

Business Proposal 16/06/2016



# **Renewal Business Proposal**

## **Term 2 2017-2022**

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## Chichester BID - Term 1 (2012-2017)

Over the last four years, Chichester BID has made a significant contribution to improving the attraction of the City for consumers and businesses.

### Key Objectives and Achievements

Chichester BID's four objectives were voted for in 2010, by our electorate.

#### 1. Improve the marketing and promotion of our City centre:

- ✓ *BID Christmas Lights and switch-on event with fireworks, leaflets, market, facebook and twitter campaigns, late-night shopping and festivities, brought 70,000 people on 2<sup>6th</sup> November 2015. Christmas Lights bring an additional 12% footfall (against the year with no Lights) and 250,000 over Christmas period into the City.*



- ✓ *'Choose Chichester' for shopping, days out, heritage, arts and culture, -marketing in parish magazines, Sussex Life, Heart and Spirit Radio, promotes footfall from across the region, into the City*

- ✓ *event media, leaflets and organisation for BID Members City events: Independents Day, Festival of Flowers, Ride 2 Chi, Chichester's Got Style, Garden Market, Chichester Festival, Roman Week.*
- ✓ *BID website and business directory attracts 2,000+ clicks a month*
- ✓ *facebook and twitter encourages brand loyalty and repeat business*



#### 2. Improve the organisation of our City centre:

- ✓ *82, North Street office and BID manager aids businesses with reporting City centre issues, BID representation, networking and information*
- ✓ *the Chichester BID matters (City Focus) quarterly magazine, monthly e-shot, BID visits and open meetings, share City activities and information*
- ✓ *cost reduction services to help members reduce overheads such as utilities*

- ✓ the footfall camera, digital foot flow monitors, sales turnover and other city measurements – benchmarks Chichester and helps business monitor their own performance against the city’s performance
- ✓ City centre monitoring for street activity and licencing
- ✓ advocacy for change and improvement of the City centre such as car parking forum, City Vision & City markets

### 3. Improve the quality of the environment of our City centre:

- ✓ City Maps with 50 City dispensers, and new fingerposts coming with listed slat-business signage improves wayfinding
- ✓ to help raise the profile of this street, with other projects pending
- ✓ annual street focus project to encourage stores to improve shop fronts
- ✓ supplemented hanging baskets and City planter maintenance has helped keep the streets colourful



- ✓ the Crane Street project has secured hanging signs, planters and sculpture
- ✓ chewing gum removal and deep pavement cleans for the Hornet, St Pancras, St Martins, Crooked S and Market Road, making it more attractive to visit
- ✓ flags were provided to create a sense of well-being and unity within the City, celebrating national events: St George’s Day, WW1 and WWII; and local events such as Roman Week
- ✓ BID is consulted by our Local Authorities and

represents BID members views at planning and policy decision level, and investments such as ‘Pay On Foot’ for car parks

### 4. Improve the safety and security of our City centre

**A Crime Reduction and Improved Safety package delivered by ChiBAC has resulted in high level police detection rates at circa 65% as opposed to 35% outside of ChiBAC area:**

- ✓ Provision of radio link, theft retail training courses, banned-persons’ photos and exclusion scheme; all deters offenders and repeat crime
- ✓ Reported **crime detection rate between 2011 to 2014, dropped by 30%.**
- ✓ Security walk-arounds, drug dog operations, undercover store detectives and additional CCTV coverage, reduces crime and sends a clear message
- ✓ Body worn cameras for evening door staff significantly reduces late night issues
- ✓ ChiBAC support for City Angels helps those in distress at night

## What the BID has learned

1. **City Licensing** would work better under one central roof.
2. The **timescale** required to achieve CDC Planning and WSCC Highways permissions for improvements should be shortened.
3. The best way to engage and share information with BID members is through face to face meetings rather than corporate **communications**.
4. The **loss of small incubator spaces** for Independents and offices is having a negative impact on our young entrepreneurs and business development in Chichester.

