



A New Era

CHOOSE CHICHESTER

CHICHESTER BUSINESS
IMPROVEMENT DISTRICT

BUSINESS PLAN 2022 - 2027

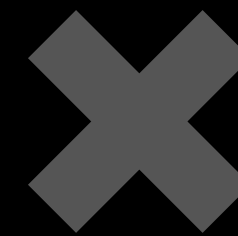


YES

Why you should Choose Chichester and Vote "Yes"

A "Yes" vote means that the BID can continue delivering services and projects that the businesses of Chichester have said are important to them.

- ✓ A year round events calendar to drive footfall and further development of the City's markets
- ✓ PR and Marketing Campaigns for Chichester local businesses across all sectors
- ✓ Safer Streets patrolled by our City Rangers aided by an easily accessed Crime Prevention scheme
- ✓ Wonderful Christmas Lights and Summer Flower displays
- ✓ Practical, day to day business support and a source of critical business information
- ✓ Initiatives to increase visitor dwell time and improve the Chichester City Experience
- ✓ Strong key partnership relationships to further facilitate local business support
- ✓ Chichester Gift Card and Loyalfree app and all the opportunities these bring
- ✓ Inward investment opportunities
- ✓ A lobbying voice for Business Life in Chichester



If you vote "NO" what happens?

A "No" vote means that none of the projects outlined in this document will be delivered and Chichester BID will cease to exist from 31st March 2022.

There is no Plan B. There are no alternatives to the work that Chichester BID does.

There are no other organisations that can deliver the funds and deliver the projects that Chichester BID do. Chichester will lose its business voice and representation and the projects that you and your fellow business community have told us are important and vital will just not happen.

What YOU would lose with a "NO" vote:

- ✗ Investment of circa **£300k every year** in our city over five years would be lost
- ✗ **No voice for businesses** to lobby the local authorities or other agencies to improve business life in Chichester
- ✗ There would be **no focused marketing campaigns** or footfall driving events purely for the benefit of Chichester businesses
- ✗ Christmas within the city would be a much darker and colourless festival with **little focus on footfall driving events** and late night opportunities
- ✗ **Advice and support** for local businesses would be **harder to access** and there would be reduced hands on day to day problem solving support
- ✗ **Our streets** would be **less safe** without the presence of Rangers and the provision of radios and a Crime Prevention scheme
- ✗ There would be **no opportunity for local businesses to showcase their offers** on our online Directory
- ✗ Summertime in the City would be much less vibrant and much less fun – **no bunting, no flags**
- ✗ There would be **no key commercial data available** to aid local business planning
- ✗ The ability to showcase offers and advertise on a **free to download local app would be lost**
- ✗ The availability of a gift card redeemable in Chichester stores only would mean **revenue could be lost outside of the city**
- ✗ **Visitors to the city** may find it **hard to navigate** as there would be no updated map boards and maps

Introduction

Chichester BID has been an important part of the business landscape of Chichester for nearly 10 years.

Rangers, Christmas lights, planting, bunting, flags - all these activities are paid for by the businesses in the centre of Chichester and arranged by the BID with the help of the city and district councils. Our aim is simply to make Chichester a wonderful place to shop and do business and to encourage everyone “to shop/trade local” to sustain the vibrant heart of the city.

We believe this should continue and more! We are committed to move new projects forward into our potential third term, reacting to the current challenges and transformational changes that Chichester and all High Streets are now facing.

During these changing times, the team at Chichester BID understand we need to be even more agile, and our future activities must always reflect all your challenges equally across each sector - from our smallest, most entrepreneurial businesses to our larger national chains.

Having listened to a large number of you over the course of the last six months we hope you can see this ethos is reflected in this Business Plan.

The newly established Chichester BID team are passionate about Chichester and understand that to fully realise new opportunities, we will need to be more proactive and reactive, more consistent, visible and sometimes more radical, and always act with integrity if we are to be successful.

We are looking for your support and for you to vote “Yes” to this Business Plan.

A “No” vote in November will mean that all the projects and services that the BID delivers will come to an end on 31st March 2022. No other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised.

Whilst we accept we have modest resources, it is the combined strength of voice and the expertise and resolve of the business community here in Chichester that will ultimately ensure we realise all the potential we know our lovely city has to offer.

So, we urge you to Vote “Yes”!

Working together, we will be able to develop a stronger business voice in Chichester ensuring the business community can continue to influence key, commercial decisions and ensuring we all enjoy shared success.

Chichester BID Team



What is a BID?

Chichester BID is a business led initiative supported by government legislation which gives businesses the power “to raise funds locally to be spent locally” on improving a defined commercial area. A BID is created when the majority of business rate payers within that area vote to invest collectively in local improvements.

