



Chichester Growth Deal 2025–30



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Foreword

Chichester represents a significant and exciting opportunity for sustainable growth. Working in partnership will maximise opportunities for attracting investment and improving the quality of life for residents and visitors.

The Chichester Growth Programme is a powerful example of strategic collaboration between Chichester District Council and West Sussex County Council. Our shared goal is to drive regeneration that not only supports long-term economic growth but also enhances the everyday lives of our residents. By creating vibrant, sustainable places to live and work, we're investing in the future of our communities – making them more connected, resilient, and full of opportunity.

Growth Deal Agreement

Chichester District Council

Signed by the Leader:



Adrian Moss
Leader of Chichester District Council

Signed by the Chief Executive Officer:



Diane Shepherd
Chief Executive Officer
Chichester District Council

West Sussex County Council

Signed by the Cabinet Member:



Garry Wall
Cabinet Member for Economy and Skills,
West Sussex County Council

Signed by the Chief Executive Officer:



Leigh Whitehouse
Chief Executive Officer
West Sussex County Council

Background

The Chichester Growth Programme is a partnership between Chichester District Council (CDC) and West Sussex County Council (WSCC). Our shared aim is to regenerate Chichester and create better places for our residents by using public resources and assets more effectively and efficiently to support sustainable economic growth in the Chichester District.

Set within the context of great uncertainty from the ongoing cost of living crisis and economic conditions, the Chichester Growth Deal sets out a set of shared principles to working collaboratively with public sector partners to deliver best value for West Sussex residents.

Engagement on the Growth Deal has been held with Cabinet Members from WSCC and CDC. Following the final draft deal, circulated in 2025 WSCC and CDC cabinet members have endorsed the new deal which will be communicated through the respective Council's media channels.



Chichester Growth Deal 2025–30

These are challenging economic times with a ‘cost of living crisis’, new post Brexit trading relationships and labour markets, and the impact of Covid-19 which has influenced the nature of and the way in which we work. Technological advances offer new opportunities for service collaboration across public sector partners and the potential for future models of service delivery. However, external environmental constraints and rising material costs pose risks to projects and programmes.

Alongside this are challenges to the public sector finances, necessitating a focus on working more efficiently where resources are scarce. Working in partnership will lead to greater opportunities for collaboration through shared spaces, joined up services and released surplus land and assets, which in turn will promote lower carbon solutions and new economic activity and regeneration of the city.

The Government’s Devolution and Local government reorganisation (LGR) white paper sets out a proposal for greater freedoms and flexibilities at a local level. It is therefore crucial to continue agreeing on local growth priorities within the Chichester Growth Deal, as this will enable the district continuing to maintain momentum in local place-based economic plans to ensure that the community remains resilient and adaptable in the face of evolving economic, environmental, and social challenges.

Both Councils are committed to building a more sustainable future for Chichester District, CDC are in the process of reducing their greenhouse gas emissions as part of their Climate Emergency Action plan. Taking steps to become more sustainable is also crucial to WSCC, which has pledged to become carbon neutral by 2030. The climate change agenda is the cross-cutting theme underpinning all the Chichester Growth Programme seeks to deliver.

Overall, the population of Chichester has increased by 10,300 since 2011. This represents a 9.1% increase in the population over ten years. By 2039, Chichester’s population is set to grow by 17% (19,680). This Growth Deal will not only improve efficiency within current services, but it will also aim to prepare the district for this population increase and support economic growth opportunities as a result.

Therefore, a refreshed Growth Deal that prioritises investment in growth activities based on shared principles has been agreed by CDC and WSCC. The refreshed Deal will encourage sustainable growth through the coordination of effort and resource and will enable Chichester District to continue to attract investment, visitors, businesses and residents wishing to live in the area.

The deal will support the aspirations for broader economic prosperity in the district and region, as outlined in the West Sussex Economic Strategy 2025-2035, and aligns with the following key documents, plans, and strategies that have informed this approach.

