

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

17 March 2015

Review of Business Improvement District (BID)

1. Contacts

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2. Recommendation

- 2.1 **The Overview and Scrutiny Committee is requested to review the Chichester Business Improvement District's (BID) progress to date against its Business Plan and to make any recommendations with regard to its future operation.**

3. Background

- 3.1 Members will be aware that the Chichester City Centre Partnership was successful in achieving BID status and started delivery in April 2012. In April 2014 the committee received a report detailing progress against their Business Plan for the second year of operation and requested that a further progress report be brought back later in the year.
- 3.2 When first established, the BID set out its' five-year business plan against which it aims to deliver. This is broken down into four main objectives and two ancillary items:

Objective 1: To provide a better promoted City Centre

Five-year budget £370,000. The plan focuses on promotion and marketing to heighten the profile of the City, to increase footfall, and to attract inward investment.

Activities include provision of Christmas lights, light switch on event and late night shopping, city centre events, promotion and advertising (radio, newspaper, buses), sector specific guides, city website, business signage, support for secondary streets, business sector support, and city branding and marketing.

Objective 2: To organise the City Centre

Five-year budget £370,000. Through the establishment of a staffed city centre office, the aim is to provide support and information to BID members, provide new opportunities, and to provide better management of street activities.

Activities include direct support for independents and secondary streets, footfall camera, business communication, BID buying group, business support and advice, comprehensive waste management collection (including recycling and confidential waste), communication with BID members, and liaison with the three local authorities on licensing.

Objective 3: To create a pleasant environment within the city centre

Five-year budget £285,000. The plan sets-out the objective of working with the relevant local authorities to identify issues and to influence public sector funding towards solving these issues.

Activities include a quick response service to environmental issues (secondary street snow clearance, damaged pavements, signage), street improvements, intensive clean-ups, business and pedestrian signage and way-finding, trade waste solutions, trees and planting, lighting and street furniture improvements.

Objective 4: To make a safer City Centre

Five-year budget £175,000. The aim is for BID funds to be used to complement the day-to-day policing of the City by Sussex Police, by undertaking projects to create a safer city and to support the evening and night time economy.

Activities include crime reduction initiatives and community safety projects, lighting, radio scheme, safety support and advice, night time economy projects such as head cams to reduce anti-social behaviour, mobile CCTV and drug dog patrols, using Chichester Businesses Against Crime (ChiBAC) as the delivery agent.

BID Contingency

Budget £50,000. This is a fund to react to business emergencies, one off projects and unforeseen issues over the BID term.

BID Costs

Budget £115,000. To cover annual collection charges, administration and transferral of funds to the BID, BID Ballot and canvassing for existing and subsequent BID in 2017.

- 3.3 The BID is now in its third year of delivery. Attached at Appendix 2 is an update on the BID's progress and achievements since April.

The report demonstrates the breadth of work undertaken by the BID, but in one respect does hide an ever-present challenge for the organisation. The BID does not own any assets and has no direct control over the City centre or its' infrastructure, requiring the BID to liaise with and, where appropriate, influence, three different local authorities to enable it to take many of its plans and objectives forward.

The Economic Development Service is fully supportive of the BID's objectives and, to better understand the issues faced in delivering these, the Council's Economic Development Manager now meets with the Chairman of the Chichester City Centre Partnership on a monthly basis to assist, where possible, with the BID's work.

- 3.4 The Chairman of the Chichester City Centre Partnership will attend this meeting to answer the committee's questions.
- 3.5 Members may also wish to note that the BID is mid-way through a staffing re-organisation. The former full-time manager is moving to a part-time role managing events, and the BID is currently seeking to fill a new part-time post of City Centre Manager.

4. Appendices

Appendix 1 – Chichester BID Business Plan

Appendix 2 – Chichester BID progress report 1 April 2014 to date

5. Background Papers

None

Executive Summary

As a city, Chichester faces challenging times. All sectors of our business community operate in a very demanding environment facing competition from other towns and cities along the south coast, as well as e-commerce and the internet.

Old certainties, seem less certain. The future of Chichester as a commercial centre now depends not only on the retention of it's uniqueness – comprising history, tradition, variety and accessibility, but also on us continuing to improve it. We must make the most of the many assets the City has to offer, including the diverse mix of retail, local heritage and culture. Today, we have an opportunity to achieve this with funds that can be ring-fenced for specific projects targeted to your needs.

