



Statement of Community Involvement

Premier Inn Hotels Ltd

Premier Inn

Avon Road

Littlehampton

April 2025

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APPENDIX OF CONSULTATION MATERIALS - separate document

1. EXECUTIVE SUMMARY

- 1.1 As part of its commitment to engaging with the local community, Premier Inn Hotels Ltd (the Applicant) appointed Marengo Communications, an independent specialist public consultation company, to undertake the pre-application community and stakeholder consultation for the development of a 130-bed Premier Inn and associated car parking on the site of the former Waitrose supermarket on Avon Road, Littlehampton.
- 1.2 The supermarket closed in 2015. The site is divided into two distinct areas, separated by Avon Rd: the derelict former supermarket building lies to the south, and the former supermarket car park lies to the north.
- 1.3 This Statement of Community Involvement (SCI) document provides a record of the pre-application community and political engagement carried out between January 2025 and March 2025 on the proposals for the site. It includes the feedback received during the consultation and the Applicant's response. It demonstrates that a thorough approach has been taken to pre-application consultation with local residents, businesses and community groups, as well as ongoing engagement with councillors and officers.
- 1.4 Activities undertaken as part of the consultation process have included:
- A community newsletter sent to businesses and residents in the local area, inviting them to attend in-person and/or online public consultation events and referring them to the project website
 - Introductory letter/email sent to stakeholders about plans to consult and a follow-on invitation to a preview of the public consultation materials and public exhibition in February 2025
 - Press release on upcoming consultation events
 - Advertisements placed in the local newspaper
 - Preview meeting with stakeholders in February 2025, to view the proposals ahead of the public consultation events
 - An in-person exhibition held in February 2025
 - Provision of feedback forms at the exhibition, enabling residents and local community members to provide feedback on the proposals
 - A project website launched at the start of the consultation period and updated at key points, to enable the local and wider community to view the proposals and leave feedback
- 1.5 Throughout the consultation process, a Freephone telephone number [REDACTED] and project email address [REDACTED] managed by Marengo Communications) has been available to enable residents, businesses, and stakeholders to get in touch for further information, to raise concerns and provide feedback. Comments

could also be sent to the project team via a Freepost address, with Freepost envelopes available at the exhibitions and on request.

- 1.6 The feedback set out in this report is drawn from over 97 individual pieces of feedback that have been collected through the consultation process.
- 1.7 The feedback received during the consultation period was overwhelmingly positive and supportive of the plans for a Premier Inn at this site. The feedback form provided at the public consultation asked people to give their overall view of the proposals: 99% (77/ 78) of those who provided a response were supportive. All of those who provided feedback via email were supportive of the proposed development.
- 1.8 The main themes from feedback received on the proposals as presented at consultation were:
- The plans are welcomed, with the overwhelmingly expressed view that the plans for a Premier Inn in Littlehampton will be a good thing for the town.
 - Regeneration of the site is welcomed.
 - Jobs, tourism boost and economic benefits are seen as positives.
 - Design - the design of the hotel was seen positively by most, but there were also those who felt it was too uniform/boring/unappealing and could be improved.
 - Materials choice - several respondents would like to see inclusion of flint/tiles and there was concern about keeping colours bright rather than too dark.
 - Landscaping and sustainability measures are supported.
 - Pavement frontage plans are generally viewed positively, but there are concerns about proximity of buses to the hotel entrance/restaurant.
 - Construction management - some concerns about potential impact of construction on local businesses/bus connections.
 - Hotel use - some concerns about use of the hotel by those seeking asylum/homeless people.
- 1.9 This document demonstrates that the Applicant has actively informed and involved the local community about the proposals for development of the site, in accordance with Arun District Council's Statement of Community Involvement (adopted January 2024) and The National Planning Policy Framework (updated February 2025). It gives an overview of all consultation activity undertaken prior to the current planning application submission.
- 1.10 The Applicant remains committed to ongoing engagement with the local community and stakeholders as the planning application progresses through the planning process.

2. POLICY FRAMEWORK AND CONSULTATION PROCESS

- 2.1 The programme outlined in this SCI reflects the principles for consultation in the Localism Act (November 2011) and in the revised National Planning Policy Framework (NPPF) (updated February 2025). Specifically, paragraph 40 of the NPPF states that: “Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.” Paragraph 137 also states that “Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.” This report has been written in accordance with national and local planning policy regarding community engagement and involvement.
- 2.2 The consultation programme also fully embraces The Statement of Community Involvement (SCI) produced by Arun District Council (adopted January 2024).
- 2.3 A range of consultation tools was used to ensure residents and businesses near the site, as well as stakeholders and members of the wider community, were aware of the proposals and had an opportunity to provide feedback on the detailed plans for the proposed hotel.
- 2.4 Pre-application public consultation with stakeholders and the community was undertaken in January and February 2025. This enabled the sharing of the proposals for the site and allowed feedback to be collected on the detailed design proposals ahead of the preparation of a planning application for submission to Arun District Council.
- 2.5 The consultation process is summarised in the table below.

Date	Action
24 th January 2025	Initial outreach letter/email to identified political stakeholders, including members of Arun District council leadership, Arun DC ward members, members of Arun DC Planning Committee, Littlehampton Town Council councillors, West Sussex County councillor for site division, and the MP for Bognor Regis and Littlehampton
29 th January 2025	Launch of the consultation project website, www.premierinn-avonroad.co.uk , where all consultation material was made available to the public and feedback could be submitted
29 th January 2025	Stakeholder letter/email and community newsletter issued to identified political stakeholders and community groups, including previously contacted political stakeholders and local civic societies
29 th January 2025	Community Newsletter and invitation to the public exhibition on the proposals, issued via 1 st class Royal Mail to 570 resident and business addresses in the vicinity of the site
30 th January 2025	Press release on purchase of site and plans to consult later in year, issued to local media: articles appeared in local press and on social media (The Argus, Sussex World, West Sussex County Times; Arun District Matters)
30 th January & 6 th February 2025	Advert about the consultation event placed in the Littlehampton Gazette, appearing in 30 th January and 6 th February editions

12 th February 2025	Meeting with immediate neighbour
12 th February 2025	Stakeholder preview of public exhibition materials, 1pm-2pm
12 th February 2025	On-site Public Consultation: In-person exhibition, 2pm-7.30pm
26 th February 2025	Close of the pre-submission public consultation

2.6 The key activities in the consultation process were underpinned by:

The consultation area

2.6.1 A Community Newsletter inviting the local community to participate in the public consultation was posted to 570 resident and business addresses surrounding the site, on the 29th January 2025.

- A copy of the distribution area can be seen in Appendix 1a.
- A copy of the Community Newsletter can be seen in Appendix 1b.

Project contact methods

2.6.2 Throughout the process, a telephone number (0800 689 5209) and e-mail address (info@premierinn-avonroad.co.uk) were supplied and managed by Marengo Communications, providing further information to residents, businesses, and stakeholders on request.

Consultation website

2.6.3 A bespoke project website (www.premierinn-avonroad.co.uk), was launched on 29th January 2025. The website provided information about the site, the Applicant, and the upcoming public consultation. The website was updated at the time of the in-person public exhibition, with exhibition materials made available to view/download. Visitors to the website had the option to complete and submit an online version of the consultation feedback form.

At the point of writing this report, the website has been viewed 2,151 times, by 1,059 unique users.

A copy of the information displayed through the consultation website can be seen in Appendix 1f.

