

Littlehampton Business Forum Meeting

Notes of the Littlehampton Business Forum Meeting held in the New Millenium Chamber on Tuesday 30 September 2025.

1. Evacuation Procedures

2. Introductions

The group introduced themselves.

3. Guest Speaker - Racheal Dines from Shake it Up Creative

Rachel Dines gave a presentation on the importance of creating a marketing plan.

The key points included:

The importance of having clear goals and understanding what you want for the business.

Using the Five Ws framework to structure your marketing plan:

Who: Target Audience

What: Message/offer – What are you promoting?

When: Timing

Where: Channels – Which platforms will you use?

Why: Objectives – Why are you doing this?

Rachel highlighted that there are many resources available to help businesses develop and deliver an effective marketing plan.

It was explained the importance of growing your digital presence. While it may not lead to direct sales, it is a valuable tool for customer retention. It was highlighted that as consumer habits shift toward experiential shopping, businesses should identify their unique selling points and create experiences that set them apart.

Rachel advised using a variety of marketing tools and not rely solely on AI generated content. Content should be distinctive and tailored to your business. She recommended experimenting with different formats, such as print, digital, radio, and see what works best.

Email marketing was highlighted as a useful tool for building an audience over time. All marketing should include a clear call to action, such as encouraging customers to check out deals or view new collections.

Shake it Up Creative offers free one to one session and provides free marketing plan templates.

4. Business Speaker – Marika, FitmFun

Marika, owner of FitmFun on Littlehampton High Street, shared her business journey. FitmFun offers dance fitness, yoga, meditation, and sound bath classes, and fosters a sense of community through coffee mornings, parties, and social events. She collaborates with nine other practitioners, who use her studio space.

Marika shared the advantages of moving into a physical location, where she has been based for about five months now. Prior to this, she held her sessions in various community halls. While she acknowledged some challenges with evening class attendance due to safety concerns, she emphasised the positive impact of being located in the heart of the town, particularly the strong sense of community.

5. Review of Progress and Action Plan for 2026

The Business Crime Reduction Partnership (BCRP): The BCRP, managed by Arun District Council, was discussed. It provides a formal structure for tackling business related crime and covers a range of business crime reduction initiatives. The LBF ambassadors emphasised the importance of reporting incidents via the DISC app, which is available to local businesses. Businesses were also encouraged to speak directly with LBF ambassadors, who maintain a strong working relationship with the BCRP manager.

A business raised concerns about repeated window damage. Although the issue was reported, no follow-up had been received. It was reiterated that the DISC app remains the most effective way to report such incidents. The LBF security ambassador will raise this matter with the BCRP manager at an upcoming meeting.

It was agreed that a DISC reporting refresher session would be beneficial. LBF ambassadors will explore the possibility of inviting the BCRP manager to a future meeting to speak with businesses.

Questions were raised about the CCTV cameras in the town centre and whether they were working. This will be followed up with Sussex police at the BCRP meeting.

The LBF cleansing ambassador recently met with Arun District Council cleansing officer. It was confirmed that the High Street will be cleaned again. Businesses with concerns about cleanliness of the town centre should contact Michael from Quality Textiles on Surrey Street.

The Arcade was highlighted as needing attention due to visible staining. Due to multiple ownerships along the Arcade, further investigation is needed to determine responsibility for pavement cleaning.

A member raised a safety concern about the uneven pavement behind Peacocks, which dips and poses a hazard. As this area is owned by West Sussex County Council, it will need to be reported directly to them.

An ambassador has been attending the newly established Events Forum, which has met twice this year. The forum promotes collaboration and information sharing around events in Littlehampton. Discussions have begun around potential new events, alongside the Town Council's three-year core events programme approved earlier this year.

6. Coupon Booklet Feedback

Littlehampton Town Council will fund the Christmas coupon booklet, to be distributed at the Christmas Lights Switch on Event on 22 November. It was suggested that uniform groups be contacted to assist with distribution.

7. Update from Littlehampton Town Council

The LBF welcome pack is being finalised. It will contain useful information for both new and existing businesses. A draft will be shared at the next meeting.

Businesses were encouraged to participate in the Christmas lights switch on and stay open late. Due to feedback from the LBF, the Town and District Council's are working in partnership to provide free parking for the whole day in St Martins and Manor House car parks.

Christmas lights will also be installed on Duke Street. This was investigated after feedback from the LBF that Duke Street is a dark spot and would benefit with having lights installed.

Small Business Saturday is on 6 December, additional activities are being planned to attract visitors. This day will also have free parking, which was provided due to feedback from the Business Forum.

8. Update from Arun District Council

The Wayfinding Project is nearing completion and expected to be installed in early 2026.

ADC have received permission from WSCC to install festoon lighting in the high street. This project is currently ongoing and aiming to be installed early next year once the Christmas lights have been taken down.

It was also highlighted that ADC are currently working with WSCC to conduct a town wide tree cut, as several trees have been highlighted as overgrown and becoming an issue. A tree which has been highlighted is the one outside of the Arcade.

9. Next meeting

The next meeting is on Tuesday 25 November.