



The Brighton & Hove Business Forum
the city management initiative

End of term Report 2003 - 2005

Future Targets 2005 - 2008

July 2005



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This document is available in large print

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INTRODUCTION BY THE CHAIR



In 1998 I came to Brighton to oversee the redevelopment of the Churchill Square Shopping Centre and I was asked to join a steering group to establish a city centre management initiative. This endeavour culminated in the incorporation of The Brighton Town Centre Business Forum, which was later renamed the City Centre Business Forum when the town was granted city status. It changed its name again in 2005 to simply *The Brighton & Hove Business Forum*, to reflect its evolving role in local area management. In 1999 it employed a town centre manager and its work began in earnest. Today it employs eight people in a variety of roles.

In the intervening six years there have been so many changes in the city that it would be difficult to list them all. This document gives a snapshot of some of the activities of the organisation and sets clear and unambiguous targets for future achievement.

From a standing start in 1999 the Business Forum has become one of the most influential and productive business associations in the city with a turnover of nearly a third of a million pounds a year. The range of its work and the breadth of its networks is extensive and it is now firmly established as a "key-player" in the city-by-the-sea.

With projects like the Anti-Graffiti Strategy, the Business Crime Reduction Partnership and Business in Regeneration it has established a reputation for delivery on the ground. Its consultancy to offer an executive director to the Economic Partnership, established in 2003, which has produced detailed and professional reports on strategic developments like the the South East Plan and the sub regional economic strategy for Brighton & Hove, demonstrate that the Business Forum can make a valuable contribution to the longer term vision for the city and the region.

Thanks to the continued support of the core-funders and the generosity of NatWest Bank and other in-kind contributors, the Forum has an established base from which its dedicated team can continue their work and export best practice to other areas. I am confident that, at a time when Brighton is growing comfortably into its new status as a city and gaining increasing influence in the region, the Brighton & Hove Business Forum will continue to build upon the record of its success over the past six years.

A handwritten signature in black ink, appearing to read 'D. Maddison'.

Derek Maddison
Chair
Brighton & Hove Business Forum



BACKGROUND

Town or City Centre management is now established in over 400 towns in the UK. The *Brighton & Hove Business Forum* incorporates the city centre management initiative which increasingly takes its activities outside the core city centre and into Hove and Kemp Town.

The initiative seeks to encourage and facilitate the stakeholders of the city to engage in specific initiatives that will make the city centre: -

- Secure
- Clean
- Exciting
- Easy to access
- A place that people will want to visit and visit again.

We work closely with the local authority, the Police and various individual businesses and trade associations.

