



Chichester Regeneration Strategy

Chichester District Council

2024



PROJECT NO. UK-70115685

September 2024

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Foreword

As a council, we are committed to transforming Chichester to secure better outcomes for our residents, businesses and visitors and this is why our new Regeneration Strategy is so important.

Regeneration is much more than just bricks and mortar – it's about bringing people together and giving them better opportunities in life. This strategy will help us to revitalise our beautiful and historic city, by encouraging investment; creating more jobs; and, delivering homes that our residents want to see. It will also help to improve our digital infrastructure and boost our local economy. By working with our partners to drive sustainable growth and encourage investment through regeneration, we will improve the life chances of those who live and work here. Chichester is more than ready to advance and accelerate further.

We all know that the city is a great place to live and work, and it is important that we build upon its strengths to make sure that it is better connected; greener; healthier; diverse and inclusive; and economically prosperous. The strategy highlights key locations for regeneration, including the important northern and southern gateways to the city. While some of the strategic regeneration sites are in public ownership, some are privately owned. This is why this piece of work, and the production of the strategy is so important – it's about the council working closely with developers and landowners to help accelerate potential opportunities for the benefit of the city.

As part of this work, we will also be exploring other exciting opportunities, including carrying out a piece of work to look at the demand for a hotel and dedicated arts and music centre for the city. We will also be looking at what types and sizes of units are required by start-up businesses; and supporting improvements to shop fronts and signage. This is all in addition to developing a unique identity for the city, shaped by its people, economy, culture, and history, to drive more investment into our area.

This vision is not ours alone. Over eighty stakeholders have helped us to shape this strategy, including businesses, community groups, Chichester City Council and West Sussex County Council - and we appreciate the important role that they have played.

We believe that this strategy will help to magnify the city's strength and create a place that is prosperous and connected. Together, we can create the next chapter of Chichester's history.



Cllr Adrian Moss
Leader of Chichester District Council



1. EXECUTIVE SUMMARY

Chichester is a prosperous district, well known for its abundance of natural, historical, and cultural assets. The city of Chichester sits at the heart of the district, offering a rich variety of retail and shopping experiences, cultural and entertainment offerings, city centre living, and employment opportunities. However, whilst both the district and city have performed relatively well economically, to prevent falling behind and to keep up with the fast pace of change, there is an opportunity to enhance and capitalise on our cultural, heritage and green assets through regeneration of the city.

This regeneration strategy therefore seeks to address these challenges capitalising on our district's strengths and regeneration opportunities. It outlines the Council's plans for regeneration across the city of Chichester, with a strong focus on 19 strategic sites within the city centre.

The strategy sets out five clear outcomes that we are aiming for through the delivery of this strategy, these are:

- A Better-Connected City;
- A Greener, Healthier and Safer City;
- A Diverse and Inclusive City;
- An Economically Prosperous City; and
- An Attractive and Vibrant City Destination.

Focusing on regenerating strategic sites, including our public realm, will help to ensure that the identified outcomes and respective objectives and interventions will be met. The strategy identifies a large number of stretching but realistic interventions, and to ensure that the strategy has maximum impact, we have identified 16 priority interventions, which can catalyse regeneration over the short to medium term. These include:

1. Relocating the fire service in order to unlock the Northern Gyatory site and deliver a commercial or residential/student development;
2. Bringing forward CDC owned sites for redevelopment under the Southern Gateway Masterplan and Draft Local Plan policy;



3. Investing in our public realm, utilising seating and planters to improve functionality and appearance within our streets, and helping to reduce the linearity of the street environment;
4. Creating a multi-functional event space at the Cathedral Square and developing a programme of events that can enhance the visitor experience and attract new visitors to our
5. Aid selection and delivery of a preferred option from the West Sussex Landscape Strategy (public realm & pavements)
6. Restoring community and public convenience buildings located in Priory Park for community use;
7. Considering options for the potential relocation of CDC offices to unlock a residential-led development;
8. Supporting mixed use redevelopment of vacant commercial properties on West Street;
9. Engaging and working with landlords on Crane Street to promote the street as the heart of the independent sector and exploring and implementing aesthetic changes to the streetscape;
10. Explore options for WSCC offices which are not in use
11. As part of the public realm improvement plans, working with digital providers and others to overcome the barriers associated with connectivity across the city centre – coordinating with improvements to the public realm;
12. Undertaking a market assessment into a multi-purpose arts and music centre that provides space for live music;
13. Carrying out public realm improvements to support the overall look and feel of the Canal Basin;
14. Carrying out public realm improvements between the rail station and Avenue De Chartres;
15. Working with key stakeholders to create a brand and marketing strategy for the city; and
16. Undertaking a hotel market assessment to determine and quantify the unmet demand for hotel accommodation within the city.

These priority interventions along with the other listed interventions form core elements of the regeneration of Chichester. This regeneration will play a central role in our city and districts' future, allowing our shared ambitions to be translated into real and tangible outcomes.

There is a strong recognition that the delivery of this strategy will be done in partnership with key stakeholder across the district. For this reason, we have held consultations and workshops to seek the views and buy-in of a range of stakeholders to ensure that this strategy is reflective of the direction of travel for the city and district as a whole.

2. INTRODUCTION

CHICHESTER TODAY

Chichester District is located in the South East of England, sitting in the county of West Sussex on the River Lavant, 54 miles south of London. It is the largest district in West Sussex covering over 300 square miles, from Selsey in the south to Lynchmere in the north. At the heart of our district is a well-connected city, with regular train services to London, Brighton, Portsmouth and Southampton, as well as to Gatwick Airport. The core of the city centre itself is encircled by the A27 coastal road connecting to several motorways.

Chichester city contains several cultural gems; it showcases one of the finest examples of a medieval Cathedral in England, unique for its detached medieval bell tower. Our city is home to several other cultural assets including the Pallant House Gallery, Festival Theatre, the Novium Museum and Roman walls and baths. At the heart of our city centre stands Chichester Cross, at the intersection of city's four main roads. Furthermore, the city is home to the growing University of Chichester, which attracts over 5,000 students from across the country and has an increasingly global reputation.

All of these cultural and educational assets create a unique place for tourism and heritage, music and the arts, and for exploration and learning. We are a city that seeks to preserve and showcase our cultural and heritage assets as they represent a key part of our history.

As we move forward, we will ensure that this regeneration strategy reflects many of the key characteristics of our city and enhances many of our existing spaces, buildings and infrastructure.

PURPOSE OF THE REGENERATION STRATEGY

STRATEGY ALIGNMENT

This strategy represents an evolution of Chichester's existing vision (Chichester Tomorrow, 2017), with a focus on opportunities for development and investment relating to several spatial areas and key sites across the city, owned by other public sector organisations or private sector stakeholders. This is underpinned by a high-level assessment of the deliverability and viability of these key sites, capturing the commercial environment for current pipeline opportunities, as well as the some of the constraints and opportunities pertinent to each site.

It is important to note that the regeneration strategy focuses on the City of Chichester, where the district's major urban regeneration opportunities are located. Additionally, it is a long-term plan involving a multitude of stakeholders that are required to commit to working together to achieve the objectives outlined in this strategy.



This strategy also sits alongside the Chichester's Draft Local Plan, which sets out the next 10 years of planning policy in the district, the 'Chichester Tomorrow' vision, the Economic Development Strategy and other local strategy documents.

KEY CHALLENGES THE STRATEGY SEEKS TO ADDRESS

The evidence-base report, which sits alongside this regeneration strategy, demonstrates that Chichester is performing well on many socio-economic metrics, however statistics cannot capture the full story and the reality of a place. Despite numerous strengths such as our longstanding cultural heritage, university and well-educated population, there are real challenges that remain, these include:

-  Attracting a more varied age-profile and demographic to live and work in Chichester;
-  Diversifying the retail offer and visitor experience of the city centre;
-  The provision of more homes of different types and affordability;
-  Providing safe and navigable streets which promote sustainable travel movements;
-  Connecting the key nodes of the city centre; north, south, east and west;
-  Improving digital infrastructure in the city centre; and
-  Improving the overall aesthetic and feel of the city centre whilst protecting and enhancing its unique heritage features.

STRATEGY DEVELOPMENT

This strategy was developed in conjunction with key stakeholders from across Chichester, including local government representatives and businesses, and involving numerous one-on-one consultations as well as two in-depth workshops. Stakeholder inputs were integral to the data gathering, providing further contextual intelligence on Chichester's socio-economic setting and on the 'lived experiences' of Chichester as a place to live, work, visit and study.

In total, over 80 stakeholders were consulted and provided key inputs and insights into the content and objectives of the regeneration strategy.

This strategy provides a clear framework for future decision-making including setting parameters for development, utilising publicly owned assets, steering investment priorities and providing a basis for landowners and investors to progress their plans. It relies on landowners being willing to develop their sites and funding to deliver.

3. CHICHESTER'S GROWTH CONTEXT

INTRODUCTION

In comparison to West Sussex, the South East region, and England as a whole, our district is performing relatively well on many levels, delivering sustained population growth, a strong skills base and relatively low deprivation levels. Conversely though, economic growth, enterprise counts and employment are lagging behind some comparator areas. We present these factors in further detail below, setting the foundation for understanding our current growth context. By focusing on strengthening some key factors through the delivery of this strategy, we will help to create an environment that will enable transformational growth throughout our district.

POPULATION, SKILLS & EARNINGS AND DEPRIVATION



POPULATION

We have a population of 124,500 people, with the city centre home to 29,400 residents. Relative to West Sussex county, the wider region and country, the city has seen strong population growth (24%) over the last 20+ years. However, despite relatively strong population growth in the 20-34 age group, the share of residents aged 65+ represents almost one third of the residents in the district and is expected to grow to 36% by 2041.

For Chichester to remain a vibrant, innovative and growing city and district for our residents, this means focusing our efforts on retaining and attracting younger people and families to the city going forward, establishing a more mixed and balanced age structure.



SKILLS & EARNINGS

As things stand, our city has a high proportion of residents working within high-skill occupations (around 48%), which is reflective of the high number of residents with level 3 and 4 qualifications. Surprisingly, despite highly skilled individuals in relevant occupations, the picture of resident base earnings and workplace-based earnings is mixed. While Chichester district's residents-based earnings are higher comparatively than the county and national averages, workplace earnings are lower than comparators. Adding to this issue, resident-based earnings have grown at a slower rate than comparator areas.



