



**Crawley**  
**Town Centre**  
Business Improvement District

**TOWN  
TALK**

THE MAGAZINE FROM THE CRAWLEY TOWN CENTRE BID



September 2022  
Issue 2





## Town Talk with Wendy Bell

As always it's been busy in the BID office with lots of ideas which turn in to a whirlwind of activities! From organising Creepy Crawley Month in October to supporting our partners, Creative Crawley with Aura's arrival and an

outdoor cinema with Mamma Mia and Mamma Mia here we go again, in between it's just go go go.... But our work in the BID office is not just about enlivening the town, we also work on making the town a safer more secure space for all the businesses and residents. We have been expanding our Ambassador team over the last few months with Kieron joining the team and a new arrival in September to make a team of four! We know how valued the Ambassador team are by the town centre and the results are already speaking for themselves; however we will continue to work hard to deliver a safer town centre for everyone utilising all the tools at our disposal. We are looking forward to delivering a best in class Best Bar None

Scheme shortly as we know that the hospitality industry in the town is vibrant and professional and we are looking forward to helping them celebrate their success.

We've welcomed Rachael Hughes back from maternity leave this month so we are now a team of three with Sam Murray joining us in May as a Project Manager and delivering a fab Make Music Day Event - the future is bright and it does look distinctly orange!

We are enjoying meeting and talking about the BID with businesses old and new - please do join us at a focus group meeting so that we can get your ideas and feedback about how we can make our town a better place to be. We recently met the CEO of Longdan Supermarkets when they very kindly invited us to be a part of the opening of their new store, wonderfully kind people and amazing products well worth a visit.

Although the sun has been shining out there it is all about the festive season, from lights to festive villages to a frozen fever party we've got lots to look forward to over the coming months, as usual our focus is on free, family fun.

I look forward to catching up with you soon but if you'd like to share your ideas or suggestions please do get in touch with us in the usual ways we are always working with you and for you.

## Metro Bank staff take on 36-hour rowing challenge for St Catherine's Hospice

Staff at Metro Bank in Crawley Town Centre took on a 36-hour rowing challenge to raise funds for St Catherine's Hospice.

St Catherine's Hospice is building a new hospice and has challenged its local communities to take on a 36-hour challenge which should raise the final funds needed.

Every pound given during the 36-hours appeal will be matched by the hospice, doubling the value and impact of donations. This will make an even bigger difference to the people the charity supports.

Crawley Town Centre Branch Manager Nicky Ascenso, said: "As a community bank, we are delighted to have taken on this challenge to help raise these much needed final funds,"



# Crawley Town Centre BID announces new Chair of Directors

In 2019, 68% of businesses in Crawley Town Centre voted in favour of a new Business Improvement District (BID) which would run for five years (2020-2025) and the Crawley Town Centre BID was born.

Over its term, the Crawley Town Centre BID will deliver a range of projects and initiatives aligned to primary values; make Crawley Town Centre safer and more vibrant, businesses feeling more connected and widely promoting and showcasing the area.

The Crawley Town Centre BID is lucky to have a wide range of talented local business and community leaders on the board of directors, led from its inception, by Neil Cooper who has been Chair of the Board. Neil has sadly stepped down from this role, but the BID is delighted to announce that Paul Rolfe of the Chichester College Group is now the new Chair of the BID.

## **Neil Cooper said;**

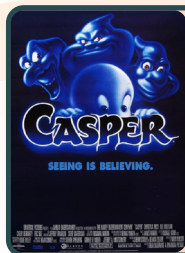
"After 2 years in the role as Chair of the Crawley Town Centre Business Improvement District (BID) I am pleased to be passing over the responsibility of the same to Paul Rolfe of the Chichester College Group. It has been a most challenging first 2 years of the BID given the impact of COVID and the 'lockdown' literally weeks before our 1 April 2020 start! Nevertheless, despite the difficulties the BID had, I believe, made good progress and is well placed to be a significant influence in the success of the town centre going forward. Whilst stepping down I intend to remain actively involved as a Director on the BID Board and look forward to assisting it in achieving the goals set out under its Business Plan.

## **Paul Rolfe, Chair of the Crawley Town Centre BID said;**

"I am really excited to be the next chair of the Crawley Town Centre BID. I look forward to leading the BID to support the continued growth and development of the town centre ensuring it is a safe, vibrant and attractive place to shop, eat, relax and enjoy."

