



YOUR **BUSINESS** | YOUR **CITY** | YOUR **VOTE**



BUSINESS PLAN



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The Chichester Business Improvement District (BID)

Businesses in Chichester now have the opportunity to vote for BID2 and reaffirm Chichester's position and intent to remain at the forefront of successful, business focussed Cities in the UK. **The BID levy currently provides:**

- ✓ **Christmas lights and festivities** which attracted 70,000 people into Chichester on 26 November, including 12,000 people for the switch-on event
- ✓ **City performance measurements** such as the footfall camera, digital foot flow monitors and sales turnover figures show footfall is in line with national trends
- ✓ **Improved safety and security of our City Centre** through Chichester Businesses Against Crime (ChiBAC), significantly reducing criminal activity
- ✓ **Thirteen new City Mapboards, 100,000 City Maps and 51 Dispensers**, actively promoting our 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
- ✓ **A focused and ongoing '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** via a BID Manager working closely with the Councils, along with a BID Office, business support, website and business directory
- ✓ **Slatted business signs**, listing businesses in all side streets, coming this year
- ✓ **Increased one-to-one BID engagement** through a new BID Ambassador



Farmers Market



ChiBAC



Crane Street project



New City map boards



Christmas 2015 lights

Why Chichester BID..?

There is already an increase in activity since Chichester businesses voted overwhelmingly in favour of having a BID. Our positive message is that Chichester is proactive, open for business, new opportunities and investment.

Over the last five years, in a challenging post recession business environment, **Chichester BID has raised over £1.3m from the BID levy**, which has made a significant contribution to improving the attraction of the City for consumers and businesses.

The Chichester BID Levy has paid for:

Increased marketing and promotion of our City centre

Christmas Lights and festivities attracted **70,000 people** on 26 November 2015 – that's an **additional 78% footfall** (against the year with no lights).

Significantly **a million consumers** chose to visit Chichester in the Christmas period 2015.

Niche markets and a focused and ongoing **'Choose Chichester'**, campaign promoted the City for shopping, days out, heritage, arts and culture. Promotional activity in parish magazines, Sussex Life, Heart and Spirit Radio has helped sustain visitor numbers from across the region, supported by a social media presence on FaceBook and Twitter.

Improved organisation of our City Centre

The BID office represents Chichester's businesses which helps deal with important City centre issues such as licensing and consent activity as well as lobbying for change and improvement to local authority policy.

A new **BID Ambassador** to engage with BID members and visitors.

Your BID Levy pays for City performance measurements such as the footfall camera, digital foot flow monitors and retail turnover. This activity provides significant evidence that helps us all monitor the performance of Chichester but also provides actionable insights that help us **make better business decisions to promote our City.**

Keeping our City environment attractive and welcoming

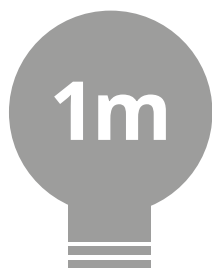
13 new City Mapboards and 100,000 City Maps actively promoting our attractions, businesses, restaurants, pubs and cafés. Located at **over 50 City dispensers**, our City maps are vital wayfinding tools helping visitors navigate their way around our City.

The Crane Street rejuvenation project, and other ongoing side street initiatives, such as business wayfinding signage, helps to support our independents who keep Chichester unique and increase footfall. Deep street cleans **removing 10 years' worth of chewing gum and grime** off the pavements.

Improved the safety and security of our City Centre

Chichester Businesses Against Crime (ChiBAC). Crime Reduction is achieved through a radio link scheme, CCTV, body worn cameras, drug dog operations, cyber-crime training and undercover detectives. These help deter offenders and repeat crime, with **high level police detection rates at circa 65%** as opposed to 35% outside of ChiBAC area.

In 2015 anti-social behaviour dropped by 26% (drug crimes nearly halved), over 100 people were banned from the City and there was a 16% drop in burglaries.