Media

2.6.4 To reach the wider community beyond the Community Newsletter mailing area, a press release about the proposed development was issued to the local media, with articles appearing in local media and social media at the outset of the consultation period (The Argus, Sussex World, West Sussex County Times, Arun District Matters), and further articles appearing at the time of the public exhibition (See Appendix 1d).

An advertisement publicising the consultation event was placed in the Littlehampton Gazette, for the fortnight leading into the public consultation event in February 2025 (See Appendix 1e).

3. STAKEHOLDER ENGAGEMENT

3.1 As part of the consultation process, the Applicant made contact with local stakeholders in January 2025, giving notice of the Applicant’s intention to hold a public consultation on proposals for the site, with an offer to meet ahead of the consultation or at the stakeholder preview being offered on the day of the public exhibition. Following this initial contact, a further stakeholder letter/email was issued at the end of January 2025, to coincide with the launch of the public consultation. Stakeholders were sent a copy of the Community Newsletter about the public exhibition, with contact was also made with a range of community groups and business organisations at this point. See Appendix 1c for sample stakeholder correspondence.

During the course of the consultation period, contact was made with the following stakeholders:

Arun District Council

- Leadership – Leaders and Deputy leaders of each party
- Ward members for River Ward (site ward)
- Planning Committee members

Littlehampton Town Council

- Ward members for River Ward (site ward)
- All members of Littlehampton Town Council
- All members of Littlehampton Town Council Planning and Transportation Committee

MP for Bognor Regis and Littlehampton

- Alison Griffiths MP

West Sussex County Council

- Division member for Littlehampton Town (site division)

Other stakeholders/organisations

- The Littlehampton Society
- Littlehampton Museum
- River Beach Primary School
- Arun Business Partnership
- Littlehampton Regeneration (Arun DC)
- Business West Sussex
- Visit Littlehampton

All stakeholders were invited to attend a preview of the exhibition materials and were also invited to attend the public consultation events.

3.2 The following meetings were offered to local stakeholders as a result of this outreach:

Date	Action
12 th February 2025 1pm-2pm Preview	Stakeholder Preview meeting of proposals, ahead of public consultation exhibition at the New Millenium Chamber, The Manor House,

	Littlehampton. Members instead chose to attend during the exhibition itself, including several representatives of Arun District Council and Littlehampton Town Council.
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3.3 Discussions with stakeholders were positive, with broad support for the regeneration of the site and positive comments about the economic benefits that a Premier Inn could bring to the regeneration of the site, and to Littlehampton's tourism offer. The following points summarise the questions and topics that were discussed in-person with stakeholders or via letter/email correspondence:

- Plans for demolition
- Design details – frontage and Avon Road design
- Parking
- Style of Premier Inn
- Heritage
- Premier Inn operations/deliveries
- Provision for disabled people – rooms, access to hotel
- Restaurant offer
- Jobs & recruitment
- Concern over possible use of hotel by asylum seekers
- Sustainability/environmental considerations

4. PRE-SUBMISSION PUBLIC CONSULTATION

4.1 The pre-submission public consultation was designed to present the proposals in advance of submitting a planning application to Arun District Council and aimed to understand local views towards the proposals. Consultation took the form of a one day in-person public exhibition, advertised to the local area via newsletter and to the wider community via advert and press release.

Publicity

4.2 To ensure that residents and businesses, as well as wider community groups, knew about the consultation events, the Applicant endeavoured to promote the consultation to the wider community. The publicity included:

- Letters/emails issued to key stakeholders and community organisations
- A Community Newsletter invitation was issued to 570 resident and business addresses (Consultation area map, Appendix 1a; Community Newsletter invitation Appendix 1b)
- Press release issued to local media (Appendix 1d, associated articles)
- Advert placed in the Littlehampton Gazette (Appendix 1e)

Public consultation activities

4.3 A period of public consultation was held from 12th February to 26th February 2025, with immediate neighbours, residents and the wider community offered a range of options to find out more about the proposed development. The project team presenting these proposals included representatives from the Applicant, Axiom Architects, Walshingham Planning, RGP Transport & Infrastructure, and Marengo Communications.

In-person public exhibition

4.3.1 During this time, one in-person public consultation event was held at the close to the site, where the proposals were presented to stakeholders and members of the public to elicit their views. Members of the project team were on hand to answer questions, explain materials and listen to feedback.

Event details:

Date	Event	Time	Location	Number of Attendees
Public Consultation Event				
12 th February 2025	Public Consultation Exhibition	2pm – 7.30pm	New Millennium Chamber, The Manor House, Littlehampton	170

The public exhibition included the following information displayed on banners and site plans:

- Welcome
- About the site
- Opportunities and constraints
- Design development

- Our proposed hotel
- About Premier Inn
- New jobs and investment
- Transport – travel, parking, deliveries & servicing
- Sustainability
- Next Steps
- Feedback

Hard copies of the exhibition materials were made available upon request at the exhibition. Following on from the exhibition, banner copies were available to view and download from the project website. See Appendix 1g for a copy of the exhibition banners displayed at the in-person public consultation events.

Project website

- 4.3.2 Public consultation publicity materials directed recipients to the project website, www.premierinn-avonroad.co.uk, which was launched on 29th January 2025. The website, which offered online feedback options, has been updated at regular intervals during the consultation process and remains live to view. See Appendix 1f.

Feedback Mechanisms

- 4.3.3 Members of the public who attended the exhibition were asked to complete a feedback form on the proposals, to record their views on different aspects of the scheme (see Appendix 1h). Forms could be left in the feedback box at the exhibition or returned using a supplied Freepost envelope/Freepost address (Freepost CONSULTATION REPLY). Feedback could also be left via the project email address: info@premierinn-avonroad.co.uk.

A dedicated Freephone number (0800 689 5209) was provided so that any interested parties could ask questions and provide feedback via direct communication with the project team. This included being able to request hard copies of the proposals and materials displayed on the website; these could be sent out, alongside a paper feedback form and freepost envelope for return of the form. No requests were received for hard copy feedback forms during the period of public consultation.

Neighbour meetings

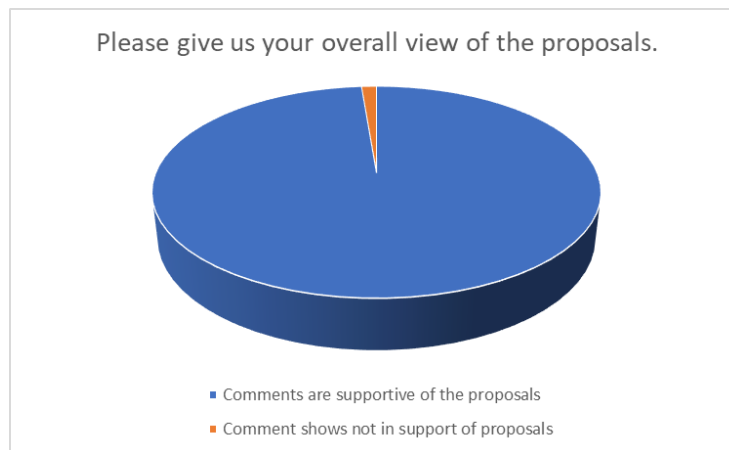
- 4.4 The Project team met with one close neighbour ahead of the public consultation event. The key aspects discussed during this meeting included:
- Proximity to the proposed hotel
 - Plans for the new hotel
 - Construction traffic/impact
 - Any potential overlooking/privacy concerns
 - Parking/access along Avon Road

5. FEEDBACK ANALYSIS

- 5.1 Stakeholders, residents and members of the wider community who took part in the public consultation were encouraged to complete a feedback form, to record their views on key aspects of the proposals, to obtain structured feedback.
- 5.2 170 members of the local community attended the in-person exhibition. Of these, just over 40% completed a feedback form at the exhibition, which is a higher than typical return rate of feedback at an event of this nature.
- 5.3 The feedback set out in this report is drawn from 97 sets of written feedback collected during the public consultation period, which closed on 26th February 2025, through all feedback mechanisms:
- 69 feedback forms submitted at the exhibition
 - 5 feedback forms received through the post, during the period of public consultation
 - 17 sets of feedback received via the online feedback form
 - 6 enquiries/pieces of feedback submitted via the project email address
- 5.4 In addition to collecting contact data, the form contained three open questions, with space to record individual comments:
- Q1 Please give us your views on the approach we have taken to designing the building.
Q2 Is there anything you think we have not considered as part of our plans?
Q3 Please give us your overall view of the proposals.

