



# **BID**

# **Research**

**Term 2**

**2017-2022**

## APPENDIX C: Research to develop the BID2 Strategy

### C1. Context – The Business District

#### C1.1 Understanding our Business District – THE INDEPENDENTS

BID research reveals that businesses in Chichester, and in particular the smaller independents who keep Chichester unique, are seeking increased business opportunity to increase prosperity. They feel this would be encouraged by an increased BID focus on sponsored events, marketing and advertising to help raise footfall in our streets. If these services are provided through the BID's collective buying power, (such as when engaging with media and advertisers), then spending as a collective, rather than as an individual business, will be more cost-effective for them.

#### C1.2 Understanding our Business District – THE ANCHOR SHOPS

Consultation with chains and small chains reveals that the Noggin system of reporting weekly on footflow is of great assistance to local managers in reporting on theirs. The linking of this footflow information to 10 retailers who are prepared to reveal in private their revenue that same week gives all the chains and small chains a real insight into how footfall relates to their bottom line.

#### C1.3 Understanding our Business District – THE SELF-EMPLOYED

In justification of our decision to promote Chichester as a place of business opportunity, with 16,500 self-employed entrepreneurs in the district<sup>1</sup> there is definitely more that could be done for them to improve the business environment and contribute to graduate retention. **Opportunity: To improve and enhance business operating conditions in the city to generate more interest in the BID among the business community.**

### C2. Context – Understanding our consumers

#### C2.1 Changes in the retail environment

BID2 sees real opportunity in the fact that City Centre environments are changing. Online shopping is forecast to account for 16.8% of UK retail spend in 2016<sup>2</sup>, contributing to the 19% drop in footfall on our High Street<sup>3</sup>. And the mix of businesses nationwide is changing in reaction to the migration of retail spend to online shopping<sup>4</sup>. Between 2007 & 2010 the City footfall declined yearly from 12m to 9.25m, in line with national trends<sup>5</sup>. From 2011 & 2015 footfall continues to fluctuate between 9.5m-10.5m visitors per year<sup>6</sup>. As High Street shopping declines, cities need to find other avenues to draw people to their streets – e.g. real-world experiences such as socializing, leisure and entertainment which are showing signs of growth<sup>7</sup>. Footfall is down, and the mix of businesses is changing nationwide to try and counter this.

#### C2.2 Understanding our consumers – CONSUMER LIFESTYLE CHANGES

Participation in arts and culture events has risen 9% among 16-24 year olds in the past five years<sup>8</sup>. Four out of the 5 top Amazon sellers are well-being books<sup>9</sup> and 27% of under-25 year olds are now teetotal<sup>10</sup>. Modern consumers are impulsive, with 35% spending their wages in a week and 7% in just 24 hours<sup>11</sup>. There are signs that online shopping is far from satisfying every consumer desire and shoppers these days are also looking to their city to offer new ranges of opportunity<sup>12</sup>:

- **to discover and explore** – cities for learning, arts and culture, trends, independent fashion, food provision, impulsive behaviours
- **to socialise** – cities for the image-focused, capture and share, live like a local (personal experience), coffee, restaurants and bars
- **to improve yourself** – combat higher stress levels, (buy a Nutribullet or a Spiralizer), health and beauty, well-being, personal fulfilment, finding headspace

#### C2.3 Understanding our visitors – YOUNG PEOPLE

BID2 recognises that some segments of the Chichester shopping public have been less well served than others and fresh opportunities remain to be tapped. There are 16,000 students in Chichester and 12.5% of the population are aged 18-29<sup>13</sup>. There are indications that the average student spend of some £35 a week is going elsewhere and that many leave the City after

graduation. There is a high percentage of families with under-18s living at home yet there is little indication from footfall figures that Chichester is managing to exploit the school holiday<sup>14</sup>, weekend family activity or crèche facility opportunities presented by this segment. **Opportunity: Generate more appeal to the student population to increase spend in the city.**

**C2.4 Understanding our consumers – THE 30-45s**

A straw poll of 28 people in the 30-45 year-old age bracket, who represent 16.5% of our population, would seem to indicate there is a gap in how Chichester meets their shopping, entertainment and lifestyle choices. 28% of the population are so-called Baby Boomers, 45-65 year olds who will be looking for something new on which to spend their accumulated wealth. This generation has re-engineered so much of our current social context it would be a mistake to start treating them as our current OAPs: after all, for them, 50 is the new 30. **Opportunity: To better understand our consumer segmentation and generate increased appeal for spend based on consumer preferences (fashion, food, entertainment, services).**

