

Chichester District Council

THE CABINET

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Approval of the Vision for Chichester City Centre

1. Contacts

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2. Recommendation

2.1 To review the final text for the Chichester Vision document, suggest any amendments thereon and to recommend the final text to the Full Council for approval.

2.2 That authority be delegated to the Economic Development Manager, following consultation with the Leader of the Council, to enable minor amendments to be made to the document following any further comments from project partners.

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 regarding the future of Chichester City Centre and the opportunities for significant economic growth and job creation. Members agreed that there is a need to develop a vision for the City Centre with partners which recognises the variety of factors and issues impacting on its future growth, which identifies existing un-tapped opportunities, seeks out new ideas and proposals, and which links each of them together into one cohesive vision.

3.3 The Service was tasked with taking the project forward working in partnership with local businesses, business and community organisations, and with other local authorities.

3.4 A Steering Group was established which is chaired by the Council's Leader and comprises members and senior officers from the District Council, West

Sussex County Council and Chichester City Council, the Chairman of Chichester Business Improvement District and a representative of Visit Chichester. A Project Partners Group was 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.

4. Outcomes to be Achieved

- 4.1 Much of the work in this project has involved 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 Centre to be', focusing on the function and future of the City Centre 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 Centre
 - (f) Increasing profile of the City and the District
 - (g) Significant new inward investment and funding into the City and the District
 - (h) Substantial economic growth and the creation of jobs, including higher-value jobs

5. Methodology and Consultation

- 5.1 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.
- 5.2 The proposals in the Vision have therefore been shaped by field research, reviews of previous plans and strategies, facilitated workshops attended by representatives of community and business organisations and a comprehensive range of studies including:
- 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. These included:
 - Chichester City Centre User Survey
 - Chichester City Centre Business Performance Survey

- Economic impact of main visitor attractions
 - Destination Benchmarking Desk Review
- 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
 - A retail trends study
 - A study by the University of Chichester into usage and satisfaction of the City and its facilities among students
- 5.3 These studies produced a number of recurring topics which formed the foundation to our first full draft Vision document. This sets out an overarching Vision statement supported by three principal themes and a number of underlying proposals, ideas and opportunities. Following review by project partners and the Steering Group, this 'consultation draft' was published for full public consultation in February this year.
- 5.4 An electronic survey was made available on the Council's website between 6 February and 19 March 2017 and a paper version of the survey was available on request. The survey was promoted via news release, the Council's social media accounts, and via an A5 leaflet delivered to 39,866 households in Chichester postcode areas. In addition, six 'View the Vision' exhibitions were held around the city centre.
- 5.5 In summary, the Vision has been well received and the consultation responses provide a clear steer that the ambitions and aspirations set out in the draft document are welcomed and agreed by a high majority – generally well in excess of three-quarters – of respondents. (A summary of the public consultation responses is included at appendix 2.) The outcome of the consultation has been reviewed and considered by the Steering Group.
- 5.6 The Vision document has now been updated and amended to reflect the consultation responses. A near-final draft of the text has been reviewed by the Overview and Scrutiny Committee, by a number of project partners, and by internal services. There were no recommendations from OSC to Cabinet to change or amend the text. Those project partners who responded – including the Cathedral, the Theatre and the University – and other services consulted have confirmed their approval of the text subject to a handful of generally minor amendments which have been incorporated into the final text.

6. Proposal and Next Steps

- 6.1 The final text is attached at appendix 1. The Cabinet is requested to recommend the final text for approval by full Council.
- 6.2 In conjunction with the drafting of the final text, new visuals, images and illustrations, together with document layout and design, are currently being prepared for the final document. It is proposed that the draft design and illustrative images for the Vision be also submitted to full Council for approval in July 2017. A similar process of review and approval will be taking place in the other local authorities and Chichester BID.

- 6.3 Following content approval, the final document design will be completed for printing. A copy of the project timetable is attached at appendix 3.
- 6.4 Following approval and adoption of the Vision, a delivery plan and timetable will be produced, and it is proposed to establish a 'Chichester Vision Delivery Steering Group'. The action plan, together with governance arrangements for the Delivery Steering Group, will be brought to the Cabinet for approval in October 2017.

7. Alternatives Considered

- 7.1 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.

8. Resource and Legal Implications

- 8.1 The staff resources in undertaking the work are as indicated in section 3 above. The total budget for the work is estimated to be £70,000. The Council is funding most of this (c £65,000) with the remainder from partners.
- 8.2 The further resources which may be required following completion of the Vision will be dependent on the delivery plan and timetable. Funding requirements will vary on a project by project basis and in most cases will be sourced from a variety of partners and through grants. It is likely that individual projects will require input and resources from a range of services including Economic Development, Legal, Planning, PR, Estates and Finance.

9. Consultation

- 9.1 As indicated in 5.2 above, consultation on the early stages of the project included fieldwork, research studies and workshops. Through the face-face surveys, participation workshops and other activities, over 1,000 individuals and 28 organisations provided input. Consultation on drafting the initial Vision text took place with the Steering Group and Project Partners, and the full 'consultation draft' was subject to a six-week public consultation and over 500 responses were received.
- 9.2 Prior to completion of the final Vision there has been further consultation with Project Partners and the Steering Group.
- 9.3 The Overview and Scrutiny Committee on 13 June 2017 considered the draft text for the Chichester City Centre Vision and recommended to the Cabinet and to the Council that the draft Vision be approved.

10. Community Impact and Corporate Risks

- 10.1 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 and 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

- 12.1 Appendix 1 – Chichester Vision - Text for Final Version – Last updated 27-6-17
- 12.2 Appendix 2 – Summary of public consultation held during February and March 2017
- 12.3 Appendix 3 – Chichester Vision Project – Working Project Plan Timetable

13. Background Papers

- 13.1 Report to Cabinet – ‘Approval of Draft City Vision for Consultation’ 10 January 2017
<http://chichester.moderngov.co.uk/ieListDocuments.aspx?CId=135&MId=752&Ver=4>
- 13.2 Report to Overview and Scrutiny Committee – ‘Preparing a Vision for Chichester City’, 5 July 2016 – available here
<https://chichesterintranet.moderngov.co.uk/ieListDocuments.aspx?CId=133&MId=808&Ver=4>