Summary of feedback response

- 5.5 The feedback received was overwhelmingly supportive of the plans to bring a Premier Inn hotel to the site on Avon Road.



- **99% (77/ 78) of those who provided a comment in response to Q3, which asked for overall views of the proposals, were supportive.**
- All of those who provided feedback via email were supportive of the proposed development.

5.6 Main themes from feedback

- **The plans are welcomed, with the overwhelmingly expressed view that the plans for a Premier Inn in Littlehampton will be a good thing for the town.**
- **Regeneration** of the site is welcomed.
- **Jobs, tourism boost and economic benefits** are seen as positives.
- **Design** - the design of the hotel was seen positively by most, but there were also those who felt it was too uniform/boring/unappealing and could be improved.
- **Materials choice** - several respondents would like to see inclusion of flint/tiles and there was concern about keeping colours bright rather than too dark.
- **Landscaping and sustainability** measures are supported.
- **Pavement frontage plans** are generally viewed positively, but there are concerns about proximity of buses to the hotel entrance/restaurant.
- **Construction management** - some concerns about potential impact of construction on local businesses/bus connections.
- **Hotel use** - some concerns about use of the hotel by immigrants/homeless people.

5.7 Qualitative Feedback from Feedback forms – Question by Question Analysis

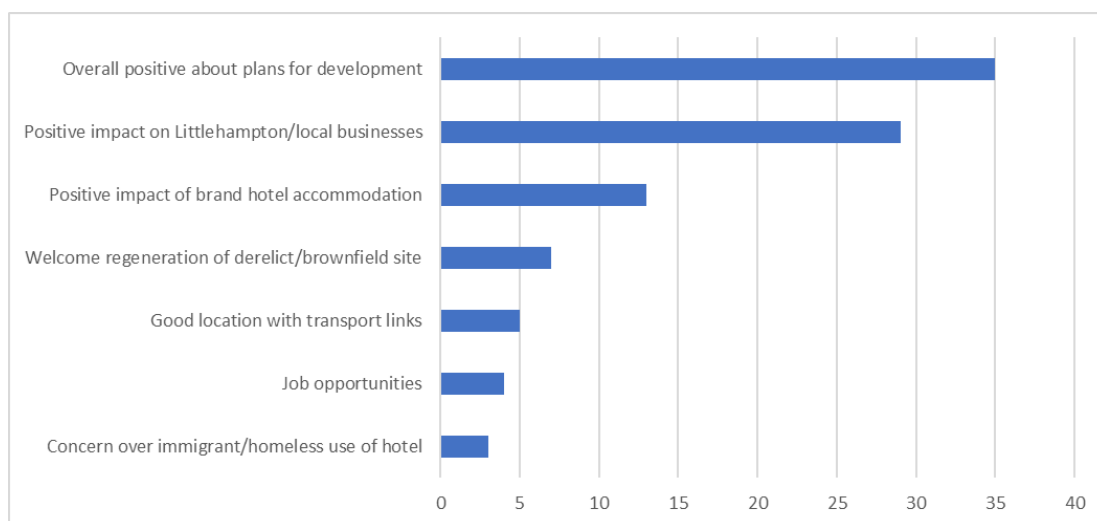
Responses provided to the three questions on the feedback form are summarised below, on a question-by-question basis. Each question produced comments touching on a range of themes. These themes have been identified and recorded within each question section - comments representative of the cross-section of views expressed have been extracted from the feedback received and included. The comments are recorded verbatim, other than spelling being corrected for clarity, and are shown in italics.

Q1 Please give us your views on the approach we have taken to designing the building.

Summary

- There was strong positive feedback in response to this question. All respondents provided a response to this question although many comments were about the broader positive impact of the general plan to bring a Premier Inn to Littlehampton, rather than design specifics.
- On the general design aesthetic, 72% (21/29) of those who commented on this aspect were supportive of the design shown, with 27% (8/29) wanting to see something less uniform/boxy and more imaginative.
- Of those commenting on the scale/height of the proposed building, 75% (6/8) were supportive, with 25% (2/8) wanting more detail on side elevation and roofline considerations.
- Choice of materials and colour palette provided a mixed response, with 17 comments overall on this aspect: whilst some welcomed the mixed bricks, others were not sure, and several wanted to see flint incorporated. Those commenting on colour favoured a brighter palette.

Views on the broader aspects of the plans:



A cross-section of responses is included below.

<p>Positive about plans for development</p> <p><i>"A brilliant idea and much needed. 🍌"</i></p> <p><i>"All plans seem to be very good & can only be good for the town."</i></p> <p><i>"I think it is incredibly positive for Littlehampton and is a great opportunity to make a positive impact on Littlehampton town centre."</i></p> <p><i>"I am totally in favour of this project and am excited to see a large company setting up in Littlehampton! It has been a waste ground there, for too long."</i></p> <p><i>"I think it will be a great asset to the town, developing a site that was abandoned for the last 10 years and providing a much needed hotel would be of huge benefit."</i></p> <p><i>"All in favour of this hotel in Littlehampton a plus for the town and community. Impressive exhibition. Sooner the better."</i></p>	<p>Positive about economic and tourism impact</p> <p><i>"Welcome a Business project – better for local economy"</i></p> <p><i>"Could help keep local restaurants etc viable useful for visiting friends & relatives"</i></p> <p><i>"Very much in favour of this proposal. It will 'lift' the profile of Littlehampton which is a delightful seaside/riverside small town. It will bring jobs & people to the High Street."</i></p> <p><i>"I wish you every success with your new venture - great news for both Littlehampton residents and business owners. Hopefully we see a welcome uplift in interest in the vacant retail units now you've announced your plans for investment."</i></p>
<p>Brand hotel and hotel accommodation</p> <p><i>"The proposed development for Littlehampton Town Centre will be a great improvement to the town and surrounding area. The provision of a quality hotel will bring much needed accommodation to the area whilst bringing much needed employment to the area...Those staying at the hotel will bring much needed revenue to the area and thus the subsequent additional benefit to local businesses and the supply chain. A positive proposal for the area."</i></p> <p><i>"Over the years we've been in business in Littlehampton, a common complaint amongst visitors and customers is the lack of any hotel accommodation in Littlehampton. While there are guest houses on South Terrace, these are mostly closed for the winter period. Owners are non-VAT registered and close once they reach the VAT threshold which leaves the town and seafront with no overnight in--town accommodation. So it's great news you're coming here."</i></p> <p><i>"As the Millennium Chamber host wedding this would be an ideal provision for accommodation There is nothing else available within the town."</i></p> <p><i>"I think it will be amazing for anyone to have a Premier Inn for anyone to stay if they need to."</i></p>	
<p>Regeneration of derelict site</p> <p><i>"I think it is great that you are redeveloping the whole site – supermarket building and car park – because both sites have been neglected for far too long."</i></p>	

"I am very much in favour of Premier Inn proposals for Littlehampton great use of a brownfield site left to wilt for 10 years."

