



Hallway Properties Ltd

Land at Norway Lane, Littlehampton, BN17 6LS

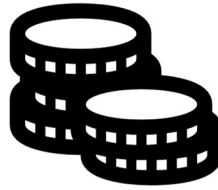
Statement of Community Involvement

April 2025



Executive Summary:

Over half (55%) of respondents **agreed** the scheme would bring **major economic benefits**.



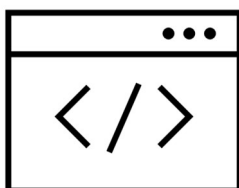
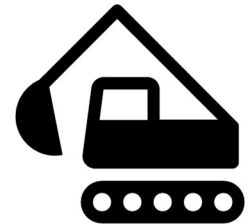
Around **9 in 10** people either **support or strongly support** these proposals.

Respondents said they were **87%** likely to visit the new food stores and retailers once they had opened.

Around **50** people attended our in-person consultation event. (with 34 feedback forms completed on the day!)

2,955 people completed our online survey. (66% local residents)

More than half of respondents **approved** of the scheme **revitalising a brownfield/disused site**.



over 10,000

visits to the project website across a 30 day period.



of respondents said that a **better choice of shops** would benefit Littlehampton most.

*“The plans look great... it’ll be a **welcome boost to Littlehampton and the surrounding areas**”...*

Contents:

Executive Summary:	2
Introduction:	4
The Site:	4
Policy Framework:	6
Arun District Council’s Statement of Community Involvement (2023)	6
National Planning Policy Framework (2024)	7
Pre-Application Engagements with Arun District Council:	8
Response to Pre-Application Engagement:	9
Community Consultation Summary:	12
In-person engagement:.....	16
Digital engagement:.....	17
Public Consultation Survey:	18
Key themes & findings:	22
Summary:	27
Conclusion:	27
Appendices:	28
Appendix A – Website.....	28
Appendix B – Digital Survey.....	29
Appendix C – Public Exhibition Banners	35

Introduction:

This Statement of Community Involvement (SCI) has been prepared by Cratus Group on behalf of Hallway Properties Ltd ('Hallway') in support of a full planning application relating to Land at Norway Lane, Littlehampton, BN17 6LS ('the Site'/'Land at Norway Lane').

This full planning application is for the: *“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.”* (*the Proposed Development*). Unit 7 (i.e. the former Body Shop headquarters) will be demolished to facilitate the proposed development and as a first enabling phase. The demolition of Unit 7 forms part of an earlier Prior Notification of demolition application (ref. LU/27/25/DEM).

The pre-application public engagement and consultation activities have been undertaken by Cratus on behalf of Hallway.

This SCI report outlines the community consultation work carried out by us and is informed by Arun District Council's own Statement of Community Involvement (2023).

The key aims of the pre-application consultation have, therefore, been:

- To identify key stakeholders in the local community who could inform and benefit from the proposals;
- To inform the local community of Hallway's emerging proposals;
- To consult the local community throughout the process in an open and transparent manner;
- To provide the local community an opportunity to give their views, and ask Hallway questions;
- To provide key stakeholders the opportunity to contact us for additional information through dedicated channels;
- To engage with Arun District and Littlehampton Town Councils and their elected members; and
- To fully address points raised by residents and elected representatives on behalf of Hallway.

The Site:

The site is 4 hectares in area and hosts a disused office building (Unit 7) alongside two vacant warehouses (Units 5 & 6), referenced in Figure 2 on the next page.

The site historically housed The Body Shop's Head Office, alongside two Amazon warehouses. The Body Shop's office and distribution warehouses were built around 30 years ago, for their intended use at that time. Neighbouring the site, to the north, is a large Body Shop warehouse which remains in use (and does not form part of Hallway's proposals).

The site is served by a good number of access points off Norway Lane which is in separate ownership with access rights available to Hallway.

Surrounding the site are several residential neighbourhoods, with the A259 (Worthing Road) to the south and east. The site is situated within a mixed-use commercial and residential location, out-of-centre within Littlehampton.



Figure 1. Aerial image of site.

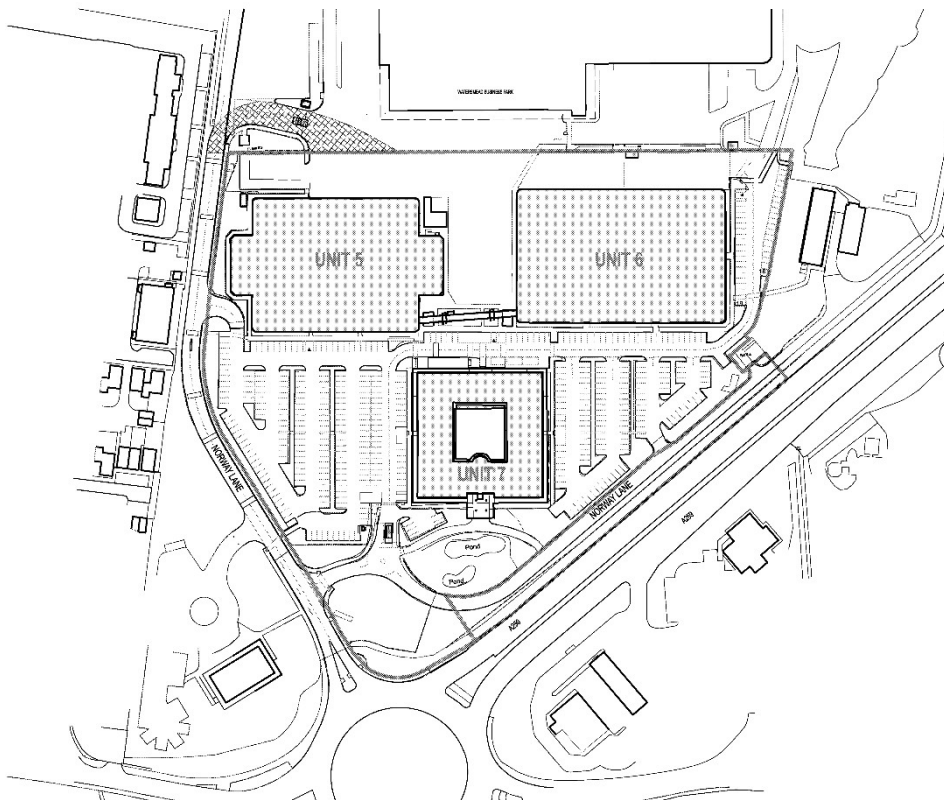


Figure 2. Present site location plan.

Policy Framework:

Arun District Council's Statement of Community Involvement (2023)

We have conducted thorough community consultation work in line with the Council's own Statement of Community Involvement (2023) which gives the following guidance.

“The council recommends that developers adopt at least one of the consultation methods listed... in advance of submitting planning applications for minor and major applications. The type and nature of this consultation will vary depending on the complexity and scale of the development.”

(Arun District Council's Statement of Community Involvement, 2023)

Approach:	Major applications: (tick = approach undertaken)
Public meetings – on more controversial schemes, a wider audience can debate and discuss proposals.	
Public exhibitions – exhibitions held locally to the proposal can provide information and raise interest.	✓
Workshops – allow stakeholders and community groups to discuss in detail particular issues at an early stage of a development proposal. Professional independent facilitators may be considered as part of this process.	
Planning for Real – uses simple models as a focus for people to put forward and prioritise ideas on how their area can be improved.	
Town & Parish Councils – important way of raising interest locally and provides access to a network of local community groups.	✓
Media – radio and local press can enable a wide audience to be reached. Documents and processes can be explained in simple, appropriate language.	
Mail drop – this would provide communities with information on proposed future involvement events.	✓
Street survey questionnaires – an important method of obtaining the views of individuals or groups that would otherwise be difficult to obtain such as full-time employed at transport nodes and leisure centres.	✓
Specialist community involvement consultant - this should be considered in order to devise an overall strategy and run specific events.	✓
Notify neighbours – this can address concerns early on in the process and applications may be revised having regard to legitimate concerns raised.	✓
Website – all relevant documents can be provided online through dedicated web pages facilitated by the council or applicant, keeping residents informed of consultation events etc. This method may also include web-based questionnaires.	✓

The Localism Act (2011)

The Localism Act (2011) is intended to empower local communities to participate in the planning processes in their areas and the consultation process has accorded with the key principles established therein for consulting with the public. Principally, these are:

- To publicise Hallway's proposed application widely, to an extent that the proposed application is noticed by the majority of residents who live in the surrounding area.
- To make it clear how residents and stakeholders may contact the Cratus on behalf of Hallway, should they wish to comment or have their say on the proposed development.
- To give such information about the proposed application's timetable so that key stakeholders wishing to comment on Hallways' proposed development may do so in good time.
- Have regard to the responses to our consultation made following the consultation process.

National Planning Policy Framework (2024)

The NPPF sets out the Government's planning policies for England. The document states that applications which can demonstrate early, effective, and proactive engagement with communities and other interested parties should be looked upon more favourably than those that cannot. It specifically sets out the following:

"Pre-application engagement and front-loading":

40. 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.

41. Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community and, where relevant, with statutory and non-statutory consultees, before submitting their applications.

42. The more issues that can be resolved at pre-application stage, including the need to deliver improvements in infrastructure and affordable housing, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

43. The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.

44. The right information is crucial to good decision-making, particularly where formal assessments are required (such as Environmental Impact Assessment, Habitats Regulations assessment and flood risk assessment). To avoid delay, applicants should discuss what information is needed with the local planning authority and expert bodies as early as possible.

45. Local planning authorities should publish a list of their information requirements for applications for planning permission. These requirements should be kept to the minimum needed to make decisions and

should be reviewed at least every two 13 years. Local planning authorities should only request supporting information that is relevant, necessary and material to the application in question.

46. Local planning authorities should consult the appropriate bodies when considering applications for the siting of, or changes to, major hazard sites, installations or pipelines, or for development around them.

47. Applicants and local planning authorities should consider the potential for voluntary planning performance agreements, where this might achieve a faster and more effective application process. Planning performance agreements are likely to be needed for applications that are particularly large or complex to determine.

137. Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should, where applicable, provide sufficient information to demonstrate how their proposals will meet the design expectations set out in local and national policy, and should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot.

Pre-Application Engagements with Arun District Council:

The proposed scheme has been designed following pre-application advice from Arun District Council (ADC) and meaningful consultation with local residents.

The Applicant has held two separate pre-application engagements, following an initial pre-application advice request submitted in October 2023, prior to this full planning application now being submitted.

The first engagement sought to establish the acceptability of the principle of a variety of proposed potential uses (ADC Ref. PAA/101/23), which at the time included either retail warehousing (food and/or non-food) (Class E); or industrial and storage and distribution (Class E.G.III, B2 & B8); or residential (Class C3) uses (LPA letter dated 8th December 2023).

