

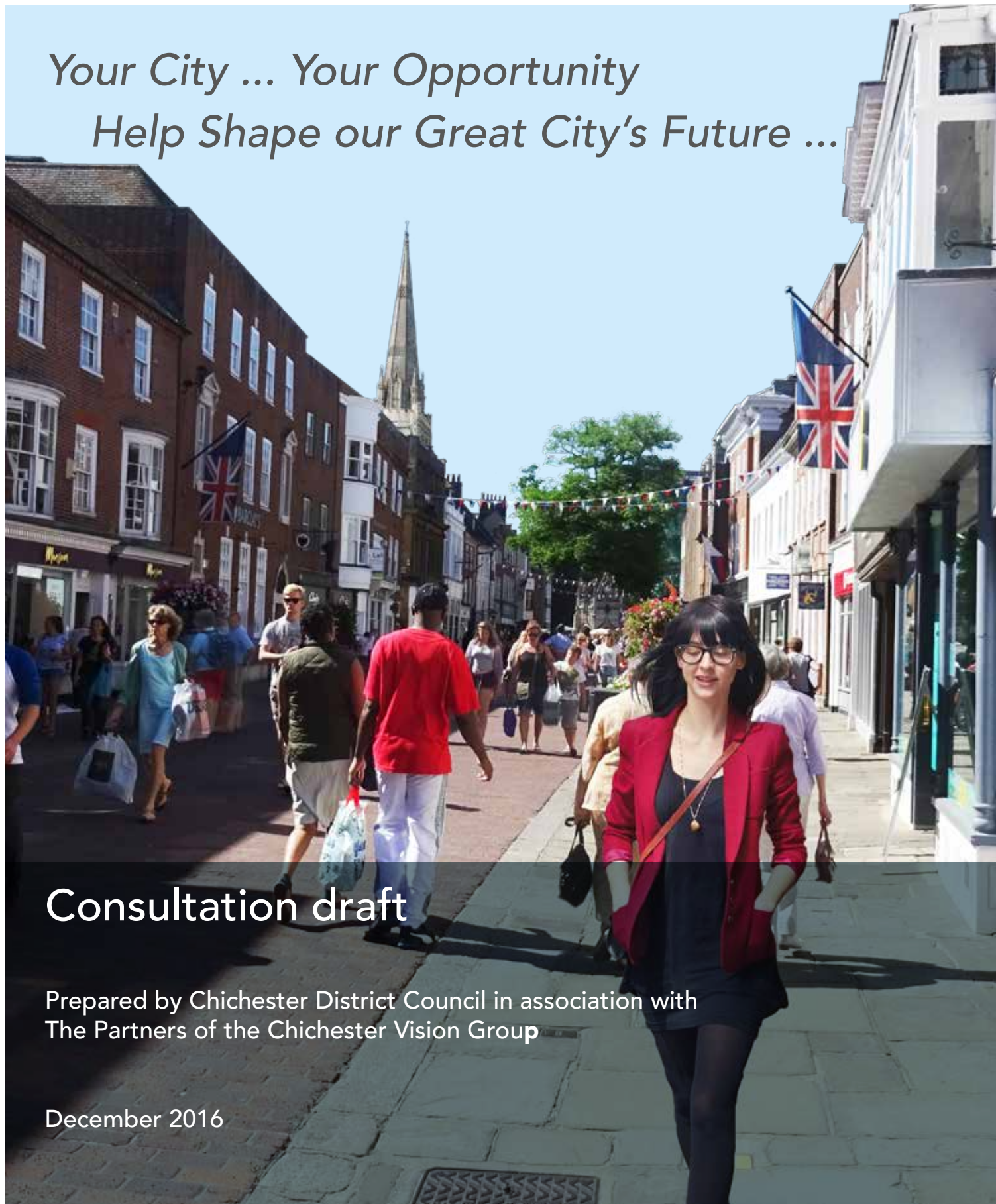
# *Chichester Tomorrow ... ... A Vision For Chichester*

*Your City ... Your Opportunity  
Help Shape our Great City's Future ...*

**Consultation draft**

Prepared by Chichester District Council in association with  
The Partners of the Chichester Vision Group

December 2016



# Your Vision ... Your Voice

## Our Vision is your Vision

In developing this, we've researched, we've talked, we've studied, but above all we've listened.

Informed by face-to-face surveys and workshops attended by representatives of community and business organisations, together with a comprehensive range of studies, this Vision places people at the heart of all we do.

And it recognises that change is inevitable.

Our great city has adapted and changed through history and so it will again.

Deliberately aspirational, the Vision's aim is to establish a framework in which we can protect the essence of our past while enhancing the future vitality of our city as the cultural capital of West Sussex, as a place of learning, and as an entrepreneurial retail and business centre.

Importantly, the key organisations and local authorities which serve the City – the District Council, the County Council, the City Council and the Business Improvement District - are united in their agreement to change, to adapt and to direct their policies to enhance our future.

Put simply, if we are expecting residents and citizens of the City to live with change, the local authorities must be prepared to think differently and we will ask our partners to join us in doing so.

## What do you think?

To assist us in completing this Vision for your City we want your views and feedback. Your voice will help lead us to the final Vision and an accompanying action plan.

Our six-week public consultation runs from 6 February 2017 to 19 March 2017. This consultation draft of the Vision is available online throughout this period and there is an accompanying questionnaire which we would love you to complete.

There are also four public exhibitions where you will be able to find out more information. For full details on the public consultation, please go to [www.chichester.gov.uk](http://www.chichester.gov.uk)

Following completion of the public consultation process, all comments, views and feedback will be considered and the final Vision will be prepared for adoption by Chichester District Council, West Sussex County Council, Chichester City Council and partner organisations and businesses. It is anticipated that the final Vision will be adopted in late Spring 2017. An action plan and timetable for delivery will then be prepared.

## The Vision is just that – a Vision

The Vision will serve as a template against which to test new projects and proposals emerging for the City Centre. The Vision will guide and, where appropriate, direct future economic and planning policy for the City Centre, guide how future budgets and resources are allocated, and it will help attract inward investment.

Quite simply, if we get this right, this Vision will be the foundation to sustaining the vitality and viability of the City for decades to come.



**A Vision of the future?**

An impression of how the Canal Basin could be developed into an active waterside location

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# Chichester ...

## Bursting with Pride - Brimming with Opportunity

As a place to live, work, do business and spend leisure time, Chichester and its surrounding district is unrivalled.

Already one of the best-loved and most attractive locations on the South Coast, our city is ready to be presented to a much wider audience as one of the UK's top places to live, work, shop, discover, learn and just enjoy life.

Working collectively, we want to offer our citizens, our visitors and our businesses, a more connected city that is a place of opportunity to all.



# 'Change'...

*"The Romans founded Chichester. They built a town on a grid pattern, with the main streets forming a cross. These remain today as North, South, East and West Streets. There were public baths, an amphitheatre for entertainment and, importantly, the Romans manufactured and traded. They established a marketplace lined with shops and there was local industry with carpenters, blacksmiths, bronze smiths, potters and leather workers.*

*Chichester has a proud history. From the wool-trade to the railways, from brewing to tanning, and from the cathedral to the canal, as Chichester has flourished and grown through the ages, each era has played its part in producing the rich, varied and interesting streetscape that shapes today's city centre.*

*In the second half of the 20th Century, new post-war thinking enabled Chichester to reimagine itself and emerge into a small city fit for the modern age. It brought the Ring Road, the Leisure Centre, the Festival Theatre, the College, the Library, a remodelled railway station, new business estates, new car parks, and the pedestrianisation of North and East Streets.*

*This investment in our city has continued into the 21st Century with new retail parks, expanded educational establishments and renewed cultural attractions.*

*Chichester has a proud legacy of renewing its commitment to the City.*

*At the centre of this is 'change'. But why does 'change' so often seem to be such an unpopular concept?*

*Our city has constantly evolved and changed throughout history. There is no reason to fear change - It should be embraced.*

*After two millennia of change, what we do today will be creating tomorrow's heritage.*

*With new ideas being considered for the Southern Gateway area, and this new 20-year Vision for the City Centre being prepared, Chichester can capitalise on the legacy of those who, in the past, have encouraged and enabled Chichester to change and to flourish.*

*But above all, what we do today has the potential to bring a distinctive new edge to the city, enhancing the attractiveness of our city's assets, and generating an appealing new buzz about the city, ensuring people of all ages feel the city is 'theirs'."*

**Cllr Tony Dignum, Chairman, Chichester Vision Steering Group**

# Why We Need a Vision



Whether a resident, a visitor or a worker, we all have views on the City Centre and what it offers.

