



# **BID Members Consultation**

**Term 2  
2017-2022**

## CONSULTATION OVERVIEW

The Business Improvement District is completing its first term as a funding mechanism to achieve BID Levy Payers (BID members) projects and initiatives within its defined location.

Consultation has been carried out in three phases.

### Phase 1 – Feasibility Study

Initial Consultation was targeted to reach 20% of businesses to determine the support and feasibility of a BID for a second term.

#### **BID Customer Survey (August-September 2015)**

(21 x feedback questions) distributed online and by paper to all BID businesses. 45 x businesses responded out of 670 posted to BID members addresses, as of August 2015 = 6.7% response rate. Please see results in Appendix C.

*Final Question:*

- *Are you likely to vote for Chichester BID to have a second 5-year term in October 2016?*

**Yes = 44.68%**

**Maybe = 31.91%**

**No = 23.40%**

Feedback and results suggested there is a demand for a Business Improvement District but direct engagement with BID members had not been carried out regularly at that point.

#### **BID Customer Engagement (July – December 2015)**

Personal face-to-face engagement by the BID Manager with 95 other businesses (13.5%). Once engaged general feedback confirmed a lack of previous understanding as to the broad remit of Chichester BID. There was definite support for a second term to raise Chichester's profile and create a better customer experience.

*The BID Manager noted there is confusion as to the role of the BID, higher expectations than the budget allows on the deliverables and an assumption that Chichester BID is within our District Council.*

### Phase 2 – Business Listening & Feedback Consultation

In order to assess how businesses might want to spend the BID fund for a second term, we have carried out 2 further phases of consultation.

### **February – April 2016**

**120 businesses (18%)** were met face-to-face across retail, professional services and independents with the BID area, by a Customer Engagement Team (an ex-City retailer, a local graduate and a local business man) on behalf of Chichester BID to create a neutral platform on which to discuss what has and has not worked for our BID members within the first Term.

Key issues and concerns were monitored and needs for the second term have fed the Term 2 Business Proposal.

#### ***Findings showed that:***

- The needs of the Independents and the chain stores should be assessed separately from professional services, as our more commercial businesses are less informed, believe the BID is about retail and whilst they appreciate the benefit to the collective, they do not currently see a direct added value from the current BID strategy.
- Whilst increased marketing to attract more footfall into the City centre and a safe and vibrant environment to trade in are the general needs requested, the BID offer should reflect more business opportunity across all sectors. Chichester must promote itself externally and the City should be branded.

## **Phase 3 – Business Proposal Consultation**

### **Focus Groups**

#### **8 x Focus Group Meetings May – 15<sup>th</sup> June 2016**

#### **Meetings held in:**

North Street, South Street, West and East Streets, Hornet & St Pancras 1 & 2 (independents), Professional services (commercial), Eateries and a Final Open Consultation.

#### ***Findings showed that:***

- BID members continue to want increased events, PR and digital marketing to reach out to customers beyond the City region to raise Chichester's profile for the Visitor economy.
- Some BID members are already using a digital platform in the form of an app or similar for Chichester, to build customer retention for loyalty, rewards and gathering information to target their audience.
- Better BID member segmentation is suggested, across the District, to create better alliances and business opportunities to interlink business
- More street-focused and group support is the best way to share knowledge and networking opportunities
- Continue to focus on representing the BID members view for a more organised City, for ease of access, City signage, parking and wayfinding.

## DETAILED ASSESSMENT

### Phase 1: August - September 2015 Initial Consultation

#### Background

Feasibility study required to establish the appetite for a second term BID.

#### Methodology

A six-page questionnaire was posted to 670 City hereditaments addressed to the managers. This was sent out in August / September 2015. There were 45 responses to the questionnaire by post and 21 on line responses.

This was followed up by a person to person consultation of 95 businesses. The discussion was to determine in general terms how businesses were responding to the BID offer.

