

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

12 January 2016

Review of Business Improvement District (BID)

1. Contacts

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2. Recommendation

- 2.1 The 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 March 2015 the committee received a report detailing progress against their Business Plan for the third year of operation and requested that a further progress report be brought back early in 2016. The Partnership is approaching the end of its fourth year of delivery and attached at Appendix 2 is an update of their work this 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.

Attached at Appendix 1 is a copy of the BID's 2012-2017 Business Plan with achievements to date listed in bold italics against each element of the plan.

- 3.3 The achievements listed in Appendix 1, together with the BID's report attached at Appendix 2, demonstrate the breadth of work they undertake, 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.
- 3.4 However, the BID is well-placed to help engender pride in the City and it oversees and manages a number of key tasks in the City.

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 meets with the Chairman of the BID on a bi-monthly basis. Additionally, our Business Support Officers regularly liaise with, and assist, BID personnel.

- 3.5 Business Improvement Districts (BIDs) have now been operating across the UK for over a decade and there are now well over 200 BIDs established around the country. BIDs are established and operated under a formal legislative framework, and each BID is funded through a 'BID levy', which is a small percentage of a businesses' rateable value, payable by each business within the BID area. A BID can operate for a maximum term of five years but, at the

end of their term, if they wish to continue they must go through a renewal ballot process to secure another term of up to five years.

- 3.6 Chichester BID's first term is nearing its end and the BID is now working on its plans for a second term.
- 3.7 The BID Manager will attend the meeting to answer the committee's questions. It is anticipated that the Chairman of Chichester BID will also attend.

4. Appendices

Appendix 1 – Chichester BID Achievements against 2012-17 Business Plan
Appendix 2 – Chichester BID progress report 1 April 2015 to date

5. Background Papers

None