



WELCOME TO TRADING IN WORTHING

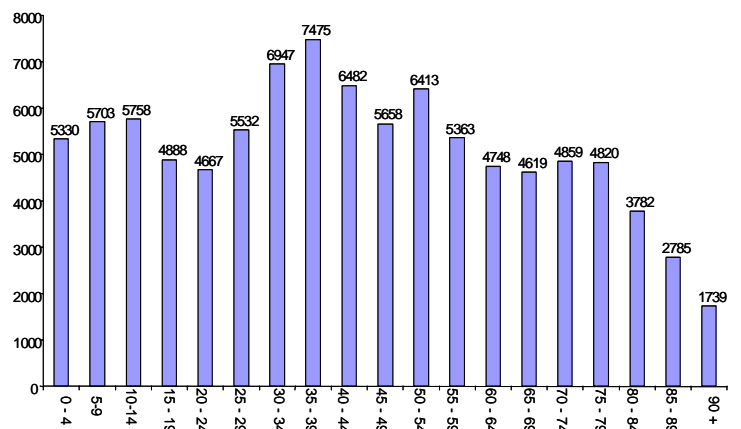
Town Centre Information

At the last census in 2001 Worthing's population was 97,568 and the current estimate is that Worthing now has 103,000 residents. There is a perception that Worthing has an ageing population; however the trend in recent years has been towards young families settling into the town.

Worthing has a retail catchment of 593,400 with a total annual expenditure of just over £362 million. This figure includes £60.4 million which is spent on food and catering.

Worthing boasts over 400 retail stores in the centre of town with many recognisable brand names represented; however it also has a strong independent retail offer. There are over 120 places to eat and drink in the town centre ranging from a sandwich "on the go" to a leisurely fine dining experience. The Worthing Town Centre Initiative manages a website www.worthingtowncentre.co.uk, and produces a pocket guide both of which list all of the businesses trading in the town centre.

Breakdown of Worthing Residents by Age (2001 Census)



Town Centre Newsletters



As a Town Centre Business you will receive regular Newsletters keeping you up to date on issues affecting the Town Centre.

We often ask for feedback in this publication and we hope you can spend a few minutes responding to ensure your views are taken into account.

Commercial Waste

Commercial Waste is not routinely collected by the Local Authority and is not a service covered by business rates. Each business has a duty of care that requires waste to be dealt with in a responsible way and for most businesses this will mean finding an authorized company to remove and dispose of the waste generated by the business. Please take care when storing waste for collection to help keep the Town Centre tidy. Worthing Borough Council can offer advice on Commercial Waste by calling 0845 0452244.

Useful Contact Numbers

Worthing Town Centre Initiative 01903 203252
 Worthing Borough Council 01903 239999
 Worthing Borough Cleansing Department 0845 045 2244
 Parking Shop 0845 680 0189
 West Sussex County Council Faults 01243 642105
 (Street Lights / Precinct Trip Hazards etc)

Events and Activities



The Worthing Town Centre Initiative organises a number of Town centre Events. Every Wednesday the Montague Street Precinct hosts the general market which, on average attracts an additional 2,000 shoppers into Worthing. The Town centre Initiative arranges Continental Italian, and French Markets throughout the year with Farmers Markets held the last Saturday of every month.

There are also regular events and activities organised in Worthing to enhance the vibrancy of the Town Centre. A diary of events can be found on our website www.worthingtowncentre.co.uk as well as in the regular newsletter

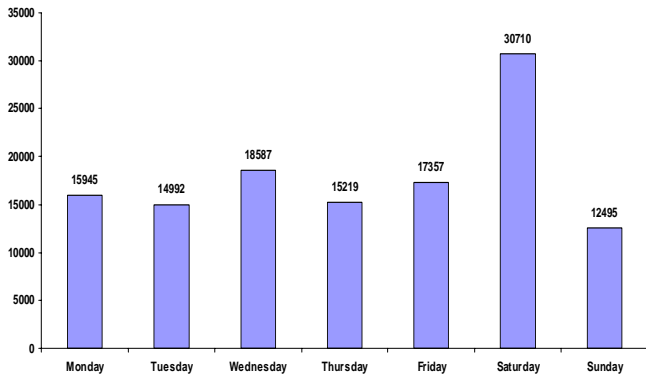
Christmas in the Worthing Town Centre



Over the Christmas trading period Christmas Lights are installed throughout the town; these are not funded by the Local Authority but are financed by the Town Centre Initiative, with help from the business community. A Christmas event is also organised and during December Worthing is open for late night shopping every Thursday until 8pm.

