

Appendix 1
Business Rates Pool High Street Project – Summary of Suggested Projects

| | Activity | Benefits | Drawbacks/issues |
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| 1. | Rent paid on an empty high street premises to enable an 'indoor stalls' space in winter months. | <p>Variety of high street offer</p> <p>Could complement the 'markets' programme</p> <p>Possible link ups with College and University, to reflect an aspiration of the Chichester Vision</p> | <p>Costs in suitable units would be significantly in excess of £70,000, with rent, business rates and utilities/insurance payable, plus basic fit out works.</p> <p>Landlords may not be prepared to agree to a short term let. A meanwhile use could benefit them in terms of their business rates liability but if the premises is a listed building the landlord does not have to pay whilst the premises is empty</p> <p>Possible impact on existing similar offer, such as Drapers Yard.</p> |
| 2. | Rent an empty unit in a high profile location to offer affordable 'pop up' space within to small businesses to have a high street presence in a prominent location. | <p>Possible to combine into Pop-up Shops scheme.</p> <p>Possible link ups with College and University.</p> | <p>Issues as above regarding costs.</p> <p>The funds available would only support this initiative for a short period of time.</p> <p>CDC managing this would need additional resource from current teams.</p> |
| 3. | Use the fund to lease a premises for the purposes of establishing an E-sports café - seeking an operator via a tender process. | <p>Something for the younger demographic with links to the University.</p> <p>Genuinely different use and likely to attract publicity.</p> <p>Strong tie in with Chichester Vision objectives.</p> | <p>Lengthy procurement process and may not bring forward a suitable applicant.</p> <p>If the café isn't viable without the subsidy provided from the business rates pool funds, there will be a high risk of negativity around it closing.</p> |

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| 4. | Infrastructure / development costs to enable new 'Destination Markets' at Cattle Market and/ or Little London location. To include possible covered area to enable year round use/ eating area. | Creates something new. Could be used in all high streets. Link with Events Strategy. | Need to ensure the offer compliments and has linkages to the high street. |
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| 5. | Lockable chalets or 'pods' for potential use in city centre and other areas, including potentially in car parks and public spaces such as parks. | Could be rented out to start-ups and small businesses to ensure a variety of offer. Whilst needing to be low cost, rental may help recoup some storage/ set up costs. Could be offered to existing businesses in secondary locations/elsewhere in district to help promote their business in a prime location. Potential to link with Events Strategy. | On-going transport, storage and utility/insurance costs to be considered. Need for planning permission unknown and could be additional time and cost factor. Would need to consider how this would work in tandem with existing market agreements and Street Trading controls in the city centre. |
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| 6. | Customer incentive scheme – pre-paid gift cards to spend in city centre. | Possibility to link with any Shop Local Campaign at Christmas. | Fund insufficient to give to everyone so there would have to be some sort of competition or random allocation. To avoid conflict with the BID's Chichester gift card, we would propose use of the same card scheme. Not a 'new' idea. |
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| 7. | Grants to encourage Inward Investment in High | Viability of high street improved if properties are occupied. Potential to | Possible 'unintended consequences' – ie landlords raising rents or not |

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| | <p>Streets, targeting specific streets/properties.</p> <p>Vacancy rates are higher in the city which is where the focus for this should arguably be but rates in the other towns would be monitored and any longer term properties targeted.</p> | <p>encourage new uses.</p> | <p>reducing rents to sustainable levels.</p> <p>Criteria would need to be very carefully written to encompass a commitment from the applicant eg to take on a minimum lease term of 2 years.</p> |
| 8. | <p>Support to provide a leisure facility/café for families or teenagers/young people in the city centre – consider ideas such as climbing wall/ silent disco</p> | <p>Drives footfall.</p> <p>Provides something unique in the city centre.</p> | <p>Potentially no suitable sites large enough.</p> <p>Rental and other overheads likely to exceed the budget.</p> <p>Resource issues regarding who would run such a facility Unknown how sustainable this would be without the funding.</p> |
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