How Adur Voluntary Action (AVA) and Electric Storm Youth (ESY) will maximise the development to provide an active frontage and generate pedestrian activity?

1. **The need for community space** – The Lancing Levelling Up Bid working group research (Now and Into the Future) identified a number of needs for Lancing some of those identified were:
    a. Community Spaces/Hubs (11 requests)
    b. Community Pop Up Shops (3 requests)
    c. Intergenerational learning needed between carers and volunteers

2. **Signposting of the joint premises offer** would take place across the following mechanisms:
    a. Lancing Parish Council notice boards/community spaces - posters
    b. Lancing: doctors, library, family centre, dentists - leaflets and posters
    c. Sompting Parish Council noticeboard/community spaces - posters
    d. Sompting: doctors, library, family centre, dentists - leaflets and posters
    e. Sompting and Lancing schools
    f. AVA/ESY newsletter audiences
    g. ASDA/Co-Op notice boards - posters
    h. ESY & AVA leaflets, email footers and websites
    i. Announcement leaflet in the surrounding area
    j. Liaison with Lancing Traders Association
    k. Large opening event
    l. Church noticeboards and newsletters including “The Net” newsletter to 2,400 homes in Lancing from St Michael's Church
    m. Press-release and local newspaper articles

3. **Shop window proposed frontage**

    Shop Window: The layout of the shop window would be very similar to the current layout detailed below for the Shoreham AVA base. This mirrors a similar look to that of an estate agent window. Style of hanging frames here.

    The agreement is that AVA takes 2/3 space of the window by displaying many of the volunteer opportunities available. Remainder 1/3rd window space for ESY to advertise their events, groups in the same style as AVA display system.

    This is how window space is currently utilised at the AVA Shoreham base:



Shop Frontage and signage: A visual mock-up can be seen below with joint signage display.



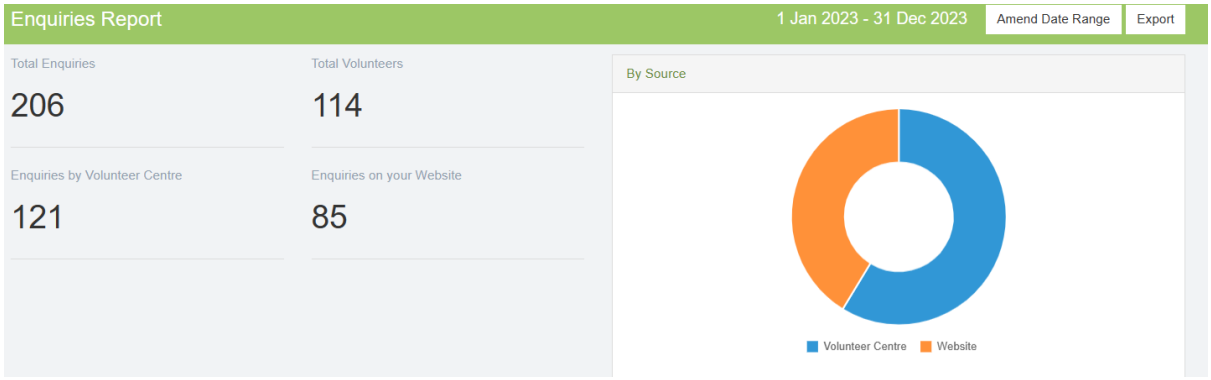
Please note: The information in the window would consist of text and pictures for the various opportunities and activities. Property pictures above just used to demonstrate use of space.

4. **Timing of footfall activities** – spread across entire day:

Day	AVA activity & footfall	**ESY** activity & footfall	Weekly	Monthly
Monday	9-1.30pm (10)	ESY Closed	10	40
Tuesday	9-1.30pm (8)	3.30pm-5pm After school drop in (10) young people (yp)	18	72
2nd Tuesday month	10-12 Charity Chat (15)			15
Wednesday	None	3.30pm-5pm After school drop in (10)yp 6.30-8pm LGBT+ service user meeting (10) yp	20	80
Thursday	9-1.30pm (10)	3.30pm-5pm After school drop in (10)yp	20	80
Friday	None	3.30pm-5pm After school drop in 10yp	10	40
Saturday				
Sunday				
			Weekly	**Monthly**
Total			78	327

Footfall figures:
AVA Shoreham base attracts 59% of its volunteer footfall through the door (2023), this is made up (typically) over 65 year-olds who would prefer to register face to face, as opposed to online.

We know that there is an higher proportion of over 65-year-olds and above living in South Lancing (as opposed to rest of Adur) at 27.4% and therefore we expect to secure a higher proportion of through the door enquiries than we typically see in Shoreham for that age group (24.3%).



Enquiries report for AVA Shoreham base showing the number of face-to-face queries made at the AVA base and the number of website enquiries.

The Shoreham base is located next to the Co-Op Store; however, it is not a high street location and is around half the footprint of the ASDA Lancing store. We would expect the high street location to attract more visits to the building in Lancing.
11 South Parade is in a main high street location, benefitting from a nearby busy train station that has much car and footfall, the shopfront has a bus stop on each side of the road within 1 minute walking distance to the door. As well as being central across the two shopping streets of North Road and South Street and opposite a medium-sized Asda and near to the Post Office. We therefore would expect the footfall to be larger than our current base in Shoreham. We have also been reliably informed (previous shop tenant) that whilst people wait for the railway barrier crossing to lift, they actively peruse the window display.