There are now over 320 BIDs across the UK and 8 within Sussex. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline services provided by them.

Chichester BID first became operational in April 2012 and has been operating for almost ten years having been successfully renewed for a second term in 2016. Over the past five years, Chichester BID has invested levy payer's money into Chichester to the tune of circa £1,500,000. We look forward to advocating and serving the business community in Chichester for a further five-year term.

Read on to discover more about our Business Plan – our past successes, detail on future projects which you told us were important to you, how and where we operate, how we are governed, what it will cost your business and how your levy will be spent.



Third Term Consultation

A very important part of the renewal process for a new term, is ensuring feedback and consultation is sought.

In these times of reduced face to face contact, we took care to ensure that we gave the opportunity for all voices to be heard throughout the consultation process, where we incorporated both virtual and face to face feedback into our analysis.



How did we engage?

1. An initial online survey in January 2021 to 300 BID Levy Payers, results can be viewed on our website
2. A follow up, more detailed online survey in March 2021 reaching out to 380 BID Levy Payers, results can be viewed on our website
3. Draft Business Plan document sent to all businesses within the BID area by post and email (where we had details) - receiving online or face to face feedback during July 2021
4. Steering group feedback sessions involving a mix of owners and business managers across all sectors
5. One to one meetings with business managers and owners across all sectors
6. Phone calls, visits and emails to businesses, including Head Offices for the national chains

From our two online surveys we learnt that:

94%

said that **Chichester BID** had made a positive difference to the city centre during the pandemic

90%

said you would like **Chichester BID** to invest in further footfall driving events

96%

said **Chichester BID** had made a positive difference over the last four years

Promoting Chichester was ranked first as the most important strategic priority

Activities you said we did well

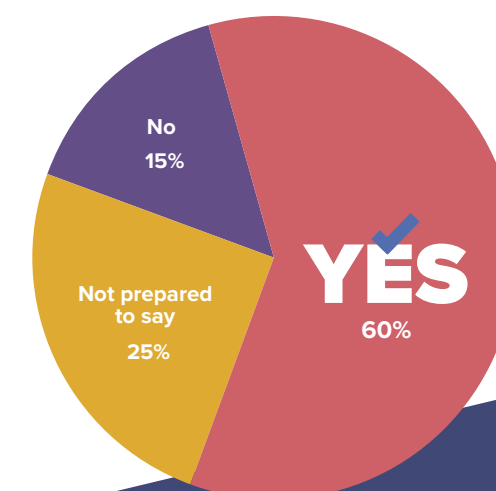


Christmas light installation, Ranger programme, giving business advice and support and being an effective communicator to BID Levy Payers.

Activities you want to see more of

Footfall driving events, effective marketing of the city, enticing new business to the city, building effective relationships with key partners e.g. Chichester District Council.

Across both surveys, an average of **60% of you who responded said you would vote Yes for a third term**, 25% said they were not yet prepared to say and 15% said they would not vote Yes.



The feedback we have received has directly influenced the selection of projects and priorities we have proposed to be delivered over the potential next five year term.

Second Term Highlights

Shouting about you and the City Centre:

6.8K

social media followers and growing*

65

social media posts per month across Instagram, Facebook and Twitter*

71K

monthly impressions across all social media platforms*

145

Chichester Gift Card participating businesses

Creating Business Opportunities:

20,237

interactions on the LoyalFree app*

11,186

trail interactions on the LoyalFree app*

£45,995

sales using Chichester Gift Card

40

e-newsletters sent to BLPs in 2020*

Keeping the City safe & clean

12

security walkabouts a year*

315

ranger days a year*

£10,000

worth of stolen goods recovered

Dressing the city:

4,000,000+

LED Christmas lights installed over the term

141 Christmas trees installed in 2020

50

plants installed in Crane Street each year*

100

hanging baskets (with Chichester City Council) installed each year*

50

flags installed each year*

(and 3,000 metres of bunting installed over the last term!*)

How we responded to COVID-19

1. The BID team introduced a new COVID-19 section to the Chichester BID website including a page dedicated to providing Levy Payers with detailed information on government restrictions, available grants, support and advice as well as guides on signage and managing queuing.
2. The BID devised the much-visited Chichester Business Directory, which was updated throughout the year to advertise businesses and services still available. A page was also created informing the public on the best way to support local businesses during this time and how to enjoy a safe shopping experience.
3. There was an increase in e-newsletters and social media activity in order to communicate all this information to Levy Payers as well as the general public.
4. Working alongside Chichester District Council, Chichester BID also offered one-to-one assistance with grant applications.