There are those who like things just the way they are.

Conversely, there are some who feel the City Centre lacks vibrancy and ambition; while others feel the City operates below its economic potential and risks losing market share to other towns and cities.

Meanwhile our lifestyles, the way we work, our leisure time, and our shopping habits are changing. There are increasing opportunities for significant economic growth and job creation, and the potential to increase the prosperity of the City and its people.

To secure Chichester's future as a historic cathedral city, a place of learning, and a vibrant and popular centre for residents, visitors and businesses, it is essential to set out a vision for its future.

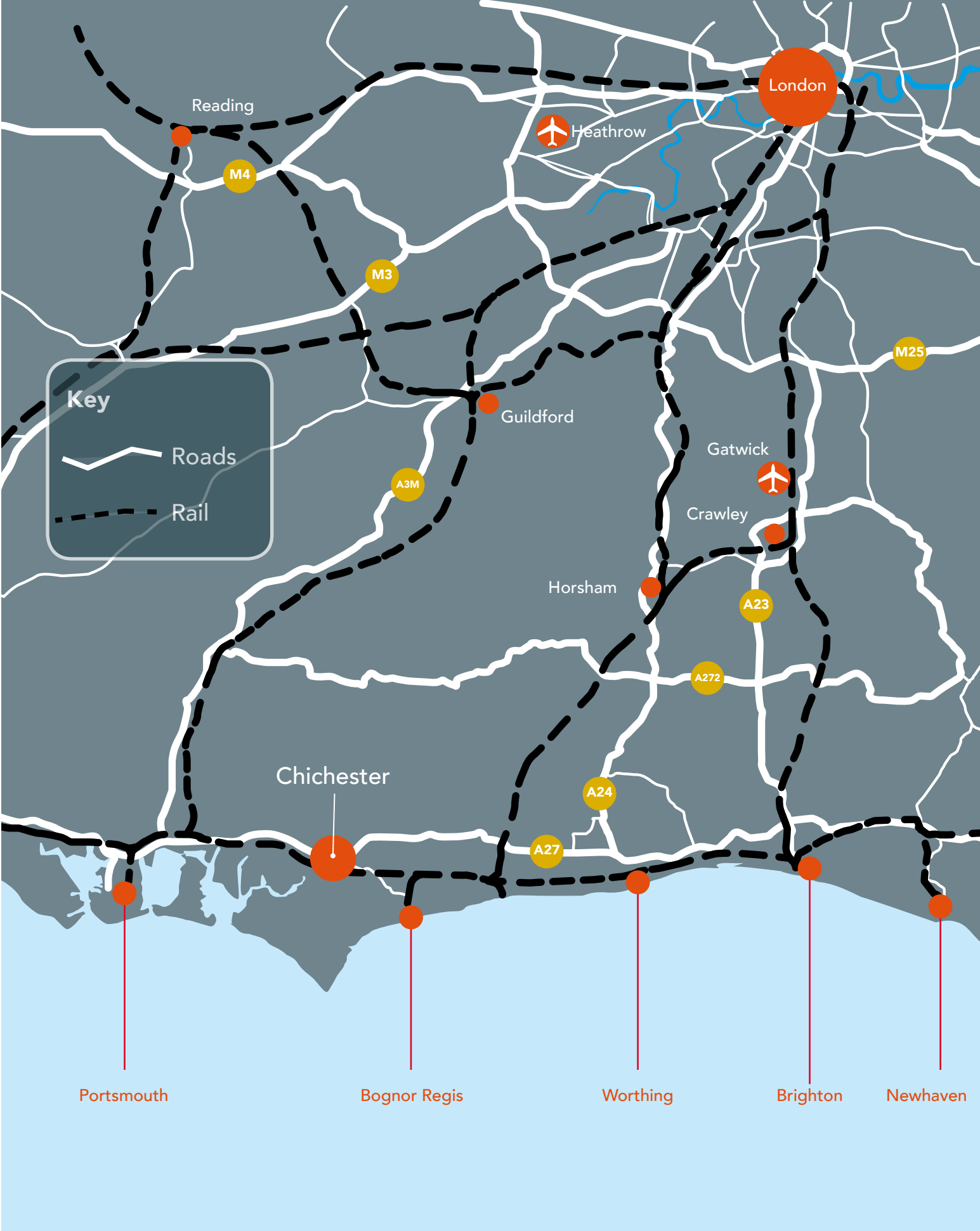
The task is to re-imagine our city's future and, in preparing our Vision for Chichester, we have sought to answer one simple question:

“What do we want Chichester to be?”

In answering, the approach of the people, businesses and organisations who have developed this draft, is to propose an aspirational vision which aims to

- better serve all demographics and enrich the lives of residents, workers and visitors
- welcome people to Chichester
- ensure Chichester is open for business
- make better use of the city's impressive heritage and cultural base
- provide clear objectives to guide investment into the city, so that all current and future development proposals, policies, strategies, ideas and opportunities have due regard as to how they might relate to each other, to the wider city and to adjoining areas

# Chichester Today





## Chichester

- Total population 27,000 - City Centre population 3,730 (estimate)
- Cathedral city and the county town of West Sussex
- Roman, Medieval and Georgian heritage
- Outstanding cultural assets - the internationally renowned Chichester Festival Theatre, the critically acclaimed Pallant House Gallery, the award-winning Novium Museum, one of the UK's largest planetaria, and a specialist film centre
- A centre of learning with the highly ranked University of Chichester (Sunday Times Good University Guide 2016) and the Ofsted rated 'outstanding' Chichester College
- Key public sector organisations are located in Chichester

## District

- Thriving business and retail industry, and home to global brands Rolls Royce and Goodwood
- Workplace population of 67,000 in more than 7,200 businesses
- Very low unemployment
- 25% of working age population hold a degree or equivalent qualification
- One of the safest places to live in the country
- Attracts 6.2 million visitors each year
- Two-thirds of the District is within the South Downs National Park
- Chichester Harbour is designated an Area of Outstanding Natural Beauty
- Home to one of the UK's largest marinas for yachting and pleasure craft
- 40% of the Solent's sailing boats are berthed in Chichester Harbour
- World-class events and festivals including Glorious Goodwood, the Festival of Speed, the Goodwood Revival and polo at Cowdray

## Connections

Chichester is well connected to London, to the UK and to Europe

- London is 90 minutes away by road and rail
- Easy access to three international airports
  - Gatwick - less than 60 minutes away by road and rail
  - Heathrow - 90 minutes away by road
  - Southampton - 45 minutes away by road and rail
- Two of Britain's largest continental ferry and freight ports are just along the coast
  - Portsmouth - just 20 minutes away
  - Southampton - just 45 minutes away
- The main South Coast trunk road – the A27 – runs through the heart of the District

# The City Centre Today

Thriving towns and cities have a central focal point – an area where residents, visitors and workers meet, relax, shop, do business, enjoy leisure activities, eat, drink and socialise. It is therefore Chichester's city centre – the area within and adjacent to the city walls and ring road, extending east to include St Pancras and the Hornet, northwards to include the Festival Theatre and University, westwards to include the College and southwards to include the Canal Basin and Chichester Gate – which is the focus of our Vision.

## The City Centre Today

The distinctive physical layout of the City Centre – still based on the original Roman street plan - lies at the heart of the City's success.

The four main streets emanating from the 16th century market cross, the centrally located cultural and heritage attractions, our excellent public transport links, and three major car parks immediately adjoining the centre, all combine to provide strong foundations for the City's growth and prosperity.

The retail area offers an excellent range of national brands and independent stores, plus a variety of local and nationally branded restaurants, bars and coffee shops.

The south coast railway line runs through the City, the main south coast trunk road skirts its southern boundary, and the City is the central hub for all principal bus routes for the area.

Much of the City Centre is characterised by historic buildings, interesting lanes, open spaces bordered by medieval walls, and a rich variety of architectural styles. Globally recognised heritage and cultural attractions are set within, or just outside, the City; and the City is home to a fast-growing university, the county's largest higher education college, a major hospital and the main administrative offices for the County Council and District Council.



