

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

13 June 2017

Supporting Chichester Business Improvement District (BID)

1. Contacts

Stephen Oates, Economic Development Manager
Telephone: 01243 534669
soates@chichester.gov.uk

2. Recommendation

- 2.1 **Following the recommendation of this committee in July 2016, the committee is requested to consider the level of support provided by this Council to Chichester Business Improvement District, to review the initiatives undertaken to better deliver our joint objectives, and to make any recommendations to Cabinet.**

3. Background

- 3.1 The Chichester City Centre Partnership was successful in achieving Business Improvement District (BID) status and started delivery as Chichester BID in April 2012. Each year this committee receives a report detailing progress against their Business Plan. In July 2016 this committee, and subsequently Cabinet, agreed the BID's 'Renewal Business Proposal' and supported the renewal of the BID for a further term of five years. In November 2016, City Centre businesses overwhelmingly voted in favour of renewal and the second five-year term 'Chichester BID2' commenced on 1 April this year.
- 3.2 During its' first five-years, in a challenging post-recession business environment, Chichester BID raised over £1.3m from the BID levy, making a significant contribution to improving the attraction of the City for consumers and businesses. This included:
- Christmas lights and festivities
 - Improved City performance measurements through the footfall camera, new digital foot flow monitors and sales turnover figures
 - Improved safety and security of the City Centre through Chichester Businesses Against Crime (ChiBAC)
 - New City Map boards and 100,000 City Maps actively promoting City Centre attractions, restaurants, pubs and cafés
 - An attractive and welcoming City environment with side street improvement projects, hanging baskets, deep street cleaning and celebratory flags projects
 - 'Choose Chichester' marketing campaign and an Events Marketing Manager to provide support and social media for all BID members events
 - Co-ordinated City Centre management , along with a BID Office, business support, website and business directory
 - Increased one-to-one BID engagement through a new BID Ambassador

- 3.3 Although these items indicate the breadth of work the BID undertakes, they hide an ever-present challenge for the organisation. The BID does not own any assets and has no direct control over the City Centre or its' infrastructure, requiring the BID to work in partnership with and, where appropriate, influence, three different local authorities to enable it to take many of its plans and objectives forward.
- 3.4 The Council's Economic Development Service, which originally inspired the formation of the BID, is fully supportive of the BID's objectives. To better understand the issues faced in delivering these, the Council's Economic Development Manager liaises with the Chairman of the BID on a bi-monthly basis and the Business Support Officers regularly meet with BID officers. Additionally, the Economic Development Service as well as the Election Service worked with the BID to support its renewal for a second term.
- 3.5 Chichester BID2 has a new chairman, Colin Hicks. He is keen to encourage business partners, organisations and the three Local Authorities to develop an increasingly joined-up approach to City Centre management, promotion and business opportunity.
- 3.6 Chichester BID2's Business Plan is at Appendix 1. The objective of the BID is economic growth secured through:
- Increased customer dwell time
 - Conversion at the tills
 - Access to buyers for B2B businesses

This will be achieved through strong leadership enabling an economically sound, safe, attractive and organised City centre; focussing on the successful promotion of the City; attracting more visitors, customers, businesses, employees and investment; improved customer and business experience; and a move away from streetscape improvements.

These aims and objectives are in line with the Council's Economic Development Strategy and the Council's Corporate Plan Objective to '*promote the city and town centres as vibrant places to do business*'.

4. Supporting the BID

- 4.1 In preparing for BID2, the BID's governance, financial control and board of directors have been reviewed. A CDC nominated director, the Cabinet Member for Commercial Services, sits on the board and board meetings are also attended by the Economic Development Manager to provide input where required and to assist with improved communication.
- 4.2 To strengthen relationships, the Council's Chief Executive, the Head of Commercial Services and a range of senior Council officers (from Estates, Licensing, Planning, Economic Development, Parking Services and Communities) have held an 'introductory' meeting with the new BID Chairman. Following this, the BID Chairman and Officers have already directly met with some services and will continue to do so as issues and opportunities requiring CDC input arise.

Regular quarterly review meetings have been established between the BID Chairman and the Council's Chief Executive, Head of Commercial Services and Economic Development Manager.

- 4.3 The BID Chairman is working with the Economic Development Service and Visit Chichester on the proposals for a new direction for the visitor economy, and the BID Chairman continues to represent the BID on the Chichester Vision Steering Group and on CDC Parking Forum. The BID Chairman has also been involved in the trial Market within the City Centre, reviewing performance indicators and presenting to the members of the Task and Finish Group.
- 4.4 Our joint aim to improve collaboration, cooperation and communication is developing well and will enable the BID to raise issues as and when they arise and to direct enquiries to the appropriate senior officers.
- 4.5 Representing some 500 BID-levy payers in the City Centre – across retail, office, professional services, food and beverages, the visitor economy and other sectors - the BID is now positioned as the key representative of the City's private sector business community.
- 4.6 The BID would find it helpful to be involved much earlier in certain issues and proposals affecting the City Centre and its businesses. The newly established quarterly meetings will assist this as well as direct meetings with the services. It will be seeking an early discussion regarding A boards and other City Centre advertising, and it is working with City Centre retailers to introduce later shopping hours.
- 4.7 The BID Chairman will attend the meeting to answer the committee's questions.

5. Consultation

- 5.1. Since its inception, the BID has developed a programme of communication and consultation with BID levy payers, the local authorities and other bodies. The BID's work is reviewed at the Council's Overview and Scrutiny Committee each year.
- 5.2. In seeking renewal for a second term, the BID carried out extensive consultations with BID levy payers.

6. Community impact and corporate risks

- 6.1. The aim of the BID is to have a positive impact on the City's economy and, in turn, the wider economy in our district. C. £1.57million over five years will be available to deliver the BID's programme of events, partnership working, public realm improvements, marketing, co-ordination, and safety initiatives.
- 6.2. The establishment and continuation of the BID supports Objective 3 under the Economy section of the Council's Corporate Plan, i.e. Promote the city and town centres as vibrant places to do business

7. Other Implications

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| Crime & Disorder: Funding will be invested into crime and safety initiatives over the lifetime of the BID | Yes |
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| Climate Change: | No |
| Human Rights and Equality Impact: | No |
| Safeguarding: | No |

8. Appendix

Appendix – Chichester BID Business Plan 2017-22

9. Background Papers

None