

Section	Number	Goal (bold) and action description	Update
Town Centre	1	A TCAG that coordinates the delivery of the Town Centre Strategy chaired by the Town Mayor	
Town Centre	1.1	Annually review performance of the Action Plan at the TCAG and committee meetings.	
Town Centre	2	Ensure the Town Centre and it's facilities are clean and inviting	
Town Centre	2.1	Actively support bids and projects contributing to an improved public realm	ADC have secured WSCC permission to install festoon lighting throughout the High Street. They have sent out invitations to quote, the project is aiming to be implemented in January.
Town Centre	2.2	Improve the aesthetics of the Town Centre by exploring opportunities for community led activities.	
Town Centre	2.3	Supporting the Littlehampton Business Forum (LBF) maintenance facilitator to work with Arun District Council to maintain standards	LBF maintenance facilitator is currently organising a meeting with ADC cleansing team.
Town Centre	2.4	Advocate for provision of changing places toilets	
Town Centre	3	Acknowledge the heritage of the town and show it in the Town Centre	
Town Centre	3.1	Invite Littlehampton History and Heritage groups to contribute to community Town Centre development activities to ensure that acknowledgement of our heritage is included in plans for our future.	Littlehampton Museum is working with ADC to provide information for the Wayfinding project.
Town Centre	4	Maintain awareness of current and potential use of Town Centre buildings	
Town Centre	4.1	Inform Planning Committee of any issues of concern in a timely manner. Ensuring the TCAG, LBF and relevant groups are aware of relevant planning applications in the Town Centre and have the opportunity to comment.	Groups were updated on the Premier Inn and Harvester planning applications.
Culture	5	Promote culture, fitness and arts in Littlehampton	

Culture	5.1	Actively support activities and events which brighten the Town Centre and it's surroundings.	Summer High Street events. Light up LA event planned.
Culture	5.2	Encourage and facilitate a range of activities and events to be held in the Town Centre that deliver on both the Town Centre Strategy and the Event Strategy, creating a vibrant town centre, increasing footfall and deterring anti-social behaviour. Work with external organisations, including the Event Forum and Business Forum, to develop the event programme and/or to support them bringing events and activities to the Town Centre.	Four summer high street events were delivered by the Town Council. Each week had a different theme, they were well attended and the Town Council received very positive feedback from attendees, stall holders and businesses. ADC held two events in the High street, an emergency service event and a community fair which was rescheduled and ran alongside the Friday general market. They were well attended as well.
Culture	5.3	ADC and WSCC to streamline event application processes, creating a convenient and compliant system that facilitates applications from a range of organisers	
Culture	5.4	Collaborate with ADC to involve local artists in the design of monoliths, beach boxes and signage in the area.	In addition to the trail characters developed by young people with Artswork in 2024, the Economy Team published two call outs for artists to feature on wayfinding totems. Some of the artwork submitted is suitable for inclusion. There have been a number of drawings submitted by young people to illustrate the story of the Knucker Dragon, and we're grateful to the Littlehampton Museum both for the strong partnership approach by encouraging entries, and dedicating an area to encourage more submissions at the museum over the early part of the summer holidays. All local submissions are now with the wayfinding designer.
Culture	5.5	Explore opportunities to integrate art into the High Street	
Culture	5.6	Support and establish dedicated and sustainable forums for Events, Sports and Arts	Sports Forum: Littlehampton 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 setting up a Sports Funding scheme with the Town Council, 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. Events Forum: In June, a three-year core events programme was approved, alongside continued collaboration with the Event Forum to develop pilot events from 2026. A Forum meeting on 18 August brought together nine event organisers. Attendees contributed to a shared annual calendar to identify quieter months, sparking ideas for new events. It was agreed this calendar would be digitalised for wider access and updates. Officers encouraged collaboration, which led to positive information sharing. While the Forum is not yet ready to organise events independently, there is strong shared interest in building a coordinated town-wide programme. Since the two meetings this year the badminton club has organised a sports fair/open day and East Beach Cafe & Pier Road coffee art are creating a literature festival in October. Ideas discussed included: Creating a mailing list for event organisers to share updates and opportunities. Producing a monthly email of all known events to be share with forum members. Sharing marketing materials in advance so events can promote one another.
Culture	5.7	Assess the feasibility of an annual pop-up park and deliver if viable	

