

Supporting Business. Strengthening Chichester.

Business Plan for a Fourth Term of the Chichester Business
Improvement District (BID) : 2027 - 2032



YES

chichesterbid.co.uk



The Purpose of Business Improvement Districts (BIDs)

Business Improvement Districts (BIDs) are partnerships led and funded by local businesses to help make a defined area a better place to work, visit and do business. They deliver projects, services and events that add value to what local authorities and other public services already provide, helping businesses achieve more together than they could individually.

A BID is created when businesses within a designated area vote in favour of it through an independent ballot. Once approved, it operates for a five-year term before businesses are asked to vote again on whether they want the BID to continue.

Chichester BID is one of the more established BIDs in southern England, having successfully delivered three consecutive five-year terms. This Business Plan sets out our priorities and ambitions for a fourth term, from 1 April 2027 to 31 March 2032, and explains how we will continue working with businesses and partners to strengthen Chichester city centre, support a thriving local economy and create an even better experience for everyone who lives, works, visits and invests here.

Introduction

Chichester is a great place to do business, but like towns and city centres across the country, it is facing a rapidly changing landscape. Rising costs, changing customer expectations, evolving shopping habits and increasing competition mean businesses need strong support, effective representation and a clear plan for the future. Since it was established in 2012, Chichester BID has brought businesses together to make a real difference to the city centre. Over three consecutive five-year terms, we have helped deliver projects, events and services that have strengthened the local economy, enhanced the visitor experience and made Chichester an even better place to live, work, visit and invest. Together, we have secured investment not only through the BID levy but also through grants, sponsorship and partnerships, enabling us to deliver more for the city than any one organisation could achieve alone.

Over the past 15 years, the BID has grown and evolved alongside the city it serves. We have also seen the role of city centres change, becoming places that support not only businesses, but communities, culture and wellbeing. As a trusted voice for the business community, Chichester BID works with businesses, local authorities and partner organisations to influence decisions, respond to emerging challenges and help shape the future of the city.

This Business Plan sets out our vision and priorities for Chichester BID's fourth term, from 1 April 2027 to 31 March 2032. It has been shaped by feedback from businesses across the city centre and reflects the issues that matter most to our levy payers. Alongside our priorities, we are proposing a small number of changes to the BID arrangements to ensure the organisation remains financially sustainable, transparent and able to continue delivering value over the next five years.

The challenges ahead are real, but so are the opportunities. By continuing to work together, we can build on the strong foundations of the last three terms and ensure Chichester remains a vibrant, resilient and successful city centre where businesses can thrive.

Business Plan 2027-2032

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

What We’ve Delivered

Third Term Highlights

3km
of bunting

250
flags

15 City centre trails

16,500
visits to businesses

41
Map dispensers
across the
city filled

Instagram 7.7k
followers

Facebook 8.4K
followers



Total BID Gift
Card sales:
£43,539.39

141K
website views
(2025)