Documents, plans and strategies that have informed this approach include:

- Central Government initiatives and strategies
- WSCC Council Plan 2021–25 priorities
- West Sussex Economic Strategy 2025–2035
- Chichester regeneration strategy 2024
- CDC Economy Strategy
- Chichester Local Plan 2021–2039
- The Chichester Vision 2017
- WSCC Climate change strategy



1

Principles of the Deal

Above: Chichester Cathedral

The Growth Deal principles are the foundations for the Growth Programme to support strategic relationships and guide decision-making and project prioritisation.

There will be other statutory processes including planning, programmes and projects not covered by the Growth Deal, but the Councils will work together to achieve the most effective outcomes for communities.



Partnership

Bringing together various parts of the relevant Councils to collaborate and maximise resources under a shared vision.



Efficient and effective

Associated projects brought together and managed within an overall growth programme to be progressed over the next five years.



Social value

We will demonstrate the principles of social value to provide local economic, social, and environmental benefit at all project stages.



Sustainable and net zero

Working together to deliver carbon efficient, sustainable projects and initiatives.



Attracting funding

Agree opportunities for aligning and prioritising funding from all available funding streams. External funding can provide capacity and professional capability to support and deliver projects.



Arts, heritage, culture

Capitalise on culture's role in community place-making, identity, resilience, and cohesion – delivering a creative coastline, countryside and town narrative that reflects the uniqueness of place and enhances civic pride.

2

UNIVERSITY OF
CHICHESTER

Strategic priority themes and ambitions

Above: Chichester University

Following a thorough analysis of Chichester’s demographic, wider population context and census data, five themes have been agreed which will be underpinned by a commitment to prioritise sustainability and net zero initiatives.



1. Boost productivity, growth, investment and innovation



2. Ensure that we have a dynamic and skilled workforce



3. Boost green innovation, enhance natural capital and support the transition to net zero



4. Deliver new development and infrastructure and maximise the benefits of our international transport hubs



5. Sustain our distinctive and vibrant places and grow our visitor economy

Chichester can capitalise on an abundant cultural heritage and historic assets throughout the city as well as other key assets such as the events held just outside the city, which attract a host of visitors from around the country and further afield. The 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.

Pre-Covid 2019, coastal tourism generated £1.18 billion in West Sussex supporting 22,977 jobs. Rebuilding and enhancing Chichester’s year-round visitor economy is a priority and a substantial opportunity for the district. The culture, creative and digital sector is growing five times faster than the UK average and contributes £109 billion to the UK economy annually, employing over one million people. Chichester’s strengths in this sector means it is a growth hub for culture and therefore, new jobs, upskilling opportunities and investment.

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.

Chichester is 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.

The 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. The culture, creative and digital sector is growing 5 times faster than the UK average and contributes £112bn to the UK economy annually, employing over 1m people

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

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

1. Boost productivity growth, investment, and innovation

- **Strengthen collaboration between the public and private sectors** – engage with key stakeholders ensuring the package of measures in the Growth Deal will boost employment opportunities and economic performance in the Chichester area, whilst supporting delivery of new homes, leisure amenities and commercial developments on existing brownfield land.
- **Grow high value sectors and distinctive clusters and strengthen innovation networks aligned with the National Industrial Strategy** – strengthening strategic partnerships between key partners such as the university, government (including Innovate UK) and business. Focus on sectors with existing strengths or potential for growth, such as horticulture, viticulture, and the creative industries.
- **Leverage funding opportunities** – seek funding from national and regional programs designed to support innovation and economic growth. This can include grants, loans, and investment from both public and private sources.

- **Promote Chichester as an attractive investment and international trade location** – focusing on high value specialisms and making best use of London Gatwick Airport and access to other international transport hubs and key events and industry.

2. Ensure that we have a dynamic and skilled workforce

- **Increase employment in high value sectors and specialisms** – Chichester’s unique proposition for investment is recognised in its ability to provide a high skilled job market, whilst acting as a major regional centre of administration, Higher and Further education, retail, and cultural facilities.
- **Strengthen business engagement in careers and talent development** – to promote opportunities in the area including through links between employers and education.
- **Boost the proportion of working age residents** – intervene to attract and retain the workforce our businesses and economy need.
- **Promote social value** – including through public sector procurement and encouraging contracted businesses to provide initiatives in the area.