Numbers visiting Chichester for the Christmas festivities 2015



Christmas lights switch-on event increased footfall by 78% in 2015



13 new City Mapboards and 100,000 City Maps



In 2015 anti-social behaviour dropped by 26%

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The BID is there to make Chichester an even better place than it is already – for both businesses and consumers – and to help bring people to the city to appreciate it. And that’s what it does, working in lots of areas, sometimes independently and sometimes bringing together partnerships. It’s a real force for good in Chichester and we would be much poorer without it.

David Coulthard
Communar Chichester Cathedral

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New leadership, new vision

Chichester BID2 will have a new Leader, Colin Hicks (*pictured right*), who is keen to encourage our business partners to work more collectively to develop a more joined-up approach to City centre management, promotion and business opportunity. As central government devolves even greater power to Local Authorities, there is an even greater call to action for BID's to work closer with our local councils.



Advocacy

Businesses are asking for a more joined up approach across County, City and District Councils for City Centre services and policy. Chichester BID has created the opportunity to work more closely with the Chamber of Commerce & Industry and Visit Chichester to strongly represent the views of the private sector going forwards.

Non-Executive Board Directorships

All levy payers can raise issues through the BID champions or board members. The current Board brings together expertise from a broad range of sectors.

Director Representation 2017-2022

Independent consultant – Chair

Independent retailer

Independent eatery

Independent service business

Multiple retailer

Small chain service business

Multiple service business

Culture and heritage

Night time economy

District Council

City Council

Board Advisors

Hospitality

Residents' representative

West Sussex County Council

Major Attractions

Education

One business under threshold



As the economy continues to evolve, the City and the principal players have to evolve with it. The BID is now positioned as an objective and articulate representative of the City's private sector business community. By working in partnership with local authorities, city groups and organisations, we can now achieve outcomes, in collaboration, that refine and improve what cannot, and will not be achieved on our own.



The BID now helps form policy which does, and will, move our City into the new sharing and information-based economy, on both a regional and national scale. By voting for Chichester BID, you have an articulate, objective and business-focused partnership working together to improve, manage and promote Chichester.

Andrew Fynamore
Chair 2012-2017





Working in partnership



BID foot flow counter

Priorities for BID2, 2017–2022

What will we achieve in our second term?

Working collaboratively, our plan will be based on strong leadership to enable an economically sound, safe, attractive and organised City centre. Our team will focus on the **successful promotion of our City**, and the **attraction of increased visitors, customers, businesses, employees and investment**.

The team has listened to the concerns of our BID members and in response, **BID2 will focus more on demand and less on supply**, by improving the customer and business experience and move away from streetscape improvements.

1

Strategic Partnership

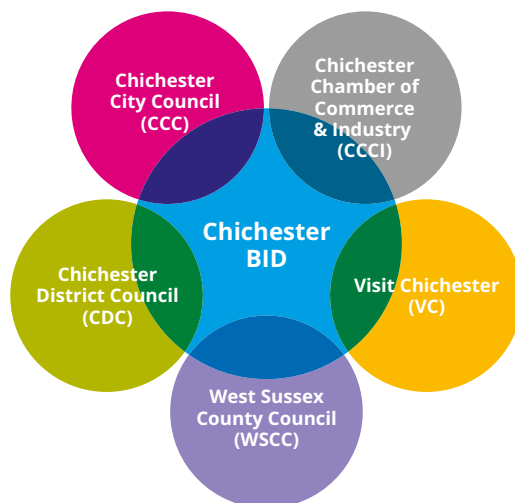
- Representing the private sector voice to West Sussex, District and City Councils, on City works and services and working closely with Chichester Chamber of Commerce & Industry on matters concerning policy and planning through forums, meetings and steering groups.
- The BID has obvious synergies with other bodies in Chichester, as shown below.



