

# Chichester District Council

## OVERVIEW AND SCRUTINY COMMITTEE

16 January 2023

### Chichester Business Improvement Business District (BID)

#### 1. Contacts

##### Report Author

Tania Murphy – Divisional Manager - Place

Telephone: 01243 534701 E-mail: [tmurphy@chichester.gov.uk](mailto:tmurphy@chichester.gov.uk)

#### 2. Recommendation

**2.1 The committee is requested to note the update relating to Chichester Business Improvement District (BID).**

#### 3. Background

- 3.1 Business Improvement Districts (BIDs) are business led partnerships operating within a defined area, in which a levy is charged on all business rate payers to fund projects and services which will benefit the BID levy paying businesses. BIDs are created through a ballot process whereby levy-rate payers vote to determine whether the BID goes ahead. The maximum period that a BID levy can be charged is 5 years. Once the term is completed the BID will automatically cease. However, if it wishes to continue its activities it can hold a new ballot to renew the BID for a further five years.
- 3.2 Having been established in 2010, the BID are now in their third term, following a successful ballot in the autumn of 2021. The current BID term runs for five years from April 2022 until March 2027.
- 3.3 Regular meetings are held between CDC officers and staff from the BID to discuss projects and consider issues of mutual concern. Chichester BID is also involved in or leading a number of projects which have been agreed through the Chichester Vision.
- 3.4 The Chair of Chichester BID attended the Overview and Scrutiny Committee Meeting in November 2022, providing an update on a number of projects and initiatives in place. These included support to Chichester District Council's Summer Street party; increased visibility with businesses; launch of the marketing image library for businesses and improvements to the Chichester Gift Card. Alongside this, other events such as the popular Dino Day and Jubilee and Coronation Events were organised. The Christmas lights and popular Christmas Window Competition have also been organised by the BID in the city.
- 3.5 The Chair of Chichester BID will be at the Overview and Scrutiny Committee to provide an update on the activities of the BID and to answer questions from the Committee.

#### 4. Outcomes to be Achieved

- 4.1 The existence of a BID can improve partnership working, engage businesses and raise the profile of an area. Best practice BIDs should have strong engagement with local businesses; enhanced collaboration with local authorities; an understanding of demographics and visitor satisfaction; and be open, transparent and welcoming of new ideas.
- 4.2 A successful BID can encourage an increased profile of the city nationally, with higher footfall across the year and increased spend in the city.

## 5. Resource and Legal Implications

- 5.1 The legislative framework under which Business Improvement Districts are established, renewed and governed is contained in Part 4 of the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004.
- 5.2 The Chairman of Chichester BID and Officers of the BID meet regularly with officers within CDC on a range of matters. The council's revenues team undertake the billing and collection of BID levy payments on behalf of the BID levy payers. A representative from Chichester District Council, in the form of a Member and the Divisional Manager for Place are both invited to attend the regular BID Board meetings.

## 6. Consultation

- 6.1 Consultation was undertaken by Chichester BID when undertaking the determination of priorities.

## 7. Community Impact and Corporate Risks

- 7.1 The establishment and continuation of the BID supports the objective within the corporate plan to improve and support the local economy and in particular the support to the High Street.
- 7.2 If businesses are not able to pay their BID levy, or there is a reduction in the amount of businesses required to pay the levy, the level of activities provided by the BID for the city centre would reduce.

## 8. Other Implications

| <b>Are there any implications for the following?</b>   |     |    |
|--|-----|----|
|  | Yes | No |
| <b>Crime and Disorder</b><br>Chichester BID have historically supported a number of projects which assist with the reduction of crime and disorder in the city centre. | X   |    |
| <b>Climate Change and Biodiversity</b>   |     | X  |
| <b>Human Rights and Equality Impact</b>  |     | X  |
| <b>Safeguarding and Early Help</b>   |     | X  |
| <b>General Data Protection Regulations (GDPR)</b>  |     | X  |
| <b>Health and Wellbeing</b>  |     | X  |
| <b>Other</b>   |     | X  |

**9. Appendices**

None

**10. Background Papers**

None