



How to contact us

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Town Clerk – Laura Chrysostomou

20 October 2026

You are hereby summoned to attend a meeting of the:

Policy and Finance Committee

Venue: The New Millennium Chamber, The Manor House, Church Street,
Littlehampton BN17 5EW

Date: Monday 26 October 2026

Time: 6.30 pm

Committee:

Councillor Butcher - Chair

Councillor Tandy - Vice Chair

Councillor Lee

Councillor May

Councillor Northeast

Councillor Dr Walsh KStJ

Councillor Tilbrook

Laura Chrysostomou, Town Clerk

Agenda 2026 to 2027

1. Evacuation Procedures

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

During this meeting, the public are allowed to film the Committee and officers only from the front of the public gallery, providing it does not disrupt the meeting. Any items in the Exempt Part of an agenda cannot be filmed. If another member of the public objects to being recorded, the person or persons filming must stop doing so until that member of the public has finished speaking. The use of social media is permitted but all members of the public are requested to switch their mobile devices to silent for the duration of the meeting.

3. Apologies

4. Declaration of Interest

Members and Officers are reminded to make any declaration of disclosable pecuniary or personal and/or prejudicial interests that they may have in relation to items on this Agenda.

You should declare your interest by stating:

- a. the item you have the interest in
- b. whether it is a disclosable pecuniary interest, whereupon you will be taking no part in the discussions on that matter, or
- c.
 - i. Whether it is a personal interest and the nature of the interest
 - ii. Whether it is also a prejudicial interest
 - iii. If it is a prejudicial interest, whether you will be exercising your right to speak under Public Forum.

It is recorded in the register of interests that:

- Councillors Butcher, May, Northeast, Tandy, Dr Walsh KStJ and Woodman are Members of Arun District Council.
- Councillors Butcher and Dr Walsh KStJ are also a members of the Littlehampton Harbour Board.

These interests only need to be declared at the meeting if there is an agenda item to which they relate.

5. Minutes

To confirm the Minutes of the meeting held on 21 September 2026, circulated herewith, pages 4 to 8. In accordance with the Town Council's Standing Orders, Section 9a, Members are reminded that no discussion of the draft minutes of a preceding meeting shall take place except in relation to their accuracy.

6. Chair's Report and Urgent Items

7. Public Forum

Members of the public are invited to ask questions or raise issues which are relevant and are the concern of this committee. A period of 15 minutes is allocated for this purpose. If possible, notice of intention to address the Committee should be given to the Clerk by noon of the day of the meeting.

8. Officer's Report

8.1 Town Centre Strategy and Action Plan Update

Report attached, pages 9 to 60.

9. Exempt Business

It is **Recommended** that:

The public and accredited representatives of the press be excluded from the Meeting under Section 100 Local Government Act 1972 due to the confidential nature of the business to be conducted.

The following item is confidential for Members of the Council only in accordance with Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972, being information relating to the financial or business affairs of any particular person.

10. Officer's Report – Exempt

10.1 Progress Point – High Street Hub

Oral update from the Town Clerk.



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Town Clerk – Laura Chrysostomou

Minutes of the Ordinary Meeting of the Policy and Finance Committee held in The New Millennium Chamber, Manor House, Church Street, Littlehampton BN17 5EW on Monday 21 September 2026 at 6.30pm.

Present:

Councillor Butcher – Chair
Councillor Tandy – Vice Chair
Councillor May
Councillor Lee
Councillor Northeast
Councillor Dr Walsh KStJ
Councillor Tilbrook

In attendance:

Sofia Chittenden – Head of Community Engagement and Development

2026 to 2027

20. Evacuation Procedures

The evacuation procedures were noted.

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

The procedures were noted.

22. Apologies

There were no apologies.

23. Declarations of Interest

Members and Officers were reminded to make any declarations of disclosable pecuniary or personal and/or prejudicial interests that they might have in relation to items on the agenda. The standing declarations were noted and no further declarations were made.

24. Minutes

The Minutes of the meeting held on Monday 20 July 2026, previously circulated, were confirmed as a true record and signed by the Chair.

25. Chair's Report and Urgent Items

There were none.

26. Public Forum

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

27. Officer's Reports

27.1. Standing Orders / Urgent Actions

The committee received and noted two urgent actions, previously circulated. The first agreed funding additions to the Christmas Illuminations budget. The second sought to utilise section 106 funding for Rosemead Park to form bunds, increasing site security and enhance biodiversity. These had also been reported to the Community Resources Committee Thursday 3 September 2026.

It was resolved that:

The urgent actions be noted.

27.2. 3-Hour Free Parking Disc Scheme

27.2.1. Members received a report, previously circulated, which detailed Arun District Council's updated three-hour parking disc scheme alongside a request for financial contributions to offset financial shortfalls as a result of the changes to the scheme. It was felt that further conversations and details about their requirements, loss of income and source of funding was required before a decision could be made.

27.2.2. With 2027 to 2028 budget discussions taking place in December, it was considered sensible that this support be explored during that process. Members also requested that the views of stakeholders be sought from the Town Council's Business Forum, Events Forum and Town Centre Action Group.

It was resolved that:

1. Any financial contribution to the scheme be considered as part of the 2027 to 2028 budget setting process.

2. The contents of the report be otherwise noted.

27.3. Communications Strategy and Action Plan

27.3.1. The committee had before them a report, previously circulated, which proposed a Communications Strategy 2026 to 2031 and attached Action Plan be considered and recommended to Council for adoption. Following discussions, members considered the strategy to be a sensible reflection of the Council's current communication level and aspirations for improvement.

27.3.2. The action plan was discussed in more detail and clarification about practicalities and implementation of actions was sought. It was acknowledged to be a live document that would adapt with time as actions were being completed. Members requested the prioritisation of action IM1, to "establish communication's key performance indicator (KPI) framework", which would help to clarify a range of actions and the related KPIs for those.

It was resolved that:

1. The Communication Strategy, as set out in Appendix 1 of the report, be recommended to Council for adoption.
2. Subject to review of members comments as set out in 27.3.2 above, including action IM1 being prioritised, the Action Plan, as set out in Appendix 2 of the report, be recommended to Council for adoption.
3. The contents of the report be otherwise noted.

27.4. Town Centre Strategy and Action Plan Update

27.4.1. Members had before them a report, previously circulated, which provided updates on actions taken to forward the Town Centre Strategy's objectives. This also included an annual update on work completed to progress the Signage Strategy. The committee encouraged the record of and promotion of the work being completed to maintain signs within the Town Centre. Collaboration with West Sussex County Council's Highways Rangers programme had assisted in the completion of some works.

27.4.2. The Head of Community Engagement and Development highlighted the expected inclusion of more specialist markets in the Town Centre following the success of the Food and Drink Festival on in April 2026. These would be delivered by external providers and spread throughout the year.

It was resolved that:

The report be noted.

27.5. Progress Point – High Street Hub

- 27.5.1.** The committee received a report, previously circulated, which updated members on the Littlehampton Town Council led Hub on the High Street, specifically detailing progress to comply with statutory planning and building regulation processes.

It was resolved that:

The report be noted.

27.6. Progress Point Branding and External Signage

- 27.6.1.** Members received a report, previously circulated, which sought approval for a logo design for Progress Point, the Town Council's Hub in the High Street. Options for members to consider and comment on had been set out within Appendix 1 of the report.
- 27.6.2.** The lighthouse-inspired design was favoured due to its recognisability as a town landmark and symbol of guidance and support that reflected the hub's purpose. The committee requested it more closely match the unique design of Littlehampton's lighthouse on the pier, alongside changing the colour and using option 1 for typography.

It was resolved that:

1. The design options be reviewed and amended incorporating members comments, with a final design being approved by the Town Clerk in consultation with the Chair.
2. The design, once approved under delegated authority, be used for external signage, internal graphics, promotional material and digital communications associated with Progress Point.
3. The contents of the report be otherwise noted.

27.7. Quarterly Business Plan Progress Report

Members considered a previously circulated report providing an update on the progress made towards achieving the business plan goals, as they relate to the work of this committee.

It was resolved that:

The report be noted.

28. Finance Reports

28.1. Committee Budget Monitor

28.1.1. The committee considered a report, previously circulated, which highlighted significant variances from budget in Income and Expenditure relating to this committee's areas of work.

28.1.2. It was noted that some total figures were blocked from being clearly exported in the report's Appendix 2, which detailed income and expenditure for council functions. This would be reviewed by the Head of Finance and Service Delivery, alongside a query regarding the frequency of figures for investments and bank accounts.

It was resolved that:

The report be noted.

28.2. Debtors Review Update

28.3. Members received a report, previously circulated, which highlighted bad debt figures as of September 2026 and progress to reduce this since last reported to this committee in March 2026. The updates were noted and members wished to clarify if previously forgiven debts were included in these figures. This would be investigated and followed up outside of the meeting.

It was resolved that:

The report be noted.

29. Exempt Business

There was none.

The meeting was closed at 7.20pm.