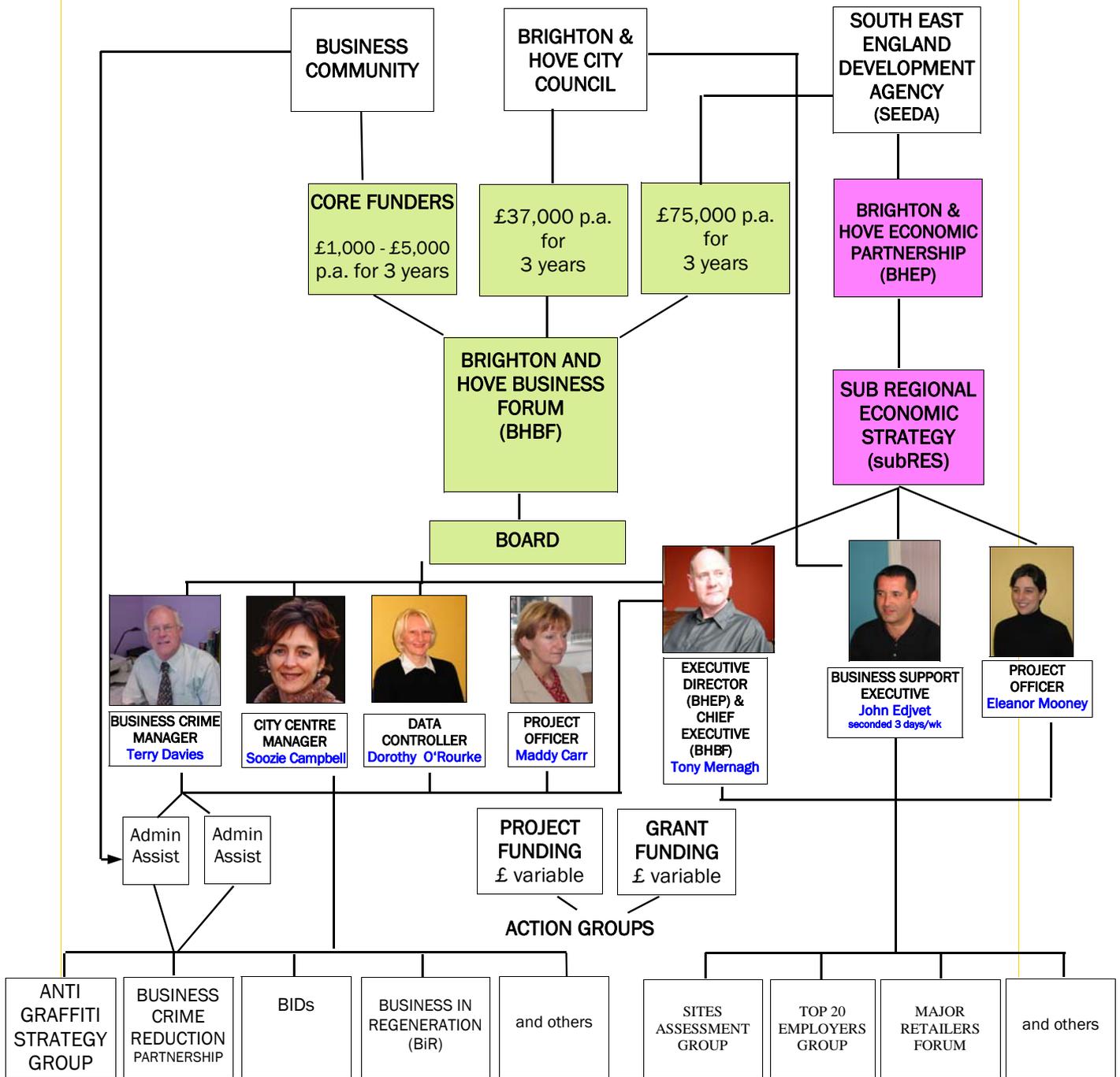
This document has three functions: -

- To present an overview of our work in the last three years
- To propose targets for future achievement
- To honestly appraise our activity

Because it offers an overview it does not go into great detail and some of our work does not receive the attention that perhaps it deserves e.g. representation on a variety of external bodies including our consultancy with the Economic Partnership to provide its Executive Director but more detailed analysis of any of our activities can be provided upon request.

Although we seek to influence and help to shape the policies that will determine the future of Brighton & Hove, we try to work within established frameworks and compliment the work of other stakeholders in the city.

STRUCTURE - THE COMPANY LIMITED BY GUARANTEE



The Brighton & Hove Business Forum is a Company limited by guarantee with a Board of not more than 21 Directors.

The Board meets every quarter to monitor and direct the activity of the Business Forum and a finance committee meets whenever necessary to agree major items of expenditure and annual budgets.

The Business Forum provides an Executive Director to the Brighton & Hove Economic Partnership on a consultancy basis (funded by SEEDA) which is tasked to work with partners to devise the economic strategy for the city. The Economic Partnership is also based in the Business Forum offices together with two members of staff.

SOURCES OF FUNDING & FINANCES

CASH CORE FUNDERS

ORGANISATION	AMOUNT
Brighton & Hove City Council	£27,000 p.a.
Churchill Square Shopping Centre	£5,000 p.a.
Marks & Spencer plc	£5,000 p.a.
Boots the Chemist	£5,000 p.a.
NCP	£2,000 p.a.
B'ton & Hove Bus & Coach Co	£5,000 p.a.
City College	£1,000 p.a.
Southern & Thameslink Trains	£4,000 p.a.
Working Links	£2,000 p.a.

PRINCIPAL IN-KIND FUNDING

ORGANISATION	AMOUNT
NatWest Bank	£37,500
DMH Solicitors	£6,000
Brighton & Hove Council	£22,000

There are also many other smaller in-kind funders

BOARD

Name	Organisation
Mark Beacham Regional Director	NCP
Andrew Bird Chair	North Laine Traders Asscn
Clifford Conway President	Brighton & Hove Chamber of Commerce
Cllr Gary Peltzer Dunn Leader Conservative Group	City Council
Hugh Cole (Treasurer)	NatWest
Roger French M.D.	B&H Bus Co
Anne Smith Principal	City College
Nigel Newman Manager	Boots the Chemist
Alan Chesterfield Manager	Marks & Spencer
Marion Wilcock (Co Secretary)	DMH Solicitors
Derek Maddison (Chair)	Churchill Sq. Shopping Centre
Alan McCarthy Chief Executive	City Council
Ken Bodfish Leader Labour Group	City Council
Peter Stocker	NLTA

FUNDING SUMMARY

	2004	2005
Core Funding	£44,050	£56,050
In-Kind Funding	£32,154	£37,500
Project Funding	£101,200	£163,000
Consultancy	£2000	£2,500
BCRP Membership	£20,500	£39,000
Other	£3,000	£25,000
Total	£202,904	£323,050