A second pre-application engagement in July 2024 sought pre-application advice on details associated with a proposed retail (food and non-food), leisure and food & beverage development (Class E) on the site (ADC Ref. PAA/57/24). Subsequently, Hallway was advised upon the following points:

- Loss of employment floorspace: To satisfy Policy EMP DM1, marketing of the site should be for a minimum of 1 year, and it is agreed this has been achieved. Marketing should however continue up to the point of submission of an application, and the marketing should remain flexible i.e. on an all enquiries basis.
- Retail Assessment: Retail development would be subject to formal testing by a sequential assessment and retail impact assessment. The former Waitrose store in Littlehampton should be addressed in sequential terms, along with Land at Patterson Wilson Road and the site of the Windmill theatre. A number of other edge of centre sites should also be considered (i.e. Land at North Littlehampton; Land at Water Lane, Angmering; Land west of Brook Lane and South of A259, Angmering; Land at Arundel Road). It is agreed that sites SD4, SD8 and SD10 can be discounted.
- The scope of the Retail Assessment is agreed, along with the proposed study area and household survey questions.

- **Design:** The conversion of Units 5 & 6 makes an efficient use of the land and conforms with sustainable design objectives. The loss of Unit 7 is seen as a detriment to the site's identity, with the proposed replacement buildings being out of character.
- **Residential Amenity:** The proposals will not have an overbearing effect or overshadow neighbours. Existing amenity planting and landscaping should be retained where possible.
- **Drainage and Flooding:** A sequential test is required due to the potential for surface water flooding. This should follow the same area as the retail sequential test.
- **Biodiversity and Ecology:** A 10% biodiversity net gain is required. At a minimum, a Preliminary Ecological Appraisal should be submitted with any application. A shadow Habitat Regulations Assessment (“HRA”) should also be provided.
- **Parking:** Parking provision should be justified in accordance with the Arun Parking Standards Supplementary Planning Document. Any under provision should be addressed through a Transport Assessment and Travel Plan.
- **Trees:** As many trees should be retained as possible.

Overall, the close involvement between Hallway and ADC is to be welcomed and indeed it is encouraged within the policy context. This is set out within the NPPF (2024), paragraphs 40 – 47 in relation to pre-application engagement.

Response to Pre-Application Engagement:

Project Team Responses to Stakeholder Feedback

Topic/Theme:	Project Team Response:
Concerns about congestion around the roundabout.	A Transport Assessment, prepared by Connect Consultants accompanies this application. This fully details the acceptability of the proposed development from a transport/highway’s perspective. The Assessment provides details of the site context, including its accessibility by relevant transport modes, describes the site access arrangements and parking provision and provides an assessment of the vehicular attraction and trip generation of the proposed development and its traffic effects, concluding that the proposed development is acceptable in highway terms.
Queries about the adequacy of parking provision on the site.	For clarity, 424 car parking spaces are proposed, and the new crossing on the A259 has been requested by the Highway Authority. The speed limit will reduce to a more appropriate speed to accommodate the new crossing.
Queries about the impact on traffic flow of a new pedestrian crossing on the A259.	
Concerns about speeding and pedestrians crossing the A259.	

Queries about cycling infrastructure and the cycle access routes on the site.	Proposals such as, shared use cycle and pedestrian routes and secure cycle storage will promote a greater range of modes, specifically active travel, when traveling to the site.
Concerns about anti-social behaviour and racing/car meets at the carpark after the shops have closed for the day.	The area will be covered by CCTV.
Queries about how the heritage/legacy of The Body Shop will be reflected in the design or final scheme.	The proposals have explored ways of paying homage to the former Body Shop HQ. The proposed development includes a history trail around the pond with information boards detailing the site's history. A bug hotel, designed to reflect the former Body Shop HQ building, is also proposed. Further details can be found in Section 4 of the submitted Design and Access Statement, prepared by RGP Architects.
Impact on Littlehampton Town Centre	A full retail assessment has been carried out, as summarised below. Our proposals will in all likelihood increase the amount of money spent by residents within Littlehampton and reverse the trend of customers leaving Littlehampton to shop elsewhere.
Queries about the sustainability of our proposals	The development proposes a significant refurbishment of both the fabric of the buildings, improving the thermal properties of the units, and the mechanical and electrical services provided to the units. The development will also incorporate photovoltaic panels, which will be suitably sized to comply with Part L of the Building Regulations, and air source heat pumps, along with elective vehicle charging points, and cycle parking in order to promote greener travel. The development will provide a minimum of 10% of the development's energy usage via renewable energy sources, in line with policy requirements. A Low Zero Carbon and Sustainability Statement, prepared by ITD, accompanies this application and provides further details.

Table 1 Topic/themes from stakeholders via consultation (left) and response from Hallway/Project Team (right).

Retail Assessment Summary

The planning application is supported by a Retail Assessment as the site is in an out-of-centre location in retail policy terms. The Assessment demonstrates **there is no significant adverse impact on Littlehampton Town Centre** and other defined centres in the District Council / wider area. It also demonstrates there are no sites in and on the edge of Littlehampton and other centres where the scheme could be located.

The Assessment has been informed by a household shopping survey to understand how the local population shops. This is the first such survey since the Council's own study in 2012 which informed the current Local Plan. The survey has identified circa **50% of expenditure on clothing & footwear**

by Littlehampton's residents is spent online. Worthing and Chichester are popular Town Centre destinations. Littlehampton Town Centre only has a very limited clothing and footwear offer and role.

The Assessment identifies that Littlehampton Town Centre has a greater food shopping role in support of the local community with circa 20% of Littlehampton's residents spending. The main food shopping offer of the town is however focused around the A259 corridor with Tesco, Morrison's, Aldi and Sainsbury's all very popular retailers with the town's population. The site is positioned on the A259 and will compete directly with these retailers based on proximity and accessibility. It will also provide modern floorspace for non-food retailers to occupy and reduce on-line spending in an accessible location. These trends allow the Assessment to **conclude there will be no harm on the Town Centre and other defined centres as the scheme will not compete with these centres.**

Community Consultation Summary:

This section sets out the steps taken by Hallway to enable the local community, elected representatives, and key stakeholders to take part in the consultation process via a range of digital and non-digital means in order to provide feedback on the proposals for the site.

Hallway conducted a consultation process with Cratus which ensured the local community were properly informed of the proposals for the site and offered multiple opportunities for engagement. The community have taken up these opportunities to view, understand and comment on the plans.

The community consultation carried out comprised of the following:

1. Awareness campaign
2. In-person engagement
3. Digital engagement
4. Contact points

Awareness campaign

Cratus and GiveMyView employed a range of measures to publicise Hallway's proposed development to local residents in the surrounding area, as well as locally elected representatives.

Increasing awareness of Hallway's proposed development enabled meaningful public consultation to take place over several months, with the community given several opportunities to engage Hallway throughout the pre-submission process.

Public consultation invitation

In order to introduce the emerging proposals and inform the local community of the public consultation, Hallway produced a consultation leaflet which was distributed to 1,845 addresses (predominantly residential) around the site. The leaflet distribution area is shown below:



Map showing the distribution area of the public consultation invitation.

The leaflet provided information about Hallway, the site context, the proposals, the public consultation event and contact details for the project team. The consultation leaflet can be viewed below:



PROPOSED REDEVELOPMENT: LAND AT NORWAY LANE, LITTLEHAMPTON

INVITATION TO COMMUNITY DROP-IN EVENT




We would like to invite you to a community drop-in event to discuss with the project team and share your feedback on our plans for the proposed redevelopment of Land at Norway Lane, Littlehampton.

Hallway Properties own the site which forms part of the wider Watersmead Business Park, which is made up of two warehouse buildings, previously occupied by Amazon, and the former headquarters of The Body Shop. These buildings are now sat vacant, having been purpose-built for The Body Shop. Following extensive marketing, there has been no interest from other businesses, and it is not viable to upgrade the existing buildings to meet the modern specifications required by businesses today.

The proposals aim to revitalise the site with a vibrant mix of retail stores, offering improved convenience for residents and the wider community. Prospective retailers include premium and discount food offerings, fashion, food and beverage, DIY and the possibility of leisure.

EVENT DETAILS

 Saturday 8th March 2025

 10am until 2pm

 Littlehampton Academy

Our plans will transform this long unused space into a vibrant and contemporary retail park for many to enjoy while creating local job opportunities. This will be a much more inviting space with a network of green pedestrian routes planted with trees and shrubbery. Meanwhile, existing pedestrian, cycle and public transport links connecting the site to the wider residential area will be maintained and enhanced.

We look forward to seeing you at the community drop-in event. If you are unable to attend, you can also visit our website and complete our online feedback form. Alternatively, you can get in touch using any of our contact details.



PROPOSED REDEVELOPMENT: INVITATION TO COMMUNITY DROP-IN EVENT



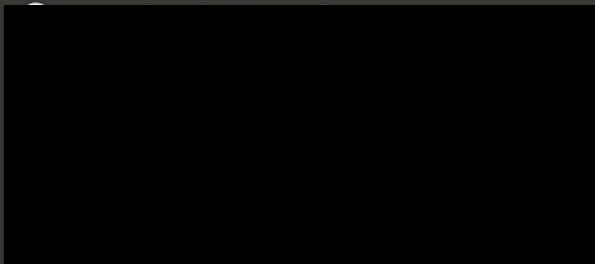
We look forward to seeing you at the drop-in event and sharing our plans with you. This is your opportunity to provide feedback and help shape the proposals in advance of an application being submitted in Spring 2025.

THE PLANS WILL PROVIDE A RANGE OF BENEFITS:

- > Revitalising a vacant, brownfield site with a thriving mix of retail and leisure uses.
- > New premium and discount food retailers, improving shopping convenience in Littlehampton and the wider area.
- > Units to attract new non-food retailers to Littlehampton.
- > The creation of over 250 jobs in Littlehampton plus more jobs created across the supply chain.
- > The creation of significant training opportunities.
- > A significant investment into Littlehampton.
- > Improved pedestrian and cycle accessibility.
- > New planting and Biodiversity Net Gain of 10%, through a combination of on-site and off-site measures.

Contact us

We hope you will be able to attend our community drop-in event. Alternatively, you can also provide your feedback through the contact details below.



PLEASE SCAN

Invitations to elected representatives

Cratus, on behalf of Hallway, emailed an invitation to the public consultation event to a total of 19 elected representatives, spanning the local MP Allison Griffiths to specific County, District and Town Councillors (this was to form an early preview session ahead of the main consultation event). A copy of the email invitation, as shown below, was shared with Arun District Council.

A Council Officer from Arun District Council contacted Cratus following the invitations to Arun District Councillors, explaining that Members had been advised not to attend the preview session because of updated guidance to members about not holding meetings without officers present. The Officer explained that should Members wish to attend, they could attend the public consultation which started afterwards.

 Outlook

Members Invite to Preview Session – Land at Norway Lane, Littlehampton Consultation Event

From Norway Lane <[REDACTED]>

Date Fri 28/02/2025 17:05

 1 attachment (891 KB)

Hallway Properties - Land at Norway Lane.pdf;

Dear [REDACTED]

I am writing to you regarding the proposed redevelopment of the Land at Norway Lane, Littlehampton. Hallway Properties own the site which is made up of two warehouse buildings, previously occupied by Amazon, and the former Headquarters of The Body Shop.

