

BOARD MEETING

12 January 2022 (virtual meeting)

MEETING NOTES

	Action
<p>1. Welcome, introductions, Apologies and Declarations of Interest Attendees: Neil Cooper (NCo), Wendy Bell (WB), Simon Cuckow (SC), Peter Smith (PS), Peter Rainier (PR), Matthew Tyson (MT), Abi Bowden (AB), Nicki Cheek (NCh), Duncan Crowe (DC), Luke Longley (LL), Sophie England (SE)</p> <p>Apologies: Susana Pellicer (SP)</p>	
<p>2. Minutes of the last meeting (12th December 2021)</p> <p>Unchecked minutes sent out to be reviewed and resent</p>	WB
<p>3. Town Centre Update</p> <p>NCH – last weekend busiest weekend since 2019. The White Hart is on a two-week close due to concerns on footfall and staffing.</p> <p>SC – 693,689 visitors through the centre in December +21% vs last year 573,000. +40% since November but expected due to Christmas. Also outperforming Brighton on the percentage stakes.</p> <p>AB – Very busy start to new year, increase of community organisations account openings at Metrobank. Close to 2019 account opening numbers for personal accounts.</p>	
<p>4. Operations</p> <p>See operational report sent with agenda See AGM Proposed Agenda sent with Board Meeting agenda See Business Plan Priority Initiatives Update below for operations update</p>	WB
<p>5. Budget</p> <p><i>Action 01: approve latest budget position – see note attached to agenda (WB)</i></p> <p>NCo – further checking of information needed, will look to send it through with minutes to this meeting.</p> <p>MT– £7,500 collected in December, pre litigation letters went out late November confirming 60 days for people to pay, i.e., to end of January. Bad debts review in late February. Current Collection rate is 86.2% for 21/22.</p>	
<p>6. Business Plan Priority Initiatives Update</p> <p><i>Action 02: Update on operations (WB)</i></p> <p>- SAFE: Street Ambassadors (WB)</p> <p>WB, we received £5000 from police and crime commissioner fund, expecting to invest into extra CCTV. Working with Crawley borough council and West Sussex County council to make church walk safer and perception of safety in church walk.</p>	

<p>Good feedback from Crawley and Gatwick Business Watch, Poundland, Superdry, Ann Summers and peacocks regarding Ambassadors.</p> <p>- ENLIVEN: <u>Action 03: Update on Enliven programme (WB)</u></p> <p>WB – Creative Crawley partnership document has been agreed and nearly ready for signing.</p> <p>Festive Fayre took place with mixed results. Footfall monitoring shows increase of 20% on High Street.</p> <p>Outdoor cinema increased footfall by over 200% in the memorial gardens. 11th December Ensemble Reza performed in County Mall and Manga Art workshop held. Draft plan for 2022 events has been created.</p> <p>Final Christmas events expenditure approx. £20,000.</p> <p>WB – Showcased: second issue of Town Centre Talk planned.</p> <p>Drafted first version of annual report available on the 19th</p> <p>Connected met new manager of the gym group Broadway Home Stores and Peacocks. Operations we revised the AGM agenda. Sophie who is with us today has joined us on a part time basis to cover Abbie/Rachael.</p> <p>PS – discussion regarding Graphic Rewilding damage, WB says will be investigated.</p> <p>- DATA & INSIGHTS (footfall monitoring report attached) (SC) <u>Action 04: Update on progress already discussed</u></p> <p>- PROMOTE: <u>Action 05: Marketing & Communications update (LL)</u></p> <p>WB – A best of 2021 video has been created and has gone live. We are showing the best of various locations on social media. Looking into advertising at Cineworld. Increased marketing support to be considered.</p>	<p>WB</p> <p>WB/LL</p>
<p>7. Operating Agreement <u>Action 06: Update on Baseline Agreements (NC)</u></p> <p>NCO – reviewing changes currently.</p>	<p>NCo</p>
<p>8. Any Other Business</p> <p>WB –</p> <p>AGM – Discussion on detail including room layout, pre and post meeting arrangements. Revised agenda has been sent out. Everyone accepted revised agenda. WB General overview of agenda and accounts being presented for year 1 of the BID.</p> <p>Attendance for AGM can be in person, virtually and proxy voting from sent out. Expected attendance 30 people. Discussion on voting, can only be members who vote so will be given a green card, proxies will be submitted in advance. Virtual votes controlled with breakout room on Teams. Members must have paid levy to be eligible to vote. Registration at arrival to ensure correct cards are given. Discussion on membership, levy payers can email and ask to be a member or submit a form.</p> <p>AB, PR, and SL to be proposed as Board Members at AGM. All Board members can be ratified at AGM, chair, and vice chair separate. Discussion and clarification on how members become board members. NCO – asked if all current board members are prepared to stand. Everyone agreed to continue as a board member.</p> <p>NCO – Proposes Simon Cuckow (SC) as vice chair. Formally accepted.</p> <p>WB – we are looking into recruiting a board member from Leisure Park.</p> <p>WB – invest Crawley have asked for us to be involved and have a financial contribution of £3,000. Board decided against financial expenditure at this time.</p>	<p>WB</p>

Date of Next Meeting: 16.02.2022	
---	--

CIRCULATION: Nicki Cheek, Neil Cooper, Duncan Crow, Simon Cuckow, Wendy Bell, Luke Longley, Peter Rainier, Peter Smith, Matthew Tyson, Abbie Reeve.

CC: Steve Sawyer, Abi Bowden, Susana Lopez, Paul Rolfe.