Worthing Average Daily Footfall

The Worthing Town Centre Initiative has a camera outside of M&S that automatically counts the number of people in the Town Centre each day. We now have 4 years of data and regular updates are given in the Town Centre Newsletters. We have also calculated the average daily footfall for each day of the week, taking out seasonal and weather variations.



Town Signage

"A" boards are currently illegal in Worthing Town Centre and West Sussex County Council does have a policy for removal. Businesses are advised that as an illegal activity most insurance companies will not cover claims should "A" boards cause any damage or injuries. The Town Centre Initiative have invested in advertising signs for business in Warwick Lane, Stanford Square, Portland Road and the West End. To check availability on these signs please contact us on 01903 203 252.

Promotions and Events

There are two areas in Worthing Town Centre available for business promotions within the Town Centre. These areas are also the town's event spaces and therefore availability can be limited especially at weekends.

Montague Place is situated in the heart of Montague Street by the Bandstand and South Street Square is the large area at the junction of Warwick Street and South Street.

If you would like to find out about booking a promotional activity or work with us on any of our planned events please call us on 01903 203 252 or download the form from our website.

Worthing Shop Watch Scheme

Shop Watch is Worthing's crime reduction partnership that all town centre businesses are invited to join. Companies who are liable for the BID levy can receive membership free of charge; however, data protection declarations must be signed before information can be shared. Other businesses can join the scheme for a fee which is set dependent on rateable value and number of sites. To find out more about the Shop Watch scheme please call the Worthing Town Centre Initiative on 01903 203252.

Shop Watch members can also gain access to a secure internet site which holds information on incidents and known offenders. This site is regularly updated and is also used by Sussex Police and the Crime Reduction teams at the Council.

Shop Watch members can also join the Radio Link scheme that puts Town Centre Businesses in direct contact with other Town Centre businesses as well as the Town Centre Policing team. The Radio network is managed by Adur Radios and more information, including prices, can be obtained by calling 0845 430 8921.

Worthing Business Improvement District

In 2007 Worthing businesses voted to introduce a Business Improvement District from the 1st April 2008 for a period of 5 years. Businesses with a rateable value of over £10,000 will pay a 1% levy on their business rates which will be spent locally on additional services within the Bid Area.

The business plan signed up to by the business community includes the following 4 objectives.

- *A cleaner well maintained Worthing*
- *A safe and welcoming Worthing*
- *A vibrant, well-marketed Worthing*
- *More visitors to your business*

For full details on the Business Improvement District and to read the full business plan please go to our website www.worthingtowncentre.co.uk

Each BID levy payer will receive an annual report on the BID expenditure and achievements. There will also be an opportunity to stand for election onto the steering Group when elections are held at the Annual General meeting.

Car Parking

There are 2460 car parking spaces in 12 Town Centre locations, these are a mix of Multi storey and surface car parks. The Off street car parking (Car Parks) in Worthing are managed by National Car Parks (NCP). Season Tickets can significantly reduce daily costs, prices and application forms are available by ringing NCP on 0845 0507080

The On Street parking is managed by NCP services in partnership with Worthing Borough Council. There is a Parking Shop at 52 Chapel Road Worthing where requests for parking dispensations and parking queries can be handled in person or alternatively by telephone on 0845 6800189. Detailed parking leaflets are available from the Parking Shop and Tourist Information Centre.

Please note that Pay and Display tickets are required between the hours of 9am to 6pm and although Parking Attendants are on duty outside of these times payment is not required. If you arrive in a Pay and Display bay prior to 9am you can still purchase a ticket from the machine and it will start charging you from 9am.



We hope you enjoy trading in Worthing. If you want to get more involved with the Town Centre Initiative or wish to find out more then please contact us

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www.worthingtowncentre.co.uk

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