

Priority 3

Building new business opportunities

Chichester must remain attractive to new business investment and draw top talent who are seeking a progressive, career enhancing environment.

To support the medium-term business aspirations of the city, this priority will have increased time focus from the team. We are planning to allocate a little over 10% of our funds to this priority.

Have your say

Do these projects and initiatives deliver what Chichester needs? Please tell us your views so we can build a better city together.

01243 773263

office@chichesterbid.co.uk
www.chichesterbid.co.uk

Chichester
Business Improvement District **BID**

 **CHOOSE CHICHESTER**

A New Era

Outlining the draft Business Plan for 2022-2027

We will continue to:

1. Offer the opportunity for the Chichester Gift Card in more than 140 city businesses
2. Offer the opportunity for all local businesses to promote their business on the nationally based LoyalFree App
3. Build on the footfall data gathering we have been doing during 2021

What's New?

1. We will deliver quantifiable, commercial insights to help BID Levy Payers make better, more informed business decisions
2. We will set up a resource bank of images, videos, social media tips etc. – to be available to all BID Levy Payers to use free of charge
3. We will build mutually beneficial relationships with key organisations that directly support business in Chichester, for example the Chamber of Commerce and The Great Sussex Way
4. We will work in partnership with the University and College to bridge the gap between education and future careers – to encourage top talent to remain in the city and to develop a platform to support a strong, young, professional network
5. We will proactively seek further inward investment and match funding opportunities to especially encourage creative and independent business into the city

We are now in the final stage of consultation prior to finalising our Business Plan for a new potential five-year term.

We have listened to what you have to say and are now ready to share with you an outline of the draft Business Plan for 2022/2027.

Have we got it right? What else would you like to see in our plan for the next five years? Please get in touch and let us know – we are looking forward to hearing from you.

Your Chichester BID team

Our goal is to help deliver Chichester as a year-round destination where all businesses, whether large or small, can develop and thrive.

Committed to being an effective business voice in Chichester, we need to realign our objectives to overcome today's challenges and deliver for all BID Levy Payers, whatever sector they are in, and all with no increase in the BID levy rate.



Priority 1

Promoting Chichester

Promoting what goes on in Chichester and delivering an environment that is compelling for visitors and supportive for local businesses allowing them to thrive, is a key focus for us. We see this as our top priority and as such will be allocating nearly 50% of our available funds to this priority.

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Priority 2

Delivering an organised and safer city

Even more important in a post Covid 19 world is to ensure our city stays safe and secure – but also remains both accessible and inviting to everyone.

Getting this balance right is critical and so we are planning for a third of our funds to be allocated to deliver this priority.

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What's New?

1. We will implement an all year-round events calendar to stimulate footfall at off peak times, where all businesses can get involved in promoting their offering and which will work alongside other events taking place in the district
2. Christmas in Chichester is a missed opportunity. Once the Christmas lights are up, we will continue to drive the celebratory feel in the city with a series of four footfall driving festive events leading up to Christmas, to promote late night destination shopping
3. We want to be more visible, proactive and hands on in the city on a day-to-day basis. We will realign team roles and schedules to ensure that a BID team member is more available for on the ground face-to-face support and advice
4. There is opportunity to improve the city experience that will in turn increase dwell and return rates. We will work with partners to increase green spaces, seating areas and meeting points
5. We will work alongside the night time economy businesses to support their successful emergence from lockdown by focusing on promoting offers as well as multi site entertainment and supporting with recruitment with

We will continue to:

1. Deliver creative, seasonal marketing campaigns that showcase the city throughout the year
2. Partner to deliver footfall driving events to attract visitors, encourage return visitors and promote local businesses
3. Shout about what the local businesses in the BID are offering – through all media channels
4. Dress the City – providing the Christmas lights, bunting and flags to bring vibrancy and colour to the city all year round

We will continue to:

1. Deliver a team of Rangers, in partnership with Chichester City Council, that are the eyes and ears on the street and a reassuring presence for those in the front line of petty crime
2. Partner with Chichester City Council to provide floral displays in the summer months
3. Maintain wayfinding tools within the city to enhance the visitor experience
4. Deliver a Crime Reduction partnership, supporting all businesses in their fight against crime and disorder
5. Help keep the city centre's buildings clean and free of graffiti where and when it crops up

What's New?

1. We will deliver an evolved Crime Reduction partnership, offering improved value for money and more flexible services for all BID Levy Payers
2. There is opportunity to evolve the current floral displays to an all-year round experience and we will work with partners to deliver this
3. Chichester, as a Market City, has a strong heritage and we will actively work with Chichester District Council to ensure we bring innovative and footfall driving markets to the centre of the city, that will deliver a differentiated offering