## BID Area

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



<p>Alderman's Walk, A286 (East side of), Avenue De Chartres (North side of), Baffins Lane, Basin Road (West side of), Canon Lane, Chapel Street, Cooper Street, Crane Street, Deanery Close, East Pallant, East Row, East Street, East Walls, Eastgate Square, Franklin Place, Friary Lane, Guildhall Street, Lancastrian Grange</p>	<p>Lion Street, Little London, Market Avenue (North side of), Market Road excluding Car Park and WC, Needlemakers (West side of), New Park Road (West side of), New Town, North Pallant, North Street, North Walls, Northgate (inc. Metro House), Oaklands Way (South side of), Old Market Avenue, Orchard Street (South side of), Priory Lane, Priory Road, Shipham Street, South Pallant, South Street</p>	<p>Southgate to North of Railway Line, St Cyriacs, St Johns Street, St Martins Square, St Martins Street, St Peter's, St. Pancras, The Close, The Hornet, The Providence, The Square, Eastgate The Woolstaplers, Theatre Lane, Tower Close, Tower Street, Wall Cottage Drive, West Pallant, West Street.</p>
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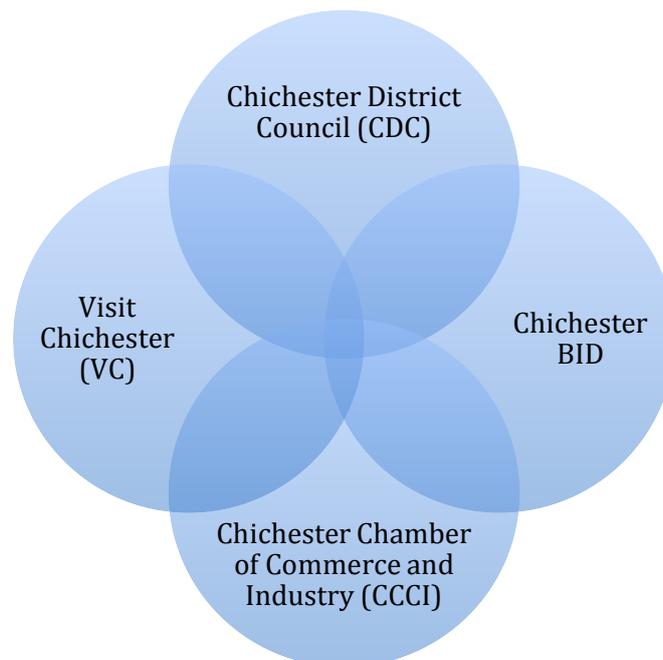
## Chichester BID - Term 2 (2017 – 2022)

### A. TERM TWO OBJECTIVES

As a new business, the BID may have had a shaky start under Term 1 but we learned a lot, and Term 2 will build on what was achieved in Term 1 where possible. In some part it will be business as usual but better managed. Term 2 presents the BID with a big opportunity - to be much more proactive; we could achieve a lot more.

#### 1. Strategic Partnership

The BID has obvious synergies with the following bodies:



**What we are trying to do:** The main focus for all of us is a) vision and b) leadership so that Chichester may become the 'go-to place'. The **aim** will be to enable Chichester City Centre to become one of the top UK heritage city destinations, attracting the visitor and worker alike through an increased promotional awareness, across the country.

**Communications:** There was a lower level of engagement with partners and members in the first term and the BID in the 2nd term, will be more efficient in its communications. Additional and clearer communications will make all our processes as transparent as possible.

**Advocacy:** Businesses are telling us they want a cohesive private sector business voice representation with our Local authorities and key organisations. The BID has the opportunity to facilitate this through stronger alliances and partnership.

## 2. Marketing

**What is the offer?** There is little wrong with the Chichester offer although some improvements would not go amiss. In Term 2 the BID will *focus more on demand and less on supply*, by improving the customer and business experience.

**The Visitor Economy:** Certain physical attributes of the City Centre were successfully developed in Term 1 but the marketing has not made enough impact. Chichester City Centre is under-promoted both as a destination and a place to do business. The BID will therefore *undertake the development of a tourism strategy and a city development vision with Visit Chichester (VC) that will market and advertise Chichester City Centre to the outside world*. The BID will help VC to have a considerably improved impact by creating a business model to ensure that the City Centre is much more comprehensively marketed.

**What we will need to get there:** To achieve this step-change in the marketing of the City, the BID will *increase the levy on the business community by 0.25%*, and specifically ringfence this amount for a deep collaboration with Visit Chichester (nationally, 73% of BIDS sit between a levy of 1% to 1.5%). If the ballot for the second term is successful, the BID is confident that CDC will provide funding to match this increase, thereby achieving the equivalent of a 0.5% increase in the levy, dedicated to City Centre marketing through the offices of a renewed and revitalised Visit Chichester.