Since 2012, Chichester has enjoyed bigger and better Christmas celebrations, signage and renovation projects for side streets to support our independents and crime has been reduced through the excellent ChiBAC (Chichester Business Against Crime) scheme. The BID has also initiated a project to measure the city's overall footfall and sales performance in order to support BID levy payers in their planning and promotional activities.



Brendon Cook
Kiwi Recruitment



Synergies with other bodies in Chichester



2 Business Opportunity

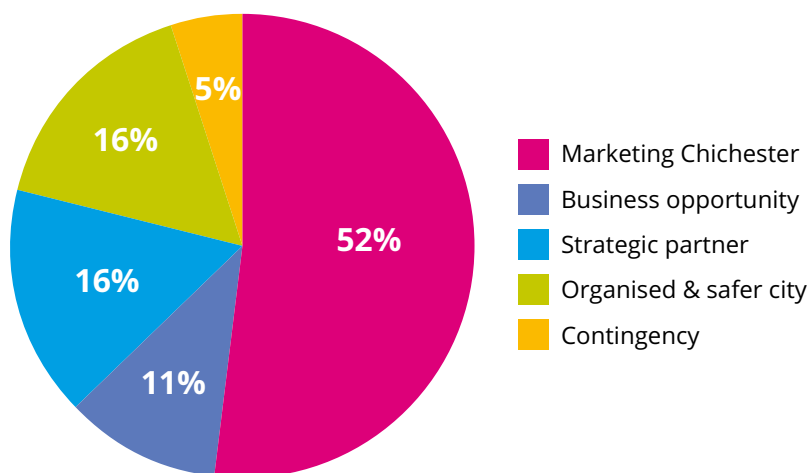
- Networking and promoting Chichester as a key place to invest and 'do business', working closely with the Chichester Chamber of Commerce & Industry.
- Promote Chichester as a vibrant place to live, work and visit.

3 Organised and Safer City

- BID Ambassador, to be the 'eyes and ears' on the street.
- Financing ChiBAC (Chichester Business Against Crime) for crime reduction making Chichester a more welcoming and safer environment.
- Connecting and engaging Chichester with a digital strategy for data collection and consumer and visitor insights.

4 Promoting Chichester

- **Events**
Continued provision of Christmas Lights and Festivities. Enhanced support with social media, organisation and marketing for our BID members on events such as Roman Week and the Festival of Flowers.
- **Marketing**
Creation of a Partnership with Visit Chichester to help brand, market and promote Chichester nationally as a Key Visitor Destination along with continued regional City Centre marketing focused on building brand loyalty for repeat business. Activity will be undertaken through traditional and digital business advertising opportunities.



BID2 expenditure plans

“

It is key that local government and businesses work closely together to achieve continued improvements for our City. The Chichester BID is a great way of doing this and not only helps bring about physical improvements but by working with partners including the District Council it is also an effective way of raising issues identified by BID levy payers. This year the BID and District Council have been working closely with organisations across the City on the Chichester Vision which is looking at the City's needs over the next 20 years. This is an exciting time for Chichester and the BID is a crucial partner to help deliver the Vision and increase tourism to Chichester through events and more effective marketing and communication.

Gillian Keegan
Chichester District Council

”



Consultation and feedback

This business plan has been drawn up after extensive consultation and following discussions with our BID members representing different sectors and areas across the City. **The results showed:**

- **BID members, in particular our Independents, 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 businesses appreciate the support offered from the BID for organisation and promotion of their events, **but more needs to be done to promote our professional services and independents.**
- BID members have requested an **increase in one-to-one engagement to feedback their ideas and concerns.**

We have listened to feedback from our BID members:

1. City Licensing would work better under one central roof.

Chichester BID has created a One Stop Shop proposal for all three Councils to focus their requirements to one central office.

2. The timescale required to achieve CDC Planning and WSCC Highways permissions for improvements should be shortened.

Through a more strategic partnership we will lobby for improvements to planning policy, which must also be aligned with the City Vision plan for Chichester.