## Chichester is Growing

Within the City Centre, prime sites are emerging for new retail outlets, hotels, leisure and cultural attractions, affordable homes, and business space. There are opportunities to enhance the City's streets and public spaces, and to make more of our wonderful heritage and cultural assets for residents and visitors to enjoy.

Around Chichester, 3,500 new homes are planned for construction over the next 15 years; 25 hectares of new, conveniently located employment land is being made available for start-ups and expanding businesses; and space is available for offices, light industrial workshops, research and development facilities, general industrial premises, and warehousing.

As the focal point for services, entertainment, culture, social, retail and leisure activities, the City Centre will be central to the lives of people living and working in these new homes and businesses.

## Adapting for the Future

In responding to these opportunities, each resident, worker, business, organisation and local authority will need to adapt to embrace future changes ... and there are challenges to face:

- Competition from online shopping, out-of-town retail parks and neighbouring retail centres
- Increasing traffic congestion, resultant air pollution and parking constraints
- The impact of a diminishing public sector resulting in fewer workers in the City Centre frequenting shops and facilities.
- The need to create new and higher paid jobs
- Demand for new facilities and activities to better serve some demographics
- Demand for new city centre housing sites and affordable housing
- People are generally living longer and want to stay fit, active, healthy and involved into later life
- In 10 to 20 years' time, residents and workers reaching their 60's and 70's are likely to have less disposable income than those in that age bracket today
- Lack of spacious city centre retail and office space
- The need to protect, enhance and promote the City's heritage and culture
- The potential impact of new developments on the character of the City Centre
- A limited evening and night-time economy

*“Co-ordinated planning is required to make a positive intervention and future elected parties need to deliver on this vision”*

# What People Think

Central to developing the Vision has been a drive to generate and inspire new ideas, new proposals and new thinking, and to provide the key data, information and market intelligence required to take an informed view.

The proposals in this Vision have been shaped by field research, reviews of previous plans and strategies, facilitated participation workshops attended by representatives of community and business organisations, and a comprehensive range of studies including:

- Research into comparable towns and cities
- Qualitative and quantitative studies into usage and satisfaction of the City and its facilities among residents, businesses, workers and visitors. These included:

Chichester City Centre User Survey

Chichester City Centre Business Performance Survey

Economic impact of main visitor attractions

Destination Benchmarking Desk Review

- An 'audit' or baseline study of the City in terms of its character and condition, the ease of access, physical assets and the diversity of its local economy
- A retail trends study
- A study by University of Chichester into usage and satisfaction of the City and its facilities among students

## Your City ... What You've Said

These studies produced a number of recurring topics which are summarised below/opposite. These, in turn, form the foundation to our Vision.

### Traffic ... You Want ...

- fewer cars in the City Centre and to make walking and cycling the main forms of transport
- more pedestrianisation and/or the establishment of shared surfaces
- the theatre, university, canal basin and The Hornet and St Pancras not to feel cut off by busy roads and traffic

*"Chichester in general is an attractive place and we should prevent it being spoiled"*

### Amenities ... You Said ...

- more needs to be made of Chichester's existing assets as well as developing new facilities
- you want the theatre, gallery, museum and other attractions to be better integrated into the Centre
- the northern and southern gateway areas should be improved and redeveloped with new facilities
- pavements and surfaces need to be easier to use and get around, especially for the elderly and less able
- the street scene should be improved with better street lighting, improved street furniture and good signage

*"Investment in the public realm is essential"*

### Living Experience ... You Said ...

- outdoor space is needed for socialising, music, performance art, events and festivals
- you want more trees, greenery, floral displays, water features and open space
- small children, families and young people are not well catered-for
- you want later train and bus services, later opening (licencing) hours, and more events across the year
- a good supply of high density housing so residents can walk everywhere including to work

*"Vision should link to people and what they need in social activities. It's not just about the built environment"*

### Culture, Heritage and the Visitor Economy ... You Said ...

- the City needs to fully recognise and make more of its outstanding heritage, cultural and leisure facilities
- more visitor accommodation is needed and you want more events across the year
- the City will benefit from a stronger evening and night-time economy and new arts and performance facilities such as a concert hall, nightclub, later shopping hours and outdoor space for music and performance
- the City needs better marketing, promoting the whole visitor experience

*"Places have a vibe that we can cultivate. We need to cultivate our image"*

### Students ... You Said ...

- there is a strong need to capitalise on the student population as this 'captive audience' is spending money elsewhere
- University-related employment is needed
- cheaper residential areas would encourage younger people to stay
- the welcome for students should be improved

*"Not a youth-friendly town"*

### Shopping ... You Want ...

- Chichester to retain and to improve its city centre offer with more 'experiences' encompassing shopping, eating out, leisure and social activities
- to combine shopping with ease, value, quality, and to protect independent shops and outlets
- more leisure and events, and a wider variety of places to eat, drink and meet
- all existing non-retail attractions and events to be better integrated into the city centre offer

*"Chichester should not become a clone city – lost some of its character due to smaller shops shutting down"*

### Digital ... You Said ...

- high speed broadband is essential
- there are many, now basic, initiatives that Chichester needs

*"People arriving by bus need real-time information – GPS in buses encourages people to take buses"*

### Business ... You Said ...

- Chichester is losing out to nearby towns
- you want more business sectors in the City Centre
- the University and the College should be used more to support and grow our businesses
- traffic management needs improvement to reduce heavy traffic congestion which is affecting business

*"The A27 is always snarled up. It needs to be more fluid and they need to stop talking and put their plans to tackle it into place"*

# Chichester Tomorrow

## A Vision of the future?

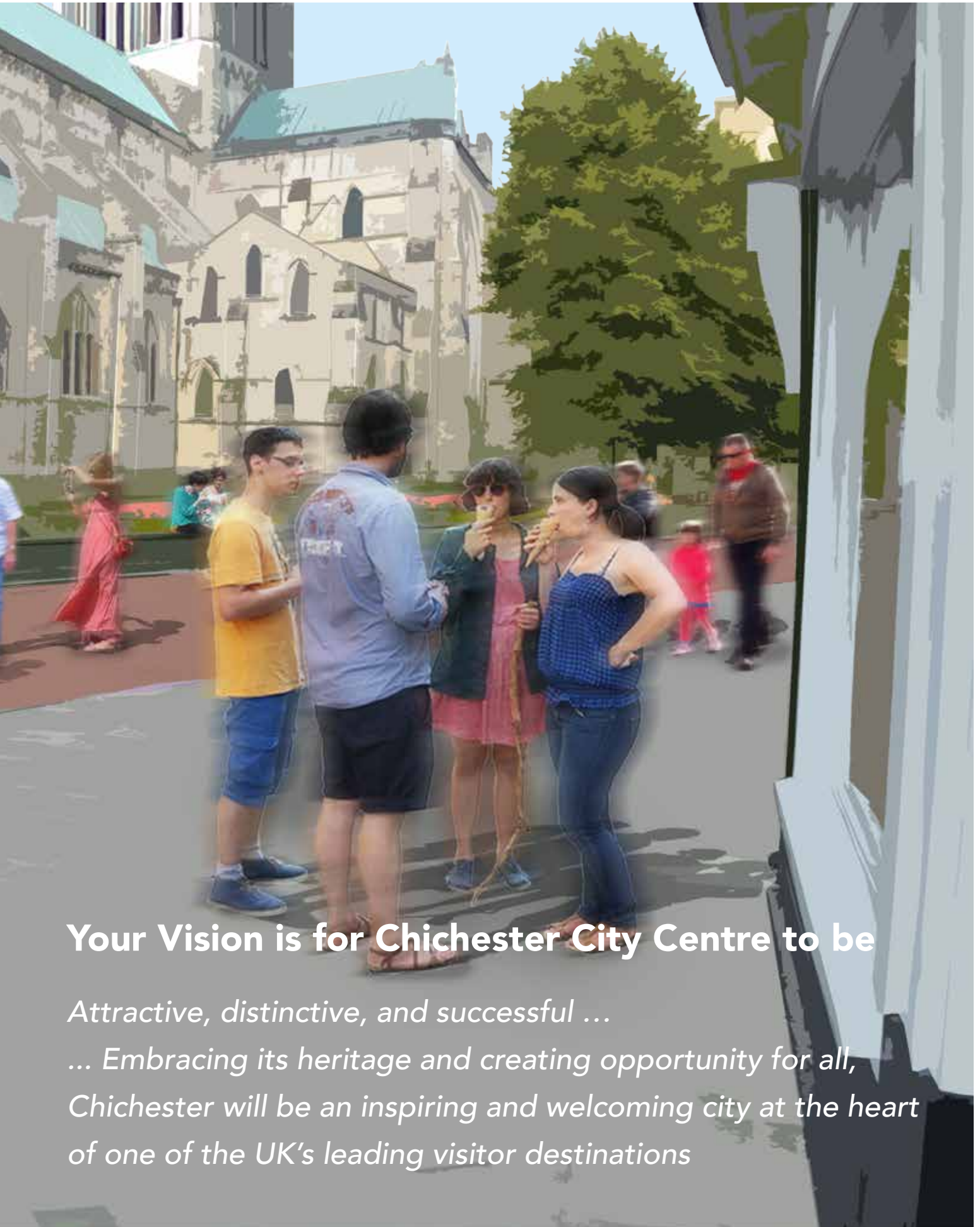
An impression of West Street, with full views of Cathedral and extended pedestrian area