Chair

Littlehampton Town Council

Non-Confidential

Committee: Policy and Finance

Date: 26 October 2026

Report by: Town Clerk

Subject: Town Centre Strategy and Action Plan Update

1. Summary

- 1.1. The report provides an update on work being undertaken as part of the Town Centre Strategy.
- 1.2. The report also seeks the Committee's consideration of an opportunity to deliver a pilot public art project within Littlehampton town centre, funded through Section 106 contributions identified by Arun District Council. The project would support the delivery of existing Town Centre Strategy objectives relating to culture, public realm improvements, town centre vitality and placemaking.

2. Recommendations

- 2.1. The Committee is recommended to
 1. Receive the notes of the Town Centre Action Group (TCAG) meeting held on 29 September 2026 in Appendix 1 and action updates in Appendix 2.
 2. Consider the detailed briefing attached in Appendix 3 regarding the delivery of public artwork within Littlehampton town centre.
 3. Agree in principle that Littlehampton Town Council should lead the delivery of a pilot public art project within Littlehampton town centre, subject to securing external funding and the necessary permissions, approvals and legal agreements.
 4. Approve the submission of an application to Arun District Council for the release of the £22,219.19 of Section 106 funding to support delivery of the pilot public art project.

3. Background

- 3.1. The Town Centre Strategy was adopted by Littlehampton Town Council (LTC) in October 2022 and endorsed by Arun District Council's Economy

Committee on 5 October 2023. More details can be found on the Town Council's website www.littlehampton-tc.gov.uk/town-centre-action-group.

3.2. The TCAG met on 29 September 2026, the minutes of this meeting can be found in Appendix 1. The focus of the meeting was to receive updates from the different stakeholders in the TCAG. In the meeting the group were presented with an update of the action plan included as Appendix 2 to this report. This presented all the actions completed and currently being worked on. The Littlehampton Business Forum (LBF) were able to provide useful updates on their work to the wider group.

3.3. Key areas to note:

- Peacocks alleyway lighting: TCAG supported the proposed lighting improvements, with £9,300 funding identified, subject to agreement with the property owner.
- Wayfinding: TCAG supported two additional wayfinding signs west of the river, incorporating new heritage information. Existing totems have also been treated following reports of damage and will be monitored.
- Business support: Littlehampton businesses have received more than £28,000 through the Arun District Council's business grant programme.
- Town centre environment: Most of the deep-cleaning programme has been completed, with further gully cleaning planned and opportunities for additional planting and greening being explored.
- Community safety: Work continues with businesses and partners to better target patrols, review community safety priorities and strengthen support for businesses affected by anti-social behaviour.
- Littlehampton Business Forum: Business engagement and town centre activity continues, with Meet the Makers underway and plans progressing for Christmas promotions, late-night shopping and extended Friday Market trading.

4. Public Art Project opportunity

4.1. As part of work to deliver the Town Centre Strategy and Action Plan, an opportunity has arisen to develop an initial phase of public art within Littlehampton town centre.

4.2. Arun District Council has identified £22,219.19 of Section 106 funding which can be used for Littlehampton Town Centre activities and has approved its use for an initial phase of public artwork. The funding must be spent by

September 2027. Littlehampton Town Council is being invited to lead the project, with support and guidance from Arun District Council.

- 4.3. The proposal is to commission a small number of high-quality, professionally designed murals in prominent locations, using walls, shutters or other suitable surfaces. The artwork would seek to celebrate Littlehampton's people, heritage, culture and coastal character, while improving the appearance of the town centre and encouraging movement between the seafront, riverside and town centre. This builds on existing creative projects including the town's wayfinding totems and trail, railway station artwork and other public realm initiatives.
- 4.4. The project directly supports the Town Centre Strategy and Action Plan, including its ambitions to bring more art into the town, improve the public realm, strengthen Littlehampton's identity and create a more attractive and vibrant town centre.
- 4.5. The Town Centre Action Group considered the opportunity at its September meeting and supported the principle of the project being led by the Town Council.
- 4.6. A detailed background briefing is attached in Appendix 3, setting out the work undertaken to date by the District Council, potential locations, funding arrangements and the practical considerations associated with delivery. These include securing landowner and tenant permissions, procurement of artists, planning and heritage considerations, maintenance and future liabilities, accessibility and the need to deliver within the Section 106 funding deadline. No decision has yet been made on the artist, final locations or designs.
- 4.7. Given the funding available and the timescale for delivery, it is proposed that this initial phase is treated as a pilot project focused on a limited number of high-profile locations. This approach would enable the Council to test the concept, evaluate the benefits and identify lessons learned before considering any future expansion.
- 4.8. If supported, officers would progress the project in consultation with Arun District Council, including securing appropriate permissions and agreements and developing the artist brief and procurement process.

5. Financial Implications

- 5.1. The project would be funded through £22,219.19 of Section 106 funding identified by Arun District Council and would not require a direct contribution from the Town Council towards initial delivery.

- 5.2. Officer capacity to coordinate the project could be accommodated within existing staffing resources, subject to prioritisation of work programmes.
- 5.3. Should the project proceed, Members may wish to consider setting aside a proportion of the existing Town Centre Initiatives Earmarked Reserve to support any future maintenance, repair or removal costs associated with the artwork. The reserve currently stands at £28,368.

Laura Chrysostomou

Town Clerk



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Minutes of the Town Centre Action Group meeting held in the New Millenium Chamber on Tuesday 29 September 2026 at 18:00.

Present:

Councillor Alan Butcher (Councillor at Littlehampton Town Council, Deputy Mayor)
Councillor Freddie Tandy (Councillor at Littlehampton Town Council)
Councillor Christine Wiltshire (Councillor at Arun District Council)
Councillor Ricky Borrett (Councillor at West Sussex County Council for Littlehampton Town)
Laura Chrysostomou (Littlehampton Town Council, Town Clerk)
Sofia Chittenden (Littlehampton Town Council, Head of Community Engagement and Development)
Chloe Marchant (Littlehampton Town Council, Community and Events Apprentice)
Heather Allen (Arun District Council, Economic Development Officer)
Miriam Nicholls (Arun District Council, Business and Economy Manager)
Richard Groome (East Beach Guest House, Business Representative)
Siobhan Jones (East Beach Café, Business Representative)
Michael Holland (Quality Textiles, Business Representative)
Dax O'Connor (Arun District Council, Community Safety Manager)

1. Introductions and Apologies

Introductions were made between the group.

Apologies from: Councillor Maralyn May (Mayor of Littlehampton), Georgia Hudson (Sergeant, Sussex Police, Neighbourhood Policing Team) and Paul Wakeland (Bah-Humbug Sweets, Business Representative)

2. Previous Minutes

The minutes from the May meeting were confirmed and approved.

3. Action Plan Update

Town Council and Arun District Council

- High Street Events



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Four summer High Street events were delivered successfully with positive business feedback. Littlehampton Town Council (LTC) will circulate a business survey to gather feedback and inform future events.

- Signage audit

Following the implementation of the Town Centre Signage Strategy work had progressed in addressing issues including replacing, removing and cleaning signage. Outstanding items remain under review.

- Peacocks Alleyway

Arun District Council (ADC) outlined plans to improve lighting in the alleyway beside Peacocks, linking the High Street to St Martin's Car Park. Subject to Town Centre Action Group approval, ADC can secure £9,300 in funding, including a standalone electricity supply. The proposal also requires the support of the Peacocks property owner. It was agreed this should be supported.

- Wayfinding

ADC sought the support from the group on the proposed expansion of the wayfinding project to the west side of the river, with two additional signs recommended at a cost of £3,300. ADC has worked with Littlehampton Museum to create new heritage panels for these locations. It was agreed this should be supported.

Following reports of damage to wayfinding totems, all units were audited using photographic and text records. A protective coating has been applied to prevent further deterioration. As the totems remain functional, they will continue to be monitored rather than replaced at this stage.

- ADC's Business Grants

The scheme for new and established businesses remains active, with 84 applications processed to date, although not all met the eligibility criteria. Businesses in Littlehampton have received more than £28,000 in grant funding. Funding has also been redistributed to ensure all grant pots are fully allocated.

- Public Art

ADC had identified that a previously unclaimed £22,219 Section 106 contribution, due to expire next year, could be utilised by LTC to support the Town Centre Strategy



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through a public art project. The group were supportive of the proposal with the project being led by LTC, with support and guidance provided by ADC as required.

- High Street Cleansing and Works

Graffiti outside Peacocks can no longer be removed by LTC's Amenity Team, as the owner has withdrawn consent due to damage caused by repeated cleaning. ADC advised that offensive graffiti may still be addressed through alternative measures.

ADC advised that the Section 58 notice, which restricted excavation of town centre paving, has expired and utility companies can now undertake works without this restriction.

Most of the town centre deep-cleaning programme has been completed. West Sussex County Council's Highway Rangers have cleared blocked gullies, with a full clean scheduled for November or December. Street washing continues three times a week, with priority given to stained areas and the vicinity of Sainsbury's. The chewing gum removal machine remains out of service, with a sweeper currently being used as an alternative, although it has limitations on what it can effectively remove.