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
1	Secure renewal of contributions from existing core funders	£56,000 p.a.	Sept 2005
2	Explore Business Improvement District (BID) funding	£350k to £500k	2005/08
3	Explore additional core funders	unlimited	Sept 2005

A SAFE CITY

BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

- The Business Forum employs a Business Crime Manager to administer this action group (employment started May 2001)
- 300 members generating an annual income in the region of £39,000 in 2005
- 370 radio handsets allowing businesses to exchange intelligence and summon assistance. A BCRP radio is also installed in control room of the city's CCTV system monitored by Sussex Police.
- Exclusion Notice scheme for persistent offenders banning them from over 200 shops in the city centre and all of Brighton & Hove buses and NCP car parks.
- Photo-sharing scheme with Sussex Police
- Computer database of criminal activity in the city centre with regular intelligence reports to all members.
- Evidence gathering for Anti Social Behaviour Orders (ASBOs)
- Training and advice to businesses
- Awarded the Home Office *Safer Shopping* Award in August 2001 and renewed in 2005 (Safer Business Award)



Working with Sussex Police, the BCRP's criminal incident database is used to provide evidence for Anti-Social Behaviour Orders (ASBOs) against persistent offenders in the city centre generating high profile news stories in the local paper.

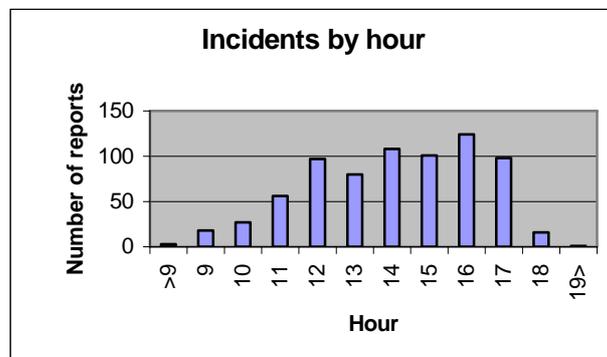
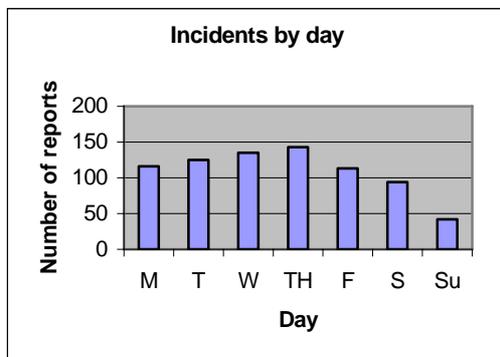
AT A GLANCE SUMMARY	
BCRP	
Project Value	£81k
Income generated	£39k pa *
External Partners	5
Project started	Nov 97
Project Ends	n/a

* figure for 2005.



Sussex Police give a £9,000 cheque to the BCRP

From left to right: - C.I. Chris Pascoe, BCRP Chair Derek Maddison, Chief Superintendent Paul Curtis, BCRP Crime Manager Terry Davies, Business Forum Chief Executive Tony Mernagh



The database allows us to analyse a great deal of information about criminal activity in the city centre. Not only the most active days and times but levels of harassment, and violence and the modus operandi of prolific offenders.

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
4	Identify grant funding to increase Crime Manager position to full time	£20,000	Dec 2005
5	Establish pan Sussex BCRP network		Dec 2005
6	Reduce business crime in city centre by	10%	per annum
7	Increase membership of the BCRP action group	to 500	Dec 2007
8	Target top 20 offenders including outreach worker assistance	£44,000	May 2006
9	Adopt photo sharing memory stick & hand held monitor technology	£25,000	Dec 2006

"The Brighton BCRP is an excellent example of what can be achieved through partnership working. It has made a significant contribution to crime reduction in the city centre"

David Leigh - Consultant to the Home Office

A CLEAN CITY

BEFORE



Scores of properties had been vandalised over many years

AFTER



Steadily they were cleaned and reclaimed

Working with all the agencies that have a role to play in addressing the problem of graffiti (including Sussex Police, City Council, YOT, Probation Service, Business Community Partnership and business associations) the Business Forum co-ordinated an anti-graffiti strategy for the city centre. Each agency committed to a series of written targets with specific deadlines for achievement.