"It looks good to me. This is an eyesore that cries out to be developed."

"From the very first time I heard of the whole idea I think it is a massive positive thing to undertake! It will improve the whole area and give that rundown corner a purpose."

Concern over use of hotel

"Do you give absolute guarantee it will not be a migrant hotel within a few months of completion?"

"...Businesses affected already by drug users and homeless people on the high street in Littlehampton are fearful that drug dealers will rent rooms and deal from them. Premier Inn need to advise how they will tackle these issues, evident in the town already for the residents, that want the area to improve."

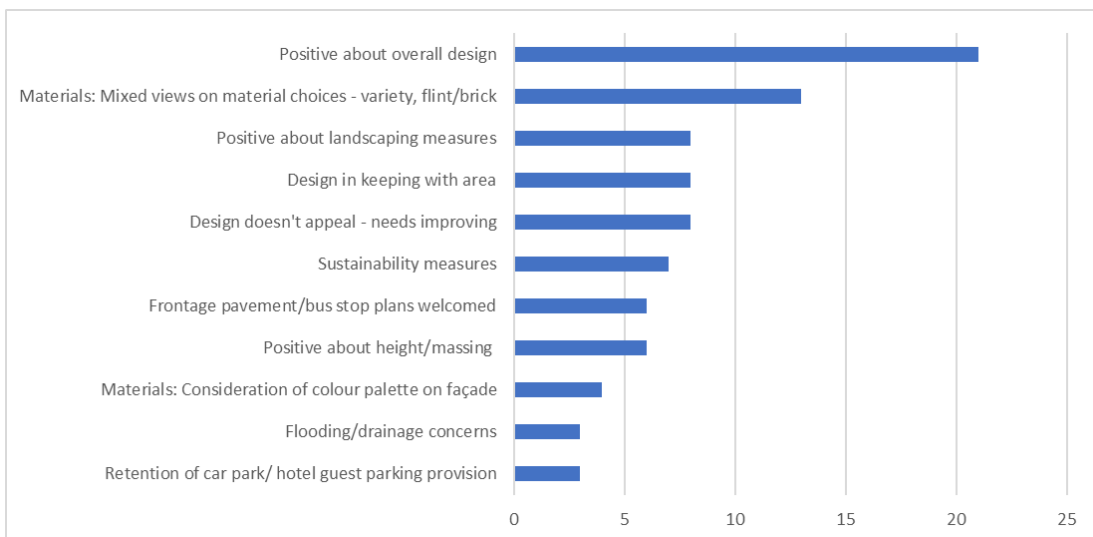
Location and public transport

"Good locations and site, for buses and town centre. And good transport and good place for visitors to stay."

Not wanted here

"I think it's in the wrong place for the town. If it were on the seafront then it could be an asset to the town. However, the proposed redevelopment is in the wrong location and does nothing for the overall redevelopment needs of the town. It needs a more radical and wider redevelopment to replace most of the high streets."

Views on Design – three or more mentions:



A cross-section of responses is included below.

Positive about overall design

"It appears to be an excellent design."

"I love the design of the building here because I love the materials pictures and plans of the layout too."

"I like the design, it is in keeping with the Premier Inn look and feel, but will also look good in our town."

"Looks to be a very good practical outline design."

"The plans show a good mix to try incorporate the surrounding areas. Although very simple the travel paths have been thought about and are very direct. The space has been used wisely and the rooms look to be of a good size."

"I like that you have taken into consideration the surrounding area and are intending to make the building look cohesive."

"Very impressed, especially with plans to re-use some materials from demolition of existing building. Also, artistic design and plans for landscaping and planting."

"I am excited to learn about this exciting plan and reassured by everything I have seen and heard today that every consideration has been given to the design."

<p><i>"Looks like a great design, a vast improvement on current appearance."</i></p> <p><i>"It looks like a good design that will age well. It will add something new to the town."</i></p> <p><i>"No problems with the design whatsoever. It's a corporate image & as on the main approach road, instantly recognizable Trade Mark. (But does look like a box of packed Kitkats.)"</i></p>	
<p>Design doesn't appeal</p> <p><i>"Very unimaginative, design needs addressing to be more harmonious and less rectangular and frankly boring."</i></p> <p><i>"I understand why it's the shape it is, but I hope it will have a variety of brick shapes and colours to stop it being boring."</i></p> <p><i>"Needs to have some architectural merit and not just a boring box. Please bring some architectural value to our town."</i></p> <p><i>"My opinion on design is, many buildings (especially houses) are devoid of features. Incorporating curves can be more pleasing to the eye than flat surface...Something that has an artistic angle may please the viewer. As an example the river front development has one building that is a round tower which breaks the monotony around it."</i></p>	
<p>Design in keeping</p> <p><i>"It will be important to blend the building into the local area and note the building already adjacent to Avon Road."</i></p> <p><i>"Appears to be in keeping with existing building and enhancing area with trees etc."</i></p> <p><i>"It appears to be sympathetic to the surrounding area."</i></p> <p><i>"The design is in keeping as there is nothing to compare it to."</i></p>	<p>Height and Massing</p> <p><i>"Very pleased it is NOT higher than 3 storeys – unlike the unfortunate Bloc Build next to the Academy (an eye sore!)"</i></p> <p><i>"...was pleased to see the height of the building would be the same and the design looks pleasant to look at."</i></p> <p><i>"The new slimmer design of the building will fit in well with existing building and keeping the same roof height will be good. Also will provide more space for the bus stops at the front."</i></p> <p><i>"One slight concern is the height will seem overbearing to the surrounding properties."</i></p>
<p>Materials – brick/flint</p> <p><i>"I like the way you have decided to use different brick colours and styles to break up the feel of a large building..."</i></p> <p><i>"Design looks good with the materials to be used."</i></p> <p><i>"Good. Some flint panels would be good. Flint faced buildings are elegant and detract from a rather blocky design."</i></p> <p><i>"Not sure about the contrasting brick frontage, but to be honest anything is better than what is there currently and I'm sure it will grow on me – Note future tense – I sincerely hope this will go ahead!!"</i></p> <p><i>"Very credible especially reusing the old bricks which have lost the harsh newness look. This will blend better. It seems there is a limited use of concrete thank goodness."</i></p>	<p>Materials – colour palette</p> <p><i>"Keep façade bright, less dark grey blockwork."</i></p> <p><i>"Varied use of colour in the materials seems very important to me, but please avoid too much grey."</i></p> <p><i>"I like the look of it, apart of gloomy(?), would like brighter colours."</i></p> <p>Sustainability and landscaping measures</p> <p><i>"You have looked at what will fit with the local environment and are using sustainable materials where possible."</i></p> <p><i>"Good to see sustainability factored in."</i></p> <p><i>"Fast charging electric point."</i></p> <p><i>"Heat pumps, solar panels give a very eco approach."</i></p> <p><i>"Nice to see plants & greenery added to such a sad disused site."</i></p> <p><i>"...also your development with trees and making the area a better feature will be a great bonus to Littlehampton."</i></p> <p><i>"Ensure rain water is retained and used for flushing toilets and any irrigation of watering plants."</i></p>
<p>Frontage/pavement plans</p> <p><i>"Front area/reception area will be a big improvement to the immediate area."</i></p> <p><i>"Building idea fine. But concerned about access to the building, both front and rear. The front entrance is adjacent the main location for buses. Often congested here. Route in and out for the rear access for deliveries is very narrow."</i></p> <p><i>"More space between the hotel from and the bus stop is good to see."</i></p> <p><i>"The plan to make the pavement wider outside to accommodate the bus stops is good."</i></p> <p><i>"Obviously the south side is already very busy with buses stopping. Could there be opportunity for combining facilities for buses & drivers with the bus company?"</i></p>	

Flooding/drainage

"Flooding is obviously an issue so good to see that considered."