The Littlehampton Business Forum (LBF) raised concerns about cleaning frequencies on Surrey Street and how these align with High Street cleansing schedules.

Discussions are ongoing about increasing planting and greening the town centre. Concerns were raised about the tree outside Pier Road Café having a broken branch, which ADC will refer to its Arboriculture Team.

- Community Protection Officers and Anti-Social Behaviour

The Community Safety Team had been operating with reduced staffing levels during the summer, with some workload being shared with Sussex Police.

Although reports of anti-social behaviour remain high, CPOs have observed lower levels of activity while present in the town centre. Businesses will be consulted to help identify peak times for anti-social behaviour and target patrols more effectively. Local schools have agreed to deliver educational initiatives on e-scooter and e-bike safety, supported by a School Liaison Officer.



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The Community Safety Partnership will review Littlehampton's key community safety priorities at the end of October, including a detailed analysis of crime data and year-on-year trends.

Following discussions with the Littlehampton Business Forum (LBF), local businesses have been identified as a high-risk group and a dedicated support scheme is being developed.

Discussions are ongoing regarding measures to address anti-social behaviour around public toilets in Littlehampton, following concerns raised by the LBF about public safety. Anti-social behaviour has increased since the start of the school term, and further business support will be explored with the Manager of the Arun Business Crime Reduction Partnership (BCRP).

Local pubs have reported improved engagement from police and greater focus on the night-time economy. The LBF has appointed the General Manager of Wetherspoons as its Late Night Ambassador to help strengthen this partnership. ADC advised that DISC currently lacks night-time economy data because Littlehampton Pubwatch is not part of the scheme.

Sussex Police

PS Georgia Hudson provided a further update to be shared in her absence. There are currently five Police Community Support Officer's (PCSO) allocated to Littlehampton Town Centre, with two of them being part time. There is one Police Officer allocated to Littlehampton and one that will be on a short term attachment by October.

Police have liaised with ADC in relation to anti-social behaviour and relevant notices are being issued.

Littlehampton Business Forum

Autumn workshops continue to be well attended, with five attendees at the most recent session and ten registrations across the next three workshops.

The Meet the Makers programme runs from 1 October to 28 November, showcasing creativity across Littlehampton. Fifteen businesses offered venue space, with eight venues hosting a total of 17 experiences.

Upcoming events include a Wellness Fair and Book Festival, supported by the Library, Littlehampton Museum and Experience Sussex.



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Thirteen businesses attended the latest Littlehampton Business Forum (LBF) meeting, where Christmas plans were agreed. A "21 Days of Christmas" social media campaign will promote local businesses registered with Love Littlehampton. Late Night Shopping will take place on the first three Fridays in December, alongside extended Friday Market trading, entertainment and Father Christmas appearances on two evenings. Small Business Saturday could feature 15 stallholders.

Arun District Council (ADC) has confirmed free parking for both Christmas Light Switch On on 21 November and Small Business Saturday on 5 December.

The LBF will also run a Christmas hamper competition to grow its marketing database, with local businesses invited to donate prizes and vouchers worth a combined £250.

4. Town Centre Action Group 2027 Meetings

The group acknowledged that the 18 May 2027 meeting will be rescheduled to June 2027 due to the election period.

Meeting ended at 19:02.

Section	Number	Goal (bold) and action description	Update September 2026
Town Centre	1	A Town Centre Action Group (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 its facilities are clean and inviting	
Town Centre	2.1	Actively support bids and projects contributing to an improved public realm	£22,219 Section 106 funding identified to develop an initial programme of large-scale murals in Littlehampton. Background work has identified potential sites, delivery requirements and key risks, with Member decisions now needed on the preferred approach before progressing permissions and artist procurement Alley lighting, St Martin's Car Park to High Street – waiting for consent from tenant / owner to attach to side of Peacocks. Power for lighting points - waiting for confirmation of design and potential costs

Section	Number	Goal (bold) and action description	Update September 2026
			from Enerveo to meet new requirements for drawing power for festoon and festive lighting to wall mounted lamps Summer bunting was installed in the High Street for the summer period. Blocked gullies reported at High Street, East Street and Beach Road cleared by Highways Rangers 09.09.26 Confirmation from West Sussex County Council (WSCC) Highways that next full drain cleaning will be November / December 2026 Ongoing arrangements with various contractors to acquire blocks to replace temporary surfaces.
Town Centre	2.2	Improve the aesthetics of the Town Centre by exploring opportunities for community led activities.	The events forum continues to meet to network and identify ways to collaborate. Knitting groups will be taking part in a Christmas Yarn Bomb of the High Street.
Town Centre	2.3	Supporting the Littlehampton Business Forum (LBF) maintenance facilitator to work with Arun District Council to maintain standards	An LBF Ambassador raised concerns about declining High Street cleanliness, which has been affected by hot weather, blocked drains and reduced operative availability. Arun District Council (ADC) have requested an extended wash outside core footfall hours, and following reports to

Section	Number	Goal (bold) and action description	Update September 2026
			WSCC Highways and the Highways Rangers scheme, the drains have now been unblocked to support improved cleaning operations.
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	Littlehampton Museum collaborated with the High Street events throughout August creating a Victorian Trail with various businesses in the High Street.
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.	
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	

Section	Number	Goal (bold) and action description	Update September 2026
		groups are aware of relevant planning applications in the Town Centre and have the opportunity to comment.	
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.	Littlehampton Town Council (LTC) delivered four events on the High Street over the Summer holidays.
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	An event support fund was approved for three events; Easter Activities in the Arcade, the upcoming Book Festival in October and Meet the Maker events organised by the LBF commencing in Autumn and continuing into next year.

Section	Number	Goal (bold) and action description	Update September 2026
		them bringing events and activities to the Town Centre.	
Culture	5.3	ADC and West Sussex County Council (WSCC) to streamline event application processes, creating a convenient and compliant system that facilitates applications from a range of organisers	This is an ongoing project that will require sign off at various levels due to technology input.
Culture	5.4	Collaborate with ADC to involve local artists in the design of monoliths, beach boxes and signage in the area.	Phase one completed Spring 2026. Opportunity to replace two faded signage with new, replicating approach from wayfinding on eastern side of river.
Culture	5.5	Explore opportunities to integrate art into the High Street	See 2.1.
Culture	5.6	Support and establish dedicated and sustainable forums for Events, Sports and Arts	Ongoing support given to LBF, Sports Forum and Events Forum. Dedicated pages on www.lovelittlehampton.co.uk provide resources for both LBF and Events Forum.

Section	Number	Goal (bold) and action description	Update September 2026
Culture	5.7	Assess the feasibility of an annual pop-up park and deliver if viable	Research has been undertaken for a pop up park, and is on hold while other options are being explored.
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 possibility of an electric sign on the seafront to promote the town centre and events was investigated; however, this was ultimately considered unviable due to cost and environmental factors.
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	Visit Littlehampton and Love Littlehampton websites launched in Spring 2026. Low

Section	Number	Goal (bold) and action description	Update September 2026
		tool to support tourism and community activity	business uptake. LTC programming a campaign to increase sign up.
Marketing and Tourism	6.4	Use social media and digital tools to highlight local attractions, events and businesses	Campaign planned to highlight businesses through a series of social media posts. Links to heritage also showcased. Real time promotion of events in the town centre.
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	Sussex by the Sea continues to work closely with all Town Councils and destination marketing organisations across the district to better coordinate tourism marketing and forward planning.
Retail and Hospitality	7	Provide incentives to bring people into the Town Centre	

Section	Number	Goal (bold) and action description	Update September 2026
Retail and Hospitality	7.1	Support the Business Forum in developing initiatives that encourage return visitors such as discount vouchers	Supporting the LBF through grants (see 5.2) and planning meetings for activities such as Christmas initiatives.
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	Completed.
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.	2026 Food and Drink Festival organiser confirmed for 2027 subject to licenses. LTC progressing a continental market operator to attend in 2027.
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.	Start up, general business and shopfront improvement grants – 15 grants approved for Littlehampton based businesses, totalling £28,000

Section	Number	Goal (bold) and action description	Update September 2026
Retail and Hospitality	9.2	Work with Landlords and Businesses to implement initiatives that enhance the presentation of shops	
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.	ADC and LTC continue to work closely with landlords and agents where necessary to help move projects forward.
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	

Section	Number	Goal (bold) and action description	Update September 2026
		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.	
Retail and Hospitality	11.3	Littlehampton Business Forum to offer training opportunities and coaching for local businesses	LBF has secured coaching sessions for the remainder of 2026.
Retail and Hospitality	11.4	Continue to support pavement license applications which contribute to service economy success and maintain accessibility	LTC planning committee has responded positively in support of several pavement licenses.
Retail and Hospitality	12	Support and advocate for community support facilities in the Town Centre	

Section	Number	Goal (bold) and action description	Update September 2026
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.
Retail and Hospitality	12.2	Liaise with the banks and post office to create a banking hub in the Town Centre.	The new Banking Hub has opened 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	
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	Completed and adopted by LTC in September 2025 with a review undertaken in September 2026.