COVID SAFE CITY ACTIVITIES

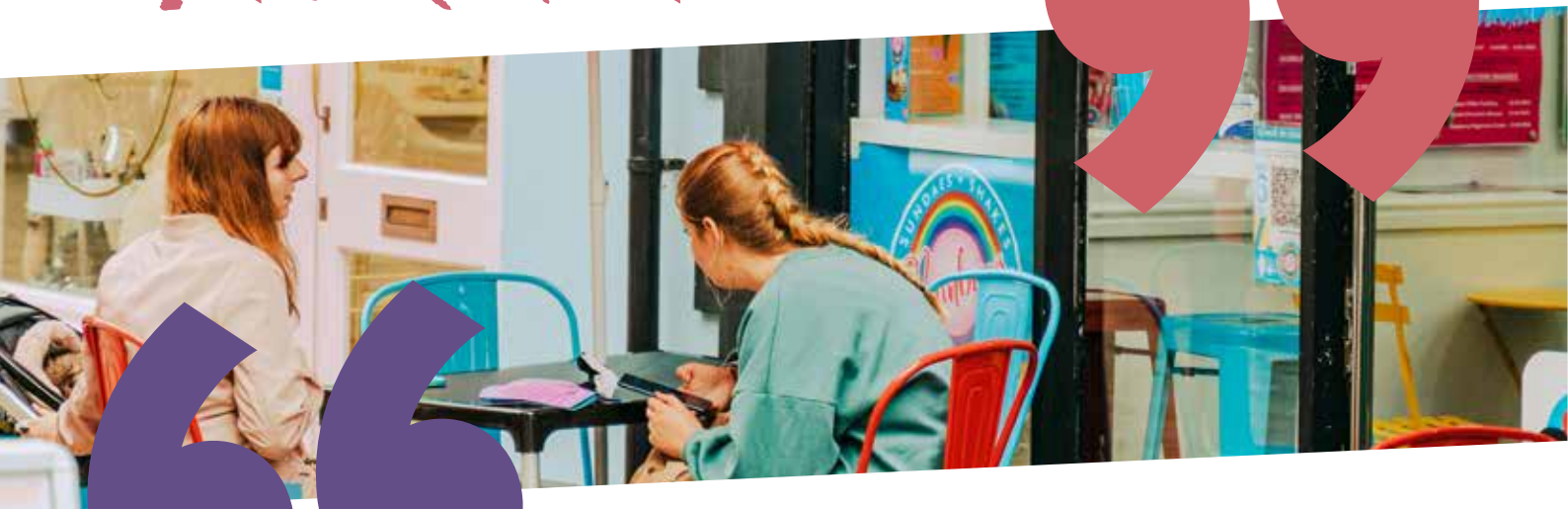
When government restrictions allowed, Chichester BID introduced various initiatives to encourage visitors back into the city centre to support local businesses.

These included the:

1. Key Worker Trail
2. Eat Out to Help Out Trail
3. Christmas Lights
4. Late Night Shopping
5. Christmas Window Competition
6. Christmas Pledge Campaign
7. Fairytale Trail.

*Annual averages based on 2019/2020

Testimonials



"I have been impressed by the way in which the BID has really highlighted all the great things about Chichester via events and social media campaigns which in turn has encouraged people to visit and shop in the city. The provisions made around security such as town rangers have helped businesses with issues around unsociable behaviour and have helped to maintain a pleasant environment for visitors. I look forward to see what events the BID has planned for the city post Covid".

Katie Wilson - Bluespire Accountants

"Chichester BID have provided endless support and encouragement since moving my business into the city. Helen and the team are keen to hear my ideas and take on board suggestions. Their huge collective experience and excellent networking is an asset to the city."

Jo Millen - Rainbows Ice Cream Parlour

"As the owner of Rosie Rose I have been very happy with the help from the BID team. During lockdown they provided information about rates relief in the difficult times we all suffered. And I know that they are responsible for the Christmas festivities which bring visitors and income to the city. The lights are always wonderful and I know without the BID it would be unlikely the council could afford to fund Christmas decorations and events in these difficult times".

Daniel Elsom - Rosie Rose

"I firmly believe Chichester has a huge opportunity to evolve post-pandemic into a fantastic destination and city to live and work in. From my dealings with the new leadership and team at the BID I am for the first time genuinely excited at what can be achieved together. I think the BID can offer the cohesion & communication that has been lacking in the past between business, cultural stakeholders and councils to move the city forward in a positive direction, with the strategy and energy to back up the vision. I really hope they are supported in their campaign for another term by all parties and enabled to seize this rare opportunity".