We would be delighted if you could attend a 'Councillors-only' preview event of our public exhibition on proposals for the emerging plans to revitalise the site to ensure its long-term economically and socially beneficial use.

Our plans will provide a range of benefits for Littlehampton:

- The creation of over 250 jobs and a boost to Littlehampton's economy
- A new Lidl store to complement the existing offer in Littlehampton
- A new premium food retailer to enhance the choice for residents
- Units to attract new non-food retailers to the town
- 10% Biodiversity Net Gain via both on and off-site contributions
- New convenient EV charging points for shoppers

For your reference, I have attached a digital version of the exhibition invite that has been sent to residents. We are keen to ensure that as many people as possible can attend the event and provide their feedback, so please do share this via your own social media or other channels.

The 'Councillors-only' preview is being held between 9:30 – 10:30 on Saturday 8th March 2025 at Littlehampton Academy, Fitzalan Road, Littlehampton, BN17 6FE. If you are unable to make the preview session, you are welcome to attend the public session which is running from 10:00 – 14:00 on the same day at the same location.

We hope to hear from you soon with reply by email. If you would like to discuss anything ahead of the consultation event, please do not hesitate to email or call me on [REDACTED]

Kindest regards,

[REDACTED]

In-person engagement:

Meeting with Arun District Council

Hallway and the project team met with Karl Roberts, Director of Growth & Dawn Hudd, CEO of Arun District Council to present and discuss the proposals. The meeting was held in person on Monday 27 January 2025.

Meetings with Littlehampton Town Council

Hallway and the project team has met with Littlehampton Town Council twice, presenting emerging proposals and providing Members with updates as the scheme has progressed. An All Members briefing took place on Monday the 17th of February (18:00 – 19:00) which was open to a range of locally elected representatives. This was followed by a specific presentation to Littlehampton Town Councillors on Monday the 24th of March (17:00 – 18:00). Councillors had the opportunity to ask questions of the project team and share their views on proposals on both occasions.

Public consultation event

In order to maximise community involvement, Cratus arranged a public exhibition to take place at Littlehampton Academy, Fitzalan Road, Littlehampton, West Sussex, BN17 6FE between 10:00 and 14:00 on Saturday the 8th March 2025. In total, approximately 50 people attended the public consultation throughout the day.

At the exhibition, attendees were able to view a series of display banners which detailed further information about the proposed scheme (as shown in Appendix C) Members of the project team proactively engaged in discussions with visitors and were on hand to answer any questions which arose. The exhibition boards were also uploaded to the project website and shared with Littlehampton Town Council after the public exhibition during the second meeting between Hallway and Councillors outlined above.



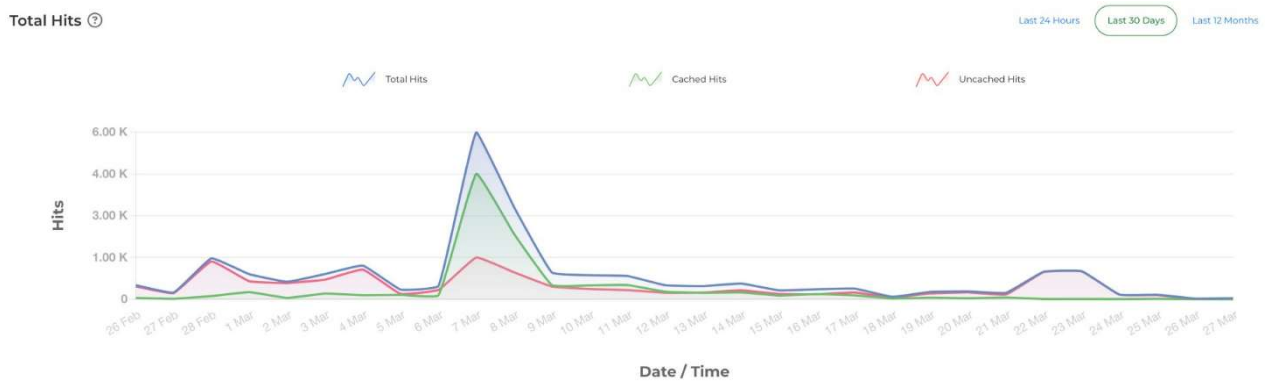
Former Body Shop employee

Following the public consultation, in which a former Body Shop employee expressed that she wished she could return and visit the Body Shop Office building a final time, Hallway arranged with their contractors that the former employee was able to be toured around the building (Wednesday 19th of March 2025) prior to its demolition.

Full Personal Protective Equipment (PPE) in the form of a hard hat and high-viz was provided to the resident, with the site team ensuring that the visit was conducted safely. A member of staff from Cratus also attended the site visit and gathered any feedback from the former employee.

Digital engagement

Cratus, on behalf of Hallway, made significant attempts to engage both local and wider communities digitally via a dedicated project website which became publicly visible on the 25 February 2025. The website gained over 10,000 visitors across a 30 day period.



The website (shown in full in Appendix A) allows stakeholders to clearly view and locate the site, read information about the scheme, understand the proposed benefits of the scheme, promote the public consultation event and display the banners presented to attendees at the public consultation. The

We would like to invite you to a community drop-in event to discuss with the project team and share your feedback on our plans for the proposed redevelopment of Land at Norway Lane, Littlehampton.

EVENT DETAILS

Saturday 8 March 2025

10am – 2pm

Littlehampton Academy >

We look forward to seeing you at the drop-in event and sharing our plans with you. This is your opportunity to provide feedback and help shape the proposals in advance of an application being submitted in Spring 2025.

THE PLANS WILL PROVIDE A RANGE OF BENEFITS:

- Revitalising a vacant, brownfield site with a thriving mix of retail and leisure uses.
- New premium and discount food retailers, improving shopping convenience in Littlehampton and the wider area.
- Units to attract new non-food retailers to Littlehampton.
- The creation of over 250 jobs in Littlehampton plus more jobs created across the supply chain.
- The creation of significant training opportunities.
- A significant investment into Littlehampton.
- Improved pedestrian and cycle accessibility.
- New planting and Biodiversity Net Gain of 10%, through a combination of on-site and off-site measures.

[DOWNLOAD EXHIBITION BOARDS \[PDF 10MB\]](#)

website contains dedicated contact methods, both digital and non-digital, for visitors to the website to share their views with Hallway.

The website signposts visitors to the Give My View survey, a digital survey (as shown in Appendix B) which is reported in detail in the end section.

Project email inbox

From 24 February 2025, a dedicated project email address – norwaylane@cratus.co.uk – was created and monitored for feedback from members of the public. This email inbox address was advertised on the invitations to elected representatives, the public consultation leaflet, feedback form and exhibition banners.

The project email inbox received one response from a member of the public via email who attached their completed feedback form, which was included with the other collated physical feedback forms.

Points of contact

Cratus continued to maintain clear channels for residents and stakeholders to contact us on behalf of Hallway, should they wish to comment or have their say on the proposed development. The following points of contact have been maintained by Cratus and Hallway:

- A website (shown in full in Appendix A) to display the applicant's proposals and signpost a variety of digital and non-digital ways to engage via public consultation
- A direct contact email address for public consultation enquiries
- A direct telephone number for public consultation enquiries
- A freepost postal address for public consultation enquires

Public Consultation Survey:

Feedback forms were produced for the public consultation event, which could either be completed on the day or sent to the project team via a freepost address ("Freepost CRATUS COMMUNICATIONS"). The questions included on the form are detailed below, as is a copy of the physical feedback form.

The feedback form for both the physical and digital formats comprised of the following questions:

1. What is your relationship to Littlehampton? (*textbox*)
2. What sort of food shops do you think would best complement the town centre? (*tick box*)
3. What benefits do you think this development will bring to the local area? (*multiple choice of up to three + 'other' & textbox*)
4. How important is it that Littlehampton has more choices for shopping & services? (*scale of 1 – 10, 1 = not important & 10 = very important*)
5. What shops, facilities or services would you most like to see in these plans? (*two textboxes*)
6. What benefits do you think this development will bring to the local area? (*multiple choice of up to three + 'other' & textbox*) **N.B. question was duplicated but different choices were offered.**
7. How likely are you to visit the new food stores and other shops once they open? (*scale of 1 – 10, 1 = not likely & 10 = very likely*)
8. How do you feel about our proposals to re-develop the site? (*rating of 1 to 5 Stars, 1 Star = not supportive & 5 Star = very supportive*)
9. Do you have any further thoughts about our plans for the land at Norway Lane? (*textbox*)

The key themes from the public consultation are summarised below and presented in a Table at the end of this sub-section. Full tables showing the feedback form responses are presented later on.



PROPOSED REDEVELOPMENT: LAND AT NORWAY LANE

FEEDBACK FORM

Quick Fact:

Plans are in place to revitalise the vacant former Body Shop site with a thriving mix of retail & leisure uses:



New premium & discount food retailers, offering convenience for Littlehampton as well as non-food retailers



Over 250 new jobs in Littlehampton plus more created across the supply chain



Improved pedestrian & cycle accessibility



New planting & a biodiversity Net Gain of 10%

1. What is your relationship to Littlehampton

2. What sort of food shops do you think would best complement the town centre?

Budget

Mid Market

Premium

3. What benefits do you think this development will bring to the local area? (Select up to three):

Better choice of groceries

Job opportunities

Greater convenience

More affordable prices

High-quality produce

Other

If Other was one of your three choices, please could you tell us more.

4. How important is it that Littlehampton has more choices for shopping & services?

(Select from a scale of 1 to 10, 1 = not important, 10 = very important):

- 1 2 3 4 5 6 7 8 9 10

5. What shops, facilities, or services would you most like to see in these plans?

1 2

6. What benefits do you think this development will bring to the local area? (Select up to three):

- Re-using a vacant site Better choice of shops Greater convenience
 More places to eat and drink New jobs and a boost to the local economy Other

If Other was one of your three choices, please could you tell us more.

7. How likely are you to visit the new food stores and other shops once they open?

(Select from a scale of 1 to 10, 1 = not important, 10 = very likely):

- 1 2 3 4 5 6 7 8 9 10

8. How do you feel about our proposals to re-develop this site?

(1 star = not supportive and 5 star = very supportive)

- ★ ★★ ★★★ ★★★★ ★★★★★

9. Do you have any further thoughts about our plans for the land at Norway Lane?

Contact us

Please complete this feedback form and return it to a member of the project team or if you would like to take it home, you can complete and return it via the following contact details below:

Digital survey marketing

Cratus, on behalf of the applicant, partnered with Give My View to host an online survey open to members of the public who were able to read a short introduction to Hallway’s proposals before completing a short survey. The survey is show in full in Appendix B.

The advert on the top left-hand side above received the highest number of interactions. Those aged 65 and over showed the highest level of engagement, closely followed by those aged 55 to 65. Facebook was the most successful platform in terms of engagement, perhaps due to more senior members of the community using the platform more than Instagram, which was effective for reaching young age groups.