Section	Number	Goal (bold) and action description	Update September 2026
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.	Completed Spring 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	See 5.4.
Transport and Linking the Town Centre	15	Collaborate with relevant stakeholders to improve the appeal of town centre entrances and public transport facilities.	

Section	Number	Goal (bold) and action description	Update September 2026
Transport and Linking the Town Centre	15.1	Explore options to enhance the public realm at transport entrances to the Town	
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	
Anti-Social Behaviour	18.1	Allow all current activities to bed in and analyse effectiveness of the interventions in tandem with the budget cycle.	

Section	Number	Goal (bold) and action description	Update September 2026
Anti-Social Behaviour	18.2	Continue to work with the Littlehampton Business Forum to report issues in the town centre	A multi-agency support meeting was called on 29 June, at the request of the LBF and coordinated by LTC, to develop a collective response to anti-social behaviour and its impact on the town centre. As a result of the meeting, a number of actions were identified and assigned to relevant organisations. ‘See it. Report it.’ documents provided to LBF for distribution to businesses to encourage public to report incidents. Anti-Social Behaviour (ASB) Enforcement Team Leader engagement with House in Multiple Occupation (HMO) provider following contact from LBF regarding residents causing antisocial behaviour affecting nearby businesses. Contacts shared and liaison between provider and businesses expected.
Anti-Social Behaviour	18.3	Review the BCRP and its impact	

Section	Number	Goal (bold) and action description	Update September 2026																								
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.	Ongoing visible patrols continue in the Town Centre by ADC's Community Protection Officers (CPOs) to provide both ongoing reassurance to the public and to deter crime and ASB.																								
			CPOs actively target and monitor hotspot sites to understand effectiveness of any intervention methods. Emerging issues and hotspots are highlighted early to allow both the police and the wider ASB Team to liaise where necessary to discuss and identify potential solutions when needed.																								
			<table><tr><td>Littlehampton town boundary</td><td>May '26</td><td>Jun '26</td><td>Jul '26</td><td>Aug '26</td><td>Total</td></tr><tr><td>PSPO enforcement</td><td>1</td><td>6</td><td>3</td><td>4</td><td>14</td></tr><tr><td>Foot patrols (man hours)</td><td>68</td><td>74</td><td>54</td><td>56</td><td>252</td></tr><tr><td>Community ASB incidents</td><td>7</td><td>4</td><td>6</td><td>3</td><td>20</td></tr></table>	Littlehampton town boundary	May '26	Jun '26	Jul '26	Aug '26	Total	PSPO enforcement	1	6	3	4	14	Foot patrols (man hours)	68	74	54	56	252	Community ASB incidents	7	4	6	3	20
			Littlehampton town boundary	May '26	Jun '26	Jul '26	Aug '26	Total																			
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Foot patrols (man hours)	68	74	54	56	252																						
Community ASB incidents	7	4	6	3	20																						
Anti-Social Behaviour	18.5	Work with ADC led 'Local Action Team' to implement initiatives to improve safety in the Town Centre.	<u>Street drinking and associated anti-social behaviour</u> Reports to ADC's ASB team of alcohol related ASB remain low. CPOs continue to intervene when they witness incidents and engage with businesses if concerns are raised about individuals. <u>Youth related anti-social behaviour</u>																								

Section	Number	Goal (bold) and action description	Update September 2026
			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>Use of BBQs on the beach and green</u> West Sussex Fire and Rescue Service and CPOs tasked to conduct joint patrols and engagement over summer period due to identified concerns about use of disposable BBQs and potential for accidental wildfires.
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	Operation Sonar continues and the Neighbourhood Policing Team have completed the following actions to mitigate anti-social behaviour and crime in Littlehampton Town Centre • Carried out 27 arrests for various offences with assistance from the Specialist and Tactical Enforcement Units. • Completed 18 stop searches which have led to Class A and B drugs being recovered along with offensive and prohibited weapons.

Section	Number	Goal (bold) and action description	Update September 2026
			• Seized vehicles under Section 59 and no insurance powers along with illegal e-bikes and e-scooters. • Obtained Section 34 Dispersal Orders for the seafront area which led to six notices being issued. • Issued eight Traffic Offence Reports – and completed two traffic files to summons suspects to Court. • Charged defendants for theft, criminal damage, driving offences, and breaches of Community Protection Notices’. • Carried out cuckoo checks – including joint meetings and visits with Registered Social Landlord’s. • Issued and progressed three Community Protection Warnings and two Community Protection Notices. • Carried out patrols of the area including in the company of ADC’s CPOs. PCSO’s have recovered stolen goods from shoplifters, identified outstanding offenders, enforced the PSPO, and have obtained victim/witness statements. • Liaised with ADC around eviction of persons carrying out anti-social behaviour in tents within the town centre and supported with notices being issued.

Section	Number	Goal (bold) and action description	Update September 2026
Anti-Social Behaviour	18.7	Monitor the enforcement of e-scooters and cycling in the town	Safer Arun Partnership have produced information regarding legalities of e-scooters and e-bikes which can be found on ADC's website - E-scooters and e-bikes Arun District Council . In process of creating pamphlets and digital versions for distribution to schools and youth groups.
Anti-Social Behaviour	18.8	Work in collaboration with local support groups and charities to help those with an addiction in Littlehampton	

PROJECT HANDOVER AND BACKGROUND BRIEFING: Expanding artwork in the public realm in Littlehampton

Purpose of this briefing

This briefing brings together the work carried out so far on the expansion of public artwork in Littlehampton town centre.

Its purpose is to help Littlehampton Town Council decide whether and how to take the project forward. It sets out the background, funding position, opportunities, risks and key decisions that will need to be made.

Nothing in this document commits the council to a particular artist, design, location or delivery approach. Instead, it is intended to help ensure that any future investment in public artwork is well-informed, properly planned and capable of delivering lasting benefits for the town.

AI generated examples:

Anchor Springs



Terminus Road

East Street

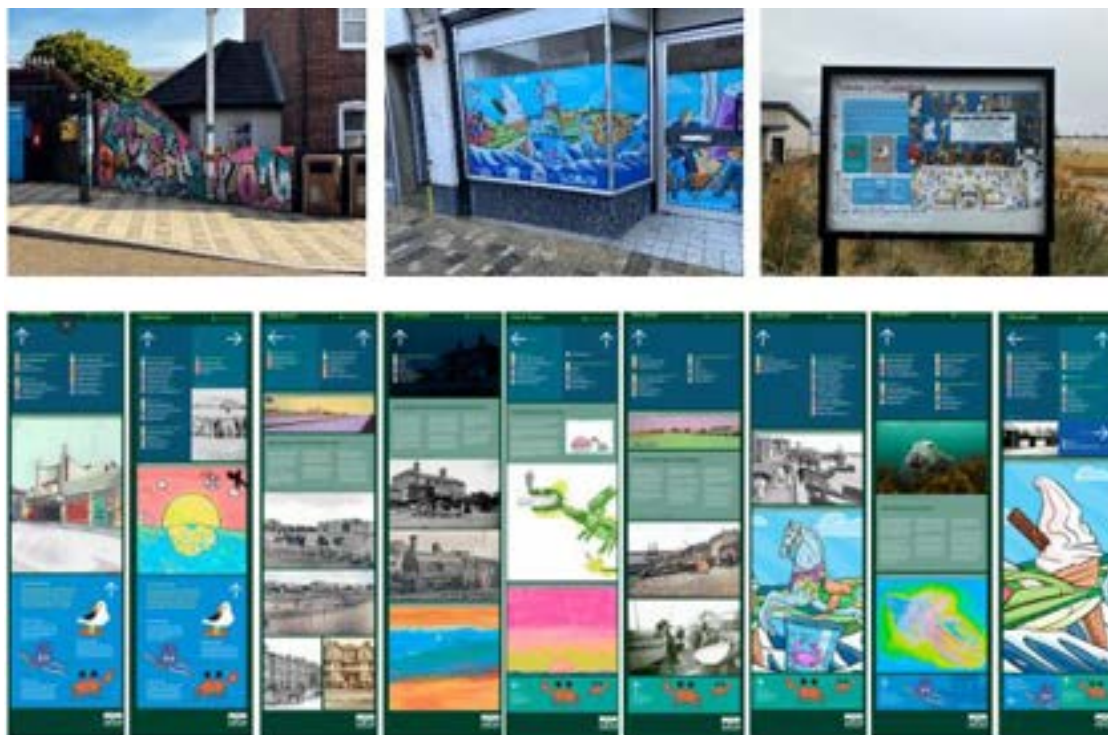


Background

Over the past 20 years, strategy documents underpinned by public consultation have highlighted public art as a way to improve the appearance of the town centre, strengthen Littlehampton's identity and encourage movement between the town centre, riverside and seafront.

