

Section	Number	Goal (bold) and action description	Update February 2026
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	The Christmas illuminations were installed in the town centre from November to January. ADC's replacement catenary wire and new festoon lighting, operated by astronomical timers (turning on at dusk and turning off at 11pm) will be installed by 31st March 2026.
Town Centre	2.2	Improve the aesthetics of the Town Centre by exploring	The events forum is encouraging and assisting community groups and businesses to host and organise events in the town centre. The Arcade

		opportunities for community led activities.	businesses organised activities in the Arcade over Halloween.
Town Centre	2.3	Supporting the Littlehampton Business Forum (LBF) maintenance facilitator to work with Arun District Council to maintain standards	LBF Maintenance Ambassador attended a site visit with ADC Cleansing Manager and Biffa operatives, 16.10.25. ADC reported the LBF Maintenance Ambassador's issues to WSCC Highways Team 11.11.25.
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.	LTC are inviting local history and heritage groups to participate in upcoming high street events.
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 any relevant 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 its surroundings.	Christmas lights switch on was organised with an expanded road closure to allow for increased capacity. The event unfortunately had to be cancelled due to the weather. Small Business Saturday (SBS) had extra activities organised for the high street on 6 December. Due to the already cancelled Switch On and bad weather scheduled for SBS, activities from both events were combined and relocated to the Manor House. The event was well attended and had a steady flow of people throughout the day. LTC are currently organising two Easter events. One is planned for Wednesday 1

			April and will be an Easter Eggstravaganza. The second event is planned for Thursday 9 April and will be Love Littlehampton -community and cultural day. Highlighting all the brilliant community groups and cultures that make up Littlehampton.
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.	The Events Forum is working with local community groups and businesses to bring extra activities and events to the town.
Culture	5.3	ADC and WSCC to streamline event application processes, creating a convenient and compliant system that	This is an ongoing project that will require sign off at various levels due to technology input.

		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 Artwork character trails, ADC's wayfinding scheme features photography, graphic design and illustrations by local artists of all ages, including unique paintings generated by young people as part of the Artwork project.
Culture	5.5	Explore opportunities to integrate art into the High Street	LTC are exploring new ways to integrate art into the High Street. As part of this, we are working with local Knit and Natter groups.
Culture	5.6	Support and establish dedicated and sustainable forums for Events, Sports and Arts	Events Forum: Meeting on Wednesday 28 January. There were representatives from Arun District Council, local businesses, charities and organisations. Agenda points included: • Event support funding and ways to apply • Establish ways to work collaboratively • Joint events and partnership opportunities • Resource sharing (calendar, venues, marketing, volunteers) • Ideas on how to build on existing LTC events

			Sports Forum: The first quarterly meeting of Littlehampton Sports Forum is on Monday 2 February. This is an opportunity for local sports clubs and providers of healthy activities to meet for mutual support and to hear updates, such as last year's Sports Funding. Additionally, the annual Sports Awards are now open for nominations, which can be made by members of the public for any of the ten categories. These awards and commendations will be presented at the Annual Town Meeting on Thursday 23 April at K2 Youth and Community Centre.
Culture	5.7	Assess the feasibility of an annual pop-up park and deliver if viable	Currently researching into the feasibility of bringing a pop-up park/area to the high street.
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	The Wayfinding project is currently being installed.
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	Continued social media promotion of the town.
Marketing and Tourism	6.3	Develop visit littlehampton website and social media as a tool to support tourism and community activity	Visitlittlehampton and lovelittlehampton website is currently under construction and on schedule to be launched early 2026.
Marketing and Tourism	6.4	Use social media and digital tools to highlight local attractions, events and businesses	Highlighted local businesses, as well as the town's museum and historical attractions, to encourage more people to visit the town centre. Real time promotion of events in the town centre, as well as reels and picture for market day, Christmas lights and other activities in the town.

Marketing and Tourism	6.5	Explore ways to cross promote the Town Centre with other attractions and stakeholders and agree a plan	ADC is working with V2 Radio to promote Littlehampton town centre via a live broadcast on Friday 27 March, with LTC assisting and working alongside the general market operator to facilitate this.
Marketing and Tourism	6.6	Develop Sussex by the Sea platforms to promote tourism, interlinking with Visit Littlehampton	Sussex by the Sea continues to promote Littlehampton along with the rest of the Arun district. Sussex by the Sea are inviting all Town Councils and destination marketing organisations across the district to better coordination tourism marketing and forward planning. Sussex by the Sea continue to engage Visit Littlehampton on collaborative marketing and partnership tourism projects.
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	LTC funded a Christmas discount booklet. The councils will continue to work with the Business Forum to develop new initiatives in 2026.
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	ADC Officers supported and assessed the two EOIs submitted by operators, and invited a local operator to submit a formal application. Officers continued to support the operator to submit further 12-market consent applications and the annual general market consent to start 1 April 2026.
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 working with an external operator to bring a food and drink festival to Littlehampton. It is currently planned for the 11 & 12 April, the event is subject to license approval. LTC , ADC licensing team and the external operator are working closely to achieve this. We are also liaising with the Friday market operator to ensure the event

			aligns and operates cohesively alongside the market.
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.	Relevant grants and opportunities continue to be promoted via the monthly Arun business Partnership newsletter. This will be added to other relevant newsletters as opportunities and grants arise but town centre businesses will be encouraged to also sign up to ABP Newsletter to access wider opportunities.
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. New funds may be available in 2026 to 2027 financial year.
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	We continue to work closely with landlords and agents where necessary to help move projects forward.

