

From: Nicola Spencer on behalf of Planning.Responses
Sent: 03 June 2025 11:21
To: Planning Scanning
Subject: FW: Planning Consultation on: LU/93/25/PL

Please upload redacted and unredacted copy PL-CONSULTATION-Economic Regeneration response

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From: Miriam Nicholls <Miriam.Nicholls@arun.gov.uk> **On Behalf Of** regeneration
Sent: 02 June 2025 14:14
To: Planning.Responses <Planning.Responses@arun.gov.uk>
Subject: RE: Planning Consultation on: LU/93/25/PL

Economic Development representations - LU/93/25/PL

Economic Development object to this application.

Impact on Littlehampton Town Centre

The introduction of a large out-of-town retail park poses a significant threat to the vitality and viability of Littlehampton's historic town centre. The town centre is already facing challenges from changing retail habits, and this development risks accelerating its decline by:

- Diverting footfall away from the town centre, reducing trade for independent shops and local businesses.
- Undermining regeneration efforts and recent investments aimed at revitalising the town centre.
- Creating an uneven playing field, as national chains in out-of-town locations often benefit from lower overheads and easier access.

This development with a diversion of almost £4M in trade could lead to increased vacancy rates, a loss of local character, and a diminished sense of community in the town centre.

Discrepancy Between Report Findings and Local Business Sentiment

Despite the positive findings of the Retail Impact Assessment, local business sentiment paints a different picture. Littlehampton Town Centre cannot withstand diversion of trade elsewhere. The convenience offer brings footfall to the town centre, which sustains, at a low level, the independent retailers – Littlehampton Town Centre has 85% independent retailers.

Monthly meetings with local retailers have been passionate and vocal as businesses disappear before their eyes. A strategy has been drawn up to try to recover what is a town centre on a knife edge. The vacancy rate, whilst at national average, has a greater impact due to the compact nature of the town centre and the area the vacancy rate covers. Significant steps to encourage trade and visitors to Littlehampton Town Centre have been started but they will be of no consequence if further trade is diverted from the town and not replaced.

Mitigation Measures

Whilst we recognise the applicants proposed mitigation measures, we believe these are in no way significant enough to overcome the potential damage to Littlehampton Town Centre. To ensure the resilience and relevance of Littlehampton Town Centre, we suggest the appointment of a Town Centre Manager with a five-year budget (total cost £1M) could be appropriate mitigation. The Town Centre Manager would work on actions in the existing Town Centre Action Group Strategy and Plan:

1. Champion the Town Centre

- Act as a dedicated advocate for the town centre's interests in the face of new competition.

- Coordinate with local businesses, councils, and stakeholders to promote the town centre's unique identity.

2. Drive Footfall

- Organise events, markets, and seasonal campaigns to attract visitors.
- Develop loyalty schemes or partnerships with local businesses to encourage repeat visits.

3. Support Independent Retailers

- Offer business support, training, and marketing advice to help small shops adapt and compete.
- Facilitate collaborative promotions or shared services (e.g. delivery, digital platforms).

4. Enhance the Experience

- Work with the council to improve public realm, signage, and accessibility.
- Encourage evening economy development (e.g. cafés, leisure, cultural events) to diversify the offer.

5. Monitor and Respond

- Track footfall, vacancy rates, and customer feedback to identify trends early.
- Use data to adjust strategies and advocate for further investment or policy support.

Rustington Village Centre

We have considered the impact on Rustington Village Centre and consider that the impact, as the retail study identifies, will be less significant than Littlehampton. We would suggest a contribution be made to Rustington Parish Council to be used in whatever way the local retailers consider best to maintain the vibrancy of the village centre and shopping experience.

Wick Local Shopping Area

The application references LU/72/25/OUT. We have made representations on that application and suggested separate mitigation measures

Summary

While the reuse of vacant land is welcome in principle, this proposal risks undermining the long-term health of Littlehampton's town centre, effecting the vibrancy of Rustington Village Centre and contradicts the principles of sustainable, community-focused development.

Miriam Nicholls

Business and Economy Manager, Economic Development

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Our priorities...

 Improving the wellbeing of Arun	 Delivering the right homes in the right places	 Supporting our environment to support us	 Fulfilling Arun's economic potential	 
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From: Planning.Responses <Planning.Responses@arun.gov.uk>

Sent: 29 May 2025 08:34

To: regeneration <regeneration@arun.gov.uk>

Subject: Planning Consultation on: LU/93/25/PL

To: **Economic Regeneration**

NOTIFICATION FROM ARUN DISTRICT COUNCIL

Town & Country Planning Act 1990 (as amended)

Town and Country Planning (Development Management Procedure) (England) Order 2015

Planning Permission

Application No:	LU/93/25/PL
Registered:	28th May 2025
Site Address:	Units 5-7 Watersmead Business Park Norway Lane/Worthing Road Littlehampton BN17 6LS
Grid Reference:	503817 103549
Description of Works:	Part demolition, conversion, refurbishment and re-elevation of Units 5 and 6 and construction of retail (food and non-food), leisure and food &

beverage units (Use Class E), together with associated car parking, access, loading areas, landscaping and associated works. This application is in CIL Zone 2 and is CIL Liable.

The Council have received the above application.

[Click here to view the application and documents](#) The website is updated once a day in the evening, so you may need to wait until the day after this notification to view the documents.

This application has been identified as CIL Liable. Therefore please be aware that, in accordance with Appendix 2 of the Arun CIL Charging Schedule, your consultation response should only include requests for Section 106 for on site mitigation, Pagham Harbour Management Contributions (if applicable) or Affordable Housing. "Off" Site mitigation measures directly related to this development should be dealt with by condition if possible to ensure the scaling back of Section 106 if possible. CIL contributions will be used for "off" site infrastructure mitigation schemes. Therefore if this proposal triggers the need for "off" site mitigation, please ensure that you engage in the CIL Infrastructure List Consultation process upon receipt of a consultation letter.

Should you have any comments to make, these should be sent by replying to this email by 4th June 2025 . You can also monitor the progress of this application through the Council web site:

<https://www.arun.gov.uk/planning-application-search>

The application will be determined having regard to the development plan policies (if any are relevant) and other material considerations. The development plan can be accessed via the website <https://www.arun.gov.uk/development-plan> as can information on what comments we can consider <https://www.arun.gov.uk/planning-application-comments>

Please be aware that any comments you may make will be available on our website so please do not insert personal details or signatures on your reply.

Should the application go to appeal the Planning Inspectorate will publish any comments made to the Council on their website: <https://acp.planninginspectorate.gov.uk/> but they will protect personal details.

In the absence of a reply within the period stated, I shall assume that you have no observations to make.

Yours sincerely

Kathryn Welch

Planning Officer- Arun District Council

Telephone: 01903 737789

Email: kathryn.welch@arun.gov.uk

PLCONSULT (ODB) 2020