DEPRIVATION

Our district has low deprivation rates, ranking as the 213th least deprived out of 317 local authorities, however barriers to housing and services, and living environment, are present in some places and need to be tackled. Furthermore, the areas with the highest levels of deprivation in the district are located in the city centre, ranking relatively poorly with regards to education, skills & training, income and employment. By unlocking sites within the city for commercial and residential development, we will enable catalytic change across the city centre, drawing in investment in new jobs and homes and helping secure the future growth of our city.

ECONOMIC GROWTH, BUSINESSES AND EMPLOYMENT



ECONOMIC GROWTH

The size of our economy was £3.5 billion in 2021, growing by around 35% over the last 10 years. The top three sectors responsible for contributing the most to our economy other than Real Estate were manufacturing (15%), health (10%), wholesale, retail and motor repair (9%). Despite experiencing positive economic growth over the last 10 years, our productivity is significantly lower than the national average.

Focusing on key growth sectors in our district - such as manufacturing, where productivity performs exceptionally well - has the potential to drive our productivity in a positive direction. Furthermore, attracting high growth innovative businesses, particularly those in digital and technology, professional services and advanced manufacturing will also help raise our district's overall productivity.



BUSINESSES

Our district is home to approximately 6,780 businesses, of which the majority employ less than 10 employees. Investing in our public realm and helping to resolve issues that businesses typically and currently face, such as digital connectivity, will help to promote our city as an attractive place to do business and increase our visibility as a prosperous business location. Positively, businesses that do base themselves in Chichester district have a higher chance of survival after three years when compared to the South East and national levels.

One of our aspirations is to position ourselves as a city that attracts productive and innovative industries that can help future proof our business base and sustain economic growth.



EMPLOYMENT

We are proud that our district offers a good number of jobs relative to the working age population (1.07 jobs per person). This means there are slightly more jobs than people, which is partly why we want to further develop a thriving environment that our residents are proud of and where people and families choose to relocate.

Stimulating our economy through regeneration of key investment sites forms a key part of our future vision and strategy. We believe that regeneration of our city can help unlock growth and boost our current level of economic activity and working age population which is currently significantly lower than county, regional and national averages.

Emphasising our location's strength in the manufacturing sector, this sector has also seen some of the strongest employment growth from 2015-2022. The manufacture of textiles, motor vehicle related activity, and advanced food products have been identified as some of the strongest employment sectors in our district.

CONCLUSION

While our district and city are performing relatively well under the current economic context, we recognise it is vital that we do not become complacent. We want Chichester to continue to grow and be considered a thriving historic city that its residents are proud of. In line with the district's existing policy, plans and vision, through this regeneration strategy, we will have the opportunity to future proof our city by focusing on what we do well, including the arts and culture, and intervening in parts of the economy such as public sector assets that could be transformed to help meet the needs of our communities and businesses.

4. DRIVERS OF GROWTH

INTRODUCTION

There are several overarching factors relating to national and regional economic development, which can be described as the broad macro trends transforming the way they we live, work and play. Recognising that these trends have some bearing on Chichester’s medium-term development, we examine each trend in relation to both the opportunities and threats it may bring to our district and city over the next decade.

KEY TRENDS

GROWTH/CONTRACTIONS - LEISURE SECTOR

As the traditional role of high streets changes over time and following the ‘bounce back’ from COVID-19, the leisure sector continues to expand. Vacant retail units across the UK’s high streets are increasingly being turned into leisure and recreation venues. This offer includes activities such as competitive socialising venues, pubs and bars with late night licenses.

While Chichester has a sizable student population, our city has struggled to retain its students or to provide a wide range of activities to suit their needs. Creating opportunities to engage with more leisure-based activities will be crucial to attracting and retaining the younger generation. The role of music could be particularly important here, given the importance this plays in Chichester’s university offering.

Chichester has significant untapped potential to create a vibrant leisure and entertainment offering, enhancing its hospitality offer. As a consequence, we want to encourage its development throughout the city but particularly in parts of the city where residential density is lower. This will form a key part of creating attractive destinations throughout the city.

CHANGING RETAIL TRENDS – THE HIGH STREET

The retail sector has changed significantly over the last decade and at a pace that has been unprecedented since the onset of COVID-19. While our own high street is still fairly vibrant and has attracted a variety of different chains and independent shops, our city has been hit by some significant withdrawals by shops such as the House of Fraser on West Street and Ernest Jones on East Street.

The changing retail landscape will mean that this regeneration strategy must promote ways of attracting higher footfall numbers to our retail core (including West Street, East Street, North Street and South Street as well as the city’s tributary streets), making it a convenient, attractive and safe experience for our residents and visitors. Furthermore, repurposing some of the vacant retail units will be needed, focusing on a mixed-use and experiential offering to ensure our city centre maintains its vitality and vibrancy for those who visit, work and learn in the city.

NET ZERO TARGETS AND THE GREEN ECONOMY

In 2019, the UK government passed legislation requiring the UK to achieve net zero emissions by 2050. This target impacts all aspects of society and specifically the built environment. The way we design our buildings, and the public realm is being revisited and augmented to align with net zero goals and to help decarbonise our economy sustainably.

Our regeneration strategy is underpinned by sustainable growth, encouraging elements such as active travel and greening of the public realm, as well as developing, restoring and repurposing assets and their respective infrastructure to incorporate modern uses and functions.

Attracting new investment to our city will be a vital element to help support our decarbonisation efforts. We seek to enable and promote the construction of more low carbon and sustainable buildings including city centre housing through planning guidelines, allowing for a reduction in energy consumption through switching to renewable energy sources and recycling and waste reduction.

TECHNOLOGY/AUTOMATION AND HYBRID WORKING

Technology advancements predating COVID-19 and those during COVID-19 have made it possible for office workers to work from home at least part of the time. Working from home or ‘hybrid’ working now accounts for circa 25%-40%¹ of working adults.

Consequences include the reduced need to travel to offices on a daily basis, which has subsequently allowed workers to live further away from their workplaces. This strategy recognises that Chichester can and must capitalise on this structural shift, helping to significantly diversify our city’s demographics through attracting more hybrid workers.

To do this we must improve our digital infrastructure and capability throughout the city centre, this will improve working from home conditions driven by superior connectivity. Improved connectivity will also aid businesses as they seek to become more digitised in their operations. We want Chichester to be a destination of choice to workers and businesses without the issues surrounding digital connectivity playing a central role in their decisions about whether to remain or relocate here.

WORKFORCE AND INCLUSION - AGEING POPULATION

The UK is in the process of an ongoing demographic shift as its population gradually ages. This trend is acutely mirrored by Chichester. Although the city is slightly younger than the district, the residential age structure is still skewed towards an older population.

As a direct result, economic inactivity in Chichester is high when compared to the national averages. Not only is labour participation impacted but also productivity is expected to fall as the population ages.

To attract a greater degree of diversity in the workforce, Chichester will need to cater for a wider range of residents, offering different types of goods and services as well as employment and housing opportunities. Broadening its offering will help to attract more visitors and residents to live and work in the city centre.

¹Characteristics of homeworkers, Great Britain - Office for National Statistics (ons.gov.uk)



5. STRENGTHS & OPPORTUNITIES

INTRODUCTION

The regeneration strategy provides the chance to bring together the full portfolio of opportunity sites and public realm improvements within a single framework. Currently, there are 19 strategic development sites and public spaces across the city centre including those outlined in the Southern Gateway masterplan. If these sites are redeveloped, repurposed and aesthetically improved, it will help to positively activate their wider surroundings. We present some of the unique strengths and opportunities that will help to underpin the regeneration of these sites and public spaces to future proof and transform our city and district. These will be detailed further in the outcomes, objectives and intervention sections of this report.

AREAS OF FOCUS

CAPITALISING ON AN ABUNDANT CULTURAL HERITAGE AND HISTORIC ASSETS

Chichester hosts a number of historical and cultural assets and events throughout the city. For a small city, we have a large offering of cultural activities such as the Novium Museum, Chichester Cathedral, the Roman walls and baths, Pallant House Gallery and Chichester Festival Theatre to name a few of those located in the heart of the city centre.

Another key asset for the city are the events held just outside the City, which attract a host of visitors from around the country and further afield. Our city needs to be able to capture some of the visitor economy benefits associated with these types of events and festivals and to better highlight our visitor attractions through development of a wayfinding strategy that showcases our offering in a compelling and interactive way.

CULTIVATING A THRIVING RETAIL & INDEPENDENT ENVIRONMENT

Our city has a good provision of branded chain retail shops and also a high share of independent speciality and food shops. Wholesale and Retail trade is the 4th largest sector in terms of contribution to the district's economy. There are a number of independent coffee shops, restaurants and clothes shops catering to a broad range of customers. As the trend for more experiential retail continues to prevail, we need to continue to ensure that retail businesses have the right environment in order to operate successfully within our city.

Creating an environment where retail businesses are able to thrive will ensure we are well positioned to draw greater numbers of residents and visitors onto the high street. A part of creating a thriving environment includes public realm improvements including resurfacing our pavements to create an attractive and safe environment for navigating the city centre.

ATTRACTING A DIVERSE CITY POPULATION

While Chichester has a relatively highly skilled population, it also has an ageing population. Both the city and the district are ageing at a pace greater than the national average, however positively between 2001 and 2021, the share of 20-34 age group increased in the city alongside new housing developments. We recognise we need to do more to retain and attract younger people to our city. One of the key barriers for younger people is housing affordability. By freeing up some of our key sites across the city centre, we may be able to expand our city's residential offering, particularly residential typologies that are better suited to younger people and families, such as 1-2 bedroom apartments alongside more affordable and innovative housing units.



The expansion and broadening of the leisure sector is another important element to diversifying our city's offering and attracting and retaining a younger age demographic. This is particularly true for the evening and night-time economy, which is currently limited. Looking at ways to expand and attract relevant businesses to parts of the city such as Crane Street and the Southern Gateway is a key priority.