Out of this strategy came a number of innovative ideas: -

- The *graffiti quotient (GQ)* used to measure the problem (the number of individual “tags” divided by the length of the street)
- The use of police covert camera operations combined with media exposure of the captured images (in print and on TV) combined with the offer of a reward for identification of the offender from the business community.
- Graffiti-buster-boxes containing everything needed to remove graffiti and given away free to businesses to encourage ownership of the problem.
- The YOT adopt-a-wall-scheme
- Photographing badly vandalised premises and sending the picture to the owner with an offer of help.
- Sending congratulations postcards to owners who removed graffiti themselves
- Using private finance to clean whole streets
- Live radio debate involving offenders

AT A GLANCE SUMMARY	
ANTI-GRAFFITI STRATEGY	
Project Value	£89k
Income generated	n/a
External Partners	10
Project started	Jan 01
Project Ends	n/a



Images from the Big Graffiti Clean Up day in 2004

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
10	Two graffiti clean-up days per annum	£5,000 p.a.	2005/2008
11	Secure permanent funding for graffiti removal service (possibly via a BID)	£80,000 p.a.	2005/2008
12	Continue use of graffiti boxes to encourage business ownership	Approx £4k	On-going
13	Continue setting ongoing targets as determined by the group	undetermined	on-going

AN EXCITING CITY



CHRISTMAS LIGHTS

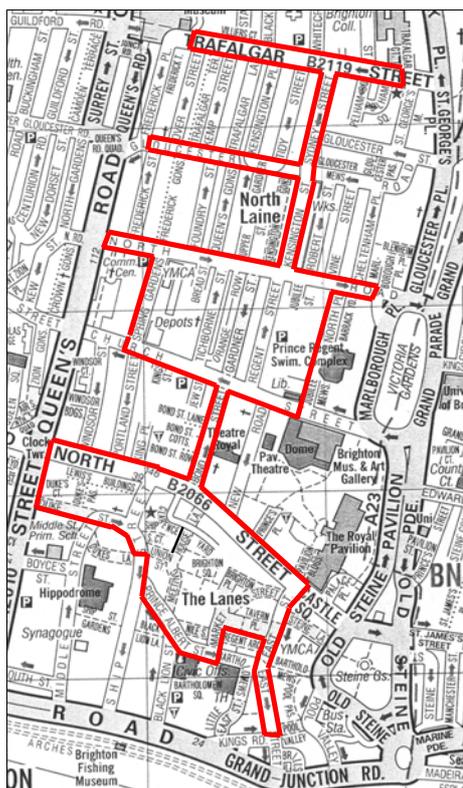
Brighton hosts hundreds of events every year from the internationally recognised Arts Festival in May to the London to Brighton bike ride. Every week smaller events happen throughout the town and it really is a place where the visitor will run out of time to do things before they run out of things to do. Unlike other towns and cities there is no need for the city centre management initiative to organise promotional events but the Business Forum does get involved where a niche needs to be filled.

Consequently we are working hard to establish a Business Improvement District (BID) in the Old Town to supply Christmas lights and a dedicated private sector graffiti cleaning service.

We are also exploring the opportunity schemes in other parts of the city where businesses are prepared to support a BID.

AT A GLANCE SUMMARY

CHRISTMAS LIGHTS	
Project value	£540k
Income generated	Approx £510k
External partners	5
Project started	Jan 04
Project ends	Dec 08



BIDs and CHRISTMAS LIGHTS

This map shows a potential BID area in the North Laine of Brighton. The area shown, together with The Lanes, would raise about £120k p.a. if the BID was targeted at just retailers.

Businesses in The Lanes area of the city have expressed interest in a BID and it is possible that the two areas could be combined to form a single BID together with North Street.

This would raise about £170k p.a. and the funds could be used not only for Christmas lights display but also a dedicated graffiti cleaning service and other street improvements

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
14	Establish a BID in the city	Up to £170k p.a.	Dec 2006 - Dec 2008

"The Business Forum has worked tirelessly to support and encourage businesses associations in the city centre"

Peter Stocker - Secretary, North Laine Traders Association

EASY TO ACCESS

SUSTAINABLE TRANSPORT INTERCHANGE SITE (STI)

Brighton is not an easy city to access.

The Business Forum has lobbied for a new Sustainable Transport Interchange site (Park & Ride) on the outskirts of the city for the past 5 years.

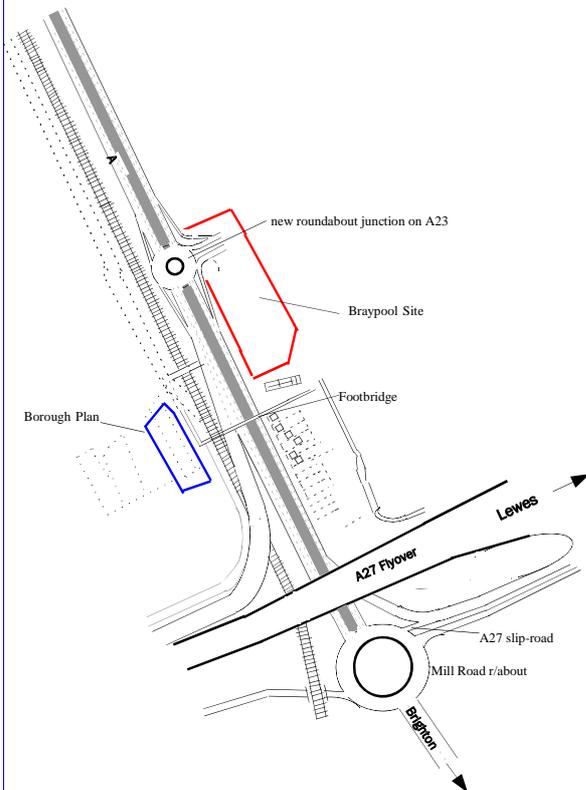
The local authority identified two possible sites in 2004—Braypool and Patcham Court Farm—both highly controversial for different reasons



