BOARD MEETING

16 DECEMBER 2021 (virtual meeting)





		Action
1. Welcome, introductions, Apologies and Declarations of Interest Attendees: 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)		
Apolo	gies: Peter Smith (PS), Abbie Reeve (AR), Susana Pellicer (SP), Paul Rolfe (PRo),	
2. M	inutes of the last meeting (16 November 2021)	
The m	inutes were formally accepted.	
3. To	wn Centre Update	
sc • • • • • • • • • • • • • • • • • • •	November footfall 491,000 for this month which included black Friday week. 2019 - 26.4%, better then national average. 23,000 people through on black Friday this year compared to 33,000 in 2019. County Mall took £3.9 million and that was with the loss of Debenhams. 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 F&B trading better than 2019. The dwell time has increased from 2 hours to 2-3 hours. Car parks wise we've had a good number of cars come through, obviously Kingsgate is still shut so that has driven people in. December slower start, been very quiet since announcements come through and guidance has changed. 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. H&M shut this week	
NCH • •	Generally the high street comes in waves, due to the announcements around covid and people working from home. Had some good feedback over the market. WB confirmed there was some negativity on a post which was addressed. NCh felt that there was some negativity around the Christmas lights but thinks that situation has been covered as best it can.	

WB		
•	Christmas tree light switch on 20 th November, really positive response to that.	
•	Increase in Queen's square footfall of 218% from Saturdays in October.	
•	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.	
NCo	canaa, o, no naa a capacity croma china moodanaa, mmon io 200 people.	
	• review in 2022 lessons learnt from BID activities during festive period	ALL
WB	review in 2022 ressorts rearrie from 515 doctivates during reserve period	
	Ambassadors: Sarah has left. Ross has started. Good feedback on him	
	and Richard.	
	Enlivenment Continuing to monitor graphic re wilding.	
NCo – I	In terms of ambassadors what are welcome people doing about covering for	
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	hey have reduced their invoice for December, as we only had two ambassadors	
	nout November.	
_	are they proposing to put somebody in on a temporary basis?	
	lo one available currently.	
	he two ambassadors you do have are incredibly proactive. From what I've seen	
	and what they have done I'm incredibly pleased with them,	
	B – we invoiced £33,200 for November. T – £33,200 net so November was a very good. This puts the collection rate at	
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7. Operating Agreement WB – Being updated with NCo for review. Baseline agreements under annual review with CBC, WSCC, Sussex Police	
8. Any Other Business	
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.	
Date of Next Meeting: 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.