		supplement in person meetings.	
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	
Retail and Hospitality	10.3	Support opportunities for interim use of vacant premises	
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 attend LBF and ambassador meetings. Supporting the forum administratively and assisting where necessary.
Retail and Hospitality	11.2	Arun District Council will provide information of grants and schemes available to new and existing businesses.	Relevant grants and opportunities continue to be promoted via the monthly Arun Business Partnership newsletter. Funded through Arun's allocation of the UK Shared Prosperity Fund, a total of five

			new retail businesses were awarded £3,000 grants to support their opening of bricks and mortar premises in Littlehampton town centre in the 2025-26 financial year. Again, funded by UKSPF, Littlehampton businesses can apply for 1-2-1 business support through Arun District Council. A further grant offer for the same purposes is currently being considered by ADC for 2026 to 2027
Retail and Hospitality	11.3	Littlehampton Business Forum to offer training opportunities and coaching for local businesses	Officers maintain ongoing collaboration with the LBF to offer training and coaching to local businesses, and are collecting feedback to identify their specific training needs.
Retail and Hospitality	11.4	Continue to support pavement license applications which contribute to service economy success and maintain accessibility	LTC planning committee responds positively to pavement licenses.
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	LTC are currently working on confirming a premises in the high street. LTC will be contacting community groups and service providers to discuss provision in the hub.
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. Planning permission has been granted for the new Banking Hub at 43 High Street.
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	LTC is actively researching and developing plans to promote more eco-friendly travel options across the town.
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	

Transport and Linking the Town Centre	14.2	ADC to secure further UKSPF funding to redesign monoliths incorporating the LTC and Artwork Wayfinding project to include Beach Boxes.	Fully funded by UKSPF, all new 8 x two-sided monoliths in and around town centre delivered by 31 December 2025. 9 x four-sided totems installed in week commencing 26 February 2026. Part funded by UKSPF, LTC and Artwork, 28 x lamppost collars featuring Artwork character trails delivered w/c 2 February 2026.
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	In line with ADC's Tourism Strategy and the aspirations of LTC's signage strategy, the comprehensive wayfinding scheme for Littlehampton 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 Artwork last year.

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	Littlehampton railway sign is being cleaned.
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	
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	Community Safety team at Arun District Council: <u>St. Martins public conveniences</u> Ongoing conversations with the council's Cleansing and Property & Estates teams

			around options to address reported drug taking activity. Police carrying out targeted checks and patrols to disrupt activity. <u>Youth ASB*</u> Reports to the Community Safety team of widespread youth related ASB in the town centre have been low. A few individuals continue to cause nuisance and are being dealt with via a multi-agency approach due to the complex nature of their needs and behaviour. <u>Street drinking and antisocial behaviour*</u> Limited reports or incidents witnessed over the past three months. <u>ASB enforcement</u> ASB Caseworker working with an individual who has come to notice for offending (including shoplifting) in the town centre and supporting police enforcement action. <u>Public Spaces Protection Order</u> The current PSPO expires at the end of March 2026. Consultation has been completed – public survey and direct agency consultation – and a
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			recommendation is being put forward to committee on 3 March 2026. * Officers are aware that poor weather conditions will be a factor but are alive to any changes and need to undertake intervention and enforcement.
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 councils continue to highlight the importance of reporting to local businesses.
Anti-Social Behaviour	18.3	Review the BCRP and its impact	The BCRP is coming up to the first year of operation. A full report will be made to the BCRP Management Group.

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 (CPOs) started in role in September 2025 and are regularly providing patrols in the town centre. Initial tasking concentrated on getting to know the area, building relationships with services and businesses, and developing intel around local ASB issues and know perpetrators. CPOs undertake daily highly visible patrols of the town centre and are actively intervening when incidents of ASB occur. Officers have access to DISC and Shopwatch radio, so they are aware of reports and real-time incidents that require attendance. They also work closely with the BCRP Manager.
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	Sussex police have made various arrests in the town, as well as: • Issued a CPW in January • Obtained statements • Charged offenders to court

		support activities such as Action Days	• Stop searched persons, carried out drug related address checks • Continued to patrol the town centre Continued contact with the Neighbourhood Police, shared information/updates about crime in the Town Centre. Businesses are continually being advised to report any incidents via DISC. This builds a picture of crime and ASB in specific areas and directs resources.
Anti-Social Behaviour	18.7	Monitor the enforcement of e-scooters and cycling in the town	There has been a Specialist Enforcement Unit presence in the area.
Anti-Social Behaviour	18.8	Work in collaboration with local support groups and charities to help those with an addiction in Littlehampton	