## **Wendy Bell, Crawley Town Centre BID Manager said;**

"We are delighted that Paul is the new Chair of the Business Improvement District. His passion for Crawley and immense expertise in business will help drive forward the plans the BID has to push Crawley Town Centre to new heights. We would like to say a huge thank to Neil Cooper. His determination, drive and dedication creating and running the BID from its inception has been one of the reasons the BID has been such a success and we are delighted he is staying on our board as a director"



**FREE OUTDOOR CINEMA ON THE HIGH STREET**  
see Casper and Hocus Pocus on our fantastic Outdoor Cinema in Crawley's Historic High Street, Saturday 1 October.



Get the latest news from Crawley Town Centre, sign up to the monthly news letter at [www.crawleytowncentrebid.co.uk](http://www.crawleytowncentrebid.co.uk)



# VolkerFitzpatrick awards school £750 prize for winning SchoolKit Challenge

VolkerFitzpatrick has awarded a primary school close to their Crawley Eastern Gateway project a £750 prize for winning their SchoolKit Challenge.

More than 90 children from Northgate Primary School Year 3 took part in the SchoolKit 2022 Challenge and won the award for their roundabout designs and pollinator stations, which relate to VolkerFitzpatrick's Crawley Eastern Gateway project. The SchoolKit Challenge provides children with a series of project and construction-related challenges, designed to develop employability skills, raise awareness of different roles in the sector and make links between the classroom and the real world.

The first challenge was to work as a team to plan, design and budget for a series of pollinator stations (for bees and butterflies) to link different spaces in the Crawley Eastern Gateway project and present their work as an exhibition. The second challenge was to create a model of a roundabout feature that is 'crash-safe' and present their ideas to the public.

The children's work showed imagination, creativity and great problem-solving skills. The pupils visited the VolkerFitzpatrick site to see the project for themselves and in turn, members of the site team visited the school to see their exhibition and present their award. The £750 prize will be put towards bridge building equipment for the year group.

Class teacher Rhian King said, 'A massive thank you for coming to see our work. The children loved seeing you all again and all of us, teachers and children, have loved the real life projects. It is something they will never forget. I can't wait for our next project!'

Colin Bexley, project manager for Crawley Eastern Gateway, said, 'Working with local schools to inspire



the next generation of engineers and project managers is an important part of what we do. Building social value into our projects makes a difference to our clients, the site team and for the communities we're working in.'

Workplace coordinator and STEM Ambassador, Marcus Cherrill, said, 'The teachers and pupils have been amazing. The SchoolKit Challenges have helped to inspire more than 2000 pupils. They help connect classrooms to the real world of construction and engineering. Huge thanks to WSP and West Sussex County Council for their continued support.'

VolkerFitzpatrick's £6.5 million Crawley Eastern Gateway project includes the enhancement of Crawley town centre, as well as improving pedestrian, cycling and bus facilities and creating better connectivity between the railway and bus stations.



See all the events coming to Crawley Town Centre at [www.crawleytowncentrebid.co.uk/events](http://www.crawleytowncentrebid.co.uk/events)



# The Comic Shop

The Comic Shop on the High Street recently held their Free Comic Book Day.

Teaming up with Autism All Stars the team brought your favourite characters from the pages and screens to your very own Local Comic Shop.

There were a multitude of heroes and villains from Captain America to Darth Vader.

There were special thanks to the people that helped make it happen. The Cosplayers, Autism All Stars for helping us organise a fantastic day, thank you Lord Geoffrey The Balloon Guy for making all the children happy and Thank you Crow Coffee for lending a marquee!

Autism All Stars Foundation UK said;

"We honestly can't thank you enough for how welcome you made us. We felt VERY loved and taken care of, and we can't wait to do it again"



## RPD Foundation's survey on Corporate Social Responsibility

The RPD Foundation in Crawley town centre are leading on an initiative reaching out to local businesses and organisations to find out levels of engagement with CSR (Corporate Social Responsibility) and what areas need support to work meaningfully with a charity, via a short survey.

Daran Bennett RPD Foundation CEO said;

"There are some great examples of CSR working well, although there is still a void between the Charity and Business Sectors who have so much to offer each other but just don't know how to engage. We are aiming to bridge that gap and help broker meaningful relationships for collective social impact in the local community"

Please take a few moments to share your thoughts via the survey link at

[www.surveymonkey.co.uk/r/NR8THKL](http://www.surveymonkey.co.uk/r/NR8THKL)





# Caddies opens in Crawley town centre



Caddies, the crazy golf centre and bar has opened in the Crawley Leisure Park leisure park.

