



**SHW**

**MAKING  
PROPERTY  
WORK**  
SHW.CO.UK

# **RETAIL IMPACT REPORT**

**13TH NOVEMBER 2025**

**Prepared for:**

Contact Laura Jackson  
Company Persimmon (Thames Valley)

**Property**

HAMPTON PARK LITTLEHAMPTON

**Prepared by:**

Richard Pyne  
SHW LLP

## BRIEF

SHW have been asked to provide a report looking at the impact the local centre at Hampton Park may have on Littlehampton's retail offering.

We therefore report as follows:

## EXECUTIVE SUMMARY

- Hampton Park is a mixed-use development lying to the North of Littlehampton
- Up to 1,260 homes are permitted under outline consent LU/141/11, of which 709 have been consented
- Planning for retail and community uses is proposed in the local centre

## LOCATION

Hampton Park is located approximately 1.5 miles to the north Littlehampton Town Centre along the newly formed A284 link road (known as Nightingale Way) providing greater access to A27 to the north.

Littlehampton lies between Rustington approximately 2 miles to the East and Bognor Regis, approximately 8 miles to the West. An end of line Mainline Railway Station is located in the town centre providing a regular service to London and across the South.

Nearby retail occupiers include Morrisons, Aldi, Next, Sainsburys, Tesco, Currys and Wickes.

## DESCRIPTION

Hampton Park local centre will provide 1,472sqm of flexible retail opportunities suitable for a range of occupiers whether they are local independent traders or a single national occupier.

The local centre has exceptional frontage whether you are coming from the north or the south. It is located adjacent to Nightingale Way (the Lymminster Bypass) and accessed immediately off the main roundabout into Hampton Park.

To support the local centre there will be 108 car parking spaces including disabled bays and electric charging points.

## THE LOCAL RETAIL MARKET

Littlehampton's retail market has struggled being overshadowed by Rustington and Worthing in the East and Bognor Regis and Chichester in the West. The retail scene has changed considerably over the past 15 years. Once the names such as New Look, Gamley's Toy Store, Woolworths and Waitrose were all in the town centre. All have now gone and been replaced by small independent retailers. It therefore lacks the pull of a destination area of shopping. Greggs and Costa have come into the town centre, but these tend to support an existing function, rather than act as main driver for retail activity. As such it remains a town of independents compared with its neighbours.

Lidl opened in New Road Littlehampton on the former garden centre site, circa 2011 which has helped the town from a food shopping perspective especially with Waitrose closing a few years later and relocating to Rustington. There is also Sainsburys on the High Street which further diversifies the food retail offering.

The wider area, however, has seen good expansion at its northern boundaries, initially with Broad Piece and Tesco Extra plus Currys and Wickes. Then Morrisons Supermarket on Hawthorn Road.

Littlehampton did have one of Sussex's major employers in Body Shop. However, they left Littlehampton in 2023/4. There are now plans for more out of town retail with M&S Foods and Lidl being potential occupiers.

Just to the West of Hampton Park is an office building which has been vacant for a number of years. There is now planning in for this to be developed into a 20,000 sqft Aldi Supermarket. Farmfoods is located in Wick a northern suburb of Littlehampton. Wick is accessed off the shared Wick roundabout with Morrisons and the B2284 Lyminster Road to the south of Hampton Park.

At present there is no food or retail offering within walking distance of Hampton Park.

## DEMOGRAPHIC & CATCHMENT

By virtue of the homes being delivered Hampton Park, it will generate its own population and local spending power. Clearly this will assist in supporting the existing retail offering in the town centre and wider surroundings. However, given the lack of provision within walking distance of the development site, it is considered that a retail offering at Hampton Park will be well received by its residents.

The surrounding broader Littlehampton area offers access to the seaside town's existing amenities, shops, transport connections (rail to Brighton/Worthing/London) and nearby residential markets.

The location benefits from limited direct large-scale retail competition within the immediate site – the development site therefore presents an opportunity to anchor local convenience, comparison and service retail that serves the new community as well as nearby existing residents.

## SITE STRENGTHS & CONSTRAINTS FOR RETAIL

### Strengths:

- Significant new resident base: good demand potential.
- Infrastructure improvements (road links) and enhanced access.
- The opening of Nightingale Way (Lyminster Bypass) as a functioning bypass allowing direct access from A27 to the town centre.
- Ability to deliver modern retail units embedded in mixed use (residential above retail, employment nearby) – good for footfall synergy.
- Opportunity to establish the retail offer early in the lifecycle of the neighbourhood, capturing market before leakage to other centres.

