



Chichester District Council

CHICHESTER REGENERATION STRATEGY





Chichester District Council

CHICHESTER REGENERATION STRATEGY

TYPE OF DOCUMENT (VERSION) OFFICIAL

PROJECT NO. UK-70115685

DATE: SEPTEMBER 2024

WSP

WSP House
70 Chancery Lane
London
WC2A 1AF

Phone: +44 20 7314 5000

WSP.com



QUALITY CONTROL

Issue/revision	Final Strategy
Date	September 2025
Prepared by	Kareece Martin-Venner
Signature	KMV
Checked by	Simon Thurley
Signature	ST
Authorised by	Jim Coleman
Signature	JC
Project number	UK-70115685
Report number	1
File reference	CDC1



CONTENTS

QUALITY CONTROL	3
CONTENTS	5
1 EXECUTIVE SUMMARY	1
2 INTRODUCTION	3
<hr/>	
CHICHESTER TODAY	3
PURPOSE OF THE REGENERATION STRATEGY	3
STRATEGY ALIGNMENT	3
KEY CHALLENGES THE STRATEGY SEEKS TO ADDRESS	4
STRATEGY DEVELOPMENT	4
3 CHICHESTER'S GROWTH CONTEXT	5
<hr/>	
INTRODUCTION	5
POPULATION, SKILLS & EARNINGS AND DEPRIVATION	5
POPULATION	5
SKILLS & EARNINGS	5
DEPRIVATION	5
ECONOMIC GROWTH, BUSINESSES AND EMPLOYMENT	6
ECONOMIC GROWTH	6
BUSINESSES	6
EMPLOYMENT	6
CONCLUSION	6
4 DRIVERS OF GROWTH	7
<hr/>	
INTRODUCTION	7
KEY TRENDS	7
SECTORAL GROWTH/CONTRACTIONS - LEISURE SECTOR	7
<hr/>	



CHANGING RETAIL TRENDS – THE HIGH STREET	7
NET ZERO TARGETS AND THE GREEN ECONOMY	7
TECHNOLOGY/AUTOMATION AND HYBRID WORKING	8
WORKFORCE AND INCLUSION - AGEING POPULATION	8
5 STRENGTHS & OPPORTUNITIES	9
<hr/>	
INTRODUCTION	9
AREAS OF FOCUS	9
CAPITALISING ON AN ABUNDANT CULTURAL HERITAGE AND HISTORIC ASSETS	9
CULTIVATING A THRIVING RETAIL & INDEPENDENT ENVIRONMENT	9
ATTRACTING A DIVERSE CITY POPULATION	9
UNLOCKING DIGITAL CONNECTIVITY & INFRASTRUCTURE	10
DEVELOPING A UNIQUE DISTRICT & CITY BRAND	10
CONCLUSION	10
6 CHICHESTER’S REGENERATION FRAMEWORK	11
<hr/>	
INTRODUCTION	11
OVERARCHING OUTCOMES AND OBJECTIVES	11
PRIORITY OUTCOME 1 – A BETTER CONNECTED CITY	13
PRIORITY OUTCOME 2 – A GREENER, HEALTHIER AND SAFER CITY	14
PRIORITY OUTCOME 3 – A DIVERSE AND INCLUSIVE CITY	15
PRIORITY OUTCOME 4 – A PROSPEROUS AND INNOVATIVE CITY	16
PRIORITY OUTCOME 5 – AN ATTRACTIVE AND VIBRANT CITY DESTINATION	18
7 STRATEGIC REGENERATION SITES	19
<hr/>	
INTRODUCTION	19
SUMMARY OF THE VIABILITY AND AVAILABILITY OF STRATEGIC REGENERATION SITES:	20
STRATEGIC REGENERATION SITES	22
8 REGENERATION INTERVENTIONS	23
<hr/>	



INTRODUCTION	23
PRIORITY INTERVENTIONS OVERVIEW	23
REGENERATION INTERVENTIONS – SUMMARY	24
PRIORITY INTERVENTIONS	28
REMAINING INTERVENTIONS	45
9 STRATEGY DELIVERY AND REGENERATION IMPACTS	47
<hr/>	
STRATEGY DELIVERY	47
THE ROLE OF CDC	47
IMPLEMENTATION OF THE REGENERATION STRATEGY	48
REGENERATION TARGETS	48
WORKPLACE EMPLOYMENT	48
RESIDENT EMPLOYMENT	48
LABOUR FORCE	48
ECONOMIC SECTORS	48
HOUSING	48
STRATEGIC REGENERATION SITE: DETAILED PROFILES	49

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 Gyrotory 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

SECTORAL 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.

¹ [Characteristics of homeworkers, Great Britain - Office for National Statistics \(ons.gov.uk\)](https://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.

DRAFT



CHICHESTER REGENERATION STRATEGY

CHICHESTER TOMORROW

PRIORITY OUTCOMES

KEY OBJECTIVES

“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”

A BETTER CONNECTED CITY

- 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

A GREENER, HEALTHIER AND SAFER CITY

- 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

A DIVERSE AND INCLUSIVE CITY

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

AN ECONOMICALLY PROSPEROUS CITY

- 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

AN ATTRACTIVE AND VIBRANT CITY DESTINATION

- 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 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.

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.

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 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.

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.

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 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.

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.

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

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.

city centre car parks to attract visitors and host events.

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.

DRAFT

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 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 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 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 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.

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 .

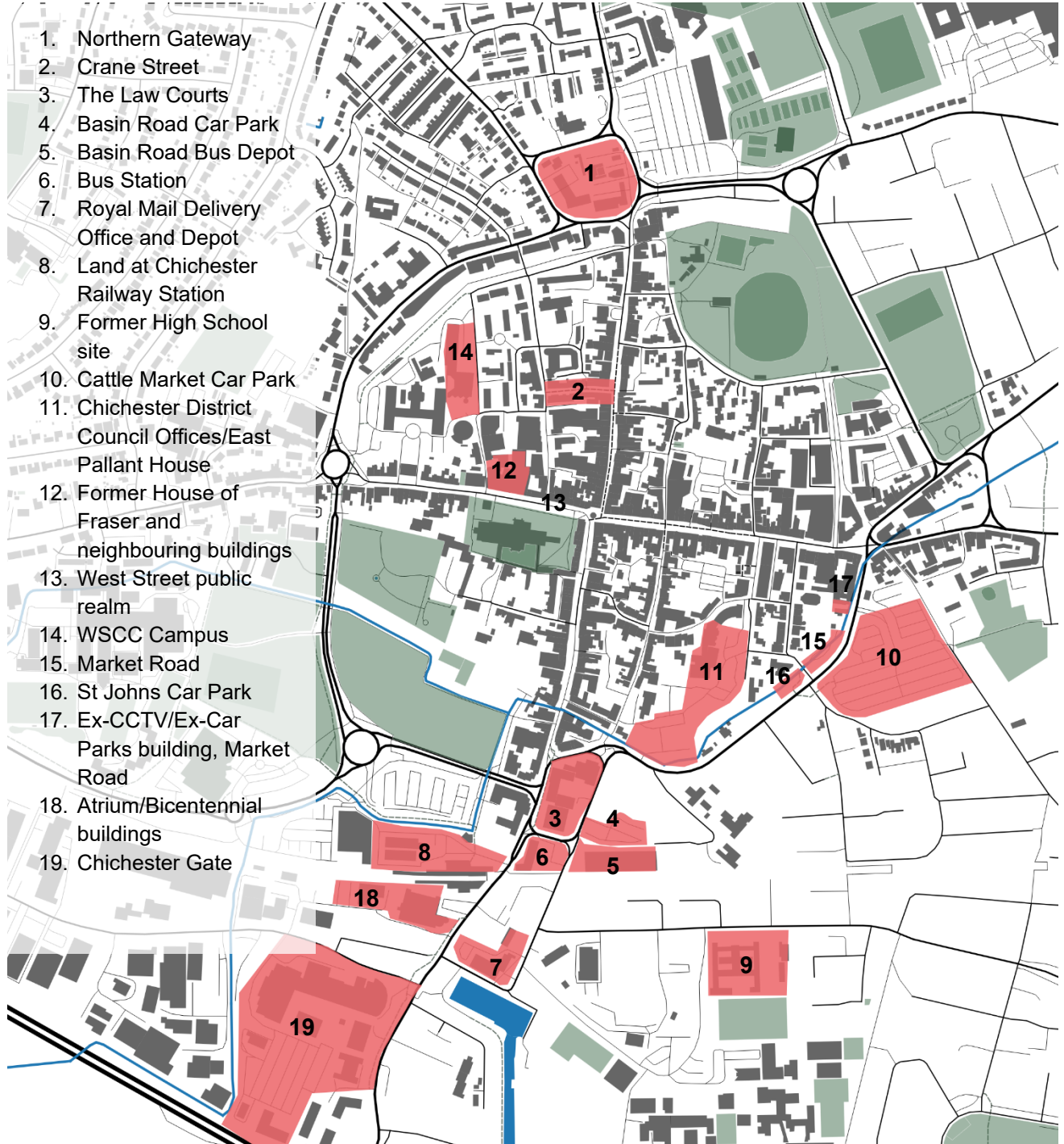
Site Number Ref (Map)	Site	Viability Assessment (incl. current use & rationale)	Availability
5	Basin Road Bus Depot (Southern Gateway)	Stagecoach Bus Depot (viable for housing)	
4	Basin Road Car Park (Southern Gateway)	Car park (residential is deemed viable)	
9	Cattle Market Car Park	Car park (A housing scheme would be considered viable)	
10	Chichester District Council Offices (East Pallant House)	Offices and car park (A housing development is considered viable)	
19	Chichester Gate	Retail Park (retain leisure & F&B offering)	
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)	
16	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)	
9	Former High School Site	Vacant, derelict land (A housing-led scheme would be considered viable)	
11	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)	
8	Land at Chichester Railway Station (Southern Gateway)	Train station car park with a few commercial units (A housing scheme would be considered viable)	
15	Market Road Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
1	Northern Gateway	Chichester fire station and Metro House offices (fragmented ownership but viable for housing)	
7	Royal Mail Delivery Office and Depot (Southern Gateway)	Office and Mail Depot (A housing scheme would be considered viable)	
14	St John's Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
17	The Atrium & Bicentennial Building	Offices (considered viable for residential development however risk around acceptability in planning terms)	
6	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)	
3	The Law Courts (Southern Gateway)	Crown Courts and Magistrates Courts (residential is deemed viable)	

12	West Street Public Realm	Street, public realm (an intervention and management-led scheme that brings landlords and stakeholders together)	
13	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)	

DRAFT

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.



8 REGENERATION INTERVENTIONS

INTRODUCTION

The regeneration interventions presented in Table 7-1 set out practical actions that are 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 Gyratory 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
	Have attractive streets and open spaces		Improve the arrival experience to Chichester	Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents
				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
	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	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	

			Foster an inclusive economy which creates opportunity for all	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.
	Attracting and retaining businesses from a wide range of high earning sectors			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
				Support the development of privately owned sites across the Southern Gateway in line with the adopted masterplan vision.
		Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre	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
			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

	Retaining graduates and developing a skilled workforce to meet the needs of the city's economy		city centre – coordinating with improvements to the public realm
			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
'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
			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
	Offer the best retail experience in the South Carry out public realm improvements to support the overall look and feel of the Canal Basin		
	Have an enticing and appealing evening and night time economy where people find a range of activities Carry out public realm improvements between the rail station and Ave De Chartres		
	Provide a variety of events and activities, and an attractive, clean and welcoming environment		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
			Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure Undertake a hotel market assessment to determine and quantify the unmet demand for hotel accommodation within the city
			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

Overview:

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.

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.

Lead & Partners:

- Lead/s: WSCC & Private Sector
- Consultee/s: CDC, Chichester City Council and private owners of the adjacent sites

Objective/s met:

- Effectively link Chichester's regeneration sites into the city centre

Constraints & Deliverability:

- 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

Evidence of need and/or opportunity:

- 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

Approximate Timescales:

- Medium (3-5 years)
- A relocation site is required for the current fire station, which may take time to find

Funding:

- Medium (£5-10m) – transport related improvements)

Next Steps:

- Consider options for the relocation of the fire station within the district
- Undertake the roadworks described in the feasibility assessment under the preferred option.

	<ul style="list-style-type: none"> • High (>£10m) for subsequent development 	
--	--	--

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

Supporting 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:

- Lead/s: CDC
- Partner/s: Chichester City Council, WSCC, Stakeholders
- Consultee/s: Community groups

Objective/s met:

- 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:

- N/A

Evidence of need and/or opportunity:

- Activate the city's existing assets

Approximate Timescales:

- Short Term (<3 years)

Funding:

- Low (< £5m)

Next Steps:

- 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)

Supporting Outcome: A Greener, Healthier and Safer City	
<p>Overview:</p> <p>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.</p> <p>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.</p>	
<p>Lead & Partners:</p> <ul style="list-style-type: none"> • Lead/s: WSCC • Partner/s: CDC, Chichester City Council • Consultee/s: Chichester BID 	<p>Objective/s met:</p> <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
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> • N/A 	<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> • Activate the city’s existing assets
<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"> • 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 diverse and inclusive city		Supporting Outcome: An economically prosperous City
<p>Overview:</p> <p>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.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> • Lead/s: Private Developers • Partner/s: CDC 		<p>Objective/s met:</p> <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
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> • Viability of retail formats • Planning permission delayed / refused 		<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 area • A need to provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> • Medium Term (3-5 years) 	<p>Funding:</p> <ul style="list-style-type: none"> • Private developer funding • High (>£10m) 	<p>Next Steps:</p> <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: An economically prosperous city		Supporting Outcome: An attractive and vibrant city destination
<p>Overview:</p> <p>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.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> • Lead/s: Chichester BID • Partners: CDC & Private Landowners • Consultees: Chichester City council 		<p>Objective/s met:</p> <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
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> • Viability of the retail market • Planning permission delayed/refused 		<p>Evidence of need and/or opportunity:</p> <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
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> • Short Term (<3 years) 	<p>Funding:</p> <ul style="list-style-type: none"> • Private developer funding • Low (< £5m) 	<p>Next Steps:</p> <ul style="list-style-type: none"> • Create a Crane Street working group with landlords and Chichester BID

Intervention 10: Assist with exploring the relocation options for West Sussex County Council offices

Main Outcome: An economically prosperous city		
<p>Overview:</p> <p>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.</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> • Lead/s: WSCC • Consultee/s: CDC 		<p>Objective/s met:</p> <ul style="list-style-type: none"> • Ensure there is a range of housing to support growth of the city centre
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> • Timescales for identification of alternative accommodation for WSCC staff. • Planning permission delayed/refused • Development viability 		<p>Evidence of need and/or opportunity:</p> <ul style="list-style-type: none"> • A need to provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> • Long Term (>5 years) 	<p>Funding:</p> <ul style="list-style-type: none"> • Medium (£5-10m) 	<p>Next Steps:</p> <ul style="list-style-type: none"> • WSCC need to identify options for its relocation

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		
<p>Overview:</p> <p>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).</p>		
<p>Lead & Partners:</p> <ul style="list-style-type: none"> • Lead/s:, WSCC • Partners: Mobile Network Operators (MNOs), CDC • Consultee/s: CDC BID 	<p>Objective/s met:</p> <ul style="list-style-type: none"> • Provide greater levels of digital connectivity throughout the city 	
<p>Constraints & Deliverability:</p> <ul style="list-style-type: none"> • Must be delivered with resurfacing pavements given restrictions around uprooting new pavements • Planning permission delayed/refused 	<p>Evidence of need and/or opportunity:</p> <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 	
<p>Approximate Timescales:</p> <ul style="list-style-type: none"> • Short Term (<3 years) 	<p>Funding:</p> <ul style="list-style-type: none"> • MNO funding • WSCC • Medium (£5-10m) 	<p>Next Steps:</p> <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 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:		Objective/s met:
<ul style="list-style-type: none"> • Lead/s: WSCC • Partners: CDC, Chichester City Council & Chichester Canal Trust • Consultee: Commercial private sector 		<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:		Evidence of need and/or opportunity:
<ul style="list-style-type: none"> • Development is limited due to part of the land being in private ownership 		<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:	Funding:	Next Steps:
<ul style="list-style-type: none"> • Short Term (<3 years) 	<ul style="list-style-type: none"> • Low (<£5m) 	<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 outcomesUndertake 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Medium Term (3-5 years)
Develop a lighting strategy to improve the dark spots across the city to create a safer environment	City Council	<ul style="list-style-type: none"> • 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)
---	----------------------------	----------------------

DRAFT

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.

APPENDIX A

STRATEGIC REGENERATION SITE: DETAILED PROFILES

Basin Road Bus Depot (Southern Gateway) (5)	
	
Description	<p>The Basin Road bus depot is located south of the city in the Southern Gateway area. It is near Chichester Rail station. The site is leased by Stagecoach, which uses it for storage and maintenance purposes.</p> <p>The bus depot is in poor condition as it requires significant repair work.</p>
Ownership	<ul style="list-style-type: none"> • Public Ownership: CDC • Stagecoach hold a leasehold interest to 2052.
Current Constraints	<p>The bus depot is leased to Stagecoach until 2052, which means that any development at this site would require the relocation of current Stagecoach operations and maintenance activities. The reprovision of a depot would require funding with reprovision costs not yet fully known.</p> <p>The site is located in a conservation area and the bus depot is a locally listed building. Any development would need to consider the close proximity of the railway line.</p>
Headline Viability (GREEN)	

Current Use	Stagecoach Bus Depot
Potential Future Uses/Opportunities	Residential is considered the best future use as it is proposed to be allocated within the local plan. However, the site could also be a potential site for a community / entertainment venue in addition to housing subject to viability a use which has previously been considered for the Law Courts site.
Strengths	<ul style="list-style-type: none"> This site is allocated in the draft local plan (alongside the Basin Road Car Park and Bus Station) and is a key site under the Southern Gateway Masterplan.
Weaknesses	<ul style="list-style-type: none"> Restrictions on height due to the views of the Cathedral. The Bus Depot is a locally listed building and is within the Conservation Area. Stagecoach has a lease until 2052 and the site backs onto the main railway line which could impact any future development.
Availability RAG (can the site be developed)	<p>The site is owned by CDC already and the Council is actively engaged with Stagecoach as to the future of the site.</p> <p>Relocation of the depot does not have to be tied to the bus station.</p>
Viability RAG (would alternative uses be deliverable)	<p>The site is proposed to be allocated in the draft local plan and based on Local Market Assessment would be viable for housing. The site is also considered to be a possible solution for a community / entertainment venue within the Southern Gateway in addition to housing given the existing scale of building and public ownership.</p> <p>The site is part of a group of sites within public sector ownership and control which should be prioritised for intervention given the importance of the Southern Gateway scheme to the city's regeneration.</p> <p>The site capacity is identified, and the next steps are to work on a design to test with the planning and highways teams.</p>
WSP Comment	<p>The site forms part of a group of sites already allocated for housing within the Draft Local Plan and due to it being allocated with the Bus Station and the Basin Road Car Park, there is potential for a wider scheme to be developed. This is likely to be more attractive to developers. However, the constraints could dissuade developer appetite.</p> <p>Availability is dependent on relocating Stagecoach. It is assumed the costs of this are borne by another project. The existing building provides a precedent for a large quantum of development.</p>
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy A4: Development of the Southern Gateway area

	<ul style="list-style-type: none"> • Policy H1: Meeting Housing Needs <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 26 – Existing Employment Sites • Policy 30 – Built Tourist and Leisure Development • Policy 3 – The Economy and Employment Provision <ul style="list-style-type: none"> • Chichester Vision: high density residential housing, close to the city centre aligns to Theme 1 of the Chichester vision.
--	--

Basin Road Car Park (Southern Gateway) (4)



Description

The Basin Road Car Park is located south of the city in the Southern Gateway area. It faces onto Basin Road and is adjacent to the bus depot building and to the railway line. The car park is operated by the CDC and is a part of the CDC's current revenue. There are a total of 115 spaces at this car park, however, according to a 2023 parking review study commissioned by the council, it was fairly underutilised during peak times over the study period; averaging circa 49%, which was among the lowest utilised of the car parks and has been declared surplus to requirements.

Ownership	<ul style="list-style-type: none"> Public Ownership: CDC
Current Constraints	<p>A residential building, 45 Basin Road is located on the site and is in private ownership.</p> <p>Currently the seller is unwilling to transact.</p> <p>CPO grounds are unlikely to be proven if the Basin Road site is brought forward in isolation from the other Southern Gateway sites.</p> <p>Any development would need to consider the proximity of the railway line.</p>
Headline Viability (GREEN)	
Current Use	Car park.
Potential Future Uses/Opportunities	Residential is considered the best future use reflecting the local plan allocation.
Strengths	<ul style="list-style-type: none"> This site is allocated in the Draft local plan (alongside the Basin Road Bus Depot and Bus Station) and benefits from being clear of current buildings due to being a surface-level car park.
Weaknesses	<ul style="list-style-type: none"> The presence of 45 Basin Road could present a design challenge for a residential scheme. A residential scheme's height is likely to be restricted to 3-4 storeys due to maintaining site lines to the Cathedral and the site is in a Conservation Area.
Availability RAG (can the site be developed)	The site is owned by the District Council and the parking provision has been declared surplus to requirement.
Viability RAG (would alternative uses be deliverable)	Residential is deemed viable as per the Local Market Assessment. Site capacity is 110 dwellings (including the adjacent sites of the Bus Station and Bus Depot. The next steps are to work on a design to test with the planning and highways teams as well as to confirm if delivered as a standalone site or alongside the Bus Depot and Bus Station.
WSP Comment	This is a prominent site within the Southern Gateway that could unlock the area and benefits from being part of a group of sites already allocated for housing within the draft local plan and deemed viable subject to further design development. Acquiring 45 Basin Road is presently unlikely (because the seller is unwilling to transact), however, redevelopment could be delivered as there is clear access to the site. We would anticipate strong interest from developers in this site and also from residents given the central location. As this site is part of the Southern Gateway Master Plan , we believe that this site is seen as a priority .

Alignment with existing strategies and policies

Draft Local Plan

- Policy A4: Development of the Southern Gateway area
- Policy H1 Meeting Housing Need

Chichester Local Plan 2014-2029

- Policy 4 – Housing Provision
- Policy 26 – Existing Employment Sites
- Policy 3 – The Economy and Employment Provision

Chichester Vision

- Development of the site aligns with Theme 1 by encouraging more city centre living and providing access to the City Centre to residents.

Car Parking Strategy 2023-2027

- Development of this site would follow recommendations of the above strategy to repurpose excess supply of car parking space. Basin road car park has already been declared surplus.