North Street, Chichester

3. Boost green innovation, enhance natural capital, and support the transition to net zero

- **Position West Sussex as a market leader in innovation and investment** – developing new products and services and innovative approaches to our land-based industries, including horticulture and viticulture.
- **Enhance Chichester’s biodiversity and natural capital** – balancing communities and wildlife, alongside securing economic value including through regenerative tourism. Enhancing and utilising Chichester’s natural environment will create a desirable destination, build the visitor economy and boost business rates.
- **Support the transition to net zero and resilience to climate change** – supporting businesses, developing clean energy industries, decarbonising transport, and embedding circular economy principles.

The tourism sector is highly valuable to the region. In 2019, visitors to Chichester directly spent £490m in the Chichester area.

4. Sustainable infrastructure to support development

- **Improve how people and goods move around the county** – boost active and sustainable travel and deliver the right strategic transport infrastructure to support new developments, including key strategic links such as the A27, taking account of social and environmental impacts.
- **Enable future-ready digital infrastructure and connectivity** – stimulating innovation and digital transformation in businesses and sectors to improve productivity. In Chichester focusing on Gigabit ready infrastructure (including wireless technologies) that will equip businesses with the resources they need to drive forward local growth. Organisations such as the Chichester College Group and University of Chichester are vital to providing opportunities for growth. Economic impact studies highlight the potential for this initiative to boost job creation, Gross Value Added (GVA), business startups, and workforce development.

- **Maximise the contribution of public sector assets to the local economy** – the councils will work closely with public sector partners to enhance collaboration to maximise public sector assets use, repurpose surplus sites to unlock economic value, generating financial returns while supporting community and business needs and promote social value through public sector procurement encouraging community ownership of local assets.
- **Promote opportunities for new development with supporting infrastructure to enable growth** – ensuring that the planning system supports sustainable growth and maximises the use of our public and community sector assets.
- **Build homes in the right locations that working-aged people can afford** – developing innovative approaches to enable more affordable homes. 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.
- **Maximise the benefits from our international transport hubs** – focusing on inward investment and trade, international visitor economy, and innovation in the aviation and marine sectors.

5. Sustain our distinctive and vibrant places

- **Ensure our urban centres are vibrant and attractive** – supporting resilience and diversification of our town centres and highstreets reflecting their unique assets is vital in improving our public spaces. Embracing change and promoting urban living and providing recreation and leisure opportunities.
- **Harness the unique opportunities from the visitor economy** – the tourism sector is highly valuable to the region. In 2019, visitors to Chichester directly spent £490m in the Chichester area (Destination research 2023). The Growth Deal seeks to capitalise on this through attracting investment in the city centre with the aim of increased footfall, dwell time and average spend per visit to support the local economy.
- **Enable the creation of connected places** – including using innovative data technology to unlock vibrancy, opportunity, and value in our places.

3

Sources of funding

Above: Students at Chichester College

Possible sources of funding include (but not limited to):

