

Chichester City Ambassador Operational Report
August 2024

Please find below an overview of the Chichester Ambassador service level performance.

Key stats from 26TH May 2024 to 25th August 2024

(Please note – due to limited access to data, these stats are estimates only).

- **36** x 6-hour patrols conducted in the City Centre
- **381** direct business interactions – introductions or support
- Attendance or support at **25** shoplifting incidents
- Attendance or support at **97** Anti-Social behaviour incidents
- Gave Assistance to the Public through advice or help **90** times
- Welfare checks on shop staff post shop lifting incidents - **39**

Examples of type of support given

1. Regular patrols at the Cathedral to help deter current summer time ASB issues
2. Continued regular attendance at key theft and ASB hot spots - Co Op East Street, TKMaxx, M and S (both sites), Tesco Express, Sports Direct, Betfred, H and M, New Look
3. Supported Chichester BID's Hoot on the Green event on August 17th 2024
4. Attended to 1 first aid incidents until arrival of paramedics
5. Replenished 45 car park map dispensers regularly
6. Supported an instore customer dispute with a key retailer

To ensure all the city businesses are aware of this new service, the City Ambassadors featured in our February Chichester BID newsletter. We will also be seeking feedback from the BID Levy payers on this new service by way of a simple survey in October 2024.

Helen Marshall
Chair / CEO Chichester BID
August 2024