DRAFT

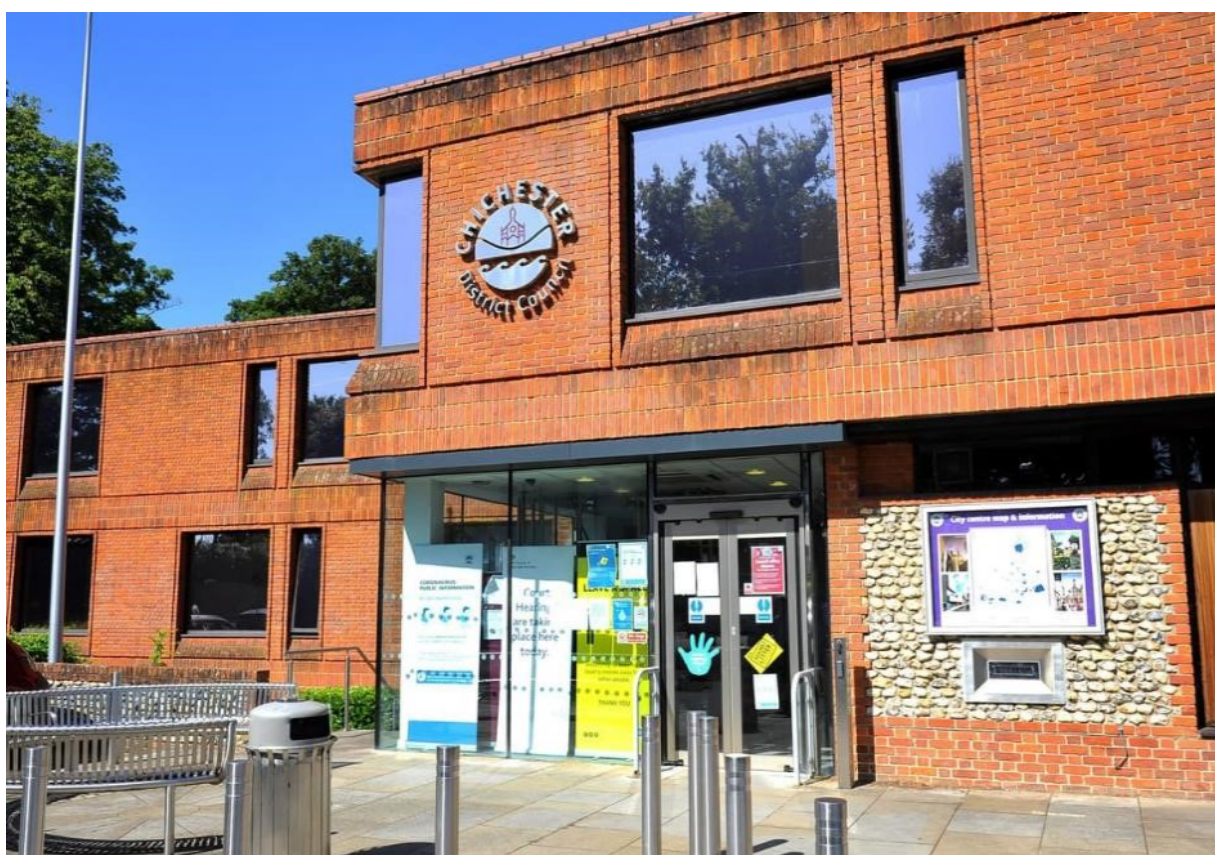
Cattle Market Car Park (10)



Description	This car park is located in the eastern part of the city centre, connected to the A286 ring road. The site contains 836 parking spaces and is one of the most highly utilised.
Ownership	<ul style="list-style-type: none"> Public Ownership: CDC
Current Constraints	The car park is in a conservation area.
Headline Viability (GREEN)	
Current Use	Car park
Potential Future Uses/Opportunities	Residential is considered the best use.
Strengths	<ul style="list-style-type: none"> This site would provide housing in the heart of the city. It has the potential to help reduce congestion around the city centre by displacing traffic as part of a coordinated traffic management plan. As a surface-level car park, the site has no existing structures on the site, reducing demolition/site preparation costs.
Weaknesses	<ul style="list-style-type: none"> Residential development would mean the loss of income from car parking This would reduce the

	<p>amount of parking located near the city centre as this is the third largest car park and one of the most utilised. This is impactful as stakeholders have expressed that a loss of key car parks would make the city less accessible. Any development would have to consider that this site is within the Conservation Area.</p>
Availability RAG (can the site be developed)	Chichester District Council own the site however a significant amount of parking would be displaced.
Viability RAG (would alternative uses be deliverable)	A housing scheme would be considered viable as per the Local Market Assessment.
WSP Comment	<p>This is one of the largest potential development sites within the city centre. Its availability would need to be established by addressing concerns over the loss of existing parking, but Council ownership of the land will assist delivery of a solution in this respect. The Council have also expressed an interest in developing two smaller car parks opposite, St John's and Market Road Car Park, with the potential to create a multi-site scheme subject to finding a city-wide parking solution.</p>
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy H1: Meeting Housing Needs <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 33 – New Residential Housing • Policy 34 – Affordable Housing <p>Car Parking Strategy 2023-2027</p> <ul style="list-style-type: none"> • Development of this site would follow recommendations of the above strategy to repurpose excess supply of car parking. <p>Chichester Vision</p> <ul style="list-style-type: none"> • A residential development would facilitate Theme 1 – 'Living' an accessible and attractive City Centre.

Chichester District Council Offices (East Pallant House) (11)



Description

This is the site of Chichester District Council. It is located on East Pallant Street in a building named East Pallant House. There are two sections to the building – a three storey Grade II listed building, providing office space and an open-plan workspace on the ground and first floors, committee rooms at a lower ground floor level and offices in a small second floor area. Overall, the building has a net internal area (NIA) of 3,389 sq. m (36,480 sq. ft). The adjoining car park, East Pallant is a publicly owned car park and operated by CDC on a pay and display basis. It is a short stay surface level car park and provides 165 spaces.

Ownership

- Public Ownership:
CDC

Current Constraints

The relocation of CDC is required in order to develop the site.

The site contains Grade II listed buildings.

The site is currently contains offices (employment space). Any development that did not retain the employment space would require an assessment to demonstrate that it was no longer required.

Headline Viability (GREEN)

Current Use	Offices and car park.
Potential Future Uses/Opportunities	Residential
Strengths	<ul style="list-style-type: none"> There is an opportunity to improve the public realm in the centre of the city alongside the residential development, incorporating City Walls, and utilising the historic layout of the city.
Weaknesses	<ul style="list-style-type: none"> The Council's office relocation would be required, potentially adding additional costs to the project. The car parking that would be displaced by the development would require replacement/consolidation. The site is within the Conservation Area and the wall to the east of East Pallant House is Grade II listed as well as a part of East Pallant House
Availability RAG (can the site be developed)	Chichester District Council own the site however a suitable site for the relocation of the offices needs to be established before the site can be made available.
Viability RAG (would alternative uses be deliverable)	A housing development is considered viable. Potential land receipts would need to exceed the costs of relocation. This is being tested under a separate commission in the Chichester Bus Depot Options Appraisal.
WSP Comment	This is an attractive site that would unlock housing in the centre of the city if it can be made available. Density would be limited by city centre policy, but use of the car parks would enable additional site capacity.
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy H1: Meeting Housing Needs Policy P5 Spaces and Landscaping Police A1 City Development Principals <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 34 – Affordable Housing Policy 10 – Chichester City Development Principals <p>Chichester Vision</p> <ul style="list-style-type: none"> Development would support Theme 1 'Living' an accessible and attractive City Centre. A residential and green space development so close to the City Centre would produce a well-

	connected, vibrant city that promotes sustainable active travel modes.
--	--

Chichester Gate (19)	
[Photo Required]	
Description	Chichester City Gate is a leisure park located circa 500m south of Chichester city center in close proximity to the A27 and Chichester railway station. It is the only leisure park in Chichester. The site extends over 500,000 sqft and home to a number of well-established F&B and leisure chains. The site also accommodates close to 500 car parking spaces.
Ownership	<ul style="list-style-type: none"> • A private company holds the freehold • A mixture of private leaseholders
Current Constraints	Multiple leaseholders and most with long leases
Headline Viability (GREEN)	
Current Use	A mix of leisure and F&B offering
Potential Future Uses/Opportunities	Key to supporting Chichester’s leisure and F&B offering, any regeneration activity should be focused on maintaining the quantity of existing leisure and F&B offering
Strengths	<ul style="list-style-type: none"> • One of the key leisure and F&B areas of Chichester. • This site provides employment, this should be maintained.
Weaknesses	<ul style="list-style-type: none"> • Units frequently change tenants
Availability RAG <i>(Key Question: can the site be developed?)</i>	The site is not available for repurposing as there are currently no vacant units. Based on historic performance it is noted that the majority of retail units remain occupied by the same tenants.
Viability RAG <i>(would alternative uses be deliverable?)</i>	Comprehensive redevelopment is not considered an option due to a high number of leasehold interests, however if any anchor units become available, wholesale redevelopment may be possible. Individual properties could be subject to viable repurposing but more likely through new lettings or investment to modernise the existing buildings. The best immediate solution would be to focus on the improvement of existing buildings.
WSP Comment	Comprehensive regeneration of the site at present is not necessary given the existing high usage of the site and the existing anchor tenants which are present. Any intervention should focus on improving the existing buildings and leisure/retail offering to encourage activity which drives higher footfall.

<p>Alignment with existing strategies and policies</p>	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy E6: Chichester City Centre • Policy E5: Retail and Hospitality needs <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 27 – Chichester Centre Retail <p>Chichester Retail and Main Town Centre Uses Study</p> <ul style="list-style-type: none"> • The report indicates capacity for additional food and beverage floor space in the City Centre, up to 4,624 sq. m by 2036. A key strategy to support this growth is reoccupation of vacant floorspace in the City Centre. <p>Chichester Vision</p> <ul style="list-style-type: none"> • Crane Street would aid the growth of the cultural, heritage and the visitor economy and help achieve the goal of offering the best retail experience in the South.
---	--

Crane Street (2)

DRAFT



Description

Crane Street is located off the main thoroughway of Chichester's North Street, connecting Chapel Street and North Street. North Street is one of Chichester's principal shopping streets, the majority of which is pedestrianised. Similarly, Crane Street is also a pedestrianised street however in contrast to North Street, this smaller street has a higher vacancy level.

Prior to COVID-19, this street attracted workers from around the city, , however, as the work dynamic and office structure has changed, the demand and the footfall of the street has

	dramatically reduced. There are a number of publicly owned commercial units located on Crane Street with those let on short to medium term leases.
Ownership	<ul style="list-style-type: none"> A mixture of public and private ownership: 10 units in Public Ownership – CDC Several units in Private Ownership
Current Constraints	This street is in a conservation area.
Headline Viability (AMBER)	
Current Use	Retail and food and beverage frontage with a mix of residential and offices on the first floor upwards.
Potential Future Uses/Opportunities	<p>This area isn't considered suitable for alternative uses and any regeneration activity should be focused on enhancement initiatives through improved management activity. The area should remain an independent area and small business/services location. This is also in keeping with the historic layout of the city.</p> <p>The office and residential at the 1st floor level should be retained.</p>
Strengths	<ul style="list-style-type: none"> Crane Street is one of the key independent retail areas of the city centre. As this use already provides employment, this should be maintained. Landowners are engaged and are keen to see this as a destination location, utilising the outdoor space more, perhaps covering a part of the street. They have suggested a service or a function that is approved and endorsed by all stakeholders in the street.
Weaknesses	<ul style="list-style-type: none"> The fragmented ownership could potentially present a challenge in engaging in a comprehensive scheme across the street. This street is in the Conservation Area, and it should be noted that 3-4a Crane Street is locally listed and 27-28 North Street, which forms the northeast corner of the street is Grade II listed. With regards to improving the outdoor space and public realm, this is a historic narrow street, the characteristics of which could inhibit design, as well as having an impact on health and safety access.
Availability RAG <i>(Key Question: can the site be developed?)</i>	The fragmented ownership could potentially present a challenge in engaging in a comprehensive scheme across the street.
Viability RAG <i>(would alternative uses be deliverable?)</i>	Comprehensive redevelopment is not considered viable due to fragmented ownership. Individual properties could be subject to viable repurposing but more likely through new lettings or investment to modernise the existing buildings. The best immediate solution would be to focus on the improvement of existing buildings, street activation and other co-ordinated management activities including public realm improvements.

<p>WSP Comment</p>	<p>Comprehensive redevelopment doesn't seem necessary or deliverable at the present time. The secondary retail frontage helps support the prime area. We suggest that intervention should focus on management activity bringing landlords and stakeholders together to improve the area. This could include physical public realm enhancements to encourage activity which drives higher footfall. This could be an area of focus for existing BID or other local initiatives. Whilst it has some vacant units, this is typical of similar areas.</p>
<p>Alignment with existing strategies and policies</p>	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy E6: Chichester City Centre • Policy P5: Spaces and Landscape • Policy H1: Meeting Housing Needs • Policy E5: Retail and Hospitality needs <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 26 – Existing Employment Sites • Policy 27 – Chichester Centre Retail • Policy 3 – The Economy and Employment Provision <p>Chichester Retail and Main Town Centre Uses Study</p> <ul style="list-style-type: none"> • The report indicates capacity for additional food and beverage floor space in the City Centre, up to 4,624 sq. m by 2036. A key strategy to support this growth is reoccupation of vacant floorspace in the City Centre. A Crane Street development would support this strategy and sustain additional capacity. <p>Chichester Vision</p> <ul style="list-style-type: none"> • Crane Street would aid the growth of the cultural, heritage and the visitor economy and help achieve the goal of offering the best retail experience in the South. • 1st floor residential would facilitate Theme 1 – ‘Living’ an accessible and attractive City Centre. • Aligns with Theme 3 ‘Visiting’ A leading Visitor Destination.

<p>Ex-CCTV/Ex-Car Parks Buildings (17)</p>	
<p>[TBA]</p>	
<p>Description</p>	<p>The Ex-CCTV/Ex-Car Parks Buildings are in the east of the city and face onto Market Road, opposite the Cattle Market car</p>

	park. St John's Chapel is located behind the building. The site is made up of an office building and garage/store, with a small yard in between.
Ownership	<ul style="list-style-type: none"> Public Ownership: CDC
Current Constraints	An extremely small site.
Headline Viability (AMBER)	
Current Use	Commercial offices and garage.
Potential Future Uses/Opportunities	A small residential scheme (1-2 units).
Strengths	<ul style="list-style-type: none"> The site is located close to other sites that are part of the strategic regeneration sites.
Weaknesses	<ul style="list-style-type: none"> This is an extremely small site and is further constrained as the site backs onto St. John's Church (Grade I listed).
Availability RAG (can the site be developed)	The first floor is leased to an occupier, with the ground floor and garage being currently used by Chichester District Council.
Viability RAG (would alternative uses be deliverable)	This site could be included in a multiple-site residential approach, alongside the carparks that are located close to the buildings, however the site's size could present a challenge to be individually viable.
WSP Comment	Due to this being a small site, a multiple-site approach would be the most beneficial , combining St John's Car Park and Market Road Car Park. (could also be extended to the Cattle Market Car Park). There is a privately owned building splitting this site from the car parks which could present a challenge, the current status of the building is unknown. Due to the size of this site disposing of the asset could be the best option. This could unlock revenue for other sites.
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy H1: Meeting Housing Needs - development could facilitate Chichester's identified housing needs of 10,350 dwellings delivered between 2021-2039. <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 33 – New Residential Housing Policy 34 – Affordable Housing <p>Chichester Vision</p> <ul style="list-style-type: none"> A residential development would facilitate Theme 1 – 'Living' an accessible and attractive City Centre.

Former High School Site (9)	
[TBA]	
Description	The former high school Site is in the south of the city and is located south of Kingsham Road. To the east of the site is housing and to the south is Chichester High School. There is an all-weather sports pitch that is located directly south of the site. The site is allocated for 7,200 sq. m of office space in the local plan. The former buildings have now been demolished and the site is presently vacant.
Ownership	<ul style="list-style-type: none"> Public Ownership: WSCC
Current Constraints	West Sussex County Council commissioned a viability assessment to be undertaken on the site for a proposed Chichester Health Hub, however, this was deemed to be unviable.
Headline Viability (GREEN)	
Current Use	Vacant, derelict land.
Potential Future Uses/Opportunities	In the current market, a residential scheme seems to be the best use of land for this site.
Strengths	<ul style="list-style-type: none"> Much of the land has been cleared of previous high school buildings.
Weaknesses	<ul style="list-style-type: none"> The site is allocated in the local plan as employment land and a change of use would need to take place for a residential scheme to come forward.
Availability RAG (can the site be developed)	The land is presently vacant and in public ownership, engagement with West Sussex County Council over the future of the land should take place.
Viability RAG (would alternative uses be deliverable)	A housing-led scheme is considered viable as per the Local Market Assessment.
WSP Comment	This is a significant allocation and, in our view, employment use would not be viable due to low levels of demand and the ability to achieve the rents necessary to cover the build costs of a commercial scheme . A mixed-use or housing-led scheme would be viable. This site could be used as a potential option for the relocation of other occupiers/services – in keeping in the designation.
Alignment with existing strategies and policies	Draft Local Plan <ul style="list-style-type: none"> Policy H1 Meeting Housing Need

	<p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 33 – New Residential Housing • Policy 34 – Affordable Housing <p>Site Allocation DPD Policy 2014-2029</p> <ul style="list-style-type: none"> • Policy CC5: Site allocated for employment <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> • Residential development would facilitate Theme 1 – ‘Living’ an accessible and attractive City Centre.
--	--

Former House of Fraser and neighbouring buildings (12)



Description	<p>The former House of Fraser building is located on corner of West Street and Tower Street opposite Chichester’s most famous landmark; Chichester cathedral. The building has four floors and is 6,503 sq. m in size on a 0.323 ha site. Since the departure of House of Fraser, the building has been vacant for several years.</p>
Ownership	<ul style="list-style-type: none"> • Private Ownership

Current Constraints	<p>Given the current economic climate, lending for development of this nature remains a significant constraint, banks are unwilling to lend for development.</p> <p>The building is a Grade II listed building located in the Chichester Conservation Area.</p>
Headline Viability (AMBER)	
Current Use	Retail – presently vacant.
Potential Future Uses/Opportunities	Future development potential for mixed use
Strengths	<ul style="list-style-type: none"> This city centre location would unlock more housing in the heart of the city, bringing a new dynamic to the Cathedral Area. Student accommodation could bring a nighttime economy right to the city centre and would remove pressure on the private rental market.
Weaknesses	<ul style="list-style-type: none"> The property is a Grade II listed building and is within the Conservation Area. As a large unit (70,000 sq. ft over 3 floors) it is too large for a single existing use requirement (retail/leisure). The suitability of the service yard needs further investigation but was sufficient for previous occupiers.
Availability RAG (can the site be developed)	The site is currently being marketed as a mixed-use scheme and is therefore available.
Viability RAG (would alternative uses be deliverable)	The site's viability cannot be established until a suitable alternative use is identified. We have considered housing to currently be the most appropriate use for the building from a viability perspective, although this may not be the best planning/regeneration policy solution.
WSP Comment	<p>The unit is too large for current single retail/leisure requirements. Its suitability for conversion to alternative uses is difficult to establish. Whilst student and retirement living are possibilities, we doubt operators would be prepared to take on the conversion of such a historic building. A housing product is going to give the most viable use however from a planning perspective this might not be the best use. A mixed-use scheme would likely be a better regeneration outcome. Finding the right developer or operator is key for the project. The building may require a sub-division to enable a bespoke scheme to come forward. Possible users include a small hotel operator and food and beverage/retail operators, subject to individual requirements. There are a lack of hotel offerings in the city and this site has the potential to be a good location to bring visitors to stay in the heart of</p>

	the city. Improvements to the wider street environment along West Street would assist in bringing interest to the site.
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy H1 Meeting Housing Need, delivered between 2021-2039. • Policy E8 Built Tourism and Leisure Development <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 30 – Built Tourist and Leisure Development <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> • A residential development would facilitate Theme 1 – ‘Living’ an accessible and attractive City Centre. • Aligns with Theme 3 ‘Visiting’ A leading Visitor Destination. <p>Chichester Growth Deal</p> <ul style="list-style-type: none"> • Aligns with improvements to the street scene and public realm.

Land at Chichester Railway Station (Southern Gateway) (8)



Description	Chichester rail station is located in the southern part of the city centre and is recognised as southern gateway masterplan. The railway station and commercial units are located on the site. The River Lavant is situated along the northern boundary of the site.
Ownership	<ul style="list-style-type: none"> • Public Ownership: Train Station – Network Rail • Commercial buildings – Private ownership under long lease from NWR
Current Constraints	<p>Long leasehold arrangement and no incentives for company to enter in to discussions with NWR.</p> <p>Car parking is an important revenue stream for Network Rail and the car park needs to be available to accommodate replacement buses when needed by Network Rail</p> <p>The railway station is a locally listed site</p> <p>The eastern part of the sites is covered by the Chichester Conservation Area.</p>
Headline Viability (GREEN)	
Current Use	Train station car park with a few commercial units.
Potential Future Uses/Opportunities	This site could offer a residential scheme.
Strengths	<ul style="list-style-type: none"> • A key location brought forward under the Southern Gateway Master Plan.
Weaknesses	<ul style="list-style-type: none"> • The commercial units are based in the centre of the site and a residential scheme's height is likely to be restricted to 3-4 storeys due to maintaining site lines to the Cathedral. Any development needs to consider the site is in a Conservation Area.
Availability RAG (can the site be developed)	There are several long leases in place and Network Rail is keen to maintain ownership and the current operation of this site as it is. This site is unlikely to come forward for development during the strategy period.
Viability RAG (would alternative uses be deliverable)	A housing scheme would be considered viable as per the Local Market Assessment . However, the availability of the site limits this from being brought forward.
WSP Comment	Due to the availability of this site, we would consider other sites to be prioritised as the site is unlikely to come forward during the strategy period. If the site did become available the Council would like to see space for a transport hub.

<p>Alignment with existing strategies and policies</p>	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy A3: Southern Gateway Development Principles • Policy P5: Spaces and Landscaping • Policy T2 Transport and Development • Policy E8: Built Tourism and Leisure Development <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 10 – Chichester City Development Principals • Policy 26 – Existing Employment Sites • Policy 3 – The Economy and Employment Provision • Policy 39 – Transport, Accessibility and Parking <p>Chichester Ente Purple Flag Audit and Baseline Study</p> <ul style="list-style-type: none"> • Development can improve lighting, wayfinding, and signage to reduce people feeling unsafe at night. <p>Chichester Retail and Main Town Centre Uses Study 2018</p> <ul style="list-style-type: none"> • Can improve sense of arrival to Chichester, improving first impressions and thereby supporting the visitor economy. • Railway line presents a barrier to movement, development could ease vehicle traffic and establish more prominent pedestrian linkage into the town centre. <p>Chichester Growth Deal</p> <ul style="list-style-type: none"> • Aligns with the outlined public realm approach to identify projects that maximise opportunities for funding and inward investment, working collaboratively with partners on delivering prioritised schemes. This includes creating quality landscapes at destinations and arrival points. • Aligns with Short Term Projects - improvements to the street scene and the public realm. <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> • Aligns with Theme 3 'Visiting' A leading Visitor Destination. A more attractive and appealing area
---	---

	by the railway will support positive visitor first impressions.
--	---

Market Road Car Park (15)



Description	Market Road car park is located in the east of the city centre, opposite Cattle Market car park. It contains 50 spaces and is one of city's smaller car parks. According to the 2023 Parking Strategy, average occupancy is circa 49% during the weekday.
Ownership	<ul style="list-style-type: none"> Public ownership: CDC
Current Constraints	Close to another Chichester District Council-owned site, which may mean it has the potential to undergo joint development with this site. This is a small site, totalling 0.07 ha (this has been estimated).
Headline Viability (GREEN)	
Current Use	Car park
Potential Future Uses/Opportunities	Considering that this site is opposite St. John's Car Park, this car park is also considered to be suitable for residential development. As a result of the similar location and makeup of the site, the comments are very similar to St. John's Car Park.

Strengths	<ul style="list-style-type: none"> This would consolidate car parking in the city centre, and this is a surface-level cleared site.
Weaknesses	<ul style="list-style-type: none"> There would be a loss of parking in the city centre. The site is within the Chichester Conservation Area, it is a small site that could present density challenges due to the restrictions on the height of developments to maintain the Cathedral view.
Availability RAG (can the site be developed)	The site is already owned by Chichester District Council and availability does not present a challenge subject to their Car Parking Strategy.
Viability RAG (would alternative uses be deliverable)	Considering the Local Market Assessment, this site is deemed viable for a housing scheme subject to site capacity.
WSP Comment	<p>Whilst the site is likely to be viable for housing this is a small site with a number of specific constraints making it difficult to determine likely capacity. For example, the road layouts in this area need to be planned carefully alongside other larger nearby development opportunities e.g. The Cattle Market Car Park or The Chichester District Council Offices. An alternative use would have to consider the access St. John's Street (which divides St. John's Car Park and Market Road Car Park). The small number of units that this site would yield would limit its contribution to the regeneration of the city centre. This site should be considered part of the wider strategy with the future depended on plans for the larger nearby sites.</p>
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <p>Policy H1: Meeting Housing Needs Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 33 – New Residential Housing Policy 34 – Affordable Housing <p>Car Parking Strategy 2023-2027</p> <ul style="list-style-type: none"> Development of this site would follow recommendations of the above strategy to repurpose excess supply of car parking. <p>Chichester Vision</p> <ul style="list-style-type: none"> A residential development would facilitate Theme 1 – 'Living' an accessible and attractive City Centre.

Northern Gateway (1)



Description

The Northern Gyratory is located at the northern end of North Street, one of the main shopping streets in Chichester city centre. It sits at the centre of the A286 gyratory, which is the ring road that encircles the city centre. Given the Northern Gyratory's close proximity to the commercial heart of city, it is a key point/gateway for the entry/exit for cars into and out of the city centre.

The centre of the gyratory encompasses 2 acres of land, home to Chichester Fire Station (West Sussex Fire and Rescue), and Metro House, a commercial building. It also contains other buildings/uses (former electric cinema (storage), offices, surface care park and a residential dwelling) The gyratory is in close proximity to many buildings, services, places of worship, car parks and public entities such as the university and hospital, all of which attract a high number of users.