#### RESULTS

##### *Questionnaire final question:*

- *Are you likely to vote for Chichester BID to have a second 5-year term in October 2016?*

**Yes = 44.68%**

**Maybe = 31.91%**

**No = 23.40%**

##### *Person to person Consultation:*

Chichester BID's business objectives for Term 1 remain the top priorities for BID members:

- Improve the marketing and promotion of our City centre
- Improve the organization of our City centre
- Improve the quality of the environment of our City centre
- Improve the safety and security of our City centre

The majority of discussions quickly **became focused on 'a better promoted and more organized City', as Chichester doesn't appear to have a crime problem and is mostly considered a pleasant and quality environment.** "It is ever so civilized in Chichester, a really nice City." – Gerry Weber

The key issues were as follows:

#### **Providing a better Organised City**

**Car parking** being the biggest issue with 31% unhappy in one way or another. Issues were car parking availability for Visitors and cost, facilities, City access from the A27 and poor City centre signage.

The following comments from the Questionnaire were noted:

"Free parking on a Sunday would be good and pay on exit" Edinburgh Woollen Mill.

"Car parks are getting expensive - can we have half an hour free?" Simms Sweet Shop  
"Sales get lost as people rush off" East

The majority of the BID members **feel Chichester is a safe City** and low in crime and there was 100% satisfaction from the Survey from those who use the Chichester Businesses Against Crime (ChiBAC) service.

### **Providing a better promoted City**

1. Markets were of great interest with 22% wanting to discuss them and 11% specifically wanting a Sunday market when footfall is half that of a Saturday and many shops are closed. City market comments were largely negative, as businesses located in the area of the market, feel it is unfair they have to pay high rates and rents whilst traders don't, and felt they are detrimental to trade.

Comments:

" I don't like the market, its directly in front, so blocks my shop." Solutions Inc

" Sales can be down as much as 30% on market days." Hansfords

" Chichester continues to under promote itself." Barclays Bank

2. Events were well received with 14% of respondents noting they were good for business, with Black Friday and Christmas being the highest trade turnover. Swaroski take 50% of their year's takings from October to December every year, and this was been repeatedly stated across retail. There were suggestions that the Coca Cola truck was good to draw in crowds but not in keeping with Chichester, and many suggested a future ice rink.
3. Free WIFI for the City  
50% of businesses were asking for better City connectivity and would welcome free Wifi as a City service, for them and their consumers - who often leave their shop to get a decent online connection. This results in poor click and collect service and less repeat trade.

## **CONCLUSION**

Whilst the engagement process is less easy to quantify than the questionnaire it was a very good way to initiate personal engagement and nearly all interviewees responded positively to the BID Manager taking time to personally visit them.

In order to assess our performance against our current Business Plan, and how businesses might want to spend the BID fund for a second term, 2 further phases of consultation were then carried out.

## Phase 2: February - April 2016 - Customer Engagement and Feedback

### Background

Following Phase 1 feasibility exercise, undertaken prior to Christmas, a customer engagement (listening and feedback exercise) was launched in Feb 2016. The purpose was to assess BID members' businesses after the Christmas peak and to attain their priorities for a second Term.

### Methodology

A Customer Engagement Team of 3, were tasked to visit 120 businesses (18%). The meetings involved discussion regarding the BID offer and how appropriate and relevant it was to each business.

120 businesses were interviewed. 20 businesses completed a short questionnaire:

- Concerns
- Wants
- Pleased with
- Ideas
- Preferred Method of Communication

Over 120 man-hours were spent interviewing BID members.

### Results

Whilst we have 794 hereditaments many of these are part of one organisation. As our Customer Engagement Team is made up of a Retailer, Business Person and Graduate the engagement was divided into independents, sme's and larger businesses, and commercial professional services.

The conclusions of this more personable engagement were prompted to be Customer-led so less quantifiable, as largely resulted in broad discussions. All businesses were very pleased to be consulted and were pleasantly surprised at the current broad remit of the BID and that they have a City voice.

## Keys Findings

### **A. Independents (paying more than £100 a year to the BID)**

- Independent Retailers - defined as anybody selling a product from clothing to jewellery etc. = 67 (the highest BID payer - £740)
- Independent Hairdressers = 7
- Independent Restaurants = 12
- Independent Florists (all) = 3

- Independent Estate Agents= 1

From interviewing Independents across all sectors (other than estate agents) to date their needs break down as follows:

All Independents were happy with Christmas. Only one comment that the Bognor Regis event was better because of a snow making machine.