**C2.5 Understanding our consumers – CITY WORKERS**

Recent improvements in our footfall data estimate that there might be 7000 daytime workers circulating in our streets. Whatever their current level of circulation, these local employees represent such a large proportion of the base they present a significant opportunity for the city if they can be encouraged to change their behaviour even slightly to capture payday spend and any lingering into the night-time economy. **Opportunity: To engage with Chichester workers to encourage greater spend in the city.**

**APPENDIX D: BID2 Works and Services**

**D1. Strategic Partnership: Building the BID as a Partnership Organisation**



<i>Achieved</i>	Chichester BID is business led, business controlled and business funded: meeting the needs of the levy payers and their employees has been and will remain our constant priority. The Chichester BID recognises that access and car parking are key issues for City Centre businesses and over the past four years has worked hard to develop creative solutions to improve access to the city for workers, shoppers and visitors. The BID continues to lobby for the conversion of all major car parks to pay on exit.
<i>Example</i>	<b>The BID Partnership</b> - The Chichester BID has always existed for the City, not for itself. City Centres are dynamic, changing places and we know that effective town centre management is about managing this change to the maximum benefit of the locality. Everyone has wanted to see the City Centre doing well and because of the public sector relationships we have built up we have been well placed to collaborate, responding to changing circumstances and issues across the public and private sector divide. We own neither land nor property and have no statutory powers. We have therefore relied on the goodwill and cooperation of a large range of partners, particularly the City and District Councils, to deliver our event and activity programmes. Because of this partnership nature, it has not always been possible for the BID to take a public stance on some of the issues that businesses would sometimes have liked us to.
<i>Ambition</i>	To increase our partnership impact by <b>focusing on strategic alliances</b> , with vital key City groups and organisations, <b>to represent BID member's interests</b> such as City access, signage, parking initiatives, digital solutions, at public policy discussions. To ensure Chichester is attractive to skilled employees that are seeking a pleasant, entertaining and safe context.
<i>How?</i>	To provide an articulate voice on behalf of our BID members to influence public

	<p>policies. Such as, improved access to the City, parking initiatives and modern way-finding solutions. To generate funding opportunities for sponsorship and generate match-funding. To keep Chichester attractive to skilled employees that are seeking a pleasant, entertaining and safe context for their aspirational lifestyle.</p> <p>To build the Chichester BID in its second term more as a partnership organisation focused on strategic alliances, including Partnerships with Visit Chichester and the Chamber of Commerce.</p> <ul style="list-style-type: none"> <li>• Chichester District Council – to support our <b>Visitor economy</b> and influence public planning policy</li> <li>• To work more closely with West Sussex, City and District Councils, to <b>create a One-stop Shop</b> for City centre management</li> <li>• To support the Chamber of Commerce &amp; Industry with resource, media and events to promote business development and opportunities through networking</li> <li>• To work more closely with Chichester College and University to expand internship programmes and work experience opportunities in Chichester and to source sponsorship and match-funding opportunities</li> <li>• To <b>build a stronger City voice</b> for lobbying and member representation</li> <li>• To <b>service the BID</b> – central office and overheads, BID manager and staff</li> <li>• To undertake <b>BID accreditation</b> by British BIDS, and achieve Purple Flag status for the night-time economy.</li> </ul> <p><b>One-Stop Shop</b> - Under additionality agreements, a study of the feasibility of a management agreement with the local authorities to enable the BID to book public spaces, providing licensing, manage the street buskers, and offer health and safety advice, event equipment, support and funding to event organisers.</p> <p>i. Develop an internship programme to research new funding opportunities for sponsorship and match funding</p> <p>ii. Invest in the visitor experience with Stagecoach and encourage their engagement as an investor member. As part of this to raise funding for a study to introduce a Walk and Ride scheme from peripheral car parks by BID electric shuttle bus and perhaps cycle lockers and pooled electric bikes for City Centre businesses and their employees to use.</p>
<p><i>KPIs</i></p>	<p>Amounts raised in sponsorship and match funding. BID Member satisfaction survey. Number of joint alliances. Purple Flag. BID accreditation. Whether these schemes were actually delivered. Number of joint initiatives set up, amount of additional resources raised from third party sources.</p> <p><b>Ambition for excellence 1:</b> the Chichester BID will drive for performance excellence, actively seeking greater recognition of its professionalism by striving for accreditation by British BIDS before the end of the 2nd term.</p>
<p><i>Investment</i></p>	<p>16% of BID levy - £52,000 pa Access Opportunities Fund, Walk and Ride Scheme. Management fee charged to programmes. Offset by management charge to programmes with external funding.</p> <p>The Chichester BID is a business in its own right, although not-for-profit of course. This involves us in managing staff, premises, VAT returns and utilities in order to deliver our work programme.</p> <p>Sponsorship: We aim to join the more successful BIDs in the UK at <b>securing external funding</b> from our Strategic partners, the range of sources like Arts Council England, the Heritage Lottery Fund, The Department of Communities and Local Government, the Mary Portas initiative, Business in the Community and European funds. This will all require significant monitoring and reporting in terms of staffing and the establishment of effective and efficient management systems.</p> <p>Match funding: If our business partners could increase their investment by a quarter of one percent, we would <b>undertake to double that additional contribution</b> from other sources so that the Chichester offer could widen its scope and become more demand-driven.</p>
<p><i>Example Co-sponsors</i></p>	<p>Working with the MP, CCCI, CDC, WSCC, Southern and Stagecoach.</p> <p>Many of the BID initiatives will depend on the strategic and funding support of a range of national and local bodies. These are listed under each programme section but</p>