**Chichester &
District Business
Awards launched
with Sussex World
and Chichester
District Council**

**1 Performance
Space on Crane
Street**

Over
500
Christmas
Trees installed

**60 Businesses on
ChiBAC scheme**

Over **100**
Enewsletters sent

**51,000 Christmas
brochures delivered
(since 2023)**

Over
800,000
Christmas lights
illuminated each year

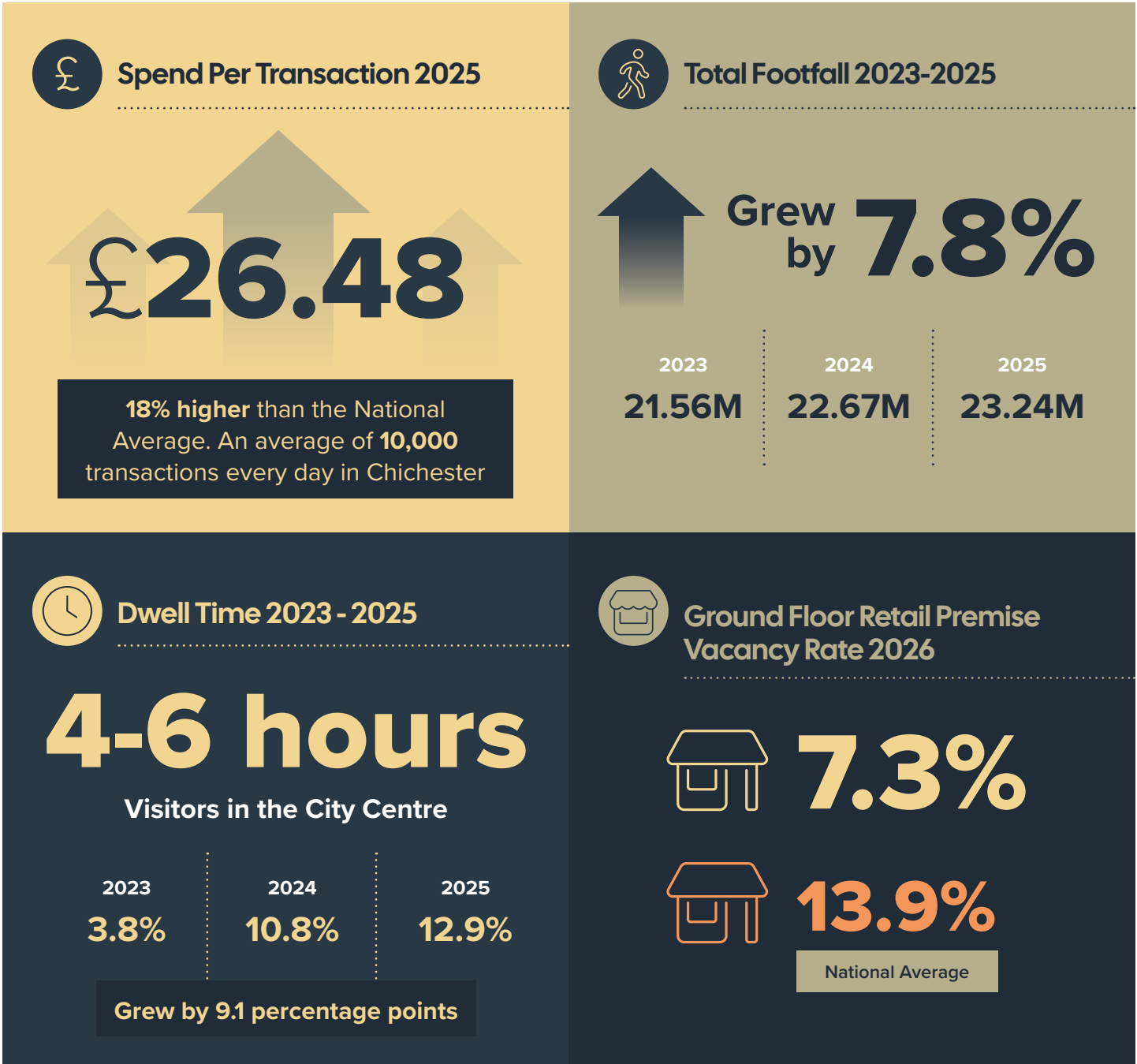
**2 x Ambassadors
patrolling the city
lending a helping
hand**

Chichester by Numbers

We are not claiming that these results are solely attributable to the work of Chichester BID, but they demonstrate that Chichester is a thriving and successful city.

“The BID’s campaigns give independent businesses a platform we couldn’t achieve on our own. They’ve helped raise our profile and encouraged more people to discover what we offer”

Karen Thompson, Owner,
Beauty Secrets Spa



Data is courtesy of Huq using anonymised location information from mobile devices where users have given permission through partner apps. The data is analysed and scaled to provide reliable estimates of visitor numbers, taking into account where visitors live and regional differences. While based on a representative sample rather than every visitor, this methodology provides a robust and trusted measure of long-term footfall trends and changes over time.