3. The best way to engage and share information with BID members is through face-to-face meetings rather than corporate communications.

In Term 2, the BID will employ a City Ambassador to be the eyes and ears on the street and in regular touch with our BID members as well as meeting and greeting our visitors.

4. The loss of small affordable incubator spaces for Independents and offices is having a negative impact on our entrepreneurs and business development in Chichester.

The BID has introduced sector focus groups to help twin businesses with similar target audiences to create more business opportunity, as well as lobbying planning applications to retain our smaller incubation space and to better support new businesses coming into the area.

5. Chichester City Centre is under-promoted both as a destination and a place to do business.

Certain physical attributes of the City Centre were successfully developed in Term 1 but the marketing has not made enough impact. This will be significantly increased in Term 2.

6. Christmas lights and markets attract new visitors, develop brand loyalty and encourage repeat business.

BID2 will build on this success and increase Christmas festivities.

7. The BID, with its focus on the retail sector and improvements to the streetscape, was unnecessarily single-track in meeting its responsibilities to the levy payers. The business-to-business sector missed out.

The BID will focus on creating business opportunities for the business-to-business sector working closely with the Chichester Chamber of Commerce & Industry.

8. BID funding for a safe and secure City through ChiBAC is an investment that has become almost invisible, because it is so effective. Its praises need to be sung.

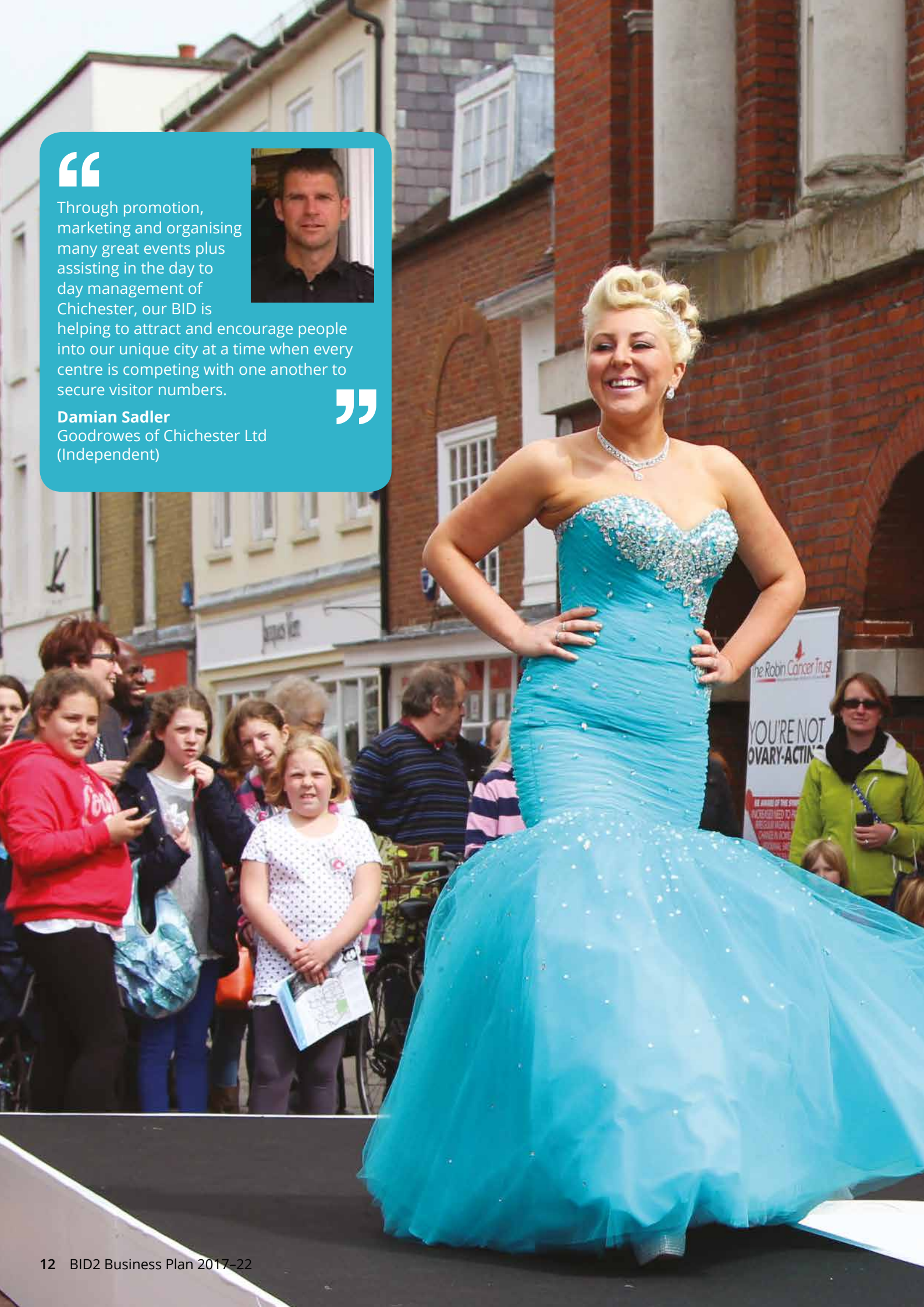
BID2 will seek to better promote ChiBAC's additional services to our business-to-business community, and support City Angels.