Be assured, if we don't go forward, we are in danger of slipping back. In order to protect against the risk of decline and at a time when there are severe restrictions on public funds, a Business Improvement District (BID) has been proposed for an area of the City Centre, bounded by the ancient City wall and the inner ring road. BIDs have enjoyed considerable success in the UK and we believe that a BID for Chichester City Centre will give your business and the City Centre a competitive edge.

After some considerable consultation, we have decided to concentrate on the following Strategic Aims for the next five years :

- 1. Improve the marketing and promotion of our City Centre.**
- 2. Improve the organisation of our City Centre.**
- 3. Improve the quality of the environment of our City Centre.**
- 4. Improve the safety and security of our City Centre.**

The City Centre Partnership will manage the BID Area and our challenge will be to become the driving force to enhance footfall and profitability across the City Centre. With these aims, we will encourage more people to come here, encourage them to stay longer, encourage them to spend more, and encourage them to come back.

We cannot do this without your help. Please, **VOTE YES in October.**



Andrew Finnamore
(Chairman – City Centre Partnership)



Kim Long
(City Centre Manager)

BID Area



Alderman's Walk
 A286 (East side of)
 Avenue De Chartres (North side of)
 Baffins Lane
 Basin Road (West side of)
 Canon Lane
 Chapel Street
 Cooper Street
 Crane Street
 Deanery Close
 East Pallant
 East Row
 East Street
 East Walls
 Eastgate Square
 Franklin Place
 Friary Lane
 Guildhall Street
 Lancastrian Grange

Lion Street
 Little London
 Market Avenue (North side of)
 Market Road (excluding car park and WC)
 Needlemakers (West side of)
 New Park Road (West side of)
 New Town
 North Pallant
 North Street
 North Walls
 Northgate (inc Metro House)
 Oaklands Way (South side of)
 Old Market Avenue
 Orchard Street (South side of)
 Priory Lane
 Priory Road
 Shipham Street
 South Pallant

South Street
 Southgate to North of railway line
 St Cyriacs
 St Johns Street
 St Martins Square
 St Martins Street
 St Peter's
 St Pancras
 The Hornet
 The Providence
 The Square, Eastgate
 The Woolstaplers
 Theatre Lane
 Tower Close
 Tower Street
 Wall Cottage Close
 West Pallant
 West Street

BID Projects

Objective 1: To provide a better promoted City Centre

Marketing and Promotion Projects

In Year 1 we will initiate a new **Christmas Strategy** including City Christmas lights and decorations expanding them in to St Pancras, The Hornet, Baffins Lane, St Martins, Little London and the Gates (Eastgate, Southgate, Westgate and Northgate), a **Christmas Light Switch On Event**, **Winter Market** and **Late Night Shopping**. Lighting in the Pallants will also be investigated for future years.

We will introduce and manage a **City Diary** and take over the bookings of buskers and events.

We will create with City businesses, attractions and tourism agencies a **Marketing Strategy** for the City and commence its implementation of promotion through bus, radio and newspaper advertising.

We will create an **Inward Investment Portfolio**, working with agencies and developers to maximise on the vacant/available business accommodation in the City and support businesses in growth and expansion. We will actively seek throughout the term of the BID, to rebuild the City's previous reputation as the Centre for Excellence for **Legal**, **Engineering** and **Architectural** services.

We will capitalise on the national events of the **Olympics** and **Jubilee** to maximise footfall into the City and continue to deliver the **Garden Market**.

In Year 2, as well as continuing the work of Year 1, we will create an **Independents Day** (July 4th) with an **Independents Guide**. A **Shopping Guide**, **Business Directory** and **Eating Out Guide** will be produced in the first of a suite of sector-specific leaflets, with research being carried out to identify further sector requirements. A **City Website** will be created with a searchable **on line business directory** with links to all businesses and the use of apps will be explored for implementation. It will also include a **live web cam** and visitor information. We will ensure that visitors entering our City Car parks will instantly be able to get **City Maps**, information and we will provide signage directly into the City from the Car Parks.

In Year 3 we will continue the work of Years 1 and 2 and introduce new events in to the City working closely with the Cathedral and Goodwood. The "**Rave in the Knave**" idea will be explored with the Cathedral for implementation, and bringing **Revival** in to the City streets will be explored with Goodwood for implementation. Both events would include full involvement of retailers in dressing the City and shop fronts to create a **City Revival** event.

