



FEATURED ARTICLE

Fantastic Uptake Of Chichester Gift Card

The Chichester BID Team are delighted to announce that over 70 city centre businesses have signed up to accept the new Chichester Gift Card prior to its launch on 1st October 2018. You will be able to see the latest gift card updates on www.chichestergiftcard.co.uk

This influx of interest from city centre businesses prior to launch will massively strengthen the overall gift card offering and help boost the uptake from purchasing public in the lead up to Christmas.

Yet to sign your business up? Here's a few reasons why adopting the Chichester Gift Card is both a win-win for both your business and our city.

- Free for businesses to join scheme.
- Easy for businesses to get involved as it uses the existing Mastercard infrastructure.
- Consumers explore more when they have a gift card – over 15% of redemptions (Miconex data) are made by consumers visiting a store for the first time.
- Consumers spend on average 40% more (Miconex data) than the total value loaded onto the card.

- Local businesses and organisations can use the gift card as an incentive or a reward.
- Both Independents and Nationals can take part.
- Chichester Gift Card locks money into the city, meaning it cannot be spent in other high streets or shopping locations.

The BID Team are working hard on a full three-sixty degree marketing strategy which will help promote the gift card, up-to and during the Christmas period.

As part of the overarching marketing strategy, a purpose built website is being launched in early October. It will include an easy to use e-commerce functionality to enable the gift card to be purchased online.

Social media images will be distributed to those BID businesses who have decided to take part in the scheme. We ask that you all get involved and help us to reach a large audience via your own business social media channels. This will also ensure that the card is promoted consistently by all city centre businesses.

DATES FOR YOUR DIARY

1st October

Christmas Street Lights Installation Begins
Chichester City Centre

3rd, 10th, 17th, 24th, 31st October
Wednesday City Market
Chichester City Centre

5th & 19th October
Chichester Farmers Market
Chichester City Centre

14th October
Stonepillow Sleep Out 2018
Chichester Cathedral Precinct

28th October
Arts, Antiques and Collectables Street Market
Chichester City Centre

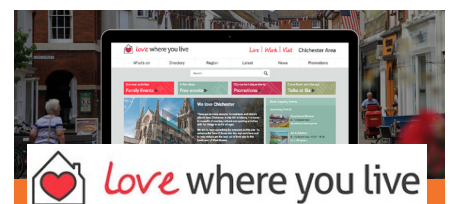
29th October
Small Christmas Trees Installation Begins
Chichester City Centre

24th November
Rotary Candlelight Procession
Procession starts at 6pm
Chichester City Centre

24th November - 31st December
Nutcracker Trail
Chichester City Centre

5th December
BID Christmas Social
Bearded Bob's, North Street
5:30PM Onwards

8th-16th December
Chichester Christmas Market
Chichester City Centre



PROMOTE YOUR BUSINESS FOR FREE

Please visit the LWYL website, quoting 'BID LEVY PAYER' in your message

lovechichester.net/contact

JOIN THE SCHEME: janettuckett@chichesterbid.co.uk



Free On-Street Parking Vouchers: Grab Yours While You Can

Last month we announced that we had successfully secured 5,000 on-street parking vouchers from West Sussex County Council in an attempt to mitigate the negative effects of increased parking charges on your business.

Of the 5,000 initially released, 3,750 free on-street parking vouchers have now been speedily snapped up by BID Levy Members, leaving only 1,250 vouchers left to be claimed.

If your business has not signed up to receive free on-street parking vouchers then please do get in touch with the BID Team using the details found below. All vouchers will be distributed on a first-come first-served basis.

EMAIL TO REGISTER FOR PARKING VOUCHERS

jhockley@chichesterbid.co.uk

Preferential Exchange Rates For All BID Businesses

We are delighted to announce that No.1 Currency based on Market Road, Chichester are now offering all BID-based businesses preferential exchange rates across all listed currencies. Best of all, both business owners and all business staff are entitled to these same fantastic rates.

To find out more about this BID exclusive offer please contact No.1 Currency directly on: 01243 839 419 or even better, drop by to see their team at 16 Market Road, Chichester PO19 1JW.

No Fees, No Commission, No Hassle.



A part of 

VISIT THEM ONLINE

www.no1currency.com

Christmas PART TWO

Exciting Nutcracker Trail Confirmed

We are delighted to announce that the city centre will play host to a fantastic new Nutcracker-themed Christmas trail. This family-friendly trail starting on the 24th November will see entrants searching across the city for six foot six Nutcracker Kings all the way through to New Year's Eve!