**Section 106 and or Community
Infrastructure Levy monies**

**Central Government departments
allocations and grant funding including DfT**

Heritage lottery grant

Business rate retention scheme

**One Public Estate Programme and
Brownfield Land Release Fund**

**Capital or revenue funds prioritised by
the local authority**

**Grant funding from external bodies
or government agencies such as Arts
Council England**

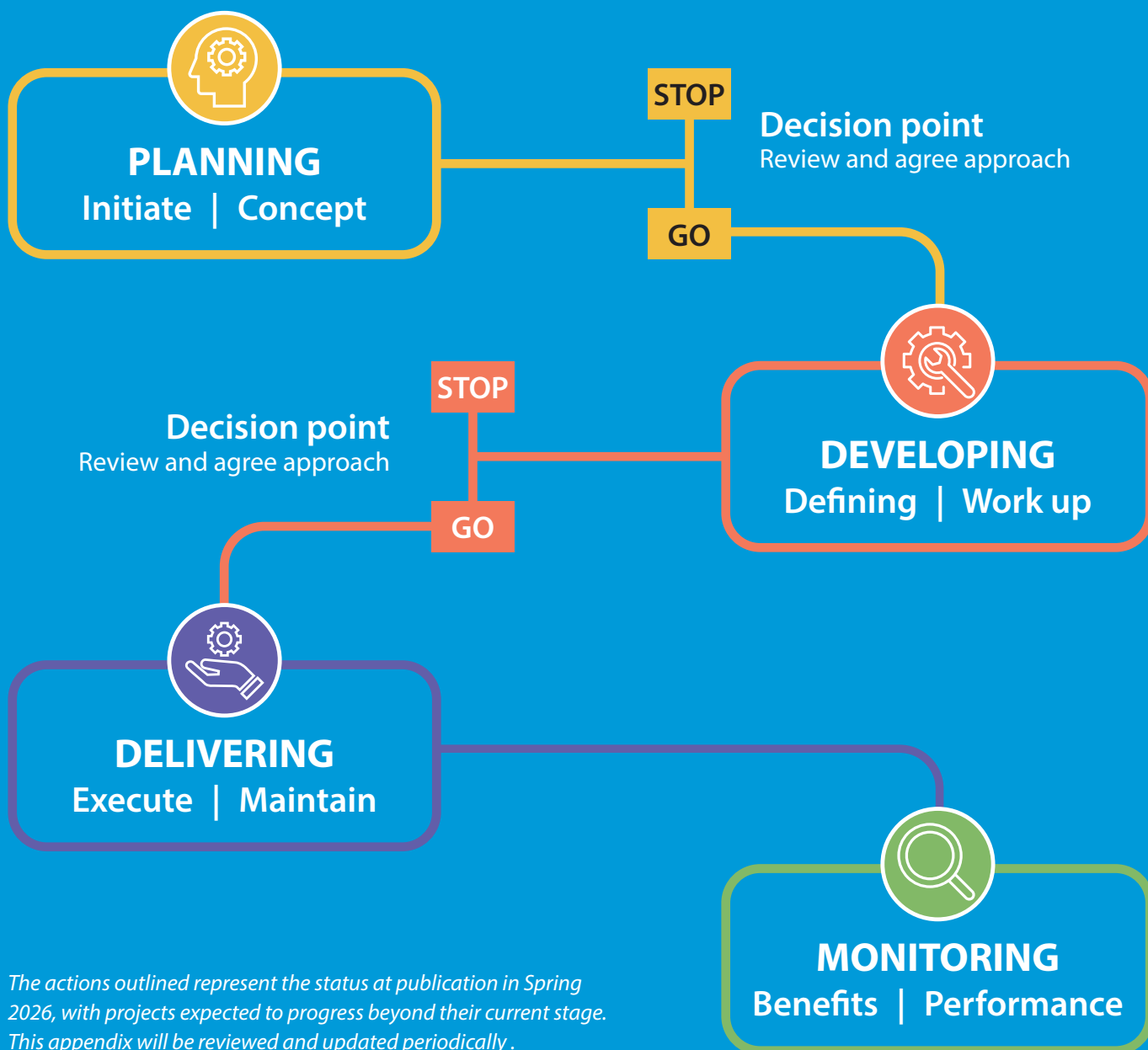
Appendix A

The priorities

The Action Plan in **Appendix A** identifies key stages and steps used to progress the priorities identified within this Growth Deal. A range of service areas within both councils may be responsible for the delivery of a particular project and they may also have their own prioritisation process. The overall aims of each priority are outlined in the Action Plan alongside the shared approach the Councils will take to support and, where appropriate, manage and monitor the progression of associated projects.

The Action Plan identifies key decision points – projects will only be progressed beyond key decision points when the appropriate governance processes have been completed within each authority.