Ownership

The site is in a mixture of public and private ownership:

- Metro House and wider site is in Private Ownership
- The Fire service is in Public Ownership – WSCC

<p>Current Constraints</p>	<p>The gyratory is extremely congested and suffers from a lack of road crossings for pedestrians to get around the gyratory. There is a significant need to improve the pedestrian experience and make crossing safe pedestrians, however significant highways works would be required.</p> <p>In general, the gyratory is currently seen as unattractive and reduces the sense of arrival into Chichester at the northern end of the city.</p> <p>In addition, for development to occur, the fire station would need to be relocated and WSCC would need to collaborate and agree on the type of development.</p>
<p>Headline Viability (AMBER)</p>	
<p>Current Use</p>	<p>Chichester fire service and Metro House offices</p>
<p>Potential Future Uses/Opportunities</p>	<p>The primary opportunity is the replacement of the fire service with residential uses. Office uses may be appropriate for conversion or demolition and residential replacement.</p>
<p>Strengths</p>	<ul style="list-style-type: none"> • This is a prominent gateway site within the city and its location could suit a few residential propositions e.g. retirement or student accommodation.
<p>Weaknesses</p>	<ul style="list-style-type: none"> • Pedestrian access will need to be improved to unlock the full potential of the site, given it is presently an island. Car access presents a problem and additional traffic onto the existing gyratory would be problematic given existing traffic volumes. • Car parking requirements would affect site capacity. • Noise and vibration could require additional design mitigation. • Discussions around the fire station relocation have been ongoing, however the future prospect of relocation remains unknown. Full redevelopment of the site would require a new site and funding solution for the fire service. • The current owner of Metro House has suggested that planning policy density guidance (to protect the Cathedral view) is restricting further development of the site. It should be noted that the site is in a conservation area.
<p>Availability RAG (<i>Key Question: can the site be developed?</i>)</p>	<p>Fragmented ownership of the site means there are some challenges associated with deliverability. We have been advised that the current owner would want to retain the ownership of Metro House and a relocation site for the Fire Service is not confirmed.</p>
<p>Viability RAG (<i>Key Consideration: would alternative uses be deliverable?</i>)</p>	<p>The Local Market Assessment suggests a housing scheme would be viable. Should availability of the site be secured, a comprehensive scheme would be considered more attractive to developers, enabling better access/highway constraints in an efficient scheme design.</p> <p>Partial development (Metro House as a standalone proposition) would be harder to achieve as the design would need to work with</p>

	<p>existing neighbouring uses and values could be impacted by the uncertainty of neighbouring lands' future use including consideration of 'good neighbour' issues.</p>
<p>WSP Comment</p>	<p>Understanding the potential future of the fire station is critical. A comprehensive scheme incorporating the fire station and Metro House would provide a site that is more attractive to developers and occupiers. The higher critical mass of a larger scheme would enable a more comprehensive highways, parking and access solution.</p> <p>Metro House as a standalone development should be viable for a housing product. However, it would need to factor in demolition costs and requires a design which balances sufficient housing units (revenue) with parking and access works (costs). We are not convinced it would be as attractive to either developers or potential residents and would RAG grade as an amber prospect. From a highway perspective, further work on massing and site capacity is needed to verify viability if a piecemeal approach is taken forward. Currently, unless the fire service can be relocated, we don't see this as a priority for public sector intervention.</p>
<p>Alignment with existing strategies and policies</p>	<p>Chichester Local Plan 2031-2039</p> <ul style="list-style-type: none"> • Policy T1: Transport Infrastructure • Policy H1: Meeting Housing Needs • Policy E1: Meeting Employment Land Needs <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 26 – Existing Employment Sites • Policy 3 – The Economy and Employment Provision • Policy 39 – Transport, Accessibility and Parking <p>WSCC Chichester Growth Deal</p> <ul style="list-style-type: none"> • The Northern Gyrotory is part of the Chichester City Centre Vision – Delivery Action Plan. A feasibility study has been commissioned to identify fire station options. <p>CDC Inward Investment and Growth</p> <ul style="list-style-type: none"> • High-quality office space is a key priority for Chichester's Inward Investment Plan. Development of this site supports this aim and benefits from being close to the City Centre. <p>Chichester Vision</p> <ul style="list-style-type: none"> • Supports Theme 1 'Living' an accessible and attractive City Centre. The development will increase the number of people living and working in the City Centre, supporting the other local businesses.

	<p>Local Cycling and Walking Infrastructure Plan</p> <ul style="list-style-type: none"> • Development at the Northern Gateway supports proposals outlined in the plan.
--	--

<p>Royal Mail Delivery Office and Depot (Southern Gateway) (7)</p>	
	
<p>Description</p>	<p>The Royal Main Delivery and Depot site is approximately 0.47 ha. It is located in the south of the city and is part of the southern gateway masterplan. The canal borders the site to the south, and overlooks the Canal Basin. In its current state it is not well connected or integrated with the canal basin. The site is currently used by Royal Mail as a delivery office with ancillary van maintenance.</p>
<p>Ownership</p>	<ul style="list-style-type: none"> • Public Ownership: Royal Mail delivery Office and Depot – CDC Canal Basin – WSCC
<p>Current Constraints</p>	<p>In order for development to occur, Royal Mail would need to relocate however, Royal Mail have no operational requirements or incentive to relocate and have also recently invested in their current location.</p>
<p>Headline Viability (GREEN)</p>	
<p>Current Use</p>	<p>Office and Mail Depot.</p>

Potential Future Uses/Opportunities	Residential is deemed suitable for this location, utilising the canal basin setting a possibility.
Strengths	<ul style="list-style-type: none"> The canal side setting is picturesque and already established with recent housing development and would bring further enhancements to the public realm. The site is a key location brought forward under the Southern Gateway Master Plan.
Weaknesses	<ul style="list-style-type: none"> As a residential location, there is a current lack of amenities for residents in the Southern Gateway. Relocation of the Royal Mail Depot needs to be considered.
Availability RAG (can the site be developed)	Land is not currently available and Royal Mail is not interested in relocation.
Viability RAG (would alternative uses be deliverable)	A housing scheme would be considered viable as per the Local Market Assessment . However, the availability of the site limits this from being brought forward.
WSP Comment	Due to the availability of this site, we would consider other sites to be prioritised and for this site to be brought forward after other key Southern Gateway sites. It has the potential to unlock the canal as a key site to bring visitors and residents down into the Southern Gateway. This is with a view that this could enable future development at this site.
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy A3: Southern Gateway Development Principles Policy H1: Meeting Housing Need <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 26 – Existing Employment Sites <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> Residential development would facilitate Theme 1 – ‘Living’ an accessible and attractive City Centre. A residential development at the depot would better connect to the City Centre, promoting active travel modes.

St John's Car Park (16)



Description	<p>St John's car park is located adjacent to Market Avenue Car Park, in the east of the city centre. The car park has 29 spaces, and as with other Short Stay car parks, occupancy on average is relatively high (>70%) during the weekday and weekend. It is the second smallest car park in the ownership of the District Council and is accessed from St. Johns Street.</p>
Ownership	<ul style="list-style-type: none"> Public ownership: CDC
Current Constraints	<p>City walls border part of the car park, the site may have potential, however, totalling 0.07 ha (this has been estimated).</p>
Headline Viability (GREEN)	
Current Use	<p>Car park</p>
Potential Future Uses/Opportunities	<p>Residential is considered the most viable use.</p>
Strengths	<ul style="list-style-type: none"> This would consolidate car parking in the city centre, and this is a surface-level cleared site.
Weaknesses	<ul style="list-style-type: none"> There would be a loss of parking in the city centre. The site is within the Chichester Conservation Area, it is a small site that could present density challenges due to the restrictions on the height of developments to maintain the Cathedral view.
Availability RAG (can the site be developed)	<p>The site is already owned by Chichester District Council and availability does not present a challenge subject to Car Parking Strategy.</p>

Viability RAG (would alternative uses be deliverable)	Considering the Local Market Assessment, this site is deemed viable for a housing scheme subject to site capacity.
WSP Comment	<p>Whilst the site is likely to be viable for housing this is a small site with a number of specific constraints making it difficult to determine likely capacity. For example, the road layouts in this area need to be planned carefully alongside other larger nearby development opportunities e.g. The Cattle Market Car Park or The Chichester District Council Offices. An alternative use would have to consider the access St. John's Street (which divides St. John's Car Park and Market Road Car Park) provides to the current District Offices. The small number of units that this site would yield would limit its contribution to the regeneration of the city centre. This site should be considered part of the wider strategy with the future depended on plans for the larger nearby sites.</p>
Alignment with existing strategies and policies	<p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 34 – Affordable Housing <p>Car Parking Strategy 2023-2027</p> <ul style="list-style-type: none"> • Development of this site would follow recommendations of the above strategy to repurpose excess supply of car parking space.

The Atrium & Bicentennial Building (18)



Description	<p>The Atrium & Bicentennial Buildings are located in the south of the city, bordering Chichester Railway Station to the north. Residential lies to the south of the two properties and the properties can be accessed by Stockbridge Road and Southern Gate. The Atrium is 57,668 sq. ft and The Bicentennial is 19,292 sq. ft, both split over three floors. The site has an area of 2 acres including both buildings as well as their associated outdoor and car parking space. Both buildings were built in the early 2000s.</p>
Ownership	<ul style="list-style-type: none"> Private Ownership:
Current Constraints	<p>The Bicentennial Building is currently occupied by 5 different tenants with one floor vacant. The last lease to expire is in 2030, however the building is being marketed as 'potential to secure vacant possession by Oct 2026'. The buildings don't share the same access. The Bicentennial building is accessed off Terminus Road and The Atrium is accessed off the A286, Stockbridge Road with a pedestrian path linking the two. The access to The Bicentennial is under separate ownership.</p>
Headline Viability (GREEN)	
Current Use	<p>Offices</p>
Potential Future Uses/Opportunities	<p>Residential scheme, which would see the buildings converted from offices to housing.</p>
Strengths	<ul style="list-style-type: none"> The properties don't fall within the Chichester conservation area and although the site is in proximity to many of the Southern Gateway sites is not one of the strategic sites in the Masterplan.
Weaknesses	<ul style="list-style-type: none"> One of the largest sites. Access to the site could create problems for a comprehensive scheme.

Availability RAG (can the site be developed)	<p>The site is currently being marketed as individual buildings or as a single site. The Atrium is currently vacant, and The Bicentennial could be fully vacant from 2026.</p>
Viability RAG (would alternative uses be deliverable)	<p>Considering the strong residential market within Chichester, this site is considered viable for residential development but there is some risk around how this is delivered and its acceptability in planning terms.</p>
WSP Comment	<p>The site has good redevelopment potential but must overcome a number of risks, including securing full vacant possession, which may not be available until 2026, and securing planning permission, the site is presently not allocated for redevelopment within the Local Plan.</p> <p>A number of potential options are possible. A conversion of the offices to residential is more likely to be acceptable in planning terms than demolition and replacement by a larger new building, due to the need to maintain the historic site lines to the Cathedral. Although only one of the sites could be acquired with vacant possession, this could mean that The Atrium could be brought forward before The Bicentennial. It has been marked as green as it is currently being marketed. As the site has not been allocated within the local plan, this site could present a challenge in being brought forward quickly.. One of the buildings could be considered for the community/entertainment space. Any development would need to take in the impact of noise and vibration from the railway tracks.</p>
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy H1 Meeting Housing Need <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 33 – New Residential Housing • Policy 34 – Affordable Housing <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> • Residential development would facilitate Theme 1 – ‘Living’ an accessible and attractive City Centre.


The Bus Station (Southern Gateway) (6)



Description	<p>The bus station is located in the south of the city and is part of the southern gateway masterplan. It represents a point of arrival into Chichester and is approximately 0.25 ha. The bus station faces Chichester railway station to the west of Southgate and is 100 metres away. It is a two-story building with retail on the ground floor and offices above.</p>
Ownership	<ul style="list-style-type: none"> • Public Ownership: The bus station (excluding the surrounding highway land) – CDC • Stagecoach holds a lease to 2052
Current Constraints	<p>For the site to become fully available, Stagecoach would need to relocate.</p> <p>Bus stops and layover facilities would need to be provided to replace those at the bus station</p>
Headline Viability (AMBER)	
Current Use	<p>A bus station as well as retail/food and beverage on the ground floor with offices above.</p>
Potential Future Uses/Opportunities	<p>The conversion of the bus station into an office or residential use or redevelopment of the whole site including the forecourt area.</p>
Strengths	<ul style="list-style-type: none"> • This site is allocated in the draft local plan (alongside the Basin Road Car Park and Basin Road Bus Depot). This site benefits from hard standing used for bus parking,

	<p>which could mean a higher density scheme. A residential scheme would help improve pedestrian access across the Southern Gateway.</p>
Weaknesses	<ul style="list-style-type: none"> Restrictions on height due to the views of the Cathedral could impact density. The site is located in a Conservation Area. Like Basin Road Bus Depot the site is close to level crossings and Stagecoach's lease needs to be considered. The site is currently well-located for the railway station and relocation of the station has to be considered, including convenience and connectivity.
Availability RAG (can the site be developed)	Owned by the District Council already and the Council is engaged with Stagecoach.
Viability RAG (would alternative uses be deliverable)	The site is allocated in the draft local plan and based on Local Market Assessment would be viable for housing .
WSP Comment	<p>Part of a group of sites already allocated for housing within the Draft Local Plan and due to it being allocated with Basin Road Car Park and Basin Road Bus Depot, there is potential for a wider scheme to be developed. A combined scheme is likely to be more attractive to developers. However, the constraints could dissuade developer appetite. Preference would be for Basin Road Car Park to be developed as it is less constrained. Availability is dependent on relocating Stagecoach. It is assumed the costs of this are borne by another project.</p>
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy A4: Development of the Southern Gateway area Policy E2: Employment Development Policy E5: Retail Strategy Policy P5: Spaces and Landscape <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 26 – Existing Employment Sites Policy 3 – The Economy and Employment Provision Policy 10 – Chichester City Development Principals <p>Chichester Retail and Main Town Centre Uses Study</p> <ul style="list-style-type: none"> The report indicates capacity for additional food and beverage floor space in the City Centre, up to 4,624 sq. m by 2036. The Bus Station development would help fulfil this spare capacity. <p>CDC Inward Investment and Growth</p>

	<ul style="list-style-type: none"> • High-quality office space is a key priority for Chichester’s Inward Investment Plan. Development of this site supports this aim and benefits from being close to the City Centre. <p>Chichester Retail and Main Town Centre Uses Study 2018</p> <ul style="list-style-type: none"> • Can improve sense of arrival to Chichester, improving the visitor experience – supporting the tourism industry. <p>Chichester Tomorrow:</p> <ul style="list-style-type: none"> • Supports Theme 2 ‘Working’ A Vibrant and Growing Economy. The development may increase the number of people working in the City Centre, supporting the local economy.
--	---

The Law Courts (Southern Gateway) (3)	
	
Description	The Law Courts comprise of both the Crown Court and the Magistrates Court. They are located at the northern part of the southern gateway on the gyratory island. The Crown Court’s entrance is on Southgate while the magistrate’s entrance is on Market Avenue.
Ownership	<ul style="list-style-type: none"> • Public Ownership:

	The Courts are owned by The Secretary of State for Communities and Local Government.
Current Constraints	<p>The courts are currently being used as Nightingale Courts to help reduce the backlog of cases following the COVID-19 pandemic. It is therefore not presently available for acquisition. They are expected to continue to operate as Nightingale Courts until at least March 2025.</p> <p>The buildings are Grade II listed as such retaining the frontage/facade of the building is required.</p>
Headline Viability (GREEN)	
Current Use	Crown Courts and Magistrates Courts.
Potential Future Uses/Opportunities	Conversion of the courts into a residential scheme.
Strengths	<ul style="list-style-type: none"> This is a prominent site with strong public transport links benefitting from the bus and train station. A conversion scheme would maintain the prominent façade as this is a locally listed building.
Weaknesses	<ul style="list-style-type: none"> Courts tend to have unusual internal layouts which can be challenging/expensive to convert for residential use. Car access is from an already busy road and adjacent to a level crossing. A residential scheme's height is likely to be restricted to 3-4 storeys due to maintaining site lines to the Cathedral and the site is in a Conservation Area.
Availability RAG (can the site be developed)	Earmarked as surplus but vacant possession date is unknown due to Nightingale Court occupation, which has been extended twice.
Viability RAG (would alternative uses be deliverable)	Residential is deemed viable as the Local Market Assessment suggests. This is subject to the development of a design which addresses identified constraints. Further work should be undertaken to ascertain which elements of the buildings would need to be retained and the costs associated with this. Site capacity needs to be tested with planning and highways teams.
WSP Comment	This is a prominent site within the Southern Gateway that could unlock the area. It is considered viable subject to further design development however the Chichester Nightingale Court is to remain open until March 2025 and will not be available for acquisition before this. We understand the court has been suggested as a performance/event space and we could not be able to advise of the viability of this use as a 'needs assessment' should be carried out to greater understand the demand. Particularly if a party willing to operate such a facility has been identified. As this site is part of the Southern Gateway Master Plan and included within Policy A3

	'Southern Gateway Development Principles' of the Draft Local Plan , we believe that this site is seen as a priority .
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> • Policy A3: Southern Gateway Development Principles • Policy E2: Employment Development • Policy H1: Meeting Housing Need <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> • Policy 4 – Housing Provision • Policy 26 – Existing Employment Sites • Policy 3 – The Economy and Employment Provision <p>CDC Inward Investment and Growth</p> <ul style="list-style-type: none"> • High-quality office space is a key priority for Chichester's Inward Investment Plan. Development of this site supports this aim and benefits from being close to the City Centre.

West Street Public Realm (13)	
[TBA]	
Description	West Street is in the west of the city and is one of the main streets that runs from the Chichester Cross in the heart of the city. On the south side of the street is Chichester Cathedral and associated green space. The north side of the street is lined with a selection of pubs and shops. At present West Street vacancy is circa 40% (between Cross and Tower Street.
Ownership	<ul style="list-style-type: none"> • Public Ownership: Public Realm – WSCC • The Cathedral Green is owned by Chichester Cathedral.
Current Constraints	The vacant former House of Fraser takes up a lot of the frontage on the street. The street is lacking in business bringing a strong footfall. The street is also located in the Chichester Conservation Area and a number of the retail buildings that line the street are Grade II listed. The Cathedral is Grade I listed.
Headline Viability (GREEN)	
Current Use	Street, public realm.

Potential Future Uses/Opportunities	As this is a street an alternative use and activity should be focused on enhancement initiatives through improved management activity.
Strengths	<ul style="list-style-type: none"> This would unlock the Cathedral Area as a desirable place, bringing together the Cathedral and properties that run the north side of the street (including the former House of Fraser).
Weaknesses	<ul style="list-style-type: none"> The street is in a conservation area and there is a need to consider the historic and listed buildings that line the street.
Availability RAG (can the site be developed)	In WSCC ownership Would need public sector funding to make viable
Viability RAG (would alternative uses be deliverable)	West Street is very important to the public realm of Chichester and an intervention and management-led scheme that brings landlords and stakeholders together would be the most beneficial option for the street.
WSP Comment	A stronger policy position for West Street, which examines the public realm and the opportunity to make better use of the area, could help to identify what potential uses could better support the wider city centre. As the House of Fraser sits on West Street , the two sites could be considered in a multiple-site approach and will help bring investment and interest to Cathedral Square as a place for events. Like Crane Street, interventions bringing the right aesthetic that the council are seeking should be developed.
Alignment with existing strategies and policies	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy P5: Spaces and Landscaping Policy E6: Chichester City Centre <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 10 – Chichester City Development Principals <p>Chichester Ente Purple Flag Audit and Baseline Study</p> <ul style="list-style-type: none"> Development can improve lighting, wayfinding and signage to reduce people feeling unsafe at night. Will make Chichester more attractive for younger people, particularly students.



Description	<p>Northleigh and The Grange are located on the West Sussex County Council campus in the west of the city. The North City Walls enclose the north-west of the campus. The Grange is 32,810 sq. ft over four floors and Northleigh is 32,191 sq. ft over three floors. Both comprise of offices, meeting rooms and kitchens. The site in total is approx. 0.49 acres. The buildings are accessed off West Street and neither building has access specific access to parking. The utilities that serve the building are shared with the main County Hall building.</p>
Ownership	<ul style="list-style-type: none"> Public Ownership: WSCC
Current Constraints	<p>The site sits in the Chichester Conservation Area and is part of a wider campus.. The only access that both buildings have to car parking is through the County Halls complex and this serves the whole site on a first come, first served basis.</p>
Headline Viability (GREEN)	
Current Use	<p>Offices – The Grange is currently vacant and Northleigh is to be vacated in December 2024.</p>
Potential Future Uses/Opportunities	<p>This is a large site, and a residential mixed-use scheme would be the best use. This site has also been considered a possible site for the relocation of the District Council Offices.</p>

<p>Strengths</p>	<ul style="list-style-type: none"> The building could be repurposed to suit several housing options, including retirement and student. The large nature of the combined sq. ft of both buildings would provide ample space for a mixed-use scheme. This site benefits from being fully vacant by the end of 2024.
<p>Weaknesses</p>	<ul style="list-style-type: none"> The buildings are linked to the wider West Sussex County Council offices and any development would need to consider what impact it would have on the function of the offices. Redevelopment would mean a loss of employment land.
<p>Availability RAG (can the site be developed)</p>	<p>West Sussex Country Council have confirmed that the sites are not for disposal in the short term. They will continue to consider both buildings options for potential uses.</p>
<p>Viability RAG (would alternative uses be deliverable)</p>	<p>Redevelopment of the site is considered viable due to good residential values, however the availability of the site in the is impacted by West Sussex Country Council’s decisions on potential uses and disposal.</p>
<p>WSP Comment</p>	<p>Access and car parking poses a large challenge for the delivery of this site, as the density and layout would be impacted by a workable parking/highway solution to detach any development from the West Sussex Country Council Campus. A residential-to-office scheme could work well as reflected by the market commentary.</p>
<p>Alignment with existing strategies and policies</p>	<p>Draft Local Plan</p> <ul style="list-style-type: none"> Policy E2: Employment Development <p>Chichester Local Plan 2014-2029</p> <ul style="list-style-type: none"> Policy 4 – Housing Provision Policy 26 – Existing Employment Sites Policy 3 – The Economy and Employment Provision <p>CDC Inward Investment and Growth</p> <ul style="list-style-type: none"> High-quality office space is a key priority for Chichester’s Inward Investment Plan. Development of this site supports this aim and benefits from being close to the City Centre. <p>Chichester Tomorrow</p> <ul style="list-style-type: none"> Theme 2: ‘Working’ – A vibrant and Growing Economy. The site can expand the city centre with homes and business space



WSP House
70 Chancery Lane
London
WC2A 1AF

wsp.com

OFFICIAL



Chichester District Council

CHICHESTER DISTRICT COUNCIL REGENERATION STRATEGY – EVIDENCE REPORT





Chichester District Council

CHICHESTER DISTRICT COUNCIL REGENERATION STRATEGY – EVIDENCE REPORT

TYPE OF DOCUMENT OFFICIAL

PROJECT NO. 70115685

DATE: FEBRUARY 2024



Chichester District Council

CHICHESTER DISTRICT COUNCIL REGENERATION STRATEGY – EVIDENCE REPORT

WSP

WSP House
70 Chancery Lane
London
WC2A 1AF

Phone: +44 20 7314 5000

Fax: +44 20 7314 5111

WSP.com



QUALITY CONTROL

Issue/revision	First issue	Revision 1
Remarks	Evidence Based Report	Evidence Based Report
Date	13.12.23	16.02.24
Prepared by	Milan Parmar and Matthew Ellis	Kareece Martin-Venner
Checked by	Kareece Martin-Venner	Jim Coleman
Authorised by	Simon Thurley	Simon Thurley
Project number	70115685	70115685
Report number	1	1



CONTENTS

1 INTRODUCTION	1
1.1 CHICHESTER CONTEXT	1
1.2 THE REGENERATION STRATEGY	1
2 MACROECONOMIC DRIVERS	3
2.1 INTRODUCTION	3
2.2 KEY NATIONAL MACRO-ECONOMIC CONTEXT	3
2.2.1 PRODUCTIVITY AND DIGITAL INNOVATION	3
2.2.2 TECHNOLOGY/AUTOMATION	3
3 3 SOCIO-ECONOMIC BASELINE – SUPPLY SIDE	5
3.1 INTRODUCTION	5
3.2 POPULATION	5
3.2.1 HISTORIC POPULATION CHANGE	5
3.2.2 AGE STRUCTURE AND PROJECTED CHANGE	5
3.2.3 ETHNICITY	7
3.3 SKILLS AND QUALIFICATIONS	7
3.3.1 QUALIFICATIONS	7
3.3.2 OCCUPATIONS	8
3.3.3 RESIDENT-BASED EARNINGS	9
3.3.4 WORKPLACE-BASED EARNINGS	9
3.4 DEPRIVATION	10
3.5 SUMMARY	11
4 4 SOCIO-ECONOMIC BASELINE – DEMAND SIDE	13
4.1 INTRODUCTION	13
4.2 GVA	13

4.2.1	GVA PER SECTOR	13
4.2.2	CHANGE IN GVA 2011-2021	14
4.2.3	GVA PER HEAD PER SECTOR	14
4.3	EMPLOYMENT	16
4.3.1	ECONOMIC ACTIVITY LEVELS	16
4.3.2	EMPLOYMENT STRUCTURE	17
4.3.3	EMPLOYMENT CHANGE 2015-2022	19
4.3.4	LOCATION QUOTIENTS – BROAD SECTORS	21
4.4	JOB OPPORTUNITIES	23
4.4.1	WORKPLACE DENSITIES	23
4.4.2	COMMUTER FLOWS	23
4.5	BUSINESSES	23
4.5.1	BUSINESS COUNTS	23
4.5.2	BUSINESS SURVIVAL RATES	24
4.5.3	INWARD INVESTMENT	24
4.6	CHICHESTER DISTRICT’S FASTEST GROWING SECTORS AND COMPANIES	25
4.6.1	ANNUAL GROWTH VALUES OF COMPANIES	25
4.6.2	TOP 5 FASTEST GROWING SECTORS IN CHICHESTER	27
4.7	CHICHESTER’S GREEN ECONOMY	27
4.8	SUMMARY	33
5	STAKEHOLDER ACTIVITY	35
<hr/>		
5.1	INTRODUCTION	35
5.1.1	SCOPING CALLS	35
5.1.2	STAKEHOLDER CALLS	36
5.1.3	THE WORKSHOP	36
6	STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)	38
<hr/>		
6.1	INTRODUCTION	38
	STRENGTHS	38
	WEAKNESSES	39
<hr/>		



OPPORTUNITIES	39
THREATS	40
7 THE EMERGING REGENERATION STRATEGY	41
<hr/>	
7.1 INTRODUCTION	41
7.1.1 OUTCOME 1: A DIVERSE AND INCLUSIVE CITY	41
OUTCOME 2: A GREENER, HEALTHIER AND SAFER CITY	41
7.1.2 OUTCOME 3: A BETTER CONNECTED CITY	41
7.1.3 OUTCOMES 4: A PROSPEROUS AND INNOVATIVE NET-ZERO CITY	41
7.1.4 OUTCOMES 5: AN ATTRACTIVE AND VIBRANT CITY DESTINATION	41



EXECUTIVE SUMMARY

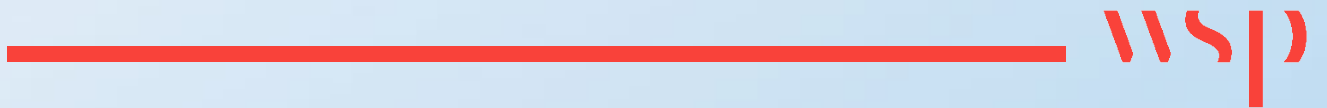
This document presents the evidence base supporting the Chichester regeneration strategy. It outlines the macroeconomic drivers directly impacting and influencing Chichester and sets out the district's socio-economic profile. Following this, a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is carried out and presented. The document concludes with the Outcomes and Objectives that will frame the regeneration strategy.