Marketing and Tourism	6	Identify opportunities to improve existing marketing efforts and work in collaboration with key partners to develop new ways to engage residents, visitors and businesses.	
Marketing and Tourism	6.1	Assess options for providing clear and accessible visitor information, including permanent signage, electronic boards, and other promotional tools	Signage Audit has been conducted to update permanent signage.
Marketing and Tourism	6.2	Promote the town centre, sea front and harbour as a visitor destination, taking into consideration the findings from the research undertaken as part of the UKSPF project 2025	
Marketing and Tourism	6.3	Develop visit littlehampton website and social media as a tool to support tourism and community activity	Developing visit littlehampton website
Marketing and Tourism	6.4	Use social media and digital tools to highlight local attractions, events and businesses	The Town Council is regularly posting on social media about the Town Centre, businesses and events. Informational videos are being posted to advertise and give an insight into local businesses. This is alongside Sussex by the Sea and other private social media accounts.
Marketing and Tourism	6.5	Explore ways to cross promote the Town Centre with other attractions and stakeholders and agree a plan	
Marketing and Tourism	6.6	Develop Sussex by the Sea platforms to promote tourism, interlinking with Visit Littlehampton	A new contractor is running Sussex by the Sea social media and engagement has increased dramatically.
Retail and Hospitality	7	Provide incentives to bring people into the Town Centre	

Retail and Hospitality	7.1	Support the Business Forum in developing initiatives that encourage return visitors such as discount vouchers	ADC funded a third voucher booklet for businesses to distribute at the annual Littlehampton Town Show. A total of 24 businesses submitted offers within the slightly tighter timeframe available, using an online form set up by the Economy Team to streamline administration by LBF Facilitators. LTC is funding the discount booklet for the Christmas lights switch on event.
Retail and Hospitality	8	To investigate options for a programme of markets	
Retail and Hospitality	8.1	Support ADC with their Expression of Interest for a General Market	As the previous consent-holder chose not to reapply when their consent expired at the end of March, ADC's Economy Team invited market operators to come forward with expressions of interest to deliver a new general market in the town. Two applicants have submitted interest, and Heather and Miriam will be progressing that in early September. While that process is going through, a local operator has come forward to deliver a market, starting with ten stalls on 1 August. Miriam and Heather worked closely with the local operator to help them submit their application.
Retail and Hospitality	8.2	Town Council to lead on researching opportunities for themed and specialist markets linking to the Business Forum and the Event Strategy.	LTC are currently in discussion with specialist market operators.
Retail and Hospitality	9	Improve the appearance of shops, enabling their ability to attract business.	
Retail and Hospitality	9.1	Promote any external grants or training opportunities to shops so they can apply for them.	On the Arun Business Partnership Newsletter, grants and training opportunities are advertised.
Retail and Hospitality	9.2	Work with Landlords and Businesses to implement initiatives that enhance the presentation of shops	Shopfront enhancement grants have now been allocated.
Retail and Hospitality	10	Support initiatives to reduce shop vacancies	

Retail and Hospitality	10.1	Develop a landlord/agents network, appreciating their geographical spread and increasing remote communications to supplement in person meetings.	Landlord and Agent meeting was conducted on the 3 September.
Retail and Hospitality	10.2	Develop an information pack that can be used by landlords and agents to better promote the town centre and business support and given to prospective business owners	Received feedback from landlord and agents on what they think would be beneficial to be included in the information pack. LTC officers are now developing the pack further.
Retail and Hospitality	10.3	Support opportunities for interim use of vacant premises	Exploring options for Christmas
Retail and Hospitality	11	Support the businesses in the Town Centre and encourage new investors wanting to start a business in the town.	
Retail and Hospitality	11.1	Continue to support a sustainable and empowered group of Town Centre business representatives.	ADC and LTC officers have attended meetings with LBF. This includes LBF meetings, Workshops, Facilitator and communicator meetings.
Retail and Hospitality	11.2	Arun District Council will provide information of grants and schemes available to new and existing businesses.	Grants and schemes available to new and existing businesses are published in regular "Arun Business Partnership" newsletters, as well as business pages managed by the Economy Team on the arun.gov.uk website. The UKSPF funded small business grants have seen good take up, with 3 of the 5 available grants awarded to new small, independent businesses opening in the town centre since its launch. A new business grant scheme will be rolled out Arun-wide later this year.
Retail and Hospitality	11.3	Littlehampton Business Forum to offer training opportunities and coaching for local businesses	Five workshops have been organised from September to November: • Marketing for Hospitality: Secrets of Social Media • Phone Food Photography for Social Media • Email Marketing for Hospitality Businesses • Developing your Entrepreneur Mind Set • Content Writing and Blogs for Search Engine Optimisation

Retail and Hospitality	11.4	Continue to support pavement license applications which contribute to service economy success and maintain accessibility	
Retail and Hospitality	12	Support and advocate for community support facilities in the Town Centre	
Retail and Hospitality	12.1	Explore opportunities to create a High Street Hub that offers access to key services such as council services and community support	The banking hub is still working to confirm the location of the permanent home soon.
Retail and Hospitality	12.2	Liaise with the banks and post office to create a banking hub in the Town Centre.	Temporary banking hub is in the manor house.
Transport and Linking the Town Centre	13	Investigate opportunities to connect the seafront, riverside and Town Centre	
Transport and Linking the Town Centre	13.1	Explore emerging initiatives that promote eco-friendly travel	
Transport and Linking the Town Centre	14	Improve signage into the town centre from all approaches, including public transport, vehicles and pedestrian routes	
Transport and Linking the Town Centre	14.1	LTC to develop and implement a signage strategy for the Town Centre and surrounding areas	LTC has developed a signage strategy which is being presented to the Policy and Finance Committee on 15 September.