Each project may be at a different stage, as illustrated below, and will be developed in accordance with respective Council’s governance cycles






The actions outlined represent the status at publication in Spring 2026, with projects expected to progress beyond their current stage. This appendix will be reviewed and updated periodically.





Goodwood Festival of Speed
(Credit: PH Media)

Chichester priority themes key

This table sets out how local priorities and initiatives can help to align with and deliver against the Strategic Themes in the West Sussex Economic. This is followed by an action plan which sets out key how we intend to meet the objectives of the Growth Deal.

Theme no.	West Sussex Economic Strategy	Chichester Regeneration Strategy
1 	Boost productivity growth, investment, and innovation	<p>Developing a vibrant economy driving innovation and change.</p> <ul style="list-style-type: none"> • Improving digital connectivity and infrastructure throughout the district to support the city and the rural areas • Improving travel connectivity throughout the district with a focus on the A27 • Maximising the contribution of public sector assets to the local economy
2 	Skills, education, recruitment and retention	<p>Attracting a more varied age-profile and demographic to live and work in the district.</p> <ul style="list-style-type: none"> • Diversifying the retail offer and visitor experience, using cultural heritage assets, to enable a more flexible retail offering that combines experiential retail and leisure • Growing the evening and night-time economy and attracting international and staying visitors to festivals and events • Providing more homes of different types and improving affordability to support the growth of the district • Supporting the university, college and other education institutions to encourage entrepreneurship • Providing safe and navigable streets, which promote sustainable travel
3 	Enhancing Natural Capital and transitioning to net zero	<p>Developing an inclusive and sustainable economy.</p> <ul style="list-style-type: none"> • Supporting investment in the Green Economy • Encouraging businesses to prepare for a low carbon economy and to adapt to climate change through a combination of training and funding support • Develop a co-ordinated approach to engage, support and promote the food and drink sector so that Chichester District is recognised as one of the country's leading food and drink producers




<p>4 </p>	<p>Sustainable infrastructure to support developments</p>	<p>Growth and investment in key sectors including those that bring high value employment.</p> <ul style="list-style-type: none"> • Supporting investment in the Green Economy • Supporting the development of a sustainable horticultural industry • Developing the tourist economy from the downs to the dunes • Promoting the district as open for business through 'Invest Chichester'
<p>5 </p>	<p>Create distinct and vibrant places</p>	<p>Enable Chichester City regeneration.</p> <ul style="list-style-type: none"> • A better-connected city ensuring regeneration sites are sustainably linked into the city's existing historic core and key nodes • A greener, healthier and safer city – ensuring the fabric of the city centre provides a safe and high-quality public realm and ensuring green travel modes are prioritised • A diverse and inclusive city ensuring all our residents have the skills and knowledge to access new employment opportunities • An economically prosperous city focusing on working in partnership to ensure that the current and future needs of businesses are met • An attractive and vibrant city destination that can leverage technology and natural capital to expand the range of experiences that the city has to offer





