

**Minutes of a meeting of the Policy and Finance Committee held in The New Millennium Chamber, The Manor House, Church Street, Littlehampton BN17 5EW on Wednesday 5 February 2025 at 6.30 pm.**

**Present:**

Councillor Butcher - Chair  
Councillor Daws  
Councillor May  
Councillor Northeast  
Councillor Tandy  
Councillor Dr Walsh KStJ  
Councillor Woodman

**In attendance:**

Juliet Harris – Assistant Town Clerk  
Sofia Chittenden – Communications and Marketing Manager  
Beccy East - Artwork

**2024 to 2025**

**50. Evacuation Procedures**

The evacuation procedures were noted.

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

The procedures were noted.

**52. Apologies**

There were apologies from Councillor Lee and Councillor Daws attended as substitute.

**53. Declarations of interest**

Members and Officers were reminded to make any declarations of disclosable, pecuniary, or personal and prejudicial interests that they might have in relation to items on the agenda. The standing declarations were noted, Councillor Dr Walsh KStJ redeclared his interest as a West Sussex County Councillor in relation to highways matters.

## **54. Minutes**

The Minutes of the meeting held on 16 December 2024 were confirmed as a true record and signed by the Chair.

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

There were none.

## **56. Public Forum**

There were no members of the public present and no written representations.

## **57. Officers Reports**

### **57.1. Wayfinding Project**

57.1.1. The Communications and Marketing Manager presented a report, previously circulated, which set out progress with the project and included updated design and location proposals for the committee to consider. In presenting the revised designs she explained that the feedback from the October committee meeting had been incorporated to deliver clearer wayfinding trails linked to destinations throughout the town, river and seafront using seaside themes.

57.1.2. The Committee proceeded to consider the designs and locations, and discussion focussed on the appearance, durability, and maintenance requirements. Members liked the updated signage designs and discussing the importance of signage in directing visitors to facilities, also welcomed the inclusion of both braille and QR codes. It was however recommended that title case lettering be used as this was widely recognised as the most accessible form of text. This would be checked against current guidance and included in the final designs.

57.1.3. The revised beach box designs although detailed were thought to deliver the impact that was expected at the planned focal points in the scheme. It was noted that students from the Littlehampton Academy would be periodically updating the artwork on the beach boxes to maintain interest. The materials proposed for both the signage and boxes was robust with coverings built to withstand external conditions. It was noted that ownership and responsibility for maintenance and upkeep of the signage and beach boxes would fall to the Town Council.

57.1.4. In considering the locations it was noted that these would be subject to obtaining the necessary approvals. It was also felt that the signage trail needed to include the car parks. Acknowledging the recent announcement of proposals to redevelop the supermarket site at Anchor Springs, Members considered that this could also have some bearing on the location of signage

in the future. These points were noted for the proposed member led task and finish group which would be undertaking a thorough audit and formulating a strategy for the future signage.

**It was therefore resolved that:**

1. Subject to the use of title case lettering the signage and beach box designs be approved.
2. Subject to discussions with the District and County Councils about permissions and licensing, the signage and beach box locations proposed in phases one and two of the scheme, appendix 2 attached to the report, be approved.
3. The Committee's comments regarding future locations as set out in minute 57.1.4. above be recommended as an objective for the proposed Signage Audit and Strategy Task and Finish Group.

**57.2. Signage Audit and Strategy Task and Finish Group**

57.2.1. Members had before them a report, previously circulated, which set out a proposal to appoint a Task and Finish Group to undertake a signage audit of the town centre "triangle" and develop a strategy to take forward all future work in this respect. This included draft terms of reference reflecting the key objectives of the Group and membership proposals.

57.2.2. It was recommended that the group comprised a maximum of four councillors who would work alongside the Town Centre Strategy Project Officer to draft proposals for the relevant committee to consider in due course. The audit would be an extensive and important piece of work which would underpin the future strategy. Members reviewed the draft terms of reference and noting the earlier discussion regarding locations, considered it prudent that car parks and town centre development proposals be added to the future locations as an objective.

57.2.3. In terms of membership, Councillors Butcher and Tandy had indicated their willingness to serve as Chair and Vice Chair respectively of the Task and Finish Group. Councillors Northeast and Woodman also put themselves forward.

**It was therefore resolved that:**

1. Councillors Butcher, Northeast, Tandy, and Woodman be appointed to the Signage Audit and Strategy Task and Finish Group with Councillors Butcher and Tandy appointed as Chair and Vice Chair, respectively.

2. Subject to the inclusion of the consideration of car parks and town centre development proposals as an objective, that the terms of reference of the Signage Audit and Strategy Task and Finish Group be approved.

**58. Exempt Business**

There was none.

The meeting was closed at 7.12 pm.

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**Chair**