Crazy golf, tasty burgers and bites, quirky cocktails, shuffleboard, and more await you at Caddies.

Take on 2 unique courses, loaded with challenging obstacles and hilarious interactive features. Then tuck into mouth-watering Burgers, quirky cocktails and enjoy our truly crazy atmosphere against our striking retro decor. Swing this way to the most fun you can have with your family, mates or date.

Cocktails will be on offer to those who visit whilst a wide range of different foods will be on sale too. These will range from classic burgers and hot dogs, to chicken and plant based options, whilst small plates will be on the menu.



The venue is Caddies second venture following on from their popular premises in Southend.

Alongside the standard crazy golf package, there will also be options including the 'Date Night Packages', 'Celebration Packages', 'Cocktails and Golf Packages,' whilst kids parties are also an option. An 18 hole game for an adult will cost £10 or £8 for an under 13 and nine hole bookings are also available.

Caddies say: "You've never experienced Crazy Golf like this... Our courses are loaded with challenging obstacles and hilarious interactive features, from Celestial Sausages and Singing Chickens to a Raving Fireplace and more, forget Mini Golf...this is CRAZY Golf!"

<https://caddiesgolf.co.uk/>

## £9million Crawley town centre regeneration scheme successfully completed

Key stakeholders celebrated the successful completion of the £9million Eastern Gateway scheme, which will support Crawley's economic growth.

The scheme has improved links between Crawley town and key, nearby development sites - including the Town Hall, County Buildings, Crawley College and Telford Place - by investing in public realm, walking and cycling improvements.

The street scene has also been improved by "decluttering" the highway to enhance the town centre's visual appearance and using high-quality paving and landscape planting.

Eastern Gateway factfile:

The scheme included the eastern half of The Boulevard,

Exchange Road, the southern end of Northgate Avenue, College Road (including the roundabout), Southgate Avenue, up to and including the junction with Station Way.

The project will support the delivery of residential development in Crawley town centre - the Crawley Growth Programme identifies a commitment to secure the delivery of more than 1,000 additional homes needed in the town centre to create a new neighbourhood where people live and work.

It will also support the delivery of commercial development in Crawley town centre: the Crawley Growth Programme identifies an aspiration to provide an additional 135,000sqm of commercial space across the borough.

Is there something you would like to see happening in Crawley Town Centre? Contact the BID team!



# 30 years in the heart of Crawley

This year County Mall celebrates its 30th Birthday. Kicking off the celebration in April, the Centre saw a whole host of local acts perform and celebrate the big 3-0. Throughout this year, they will be celebrating their birthday with exclusive offers and fun activities that all the family can enjoy.

## County Malls 30th Birthday April

A lot has changed in 30 years. County Mall opened its door back in 1992 and since then it has continued to bring quality brands to the Centre of Crawley.

Back when it first opened, Owen Owen department store was housed in the Debenhams unit and drew people from local areas to shop. F.Hinds and Boots are still in the mall to this day and are the longest retailers to have stayed in the Centre.

New additions to County Mall include Suit Direct, Ann Summers, Mr Simms & Bubble Ci-Tea, with many more still to come over the next few months. With regular activities going on in the centre, you won't want to miss what's going on this Summer.

## County Mall Food Court

With over 80 shops throughout the Centre, County Mall offers a diverse range of brands, with something for everyone. For the budget-conscious, they have Primark, B&M & Boots, and on the more luxurious side, they have Superdry, Brother 2 Brother & Ernest Jones.

## County Mall 30th Birthday Celebration

While the shops may have changed, the essence of County Mall never has. It continues to be a key community spot for families and friends to meet up to shop and grab a bit to eat.

The party is not over yet! County Mall will be continuing the celebration thought out the year. Enjoy exclusive offer weekends where you can redeem exclusive offers in the Centre.

Keep an eye out for the next Birthday offer weekend on social media, their website or in their newsletter. Not signed up for their newsletter yet? You can register via their website to be the first to know of their up-and-coming 30th birthday events.





# Working together for a safer Crawley

Crawley and Gatwick Business Watch is Crawley's Business Crime Reduction Partnership (BCRP).