The BID Team will be strategically distributing the Nutcrackers around the city in a bid to promote additional footfall to areas that receive lower footfall counts during the festive period.

A total of 5000 specially designed booklets will be produced for the trail, each containing a map of Chichester city centre and the locations of the Nutcrackers. A trail sheet will also be included to complete as they find the Nutcracker Kings and their names!

The BID Team will also be giving away some fantastic prizes for those lucky trail winners. The prizes up-for-grabs include Apple iPad Minis, a Christmas Hamper and dinner for 5 guests (value £150) courtesy of Bills Restaurant. Several of the newly-released Chichester Gift Cards can also be won, preloaded with various amounts including one valued at £100!.

Want to donate a prize? There is a chance for retail BID Members to offer some vouchers in time for the trail! If you would like to do this, then please contact:

Jeanette Hockley - jhockley@chichesterbid.co.uk



LET'S MAKE LATE-NIGHT SHOPPING THE BEST EVER

Let's make Thursday Late-Night Shopping the best ever yet! We would like businesses to get involved and stay open for the following Thursday late-night shopping dates leading up to Christmas:

Thursday 29th November
Thursday 6th December
Thursday 13th December
Thursday 20th December

If you are unable to stay open late, why don't you leave your shop front lights on from 5pm until 8pm so the city centre looks warm and inviting to shoppers and visitors alike!

LET US KNOW YOUR CHRISTMAS OPENING HOURS

jhockley@chichesterbid.co.uk

Recycled Bottle Christmas Tree Sculpture To Be Erected on North St.

Chichester BID Team have partnered up with West Sussex County Council and Chichester District Council to gift the city with a Christmas tree sculpture for the festive season.

A giant Christmas tree sculpture has been created from 600 reused green plastic bottles by Tracey Graham, known as the 'Rubbish Artist'. This stunning work of art will be located in front of Jack Wills, North Street, greeting holiday shoppers as they enter the city via North Street.

The Tree Sculpture was created to help highlight plastic recycling in West Sussex. An estimated 166 million plastic bottles were recycled in West Sussex during 2017, out of a possible 262 million.

COME AND VIEW
THE INSTALLATION
BEING LIT

SATURDAY
17th
NOVEMBER
4-5PM



Shop Front Christmas Trees Now Available For Order

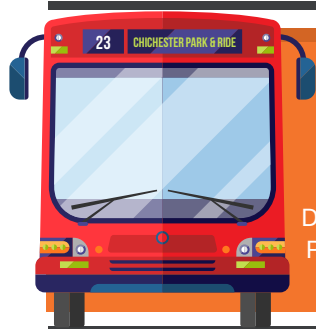
Chichester BID Team has once again partnered up with Festive Illuminations to bring you real locally-sourced Christmas trees. Each tree comes dressed with beautiful warm-white low voltage LED fairy lights which will add a little Christmas magic to your premises and the city centre as a whole.

Mounted Christmas trees are available at a cost of £82.00 each. A donation from each sale will go towards supporting the fantastic local charity, St Wilfrid's Hospice.



TO PLACE YOUR ORDER CONTACT

office@chichesterbid.co.uk



CHRISTMAS PERIOD PARK & RIDE

In collaboration with
Chichester District Council.

Dates and times for the 2018 Christmas Park and Ride running from Chichester College into the City centre.

Saturday 1st December
Sunday 2nd December
Saturday 8th December
Sunday 9th December
Saturday 15th December
Sunday 16th December

Wednesday 19th December
to 24th December
Weekdays and Saturday
8.30am – 6pm
Sundays 9.30am – 5.30pm

NEW OPENINGS

We would like to BID
a warm welcome to
yet more fantastic new
openings, that is 13
since July!

Were not called the fourth most resilient High Street for nothing! Chichester has claimed the fourth spot in a league table of high streets 'that have shown the greatest resilience' in the last decade. Cushman & Wakefield, which ranks the viability and performance of 250 High Streets outside central London.



COMING SOON

TURQUOISE KITCHEN
Authentic Turkish Cuisine

Lucy With Diamonds
Bespoke jeweller offering unique handmade rings, bracelets, necklaces, earrings and tiaras. A personalised design service is also available for those seeking a unique piece.