AT A GLANCE SUMMARY

LOBBYING FOR PARK & RIDE

Project Value	> £10k
Income generated	n/a
External partners	0
Project started	Apr 05
Project Ends	Mar 06



THE CASE FOR AN STI AT BRAYPOOL *

The Business Forum produced a comprehensive document, explaining the case for an STI at the A23/A27 junction on the outskirts of the city. The proposal was for a 1000 space Park & Ride which would have gone some way to compensating for the loss of parking spaces in the city centre over recent years.

It demonstrated the mechanics of an STI in terms of reduction in vehicle movements in the city centre (700,000 p.a.) and an increased contribution to the local economy (in excess of £1.7m/year). It also outlined how traffic would access the site by adapting the current road structure and how it could be screened to reduce the visual impact on the surrounding area.

* the complete document is available on our website

The document was sent to every councillor and many interested parties and won strong support from a wide range of businesses and associations. Any development north of the A27 bypass was rejected by the city council on July 27th 2001 but put back on the agenda in 2004.

TOWN	POPULATION	P&R CAPACITY
Bath	80,000	1,930
Brighton	250,000	250
Bristol	380,000	4,180
Cambridge	108,000	4,700
Norwich	121,500	4,900

Out of 26 towns & cities Brighton has the lowest number of Park & Ride spaces per head of population (1:991)

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
15	Encourage the business community to lobby the local authority via an organised PR campaign	n/a	Sept 2006

PROPERTY FORUM

IMPACT ASSESMENT OF NEW DEVELOPMENTS

Brighton is currently undergoing an explosion of new development potentially totalling some £10bn over the next decade. Whole streets appear to be covered in scaffold for new building projects and refurbishment of existing buildings. Many projects are controversial (e.g. King Alfred Leisure Centre) and even those that are welcomed (e.g. the new Library) will have an impact on the city that needs to be considered.

Using the expertise of the city's property consultants and commercial agents this action group looks at new developments to assess their impact on the city's existing businesses and infrastructure. This may result in a comprehensive report circulated to interested parties (e.g. the Library site) or just a letter of support or objection to the planning committee.

The free donation of time and expertise by the city's property consultants is a valuable contribution to the city centre management initiative. In return the Business Forum facilitates meetings and dialogue between the council's planning department and developers and consultants.



Artist's impression of the new Brighton Marina development.

AT A GLANCE SUMMARY

PROPERTY FORUM	
Project value	£10k *
Income generated	n/a
External partners	various
Project started	Oct 00
Project ends	ongoing

* officer time



EXAMPLE (ESSOLDO CINEMA DEVELOPMENT)

The Essoldo theatre/cinema and adjoining NatWest bank in North Street comprised an entire city block. Both the cinema (which had become *Hot Shots* nightclub) and the bank next door ceased to trade and remained empty for many months.

Developers Simon's estates took out a time-limited option on the site with plans to develop three large retail units but there was opposition from some quarters due to the loss of a theatre (the building had ceased to function as a theatre 40 years earlier). There were no realistic plans to turn the building back into a theatre but it was a distinct possibility that it might become a nightclub again with a bookmakers in the old bank unit next door. The Business Forum was able to assist the developer by presenting this scenario with supporting evidence to the local media and all 78 city councillors and enlisting support from other business associations.

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
16	Continue to evaluate developments in the future and remove barriers between the local authority & the business community via regular meetings of planners and developers	n/a	on-going

"To be honest I wasn't expecting such a thorough response to our planning application"

Andrew Goodall (M.D. Brunswick Group—developers of Brighton Marina outer harbour)

RESPONDING TO DEVELOPMENTS



South East Regional Assembly's South East Plan (SEP)

SOUTH EAST PLAN

The South East Plan is the regional spatial strategy for the next 20 years, setting out the allocation of land for housing, infrastructure and commercial use.

The consultation period for the plan was from December 2004 to April 2006 and the Business Forum and Economic Partnership submitted a full response after wide consultation with local and regional partners.

The Plan includes controversial housing numbers to fulfil projected need for an economy that will grow at 3% per annum. We argued strongly that the numbers were not sufficient to meet demand and that infrastructure in the region required substantial investment.