Julia Grant - Winter's Moon

"The Chichester BID team are working tirelessly to return Chichester to its rightful place as a thriving destination for local businesses of all shapes and sizes, helping to deliver a desirable location for visitors from far & wide & supporting all businesses to navigate through such challenging times! The calendar of events each year will provide all businesses with a fantastic opportunity to attract new customers and a unique chance to work closely & collaborate with other businesses in the city, providing a community spirit to be proud of".

Matt Horstead - Dartagnan

"Chichester BID have been more interactive with all the retailers in town since the turn of the year. They are very progressive in trying to get events off the ground and the first one is coming up in August 2021. There has been more dialogue between retailers and the BID team through Mandy, who we see more often than others in previous years. All in all very positive so far this year and looking forward to work with them in the future".

Paul Fellows - TK Maxx

"Having worked in multiple towns, and cities across the UK, I can confidently say, that Chichester BID is by far the most value adding service that I have experienced. From our Rangers, who are always on hand to support with crime prevention, to our BID Manager Mandy, who works closely with us to ensure we're getting the most out of the service, It truly is a worth while investment, and one that is without question, value adding to both local businesses, and residents."

Michael Spencer - Marks and Spencer

"Chichester BID is an invaluable service not only for the town itself but also for the local, independent businesses that have all worked so hard to remain open, viable and profitable throughout the pandemic as we see the light at the end of the tunnel. The activities they provide are fantastic in bringing people into the city and engaging the community as a collective pushing towards a successful and sustainable high street. We're proud to be a part of it and look forward to many years to come".

Kain Lawrence - Q Hair & Beauty (Group) Ltd.

"I have been extremely pleased with the support we receive from Mandy. I feel like our voice is being heard and with her visits I feel that the BID have been behind us as a business and want what is best for our high street. When communicating with Mandy about a recent incident, I felt she showed that she also cares about my team, asking after them and remembering their names. Please continue to listen to us moving forward - I have been happy so far and would like to think that more businesses will soon feel the way I do."

Gareth Pinhorne - The Chantry

"We love the festive atmosphere in Chichester town centre during December, the BID have pulled out all the stops in recent years especially with illuminating the town centre with all the beautiful lights".

Lucy Legg-Willis - Rume2

Vision Term 3



“We want to ensure that Chichester remains a vibrant, fun, colourful and rewarding place to do business – a flourishing city where local businesses thrive, and visitor numbers increase.

Whether you work, live, shop or are simply visiting Chichester, we want to make sure every visit to the city centre is rewarding and memorable so that you look forward to returning again in the not-too-distant future”.

Our Aim

Our aim 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.

In order for us to achieve this, we need to ensure that Chichester BID continues to be an informed, representative, change making voice and resource for all the businesses in Chichester that it represents.

We will work hard to deliver practical support and on the ground advice and promote events and initiatives that in turn create an environment where the 600+ businesses we represent can prosper.

What you told us was important for term three

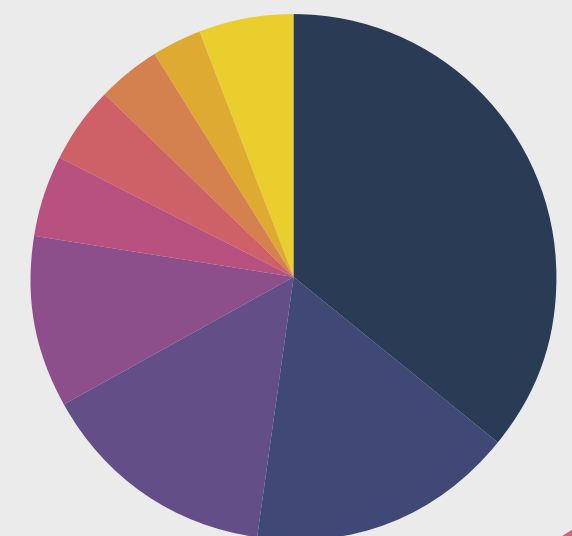
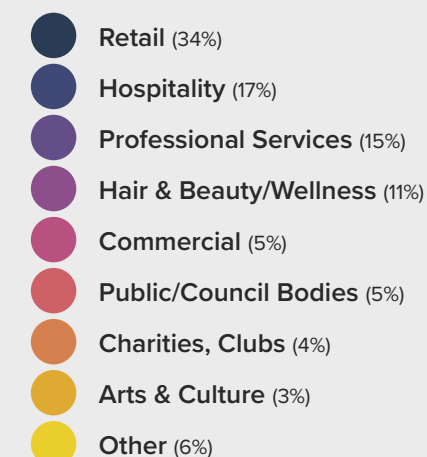


1. Drive Footfall

You told us that driving footfall into Chichester through marketing campaigns and events is a key priority, so this is where we will be directing the majority of our resource. Chichester BID will offer a strengthened programme of BID events to drive footfall into the city and increase dwell time for both day and night economies. Chichester BID will also build stronger alliances with our major attractions and heritage partners to build variety and broad interest to the event programme.