West Street, Chichester



Chichester City Centre

Project and theme	Action Plan	Lead Authority
 <p>Southern Gateway Supporting themes: 1, 4, 5 Deliver substantial mixed use regeneration opportunity in the heart of Chichester.</p>	<ul style="list-style-type: none"> • Regenerate former Year 7 block site at Chichester High School • Develop proposals for redevelopment of key sites in CDC ownership including bus station, bus depot, basin road car park and East Pallant House • Identify and influence opportunities to bring forward adjacent sites for regeneration included in the Southern Gateway supplementary planning document • Seek solutions for current barriers to development including site assembly, funding, connectivity and other planning or legal constraints • Support partnership aspirations to enhance the arrival space and buildings at Chichester Railway Station. Link proposals to wider wayfinding, digital or public realm improvements. 	CDC
 <p>Northern Gateway Supporting themes: 1, 4, 5 Develop future options to deliver comprehensive regeneration development in brownfield gateway to the city.</p>	<ul style="list-style-type: none"> • Explore opportunities for regeneration at WSCC Fire & Rescue station, Metro House office accommodation and the collection of onsite Grade II listed assets • Work with services and technical experts to understand potential access solutions that could enable the development of the site • Develop future options for complementary public realm and active travel infrastructure options • Evaluate current and potential pedestrian crossing and access opportunities to inform and guide future development options at the gyratory 	WSCC
 <p>Public Realm Strategy Supporting themes: 1, 3, 5 Create quality landscapes with attractive and desirable spaces. Improve the safety of the public realm, to create inclusive and safe spaces while supporting sustainable travel and the visitor economy. Support new and diverse economic uses of the public spaces in the city. Create a digital public realm that is future ready and can meet demand.</p>	<ul style="list-style-type: none"> • Work with partners to understand requirements within city centre • Seek to improve pedestrian access and mobility across the city centre • Establish a funding strategy to attract inward investment for improvements • Make improvements to wayfinding and signage with physical infrastructure and digital provision • Work with the telecoms market to attract investments in mobile infrastructure in the city centre • Develop concept ideas with stakeholders for a 'market square' in West Street • Work with stakeholders to promote inward investment associated with West Street regeneration opportunities including Cathedral restoration and public realm optimisation 	WSCC





KEY Planning Developing Delivering Monitoring

Project and theme	Action Plan	Lead Authority
 <p>Chichester City Centre Public Realm Supporting themes: 1, 3, 5 Deliver the Chichester City Centre public realm improvements to deliver local economic, social and environmental benefits.</p>	<ul style="list-style-type: none"> • Deliver priority interventions with new surfacing, street furniture, planting in the pedestrianised North and East streets • Work with digital infrastructure team to deliver improved connectivity as part of the public realm improvements • Establish a funding strategy to attract inward investment for improvements • Make improvements to wayfinding and signage with physical infrastructure and digital provision • Work with stakeholders to ensure improvements align with wider ambitions for the city centre 	WSSC
 <p>Digital connectivity and innovation Supporting themes: 1, 2, 3, 4 Improve digital connectivity across the city to overcome existing and future challenges and support developing industries and business innovation. Enhancing digital provision can help meet the Net Carbon Zero ambitions of local government.</p>	<ul style="list-style-type: none"> • Map data usage hotspots and identify how assets can improve the mobile connectivity of key sites • Explore opportunities for outdoor connectivity that support new and innovative use of spaces • Support sector specific initiatives and industries to enhance productivity • Enable improved digital infrastructure to support connected places usage to meet current and future demand • Identify opportunities to integrate digital requirements into existing and development initiatives e.g. Public Realm improvements via 'dig once' and/or collaboration. 	WSSC



Artist's impression of East Street, Chichester

Strategic sustainable growth

Project and theme	Action Plan	Lead Authority
 <p>Council assets and employment spaces Supporting themes: 1, 2, 3, 5 Maximise public assets and estate for new development that supports regeneration objectives and economic activity. Deliver homes or commercial space in city centre brownfield locations where land is surplus to requirements.</p>	<ul style="list-style-type: none"> • Work together to initiate a fundamental review and options appraisals on the existing public estate including carbon and condition surveys • Identify opportunities for estate rationalisation and co-location of services that support an economic rationale or regeneration • Develop existing surplus publicly owned sites that meet local regeneration objectives including The Tannery, Northgate, Brick Kiln Farm and the former Year 7 block at Chichester High School • Work with Lovell Partnership as part of the WSCC Joint Venture to develop surplus sites • Identify future development sites that could be optioned to the Joint Venture for delivery 	WSCC/ CDC
 <p>Visitor economy Supporting themes: 1, 5 Aid the growth of the cultural, heritage and visitor economy.</p>	<ul style="list-style-type: none"> • Delivery of public realm improvements, wayfinding and associated works to create better quality destinations • Improve sense of arrival to Chichester at its 'gateways' including the Southern and Northern Gateway • Explore opportunities for creating multi-use/purpose facilities in the city centre • Better connect links between destinations beyond the city – i.e. to the coast and South Downs to increase visitor numbers and boost the local economy • Support the evening and nighttime economy 	WSCC/ CDC
 <p>Connectivity and sustainable/active travel Supporting themes: 1, 3, 4 Enhance and strengthen sustainable and active travel provision and support delivery of the WSCC Bus Service Improvement Plan.</p>	<ul style="list-style-type: none"> • Promote and prioritise sustainable transport links that mitigate existing and planned housing and development • Develop and deliver opportunities highlighted in the Chichester Local Cycling and Walking Improvement Plan • Bring forward WSCC and CDC sites with integrated sustainable transport options • Investigate potential future funding sources 	WSCC/ CDC
 <p>Skills Supporting themes: 1, 2, 5 Maximise the opportunities of the University, College and business alliances to attract and retain students and develop a skilled and inclusive workforce.</p>	<ul style="list-style-type: none"> • Work more closely with training providers and businesses to maximise investment in high growth sectors • Identify assets and opportunities that could provide different housing types that supports attracting and retaining students 	WSCC/ CDC