* our full response is available on the website

AT A GLANCE SUMMARY

RESPONDING TO DEVELOPMENTS	
Project value	Approx 10k *
Income generated	n/a
External partners	41
Project started	Dec 04
Project ends	Apl 05

* officer time

SOUTH DOWNS NATIONAL PARK *

In November 2001 the Countryside Agency published proposals for a new South Downs National Park which would extend from Winchester to Eastbourne. The proposed boundaries for the park closely followed Brighton & Hove's urban fringe and included several important, potential development sites on the edges of the city.

The Business Forum produced a comprehensive analysis of the National Park proposals applying criteria in the 1949 *National Parks & Access To the Countryside Act* to the entire boundary around the city and an alternative boundary was proposed.

As a result of this and representations from other interested parties the revised boundary (announced in June 2004) largely followed our own proposals.

* our full response is available on request

RESPONSE TO THE SOUTH DOWNS NATIONAL PARK PROPOSED BOUNDARIES			
AREA: A27 regeneration buffer zone south of Brighton housing estate (GRID: TQ264377 / TQ271678)			
The area south of the A27 and bounded by the above grid references (outlined in black on map below, refer also to full boundary map on pages 14 & 17) should be EXCLUDED from the National Park because it does not sufficiently conform to the criteria set out in the 1949 National Parks & Access to the Countryside Act.			
CRITERIA IN THE 1949 ACT			
Natural Beauty	YES	NO	NOTES
Is the landscape a creature of natural beauty?	✓	✓	
Does the landscape have high scenic quality, giving pleasure to the senses (quality of landscape factors)?	✓	✓	This is a buffer area to shield the houses on the western fringe of Hangleton from the view of the A27.
Is the landscape unspoiled by other man-made developments?	✓	✓	It is bounded by the eastern fringe from the A27 and the Brighton housing estate in the middle of a narrow point along its length.
Does it have a sense of place (including topographical and social unity)?	✓	✓	
Does the landscape have notable characteristics (interest)?	✓	✓	Unknown
Is there a common sense of place, historical and public opinion as to the landscape?	✓	✓	
Recreational Experience	YES	NO	NOTES
Is it suitable for walking, cycling, horse-riding, etc?	✓	✓	Walking only
Does it have breathtaking views over important land?	✓	✓	It has no views
Does it have powerful surroundings?	✓	✓	Constant traffic noise from A27
Opportunities for calm and tranquillising recreation?	✓	✓	
Cultural interest?	✓	✓	
Important wildlife?	✓	✓	Unknown
Proximity	YES	NO	NOTES
Is it a significant way of access?	✓	✓	1000 metres long by 50 metres wide (see average)
Does it cross a road as part of the wider Downs landscape?	✓	✓	
Is the land used for an activity that is closely related to the area?	✓	✓	
Is the land really accessible?	✓	✓	An unofficial through
Is it contained by the Downs?	✓	✓	
Do most important activities take place on the site?	✓	✓	A27 runs the entire length of the southern boundary only a few metres from the path.

AT A GLANCE SUMMARY

RESPONDING TO DEVELOPMENTS	
Project value	> £700
Income generated	n/a
External partners	2
Project started	Jan 02
Project ends	Mar 02

FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
17	Continue to evaluate and respond to developments in the future	n/a	on-going
18	Work closely with the local authority to develop a viable and sustainable vision for the future of the city centre	n/a	on-going

"The Business Forum plays a central role in arguing the case for the business view. The well researched, detailed and persuasive case they put together arguing for a change to the South Downs National Park is just one example of this."

Mark Froud—Chief Executive, Sussex Enterprise

REPRESENTATION & CAPACITY BUILDING

The Business Forum is well placed to represent the views of the business community to other city stakeholders (e.g. police and local authority). At the same time it can remind the business community that these stakeholders may answer to a great many constituencies and the business community is just one of them.

ASBO Advisory Panel
Top 20 Offenders

INVOLVEMENT IN EXTERNAL PARTNERSHIPS
Economic Partnership
Drug & Alcohol Action Team
Fair Trade City
Local Authority Best Value Reviews
Marketing Forum
Area Investment Framework (AIF)
Public Safety Forum
Local Strategic Partnership
Common Purpose Advisory Group

AIF Board & Executive
Sites Assessment group
Business & Innovation task grp
Waste Management
Appearance
Economic Regeneration
Local Authority Performance Review
Local Transport Plan sub group
Local Development Frameworks

BUSINESSES IN REGENERATION (BiR) PHASE III

For a variety of reasons the business community is generally poor at proactive involvement.

The Business Forum submitted a successful bid for £100,000 of AIF funding in 2004 for the continuation of a capacity building project to help small business associations to engage with regeneration initiatives.