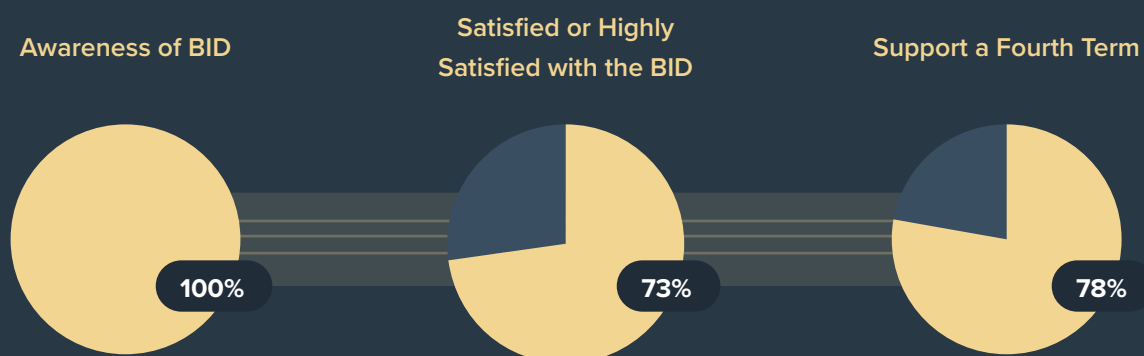
How We Engaged

- 1 Established a Ballot Working Group consisting of 5 BID board directors, to shape the consultation, review levy options and develop the draft Business Plan.
- 2 Asked levy payers for their views on BID performance, priorities, city centre issues and future investment through an online survey.
- 3 Consulted all levy payers on the draft Business Plan through email and face-to-face meetings, highlighting the key changes to the rules for Ballot 4 and inviting feedback.
- 4 Used the consultation findings to refine the Business Plan before publishing the final version and commencing the ballot process.
- 5 Meetings with business managers and owners across all sectors including Head Office of national chains.
- 6 Kept businesses informed through regular emails, newsletters, meetings, face-to-face engagement and a dedicated Ballot 2026 landing page, ensuring businesses from all sectors had the opportunity to have their say.

What Businesses Told Us

Thank you to every business that shared their views. Your feedback has directly influenced the priorities in this Business Plan.

Strong Support for the BID



YES

What Businesses Told Us They Liked

- 1 **Business Support**
 - ✔ Personal advice, visits and practical support from the BID team

Businesses value having a trusted team that understands local challenges.
- 2 **Promoting Chichester**
 - ✔ Destination marketing
 - ✔ Events and seasonal campaigns
 - ✔ Supporting independent businesses

Businesses want the BID to continue raising Chichester's profile and encouraging more people to visit and explore the city.
- 3 **Creating a Better City Centre**
 - ✔ Christmas lights, floral displays and street dressing
 - ✔ Improvements that make the city more welcoming and encourage people to explore

Enhancing the city centre environment remains one of the BID's most visible and valued roles.
- 4 **Safer & More Welcoming**
 - ✔ BID Ambassadors
 - ✔ Partnership working with ChiBAC and local agencies

Businesses continue to prioritise safety and a welcoming experience for everyone.
- 5 **A Strong Voice for Business**
 - ✔ Parking charging and offers
 - ✔ Business Rate re-evaluation advice
 - ✔ Representing businesses with councils and key partners

Businesses expect the BID to champion their interests and influence decisions affecting the city centre.

Looking Ahead

Businesses told us they want the BID to continue focusing on:

- ✔ Promoting Chichester as a destination
- ✔ Supporting independent businesses
- ✔ Improving the city centre environment
- ✔ Speaking up for local businesses

New Initiatives for Term 4 – Shaped by Your Feedback

Building on the success of the past 15 years, we'll continue to deliver the services businesses value while introducing new initiatives shaped by your feedback. These projects respond directly to the priorities businesses identified during our consultation and will help Chichester remain competitive, resilient and attractive over the next five years.

“It's reassuring to know there's an organisation focused on promoting the city and helping create opportunities for businesses to thrive.”

Pedro Watson, General Manager, The Ivy Chichester



“The BID team is approachable, proactive and always willing to support local businesses when it's needed most.”

Sadler Family, Goodrowes of Chichester



“The BID plays an important role in championing local businesses and representing our interests on the issues that matter.”

Kain Lawrence – Q Hair & Beauty



Chichester Business Data & Insights Hub

Providing businesses, in partnership with others, with access to footfall trends, visitor insights and commercial data to support better planning and decision-making.



Explore More Chichester Trail Network

Expanding our popular trail programme to encourage visitors to explore more of the city centre and discover businesses beyond the main shopping streets.



