



How to contact us

Write to: Manor House, Church Street,
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Find us online: www.littlehampton-tc.gov.uk

Minutes of the Town Centre Action Group meeting held in the New Millenium Chamber
on Thursday 25 September 2025.

Present:

Councillor Alan Butcher (Mayor of Littlehampton)
Laura Chrysostomou (Littlehampton Town Council, Town Clerk)
Sofia Chittenden (Littlehampton Town Council, Communications and Marketing Manager)
Lucy Hall (Littlehampton Town Council, Town Centre Strategy Project Officer)
Heather Allen (Arun District Council, Economic Development Officer)
Carrie Reynolds (Arun District Council, Communities and Wellbeing Manager)
Miriam Nicholls (Arun District Council, Business and Economy Manager)
Greg Ockwell (Growth Programme Delivery Manager, West Sussex County Council)
Richard Groome (East Beach Guest House, Business Representative)
Paul Wakeland (Bah Humbug Sweets, Business Representative)
Michael Holland (Quality Textiles, Business Representative)
Councillor James Walsh (Councillor at Arun District Council)
Councillor Christine Wiltshire (Councillor at Arun District Council)
Councillor Freddie Tandy (Councillor at Littlehampton Town Council)
Councillor Maralyn May (Councillor at Littlehampton Town Council)
Georgia Hudson (Sergeant, Sussex Police Neighbourhood Policing Team)

1. Introductions

Introductions were made between the group.

2. Previous Minutes

The minutes from the May meeting were confirmed and approved.

3. Action Plan update

Town Council and Arun District Council

- Town Centre signage strategy update

The group first heard about the Town Centre signage audit which has been completed and the new signage strategy. It was explained that the signage audit highlighted how disjointed and old the signs are around the Town Centre. From the audit, a signage strategy was developed and adopted at Littlehampton Town Council (LTC) Policy and Finance Committee. The next steps will include engaging partners in the Strategy and improving and reporting any signs which require maintenance.



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LTC are already working alongside Arun District Council (ADC) teams regarding signs around the Town Centre. LTC officers will also be reporting West Sussex County Council (WSCC) signs which require maintenance via their online portal.

- Wayfinding Project

ADC officers then updated the group on the Wayfinding Project currently in progress. The group were shown designs and models of the wayfinding project. ADC are working closely with artists to confirm the final design of the Wayfinding project. The group gave feedback on the designs of the Wayfinding project, and asked whether hotels and accommodations would be included. ADC officers will investigate whether this can be included on the Monoliths. However, it was highlighted that in a workshop with councillors it was agreed that named businesses would not be included on the monoliths as they can change. The exception to this was East Beach café as this directional symbol highlighted the award winning architectural design for the café.

Officers explained that there will not be maps on the monoliths, but instead there are QR codes on the side of monoliths which will direct people to maps and websites with useful information about Littlehampton.

Next, Crabbing was referenced and was suggested it would be beneficial to incorporate messaging that promotes awareness of ethical crabbing to support animal welfare. It was explained the wording that references crabbing was produced by young people. Officers will investigate how to incorporate crabbing awareness into the monoliths.

It was suggested a sign or monolith near the Anchor Springs bus station would be beneficial. ADC officers explained that the wayfinding project could be expanded in the future with additional funding.

- Social Media: Sussex by the Sea & Town Council

LTC officers updated the group on work currently being carried out on LTC social media channels. The group heard about all the positive comments and conversations that have been online recently. LTC will continue to promote local businesses, Town Centre Action Group (TCAG), and the work which has been ongoing in the Town Centre such as events.

ADC officers spoke about Sussex by the Sea social media account, informing the group that an independent contractor has been employed to work alongside Arun officers to increase engagement and coverage.. There has subsequently been an increase in views and engagement far in excess of what was anticipated. There has also been several competitions and giveaways, gaining a lot of attention and participation.



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- Visit Littlehampton website

An LTC officer gave an update on the Visit Littlehampton website as well as the new Love Littlehampton website. The website is currently being built, this will allow for two sides of the website, one for tourism and the other for residents. The websites are aiming to be launched by the beginning of 2026.

- Summer High Street events

The group heard of how well received the summer high street events went, they were very well attended and LTC officers received a lot of positive feedback from the public.

ADC also ran two events in the High Street during the summer, one of which was an emergency services event and the other a community fair which saw local groups and organisations attend the High Street.

LTC attended the community fair with a stall, officers informed the group of all the positive feedback from the public during the event. People were impressed with the seafront regeneration, the work that has happened in the Town Centre and looking forward to the future of overnight accommodation coming to the town.

Other members of the group expressed the enjoyment of the High Street events, and how these events deter anti-social behaviour in the Town Centre, making it a more positive experience for all that come into Town.

LTC officers then informed the group of upcoming events in the town. The Christmas lights switch on event is being held on 22 November between 15:00 to 20:00. Officers will be communicating through the Business Forum to get businesses involved and to stay open late for the switch on.

Small business Saturday is on 6 December, the Town Council are looking at bringing a few extra activities to the Town Centre on this day including a busker and a face painter. LTC officers will be working with local businesses on how to promote small business Saturday.

- Friday market

The Friday market has been running since 1 August and has been well received by the public. Additional stalls have been added each week, as well as a regular green grocers, meat van and a fish monger. ADC have assisted the current operator with their market license application, this includes two additional 12 week licenses which will take them up to April. The operator will then apply for a 12 month licence running to 31 March 2027. The group were all happy with how the market is going and the positivity it has brought to the town.