Transport and Linking the Town Centre	14.2	ADC to secure further UKSPF funding to redesign monoliths incorporating the LTC and Artsworld Wayfinding project to include Beach Boxes.	We're continuing to work on the design of the new wayfinding scheme for Littlehampton which aims to improve the connections between the town centre, seafront and riverside. The new designs include clear directional signage to key locations, and feature panels about local heritage and the work of local artists, including the work of young people who developed unique characters and trails with Artsworld last year. We are still aiming for an installation date before the end of December 2025. Heather is working closely with Littlehampton Town Council and Littlehampton Museum on this project and the team is grateful for their support. LTC are currently working on confirming a location for the Beach Box.
Transport and Linking the Town Centre	14.3	Collaborate with ADC to deliver a cohesive approach to wayfinding that incorporates the aims of the Signage Strategy, ADCs Tourism Strategy and Parking Review	As this phase of the wayfinding project only replaces collateral at existing sites, it does not conflict with any emerging work being developed by LTC with respect to a signage strategy for Littlehampton.
Transport and Linking the Town Centre	15	Collaborate with relevant stakeholders to improve the appeal of town centre entrances and public transport facilities.	
Transport and Linking the Town Centre	15.1	Explore options to enhance the public realm at transport entrances to the Town	The signage audit has identified signs at town centre entrances which need updating.
Transport and Linking the Town Centre	16	Monitor traffic management concerns in the town centre	

Transport and Linking the Town Centre	16.1	Collaborate with the District and County Council to address any issues that arise	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
Transport and Linking the Town Centre	17	Support proposals to improve Town Centre car parks as part of the ADC masterplan	
Transport and Linking the Town Centre	17.1	Undertake a feasibility study for the redevelopment of St Martins car park	
Anti-Social Behaviour	18	Work with local authorities to ensure the Town Centre is a welcoming and a safe place	
Anti-Social Behaviour	18.1	Allow all current activities to bed in and analyse effectiveness of the interventions in tandem with the budget cycle.	
Anti-Social Behaviour	18.2	Continue to work with the Littlehampton Business Forum to report issues in the town centre	The security facilitator is in contact with the BCRP manager at ADC. LTC have also been working with LBF to promote reporting when it comes to antisocial behaviour and interference in the local area.
Anti-Social Behaviour	18.3	Review the BCRP and its impact	

Anti-Social Behaviour	18.4	Support the implementation of the new Community Protection Officers (CPOs) including introduction to the Business Forum and its facilitators particularly those responsible for security in the town centre. Ensure the CPOs are aware of activities planned for the town centre so they can be present. Serve as a means for information sharing between them and the business forum.	Community Protection Officers (CPO) Following three rounds of recruitment, the Council has now successfully recruited two CPOs. Formal offers have been accepted and DBS checks are in progress. Once these have been completed, we will be in a position to finalise start dates for the officers. The Council is very much looking forward to providing this role which will offer a robust anti-social behaviour enforcement service. Officers will work a rota to provide presence at weekends and at times of the day where ASB is most prevalent. Daily tasking will be informed by reports from the public and partners such as the police, so that they attend areas that are experiencing the highest levels of ASB. Please also note that Matt Rookes (ASB Caseworker), and other members of the Community Safety team, undertakes daily patrols of the town centre to identify and deal with any ASB that may occur. It has been markedly noticeable over the past month or so that incidents of ASB in the town centre have reduced significantly. This can be attributed to the partnership work that is taking place, as well as the presence of events and the overall positivity around the town. The TCAG can be assured that the Community Safety team will continue to carry out patrols and initiate enforcement action where necessary.
Anti-Social Behaviour	18.5	Work with ADC led 'Local Action Team' to implement initiatives to improve safety in the Town Centre.	

Anti-Social Behaviour	18.6	Work with Sussex Police to ensure effective data sharing resulting in efficient deployment of resources and support activities such as Action Days	Continued contact with the Neighbourhood police, shared information/updates about crime in the Town Centre.
Anti-Social Behaviour	18.7	Monitor the enforcement of e-scooters and cycling in the town	
Anti-Social Behaviour	18.8	Work in collaboration with local support groups and charities to help those with an addiction in Littlehampton	