The space works well for AVA and ESY combined. AVA needs the space for office workers and as a public facing presence for its: volunteering, charity advice and funding enquiries and charity networking and connections. ESY will use the space for office work in daytime (which includes meetings with community partner organisations, funders and parents) and for small numbers of service users after school or in the early evenings (figures based on previous after school drop in work in Sompting). Larger youth meetings are held in other spaces that can accommodate increased numbers. The space is therefore maximised across its time allowance and has general public visitors in the daytime and specific users in the pm and evenings. The space will be promoted as an intergenerational focus. Young people using the space can see the volunteer activities in readiness for work, building confidence and self-esteem, and the volunteers can see the volunteering opportunities, find a charity, see the work of ESY and get involved to support local charities and organisations.
AVA currently works with 78 charities advertising volunteering and one third of our volunteering opportunities are based in Lancing or Sompting.
For Electric Storm Youth this venue gives them a high street base for some of their smaller scale youth meetings as well as an office and meeting space.

5. Reception area layout & use

Previous use: Below is a picture of the previous layout. When you entered the building, there was a solid counter across the full width of the space creating a barrier between the office section and the front reception area (top left and bottom

picture). This front section was taken up with a display of items for purchase (top right picture).



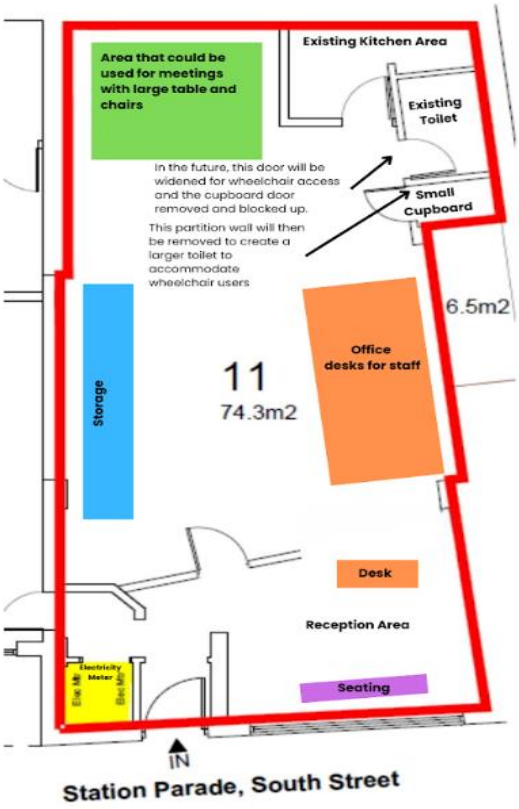




New plans: The exterior shop front layout will be very similar to that of an estate agent window, however the display will be the volunteering opportunities and ESY's youth activities (already pictured above).

As you step into the space, you see the door that leads to the office area, the office area will be separated with a reception desk on wheels that can be moved out of the way if needed. The layout we envisage looking like this (below) – using the combined branding colours of ESY/AVA – Black and Green.
The reception space can either be used for informal chats with ESY staff and their customers or AVA for informing people of volunteering opportunities, enquiries of support from charities.

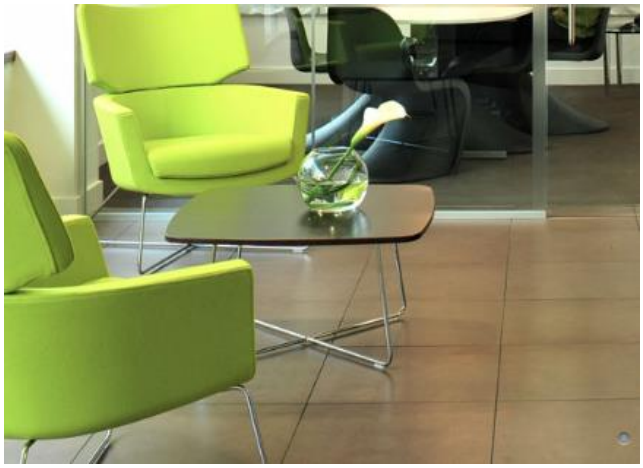
Details of current layout provided – layout here:



Reception desk – separating the office space from reception area (light and wide enough to cover the gap to the back-office area).

Comfortable seating x 4 chairs, with two small coffee tables. AVA will use a laptop at the coffee table to inform volunteers of opportunities and register them, there and then. ESY can also receive enquiries into their service, if any enquiry becomes confidential the customer can be taken to the back of the office, where there will be a large meeting desk.

Below is the indicative style of seating and reception desk.





6. In conclusion:

Each charity receives its largest core funding from The National Lottery, we have received the funding on the basis that we can engage hard-to-reach demographics and we provide regular reports to the Lottery on reach, impact, breadth of demographics and the diverse groups we work with. This reach is what we continually strive for.

We have shown you how we will create a clean and uncluttered shopfront that allows for both charities to showcase their volunteering and youth activities availability. There will be a clear delineation between the reception area and the staff working area and private meetings. Therefore keeping the front window and reception area to a retail look and feel. We believe that the shopfront will contribute to the vitality of Lancing, offering a community service centre and serve to become a solution to the outstanding needs identified within the recent “Now and Into The Future” Lancing research.