

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

5 July 2016

Preparing a Vision for Chichester City

1. Contacts

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2. Recommendation

- 2.1 The committee is requested to review the progress to date in preparing a Vision for Chichester City, to suggest any items for inclusion and to make any recommendations to Cabinet with regard to the project work so far.**

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 who acknowledged that there are opportunities for significant economic growth and job creation and that there is a need to develop a strategy or plan which recognises all the various factors affecting the City, which seeks out new ideas and proposals, and which links together each of the existing proposals, ideas and opportunities into one cohesive vision.
- 3.3 Members agreed that the project should be taken forward working in partnership with local businesses, business and community organisations and with other local authorities. A project initiation document (PID) was prepared setting out the work required and timetable for preparation and delivery of the Vision. This sets out the project purpose to:
1. Undertake the work required to develop and articulate a clear 'Vision' for the City which takes account of current and likely future economic, cultural, heritage, lifestyle, technological, social and planning policy factors and influences.
 2. Place the Vision at the heart of future economic and planning policy for the City, and accordingly to inform and guide the Council's Corporate Plan, Economic Development Strategy and Local Plan review, and to guide and, where appropriate, direct future decision-making.

3. Ensure Chichester competes strongly against other towns and cities by being;

- a popular and forward-thinking location attractive to entrepreneurs, employers and employees
- a first-class 'destination' for shoppers
- a popular and attractive destination for day and staying visitors
- one of England's cultural and heritage 'centres of excellence'
- an important administrative centre for West Sussex

3.4 Following approval of the PID by Cabinet, a Steering Group was established which is chaired by the Council's Leader and comprises senior officers from the Council, members and/or officers from West Sussex County Council and Chichester City Council, the Chairman of Chichester Business Improvement District and the Chairman of Visit Chichester.

3.5 Operationally, the project is led by the Council's Economic Development Manager and two other officers from the Service, plus the Council's Planning Policy Manager, Community and Partnership Support Manager and Senior Environmental Protection Officer providing key support. A Project Partners Group has been 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.

3.6 Full Terms of Reference for both the Steering Group and the Project Partners Group have been prepared.

4. Outcomes to be achieved

4.1 Much of the work in this project involves 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 to be', focusing on the function and future of the City 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
- (f) Increasing profile of the City and the District
- (g) Significant new inward investment and funding into the City

- (h) Substantial economic growth and the creation of jobs, including higher-value jobs

5. Methodology

- 5.1 Our approach has been to gather baseline data, intelligence and proposals through participation workshops, research and consultation
- 5.2 Participation Workshops – In February and March representatives from a wide range of community and business organisations were invited to a series of facilitated workshops. Through these a range of ideas and proposals on how the city might develop and evolve over the next 20 years were suggested. In summary these covered:
- Calm the City's traffic and enhance the experience for pedestrians, cyclists and other users
 - Further pedestrianisation and/or establishment of shared space, and enhance the uniqueness of the city centre
 - Public realm improvements and establishment of new amenities and facilities for residents and visitors
 - Develop an evening economy
 - Support for developing a new strategy for the visitor economy, building on the City's arts, culture, heritage and visitor attractions
 - Create stronger connections with the university and college, and inspire young people to study, work, live and visit here
 - Be eager to do business and ensure the City is digitally connected
 - Differentiate Chichester's retail offer and focus on certain business sectors for the City
 - Link the cultural assets, join the theatre to the city Centre and connect the waterfront to the City
 - Establish new space for growth but plan carefully to ensure the City evolves cohesively

While this work has to be supplemented by the research and other work (as detailed below) in order to draft the vision, the output from these workshops is greatly helping to form the core principles underpinning the eventual Vision, and has provided a good number of proposals for projects and strategic proposals likely to be included in the Vision

- 5.3 Physical Audit - This work is building the foundation of the vision, and considers a number of aspects of the city:
- Public realm/built environment, including the architectural character and diversity, state of repair and dilapidations, quality of pedestrian environment, hard and soft landscaping, and provision of amenities
 - Legibility and permeability - The ease with which able and disabled people can move around the city; the user experience; the quality of information provided to assist wayfinding; and how legibility and permeability connects with the built environment
 - Culture and heritage, capturing the range of physical assets, attractions and events that create the cultural and heritage dimension

of Chichester; and establishing how culture and heritage may provide the unique foundation for the Vision and inform specific projects

- Business and commerce - Assessing the mix, diversity and possible clustering of local business in terms of retail and nonretail, national and independent.
- Demographics - Examining existing data with regards to the demographic mix of people Chichester attracts and serves in terms of residents, workers, visitors and shoppers

- 5.4 Research - Usage and Satisfaction. Tourism South East Research is undertaking a Chichester City Centre User Survey, a City Centre Business Performance Survey, economic impact assessments of principal City visitor attractions, and Destination Benchmarking. All research is underway which includes telephone surveys directly with businesses, and face-to-face surveys on the city streets with visitors, workers and residents.
- 5.5 Research - Student voice. Research to uncover student attitudes to Chichester has been completed. The research report identifies some of the main elements that Chichester could aim to improve in terms of shopping, food and drink, nightlife and entertainment, and culture and heritage.
- 5.6 Retail trends - The Retail Group has been commissioned to provide a high level retail trends report, focussing on how such trends might be relevant to Chichester, for both the city centre and wider city area. In particular they are looking at consumer trends, in relation to town and city centre retail, F&B, leisure and social activity; retailer trends in relation to town centres and out of town activity; and general town centre and wider location trends.
- 5.7 Comparable towns and cities - Substantial research into other town and city visions has been undertaken. This has provided numerous ideas, an understanding of how other 'visions' are implanted and delivered, as well as providing helpful benchmarking.
- 5.8 Outputs – Using the outputs and data being assembled from the workshops and research we have commenced drafting the Vision. The Vision document will be set out in four sections:
- Background
 - Research and methodology
 - The Vision
 - Actions and delivery plan

The Vision section will contain an over-arching Vision statement supported by a number of underlying principles which, in turn, will support a number of suggested strategic proposals and projects

- 5.9 Project Timetable and Completion. Subject to the outcomes of the public consultation, the Vision is expected to be finalised and recommended to Cabinet for approval and to other partners in January 2017. A copy of the current project timetable is attached at Appendix 1.

6. Resource and legal implications

- 6.1 The staff resources undertaking the work are as indicated in section 3 above. The total budget for the work is estimated to be £60,000. The Council is funding most of this (c. £50,000) with the remainder from partners.
- 6.2 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.

7. Consultation

- 7.1 Consultation on the first draft will take place with the Steering Group and Project Partners prior to finalising a full 'consultation draft' which will be subject to full public consultation for six weeks from 29 September to 10 November. This will run in tandem with the consultation for the Southern Gateway project.

8. Community impact and corporate risks

- 8.1 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

Appendix 1 – Chichester Vision Project 2016 – Revised Project Plan

13. Background Papers

None