Chichester is also home to a growing university and college, which means it has a large pool of students on its doorstep. We will continue to work with the higher and further education providers to develop ways of retaining students while they are studying and to retain them once they have completed their courses.

UNLOCKING DIGITAL CONNECTIVITY & INFRASTRUCTURE

Our city is held back currently by a lack of broadband capability and mobile connectivity. Increasingly, commercial and residential buildings are more reliant on digital connectivity to carry out everyday tasks and operations.

One of the main barriers to improving digital connectivity is the commercial viability surrounding the installation of the infrastructure, this also includes the take up of users and planning restrictions and constraints.

Given the current barriers to unlocking digital connectivity & infrastructure, we have an opportunity to integrate the transformation of our public realm across the city centre with the installation of fibre below pavements.

We will work with telecoms providers to promote the opportunities that exist in Chichester with the belief that by improving digital connectivity and infrastructure in our city, we will maximise the opportunity to expand our city's capabilities across all sectors as well as attract increasingly high calibre businesses to our city.

DEVELOPING A UNIQUE DISTRICT & CITY BRAND

Of equal importance, our city lacks a unique brand. While our city offers relatively high quality living, currently, residents and visitors are unable to pinpoint the reasons our city should be known. In general, when people think about Chichester, they are unable to provide clear associations with its unique selling points.

A part of achieving Chichester's Vision is about becoming a leading visitor destination. The creation of a unique brand for the city will serve to draw in visitors from near and far and help realise this vision.

We have the opportunity to work on bolstering our city's brand and developing several unique selling points (USPs) which can be clearly articulated to businesses and visitors across the globe. This will play an instrumental role in attracting further investment into our city and wider district, helping to future proof our economy over the next ten years and beyond.

CONCLUSION

Strengths and opportunities form the foundation of this strategy and our objectives and interventions have been curated to ensure we deliver on these. We seek to focus our efforts on capitalising on our city's strengths and further developing areas of opportunities for our city and district.

There are a number of strategic sites across the city centre that are under public ownership. Focusing on bringing forward these sites alongside other regeneration activities will play a critical role in catalysing opportunities across our city, yielding and maximising benefits for the changing needs of our residents.



6. CHICHESTER'S REGENERATION FRAMEWORK

INTRODUCTION

This will provide the overall framing structure for the Regeneration Strategy and must also align effectively with the existing Chichester Tomorrow Vision Strategy, Economic Strategy and Local Plan.

OVERARCHING OUTCOMES AND OBJECTIVES

Working collaboratively with local stakeholders and drawing on extensive data insights into Chichester's economy, population and workforce, the following priority regeneration outcomes have been identified. These priority outcomes provide the framework for ensuring that Chichester's key regeneration sites unlock prosperity and growth for Chichester's communities, improving the quality of life for all and ensuring that Chichester remains a vibrant and inclusive city.

Each priority outcome is supported by a number of key objectives that have informed the development of the regeneration action plan as part of this strategy.

“ATTRACTIVE, DISTINCTIVE, AND SUCCESSFUL ...EMBRACING ITS HERITAGE AND CREATING OPPORTUNITY FOR ALL, CHICHESTER CITY CENTRE WILL BE INSPIRING AND WELCOMING, AND AT THE HEART OF ONE OF THE UK'S LEADING VISITOR DESTINATIONS”

CHICHESTER REGENERATION STRATEGY

KEY OBJECTIVES

- Effectively link Chichester's regeneration sites into the city centre
- Prioritise pedestrian access and mobility across the city centre
- Improve the arrival experience to Chichester

- Create destinations for residents and visitors through public realm improvements within the city centre
- Provide a safe navigable walking environment for residents and visitors throughout the city centre
- Enable Chichester to become a climate resilient city

- Ensure there is a range of housing to support growth of the city centre
- Foster an inclusive economy which creates opportunity for all

- Revitalise economic activity on streets throughout the city centre that have reduced footfall levels
- Rationalise and reimagine the use of car parks across the city centre
- Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre
- Provide greater levels of digital connectivity throughout the city
- Support investment in innovative and high growth sectors

- Support growth of the evening and nighttime economy within suitable locations in the city centre
- Exploit the City's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations
- Attract visitors from the international and local festivals and events to stay in the city of Chichester
- Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure

PRIORITY OUTCOME 1 – A BETTER CONNECTED CITY

The success of Chichester’s transformation will depend on how effectively its key regeneration sites can be integrated into the city centre’s existing places, streets and networks. This requires that the walkability of Chichester’s historic city centre is maintained and enhanced and that Chichester’s streets are increasingly people-centred, catering for a wide range of active travel modes and promoting sustainable transport choices.

Regeneration of some of the City’s strategic sites, particularly within the Southern Gateway, will improve the arrival experience to Chichester. Strengthening the connection between these sites, the railway station and the existing retail core will help Chichester to increase cycling and walking movements and unlock new opportunities to create a mix of land uses and activities within the city.

Objective 1 – Effectively link Chichester’s regeneration sites into the city centre

We will ensure that our key regeneration sites are sustainably link into the city’s existing historic core by promoting sustainable movement networks, as outlined in our Local Cycling and Walking Infrastructure Plan document, attracting a vibrant mix of new city centre uses including residential, employment, retail and leisure and ensuring high design quality which conserves and enhances the historic environment of the city centre.

Objective 2 - Prioritise pedestrian access and mobility across the city centre

We will make it easy to walk and cycle through the city centre, considering options for pedestrian prioritisation and pedestrianisation where appropriate. Access to and the use

of public transport will be enhanced by the development of active travel infrastructure. This type of infrastructure will encourage visitors and residents of Chichester to take active travel modes, supporting positive health and wellbeing outcomes.

Objective 3 – Improve the arrival experience to Chichester

We will continue to support the investment opportunities within the Southern Gateway and work with development partners to overcome site viability and delivery constraints. The Southern Gateway is the recognised southern entry point to the city and there is significant potential to improve the image of the city through high quality placemaking and the creation of a new quarter for the city through regeneration of some of the City’s key opportunity sites.

PRIORITY OUTCOME 2 – A GREENER, HEALTHIER AND SAFER CITY

Chichester’s unique heritage and open space assets will be key to our success in attracting new visitors, residents and investment to the city. These assets must be improved, alongside providing new open space and public realm which can enhance the wellbeing of residents, workers and visitors as well as helping the Council to meet its climate targets and ambitions. Chichester must remain an attractive, vibrant and safe destination for those who live, work and visit the city.

High quality urban placemaking will be key to delivering Chichester’s regeneration outcomes, ensuring that regeneration delivers new open space, social infrastructure (including community facilities, education and healthcare services) and active travel routes. Chichester has several green spaces and regeneration of the city should contribute towards enhancing the network of these, alongside promoting greener modes of transport which will encourage healthier lifestyles and enhanced wellbeing. It is also important that people can move safely through the city and transformation of Chichester’s public realm will be key to ensuring that it remains accessible to all.

Objective 1 – Create exciting and vibrant destinations for residents and visitors within the city centre

Increasing the attractiveness of the public realm will be key to increasing the footfall and dwell time of visitors and residents within the city and sustaining the viability of the city’s key retail core, which consist of a range of high street shops and food and beverage establishments. We will maximise opportunities to create a lively and vibrant place for people to visit, curating flexible spaces which can be used by a variety of users on a temporary or ‘pop-up’ basis. This includes the meanwhile use of future regeneration sites or buildings for occupiers and events which create engaging, healthy and safe spaces for people to gather and socialise.

Objective 2 - Provide a safe navigable walking environment for residents and visitors throughout the city centre

Ensure that the physical fabric of the city centre provides a safe and high-quality public realm which is accessible to all ages and abilities. With a particular focus on the retail core,

the regeneration of Chichester’s public spaces will create an environment which is functional whilst enhancing the historic city centre streetscape. This will include improvements to paving, street furniture and soft landscaping.

Objective 3 - Enable Chichester to become a greener and more climate resilient city

The district declared a climate emergency in July 2019 and subsequently published a Climate Emergency Action Plan (2021) which established a target to reduce year on year emissions by 10% from 2019 to 2025. We will work in partnership with developers through the planning and design process towards those targets. This will include ensuring that green transport modes are prioritised within new developments, alongside the provision of green infrastructure and adoption of climate resilient design measures which will ensure the future sustainability of the city centre and how it is used for the day to day lives of its residents and visitors.

PRIORITY OUTCOME 3 – A DIVERSE AND INCLUSIVE CITY

The regeneration of Chichester’s key places and strategic sites is important to better position its existing and future communities to benefit from economic growth, ensuring that everyone shares in the future prosperity of the city. This will include ensuring that our residents have the skills and knowledge to access new employment opportunities and that the city remains an inclusive place to live.

The provision of new homes within the city will meet the needs of a wide range of demographics including first time buyers, families and the district’s increasingly ageing population. This will include the provision of affordable housing and consideration of alternative housing products such as extra care and retirement living. The provision of new homes within the city centre will help to drive additional footfall within the city, increase the vibrancy of Chichester’s streets and places and attract new investment into the city.

An emphasis on social value outcomes from the regeneration process, will also ensure the long-term wellbeing of the city and the district’s residents and communities. The scale of change within Chichester represents a transformational opportunity to ensure the benefits of regeneration are captured locally and that the regeneration process remains inclusive for local communities. This means allowing local communities to have a voice in the process of regeneration and to share in the transformative outcomes.

Objective 1 – Ensure that there is range of housing types to support growth of the city centre

We will provide high quality housing to attract people to work, live and learn in the city. The 2022 Housing and Economic Development Needs Assessment (HEDNA) identified a significant affordability gap within the district however and a need to provide affordable housing. This strategy aims to ensure that, where viable, a range of housing options are provided within key regeneration sites in the city, including affordable housing and student accommodation, so that Chichester is inclusive and accessible for all communities.

Objective 2 - Foster an inclusive economy which creates opportunity for all

Whilst levels of overall deprivation within the district are low, the city is home to the district’s most deprived communities, concentrated primarily East and South of the City Centre. This strategy aims to ensure that all of

Chichester’s communities benefit from regeneration of the city and that community wealth is built locally. Everyone should have the opportunity to access a good job and we will work in partnership with skills and employment providers to ensure that residents have the necessary skills to participate in the future economy.