2. Support all Businesses

We want all local businesses to benefit from being part of our BID, regardless of sector, size or location. We will ensure an equitable distribution of funds and create an environment of positive B2B working. We think there is further opportunity to harness the power of collective wisdom and expertise within the BID to enable us to lobby for change and secure new opportunities.





3. Strengthen Partnerships

Working proactively and effectively with key partners is essential for the efficient operation of the BID. Our relationships, especially with Chichester District Council, West Sussex County Council and Chichester City Council, are already strong and we want to replicate this with other organisations in the city and county that can positively impact on businesses within Chichester, for example The Great Sussex Way and the Chichester Chamber of Commerce and Industry. During the next term, we are planning to explore ways to improve business community links with key organisations that could positively impact our ability to deliver infrastructure works and place shaping projects.



4. Attract New Business

Whilst we cannot impact this directly, the BID can certainly help support the business environment in Chichester to ensure it is compelling and attractive for the new and exciting businesses to come and invest in our city. We can do this through supporting and facilitating great place management, ensuring our city remains attractive across the whole year, fostering good relationships with property agents and encouraging flexible leasing arrangements to ensure we can attract entrepreneurial and embryonic businesses into the city.

5. Advocacy with Local Authorities

We know you believe it is important that your voice can be heard by the local authorities. Levy Payers are represented on the BID Board by a majority of directors and in turn, these levy payer directors have direct access to the Local Authority directors. Consequently, your needs can be heard loud and clear so changes can be made for the benefit of the whole business community. The BID team will also act as a conduit for advice and assistance to levy payers on all Local Authority matters that impact BID Levy Payers.



6. Engage with BID Levy Payers

We would love to see greater levy payer participation and feel it is critical that your views and opinions shape everything that we do. We will explore ways of channelling your ideas in a way that is convenient for you and fits with your busy lives. There are many ways to get involved either through working within sub groups or directly engaging with our Client Relationship Manager or any member of the team and board: the sum of many business brains together will ensure better outcomes, a louder voice and increased success.



7. Provide Value for Money

We know times are tough and it is incumbent upon the BID to ensure we give you the best value for money for the levy that you pay. We will ensure prudent budgeting and a robust selection process for our larger suppliers. We will also be looking to see where we can develop other funding opportunities for the city – either through grants or match funding contributions or similar. We intend to participate in the British BID's Accreditation Scheme, which will give you transparency and confidence that we are managing resources in the best way possible on your behalf.

8. Operate a Proactive and Visible BID Team

You have told us that the BID being visible on the streets of Chichester is something you really value. We have realigned the team's roles to ensure a huge part of everyone's job is to be out experiencing business life in Chichester with you and making continual, small improvements through a proactive approach to the everyday problems that you need solving in order to maximise your business.



Third Term

Strategic Priorities

We are proposing that Chichester BID will align its projects under three main strategic priorities during 2022 - 2027. They are in order of priority and spend:



1

PROMOTING CHICHESTER

49% of levy expenditure

2

DELIVERING AN ORGANISED AND SAFER CITY

35% of levy expenditure

3

CREATING NEW BUSINESS OPPORTUNITIES

11% of levy expenditure

BID Projects

Promoting Chichester

49% of levy expenditure

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.

Chichester BID is proposing to build stronger alliances with our major attractions and heritage partners to build variety and broad interest into the promotional calendar. You told us this was key so we see this as our top priority and as such will be allocating nearly 50% of our available funds to this priority.



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 business
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

What's New?

1. **Year round Events Calendar.** 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 offer and which will work alongside other events taking place in the district
2. **A more successful Christmas.** 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. **Increase our Visibility.** We want to be more visible, be more 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. **Support Place Management.** 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. **Night Time Economy Bounce Back.** We will work alongside the night time economy businesses to support their successful emergence from lockdown by focusing on promoting individual offers as well as multi site entertainment itineraries and supporting with recruitment where needed



BID Projects

Delivering an organised and safer city

 35% of levy expenditure

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

Getting this balance right is critical and thus we are planning for a third of our funds to be allocated to deliver this priority. We want residents, traders, business services and especially potential new businesses to see Chichester as a feasible, compelling investment proposition – a thriving environment that is well supported and organised.



What's New?