	<p>repeated here:  Events – Arts Council England, Heritage Lottery Fund, Visit Chichester, Chichester Cultural Attractions  Visitor Economy – Chichester District Council, Visit Chichester, Visit Britain, Chichester Visitor Offer  Access – MP, CCCI, CDC, WSCC, Southern and Stagecoach  Shopping - Chichester City Council, BID Street Focus Groups, Business in the Community, Noggin  Business Opportunity - Chichester District Council, CCCI, WSCC, City retail and commercial businesses  Evening Economy – Eateries, Pubs and Bars, ChiBAC, Sussex Police, City Angels, DCLG, ATCM, Churches  Crime - ChiBAC, City Angels, Sussex Police, Stonepillow  Street Management – ChiBAC, Wifi provider, App provider, GeoPal provider, Cleaning company</p>
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## D2. Marketing: Marketing & Advertising Opportunities

<i>Achievement</i>	The BID has invested heavily in the marketing and promotion of the City through initiatives like the Radio/bus/Sussex Life advertising and the street art festival. Social media channels have been developed for the digital promotion and marketing of the City.
<i>Example</i>	<b>Way-finding: Communications and signage.</b> In 2014, BID1 achieved one of its important strategic aims: better signage for Chichester. Chichester BID's Attractions & Eateries map leaflet, map leaflet dispensers, map boards and business signage form part of a completed suite of solutions for business signage and way-finding around the City. By Spring 2017, we will have invested <b>over £25,000 in</b> new High Street signage. Satisfactory planning solutions for business signage across the City continue to elude us but the BID wishes to consider hanging signs as a potential solution for side streets, as in Crane Street, as well as a system of slatted signs for the second term.
<i>Ambition</i>	An alliance with Visit Chichester to advertise and market Chichester outside the BID area. Underpinned by Chichester District Council and the new BID Street and Sector Focus Groups. Nationally, High Street footfall continues to decline and the marketing of Chichester needs a fresh approach. There is general agreement that Chichester's night-time economy is moribund. The closure of <b>the central night club</b> and retailer resistance to an extension of trading hours has contributed to a falling off of what little activity there was. However the progressive conversion of the city into a place to wine and dine before or after enjoying a top class cultural activity has shown the latent potential for development. However, the City still has significant opportunities to develop its visitor and consumer potential and Chichester City Centre can be placed firmly on the map as a preferred <b>City of Choice</b> . Our challenge will be to seize these opportunities. We see the visitor and night-time economies as vital components of our business plan to maintain visitor numbers by establishing Chichester as a high quality visitor destination.
<i>How?</i>	To attract visitors and encourage them to stay longer to develop repeat business and brand loyalty. Creating an alliance with Visit Chichester to raise the profile of the City outside the BID area and develop Visitor incentives. <ul style="list-style-type: none"> <li>• continued BID <b>City marketing and advertising</b> of Chichester's events and the City, as a key destination to shop, work and visit, to attract visitors and investment from across the BID region</li> <li>• <b>consumer segmentation</b> to better understand the modern consumer and needs</li> <li>• <b>financial support for Visit Chichester</b> to raise Chichester's profile beyond the BID region and co-sponsorship fund raising joined up City Events calendar</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Smart City 1:</b> introduction of an APP/digital marketing platform for business promotion, rewards and networking</li> <li>• closer working with local attractions to draw footfall into the City</li> </ul> <p>i. Invest in a campaign to put Chichester more firmly on the tourist map from 2017 through Visit Chichester. This will be underpinned by the organization of a national awareness measurement project in collaboration with Visit Britain.