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Through promotion, marketing and organising many great events plus assisting in the day to day management of Chichester, our BID is helping to attract and encourage people into our unique city at a time when every centre is competing with one another to secure visitor numbers.

Damian Sadler
Goodrowes of Chichester Ltd
(Independent)

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How will Chichester BID add value to your BID Levy..?

From 2017-2022, we are raising the Levy by 0.25%. Therefore, the BID levy will be fixed at 1.25% of each hereditament's rateable value, for each year over the next five years.

This raise will allow us to deliver your key priorities:

- 1** 50% of the budget to be spent on marketing, events and the promotion of Chichester, 50% of the budget on creating more business opportunity for BID members.
- 2** Most importantly, Chichester BID will use this 0.25% increase of funds (£67,500) to attract match-funding, sponsorship, grants and other funds available nationally.
- 3** The BID can unlock a further £50,000 from Chichester District Council, to brand and actively promote Chichester across the country, in partnership with Visit Chichester.
- 4** The BID will use the funds allocated to business opportunity to work more closely with the Chamber of Commerce & Industry to offer BID members business expertise and support, consultation and networking to create more business opportunities in Chichester.
- 5** Chichester BID will provide leadership in partnership with Chichester Businesses Against Crime (ChiBAC), Visit Chichester and The Chamber of Commerce & Industry to deliver a more joined-up approach to promoting Chichester as a key visitor destination and a safe, welcoming and organised City in which to live, work and do business.

Chichester BID continues to:

- Give local businesses the opportunity to lead the way and decide what they want for their area
- Provide focused and targeted promotion of the City Centre
- Offer networking and collaborative working opportunities with neighbouring businesses
- Offer invaluable advice and assistance in dealing with the Council, Police and other public bodies
- Provide an opportunity to influence funding and decision-making
- Remain a not-for-profit organisation

Who will be part of Chichester BID2?

Chichester BID's geographical area is within Chichester's City walls including Southgate, Northgate, St Pancras and The Hornet.