Objective 3 – Maximise the social value outcomes from regeneration

We will harness the benefits of our regeneration opportunities for our local residents and businesses by working closely with landowners, developers and contractors to ensure that there is a coordinated approach to maximising the social value created by new development in the city. This will include consideration of how social value can be maximised through the planning, design, procurement, construction and operation of key regeneration projects.

PRIORITY OUTCOME 4 – A PROSPEROUS AND INNOVATIVE CITY

Chichester is the functional economic centre of the district and an identified growth hub within the West Sussex economy. It is home to the County’s only university and is a driver of local economic growth and innovation. The development of key regeneration sites within the city has the potential to unlock new economic opportunities for Chichester, diversifying the local economy and bringing new investment into the city.

Responding to wider macroeconomic trends, including the rise in hybrid working patterns and changing retail patterns, we have a unique opportunity to kick-start regeneration within the city through repurposing of its assets including car parks and council office buildings. There is an opportunity for the Council to engage in partnership with the private sector and other stakeholders to bring forward development on some of the city’s key sites.

Whilst Chichester has a strong business base and high business survival rates it has one of the lowest start-up rates in the Country. Flexible workspace and co-working space will be provided to support the growth of micro and SME enterprises and attract new businesses to the city. The strengths of the University will also be leveraged to create the right kinds of spaces to attract new high value uses such as in professional services, creative and cultural industries and digital sectors, some of which may ‘spin out’ of university-based activity.

The city will continue to build on the success of the Chichester Business Improvement District (BID) to bring together the existing business community, community stakeholders and the Councils to work in partnership to ensure that the current and future needs of businesses are met.

Objective 1 - Revitalise economic activity on streets throughout the city centre that have reduced footfall levels

The high street has been going through a structural shift over the last decade, which has seen several retail businesses vacate the high street. The end of the pandemic saw the pinnacle of this shift when some well known high street brands did not return to the high street. Chichester has not been immune to shop closures, leading to reduced footfall levels across the city centre. There are opportunities now to work with organisations and businesses through collaborating with the BID, to create an attractive business environment by curating distinct retail districts to attract investment back into the city and to better reflect the changing nature of the high street.

Objective 3 - Rationalise and reimagine the use of car parks across the city centre

The 2023 CDC Parking Study report identifies that there is currently a surplus of car parking across the city centre. The strategy promotes the reuse and redevelopment of car parks where release may be appropriate, to unlock the development potential of the city and reactivate some of its key spaces. This should also include temporary or pop-up uses within city centre car parks to attract visitors and host events.

Objective 2 - Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre

The public ownership of city centre assets including council and WSCC offices, car parks, buildings and open spaces presents a unique opportunity for the public sector to kick start regeneration of the city centre and deliver some strategic sites alongside private sector delivery partners.

Objective 4 - Provide greater levels of digital connectivity throughout the city

The coverage of mobile internet signal (4G and 5G) as well as high speed broadband connectivity within the city centre is an identified challenge. Digital connectivity (full fibre and wireless technology) will be critical to attracting new businesses into the city centre. Opportunities should be taken to integrate the roll out of fibre infrastructure with city centre public realm upgrades to minimise the impact on the historic core, this includes the resurfacing of pavements.

Objective 5 - Support investment in innovative and high growth sectors

The delivery of new employment space in high value sectors such as Information and Communication/Digital within the city centre has the potential to enable our existing business base to grow whilst also stimulating new enterprise and start-up growth. This will add to the vitality of the city and maximise inward investment opportunities, particularly in high growth, innovative sectors and research and development activities.

100,000. There is an opportunity to capitalise on the district's reputation as a visitor destination by expanding the visitor accommodation offer within the city and retaining a higher proportion of overnight visitors. Objective 4 - Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure

Chichester will seek to manage the decline in demand for traditional retail high streets by delivering new retail formats which respond to consumer demand. This includes experiential retail and leisure offerings which can complement the existing vibrant shopping areas. This will include the promotion of mixed-use developments within appropriate locations to diversify the city centre offering and densify the existing population.

PRIORITY OUTCOME 5 – AN ATTRACTIVE AND VIBRANT CITY DESTINATION

Chichester receives approximately 9 million visitors per year, drawn to its high-quality retail, dining, entertainment, cultural and heritage experiences. The city, bound by its original Roman walls, has retained its Georgian streets and medieval lanes and Chichester Cathedral attracts over 250,000 visitors each year. Chichester is also home to award winning cultural attractions such as Pallant House Gallery, the Novium Museum and Chichester Festival Theatre.

There is more that could be done however within the city to expand the visitor offering and ensure that the city evolves and innovates in response to the changing role of city centres and the rise of online retail. There is an opportunity through the regeneration of key sites within the city, to expand the range of experiences which the city has to offer and cater to the full spectrum of Chichester's communities including its growing student population. This includes expansion of the evening and night-time economy, as well as encouraging more cultural events within the city, building on the annual Festival of Chichester. The district is also home to international events such as the Goodwood Festival of Speed, Revival and Qatar Goodwood. There is more that can be done through the creation of greater interactive relationships to ensure that visitors are encouraged to stay and visit the city during these events.

Objective 1 - Support growth of the evening and nighttime economy within suitable locations in the city centre

The opportunity to expand the current night-time and evening economy is significant, based on the presence of an established and growing university of international reputation, alongside Chichester college and a vibrant city centre retail and leisure offering. It is however acknowledged that the current offering is under-developed for certain age groups including students and younger people and there is an opportunity to address this through the creation of new destination venues and spaces.

Objective 2 - Exploit the city's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations

Chichester's rich cultural heritage is one of its greatest

assets and there is an opportunity through the regeneration of key strategic sites to deliver new visitor destinations which complement these existing assets and draw people into the centre of Chichester. There are opportunities to activate spaces and streets adjacent to key destinations such as Chichester Cathedral to catalyse growth and regeneration of the city.

Objective 3 - Attract visitors from the international and local festivals and events to stay in the city of Chichester

Tourism within Chichester contributes approximately £317m per year and it is estimated that there are over 9 million visitors to the district each year. In part this is driven by major events such as Goodwood, with the Festival of Speed attracting over 200,000 visitors, Revival attracting circa 150,000 visitors and Qatar Goodwood attracting over

7. STRATEGIC REGENERATION SITES

INTRODUCTION







This section provides a detailed overview of the strategic regeneration sites across Chichester city centre, our defined area of focus of this regeneration strategy. These strategic sites represent a list of the most transformational regeneration opportunities located in parts of the city centre that have the potential to bring about economic and social renewal. The projects were selected on the back of desk-based research, targeted stakeholder consultations and workshops.

A high-level viability assessment was carried out on each site. The Local Plan 2014-2029 (adopted 2015) and the Draft Local Plan 2021-2039: have been reviewed to inform the suitability of alternative uses. The Chichester Tomorrow – A Vision for Chichester City Centre (2017) and the Economic Development Strategy 2022-2025 have also been reviewed. This analysis has been considered alongside the evidence base for the Local Plans, as well as desktop market research on the Chichester property market to provide an informed view on the viability and deliverability of key regeneration sites within the City.

A high-level overview of each site is presented in the table on the overleaf with further details (a brief description, ownership, current constraints, current use, alternative use(s), risks and benefits, availability and viability and deliverability) presented in Appendix A. Appendix A also provides commentary on the strengths and weaknesses of each alternative use as well as details on the alignment of each site with relevant policy and strategy documents.

To establish the viability of the different future uses, research was conducted on current build costs in the Chichester area and compared these to the capital values of different uses to establish an indicative land value. The capital values of the four main use classes have been established using data from industry sources and our own research and the build costs are based on data from BCIS.

The key below provides a definition of the RAG rating categorisations used in the viability assessment.

RAG Grade	Definitions
 	<ul style="list-style-type: none"> Site is very likely to be available for redevelopment Development is very likely to be viable and will generate a land receipt
 	<ul style="list-style-type: none"> Sites may be available for redevelopment subject to clarification Sites viability for alternative use is considered likely and may generate a land receipt
 	<ul style="list-style-type: none"> Site is considered unlikely to be available for redevelopment during the strategy period Site is unlikely to be viable. It is unlikely to generate land receipt and may require gap funding.

SUMMARY OF THE VIABILITY AND AVAILABILITY OF STRATEGIC REGENERATION SITES:

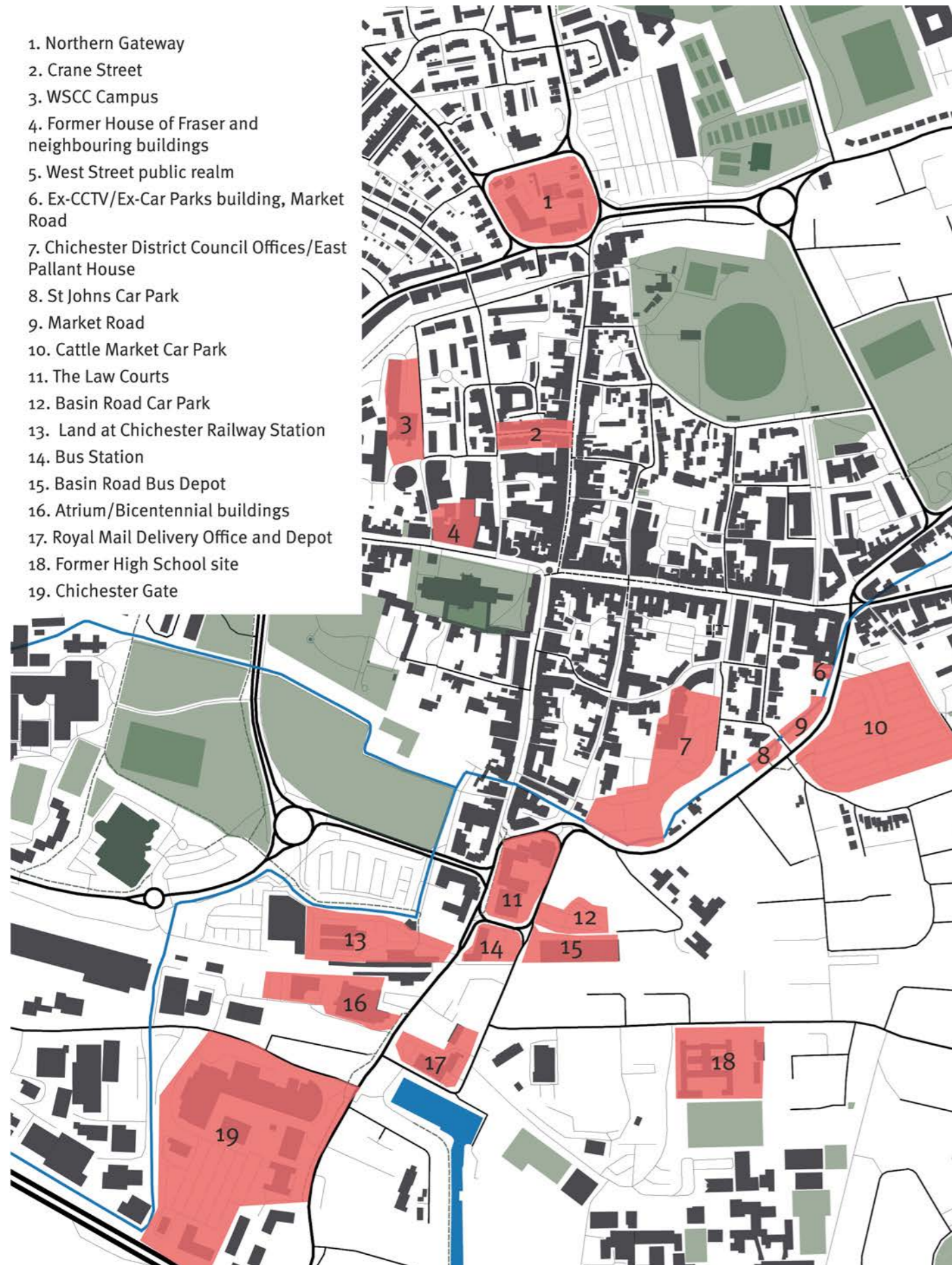
Please note that the table summaries that some of the sites are viable for housing any alternative development may not be viable and further assessments would need to be undertaken .

Site Number Ref (Map)	Site	Viability Assessment (incl. current use & rationale)	Availability
1	Northern Gateway	Chichester fire station and Metro House offices (fragmented ownership but viable for housing)	
2	Crane Street	Retail and food and beverage frontage with a mix of residential and offices on the first floor upwards (individual not comprehensive repurposing of properties viable)	
3	West Sussex County Council Campus	Offices – The Grange is currently vacant and Northleigh is to be vacated in December 2024 (Redevelopment of the site is considered viable due to good residential values)	
4	Former House of Fraser and neighbouring buildings	Retail (housing is currently considered to be the most appropriate use for the building, although this may not be the best planning/regeneration policy solution)	
5	West Street Public Realm	Street, public realm (an intervention and management-led scheme that brings landlords and stakeholders together)	
6	Ex-CCTV/Ex-Car Parks Buildings	Commercial offices and residential (could be included in a multiple-site residential approach alongside car parks subject to a site size assessment)	
7	Chichester District Council Offices (East Pallant House)	Offices and car park (A housing development is considered viable)	
8	St John's Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
9	Market Road Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
10	Cattle Market Car Park	Car park (A housing scheme would be considered viable)	
11	The Law Courts (Southern Gateway)	Crown Courts and Magistrates Courts (residential is deemed viable)	
12	Basin Road Car Park (Southern Gateway)	Car park (residential is deemed viable)	
13	Land at Chichester Railway Station (Southern Gateway)	Train station car park with a few commercial units (A housing scheme would be considered viable)	
14	The Bus Station (Southern Gateway)	A bus station as well as retail/food and beverage on the ground floor with offices above (viable for housing)	
15	Basin Road Bus Depot (Southern Gateway)	Stagecoach Bus Depot (viable for housing)	
16	The Atrium & Bicentennial Building	Offices (considered viable for residential development however risk around acceptability in planning terms)	
17	Royal Mail Delivery Office and Depot (Southern Gateway)	Office and Mail Depot (A housing scheme would be considered viable)	
18	Former High School Site	Vacant, derelict land (A housing-led scheme would be considered viable)	
19	Chichester Gate	Retail Park (retain leisure & F&B offering)	

STRATEGIC REGENERATION SITES

The map shows the strategic opportunity sites which have been identified for potential regeneration across the city centre, several of which are within the Southern Gateway masterplan and therefore located in the southern area of the city, south of the railway.

1. Northern Gateway
2. Crane Street
3. WSCC Campus
4. Former House of Fraser and neighbouring buildings
5. West Street public realm
6. Ex-CCTV/Ex-Car Parks building, Market Road
7. Chichester District Council Offices/East Pallant House
8. St Johns Car Park
9. Market Road
10. Cattle Market Car Park
11. The Law Courts
12. Basin Road Car Park
13. Land at Chichester Railway Station
14. Bus Station
15. Basin Road Bus Depot
16. Atrium/Bicentennial buildings
17. Royal Mail Delivery Office and Depot
18. Former High School site
19. Chichester Gate



8. REGENERATION INTERVENTIONS

INTRODUCTION

The regeneration interventions presented in Table 7-1 set out practical actions that could be carried out by CDC and its partners over the next fifteen years to achieve the outcomes outlined in this strategy. We have created 25 unique regeneration interventions, designed to meet the district's regeneration objectives. Table 7-1 presents each intervention alongside its respective objective and outcome. The table also demonstrates the relationship between Chichester vision's themes & supporting themes with each regeneration strategy intervention.

The interventions are city-wide and encompass several of the sites and locations presented in the Strategic Sites section of this strategy. While the interventions cover a range of activities involving a variety of key stakeholders, CDC will be involved in all sites in some capacity, whether it be resources, planning or implementation.

The interventions outlined, while not overtly net zero and sustainability related, will be underpinned by sustainable principles and practices. This involves the use of low carbon technologies and ensuring that biodiversity and environmental standards are adhered to and promoted.

PRIORITY INTERVENTIONS OVERVIEW

While all 25 interventions are important, 16 priority interventions have been identified and are highlighted in Table 7-1 below. These interventions have been selected based on their ability to have a significant regeneration impact within Chichester and their ability to stimulate

economic growth and positive social outcomes. These priority interventions are believed to have the potential to play a strategic role in shifting the city's key performance metrics such as population and business demographics, physical and digital connectivity, visitor numbers and experience and economic activity rates.

Each priority intervention is outlined in further detail in the priority interventions section. The following key categories are captured for each priority intervention:

- Overview – a brief description of the intervention;
- Lead & Partners – a list of key organisations involved;
- Constraints and Deliverability - an outline of any key issues affecting the implementation or deliverability of the intervention;
- Objective/s Met – the objective/s that the intervention is trying to meet;
- Evidence of need and/or opportunity – the need or opportunity which underpins the requirement for this intervention;
- Approximate Timescales – an estimate of the start dates of outputs from interventions;
- Funding – an estimate of the cost of the intervention, categorised by low (<£3m), medium (£3-5m) and high (>£5m); and
- Next Steps – an outline of the immediate actions required to enable this intervention.

The remaining interventions will also form a critical role in the delivery of this strategy, helping to strengthen our city's national position. As with the priority interventions they cover a range of topics.

REGENERATION INTERVENTIONS – SUMMARY

The priority regeneration interventions were developed in alignment with our city's vision. Below we demonstrate the connection between each intervention and the Chichester Vision themes and supporting initiatives. The **highlighted** interventions represent priority interventions.

Table 7-1 – Interventions Table

Chichester Vision: Themes	Chichester Vision: Supporting Initiatives	OUTCOMES	OBJECTIVES	INTERVENTIONS (Interventions highlighted below are those prioritised)
'LIVING' AN ACCESSIBLE AND ATTRACTIVE CITY CENTRE	Be easily accessible but with less traffic, less pollution, further pedestrianisation and well-coordinated public transport	A BETTER-CONNECTED CITY	Effectively link Chichester's regeneration sites into the city centre	Relocate the fire service in order to unlock the Northern Gyrotory site and deliver a commercial or residential/ student development Bring forward CDC owned sites for redevelopment under the adopted Southern Gateway Masterplan and Draft Local Plan policy
	More priority for walking and cycling, and provide access for the elderly and the less abled		Prioritise pedestrian access and mobility along West Street to allow for more events	Pedestrianise West Street allowing access to service vehicles, buses and coaches Create key break-out spaces utilising seating and planters to improve functionality and appearance within the street and to help reduce the linearity of the street environment Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents
	Have attractive streets and open spaces		Improve the arrival experience to Chichester	Underpinned by the existing Wayfinding Strategy, make improvements wayfinding and signage with physical infrastructure and digital provision (visible after dark) Underpinned by the evidence in the 2023 Parking Study, consider options for repurposing the use of a small number of car parks across the city ensuring that the retained car parking supply is conveniently located for users and supply meets demand. The reuse of car parks will also include consideration of temporary/meanwhile uses.
Create an environment that is attractive and welcoming to students and young people, while enhancing life for older people		A GREENER, HEALTHIER AND SAFER CITY	Create destinations for residents and visitors through public realm improvements within the city centre	Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents Aid selection and delivery of a preferred option from the West Sussex Landscape Strategy (public realm & pavements)
			Provide a safe navigable walking environment for residents and visitors throughout the city centre	Develop a lighting strategy to improve the dark spots across the city to create a safer environment Restore community and public convenience buildings located in Priory Park
			Enable Chichester to become a greener and more climate resilient city	Work with key partners to rewild the River Lavant to improve biodiversity including where the river runs adjacent to city car parks Create better sustainable walking links between parks and green spaces, improving the infrastructure, biodiversity and accessibility