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- Specialist markets

LTC officers informed the group that they are working with different operators to bring an additional market and/or event to the Town Centre. Officers have had one meeting already and have another meeting scheduled with a different operator.

This is to bring additional experiential specialist markets to the Town Centre as part of the Town Centre action plan.

- Events and Sport Forum update

The Sports Forum is a quarterly coming together of local clubs for mutual support and promotion of sport and healthy activities in Littlehampton. It is currently focused on working with the Town Council to set up a Sports Funding scheme, to widen participation in sports and healthy activities in the most inclusive way. A policy is being developed setting out eligibility criteria, an application form and evaluation processes.

The Events Forum is currently still in the early stages and has had two meetings. It is to bring together local organisations or people who run events in Littlehampton to enable information sharing and build on the Town Council's core event programme.

It has inspired people to organise additional events, such as a literacy week and light up LA.

- Traffic management and parking update

LTC are working with ADC regarding the parking enforcement challenges and August has seen an increase in enforcement visits resulting in Penalty Charge Notices issued. Members of the group discussed parking issues on Floyd's Corner, expressing concern with how people are parking on the corner and that it is dangerous for pedestrians when crossing the road. ADC officers will follow this up with ADC parking officers.

There was also concern for the loading bay outside Iceland, with cars unloading stock being issued penalty charges. The area by the Arcade was also highlighted as being problematic for the same reason. Officers confirmed that there is strict criteria for what type of vehicle can unload in these areas. Loading bay criteria is set out by a national standard.

Another member reported issues with cars and motor bikes racing around Beach Road and Surrey Street. Sussex Police informed the group that reporting is the best way to update the police of what is happening and encouraged reporting using the Operation Crackdown website.



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A councillor highlighted that WSCC promised that after the Lyminster bypass was built, they would conduct a highways audit on the traffic in the area. Officers will investigate this.

It was also highlighted that stagecoach have communicated bus operators are struggling to overtake parked buses at Anchor Springs due to overhanging trees. ADC officers will investigate who the owner is and contact the relevant owner.

- Business Crime Reduction Partnership/DISC update

The group was informed that the BCRP is working well. There are 155 active businesses across Littlehampton and Bognor Regis signed up to the BCRP and on DISC.

It was questioned whether there could be a breakdown of data just for Littlehampton. Officers will note this for future reporting.

- Community Protection Officers update

Two Community Protection Officers start on Monday 29 September with ADC. They will undergo quite extensive training over the next few months. During their training they will be meeting key stakeholders and introducing themselves to businesses in the local area.

The Group was reminded to complete the community safety survey and public space protection order consultation. The community safety team shape their work and priorities from this. The Business Forum will promote the surveys to businesses.

ADC community safety team are currently in contact with organisations which help people with an addiction. They are currently investigating how they can help vulnerable people more effectively and form a better partnership with external agencies.

- High Street banking hub update

The group received an update for the High Street banking hub. The temporary hub currently located at the Manor House will remain there until the High Street hub is open, hopefully in early 2026.

LTC officers gave an update on the Town Council's high street hub. Vacant premises in the high street were being assessed. The Town Council hub will bring space to community groups, providing access to services directly in the High Street.

- Festoon lighting

ADC officers updated the group on the High Street festoon lighting project which is in progress. The project will bring additional lighting to the High Street, which will come



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on at dusk until 11pm. This project is as a result of feedback from businesses that it is too dark in the High Street during the winter months.

Sussex Police

- Update on policing in the Town Centre

Sussex Police updated the group on resources in the local area. This included two police officers monitoring pubs on a Friday and Saturday. It was highlighted that there can be noise from pubs until the early morning and it would be worth the patrols being done later in the evening.

In the summer there was a joint agent street audit with ADC, LTC and Sussex Police. This highlighted areas of concern in the Town Centre and allowed for a collaborative approach across different agencies.

Sussex police also informed the group that an external unit will come to Littlehampton to assist with policing of E bikes. They are awaiting confirmation of dates.

Tackling anti-social behaviour continues to be a shared responsibility, with ongoing collaboration between key stakeholders in the Town.

- Businesses Forum

A Littlehampton business forum (LBF) representative gave an update on the business forum. They are currently reviewing their action plan, as they have completed the first six months and are developing their action plan for the next year. It was a positive update, informing the group they have over 100 businesses on their mailing list, with the next meeting on 30 September.

Two workshops have also taken place, with three more to be conducted before December. They also had a guest speaker at the Business Forum meeting in June who covered the new employment law. The next guest speaker is on the importance of developing a marketing plan.

The LBF have produced three promotional discount booklets funded by ADC. They have been given out at events around the Town, incentivising people back into the Town Centre. The LBF are looking at developing some events/activities in the Town, this includes a literacy week and light up LA.

- Landlord/Agents

The Landlord and Agent meeting was held on 3 September. This brought together multiple Town Centre Landlords and Agents. The feedback from landlord's is that



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many vacant premises have been filled, with the Arcade being full now. Landlord's expressed that there was a sense of community now between shops and businesses, with many working together to improve the appearance and bring activities to the Town Centre.

At a meeting in 2024 the group discussed creating a landlord/investment booklet. Officers received feedback that a booklet promoting Littlehampton would be beneficial. This would be given to potential businesses wanting to fill the vacant premises, showing them everything Littlehampton has to offer including events, organisations and what support is offered through the councils.

4. Any other business

It is proposed 2026 TCAG meetings are held on 10 February, 19 May, and 29 September 2026.