artists, including six from Littlehampton, along with local school pupils, using a range of art techniques and materials including engraving, batik, pompoms and pyrography – the art of burning patterns into wood. Alongside these, four artists transformed giant fibreglass eggs into a glorious celebration of the local community.

3.3.3. Families were invited to follow the trail and solve a puzzle to enter a free prize draw. Over 150 children successfully found the 12 giant magical eggs and cracked the secret code. Prizes were donated by Harbour Lights, Bah-Humbug and Freedom Leisure.

3.3.4. Marketing took place via a folded flyer with a map in the centre displaying the egg locations and information for each. Additionally, posters were produced, roadside banners displayed and a social media campaign conducted. The total cost for marketing was £802.50.

3.3.5. Eight of the twelve eggs designed have now been permanently displayed in local businesses and schools. The remaining four fibreglass eggs have temporarily been put on display in Littlehampton Museum. The display area will be needed back in due course for future collections and exhibitions. Members views are sought with regards to the future of the remaining eggs. The options are as followed:

1. Auction the eggs and donate any proceedings to the Mayor's Charities and or invest in future Town Centre projects.
2. Retain the eggs on Town Council premises. Consideration should be given to the lack of storage options available.
3. Welcome offers from businesses within the town to display the eggs.

3.3.6. A detailed summary from Artsworld can be found in Appendix 1.

### 4. Financial Implications

4.2. Artsworld committed £6,000 and the Town Council committed £7,500 towards the programme. The total spend on the programme was £14,550.90 of which £1,375 expenditure was met from the Wick Initiatives budget to cover costs for the egg in Wick. The total expenditure being met by the Town Centre Events Match Funding is £6,735.14 and Artsworld's overall contribution was over by £440.75 meaning their overall contribution was £6,440.75.



Report on LOVE Local: EGGstravaganza Easter Art Trail 2022

Compiled by Beccy East for Artswork and Littlehampton Town Council

### **Background:**

The Eggstravaganza project was proposed to councillors to be a new Easter trail, encouraging local families to explore shops around the town centre using high quality, striking and large scale Easter egg-themed art as a theme.

It aimed to build on the success of 2021's LOVE Local High Street Family events programme, drawing on partnership funding from the Joint High Street Investment fund from Arun District Council and the Town Council with match funding from the charity Artswork who project managed and produced the project through their Arun Inspires programme.

The project brought together a collection of large-scale fibre glass eggs, commissioned from a fibre glass specialist in Essex – FibreSports – to be painted by professional artists with 8 eggs created in the community by all 8 schools in the Littlehampton locality – River Beach, St Catherine's, White Meadows, St Mary's Clymping, Lyminster Primary, The Littlehampton Academy, Cornfield School and Summerlea Community Primary School. Delivering opportunities for schools to engage in high quality arts activity was a key strategic outcome for Artswork, as was showcasing the work of local young people alongside professional artists, continuing developments begun in the LOVE Local 2021 summer programme whose centrepiece was an exhibition of photography created by students working with artists at The Littlehampton Academy school.

### **Amendments:**

An additional fibreglass egg to be situated in Wick was proposed and funded by a separate Council budget bringing the total number of eggs to 12. When Cornfield School was forced to withdraw for the project due to extensive COVID-related staff absence, an additional 2 schools were recruited from Rustington – Georgian Gardens and Rustington Academy – who worked together on the multi-craft-based Pisanki egg.

### **Delivery:**

The combined budget was agreed at the 20 December 2021 Council meeting and the commissioning opportunity for artists advertised widely by Artswork through January 2022 across both local and regional networks with promotional support from LOCA, Pallant House and Arts Council England.

32 proposals for egg designs, either for the artist-led fibreglass commissions – £750 per egg – or the school-based commissions – £350 per egg plus materials – were received from a total of 14 artists.

Artswork worked with a group of Year 6 students from River Beach School to assess the application and score them against the project's aims to:

- Offer schools the opportunity to try out new and exciting art forms;
- Create high quality results from artists with a proven track record;
- Support local artists;

- Create a diverse collection of works that would surprise and delight people following the Trail.

11 artists were selected who were:

Lucy Seeds, Esther Heylen – joint large egg, Dorota Marciewicz – joint large egg, Felicity Jay – large egg, Shirley Bloomfield Davies, Ben Cavanagh – large egg, Staci Mendoza – large egg, Tricia Johnson, Juliet Stallard, Isobel Smith and Maureen Wells.

2 artists collaborated on one egg and 2 artists each had 2 of their ideas selected.

Of the 11 commissioned artists 7 (64%) are based in Littlehampton, with a further 2 in Bognor Regis and just 2 from more widely in Sussex reflecting the project's ambitions to support local artists and cultivate their relationships with local schools and other partners.

Artists worked in the schools on scheduled agreed in partnership with teachers and working with different classes spanning Years 1 to 9 during the half term from February to Easter.

The majority of schools had between 2 and 4 workshops exploring a range of new art techniques including pom poms, origami, marbling, pyrography, batik, spin art, kintsugi, Sgraffito.

Local businesses who agreed to host eggs were selected based on guidance from the Town Council targeting businesses who may not have participated in previous trails and with the ambition to highlight firms whose produce was relevant to local families and to create a well-spaced trail around the town.

The host businesses were: Littlehampton Museum; Ricara Workwear; David O Jones Sports; Bah Humbug; Pier Road Coffee and Art; Harbour Lights Café; Quality Textiles; Littlehampton Exotics; The Flower Bowl; Arun Furnishers; Creative Heart Café; and St Barnabas House charity shop in Wick.