In Years 4 and 5 we will continue with the work of the previous years with new editions of the **Guides**, implementation of the **events calendar** and active promotion of the City.



Chichester Chamber of Commerce and Industry

The opportunity for Chichester businesses to have a Business Improvement District is really important. It's a chance for us to take ownership of the things we as businesses don't like or believe should be improved and to actually make those changes. There's no doubt businesses can benefit and thrive from this opportunity. It would be churlish not to support it.

Louise Fenwick, Vice President, CCCI

Objective 2: To organise the City Centre

Organising the City

In Year 1 we will directly employ a **BID Manager** and provide a **City Office** with easy access for all BID levy payers. We will introduce twice yearly open meetings for all BID levy payers. We will continue the **Cooper Street, Crane Street, St Martins** and **Little London** Working Groups. We will continue to provide **advice, support and assistance** to all BID levy payers where possible in their individual issues.

We will provide a quarterly newsletter (**City Focus**) and **email circulars** to keep BID members informed and advised of what is happening with their money, as well as opportunities that they can take advantage of.

We will transfer the management and analysis of the **Footfall Camera** to the Partnership and provide **annual analysis** to include **car park and weather data**.

We will start the work to take over the **licensing of tables and chairs** including the enforcement and management thereof, complemented by the **licensing of café banners** (which we already manage). In addition we will start the work towards the licensing of **A Boards**, with all income being reinvested into the City and full introduction as soon as practicably possible.

We will start the ground work for a broad range of options for **BID Buying**, including a **Confidential Trade Waste Collection, Recycling Trade Waste options, Insurance, Recruitment, Computer services** and any others identified by the BID members.

In Years 2/3, in addition to the above, we will establish the **St Pancras** and **The Hornet** Working Groups in order that the businesses can identify issues and solutions for implementation in Years 4/5. This will also include **Market Road** businesses.



Marks & Spencers

Marks and Spencer are pleased to support the BID proposal in Chichester.

Matt Ripley, Visual Manager, Chichester Branch

Objective 3: To create a pleasant environment within the city centre

Environmental Projects

Throughout the term of the BID we will carry out six monthly multi-agency reviews (**Street Focus**) of the City with a view to identifying issues and influencing public sector funding towards solving these issues.

Throughout the term of the BID, in a rolling programme, we will replace the **City trees** and introduce **all year round solar lighting** in them.

In Year 1, with a view to implementation thereafter, we will investigate the full cost and feasibility of having a “**man in a van**” as a quick response to environmental issues including **removal of redundant signage**, **minor paving repairs** and **refurbishment of street assets** including **signs**, **benches** and **cycle racks**.

We also hope to have all arrangements in place, including match funding (sponsorship, Lottery Grants, etc) for the **Crane Street Archway**, and to give non-financial support to the businesses to achieve their desired bespoke **hanging signs** and **mini market**.

In Year 2 attention and funding (including sponsorship, Lottery Grants, etc) will be diverted to environmental improvements in **St Martins**, Year 3 in **Little London** and **Baffins Lane** and in Years 4/5 **St Pancras** and **The Hornet** with **Market Road**, based on the Working Groups’ findings.

Business signage and way finding signage will be a key delivery throughout the BID term and we will work with the business community to provide appropriate and joined-up signage.

We will also, subject to funding, do our utmost to sort the issue of **lighting** in “black spots” around the City.

Further, subject to funding, we would look to build the **Oxmarket Bin Store**, for which much of the initial work has already been started. This will improve this area of East Street and develop it into a pleasant area for staff in the City to use.



Amelie & Friends

I am supporting the BID because I realise the importance of having a central body that exists to promote the interests of the business community in Chichester.

Amelie & Friends has already benefited from the work of the City Centre Partnership, and I can only see this increasing if we become a Business Improvement District.

Rowland Leach

Objective 4: To make a safer City Centre

Safer Projects

The City Centre Partnership was pleased to be advised that there are currently no plans to reduce policing in the City by Sussex Police. Therefore the BID funds will be used for other projects to create a safer City and support in particular the **evening and night time economy**.

Using Chichester Businesses Against Crime (ChiBAC) as the delivery agent (subject to formal agreements between the two parties), the BID will provide **head cams for night time door staff** to reduce and eradicate anti-social behaviour. It will further deliver a minimum of two **drug dog operations** per annum.