This built upon £100,000 of funding for phases I and II of the project which ran from 2000 to 2004.



Maddy Carr - BiR Project Officer

A dedicated project officer was employed to offer administrative assistance to small business associations to help them to develop their working practices and communication skills.



BiR Networking

AT A GLANCE SUMMARY	
BUSINESS IN REGENERATION	
Project value	£140k
Income generated	n/a
External partners	32
Project started	Jun 02
Project ends	Dec 06

The project officer can do all the things that voluntary business associations do not have the time to do, from organising meetings, taking minutes, distribution of communications and posting stories and news onto the Brighton Business web site.



The Launch of BiR Phase II in July 2002

This is an invaluable resource for the business leaders that give their time free-of-charge to promote the best interests of the city.



FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
19	A variety of milestones & achievements related BiR Phase III	n/a	Dec 2006

"The Business Forum is a valuable asset for the business community forming a bridge between the public and private sectors"

Robert Stiles. Director. Stiles Harold Williams Property Consultants

COMMUNICATION



THE MEDIA

Keeping a high public profile is important to ensure that the wider business community is aware of the city centre management initiative and supports its work through membership of its action groups.

The Business Forum has become adept at generating news stories for local radio, newspaper and television and is often called upon to comment on events and developments in the city. Sometimes these links to the media take on an importance greater than just profile raising e.g. the publication of photos of graffiti offenders in the local newspaper.

The Business Forum also produces its own quarterly newsletter which is distributed widely throughout the city and beyond.

AT A GLANCE SUMMARY	
NEWSLETTER	
Project value	£3k pa
Income generated	n/a
External partners	2
Project started	Sept 99
Project ends	n/a

WEB SITE

- Contact details for every business association in the city
- Commercial property database
- News stories updated daily
- Online application form for membership of the Business Crime Reduction Partnership
- Links to local sites
- E-mail news alerts to members
- Details of local and national consultation opportunities

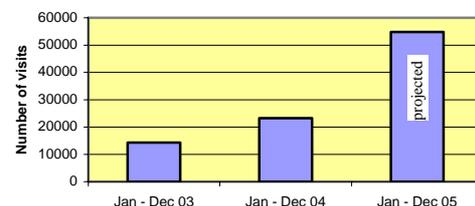


AT A GLANCE SUMMARY	
WEBSITE	
Project value	£10.5K
Income generated	n/a
External partners	1
Project started	Nov 00
Project ends	n/a

BUSINESS FORUM PROFILE SURVEY - FEBRUARY 2004

Respondents who had heard of the Business Forum	69%
Respondents who had visited the web-site	57%
Respondents who were aware of Business Forum via newspaper articles	45%

Web visits



FUTURE PLANS & TARGETS

	ACTION	AMOUNT	TARGET DATE
20	Add monitoring statistics facility to web site	£1500	Jan 2006
21	Increase circulation of newsletter to 2000 copies	£3000	Dec 2006
22	Increase web site visits	50,000 visits	Dec 2005

"The Business Forum website is a fantastic resource for small business associations"
Peter Stocker. Secretary. North Laine Traders Association (NLTA)