Top Performing Ads Facebook & Instagram



Ad Description	Clicks	Reach	Impressions
Coming soon to Littlehampton? (Retail options)	3,303	51,139	203,640
There are plans to transform the vacant former Body Shop site in Littlehampton	1,640	25,532	71,697
What shops, facilities, or services would you most like to see in Littlehampton?	1,418	29,631	113,995

Instagram

givemyview Sponsored

Share your views on the proposed redevelopment of Land at Norway Lane, Littlehampton

Learn more

Paid for by Built-ID

Littlehampton and surrounding areas! Did you know there are plans to revitalise the vacant former B... more

Instagram

givemyview Sponsored

There are plans to transform the vacant former Body Shop site in Littlehampton

Learn more

Paid for by Built-ID

Land at Norway Lane in Littlehampton, the vacant former Body Shop site, needs your voice! There... more

Key themes & findings:

At the public consultation event, an encouraging 34 feedback forms were completed which supplemented the dozens of constructive conversations which were held between members of the project team and residents who gave verbal feedback.

In addition to the physical feedback forms received on the day, the project inbox has received one feedback response via email and our office has received two feedback responses via freepost.

Digital feedback form results

The online survey was live from Saturday the 8th to Sunday the 23rd of March 2025, in which time, 7,812 people visited our survey. Online visitors would have arrived via either social media adverts which Hallway had funded to reach a wider audience, via a QR code on our literature and/or our project website. An overview of the responses is outlined below:

- Respondents said that they were 87% likely to visit the new food stores and retailers once they had opened. 97% of respondents voted neutrally to positively when asked the same question.
- Respondents said they felt that on a 0 – 100% scale of importance, it was 86% important that Littlehampton has more choice for shopping and services. 96% of respondents voted neutrally to positively when asked the same question.
- The vast majority of respondents identified two main social and economic benefits of Hallway's proposals, the reusing of a vacant site (27 responses) and new jobs and boost to the local economy (26 responses). These dual focuses formed the primary theme of the feedback from the public consultation event.
- The desire for greater retail opportunities and convenience was a secondary theme throughout the feedback responses. Respondents identified the following perceived benefits of Hallway's proposals: better choice of shops (19 responses), more places to eat/drink (12 responses) and better convenience (10 responses).
- When asked what these benefits might look like, in the terms of which shops, facilities or services respondents would most like to see in Hallway's proposals – M&S and clothes shops were the most frequent responses.
- When respondents were asked: "How important is it that Littlehampton has more choices for shopping and services? (1 = Not to 10 = Very)". The average response was "9".
- When respondents were asked: "How do you feel about our proposals to re-develop this site? (1 = not supportive and 5 = very supportive)". The average response was "4.24".



Land at Norway Lane, Littlehampton

08/03/2025 — 24/03/2025

Users



Total visits GA4

7,865

visits to the project



Voters

2,955

number of people voted

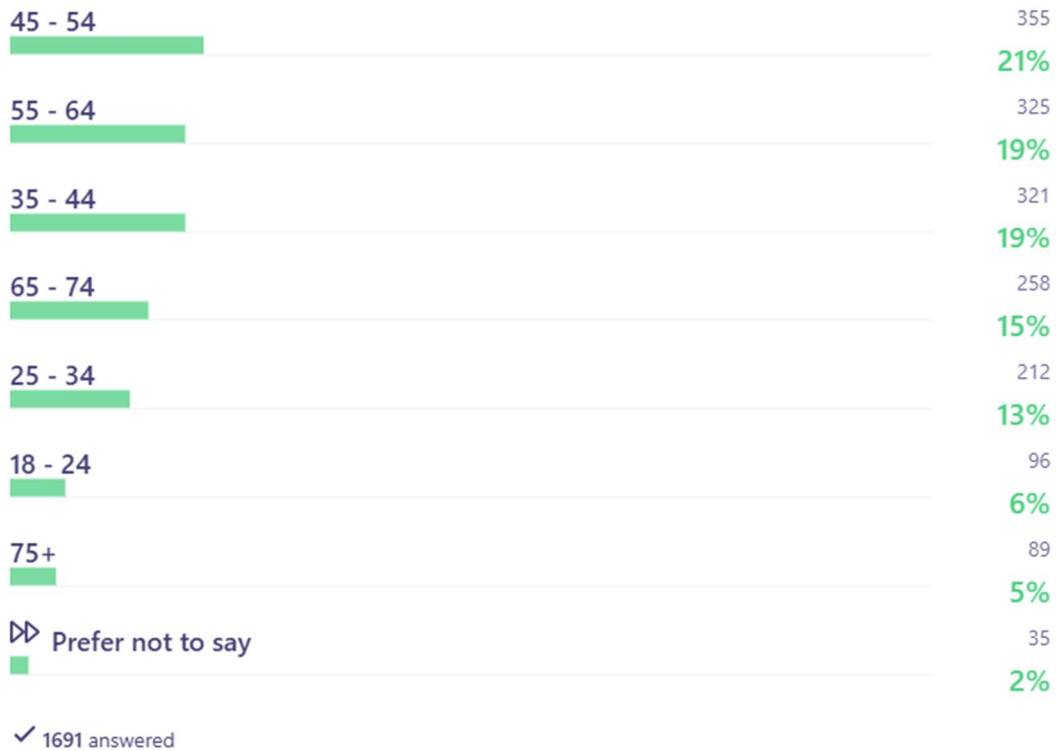


Votes

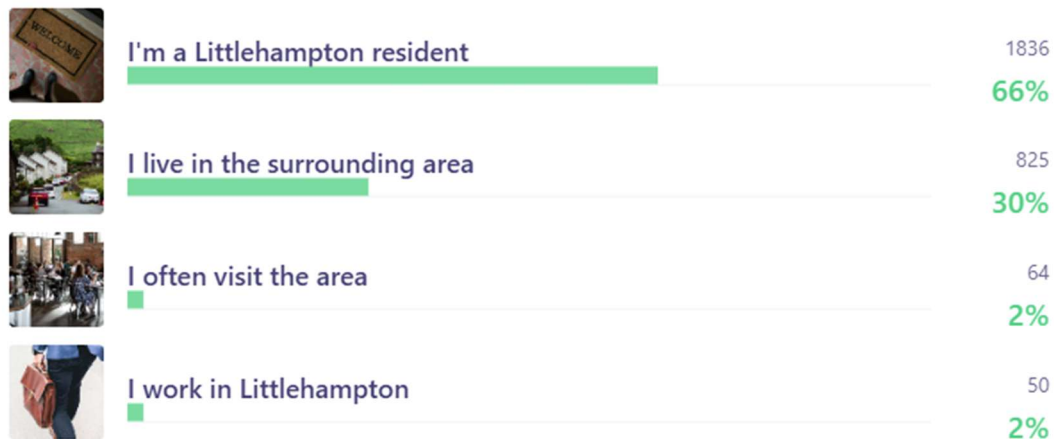
19,525

questions answered

What is your age?



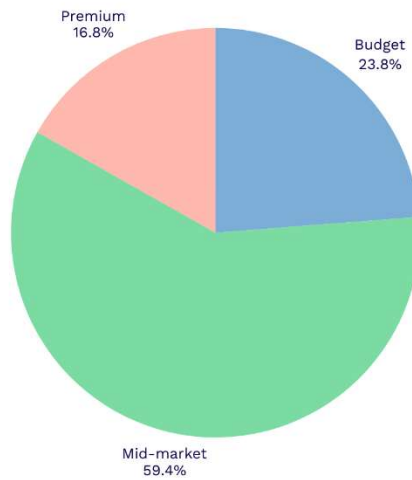
What is your relationship to Littlehampton?



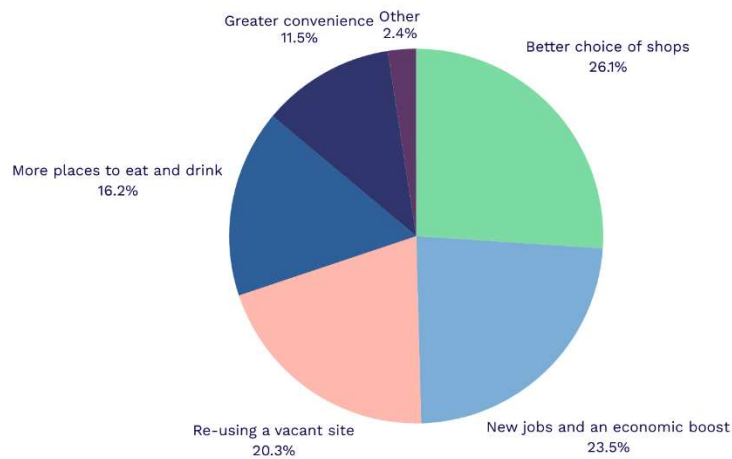
Dashboard summary of Give My View Survey which sought public feedback on Hallway's proposals. **2,955 respondents completed the survey**, of whom **66% of respondents were local residents**. The average age of a respondent is indicated to be between 54 – 64 years old.

Digital feedback form results

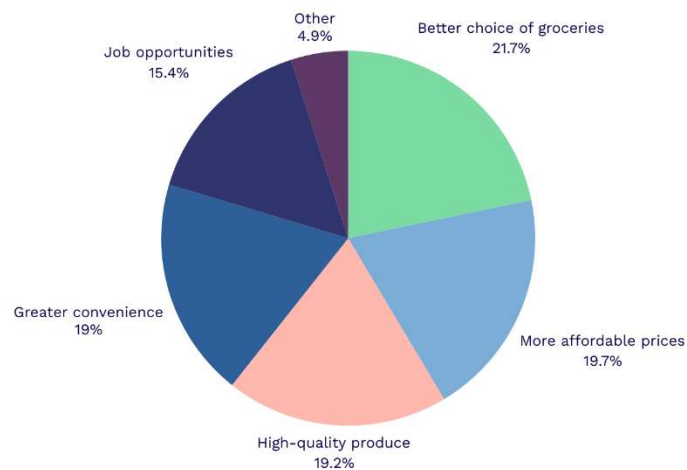
What sort of food shops do you think would best complement the town centre?



Which benefits of the redevelopment are important to you & the local area?



What benefits of new food stores are most important to you?



Physical feedback form results

What is your relationship to Littlehampton? **100% of respondents were residents.**

What sort of food shops do you think would best complement the town centre? (tick box)

Category	Number of Responses
Budget	7
Mid Market	14
Premium	23

What benefits do you think this development will bring to the local area? (multiple choice of up to three)

Benefit	Number of Responses
Job opportunities	28
Convenience	19
High-quality Produce	15
Better choice	13
More affordable	6
Other	3

How important is it that Littlehampton has more choices for shopping & services? (scale of 1 – 10)
Average of all respondent responses was '9'.