Green & Restful Chichester Initiative

Working with partners to introduce more seating, planting and green spaces, creating a more welcoming city centre and encouraging visitors to stay longer.



Voice of Chichester Business Programme

Strengthening the BID's advocacy role through an annual Voice of Business Report, regular consultation and continued representation on key local planning and regeneration projects.



Stronger Digital Opportunities

Expanding digital marketing, online promotion and business support to help levy payers benefit from improved digital infrastructure and reach more customers.

Together, these initiatives will build on the BID's core services while ensuring Chichester continues to evolve as a vibrant destination and a great place to do business.



How We'll Measure Success

Metrics that we'll use to measure our activities:

- ✔ Visitor footfall, dwell time and tourism trends
- ✔ Marketing reach and digital engagement
- ✔ Attendance and feedback from BID events
- ✔ Business satisfaction with the BID
- ✔ Public realm improvements delivered
- ✔ Businesses promoted and supported
- ✔ Business engagement through networking, training and consultation
- ✔ Representation and influence on key local issues
- ✔ Partnerships and external investment secured
- ✔ Safety, cleanliness and visitor experience



Our Three Strategic Priorities

Priority 1: Chichester as a Destination

Promoting our city, attracting visitors and supporting local trade

Promoting Chichester as a vibrant destination remains our biggest investment. By working with partners to attract more visitors and encourage people to stay longer, we help create the conditions for businesses across the city centre to thrive. Around 50% of the BID's investment will support this priority.

We will continue to:

- ✔ Promote local businesses in the BID area through all our media channels.
- ✔ Organise 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 Light 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.
- ☆ 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.

Why It Matters

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

Our Three Strategic Priorities

Priority 2: A Safe, Sustainable and Welcoming City

Creating an attractive city centre where people feel safe and welcome

Businesses told 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 around 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.

Why It Matters

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

“The support we’ve received from Chichester BID has meant a great deal to us. Seeing Pride flags flying across the city throughout Pride Month sends a powerful message that Chichester is a welcoming and inclusive place. It’s a visible reminder of what can be achieved when organisations work together to celebrate and support our whole community.”

Stuart Burrows, Chichester Pride



Our Three Strategic Priorities

Priority 3: A Thriving Business Community

Supporting businesses, strengthening partnerships and helping the local economy grow

A successful city centre depends on successful businesses. This priority focuses on giving levy payers the support, representation and opportunities they need to adapt, collaborate and grow. Around 10% of the BID’s investment will support this priority.

“The Cathedral and the BID share a common goal: ensuring Chichester remains a vibrant, welcoming city for everyone. By working together, we can achieve far more than any one organisation could alone.”

Amy Sim, COO, Chichester Cathedral

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 networking events, 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.
- ★ Introduction of regular business surveys and enhanced consultation activity.
- ★ Increased provision of business intelligence, footfall data and visitor insights.

Why It Matters

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



The Cost to Your Business

To continue delivering the services and projects businesses value, Chichester BID is proposing a small number of changes for Term 4. These changes are designed to keep the BID financially sustainable while remaining fair and transparent for levy payers.

What’s Staying the Same?

- £5,000 Threshold**
Businesses with a rateable value below £5,000 will continue to be exempt from paying the BID levy.
- Fixed Levy for Five Years**
Once your levy is set, it will remain the same throughout the five-year term (2027–2032), giving businesses greater certainty when planning ahead.
- 2026 Ratings List**
The BID will use the same Non-Domestic Ratings List (2026) throughout Term 4.

What’s Changing?

- Levy Rate: 1.25% → 1.7%**
The proposed levy rate will increase to 1.7% of your property’s rateable value.
- This change reflects:**
 - Lower overall rateable values following the 2026 revaluation
 - Rising operating and delivery costs
 - The need to maintain the services businesses value
 - Average rate of Fourth Term BIDs

Good news: More than one-third of levy payers are expected to pay less BID levy than they do now, while most others will see only a modest increase because of changes to their rateable values.

Vacant Listed Buildings

Owners of vacant listed buildings will become liable for the BID levy after three months of vacancy, bringing them into line with other vacant commercial properties and creating a fairer, more consistent approach.