It is a fully accredited scheme that complies with strict protocols and guidelines to allow business members to work together with the Police and Crawley Borough Council to reduce crime, disorder and anti-social behaviour that impacts doing business in the town.

Crawley and Gatwick Business Watch is one of over 250 Business Crime and Reduction Partnerships operating across the country.

Membership is free for all businesses in the Crawley Town Centre BID area.

Find out more at [www.cgbw.org.uk](http://www.cgbw.org.uk)



## Ambassadors

The Crawley Town Centre BID has put in place a dedicated Street Ambassador Scheme to improve the safety and comfort for town centre visitors.

Research conducted by the BID to inform the BID business plan highlighted that town centre businesses wanted to see the safety of the area improved for both for businesses and visitors, during the day and at night. 84% of businesses surveyed wanted to see Street Ambassadors introduced to help tackle crime and anti-social behaviour as well as provide assistance and guidance to visitors.

The BID has now put Street Ambassadors in place on a permanent basis

If you would like to contact our Ambassador Team, call **01293 763154**



## We want to hear from you

At the Crawley Town Centre BID we always want to hear the views of your business.

We regularly hold focus group meetings, giving you the chance to feedback any issues, thoughts, positives or ideas.

Contact us at the BID office for full details on how to get involved.



## Free Outdoor Cinema in Crawley's High Street

Saturday October 1st, see Casper and Hocus Pocus on our fantastic Outdoor Cinema in Crawley's Historic High Street. Casper at 1pm - 240pm and Hocus Pocus at 530pm - 7pm.

Then on Saturday 17th December see Frozen and Frozen 2. Frozen at 1pm and Frozen 2 at 330pm. Event is weather dependent, please bring your own seating.





# Belonging in Crawley

Crawley Museum is delighted to be delivering a new project supported using public funding by the National Lottery through Arts Council England.

The 18-month project, called "Belonging in Crawley" will run until September 2023.

Designed to mark Crawley New Town's 75th Anniversary year, the project will run workshops with members of eight local organisations. The workshops will focus on objects that represent 'belonging in Crawley'. The organisations are: Crawley Open House, Crawley Foyer, Outreach 3Way, Diverse Crawley, Refugees Welcome Crawley, Crawley Town Community Foundation, Crawley Interfaith Network and Crawley Community Youth Service. Workshops will also take place at the museum for other members of Crawley's communities.

Andrea Dumbrell, Project Manager said "This is a really important project for the museum and for the people who live in Crawley. We aim to expand the museum out of its walls, and strengthen our links with local communities. This will enable us to more fully represent the experiences of people living in Crawley, creating a space in which their voices can be heard and their experiences valued."

Volunteers will be a key part of the project. The museum is looking for people who want to volunteer with community events, helping people to discuss which objects represent Crawley to them.

To find out more about the project people can contact the museum on **01293 539088** or email **Andrea@crawleymuseums.org**



## Crawley perfume consultant takes home the win after scoring 100% honours exam result



Kathryn Robinson, from The Perfume Shop's County Mall Crawley store, took home the Consultant of the Year Award at the Fragrance Foundation Awards.

This comes after scoring 99% in the Fragrance Foundation Specialist Exam and a 100 per cent in the honours exam, the highest score in the Online Training Programme in 2021 across all brands and retailers in the UK.

The Fragrance Foundation UK's online training programme is designed to broaden knowledge of all aspects of perfumery, from the ingredient building blocks that create fine fragrances to how fragrances can be expertly sold in store. The course focuses on ways to educate and assist those training to therefore guide customers when discovering and buying fragrances and other products.

Kathryn said on her experience and win: "It was fun to learn about perfume composition in more depth, and I feel even more comfortable talking to customers about the ins and outs of notes and accords with confidence."

"I'm honoured to have been awarded Consultant of the Year and I'm thankful to The Perfume Shop for giving me the chance to build on my passion for perfume and allowing me to continuously develop my expertise."

The Perfume Shop was awarded Online Retailer of the Year at last week's Fragrance Foundation UK Awards, for the fourth year in a row. The Perfume Shop has also previously won Retailer of the Year in 2017 and 2018.

The Fragrance Foundation is a non-profit making educational organisation setting standards of excellence for the fragrance industry in the UK. Established in 1992, the Awards recognise excellence within the fragrance arena from packaging and advertising to the best new fragrance.



