

BOARD MEETING

13 OCTOBER 2021 (virtual meeting)

MEETING NOTES



	Action
<p>1. Welcome, introductions, Apologies and Declarations of Interest</p> <p>Attendees: Neil Cooper (NCo), Wendy Bell (WB), Peter Smith (PS), Peter Rainier (PR), Matthew Tyson (MT), Abi Bowden (AB), Abbie Reeve (AR), Nicki Cheek (NCh), Duncan Crowe (DC), Luke Longley (LL)</p> <p>Apologies: Susana Pellicer (SP)</p>	
<p>2. Minutes of the last meeting (09 September 2021)</p> <p>The minutes were formally accepted.</p>	
<p>3. Town Centre Update</p> <p>NCh reported that trading and footfall is good and appears to be improving. Weekend prior to Board meeting saw Brewery Shades and other High Street businesses matching 2019 financial takings, despite Crawley football club being away. Table tennis tables have been removed in front of Brewery Shades, which has moved large groups of drug dealers from the area, which has had a positive impact on nearby businesses.</p> <p>SC shared that County Mall had 540,840 visitors in September. Footfall has improved, particularly at weekends. Felt like staggered return after school holidays - nearly back to 2019 numbers, and +18% footfall from previous month. SC predicts that there will be further increase as we head towards Christmas. Retail sales were worth 3.6million in takings for September – some retailers in fashion and toys were able to match their 2019 takings. Fuel crisis caused a lull in tertiary catchment areas driving into County Mall to shop. Many stores are reporting stock issues and issues in supply chain. B&M are only store not affected by this. Temporary Christmas shop has been forced to pull out this year due to stock & supply chain issues. County Mall have had interest in unused units – MenKind will be taking over old Paperchase unit, which should be open by October half term. Two other deals for units should go through in next couple of weeks.</p> <p>AB – Metrobank don't have footfall monitoring, but track footfall by monitoring account openings. Metrobank are back to typical trading, hitting 2019 numbers. Opened approx. 200 accounts last month, which is a significant increase. Large increase in new business accounts (twice the amount of previous 3 month rolling period). When events happen in Town Centre, Metrobank sees less business as people are busy with other tasks.</p> <p>WB provided information about feedback from levy payers. WB speaks regularly with the market holders, who have been complaining that town is quiet during the daytimes. Weekends seem to be busy but weekdays are quiet. Traffic pinch points at 5-6pm seem to show that people are back in offices. WB was stopped by security team</p>	

at Decathlon to thank CTC BID for the Ambassadors – they commented that they hadn't realised they needed the ambassadors until they were there.

LL asked SC whether any retailers seem concerned about COVID spikes over winter. SC shared that most managers and some area managers are keen to go 'full steam ahead' in to winter and aren't worried about more COVID spikes.

4. Operations

WB reported that CTC BID will be releasing a regular magazine for BID levy payers. BID have decided to work with Treetop Print, who are in Manor Royal area, as they had tried to find someone in CTC BID area, but unfortunately couldn't find someone with the relevant experience. SS secured a quote from them which is reasonable: approx. £895 for 2000 copies. Will be avoiding postage costs by Wendy, Abbie and Ambassadors delivering by hand. Objectives for magazine include: promoting the BID, updating town for news and events (including other organisations operating in the town), promoting levy payers' businesses, seeking feedback on developments in town and inviting feedback from levy payers, and keeping an open-door to communication with levy payers. CTC BID are currently doing mini-refresh of website, included in the website tender is a game-board style map to showcase businesses and related offers throughout the town.

Third focus group took place in MetroBank in September, which was successful. WB & AR shared upcoming events plans with the group, which were received well. Discussed Gatwick Northern Runway developments – levy payers at focus group thought the way the development has been proposed could be seen as divisive and suggested that the BID should consider taking a neutral stance on the development. WB suggested at this meeting that the BID would write about the Gatwick Northern Runway developments in the magazine, and encourage levy payers to get in touch with their feedback.

PR congratulated BID on success with engaging businesses across the Town Centre, and commented that the Focus Groups seem like a success.

Action 01: Gatwick Northern Runway

NCo commented that as the BID are representing levy payers, the BID may not be able to decide on the BID's position on Gatwick Northern Runway alone. NCo proposed that BID should ask levy payers for their feedback. MT suggested polling levy members by email – this would allow BID to state publicly 'X percentage of our levy payers are for/against the Gatwick Northern Runway', without needing to choose a stance.