### Advertising

The majority of Independents were pleased with our advertising but would like to see more marketing further afield to increase footfall. Any nationwide advertising would be gratefully received.

Independents are happy with our current selection of regional and local magazines and radio advertising. They are delighted with City centre maps for our Visitors and our Map Dispensers. However, the removal of A-Boards by the District Council, has led to a significant loss to footfall. Many are still using them, but the majority have resigned themselves to this loss of advertising. Any form of digital marketing would be embraced.

### Events

The uptake on getting involved with events to raise BID members' profile was more from sectors such as hairdressers and florists. However, retailers and restaurants appreciate the extra footfall that BID events, (such as Festival of Flowers Window Competition, Independents Day, Roman Week) can bring. Annual City events such as Christmas are totally supported and very popular.

### Information

The majority of the Independent sector has Internet access and is therefore able to access the information on our website. However, they are only mildly interested in our website, partly because they are busy but also because they are less accountable than multiples. They like the idea of people counters showing intensity of footflow around the City, as it means they can plan and manage staff cover more easily, such as not allowing staff to go to lunch if they can see a hot area approaching.

### Communications

Apart from 3 BID payers all Independents we're delighted that they were being contacted and were keen to hear how their contribution was spent. All independents have different preferences on receiving BID communications, from social media, to e-shots to quarterly newsletter. South Street Independents felt supported by the BID when receiving updates on the recent gas pipe replacement roadworks.

## Markets

A mixed reaction. Many businesses are totally against (eg Stephen Lawrence). Some said it made no difference and some said it did improve figures on market days. Some independent retailers were unhappy with the proximity of market stalls to their windows. The proposed City Market also gains a mixed reaction but the majority are against this. They were pleased to hear the BID would ensure this would be a quality market with an annual review, to ensure the market meets performance measures and the standards of the City. Niche markets or themed markets are desired.

## Car parks

All Independents were pleased with the current 'pay on exit' initiative at Avenue de Chartres and that the BID is influencing the local authority to roll this out across other major car parks. Most BID members are generally unhappy with increased costs again, and would like to see the Councils introduce incentives for shoppers and visitors.

## Security

Generally, this is of little interest to Independents as Chichester is considered a safe city. However, those engaged with ChiBAC are pleased to have a security service and police back up. Most said they suffered very little theft.

## Current Specific issues

- 1) Gas pipe replacement works
  - Retailers talking about losses as high as 11%, but most not using compensation scheme.
  - Concern over the timing for more works as the Council come back to repair and resurface the current temporary surface.
    - Clothing retailers have busy season in summer, quieter time in the autumn, before Christmas. It remains essential that works are not carried out before Christmas.
    - Toy and Game shops have huge deliveries arrive before Christmas.
    - Travel agents are very busy in January.
  - General consensus if possible hold off till February.
- 2) Deliveries remain an issue to South Street due to limited access during the day time and many businesses don't have access to a back entrance.



## **B. Multiple Businesses / Stores**

- Total number of multiple store retailers and are paying more than £100 per annum to the BID = 105.
- Chichester has a good ratio of Independents numbering 77 compared to 105 chains.
- 37 retailers pay in excess of £1000 per year.
- Marks & Spencer paying the highest contribution with a total fee of £12,900 across both stores.

Within this mix are also:

Restaurants	23
Charity shops	12
Estate Agents	8
Game Stores	2
Hairdressers	3

### Multiples visited feedback

Generally, multiples are less interactive and engaged as 'Head Office pays the levy', so it's not their budget. However, once engaged some are really enthusiastic as they realise that the BID information available for them is useful for head office as well as the added value of BID's marketing to enhance footfall into the City centre. "My company normally votes No to all BIDs but because I am so pleased with Chichester I am allowed to vote Yes!" – Edinburgh Woollen Mill

HSBC, Barclays Bank and Nat West Banks all support Chichester BID and want to know how they can get involved and use our data collection that benchmarks our City's performance. Chichester is considered a great place to live and work but staff retention is an issue in retail, but less so in professional services.

