

Worthing Town Centre Initiative Newsletter

September 2009



See it to believe it!

A Tale of Two Events... Dr Who To the Worthing Birdman



Worthing Town Centre was treated to two top events this August organised by the Worthing Town Centre Initiative

The Dr Who event, despite the rain was very well received and crowds of people came from across Sussex and Surrey to see the Daleks, The Tardis, K9 and the Cyberman.

Fans young and old swapped stories of hiding behind sofas and some younger fans came dressed for the occasion and didn't let the rain dampen their spirits. A Dr Who quiz proved a roaring success along with the mini Dalek racing, feedback from the public has been that this was a good event and it certainly drew people to the town centre.

Meanwhile The Worthing International Birdman competition wowed crowds as they flocked to see this quirky event. With flyers including Jason Bradbury of the Gadget Show and Jonathan Ansell formerly of G4 this event has gained national and international media attention for Worthing. Media crews from across the networks descended to film the event with a Gadget show special following Jason on his quest to win shown on Bank Holiday Monday.



Facebook, Youtube, Twitter and Flickr are all abuzz with the Worthing Birdman images, footage and comments. With two full days of flying and a very near miss on the £30,000 prize the competition looks set to hot up for next year.

Many of the fun flyers were fundraising for a variety of charities and though the platform is a little daunting in height all kingfishers flew with some very fine costumes and craft.



Dates for next years event have already been set as the 14th and 15th August 2010 and anyone wishing to enter next years event should keep an eye on www.worthingbirdman.co.uk for further information.

With such a buzz in town and additional entertainment provided by Anyone for theatre, Southern Starlight, lexical creations and Circus Skills workshop this was surely an event to remember. Role on next year.

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WTCI Special Events:

French Market
18- 19 September

Halloween & Scooby Doo
31st October

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

Worthing's Real Ice, Ice Rink
February 2010

Sussex Flood Safety Event

The Environment Agency is holding an event in Worthing Town Centre on 21st September 2009 to give advice to residents and businesses on how to be prepared in case of flooding.

Much of Worthing Town Centre is a Flood Risk area and businesses should take this into consideration when looking at business continuity. Do you have a business continuity plan in



place? Have you considered flooding in this?

If you would like some advice and tools to help put your plans together the Environment Agency, Fire Brigade and Emergency Planning teams will be on hand in Worthing on 21st September from 10am to 4pm in Montague Place.

Ooo La La

The 18th and 19th September is a date to mark in your diary as the return of the French Market.

This is your chance to buy your cheeses, bread and fantastic pastries from over the channel in the centre of Worthing.

Along with great food items there will be crafts and other unusual products from the continent.



September Events In Worthing

Army careers promotion	8th
Pier Day	13th
Made in Worthing Arts Festival	17-20th
Royal Airforce collection	19th
The Killer Heels band	20th
Flood safety event	21st
Army Career promotion	22nd

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 pro-
gress 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

Shopwatch Intranet

The Worthing Shop Watch Intranet is a new tool for all Town Centre Businesses and is now live.

So long as you have an email address and access to the Internet at work, at home or on a mobile device you can log in to the secure system and access data.

The system is easy to use with printable galleries and online reporting so that information can be shared instantly. With instant alerts, crime prevention tips and weekly newsletters this can be an invaluable tool to help businesses reduce crime.

Partnerships across Sussex have found sites such as these invaluable and Town Centre Police will also have access to the site and will be able to see incident reports instantly.

Images from CCTV can be uploaded and members can help to identify unknown suspects.

All Town Centre ASBO's and Civil Bans will be listed with full restrictions and maps uploaded.

The system is secure and data protected, members will need to sign up before access is granted. If you are interested in this site and have not signed up yet please ask a warden or a ranger for a form.

Further details are available on request and this site is free to all shop watch members. For more information please call 01903 203 252.