</p> <p>ii. Create a demand led <b>BID Consumer Profiling Group</b> from across all interested parties, to drive Chichester’s contemporary offer by understanding our segmented consumer groups: Discover &amp; Explore (learning, arts and culture, trends, independent fashion, food, impulsive behavior); Socialise (image-focussed, capture and share culture, ‘live like a local’, personal experiences, coffee restaurant and bar lifestyle; Self-Improve (combat stress, health and beauty, well-being, personal fulfillment, finding headspace).</p> <p>ii. A seminar will be held to consider the good management of Chichester’s Evening and Night time economy (ENTE), to determine the BID’s Strategy and investment in respect of its 2017-2022 business plan. This will be designed to attract funding from the Department for Communities and Local Government (DCLG) to promote the evening economy and encourage a diversity of activity. The scheme will have to deliver good management of the evening economy including its impact on local residents.</p> <p>iii. Out of this an <b>Evening Economy Group</b> could be established, to engage with late night operators and follow up on key issues: * Late night trading deal with major retailers. Thursdays would coincide with the Pallant Gallery for example. Support and promotion by eateries of evening events they have initiated. * The introduction of a Chichester BID <b>Evening Economy Management Programme</b> could bring together partners with an interesting in the evening economy and coordinate a range of initiatives to ensure a safe, vibrant and accessible city at night.</p> <p>iv. Engage a <b>digital marketing coordinator</b> to ensure our web content and social media channels are up to date, interesting and informative, investment in a visitor website, and adding a search facility for visitor accommodation.</p> <p>v. Tourism development activities with Visit Chichester including the training of City Guides with funding from the Heritage Lottery Fund. If the Visitor Information Centre remains in the Novium as a CDC and not a Visit Chichester service, the BID will collaborate in any efforts to increase opening hours, retail turnover and visitor enquiries amongst visitor offer businesses.</p>
<i>KPIs</i>	<p>Increase visibility for Chichester outside the BID area. Steady footfall and increase revenue and City performance data from Noggin Ltd. DCLG matched funding. <b>Ambition for excellence 2:</b> For Chichester to achieve <b>purple flag status</b> – the quality assurance management standard for evening economy operation, run by the ATCM (Association of Town and City Management). (There is not one yet on the south coast between Bournemouth and Canterbury.)</p>
<i>BID Levy Investment</i>	<p>26% of BID levy - £88,000 pa to co-fund the Visit Chichester Partnership, a BID Consumer Profile Group, Evening Economy Group.</p>
<i>Example Co-sponsors</i>	<p>Chichester District Council and DCLG match funding, Visit Chichester, Visit Britain, Chichester Attractions, Chichester retail chains, eateries pubs and bars as investors – because this drive cannot be delivered by the Chichester BID alone. The Visit Chichester Partnership with Visit Chichester and the Chichester District Council and other visitor stakeholders, all have an important part to play but by spearheading this comprehensive marketing campaign with Visit Chichester and the Chamber of Commerce we aim to have everyone on board. Some costs offset by management charge to programme.</p>