Chichester Vision: Themes	Chichester Vision: Supporting Initiatives	OUTCOMES	OBJECTIVES	INTERVENTIONS (Interventions highlighted below are those prioritised)
	Encourage more city centre living with a range of accommodation for all demographics	A DIVERSE AND INCLUSIVE CITY	Ensure there is a range of housing to support growth of the city centre	Consider options for the potential relocation of CDC offices to unlock a residential-led development site
	Bring forward CDC owned sites for redevelopment under the Southern Gateway Masterplan and Draft Local Plan policy			
	Be a 'smart' city that is digitally connected ensuring access to digital services to support residents, businesses and visitors		Foster an inclusive economy which creates opportunity for all	Underpinned by the evidence in the 2023 Parking Study, consider options for repurposing the use of a small number of car parks across the city ensuring that the retained car parking supply is conveniently located for users and supply meets demand. The reuse of car parks will also include consideration of temporary/meanwhile uses. Support mixed use redevelopment of vacant commercial properties on West Street Commission a needs based assessment on the types and sizes of units required by business start ups across the city and share this information with landlords
'WORKING' A VIBRANT AND GROWING ECONOMY	Being a city centre that pursues development opportunities and takes a co-ordinated approach to new development	AN ECONOMICALLY PROSPEROUS CITY	Revitalise economic activity on streets throughout the city centre that have reduced footfall levels	Engage and work with landlords on Crane Street to promote the street as the heart of the independent retail sector and explore and implement aesthetic changes to the streetscape Support mixed use redevelopment of vacant commercial properties on West Street
	Making better and more efficient use of public sector land		Rationalise and reimagine the use of car parks across the city centre	Underpinned by the evidence in the 2023 Parking Study, consider options for repurposing the use of a small number of car parks across the city ensuring that the retained car parking supply is conveniently located for users and supply meets demand. The reuse of car parks will also include consideration of temporary/meanwhile uses. Implement changes to improve the layout and design of Northgate car park to improve links to the city centre from the University and the festival theatre
	Attracting and retaining businesses from a wide range of high earning sectors		Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre	Support the development of privately owned sites across the Southern Gateway in line with the adopted masterplan vision. Bring forward CDC sites for redevelopment under the Southern Gateway Masterplan and Draft Local Plan policy Explore options for WSCC offices which are not in use
	Being a centre of learning and harnessing the knowledge of skilled and professional retirees		Provide greater levels of digital connectivity throughout the city	As part of the public realm improvement plans, work with digital providers and others to overcome the barriers associated with connectivity across the city centre – coordinating with improvements to the public realm
	Retaining graduates and developing a skilled workforce to meet the needs of the city's economy		Support investment in innovative and high growth sectors	Commission a needs based assessment on the types and sizes of units required by business start ups across the city and share this information with landlords

Chichester Vision: Themes	Chichester Vision: Supporting Initiatives	OUTCOMES	OBJECTIVES	INTERVENTIONS (Interventions highlighted below are those prioritised)
'VISITING' A LEADING VISITOR DESTINATION	Present a lively and attractive offering of high quality arts, heritage, culture and leisure opportunities	AN ATTRACTIVE AND VIBRANT CITY DESTINATION	Support growth of the evening and nighttime economy within suitable locations in the city centre	Undertake a market assessment into a multi-purpose arts and music centre that provides space for live music
	Offer the best retail experience in the South		Exploit the City's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations	Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents Carry out public realm improvements to support the overall look and feel of the Canal Basin Carry out public realm improvements between the rail station and Ave De Chartres
	Have an enticing and appealing evening and night time economy where people find a range of activities		Attract visitors from the international and local festivals and events to stay in the city of Chichester	Work with Key Stakeholders to create a brand and marketing strategy for the city Undertake a hotel market assessment to determine and quantify the unmet demand for hotel accommodation within the city
	Provide a variety of events and activities, and an attractive, clean and welcoming environment		Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure	Engage and work with landlords on Crane Street to promote the street as the heart of the independent retail sector and explore and implement aesthetic changes to the streetscape

PRIORITY INTERVENTIONS

Intervention 1: Relocate the fire service in order to unlock the Northern Gyratory site and deliver a commercial or residential/student development

Main Outcome: A Better-Connected City		
<p>Overview:</p> <p>This intervention is directly related to the Northern Gyratory site presented in detail in the Strategic Sites section in this strategy. The Northern Gyratory is a large area of land, located in on the northern fringe of the city centre. The site is occupied by West Sussex Fire Brigade and other commercial buildings including Metro House. In order for the site to be brought forward for regeneration, the fire station will need to be relocated elsewhere. The relocation would unlock the site, strengthening the financial viability of the land and enabling development partners to bring forward redevelopment for commercial and residential development.</p> <p>There are also associated transport works which would need to be undertaken to ensure that the site can be sustainably integrated into the city centre via safe pedestrian and cycle movements enabled by changes to vehicular access to the gyratory.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> Lead/s: WSCC & Private Sector Consultee/s: CDC, Chichester City Council and private owners of the adjacent sites 	<p>Objective/s met:</p> <ul style="list-style-type: none"> Effectively link Chichester's regeneration sites into the city centre 	
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> Finding an appropriate relocation site outside the city centre, which fits the fire service operational requirements Lack of funding available for the relocation Private sector own Metro House 	<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> There isn't a requirement for the fire station to be located in the city centre A need for a better integration of sites across the city, activating the city's assets Currently the Northern Gyratory is not pedestrian friendly Lack of affordable housing & student accommodation 	
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> Medium (3-5 years) A relocation site is required for the current fire station, which may take time to find 	<p>Funding:</p> <ul style="list-style-type: none"> Medium (£5-10m) – transport related improvements) 	<p>Next Steps:</p> <ul style="list-style-type: none"> Consider options for the relocation of the fire station within the district Undertake the roadworks described in the feasibility assessment under the preferred option.

Intervention 2: Bring forward CDC owned sites for redevelopment under the Southern Gateway Masterplan and Draft Local Plan policy

Main Outcome: A Better-Connected City	Supporting Outcome: An economically prosperous city	
<p>Overview:</p> <p>CDC owned sites form part of the Southern Gateway Masterplan and Draft Local Plan policy, including:</p> <ul style="list-style-type: none"> Basin Road Car Park – there is an overprovision of parking spaces in Chichester, therefore repurposing underutilised car parks such as Basin Road Car Park could unlock opportunities to provide new development sites. The car park has been declared a surplus Basin Road Bus Depot – this building is in disrepair and the site could be better utilised to serve the population of Chichester given its prominent location in proximity to Chichester station Chichester Bus Station - the bus station is currently underutilised, predominantly used for manoeuvring and parking buses and administration offices. Developing this site would enhance this prominent location as a key arrival point into the city <p>The development of these sites will better integrate the southern part of the city into the city centre as well as increasing housing provision and providing new employment space.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> Lead/s: CDC Partner/s: Stagecoach Consultee/s: WSCC 	<p>Objective/s met:</p> <ul style="list-style-type: none"> Effectively link Chichester's regeneration sites into the city centre Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre 	
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> Procurement is required The development of CDC owned assets need to be aligned with the potential works and improvements associated on the Avenue de Chartres Road and the privately owned assets in the Southern Gateway Masterplan The relocation of Stagecoach is required 45 Basin Road is in private ownership, development would therefore need to be considered in relation to this property Viability funding gap 	<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> Chichester has a number of brownfield sites, including the Southern Gateway, which provides capacity for development City has excess supply of car parking space providing well located development sites 	
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> Short Term (<3 years) The timescale refers to construction works starting on one or more buildings 	<p>Funding:</p> <ul style="list-style-type: none"> High (>£10m) 	<p>Next Steps:</p> <ul style="list-style-type: none"> Continue to work with stagecoach for the relocation of the depot and bus stops Consider options for the relocation of the Stagecoach at the bus depot and bus station Appoint a development partner

Intervention 3: Create key break-out spaces utilising seating and planters to improve functionality and appearance within the street and to help reduce the linearity of the street environment

Main Outcome: A Better-Connected City		
<p>Overview:</p> <p>This intervention seeks to improve overall look at feel of the city centre, helping to increase footfall across the city's prime shopping streets, particularly along North and East Street. The use of street furniture is also aimed at increasing the dwell time of residents/visitors across the city centre. Public realm improvements will aide connectivity by enhancing the appearance and functionality of main walkways.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> Lead/s: WSCC Partner/s: Chichester City Council & CDC Consultees – BID (Businesses) 	<p>Objective/s met:</p> <ul style="list-style-type: none"> Prioritise pedestrian access and mobility along West Street to allow for more events 	
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> Funding is limited for this intervention, costs are higher than the allotted funding for this project This intervention should be carried out in tangent with the pavement works as well as digital connectivity improvements to prevent the need to uproot any newly installed street infrastructure 	<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> A need to improve wayfinding around the city to link together key visitor sites The pedestrianisation of West Street to increase footfall in and around the Cathedral 	
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> Short Term (<3 years) 	<p>Funding:</p> <ul style="list-style-type: none"> Low (< £5m) Funding from WSCC, CDC and CCC 	<p>Next Steps:</p> <ul style="list-style-type: none"> Choose the preferred option from the landscape strategy Agree funding from partners

Intervention 4: Create an event space at the Cathedral Square and develop a programme of events

Main Outcome: An Attractive and Vibrant City Destination	Supporting Outcome: A Better-Connected City	Supporting Outcome: A Greener, Healthier and Safer City
<p>Overview:</p> <p>Chichester is known for its medieval cathedral; it is one of the city's most prominent cultural and visitor assets located on West Street. This intervention seeks to increase the attractiveness of the cathedral and its surrounding area as a vibrant visitor destination for the city. Creating a programme of events at the Cathedral Square seeks to draw visitors and residents to West Street, creating a vibrant and attractive atmosphere. Events such as markets and/or festivals provide stronger reasons to visit the city centre, providing entertainment for its existing residents (including students) as well as visitors.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> Lead/s: Cathedral and WSCC Partner/s: Chichester Cathedral, / WSCC Consultees: CDC/CCC/Local businesses 	<p>Objective/s met:</p> <ul style="list-style-type: none"> Exploit the City's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations Prioritise pedestrian access and mobility along West Street to allow for more events Create destinations for residents and visitors through public realm improvements within the city centre 	
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> Protected/sensitive areas in and around the cathedral green need to be considered in the development The heritage value of the cathedral should be maintained and enhanced by any proposals for permanent or temporary structures 	<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> The pedestrianisation of West Street to increase footfall in and around the Cathedral The creation of a brand/USP for Chichester A need to better utilise key tourism destinations: Cathedral, South Downs and the Harbour There is a lack of business infrastructure which acts as a deterrent to new and expanding businesses. This includes quality office space, digital connectivity, event space, start-up programmes and efficient transportation infrastructure 	
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> Short Term (<3 years) 	<p>Funding:</p> <ul style="list-style-type: none"> Low (< £5m) 	<p>Next Steps:</p> <ul style="list-style-type: none"> Chichester Cathedral to reimagine the cathedral square as a flexible event space and CDC will work alongside the cathedral to establish this. Commission the work Work alongside the cathedral and local businesses to develop and agree a programme of events at the Cathedral Square

