

**BOARD MEETING**

**16 DECEMBER 2021 (virtual meeting)**

**MEETING NOTES**



	Action
<p><b>1. Welcome, introductions, Apologies and Declarations of Interest</b></p> <p><b>Attendees:</b> Neil Cooper (NCo), Wendy Bell (WB), Peter Rainier (PRa), Matthew Tyson (MT), Luke Longley (LL), Duncan Crowe (DC), Abi Bowden (AB), Nicki Cheek (NCh), Simon Cuckow (SC)</p> <p><b>Apologies:</b> Peter Smith (PS), Abbie Reeve (AR), Susana Pellicer (SP), Paul Rolfe (PRo),</p>	
<p><b>2. Minutes of the last meeting (16 November 2021)</b></p> <p>The minutes were formally accepted.</p>	
<p><b>3. Town Centre Update</b></p> <p><b>SC</b></p> <ul style="list-style-type: none"><li>• November footfall 491,000 for this month which included black Friday week. 2019 - 26.4%, better than national average.</li><li>• 23,000 people through on black Friday this year compared to 33,000 in 2019.</li><li>• County Mall took £3.9 million and that was with the loss of Debenhams.</li><li>• We saw the opening of Warren James which had a big successful launch they opened on the Saturday instead of Friday (Black Friday). Menkind opened</li><li>• F&amp;B trading better than 2019. The dwell time has increased from 2 hours to 2-3 hours.</li><li>• Car parks wise we've had a good number of cars come through, obviously Kingsgate is still shut so that has driven people in.</li><li>• December slower start, been very quiet since announcements come through and guidance has changed.</li><li>• Good reaction for Santa, some SEN (Special educational needs) sessions were run, first weekend saw 223 kids come through, we are forecasting about 340 come through this weekend.</li><li>• H&amp;M shut this week</li></ul> <p><b>NCH</b></p> <ul style="list-style-type: none"><li>• Generally the high street comes in waves, due to the announcements around covid and people working from home.</li><li>• Had some good feedback over the market. WB confirmed there was some negativity on a post which was addressed.</li><li>• NCh felt that there was some negativity around the Christmas lights but thinks that situation has been covered as best it can.</li></ul>	

<p><b>4. Operations</b></p> <p><b>WB</b></p> <ul style="list-style-type: none"> <li>• Christmas tree light switch on 20<sup>th</sup> November, really positive response to that.</li> <li>• Increase in Queen’s square footfall of 218% from Saturdays in October.</li> <li>• The outdoor cinema has done really well, particularly with frozen on the Sundays, we had a capacity crowd on the first Sunday which is 150 people.</li> </ul> <p><b>NCo</b></p> <ul style="list-style-type: none"> <li>• review in 2022 lessons learnt from BID activities during festive period</li> </ul> <p><b>WB</b></p> <ul style="list-style-type: none"> <li>• Ambassadors: Sarah has left. Ross has started. Good feedback on him and Richard.</li> <li>• Enlivenment Continuing to monitor graphic re wilding.</li> </ul> <p><b>NCo</b> – In terms of ambassadors what are welcome people doing about covering for that?</p> <p><b>WB</b> – They have reduced their invoice for December, as we only had two ambassadors throughout November.</p> <p><b>NCo</b> – are they proposing to put somebody in on a temporary basis?</p> <p><b>WB</b> – No one available currently.</p> <p><b>NCH</b>- The two ambassadors you do have are incredibly proactive. From what I’ve seen of them and what they have done I’m incredibly pleased with them,</p>	<p><b>ALL</b></p>
<p><b>5. Budget</b></p> <p><u>Action 01: Budget</u></p> <p><b>WB</b> – we invoiced £33,200 for November.</p> <p><b>MT</b> – £33,200 net so November was a very good. This puts the collection rate at just over 85% for 2021/22. The budget was 70% so we are ahead.</p> <p><b>NCo</b>– is there a percentage for the collection rate for the previous year?</p> <p><b>MT</b> – no we haven’t got a collection rate down.</p> <p><b>NCo</b>- so the figures are from September the 1<sup>st</sup>. any comments Wendy or Matt are we happy to approve the figures?</p> <p>All in agreement.</p> <p><b>NCo</b> – the last directors meeting we had a conversation about detailed figures so we should have them sometime early in the new year.</p>	<p><b>WB</b></p>
<p><b>6. Business Plan Priority Initiatives Update</b></p> <p><b>SAFE</b></p> <p><u>Action 02: Street Ambassadors Operations update</u></p> <p><b>NCo</b> - Street ambassadors covered that off.</p> <p><b>ENLIVEN</b></p> <p><u>Action 03: Creative Crawley updates</u></p> <p><b>WB</b> – recent meeting held with CC, Chair and Vice Chair. Agreement moving forward reached</p> <p><u>Action 04: Footfall monitoring progress update</u></p> <p><b>SC</b> confirmed reports sent out, suggestion made that leisure park is contacted to discuss possible increased involvement at Board level.</p> <p><u>Marketing/communications update (LL/WB).</u></p> <p><b>WB</b> –1<sup>st</sup> magazine completed, social media channels utilised for most marketing, further support required.</p> <p><b>NCo</b>- does anyone want any magazines to put out in reception areas etc.</p> <p><b>WB</b> – will get ambassadors to drop them round.</p>	<p><b>WB</b></p> <p><b>WB/ALL</b></p>

<b>7. Operating Agreement</b> <b>WB</b> – Being updated with NCo for review. Baseline agreements under annual review with CBC, WSCC, Sussex Police	
<b>8. Any Other Business</b> NCo – proposal for new Board Member, Abi, Susana and Paul to be left to AGM.  General discussion re AGM to be advanced before and at next meeting.	
<b>Date of Next Meeting:</b> 12.01.2022, 15:30-17:00	

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

CC: Abi Bowden, Susana Lopez, Paul Rolfe.