### D3. Events: A Programme of City Events & Promotions

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Version 2: 15/06/16

<i>Achieved</i>	The BID has established support for events in Chichester that play a significant part in its annual calendar.
<i>Example</i>	<p><b>Ride to Chi:</b> At noon on Sunday, 28th July 2013, Chichester vibrated and resonated to the roar of up to 300 motorcycles gathered in the very heart of the city centre. After being ridden onto the precinct, for two hours these gleaming machines were displayed by their proud owners in North Street and East Street for all to enjoy, making a novel addition to the Sunday shoppers, tourists and other visitors on the day, all of whom will also want to appreciate the power and style of machines from colourful modern sportsbikes to globetrotting adventure bikes, continental tourers to chrome-laden custom bikes.</p> <p>This was a great partnership event supported by Chichester Chamber of Commerce &amp; Industry, Chichester BID, the Motorcycle Action Group, levy payer CMW Motorcycles, Sussex Police, the Fire &amp; Rescue Service and West Sussex County Council. Besides creating a fantastic spectacle for the city, the primary purpose of this event was to raise money for the Kent, Surrey &amp; Sussex Air Ambulance. The other focus was to promote road safety, for which the event had the full support of the Sussex Safer Roads Partnership.</p>
<i>Ambition</i>	A strengthened programme of support for BID member events <b>to drive footfall</b> into the City, for day and night time economies. Stronger relationships with our major attractions, a Heritage & Culture Partnership and a voluntary Chichester Ambassador Scheme.
<i>How?</i>	<p>A continuing and strengthened programme of support for BID member events to drive footfall into the City centre, including the Christmas Festivities and during the evenings and to provide a more welcoming City:</p> <ul style="list-style-type: none"> <li>• full time Events &amp; Marketing Manager to support and create new events to drive footfall into the City</li> <li>• promotion of BID members services and events, to attract new visitors, develop brand loyalty and encourage repeat business</li> <li>• Christmas lights infrastructure, light switch-on event and festivities</li> <li>• promotion and support for City annual events/activities</li> <li>• to monitor provision of quality markets</li> <li>• new events and initiatives such as regular late night shopping to support the night-time economy</li> <li>• to increase and harness volunteer support from individuals and groups as a PR function (eg the Rotary Club who support the Lights switch-on event.)</li> </ul> <p>Underpinned by strengthening relationships with our major attractions both in and outside the city Centre; a Heritage &amp; Culture Partnership and a voluntary Chichester Ambassador Scheme.</p> <p>ii. Plans will be got underway to create a <b>Chichester Cultural and Arts Partnership</b> with Arts Council of England input, to fund a wider range of collective marketing initiatives and promotions that will better exploit the already rich and vibrant culture and heritage offer of the City.</p> <p>iii. Collaboration with other agencies to develop a comprehensive City calendar of events complete with clash diary to encourage a more inclusive offer, adding the Festival of Chichester, New Park Cinema and venues like St John's Chapel to the more obvious candidates like the Festival Theatre or the Pallant Gallery.</p> <p>iii. Investment in an expansion of our seasonal events, such as the provision of markets where it is viable to do so. Ideas include fashion promotions, Children in Need events, theatre/proms/movies in the park and an Easter event on Cathedral Green.</p> <p>v. Introduction of a <b>Chichester Ambassador Scheme</b> to encourage local people to get involved in supporting City Centre events and activities. In collaboration with Visit Chichester, we plan to submit a bid to the Heritage Lottery Fund to fund City Ambassadors and guide training.</p>
<i>KPIs</i>	Number of events supported, membership satisfaction survey.
<i>BID Levy</i>	26% of BID levy - £84,000 pa to fund a Chichester Cultural and Arts Partnership,



<i>Investment</i>	Chichester Ambassador Scheme. Management fee charged to programmes.
<i>Example Co-sponsors</i>	Arts Council England, Heritage Lottery Fund