What shops, facilities or services would you most like to see in these plans? (two textboxes) **Most frequent responses from respondents were 'M&S' & 'Clothes Shop'.**

What benefits do you think this development will bring to the local area? (multiple choice of up to three)

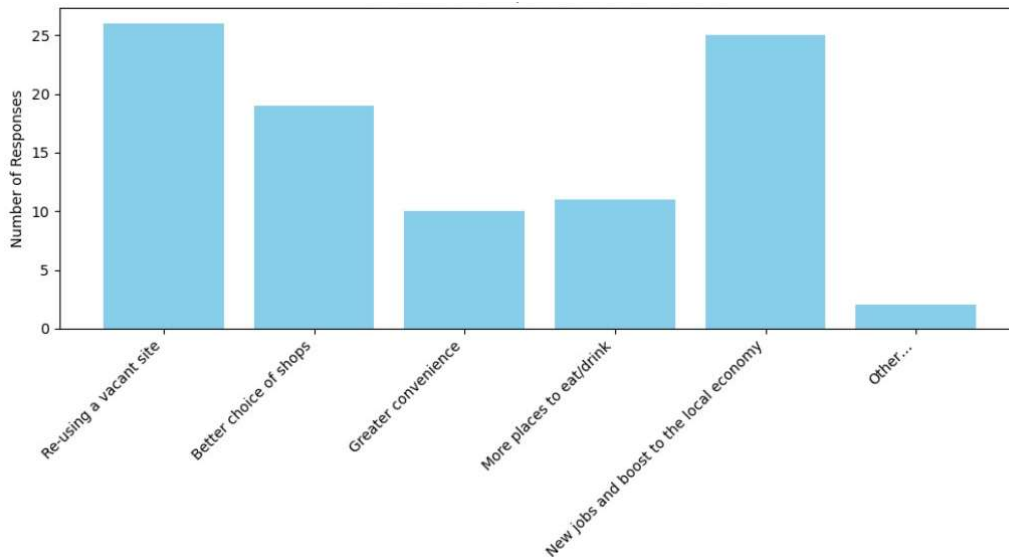
Benefit	Number of Responses
Re-using a vacant site	27
New jobs and boost to the local economy	26
Better choice of shops	19
More places to eat/drink	11
Greater convenience	10
Other	2

How likely are you to visit the new food stores and other shops once they open? (scale of 1 – 10)
Average of all respondent responses was '8.75'.

How do you feel about our proposals to re-develop the site? (rating of 1 to 5 Stars) **Average rating by respondents was '4.21 Stars'.**

Do you have any further thoughts about our plans for the land at Norway Lane? (textbox) **See word cloud included within report.**

Bar Chart showing most frequently identified benefits of Hallway's proposed development .



Word Cloud showing the most frequently suggested shops, facilities or services respondents said they would most like to see in Hallway's proposals.



Word Cloud showing the most frequent types/topics of additional feedback or comments provided by residents when answering the feedback form from the consultaiton.

Summary:

The applicant has undertaken an open and transparent consultation with key local stakeholders, using both extensive digital and non-digital means.

In summarising the digital consultation undertaken by Hallway, utilising a dedicated online survey platform (Give My View), 2,955 respondents have completed the survey (66% of respondents were local residents). The average age of a respondent of the digital survey is indicated to be between 54 – 64 years old.

Around 9 in 10 people either support or strongly support Hallway's proposals for the Land at Norway Lane. Respondents said that they were 87% likely to visit the new food stores and retailers once they had opened and felt that it was incredibly important that Littlehampton has more choice for shopping and services.

In summarising the non-digital consultation element of the community consultation strategy, physical leaflets were delivered to 1,845 properties in the neighbouring area to make residents aware of an in-person public consultation event which was held on Saturday the 8th of March. Across the day, approximately 40 – 50 people attended the event and Cratus processed 37 physical feedback forms.

Respondents mainly identified two social and economic benefits of Hallway's proposals, the reusing of a vacant site (27 responses) and new jobs and boost to the local economy (26 responses).

Similar to the findings from the digital survey, respondents of the physical feedback forms also expressed a desire for greater and more convenient retail opportunities in Littlehampton. When asked: "How important is it that Littlehampton has more choices for shopping and services? (1 = Not to 10 = Very)", the average response was "9".

Finally, When respondents were asked: "How do you feel about our proposals to re-develop this site? (1 = not supportive and 5 = very supportive)". The average response was "4.24".

Conclusion:

Informed by Arun District Council's Statement of Community Involvement (2023), Hallway's community consultation strategy utilises 7 of the 11 suggested approaches. Cratus assisted Hallway in consulting the local community throughout the process in an open and transparent manner, providing opportunities for a range of stakeholders to give their views, and ask questions.

Through dedicated digital and non-digital channels Cratus, on behalf of Hallway, has provided continuous opportunities for local residents to request additional information, ask questions and raising concerns or offer feedback on Hallway's proposals.

The client and design team have addressed the wide range of responses arising from our community consultation and, where appropriate, amended the scheme during its evolution prior to the submission of this planning application. Alongside Table 1 (pp.9-10) within this Statement of Community Involvement, Section 5 of the submitted Planning Statement (prepared by Freeths LLP) also discusses how the scheme responded to the comments which arose from the various methods of consultation.

In conclusion, Hallway has undertaken a thorough and meaningful public consultation, engaging with a mix of stakeholders via a wide range of approaches as set out in Arun District Council's Statement of Community Involvement (2023). This consultation has meaningfully informed the final proposals set out within this planning application.

Appendices:

Appendix A – Website


We would like to invite you to a community drop-in event to discuss with the project team and share your feedback on our plans for the proposed redevelopment of Land at Norway Lane, Littlehampton.

EVENT DETAILS

📅 Saturday 8 March 2025

🕒 10am – 2pm

📍 Littlehampton Academy >



Hallway Properties own the site which forms part of the wider Watersmead Business Park, which is made up of two warehouse buildings, previously occupied by Amazon, and the former headquarters of The Body Shop. These buildings are now sat vacant, having been purpose-built for The Body Shop. Following extensive marketing, there has been no interest from other businesses, and it is not viable to upgrade the existing buildings to meet the modern specifications required by businesses today.

Our plans will transform this long unused space into a vibrant and contemporary retail park for many to enjoy while creating local job opportunities. This will be a much more inviting space with a network of green pedestrian routes planted with trees and shrubbery. Meanwhile, existing pedestrian, cycle and public transport links connecting the site to the wider residential area will be maintained and enhanced.

The proposals aim to revitalise the site with a vibrant mix of retail stores, offering improved convenience for residents and the wider community. Prospective retailers include premium and discount food offerings, fashion, food and beverage, DIY and the possibility of leisure.

We look forward to seeing you at the community drop-in event. If you are unable to attend, you can complete our [online feedback form](#). Alternatively, you can get in touch using any of our contact details below.

[GIVE YOUR VIEW](#)

We look forward to seeing you at the drop-in event and sharing our plans with you. This is your opportunity to provide feedback and help shape the proposals in advance of an application being submitted in Spring 2025.



THE PLANS WILL PROVIDE A RANGE OF BENEFITS:

- Revitalising a vacant, brownfield site with a thriving mix of retail and leisure uses.
- New premium and discount food retailers, improving shopping convenience in Littlehampton and the wider area.
- Units to attract new non-food retailers to Littlehampton.
- The creation of over 250 jobs in Littlehampton plus more jobs created across the supply chain.
- The creation of significant training opportunities.
- A significant investment into Littlehampton.
- Improved pedestrian and cycle accessibility.
- New planting and Biodiversity Net Gain of 10%, through a combination of on-site and off-site measures.

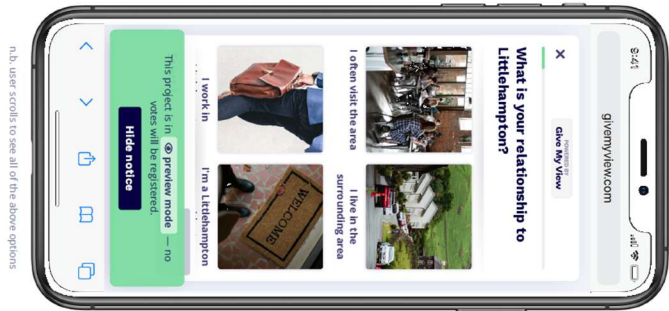
[DOWNLOAD EXHIBITION BOARDS \[PDF 10MB\]](#)