Most Retailers complain of a poor year this year, with clothing hit hard as the seasons have not been so marked and therefore customers have stuck to their existing wardrobe.

### Purchases

Multiples and Independents are both really happy with the Christmas offer. The sales of both sectors were poorly affected in the year before Chichester BID commenced, when there were no Christmas decorations. Many multiples take up to 30% of their annual sales at Christmas in one month.

*Some multiples have been affected more recently by “negative footfall” as customers go to stores to refund on internet purchases. “The challenge is to create store fulfilment for in store returns and turn a refund into an exchange.” – Ecco.*

### Advertising

All multiples are pleased with the Visitor Maps and map boards, and all the BID advertising across the media. There was a lot of interest from stores in the possibility of future nationwide digital advertising. More promotion of Chichester as a brand would be welcomed. *Footfall and any way to increase this, must be the priority.*

### Information

As many multiples have to justify their sales or "conversion " rates with key performance Indicators, they are *extremely keen to tap into our footfall and digital foot flow information*. This means they can then justify poor sales to head office, by showing there was poor foot flow and footfall on relevant days. Foot flow is popular to those using leaflets to target hot spots, and also for staff cover when seeing incoming customers.

*Approximately 50% of multiples don't have access to the Internet in store*, as most medium to large retailers have intranet only. This means no internet connectivity in store, at all. Many managers said they would like to access their own devices but have to move around the City to find connectivity.

Constant updates regarding disruptions were also considered helpful, such as for the South Street gas works. One chain restaurant has lost part of their awning and will be suing the delivery truck. On being canvassed re a date *to repair and resurface the road all multiples requested February next year*. “I found out about the Website a year ago and have used it a lot since” – White Stuff

### Events

Many multiples would very much like to be part of events but their corporate Visual Merchandising prevents this. They would appreciate non-window related events, such as a chocolate Easter Egg treasure hunt as run in previous years. Multiples appreciate early notification of event dates in order to organise staffing, and would like to see a joined up Calendar of Events.

### Security

Surprisingly many multiples do not take advantage of ChiBAC. Most felt that the level of theft in Chichester, compared to other towns they'd worked in was low. Damage to premises also seems very low suggesting that security in Chichester is good.

### Markets

A lot of interest in the City market due to arrive in East Street. A mixed reception, as some stores feel markets are good for business whilst others are seriously affected in a negative way. All hope that the market will be of quality and not conflict with their offering.

### Car Parks

All welcomed the 'pay on exit' having lost sales to people dashing back to car parks. Many mentioned the difficulty in getting space if they arrive after 0830am and during the day. General consensus that parking permit rates are reasonable but more should be done to encourage Visitors to stay longer – such as first hour free or free after 4pm.

### General

Multiples are a very mixed group of highly-motivated and savvy managers who really want to be part of Chichester, and dis-engaged managers who have little or no interest in the City they trade in.

Apart from one exception, all of them were unaware of their company's policy re BID voting. They are not requested to report back to their area manager or head office re the BID, but would make more effort to do so.

Also multiples have experienced a considerable drop in sales due to internet sales.

## KEY FINDINGS

There are approximately 770 hereditaments within the BID geographical area and at the start of these Consultations it was expected there were approximately 670 businesses.

These Consultations now shows that whilst approximately 670 invoices are sent out by Chichester District Council, there are actually 444 businesses currently spread across that space and paying more than one BID Levy.

<b>Retail = 269 (representing 60%)</b>	55% Multiples	38% Independents	7% charity shops
<b>Eateries = 59</b>	31% Multiples	61% Independents	
<b>Commercial Businesses =116</b>	26% Multiples	74% Independents	

As part of Phase 2 a small survey was conducted where 44 businesses were asked to prioritise the following in relation to their business needs:

No. 1 Priority	Percentage
Events & PR	25%
Marketing & Advertising	39%
Crime & Safety	14%
Business Opportunity	14%
Street Projects	4%
Strategic Partner	4%

These responses will help shape the investment against priorities for our BID members for the second term.