"Drainage needs careful thought as flooding an issue in parts of town towards seafront."

"Our only concerns raised at the exhibition was in connection with flooding as we have been flooded five times in recent years and we are now unable to get insurance for our premises. The addition of 130 extra bathrooms and associated facilities for the bars and restaurant areas concerns us given the drainage problems in these areas and some reassurance that this will be addressed as part of the development process would be appreciated."

Parking considerations

"The parking spaces are adequate"

"Free parking for hotel users."

"Happy to see carpark remain."

Views on Design – fewer than three mentions:

- Accessibility measures welcomed (lift, entrance points)
- Want to see more detail to design plans/images
- Concern about height/roofline
- Concern about planned access to front and rear of hotel
- Inclusion of restaurant/bar welcomed
- Could Avon Rd be no-through?
- Drop off provision welcomed
- Pedestrian crossing needed
- Railway pick up?
- Provision of wifi
- Consideration of parking for immediate neighbours
- Include reference to Littlehampton in the design

Sample responses are included below.

"Access for guests and public considered. 2 lifts (tick)"

"Having a restaurant and bar for non-residents is an advantage too."

"There should be a clear pavement shown north of the building."

*"Design not entirely explicit – presumably *illegible*. To L/A's approval at planning stage. Would like to have seen a detailed picture of what the building would look like!"*

"I understand that the building consists of adding preconstructed parts together and that is why it is so box-shaped. Could not the be alleviated by varying the roofline slightly?"

"Building idea fine. But concerned about access to the building, both front and rear. The front entrance is adjacent the main location for buses. Often congested here. Route in and out for the rear access for deliveries is very narrow."

"As an immediate neighbour, I am conscious that consideration should be given to having a new pedestrian crossing in East St, to serve the hotel and local people. And to improve safety for pedestrians. The existing crossing to the High St works. But in order to get to it a pedestrian has to cross at a crossroads, with a blind corner (corner of East St and Church St."

"What is the point of Avon Rd being a through Rd? Can't it be utilised to add extra landscaping? You can have an entrance on Franciscan Way part of the Premier Inn without having to cross a road."

"Considerations for school drop offs are very appreciated."

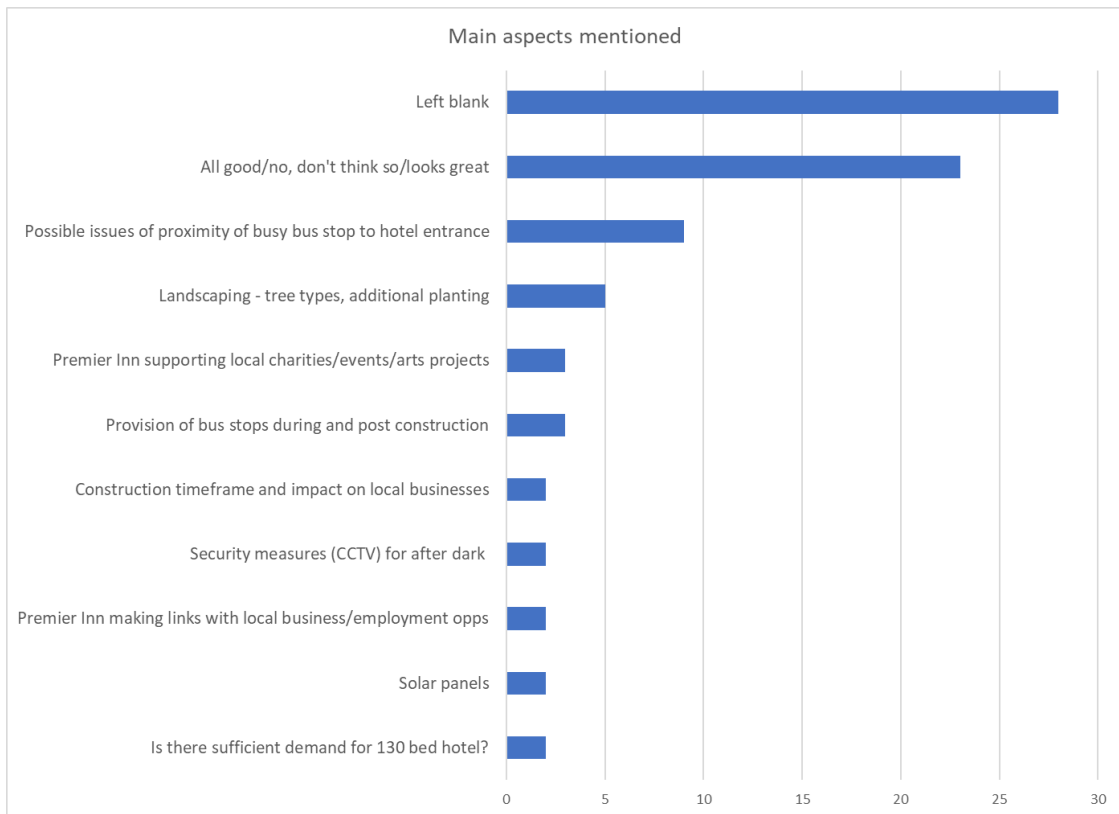
"Consideration needs to be given to nearby residents re parking."

"Free pickup from railway stations"

"Ensure free fast Wi-Fi for business users as well as all social clients"

"Give building a local identity – i.e. seaside location/ connection to Littlehampton"

Q2 Is there anything you think we have not considered as part of our plans?



Summary

- 31% of respondents (28/91) opted not to respond to this question.
- 25% (23/91) indicated that they felt everything had been considered.
- The main concern related to the proximity of the bus stops to the hotel entrance (8 comments).
- Other aspects mentioned more than twice included: a desire to see additional tree planting/landscaping; Premier Inn support for local concerns; provision of bus stops during and post construction.
- Many diverse aspects were commented on singly including aspects relating to hotel design, eco and sustainability measures, local road network speed and safety measures, parking and car park access, local facilities and suppliers and local heritage.

A cross-section of responses is included below.

Anything not considered? – Happy all covered

"All very good", "No, don't think so."

"Best thing that has happened in Littlehampton Town in a long while."

"Everything seems to have been covered."

"Impressed with the detail provided and the thought that has already been applied."

"Littlehampton is desperate to have something like this which will hopefully encourage more visitors to our town."

"A lot of thought has gone into the design I can see with varying the materials used so yes a lot of thought gone into the plans."

"Move faster."

Potential issues from proximity of bus stop to hotel entrance

"The bus terminal/bus stops will I feel impact on the front of the hotel. It is already chaotic at times in this area with very little shelter for persons waiting for buses."

"... A few years ago, Stagecoach introduced 'ecofriendly buses', which have large cooling fans. The noise from these can be literally deafening...Therefore I would suggest/recommend making contact with them to ensure that noise levels don't become an issue for your guests and staff."

"Constant buses parked along the road and queues of people. Toilets/restaurant would/could be used by travellers."

"Impact on the hotel restaurant of the Anchor Springs bus 'station'."