## Your Vision for Chichester City Centre

The purpose of this Vision is to improve life for the people of Chichester and to make our city an even better place. We have listened carefully to what local people, businesses and organisations have said and summarising what you have told us:

- You want to ensure the City Centre is a popular, inclusive, forward-thinking location for residents, employees, employers, business and visitors
- You want to bring more people into the City Centre, more often, doing more things
- You want to protect our past while enhancing the future vitality of our city
- You want the local authorities and partner organisations to be thoroughly focused on what our great city can really shout about, achieve and be proud of - and on what we need to do to maximise its profile and ensure the City wins investment and new opportunities, against other cities in the UK
- You want a city which people of all ages feel is 'theirs'



## **Your Vision is for Chichester City Centre to be**

*Attractive, distinctive, and successful ...*

*... Embracing its heritage and creating opportunity for all,  
Chichester will be an inspiring and welcoming city at the heart  
of one of the UK's leading visitor destinations*

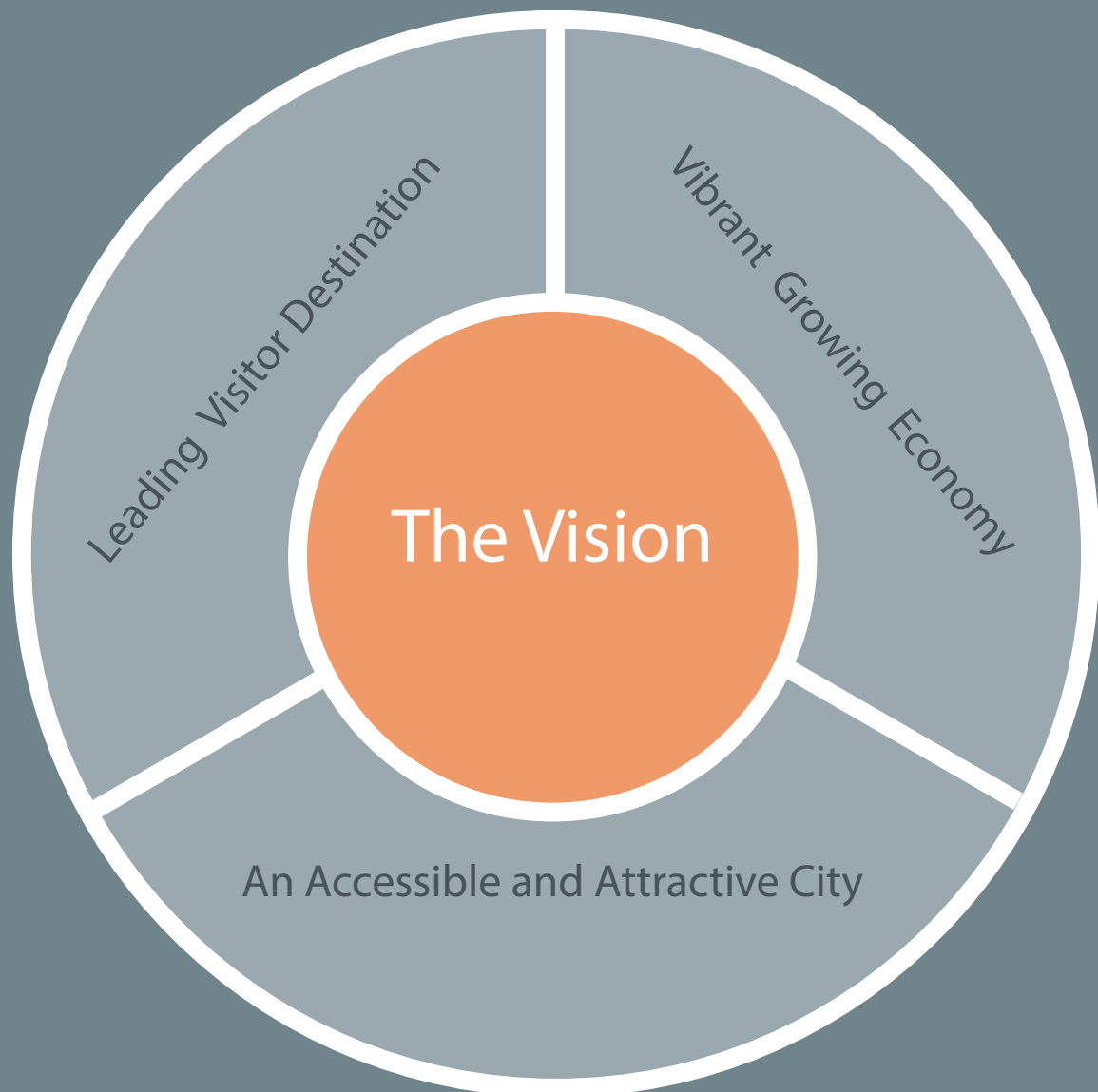
# Your Vision - Three Supporting Themes

To meet the Vision we will create a climate and environment where constructive change is encouraged and achievable.

Listening to the community and building on the data and research collected, you have helped us to develop three key themes to guide future plans, policies, and decision-making.

Although there will inevitably be some overlap, the themes will help to direct our thinking and will help to organise specific projects, initiatives and ideas to ensure the City operates, develops and connects in a coherent and organized manner.

Each theme and supporting project and initiative will directly contribute towards meeting the Vision.





# 1 'Living' - An Accessible and Attractive City

Embracing distinctive design, Chichester will be an increasingly well connected community with people-centred streets, space to breathe, and easy to access on foot, by cycling, by road, by rail, by water, and through digital connectivity.

To do this, Chichester City Centre will

- Be easily accessible but with less traffic, further pedestrianisation and good public transport
- Give more priority for walking and cycling, and provide access for the elderly and the less abled
- Have attractive streets and open spaces
- Create an environment that is welcoming to students and young people, while enhancing life for older people
- Encourage more city centre living with a range of accommodation for all demographics
- Be a 'smart' city that is digitally connected ensuring access to digital services to support residents, businesses and visitors

# 2 'Working' - A Vibrant and Growing Economy

Chichester will be an expanded city with homes for all ages and attractive to businesses - a prestige city where entrepreneurs, employers and employees connect, thrive and want to be

Chichester will achieve this by

- Being a city that pursues development opportunities and takes a co-ordinated approach to new development
- Making better and more efficient use of public sector land
- Attracting and retaining businesses from a wide range of high earning sectors
- Being a centre of learning and harnessing the knowledge of skilled and professional retirees
- Retaining graduates and developing a skilled workforce to meet the needs of the City's economy

# 3 'Visiting' - A Leading Visitor Destination

Chichester will be a leading centre of artistic, cultural and heritage excellence at the heart of one of the UK's leading visitor destinations that, by day, is bustling with independent, national and specialist retailers and, at night, is alive with entertainment and activities for all ages.

To do this, Chichester will

- Be a vibrant city offering high quality arts, heritage, culture and leisure opportunities
- Offer the best retail experience in the South
- Have a vibrant evening and night time economy where people find a range of activities

# Theme 1 - An Accessible and Attractive City

**Chichester will continue to be a great place to live and wishes to welcome and connect with visitors, develop new businesses and become a cultural centre of excellence.**

## To have attractive streets and open spaces

Good quality streetscapes and way-finding, and attractive public areas – the green spaces, parks and gardens, pavements, roads, lighting and street furniture – are vital to connect with our sense of well-being and reflect how we feel about our city, whether we're there to live, work or visit.