## CONCLUSION

The needs of the Independents and the multiples should be assessed and segmented by the BID separately, from our professional service commercial businesses. Whilst increased marketing, events, PR to enhance footfall along with a safe environment to trade remain the general needs, the evidence shows different sectors require different solutions which are also dependent on location across the City. For a 2<sup>nd</sup> Term the BID's offer should reflect this.

## Phase 3 - May-June 2016 Business Proposal focus groups

### Background

The Chichester BID area has approximately 440 members with a variety of businesses including restaurants, banks, building societies, charity shops and retail premises selling many different products. For this reason, the BID felt that each sector or in some cases street locations would benefit from their own specific group meeting.

### Methodology

8 sector meetings were set up to start in May, to encourage shared discussion on BID issues raised by Phase 1 and Phase 2. They are as follows:

- Eateries – all restaurants, bar, pubs and coffee shops
- St. Pancras & The Hornet 1 - Independents
- South Street
- Northgate and North Street

- Follow up St. Pancras & The Hornet 2
- East and West Street - Retail
- Professional Services - Commercial
- Evening meeting for all sectors.

## RESULTS

### Independents

An initial group meeting held in the Hornet & St Pancras, was dominated by a few negative BID members from this area, who feel they are out of the City centre so don't benefit from the BID. "I don't believe BID money does anything for us and the Council is not helpful". CMW Motorcycles Ltd.

Issues ranged from a lack of footfall as shoppers do not turn right into the Hornet, due to street layout and a lack of signage pulling people into the area. The BID has fingerpost and listed signage coming to this area this year. It was noted that many shops in this area are destination shops and some commented that footfall doesn't affect them.

Parking incentives to increase dwell time and access were requested and comments made that workers take up space that should be available for visitors in Cattle market car park.

Loss of A Boards is seen as a negative by the majority for this area. "I want to keep A Boards as they help draw business in" Helter Skelter.

The group believe being on the peripheral of the City and they also do not benefit from City events, marketing and PR. "When there's an event in the City centre, this area is dead". Nags Head

Advertising remains a high priority for Independents – some of whom do not have a website and rely on repeat local business and events. "More should be done by the Council for rates relief and something to encourage Landlords for rent incentives." - Classix

The Hornet & St Pancras, are mostly independent retailers who do not work as a collective and raised many individual issues. Therefore, a second follow-up meeting was held again in this area, to discuss specific issues.

Questions about the BID geographical area and the BID budget spends were addressed and more transparency offered, as some BID members have not engaged with the BID previously. The BID offered new ideas which changed the conversation to be more creative around less tangible but more event-based solutions to attract more visitors, and business twinning for customer-focused offers and better networking, also offering support for an improvement group to help them lobby the

Council on their specific area for planning issues. The BID left the meeting with more positive potential opportunities.

### **Retailers – sme's and multiples**

“There is a fundamental need to work as a collective to look at the macro for the City - choice, design, price. We need to attract aspirational brands and make Chichester a destination.” – Cred Jewellers. Ecco confirmed their customers are asking where these brands are. “Chichester needs to get up to date and move forward” - Basler

Parking remains a main topic of concern regarding access and cost for the consumer and expensive for part-time staff. Largely dependent on location of business. Request for the Council to introduce a direct debit scheme so every month you don't have to click onto the Council website to renew your parking permit. The BID made clear, that two cars can be on one parking permit for part-time staff.

Concerns were raised as to South Street being highly dominated by eateries and most BID members would like to understand more fully the Council's policy and quota on eateries per street, now that many businesses offer coffee etc, as an extra. It was suggested Chichester promote eateries and ask eateries to pull customers to the Independents. Visitors come for convenience, cost, service and quality.

The BID was praised for liaising with businesses on city centre management such as the gas pipe replacement works which have been very disruptive to businesses in South Street. “For the first time in 4 years my business has lost money due to the gas works outside” Cred Jewellers.

Chichester needs a good WIFI connection remains to attract shoppers and businesses. The structure of Chichester is good, but without modern technology and new high-end brands there is uncertainty about Chichester's competitiveness along the South Coast.

