



## April 2009 - Newsletter for Managers

**ITALIAN THEMED EASTER FUN WEEKEND**  
 10th and 11th April 2009  
 South Street Square and Montague Place  
 Italian Market 9am - 4pm  
 Free Entertainment 12noon - 4pm

STREET MAGICIAN  
 CHILDREN'S WORKSHOPS  
 VENEZIANE STILT WALKERS  
 FACE PAINTING  
 CONTINENTAL WHEELS  
 BALLOON MODELLING

WORTHING TOWN CENTRE INITIATIVE

### Footfall

During the month of February the average footfall decline was 8% nationally and Worthing saw a reduction in shopper numbers of 4%. The very cold weather at the beginning of the month kept people at home but the Ice Rink in Steyne Gardens did help to entice people out.

February is historically the quietest month for shopper numbers and the Gas Works and Chapel Road Works have been scheduled to have the least impact.

### Parking in Worthing

The Worthing Town Centre Initiative attended a Council Overview & Scrutiny meeting to present the concerns raised over the last few months by local businesses on the issues associated with Car Parking and deliveries in the Town Centre.

The Overview and Scrutiny committee are councillors who have been directed to look at major issues and make recommendations for improvements. Their report has not yet been released but we will continue to highlight the need for changes at every opportunity.

### Training Course Update

JD Training ran a course on How to cut costs without cutting service and Town Centre businesses were given the opportunity to attend this training at no cost.

### Gas works

Essential replacement to the gas main is underway in the area from Montague Place to Bath Place and Southern Gas Networks have committed to complete these works as quickly as possible. Current estimate for disruption is 4-5 weeks. These are necessary works and we have negotiated to ensure there is no disruption during the summer months.

### Events in the Town Centre



- For late APRIL and Early MAY**
- 10<sup>th</sup> & 11<sup>th</sup> April Italian Easter Fun Weekend
  - 1<sup>st</sup> May Red Rolls Royce Promotion (Car for hire for Weddings and special Events)
  - 2<sup>nd</sup> May Worthing Kung Fu School promotion
  - 2<sup>nd</sup> May Annie Promotion (See overleaf)
  - 5<sup>th</sup> May Army Careers Promotion (Trailer with leaflets, videos and further information on the Army)
  - General Market every Wednesday
  - Farmers Market Saturday 28<sup>th</sup>

### Questionnaire

Thank you to all the businesses that have responded so far. We have received some very useful comments, suggestions and feedback.

We are currently reviewing the data and are investigating various options including looking into an intranet based system that could make Shopwatch accessible to more businesses.

### Worthing West End

We are currently working with Worthing Borough Council, local arts groups and premises owners to address the issue of Empty shops in the West End between the Body Shop and Scadgells. We have tried a couple of initiatives in the past but the building owners have not been as supportive as we would have liked. If anyone has any ideas for these shops we would love to hear from you!

### Synergie Special Offer

Indulge in true pleasure & relaxation with the Hair Experts at **Synergie Hair & Beauty** Salon with a **FREE** luxurious Hair or Scalp Treatment worth up to £15 when you have a full price Cut & Style Dry during April.

**Cut & Style Dry prices from £25 to £50**

Call now on 01903 212341.  
 24-26 Portland Road, Worthing

### Worthing In Bloom

The Town Centre Initiative are delighted to announce that the Worthing in Bloom hanging baskets will be available to businesses again this year.

Baskets are installed at the beginning of June and will be maintained and watered daily for a period of about 12 weeks. The all inclusive cost of a basket is £65.00 and if you don't have brackets yet these can be supplied and fixed for only £20 + VAT.

To order please complete the attached form and return on or before 30<sup>th</sup> April.

Around other areas of the town we have been able to put coverings on empty units that show images of Worthing and these have proved very successful and popular. And if there are shops that would benefit from this treatment please let us know and we can approach the building owner or agent.

The TCI have also committed to complete the West End scheme and will be installing 4 more hanging basket trees in the next 6-8 weeks. We have installed a sign by the Body Shop to welcome people to the West End and we are working with the West End Traders Association on a free parking initiative as part of their marketing campaign.

**Take a Closer Look Leaflet**  
 How to tell Fake bank notes leaflet from the Bank of England should be enclosed with this newsletter

## Town Centre Initiative Events for 2009

1-2 August - Dr who comes to Town



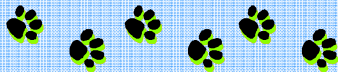
22 & 23 August Worthing International  
Birdman



18-19 September - French Market



31<sup>st</sup> October – Scooby Doo spooky  
day



28<sup>th</sup> November – Christmas Event  
with Bjorn the Bear.