More recently, artwork has become an increasingly visible part of wider placemaking activity in Littlehampton through:

- graffiti-style signage at Littlehampton Railway Station
- artist-designed window vinyls on vacant units and street furniture
- artist-designed wayfinding totems across the town centre, riverside and seafront
- the Discover Littlehampton trail, developed by young people in partnership with Artswork
- displays of TLA students' artwork at the seafront entrance to West Green



These projects show how artwork can enhance Littlehampton's appearance and identity and have led to growing interest in introducing larger-scale public artwork within the town.

What is being proposed?

Based on discussions to date, it is understood that LTC Members' preferred approach is to invest in:

- large-scale, professionally designed murals
- artwork painted directly onto walls, shutters and hoardings
- artwork that helps draw people from the seafront and riverside into the town centre
- designs that celebrate Littlehampton's people, history, heritage, culture and coastal character
- a coordinated programme of artwork that can grow over time, rather than a series of unrelated commissions

Informal conversations have taken place with a small number of local artists, but no decisions have been made on who may be invited to quote or how artists would ultimately be selected.

Intended outcomes

The project aims to:

1. Improve civic pride by:

- creating a stronger sense of place
- celebrating the town's people, history, heritage and culture

2. Benefit businesses by bringing more people into the town centre by:

- encouraging visitors to move between the seafront, riverside and town centre
- improving the appearance of underused or unattractive spaces

Measuring success

Possible measures include:

Quantitative

- feedback and trading information shared by participating businesses
- engagement with QR codes, trails or related promotional activity (if used)

Qualitative

- feedback from businesses, landowners and residents
- public comments on social media and other online platforms
- media coverage and wider public response

Strategic and policy support

The proposed project supports long-standing ambitions to use public art to improve Littlehampton town centre and strengthen the town's identity. It aligns with both the historic Littlehampton Vision (2004) and the current Littlehampton Town Centre Strategy and Action Plan (2022-2030).

Although the 2004 Vision has now been superseded, it remains relevant because of its links to the Section 106 funding. The Vision identified public art as a way to improve the appearance of the town centre, build civic pride and create a stronger sense of place. Many of the wider improvements proposed at that time have since been delivered through investment in public realm improvements, wayfinding, lighting and supporting infrastructure.

Create an attractive pedestrian environment

Successful town centres are places where the local community feels a sense of belonging and where people wish to visit.... Public spaces influence a town's cultural identity through local distinctiveness, local attractions, public art and through the promotion and enhancement of distinct quarters. There is a unique opportunity to provide important new public spaces within the town centre.

Source: The Littlehampton Vision Final Report July 2004

The Littlehampton Town Centre Strategy and Action Plan (2022-2030) now provides the main policy framework for town centre activity. It promotes a vibrant, distinctive and culturally active town centre and includes specific actions to bring more art into the town and use creative activity to make public spaces more attractive and welcoming. It also supports improving the public realm, strengthening Littlehampton's destination identity and creating a town centre that attracts both residents and visitors.

Town Centre Strategy goals include:

- *acknowledging the heritage of the town and show it in the town centre*
- *promoting culture, fitness and arts in Littlehampton.*

The project is also consistent with the findings of the 2024 Littlehampton Museum consultation which highlighted opportunities to celebrate local history, people and places through engaging interpretation beyond the museum itself. Public artwork could help bring these stories into the town centre, strengthen links between the museum and the wider visitor experience, and encourage residents and visitors to explore Littlehampton's heritage.

The proposed mural programme therefore supports both long-standing and current ambitions for the town centre and provides a practical, visible way of improving the appearance, identity and vibrancy of Littlehampton.

Funding position

Section 106 funding has already been approved for an initial phase of public artwork. The funding is intended to support a first phase of activity and, if successful, could provide a foundation for future phases.

A total of £22,219.19 has been allocated to the project and must be spent by September 2027. It has been confirmed that the funding falls within the scope of “Littlehampton Town Centre Activities”. The approved application is attached as Appendix A.

As of August 2026, the funding has been transferred to Arun District Council's Business & Economy Team budget. Before any works are commissioned, Littlehampton Town Council should share its proposed approach with Arun District Council for final approval before funding is released.

Members should be aware that the £22,219.19 allocation will need to cover more than artist fees. This should be considered when deciding how many sites can realistically be delivered within the available budget. Depending on the sites selected, the budget may also need to fund:

- surveys and site investigations
- surface preparation works
- access equipment (for example scaffolding or cherry pickers)
- traffic management costs
- Land Registry searches and any legal agreements required with owners and tenants
- launch and promotional activity
- contingency for price increases, maintenance, repairs and future removal of artwork
- insurance costs
- appointment of third-party personnel for specialist guidance to support delivery

Delivery: practical considerations

Timeline

The project will need to be planned and delivered within a relatively short timeframe.

Key constraints:

- the Section 106 funding must be spent by September 2027
- mural installation is dependent on suitable weather conditions and temperatures
- all potential locations identified to date will require the agreement of both the property owner and any relevant tenants
- sufficient time must be allowed for permissions, procurement, design development and installation

Planning requirements

Planning officers have advised that murals painted directly onto existing walls will not normally require planning permission, as the painting of a building's exterior is generally classed as permitted development. However, additional permissions may be needed if artwork is applied to new boards fixed to a building, if rendering works form part of the project, or if the building is listed, in which case Listed Building Consent would be required.

Particular care may also be needed in conservation areas and other sensitive heritage locations, where the suitability of both the location and the design should be considered on a site-by-site basis.

Further details are included in the Planning Team advice attached as Appendix B.

Land ownership and permissions

A full list of potential sites is included in Appendix C. All locations identified so far are privately owned. Before any artwork can be installed, permission will need to be secured from both the property owner and any commercial or residential tenants affected by the proposal. Before approaching owners and tenants, the delivery organisation should identify:

- who owns each wall and who needs to give consent
- whether both owners and tenants need to sign an agreement
- how changes in ownership or tenancy will be managed
- whether a minimum lifespan should be agreed for each mural
- what happens when that agreed period comes to an end
- who is responsible for maintenance responsibilities (see over)
- whether informal written agreements are sufficient or if a formal licence or other type of legal agreement is required

Taking time to resolve these issues at the outset will help avoid uncertainty and reduce the risk of future disputes or unexpected costs. As a guide for Members, UK Power Network, the owners of a large rendered wall at Anchor Springs, have established requirements for artwork on their property. It would be reasonable expect the same requirements from all potential landowners. UKPN's requirements are reproduced overleaf – emphasis has been added to highlight key considerations for Members.

UK Power Networks general guidelines relating to mural installations:

- Murals are considered on a case-by-case basis
- Mural general themes / designs and affected site areas agreed in advance with UK Power Networks (UKPN)
- Additional chargeable legal fees / freehold permissions may apply & need to be gained from other parties for some sites.
- No statutory warning signs (e.g. Danger of death) to be removed or paint covered or obscured in any way.
- No ventilation louvres covered or blocked in any way
- **Any graffiti / defacement or fading of the mural paintwork to be corrected in a timely fashion by the creators/installer at their full cost.**
- UKPN can request the full removal of the mural in a reasonable timescale and at the creators cost **for any reason.**
- Any overpainting of substation doors is by specific agreement with UKPN only.
- No drilling or percussive fixings or impact blows to be made to the substation external flanks without specific agreement or supervision.
- Any fixed mural / artwork surface panels or feature plaques are securely wall fixed in pre-agreed positions
- No artwork or general access will be granted to the substation roof area at any time
- Full Method statement and Risk assessment (RAMS) to be provided & agreed with UKPN before any mural works are carried out on site.
- Suitable and sufficient measures are planned & put in place for safe working at height during the installation or maintenance of the mural(s).
- **Full overall maintenance of the mural is entirely at the creator's cost.**
- The mural & artwork is installed & maintained in full compliance with the Construction, Design, Management (CDM) regulations 2015
- The artwork cannot be politically sensitive, discriminatory, controversial, subject to copy right (unless permission is given) or seen as too topical, our press office would also be required to review any proposals.

Depending on access requirements, this may require a works licence for the installation. **We would also look to enter in to an 'occupation' licence with yourselves, this will mainly be so we have a signed document that you agree to our guidelines/conditions as listed above.**

We would also need to see a comprehensive list of materials used and detailed within the RAMS. These would need to include things like paint type and application method etc.

Source: Email from Property.Team@ukpowernetworks.co.uk to lhall@littlehampton-tc.gov.uk, Subject: Painting/ Mural on UK Power Networks substation wall Sent: 03 March 2026 2:50 PM.

Maintenance responsibilities



Public artwork can bring lasting benefits, but it can also create ongoing responsibilities where none previously existed.

Before committing to the project, Members should think about what happens after the murals have been installed.

These questions are not intended to discourage action. As this is very much a legacy project, they are included to help Members plan for the council's commitments, costs and responsibilities that may continue long after the artwork has been completed.