Kareece Martin-Venner

kareece.martinvenner@wsp.com

1

INTRODUCTION



1 INTRODUCTION

1.1 CHICHESTER CONTEXT

Chichester District, at over 300 square miles, is the largest district in West Sussex and stretches from Selsey in the south to Lynchmere in the north. The historic Roman cathedral city of Chichester, the area within and adjacent to the city walls and ring road, serves as the main educational, shopping, recreational and service centre for residents. Furthermore, the city centre's distinctive culture, heritage and leisure assets are a significant draw for substantial numbers of visitors to the area. It should be noted that for the purposes of this document, Chichester City centre should be considered the primary focus of the Regeneration Strategy.

There are a number of exciting regeneration projects currently taking place throughout Chichester with the intentions of improving the appearance and attractiveness of the city, such as the Southern Gateway development. That said, there is currently no overarching regeneration strategy to bring these projects together in a strategic way to help transform the city and its high street.

1.2 THE REGENERATION STRATEGY

Chichester District Council (CDC) has commissioned WSP's Economics Advisory team to produce a regeneration strategy that sits alongside the Chichester Vision and Economic Development Strategy and responds to key economic challenges facing Chichester city. These can be summarised as:

- Attracting investment and business;
- Enhancing employment opportunities;
- Infrastructure development;
- Promoting sustainability; and
- Achieving physical transformation.

This Strategy will address the key economic challenges facing Chichester and will promote the city as a vibrant, inclusive and resilient economy, that is also a leading visitor destination.

Several policies and strategies have been published such as:

- Chichester Inward Investment and Growth Strategy – Draft
- Economic Development Strategy for Chichester District 2019-2024
- Chichester Tomorrow - A vision for Chichester City Centre
- Chichester District Council Capital Strategy 2023-2027/28
- Chichester Southern Gateway Masterplan
- Chichester Emerging Local Plan
- West Sussex County Council Economic Growth Plan 2018-2023
- The Coast to Capital Strategic Economic Plan 2018-2030

These documents, alongside numerous others have been reviewed and will be considered, where relevant, in preparation of the regeneration strategy.

The final regeneration strategy report will be structured as follows:

- Macroeconomic Drivers
- Socio-Economic Baseline – Supply Side



- Socio-Economic Baseline – Demand Side
- Strengths, Weaknesses, Opportunities and Threats (SWOT)
- Outcomes and Objectives
- Strategic Projects including project viability
- Priority Actions and Initiatives
- Impacts
- Conclusion

2 MACROECONOMIC DRIVERS

2.1 INTRODUCTION

Similar to all local authority areas in the UK, Chichester District is subject to rapidly evolving macroeconomic contexts which continually influence the local economy and determine the future of economic development within its boundaries. As such, it is imperative that the macro environment is considered when deciding future local strategies.

This chapter highlights some of the key macroeconomic drivers which influence the economic conditions within Chichester and the development aspirations of the city. The key objective is to understand wider trends and parameters that will have some bearing on Chichester's medium-term development and may influence the nature of both opportunities and threats. This will play an important role in constructing the regeneration strategy and will subsequently permit Chichester to mitigate and capitalise on developments within its economy.

2.2 KEY NATIONAL MACRO-ECONOMIC CONTEXT

There are several key trends that will shape the direction of the district's future and subsequently its regeneration strategy.

2.2.1 PRODUCTIVITY AND DIGITAL INNOVATION

The UK has seen stagnant productivity growth since 2010, leading to almost zero improvements in growth or wages. It is apparent that the next wave of productivity growth in the UK will derive from the adoption of advanced technology like AI and robotics. This will transform local and national economies, with those first to implement advanced technologies seeing the largest rewards. It is imperative that Chichester creates an environment that encourages inward investment into these high-growth technology sectors. This involves providing businesses with the infrastructure and confidence to grow and expand.

2.2.2 TECHNOLOGY/AUTOMATION

2.2.2.1 Employment Trends & Working from Home

A consequence of the COVID-19 pandemic, there is a shifting working environment for many office jobs. Developments in digital connectivity has allowed many industries to transition to fully remote or a hybrid working model. Across the UK working from home has increased from 12% of working adults before the pandemic to a stable rate between 25% and 40%.¹ A tight labour market, where many skills across the economy are in short supply, is further encouraging employers to think creatively about how work is arranged and skills deployed across an organisation. Attractive working conditions include not only remuneration, but the ability to choose the most rewarding and productive work patterns.

¹ [Characteristics of homeworkers, Great Britain - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peopleinwork/workingfromhome/bulletins/characteristicsofhomeworkers/greatbritain)

These trends present an opportunity for Chichester to retain and attract a greater share of high-skilled workers who are benefiting from more flexible home-work arrangements since the pandemic.

Chichester is in a unique position of having good transportation times to London, Brighton and Portsmouth but also providing high-quality living standards and desirable assets such as the South Downs and the Harbour. To fully capitalise on this development in the labour market, Chichester must provide the affordable housing to make the move financially viable for younger generations.

2.2.3 Changing retail trends

The expansion of online shopping and out-of-town retail parks has noticeably changed traditional retail behaviours. As a result, city centres have suffered from lower footfall, which subsequently creates negative economic effects on the rest of the city, including jobs and living standards. Chichester city centre is relatively exposed to this challenge and evidence from key stakeholders suggests that Chichester city centre has declined in use and vibrancy. Regeneration should look to diversify Chichester city's retail and leisure offer in underutilised streets such as Crane Street and to reduce ease of access through sustainable transportation links.

3 3 SOCIO-ECONOMIC BASELINE – SUPPLY SIDE

3.1 INTRODUCTION

This section presents and analyses local supply side data on demographics and skills levels relating to Chichester District and where relevant Chichester city². More specifically, data is presented on population, skills & qualifications and deprivation. For comparative purposes, key economic data is also provided for West Sussex, the South East and England.

3.2 POPULATION

3.2.1 HISTORIC POPULATION CHANGE

According to ONS' estimates of the population, there were approximately 124,500 people residing in Chichester District in 2021, of which 29,400 people lived in Chichester city³ (approximately 24% of the district total). The district accounted for 14.1% and 1.3% of the total population of West Sussex and the South East respectively. Over the period of 2001-2021, the population of Chichester city grew by 23.9% while the district as a whole grew by 16.9%. This compares to 17.2% in West Sussex, 15.8% in the South East and 14.3% in England, as shown by **Table 3-1** below.

Table 3-1 – Population change, 2001-2021

Area	2001	2011	2021	2001-2021 growth
Chichester city	23,731	26,795	29,407	23.9%
Chichester District	106,494	113,995	124,531	16.9%
West Sussex	754,976	808,919	885,055	17.2%
South East	8,023,449	8,652,784	9,294,023	15.8%
England	49,449,746	53,107,169	56,536,419	14.3%

Source: ONS (2022), [estimates of the population for the UK, England, Wales, Scotland and Northern Ireland](#)

3.2.2 AGE STRUCTURE AND PROJECTED CHANGE

Chichester's age structure differs quite considerably from its comparators. As of 2021, both Chichester city and the district had a relatively older population with 23.6% and 27.3% of its residents aged 65 and older compared with 22.9% for West Sussex, 19.5% for the South East and 18.5% for England. At the other end, both the city and district had lower proportions of residents under the age of 20, at 20.3% and 19.7%, compared to 23.1% at the national level.

² Note that the Regeneration Strategy focuses on the city, as opposed to the district as a whole.

³ The Population for Chichester city has been calculated by aggregating the population for the Wards of Chichester Central, Chichester North, Chichester East, Chichester South and Chichester West.

Table 3-2 – Population by age, 2021

Age group	Chichester city	Chichester District	West Sussex	South East	England
Under 20	20.3%	19.7%	21.6%	23.0%	23.1%
20-34	21.9%	15.5%	16.1%	17.9%	19.5%
35-49	16.1%	16.1%	18.8%	19.6%	19.4%
50-64	18.2%	21.4%	20.5%	19.9%	19.5%
65+	23.6%	27.3%	22.9%	19.5%	18.5%

Source: ONS (2020), [population estimates by single year of age](#)

The 20-34 age group was the catalyst for population growth in Chichester city between 2001-2021. This age group grew by 1,700 people over the period, such that its share of total population in the city grew by 2.0% to 21.9% of total population in 2021. Interestingly, the share of total population accounted for by the adjacent age groups of under 20 and 35-49 declined over the two decade period by 1.2% and 1.9%, while the older age groups of 50-65 and 65+ realised increases in their shares of total population by 0.8% and 0.3%.

As for Chichester District, the age group to experience the greatest increase in share of total population between 2001-2021 was the 65 and older age group at 4.3%. This was followed by the age group 50-64 and ultimately highlights that the average age of residents of Chichester District is older than it was 20 years ago. This analysis is presented in the table below.

Table 3-3 – % change in share of total population by age groups, 2001-2021

Age range	Chichester city	Chichester District	West Sussex	South East	England
Under 20	-1.2%	-2.6%	-1.9%	-1.7%	-2.0%
20-34	2.0%	0.6%	-0.7%	-1.5%	-0.8%
35-49	-1.9%	-3.7%	-2.3%	-2.0%	-1.9%
50-64	0.8%	1.4%	2.2%	2.1%	2.0%
65+	0.3%	4.3%	2.6%	3.2%	2.6%

Source: ONS (2020), [population estimates by single year of age](#)

According to the ONS' population projections, Chichester District's population is expected to continue to age such that over a third (36.0%) of its residents will be aged 65+ by 2041. This trend is expected to be seen across all comparator geographies, but to a lesser extent, with 30.1% of West Sussex's population being 65 and older. This data is presented in **Table 3-4** below.

Table 3-4 – Population by age, 2041.

2041	Chichester District	West Sussex	South East	England
under 20	18.5%	19.7%	21.3%	21.5%

20-34	13.5%	14.2%	17.1%	18.9%
35-49	13.5%	16.8%	17.3%	17.8%
50-64	18.5%	19.2%	18.6%	18.0%
65+	36.0%	30.1%	25.8%	23.8%
Total	100%	100%	100%	100%

Source: ONS (2020), [population projections – local authority based by single year of age](#)

3.2.3 ETHNICITY

According to Census 2021, Chichester District has a very small non-white population with just 4.6% of residents within the district identifying as an ethnic minority. As illustrated by the table below, this proportion of non-white residents is significantly smaller than both the regional and national averages of 13.7% and 19.0%.

Table 3-5 – Population by ethnic group, 2021

Ethnic group	Chichester District	West Sussex	South East	England
Asian, Asian British or Asian Welsh	1.7%	4.3%	7.0%	9.6%
Black, Black British, Black Welsh, Caribbean or African	0.6%	1.3%	2.4%	4.2%
Mixed or Multiple ethnic groups	1.6%	2.4%	2.8%	3.0%
White	95.4%	91.0%	86.3%	81.0%
Other ethnic group	0.5%	1.0%	1.5%	2.2%
Non-white population	4.6%	9.0%	13.7%	19.0%

Source: ONS (2022), [Census 2021 Table TS021 – Ethnic Group](#)

3.3 SKILLS AND QUALIFICATIONS

3.3.1 QUALIFICATIONS

In terms of skills and qualifications attainment levels among the population and according to the 2021 census, residents of Chichester District as a whole are relatively well qualified with 37.2% of the population having a Level 4 qualification or higher compared with 32.7% for West Sussex, 35.8% for the South East and 33.9% for England as a whole. At the other end of skills attainment, Chichester also has a lower proportion of residents with no qualifications at 14.8% compared to 15.8% for West Sussex, 15.4% for the South East and 18.1% for England as a whole. This is presented in the table below.

Table 3-6 - Qualification attainment rates, 2021

Qualification	Chichester city	Chichester District	West Sussex	South East	England
No qualifications	13.2%	14.8%	15.8%	15.4%	18.1%
Level 1 and entry level qualifications	8.0%	8.8%	10.5%	9.8%	9.7%
Level 2 qualifications	12.8%	13.7%	15.2%	13.9%	13.3%
Apprenticeship	4.0%	5.1%	5.4%	5.1%	5.3%
Level 3 qualifications	21.1%	17.8%	17.5%	17.4%	16.9%
Level 4 qualifications or above	38.5%	37.2%	32.7%	35.8%	33.9%
Other qualifications	2.4%	2.5%	2.9%	2.7%	2.8%

Source: ONS (2022), [Census 2021 Table TS067 – Highest Level of Qualification](#)

3.3.2 OCCUPATIONS

Skills attainment levels are reflected in the occupation structure. **Table 3-7** indicates that Chichester District has a higher proportion of individuals employed within high skilled occupations (major groups 1 to 3) at 51.4% compared to 47.6% for West Sussex, 50.4% for the South East and 46.4% for England as of 2021. Interestingly, Chichester city residents are more likely to work in lower skilled roles (major groups 8 and 9) (16.4%) compared to the average for residents of Chichester District as a whole (13.2%). This most likely reflects the economic structure of the city's economy and the focus on retail, leisure, accommodation and tourism activities.

Table 3-7 – Occupations by major group, 2021

Skill Level	Major group	Chichester city	Chichester District	West Sussex	South East	England
High Skilled	Manager, directors and senior officials	12.3%	17.0%	14.6%	14.9%	12.9%
	Professional	22.5%	19.9%	18.9%	21.2%	20.3%
	Associate professional and technical	13.5%	14.5%	14.1%	14.3%	13.3%
	High skilled total	48.3%	51.4%	47.6%	50.4%	46.4%
Intermediate Skilled	Administrative and secretarial	7.6%	8.0%	9.3%	9.4%	9.3%
	Skilled trades	9.3%	11.6%	10.6%	10.0%	10.2%
	Caring, leisure and other service	9.6%	9.3%	10.3%	9.1%	9.3%

	Sales and customer service	8.8%	6.5%	7.3%	6.8%	7.5%
	Intermediate skilled total	35.4%	35.4%	37.5%	35.3%	36.2%
Lower Skilled	Process, plant and machine operatives	5.1%	4.4%	5.8%	5.6%	6.9%
	Elementary	11.3%	8.8%	9.2%	8.8%	10.5%
	Lower skilled total	16.4%	13.2%	14.9%	14.4%	17.4%

Source: ONS (2022), [Census 2021 Table TS063 – Occupation](#)

3.3.3 RESIDENT-BASED EARNINGS

Despite Chichester having a relatively well qualified population, the district's 2022 median annual resident salary of £33,743 was below the average for the South East at £35,658. Furthermore, as shown by **Table 3-8**, resident based earnings in Chichester have grown at a rate slower (20.6%) than the comparator areas of West Sussex (22.0%), the South East (21.8%) and England (25.3%) over the past decade.

Table 3-8: Resident earnings growth, 2011-2022

Area	2011	2022	% change
Chichester District	£27,990	£33,743	20.6%
West Sussex	£26,971	£32,902	22.0%
South East	£29,286	£35,658	21.8%
England	£26,500	£33,208	25.3%

Source: Annual Survey of Hours and Earnings (2023) – [Resident analysis](#)

3.3.4 WORKPLACE-BASED EARNINGS

As of 2022, Chichester District's median annual workplace-based salary (£30,298) was below the averages for West Sussex (£31,497), the South East (£34,341) and England as a whole (£33,197). This potentially indicates that the types of jobs available with the district are relatively low skilled and as such offer lower levels of compensation.

Despite this, it should be noted that median annual workplace-based earnings in Chichester have grown by 25.9% since 2011, above the rates realised by all comparator areas.

Table 3-9 – Workplace earnings growth, 2011-2022

Area	2011	2022	% change
Chichester	£24,068	£30,298	25.9%
West Sussex	£25,731	£31,497	22.4%
South East	£27,881	£34,431	23.5%
England	£26,488	£33,197	25.3%

3.4 DEPRIVATION

In terms of deprivation levels across Chichester, the 2019 Indices of Multiple Deprivation (IMD) indicate that on the whole, Chichester has relatively low levels of deprivation with none of its 71 Lower-layer Super Output Areas (LSOAs) within the top 20% most deprived LSOAs in the country.

The table below indicates the ranking of the district, based on the average performance of each of Chichester’s LSOAs, in respect to the seven domains. The closer the ranking to 1, the more deprived the district is, while the closer the ranking to 317 the less deprived the district is.

Table 3-10 - Deprivation in Chichester, 2019

Rank of average rank	Chichester District
IMD - Rank of average rank	213
Income - Rank of average rank	233
Employment - Rank of average rank	232
Education, Skills and Training - Rank of average rank	226
Health Deprivation and Disability - Rank of average rank	208
Crime - Rank of average rank	263
Barriers to Housing and Services - Rank of average rank	69
Living Environment - Rank of average rank	107

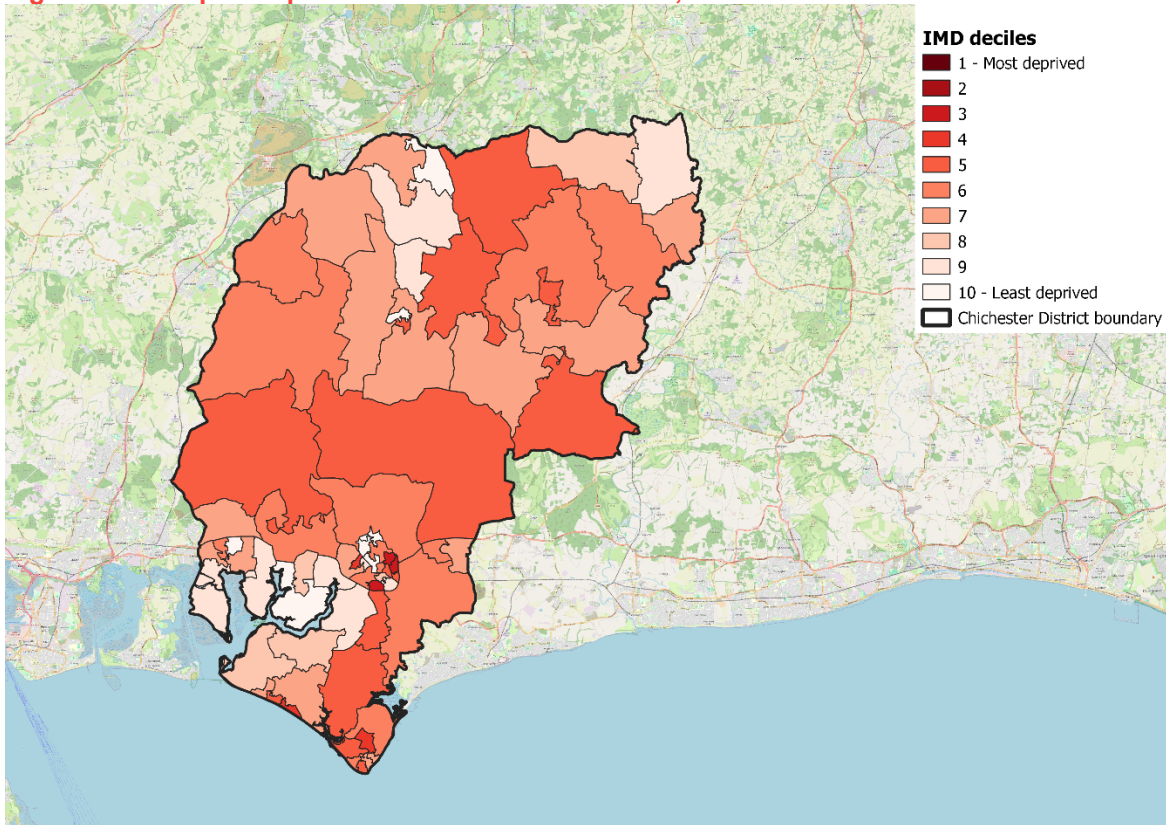
Source: Ministry of Housing, Communities & Local Government (2019) - [English Indices of Deprivation, 2019](#)

As shown by **Table 3-10** above, for most of the domains such as Income, Employment, Education, Health and Crime, Chichester ranks within the top 120 least deprived districts. On the other hand, the district performs significantly less well in relation to the Barriers to Housing and Services and the Living Environment domains, ranking within the top 69 and 107 most deprived districts in the country respectively.

Despite relatively low levels of deprivation as a whole, IMD data at the LSOA level indicates that Chichester city is one of the most deprived areas of the district. As indicated by the map below, the only LSOAs in Chichester District that rank within the top 30% most deprived LSOAs in the country are all within the city (as shown by the dark reds). These are

- Chichester 008A;
- Chichester 008B; and
- Chichester 12B.

Figure 3-1 – Map of deprivation in Chichester District, 2019



Source: Ministry of Housing, Communities & Local Government (2019) - [English Indices of Deprivation, 2019](#)

In terms of domains, the three LSOAs are rank within the top 20% most deprived in the country with respect to the Education, Skills and Training domain. The LSOAs also perform relatively poorly with respect to the Income, Employment and Health domains, ranking within the top 30% most deprived LSAOS in the country.

3.5 SUMMARY

In summary, the supply-side baseline assessment has identified the following trends:

- **Population** – As of 2021, Chichester District had a population of approximately 124,500 people which has grown at a rate (16.9%) above the national average (14.3%) but slower than neighbouring districts (West Sussex – 17.2%) since 2001.
- **Age structure** – Chichester District has a relatively older population with 27.3% residents being aged 65+. This compares to 22.9% for West Sussex, 19.5% for the South East and 18.5% for England. Furthermore, less than a fifth of the district’s population are under 20, compared to 23.1% at the national level.
- **Age growth** – Chichester District’s population growth has been driven by an increase in those aged 50-64 and 65+
- **Ethnicity** – Chichester has substantially smaller non-white population at 4.6% compared to West Sussex (9.0%), the South East (13.7%) and England as a whole (19.0%).
- **Qualifications and occupations** – The district has a relatively well qualified population with 37.2% of residents having a level 4 or above qualification compared to 35.8% in the South East and 33.9% at the national level. Chichester also has a larger proportion of residents (51.4%)

working within the highly skilled occupations of managers, directors, professionals and technical professionals compared to the regional (50.4%) and national (46.4%) averages.

- **Resident based earnings** – Despite a large share of residents working in highly skilled occupations, Chichester’s residents on average earn less at £33,743 than the regional median annual salary (£35,658) and only slightly more than the national median average (£33,208).
- **Workplace based earnings** – As of 2022, Chichester District’s median annual workplace-based salary at £30,298 was below the averages for West Sussex, the South East and England. This potentially indicates that the types of jobs available with the district are relatively low skilled and as such offer lower levels of compensation.
- **Deprivation (District)**– According to the 2019 Indices of Multiple Deprivation, Chichester ranks the 213th most deprived District in the county out of 317 Local Authorities. The district ranks relatively well in respect to the Income, Employment, Education, Health and Crime domains but ranks less well in terms of the Barriers to Housing and Service and Living Environment domains.
- **Deprivation (City)** – the only LSOAs in Chichester District that rank within the top 30% most deprived LSOAs in the country are all within the city. The three LSOAs rank poorly with respect to the education, skills & training, income, health and employment domains.

4 SOCIO-ECONOMIC BASELINE – DEMAND SIDE

4.1 INTRODUCTION

This section presents and analyses local demand side data on economic activity and business indicators relating to Chichester District and where relevant Chichester city. More specifically, data is presented on gross value added (GVA), employment, job opportunities, businesses, Chichester District's fastest growing sectors and Chichester District's Green Economy. To provide greater context on Chichester's overall economic performance, data is also compared to West Sussex, the South East and England.