**Raising Finance:** This first match funding success will be the first step in a new strategy that will use the 1.25% of Rateable Value levy, to attract sponsorship from the private sector and match funding from the public sector to supplement BID expenditure for other City Centre projects.

## 3. Events

In the second term Chichester BID will continue to provide Christmas Lights and related festivities and to support our BID member events. Through the new focus groups we will be seeking to support member events that provide content to show the City off to its best advantage. We learned from Term 1 that Christmas lights and markets attract new visitors, develop brand loyalty and encourage repeat business; we will build on this.

## 4. Business Opportunity

Term 1 taught us that 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. In association with the CCCI, the BID in Term 2 will seek to develop business opportunity for all levy members to promote the City Centre as a vibrant place to live, work and do business.

## 5. Organised and Safer City

**Safer City:** The BID will continue to provide funding for a safe and secure City through ChiBAC, an investment which we have learned has become almost invisible, because it is so effective. This programme will also continue works designed to improve access to the City, helping people to know where to go. The programme will also do all it can to keep Chichester's streets looking marvellous.

**Smart City:** In order to counteract and even exploit changes in consumer habits, the BID will move towards *City digital marketing to help promote Chichester as a place to shop, visit, work and do business*. The BID will seek to undertake only those improvement projects that are not bound by planning restrictions and focus this spend on improved City Wi-Fi, and digital marketing & advertising platforms for all interested businesses.

**Project response times:** Term 1 lessons learned, shows that we could develop quicker response times. We have learnt how to collaborate with CDC and the lead-time to projects will be shorter. The Term 2 programme will aim for 1 big win a year plus 2 smaller opportunities for completion. To achieve this, we will set up a pipeline of projects that can be funded inside of the timescale, i.e. a definable project financed by a reachable deadline. If any project does not fall within the timescale, then we will disconnect and reallocate those resources.

## B. TERM TWO ACTIVITIES

### 1. **Strategic Partnership - 16% of BID levy**

To increase our partnership impact by **focusing on strategic alliances**, with vital key City groups and organisations, **to represent BID member's interests** 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.

#### **Strategic Partnership - £52,000 pa**

*(Measured by: amounts raised in sponsorship and match funding; BID member satisfaction survey; number of joint alliances; Purple Flag; BID accreditation)*



- With Chichester District Council – to support our **Visitor economy** and influence public planning policy
- To work more closely with West Sussex, City and District Councils, to **create a One-stop Shop** for City centre management
- To support the Chamber of Commerce & Industry with resource, media and events to **promote business development and opportunities** through networking
- 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**
- To **build a stronger City voice** for lobbying and member representation
- To **service the BID** – central office and overheads, BID manager and staff
- To undertake **BID accreditation** by British BIDS, and aim for Purple Flag status for the night-time economy.

#### **Example Co-sponsors**

*Chichester District Council, Arts Council England, Heritage Lottery Fund, Regional local authorities, increased recruitment of voluntary BID members, Chichester City Council, Chichester District Council, West Sussex County Council Highways, Southern Rail, Stagecoach, Sussex Police & private sector businesses*

## 2. Marketing - 26% of BID Levy

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.

### **Marketing & Advertising Opportunities - £84,000 pa**

*(measured by increased visibility nationally, increased city spend and performance data)*

- continued BID **City marketing and advertising** 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
- **consumer segmentation** to better understand the modern consumer and needs
- **financial support for Visit Chichester** to raise Chichester's profile beyond the BID region and co-sponsorship fund raising joined up City Events calendar
- **Smart City 1:** introduction of an APP/digital marketing platform for business promotion, rewards and networking
- closer working with local attractions to draw footfall into the City

## 3. Events – 26% of BID Levy:

A strengthened programme of support for BID member events **to drive footfall** 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.

### **Programme of City Events & Promotions - £84,000 pa**

*(measured by foot flow, number of events supported, membership satisfaction survey)*

- full time Events & Marketing Manager to support and create new events to drive footfall into the City
- promotion of BID members services and events, to attract new visitors, develop brand loyalty and encourage repeat business
- Christmas lights infrastructure, light switch-on event and festivities
- promotion and support for City annual events/activities
- to monitor provision of quality markets
- new events and initiatives such as regular late night shopping to support the night-time economy
- 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.)

