

Help Shape Chichester's Next Five Years

Our Draft Business Plan for 2027–2032

A message from us

Chichester is a great place to do business, but we know the challenges facing businesses are changing. Rising costs, changing customer habits and increasing competition mean businesses need strong support, effective representation and a clear plan for the future.

As we begin planning for Chichester BID's fourth term, we are pleased to share this draft Business Plan. Alongside our priorities for the next five years, we are proposing a small number of changes to ensure the BID remains financially sustainable, fair and able to continue delivering services for businesses.

The proposals include a revised levy rate (1.7%) that remains in line with comparable BIDs, changes to vacant listed building exemptions and greater certainty around the Ratings List (please refer to the covering letter for more details on these important rule changes). Together, these changes are designed to support the long-term stability of the BID while maintaining transparency for levy payers.

Over the past five years, Chichester BID has worked alongside businesses and partners to support trade, enhance the city centre and champion the interests of levy payers. Our goal remains simple: to help create a vibrant city centre where businesses can thrive. This draft Business Plan has been shaped by feedback from businesses across the city.

Have we got the priorities right? Are we focusing on the things that will make the biggest difference to your business? What else would you like to see over the next five years?

Please share your views and help shape the final Business Plan. We look forward to hearing from you.

Your Chichester BID Team





Priority 1: Chichester as a Destination

Promoting our city, attracting visitors and supporting local trade

Creating a vibrant and successful destination remains our largest area of investment. By encouraging more people to visit, stay longer and spend locally, we can strengthen trade across the city centre. **We will be allocating 50% of our available funds to this priority.**



We will continue to:

- Promote local businesses in the BID area through all our media channels.
- Organise seasonal events throughout the year that drive footfall and create opportunities for businesses to showcase their offer.
- Support and promote independent businesses through campaigns such as Proudly Independent Chichester.
- Deliver the city's Christmas lights and festive programme, including the Lights Switch On After Party.
- Promote Chichester's shopping, dining, cultural and heritage offer.
- Enhance the city centre through flags, bunting and seasonal city dressing.
- Support the evening and night-time economy.
- Work with partners to encourage visits and improve the overall visitor experience.

What's new

- Deliver destination marketing campaigns that raise Chichester's profile locally, regionally and nationally.
- Expand our programme of family-friendly trails to encourage greater footfall across city centre businesses.
- Expand digital marketing activity to reach wider audiences.
- New opportunities to promote Chichester as a destination for cultural tourism.
- Stronger support for businesses to benefit from improvements in digital infrastructure and online promotion.
- Work with partners to increase green spaces, seating areas and meeting points.
- Enhanced partnerships to maximise the city's profile across the South East and beyond.

The difference this makes

A stronger destination means more visitors, increased footfall, greater spending and more opportunities for local businesses to grow and succeed.



Priority 2: A Safe, Sustainable and Welcoming City

Creating an attractive city centre where people feel safe and welcome

Businesses consistently tell us that a clean, attractive and safe city centre is essential. This priority focuses on the practical services that help Chichester operate effectively every day.

We will spend 35% of available funds on this priority.



We will continue to:

- Provide a visible BID Ambassador team supporting businesses and visitors with a reassuring presence.
- Deliver business crime prevention services through the ChiBAC scheme, helping businesses tackle crime and disorder.
- Represent businesses at city safety and policing meetings with Sussex Police and key partners.
- Work with Chichester City Council to deliver seasonal planting.
- Maintain and improve city wayfinding signage and visitor information.
- Work closely with councils, Sussex Police and community partners to address city centre issues and maintain a clean, welcoming environment.
- Continue to work with councils to bring a varied mix of markets to the city centre.

What's new

- A more intelligence-led approach to city safety and business crime prevention.
- Additional focus on improving visitor navigation and encouraging exploration of all parts of the city centre.
- Greater use of data and insights to identify emerging challenges and respond quickly.
- Increased collaboration with stakeholders as local government structures change.
- Continued support for sustainability and public realm improvements that enhance the city environment.

The difference this makes

A safer, cleaner and more welcoming city encourages repeat visits, supports local businesses and improves the experience for residents, workers and visitors alike.

Priority 3: A Thriving Business Community

Supporting businesses, strengthening partnerships and helping the local economy grow

Chichester's success depends on the success of its businesses. This priority focuses on helping businesses connect, collaborate and access the support they need to thrive. **We will spend 10% of available funds on this priority.**

Why a fourth term matters

Over the past fifteen years, Chichester BID has helped businesses navigate significant change, from shifting consumer behaviour and economic uncertainty to the challenges of recovery following the pandemic.

Throughout this period, the BID has provided consistent support, delivered projects and services that individual businesses could not achieve alone and ensured the voice of the business community is heard in local decision-making.

While much has been achieved, the challenges facing businesses continue to evolve. Rising operating costs, changing visitor expectations, increasing competition from online retail and the need to respond to wider changes in local government and the economy mean there is still important work to do. A fourth term will provide the stability, resources and long-term planning needed to build on existing successes, protect the services businesses value and deliver new initiatives that help Chichester remain a vibrant and competitive destination.

By renewing the BID for a fourth term, business can continue to benefit from collective investment, stronger representation and a shared commitment to making Chichester an attractive city to visit, work and do business.

Your feedback matters

The priorities outlined in this consultation reflect what businesses have told us is most important. However, before finalising our plans, we want to hear from you.

Your feedback will help shape the final Business Plan for Chichester BID's fourth term and ensure our investment continues to deliver real value for businesses and the wider city.

Together, we can continue to make Chichester a thriving, welcoming and successful destination for everyone.

Please give us a call (01243 773263), send us an email (office@chichesterbid.co.uk), or arrange a meeting to share your views by Monday 17 August.

We will continue to:

- Manage and promote the Chichester Gift Card, encouraging people to spend locally.
- Deliver the Chichester & District Business Awards with partners.
- Represent business interests in consultations and policy discussions.
- Maintain strong partnerships with local authorities, cultural organisations and business groups.
- Offer practical support, advice and guidance to BID members.

What's new

- Development of an annual Voice of Business Report to strengthen advocacy and representation.
- More networking opportunities for businesses across all sectors, including professional services.
- Expanded workshops, training and business development opportunities.
- Introduction of regular business surveys and enhanced consultation activity.
- Increased provision of business intelligence, footfall data and visitor insights.
- Stronger focus on helping businesses understand trends and make informed decisions.
- Enhanced collaboration opportunities to encourage innovation and resilience.

The difference this makes

A connected and informed business community is better equipped to respond to challenges, identify opportunities and contribute to a stronger local economy.