Ratings List Clarification

The 2026 Ratings List will remain fixed for the full BID term. Where changes are made to the ratings list following a successful rating appeal, addition or removal, liability will be adjusted accordingly. These will apply from the date notification of change is received and onwards and will not be backdated.

Why Are These Changes Needed?

These proposals will help ensure Chichester BID can continue investing in the city centre, supporting local businesses and delivering value for levy payers throughout its fourth term, while providing greater certainty, fairness and long-term financial stability.

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

Rateable Value	Annual Levy @ 1.7%	Weekly Cost	Daily Cost
£5,000	£85	£1.63	£0.23
£10,000	£170	£3.27	£0.47
£20,000	£340	£6.54	£0.93
£50,000	£850	£16.35	£9.62
£100,000	£1,700	£32.69	£4.67
£250,000	£4,250	£81.73	£11.68
£300,000	£5,100	£98.08	£14.01

Levy payers can find out the rateable value of their business by referring to their rates bill or visiting www.voa.gov.uk

Indicative 5-year budget

Annual available revenue, after operational costs, is approximately £263,300. Expenditure across the BID’s strategic priorities is carefully aligned with levy payer feedback, ensuring we deliver what matters most to the business community. It balances our commitment to baseline services with a targeted programme of initiatives designed to achieve the BID’s objectives and maximise impact for the city centre.

Revenue	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID 4 Levy*	£299,100	£299,100	£299,100	£299,100	£299,100	£1,495,500
Additional Income	£30,000	£30,00	£30,000	£30,000	£30,000	£150,000
Total Term 4 Income	£329,100	£329,100	£329,100	£329,100	£329,100	£1,645,500

Delivery Costs						
Collection Costs	£19,000	£19,000	£19,000	£19,000	£19,000	£95,000
Renewal Process				£5,000	£5,000	£10,000
Administration and professional fees	£27,300	£27,300	£27,300	£27,300	£27,300	£136,500
Staffing costs (not project related)	£19,500	£19,500	£19,500	£20,500	£21,000	£100,000
Total Costs	£65,800	£65,800	£65,800	£71,800	£72,300	£341,500

Expenditure						
Term 4 Strategic Priorities						
1. Promoting Chichester (50%)	£131,650	£131,650	£131,650	£128,650	£128,400	£652,000
2. Organised and Safer City (35%)	£92,155	£92,155	£92,155	£90,055	£89,880	£456,400
3. Business Opportunities (10%)	£26,330	£26,330	£36,330	£25,730	£25,680	£130,400
Levy Contingency (5%)	£13,165	£13,165	£13,165	£12,865	£12,840	£65,200
Term 4 Strategic Priority Expenditure	£263,300	£263,300	£263,300	£257,300	£256,800	£1,304,000

***Note 1:** Levy income has been calculated at 94% of the total potential levy, in line with guidance from Chichester District Council. This allows for a 2% bad debt provision and a 4% appeals provision.

Note 2: Additional income shown within the budget is forecast only and is not guaranteed. It includes anticipated grant funding, sponsorship and other external income where appropriate.

Note 3: BID delivery and operational costs:

- £19,500 of staffing costs relate to the management and operation of Chichester BID as an organisation. This includes financial management, governance, performance monitoring, compliance and the day-to-day running of the BID.
- The remaining staffing costs are allocated across the three Strategic Priorities, reflecting that the successful delivery of projects, services and business support relies on dedicated staff resources.

Financial Contingency Arrangements – Term 4

To ensure the BID remains financially resilient throughout Term 4, contingency funds will be set aside each year for the following:

- **Levy Expenditure Contingency:** A reserve equivalent to 5% of annual levy income will be retained to manage unforeseen financial pressures. Any unallocated funds will be invested in BID projects and services during the fourth quarter of the financial year.
- **Fifth Term Reserve:** £5,000 will be set aside in years 4 & 5 to support the cost of the BID, should a ballot be sought for a fifth term in Year 5.

“Working together through the BID helps make Chichester a welcoming and thriving city for businesses, visitors and residents alike. I’ve seen first-hand the positive difference the BID makes, which is why I’m proud to serve as one of its Board Directors”

Julia Grant, Owner, Winter’s Moon

Alternations Policy

The BID Business Plan has been developed to provide a clear framework for delivery over the five-year term. However, the BID must also be able to respond to changing business needs, economic conditions and new opportunities.