From Year 2 and throughout the term of the BID, **mobile CCTV** will be made available to hire (at a very competitive rate) to any BID levy payer requiring its use (subject to terms and conditions under RIPA regulations and any other legal procedures).

ChiBAC will support all BID payers with **advice and support** regarding crimes against them and forewarn businesses of the **latest scams** affecting the trading environment. In addition the BID will implement measures to offset the effects of the latest scams, such as the previous successful Snap BAC scheme to combat purse snatching.

The BID will also work to provide a **child safety scheme** with Association of Town Centre Managers (ATCM) accredited companies providing child bands and support in the schemes implementation.

ChiBAC will work closely with the Partnership throughout the lifetime of the BID regarding bi-monthly multi agency **Security Walk Arounds** and advise accordingly on arising City health and safety matters.



David Messam

I think it will be a lot fairer for all concerned if everybody is seen to be paying for the improvements planned within the City walls.

Keith Messam, Manager



Chichester City Centre Partnership – Business Improvement District

Achievements 2014 - 2015

Introduction

A verbal report will be presented by BID Chairman Mr Andrew Finnamore accompanying this report to the Overview and Scrutiny Committee where any questions can be asked. The summary below is divided in to four main categories of Organisation, Marketing, Environment and Safety.

The Board continues to be made up of 14 businesses in the City, including representation from the City and District Council. These are House of Fraser, St Olav's, Little Shop of Secrets, Goodrowes, Dolphin and Anchor, Wannops, Team Jobs, Archibald Shaw, Amberley Developments, Chamber of Commerce and Industry.

Organisation

Office/Partnership

- AGM held (26th April 2014) and new directors signed up
- City office maintained with direct access for all BID levy payers
- Final accounts approved and submitted to Companies House
- Office management

Consultations

- Made representation on behalf of the businesses to Chichester District Council Planning Department on the Barnfield Drive Development
- Consultation on street lighting changes in City

Advice/Support

- Supported and advised many individuals and organisations on events, busking and peddling
- Liaised with several agencies and organisations including Chamber of Commerce and Industry, CCAAC, ChiSoc, West Sussex County Council, Chichester District Council, Chichester City Council
- Consultee role on all busker applications for WSCC
- Consultee role on pre-planned activities on the highway for WSCC
- Consultee on street trading licences for CDC
- Advised businesses of A27 improvement plans
- Power cuts in South Street and liaison with utility company

Other

- Database maintained
- Partnership with Auditel (Lancing) to provide audits and cheaper gas, electricity, water, POS and telephone contracts for businesses – i.e. Chichester Office Supplies BID Levy £132.30, savings £180.00; Zest for Taste BID Levy £515.00, savings £600.00; Mailboxes etc BID Levy £89.00, savings £360; ID Image Consultancy BID Levy £89.00 savings £417.00
- Provided footfall camera and statistics

- Provided quarterly newsletter called City Focus to all businesses with BID Levy and City news updates
- City Centre Manager continues to be a Board Director of Visit Chichester
- Year 3 BID levy leaflet produced to go out with the Levy Bills
- Openforum meeting held October 2014 at Thomas Eggar
- Christmas Light display and Christmas Tree Lights organised and managed
- Supported / advised businesses on CDC's A Board ban and removal

Marketing

Marketing

- Continued contract with Recenseo Ltd as retained strategic marketing services
- Ongoing strategic and tactical public relations support
- Blogged and tweeted various events, messages throughout the year
- City map (including attractions and eateries) produced x100,000



- Proto-type of leaflet dispenser produced for CDC approval
- Leaflet dispenser stand produced for CDC approval
- Secured £3000 sponsorship of fireworks

Autumn 2014 campaign to increase profile and footfall for Chichester

Advertising

- **Radio Advertising**

- **Period:** 01/10/14 – 10/12/14 (10 weeks)
- **Stations:** Heart FM (Hants & West Sussex) & Spirit FM (West Sussex and Hants)
- **Creative:** Vox pops & strapline *"Choose Chichester visit chichesterbid.co.uk"*
- **Call to action:** www.chichesterbid.co.uk