"Possible bus congestion at the entrance."

Bus stop relocation?

"This might be the perfect opportunity to think about relocating the bus terminal/interchange."

"My only concern was there were no bus stops in the picture however, the wording appeared to imply that anchor springs bus stops would remain. I would not approve if this were no longer there without a viable alternative location."

"Once given the approval by local planning during construction would the anchor springs bus stops be temp relocated? If it stays where it is I feel will not be good for the front of the hotel with the reception/restaurant area immediately in front of where people will be waiting for their buses. Also double deckers parking up + waiting will impact the general view of the frontage."

Hotel building design considerations

"Communal flooring to be serviceable."

"The only suggestion I would have is to separate the reception and restaurant properly. Although draft lobbies have been used, at times of multiple people entering/exiting this could cause backdrafts that are pretty cold to restaurant users. It's also a bit nicer to not be stared at whilst eating/checking in."

"Glad to see restaurant and rooms on ground floor for mobility/disabled clients/guests."

"No marking of the conservation Area which borders the site. Important context for the style of the building – listed buildings use local feature materials – flint brick tile hanging."

"External appearance – would you consider part "living wall" to break up blandness and add environmental factor."

Ecology and Landscaping

"Please consider more plants!"

"I notice that there are blobs of trees, but please consider planting more trees and greenery, and this is seriously lacking in the area."

"Re the greenery, please use something, if trees, that shades the area which softens what a car park can be liked. It will seem far more welcoming. In high summer that area could get very hot. Some of Chichester car parks have mature trees that do seem very in keeping. Avoid "corporate greenery"."

"Any more planting of trees, shrubs and flowers would be welcome as it has always been a bit of a desert."

Parking concerns

"Access to the Hotel from the car park would need to be on the North Side."

"Short term parking for school pickup."

"Parking is a massive issue in the local area, particularly around roads near River Beach school which is close to the proposed site and is already part of a school streets trial. As part of the redevelopment could you please push locally for parking permits to be introduced to local residents for surrounding roads to enable it to be more accessible for them to park near their own properties."

"But how many car space available?"

Sustainability considerations

"Fast charging, that can be used by all!?"

"Solar panels and have a green policy, use local supplies."

"No solar panels."

"Reference reduced water use! Good in theory, but too low a flowing tap can sometimes be frustrating and not provide a good hand wash limiting water supply to toilets can cause blockages. My experience of low-flow showers has not been good!"

"Recycling facilities for guests."

Access and safety on local road network

"Increase road width to allow buses to manoeuvre."

"? Ramp on Anchor Springs inside."

"I do not know if a new pedestrian crossing has been considered. However, it is my view that one is needed now and would be even more necessary in the future with the development of the hotel and likely an increased footfall and increased traffic. Especially given the fact that the route is one used by parents taking their children to school – walking this route."

"As you have a good night's sleep policy, you might want to consider applying for speed bumps around the hotel to slow down the noisy motorbikes and cars that like to speed through the town in the evenings."

Security concerns

"Hopefully there will be sufficient outside CCTV, especially focusing on the area on corner of alley."

"Sadly, I think you may have to take into consideration that Littlehampton town centre is affected by a small minority of people who choose to vandalise, steal and loiter in public areas smoking, drinking and drug-taking. They have caused a lot of trouble for businesses and have made the town centre unsafe after dark."

Construction management

"You seem to have it all covered, - I would really be encouraged to know on a timeframe that you anticipate a project like this would take to complete? I appreciate that not only is it the development and building the new Premier Inn but also the time to prepare the area, and the demolition of the current building."

"Is there likely to be major disruption to the main bus are during the South Elevation demolition as this is vital to the businesses at the Eastern end of the High Street from a trade point of view. ... What steps are likely to be taken to protect the local traders from the associated disruption and heavy traffic around Anchor Springs?"

Demand for hotel rooms

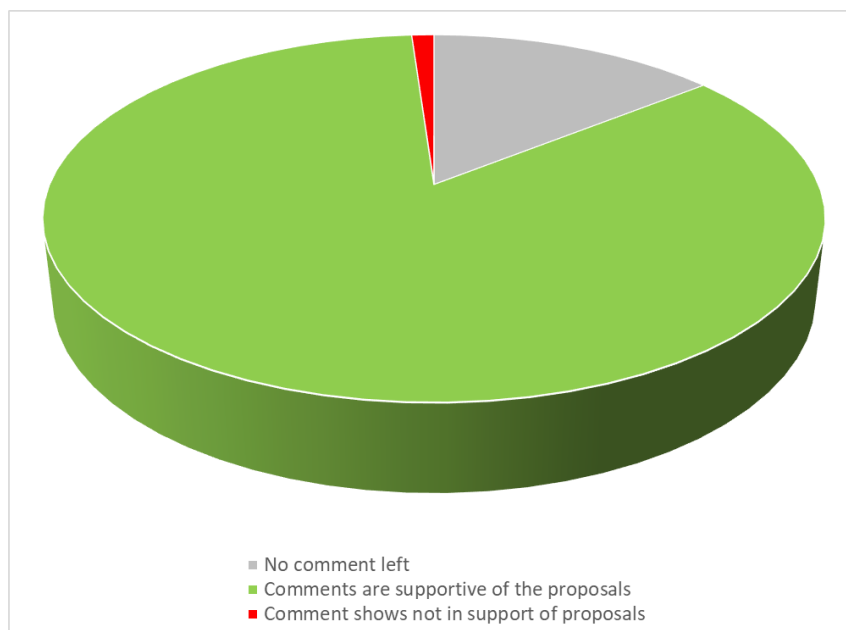
I'm assuming that Premier Inn will have done it's research but I am a little surprised that you are confident of your ability to sell 130 beds. What level of occupancy would you need on average to make the hotel economically viable?

I wonder if all the rooms would be used, it seems quite a lot especially in winter, but I'm sure you've done your research!

Wrong location

"Totally the wrong location."

Q3 Please give us your overall view of the proposals.



Summary

- 13 people did not provide a response to this question.
- Of the 78 who did, 77 (99%) were supportive of the proposals.
- Positives identified by the respondents included: regeneration of an empty site, the potential positive impact on Littlehampton, including job creation, opportunities for businesses, and tourism; the good choice of location/site; Premier Inn as a brand hotel offer.
- Concerns mentioned echoed points raised in response to Q2: bus stop location, impact of construction on trade/local traders; design questions wanting more detail, some wanting a bolder design, and a question over roofline; possible use of the hotel by immigrants; security concerns around the bus area.

A cross-section of responses is included below.

"GREEEAT!!"

"Littlehampton has lost so many shops and a lot of the decline coincides with the loss of Waitrose. Something is needed to 'bring back' the town centre. This looks good to me & essential to redevelop that building asap."

"I'm all in favour and I hope that the plans go through as soon as possible. This would add a much needed extra help to a depleted town centre!"

"As a local business owner, I can only see this as a positive for the town."

"I think your proposals are wonderful!"

"Pleased that Premier Inn (Whitbread) are investing in the town."

"Premier Inn is such a respected brand that I feel sure it will encourage other businesses to the area."

"Personally I'm very pleased to see such a useful major investment in the town with the added advantage of removing an eyesore in the middle of the town"

"Great news for Littlehampton, much needed. Go for it!!!"

"I hope that nothing can stand in your way and really look forward to coming for a visit one day!"

"I think a Premier Inn would only be a positive addition to Littlehampton. I'm excited!"

"I really hope this goes ahead and is well supported by the local community & business around it."