MONITORING THE HEALTH OF THE CITY CENTRE

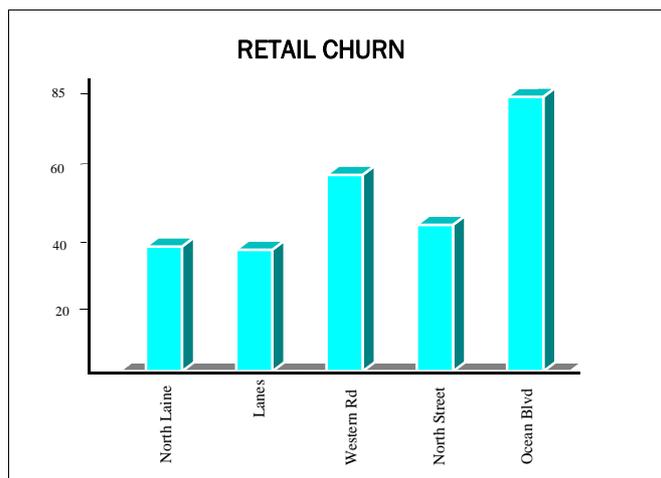
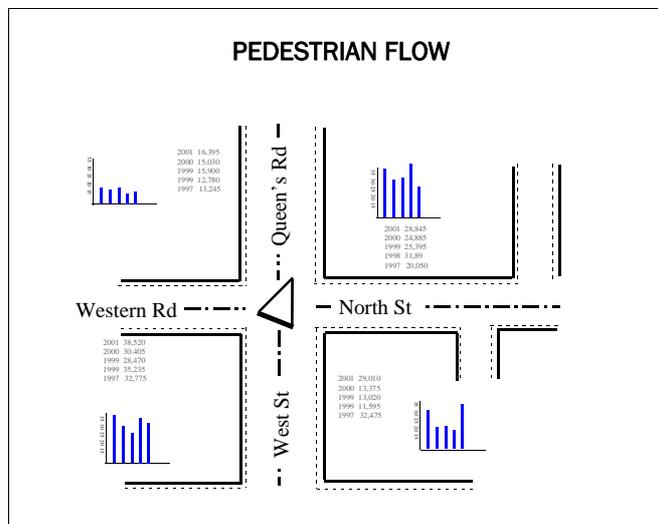
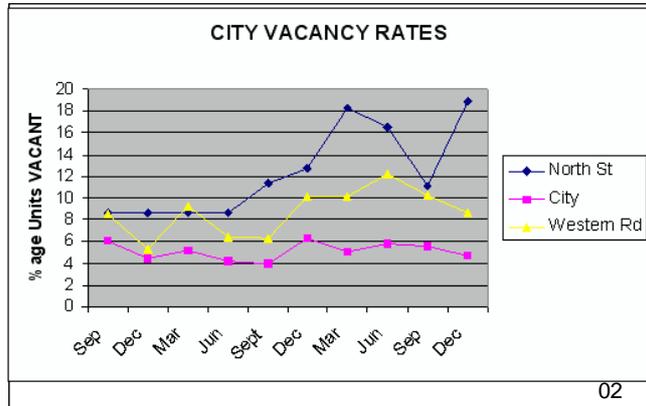
The Business Forum measures and monitors a range of key performance indicators (KPIs) which give a snapshot of the health of the city. This information is used to inform strategy, identify trends and to highlight areas that are underperforming.

Retail vacancy has remained stubbornly high since the late 90's but the city centre trend belies a number of successes. North Laine vacancy has declined markedly in the last three years and vacancy in Ocean Boulevard (West St & Queen's Road) has declined from over 13% to just over 3% in the same period.

Pedestrian flow figures are measured annually and, combined with accurate measurements from Churchill Square's *Footfall System* and 2 cameras in Western Road provide a useful picture of changing trends in pedestrian movement throughout the city centre.

City centre businesses are divided into 60 different categories and the mix of businesses (vitality) and the rate at which they change hands (churn) are measured annually. Just over 60% of the city centre's businesses are retailers and the mix has remained remarkably constant over the past three years. Fashion dominates with 17%, followed by cafes and restaurants at 14%.

Other indicators used are car park usage, Zone A rental rates and public transport usage together with KPIs related to specific action groups e.g. level of graffiti and stock loss & theft.



FUTURE PLANS & TARGETS

ACTION		AMOUNT	TARGET DATE
23	Contribute to City Vision 2010 document	n/a	Dec 2005
24	Establish prime pitch footfall cameras in Western Road	2	Jan 2006
25	Support the work of the City Council Economic Development department where possible	n/a	on-going

SUMMARY OF FUTURE TARGETS

ACTION		AMOUNT	TARGET DATE
1	Secure renewal of contributions from existing core funders	£61,000 p.a.	Sept 2005
2	Explore Business Improvement District (BID) funding	£350k to £500k	2005/08
3	Explore additional core funders	unlimited	Sept 2005
4	Identify grant funding to increase Crime Manager position to full time	£20,000	Dec 2005
5	Establish pan Sussex BCRP network		Dec 2005
6	Reduce business crime in city centre by	10%	per annum
7	Increase membership of the BCRP action group	to 500	Dec 2007
8	Target top 20 offenders including outreach worker assistance	£44,000	May 2006
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12	Continue use of graffiti boxes to encourage business ownership	Approx £4k	On-going
13	Continue setting ongoing targets as determined by the group	undetermined	on-going
14	Establish a BID in the city	Approx £170k p.a.	Dec 2006 - Dec 2008
15	Encourage the business community to lobby the local authority via an organised PR campaign	n/a	Oct 2005
16	Continue to evaluate developments in the future and remove barriers between the local authority & the business community via regular meetings of planners and developers	n/a	on-going
17	Continue to evaluate and respond to developments in the future	n/a	on-going
18	Work closely with the local authority to develop a viable and sustainable vision for the future of the city centre	n/a	on-going
19	A variety of milestones & achievements related BiR Phase III	n/a	Dec 2006
20	Add monitoring statistics facility to web site	£1500	Jan 2006
21	Increase circulation of newsletter to 2000 copies	£3000	Dec 2006
22	Increase web site visits to 50,000 per annum		Dec 2005
23	Contribute to City Vision 2010	n/a	Dec 2005
24	Establish prime pitch football cameras in western Road	n/a	Jan 2006
25	Support the work of the City Council Economic Development department where possible	n/a	on-going



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