Location: Southgate, Chichester
www.lucywithdiamonds.co.uk

Sit & Sip
Sit & Sip is a boutique bar and bottle shop that aims to create a cool funky shop for people to enjoy wide range of specialist craft beers and artisan spirits in a social environment.

Location: North Street, Chichester
www.sitandsip.co.uk

WHY NOT GET THIS NEWSLETTER ELECTRONICALLY?
SIGN UP NOW AT: WWW.CHICHESTERBID.CO.UK



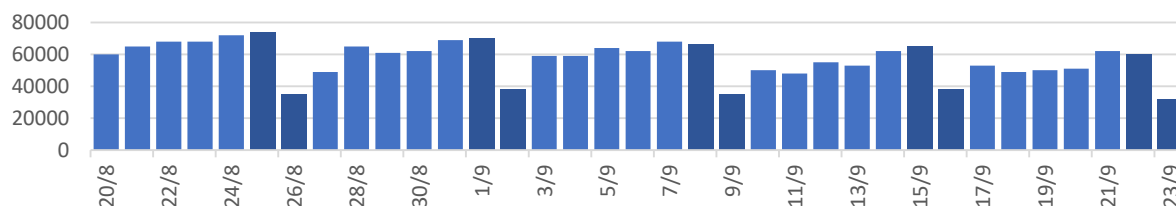
Week 34 (Monday 20 August 2018) to
Week 38 (Sunday 23 September 2018)

CHICHESTER IN NUMBERS

With the school holidays over, we've seen the usual dip in footfall across the area. This wasn't as large a dip as in 2017, so the *Year to Date* figure continues to recover.

New this month is a social media ranking, provided by a national high street campaign #WDYT. As online plays an ever-greater role in retail, this gives us a benchmark to see how potential customers interact with Chichester and its businesses. Figures so far show that Chichester is typically within the top 100 UK towns & cities for social media activity, with just over 50% of businesses regularly using Facebook, Instagram and Twitter.

People in Chichester



Week on Week	Week 34 20 Aug – 26 Aug	Week 35 27 Aug – 2 Sep	Week 36 3 Sep – 9 Sep	Week 37 10 Sep – 16 Sep	Week 38 17 Sep – 23 Sep
BID Area (est.)	442,000	414,000	413,000	371,000	357,000

This figure gives an estimate of the total number of people in the Chichester BID area on any given day. It is based on multiple sources and is continuously updated. Figures can differ across reports as new information becomes available.

Footfall (East Street near the Cross)

Footfall counted: **919,077**

Busiest day: **Sat 25th Aug (36,274)**

Week on Week	Week 34	Week 35	Week 36	Week 37	Week 38
Chi - East St	204,337	195,849	185,484	174,620	158,787
	▲ 2 %	▼ 4 %	▼ 5 %	▼ 6 %	▼ 9 %

Year on Year	Week 34	Week 35	Week 36	Week 37	Week 38
Chi - East St	0 %	0 %	▼ 1 %	▼ 1 %	▼ 3 %
South East	▼ 7 %	▼ 1 %	▲ 1 %	▼ 3 %	▼ 6 %
Market Towns	▼ 10 %	▼ 3 %	▼ 3 %	▼ 6 %	▼ 8 %
UK	▼ 5 %	▼ 1 %	▼ 1 %	▼ 3 %	▼ 5 %

Sales

Year on Year	Week 34	Week 35	Week 36	Week 37	Week 38
Chichester	▲ 1 %	▲ 3 %	▲ 2 %	▲ 7 %	▼ 6 %
UK	▼ 1 %	▲ 4 %	▼ 2 %	▼ 3 %	▼ 2 %

Social Media

UK Ranking	Wk 34	Wk 35	Wk 36	Wk 37	Wk 38
Chichester	89	85	91	82	98
Change	▲ 2	▲ 4	▼ 6	▲ 9	▼ 16

Digital Influence measures how much people are talking about Chichester on social media, ranked amongst 1,300 UK towns & cities.

Data from the #WDYT campaign

Property

Vacancy Rate	Jul '17	Oct '17	Jan '18	Apr '18	Jul '18
Chichester	7.1 %	8.3 %	7.7 %	8.5 %	6.3 %
South East	7.1 %	7.2 %	7.7 %	8.2 %	8.1 %
UK	9.6 %	9.3 %	8.9 %	9.2 %	9.9 %

Vacancy figures are collected quarterly based on retail properties in the BID area.

Report produced by Noggin on behalf of Chichester BID.