"Broadly positive. Littlehampton has much potential but increased footfall from visitors with money to spend could be the stimulus the High Street needs. The new seafront development will also help to boost our town's fortunes."

"Have confidence that Premier/Whitbread will deliver and improve this end of town."

"Love it. So good for Littlehampton & and will surely bring in business into the town, surely needed!"

"We hope this brings regeneration to the town centre & improve the economy of the area."

"I hope it will create jobs for local people"

"Hopefully a Premier Inn will create jobs and encourage business to the area. Littlehampton has a lot to offer, especially to families."

"Excellent for employment + tourism"

"Will be good for the town bringing tourists and business men & women! Providing 30 jobs good for the town as well as work during the construction."

"The proposal is one of replacing one problem with another. Any tourists wanting to come to Littlehampton wouldn't in my opinion want to stay at the service road of the back of some shops. It completely misses the key attractions to the town, the sea and the river which have a better ambience, bars and views."

"Overall we believe that the proposal will benefit the Town Centre long term but many of the local traders are still suffering from previous works. Great care will need to be taken to avoid disrupting the local traders further. Our losses directly attributed to previous improvements have had a serious impact upon our business. "

"Good – a very long overdue improvement to Anchor Springs/think the project will benefit whole town."

"Fully supportive of your proposals."

"Littlehampton requires tourist hotel."

"I wholeheartedly welcome this development. I have always wondered why a seaside town like Littlehampton doesn't have a large hotel near the beach for tourists to stay. The redevelopment of the site is also much-needed. It will create jobs and will hopefully bring life back to Littlehampton town centre, which has suffered from massive underinvestment for too long. Thank you for considering the site, and Littlehampton - it is very much appreciated."

"I am really excited by these plans. Any improvement to the existing empty site would be a huge boost for Littlehampton, but a hotel in particular fills a gap in the current market. It would hopefully increase footfall to the nearby high street and restaurants, encouraging more shops to open. It will likely be the much needed bridge between the seafront (which thrives in the warmer months) and the high street (which flounders). I am keen to see recruitment of local people to fill the roles, and would love to see the hotel full of tourists and business people who are likely to contribute to the local economy."

"Great use of town centre brownfield site"

"A good thing. Anything is better than an empty site."

"It will be nice to see the derelict building now there being replaced by something more pleasing to the eye."

"Support the idea of a hotel, would just like to see more attention paid to the design to make it more of a feature."

"A slightly varied roofline would enhance the building's appearance. But in general I support the plans."

"Overall very pleased but concerned over bus stops outside restaurant windows, very busy area not always kept clean (litter etc) needs good security."

"Hope bus stops are incorporated"

"Great use of sustainability renewable energy enhanced landscaping"

"Great public transport links"

"Very welcome to the town, please keep it for Bonafide tourists/business travellers or workers. Thank you for investing in the town."

"My concern is that it will be used for block booking of emergency housing and for asylum seekers."

"I overheard that you may allow the car park to be used for the school runs, good idea (tick)"

5.8 Feedback received via letter/email

6 responses were received through the project email address (info@premierinn-avonroad.co.uk) during the consultation period. All the responses expressed support for the proposed development of a Premier Inn on the site.

Comments from email feedback echoed those contained in the paper/online feedback forms and covered these main aspects below:

- Positive for the town
- Parking (car park use, parking/permits for local residents)
- Use of restaurant facilities
- Requests for design detail/local reference on façade
- Type of rooms
- Use of hotel (migrants)

6. RESPONSE TO FEEDBACK

- 6.1 The Applicant and the project team have closely reviewed all feedback, with adjustments being made to details of the application prior to this submission. The Applicant's responses to the main themes and issues raised through the feedback received to date are provided below.

Topic	Applicant Response
Hotel Industry and Site choice	
The plans for a Premier Inn in Littlehampton are almost unanimously welcomed – why have you chosen this site?	<p>There is significant demand for family-friendly affordable accommodation, of a consistent quality, for the many business and leisure travellers who visit Littlehampton throughout the year.</p> <p>The site of the former Waitrose supermarket and car par, which closed in 2015, is in a key location, close to bus routes and within a short walking distance of the High Street.</p> <p>The site is accessible to pedestrians and for deliveries. It is located less than a minute's walk away from the nearest bus stop and an approximate 7-minute walk to Littlehampton station. For visitors travelling by car, we plan to improve and open the car park that forms part of the overall site.</p>
Will a 130-bedroom hotel be economically viable? What is the expected occupancy of the hotel, both in the season and in the off peak months?	Premier Inn hotels experience year round occupancy of more than 80%. We would expect the proposed hotel to achieve the same average occupancy on maturity.
What positive benefit will your guests have on the town of Littlehampton?	<p>We expect our hotel also to be used by not just tourists, but also business travellers – creating a year-round economic benefit.</p> <p>Premier Inn is a light touch style of hotel accommodation and we do not expect our customers to eat and drink with us if they don't want to. Most of our guests enjoy the renowned Premier Inn breakfast when they stay with us. In the evening, we find many of our customers choose to make the most of where they are staying and eat and drink in nearby cafes, pubs, bars and restaurants, as well as visiting local attractions during the day.</p>

Topic	Applicant Response
Proposed Design	
Do you have to demolish the existing building?	The building was built as a supermarket and has remained empty since Waitrose closed in 2015, becoming semi-derelict. The character of the building makes it very difficult to convert to a different use that would be compatible with this location. A combination of the lack of demand for the building as is, the difficulty of converting it to a suitable/viable use, and its condition, means that it is not possible to retain the existing building.

Topic	Applicant Response
Will the proposed new Premier Inn be in-keeping with the existing buildings in the immediate area? What materials are you using?	<p>We are keen to ensure that the materials we choose for the outside of the building suit the surroundings of Avon Road and Littlehampton.</p> <p>We have chosen to reuse the existing brick on site where possible, as a sustainable choice of material.</p>
There is some concern that the design is bland. Have you considered incorporating flint / tiles?	Where possible we explore this, but the proposals are constrained by cost, to ensure that the project remains viable.
There is some concern that the exterior façade may look to dark and a desire to see a brighter colour palette.	We believe that the façade, with a variety of different colours of brick, will be broken up and blend into the local vernacular.
Will the exterior and interior of the hotel reflect the locality of Littlehampton and its heritage?	The interior of the hotel will largely be that the latest Premier Inn brand standard – a well-thought out and popular format for Premier Inn customers.
Have you considered how the height and mass of the building may impact neighbouring properties?	Yes, this is a key part of the design process, and the proposed hotel has been stepped back from the existing building, and will be of a similar height. Therefore, we believe that the impact will actually be reduced.
Whilst the plans to improve the frontage around the bus stop area are seen as positive, there is concern that the proximity to the bus stop area will affect access to the main hotel entrance.	We have proposed stepping back the hotel on both the north and south sides of the building, and in doing so believe that the entrance is sufficiently far from the bus stops.
Will there be CCTV/security measures to help keep visitors to the hotel safe, especially at night?	Yes, our hotels are equipped with CCTV to keep both staff and guests safe.