KEY



Planning



Developing



Delivering

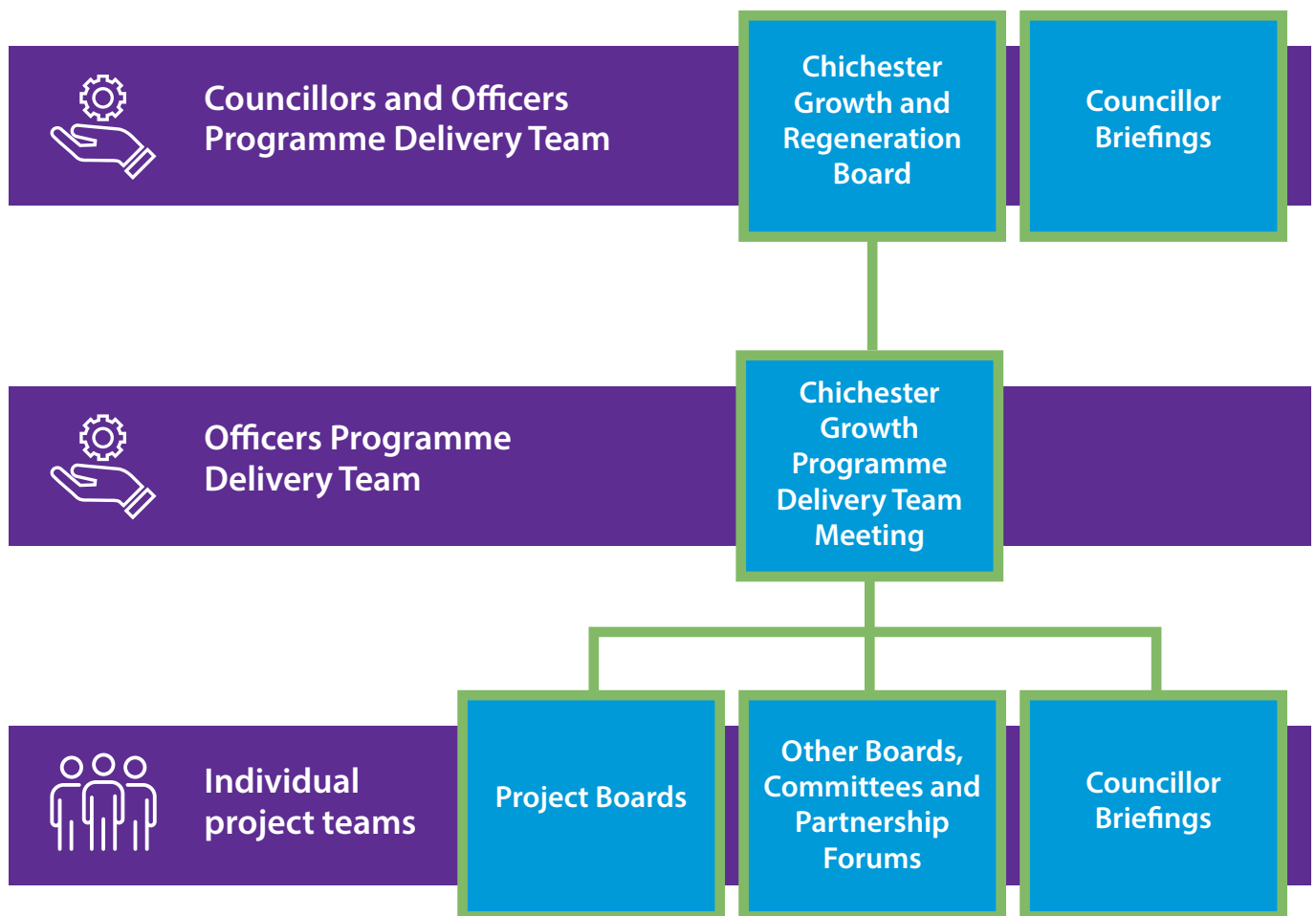


Monitoring

Appendix B

Governance roles

The Governance Framework will ensure that the Growth Deal principles are held to account, and the Growth Deal priorities are effectively progressed. The diagram below reflects the hierarchy of programme governance and Appendix B outlines the role of each layer.



Priorities and ways of working highlighted in this Growth Deal do not remove or alter the Council's statutory duties and do not suggest or represent any pre-determination with respect to planning issues. The statutory planning process will be progressed as required for all proposals identified.

Some issues and items will be commercially or politically sensitive and, in such instances, handled within each of the Council's established internal procedures.

A joint communications strategy will be agreed to ensure that the Councils work jointly to keep media, partners, stakeholders, and residents informed of progress. Press releases and external communications relating to the Growth Programme will be jointly agreed prior to issue. The Growth Deal will be reviewed annually with any proposed amendments being agreed by WSCC and CDC Leaders, Cabinet Members and Chief Executive Officers. Local Councillors will be engaged on a project basis.

Chichester Growth and Regeneration Board

The Growth and Regeneration Board will comprise of senior elected Councillors, nominated by the Leaders of the Councils, and officers of the Councils. The Board will meet to:

- Provide strategic leadership and direction to the Growth Programme
- Ensure the alignment of investment to support the delivery of the Growth Programme
- Monitor Growth and OPE projects, considering progress made and if required agreeing remedial action to enhance delivery
- Examine new opportunities to progress strategic growth projects, ensuring joint governance decisions and project initiation are taken as appropriate where projects involve a clear partnerships approach