### **Professional Services**

General feedback is that Chichester is considered a good place to live and work which helps retain staff and there is a desire to maintain the quality of the environment. Better graduate retention however remains an issue and needs focus. The Estate Agents tell the BID that Chichester requires better employers. The CEO lifestyle is a good fit in Chichester so there was a suggestion we capitalise on this attracting CEO's on away-days to then influence moving their business here. The issue is potential premises – as we continue to lose office space and incubator space. It is widely considered that there are gaps in the City's offer, retail and culture – however independents are worth travelling for. Support is required for hot desking and start-ups.

## Key Findings

### BID Engagement

All businesses were positive about the engagement groups and process, and felt they were useful. Most would like to continue this form of engagement as it acts as networking and knowledge sharing across the all areas. Attendees are now keen to receive BID communications, if not read previously received or read before, especially to hear about the City events and footfall and data collection services available.

### Visitor Economy

All businesses felt that there are no good brands for young people in Chichester like Zara. Night life is non-existent - we are a day-out destination and there is also a need to capitalise on pay day spend. There are a lack of cultural events and annual events in the City. A market in the town centre is a good option as Chichester is traditionally a market town, but it must be run by the right traders and be managed correctly be a quality market. Could be themed such as vintage, antiques - niche markets/small fayres, BID could pay for start-up local brands in market stands. Chichester College and University must get more involved, so as we cater for the students in the City – Chichester needs more activities as well as ware's. Exhibitions have been suggested several times – such as collector fairs which are attractive to groups, societies, whose magazines draw people, as do cultural and local events such as boating/yachting.

### Communication

BID Magazine is read and appreciated but many prefer the convenience and size of our e-newsletter and access to other relevant links. Most people have their own preference on how to communicate. All businesses respond very well to regular meetings and one to ones, as they prefer face to face interaction to larger open meetings where they may not be interested in some matters that come up for debate. All businesses fully support BID introducing the Wi-Fi project, all agreed that connection in Chichester city centre is very poor and necessary as poor phone signal too.

### Marketing & Advertising

All Focus Groups expressed a desire for increased marketing to help “Chichester become known as a Lifestyle City”. – Zigzag. The majority favoured an increase in the BID levy to pay for this.

### Events & PR

A large percentage of Focus groups enjoyed getting together informally, and thought this helps share ideas to increase business opportunity. “After the success of the Festival of Flowers – our takings were back up to 2014 levels – I really feel events are the way forward.” – All That Glitters

One retailer suggested all shops theme their windows and get involved, however multiples are unable to participate with window design dictated from head office.

### Night time economy

A majority of focus groups questioned the lack of night time economy in Chichester.

“There are plenty of places to eat but no night-life. We have a University and must be the only City that doesn’t have any night life”. - Hansford Menswear.

“Chichester town is dead after 8pm” - The Vestry

“I sell men’s clothing and my sales have decreased since our one Club Thursdays, closed.” – D’Artagnan Menswear

### Crime & Safety

Very little comment overall – those using ChiBAC were very happy with it. The understanding was that this is a job well done but if ChiBAC were not in existence, crime levels would increase.

### Information

Many more chain stores at the Focus Groups are now aware of and using the BID foot flow data. “Good comparison to our store footfall counter”. – Ecco Footwear.  
“Yes, it’s very relevant to us.” Anonymous South Street business.

### Signage

Still a considerable issue for all focus groups. There is little signage pointing towards the City centre from the A27 and at major entry routes.

### Parking

New visitors don’t know where the car parks on offer are, and it’s easy to go round the one-way system looking for parking at peak times and give up and go home. This remains an issue as far as cost for the visitor and facilities to pay. All approve of pay on foot and would like to see this rolled out to all City centre car parks.

### New Focus Group ideas

- 1) Where are the Chinese visitor’s? Encourage international visitors into the City. The Chinese average spend is greater than UK shoppers. One business manager has received training on how to enhance the shopping experience for Chinese visitors: “I have worked in 3 BID Cities and this is the only one that doesn’t encourage Chinese visitors.” – Ecco. Create links with higher education universities across the South Coast and use Global Blue to attract the affluent traveller.



