

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

13 June 2017

Preparing a Vision for Chichester City Centre

1. Contacts

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2. Recommendation

- 2.1 The committee is requested to consider the draft text in appendix 3 for the Chichester City Centre Vision following the consultation period, and to make any recommendations to Cabinet.**

3. Background

- 3.1 A key priority under the Council's Corporate Plan is to 'improve and support the local economy'. One of the objectives under this priority is to "*promote Chichester District as a visitor and cultural destination*" and another is to "*promote the City (and town centres) as vibrant places to do business*". A key project listed under this objective is '*Preparation of a vision for Chichester City*'.
- 3.2 In early 2015 the Economic Development Service facilitated internal discussions with members regarding the future of Chichester City Centre and the opportunities for significant economic growth and job creation. Members agreed that there is a need to develop a vision for the City Centre with partners which recognises the variety of factors and issues impacting on its future growth, which identifies existing un-tapped opportunities, seeks out new ideas and proposals, and which links each of them together into one cohesive vision.
- 3.3 The Service was tasked with taking the project forward working in partnership with local businesses, business and community organisations, and with other local authorities.
- 3.4 A Steering Group was established which is chaired by the Council's Leader and comprises senior officers from the Council, the Leader and senior officers from West Sussex County Council and Chichester City Council, the Chairman of Chichester Business Improvement District and a representative of Visit Chichester. A Project Partners Group was established to provide input and additional operational support, and to assist as a consultative body through each stage of the project. The Project Partners Group comprises senior representatives from a range of local businesses, attractions and organisations.

4. Outcomes to be achieved

- 4.1 Much of the work in this project has involved research and analysis, generation and consideration of ideas and proposals, and partnership working with other public sector authorities and with the private sector. In summary, the anticipated long-term outcomes will include:
- (a) A clear, credible and locally supported articulation of 'what we want Chichester City Centre to be', focusing on the function and future of the City Centre compared to now
 - (b) Chichester City Centre's offer developed as a vibrant and attractive commercial and cultural focal point serving residents, workers and visitors, across all demographics
 - (c) The identification of development opportunities to meet identified needs
 - (d) Partnership working with the private sector and others in the public sector
 - (e) A well-managed, well-coordinated, and well promoted City Centre
 - (f) Increasing profile of the City and the District
 - (g) Significant new inward investment and funding into the City and the District
 - (h) Substantial economic growth and the creation of jobs, including higher-value jobs

5. Methodology and Consultation

- 5.1 Central to developing the Vision has been a drive to generate and inspire new ideas, new proposals and new thinking, and to provide the key data, information and market intelligence required to take an informed view.
- 5.2 The proposals in the Vision have therefore been shaped by field research, reviews of previous plans and strategies, facilitated workshops attended by representatives of community and business organisations, and a comprehensive range of studies including:
- Research into comparable towns and cities
 - Qualitative and quantitative studies into usage and satisfaction of the City and its facilities among residents, businesses, workers and visitors. These included:
 - Chichester City Centre User Survey
 - Chichester City Centre Business Performance Survey
 - Economic impact of main visitor attractions
 - Destination Benchmarking Desk Review
 - An 'audit' or baseline study of the City in terms of its character and condition, the ease of access, physical assets and the diversity of its local economy
 - A retail trends study

- A study by the University of Chichester into usage and satisfaction of the City and its facilities among students
- 5.3 These studies produced a number of recurring topics which formed the foundation to our first full draft Vision document. This sets out an overarching Vision statement supported by three principal themes and a number of underlying proposals, ideas and opportunities. Following review by project partners and the Steering Group, this 'consultation draft' was published for full public consultation in February this year.
- 5.4 An electronic survey was made available on the Council's website between 6th February and 19th March 2017 and a paper version of the survey was available on request. The survey was promoted via news release, the Council's social media accounts, and via an A5 leaflet delivered to 39,866 households in Chichester postcode areas. In addition, six 'View the Vision' exhibitions were held around the city centre.
- 5.5 In total 472 online responses were received, and 35 additional written responses were received via email, post or hand delivered.
- 5.6 In summary, the Vision has been well received and the consultation responses provide a clear steer that the ambitions and aspirations set out in the draft document are welcomed and agreed by a high majority – generally well in excess of three-quarters – of respondents. (A summary of the public consultation responses is included at Appendix 2). The outcome of the consultation has been reviewed and considered by the Steering Group.

6. Project Timetable and Next Steps

- 6.1 The Vision document is now being updated and amended to reflect the consultation responses. The draft text, which includes design direction notes, is attached at Appendix 3. The Committee is requested to consider the draft text and to make any further recommendations to Cabinet.
- 6.2 In conjunction with the drafting of the final text, new visuals, images and illustrations are being prepared for incorporation into the final document.
- 6.3 The final content (text and images) for the Vision is expected to be recommended for approval to Cabinet and full Council in July 2017 and a similar process of review and approval will be taking place in the other local authorities and Chichester BID.
- 6.4 Following content approval, the final document design will be completed for printing. A delivery plan will be produced and the Delivery Steering Group will be established. A copy of the project timetable is attached at Appendix 4.

7. Resource and legal implications

- 7.1 The staff resources undertaking the work are as indicated in section 3 above. The total budget for the work is estimated to be £70,000. The Council is funding most of this (c. £65,000) with the remainder from partners.

- 7.2 The further resources which may be required following completion of the Vision will vary depending on the recommendations presented to Cabinet and are yet to be determined.

8. Consultation

- 8.1 As indicated in 5.2 above, consultation on the early stages of the project included fieldwork, research studies and workshops. Consultation on drafting the initial Vision text took place with the Steering Group and Project Partners, and the full 'consultation draft' was subject to a six-week public consultation.
- 8.2 Prior to completion of the final Vision there will be further consultation with Project Partners and the Steering Group.

9. Community impact and corporate risks

- 9.1 The aim of the project is to have a positive impact on the City's economy and, in turn, the wider economy in our district.

11. Other Implications

Crime & Disorder: The additional employment created could assist in the reduction of crime and disorder	Yes
Climate Change:	No
Human Rights and Equality Impact:	No
Safeguarding:	No

12. Appendix

- 12.1 Appendix 1 – Chichester Vision – Consultation Draft, December 2016
- 12.2 Appendix 2 – Summary of public consultation held during February and March 2017
- 12.3 Appendix 3 – Chichester Vision - Text for Final Version – Draft - Last updated 2-6-17
- 12.4 Appendix 4 – Chichester Vision Project – Revised Project Plan

13. Background Papers

- 13.1 Report to Overview and Scrutiny Committee – 'Preparing a Vision for Chichester City', 5 July 2016 – available here
<https://chichesterintranet.moderngov.co.uk/ieListDocuments.aspx?CId=133&MId=808&Ver=4>