PURSE THEFTS – A ROUGH GUIDE ON HOW TO HELP YOUR CUSTOMERS KEEP THEIR PURSE - AND YOU TO KEEP THEIR BUSINESS.



Any concentration of people presents an opportunity for thieves to steal.

The elderly, and the preoccupied can, on occasion, have their purses stolen or indeed their whole bag taken.

The key phrases to combat

this are awareness and common sense.

A thief will always look for the easiest option, so, make it hard for them. If you see a customer with their bag open, offer them '30 seconds advise' and invite them to close the bag and zip it up fully. Also, if the bag is in their direct view and contact, i.e. placed to their front, with a hand over the top, they are less likely to have anything stolen. People should never leave their bag in a shopping trolley or basket as it is out of sight and out of mind and thus, vulnerable to thieves.

If a theft does occur, speed is essential. Call the police direct

on 0845 6070999 or, if the incident warrants and emergency response, use 999. If you have a colleague who can, at the same time, put out any descriptions over shop watch, so much the better. However, please remember that shop watch is a stand alone system and is not plugged into the police air-wave radio system.

If you rely solely on shop watch, it will be very unlikely that response officers will get the call, and thus will limit the options available to police for that vital first few minutes.

Stuart Hatton PS CH26

Rite Bite

Rite Bit in Field Row are offering a Text A Lunch Service to companies and staff in Worthing.

Registration for this service is free and once registered you need only text your request and your lunch will be ready for collection at the time requested.

No Fuss, no queue, no wasted time.

To register or for more information please call 01903 823 773.

Deep Clean

Montague Street had a deep clean week on the 3rd August ready for Worthing Birdman.

Aquaforce removed chewing gum and deep cleaned Worthing's busiest street to ensure visitors to Worthing see our town at its best.

If you would like to see the team in action there is some footage on the following web-site:
<http://www.aquaforceuk.com/Worthing.html>

Lido Artwork

YOUTH art group Skeleton Cru have painted the blank panels around Worthing Lido.

The designs created by group director Lionel Kisnorbo show the history of attraction, which used to house an aquarium and was a temporary home for Brighton's dolphins in the 1980s.

One panel has been themed around Worthing Birdman, which took place on Saturday, August 22 and Sunday, August 23

Parking in the Town

We know that parking is a major area of concern for traders in Worthing and the Town Centre Initiative continue to look for ways to improve the situation. Customers will often raise their concerns to Town Centre businesses and it's important to remember there are some positive responses that could help keep that customer coming to Worthing. If we all work together we can help shoppers to park where it is more affordable and by having some alternatives it can ensure they remain loyal to Worthing.

Teville Gate offers great value at only £2 to park all day; and for those not wishing to walk there are plenty of buses from Worthing Train Station. The Civic Centre Car Park with its entrance in Stoke Abbott Road is open to the public from 4pm and is free during the week and

on a Sunday, it is chargeable on Saturdays only. In Stoke Abbott Road, Richmond Road and Christchurch Road there are a number of spaces where you can park at no cost for up to 2 hours. In parts of the West End there are low cost on street spaces which cost only 40p for 4 hours. It is also worth telling your customers that if they only wish to stay for a short period of time the surface Car Parks still charge by the hour so they don't have to pay for 2 hours if they don't want to. Finally the charge for on street parking in Worthing is the same as other towns in West Sussex and even in the centre of town this is only 80p per hour.

The Town Centre Initiative will continue to lobby NCP Car Parks to provide affordable Car Parking but let's remember that we all need to work together to keep customers in Worthing.

Wilde about Town

The Worthing Birdman mascot Wilde was launched at this years Worthing Birdman. Wilde was accompanied by two lovely assistants as he greeted the public and flyers during the event.

Wilde also features on the badges given to all competitors and also has his own blog on the Worthing birdman website.

Wilde was designed by Mike Payne a local artist who also creates many characters for Clinton Cards.

Find out more about what Wilde is up to on his blog Wilde's Word on www.worthingbirdman.co.uk.