- **Internal Bus advertising**

- **Period:** 13/10/14 - 04/01/15 (10 weeks - possible extension if no one takes the panels)
- **Routes:** 700 Coastliner x 18, Route 60 Midhurst, Petworth Compass Travel Route 99
- **Creative:** 94 photo-based internal panels: *"Choose Chichester... for shopping ... for eating ...for brand names ...for independents ...for heritage ...for days out..."*
- **Call to action:** www.chichesterbid.co.uk



- **Sussex Life Advertising**
 - **Period:** Monthly advertising from November issue for 12 months
 - **Space:** ½ page vertical
 - **Creative:** *Choose Chichester... for Christmas shopping/ ... for eating/ ...for brand names/ ...for independents/ ...for heritage/ ...for days out*
- Themes change with seasons and events
- **Call to action:** www.chichesterbid.co.uk



- **Discover Britain Advertising**
- **Period:** One-off insertion in December-January *online* issue
- **Space:** Full page
- **Creative:** Aimed at short breakers: *Choose Chichester... for Christmas*
- **Call to action:** www.chichesterbid.co.uk



- **PR**
 - **Monthly In My View column in Chichester Observer**
 - **Topics included during the last season:**
- Aug – We’re talking Christmas footfall already - attributed to Kim Long
 Sept – structural change at the BID – attributed to Andrew Finnamore
 Oct – The impact of Goodwood – attributed to Brendan Cook
 Nov – Christmas is great for Chichester – NTE - attributed to Dave Johnson
 Dec – Making Christmas happen - attributed to Lyn Bethan

- **Media Releases**
 - **Topics included in this period:**
- Sept BID Manager job search
 City Centre Signage update
 Christmas Fireworks sponsorship & lights switch on date
 Oct BID open forum meeting
 Christmas lights switch on announcement
 Nov Launch of Christmas Festivities
 Countdown to Christmas Treasure Hunt
 Dec (Announcement of new BID Manager – prepared but cancelled)

The media distribution list includes (as appropriate, depending on topic):

Sussex Media:

News Meridian, Southern FM, Ocean FM, Heart FM, BBC South BBC Sussex Radio, Sussex Voice.co.uk, BBC Sussex News, BBC South News, Etc Magazine, Sussex Life, Sussex Express, West Sussex County Times, West Sussex Gazette, Chichester Observer, Chichester Herald, Midhurst and Petworth Observer, Spirit FM, Selsey Life, CDC e-Biz, Visit Chichester Worthing Herald
Wave 105FM

Hampshire Media:

Hampshire Life, Hampshire Chronicle, Kestrel FM, Breeze / Jack FM, BBC Radio Solent, The Portsmouth News,
Haslemere Herald, Haslemere Messenger, Petersfield Herald, Press Association,

Miscellaneous media:

The Argus, On Screen Digital, Places & Faces, Raring2Go

- **Social Media**

- **Twitter**

Continues to engage with Chichester businesses and visitors
986 followers

- **Facebook**

Page was put live 'softly' in the middle of November, in advance of Lights switch on and has not yet been promoted

Content is to be managed by BID office

- **Website statistics**

- When we first started work on upgrading the site in October 2013 the average weekly number of website visitors was 5.6 (five point six)
- In the 10 weeks up to the advertising campaign commencing in September 2014 the average weekly number of visitors was 175
- In the 10 weeks since the advertising campaign started the average weekly number of visitors is 629
- W/c 17 November 2014 set a new record with over 1,000 people visiting the site in 1 week
- That was eclipsed last week (w/c 24/11) with almost 2,500 people visiting the site – around 50% of which on Thursday alone accessed details of the lights switch on
- November 2013 saw around 1,800 people visit the site in total and around 400 on lights switch on day
- November 2014 saw almost 5,000 people visit the site with approx ¼ of these on light switch on day

- **Website updates**

- Continual updates on website include minutes, footfall figures, news, events, projects, Board changes, blog posts, levy payer promotions & updates on Home page

- **Footfall Summary**

- 2nd best October in 7 years
- 4th out of 9 measured Novembers since 2006 (no October figs in 2006)
- 2014 expected to be an above average year – over 10m (assume same footfall as last year)
Footfall camera in city centre doesn't measure West Street lights switch on
- Footfall over 8 weeks of radio & bus campaign is **up by 176,808** – more than same period last year
- The best 8 week stretch since 2007 15% off 2007 figures (best ever year, pre-recession)

Events

- Chichester's Got Style Fashion Show 26th April 2014 – first ever with a catwalk built in North Street, 26 businesses showcased their models and in season fashions