4.2 GVA

4.2.1 GVA PER SECTOR

As of 2021, Chichester District, with a GVA of £3.5 billion, was the fifth largest economy in West Sussex of seven. The largest contributing sector was the Real Estate sector, accounting for 22.7% of the district's total GVA. Other large contributing sectors include Manufacturing (15.1%), Health (9.5%), Wholesale, Retail & Repair of Motor Vehicles (8.8%) and Education (8.6%). This is presented in **Table 4-1** below.

Table 4-1 – Chichester District GVA, 2021

Industry	GVA (£ mil)	Share of total GVA
All industries	3,492	100.0%
Agriculture, mining, electricity, gas, water and waste	90	2.6%
Manufacturing	529	15.1%
Construction	177	5.1%
Wholesale and retail trade; repair of motor vehicles	309	8.8%
Transportation and storage	37	1.1%
Accommodation and food service activities	136	3.9%
Information and communication	157	4.5%
Financial and insurance activities	17	0.5%
Real estate activities	791	22.7%
Professional, scientific and technical activities	139	4.0%
Administrative and support service activities	98	2.8%
Public administration and defence	263	7.5%
Education	302	8.6%
Human health and social work activities	333	9.5%
Arts, entertainment and recreation	62	1.8%

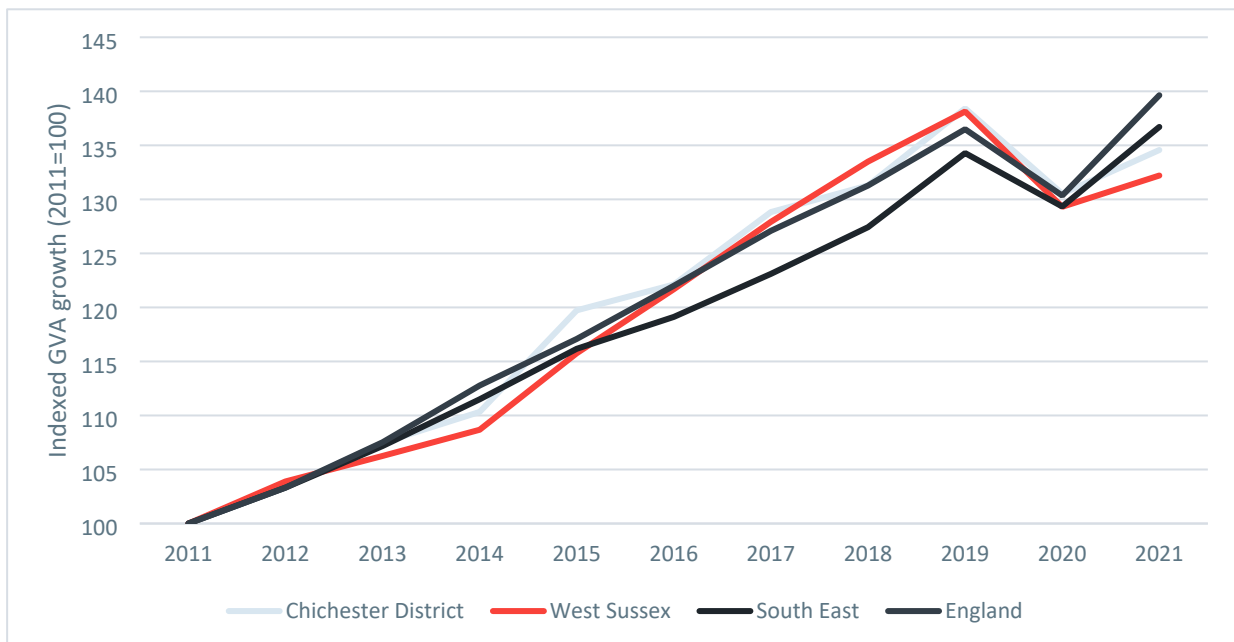
Other service activities	41	1.2%
Activities of households	11	0.3%

Source: ONS (2023), [Regional gross value added \(balanced\) by industry](#)

4.2.2 CHANGE IN GVA 2011-2021

Over the period of 2011 to 2021 Chichester Districts' economy has grown by 34.6%, making it the fourth fastest-growing economy in West Sussex, which has on average grown by 30.5%. Despite its growth, Chichester District's rate of growth trails behind the South East (36.7%) and England (39.6%) as a whole over the same period, as illustrated in **Figure 4-1**.

Figure 4-1 – Change in Chichester District's GVA, 2011-2021



Source: ONS (2023), [Regional gross value added \(balanced\) by industry](#)

4.2.3 GVA PER HEAD PER SECTOR

In terms of GVA per head, which provides an indication of productivity, **Table 4-2** highlights that the sector with highest GVA per employee in Chichester District is the Real Estates sector at £452,000. The next largest sector is the Public Administration & Defence at £105,200, closely followed by the Information & Communication sector at £104,667.

At the other end, the sectors with the lowest GVA per employee include the Financial & Insurance (at £13,600), Accommodation & Food Services (£22,667) and Administrative & Support Services (£24,500).

In comparison to England as a whole (at £64,412), Chichester has a lower GVA per employee (£55,517), indicating that workers within the district are less productive than at the national level. That said, there a number of sectors in which workers within Chichester District are more productive such as Manufacturing, Accommodation & Food Services, Information & Communication, Real Estate Activities, Public Administration and Education.

Table 4-2 - GVA per employee in Chichester District, 2021

Sector	Employment for Chichester	GVA for Chichester (£mil)	GVA per employee for Chichester⁴	GVA per employee – England average
Total	62,900	3,492	£55,517 (average)	£64,412 (average)
Agriculture, mining, electricity, gas, water and waste	3,150	90	£28,571	£91,850
Manufacturing	6,000	529	£88,167	£82,825
Construction	3,000	177	£59,000	£77,915
Wholesale and retail trade; repair of motor vehicles	9,750	309	£31,692	£47,891
Transportation and storage	1,000	37	£37,000	£39,185
Accommodation and food service activities	6,000	136	£22,667	£20,507
Information and communication	1,500	157	£104,667	£100,336
Financial and insurance activities	1,250	17	£13,600	£168,179
Real estate activities	1,750	791	£452,000	£424,968
Professional, scientific and technical activities	4,500	139	£30,889	£56,396
Administrative and support service activities	4,000	98	£24,500	£38,905
Public administration and defence	2,500	263	£105,200	£74,302
Education	6,000	302	£50,333	£48,321
Human health and social work activities	9,000	333	£37,000	£39,477
Arts, entertainment and recreation and other service activities	3,500	114	£32,571	£43,649

Source: ONS (2023), [Regional gross value added \(balanced\) by industry](#) and ONS (2023), [Business Register and Employment Survey](#)

⁴ Cells are shaded green or red to indicate whether Chichester’s GVA per sector is greater or less than the England average.

4.3 EMPLOYMENT

4.3.1 ECONOMIC ACTIVITY LEVELS

Economic activity levels are a measure of the size of an area's labour market⁵. As of 2021, both Chichester city and district as a whole had a lower proportion of economically active residents at 55.4% and 56.4% compared with West Sussex (60.7%), the South East (62.2%) and England as a whole (60.9%). This reiterates that there are fewer people of working age in Chichester and consequently businesses within Chichester have a smaller pool of labour to employ from.

Of the economically active population in Chichester District, it should be noted that approximately 50% worked in full-time positions, while a relatively large percentage of residents (12.6%) were self-employed compared to 9.5% at the national level.

In 2021, approximately 30% of residents in the district were retired, which reflects the high proportion of residents aged 65 and older. An older retired population is also the primary reason for why Chichester city (44.6%) and the district (43.6%) have relatively high inactivity rates compared with the County level (39.3%), Regional level (37.8%) and National level (39.1%). This analysis is presented below in **Table 4-3**.

Table 4-3 – Economic activity, 2021

Type of economic activity	Chichester city ⁶	Chichester District	West Sussex	South East	England
Economically active total	55.4%	56.4%	60.7%	62.2%	60.9%
Part-time	11.1%	11.5%	12.9%	11.8%	11.9%
Full-time	28.8%	28.1%	32.8%	35.2%	34.3%
Self-employed	8.8%	12.6%	10.8%	10.6%	9.5%
Unemployed	2.1%	2.0%	2.5%	2.5%	2.9%
Full-time student	4.5%	2.2%	1.8%	2.1%	2.3%
Economically inactive total	44.6%	43.6%	39.3%	37.8%	39.1%
Retired	26.1%	29.7%	26.1%	22.5%	21.5%
Student (including full-time students)	8.7%	4.5%	3.6%	5.1%	5.6%

⁵ For a person to be economically active, they must be aged 16 and over and be:

- in employment;
- unemployed, but looking for work and could start within two weeks; or
- unemployed, but waiting to start a job that has been offered and accepted

⁶ The economic activity level for Chichester city has been calculated by aggregating economic activity figures for the wards of Chichester Central, Chichester North, Chichester East, Chichester South and Chichester West.

Looking after home or family	3.5%	4.1%	4.0%	4.4%	4.8%
Long-term sick or disabled	3.9%	2.8%	3.0%	3.1%	4.1%
Other	2.4%	2.5%	2.5%	2.7%	3.1%

Source: ONS (2022), [Census 2021 Table TS066 – Economic activity status](#)

4.3.2 EMPLOYMENT STRUCTURE

As of 2022, approximately 65,000 people worked in Chichester District, of which approximately 25,140 jobs were located within Chichester city⁷. Both Chichester District and the city are primarily foundational⁸ in nature with employment concentrated in Health (13.9% and 21.8%), Retail (9.2% and 13.6%), Education (9.2% and 9.8%) and Accommodation & Food Services (9.2% and 8.1%). The data is presented in the table below.

Table 4-4 – Employment structure, 2022

Broad Sector	Chichester District	% of total employment	Chichester city	% of total employment
Agriculture, forestry & fishing	3,500	5.4%	10	0.0%
Mining, quarrying & utilities	175	0.3%	10	0.0%
Manufacturing	6,000	9.2%	490	1.9%
Construction	3,000	4.6%	575	2.3%
Motor trades	1,250	1.9%	535	2.1%
Wholesale	2,000	3.1%	735	2.9%
Retail	6,000	9.2%	3,425	13.6%
Transport & storage	1,000	1.5%	495	2.0%
Accommodation & food services	6,000	9.2%	2,025	8.1%
Information & communication	1,750	2.7%	955	3.8%
Financial & insurance	1,250	1.9%	745	3.0%
Property	2,000	3.1%	560	2.2%
Professional, scientific & technical	4,500	6.9%	1,875	7.5%
Business administration & support services	4,500	6.9%	1,050	4.2%

⁷ Total employment for Chichester city has been calculated by aggregating employment figures for the wards of Chichester Central, Chichester North, Chichester East, Chichester South and Chichester West.

⁸ The foundational economy is the part of the economy that creates and distributes goods and services that individuals rely on. Examples include health care, education, housing and food.

Public administration & defence	3,000	4.6%	2,410	9.6%
Education	6,000	9.2%	2,475	9.8%
Health	9,000	13.9%	5,475	21.8%
Arts, entertainment, recreation & other service	4,000	6.2%	1,295	5.2%
Total people in employment	64,925		25,140	

Source: ONS (2023), [Business Register and Employment Survey](#)

Analysing Chichester District's employment structure at a more granular level, the information presented in **Table 4-5** outlines the district's top 10 two-digit⁹ Standard Industrial Classification (SIC) employment sectors which account for 55.8% of total employment. The two subsectors that employed the most people in 2022 were Retail trade and Education, each with 6,000 jobs. These were followed by Food & Beverage Service Activities (5,000 jobs), Human Health Activities (5,000 jobs) and crop and animal production (3,000 jobs). This again reflects a primarily foundational economy with employment concentrated in industries that provide goods and services essential for everyday life.

Table 4-5 – Employment structure of Chichester District, 2022

Industry	Chichester
47 : Retail trade, except of motor vehicles and motorcycles	6,000
85 : Education	6,000
56 : Food and beverage service activities	5,000
86 : Human health activities	5,000
01 : Crop and animal production, hunting and related service activities	3,000
84 : Public administration and defence; compulsory social security	3,000
87 : Residential care activities	2,250
10 : Manufacture of food products	2,000
46 : Wholesale trade, except of motor vehicles and motorcycles	2,000
68 : Real estate activities	2,000
% of total employment	55.8%

Source: ONS (2023), [Business Register and Employment Survey](#)

⁹ Each broad sector is broken down into a number of two-digit Standard Industrial Classification (SIC) employment sectors to provide more detail on the types of activity taking place within an economy.

4.3.3 EMPLOYMENT CHANGE 2015-2022

Total employment in the district grew by 2.4% between 2015 and 2022. The broad sectors which have experienced the greatest growth in employment over the seven-year period are Manufacturing and Health, both by 1,000 jobs each.

On the other hand, the sectors which experienced reductions in job numbers over the same period include Retail (1,000 jobs), Wholesale and the services sectors of Business Administration (500 jobs), Professional Scientific & Technical (500), Public Administration (500) and Financial & Insurance (250).

Table 4-6 – Employment structure change in Chichester District, 2015-2022

Industry	2015	2022	Level change	% change
Agriculture, forestry & fishing	3,000	3,500	500	16.7%
Mining, quarrying & utilities	175	175	0	0.0%
Manufacturing	5,000	6,000	1,000	20.0%
Construction	2,500	3,000	500	20.0%
Motor trades	1,000	1,250	250	25.0%
Wholesale	2,500	2,000	-500	-20.0%
Retail	7,000	6,000	-1,000	-14.3%
Transport & storage	1,000	1,000	0	0.0%
Accommodation & food services	6,000	6,000	0	0.0%
Information & communication	1,750	1,750	0	0.0%
Financial & insurance	1,500	1,250	-250	-16.7%
Property	2,000	2,000	0	0.0%
Professional, scientific & technical	4,000	4,500	500	12.5%
Business administration & support services	5,000	4,500	-500	-10.0%
Public administration & defence	3,500	3,000	-500	-14.3%
Education	6,000	6,000	0	0.0%
Health	8,000	9,000	1,000	12.5%
Arts, entertainment, recreation & other service	3,500	4,000	500	14.3%
Total people in employment	63,425	64,925	1,500	2.4%

Source: ONS (2023), [Business Register and Employment Survey](#)

More recently, despite growth over the longer period of 2015-2022, total employment within the district has declined by 1.6% (or 1,025 **net** jobs) between 2019 and 2022. The closure of the House of Fraser site on West Street in 2019 is unlikely to have helped curb the recent trend in the contraction of jobs. There was a total loss of 1,000 job from the Retail sector alone.

Over the same period, 1,000 jobs and a further 500 jobs were also lost from the Accommodation & Food Services and Professional, Scientific and Technical sectors. These declines were partially offset by an increase in employment within the Agriculture, forestry & fishing (by 500 jobs), Business Administration & Support Services (500 jobs) and Information & Communication (250 jobs) sectors.

Table 4-7 – Recent employment structure change in Chichester District, 2019-2022

Industry	2019	2022	Level change	% change
Agriculture, forestry & fishing	3,000	3,500	500	16.7%
Mining, quarrying & utilities	200	175	-25	-12.5%
Manufacturing	6,000	6,000	0	0.0%
Construction	3,000	3,000	0	0.0%
Motor trades	1,250	1,250	0	0.0%
Wholesale	2,000	2,000	0	0.0%
Retail	7,000	6,000	-1,000	-14.3%
Transport & storage	1,000	1,000	0	0.0%
Accommodation & food services	7,000	6,000	-1,000	-14.3%
Information & communication	1,500	1,750	250	16.7%
Financial & insurance	1,250	1,250	0	0.0%
Property	1,750	2,000	250	14.3%
Professional, scientific & technical	5,000	4,500	-500	-10.0%
Business administration & support services	4,000	4,500	500	12.5%
Public administration & defence	3,000	3,000	0	0.0%
Education	6,000	6,000	0	0.0%
Health	9,000	9,000	0	0.0%
Arts, entertainment, recreation & other service	4,000	4,000	0	0.0%
Total people in employment	65,950	64,925	-1,025	-1.6%

Source: ONS (2023), [Business Register and Employment Survey](#)

4.3.4 LOCATION QUOTIENTS – BROAD SECTORS

Location quotients analysis provides an understanding of an area’s specialisms compared to a wider area. More specifically, it compares the share of employment in a sector within a geography to the share of employment within the same sector of a different geography.

Comparing Chichester District’s broad employment structure to West Sussex, **Table 4-8** below highlights that the district has a significant presence in the Agriculture, Forestry & Fishing sector, which accounts for 5.4% of total employment in Chichester but only 2.0% of total employment in West Sussex. This results in location quotient of 2.7.

The district also has a relatively strong presence in the Property (1.5), Public Administration & Defence (1.5), Manufacturing (1.3), Arts (1.2), Health (1.1), Education (1.1) and Accommodation & Food Services (1.1) sectors, all of which have a location quotient greater than 1.

On the hand, **Table 4-8** also highlights that Chichester District has very small proportion of individuals employed within the Transport & Storage sector (with a location quotient of 0.2) compared to West Sussex.

Table 4-8 – Broad sector location quotient, 2022

Sector	Chichester District’s employment structure compared with West Sussex
Agriculture, forestry & fishing (A)	2.65
Mining, quarrying & utilities (B,D and E)	0.21
Manufacturing (C)	1.30
Construction (F)	0.96
Motor trades (Part G)	0.84
Wholesale (Part G)	0.81
Retail (Part G)	0.96
Transport & storage (inc postal) (H)	0.22
Accommodation & food services (I)	1.10
Information & communication (J)	0.81
Financial & insurance (K)	0.76
Property (L)	1.51
Professional, scientific & technical (M)	0.94
Business administration & support services (N)	0.70
Public administration & defence (O)	1.51
Education (P)	1.13
Health (Q)	1.13
Arts, entertainment, recreation & other services (R,S,T and U)	1.21

Source: ONS (2023), [Business Register and Employment Survey](#)

Assessing LQs at a more granular level highlights the importance of the manufacturing sector in Chichester. **Table 4-9** below indicates that compared to West Sussex, Chichester District has a large proportion of its workforce employed within manufacturing subsectors, including the manufacturing of textiles (LQ of 4.1), motor vehicles (3.7), food products (3.0), leather & related products (2.4) and basic metals (2.0).

Other notable subsectors that the district has a substantial location quotient include crop & animal production (LQ of 2.6), water transport (2.4), libraries, archives, museums & other cultural activities (2.4), and publishing activities (2.0).

Table 4-9 – two-digit sector location quotient, 2022

Two-digit sector	Chichester District's employment structure compared with West Sussex
13 : Manufacture of textiles	4.1
29 : Manufacture of motor vehicles, trailers and semi-trailers	3.7
10 : Manufacture of food products	3.0
01 : Crop and animal production, hunting and related service activities	2.6
15 : Manufacture of leather and related products	2.4
50 : Water transport	2.4
91 : Libraries, archives, museums and other cultural activities	2.4
24 : Manufacture of basic metals	2.0
58 : Publishing activities	2.0
95 : Repair of computers and personal and household goods	1.7

Source: ONS (2023), [Business Register and Employment Survey](#)

4.4 JOB OPPORTUNITIES

4.4.1 WORKPLACE DENSITIES

In 2021, Chichester District had a job density of 1.07. This indicates that there is at least one job for every person aged 16-64 that lives in the district. This rate is substantially greater than the comparator areas of West Sussex (0.83), the South East (0.85) and England (0.86) as a whole.

4.4.2 COMMUTER FLOWS

According to Census 2011, approximately 59.3% of Chichester's residents aged 16 and older worked within the district. The second largest employment hub for Chichester District's residents was the district of Arun, in which 5.7% of Chichester's residents would commute to for work. This was followed by the districts of Portsmouth (3.9% of workers), Havant (3.7% of workers) and Waverly (3.6% of workers). 5.3% of Chichester's residents commuted to London for work in 2011, with City of London accounting for 2.3%.

4.5 BUSINESSES

4.5.1 BUSINESS COUNTS

Over the period of 2011 to 2022, the number of businesses in Chichester District grew by 17.6% to 6,780. This growth rate trails significantly behind that experienced by West Sussex (24.1%), the South East (25.8%) and England (35.2%).

In terms of breakdown by size **Table 4-10** below highlights that across all geographies, micro businesses (that hire between 0 and 9 workers) are the most dominant accounting for approximately 90% of each business base.

Approximately 8.5% of Chichester District's businesses hire between 10 to 49 employees and 1.3% hire between 50 to 249 employees. This is broadly in line with the comparator areas.

Chichester District has a total of 15 large businesses, employing over 250 workers. This accounts for just 0.3% of the district's business base.

Table 4-10 – Businesses by size, 2022

Area	Total	Micro (0 to 9)	Small (10 to 49)	Medium (50 to 249)	Large (250+)
Chichester	100.0%	89.9%	8.5%	1.3%	0.3%
West Sussex	100.0%	89.8%	8.5%	1.4%	0.3%
South East	100.0%	90.0%	8.2%	1.4%	0.4%
England	100.0%	89.6%	8.5%	1.5%	0.4%

Source: ONS (2023), [UK business counts](#)

4.5.2 BUSINESS SURVIVAL RATES

On the whole, businesses in the district have a higher survival rate than the England average. **Table 4-11** below shows the 1-3 year survival rate of enterprises across Chichester District, West Sussex, the South East and England as a whole.

The data shows that 95.2% of Chichester District's businesses remain open after their first year, 0.4 percentage points greater than the national average but 0.1 and 0.2 percentage points lower than the West Sussex and South East averages.

In terms of second year survival rates, the district has a higher enterprise survival rate than all comparator areas at 78.4%. A similar trend can be seen for third year survival rates, in which Chichester District's enterprises have a higher rate of survival, at 61.6% than the South East (60.6%) and England (57.5%) but trail slightly behind the average for West Sussex (62.0%).

Table 4-11 – Business Survival Rates registered in 2018, 2021

Geography	1 year survival %	2 year survival %	3 year survival %
Chichester	95.2	78.4	61.6
West Sussex	95.4	77.0	62.0
South East	95.3	76.9	60.6
England	94.8	74.3	57.5

Source: ONS (2022), [Business demography](#)

4.5.3 INWARD INVESTMENT

Chichester District's draft Inward Investment and Growth Strategy document highlights that the district does not yet have high visibility as a business location and may not be able to compete with neighbouring areas in terms of land available and cost. Furthermore, it indicates that Chichester District lacks a clear narrative and proposition that it can promote to investors¹⁰.

As indicated above, Chichester District has a reliance on micro-small businesses. Chichester District's updated Economic Development Strategy 2022-2024 states that many of these businesses are not growth oriented and will not provide high value jobs to increase the district's prosperity.

In order to combat this, the Economic Development Strategy highlights a list of priorities to attract inward investment. These include

- developing and delivering an inward investment delivery plan;
- promoting and marketing the district as 'open for business' through an inward investment website

¹⁰ Chichester District Council, [Inward Investment and Growth Strategy \[draft\]](#)

- developing a digital strategy to secure high-speed digital infrastructure and broadband access across the whole district;
- promoting the development of key employment and horticultural development sites identified in the latest Housing and Economic Development Needs Assessment or Local Plan; and
- providing support to businesses in the sectors of renewables, retrofitting and the circular economy.¹¹

4.6 CHICHESTER DISTRICT'S FASTEST GROWING SECTORS AND COMPANIES

The SIC code system¹² has not been updated since 2007, and since 2007 the activity of companies in the economy has evolved such that traditional SIC codes no longer fully capture the activity that takes place within an economy.

Data City, a tech company, have created Real Time Industrial Classifications (RTIC's) as a valuable complement to the standard SIC codes and it's AI-driven platform tracks over five million businesses and 350 emerging economy sector classifications. With the use of Data City's data, the following analysis provides insight into Chichester's emerging and fastest growing sectors and companies.

It should be noted that the Data City platform utilises both the traditional SIC code system and Real Time Industrial Classifications (RTICs) to identify the fastest growing companies and accurately explain the economic activity in which they are primarily engaging in. This allows a more complete picture of the fastest growing sectors in Chichester to be formed.

4.6.1 ANNUAL GROWTH VALUES OF COMPANIES

On the Data City platform, the projected growth rate of companies in each geographical area is determined by extrapolating from both current and past **employee** and **turnover** records. Specifically, the Platform adopts the concept of "Compound Annual Growth Rate (CAGR)". As quoted from the Data City website:

"Where a given company has at least three years of Turnover and Number of Employees, we create two CAGR values retrospectively. We average the result to create a single estimated company growth %. We determine a trend growth rate using linear regression to support with the changing growth rate between each year and to support with missing data."(Data City, 2023 ¹³)

Where a company does not report turnover figures on their websites or reports, the Platform will estimate turnovers and its growth rates by assuming that similar companies have similar turnover to employee ratios (Data City, 2023 ¹⁴). These company annual projected growth values can then be utilised to form a picture of expected growth for the sector.

