

# Worthing Town Centre Initiative Newsletter

August 2009



## Media Interest grows for the Worthing International Birdman

The Worthing International Birdman comes to Worthing on the 22nd and 23rd August 2009.

With media interest growing articles about the competition will be in the Sunday Telegraph, The Times, Woman's Weekly, the in flight brochure of Singapore Airlines, as well as many local publications.

Soon to be published will be the Simply Sussex Birdman Special with full details of the event and of all the flyers.



Attracting such media attention is great for the towns tourism industry, introducing new visitors to the Town and increasing awareness nationally of what Worthing has to offer.

The publicity an event such as the International Worthing Birdman brings to the town should not be underestimated and with entrants from all over the world this years event should prove to be a great day out.

Jonathan Ansell formerly of G4 and the Gadget Show are amongst our 48 intrepid aviators all hoping for a shot at the 100m mark and the £30,000 prize money.

Flying will start around 12.30pm on Saturday 22nd and 1.00pm on Sunday 23rd but there's lots to see and do during the event so come along and bring the family.

For full details about the event, the flyers, to view Wilde's Word or our sponsors please go to the Worthing Birdman website: [www.worthingbirdman.co.uk](http://www.worthingbirdman.co.uk).

Don't forget you can also follow us on facebook and on Twitter.

For all the Town Centre Initiative events don't forget to check out our website: [www.worthingtowncentre.co.uk](http://www.worthingtowncentre.co.uk).

## What is the Town Centre Initiative?

Worthing Town Centre Initiative (WTCI) is a not for profit company working in partnership between private and public sector member organisations dedicated to creating a vital and vibrant town centre economy.

The WTCI involves itself with a wide variety of town centre issues including marketing, events to increase footfall, environmental/street scene improvements, and inward investment.

The Town Centre Initiative also works with the police on crime and disorder issues, are administrators of the Worthing Shop Watch Scheme and manage the Town Centre Rangers.

The Worthing Town Centre Initiative regularly communicates on relevant topics to town centre businesses via a newsletter and through the rangers and are always open to ideas from Town Centre Businesses.

We do not work for the Worthing Borough council but work in partnership creating strong links with the council for the benefit of all businesses.

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## WTCI Special Events:

**Worthing Birdman**  
22nd—23rd August

**French Market**  
18– 19 September

**Halloween & Scooby Doo**  
31st October

**Christmas with Bjorn and Pip, Pop & Santa**  
28th November

## When is a Warden not a Warden?

The answer is when they are a ranger.

The Town Centre Wardens will now be known as Rangers and will be shortly receiving new uniforms in red and black .

The Tango Charlie units as they are known on the radio network sometimes get mistaken for traffic wardens when we refer to them as wardens so to stop any confusion they will soon be known as Town Centre Rangers.

The Tango Charlie call sign will remain the same and radios will still be carried by the rangers but we will also be asking them to focus on assisting members of the

public with general enquiries, to deal with street scene issues and act as a liaison between us and the Town Centre Businesses.

Whilst the rangers will be able to assist Shop Watch members this will not be their main priority.

Members are able to assist each other and will shortly have access to a new intranet system to help prevent crime.

Data sharing is primary role for shop watch preventing crime and the rangers will be able to assist with data gathering but not with stopping suspects.

Rangers will be more public facing to assist the public and help to welcome visitors.

## Hero's Welcomed Home



Worthing Town Centre Initiative would like to thank all Town Centre business and agencies who were involved in offering discounts to the soldiers from The Princess of Wales' Royal Regiment.

Hundreds of spectators lined the streets on Saturday 11th July to welcome around 200 soldiers from the 1st Battalion home. Nicknamed The Tigers, it is the first time in eight years that the Battalion has paraded on UK soil due to operational commitments.

## August Events In Worthing

|                              |       |
|------------------------------|-------|
| Warwick Street party         | 16/08 |
| Go Carts in South Street Sq. | 21/08 |
| Worthing Birdman             | 22/23 |
| Seafrost fair arrives        | 27/08 |
| Worthing Carnival            | 31/08 |
| Break dance event            | 06/09 |
| Royal Air Force Collection   | 19/09 |

## Useful Numbers

Worthing Borough Council  
(For all enquiries regarding licensing, Dog Warden & Fly tipping)  
01903 239999

Worthing Borough Cleansing Department  
0845 045 2244

NSL Parking Shop (was NCP)  
0845 680 0189

West Sussex County Council Faults  
(Street Lights / Precinct Trip Hazards etc)  
01243 642105

Worthing Police  
(To report a crime, street drinker or anti social behaviour)  
0845 60 70 999 or if a crime is in progress dial 999