- 1. Support Crime Reduction.** We will deliver an evolved Crime Reduction partnership, offering improved value for money and more flexible services for all BID Levy Payers
- 2. Foster improved local police relations.** We will also work more closely with the local police to ensure we foster productive and effective relationships between the business community and local law enforcement
- 3. More effective Rangers.** We will work on the effectiveness and distribution of the Ranger activity – to ensure all businesses can benefit from their presence and their public visibility is increased
- 4. Flower Displays.** We are planning to work with partners to augment the floral display offer in Chichester throughout both the summer and winter months. We believe the city is visually enhanced through the provision of displays and we will seek to increase the current floral footprint
- 5. Improving the Markets.** 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 to complement the city traders rather than replicate

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 visit 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
- 6.** Deliver a void retail space visual programme that both enhances the city scape and also gives an opportunity to promote local businesses /organisations



BID Projects

Creating new business opportunities

 11% of levy expenditure

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

To support the medium-term business aspirations of the city and to potentialise the past experience of the BID team to the full, this priority will now have increased time focus. Stronger alliances within the business community will create B2B opportunities; in turn promoting Chichester as a key place to do business and ensuring shared success.

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 BID Levy Payers to promote their business on the nationally based Loyalfree app
3. Build on the footfall data gathering we have been doing during 2021
4. To develop our e-newsletters. These are a great way to communicate key business priorities and marketing activities and a chance to recognise best practice within the city



What's New?

1. **Commercial Insight.** We will deliver quantifiable, commercial insight to help BID Levy Payers to make better informed business decisions
2. **Resource Bank.** We will set up a resource bank of images, videos, social media graphics etc. – to be available to all BID Levy Payers to use free of charge
3. **Key Business Relationships.** We will build mutually beneficial relationships with key organisations that directly support business in Chichester, for example the Chichester Chamber of Commerce and Industry and The Great Sussex Way
4. **Retaining Young Talent.** 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 in the city
5. **Inward Investment.** Working closely with Invest Chichester, we will proactively seek further inward investment and match funding opportunities to encourage creative and independent business into the city
6. **Business Excellence.** We will introduce quarterly business reviews and a Business Excellence Awards initiative to highlight and share best practice across all sectors
7. **Voluntary Memberships.** We will encourage BID levy voluntary membership with larger organisations currently not within the BID boundary

Monitoring Our Activities

Metrics that we will use to measure our activities:

1. Footfall - both visitor and shopper
2. Visitor dwell time
3. Property vacancy rates
4. Annual surveys with BID Levy Payers
5. Safety and crime figures
6. Car park occupancy
7. Business and public engagement in our activities
8. British BID's Accreditation Scheme

The cost to your business

Levy Rules

- The threshold for liability to pay levy is **£5,000 rateable value** on your business premises
- We will retain the Levy Rate at **1.25%** levy for the duration of the third term
- We will use the 2017 Ratings list throughout the duration of the third term
- We will be retaining the same levy throughout five years rather than having complicated inflationary change, so **you will pay the same amount in 2022 that you will in 2027**

The actual levy you pay would depend on the rateable value of your premises. Please see the table below as a guide:

| Rateable Value | Annual Levy @ 1.25% | 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 | £1,050.00 | £20.19 | £2.88 |
| £250,000 | £3,125.00 | £60.10 | £8.59 |
| £300,000 | £3,750.00 | £72.12 | £10.30 |

Levy payers are able to find out the rateable value of their business by either referring to their rates bill or going to www.voa.gov.uk.

Indicative Five Year Budget

Annual available revenue, post costs, sits at circa £292,400. The split of spend across the three strategic priorities is a direct reflection of feedback from our consultation with you as to what you feel is important and what our commitment to our baseline agreements are.

| Revenue | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| BID 3 Levy | £339,500 | £339,500 | £339,500 | £339,500 | £339,500 | £1,697,500 |
| Additional Income | £15,000 | £15,000 | £15,000 | £15,000 | £15,000 | £75,000 |
| | | | | | | |
| Total Term 3 Levy Income | £354,500 | £354,500 | £354,500 | £354,500 | £354,500 | £1,772,500 |
| Delivery Costs | | | | | | |
| Collection Costs | £17,100 | £17,100 | £17,100 | £17,100 | £17,100 | £85,500 |
| Renewal Process | £5,000 | £5,000 | £5,000 | £5,000 | £5,000 | £25,000 |
| Administration and professional fees | £24,000 | £24,000 | £24,000 | £24,000 | £24,000 | £120,000 |
| Staffing costs (not project related) | £16,000 | £16,000 | £16,000 | £16,000 | £16,000 | £80,000 |
| | | | | | | |
| Total Costs | £62,100 | £62,100 | £62,100 | £62,100 | £62,100 | £310,500 |
| Available Revenue | £292,400 | £292,400 | £292,400 | £292,400 | £292,400 | £1,462,000 |
| Expenditure | | | | | | |
| Term 3 Strategic Priorities | | | | | | |
| 1. Promoting Chichester (49%) | £143,200 | £143,200 | £143,200 | £143,200 | £143,200 | £716,000 |
| 2. Organised and Safer City (35%) | £102,000 | £102,000 | £102,000 | £102,000 | £102,000 | £510,000 |
| 3. Business Opportunities (11%) | £32,400 | £32,400 | £32,400 | £32,400 | £32,400 | £162,000 |
| Levy Contingency (5%) | £14,800 | £14,800 | £14,800 | £14,800 | £14,800 | £74,000 |
| Term 3 Strategic Priority Expenditure | £292,400 | £292,400 | £292,400 | £292,400 | £292,400 | £1,462,000 |
| | | | | | | |
| Total Expenditure | £354,000 | £354,000 | £354,000 | £354,000 | £354,000 | £1,772,500 |