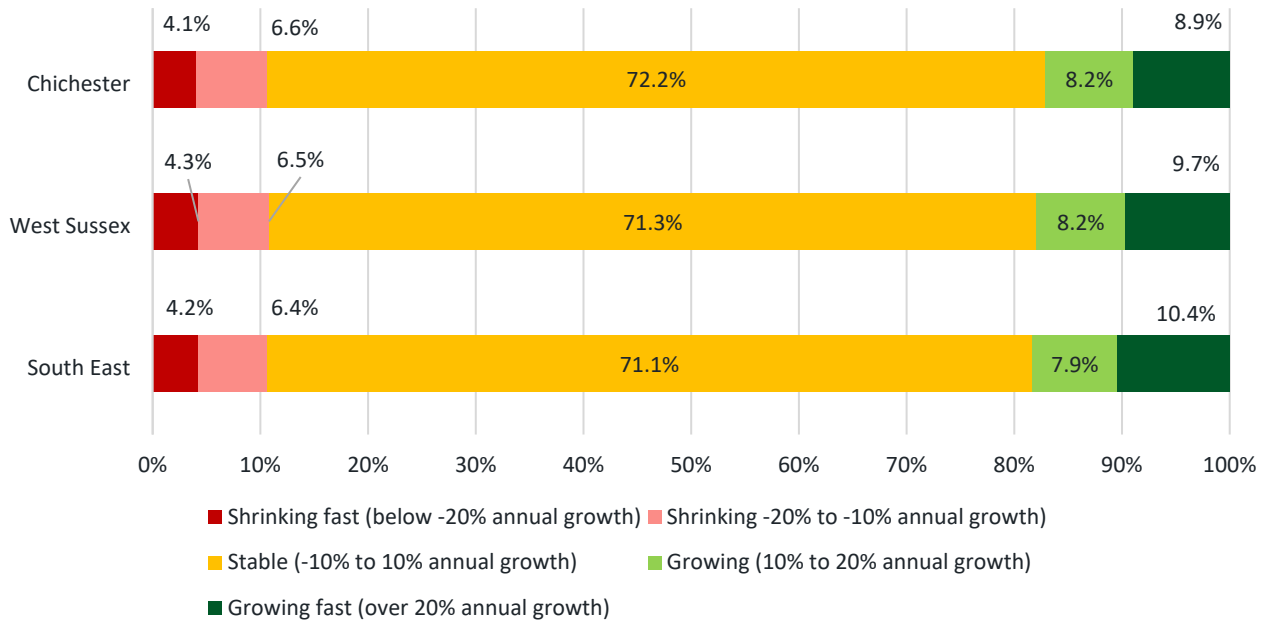
¹¹Chichester District Council (2022), [Economic Development Strategy for Chichester District 2022-2024](#)

¹² **ONS** - https://onsdigital.github.io/dp-classification-tools/standard-industrial-classification/ONS_SIC_hierarchy_view.html

¹³ **The Data City – Identifying high-growth companies** - <https://thedatacity.com/blog/identifying-high-growth-companies-in-data-explorer/>

¹⁴ **The Data City – Focusing on company growth** - <https://thedatacity.com/blog/focusing-on-company-growth/>

Figure 4-2- Annual expected growth of all companies, 2023

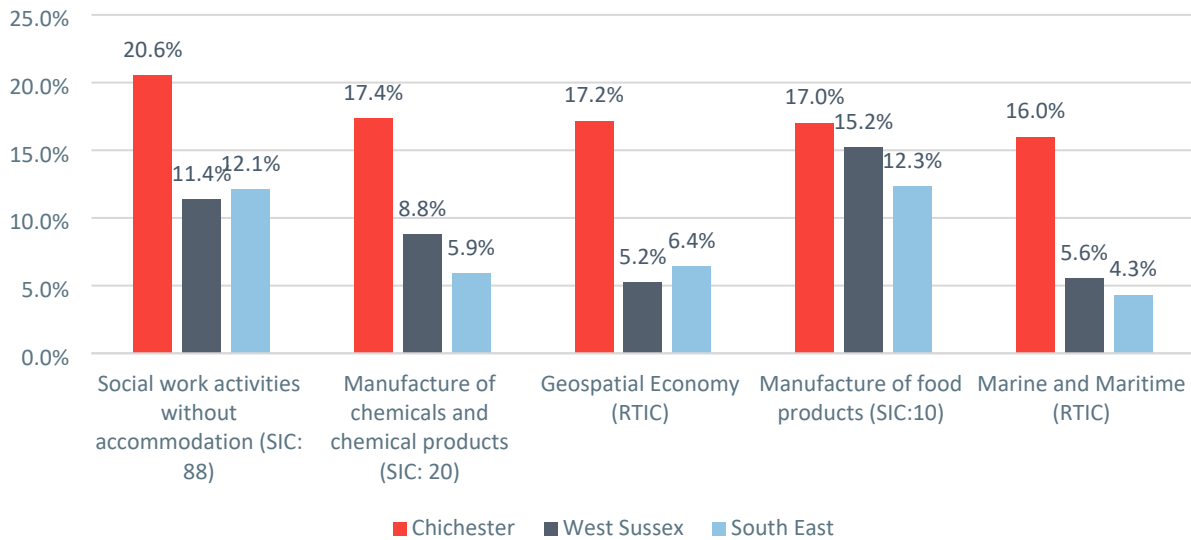


Source: The Data City (2023)

Figure 4-2 shows that the expected growth of companies in Chichester is largely the same as the wider West Sussex and South East region, with only slightly less (17.1%) of all businesses in the top categories, “growing” and “growing fast”, compared to that of West Sussex (17.9%) and the South East region (18.3%).

4.6.2 TOP 5 FASTEST GROWING SECTORS IN CHICHESTER

Figure 4-3- Top 5 annual expected growth sectors in Chichester, 2023



Source: The Data City, extracted November 2023

The highest expected annual growth sector in Chichester is the social work activities without accommodation sector which includes the provision of a variety of social assistance services directly to clients. The activities in this division do not include accommodation services, except on a temporary basis.

All of the top five growth sectors, in terms of employment and business turnover, in Chichester are also expected to grow in West Sussex and the South East region, demonstrating these industries are growth industries in this region. However, Chichester is significantly outperforming West Sussex and the South East in the manufacturing of chemicals and chemical products, geospatial economy and marine and maritime industries.

Within the manufacturing of chemicals and chemical products industry in Chichester, the most common sub-category for businesses to operate in are the manufacture of soap and detergents and manufacture of perfumes and toilet preparations. Within the geospatial economy sector the most common sub-categories are geospatial data capture and geospatial data processing and visualisation. Within the marine and maritime industry, the most common sub-categories for business activity are maritime and marine leisure, and clean maritime (environmental maritime).

4.7 CHICHESTER'S GREEN ECONOMY

The Data City's data platform has also been used to measure the size and composition of Chichester's Green Economy¹⁵. The Data City's platform is able to measure Green Economy activity that falls outside of ONS categories.

¹⁵ There are many different definitions of the green economy and what economic activity constitutes as green. The ONS Low Carbon and Renewable Energy Economy (LCREE) defines this as "Economic activities that deliver goods and services that are likely to help the UK generate lower emissions of greenhouse gases, predominantly carbon dioxide". The Data

Analysis of the latest available data via The Data City’s platform finds:

- **There are 3,002 businesses** operating in the Chichester’s total Green Economy, equivalent to 27.1% of all businesses operating in the borough.
- **There are 32,747 jobs** in Chichester’s total Green Economy, equivalent to 56.0% of employment in Chichester, or over 1 in 2 jobs in the borough.
- **The total size of Chichester’s Green Economy** by the number of businesses as a proportion of the total local economy is **smaller** than West Sussex’s proportion, but **larger** than the South East region proportion.
- **The growth rate** of new businesses in Chichester’s Green Economy is **slower** than in West Sussex and the South East Region.

Chichester’s Green Economy is defined by two interlinked components: the Enablers and the Engagers. The following analysis presents how each component contributes to the current size and composition of Chichester’s Green Economy. Overall, 1 in 2 jobs in Chichester are in the Green Economy, with 1.4% of these jobs supported by Enablers and 98.6% supported by Engagers

Figure 4-4 - 1 in 2 jobs in Chichester support the Green Economy

Enablers:

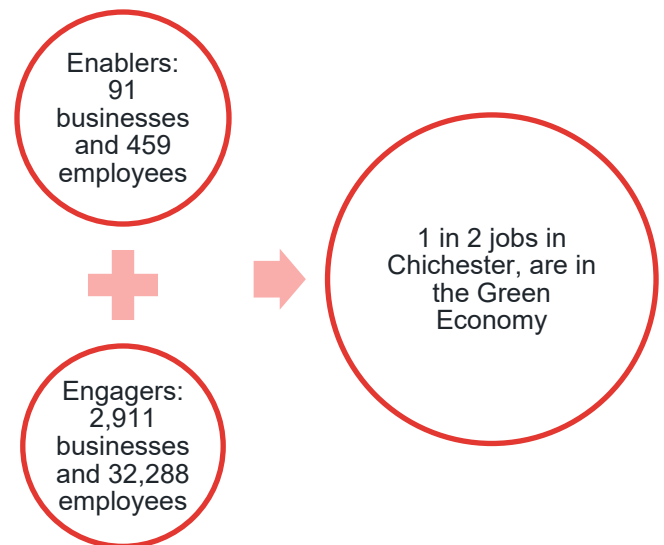
- The Enablers make up 91 businesses, accounting for 459 direct jobs, equivalent to 0.8% of total employment, and 0.8% of businesses in Chichester. This is a smaller proportion than that of West Sussex and the South East region, as shown in **Figure 4.4**. The Enablers account for 1.4% of employment in Chichester’s Green Economy.

Engagers:

- The Engagers comprise 2,911 businesses and 32,288 employees in Chichester. This accounts for 98.6% of employment in Chichester’s Green Economy.

Total Green Economy

- Together, the Enablers and the Engagers account for over 1 in 2 jobs in Chichester,



City’s mapping of the green economy in the report [Mapping The Net Zero Economy](#) utilises this definition but expands on the taxonomy associated with green business, identifying almost 20,000 businesses operating in the green economy, compared to around 2,300 businesses sampled by the ONS Low-carbon and renewable energy economy database.

meaning that 56% of all people working in Chichester are involved in the Green Economy in some way.

The following sectors constitute a key part of Chichester’s Green Economy:

- **Enablers:** Energy generation: Solar, Waste management and recycling, Low carbon energy generation, Energy storage: Batteries, Energy management systems, Energy management: Artificial intelligence and Internet of things and Low carbon consultancy, advisory and offsetting services.
- **Engagers:** Human health services, Employment and recruitment services, Development of building projects, information technology consultancy activities and Specialised design activities.

Table 4-12: The Proportion of the Green Economy of the Total Economy

	Chichester		West Sussex		South East	
	Jobs	Businesses	Jobs	Businesses	Jobs	Businesses
Enablers	0.8%	0.8%	3.1%	1.1%	3.5%	1.0%
Engagers	55.2%	26.2%	67.7%	31.9%	64.8%	25.4%
Green Economy as a proportion of the local economy	56.0%	27.1%	70.8%	33.0%	68.3%	26.4%

Source: The Data City, extracted November 2023 ¹⁶

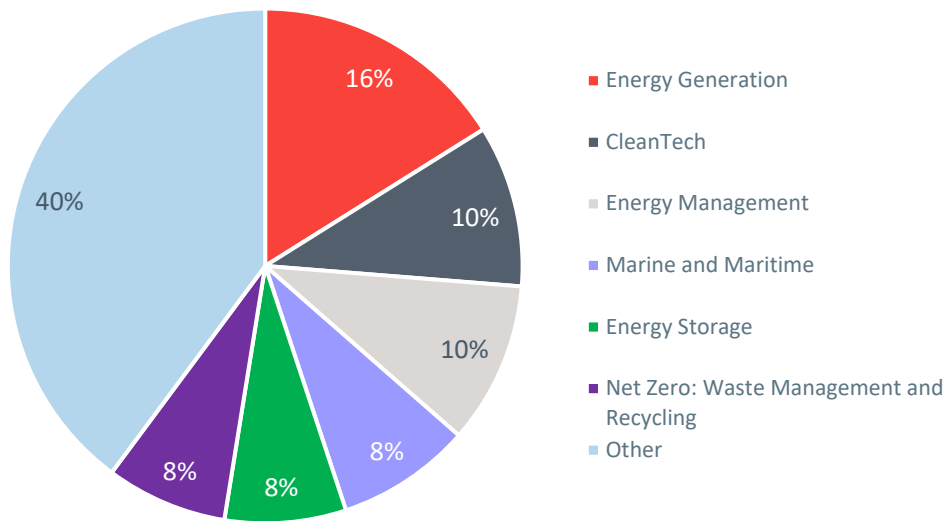
The Enablers of Chichester’s Green Economy are primarily involved in energy generation and clean technology

The following figure presents the economic activities of the Enablers of Chichester’s Green Economy. The data shows that, 16% of all businesses in this category are engaged in energy generation – activities relevant to bioenergy, nuclear, onshore wind, renewable thermal and solar – as well as 10% involved in CleanTech – activities relevant to adapted goods, agriculture, forestry and biodiversity, energy production, management and storage, environmental protection and monitoring, mining, fuels and biofuels and water processing. The range of activities enabler businesses are engaged in in Chichester is vast, demonstrated by the large other category ¹⁷.

Figure 4-5 – Enablers of Chichester by Economic Activity, 2023

¹⁶ Green Economy is calculated from The Data City and taken as a proportion of total economy according to The Data City Platform employment and business counts.

¹⁷ Other includes, Net Zero: Low carbon energy generation, life sciences, Net Zero: Renewables energy planning database, Net Zero: Low carbon consultancy, advisory & offsetting services, Net Zero: Low emission vehicles, AgriTech, Net Zero: Heating, Artificial intelligence, Net Zero: Building technologies, Net Zero: Carbon capture, Net Zero: Diversion of biodegradable waste from landfill, Net Zero: Green finance and Net Zero: Pollution control and mitigation



Source: The Data City, extracted November 2023

The Top Five Employees of Chichester’s Green Economy Enablers are companies operating in Agri-tech, Clean technology, Waste Management and Recycling and Solar.

The following table presents data on the top five Enablers by employment, with the biggest employers listed below:

- Bartholomews – Help farmers produce the highest quality crops and livestock in a sustainable way.
- D.W Plastics – A bespoke plastic manufacturer using recycled materials.
- Hanson Aggregates – Supply sustainable construction materials.
- Capital Compactors – Manufacturer of waste and recycling compactors and balers
- World of Solar – Provider and installer of solar panels

Based on recent growth trends, the data projects that World of Solar will see significant growth of 216% by 2024.

Table 4-13 – The top five Enablers by employment in Chichester, 2023

Source: The Data City, extracted November 2023






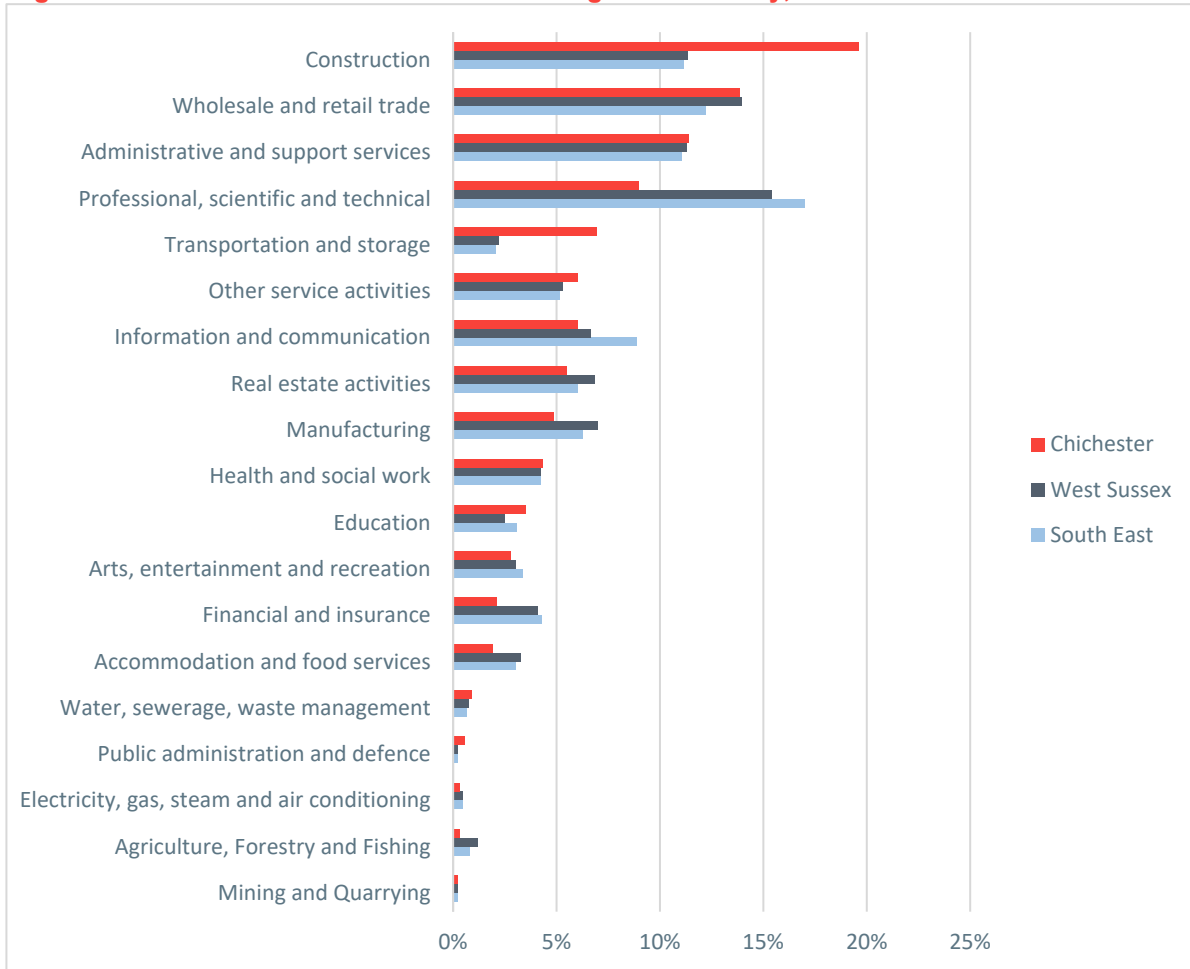
Business Name	Incorporation Year	Description	No. Employees Estimate	Annual Expected Growth of Employees	Turnover	Annual Company Expected Growth
 Bartholomews	1955	Bartholomews have been experts in farm inputs for over 100 years. Grain marketing, fertiliser, feed, seed, agronomy, and crop protection	57	+1.8%	£56.9 million	+4.1%
 D.W. Plastics	1980	D W Plastics is a manufacturer of high-quality bespoke plastic extrusion profiles. All materials are recycled either back into the original plastic profiles or into other PVC products.	32	+0.3%	£6.4 million	+0.3%
 Hanson Aggregates	1935	Sustainable construction materials. A leading supplier of heavy building materials to the construction industry including aggregates, ready-mixed concrete, and cement-related materials	31	-1.3%	£11.0 million	-2.3%
 Capital Compactors	2000	The UK's leading manufacturer of Waste & Recycling Compactors and Balers. They are the most competitive compactor and waste baler supplier in the field.	25	+2.4%	£2.5 million	+3.9%
 World of Solar	2018	Because generating power from the sun's rays has so many benefits to the environment, the homeowner and the community, World of Solar are dedicated to providing reliable solar power and energy saving solutions to as many people as possible.	25	+216%	£2.3 million	+216%

Figure 4-6 – Business counts in Chichester’s green economy, 2023



Source: The Data City, extracted November 2023

Analysis of the total Green Economy in Chichester (including both enablers and engagers) finds that for West Sussex and the South East region, the most green economy businesses operate within the professional, scientific and technical industry. Whereas in Chichester the construction industry has the greatest number of businesses operating in the wider green economy, with 20% of all green economy businesses operating in this industry. Chichester also has a greater proportion of the green economy concentrated in the transportation and storage industry compared to comparators, with 7% of green economy businesses in this industry.

Chichester’s Green Economy accounts for 55.5% of all turnover in the local economy

Total turnover of the businesses operating in Chichester by the Enablers was £176.5 million in 2022, equivalent to 1.9% of total business turnover in 2022. The total Green Economy, comprising both Enablers and Engagers generated £5.3 billion turnover in 2022, roughly 55.5% of turnover in Chichester, according to The Data City.

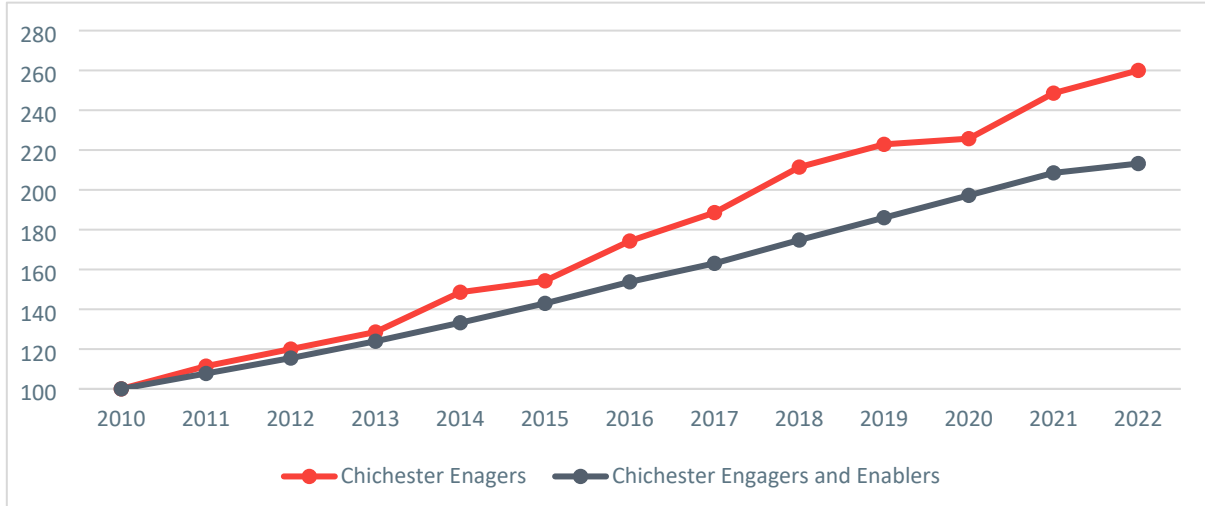
The Business Count in Chichester’s wider Green Economy has grown slower than West Sussex and the South East region.

Both the enablers and the wider enablers and engagers green economy has experienced significant growth in the number of businesses since 2010. With the number of businesses who are enablers in

the green economy in Chichester growing by 102% since 2013, which is faster than the West Sussex area over the same time period of 84.7%, yet slower than the South East region’s 119%.

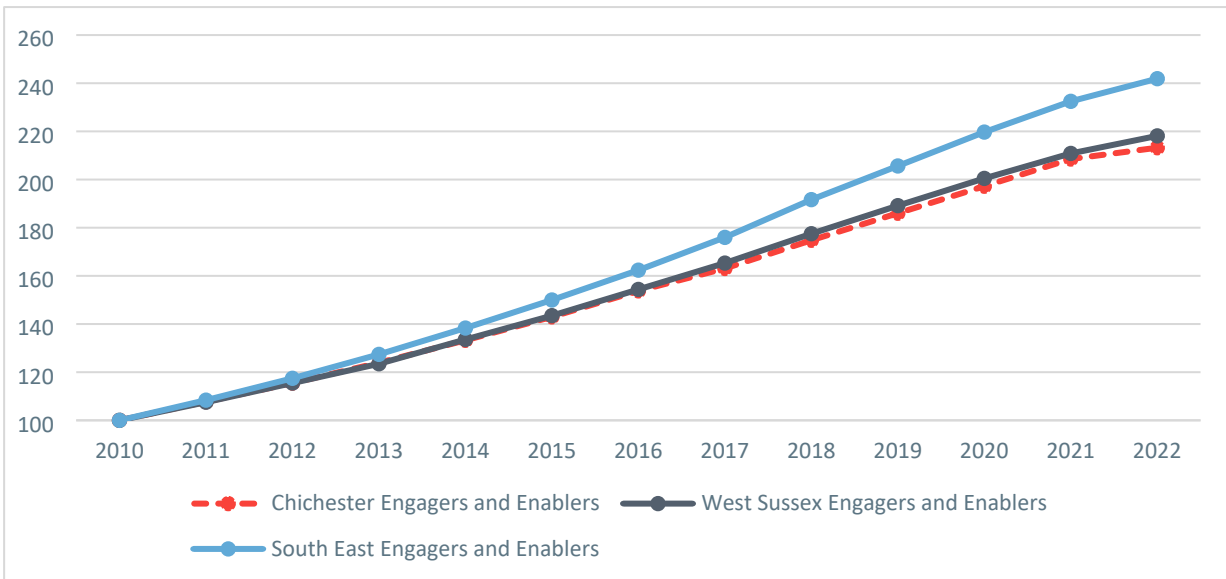
The number of businesses in the wider green economy of enablers and engagers in Chichester has grown by 71.7% since 2013. However, this is slower than both West Sussex at 76.6% and the South East region at 89.9%.