Questions to consider include:

- whether the artwork needs to be insured and, if so, who will be responsible for arranging and paying for this?
- what happens if the ownership of a building changes?
- what happens if a commercial or residential tenant changes?
- if a wall becomes unavailable in the future, can the programme still succeed?
- If no further funding becomes available, does this first phase still represent good value?
- what happens if the artwork deteriorates before the end of its expected lifespan?
- what happens if the wall itself deteriorates and affects the artwork?
- what happens if the artwork is damaged, vandalised or tagged?
- who would arrange repairs, and who would pay for them?
- if the new artwork can be linked to encouraging tagging elsewhere, how should this be managed?
- should funding be set aside now to cover future maintenance, repairs or removal of artwork? If so, how much, and from which budget?
- what circumstances will trigger repairs / painting over? What is the tolerance for damage / defacement? UKPN guidance states that “**Any** graffiti / defacement or fading of the mural paintwork to be corrected in a timely fashion by the creators/installer at their full cost.”
- whether a minimum lifespan should be agreed for each mural based on paint warranties
- how much funding should also be reserved for the eventual removal or painting over of artwork. UKPN guidance states that “UKPN can request the full removal of the mural in a reasonable timescale and at the creators cost **for any reason.**”

Crime and anti-social behaviour considerations



Feedback from Artswork* suggests that high-quality, professionally delivered murals do not tend to attract further tagging and can encourage positive engagement with an area.

However, there is no guarantee that this will always be the case, and the potential impact on neighbouring properties and locations should still be considered as part of the project planning process.

Members should therefore weigh up both the potential benefits and the potential risk, considering:

- while the aim of the public art is to improve the appearance of an area and build civic pride, could it inadvertently encourage further unauthorised graffiti or street art elsewhere?
- are there practical steps that could reduce these risks? (*Examples include careful site selection, high-quality design, ongoing maintenance and clear communication about the difference between commissioned artwork and unauthorised graffiti.*)

*Notes of meeting with Artswork attached as Appendix D.

Equality and accessibility

Public artwork should be designed and commissioned in a way that is welcoming, inclusive and accessible to all sections of the community. This is not intended to restrict artistic creativity. Rather, it is intended to ensure that publicly funded artwork can be enjoyed by as many residents and visitors as possible.

Members should therefore consider:

- how opportunities to contribute to, or benefit from, the project can be made available to a wide range of people and communities
- whether the themes, stories and imagery used are representative of Littlehampton's diverse communities and history
- how artwork can be made accessible to people with different needs, including people with visual, sensory or mobility impairments
- whether interpretation, QR codes or supporting information could improve accessibility and understanding

- what steps can be taken to ensure artwork does not create physical barriers, give rise to perceptions of exclusion, or unintentionally disadvantage any group

The Equality Impact Assessment process should be used to identify potential positive and negative impacts before final decisions are made. Particular attention should be given to ensuring that the selection process is fair, inclusive and open to a diverse range of artists and contributors.

Stakeholders

Potential stakeholders include:

- Littlehampton Town Council (lead organisation)
- Arun District Council (Economy Team, Planning, Heritage, potentially Foreshores, Communities / Safer Arun Partnership)
- West Sussex County Council (road closures / scaffold licenses)
- property owners, commercial and residential tenants
- artists, Artswork*, schools, Arun Youth Projects
- Littlehampton Business Forum, local businesses
- residents

Procurement

Any appointment of artists must comply with the procurement rules of the organisation leading the project. LTC's procurement rules state that for projects whose total value is between £16,500 and £32,000 at least four companies must be invited to quote.

As the total value of this project will not exceed £22,219, it falls below LTC's threshold triggering publication on the Find a Tender service and Contract Finder website.

Points to consider include:

- how important is it that local artists are prioritised?
- how should this be reflected in the procurement process?
- how will opportunities be promoted to local artists and creative networks in line with procurement guidelines?

A clear brief and transparent selection process will help ensure a fair outcome while giving Members confidence that the appointed artist can deliver the quality and style of artwork they are looking for. Points to consider when developing the brief include:

- how much information should be provided?
- should artists be given a detailed specification, or invited to develop their own creative response to an agreed theme?
- will artists be asked to submit outline concepts, or more developed design proposals?

*Beccy East of Artswork has kindly offered to review the draft brief before it is finalised and issued, and to share the opportunity through her network of creatives.

Consultation

Consultation on the principle of introducing public art: existing evidence

A significant amount of public consultation has already taken place through the Littlehampton Vision, Town Centre Strategy, public realm projects, museum engagement and Town of Culture activity. Together, this provides a strong evidence base supporting improvements to the public realm, strengthening local identity and celebrating Littlehampton's culture and heritage. It also provides a useful guide to the stories, themes and imagery that people are proud of and associate with the town.

Members may decide that, with this huge body of evidence to draw from, there is no need for further consultation on the principle of introducing public artwork, or on the broad themes that should be represented in this initial phase.

Consultation on locations, style and design

Given the need to deliver the project by September 2027, Members may wish to take a proportionate approach to consultation on individual artworks for this initial phase.

As the final decision on any mural will rest with the owners and occupiers of the buildings involved, seeking detailed public views on designs may create expectations that cannot ultimately be met.

If Members wish to involve the public, this may be more useful later in the process once artists have been commissioned and draft proposals have been developed. Any feedback could then help inform discussions, while recognising that the final decision will remain with the relevant landowners and occupiers, and the impossibility of pleasing all of the people, all of the time.

Members may also wish to treat this first phase as a pilot project and use feedback from completed installations to help shape any future expansion of the programme, including the nature, breadth and timing of consultation.

Communications and reputation

Public art is frequently subjective, and not every design will appeal to every resident or visitor. Members should therefore agree:

- who will make the final decision on locations, artists and designs
- how the purpose and benefits of the project will be communicated to the public
- who will act as the public spokesperson for the project if questions or controversy arise
- how any concerns or complaints will be handled

Delivery: Artistic Vision and decision making

Before procuring artists, Members should agree the overall approach they want the artwork programme to take.



Answers to these questions will establish the council's broad Vision for this type of artwork in the public realm and help create a clear brief for artists, reducing the risk of misunderstanding later in the process:

- should all murals share a common visual identity, or can different styles sit alongside one another?
- should all artwork have a clear connection to Littlehampton's people, history, heritage, culture or coastal environment or is there some geographic flexibility? (eg: *Lyminster's Knuckerdragon*)
- should the programme focus on a single theme, or celebrate a range of stories and subjects? (eg: *protecting the coast sitting alongside a panel dedicated to Anita Roddick?*)
- is the artwork intended to reinforce a consistent Littlehampton "brand", with the same artwork repeated across the town, or to showcase different artistic styles and interpretations, connected by a consistent theme, but different artistic styles?
- how much creative freedom should artists be given?
- what information, themes and source material should be provided to guide artists in the brief? Should incorporation of the wayfinding colour palette developed for Littlehampton be stipulated / encouraged / ignored?
- should Members specify the focus of the first designs (for example, *maritime heritage, local people or the Wicked Little Letters story*), or invite artists to propose their own interpretation of Littlehampton?
- are Members comfortable that the procurement process is likely to produce initial concepts and creative approaches, rather than fully developed final designs?

Members should also agree how final decisions will be made, including:

- who decides on the theme
- who selects the preferred artist
- who approves the final design
- how differing views will be resolved
- how meaningful these principles are in light of the decision-making power of landowners and occupiers approving artwork on their buildings

Recommendations

1. **Decide whether to proceed.**
Members and officers should review the information in this document and decide whether Littlehampton Town Council has the support, capacity and resources to lead the project, with the level of support available from ADC's Economy Team, before the Section 106 funding deadline of September 2027.
2. **Start work as soon as possible.**
If Members wish to proceed, early priority should be given to securing permissions, agreeing responsibilities and identifying the themes that will guide the artwork.
3. **Work to a clear timetable.**
To allow enough time for procurement, design development and approvals, artists should ideally be appointed by the end of February 2027, with installation taking place in spring or early summer 2027 to capitalise on the weather and summer visitors' season.
4. **Keep the first phase simple.**
Focus on a small number of high-profile locations that can be delivered within the available budget and timescales.
5. **Prioritise the electricity substation wall.**
Subject to owner agreement, the wall adjacent to the electricity substation should be explored as a first location. Initial discussions have already taken place regarding its suitability and likely cost. Contact has been made with UKPN Property & Estates, and they have set out clear conditions.
6. **Explore opportunities within The Arcade.**
Subject to owner agreement, The Arcade should be explored as a second priority location. The owner and businesses are generally supportive of improvement projects and there are at least two existing mural locations that could potentially be replaced.
7. **Engage with owners early.**
Informal discussions with the owners of these sites should begin as soon as possible to establish levels of support and identify any constraints.
8. **Seek a range of artist proposals.**
Given the project budget of £22,219.19, officers should seek at least 4 quotations in line with LTC's procurement requirements. This could include inviting known local artists to quote alongside an open call through networks such as Artsworld, as outlined in Appendix D.
9. **Plan for maintenance from the outset.**
Members should identify a funding source for future maintenance and repairs and consider how much of the available budget should be set aside for this purpose.
10. **Put agreements in writing.**
Before any artwork is installed, clear written agreements should be put in place covering permissions, ownership, maintenance responsibilities, repairs and future decision-making.
11. **Treat this as a pilot project.**
The first phase should be used to test the approach, gather feedback and identify lessons learned before considering any future expansion of the programme.