Contact us



Appendix B – Digital Survey

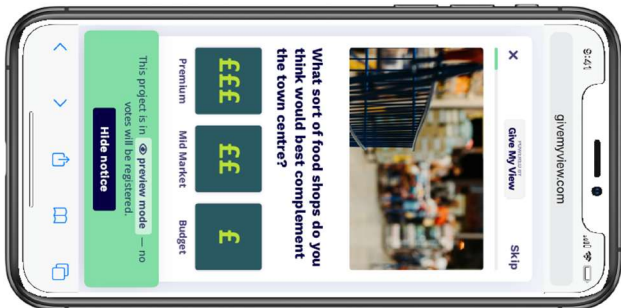
LAND AT NORWAY LANE
Screen 1



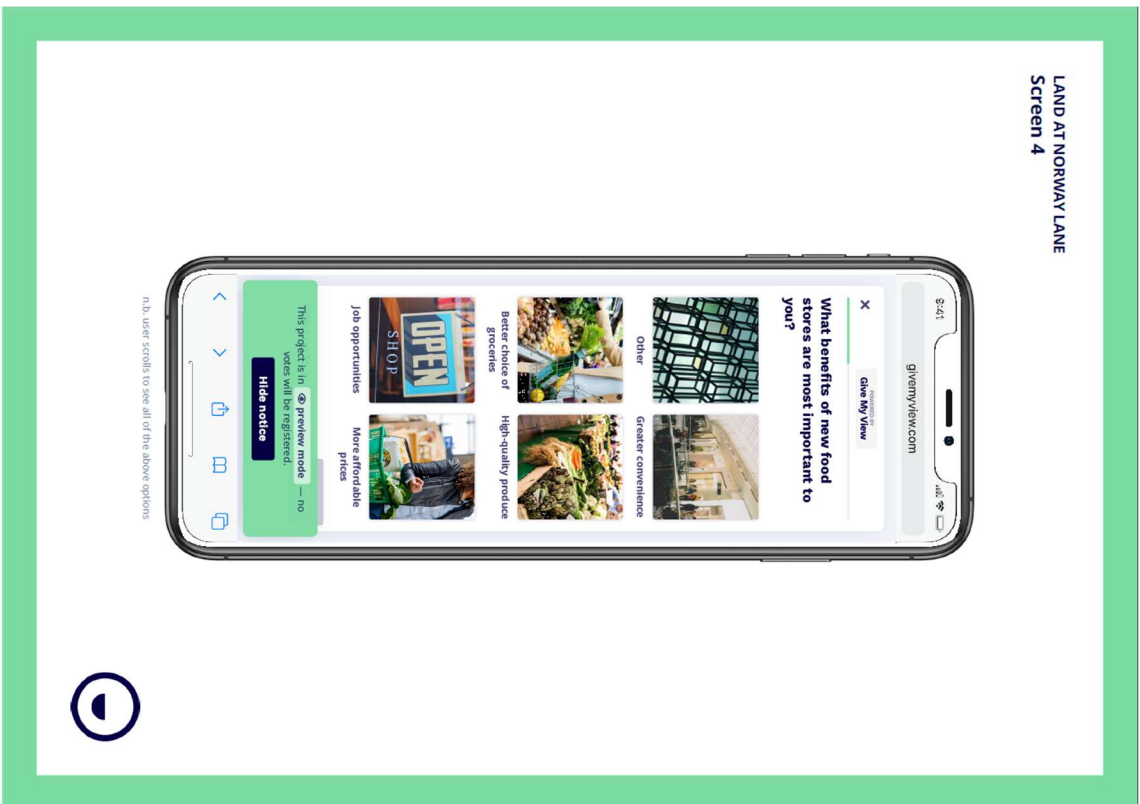
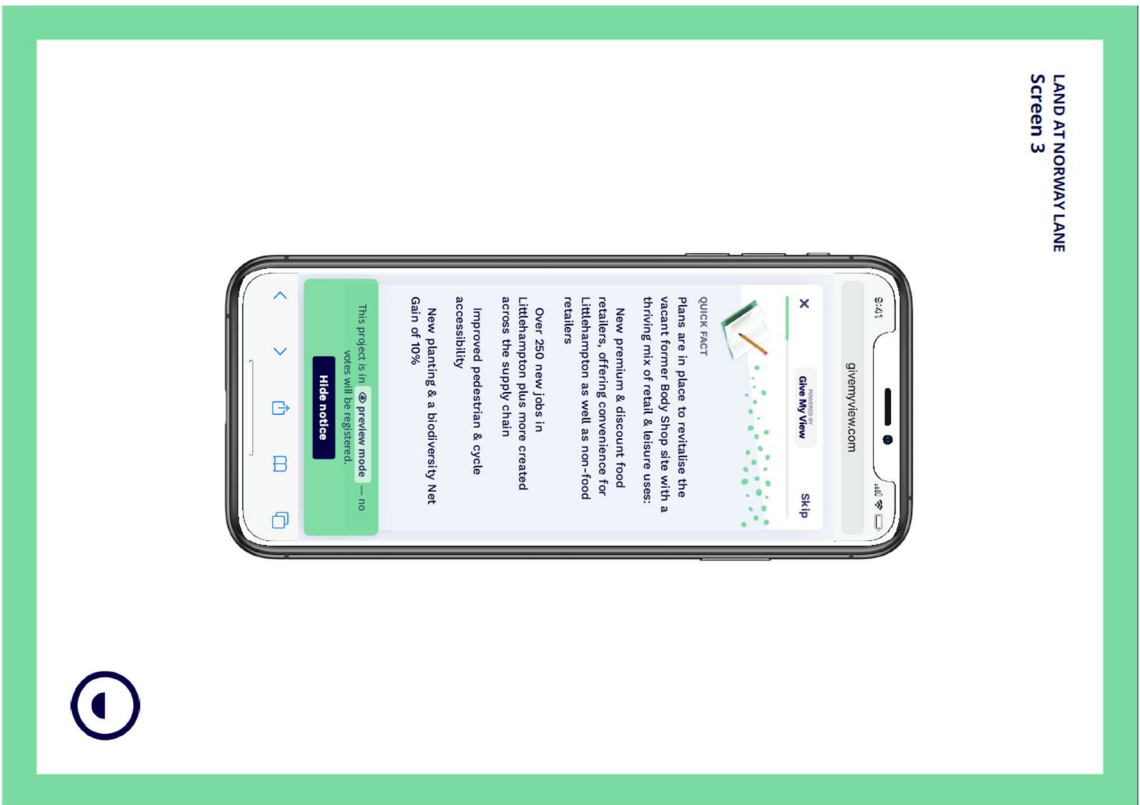
n.b. user scrolls to see all of the above options



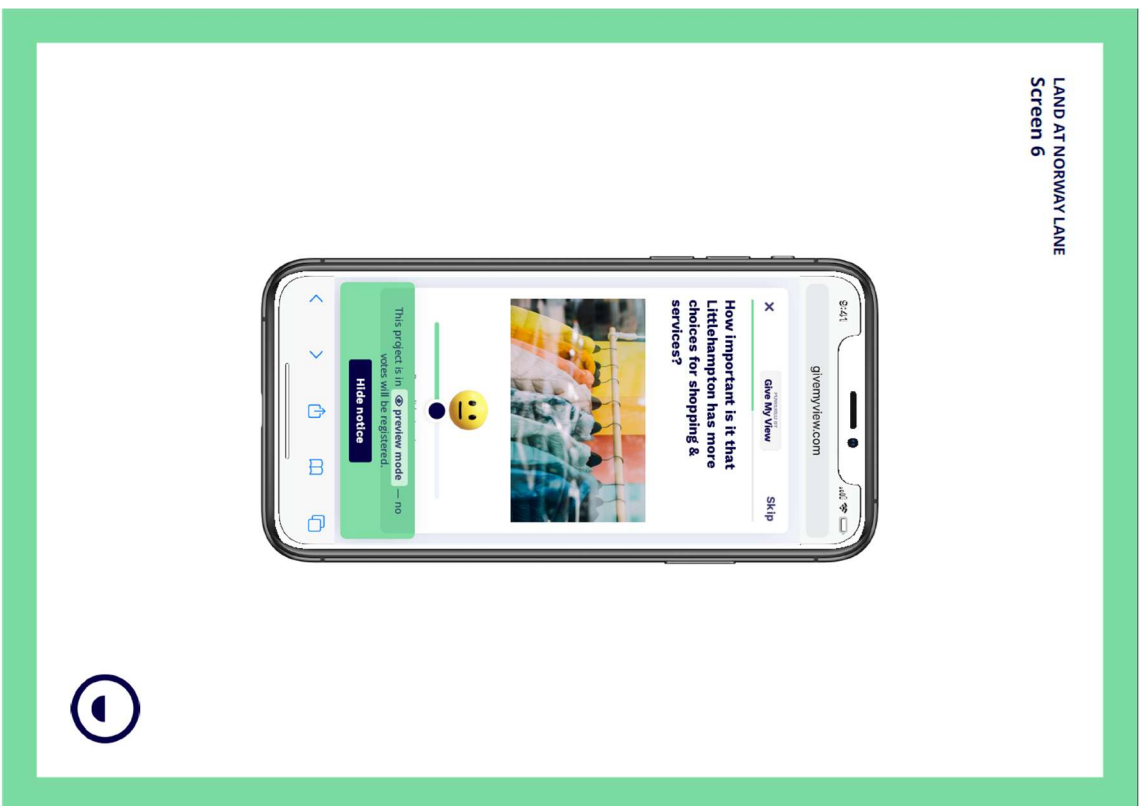
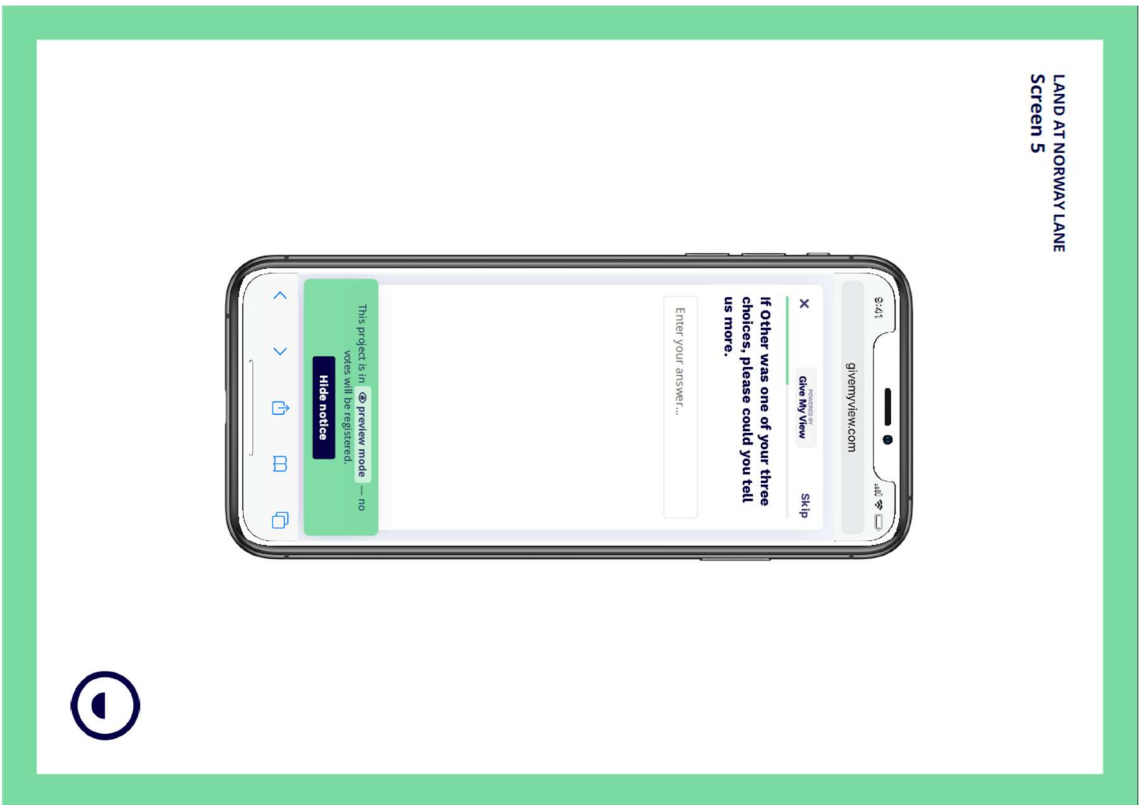
LAND AT NORWAY LANE
Screen 2



