

Littlehampton Business Forum Meeting

Tuesday 29 April 2025, 18:15
The Menu, Littlehampton

Attendees:

Representatives from 10 Businesses

Chair & Coordinator – Richard Groome (East Beach Guest House)
Security Facilitator – Paul (Bah Humbug)
Promotions Facilitator – Karolina (Party Things 2 Go)
Town Centre Maintenance Facilitator – Michael (Quality Textiles)
Area Communicator - Gemma (The Dolphin)
Area Communicator – Steve (The Menu)

Council Officers:

Sofia Chittenden – Communications & Marketing Manager (LTC)
Lucy Hall – Town Centre Strategy Project Officer (LTC)

Apologies

Events Facilitator – Mike (Pier Road Coffee & Art)
Area Communicator – Kirsty (Dillistone)
Area Communicator – Anita (Felix Dancewear)

Waterfront & Seafront – Vacant

1. Welcome and Introductions

The Chair opened the meeting and the group introduced themselves.

2. Action Plan Update

The Chair went through each part of the action plan and gathered updates.

Where actions have not yet been completed, can those responsible reach out if any help or support is needed.

- Security Facilitator met with the new Business Crime Reduction Partnership Manager. Lots of new users registered on DISC which has now been joined with Bognor Regis. Training sessions have been completed and there is now a training booklet available if anyone would like a copy. Feedback on the ADC Anti-Social Action Plan is required for each meeting. See also the separate update from ADC attached. Overall feedback from the businesses is that anti-social behaviour on the high street has drastically improved since this time last year.
- Town Centre Maintenance Facilitator has the contact details for the ADC Cleansing Team. Graffiti on the high street has now been removed. It was also

stated that the graffiti has been removed from around the Soul Bar & Kitchen on Pier Road. Issue relating to drains being blocked from the power washing of the pedestrian walkway will be passed to ADC for attention. A bin is required for Surrey Street, to be followed up by Michael.

- Promotions Facilitator to follow up with ADC regarding an understanding of the success of the latest coupon campaign ran alongside the zip wire. Good feedback from businesses regarding the vouchers and next time look at having an extended period for the use by dates. Visit Littlehampton independent trader videos are doing well with good feedback bringing positivity to the town centre area. Michael reported an increase of up to 25% in business as a result of the videos which brought in customers from Bognor Regis and Chichester.
- Promotions Facilitator to follow up the new LBF Website. To arrange a meeting to follow up website ideas. Now added to the action plan.
- Point 5 to be amended to have between 1 and 2 guest businesses from within LBF to share their marketing practices on how they build their businesses at each meeting. Gemma from The Dolphin has offered to be the first business at the June meeting.
- Point 6 to be amended as there has been some regeneration and growth workshops organised for the Autumn by the Sussex Hospitality & Tourism Network for all Littlehampton businesses to make use of.

Tuesday 9th September, 6pm to 8pm Victoria Hilditch Vinco Marketing: Secrets of Social Media

Tuesday 23th September 6pm to 8pm Sarah Thompson Sussex Kitchen: iPhone Food Photography for social media

Tuesday 7th October 1pm to 2.30pm Ben Walton: Email marketing for Hospitality Businesses

Tuesday 4th November 6pm to 8pm Andrew Mosley Consultancy: Developing your entrepreneur mind set

Tuesday 11th November 6pm to 8pm Lucy Pitt Sussex Exclusive: Content writing and Blogs with SEO.

Further training can be planned for the Spring and followed up with ADC

- Festival of Light – creating a large event over 2 weeks in November that could include all types of businesses and increase footfall in all areas of Littlehampton. Talks to be opened with Littlehampton Bonfire Society on how this could be combined.
- LTC are compiling a 'how to report' directory
- Visit Littlehampton website being updated and still work to be done to create a greater sense of attracting more visitors to Littlehampton. A community-based element being explored so there are clear marketing messages for all different types of uses of Littlehampton. Promotions Facilitator and Chair to follow up with LTC.

3. Update from Littlehampton Town Council

- Event Forum meeting was well attended and created to bring together all organisations and businesses who organise events. Event Facilitator to attend next meeting on 22nd May as a LBF representative along with the chair.
- Signage Audit is being completed

- Easter Event high street event feedback required from the businesses.

4. Chair & note taker for next meeting

- Richard Groome will be the chair for June meeting.
- Future meeting dates will be set for the rest of the year and will be published with the minutes. Facilitator & Communicator meetings will happen between the main meetings. Dates to be agreed and sent out also. Note takers will be agreed closer to the time.

AOB

Updates from Arun District Council

- See attached update from ADC

Town Centre Action Group

- Coordinator and 2 further representatives from the LBF will attend each meeting. Paul Wakeman and Karolina Bania to attend in May and feedback to the group at next meeting.

Easter Event

- It was discussed if the Easter High Street Events could be extended along Beach Road. Due to the size of the current events it was discussed that this would not be currently possible.

New Businesses Welcomed to Littlehampton

- Ice Cream store on the high street
- FitmFun