Figure 4-7 - Indexation of the Number of Green Economy Businesses, Chichester 2010-2022



Source: The Data City, extracted November 2023

Figure 4-8- Indexation of Growth rate of number of Green Economy businesses, 2010-2022



Source: The Data City, extracted November 2023

4.8 SUMMARY

In summary, the demand-side baseline assessment has identified the following trends:

- **Economic activity** - As of 2021, Chichester had a lower proportion of economically active residents than the averages for the West Sussex, the South East and England. The main reason for economic inactivity in the district being that almost 30% of residents have retired.
- **Employment structure** – in 2022, the Chichester economy provided 64,925 jobs. The sectors that employed the greatest number of people were Health (9,000), Retail (6,000), Education (6,000), Accommodation & Food Services (6,000) and Manufacturing (6,000).
- **Employment trends**– Over the period of 2015-2022, total employment in Chichester has risen by 1,500 jobs or 2.4%. The sectors that experienced the greatest growth were Health (1,000 jobs) and Manufacturing (1,000 jobs)
- **Workplace densities** – Chichester had a job density of 1.07 in 2021, indicating that there is at least one job for every person aged 16-64 that lives in the district.
- **Commercial growth** - Expected future annual growth, in terms of employment and turnover, of businesses in Chichester is expected to be largely in line with wider West Sussex and South East trends.
- **Green economy**- There are 3,002 businesses in Chichester that are either direct enablers (91 businesses) or wider engagers (2,911 businesses) in Chichester’s green economy, with 1 in 2 (i.e. half) jobs involved in the green economy.
- **GVA** – In 2021, the Chichester economy generated a total GVA of £3.5 billion. The sectors that contributed the most were Real Estate Activities (22.7% of total GVA), Manufacturing (15.1%), Health (9.5%) and Wholesale, Retail & Repair of Motor Vehicles (8.8%).
- **GVA per employee** – The Real Estate sector had the highest GVA per employee in Chichester at £452,000. This was followed by Public Administration & Defence (£105,200 per employee), Information & Communication (£104,667) and Manufacturing (£88,167)
- **Business counts and survival rates** – Chichester was home to 6,780 businesses in 2022 of which just 15 (0.3%) employed over 250 employees. Despite having a relatively large number of microbusinesses, business survival rates over 1 to 3 years in the district are greater than at the national average.
- **Inward investment** – Qualitative evidence indicates that the district does not yet have high visibility as a business location and may not be able to compete with neighbouring areas in terms of land available and cost. Furthermore, Chichester District lacks a clear narrative and proposition that it can promote to investors.

5 STAKEHOLDER ACTIVITY

5.1 INTRODUCTION

This chapter provides an overview of the stakeholder activity carried out to inform and shape this regeneration strategy. CDC recognise engagement with key stakeholders forms an integral part of data gathering, providing further contextual intelligence on Chichester's current socio-economic setting and on Chichester's built environment.

Over 80 stakeholders were consulted and involved in the stakeholder activity to provide key input and insights into the content and output of the regeneration strategy.

The stakeholder activity consisted of the following formats:

- 1) Scoping calls with CDC Officers from several regeneration related service lines as well as council officers from West Sussex County Council (WSCC), CDC Chief Executive Diane Shepherd and the council leader Adrian Moss
- 2) Stakeholder calls with key organisations and businesses across Chichester including several developers
- 3) Three stakeholder workshops comprised of the following:
 - a. **Workshop 1** - was conducted with CDC members and held on the 30th November;
 - b. **Workshop 2** - was held with organisations and businesses across Chichester and held on the 1st February; and
 - c. **Workshop 3** - comprised of officers from West Sussex County Council and held on the 29th February.

5.1.1 SCOPING CALLS

Each scoping call comprised a 45-minute consultation with council officers from various service lines within the CDC, namely

- Culture & Events;
- Planning;
- Place; and
- Housing.

In addition, there were also scoping calls with council officers from WSCC and CDC chief executive, Diane Shepherd and council leader Adrian Moss.

The purpose of the scoping calls was to identify how each service line fits into the future regeneration of Chichester, as well as identify the main constraints and barriers for achieving regeneration outcomes within the City. In addition, the scoping calls sought to supplement the quantitative evidence gathered and understand Chichester's main competitive advantages and challenges. The themes covered during the scoping calls were:

- Regeneration priorities;
- Strategic geographical locations;

- Role of local government/public sector;
- Chichester opportunities & constraints;
- Chichester's competitive advantages/unique selling points;
- Best practice examples;
- Strategy output; and
- Development viability.

5.1.2 STAKEHOLDER CALLS

The stakeholder calls were conducted with the same purpose as the scoping calls and covered similar themes. Consultees included:

- Chichester Business Improvement District (BID);
- Chichester Cathedral;
- Chichester City Council;
- Chichester University;
- Chichester Chamber of Commerce; and
- Local Chichester based developers.

5.1.3 THE WORKSHOP

5.1.3.1 Context

The purpose of the three workshops was to set the scene of Chichester's economy, focusing on its strengths and areas of opportunity. Another key element of this workshop was to consider the regeneration opportunities in Chichester and to determine regeneration priorities and plans already in place. The sessions also sought to understand ideas around objectives and outcomes for regeneration across Chichester.

The first two workshops were held at CDC offices, whilst the third workshop was held online.

5.1.3.2 Programme

Workshops one and two were split into two sessions; for session one, the WSP Economics team presented the following:

1. An overview of the project aims and objectives;
2. A summary of key economic performance indicators related to both the district and city;
3. Key findings from the scoping calls with council members to identify Chichester's current offering and areas in need of improvement; and
4. A list of 11 regeneration opportunities in and around Chichester city whilst also providing the key constraints/issues associated with each site.

Session one concluded with a discussion in which participants provided additional insight into the strengths and weaknesses of the district. Participants were also given the opportunity to suggest the key outcomes and objectives of regeneration in Chichester city.

Overall, there was general consensus on the economic profile of the district and city. Participants provided insights into day to day issues impacting residents in Chichester such as the lack of a robust digital infrastructure and the structural integrity of pavements. Conversely, there was also significant discussion regarding the opportunities in Chichester, one of the most significant points

raised was related to the pedestrianisation of West Street, where Chichester's most famous landmark is located; the cathedral. Contributions from stakeholders are captured in the following SWOT chapter alongside the desk-based data evidence.

Session two focused on regeneration areas and priorities with participants indicating which areas they regarded as the most important places to regenerate in the city. The sites discussed and considered by participants were in line with those identified during the scoping and stakeholder calls as well as the desk-based research.

During the workshop it was clear that many participants see Chichester as relatively physically constrained city, however it is noted that many of its physical constraints contribute to the historical, cultural and aesthetic preservation as well as connectivity of the city and surrounding area. As a result, any change within the built environment needs to be carefully curated. Some of the city's physical constraints can be described as its location between the South Downs National Park and the sea, the active level crossing at the southern end of the city as well as building height restrictions.

Given the need to maximise impact, there was a clear indication by participants that linking the north, south, east and west of the city centre streets was a strategic imperative. It was indicated that the focus of the regeneration activities should be on the central city areas, which would act as a catalyst for growth and developments of the district as whole. Each of the sites are discussed in detail in Chapter 8 of this strategy.

Lastly, workshop three with WSCC councillors followed a similar structure with greater emphasis on sites and details surround the constraints and opportunities at and around the sites.

6 STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

6.1 INTRODUCTION

The following Strengths Weaknesses Opportunities and Threats (SWOT) analysis provides an in-depth summary of Chichester District. The evidence that informs the SWOT comes from

- The quantitative evidence presented in this report **(D)**;
- Scoping calls with Council members that took place between November and December 2023 **(SC)**;
- Stakeholder calls with external organisations in Chichester that took place between November and December 2023 **(ST)**; and
- Two workshops: workshop one was held with CDC members that took place on 30th November 2023 and workshop two was held with businesses and organisations across Chichester on the 1st February 2024 **(W)**¹⁸.

STRENGTHS

Chichester's key strengths can be described as follows:

- Chichester has abundant cultural heritage and historical assets which are vastly popular with residents and visitors. Attractions such as Chichester Cathedral, Gallery, Theatre, Goodwood Festival of Speed and The South Downs bring thousands of people to the area yearly and make Chichester an attractive place to live (All).
- Relatively well qualified population with 37.2% of residents having a level 4 or above qualification (D).
- The district ranks relatively well in respect to the Income, Employment, Education, Health and Crime domains (D).
- Chichester had a job density of 1.07 in 2021, indicating that there is at least one job for every person aged 16-64 that lives in the district (D).
- Strong survival rates among businesses (D).
- Chichester has a thriving independent speciality retail and food sector (W).
- Chichester has a sense of community and strong volunteer/support activity (W).
- The city has an excellent University, College and Hospital (All).

¹⁸ Note that the codes (D, SC, ST and W) are used in the SWOT to indicate the source of the information.

WEAKNESSES

Chichester's key weaknesses can be described as follows:

- The city centre has a weak nighttime economy leaving the city feeling empty in the evenings and makes attracting students and young people to Chichester difficult (All).
- Development is challenging to implement due to resistance to change from residents and market failure in the private development sector (SC).
- 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 (SC, ST, W).
- Due to a lack of sustainable transport (including cycling infrastructure) the city is highly reliant on the private car for transportation, creating congestion and reducing efficiency (W).
- Access to digital infrastructure such as ultra-fast broadband connection and phone connectivity in and around the city is poor (ST)
- Pavements in the city require maintenance to reduce the risk of accidents (ST)
- Several key development sites are privately owned which creates the larger barrier to council lead regeneration (SC).
- Despite a great University and College, students do not stay in Chichester after they finish education (SC, ST).
- Limited tourism accommodation (SC, W).

OPPORTUNITIES

Chichester's key opportunities can be described as follows:

- City has excess supply of car parking space providing well located development sites (SC).
- Chichester has a number of brownfield sites, including The Southern Gateway, which provides capacity for development (SC).
- To define Chichester's brand/USP and create vibrancy and innovation through an improved public realm (SC).
- To grow manufacturing subsectors, compared to West Sussex, Chichester has a larger share of its workforce within manufacturing (E).
- To provide a mixed-use venue space that will allow for organised events which accommodate both conferences and nighttime entertainment (W).
- Better integration across the city that will activate its' assets (W).
- To develop closer relationships to the district's businesses and entrepreneurs to better understand their needs and utilise their experience (ST).
- To better utilise key tourism attractions: Cathedral, South Downs and the Harbour (All).

- To improve wayfinding around the city to link together key visitor sites (ST).
- To pedestrianise West Street to potentially increase footfall in and around the Cathedral (ST).
- Expand car manufacturing industry (W).
- To provide more 1 and 2 bedroom affordable apartments for younger people including students and keyworkers (ST)
- The south of the city should be the focus on entertainment and leisure activities as it is away from the quieter areas of the city such as the Cathedral area as well suitable distance away from many residential areas (ST)

THREATS

Chichester's key threats can be described as follows:

- The retail offer within the city centre has declined over the last decade and faces increased competition with online, out-of-town retail parks and neighbouring cities. This has resulted in several units remaining empty for a number of years (All).
- Chichester has aging population with 27% of its population 65+ and fails to attract and retain younger generations to live and work in the area (All).
- The median house price (Sep 2022) is £425,000 making housing unaffordable especially for young people. This exacerbates Chichester's demographic challenges (All).
- Council owns very limited social housing units meaning an increasing number of people are being temporally housed (SC).
- Chichester's Green Economy is smaller and growing slower than at the County level (E).
- Declining employment, since 2019, the number of jobs has declined by 2% (D).
- Rent within the city is too high, reducing viability for businesses to operate there (ST, W).
- Funding constraints within the public and private sector (SC).
- The A27 ring road (bypass) around the city is at capacity and has there are significant traffic/congestion challenges (ST,SC).

7 THE EMERGING REGENERATION STRATEGY

7.1 INTRODUCTION

This section presents the outcomes and objectives that will underpin the Chichester regeneration strategy. These outcomes were developed on the back of collaboration with stakeholders and the evidence based collated. Each outcome and objective will form the basis for the interventions and activities that will be outlined and detailed in the regeneration strategy.

7.1.1 OUTCOME 1: A DIVERSE AND INCLUSIVE CITY

- Objective 1: Ensure there is a range of housing to support growth of the city centre
- Objective 2: Provide new social infrastructure to support growth of the city
- Objective 3: Foster an inclusive economy which creates opportunity for all

OUTCOME 2: A GREENER, HEALTHIER AND SAFER CITY

- Objective 1: Create destinations for residents and visitors through public realm improvements within the city centre
- Objective 2: Provide a safe navigable walking environment for residents and visitors throughout the city centre
- Objective 3: Enable Chichester to become an exemplar climate resilient city

7.1.2 OUTCOME 3: A BETTER CONNECTED CITY

- Objective 1: Unlock the development potential and better integrate sites into the city centre
- Objective 2: Prioritise pedestrian access and mobility along West Street to allow for more events
- Objective 3: Improve the arrival experience to Chichester

7.1.3 OUTCOMES 4: A PROSPEROUS AND INNOVATIVE NET-ZERO CITY

- Objective 1: Revitalise economic activity on streets throughout the city centre that have reduced footfall levels
- Objective 2: Rationalise and reimagine the use of car parks across the city centre
- Objective 3: Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre
- Objective 4: Provide greater levels of digital connectivity throughout the city
- Objective 5: Support investment in innovative and high growth sectors

7.1.4 OUTCOMES 5: AN ATTRACTIVE AND VIBRANT CITY DESTINATION

- Objective 1: Support growth of the evening and nighttime economy within suitable locations in the city centre
- Objective 2: Exploit the City's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations
- Objective 3: Attract visitors from the international and local festivals and events to stay in the city of Chichester
- Objective 4: Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure



WSP House
70 Chancery Lane
London
WC2A 1AF

wsp.com

OFFICIAL

Agenda Item 11

Appendix two: Summary of the viability and availability of strategic regeneration sites (Consultation list)

	<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.

(please note the sites are potentially indicated as viable for residential this does not mean the site is only suitable for residential, but any form of development may not be viable and further assessment would be required).

Site	Viability Assessment (incl. current use & rationale)	Availability
Northern Gateway	Chichester fire station and Metro House offices (fragmented ownership but viable for housing)	
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)	
The Law Courts (Southern Gateway)	Crown Courts and Magistrates Courts (residential is deemed viable)	
Basin Road Car Park (Southern Gateway)	Car park (residential is deemed viable)	
Basin Road Bus Depot (Southern Gateway)	Stagecoach Bus Depot (viable for housing)	
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)	
Royal Mail Delivery Office and Depot (Southern Gateway)	Office and Mail Depot (A housing scheme would be considered viable)	
Land at Chichester Railway Station (Southern Gateway)	Train station car park with a few commercial units (A housing scheme would be considered viable)	
Former High School Site	Vacant, derelict land (A housing-led scheme would be considered viable)	

Cattle Market Car Park	Car park (A housing scheme would be considered viable) Car parking demand would need to be assessed.	
Chichester District Council Offices (East Pallant House)	Offices and car park (A housing development is considered viable)	
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)	
West Street Public Realm	Street, public realm (an intervention and management-led scheme that brings landlords and stakeholders together)	
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)	
Market Road Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
St John's Car Park	Car park (deemed viable for a housing scheme subject to site capacity)	
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)	
The Atrium & Bicentennial Building	Offices (considered viable for residential development however risk around acceptability in planning terms)	

Appendix one Summary of Interventions

(Please note some interventions are listed more than once as they delivery a number of objectives/outcomes.)

OUTCOMES	OBJECTIVES	INTERVENTIONS (Interventions highlighted below are those currently prioritised)
A BETTER-CONNECTED CITY	Unlock development potential through better integration of sites into the city centre	1.Relocate the fire service in order to unlock the Northern Gyrotory site and deliver a commercial or residential/student development
		2.Bring forward CDC owned sites for redevelopment under the adopted Southern Gateway Masterplan
	Prioritise pedestrian access and mobility along West Street to allow for more events	3. Pedestrianise West Street allowing access to service vehicles, buses and coaches
		4.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
		5. Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents
	Improve the arrival experience to Chichester	6.Underpinned by the existing Wayfinding Strategy, make improvements wayfinding and signage with physical infrastructure and digital provision (visible after dark)
		7.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.
A GREENER, HEALTHIER AND	Create destinations for residents and visitors	8.Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents

SAFER CITY	through public realm improvements within the city centre	9. 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	10. Develop a lighting strategy to improve the dark spots across the city to create a safer environment
		11. Restore/ refurbish community and public convenience buildings located in Priory Park
	Enable Chichester to become an exemplar climate resilient city	12. Work with key partners to rewild the River Lavant to improve biodiversity including where the river runs adjacent to city car parks
13. Create better sustainable walking links between parks and green spaces, improving the infrastructure, biodiversity and accessibility		
A DIVERSE AND INCLUSIVE CITY	Ensure there is a range of housing to support growth of the city centre	14. Consider options for the potential relocation of CDC offices to unlock a residential-led development site
		15. Bring forward CDC owned sites for redevelopment under the Southern Gateway Masterplan
		16. 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.
		17. Bring forward mixed use redevelopment of vacant commercial properties on West Street
Foster an inclusive economy which creates opportunity for all	18. Commission a needs-based assessment on the types and sizes of units required by business startups across the city and share this information with landlords	

AN ECONOMICALLY PROSPEROUS CITY	Revitalise economic activity on streets throughout the city centre that have reduced footfall levels	19. 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
		20. Bring forward mixed use redevelopment of vacant commercial properties on West Street
	Rationalise and reimagine the use of car parks across the city centre	21. 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.
		22. 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
	Maximise the contribution from public sector assets to unlock and accelerate regeneration of the city centre	23. Support the development of privately owned sites across the Southern Gateway in line with the adopted masterplan vision.
		24. Bring forward CDC sites for redevelopment under the Southern Gateway Masterplan
		25. Explore options for West Sussex County Council offices which are not in use
	Provide greater levels of digital connectivity throughout the city	26. 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
Support investment in innovative and high growth sectors	27. Commission a needs-based assessment on the types and sizes of units required by business startups across the city and share this information with landlords	

AN ATTRACTIVE AND VIBRANT CITY DESTINATION	Support growth of the evening and nighttime economy within suitable locations in the city centre	28. Undertake a market assessment into a multi-purpose arts and music centre that provides space for live music
	Exploit the City's unique cultural heritage and assets to enhance the visitor experience and provide new visitor destinations	29. Create an event space at the Cathedral Square and develop a programme of events to attract visitors and residents
		30. Carry out public realm improvements to support the overall look and feel of the Canal Basin
		31. Carry out public realm improvements between the rail station and Ave De Chartres
	Attract visitors from the international and local festivals and events to stay in the city of Chichester	32. Work with Key Stakeholders to create a brand and marketing strategy for the city
		33. Undertake a hotel market assessment to determine and quantify the unmet demand for hotel accommodation within the city
Support the transition of the retail sector to a more flexible retail offering that combines experiential retail and leisure	34. 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	



Draft Chichester Regeneration Strategy consultation

Survey results summary — August 2024

80 stakeholders were invited to take part in the survey, with **69 responses** received.

Section One: Priority Outcomes

The draft Regeneration Strategy proposed five different priority outcomes. We asked respondents to tell us to what extent they agreed with each of the outcomes.

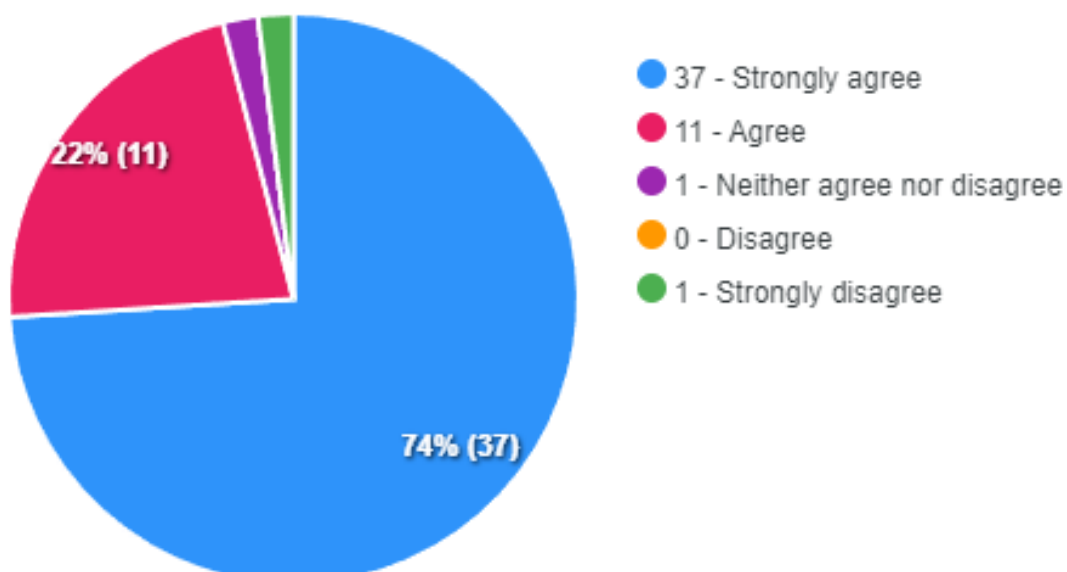
50 respondents chose to answer the questions included within this section.

Priority outcome 1: A better connected city

This outcome would include:

- effectively linking Chichester's regeneration sites into the city centre;
- prioritising pedestrian access and mobility across the city centre; and
- improving the arrival experience to Chichester.

The vast majority of respondents either **strongly agreed or agreed (96% / 48 individuals)** with this suggested outcome. Of the remaining 4%, one respondent selected 'neither agree nor disagree', and one respondent strongly disagreed.



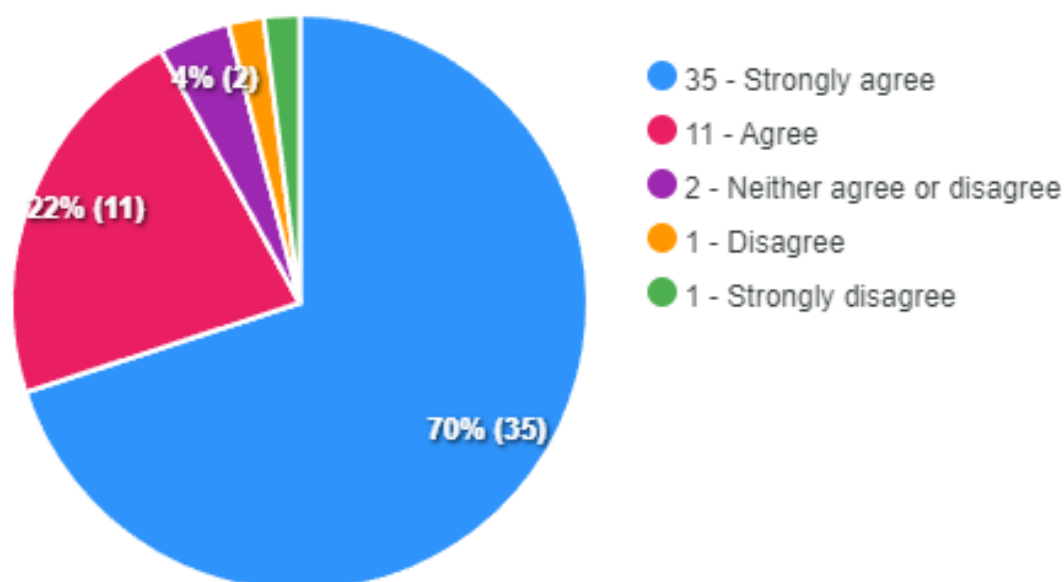
Appendix 3 Consultation responses

Priority outcome 2: A greener, healthier and safer city

This outcome would include:

- creating exciting and vibrant destinations for residents and visitors within the city centre;
- providing a safe, easy to navigate walking environment for residents and visitors throughout the city centre; and
- enabling Chichester to become a greener and more resilient city.

Most respondents either **strongly agreed or agreed (92% / 46 individuals)** with this suggested outcome. Of the remaining 8%, two respondents selected 'neither agree nor disagree' (4%), one respondent disagreed (2%) and one respondent strongly disagreed (2%).



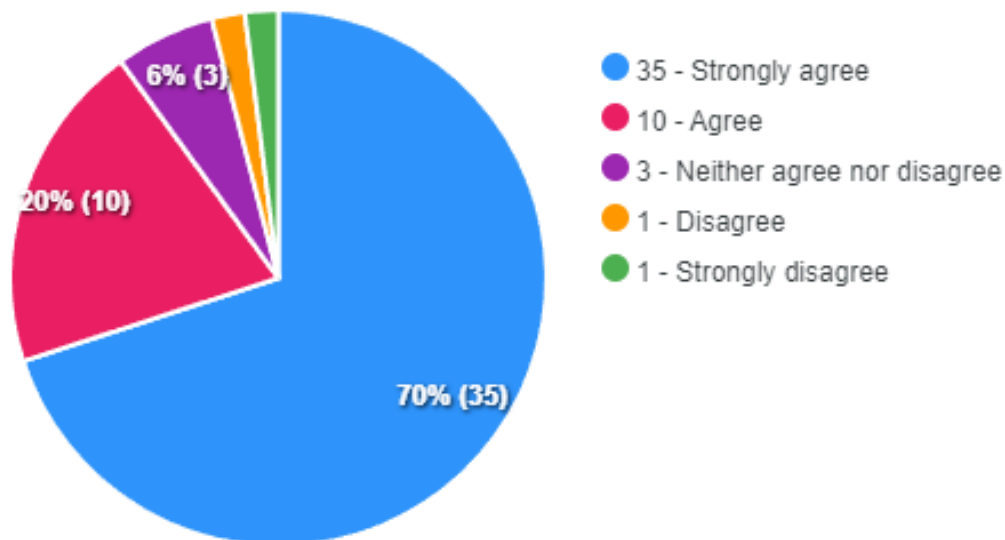
Priority outcome 3: A diverse and inclusive city

This outcome would include:

- ensuring that there is a range of housing types to support growth in the city centre;
- fostering an inclusive economy that creates opportunities for all; and
- maximising the social value outcomes from regeneration.