#### D4. Business Opportunity: Chichester City of Enterprise

<i>Achieved</i>	<p>Chichester City Centre is the largest employment centre in the District, employing over N,000 people and a key driver of the local economy. Our levy payers include the University of Chichester, Chichester College, the City, District and County Councils, solicitors, accountants, banks and financial institutions, as well as over N00 office-based employers.</p> <p>The Chichester BID carries out a number of direct initiatives to make a real difference to people's experience of working and visiting the City Centre. Much of the work that the Chichester BID does to attract shoppers and visitors to the City Centre benefits all City Centre businesses by making it a better place for customers, visitors and staff.</p>
<i>Example</i>	<p><b>BID Business Services:</b> The BID are consultees on all major projects affecting Chichester and seek to facilitate a joined-up approach with all stakeholders to improve Chichester's offering as a great place to do business. The BID has worked successfully with developers and commercial agencies in the City and promotes vacant properties on its website. Many businesses have been helped and supported through planning processes, lease processes, refurbishment and growth plans (from Marks and Spencer to small independents.)</p> <p>Monthly e-newsletters are sent to over 320 businesses and growing through internal distribution and businesses signing up to it. In addition, Twitter and Facebook pages (consumer facing and business facing) have been established and are growing in use. Our website is well populated and informative. The business search Directory is up to date and the BID achieves approximately 2,000 new visits per month.</p>
<i>Ambition</i>	<p><b>In alliance with the CCCI, to create opportunities for members to do business with each other, promoting Chichester as a key place to do business.</b> We want the City Centre to maintain its role as an employment centre and be a great place to work. Partnership objectives to provide business support and incubation space; encourage inter-business links and alliances; assistance to independent businesses. Encourage inter-trading between City Centre businesses. In collaboration with business and education partners, to research a graduate retention scheme to support our young entrepreneurs.</p>
<i>How?</i>	<p>Promoting Business Opportunity through:</p> <ul style="list-style-type: none"> <li>• <b>Smart City 2:</b> Free City Wifi</li> <li>• Monthly Foot Flow Reports and data collection to improve City centre performance measurements and BID member engagement</li> <li>• BID focus groups to support business</li> <li>• Business twinning to create alliances</li> <li>• To encourage BID levy voluntary membership - to include Waitrose, Chichester Festival Theatre, Chichester College, Chichester University, Goodwood, Chichester Gate, Wiley, Mercer and other key organisations</li> <li>• BID member segmentation to better understand City businesses and their needs</li> <li>• Regular engagement with BID members to enable better advocacy representing the views and voice of the business community and to help influence public policy</li> <li>• Meet and greet new businesses to ensure they network successfully and take advantage of the business support the city has to offer</li> <li>• To work with landlords and tenants to identify space for hot-desking, office</li> </ul>



BID2 BUSINESS PROPOSAL 2016  
Version 2: 15/06/16

	accommodation, to incubate start-ups and small businesses and utilise empty space, with advice from outfits like the Fragmented Ownership Group and Citicentric.
<i>KPIs</i>	No of incubation places provided. Increase in Voluntary Levy Payers (members). Take-up of incubator places. Meeting Voluntary levy payer and matched income targets.
<i>Investment</i>	11% of BID levy - £35,500 pa to fund Access Opportunities Fund, Loyalty Scheme for City Workers, Retail & Business Incubator.
<i>Strategic Partner to</i>	Stagecoach, Southern, WSCC, CDC, CCCI and voluntary levy payers as investors. Chichester District Council, CCCI, WSCC, City retail and commercial businesses,
<i>Example co-sponsors</i>	Regional local authorities, increased recruitment of voluntary BID members.

## D5. Organised and Safer City

### D5A. Organised City: Organised City improvements

<i>Achieved</i>	The Chichester BID ensures that the City Centre is clean and bright to raise the quality of experience of the City Centre for businesses, residents and visitors and at all times of day. Our Street Management Programme fosters close working with other services that impact on the City Centre, including those delivered by West Sussex County Council, Chichester District Council, the City Centre policing team and Chichester City Council, all of which actively support us, sometimes with financial contributions.
<i>Example</i>	<b>Floral City</b> - BID funded floral hanging baskets on 'blank' walls and worked with CDC and CCC in the Town Centre category of South and South East In Bloom achieving Gold for four years in a row. Chichester no longer competes for understandable reasons, however the City Council continues to provide a comprehensive floral display, supplemented every two years by the Cathedral Flower Festival. The BID continues to work with CCC and the Cathedral in the provision of side street hanging baskets and the planters in Crane Street, and organizes a retail window competition during the Festival of Flowers.
<i>Ambition</i>	Additional financing for street cleaning, floral displays and planting, business signage support and way-finding tools maintenance, and to provide a more welcoming City.
<i>How?</i>	<p>These remain only when required as 'additionalities':</p> <ul style="list-style-type: none"> <li>• part-time City Ranger to support our BID members and be the eyes and ears on the street</li> <li>• <b>Smart City 3</b>: business and pedestrian signage support</li> <li>• intensive chewing gum and deep-street clean when necessary</li> <li>• trees, floral displays and planting</li> <li>• maintaining way-finding tools</li> </ul> <p>i. Introduction of a part-time <b>City Centre BID Ranger</b> to welcome visitors and be our eyes and ears on the street. This caretaking and ambassadorial presence can directly tackle problems such as graffiti and fly-posting, and trained in First Aid and defibrillator use often will be, through their contact with the ChiBAC team, the first line of support to arrive at an incident.</p> <p>ii. Way-finding and signage, heritage shop front maintenance and improvements in collaboration with landlords and the local authorities.</p> <p>iii. Working with a third party to increase internet connectivity, leading to investment in free WiFi for the City Centre that will enhance communication and the customer experience.</p> <p>iv. Collaboration with WSCC on introduction of the recommendations on the Chichester Road Audit; reporting and maintenance of the condition of foot and highways; work towards pedestrianisation, improved service access and more shared surfaces.</p> <p>iv. <b>Smart City 4</b>: Utilising new technologies, we will invest in a new 'Geopal' Reporting Tool which will allow the City Centre BID Ranger to record incidents whilst on the street</p>