 BID Area



Map (right): © Crown copyright. All rights reserved (100018803) (2006). Map not to scale

2017–2022 Financial Projections

BID Levy at 1.25% of Rateable Value

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID levy income	350,000	350,000	350,000	350,000	350,000	1,750,000
Grants and sponsorship (not including 0.25% match-funding)	5,000	5,000	5,000	5,000	5,000	25,000
Total BID2 levy revenue	355,000	355,000	355,000	355,000	355,000	1,775,000

Less Collection & Renewal Costs (11%)

Collection costs	14,500	14,500	14,500	14,500	14,500	72,500
Non collection contingency	17,500	17,500	17,500	17,500	17,500	87,500
Renewal process	-	-	-	-	40,000	40,000*
CDC ballot process	-	-	-	-	5,000	5,000*
Total costs	32,000	32,000	32,000	32,000	77,000	205,000
Available revenue	323,000	323,000	323,000	323,000	278,000	1,570,000

Expenditure BID2 objectives

A. Marketing Chichester (52%)	168,000	168,000	168,000	168,000	141,300	815,600
B. Business opportunity (11%)	35,500	35,500	35,500	35,500	30,350	173,500
C. Strategic partner (16%)	52,000	52,000	52,000	52,000	44,600	253,750
D. Organised & safer city (16%)	51,000	51,000	51,000	51,000	49,400	79,500
Contingency 5%	16,150	16,150	16,150	16,150	12,350	77,500
BID2 expenditure	323,000	323,000	323,000	323,000	278,000	1,570,000

BID levies for 2017–22

Rateable value	Weekly cost	Annual levy
£5,000	£1.20	£62.50
£10,000	£2.40	£125.00
£20,000	£4.81	£250.00
£50,000	£12.02	£625.00
£100,000	£20.19	£1,050.00
£250,000	£60.10	£3,125.00
£300,000	£72.12	£3,750.00

The BID Contingency

The BID sets aside a sum per annum from its budget to act as a contingency margin to support businesses as required, in addition to a non-collection contingency. If, at the end of the financial year, there has been no call on either contingency fund, then it will be invested in the 4th quarter of each year into the other four main objectives, (either as a lump sum or shared).

*Only payable if Chichester BID seeks a third term for a Business Improvement District

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I'm backing the BID because like every winning team Chichester Business Improvement District is greater than the sum of its individual parts. As a collective, the BID is able to market and promote the City, and add a return of investment of many thousands of pounds to the 560 plus levy payers. The BID has developed a clear step change in strategy and with new Leadership, can successfully deliver it. Firm foundations have been laid in the BID's first 5 years and with more energy, enthusiasm and expertise available for BID2, there is no limit to what Chichester businesses can achieve.

Lyn Bethan
House of Fraser

”



LEG II
AUGUSTA

Meet the BID2 management team



Charlotte Wickins

BID Manager

Charlotte will report to the BID Board and manage the BID Team, office and projects. She will account for the BID budget and ensure transparency through a variety of BID communications and focus groups.



Jeanette Hockley

Events and Marketing Manager

Chichester BID members' events will be supported by Jeanette Hockley, who will also manage all aspects of marketing and promoting our City Centre, as well as our social media, website and communications.



Colin Hicks

Chair Designate 2017-2022

Colin will use his governance and organisational leadership experience, to Chair the BID Board and steer the BID Team into new strategic partnerships and projects, with clear direction over the next term.

Team Advisors



Chichester Chamber of Commerce & Industry



Visit Chichester



Chichester Advisory Group



Ex Chairman

There will be a **much higher level of engagement with partners and members in BID2**, with our monthly focus group meetings which will help with transparency and **much more effective modes of distributing information** such as our City Ambassadors and digital options. Our BID members all use different ways to communicate and we have to make it as easy as possible for them to keep up to date.



Chichester has plenty on offer to accommodate the changing habits of today's consumers. Not only are we a multiple shopping destination, but a learning city and a place for relaxation and entertainment that is alive with arts, culture and heritage of national importance. This City is ready to be presented to a much wider audience as one of the UK's top places to live, work, shop, discover, learn and just enjoy life.