The majority of respondents either **strongly agreed or agreed (90% / 45 individuals)** with this suggested outcome. Of the remaining 10%, three respondents selected 'neither agree nor disagree' (6%), one respondent disagreed (2%), and one respondent strongly disagreed (2%).

Appendix 3 Consultation responses

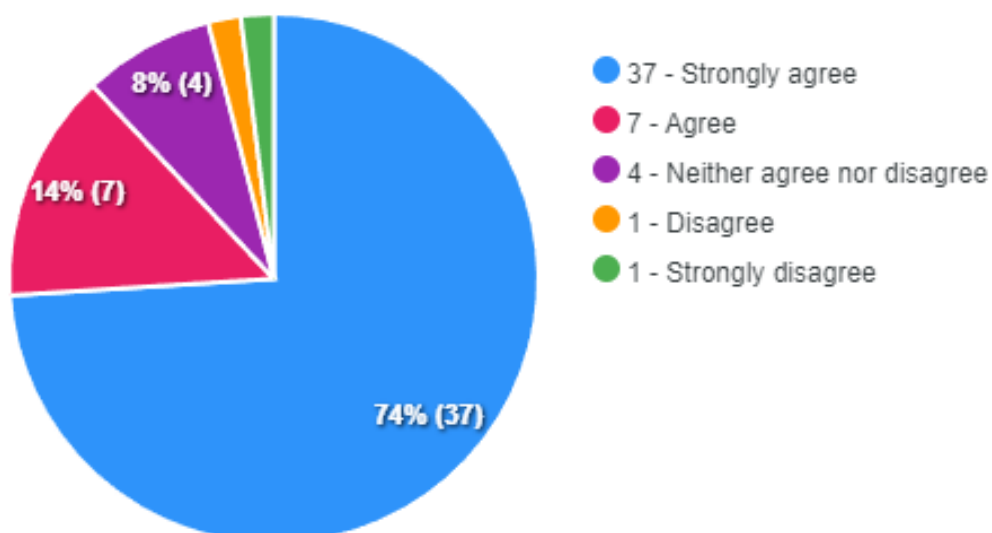


Priority outcome 4: A prosperous and innovative city

This would include:

- revitalising economic activity on streets that have reduced footfall throughout the city centre;
- maximising the contribution from the public sector assets to unlock and accelerate regeneration of the city centre;
- rationalising and reimagining the use of car parks across the city centre;
- providing greater levels of digital connectivity throughout the city; and
- support investment in innovation and high growth sectors.

Most respondents either **strongly agreed or agreed (88% / 44 individuals)** with this suggested outcome. Of the remaining 12%, four respondents neither agreed nor disagreed (8%), one respondent disagreed (2%) and one respondent strongly disagreed (2%).



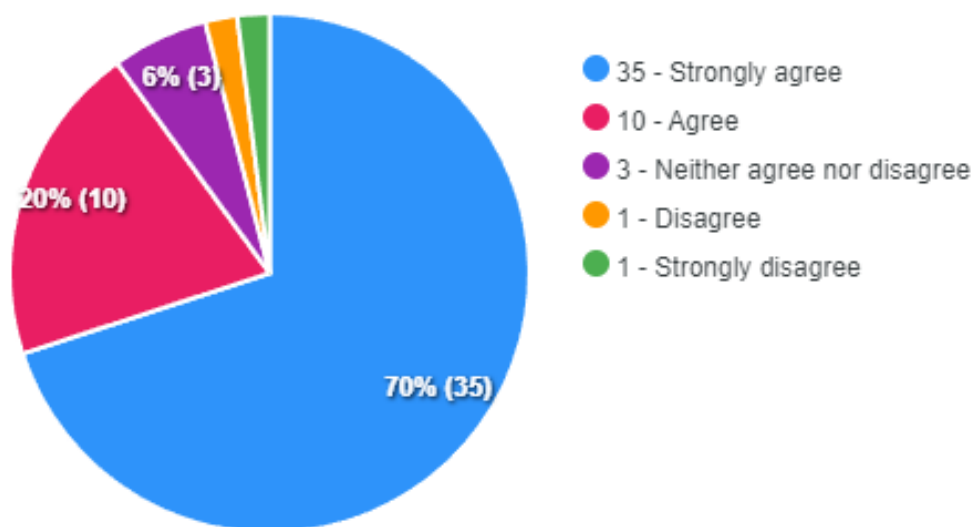
Appendix 3 Consultation responses

Priority outcome 5: An attractive and vibrant city destination

This would include:

- supporting the growth of the evening and nighttime economy in suitable locations within the city centre;
- using the city's unique cultural heritage and assets to enhance the visitor experience and provide a new visitor destination;
- attracting visitors from international and local festivals to stay in the city of Chichester; and
- supporting the transition of the retail sector to a more flexible offering that combines experiential retail and leisure.

The majority of respondents either **strongly agreed or agreed (90% / 45 individuals)** with this suggested outcome. Of the remaining 10%, three respondents selected 'neither agree nor disagree' (6%), one respondent disagreed (2%), and one respondent strongly disagreed (2%).



Section Two: Actions

As part of the draft Regeneration Strategy, we have suggested a range of proposed actions that will help deliver the priority outcomes. These actions are laid out in a table with priority actions highlighted in yellow.

In this section of the survey, **16 respondents commented on whether they feel that additional actions should be prioritised**. One respondent said they didn't think any additional actions should be prioritised and the other comments are set out below:

Appendix 3 Consultation responses

- Develop a lighting strategy to improve the dark spots across the city to create a safer environment. 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.
- Lighting Strategy Digital Connectivity
- River Lavant Should be prioritised as indicative of the green credentials and niche quality of the city.
- Repurpose the use of some car parks across the city. There is an abundance of parking which encourages additional private car trips on the local road network. This network is under strain and suffers further from the impact of level crossing downtime. We would welcome a reduction in the total available parking spaces. Bring forward mixed use redevelopment of vacant premises in West Street. This is wasted space in prime locations. They distract from the visual appeal and vibrancy of the area. New uses would bring these dead areas back to live and improve visitor perception.
- Assessment of business startup needs.
- Ensure social housing is maximised at every turn, with CDC retaining ownership of the sites it owns.
- Growth.
- I'd support a prioritisation of reviewing car parks, particularly in the centre of town to alleviate traffic. New market spaces? New residential/ community buildings etc?
- Improving the signal in Chichester is an easy win and should be a priority. the public estate including the WSCC buildings and the Post office sorting office in basin road are priorities for change and regeneration. Levers for forcing landlords to be more realistic on rentals of shop properties should be in the list too.
- “Bring forward CDC Owned sites for redevelopment under the adopted Southern Gateway Masterplan” “Undertake a market assessment into a multi-purpose arts and music centre that provides space for live music” Please see 3 proposals from Chamber of Culture and The Wild Seeds here:
<https://docs.google.com/presentation/d/1K0aNH16ttaT9qovASN1SWihKCCwQMX3Enlleggs514/edit?usp=sharing>
- No more priorities. Concentrate on small, low cost, high impact public space improvements.
- Northgate Car Park improvements Digital Connectivity Hotel Market Assessment
- Possibly ""Pedestrianise West Street"" if this proves to be key to developing event space action.
- Public realm improvements in Swanfield Drive and connectivity/inclusion to the Greylingwell development Regeneration of lower Swanfield Drive to more sustainable and better thought out mid rise development.

Appendix 3 Consultation responses

- The evidence based documents talk as much about the district as the city of Chichester. Yet the ambition are about the city solely. I am a resident of the district, I am not a tourist or a visitor, but rather feel that it's as much my city as someone who lives close to it. I go to its shops, banks, for suppliers whether building materials or domestic goods. How do you encourage people like me to come to Chichester and not Guildford, Portsmouth. What incentive is there to make Chichester the capital of the district.

Respondents were then asked **whether any actions should be removed from the table** and, if so, asked to list up to three actions. **10 respondents** answered this question, three of which said that they didn't feel that any of the actions should be removed — the other comments are set out below:

- West Street should be intended as a magnet for visitors/tourism hub rather than an extension of the shopping area. Music centre: Chichester is not big enough to be all things to all people. The alternative strategy is to look at the strengths and weaknesses of Chichester in comparison to the wider area and focus on the niche strengths of the city that are likely to prosper and create an environment that can embrace change but not drive it. The city strategy should come first. The Marketing strategy follows this. Crane Street: Worthwhile but maybe not as much a priority but could be a consequence of other improvements.
- A minor layout point but the action to "bring forward mixed use redevelopment of vacant commercial properties on West Street" has been listed twice.
- What is the Cathedral Square and why use this as an event space. Lots of other options.
- Would like to [do] all and more.
- Yes, pedestrianise West Street.
- removing car parks. If you make the city worth visiting, you will need more parking than is available at present.
- the Northgate gyratory is not a key priority.

Section Three: Regeneration sites

Following a series of workshops and discussions, a map of key regeneration sites has been included within the draft Regeneration Strategy. We asked whether there are **any regeneration sites that respondents feel are missing** from the table.

14 respondents commented, seven of which said 'no' and the other comments are set out below:

Appendix 3 Consultation responses

- All of the sites bar two are in the Central ward of the City - more consideration needs to be given to areas in the East, North, and South of the city, and areas in the periphery, such as Whyke.
- As before - area immediately around the railway stn could add value and act as arrival/ destination site that links Canal, southern gateway, Chi Gate.
- Avenue De Chartres car park.
- Frankly, there are far too many sites earmarked for redevelopment. Almost every open space in the City could end up as housing or office use.
- I disagree with your definition of regeneration, which seems to be solely defined by a site's suitability for conversion to residential use. I seem this to be a very bad idea because it takes public land out of circulation, and it can no longer generate revenue for the community.
- None in the centre of Chichester. There are some sites outside of the centre that could be developer / included.
- Swanfield Drive - some redevelopment of Douglas Martin flats and surrounding into quality mid-rise social housing.

We then asked respondents to review the red, amber and green ratings given to each of the sites in the viability and assessment table and to tell us **which two sites they would like to be prioritised**.

27 respondents submitted suggestions, as below:

- Two sites prioritised for re-use: Magistrates Court as a concert venue. Bus Depot as a science park.
- Northern Gateway - West Street Public Realm
- Northern Gyratroy , WSCC Campus
- Chi DC relocates to appropriate space around the railway station and unlocks their existing site for residential. Space around the railway should be a mix of employment / leisure / residential. This event would kick start the regen for the centre. Alternatively Chi DC and WSCC co-locate in the WSCC campus and unlock site
- CDC offices and WSCC campus
- WSCC campus and CDC offices
- Avenue De Chartres car park and WSCC Campus. Ultimately the Law Courts (3) will make an excellent concert hall, studio spaces, 5* hotel, restaurant/s... but my proposal outlines ways to sustainably grow to such a high risk investment.
https://docs.google.com/presentation/d/1K0aNH16ttaT9qovASN1SWihKCCwQMX3E_nlleqgsW514/edit?usp=sharing

Appendix 3 Consultation responses

- Bus station and depot and Basin Rd car park
- Cathedral Green
- Fire station Crane street
- Former House of Fraser and Former High School
- Former House of Fraser and neighbouring buildings Law Courts (Southern Gateway)
- Former House of Fraser but in order to make viable needs to be mixed use, retail and residential and allow addition space in the roof.
- Harmony of public spaces.
- House of Fraser Northern Gateway
- House of Fraser and the Northern Gateway
- None of them!!!
- Northern Gateway Crane Street
- Northern Gateway WSCC Council Offices
- Northern Gateway West Sussex County Council Offices
- Southern Gateway, Northern Gateway
- Southern and northern gateways
- The High School Site and the Cattle Market Car Park
- There needs to be greater prioritisation that 'suitable for housing' - there are more needs than just housing within Chichester. Crane Street and WSCC site
- West Street Public Realm) Basin Road Bus Depot (Southern Gateway)
- West Sussex County Council estate Basin Road Post office site
- West street public realm Southern gateway

Section Four: Targets

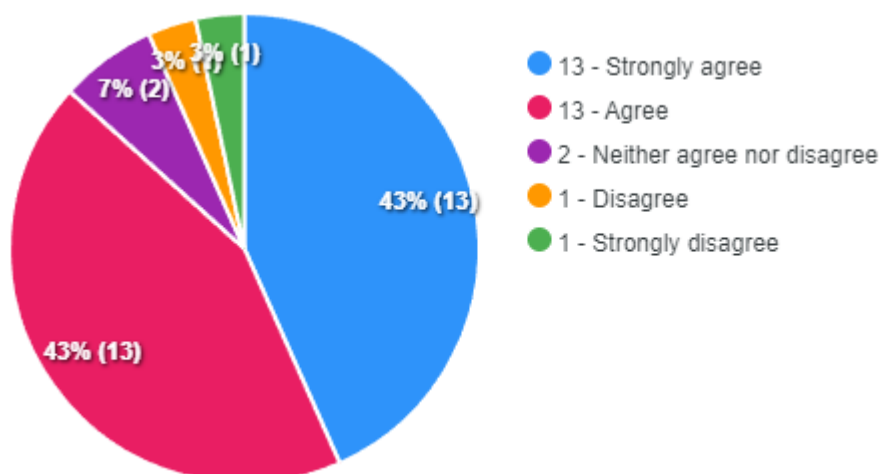
Section eight of the draft Regeneration Strategy sets out five different targets that the strategy aims to achieve over the next 15 years. In our survey, we asked respondents to let us know to what extent they agree with each of the suggestion targets.

Appendix 3 Consultation responses

Target 1: Workplace employment targets

- 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.

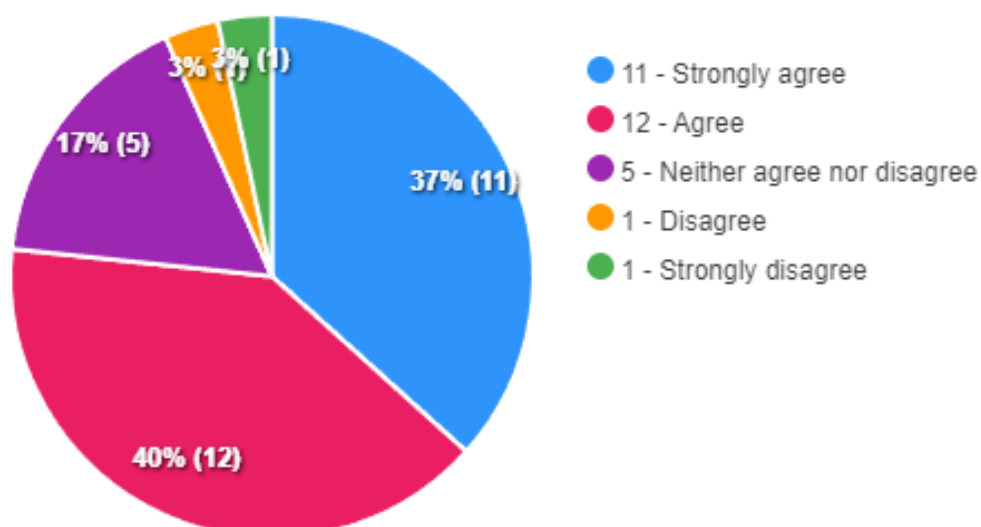
Most respondents either **strongly agreed or agreed (86% / 26 individuals)** with this suggested target. Of the remaining 14%, two respondents neither agreed nor disagreed (7%), one respondent disagreed, and one respondent strongly disagreed.



Target 2: Resident employment target

- We will target an extra 2,000 residents in Chichester city into work. This would be an 8% increase in economic activity rates compared to 2021.

The majority of respondents either **strongly agreed or agreed (77% / 23 individuals)** with this suggested target. Of the remaining 23%, 17% (5 respondents) neither agreed nor disagreed, one respondent disagreed, and one respondent strongly disagreed.

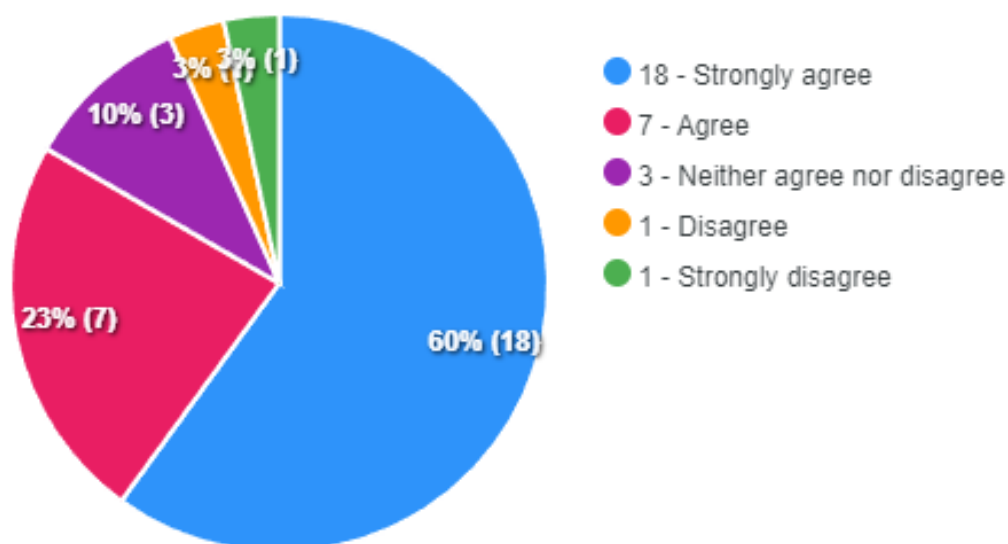


Appendix 3 Consultation responses

Target 3: Labour force target

- 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.

The majority of respondents either **strongly agreed or agreed (83% / 25 individuals)** with this suggested target. Three respondents neither agreed nor disagreed (10%), one respondent disagreed, and one respondent strongly disagreed.

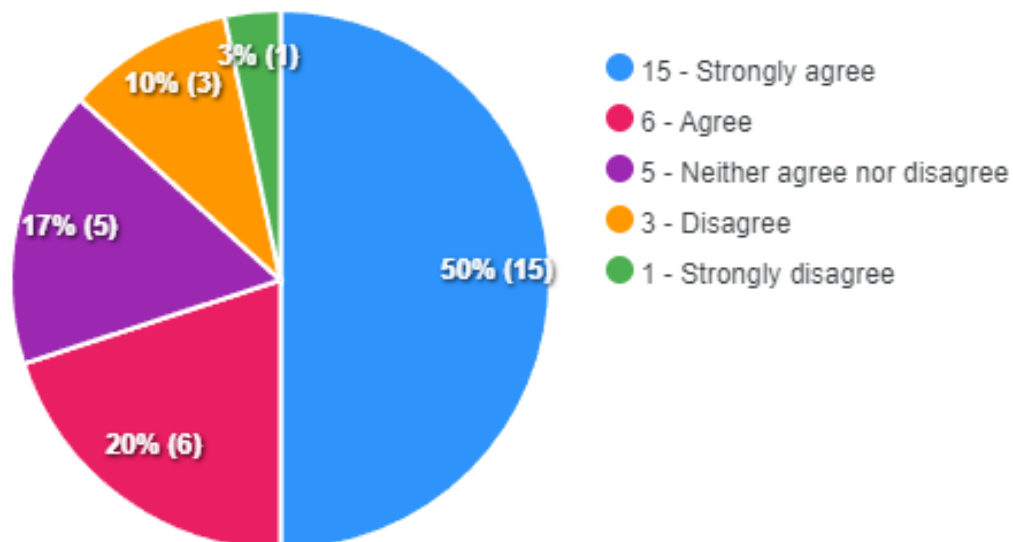


Target 4: Economic sectors

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

Most respondents either **strongly agreed or agreed (70% / 21 individuals)** with this suggested target. Five respondents (17%) neither agreed nor disagreed, three respondents (10%) disagreed, and one respondent strongly disagreed (3%).

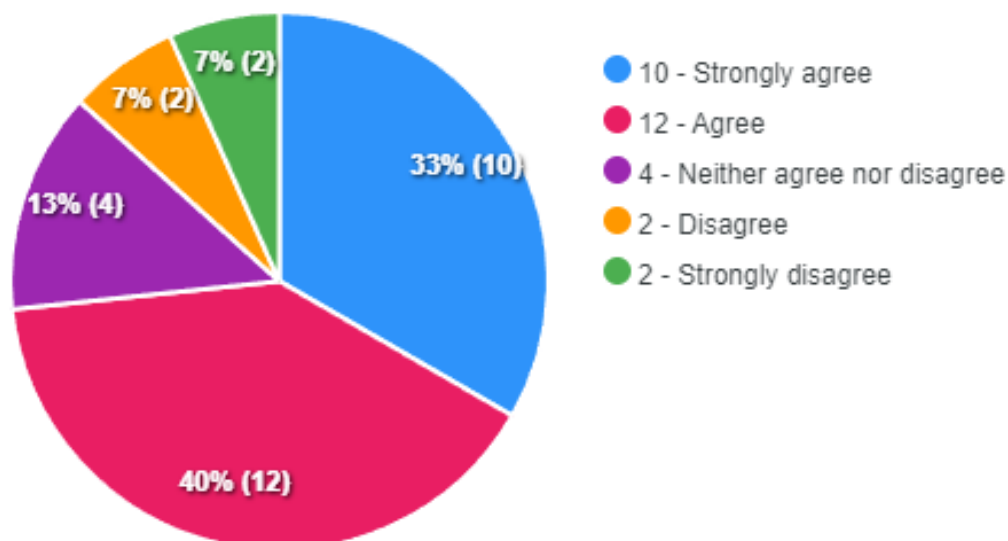
Appendix 3 Consultation responses



Target 5: Housing

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

Most respondents either **strongly agreed or agreed (73% / 22 individuals)** with this suggested target. Four respondents neither agreed nor disagreed (13%), two respondents disagreed (7%), and two respondents strongly disagreed (7%).



Section Five: Further comments

Finally, we asked respondents whether there is there anything not raised at the workshop/interviews that they feel should be incorporated into the strategy.

Appendix 3 Consultation responses

14 respondents made suggestions, as below.

- Developing Chichester as an exciting centre of excellence for the arts and sciences.
- A greater focus on use of mean-while space to ensure that, even if temporary, all opportunities are sought and utilised effectively.
- Chichester is not in need of regeneration. Aiming to increase the working population by 2,500 and local population by 2,000 is inappropriate in such a small and constrained town. This will put more pressure on the inadequate infrastructure making the city less attractive. The private sector will bring any development about in a piecemeal way. To attract inward investment streamline and improve the resourcing of the planning processes. This would make Chichester a better place to do business. An SPG for this part of town is fine. Too much time and money has been wasted on this project.
- If possible, the number of new houses should be increased.
- Lack of sustainable transport was identified as a weakness yet there are no initiatives to improve facilities/conditions for public transport users & reducing dependence on private car use. A reduction in traffic will improve public transport journey times and mean additional resource can be introduced to expand & strengthen the offering rather merely wasting investment on maintaining the same levels of service, just operating slower. Any measures prioritised in the regeneration must result in a net decrease in private car use from the current use of the land compared to its repurposed state.
- More focus on families with younger children given encouragement to visit the city. (using urban play equipment and child-friendly outdoor spaces for example).
- Northern Bypass.
- Prioritising scientific and technical sectors is surprising given the desire to add placemaking into the mix. Arts and culture can elevate an area and put it on the international map, which gives a range of jobs for anyone in the community. Arts, culture and the creative industry is more profitable and already nascent in the region. Developing our strengths is a good way to start.
- The culture/heritage/ creative industry sector under highlighted as an economic driver. <https://historicengland.org.uk/content/docs/research/cultural-heritage-development-through-creativity/>
- The key is to start the process as success breeds success and attracts investment. City Centre living reduces traffic, encourages walking and cycling.
- There is little attention given to the demographics of the City. Only older, mostly retired folk move into the City, few of them seeking employment so there is no need to create employment space in the City. There is a high number of professional services which have migrated to Rural country locations where access and wellbeing is so much better.

Appendix 3 Consultation responses

- There is little or no consideration of how to deliver the strategy.
- Transport and connectivity eg A27 and connecting roads given the likely growth planned in and around the Centre. The transport cannot cope at the moment. Additional economic activity may not be possible without a deliverable transport and connectivity strategy plan put in place. Surely, this will then unlock / advance the thoughts set out in the two strategy documents. Chichester is already very congested.
- the priorities of this are engagement with employers and colleges Unis. Better Digital connectivity, It is awful in Chi city. Affordable housing solutions, to keep working age young people in the city.