APPENDIX A : Approved application for Section 106 funding

**APPLICATION FOR THE RELEASE OF
SECTION 106 FUNDING**

S106 funding is for **capital projects only** and unless otherwise specified is generally not for on-going revenue running costs or minor repair work.

To be eligible for a S106 fund a project must provide improved or increased community or social infrastructure, the need for which has arisen at least in part, as a result of a new development taking place.

The District Council is the accountable body for the spending of S106 monies and therefore the Council needs to ensure that:

- The funding is spent on purposes for which they are intended.
- The process is transparent.
- Projects are viable and will be well managed.

Please note it can take up to **3 months and more** from the date the S106 Fund application is submitted, to when the District Council is in a position to approve and release the funds to the applicant.

Ensure you read and complete all questions within the application form fully and where required, submit copies of project plans, quotations, proof of planning permission and confirmation of land ownership with your application form.

Please return your completed application form, with all necessary supporting evidence to planning@arun.gov.uk

For any further assistance please contact the Section 106 Monitoring Officer on 01903 737636 or email rosalind.bentley@arun.gov.uk

1. Name of organisation: Arun District Council
2. Address of organisation: Arun Civic Centre, Maltravers Road, Littlehampton, West Sussex, BN17 5LF.
3. Name of main contact: Heather Allen
4. Position held in the organisation: Economic Development Officer
5. Email address: heather.allen@arun.gov.uk
6. Telephone/Mobile number: 01903 737746
7. Proposed project: This capital project improves community infrastructure by delivering a coordinated programme of high-quality, large-scale public realm artwork across Littlehampton Town Centre. The programme will involve commissioning professional mural artists to design and install permanent artworks directly onto appropriate surfaces within the public realm, including building walls, shutters and hoardings. All installations will be subject to securing the necessary permissions from landowners, alongside any required approvals from Planning and, where relevant, the Heritage Officer. This will ensure that all artwork is appropriately located, sensitively designed, and fully compliant with planning and conservation requirements. Clear agreements will be put in place to define ongoing maintenance and repair responsibilities, ensuring the continued quality of the artwork. Each commissioned artwork will be rooted in a clear thematic brief, developed with input from Elected Members at a Visioning workshop to be delivered in September 2026. Murals will be required to reflect and celebrate what is unique to Littlehampton, including its people, heritage, identity and coastal character. Designs will be informed by the developing public realm artwork Vision and will, where appropriate, incorporate the bespoke Littlehampton colour palette developed through the town's wayfinding programme to ensure visual consistency across the public realm.

Rather than delivering isolated or ad hoc installations, this programme will take a coordinated and strategic approach to site selection, commissioning and design. This will ensure that individual artworks contribute to a coherent overall identity for the town, strengthen connections between key areas (including the seafront, riverside and town centre), and support wider placemaking and regeneration objectives.

Artists will be appointed through an open and transparent procurement process to ensure fairness and to attract a diverse range of creative responses. This approach will support opportunities for both local and professional artists, while ensuring that all installations meet an appropriate standard of quality, durability and artistic merit.

If approved, this initial award of Section 106 funding will enable the delivery of the first phase of the public realm artwork programme, establishing a clear approach and demonstrating impact. Subject to future funding, subsequent phases will extend the programme, increasing the number and coverage of murals across Littlehampton.

8. What is the total cost of your project?

Phase 1: £22,219.19

9. How much S106 funding in total are you requesting?

£22,219.19

10. Is there a shortfall in the total amount of capital funding you require? How will this shortfall be met?

The project will not be delivered without S106 funding.

11. Proposed project start date: June 2026 (preparation)

Estimated completion date: July 2027 (installation)

13. Planning permission/S106 reference(s) of the development(s) providing the S106 funding:

LU/271/11 (see also ICM/067/280219)

14. Is your organisation and/or project specifically named in the S106 Agreement?

☐ **Yes:** Project falls within scope of "Littlehampton Town Centre Activities"

15. Why is this project needed? Explain and provide evidence how you identified a need in your community for this project and any consultation that has taken place.

The proposed public art project is supported by numerous public consultations leading to the development of Arun District Council's corporate vision for 2022-26, the Littlehampton Vision (2004), the current Littlehampton Town Centre Strategy and Action Plan (2022-2030), and the strategic direction of Littlehampton Museum (2024).

The council's corporate vision for 2022-26 is underpinned by public consultation carried out during November and December 2021. The type of large scale, public art proposed in this funding application falls within the council's commitment to fulfil Arun's economic potential, by working closely with our towns and other organisations on strategies which support vibrant and attractive town centres.

The specific types of activity that "support vibrant and attractive town centres" are detailed in the two strategic documents – the "Littlehampton Vision" (July 2004) and the more recent Town Centre Strategy and Action Plan for Littlehampton (2022-2030). While the 2004 Vision has been superseded, it established a clear direction for enhancing the town centre through environmental improvements, including the use of public art to transform the town's image, strengthen civic pride, and improve the attractiveness of key spaces.

Many of the 2004 Vision's wider ambitions have since been delivered through sustained investment over the past two decades, including significant public realm enhancements to the riverside and town centre, alongside the introduction of wayfinding, lighting, and supporting infrastructure.

Building on this progress, the Littlehampton Town Centre Strategy for 2022-2030, which provides the current framework for all ADC and LTC town centre activity, places a strong emphasis on creating a vibrant, distinctive and culturally active town centre. This strategy and its delivery actions were developed in response to online and in person consultation at community events delivered in July & August 2022, resulting in 130 responses.

The strategy explicitly promotes the integration of arts and culture, including actions to "bring more art into the town" and to use spaces to "brighten up the town, making the space more inviting and vibrant." The strategy also seeks to establish a clear destination identity, enhance the quality and attractiveness of the public realm, and deliver a welcoming environment that supports community activity and economic vitality.

Extensive consultation carried out by Littlehampton Museum in 2024 resulted in feedback from 403 completed surveys, 52 attendees at workshops and 16 stakeholder interviews. Key recommendations underpinned by the consultation included interactive and immersive experiences, such as trails and pop-up displays around the town.

Furthermore, the introduction of high quality public art, showcasing and celebrating the unique features of Littlehampton has been requested by numerous

elected members through various forums, including the most recent request through the Littlehampton Town Centre Action Group by the then Chair of Arun District Council. Members representing all wards of Littlehampton, from all tiers of local government, will be invited to take part in the Vision workshop in September 2026.

The proposed project is therefore supported by adopted strategic priorities, all of which are underpinned by extensive public consultation and with the support of Littlehampton's elected representatives.

16. How will the project increase usage of the facility?

The introduction of a coordinated programme of high-quality public realm artwork has the potential to increase footfall within Littlehampton town centre by enhancing its overall attractiveness and appeal as a destination. The creation of visually striking, site-specific murals will contribute to a more distinctive and engaging environment, encouraging both residents and visitors to spend more time within the area.

Building on the art-based wayfinding scheme introduced in 2025, the project will use high-quality, accessible public artwork to encourage visitors to move from the higher visitor footfall areas of the seafront and riverside into the town centre. By creating visually engaging routes and destinations, the programme will draw people into the town centre itself, increasing visitors, dwell time and activity in key commercial areas.

This increased movement into the town centre is expected to support local businesses through greater passing trade, improved visibility and increased visitor spend, contributing to the council's ambition to strengthen vibrant and attractive town centres and the local visitor economy.

17. Does the project require planning permission and/or building control?

- ☐ Yes
- ☐ No

Has planning permission and/or building control been sought and granted?

- ☐ Yes
- ☐ No

Planning permission ref(s) (if applicable)

At the point of writing, no sites under consideration for Phase 1 of this project, or this S106 funding, require specific planning permission. This has been confirmed by ADC's Planning Team: "We.. are happy that the painting of murals directly onto existing walls wouldn't require planning permission. Part 2, Class C of the General

Permitted Development Order permits “the painting of the exterior of any building or work”, provided that the painting is “not for the purpose of advertisement, announcement or direction”.

16. Infrastructure proposals may have positive and negative implications for Climate Change although these should balance and mitigate supporting the Arun Local Plan 2018 being subject to Sustainability Appraisal. Where needed individual projects should undertake review on environmental impacts and their contribution to climate change and emission production. Please summarise what reviews have been carried to this regard:

A high-level review of environmental impacts has been undertaken in line with the council’s approach to climate change and sustainability. At this stage, no significant adverse impacts on climate change or emissions have been identified, as the project primarily involves artwork applied to existing structures within the public realm.

Consideration has been given to material selection, durability and maintenance to minimise environmental impact over the lifecycle of the artwork. Opportunities to incorporate sustainable materials and low-impact delivery methods will be explored as part of project development and specified in the procurement brief.