Note 1: BID Levy income is at 95% of forecast to provide for non collection and refunds / appeals

Note 2: Additional income is forecasted and not secured

Note 3: BID delivery and running costs:

- £16,000 of Chichester BID financial and operation management costs are attributed to staffing costs (not project related). This covers the time spent on running the BID company and ensuring good governance such as performance monitoring and financial management.
- The remainder of Chichester BID's management salary costs are split between the three Strategic Priority areas, acknowledging that none of these priorities can be delivered without staffing resource.

Financial Contingency Arrangements Term 3

The BID sets aside sums per annum for the following:

- a. 5% levy contingency will be invested in the 4th quarter of each year if not required
- b. Renewal process, £5k per annum – to be spent in 5th year if a 4th term is sought

Alterations Policy

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet the BID objectives.

This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or increase in the levy rate would require an alteration ballot. Chichester BID will adhere to the 2017 ratings list throughout the five-year term to the end of March 2027.

The term renewal means replacement to the existing BID at the end of the current term on 31st March 2022, with new BID arrangements covering the same area and subject to the rules and arrangements described herein.



Important Information

Governance and Management of the BID

Under its Articles of Association, Chichester BID has positions on its board for no less than 11 Directors. We currently have 11 directors serving at time of writing, seven of which are drawn from BID Levy Payers across Chichester. The majority of Directors are levy payers together with two nominated by the City and District Councils; the Directors, other than the Council Directors, retire by rotation and are normally appointed at the AGM. The Chair and Vice Chair of the Board are elected by the Directors. Levy payers may apply to become Members of the company and all members are entitled to vote at the AGM.

Chichester BID is proposing to employ on a part time basis: -

1. CEO – a strategic role, responsible for the overall delivery of the Business Plan and the marketing of all activities and strategic communication to BID Levy Payers
2. Operations Manager – responsible for ensuring the operation of BID activities are effective and give value for money to BID Levy Payers
3. Client Relationships Manager – responsible for face to face, tactical, daily, hands on support in the city and acts as a feedback conduit for the BID Levy Payers

The BID team will be responsible to the Board to deliver the projects and services under the proposal of the Term 3 Business Plan.

Communication with BID Levy Payers

The BID is business led for business benefit and all members will be invited to Annual General Meetings, where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request or can be found online at Companies House. An annual Financial Statement is included with the BID levy invoice.

Our team can be contacted at any time and are always open to hearing feedback and ideas. We issue regular newsletters, deliver social media campaigns, information and updates to keep everyone informed on the status of all projects. All communication can also be viewed on our website.

Baseline Services and Operating Agreement

Baseline services have been agreed in principle, subject to a “yes” vote, with Chichester District Council, Chichester City Council, Sussex Police and West Sussex County Council Highways. These baseline agreements are set up to ensure there is no duplication of services and the services the BID are proposing to implement are incremental to existing services. These will be available to view on our website.

Under current BID regulations, Chichester District Council will continue to collect the levy on behalf of Chichester BID. Chichester BID pay a collection charge to Chichester District Council for this service as indicated within the indicative five-year budget for term 3. Chichester BID then receives the funds raised from the levy in monthly installments from Chichester District Council directly. These funds are then spent against the agreed annual budget outlined in the business plan, to deliver the Business Plan’s objectives. The management and rules of the BID Levy collection arrangement are set out in the Operating Agreement which is agreed between Chichester District Council and Chichester BID. This agreement will be available to view on our website.

BID Proposer

For the third term the BID Proposer will be Chichester BID Ltd, a not-for-profit company limited by guarantee, registered in England and Wales company number 10689870, registered address Cawley Priory South Pallant, Chichester, West Sussex, United Kingdom PO19 1SY. The Memorandum of Association and Articles of Association and Constitution are available on request.