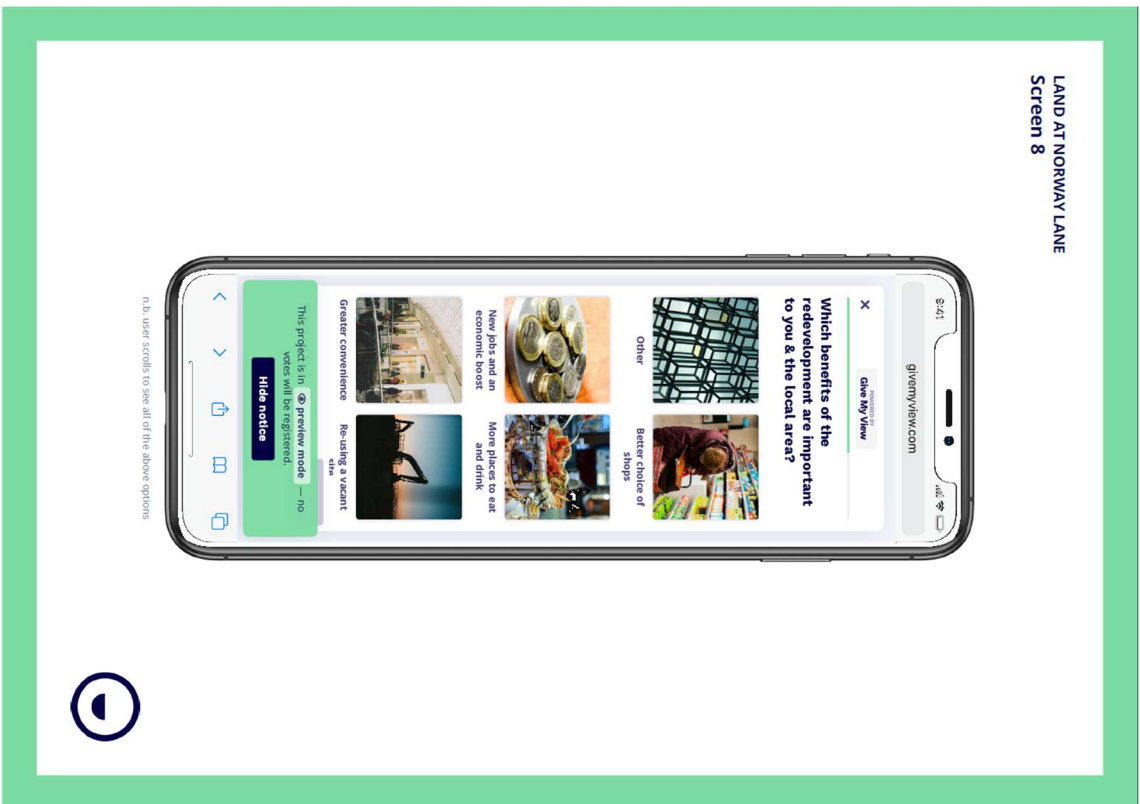
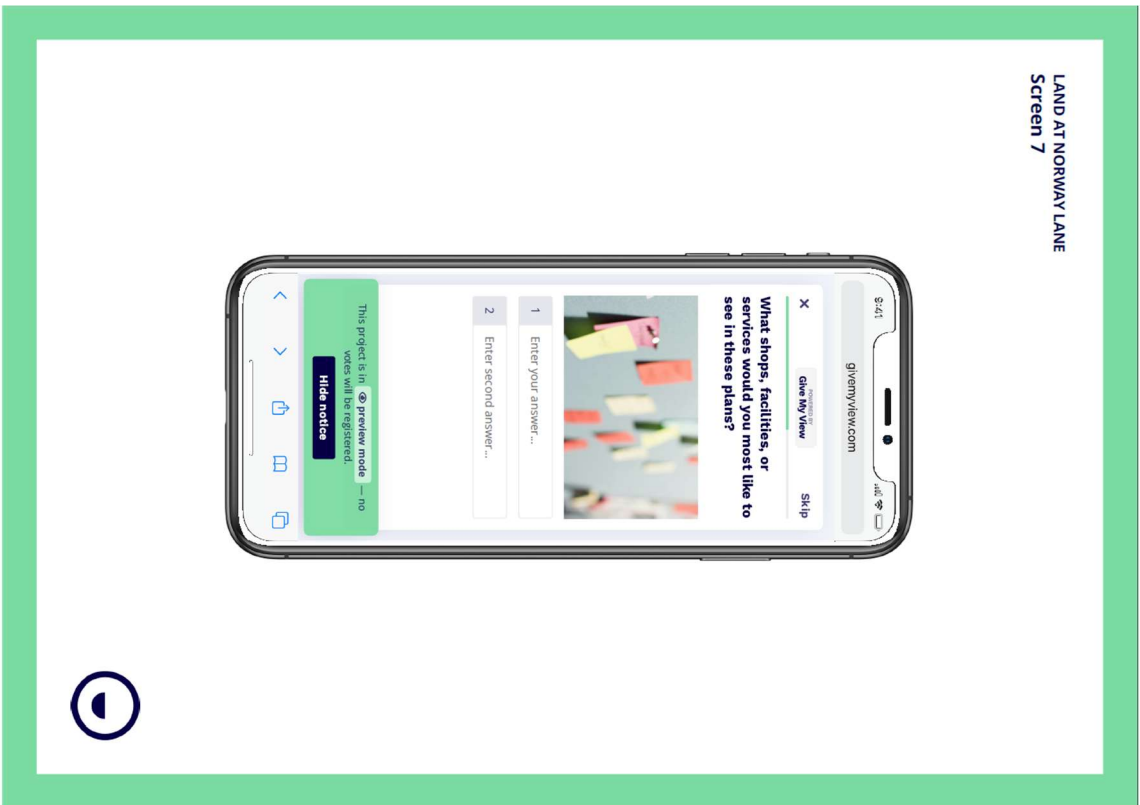
Appendix B – Digital Survey (Continued)



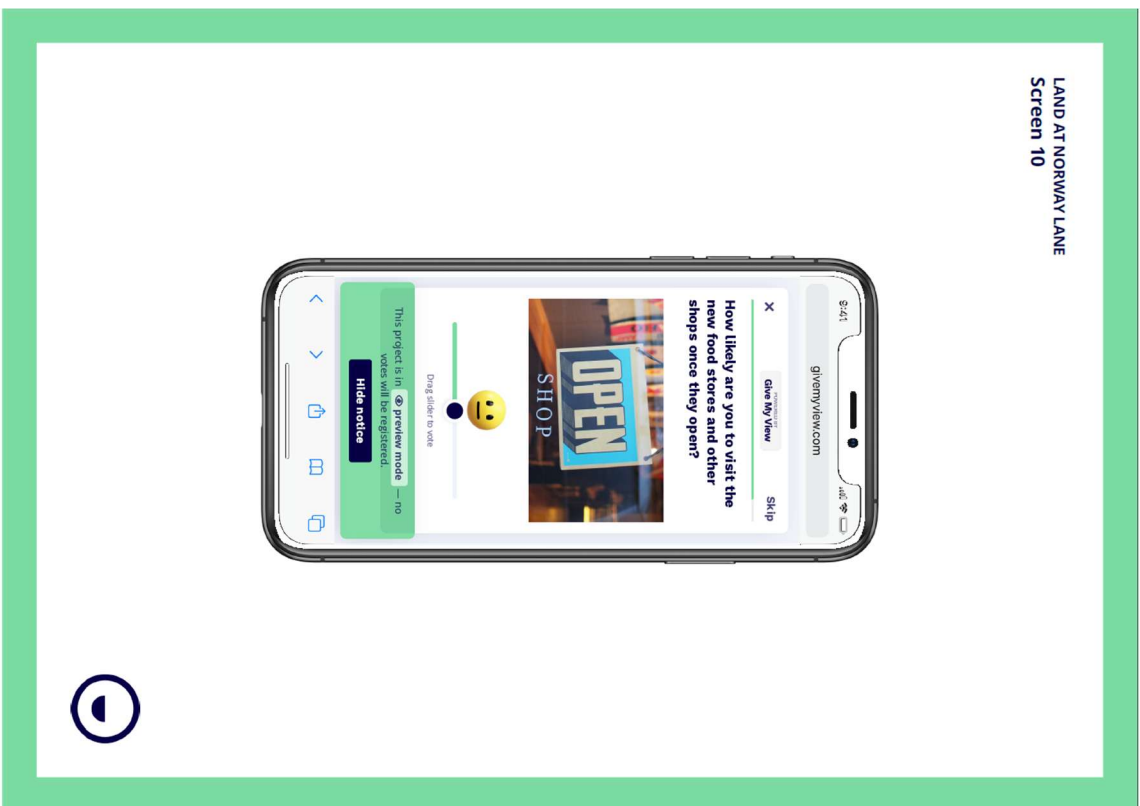
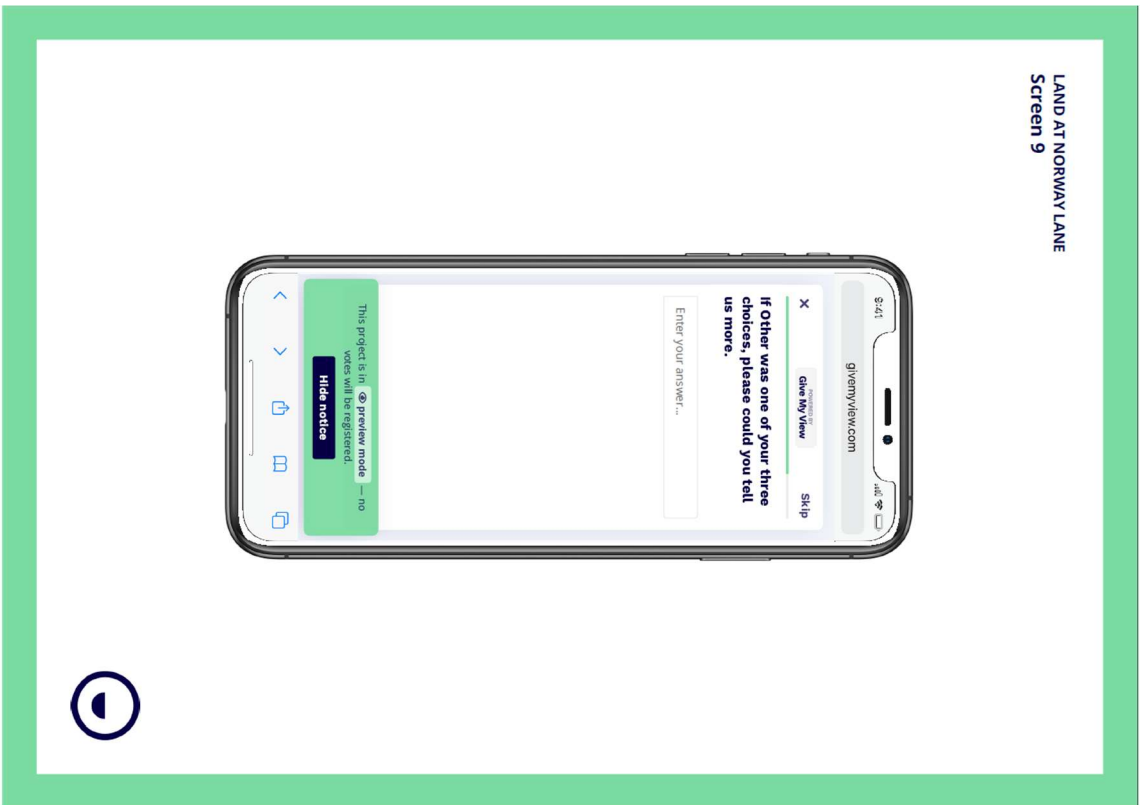
Appendix B – Digital Survey (Cont.)



Appendix B – Digital Survey (Cont.)

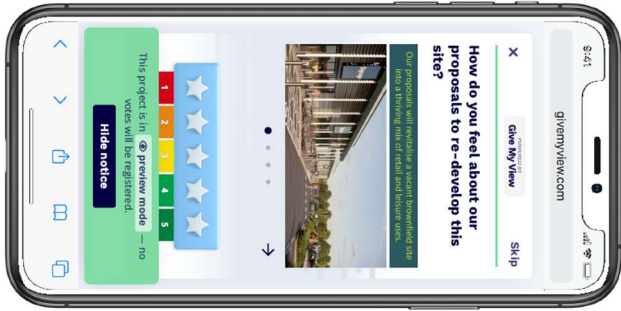


Appendix B – Digital Survey (Cont.)