- Garden Market 9-11th May 2014 – popular as ever and now in its 7th year
- Festival of Flowers Shop Window Competition judging 29th May 2014, winner Little London Boutique
- Independents Day held July 4th 2013 with bunting created and provided to shops
- Ride 2 Chi 27th July 2014 – 120 motorbikes parked up in City
- 27th November 2014 Light Switch On event with fireworks (£3,000 sponsorship secured from A Plan), community carol concert and entertainment (31,454 people)
- BID and Chamber provided prizes from businesses for a raffle and took a stand at Taste to raise money for Stonepillow (voluntary)
- 30th November – Saturday Festivities entertainment and activities all day
- 4th, 11th and 18th December 2013 Late night shopping events with entertainment and activities
- 6th – 14th December 2013 Chichester Christmas Market with live nativity and new stable
- 27th Nov – 19 Dec Treasure trail with £200 sponsored prize

Projects

- Online searchable shopping and business directory maintained

Environment

Crane Street

- Planning permission secured for the art sculpture project (3 x cranes) and hanging signs
- Crane sculptures commissioned and expected March
- 22 signs and brackets manufactured
- 22 businesses liaising with sign writer for branded artwork
- Agreements being reached with Chichester City Council regarding planting in the planters

Street scape

- Funded nine hanging baskets on the blank wall of M & S St Martins
- Funded hanging baskets for side of Stagecoach to reduce urination problems
- Tried to achieve baskets for North Pallant and Crooked S but could not achieve landlord permissions to secure scheme
- 5 x CDC owned map boards replaced in City



- 5 further sites being submitted for planning permission, design of further maps and purchase and installation of map boards
- Several meetings with West Sussex County Council officers and councillors to progress road refurbishment schemes for St Martins
- A-Board meetings led by CCCP with WSCC, CDC, CCC, CCAAC and businesses to find solution for A-Boards
- Planning application for 'n' frames and fingerposts to replace A Boards
- Proto type of 'n' frame manufactured for consultation purposes

- Employ Mikey from PACSO to clean streets and benches and weed, etc. once a week, hope to contract more young disabled adults in the future



St Martins

- Planning application for Retail merchandising Units

Events/Projects

- Achieved agreement with the developers of Barnfield Drive that they will include signage to the City Centre at the entrance/exit to the City Centre
- Organised City entry for Chichester In Bloom with Chichester City Council and retained Gold standard (4th year in a row)

Safety

General

- Security walk-rounds (multi agency) took place: May, July, Sept, Nov and Dec 2014
- Operation Tigger – drug dogs 31st July
- Provided 6 SIA roaming street personnel (6.00pm – 1.00am) on 5 occasions including Goodwood events
- Continued good relationships with Sussex Police, Licensing Department (Police and Council), members and other agencies
- Key holders scheme for the City
- Trial of cardboard officers



Projects/Events

- 6 body worn cameras purchased and loaned free of charge to BID levy night time economy members
- Free training session for businesses 13th March 2014 (reducing incidents, shoplifting guidance, credit card fraud, witness statements)

Preparatory work already undertaken for 2015

Marketing

- February 15th Pensions workshop for all businesses

- AGM 29th April 2015
- Garden Market 8-10 May 2015
- Orienteering event 16th May 2015
- Ride 2 Chi 5th July 2015

- **Radio Advertising**
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- **Stations:** Heart FM (Hants & West Sussex) & Spirit FM (West Sussex and Hants)
- **Creative:** Vox pops & strapline *“Choose Chichester visit chichesterbid.co.uk”*
Alternative creative has been requested by AF
- **Call to action:** www.chichesterbid.co.uk

- **Internal Bus advertising**
- **Period:** 02/02/15 – 26/04/15 (10 weeks)
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- **Creative:** 94 photo-based panels: *“Choose Chichester... for shopping ... for eating ...for brand names ...for independents ...for heritage ...for days out...”*
Repeat creative
- **Call to action:** www.chichesterbid.co.uk

Additional activity in discussion for 2015

Surveys – Christmas feedback/review as per 2014 plus survey on Weds/Sat City centre market
 Consider pushing Sunday trading to Chichester businesses and shoppers
 Consider coach and cruise markets and how they can be targeted for 2nd BID term

Environmental

- Additional hanging baskets for communal areas such as North Pallant and Crooked S