## 4. Business Opportunity - 11% of BID levy

**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.**

### **Business Opportunity - £35,500 pa**

*(Measured by take-up per 7,000 workers of data collection, business links, rewards, schemes. Increase in Voluntary Levy members)*

- **Smart City 2:** Free City Wifi
- Monthly Foot Flow Reports and data collection to improve City centre performance measurements and BID member engagement
- BID focus groups to support business
- Business twinning to create alliances
- 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
- BID member segmentation to better understand City businesses and their needs
- Regular engagement with BID members to enable better advocacy representing the views and voice of the business community and to help influence public policy
- Meet and greet new businesses to ensure they network successfully and take advantage of the business support the city has to offer

## 5. Organised & Safer City - 16% of BID levy

### Organised City

**Additional financing** for street cleaning, floral displays and planting, business signage support and way-finding tools maintenance, and to provide **a more welcoming City.**

#### Organised City improvements - £16,000 pa

*(Measured by member's satisfaction survey – environment projects as 'additionalities' only)*

- part-time City Ranger to support our BID members and be the eyes and ears on the street
- **Smart City 3:** business and pedestrian signage support
- intensive chewing gum and deep-street clean when necessary
- trees, floral displays and planting
- maintaining wayfinding tools



### Safer City

**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.

#### Service Contract to: Chichester Businesses Against Crime (ChiBAC) - £35,500pa

*(Measured by reduction of problems recorded and donations received)*

- crime reduction initiatives and community safety projects
- PCSO's on call and City Angels back-up for distressed people
- quick response radio link scheme to report crime with safety support and advice
- body-worn cameras and video to help reduce anti-social behaviour
- CCTV, security walk-rounds, drug dog patrols
- ChiBAC office, manager and monthly reports, supported by Sussex Police
- a Diverted Giving Scheme via Stonepillow to combat homeless sleeping out in the City

## Financial Projections - BID Levy at 1.25%

Table 2

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID2 Levy	350,000	350,000	350,000	350,000	350,000	<b>1,750,000</b>
Additional Income (not including 0.25% match-funding)	5,000	5,000	5,000	5,000	5,000	<b>25,000</b>
<b>TOTAL BID2 LEVY REVENUE</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>355,000</b>	<b>1,775,000</b>
Less Collection & Renewal Costs (11%)						
Collection Costs	14,500	14,500	14,500	14,500	14,500	<b>72,500</b>
Non Collection Contingency	- 17,500	17,500	17,500	17,500	17,500	<b>87,500</b>
Renewal Process	-	-	-	-	40,000	<b>40,000*</b>
CDC Ballot Process	-	-	-	-	5,000	<b>5,000*</b>
Total Costs	32,000	32,000	32,000	32,000	77,000	<b>205,000</b>
<b>AVAILABLE REVENUE</b>	<b>323,000</b>	<b>323,000</b>	<b>323,000</b>	<b>323,000</b>	<b>278,000</b>	<b>1,570,000</b>
<b>EXPENDITURE BID2 OBJECTIVES:</b>						
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
<b>CONTINGENCY 5%</b>	<b>16,150</b>	<b>16,150</b>	<b>16,150</b>	<b>16,150</b>	<b>12,350</b>	<b>77,500</b>
<b>BID2 EXPENDITURE</b>	<b>323,000</b>	<b>323,000</b>	<b>323,000</b>	<b>323,000</b>	<b>278,000</b>	<b>1,570,000</b>
<b>0.25% MATCH-FUNDING INCOME:</b>						
<b>Visit Chichester Partnership</b>	<b>67,500</b>	<b>67,500</b>	<b>67,500</b>	<b>67,500</b>	<b>67,500</b>	<b>337,500</b>

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

### 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 4<sup>th</sup> quarter of each year into the other four main objectives, (either as a lump sum or shared).

## Chichester BID Renewal Arrangements

Chichester BID will continue to operate for a 2<sup>nd</sup> Term from 1<sup>st</sup> April, 2017 to 31<sup>st</sup> March 2022.

**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.

### Proposed Timescale

- 14 September - Notice of the ballot from the CDC
- 3 October - Ballot papers sent out to eligible voters
- 21 October - Deadline for appointments of proxy
- 3 November - Ballot Day: voting closes at 5pm
- 4 November - Ballot count and announcement of the result

### 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

For efficiency reasons, Chichester BID will pay a collection charge to Chichester District Council to continue 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.

### Businesses Liability

The Chancellor's recent decision to lift small businesses out of the business rates (approximately 49% of Rateable value) by 2017, will mean that some of **our smaller independents will only have to pay the BID levy and no business rates at all** once the scheme is introduced by Chichester District Council.