## Easily accessible with less traffic, pedestrianisation and good public transport

Physical access to the City is essential. Clear, free-flowing and well signed and managed road, rail and waterway routes, into and out of Chichester, assists residents, workers and businesses, reduces negative environmental impacts, and saves money.

However, while much of the City Centre prioritises vehicles, this allows traffic into cultural, heritage and leisure space.

Our aspiration is to calm and reduce traffic flows within the City Centre and to reverse the priority from vehicles to pedestrians. A significant part of the City Centre is already pedestrianised and one approach might be to build on the success of what has already been achieved. In turn, this should encourage the development and use of sustainable public transport.

## But ... Some Challenges

In creating any new pedestrianised areas, it is recognised there will still be a need to maintain access for businesses and residents, and there will need to be some re-routing of buses, while still maintaining good access for bus users into the City Centre.

There may also be a requirement to relocate some car parking areas to just outside the City Centre, ensuring there is still sufficient easily accessible parking for shoppers, visitors and businesses.

## Encouraging more city centre living

Maximising city centre living is important to the vitality and health of a city centre; so provision of additional homes within Chichester City Centre area will increase activity across the whole day, adding to the vibrancy of both the daytime and night-time economies. It will also help to ensure a greater number of people feel well connected to services and will eliminate unnecessary travel.

Ideas to help increase the accommodation in the City Centre include encouraging conversions of under-utilised upper-floors above retail and commercial units, increasing urban density with infills, and construction of smaller units.

*"A good supply of high density housing is required so that you can walk everywhere including to work. Will encourage the use of smaller shops because they are convenient and easy as part of normal moving around."*

## ... Supporting ideas and proposals

A Vision of the future?  
Digital wayfinding would help make the city more accessible, and could be used to attract visitors

*“Signposting needs a whole city approach –  
A new waymarking and visitor interpretation  
strategy is much needed”*

### Traffic - Lessons from Comparable Towns and Cities

*Guildford's solution to creating 'Streets for People' is to redirect traffic away from the town centre by switching off the gyratory and increasing the pedestrianisation of the shopping area  
York has one of the largest pedestrianised cities in Europe. This has ensured its economic success as a tourist destination with visitors citing the ability to stroll and explore York's heritage and shops as their favourite activity*

### Create an environment that is welcoming to students and young people

There are over 15,000 students studying in Chichester. However, to many students and young people, the city does not feel welcoming. There is a need for more facilities and attractions for teenagers and young people, and we recognise that having a more vibrant night-time economy – one that offers entertainment and activities for younger people as well as other demographics – is important to help meet our aspiration. But other ideas to support this theme might include:

- Provide a positive welcome to incoming students
- Encourage a wider range of more affordable shopping for students and younger people and offering specific student promotions
- Create a better physical linkage between the university and the City Centre
- Develop the range of entertainment in the city
- Provide affordable accommodation to encourage younger people to live in the City

*Over half of students only visit Chichester City Centre during the day-time once a week or less, with nearly a quarter visiting once a month or less*

*Over 80% of students only visit Chichester City Centre during the evening once a week or less, with over half visiting once a month or less*

*(Source: Maximising the Student Economy. A survey and report by University of Chichester)*

### Enhance life for older people

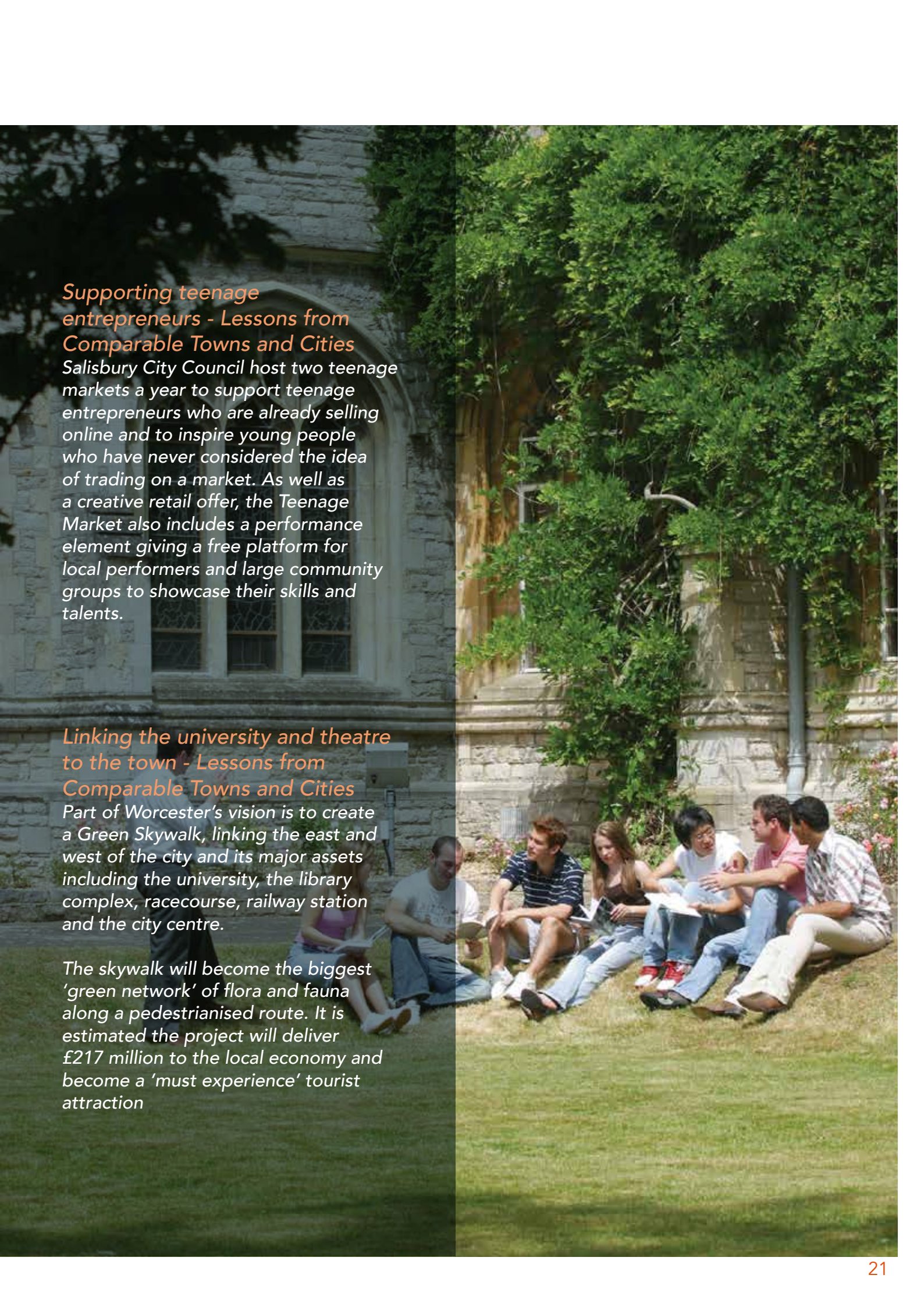
Acknowledging that within the next 10 to 20 years older residents are likely to have less disposable income than those of today, the Vision sets the ambition to ensure the City Centre offers a good range of jobs, facilities, activities and opportunities for social interaction, which are attractive to older people, are easy to access on foot and encourage active and healthy living.

### To be a 'smart' city that is digitally connected

Every town and city in the world wants to be the best connected ... but few have genuinely set their aspirations that high.

We live in a 24-hour society where we all work hard and wish to make the most of our leisure. Smart technologies will establish high-value environmental and commercial benefits for the City, connecting people to the fabric of Chichester's infrastructure.

Our ambition is to ensure World-class digital connectivity is at the forefront of our thinking, creating a high-value broadband and digital infrastructure to benefit residents and our educational establishments, and to drive high-value business growth. With a number of businesses already in place, and with the support of the college and university, the City can grow vibrant new business sectors all of which require efficient, fast, reliable, digital connectivity.

A group of people, including students and staff, are sitting on a grassy lawn in front of a large, light-colored stone building. The building features a prominent arched window with a decorative frame. The scene is outdoors, with lush green trees and foliage in the background. The lighting suggests a bright, sunny day. The people are engaged in conversation, with some looking at papers or books. The overall atmosphere is academic and collaborative.