The BID Board may approve changes to projects, budgets and delivery timescales where these:

- Remain within the BID’s available income; and
- Continue to support the objectives set out in this Business Plan.

This flexibility ensures the BID can adapt and continue delivering the greatest value for levy payers throughout Term 4.

Any proposal to change the BID boundary or increase the levy rate would require an Alteration Ballot, in accordance with the Business Improvement Districts (England) Regulations 2004. The BID will continue to use the 2026 Non-Domestic Ratings List for the duration of Term 4, ending on 31 March 2032, subject only to agreed adjustments outlined in the Levy Rules.

If approved at ballot, Term 4 will replace the current BID arrangements from 1 April 2027, covering the same geographical area and operating in accordance with the rules and arrangements set out in this Business Plan.

Where will the BID operate?

Chichester BID area is in the heart of the city centre and within the definitive boundary shown by the map below. No changes to the current BID area are being proposed for the fourth term 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	Lion Street	St Cyriacs
A286 (East side of	Little London	St John's Street
Avenue de Chartres (North side)	Market Avenue (North side of)	St Martin's Square
Baffin's Lane	Market Road excluding car park and WC	St Martin's Street
Basin Road (West side of)	Needlemakers (West side of)	St Peter's
Canon Lane	New Park Road (West side of)	St Pancras
Chapel Street	New Town	The Close
Cooper Street	North Pallant	The Hornet
Crane Street	North Street	The Providence
Deanery Close	North Walls Northgate (inc Metro House)	The Square, Eastgate
East Pallant	Oaklands Way (South side of)	The Woolstaplers
East Row	Old Market Avenue	Theatre Lane
East Street	Orchard Street (South side of)	Tower Close
East Walls	Priory Lane	Tower Street
Eastgate Square	Priory Road	Wall Cottage Drive
Franklin Place	Shipham Street	West Pallant
Friary Lane	South Pallant	West Street
Guildhall Street	South Street	
Lancastrian Grange	Southgate to North of railway line	



Accountability & Transparency

Governance and management of the BID

Under its Articles of Association, Chichester BID must have a minimum of five Directors on its Board. At the time of writing, the Board comprises of eight Directors, six of whom are drawn from businesses that pay the BID levy within Chichester. In addition, representatives from Chichester District Council and Chichester City Council attend each Board meeting as observers. All appointed Directors have voting rights, and the Chair is elected by the Board from among the Directors. The Board of Directors receives quarterly management accounts, and the BID's accountant attends Board meetings to present financial updates and answer questions. BID levy payers can become Company Members and would be eligible to be nominated for the Board. Please email office@chichesterbid.co.uk if you are interested in becoming a Company Member.

To deliver the BID's work programme, Chichester BID proposes to continue to employ a small team on a part-time basis consisting of:

1. Chief Executive Officer (CEO) – A strategic leadership role responsible for the overall delivery of the Business Plan, as well as the marketing, promotion and strategic communication of BID activities to levy payers.
2. Client Relationships Manager (CRM) – Responsible for maintaining regular face-to-face engagement with businesses, providing practical day-to-day support within the city and acting as a key channel for feedback from BID levy payers.
3. Operations Assistant – Providing administrative and operational support to the CEO and CRM to ensure the efficient delivery of BID projects and services. The BID team is accountable to the Board of Directors for delivering the projects and services set out in the Term 4 Business Plan. For more information about the Board of Directors and BID Team please visit chichesterbid.co.uk/team/

Communication with BID Levy Payers

Chichester BID is committed to transparency and accountability in how it operates and how levy payer funds are invested. The BID will regularly evaluate and report on its activities and achievements throughout the term through surveys, social media statistics and footfall data. The BID's accounts are independently prepared each year and copies are made publicly available on the BID website along with the Annual Billing leaflet. The BID team encourages ongoing dialogue with levy payers and stakeholders. Businesses can contact the team at any time to share feedback, ideas, or concerns. Regular newsletters, social media updates and targeted communications are used to keep businesses informed about BID projects and progress. A members' Instagram account is also used to report on activities and share relevant updates.