- Be appraised of issues and obstacles affecting project delivery, agreeing action to boost progress where appropriate
- Support the development of project teams to ensure the appropriate combination of officer input and expertise in key disciplines is achieved.

Chichester Growth Programme Delivery Team Meeting

The Chichester Growth Programme Delivery Team Meetings are comprised of senior officers and other officers of both Councils. This meeting will take place on a monthly basis unless required to meet outside of this remit. The meeting will:

- Assess and steer all projects within the Chichester Growth Programme
- Consider the progress of projects across the Growth Programme to inform reporting to the Growth Board
- Agree recommendations or risks being escalated to Growth and Regeneration Board, including on investment options and proposals during the design and development stages to provide, if required, directions and extra impetus for individual projects
- Maintain partnership stability
- Plan and monitor communication and engagement.

Individual Project Teams

The individual project teams will drive forward the delivery of the Growth Programme. The arrangements of individual project teams and project management techniques used will be determined by the relevant council's and service areas. Project Team lead officers, and other officers providing technical input, will feed back to and update the Growth Board via the Chichester Growth Programme Delivery Team meetings. Stakeholder engagement proportionate to individual projects, will enable effective communication, assist in timely decision making, support the Councils statutory, and input to other functions, where required.

Other Boards, Committees and Partnership Forums

A range of other wider Boards, Committees and Partnership Forums are likely to have an interest, function, or involvement in the progression of the growth projects identified within the Growth Programme.