Working collectively, we can offer our commercial, independent and retail businesses, as well as visitors and citizens, a more connected City that is a place of opportunity to all. The private sector investment in Chichester through the BID is essential to attracting new interests. We are determined to seize the opportunities that are out there to attract additional financing that will match our BID members' aspirations and investment.

Colin Hicks

Chair Designate 2017-2022





Spirit FM promotion



AGM 2015

Your vote counts

For the BID to proceed to another term, more than 50% of those who vote must vote 'yes'. Of those positive votes, the total rateable value must be higher, when added together, than the rateable value of those who voted 'no'.

If Chichester BID2 secures a 'yes' vote, then all businesses within the BID Levy geographical area are **legally obliged to pay the BID Levy for the next 5-year BID term.**

The Chichester BID 2nd Term runs from **1 April 2017 to 31 March 2022.**

Alteration

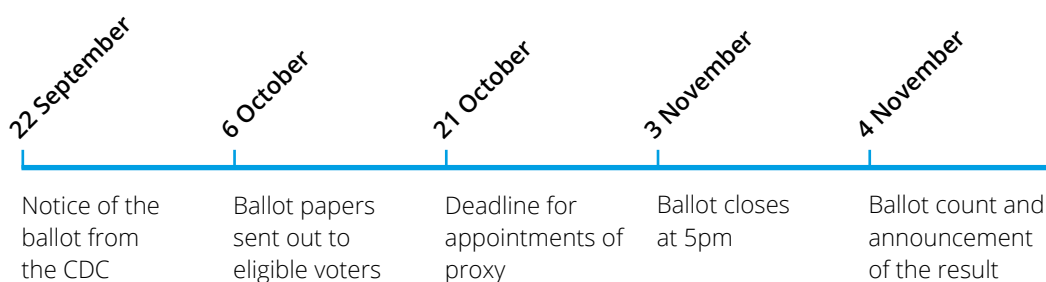
Neither the BID area nor the BID levy percentage can be altered during the BID Term, without an Alteration Ballot. The budget headings and project costs can be altered within the constraints of the revenue received through the BID levy.

BID levy collection

Chichester District Council is obligated to issue invoices and collect the BID Levy from our BID members on behalf of the BID.

Chichester BID then receives the funds raised from the Levy in monthly instalments from the District Council directly, which are **spent against the agreed annual budget to deliver our members' objectives.**

Proposed timescale





The Wrenford Centre volunteers



Crane Street Project

How do I vote?

'Back the BID' by voting Yes during October so we can collectively create the best opportunity for businesses in Chichester.

From 6 October–3 November 2016, eligible businesses will be asked to cast their vote in a secret ballot. To ensure neutrality the ballot will be administered by Chichester District Council.

All defined levy payers (occupiers) are entitled to one vote per hereditament (property space). Therefore, a ballot paper is sent to the occupier of each hereditament with those occupying more than one

hereditament receiving more than one ballot paper. Every ballot paper is a vote that counts.

It is possible to appoint a proxy to vote on your behalf. Proxy applications are to be made to Chichester District Council **by 5pm on 21 October 2016**. Levy payers that have been exempt from paying the BID levy are not eligible to vote.

When you Vote Yes for ChiBID 2 you will have a strong network of private sector partners and a voice at the table of our Local Authorities, where Chi BID is already guiding on policy, planning and investment for the future.



For further information on Chichester BID please contact:

Charlotte Wickins – BID Manager
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T: (01243) 773263

M: 07803 698 191

E: cwickins@chichesterbid.co.uk

www.chichesterbid.co.uk

Look out for our
BID BUDDY
volunteers in October,
who will be available to
answer any queries
you may have.

Chichester BID is a member of British BIDS and currently registered as a not for profit limited company, as Chichester City Centre Partnership CIC, at Companies House, Registration no 7961000, along with its Memorandum of Articles and Association and Constitution.

Chichester
Business Improvement District **BID**

VOTE YES



BID2 working together



Follow us on Twitter @ChichesterBID