British BIDs Accreditation

Chichester BID has achieved British BIDs Accreditation, an industry-recognised standard that is independently assessed and aligned with the national guiding principles for Business Improvement Districts. This accreditation demonstrates the BID's commitment to strong governance, transparent financial management, effective operational processes

and clear communication with levy payers. By meeting these nationally recognised standards, Chichester BID provides assurance to businesses, partners and stakeholders that the organisation is well managed, accountable and delivering value for levy payers.

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 is proposing to implement are incremental to existing services. A full copy of all the Baseline agreements will be available on our website. Chichester District Council will continue to collect the levy on behalf of Chichester BID. Chichester BID pays a collection charge to Chichester District Council for this service, as indicated in the outline five-year budget for Term 4. The levy funds raised are transferred directly to Chichester BID by Chichester District Council in monthly instalments. These funds are then allocated in line with the agreed annual budget set out in the business plan to deliver the objectives of BID members. The management and rules governing the BID levy collection arrangements are set out in the Operating Agreement between Chichester District Council and Chichester BID. This agreement will be available on our website.

BID Proposer

For the fourth term, the BID proposer and BID Body is 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 will deliver the fourth term business plan should the BID be voted in for a fourth 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 19 February 2026, giving formal notification of Chichester BID's intention to go to ballot. In accordance with BID regulations, on 7 July 2026, a further letter was sent to Chichester District Council, formally requesting the Proposal be put to ballot.

BID Levy rules – detail

The BID will commence on 1 April 2027 for a five-year term, until 31 March 2032. The BID Levy will apply to all persons or organisations liable to pay the non-domestic rates for eligible hereditaments located within the BID area. The levy payable by each hereditament or rateable business premises with a rateable value of £5,000 or above will be 1.7% of its rateable value. The 2026 Non-Domestic Ratings List will be used as the basis for calculating the levy throughout the fourth term of the BID. The decision to retain the 2026 ratings list for the full five-year term has been made for the following reasons:

- It is administratively simpler and more cost-effective.
- It provides the BID with greater financial certainty when planning and delivering the five-year Business Plan.

- It gives levy payers certainty that their levy will not change during the term as a result of national revaluations.

The exception to this approach will apply where there is a change of use or physical alteration to a property, including new construction, merger, subdivision, extension, or refurbishment, where the hereditament does not have an entry in the 2026 ratings list.

1. Levy Payment Dates: The first BID levy for the fourth term will be due on 1 April 2027 based on the 2026 ratings list as at 31 March 2026, with subsequent levies payable annually until 31 March 2032. No inflationary increase will be applied to the levy during the term.

2. Levy Collection: Under current BID regulations, Chichester District Council will be responsible for collecting the levy on behalf of Chichester BID Ltd. These arrangements will be formalised through an Operating Agreement between the Council and Chichester BID Ltd.

The Council will apply a collection fee, and Chichester BID is also liable for any bad debts as the collection of the BID levy is enforced with the same authority as non-domestic rates.

3. Vacant and Part-Occupied Properties: Where a hereditament is untenanted, tenanted, part-occupied, vacant, undergoing refurbishment, or being demolished, the property owner or responsible party will be entitled to vote and will be liable for the BID levy.

When premises become vacant, a three-month levy holiday will apply. If the premises remain vacant after this period, the property owner or responsible party will become liable for the full levy. This rule applies to all buildings, including listed buildings. No other exemptions will apply.

Properties that are let for non-commercial purposes will also remain liable for the levy while they continue to appear on the Non-Domestic Ratings List.

4. New Ratepayers and New Properties: Any new ratepayer occupying existing or newly rateable premises within the BID area will be liable to pay the BID levy for the remainder of the term, even if they did not vote in the BID ballot. Similarly, any new rateable property created during the lifetime of the BID will also be liable for the levy.

5. Changes to the Ratings List: The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years because of successful rateable value appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

6. Daily Charging: Where a business ratepayer occupies premises for less than a full year, the BID levy will be calculated on a pro-rata daily basis, according to the number of days the premises are occupied.

YES

Three Steps to Securing Chichester's Future

If a majority of levy payers vote in favour, Chichester BID will begin its fourth five-year term on 1 April 2027, continuing to deliver projects, services and support for businesses through to 31 March 2032.

