



May 2009 - Newsletter for Managers

Look Who's coming to Worthing

For one day only on the 1st August 2009, Dr Who will be coming to the Worthing Town Centre



Featuring props from the Dr Who TV series and films including, the Tardis, K9, Cyberman, and the Daleks.

Come along and enter the Sci Fi fancy dress competition or take part in the mini Dalek racing.

More details to be confirmed

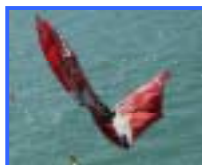
Worthing International Birdman

The Birdman is a flight competition for human powered flying machines held each summer on the pier of Worthing.

Many flyers take part to raise money for charities, others design complex machines to aim for the distance prizes. A substantial prize of £30,000 is offered for the furthest flight should a birdman achieve over a 100 metre distance.

Plans for 2009 are well underway, any businesses who wish to sponsor the event but who have not contacted us already, should give us a call on 01903 203 252.

The Worthing International Birdman event will take place on the 22nd and 23rd August 2009. Check out worthingbirdman.co.uk for further details.



Sunny Worthing

Do remember when Worthing was marketed as Sunny Worthing?

Town Centre Manager Sharon Clarke says it's time to remind people that Worthing is a great place to live and to visit.

The brand 'Sunny Worthing' popular up to the 1980's, is being brought back to promote the town.



Italian Easter Event

The Italian Easter Event was well received in the town centre with many children taking part in the craft workshops, face painting and interacting with the street entertainers.

We would like to thank Worthing Crafts and Sussex Needlecrafts for their support and assistance in running the craft workshops which proved so popular with children and adults alike.

Footfall & Vacancies

Worthing saw a small increase in footfall during March as the weather improves.

March 09 footfall was 1% higher than March 08 and this was slightly better than a decrease of 0.2% on the national footfall performance. The Saturday before Mother's Day was the busiest day in town since December 08 and this Saturday continues to be one of the strongest trading days each year.

Its good to see that there is some movement on many of the vacant units in the Town Centre including the old Woolworths building soon to reopen as H&M. Welcome also to How Bazaar, Sky Fashion, VintageGowns.co.uk, Winkworth and DebRA to Worthing.

Don't forget Our Website

For information on Town centre events, to check your business listing, to download a form to book an event area to promote your business or to find out Town Centre News and BID information visit our website www.worthingtowncentre.co.uk.

Events in the Town Centre



For late May early June

19th May Army careers promotion

25th to 30th May Children's rides in Montague Place

31st May Storm ministries and Elim Church

2nd June Army Careers Promotion

4th & 5th June Dog's Trust promotion

6th June Environment Agency to promote World Environment day

13th June Children's Parade

General Market every Wednesday

Farmers Market last Saturday of the month

BID Update

Once the Bid accounts have been audited and the board have approved the financial report, this will be available to any BID Levy payer on request. If you wish to receive a copy please email us your request at info@worthingtowncentre.co.uk and include your postal address as this report will not be available as an electronic attachment.

Attached with this newsletter is the nomination form to stand for election to the BID committee.

The AGM will be scheduled for July and all businesses will be invited to attend to discuss the BID Business plan and more information will be circulated in due course.

Worthing West End

The TCI have committed to complete the West End scheme and will be installing 4 more hanging basket trees in the next 6-8 weeks.

Worthing In Bloom

Thank you to those businesses who have chosen to support Worthing In Bloom this year.

If you are interested but have not received an order form please call us on 01903 203 252.

Deferred Business Rate Increases

The government announced on the 31st March that it will bring forward regulations to enable business to defer payment of 60% of the increase in their 2009-2010 business rate bills until 2010-2011 and 2011- 2012.

- Business must keep paying their legally established liability as set out on their current bills.
- Once the regulations are in place – which is expected by July – local authorities to write to rate payers, offering them the option of deferring part of the increase.
- This is likely to happen in the summer and there is no need for any businesses to contact anyone at this stage.

For further information please see the website below for a downloadable PDF document which includes a FAQ.

<http://www.communities.gov.uk/documents/localgovernment/pdf/1190988.pdf>

Arran Pullen is back in town & is happy to give 25% off a Cut & Style Dry during May.



Call now on 01903 212341 or pop in to Synergie Hair & Beauty 24-26 Portland Road, Worthing.

Welcome to Shuropody, the leading total foot care provider.

We offer a wide range of footwear which includes; Fitflops, Rohde, Padders, Reiker and many more.

Or book an appointment with one of our HPC qualified Podiatrist's to get your feet ready for the summer!

We will give 15% discount on footwear excluding sale items, however please bring in proof of where you work to take us up on this great offer!

We look forward to seeing you!

From the Shuropody team.

Operation Slane Update

Since Christmas there has been an escalation in reports of youth disorder, criminal damage and anti social behaviour in specific hotspot areas in the town. Town Centre PCSO Charlene felt that a proactive approach should be adopted to provide reassurance to businesses and the public in Worthing town centre. Working closely with the Worthing Town Centre Initiative, the town wardens, businesses and Worthing Borough Council an operation was planned to deal with youth disorder during the Easter school holidays. The aim of Operation Slane was to show a proactive high visibility presence in order to provide reassurance and deal with offences and incidents of anti social behaviour.

The Operation ran for the entirety of the two week holiday period and the results were very positive. During the two weeks 93 stop and searches were completed resulting in 4 drug confiscations and 4 weapon confiscations. Further to this 21 public order warnings were given, 3 criminal damage warnings were given and 5 shoplifting incidents were dealt with. There were also 22 alcohol confiscations, 9 tobacco confiscations and 32 cycling warnings given. In addition to this there were 6 arrests.

It was a very successful operation and sent a clear message to youth's intent on causing anti social that is not acceptable and will not be tolerated.

The Operation was an excellent example of partnership working and I would like to sincerely extend my thanks to the town wardens who attended briefings on a daily basis and were invaluable in ensuring the success of the operation.

Plans are already being discussed as to how we can extend the Operation to cover the summer holiday period.

Parking Update

Following on from a recent meeting at the Town Hall, a proposal for the civic centre car park to be taken out of the contract run by NCP on Saturday's is being discussed.

If this happens the car park will be run on Saturdays at a cheaper rate to introduce some competition into the town and challenge the pricing structure of NCP parking in Worthing.

The civic centre car park is already free on Sunday's and it is hoped that by introducing cheaper parking on Saturday's at this car park that this will encourage shoppers into the Town.

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.

Shop watch meetings in 2009 will be as follows

- Tues 19th May
- Tues 21st July
- Tues 22nd September
- Tues 17th November

Meetings will now be held at 5.30pm only.



Road works Update

To keep up to date on what is going on check out the works website www.westsussex.gov.uk/majorprojects

Town Centre Policing

With any incident in the town centre if you wish to report it to the police you must remember to call the **0845 60 70 999** number.

Using the Shopwatch radios or talking with a PCSO is not reporting the crime and a call is required for this to happen and a crime number generated.

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 by the operative, to get the best service you should tell the operative exactly what is going on and call back if any of the circumstances change.

This will help ensure you get the fastest and most appropriate level of resources for the incident in question.

Remember if anything changes and a situation becomes violent or out of hand call the police back and they will reassess the situation. If you are unable to make the call yourself and you have a radio you can ask for another unit to make this call for you.

In emergency always call 999.



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