Chichester BID Ltd will deliver the third term business plan should the BID be voted in for a third term.

Notice in Writing

Chichester BID will and has been complying with BID legislation in respect of the various notices required. A letter has been issued to the Secretary of State on 22nd February 2021, giving notification of Chichester BID’s intention to go to ballot.

In accordance with BID regulations, on 1st June 2021 a further letter was sent to Chichester District Council, formally requesting the Proposal be put to a ballot.

BID levy rules – the detail:

1. The levy rate to be paid by each hereditament or rateable premises over a rateable value of £5,000 will be calculated at 1.25% of its rateable value based on the 2017 non-domestic ratings list.
2. The first BID levy under the third term will be due on the 1st April 2022, with subsequent levies due each year until 31st March 2027.
3. Where a hereditament is untenanted, tenanted, part occupied or vacant and is undergoing refurbishment or being demolished, the property owner or persons responsible will be entitled to vote and is obliged to pay the BID levy. When a premises becomes vacant, there is a 3 month levy holiday. After 3 months, if still vacant, the property owner or persons responsible will be liable to pay the full levy. Listed buildings, in line with business rates, when vacant are not liable to pay the levy. Additionally, premises occupied by a registered Charitable Institution are also exempt from paying the levy. Please note that shops run by charities are still liable to pay. There are no other exemptions. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings listing.
4. The BID levy will have to be paid by a new rate payer occupying an existing or newly rateable premises within the BID area up until the end of the five-year term on 31 March 2027, even if they did not vote on the Business Plan. Likewise, any new rateable property created during the lifetime of the BID and within the BID area will be obliged to pay the levy from the effective date the property is brought onto the ratings list.
5. The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly.
6. If a business rate payer occupies premises for less than a year, the amount of BID levy payable will be calculated on the number of days they occupy the property – known as daily charging.

How does the ballot work?

YES

The Ballot Process

1. The person, organisation or registered company that is listed in the non-domestic ratings list as being responsible for payment of the rates of the property / hereditament within the BID boundary on the day of notice of the ballot (6th October 2021) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot. Non levy payers are not entitled to vote. For the BID to be approved, two tests must be met:

- a) More than 50% of those voting must vote in favour
- b) Of the “yes” votes, they must represent more than 50% of the total rateable value of all votes cast

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.25% of rateable value each year for five years until 31st March 2027 becomes mandatory for all eligible businesses (those with a rateable value of £5,000 or more within the BID boundary) regardless of how they voted.

2. The ballot will be conducted independently by Chichester District Council and Civica and will be a confidential postal vote. Voters will have until 5pm on the close of ballot (Thursday 18th November 2021), to return their ballot paper. A proxy vote is available, and details will be sent out with the ballot papers.
3. If a business has more than one rateable property, it will receive a ballot paper for each property. Each returned paper counts as one vote.
4. If the BID is approved through both tests being met, it will operate for five years from 1st April 2022 to 31st March 2027 delivering the projects outlined within the business plan.

Where will the BID operate?

Chichester BID operates within the definitive boundary shown by the map below. The area proposed is the same boundary under which Term 2 operated and is broadly within Chichester City walls including Southgate, Northgate, St Pancras and The Hornet. The following streets, either in whole or in part, are included. Please note the street list is not exhaustive and should be viewed alongside the map which shows the outline of the BID boundary.



Alderman's Walk
A286 (East side of)
Avenue de Chartres (North side)
Baffin's 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

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 Streeta
Southgate to North of railway line

St Cyriacs
St John's Street
St Martin's Square
St Martin's 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

Third Term Timeline

September 2021

Final Business Plan published and circulated to all businesses and named voters of levy paying businesses

6th October 2021

Notice of Ballot issued

21st October 2021

Ballot papers to be despatched signifying the start of the 28-day postal ballot

18th November 2021

Close of postal ballot

19th November 2021

Announcement of results

1st April 2022

If the vote is successful, the third term of Chichester BID will commence



Get in touch

For further information, please contact the BID Team at:

Chichester BID
82 North Street
Chichester
West Sussex
PO19 1LQ

📞 01243 773263

✉ office@chichesterbid.co.uk

Choose Chichester

Vote Yes to keep your BID or lose it and all that it does. Vote Yes for:

YES

- Marketing and PR campaigns
- Footfall driving events to benefit local businesses
- Amazing Christmas Lights and flower displays
- Rangers and a safer city
- Hands on business and practical support from the BID team
- A clean, colourful and brighter city centre
- A proactive Business Voice in Chichester