1

Watch for Your Ballot Paper

Ballot papers will be posted to eligible levy payers from 20 October 2026.

2

Cast Your Vote

Voting **yes** will retain the BID for a further five years through to 31 March 2032.

3

Return It On Time

Completed ballot papers must be received by 5.00pm on 19 November 2026.

Announcement of Results 20 November 2025

How Does the Ballot Work?

The ballot will determine whether Chichester BID continues for a fourth five-year term.

Who Can Vote?

The person, organisation or company named in the 2026 Non-Domestic Ratings List as liable for business rates on a property within the BID boundary on 7 October 2026 (the date of the Notice of Ballot) will receive a ballot paper and be entitled to vote in the confidential postal ballot. Only eligible levy payers are entitled to vote.

How Is the BID Approved?

For the ballot to be successful, two conditions must be met:

- A majority of votes cast must be in favour; and
- Those votes in favour must represent more than 50% of the total rateable value of all votes cast.

If both conditions are met, the BID levy will become mandatory for all eligible hereditaments with a rateable value of £5,000 or more within the BID boundary for the

five-year term ending 31 March 2032, regardless of how an individual business voted.

How Do I Vote?

The ballot will be managed independently by Civica Electoral Services on behalf of Chichester District Council using a confidential postal ballot. Ballot papers must be returned by 5.00pm on 19 November 2026. Information on appointing a proxy will be included with the ballot papers.

What If I Have More Than One Property?

If you are responsible for business rates on more than one eligible property within the BID area, you will receive one ballot paper for each property. Each ballot paper counts as a separate vote.

What Happens Next?

If the ballot is successful, the fourth term will run from 1 April 2027 to 31 March 2032, delivering the projects, services and priorities set out in this Business Plan.

NO

What Would Be Lost Without the BID

Without a fourth term, coordinated investment and services funded by the BID levy would cease, including:



- ❌ **City Centre Investment:** Dedicated funding supporting promotion, events and enhancements
- ❌ **Collective Business Voice:** Representation in planning, strategy and partnerships
- ❌ **Promotion & Marketing:** Campaigns to attract visitors and support local trade
- ❌ **Seasonal Events & Trails:** Initiatives encouraging year-round visits
- ❌ **Festive Programmes:** Christmas lights and activities supporting the peak trading period
- ❌ **BID Ambassador Team & Crime Reduction Activity:** On-street support, safety initiatives and business crime prevention
- ❌ **City Dressing & Environment:** Flags, floral displays and seasonal improvements
- ❌ **Local Spending Initiatives:** Gift card programme encouraging shopping locally
- ❌ **Business Support & Engagement:** Practical advice, guidance and connection to opportunities
- ❌ **Visitor Navigation & Wayfinding:** Tools to help people explore the city centre

Why the BID Matters

City centres face growing competition and rapidly changing trading conditions. Chichester BID helps ensure the city attracts visitors, supports businesses and remains vibrant. Through collaboration, promotion and practical support, the BID strengthens the trading environment, enhances the visitor experience and creates a city where businesses, residents and visitors can thrive. A fourth term for the BID ensures this work continues.

For a step-by-step guide to completing your ballot paper, visit:

chichesterbid.co.uk/2026ballot/

Vote YES for



High-impact marketing, PR and destination campaigns



Events that increase footfall and encourage visitors to stay longer



Award-winning Christmas lights and vibrant seasonal city dressing



BID Ambassadors helping to create a safer, more welcoming city



Hands-on business support and practical advice from the BID team



A cleaner, greener, brighter and more attractive city centre



A strong, independent voice championing Chichester businesses



Clean, well-maintained streets and public spaces across the city

YES

Vote YES for a thriving city centre. Vote YES for Chichester BID.

“A successful city centre benefits the whole local economy. Chichester BID plays an important role in bringing businesses together, strengthening partnerships and helping ensure Chichester remains a vibrant place to invest, work and visit.”

Paul Rolfe, Chair of Chichester Chamber of Commerce & Industry

“Working with Chichester BID on trails and city-wide promotions helps strengthen Chichester Festival Theatre’s bond with the wider city and community. Together, we’re creating experiences that encourage audiences to explore, stay longer and support local businesses.”

Becky Batten, Head of Marketing, Chichester Festival Theatre



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