17. Assuming funds are approved to be transferred, please provide the name and bank account details to which we can transfer:

Arun District Council Cost Code: R11-430-RN07

(Economy Team – Littlehampton - Town Centre Activity)

Please provide:-

- a) a marked Location Plan of the proposed project site with boundary picked out in red (this should preferably be on an OS base and 1:500 or 1:1250 scale)
- b) alternatively, a sketch or diagram clarifying the precise area of land for the project and sufficient to enable identification of its location (if applicable).

See attached

Signed: Heather Allen

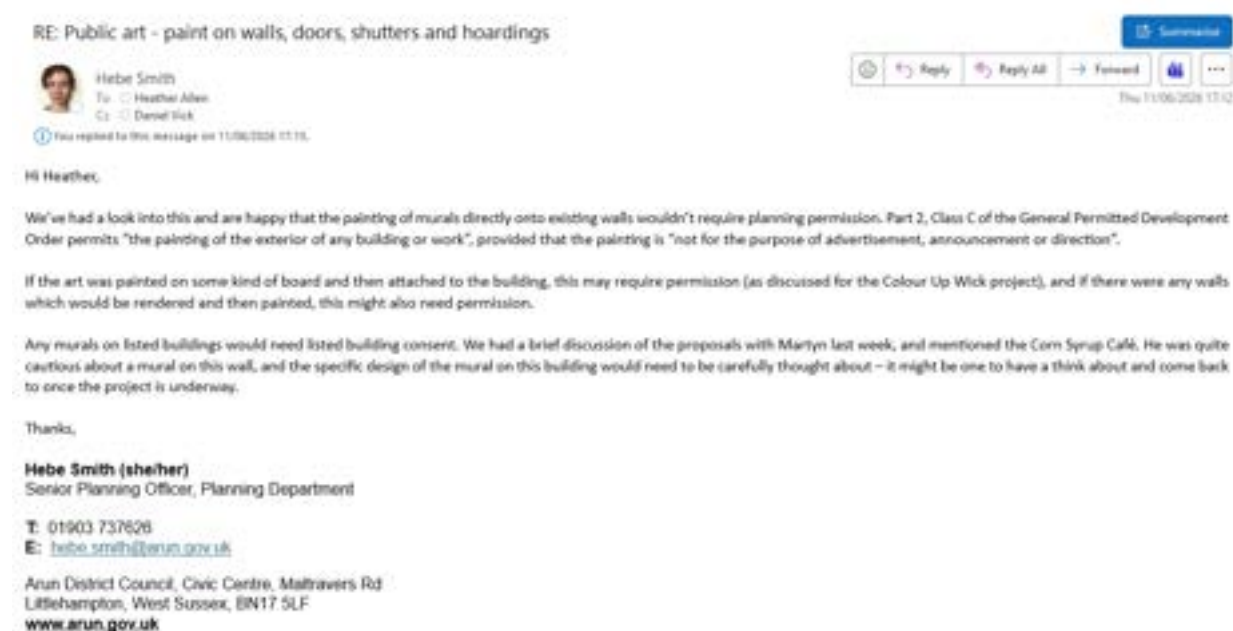
Dated: 22/06/2026

APPENDIX B: Email from Hebe Smith (ADC Planning) to Heather Allen (ADC Economy Team) 11 June 2026:

“(Planning Officers) have had a look into this and are happy that the painting of murals directly onto existing walls wouldn’t require planning permission. Part 2, Class C of the General Permitted Development Order permits “the painting of the exterior of any building or work”, provided that the painting is “not for the purpose of advertisement, announcement or direction”.

If the art was painted on some kind of board and then attached to the building, this may require permission (as discussed for the Colour Up Wick project), and if there were any walls which would be rendered and then painted, this might also need permission.

Any murals on listed buildings would need listed building consent. We had a brief discussion of the proposals with Martyn last week, and mentioned the Corn Syrup Café. He was quite cautious about a mural on this wall, and the specific design of the mural on this building would need to be carefully thought about – it might be one to have a think about and come back to once the project is underway. “



APPENDIX C: Potential locations for wall murals in and around Littlehampton Town Centre, all subject to owner / tenant permission.

	Rendered wall, both sections, electricity station, Anchor Springs
	Rendered wall, most likely part of freehold of 3B East St, Littlehampton BN17 6AU.
	Rendered wall 1, currently decorated, most likely part of freehold of The Arcade, BN17 5AB.
	Rendered wall 2, currently decorated, most likely part of freehold of The Arcade, BN17 5AB.
	Rendered wall 3, currently decorated, most likely part of freehold of The Arcade, BN17 5AB.



Rendered wall, most likely part of freehold of 1a Clifton Road, BN17 5AS.



Strip of visible rendered wall, most likely part of freehold of premises used by AYP Connect, 2 High Street, Littlehampton, BN17 5EE



Rendered wall, most likely part of freehold of 11 East Street, BN17 6AU.



Untreated brick wall, most likely part of freehold of premises used by Littlehampton Squash Club, Sparks Court, BN17 5ES.

*(RISKS *painting directly onto untreated brick increases maintenance responsibilities)*



Untreated brick wall, most likely part of freehold of 1 Beach Road, BN17 5HY.

*(RISKS *painting directly onto untreated brick increases maintenance responsibilities
** access issues for higher elevation – narrow passageway)*

APPENDIX D: Notes of meeting with Beccy East (Artswork)

Date: 20 July 2026

Attendees: Heather Allen (ADC), Beccy East (Artswork)

Key lessons from HA discussion with RE of Artswork, 20.07.26:

- *establish ownership and maintenance responsibilities before commissioning artwork*
- *work with long-term building owners wherever possible*
- *use formal agreements with property owners – examples of councils paying peppercorn rent for leases*
- *build maintenance, lifespan and coastal conditions into project planning.*
- *focus on delivering a small number of high-quality murals rather than a larger number of lower-impact projects.*
- *use an open and transparent artist selection process*
- *integrate QR codes to acknowledge artists and expand visitor experience*

Background on Artswork's public art projects

Beccy explained that all artwork delivered by Artswork since 2023 has formed part of its Young Cultural Changemakers Programme. Whilst this has included public art projects, the programme is equally focused on youth voice, youth leadership and participation, rather than public art delivery alone.

Littlehampton Railway Station mural (2023)

- graffiti-style mural at Littlehampton Railway Station delivered in 2023
- project was developed over approximately 8 months.
- involved long-term collaboration with Alternative Provision Centre and Arun Youth Partnership
- project also included an exhibition inside the station building.

Beccy noted that introducing street art into public spaces generated positive engagement and interaction with the local community. She also noted that high-quality mural artwork did not tend to get tagged or lead to additional tagging elsewhere.

Maintenance and ownership considerations

I asked what happens when murals begin to deteriorate or fade. Beccy advised that responsibility for the Littlehampton Railway Station mural rests with Network Rail, as the owner of the wall.

Key points noted:

- Artswork has no ongoing responsibility for the wall or artwork.
- Beccy maintains an informal interest in the condition of the mural and monitors it occasionally
- if required, the original artist could potentially return to undertake repair works or the mural could be repainted.
- even after approximately three years, the mural remains in good condition.

- the mural was painted directly onto an unpainted wall and did not replace any previous artwork.

Personal observation: This reinforces the importance of clearly establishing maintenance responsibilities before installation. Introducing artwork can create an ongoing maintenance obligation where none previously existed.

Advice regarding future mural locations

In relation to a potential mural programme in Littlehampton, Beccy advised:

- Priority should be given to working with long-term, established property owners – this is considered high priority – even over ultimate design

Legal agreements

Beccy noted examples where:

- councils have entered into formal agreements (licences) with wall owners and paid a nominal "peppercorn" rent
- agreements run for the anticipated lifespan of the artwork

She recommended agreeing the expected lifespan of any mural from the outset.

Lifespan and durability

Key points raised:

- Beccy suggested typical mural products have an expected lifespan of approximately **6-10 years**, depending on materials and location
- the coastal environment should be considered when selecting products and estimating longevity
- surface preparation is critical and should be carried out to a high standard before artwork is applied

Delivery approach

Beccy recommended:

- delivering one or two sites really well, rather than spreading resources too thinly
- considering the use of QR codes linked to information about the artwork, artist and interpretation and background information
- potential benefits include increased engagement, artist recognition and encouraging people to explore other artwork

Procurement and artist selection

Artwork typically commissions artists through **open calls**.

Notes from discussion included :

- assessment of artistic style and aesthetic quality;
- consideration of project themes;
- development of a realistic brief;
- allowing for a staged process where artists develop and present design concepts;

- making a selection between shortlisted options.

Future community engagement opportunity

Beccy advised that she will be working with Ben Kavanagh at the Littlehampton Town Show on 12 September, delivering street art workshops for families.

This may present an opportunity to gather community views on public art in Littlehampton, should project partners wish to pursue engagement activity at that stage.