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Your Ref: OWPC25752
Our Ref: LU/91/19/PL 21-03-2019
Please ask for:
Andrew Wood

14th February 2020

Dear Sir/Madam

Town & Country Planning Act 1990 (as amended)
Town and Country Planning (Development Management Procedure) (England) Order 2015

Change of use of parts of seafront for temporary food & drink outlets & other seaside uses together with associated temporary/portable structures & equipment for use by businesses associated with those outlets.

Various sites along Littlehampton Promenade Littlehampton

Thank you for your internet representation made on 13th February 2020 which has been recorded as '**an objection**' with the comments as follows:

Update of my earlier comment today. Thanks

While most appreciate Council-led efforts to adapt & improve the seafront promenade (and recognise the challenges involved), I join with others to object to proposals that threaten the unique character of the LA seafront.

This was also the view of the majority of stakeholders from local traders to Councillors to CSO reps and other interested members of the public who participated in a consultation meeting ADC held a few years back - an informal "Friends of Littlehampton Seafront" gathering if you like.

Instead of this proposal, more could be done to facilitate existing traders to adapt to evolving trends in visitor needs, in ways that build upon the existing & unique character of the LA Seafront in a linked up manner.

Maybe things like:

- Joined up day-use tickets for the Norfolk Gardens mini-rail train and promenade vehicle (train), with a view to better linking both ends of the LA promenade from the pier area to the new kite surfing school/restaurant and nearby Wave facilities in Mewsbrook Park - thus spreading opportunity and footfall;

- Otherwise increasing "footfall for all" by marketing greater use of the Stage-by-the -Sea, where ADC or LTC might facilitate / encourage an initiative like a "Friends of Littlehampton's Stage by the Sea" to enable volunteers to help market the space (beyond the static ADC web page that is helpful to inform visitors, but does not really serve as a vehicle to attract performers to the stage, which it may be argued is underutilized);

- Or form a "Friends of the Littlehampton Seafront Promenade" (or - just the Seafront) to work with existing entities / traders to identify cooperative initiatives and opportunities to increase "footfall for all", and otherwise consider what temporary summer measures might work best to add synergy to rather than potentially conflict, undermine or stifle the initiatives of existing traders;

- For example, if there is interest, the Freedom Leisure crew might be interested in hosting a "Friends of ... whatever "or sponsor a similar voluntary entity to address

opportunity & needs as they change over time, joining with other traders and interested Civil Society Groups. I only mention Freedom Leisure as they manage key facilities anchoring strategic "nodes" at both ends the LA sea front promenade (i.e. the Wave and Windmill Entertainment Centre, with a Theatre group with lots of connections to performers who my do things at venues like the Stage by the Sea). And do so under a Concession Agreement with ADC.

Unfortunately it is not possible for the council to respond to each representation individually but your views will be considered before the application is determined and I shall write to inform you of any decision made.

If the application is to be determined at the Development Control Committee and your letter has been received after the agenda has been published, you will not receive a separate letter notifying you of the date of the meeting and the procedures for public speaking. In such circumstances, it is recommended that you track the progress of the application on the website or telephone for further information. Please be advised that any comments received after the the Development Control Agenda has been produced will be reported to the meeting. Please also note that only a small number of all planning applications are determined at the Development Control Committee, most are determined by officers under delegated power.

All representations are published on our website so please make sure your views are clear and only include information that you are happy for the public to view. Do not include personal information or information from third parties unless you have their permission to do so. If a complaint is received that permission has not been given for comments included about a third party, the Council reserves the right to redact/remove all relevant information. Do not include information that is defamatory or breaches equality or other legislation. If you do not wish your comments to appear on the website and on the file, please confirm this in writing and I will arrange for it to be destroyed, although this does mean that its contents will be disregarded. For details of what we do with your personal information please refer to our privacy statement comments on planning applications which is available on our website www.arun.gov.uk/planning-privacy-statements.

In the event of a subsequent written representations appeal, against a refusal of planning permission on a householder application, any representations made on the application will be automatically forwarded to the Secretary of State. Unlike all other types of appeal, there will be no further opportunity to comment at the appeal stage.

Yours faithfully

Neil Crowther
Group Head of Planning