### *Supporting teenage entrepreneurs - Lessons from Comparable Towns and Cities*

Salisbury City Council host two teenage markets a year to support teenage entrepreneurs who are already selling online and to inspire young people who have never considered the idea of trading on a market. As well as a creative retail offer, the Teenage Market also includes a performance element giving a free platform for local performers and large community groups to showcase their skills and talents.

### *Linking the university and theatre to the town - Lessons from Comparable Towns and Cities*

Part of Worcester's vision is to create a Green Skywalk, linking the east and west of the city and its major assets including the university, the library complex, racecourse, railway station and the city centre.

The skywalk will become the biggest 'green network' of flora and fauna along a pedestrianised route. It is estimated the project will deliver £217 million to the local economy and become a 'must experience' tourist attraction

# Theme 2 - A Vibrant and Growing Economy

**Achieving our overall Vision will ensure Chichester, as a great place to live and to work, becomes irresistible to businesses.**

## Being a centre of learning

Successful colleges and universities play a huge role in the economic well-being of our towns and cities. The ambition is for the University of Chichester and Chichester College to increasingly be major economic drivers in their own right, helping to raise educational standards, supporting enterprise and growth in local business communities and enhancing the external perception of our City.

The City also benefits from being home to a number of skilled and professional retirees, many of whom wish to remain active and offer their knowledge and experience for the benefit of businesses, students and residents.

## Attracting and retaining businesses from a wide range of high earning sectors

The City Centre is already home to a wide variety of businesses. As a growing city, Chichester is strongly placed to attract and establish new high value businesses and employment opportunities from a range of sectors including the creative and film industry, high-end finance, architects and engineers, legal and professional, the video game industry, sciences, tourism and events, the arts, and university and college related employment.

## Retaining graduates and developing a skilled workforce to meet the needs of the City's economy

This Vision also sets the aspiration to attract and retain more young people and graduates. Bright young businesses tend to be developed by bright young people in places where they choose to live for practical, emotional or lifestyle reasons. Acknowledging that current graduate opportunities locally are limited, some ideas to help retain graduates and to ensure skills meet the needs of businesses include

- Encouraging new businesses and business sectors which match courses offered at the University and the College
- Developing space or an 'incubation hub' for small businesses to support graduates and University/College-related employment
- Providing affordable accommodation to encourage younger people, especially skilled graduates, to live in the City

*"There aren't many graduate job opportunities in the area."*

*"Chichester should be a centre for creative arts, films and theatre"*

*"Chi is a major cultural centre and we don't provide employment for our graduates"*

## ... Supporting ideas and proposals

### *Business start-ups - Lessons from Comparable Towns and Cities*

*York provides business incubator space both at the university and in the Student Enterprise Space at an innovation hub that houses resources to assist local, national, and multi-national business in the York region.*

*Lewes plans to introduce subsidised rents for creative start-up businesses for half of the workspace included in their new North Street Quarter, which will be available at around 50% of market rate, through a Section 106 agreement.*

*Winchester is proposing a Creative Enterprise space to establish a hub for new and growing creative businesses.*

## To be a city that pursues development opportunities and takes a co-ordinated approach to new development

Chichester City Centre has a terrific range of sites available which, collectively, have the potential to provide hundreds of new homes, a variety of new facilities and thousands of jobs.

Four areas in particular - Eastgate, Westgate, Northgate and Southgate – offer substantial land areas ripe for more efficient use.

These 'Gateways' to the City are currently dominated by traffic and create a poor sense of arrival.

The aspiration is to provide attractive and ambitious schemes to bring new businesses, facilities and attractions to the City, to better connect and integrate the City with its immediate surroundings, to 'calm' the traffic, separating pedestrians and vehicles, and to develop welcoming points of entry.

Some initial ideas include

- Changes to roads and traffic flows
- Re-location or re-organisation of the bus station as a key transport hub
- Reducing traffic demand by encouraging a switch to other modes of transport
- Better linkages between the City Centre and the public transport hubs, the Festival Theatre, Chichester Cinema, the Canal Basin and the Hornet
- Comprehensive redevelopment and some reallocation of highway land
- Mixed developments offering new retail and office space, new homes, hotel and visitor accommodation, cultural and leisure facilities, new attractions, and open space
- Pedestrianisation and enhancement of the public realm, with space for cycling and improved connectivity for pedestrians

*Consumers want multiple rewards or reasons for using a centre, so the City Centre offer will need to include more food and beverage and more leisure in the future. Retailers are investing in the larger centres and in high impact stores (Source: Retail Trends Summary Report by the Retail Group)*

*The Southern Gateway and transport hubs - this area of the City is run down, dominated by traffic and creates a poor first impression on arrival (Source: City Centre Audit – An Observational Study by Broome Jenkins, Design Consultants, Chichester)*





### *Gateway Transformation - Lessons from Comparable Towns and Cities*

*In Exeter the current bus station site is being transformed into a contemporary landscape providing new facilities including a cinema, restaurants, cafes and shops, a green public square and a brand new leisure centre with two swimming pools, a gym and sauna. The complex will form a dramatic new gateway to the city centre and is part of a regeneration of this much run down part of the city.*

*Located on one of the largest brownfield sites in the UK, York Central represents a once in a lifetime opportunity to deliver major growth in York. Its development will attract high value jobs, deliver new sustainable homes and create world-class public spaces, helping to define the future for the city.*

*The site includes opportunities for a new office quarter, a new residential community, an expanded and enhanced National Railway Museum, improvements to the railway station and a network of vibrant public squares with routes linking to surrounding neighbourhoods and the City Centre.*

### **A Vision of the future?**

Redevelopment of the Southern Gateway could see new public spaces and waterfront mixed use development

## To make better and more efficient use of public sector land

The public sector owns land and buildings throughout the City. While some of this is community space, gardens and public facilities, much of it comprises office buildings, road space and car parking land and there may be opportunities to make better and more efficient use of some of it.

For example, in line with the strong aspiration to significantly reduce the number of vehicle movements within the City Centre each day and to reduce the associated environmental issues, one idea is to find alternative uses for some of the short-stay car parking land within the City Centre. Although alternative parking areas would need to be provided close to the City Centre and sustainable modes of transport will need to be increased, re-use of some central car park land might provide

- space for open-air or covered market
- 'green' community space
- open space for performance
- leisure facilities and hotel accommodation
- small-unit retail development
- city centre dwellings
- space for disabled access parking



### **A Vision of the future?**

An impression of Little London car park with a purpose built outdoor market area and open amenity space



**Local opportunities**

The future structure of local government is currently being considered both regionally and nationally. If local government buildings become available, it is important that their re-use or redevelopment should match the themes in this Vision and, where possible, provide the highest possible number and variety of jobs to minimise any impact from the loss of public sector jobs.

# Theme 3 - A Leading Visitor Destination

## Our ambition is for Chichester to be at the heart of one of the UK's leading Visitor Destinations

Today, less importance is attached to an 'annual holiday'. Individual breaks are shorter, more day trips are being taken, visits to friends and relatives are essentially holidays, and we take more short breaks to towns and cities. Trips and holidays are often centred on festivals and events, or revolve around specific interests and 'themes' such as culture, heritage, water sports, art, music, cycling, walking, food and drink, and so on (Source: Visit England)

Thus, there are substantial opportunities to increase the value of tourism to the City (and the District).

Chichester is already central to an emerging visitor economy strategy for the District. Our aim is to work with leading players in the visitor economy and to develop stronger partnerships to deliver a better and more attractive year-round visitor destination.