# Aura wows town centre visitors

The much anticipated arrival of Aura in August brought the town centre alive.

Aura is a 5 metre high puppet, created as a survivor from an updated version of Troy, inspired by Homer's Odyssey being told on the Yorkshire coast, and traveled through Crawley as part of her Odyssey.

Aura's Odyssey started at Gatwick Airport where she bore witness to those leaving and those arriving, before travelling on an open-top bus around neighbourhoods seeking welcome.

She freely roamed the town centre on coming to rest in County Mall Shopping Centre, then spent a day in Tilgate Park, where local residents wished her well on the next stage of her journey.

Her tour of the town is part of Enliven: You're Welcome, a four month programme of free events and workshops celebrating Crawley New Town's 75th anniversary.

Funded by Crawley Town Centre BID, Arts Council England and Crawley Borough Council and produced by Creative Crawley, the season celebrates the diversity and welcoming attitude of Crawley and is part of the year-long Enliven programme.

Creative Director of Creative Crawley Louise Blackwell said,

"Aura is a truly awe-inspiring artwork and we are so lucky to be able to have her in the town to show her what a fantastic place Crawley is."

Crawley Town Centre BID's Manager, Wendy Bell heard first hand from those who came to see the spectacle:

"Wow" "It's the busiest I've seen the High Street during the day in years!" "Amazing creation, thoroughly enjoyed watching", "it's brilliant", "her story was very moving and I say well done, Aura is definitely something completely different and out of the ordinary, loved seeing her", "not what I would expect in Crawley" were just a few of the things I overheard when I was walking with Aura through the town centre on Saturday and what an amazing few days we had with Aura in the town, after starting her odyssey at Gatwick and then taking to an open top bus around the town and a walk through the town centre finishing with a chilled farewell party in Tilgate Park plus lots of local entertainment on Saturday and Sunday it was an action packed entertaining community focussed celebration of Crawley and it's 75th anniversary of becoming a new town. This weekend showcased the wonderful businesses in the town centre, with huge amount of support received from so many of them. Crawley town centre has never looked more vibrant, the atmosphere was joyful, friendly and busy. I was incredibly proud of BID's involvement in this unique event.



Get the latest news from Crawley Town Centre on our website [www.crawleytowncentrebid.co.uk](http://www.crawleytowncentrebid.co.uk)



# Summer events in Crawley Town Centre

## Make Music Day UK

More Music Day UK saw the town centre come alive with a host of musical talent.

The Bandstand, Queens Square, Broadwalk and the High Street came alive with school choirs, bands, solo artists and bands from early to late.

See some of the highlights of the day on our YouTube channel



## Future Cargo arrived in Crawley

Over the summer 200 people in Memorial Gardens watched the Future Cargo performance by Requardt & Rosenberg.

Crawley Borough Council, Crawley Town Centre BID and Creative Crawley were pleased to host these performances and work alongside Brighton Festival to bring these amazing, bright, innovative companies to the town centre for a great day of entertainment



## New cosmetic hub opens in Crawley Town Centre

The Cosmetic Hub in Church Walk offers a range of cosmetic treatments including Dermal Fillers, Botox and Skincare. The business is run by former model Ruby King, 28 who is fully qualified and offers courses to become a fully qualified aesthetics practitioner.

It's now open for new clients and you can find The Cosmetic Hub on Facebook at: [@cosmetichubclinic](https://www.facebook.com/cosmetichubclinic)



## Crawley store in town centre to be given revamp

Designs are being drawn up for a repair and revamp of the Decathlon building, in Crawley town centre.

Work on the four-storey building, on the corner of Queens Square and Queensway, is expected to be complete by March 2025.





## Creepy Crawley



Throughout October, Crawley Town Centre BID is embracing the nickname unique to the town, to celebrate exciting autumn festivities as the nights draw in.

Creepy Crawley will bring you FREE family focused fun (except for two guided ghost tours to book online), with dramatic character actors, astonishing street entertainment, themed open-air cinema and impressive artwork on pavements and windows, setting the scene for the **Monstrous Memorial Gardens, Queens Square Quake, Creepy County Mall** and the **Haunted Historic High Street** for an alarming amount to encounter all month long!

There is a host of activities every weekend, but the devil is in the detail, so **look online** for the full programme as you might be missing a trick - or treat!

Call us on 01293 763 154

*Please note all events are subject to licensing by relevant authorities and may be weather dependent*



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