Intervention 5: Restore community and public convenience buildings located in Priory Park

Main Outcome: A Greener, Healthier and Safer City		
Overview: The Brick Pavilion in Priory Park is currently in poor condition and need essential works carried out to ensure the safety is maintained. This creates the opportunity to improve the utilisation of buildings of local historic interest to better serve the local community and visitors. Refurbishment of the Public Conveniences will enhance the facilities to meet current standards		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC Partner/s: Chichester City Council, WSCC, Stakeholders Consultee/s: Community groups 	Objective/s met: <ul style="list-style-type: none"> Create destinations for residents and visitors through public realm improvements within the city centre Provide a safe navigable walking environment for residents and visitors throughout the city centre 	
Constraints & Deliverability: <ul style="list-style-type: none"> N/A 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> Activate the city's existing assets 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Low (< £5m) 	Next Steps: <ul style="list-style-type: none"> Carry out construction works on identified buildings

Intervention 6: Aid selection and delivery of a preferred option from the West Sussex Landscape Strategy (public realm & pavements)

Main Outcome: A Greener, Healthier and Safer City		
Overview: This intervention is aimed at selecting and delivering public realm improvements for North Street and East Street. Public realm improvements can have a positive impact on the functionality and accessibility of the streetscape and public spaces for visitors, workers, and residents increasing the dwell time of visitors and shoppers. Undertaking public realm improvements, including the resurfacing of pavements, also provide more attractive spaces that, in return, enhances the land values of commercial and residential properties. North Street and East Street are prominent retail destinations in the heart of Chichester City Centre, however there is an accessibility issue due to current condition of the pavements and public realm. Residents and businesses have the stated that currently, the structural integrity of the pavements make it unsafe for users. This intervention is aimed at resolving this issue by aiding WSCC to select the most appropriate option to enhance the public realm for Chichester residents and visitors.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: WSCC Partner/s: CDC, Chichester City Council Consultee/s: Chichester BID 	Objective/s met: <ul style="list-style-type: none"> Create destinations for residents and visitors through public realm improvements within the city centre Provide a safe navigable walking environment for residents and visitors throughout the city centre 	
Constraints & Deliverability: <ul style="list-style-type: none"> N/A 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> Activate the city's existing assets 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Low (< £5m) 	Next Steps: <ul style="list-style-type: none"> Review the options, conclusion and recommendations from the WSCC Landscape Strategy document and take forward the preferred option for delivery Undertake procurement of a contractor for delivery of the public realm works.

Intervention 7: Consider options for the potential relocation of CDC offices to unlock a residential-led development site

Main Outcome: A diverse and inclusive city		
Overview: CDC currently occupies East Pallant House in the south east of the city centre. The increase in hybrid working arrangements has resulted in the Council to assess its asset strategy for the Council offices. As a consequence, the council is planning to relocate to a smaller building, better meeting the council's requirements for desk space. It is anticipated that the relocation of East Pallant House would allow the location to be marketed for a residential-led development opportunity, adding to the supply of residential homes within the city.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC Partner/s: Private Developers 	Objective/s met: <ul style="list-style-type: none"> Ensure there is a range of housing to support growth of the city centre 	
Constraints & Deliverability: <ul style="list-style-type: none"> Suitable relocation site 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers Chichester has a number of brownfield sites, including the Southern Gateway, which provides capacity for development/relocation 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) The timescale refers to construction works starting on the new residential development 	Funding: <ul style="list-style-type: none"> Medium (£5-10m) Capital Reserve Funding 	Next Steps: <ul style="list-style-type: none"> Select a preferred option for the relocation of CDC offices Vacate East Pallant House, allowing it to be developed for residential housing

Intervention 8: Support mixed use redevelopment of vacant commercial properties on West Street

Main Outcome: A Better-Connected City		Supporting Outcome: An economically prosperous City
Overview: There are several vacant buildings located on the West Street, opposite Chichester Cathedral, which create visual and branding challenges for the city. These buildings were previously occupied by retail businesses including one of Chichester's former anchor stores; the House of Fraser. The post pandemic retail real estate market remains a challenging environment and therefore development opportunities have not materialised. Owing to the prominent location, bringing forth mixed use development along West Street would help to revitalise the area and create a more positive perception of the city. CDC can play a key role in this through positive engagement with prospective landlords. Additionally, mixed-use assets would create opportunities to increase the housing stock in the city.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: Private Developers Partner/s: CDC 	Objective/s met: <ul style="list-style-type: none"> Ensure there is a range of housing to support growth of the city centre Revitalise economic activity on streets throughout the city centre that have reduced footfall levels 	
Constraints & Deliverability: <ul style="list-style-type: none"> Viability of retail formats Planning permission delayed / refused 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> The pedestrianisation of West Street to increase footfall in and around the Cathedral area A need to provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers 	
Approximate Timescales: <ul style="list-style-type: none"> Medium Term (3-5 years) 	Funding: <ul style="list-style-type: none"> Private developer funding High (>£10m) 	Next Steps: <ul style="list-style-type: none"> N/A

Intervention 9: Engage and work with landlords on Crane Street to promote the street as the heart of the independent sector and explore and implement aesthetic changes to the streetscape

Main Outcome: A Better-Connected City		
Overview: Crane Street is situated off one of Chichester's main streets; North Street. The street used to attract workers from around the city centre, bringing footfall to the street. Following the COVID-19 pandemic, the increase in hybrid working patterns has resulted in reduced footfall along the street and the closure of several shops. Positively, while there are a variety of landlords on the street (including CDC), there is already an established business relationship between many of the landlords, which allows for exploring opportunities to implement aesthetic changes to the street. There are already a good number of independent businesses on the street, and this could be further strengthened to create an independent retail destination within the city centre. Focusing on the type of offering on Crane Street will also be key.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: Chichester BID Partners: CDC & Private Landowners Consultees: Chichester City council 	Objective/s met: <ul style="list-style-type: none"> Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure 	
Constraints & Deliverability: <ul style="list-style-type: none"> Viability of the retail market Planning permission delayed/refused 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> Chichester has a thriving independent speciality retail and food sector A need to improve wayfinding around the city to link together key visitor sites Develop a USP A need for better integration across the city that will activate its' assets 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Private developer funding Low (< £5m) 	Next Steps: <ul style="list-style-type: none"> Create a Crane Street working group with landlords and Chichester BID

Intervention 10: Explore options for West Sussex County Council offices

Main Outcome: An economically prosperous city		
Overview: Following the COVID-19 pandemic and the introduction of hybrid working policies for council staff, the current office space for WSCC is too large and doesn't reflect its current space requirements. WSCC are currently located within County Hall on West Street alongside several other buildings on the site. The Northleigh and the Grange buildings, which are under consideration for regeneration and redevelopment are located adjacent to Tower Street.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: WSCC Consultee/s: CDC 	Objective/s met: <ul style="list-style-type: none"> Ensure there is a range of housing to support growth of the city centre 	
Constraints & Deliverability: <ul style="list-style-type: none"> Timescales for identification of alternative accommodation for WSCC staff. Planning permission delayed/refused Development viability 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers 	
Approximate Timescales: <ul style="list-style-type: none"> Long Term (>5 years) 	Funding: <ul style="list-style-type: none"> Medium (£5-10m) 	Next Steps: <ul style="list-style-type: none"> WSCC need to identify options for buildings that are not in use.

Intervention 11: As part of the public realm improvement plans, work with digital providers and others to overcome the barriers associated with connectivity across the city centre – coordinating with improvements to the public realm

Main Outcome: An Economically Prosperous City		
Overview: Digital Connectivity and the availability of high speed digital infrastructure in Chichester city centre are relatively poor. Broadband and fibre connectivity for residential and commercial properties is below typical residential and commercial requirements. Digital connectivity is a key element to supporting hybrid working patterns and for attracting businesses to locate within the city. Given planning restrictions on overhead cables and heritage constraints around pavement works, constructing the digital infrastructure required to improve digital connectivity throughout the city will need to be considered alongside current plans for public realm improvements within the city centre (including pavement works).		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: WSCC Partners: Mobile Network Operators (MNOs), CDC Consultee/s: CDC BID 	Objective/s met: <ul style="list-style-type: none"> Provide greater levels of digital connectivity throughout the city 	
Constraints & Deliverability: <ul style="list-style-type: none"> Must be delivered with resurfacing pavements given restrictions around uprooting new pavements Planning permission delayed/refused 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> Access to digital infrastructure such as ultra-fast broadband connection and phone connectivity in and around the city is poor 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> MNO funding WSCC Medium (£5-10m) 	Next Steps: <ul style="list-style-type: none"> Present vision and plans to MNOs on revitalisation of Chichester Carry out market testing alongside MNOs Incorporate digital infrastructure civil works with pavement resurfacing

Intervention 12: Undertake a market assessment into a multipurpose arts and music centre that provides space for live music

Main Outcome: An attractive and vibrant city destination		
Overview: Chichester is home to several cultural assets of regional importance, however there is a limited provision of entertainment and leisure venues and destinations across the city. The entertainment and leisure sector will play a key role in attracting not only visitors to the city but also retaining and attracting students from Chichester College and the University of Chichester as well as workers. Ensuring that that the supply of leisure destinations in the city reflects the demand is a core part of the city's regeneration and growth plans. As such, undertaking a market assessment to capture evidence of the need for further entertainment venues as well as the types required will be central to determining the right mix of entertainment venues as well as key locations.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC Partners: Chichester City Council 	Objective/s met: <ul style="list-style-type: none"> An opportunity to exploit the city's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations 	
Constraints & Deliverability: <ul style="list-style-type: none"> N/A 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to support growth of the evening and nighttime economy within suitable locations in the city centre 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> CDC, WSCC & Chichester City Council funding Low (<£5m) 	Next Steps: <ul style="list-style-type: none"> Define the scope of the assessment and identified outcomes Undertake the market assessment including engagement with representative stakeholder groups

