

Chichester District Council

THE CABINET

10 January 2017

Approval of Draft City Vision for Consultation

1. Contacts

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2. Recommendation

- 2.1 That the consultation draft of the Chichester Vision be approved for public consultation
- 2.2 That further funding of up to £15,000 be released from Council reserves to cover the final project delivery costs

3. Background

- 3.1 In early 2015 the District Council facilitated internal discussions with members and with Chichester BID regarding Chichester City Centre, and it was acknowledged that:
 - there are opportunities for significant economic growth and job creation
 - there are risks of stifling growth, missing opportunities, and losing market share to other towns and cities
 - 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
- 3.2 Accordingly, in September 2015, Cabinet approved this project to prepare the Vision for Chichester City Centre and it was added as an objective under the economy priority of the Council's Corporate Plan.
- 3.3 The project has been overseen by the Vision Steering Group comprising senior member and officer representatives of this Council, West Sussex County Council, Chichester City Council, Chichester BID and Visit Chichester.
- 3.4 Central to developing the Vision has been a drive to generate and inspire new ideas, new proposals and new thinking and to provide the key data, information and market intelligence required to take an informed view. This has been achieved through face-to-face surveys and facilitated participation

workshops attended by representatives of community and business organisations, together with a comprehensive range of studies including:

- An 'audit' or baseline study of the City in terms of its character and condition, the ease of access, physical assets and the diversity of its local economy
- Research into comparable towns and cities
- Qualitative and quantitative studies into usage and satisfaction of the City and its facilities among residents, businesses, workers and visitors
- A retail trends study
- A study by the University of Chichester into usage and satisfaction of the City and its facilities among students

3.5 The key themes, ideas and proposals generated from the workshops, surveys and studies have been identified and a draft 'Vision' document has now been prepared. Although there has already been considerable input from the public and from local community and business organisations, we wish to ensure the views of City Centre residents, users and workers are fully heard. A 'consultation draft' of the Vision has therefore been prepared to 'test' the themes and proposals with City residents, workers and visitors. The full Consultation Draft is at Appendix 1.

4. Outcomes to be Achieved

5.1 The anticipated long-term outcomes from the project were set out at the start of the project, and 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, coordinated, maintained and 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
- (i) Provide an influencing input into the review of the Local Plan

5. Proposal

- 5.1 It is proposed to seek feedback and further input from the public. To this end the Consultation Draft will be open for comments for six weeks between 30 January 2017 and 12 March 2017.
- 5.2 Following consultation, all views and feedback received will help inform the preparation and production of the final Vision document which will be reported to Cabinet for final sign-off.

6. Alternatives Considered

- 6.1 Do Nothing. This is not considered appropriate as, having already generated a wide variety of ideas, suggestions and proposals from the community and having undertaken a considerable amount of research, it is clear there is an opportunity to meet the project objectives.

7. Resource and Legal Implications

- 7.1 Public consultation is part of the project's work programme. Costs are already programed in the existing budgets, funding for which was approved by Cabinet. It was anticipated that partnership contributions would be secured but, to date, these have been limited. It is therefore proposed that further funding of up to £15,000 be released from Council reserves to cover the final project delivery costs. The total budget for the project is c. £65,000.
- 7.2 Other resources required to undertake the consultation include staff time from the Economic Development Service, the Public Relations team and from the Council's Corporate Information Team.

8. Consultation

- 8.1 As indicated in 3.3 above, the project is overseen by a steering group and a wide range of project partners have been involved with the work to date. Through the face-face surveys, participation workshops and other activities, over 1,000 individuals and 28 organisations have provided input.

9. Community Impact and Corporate Risks

- 9.1 The aim of the project is "to produce and implement a new Strategic Vision focusing on the function and future of Chichester City Centre over the next 20 years". This will have a positive impact on the City's economy and, in turn, the wider economy in our district.

10. Other Implications

Crime and Disorder The additional employment created could assist in the reduction of crime and disorder	No
Climate Change	No
Human Rights and Equality Impact	No
Safeguarding	No

Other The outcomes to be delivered from the Vision will have a positive impact on all of these issues but the Vision itself will not deliver them	?
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11. Appendix

11.1 Appendix – ‘Chichester Tomorrow ... A Vision for Chichester’ Consultation Draft December 2016

12. Background Papers

12.1 The Visitor Economy of Chichester - TSE Research - September 2016

12.2 Retail Trends Summary Report - The Retail Group - August 2016

12.3 City Centre Audit - BroomeJenkins - June 2016

12.4 Maximising the Student Economy - Students of the University of Chichester - May 2016

12.5 Comparable Towns and Cities benchmark exercise - Chichester District Council Economic Development 2016