Topic	Applicant Response
Parking, Transport and Access	
What is the likely parking demand from guests and members of staff? How will you manage this?	The highest demand for parking for hotel users and members of staff will be when there is a low demand from other tourist visitors i.e. in the evening and overnight.
The regeneration of the existing car park is welcomed. Will there be sufficient parking on-site for visitors to the hotel?	In terms of public transport links, the site itself is located less than a minute's walk away from the nearest bus stop and an approximate 7-minute walk to Littlehampton train station.
Will there be a drop-off point or parking for disabled guests to use?	Guests will be able to use the loading bay to unload luggage before parking in one of the eight designated accessible parking spaces.
Are you able to support immediate neighbours to the site with parking permits?	No, the car park will be for use by the hotel staff and guests, and managed by an ANPR system. We are exploring a 20 minute grace period to allow parents/carers for the school to drop off/pick up children.
How often will there be deliveries and how will they access the hotel without causing congestion?	We are expecting an average of two deliveries per day, delivering linen, food/beverage and taking away refuse. The hotel will be rolled into the existing supply chains for Premier Inns hotels in the county. The site is accessible for deliveries, with a new delivery bay to be provided.
Will any cycle spaces be provided on site?	Whilst we will not be providing cycle spaces outside the hotel, as a cycle friendly hotel, guests will be able to store bikes in their rooms. A staff cycle store will be provided at ground floor near the changing and showering facilities.
Are there plans for a pedestrian crossing in the vicinity of the proposed hotel?	Yes, there is an existing pedestrian crossing over Avon Road and we are proposing to keep this in place.
Could Avon Road be made into a no-through road?	Following consultation with the Highways Department, this is not possible.

Topic	Applicant Response
Sustainability and environmental concerns	
What level of sustainability are you seeking to achieve?	We are working towards addressing the challenges the climate emergency presents with a target to achieve Net Zero by 2050. The new Premier Inn will be built to high environmental standards, looking to achieve BREEAM outstanding and meet whole life carbon targets. It will be powered by energy generated from renewable sources either on-site through photovoltaic solar panels on the roof or from renewable energy drawn from the grid. A sustainable drainage system and measures to reduce water usage are also proposed.

Topic	Applicant Response
Do you plan to install solar panels?	Yes, there will be solar panels proposed on the roof of the hotel.
What measures are in place to deal with flooding?	There will be a number of drainage measures put in place to ensure that flooding is mitigated, including having no bedrooms on the ground floor.
How will drainage be managed?	The hotel will include Sustainable Urban Drainage Systems to ensure surface water is managed appropriately.

Topic	Applicant Response
Landscaping and planting	
The plans for trees and plants are welcomed. Could you consider including more shrubs and plants, and a variety, to enhance this area?	As part of the landscaping plan, there will be a variety of plants and trees, to increase the attractiveness and biodiversity of the site. These will be agreed by the local planning authority.
Have you considered incorporating a 'living wall' as part of the hotel design/landscaping?	Sadly, this is not something that will be possible due to maintenance concerns.

Topic	Applicant Response
Immediate Neighbour Concerns	
What will the noise levels of the hotel be like?	It is in our interest to manage the hotel responsibly. Our Good Night Guarantee, which qualifies our guests for a refund if they have a disturbed night's sleep, will apply to the site. We want to be good neighbours and we take on this approach to management across all of our hotels.
How will you manage the process of demolition and construction in terms of immediate neighbouring properties?	The demolition and construction on the site will be closely managed by a Construction and Environment Management Plan. Works on site will be communicated to neighbours where appropriate.
Will immediate neighbours be able to park in hotel's car park?	No, the car park will be for the use of the staff and guests of the hotel.

Topic	Applicant Response
Access to hotel facilities	
Will the wider community be able to access the restaurant, or will this be only for hotel guest use?	The restaurant will be open for use by hotel guests and the public.
Will the hotel be accessible to guests with disabilities?	The new hotel will have several bedrooms for use by disabled guests and will have level access from the street.

Topic	Applicant Response
Will groups be able to book to stay at the hotel?	Any bookings of any more than five rooms can only be booked via a dedicated team at the Premier Inn support centre. All group bookings are at the discretion of the manager.
Will the hotel house migrants?	Whitbread has never held any contracts to house asylum seekers at Premier Inn hotels.

Topic	Applicant Response
Jobs & recruitment	
How many people will this hotel employ?	The hotel will employ around 30 members of staff, in a mix of part-time and full-time positions.
How will you recruit staff to your hotel?	We will work with Job Centre Plus; vacancies will be advertised online at Whitbread Careers; we will promote opportunities through other channels and work with the local council. There are also likely to be opportunities for internal promotions from other existing Premier Inn sites. Our recruiting teams adjust to the local market. We are particularly focused on encouraging people who are not currently working, in employment or training to join us. We also welcome applications from people looking to change direction in their career or return to work and we offer flexible full- and part-time shifts to our teams.

Topic	Applicant Response
Management of Demolition and Construction	
Construction management is a concern for local residents and businesses, especially during the demolition stage. Can you provide more details on hours of operation, mitigation measures, noise levels and local transport network management, etc?	<p>In order to progress the development, a Construction Management Plan (CMP) is required. This is submitted to the Local Authority via condition and therefore Arun District Council will undertake a consultation of the CMP once it has been submitted. The plan includes not only the operational site times, but also identifies some of the critical construction activities that will be undertaken and specifically covers some of the following information:</p> <p>Noise during construction - The objective is to control noise within recognised limits especially for neighbouring residents. The on-going quiet enjoyment of the existing neighbours is of paramount importance. The CMP will identify the specific measures to be taken in protecting the neighbours from the adverse effects as a result of the construction activities.</p> <p>Communications strategy and neighbour liaison - Proper consultation with neighbours and the local community is of paramount importance. The CMP will identify the need for a proactive approach to the construction activities and will be explained in the Authorities and Public Liaison section of the CMP.</p> <p>Local road network As part of the CMP, any potential road closures will be clearly communicated in advance and minimised to as few as possible, to reduce disruption as much as possible.</p>

Topic	Applicant Response
	<p>Working hours - Certain aspects of construction such as working hours are controlled and set out in the CMP. These hours are likely to be:</p> <ul style="list-style-type: none"> o Weekdays: 08:00 to 17:00 o Saturday – 08:00 to 13:00
<p>What will happen to the bus routes/bus stops during demolition and construction?</p>	<p>We are in dialogue with the bus companies/highways and this will be detailed as part of the CEMP to ensure as minimal disruption as possible.</p> <p>Bus routes and stops are intended to remain along Anchor Springs during the construction period. The space available in the former supermarket’s car park will be utilised during the construction period. Construction vehicles will access the site via Avon Road as opposed to Anchor Springs, as detailed in the submitted CEMP. Should this change, the applicant will liaise with bus companies/highways to make suitable alternative arrangements.</p>
<p>Do you plan to use local tradespeople during construction of the hotel?</p>	<p>Yes, wherever possible we want to use local contractors and sub-contractors.</p>

7. CONCLUSION

- 7.1 As outlined through this document, Premier Inn Hotels Ltd has carried out a thorough programme of pre-application engagement and consultation. This programme has increased awareness of the plans and offered residents and stakeholders a chance to comment on the proposals before the application is submitted.
- 7.2 This consultation has both met and exceeded the requirements laid out as part of the NPPF, the Localism Act and Arun District Council's Statement of Community Involvement.
- 7.3 The proposals for the site have been well publicised, through the issue of community, neighbour and stakeholder invitations to the public consultation event, advertisements in the local press, in-person exhibition, and meetings. A bespoke consultation website has supported the consultation programme, with exhibition materials made available electronically. The website remains live to view.
- 7.4 There is overwhelming support for the Applicant's plans to build a Premier Inn hotel on this site.
- 7.4 Local residents and stakeholders have all had a chance to engage with the project team, to discuss the proposals and make comments. We have responded to these comments and adjusted our plans where we can, bearing in mind the views of other stakeholders and planning policy.