Artwork worked with commissioned artists, supported by the Town Council, to install the eggs on 6 and 8 April across the town centre and the trail officially launched on Saturday 9 April running for 2 weeks until Sunday 24 April.

Print was designed by the Town Council's in house designer alongside local firm Loosemarbles and printed by a local supplier. 10 000 fliers incorporating maps were printed of which 6000 were distributed, including to all participating local schools in book bags and across town in local businesses.

Across the 12 locations, a secret code was hidden with one letter beside each egg spelling the message – and the idea! – LOVE LOCAL ARTS. Using a form that was part of the event flier, families could submit their answer to a prize draw, with prizes donated by Freedom Leisure – 3 family swims at Wave, Harbour Lights Café – lunch plus one drink for a family of 4 and a hamper of Easter-inspired retro sweets purchased from Bah Humbug. 6 winning families were drawn by Town Council officers in the week commencing 25 April.

The launch event was well-attended with more than 400 individual visitors counted on the day and over 120 young people participating in the U CAN Spray pop up Easter egg spray art canvas. There were live performances by Sussex Steel throughout the afternoon and LOCA ran a drop-in chalk art session for younger visitors. Littlehampton Councillor Jill Long, the Mayor Michelle Malloy and the Chair of Arun District Councillor Jim Brooks all gave speeches to open the Trail.

## **Outcomes & Feedback**

The trail was very positively received with businesses reporting significant numbers of people participating throughout the Easter holidays.

A total of 173 completed Trail forms were entered into the competition – 56 electronically and 117 via the entry box at the Museum – but there is reason to believe that this represents only a small proportion of those who took part based on feedback from participating businesses.

The Littlehampton Museum reported 307 adults and 308 children visited over the period.

Feedback gathered from audiences and participants at the launch emphasised perceptions of the project as being: 'Fun', 'quality', 'surprising', 'exciting' and 'creative' with multiple correspondents identifying that it made them see their town centre in a different light.

Schools fed back that workshop sessions were high quality, enjoyable and added value to their curriculum with children feeling very proud of their creative work on the eggs – all of which have now been returned to schools.

### **Selected highlights from business feedback:**

#### **Harbour Lights**

*How did taking part impact you or your business?*

It was a great focus point for customers and passers-by and encouraged more people to venture to the river and our cafe boosting our profile

*Are there any ways we could improve future events?*

I feel the communication and execution of the event went really well and couldn't personally see any way to improve it

*Is there anything else you would like to tell us?*

Not really, I feel the event went really well and the idea of getting people to visit different locations in Littlehampton really helped the town and all businesses involved become more visible to the public

#### **Pier Road Coffee & Arts**

*How did taking part impact you or your business?*

It was excellent for bringing people to the gallery. Lots of people discovered us as a result and our regulars also took a keen interest and went out onwards to do the trail.

We felt this was one of the best organised events we've taken part in to date.

*Is there anything else you would like to tell us?*

It was very well organised... Great communication from the off and it was an activity that brought new customers to the gallery. We could tell the children involved were proud of the creations and loved the event.

#### **Ricara Workwear**

We would like to take this opportunity in thanking you for including us in this activity, as we often feel left out of town events as we are not in the town centre.

*How did taking part impact you or your business?*

Ricara have absolutely loved being part of the Easter Trail. We have seen, many visitors coming to find the egg clues and have enjoyed chatting with them. I wouldn't say that we have generated extra business but we are not that kind of store. It's really just making people aware that we exist and what we sell.

As a result of talking to people doing the trail we have discovered the Littlehampton Traders Partnership which we are now looking to join.

### **The Flower Bowl**

*How did taking part impact you or your business?*

I would say this is the most successful trail we have been part of. There have been hundreds of people coming to look at the egg – and not just families, because of the quality of the art and how unusual it is there have been lots of adults too!

### **Quality Textiles**

*How did taking part impact you or your business?*

We've had a lot of interest – people coming in to see the egg and then staying to use the shop. It has been very positive for us and it's been great to have people saying how lovely it was.

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### **Extract Minutes of the Ordinary Meeting of the Policy and Finance Committee held on Monday 13 June 2022 at 6.30 pm**

- 8.2.2. Members were asked to consider options for the future of the four artist-created fibreglass eggs.

Members considered if the eggs could be reused next year. It was thought that they could, although it would be a shame to paint over the artists' designs.

Regarding the option of auctioning the eggs, Artsworld would want the money invested back into town centre again. It would be auctioned online and marketed to local businesses and schools. There had been interest in buying the eggs. The cost of each blank egg was £600, however the value would now be more as art objects. Each commission was £750. If the auction option was pursued, it was thought sensible to put a reserve price on each egg. As an example, the Snow dogs in Brighton were auctioned off at end of the trail.

It was thought that it should be investigated if there were any businesses that might wish to display the eggs. A further suggestion was to approach the churches in the Littlehampton as they might have space to keep the eggs safe if the Town Council were to keep them.

The feeling was to retain the eggs for the town and not auction them, keeping options open. It was suggested that a decision be deferred pending further discussion.

#### **It was Resolved that:**

A decision on the future of the four remaining fibreglass eggs be deferred to the meeting on 4 July 2022 pending further investigation and consideration of the options as set out in minute 8.2.2 above.

Note: in the paragraph above the meeting date changed to 11 July 22 after the meeting minutes were produced.