



Rustington Parish Council

Council Offices, 34 Woodlands Avenue, Rustington, West Sussex BN16 3HB

Head of Planning Services
Arun District Council
Arun Civic Centre
Maltravers Road
Littlehampton
West Sussex BN17 5LF

Our Ref: CW/PLAN/25
Date: 28 July 2025

Dear Sir

LU/93/25/PL - Part demolition, conversion, refurbishment and re-elevation of Units 5 and 6 and construction of retail (food and non-food), leisure and food and 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 - Units 5-7 Watersmead Business Park, Norway Lane/Worthing Road, Littlehampton

My Council is extremely concerned about the effect that the above application will have on the Shopping Centre in Rustington. The Retail Assessment within the application clearly states that there is likely to be a 6.4% loss of business in the Parish but offers no recompense for this downturn nor any guarantee that retailers within the Centre would not relocate at some point in the future when they suffer from this predicted impact.

It is also very disappointing that no consultation was ever undertaken with the Parish Council or indeed the Rustington Chamber of Trade and Commerce, particularly as the site is only approximately 1.8 miles from the centre of Rustington Village, only 0.5 of a mile more than the distance from the site to Littlehampton Town Centre.

At the present time, Rustington is very lucky to still have an attractive and reasonably thriving Shopping Centre although, as mentioned above, a number of the existing traders are suffering from increased costs as a result of higher business rates and national increases in Staffing costs.

If the Parish Council and/or Chamber of Trade and of Commerce had of been consulted, we would have been able to advise that many traders are just surviving and even a minimum loss of 6.4% could cause them to reach breaking point causing a severe impact.

There is no evidence that this loss of trade can be absorbed without severe harm.

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Clearly, with Rustington being demographically one of the Villages with the oldest population in the Country we need to ensure these residents are served by a sustainable centre. Indeed, the income exceeds that of Littlehampton and therefore should have greater consideration.

There appear to be three units housing clothing and footwear plus one containing health and beauty/variety goods within the proposed Retail Park, all of which are well represented in the Village - the developer admitting a 7% effect on these lines of business. The additional two food stores proposed would also significantly affect the footfall at Sainsburys (11% loss) and Waitrose (4% loss). The latter being extremely worrying as it is the anchor store within the Village Centre.

My Council would, therefore, request that should approval be given to this application, which lies outside of the Parish, then Rustington be recompensed by at least £250,000.00 per annum for a five-year period. It is felt that this is a realistic sum taking account of the developer's figures of a 6.4% loss on a total turnover of £38M, which, in my Council's view is significantly underestimated.

The aforementioned financial contribution would most certainly support Rustington in boosting the trade and consumer experience, thereby helping to mitigate the negative effect of the introduction of a comprehensive range of retail units trading in close proximity to its Retail Shopping Centre. My Council certainly believes that Rustington should receive at least equal or greater mitigation than Littlehampton. It should be remembered that the Parish Council was awarded Section 106 Funding (£140,000.00) from the Manor Retail Park Development in Angmering (A/125/13), and the cumulative impact was far less severe on Rustington than the proposed Retail Park.

This Council would also urge the District Council to insist that all of the Units on the proposed site must be in excess of 18,000 square feet in size to discourage movement of smaller independent traders when faced with reduced income. We agree that there should also be a condition to prevent future subdivision as mentioned in Paragraph 6.77 of the Retail Assessment.

This application expects to draw 70% of its trade from Rustington and Littlehampton.

In Section 6.43 the Retail Assessment expects greater levels of diversion from Chichester and Worthing. My Council believe that not to be the case due to the distances involved and the presence of high street banks which is a massive draw to both those Centres. Rustington will shortly have none and the local demographics demand a need for face-to-face banking. Arun has one of the highest online fraud reports in the County, and many residents do not feel safe online. This is borne out by the evidence that only 33% of residents in Rustington shop for clothes online.

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It is not an accident that our shopping area is attractive, the Parish Council spends in the region of £100,000.00 annually to ensure the Village remains a draw from the outlying area.

In closing, my Council would urge you to give reasoned consideration to Rustington and the residents we support when deliberating and making a final decision on this application.

Yours faithfully



Mrs Carole Ward
Clerk of the Council

From: Nicola Oktay on behalf of Planning.Responses
Sent: 29 July 2025 10:34
To: Planning Scanning
Subject: FW: LU/93/25/PL - Units 5-7 Watersmead Business Park, Norway Lane/Worthing Road, Littlehampton
Attachments: ADC - Concerns to L 93 25 PL - Watersmead Business Park - 28 Jul 25.pdf

Rustington Parish Council response

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 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: Emma Sheppard <Emma.Sheppard@arun.gov.uk>
Sent: 29 July 2025 08:39
To: Planning.Responses <Planning.Responses@arun.gov.uk>
Subject: FW: LU/93/25/PL - Units 5-7 Watersmead Business Park, Norway Lane/Worthing Road, Littlehampton

Good morning

These are PC comments. Please can they be uploaded to the application accordingly.

Kind regards

Emma

Emma Sheppard BA (Hons) MRTPI
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Planning Services

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Working days Tuesday-Friday

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From: Carole Ward [REDACTED]
Sent: 28 July 2025 10:44
To: Neil Crowther <Neil.Crowther@arun.gov.uk>

Cc: David Easton <David.Easton@arun.gov.uk>; Emma Sheppard <Emma.Sheppard@arun.gov.uk>; Andy Cooper <[REDACTED]>

Subject: LU/93/25/PL - Units 5-7 Watersmead Business Park, Norway Lane/Worthing Road, Littlehampton

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Dear Mr Crowther

Can I take this opportunity to thank you for allowing my Council to comment on the above application up until the end o July 2025.

Accordingly, please find attached a copy of my Council's representation which has been submitted to the Planning Department this morning.

My thanks once again.

Carole Ward

[REDACTED]

Carole Ward (Mrs)
Clerk of the Council
Rustington Parish Council
Council Offices, 34 Woodlands Avenue
Rustington, West Sussex BN16 3HB

[REDACTED]

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*Please note, my normal working days are
Monday, Tuesday, Wednesday and Thursday



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