BID2 BUSINESS PROPOSAL 2016  
Version 2: 15/06/16

	with automatic geo-location and reporting. The tool will also allow the BID Ranger to directly update our database to ensure that we have up to date contact details and communication with businesses. v. Investigate street improvements required to maintain a clean City Centre and a welcoming environment which is also fit for purpose. With advisory support from the BID Heritage & Urban Design Group.
<i>Performance measure</i>	Consumer survey to measure perceived improvements, reduction in response times to reported incidents.
<i>Investment</i>	5% of BID levy - £16,000 pa to fund City Centre BID Ranger, digital tools, Floral City, Heritage & Urban Design Group.
<i>Example co-sponsors</i>	Chichester City Council, Chichester District Council, West Sussex County Council Highways, Southern Rail, Stagecoach

**D5B. Safer City: Chichester Businesses Against Crime (ChiBAC)**

<i>Achieved</i>	Information from our surveys indicate that the City generally has a reputation for being a safe place and the Chichester BID has worked successfully to keep it that way. Regarding safety and security, over the last four years we have dealt successfully with over N00 security incidents.
<i>Example</i>	<b>Chichester Businesses Against Crime (ChiBAC)</b> , delivers a proactive BID project as the delivery agent, where BID funds are used to create a safer City and support the evening and night time economy in particular. ChiBAC have received an excellence award with their business model being rolled out in surrounding areas. Our BID Levy payers that use this scheme have reported to the BID a 100% satisfaction rate. All BID levy Payers who are members of ChiBAC receive a subsidy of £3 per week towards the radio cost of £8 per week reducing the membership fee to £5 per week. The BID provides head cams for night-time door staff to reduce and eradicate anti-social behaviour; a minimum of two drug dog operations per annum; and mobile CCTV for hire at a very competitive rate. ChiBAC supports all BID payers with advice and support regarding crimes against them and forewarns businesses of the latest scams affecting the trading environment. The BID also works to provide a child safety scheme with Association of Town Centre Managers (ATCM) accredited companies providing child bands and support in the schemes implementation. Four shops (one in each main street) are designated “safe shops” but the radio network is so effective that lost children and vulnerable adults are very quickly found and helped.
<i>Ambition</i>	To provide a safe and secure City centre plus a strengthened evening security and safety programme, in collaboration with City Angels for distressed and vulnerable visitors and Stonepillow, for the homeless.
<i>How?</i>	We will continue our support for ChiBac and include issues around homelessness, begging and street drinking in their remit. Thanks to the work of organisations like Stonepillow and the Hub, there is little on-street sleeping rough in Chichester City Centre but more will be done. <ul style="list-style-type: none"> <li>• crime reduction initiatives and community safety projects</li> <li>• PSCO’s on call and City Angels back-up for distressed people</li> <li>• quick response radio link scheme to report crime with safety support and advice</li> <li>• body-worn cameras and video to help reduce anti-social behaviour</li> <li>• CCTV, security walk-rounds, drug dog patrols</li> <li>• ChiBAC office, manager and monthly reports, supported by Sussex Police</li> </ul> Underpinned by ChiBAC and, if required, a <b>Diverted Giving Scheme</b> via Stonepillow to combat homeless sleeping out in the City Centre*. i. Through our excellent relationship with ChiBAC we will continue to offer to supplement the Radio Link scheme and deliver walk-arounds for the prevention of crime. We will introduce direct support for <b>the City Angels</b> who already patrol our streets at the weekends.