- 2) Advertise Chichester as a destination, further afield at major transport links – at Southampton and Gatwick airports, other town/City train and bus stations, also at hotels and B&B's across the South.  
Create 'Wish-Lists' for men at Christmas. Wives may leave lists for their husbands at specific outlets. Introduce a specific Men's Shopping Night where staff actively get involved. Also use our wonderful heritage for Christmas – lets tell a story about Chichester...
- 3) Can the BID create a database for recruitment? – Retail recruitment for quality staff is proving difficult, as is staff retention for multiples and most agencies focus on management staff. A vacancies list was considered to be really useful and should be on the BID's website.
- 4) Business Twinning – join up businesses which complement each other with their services and/or products and attract the same audience. E.g. The Sweet Shop in South Street, already offers a discount to the customers of the Game shop and vice versa. The retro vintage shops could link with Goodwood for Revival for promotion and events.
- 5) More ideas for activities for Children in the City – such as a Grotto for Christmas, an engaged City Easter Hunt across the City, starting at the Cathedral (– the BID has only done this once on a small scale).
- 6) Can the BID give our City information and maps out on the street to tourists? Information for local hotels and caravan parks and all of our major attractions should be readily available.

## CONCLUSION

Phase 3 results currently show that the BID members want increased marketing to raise Chichester's profile and more segmentation across the BID members to create better business opportunities and more street-focused support. Events are seen as important and they appreciate the support offered from the BID for organisation and promotion of their events, through facebook, twitter and the website. Independent businesses engage a lot more than sectors with the BID and BID communications.

Through the need to segment our BID customers in order to create focus groups, the BID has realised the importance of this exercise, to ensure that BID Term 2 is both inclusive and meets the priorities and objectives across all sectors and industries. The BID needs to do a lot more to create better and more regular engagement across all sectors but specifically, with our commercial sector and build more business opportunities for them.

Personal engagement and Surveys have also shown a general desire for more cultural and art- based events with emphasis on promoting our heritage (eg Chichester Cathedral, City walls and local points of interest). It was also noted that Chichester's wide Roman Streets make working, shopping and eating out a pleasure along with our pleasing Georgian architecture.

## Consultation Conclusion

There is consensus that people in today's modern society are using leisure time for activities rather than shopping which is increasingly done at home on the internet. Footfall figures were nationally down 6% last year, and continue to fall, which confirms that shopping is moving towards an online experience. High streets are becoming showcases for the internet, with a proportion of retailers finding footfall is becoming about click & collect or returning goods rather than shop sales.

The rise in eateries is a concern for some but most understand that these drawn in people as visitors but Chichester is mostly a day-time destination. Most visitors usually have a drink and/or snack at some point for convenience if not a meal and this could be capitalised on with twinning with another business. The lack of Michelin star restaurants is continually brought up – we have a wealthy demographic who go to the Theatre and like to dine out; this is a missed opportunity. Creating venue destinations is key - harnessing the large brands as anchor stores remains important in the mix of offering on the high street, such as Zara which is currently missing for the 25-45 age group. Also more quality independents would be welcomed as quality destinations.

Joining up with Chichester's major attractions such as Goodwood is seen as a positive must-do, to have their presence in Chichester along with larger businesses such as Rolls Royce, Wiley and Mercer. Major attractions should be show-casing Chichester to their audiences. There is a definite desire for exhibitions in Chichester especially for cultural and themed events.

The BID recommends the branding of Chichester going forwards to create a unique selling point. We are a lifestyle city that has it all! The use of a digital marketing platform for not only customer reward schemes but also for city information and improved navigation around the city, will add value to the customer experience and greater value to our retailers in particular but also for our services. This will also bring the BID members a network platform to raise awareness, outside of Chichester increasing the City's reach across the south. The BID can collect data for better consumer segmentation to help target our visitors through surveys, email marketing and build repeat business and trust. Importantly, the BID is seen as a facilitator for business opportunity and to represent the views and concerns of the private sector to our Local Authorities and other key organisations.

**Charlotte Wickins**  
BID Manager  
June 2016