## To be a vibrant city offering high quality arts, heritage, culture and leisure opportunities

Chichester and its immediate surrounding area is recognised as having outstanding cultural assets, so some ideas to promote this theme include working with partners to develop a new Cultural Strategy, and using the heritage and cultural assets to:

- Help grow year-round tourism in conjunction with the new visitor economy strategy
- Engage and grow the student population
- Provide new businesses and employment in the cultural sector

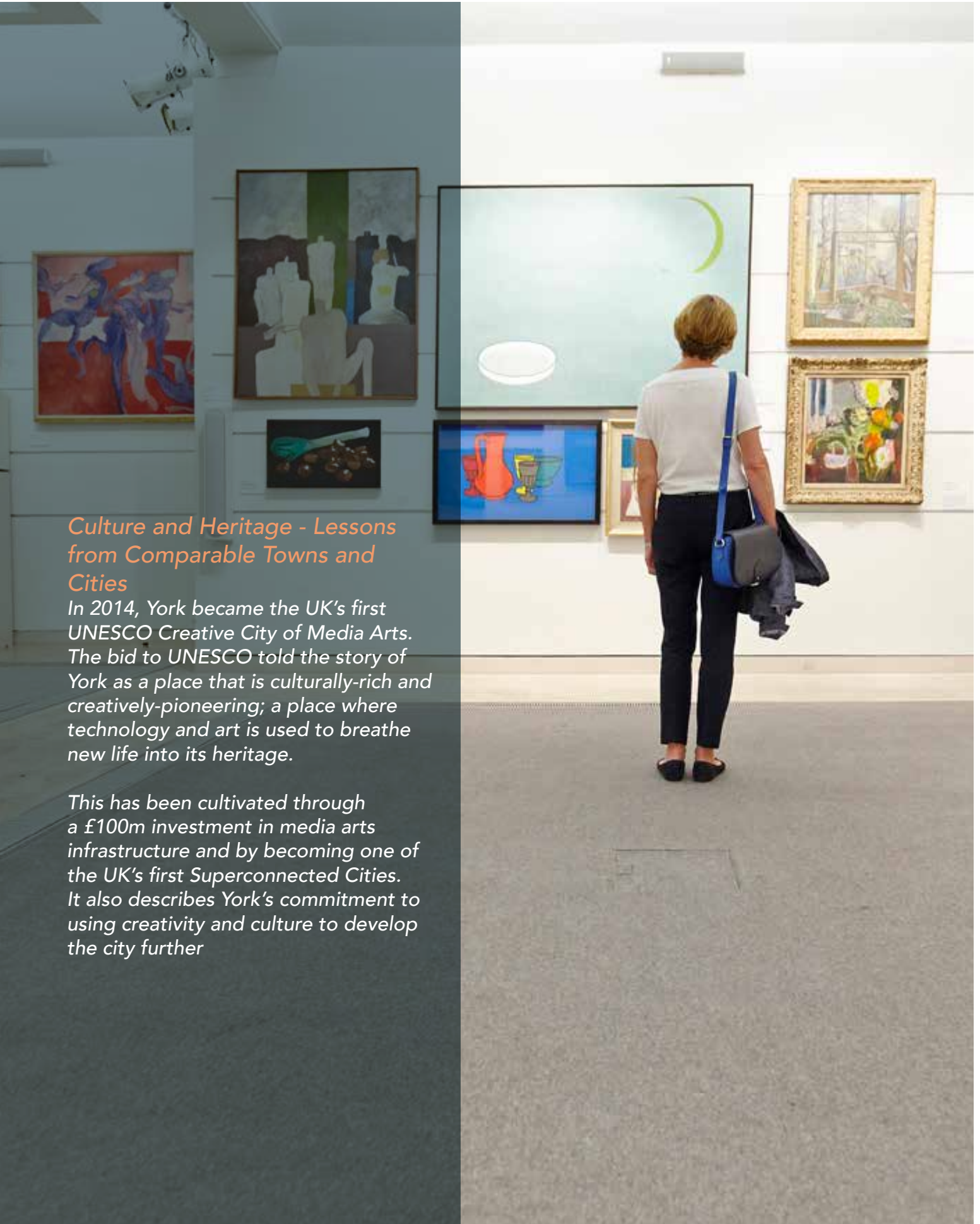
A new Cultural Strategy will help to maximise the benefits and impact of our culture for residents, visitors and business, establishing Chichester as a UK centre of artistic and cultural excellence.

*Culture generates £7 in economic return for every £1 spent. (Source: ONS/Centre for Economics and Business Research)*

*A study of the economic impact of the four main cultural attractions in the city centre - the Theatre, the Gallery, the Museum and the Cathedral - show that, together, these attractions generate £15.7million annually for businesses across the City and District. (Source: TSE Research)*

*"Chichester should not become a clone city – lost some of its character due to smaller shops shutting down"*

## ... Supporting ideas and proposals



### *Culture and Heritage - Lessons from Comparable Towns and Cities*

*In 2014, York became the UK's first UNESCO Creative City of Media Arts. The bid to UNESCO told the story of York as a place that is culturally-rich and creatively-pioneering; a place where technology and art is used to breathe new life into its heritage.*

*This has been cultivated through a £100m investment in media arts infrastructure and by becoming one of the UK's first Superconnected Cities. It also describes York's commitment to using creativity and culture to develop the city further*

## To offer the best retail experience in the South

The popularity of Chichester as a shopping centre is at the heart of the City's future. It is already characteristic of a 'speciality town', with a wide variety of shops and reasons to visit. This 'multi-function and multi appeal' of the City Centre has helped Chichester to achieve the success it has to date.

Shoppers like big stores and small specialists, and they want 'experiences' and quirkier 'points of difference'. Shoppers like exploring different 'quarters' across a wide range of retail, food and drink outlets; they want events, walks, open spaces, places to rest, and leisure and cultural attractions; and they want their city centre to be pleasant and easy to use.

Improving choice, delivering value and quality, encouraging these 'points of difference', and creating an enjoyable 'experience' – one that people want to repeat – are essential to persuade people towards the City Centre rather than out-of-town retail parks.

*"Chi needs to massively focus on boutiques and high value shopping in the City Centre in a lovely environment. This will increase the whole visitor experience of a medieval city with a vibrant high quality retail experience"*

*"People like 'quirky' – like The Lanes in Brighton"*

*Town centre 'content' will continue to change and evolve, with 'content' much more than just shops and businesses - environment, markets, leisure, facilities, residential and other factors are increasingly contributing to the appeal of the location, making it a desirable place to visit and use on a regular basis.*

*(Source: Retail Trends Summary Report by the Retail Group)*



*"Consumers, even though overloaded with technology, are still visiting shops"*

## To have a vibrant evening and night time economy where people find a range of activities

At the heart of every great town or city is a great night time economy.

This Vision aims to meet the demands of residents, workers, and visitors, across all demographics, to develop a high-quality vibrant and safe evening and night-time economy – linking firmly to our aspiration to be a leading centre of artistic, cultural and heritage excellence at the heart of one of the UK's leading visitor destinations.

Some ideas to promote this theme might include:

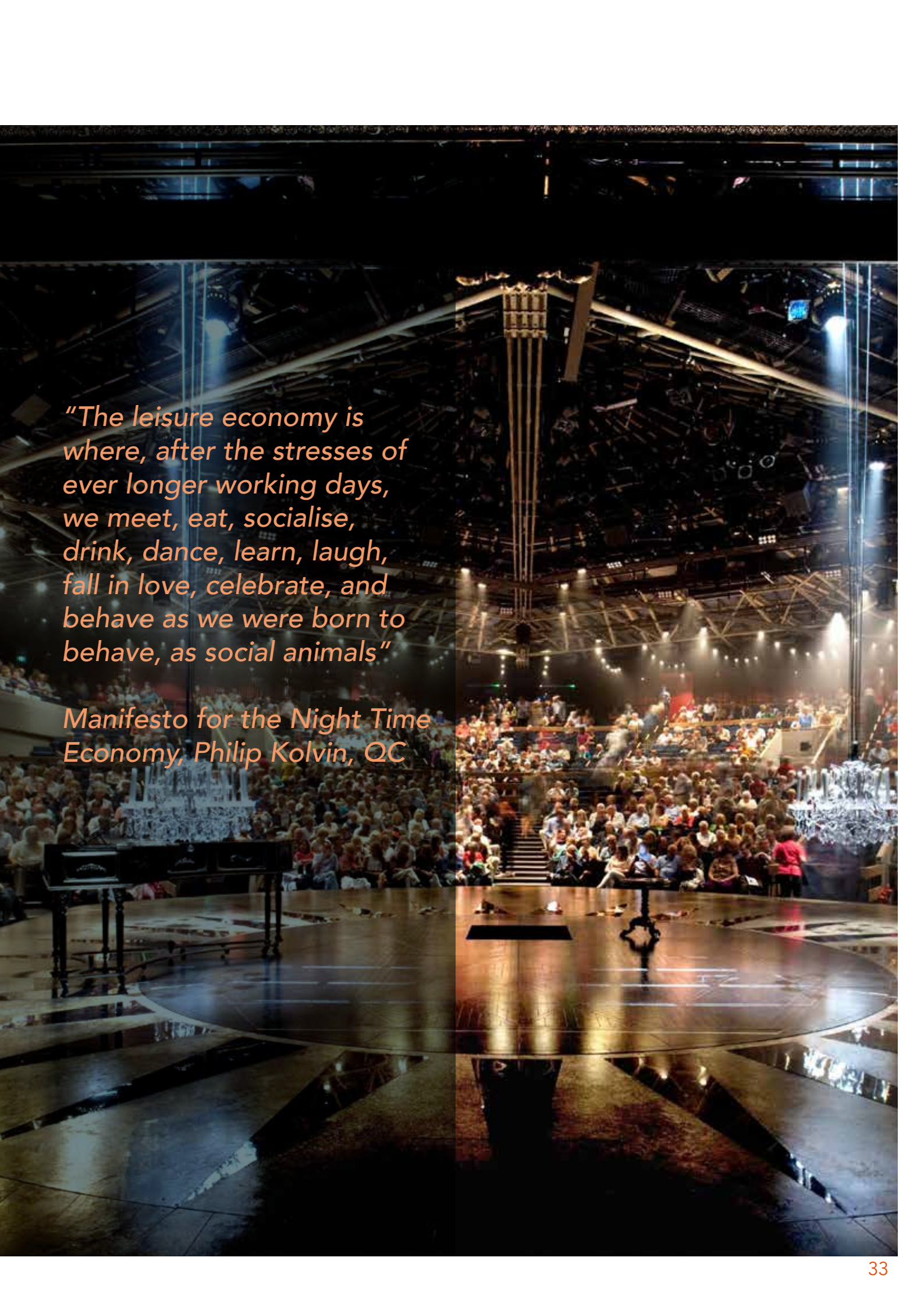
- Later shopping hours
- Improvements to street furniture and lighting, signposting, pavements and so on, designed to enhance the experience of users of the night time economy
- A new concert hall and art cinema
- A venue for live music, comedy and dance
- A night club
- Outdoor space for performance and for relaxing and socialising, for example around the Cathedral or the Canal Basin
- Later licensing hours