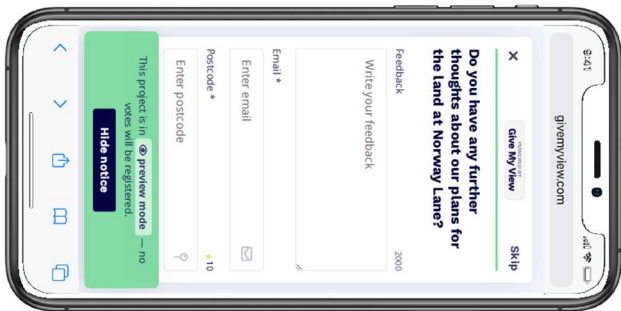


Appendix B – Digital Survey (Cont.)

LAND AT NORWAY LANE
Screen 11



LAND AT NORWAY LANE
Screen 12



Appendix C – Public Exhibition Banners

PROPOSED REDEVELOPMENT:
**LAND AT NORWAY LANE,
LITTLEHAMPTON**

Welcome



The community drop-in event today shows the emerging plans for Land at Norway Lane. Our proposals will revitalise the Land at Norway Lane by creating a convenient and enjoyable shopping experience for residents and visitors – whilst creating hundreds of new jobs in Littlehampton.


- Please feel free to ask our team members about our vision for the Land at Norway Lane. Our contact details are also available, so please stay in touch.
- Have your say on our proposals via Give My View or get in touch with us by midnight on **Sunday the 29th of March.**
- Our proposals will be submitted as a planning application to Arun District Council in Spring 2025 - so don't miss out on having your say!

Project Timeline:

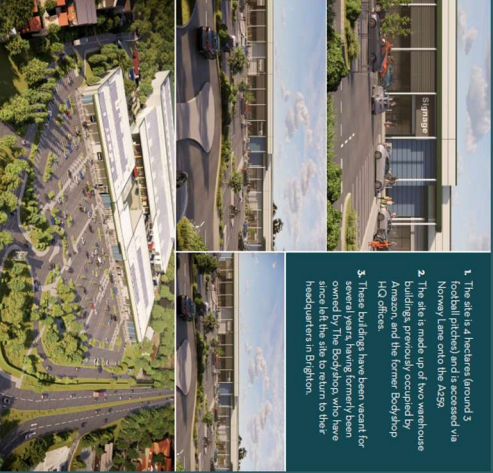


PROPOSED REDEVELOPMENT:
**LAND AT NORWAY LANE,
LITTLEHAMPTON**

Site Overview



Hallway Properties own the Land at Norway Lane, which forms part of the Watersmead Business Park. Our proposals will revitalise the site whilst creating new jobs, training opportunities and bringing new major retailers to Littlehampton.




1. The site is 4 hectares (around 3 football pitches) and is accessed via Norway Lane onto the A259.
2. The site is made up of two warehouse buildings, previously occupied by the former Body Shop HQ offices.
3. These buildings have been vacant for several years, having formerly been owned by The Bodyshop, who have since left the site to return to their headquarters in Brighton.

Appendix C – Public Exhibition Banners (Continued)

PROPOSED REDEVELOPMENT:
**LAND AT NORWAY LANE,
LITTLEHAMPTON**

**Proposals:
The Vision**



The proposals will enhance the shopping experience for Littlehampton by giving residents a greater choice and convenience.

Building on a bright future for Littlehampton:

- Hundreds of new employment opportunities, both during construction and once the retail park is operational, spanning over 100,000 sqm of new shops and office construction.
- Our considered proposals will boost Littlehampton's retail offering and complement the town's existing retail offer.
- Sensitive redevelopment, repositing the warehouse units whilst reclaiming existing materials from the demolition of the former site, ensuring a sustainable development.

£

Significant investment into Littlehampton

Identify related benefits the A259

100+ Businesses, 1M sqm (B1/C1) on both on/off-site contributions

Upgraded cycle links


New Street for Littlehampton


A network of green pedestrian routes

PROPOSED REDEVELOPMENT:
**LAND AT NORWAY LANE,
LITTLEHAMPTON**

THE NEED TO REVITALISE THE LAND AT NORWAY LANE

SITE TIMELINE:





Why is removal of former The Bodyshop HQ building necessary?

- There has been no interest in redevelopment of the site for its current office and industrial use.
- The existing buildings cannot be upgraded to meet the modern specifications required by businesses and society today.
- The buildings have been on the market for re-occupation since March 2023. In the time since there has been very limited interest.


What major retailers are we bringing to Littlehampton?

There is a significant interest in our proposals from national retailers, given its accessible location. Whilst we can't name all the retailers involved, some examples of interest so far include:

- A new Lidl (confirmed subject to planning permission)
- A premium food retailer
- New clothing stores
- A home/DIY store
- Potential for a new gym.

Appendix C – Public Exhibition Banners (Cont.)


PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON




Lidl is committed and excited to be investing further into Littlehampton by opening a new store at this location to complement their existing town centre store (subject to planning permission).

BENEFITS WILL INCLUDE:


- **Jobs for local people:**
 - 40 new jobs (65 FTE) The starting salary in Lidl stores is currently £12.40 per hour, above the National Living Wage and no zero-hour contracts.
 - All Lidl recruitment specifically targets their stores primary catchment areas (usually less than a 5-minute drive from the store). This means that around 80% of the jobs will be filled locally providing a real boost to the local economy.
 - A variety of jobs available including Store and Logistics Managers, with a Management Development Initiative to enable every employee to fulfil their potential.




Smart heating and lighting systems save energy




Lidl are leaders in recycling and reducing waste




Secure cycle storage for shoppers and staff



CFC free refrigeration units protect the environment



Motion sensor with warehouses optimise electricity usage



EV charging points for convenient recharging


Opening Times:


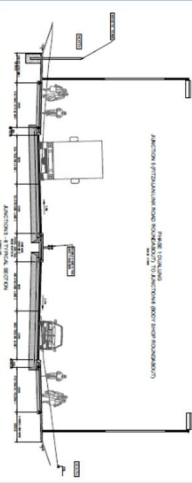
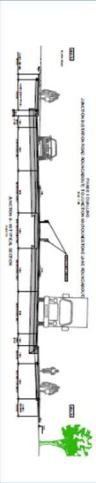
- 8am-9pm Monday to Saturday and 10am - 4pm on Sundays and Bank Holidays.
- Store delivery times (when produce and goods are delivered to the store) are the same as our opening hours, plus 1 hour either side, i.e. 7am-11pm Monday to Saturday and 9am - 5pm Sundays and Bank Holidays.

PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON

Getting here

A transport assessment will be submitted to demonstrate how the site is accessible and sustainable, with an acceptable impact on the local highways network. As part of this, appropriate forms of parking will be provided along with encouraging walking and cycling.

 The revitalised site will host new EV charging points and cycle parking alongside enhanced pedestrian and cycle routes.

Appendix C – Public Exhibition Banners (Cont.)

PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON

Sustainability

Sustainability has been carefully considered throughout the design process, with the scheme aiming to achieve BREEM Excellent.

Key features:

- Energy-efficient building design
- Convenient EV-charging
- Renewable energy solutions (e.g. solar panels)
- Enhanced pedestrian and cycle accessibility
- Biodiversity/Net Gain of 10%
- The existing pond will create an arrival feature with enhanced landscaping.
- Cycle parking

COMMITMENT TO SUSTAINABLE CONSTRUCTION AND OPERATIONS

As part of our proposals any resultant demolition will lead to existing materials being reclaimed and reused, rather than wasted.

Improved Landscaping:

Our proposals will revitalise the site's natural credentials by significantly enhancing the landscaping around the pond, which will become a greening feature upon entrance to the site.

PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON

Planning considerations


The community drop-in today shows the emerging plans for Land at Norway Lane.

For Arun District Council to consider the plans, a full planning application will be submitted in Spring, supported by a range of detailed technical assessments and drawings.

As part of this, our team must meet a number of planning considerations, which are set out in Arun District Council's planning policy. These include:


- Demonstrating there is no reasonable prospect of re-use or employment use on the site
- Demonstrating there would be no significant adverse impact on the local town centres
- Demonstrating there are no alternative sites in or on the edge of the district centres which could accommodate the scheme. This information will be submitted in full with the planning application and accompanying documents.

Appendix C – Public Exhibition Banners (Cont.)



**PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON**

Community Benefits



Re-use of a vacant brownfield site.

£ Important forward investment into the Littlehampton economy reversing a falling site.

The creation of training opportunities and apprenticeships.

Improved pedestrian accessibility from the south across the A259.


Introduction of a range of new retailers and operators to Littlehampton to revitalize a vacant site.

£ The creation of around 250 jobs in retail and more jobs created across the entire supply chain, helping to bring fresh opportunities to Littlehampton and the wider area.

Job opportunities created through construction.

New planting and Biodiversity Net Gain of 70%.

Supporting expansion of existing employment by future to improve convenience and accessibility of the town's overall offer.

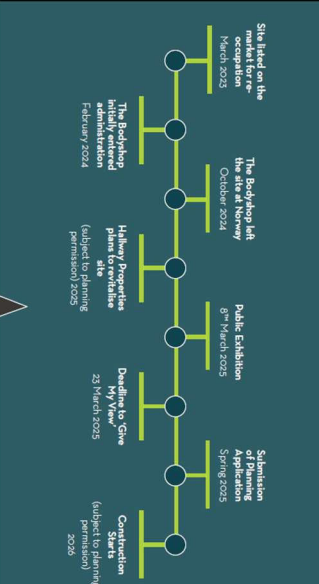


**PROPOSED REDEVELOPMENT:
LAND AT NORWAY LANE,
LITTLEHAMPTON**

Have your say and next steps

Thank you for coming to our community drop-in event, showcasing the emerging plans for Land at Norway Lane.

Prior to a full planning application being submitted in Spring, you can 'have your say' via Give My View to help shape our proposals and tell us your priorities for a revitalised shopping experience for residents and visitors to Littlehampton.



Site listed on the market for re-occupation: March 2023

The Borough lift the site at Norway Lane: October 2024

Public Exhibition: 9th March 2025

Submission of Planning Application: Spring 2025

Construction (subject to planning permission): 2026

Site listed on the market for re-occupation: March 2023

The Borough lift the site at Norway Lane: October 2024


Public Exhibition: 9th March 2025

Submission of Planning Application: Spring 2025

Construction (subject to planning permission): 2026

Stay in touch

Alternatively, you can also provide your feedback through the contact details below. Feedback forms are available to complete today



PLEASE SCAN

Deadline to respond via Give My View is midnight on 29th March 2025

Appendix C – Public Exhibition Banners (Cont.)