### Constraints / Risks:

- The development is still under construction; full occupancy and maturity of retail demand will lag housing delivery.
- The size of retail (1,472m<sup>2</sup>) is moderate — so selection of tenants must be carefully curated to achieve critical mass but not over-supply.
- Accessibility / transport will be facilitated as the development establishes. The new Nightingale Way provides bus, pedestrian and cycle links that will likely be diverted into the development site. A more local convenience provision means a higher number of pedestrian and cycle trips will be made. Initially, however there may be reliance on car-borne trips for convenience uses.
- Competition from existing Littlehampton town centre (and other nearby retail centres) may lead to leakage of spend unless the local offer differentiates.

## RETAIL DEMAND & TRADING POTENTIAL

- New housing: Each new household will generate demand for convenience shopping (food/grocery, pharmacy, household goods), personal services (hair, dry-cleaning, veterinary), café/coffee and local comparison goods.
- Community use: A community centre is proposed as part of the local centre, along with a large civic public open space; these will increase the attractiveness of the area and generate footfall that can support the proposed retail floorspace.
- Location and catchment: Being part of Littlehampton, the site draws from the broader seaside town catchment, plus passing traffic via A259/A27 corridor which offers some additional spend opportunity.

## LIKELY RETAIL MIX & GFA (GROSS FLOOR AREA) ASSUMPTIONS

Given the planning consent for up to 1,472 m<sup>2</sup> of Class A local facilities, a suggested breakdown could be:

- Convenience anchor (supermarket or large convenience store) – say ~450- 1,000 m<sup>2</sup>
- Smaller retail units (specialist shops, comparison goods) – ~40-150 m<sup>2</sup>
- Food & beverage / café / restaurant units – ~150 m<sup>2</sup>
- Local service units (dry cleaning, salon, medical/health) – ~40 - 150 m<sup>2</sup>
- Some flexible units for pop-up or community retail / artisan market space to add vibrancy. This mix should seek to meet capture of local household spend for convenience, limit leakage, provide local destination appeal and complement, not compete with, the town centre.

## OCCUPIER & TENANT STRATEGY

- Anchor convenience retailer should be secured early, as a draw and stabiliser for other units.
- Local services (pharmacy, dentist, optician) are valuable for resident base and help maintain regular footfall.
- Cafés/restaurants should be space-designed with spill-out/shared spaces to generate vibrancy.
- Specialist independent retailers (artisan food, home décor, gifts) can benefit from the new neighbourhood feel and appeal to both residents and visitors.
- Flexible leasing terms / pop-up spaces to support start-ups, local entrepreneurs, community markets — this will enhance uniqueness and prevent bland chain-heavy feel.
- Mixed use above retail (residential) may allow for higher rents, but management of hours, services, and footfall must suit residential amenity.

## COMPETITIVE ENVIRONMENT

- Littlehampton already provides established retail, leisure and services
- There are larger regional centres (Worthing, Chichester) accessible by road/rail; for major shopping residents the new local centre should focus on 'top-up' convenience, everyday essentials, personal services, and community retail.
- The infrastructure improvements (Lyminster Bypass, link roads within Hampton Park) will improve accessibility.
- The local centre has been designed with the local community in mind allowing easy foot access from all sides of the development to the civic open space and community centre. Car parking will also be available.
- The novelty of a new neighbourhood centre can attract retailers and local shoppers if delivered with high quality and good design. Together with the open space and community centre the local centre

has been designed for ease of access for residents and have good ratio of parking for both residents and visitors.

## **ECONOMIC & EMPLOYMENT IMPACT**

- The retail component will generate direct employment: store staff, management, service roles, café/restaurant staff, and indirect roles.
- Increased local spend will support the broader Littlehampton economy – increased retention of spend locally.
- The development of new retail will also enhance property values for adjacent residential phases and strengthen the overall investment case of the development.
- There is potential for the centre to become a local hub, supporting community cohesion (given the presence of community centre and the civic open space) and thereby creating a sustainable commercial environment.

## **SUMMARY & CONCLUSION**

The proposed local centre at Hampton Park presents a strong opportunity to deliver a well-designed neighbourhood retail centre that supports both the on-site residential growth and the wider Littlehampton area. With the retail consent, and a large resident base in build, there is favourable demand potential.

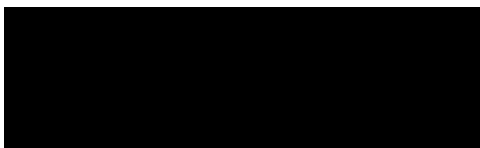
Success will depend on securing a strong convenience anchor early, achieving a balanced tenant mix, delivering high-quality public realm and access. The retail centre will keep spend in Littlehampton, enhance local employment, and become a sustainable everyday destination for the community and be a positive for the local economy.

Yours sincerely

A solid black rectangular box used to redact a signature.

RWA Pyne

For and on behalf of  
Stiles Harold Williams Partnership LLP

A solid black rectangular box used to redact a signature.