*“Feels empty and abandoned after 5.30pm”*

*“No nightlife. Chichester Gate is very ‘flat’ with no atmosphere”*

*80% of students stated that Chichester needs a nightclub, and over half stated that not having a nightclub has negatively affected their university experience. Each university town and city Chichester is benchmarked against has a wide variety of nightlife and entertainment. Each city has at least one nightclub.  
(Source: Maximising the Student Economy. A survey and report by University of Chichester)*



A large, ornate theater with a grand audience and a stage featuring a piano. The theater has a high, vaulted ceiling with exposed structural elements and numerous spotlights. The audience is seated in a large, tiered auditorium, and the stage is a polished, reflective surface. A grand piano is positioned on the left side of the stage. The overall atmosphere is one of a grand, formal event.

*"The leisure economy is where, after the stresses of ever longer working days, we meet, eat, socialise, drink, dance, learn, laugh, fall in love, celebrate, and behave as we were born to behave, as social animals"*

*Manifesto for the Night Time Economy, Philip Kolvin, QC*

# How to give your views

As indicated on page 10, the ideas in this Vision have been informed by face-to-face surveys, participation workshops attended by representatives of community and business organisations, and through a comprehensive range of studies.

Now we've arrived at our draft Vision and the accompanying themes, we want your views and feedback.

Our six-week public consultation runs from 6 February 2017 to 19 March 2017 and there are a number of ways to comment and to provide your views and feedback

- **Online**

This consultation draft of the Vision is available online throughout this period and there is an accompanying questionnaire which we would love you to complete.

- **In Person**

There will be public exhibition days where you will be able to find out more information

- **In Writing**

As well as being available at the public exhibition days, copies of this Vision are available to read at the offices of Chichester District Council, The Novium Museum, Chichester City Council and Chichester Library, and there will be a collection point if you wish to leave any written comments

For full details on the public consultation, please go to [www.chichester.gov.uk](http://www.chichester.gov.uk)

Following completion of the public consultation process, all comments, views and feedback will be considered and the final Vision prepared for adoption by Chichester District Council, West Sussex County Council, Chichester City Council and partner organisations and businesses.

It is anticipated that the final Vision will be adopted in late Spring 2017.

*"This Vision is still evolving.  
Now you've read and absorbed the content  
we welcome your views"*

# References and acknowledgements

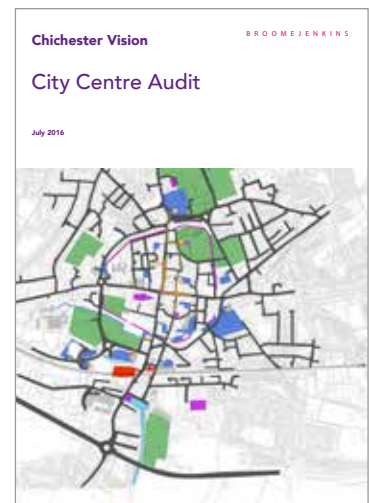
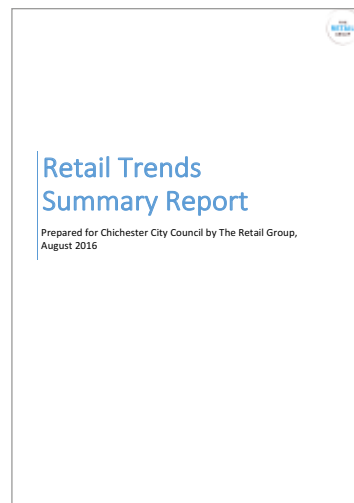
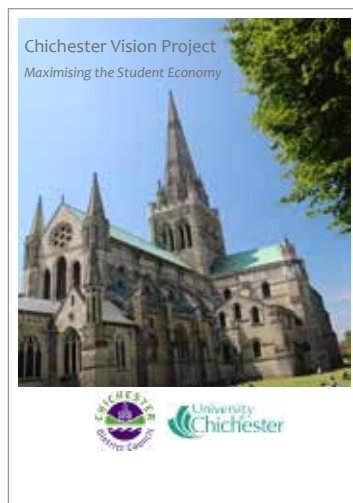
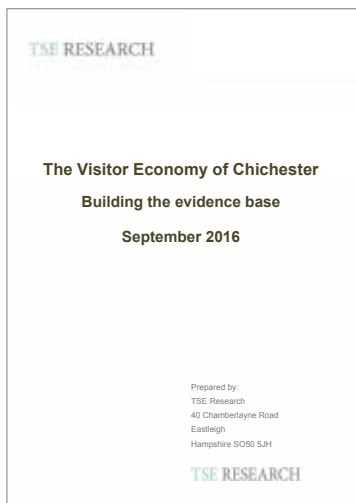
## Steering Group and Partners

Produced by Chichester District Council in association with partners of the Chichester Vision Group:

- Cllr Tony Dignum – Leader, Chichester District Council
- Cllr Louise Goldsmith – Leader, West Sussex County Council
- Cllr Jane Kilby – Chichester City Council
- Colin Hicks – Chair, Chichester BID
- Julie Kapsalis – Chair, Chichester Chamber of Commerce & Industry
- Dr Andrew Clegg – Chair, Visit Chichester
- The Very Reverend Stephen Waine – Dean, Chichester Cathedral
- Rachel Tackley – Director, Chichester Festival Theatre
- Andrew Churchill – Commercial Director, Pallant House Gallery
- Cathy Hakes – Museum and Tourist Information Centre Manager, Novium Museum
- Alex Williamson – Chief Executive, Goodwood
- Seamus Higson - Deputy Vice-Chancellor University of Chichester
- Shelagh Legrave – Principal, Chichester College
- Michael Watson – Managing Director, Stagecoach South
- Sandra Norval - Former Head of Environment, Govia Thameslink Railway Ltd

## Field Research Reports

- Participation Workshops - Chichester District Council - February and March 2016
- The Visitor Economy of Chichester - TSE Research - September 2016
- Retail Trends Summary Report - The Retail Group - August 2016
- City Centre Audit - by BroomeJenkins - June 2016
- Maximising the Student Economy - Students of the University of Chichester - May 2016
- Comparable Towns and Cities benchmark exercise - Chichester District Council Economic Development 2016



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**A Vision for the future?**  
An impression of how the Canal Basin could be developed into an active waterside location