The 2017-2022 BID levy will be fixed at 1.25% of each hereditament's rateable value as shown below. The levy will be based on the current Rating List as at 1<sup>st</sup> April of the year in which the levy is to be collected. Potential levy payers can check their rateable value online at [www.voa.gov.uk](http://www.voa.gov.uk).

In terms of impact, at a 1.25% BID levy, larger businesses with a rateable value between £100,000 - £500,000+ will pay collectively over 50% of the annual contribution to the BID, whilst the very

smallest businesses with Rateable Values between £5,000 - £10,000 will contribute around 4% of the total.

The indicative liability to businesses would depend on the Rateable Value and be as follows:

Rateable value	Annual Levy	Weekly Cost	Daily Cost
£5,000	£62.50	£1.20	£0.17
£10,000	£125.00	£2.40	£0.34
£20,000	£250.00	£4.81	£0.69
£50,000	£625.00	£12.02	£1.72
£100,000	£1050.00	£20.19	£2.88
£250,000	£3125.00	£60.10	£8.59
£300,000	£3750.00	£72.12	£10.30

Table 3

### **Company Registration**

Chichester BID is currently registered as: Chichester City Centre Partnership CIC at Companies House, Registration no: 7961000, along with the Memorandum of Articles and Association and Constitution.

It is proposed the company remains a Community Interest Company (CIC), not for profit.

### **Term 2 BID Team**



**Colin Hicks**  
Chairman



**Charlotte Wickins**  
BID Manager



**Jeanette Hockley**  
Events & Marketing Manager

**For further information on Chichester BID please contact:**

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EDITION 39 SPRING 2016

# Chichester **BID**

Your Business Improvement District

## MATTERS

### “Choose Chichester” for 2016-17

We all know that shopping habits nowadays are all about choice, with convenience and cost being top of shoppers' lists. With online shopping being so convenient, our businesses remind us that nothing beats the “customer experience”.

What keeps Chichester unique?

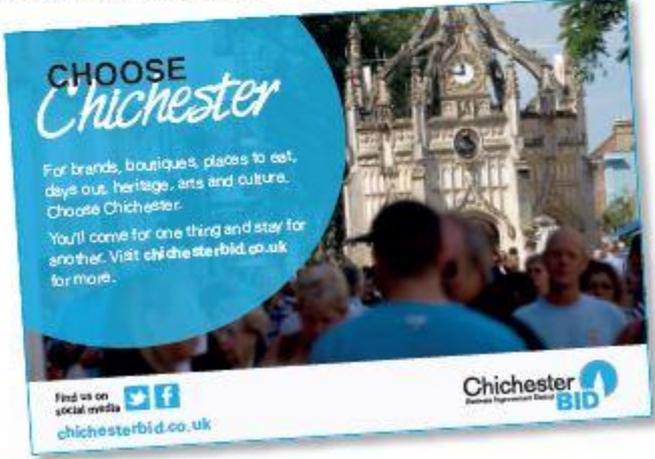
- our mix of independent retailers
- a large variety of eateries
- our clean and safe streets
- the mix of culture, arts and heritage

So improving ease of access and parking with clear wayfinding is fundamental to improving the customer experience. Subsequently, we are pleased that our wayfinding projects are finally reaching fruition, with new fingerposts on their way.

Throughout 2015, BID Manager Charlotte Wickins visited City businesses, who fed-back on the importance of raising Chichester's profile. Whilst this is also the remit of Visit Chichester, Chichester BID has reviewed our marketing and event budgets to focus on raising the profile of Chichester's events to help attract repeat business and new visitors into Chichester for 2016-17.

New advertising initiatives are being investigated, alongside the introduction of events such as Roman Week (May half-term). We look forward to discussing this in further detail with you at the AGM, on 28 April.

To reduce our marketing external spend and deliver more events, the BID is delighted to welcome Jeanette Hockley to the management team. Jeanette comes with 8 years' event and marketing experience with Johnston Press and will focus 100% on the City centre's events and marketing needs.



Find us on social media [chichesterbid.co.uk](http://chichesterbid.co.uk)

Chichester **BID**  
Business Improvement District

[www.chichesterbid.co.uk](http://www.chichesterbid.co.uk) @ChichesterBID 01243 773263 Spring 2016 Chichester **BID** MATTERS 1

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