Other useful council numbers (01903)

Anti-social Behaviour 221430  
Beach Office 238977  
Cash Office 221230  
Economic Development 221305  
Graffiti Removal 221090  
Help Point 221234  
Minicom 204500  
Out-of-hours Emergencies 821992  
Theatres Box Office 206206  
Tourism Office 221 066  
Worthing Community Partnership 221080

## Worthing Sea Swim

**Sunday 23<sup>rd</sup> August 2009 – 12pm start**

Raw Energy pursuits will be holding their inaugural Sea Swimming Race from Worthing Beach Office just before the Birdman event on Sunday 23<sup>rd</sup> August. The races will commence at midday with swimmers registering for either the 1km or 2km distance. The first event will be limited to 200 swimmers and online applications are now open at [www.rawenergypursuits.co.uk](http://www.rawenergypursuits.co.uk).

Tides and currents will come into play with swimmers finishing against the prevailing current. 1km swimmers will complete one lap and finish on the beach whilst 2km swimmers will exit the water and circumnavigate a turn point on the beach before completing a second lap. It will be quite a spectacle as competitors will be wearing orange and yellow swim caps to help recreate the sight from the steamship Indiana when it shed its load of Oranges and Lemons in 1901.

This event will be a great addition to the activities along the beach and promenade over the Birdman weekend and will attract even more people to Worthing over this fantastic weekend.



## Shop Watch Intranet to Launch

The Worthing Shop Watch Scheme will be launching its new intranet system.

All Town Centre businesses are welcome to join but must provide a valid email address and have access to the internet.

The intranet system will give access to online galleries, incident reports and regular alerts, newsletters and news items to help with Crime Prevention.

The intranet system is secure and is approved by West Sussex Police who will also have access. The site can be accessed via any internet connection including mobile

devices and has proved to be of huge value in other West Sussex partnerships.

All information on the site will be current, live and data protected.

A letter and flyer will be brought round to all business detailing more about the intranet and we will be asking all current members of Shopwatch to re sign the data protection forms and update all contact details.

This will ensure you receive current and up to date information from us and will be necessary before we can give you access to the intranet system.

## Ice to see you again...

Due to popular demand the Worthing Real Ice, Ice rink will return in February 2010.

Worthing Town Centre Initiative in partnership with Worthing Borough Council will be bringing the ice rink back into Steyne Gardens.

The rink proved so popular last year that we have worked to secure it again for next year, further details will be released later in the year.



## Thank You for Dr Who

Worthing Town Centre Initiative would like to thank Type 40 Toys and Waterstones for their help with the Doctor Who event on the 1st August.



## Free Radio Trials

We are also offering a free two week radio trial to any business interested in the Shop Watch radio Scheme.

If you wish to trial a radio for two weeks please call Adur radios on 0845 430 8921 and ask for Scott.

During your trial you will use your shop name as your call sign and when the radio is delivered you will be shown how to use it and given a copy of the radio protocols.

If you have any queries during your trial period or would like to know more about the Shop watch scheme please call 01903 203 252 and ask for Lorraine.

## Farmers Markets

Held on the 4th Saturday of every month with local produce from around Sussex.

Dates for the year are:

- 22nd August
- 26th September
- 24th October
- 28th November

These markets run in South Street Square from approx 9am to 1pm.

## Festive Lighting Funding

The Worthing Town Centre Initiative is responsible for raising funds and installing and removing the Christmas Lights in the Town Centre.

The last two years the town has received very positive press coverage and the area around South Street is now the focal point for the light display. The lights do not receive any

public funding and without the efforts of the Worthing Town Centre Initiative there would be no Christmas Lights in Worthing.

This is an ongoing project but each year the costs increase but funds do not. Can you help us to raise more funds for lights this year? Please call 01903 203 252 for more information.

## Sun, Sea, Sand and Shopping

Historically Worthing has fared well in the summer months with the draw of shopping by the sea.

Even though the recession has hit, many of the empty properties are currently under offer.

This is good news for the town and whilst they may still look empty refurbishment is due to start on some sites. It is good to see that Worthing is attracting new business and retailers to the town centre.

Some businesses are still doing very well despite negative media stories nationally.

There is no denying that these are hard times and there are certain factors that are not helping the town but all in all new businesses are coming to invest in Worthing and we look forward to welcoming H&M, Morrisons and Poundland amongst others.

RAG a local arts group have set up a project to use some of the

vacant space as galleries and display spaces and Worthing Borough Council and the WTCI provided some funding to help this move forward.

Unfortunately there is no easy solution to using empty premises as issues such as Business Rates and Insurance can have huge financial implications to charities and community groups but everyone is committed to making improvements.