	<p>ii. Evening Safety Project - Events will be held to carry out awareness-raising activities, an improved two-way flow of information-sharing between partners and primary research with consumers of the evening economy. Including support for City Angels and contributions to CCTV coverage and Police drug dog patrols.</p> <p>iii. Key safety initiatives of our <b>Evening Economy Group</b> could cover almost all licensed premises in the City Centre, evening safety ambassadors on key evenings through direct support for City Angels and assistance with the provision of door officers, body protection vests and cameras. (possible support for the Chichester pastors' initiative to be investigated.</p> <p>* Introduction of a scheme to combat homeless on-street sleeping. To assist those who do - in the doorways of HoF, Crane St and Gold Arts for example - we will work closely with the Hub to help them find a place to sleep and also set up a <b>Diverted Giving Scheme</b>, if helpful, which will allow shoppers to donate to local charities rather than give money directly to the homeless on our streets.</p>
<i>KPIs</i>	Reduction of problems recorded and donations received.
<i>Investment</i>	11% of BID levy - £35,500 pa to fund ChiBAC and the Diverted Giving Scheme. BID cost centre only.
<i>Example Co-sponsors</i>	ChiBAC, City Angels, Sussex Police, Stonepillow

## APPENDIX E : BID Information

### E1. The 2016 BID Levy Directors

*NOTE: All Board members are volunteers and receive no payment for their work*

Andrew Finnamore	Chair
Colin Hicks	Deputy Chair
Adam Workman	Wannops Ltd
Sebastian Martin	Flude Commercial Property
Linda Bethan	House of Fraser
Trevor James	Sheen Stickland LLP
Damien Saddler	Goodrowes
Vince Carpenter	Archibald Shaw
Brendon Cook	Kiwi Recruitment
David Coulthard	Cathedral Enterprises
Greg Mahon	Rathbones
Peter Evans	Chichester City Council
Gillian Keegan	Chichester District Council

### E2. BID Partner Organisations

CCCI  
Visit Chichester  
WSCC  
University of Chichester  
Chichester College  
Chichester Festival Theatre  
Sussex Police  
Goodwood  
Stagecoach  
Southern Rail

### E3. Media Partners

Chichester Observer  
Spirit FM

**Footnotes to Appendix C:**

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- <sup>1</sup> Census 2011: <http://www.chichester.gov.uk/CHttpHandler.ashx?id=19419&p=0>
- <sup>2</sup> Source: [www.retailresearch.org/onlinereetailing.php](http://www.retailresearch.org/onlinereetailing.php)
- <sup>3</sup> Source: Springwise footfall data 2007-present
- <sup>4</sup> <http://www.managementtoday.co.uk/news/1338345/decline-britains-high-streets-getting-faster/>
- <sup>5</sup> See Noggin interpretation of data in their Chichester Bid Annual Review 2014
- <sup>6</sup> See Noggin interpretation of data in their Chichester Bid Annual Review 2014
- <sup>7</sup> <http://www.managementtoday.co.uk/news/1338345/decline-britains-high-streets-getting-faster/>
- <sup>8</sup> <http://www.telegraph.co.uk/news/uknews/11270715/Whatever-happened-to-feckless-youth-Young-people-more-cultured-than-ever.html>
- <sup>9</sup> <http://www.amazon.co.uk/gp/bestsellers/2015/books>
- <sup>10</sup> <http://www.telegraph.co.uk/news/health/news/11411081/Teetotalism-on-the-march-as-young-turn-their-back-on-drink.html>
- <sup>11</sup> See <http://www.dailymail.co.uk/news/article-3516608/A-Britons-spend-wages-week-paid-blowing-just-24-hours.html>
- <sup>12</sup> See <http://www.managementtoday.co.uk/news/1338345/decline-britains-high-streets-getting-faster/>  
Also <http://www.johnlewis.com/inspiration-and-advice/home-garden/jl-retail-report>  
Also <http://www.amazon.co.uk/gp/bestsellers/2015/books>  
Also <https://www.linkedin.com/pulse/airbnb-vs-hospitality-industry-trend-toward-personal-dean>
- <sup>13</sup> Census 2011: <http://www.chichester.gov.uk/CHttpHandler.ashx?id=19419&p=0>
- <sup>14</sup> See Noggin interpretation of data in their Chichester Bid Annual Review 2014