## NCP Delivery Guidelines

- Any vehicle can load or unload for up to 30 minutes in places where such activity is permitted.
- If a parking attendant suspects a vehicle may be loading or unloading, then a minimum 5-minute observation time will be given (10 minutes for a commercial vehicle). If during this time no activity is noted, the parking attendant will assume the vehicle is not involved in any loading or unloading activity. Loading/ unloading may be allowed for commercial purposes (in the case of deliveries and collections, the goods involved do not have to be heavy or bulky), or if the items being loaded or unloaded are not easily portable. The process does not have to be continuous, nor must it be adjacent to the premises concerned, although this will usually be the case.
- However, the parking attendant must see some evidence of loading/unloading.
- If a Penalty Charge Notice is issued and the driver returns and claims to be loading or unloading, the parking attendant should advise the driver to write to the Council at the address shown on the back of the Penalty Charge Notice and include evidence of the loading or unloading (invoice, delivery note, sales bill, receipt etc.)
- If a parking attendant has reason to believe that any vehicle is loading or unloading, then a 30 minute observation period will apply.

### LOADING AND UNLOADING IS PERMITTED:

- In permitted parking bay (e.g. residents permit bays or pay and display bays).
- On single or double yellow lines.
- In loading bays.
- In limited waiting bays.

### LOADING AND UNLOADING IS NOT PERMITTED:

- At bus stops, taxi ranks, on clearways where stopping is prohibited, in doctor/ hospital/ ambulance bays.
- Where kerb markings indicate no stopping or loading restrictions.
- On school zigzag markings.
- In suspended bays.

## Road works Update

The temporary traffic lights will be removed from the junction of Chapel Road and Richmond Road on or before the 9<sup>th</sup> April and therefore will not affect the Easter holiday period. After Easter the new street furniture will be installed which will replace the black and gold furnishings and by the time of reading this newsletter the new trees will be in place.

To keep up to date on what is going on check out the works website [www.westsussex.gov.uk/majorprojects](http://www.westsussex.gov.uk/majorprojects)

## Town Centre Policing

Chris Spratt, Chairman of the TCI and Sharon Clarke Worthing Town Centre Manager met with District Commander Howard Hodges to discuss Town Centre Policing and some of the concerns that have been raised over the past few months.

There are 2 styles of policing; the Neighbourhood Team who are proactive in dealing with issues such as Street Drinkers, purse thefts etc and the Response Team who deal with specific calls to the Police. When a call is received at the Call Centre it is assessed; if it is a Grade 1 call it will get priority. Grade 1 is usually allocated if violence is taking place or is likely to take place. A compliant detained Shoplifter will be a Grade 2 call out but if the situation changes then stores are encouraged to call again to log the escalation so that the incident can be upgraded.

We were able to provide some evidence of delays in police attendance thanks to those completing Incident Reports and these are all being investigated.

## McDonalds Refurbishment

McDonalds refurbishment is now due to take place in May or June and we will inform businesses of the exact dates once they have been confirmed.

## Shop Watch

Please only stop someone if you have seen **selection, concealment, non payment** and **exit**. Be sure of your facts. If you are wrong, you could be sued for wrongful arrest!

Please remember the radio network is a professional tool and should not be used for social messages this could prevent someone requiring urgent assistance receiving it.

During Easter Operation Slane will be targeting youth anti social behaviour, many of the towns PCSO's will be involved with it and therefore may not be able to attend shoplifting incidents unless urgent assistance is required.

Please be aware that there is a current trend towards high value, electrical items being targeted for theft in the Town Centre.

Shop watch meetings in 2009 will be as follows

- Tues 19<sup>th</sup> May
- Tues 21<sup>st</sup> July
- Tues 22<sup>nd</sup> September
- Tues 17<sup>th</sup> November



Songs include It's a hard knock life, The sun'll come out tomorrow, Easy street, and many more.

Sussex Musical Productions always support a local charity and we are proud to be helping the NSPCC for the week making collections and raffles so please support us and them.

A lovely family show with a great selection of songs.

**Pavilion Theatre Worthing**  
12<sup>th</sup>-16<sup>th</sup> May 2009.

**£11-£15 tickets, please call**  
**01903 206206.**



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