Intervention 13: Carry out public realm improvements to support the overall look and feel of the Canal Basin

Main Outcome: An attractive and vibrant city destination		
Overview: Chichester Canal is over 200 years old and a central part of one of the city's cultural assets, however part of the public realm at the canal basin area is currently in disrepair and represents an underdeveloped opportunity in the southern part of the city. Public realm improvements such as outdoor seating and trees/plants to raise the canal basin's profile and appeal to visitors and residents is necessary to improve footfall and utilisation of this historic area.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: WSCC Partners: CDC, Chichester City Council & Chichester Canal Trust Consultee: Commercial private sector 	Objective/s met: <ul style="list-style-type: none"> An opportunity to exploit the city's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations 	
Constraints & Deliverability: <ul style="list-style-type: none"> Development is limited due to part of the land being in private ownership 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to better utilise key tourism attractions A need for better integration of sites across the city 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Low (<£5m) 	Next Steps: <ul style="list-style-type: none"> Work with WSCC to establish priority improvements to the area

Intervention 14: Carry out public realm improvements between the rail station and Avenue De Chartres

Main Outcome: An attractive and vibrant city destination		
Overview: This intervention reimagines the public realm between the rail station and Ave De Chartres, this includes repaving the existing pedestrian paths and including plants and foliage. The upgrade to the public realm will increase the visibility of the river.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC Partners: Chichester City Council, WSCC, Environment Agency 	Objective/s met: <ul style="list-style-type: none"> Exploit the city's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations 	
Constraints & Deliverability: <ul style="list-style-type: none"> None identified 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to better utilise key tourism attractions. A need for better integration across the city that will activate its' assets A need to strengthen connectivity 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Medium (£5-£10m) 	Next Steps: <ul style="list-style-type: none"> Commission works set out in the existing design work undertaken

Intervention 15: Work with Key Stakeholders to create a brand and marketing strategy for the city

Main Outcome: An attractive and vibrant city destination		
Overview: While Chichester attracts visitors from across the country, it lacks a defined and well recognised brand. In order to attract a greater number of visitors to the city, brand creation and recognition will be key. There is an opportunity for Chichester to capitalise on the presence of internationally recognised events and festivals within the district, as well as the presence of significant cultural and heritage assets to create a unique brand that will position the city as attractive city destination for both domestic and international visitors.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC and Chichester City Council Partners: The Great Sussex Way, WSCC, Chichester BID, University of Chichester, Chichester Cathedral Vision group 	Objective/s met: <ul style="list-style-type: none"> Attract visitors from the international and local festivals and events to stay in the city of Chichester 	
Constraints & Deliverability: <ul style="list-style-type: none"> N/A 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> A need to better utilise key tourism attractions: Cathedral, South Downs and the Harbour Despite a great university and college, students do not stay in Chichester after they finish education, so there is an opportunity to retain a greater proportion of students post studies Chichester's lacks a brand or USP 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Low (<£5m) 	Next Steps: <ul style="list-style-type: none"> Commission a brand consultant Convene a group of interested parties/existing vision group on a monthly basis to develop the city's brand and USPs.

Intervention 16: Undertake a hotel market assessment to determine and quantify the unmet demand for hotel accommodation within the city

Main Outcome: An attractive and vibrant city destination		
Overview: Chichester does not have an abundance of hotels located in the city centre and stakeholders report that there is a lack of suitable supply and quality of hotel rooms in the city centre. A market assessment of the demand for hotels needs to be undertaken. This will identify not only the size of the provision but also the standard of accommodation required and identification of any niche market segments which the city could target. The results of the assessment could also be used as part of the marketing opportunity to attract developers and operators to the city in line with the development of key regeneration sites.		
Lead & Partners: <ul style="list-style-type: none"> Lead/s: CDC 	Objective/s met: <ul style="list-style-type: none"> Attract visitors from the international and local festivals and events to stay in the city of Chichester 	
Constraints & Deliverability: <ul style="list-style-type: none"> N/A 	Evidence of need and/or opportunity: <ul style="list-style-type: none"> There is an opportunity to increase accommodation for both domestic and international visitors 	
Approximate Timescales: <ul style="list-style-type: none"> Short Term (<3 years) 	Funding: <ul style="list-style-type: none"> Low (<£5m) 	Next Steps: <ul style="list-style-type: none"> Define the scope of the assessment and identified outcomes Undertake the market assessment including engagement with representative stakeholder groups

REMAINING INTERVENTIONS

Intervention	Owner/s	Timescale
Pedestrianise West Street allowing access to service vehicles, buses and coaches	WSCC	Short Term (<3 years)
Underpinned by the existing Wayfinding Strategy, make improvements to wayfinding and signage with physical infrastructure and digital provision (visible after dark)	CCC/CDC/WSCC/BID	Medium Term (3-5 years)
Underpinned by the evidence in the 2023 Parking Study, consider options for repurposing the use of a small selected number of car parks across the city ensuring that car parks are conveniently located for users and supply meets demand (including temporary/meanwhile use)	CDC	Medium Term (3-5 years)
Develop a lighting strategy to improve the dark spots across the city to create a safer environment	City Council	Short Term (<3 years)
Work with key partners to rewild the River Lavant to improve biodiversity including where the river runs adjacent to city car parks	CDC	Short Term (<3 years)
Create better sustainable walking links between parks and green spaces, improving the infrastructure, biodiversity and accessibility	CDC	Short Term (<3 years)
Commission a needs base assessment on the types and sizes of units required by start up across the city and to share this information with a landlord	CDC	Short Term (<3 years)
Implement changes to improve the layout and design of Northgate car park to improve links to the city centre from the University and the festival theatre	CDC/WSCC/Festival Theatre	Short Term (<3 years)
Support the development of privately owned sites across the Southern Gateway Masterplan	CDC and Private Developers	Long Term (>5 years)



9. STRATEGY DELIVERY AND REGENERATION IMPACTS

STRATEGY DELIVERY

Delivery of the Chichester Regeneration Strategy and our identified priority interventions will require effective collaboration between CDC and a wide range of stakeholders including the county and city councils, landowners and developers but also residents, businesses and local community partnerships to ensure that regeneration creates positive outcomes for all.

This strategy is the first step in articulating a coordinated approach to promoting the regeneration of Chichester's key opportunity sites. This document will be used to promote opportunities to investors and developers. In addition, the regeneration framework will help to guide the regeneration process through application of the five priority outcomes and associated priority objectives.

THE ROLE OF CDC

In our role as Local Planning Authority, Licensing Authority, landowner and investor, we will play an important role in bringing together other partners to facilitate regeneration and the transformation of our opportunity sites. We will develop partnerships with other public sector landowners and statutory bodies to bring forward and accelerate the transformation of our regeneration projects.

The role of CDC within the delivery of the strategic regeneration sites and projects across the city will be varied but will include:

- Consultation and engagement – ensuring that stakeholders are at key stages included within the development and planning process to ensure that our priority regeneration outcomes are maximised.
- Strategic use of key public assets – ensuring that the value of public assets are maximised to provide sustainable revenue streams and address key site constraints and viability issues. This may include:
 - Selective disposal of key landholdings and assets where income can be utilised to deliver key regeneration outcomes;
 - investment from CDC to accelerate or unlock the delivery of key opportunity sites in public ownership where a case can be made that regeneration projects will provide sustainable returns for the Council over the long-term;
 - Work in partnership with other public sector landowners where there are opportunities to bring forward regeneration and reduce risks for private sector investment;

- Coordinate funding opportunities - to help alleviate site constraints or viability issues, including infrastructure provision, and leverage private sector investment into key opportunity sites;
- If necessary and as a last resort, explore opportunities to implement Compulsory Purchase Powers - where a robust case can be made to bring forward strategic regeneration projects.
- Support through the local plan process, underpinned by planning guidance and other local plans for the development of key regeneration sites. In addition, we will maximise the investment of Section 106 (S106) and Community Infrastructure Levy (CIL) contributions to support regeneration outcomes and objectives.

IMPLEMENTATION OF THE REGENERATION STRATEGY

Whilst the majority of strategic regeneration sites within the city are in public ownership, these projects will not be delivered by the Council alone and the Council does not have the breadth or capacity of resource to deliver regeneration at scale within the city. The Council will work closely with developers and landowners to help accelerate the delivery of strategic regeneration opportunities, including the Southern Gateway and appropriate governance and delivery structures will need to be in place to facilitate these partnerships.

Regeneration delivery is within the Growth and Place Directorate within the Council and the portfolio is overseen by the Cabinet Member for Regeneration and Property. In addition, the Economic Development Panel provides oversight of key projects and advises Cabinet on economic strategy and policy.

A clear governance structure will be implemented to align with existing partnerships and groups including the Chichester BID and the Economic Development Panel. This will be facilitated through the creation of a new Chichester Regeneration Group consisting of membership from relevant public sector stakeholders (including the County and City Councils), alongside key private sector partners, housing providers and Chichester BID. The purpose of the group will be to shape the Council's regeneration priorities and programmes and drive delivery of key projects.

REGENERATION TARGETS

This strategy and the delivery of our strategic regeneration sites will lead to more homes, new better paid jobs and greater economic activity to be generated within the city and the wider district. The following targets represent strategic ambitions for the next 15 years within Chichester City.

WORKPLACE EMPLOYMENT

We will add over 2,500 new jobs to the economy from the delivery of new mixed commercial floorspace including retail, leisure, office, hotel and visitor and nighttime economy uses. This is a 10% increase in employment levels today.

RESIDENT EMPLOYMENT

We will target an extra 2,000 residents in Chichester City into work. This would be an 8% increase in economic activity rates over the 2021 level.

LABOUR FORCE

Through the development of suitable and affordable housing developments we will attract young people, graduates and families to live in the city, increasing the working age population by 1,500.

ECONOMIC SECTORS

We will increase the share of the professional services sector including the IT and digital, finance and insurance and professional, scientific and technical sectors to 20% of the city's employment.

HOUSING

We will deliver an additional 450 new homes within the city through development of Chichester's key regeneration sites including affordable homes.