PR asked what the political stance of Crawley Borough Council & West Sussex County Council is on Gatwick Northern Runway developments. PS shared that CBC majority ruled against supporting the runway, on the basis that the offer which Gatwick Northern Runway have proposed (in terms of support with infrastructure for Crawley) was deemed lacking. DC shared that West Sussex County Council took a neutral position, and that there was disparity between North and South. South were more in favour of developments as they would receive positive economic impact without other downsides. North were against due to impact on housing, roads etc. MC mentioned that there is an upcoming motion from WSCC which will ask cabinet to seek evidence and assurance that it will mitigate key impacts from development (aircraft noise, traffic, housing). There will also be a Horsham District Council motion coming forward which will reiterate their opposition to the additional runway.

WB

<p>NCh mentioned that Gatwick Northern Runway developments would bring trade into the town for hospitality businesses. NCh also commented that part-time airline crew often work in hospitality businesses in Crawley, and Brewery Shades have lost a large proportion of part-time staff due to airline crew not being able to afford living in the area anymore.</p> <p>NCo proposed that CTC BID poll all levy payers on their position on the proposed Gatwick Northern Runway developments, and offer a section in the poll for additional feedback. Feedback can then be shared on a percentage basis. All were in favour.</p>	WB
<p>5. Budget <u>Action 02: Budget</u></p> <p>WB confirmed that Board are happy with budget note. All were in favour.</p> <p>NCo brought CTC BID's reserve budget to attention, which was outstanding from September's Board Meeting. NCo detailed that the reserves should be equivalent to 6 months of BID's operational costs (as industry standard).</p> <p>WB detailed that 6 months operational costs is £47,000. It was proposed that CTC BID put £50,000 into reserves. All were in favour.</p> <p>MT explained that finance meeting has been delayed until following week. MT reported that CTC BID collected under £4000 in levy payments in September, however reminders are due to go out soon, which should encourage more people to pay their levy. On 2021 invoices: CTC BID collected 74.91% of total. CTC BID were budgeting for 70% in overall budget, so this has already been exceeded. MT optimistic that BID will continue to receive more levy payments.</p>	WB
<p>6. Business Plan Priority Initiatives Update</p> <p>SAFE <u>Action 03: Street Ambassadors Operations update</u></p> <p>NCo commented that it was positive that all ambassadors now have bodyworn cameras.</p> <p>WB reported that NCh and WB had a meeting with the Welcome Group following the last meeting to review their KPI's. CTC BID & Welcome Group had a frank exchange of views, and relationship to be more positive now. NCh commented that the meeting with the Welcome People was challenging, and praised WB on how she handled the meeting. NCh noted that Welcome People had been very negative in the meeting, and WB managed to turn the meeting in to a positive one by the end. NCh said that the BID ambassadors have assisted with difficult situations outside Brewery Shades and responded quickly and effectively. NCh noted that the ambassadors make businesses feel safer, and said it's clear they're watching and noticing things happening around the town centre.</p> <p>WB reported that Jack (ambassador) had his phone stolen whilst he was wearing a bodyworn camera, and Sussex police reacted very speedily. The culprit was apprehended and will be appearing in court soon.</p>	

WB reported that feedback for Ambassadors is incredibly positive. Richard (supervising ambassador) is highly committed. WB shared that security guards across the town have commented that they feel like everyone in town is working as a team.

NCo asked for details on how ambassadors operate 'on the ground'. WB explained that, currently, Richard often patrols with the other ambassadors. After 6pm, ambassadors patrol together due to the level of danger in some of the areas in which they patrol. Once the ambassadors are fully comfortable, between 10am-6pm they will patrol individually to improve coverage across the town.

ENLIVEN

Action 04: Creative Crawley updates

WB reported that CC & CTC BID will be going live this month with Graphic Rewilding project. WB noted that WSCC have been really helpful with support and permissions, particularly Richard Speller. Local businesses are excited.

WB shared that CC are currently working on next 2 seasons of work: 'Young People Imagine' (working title) & You're Welcome (including The Survivor project) seasons. 'Young People Imagine' will include project 'Look Out' by Andy Field and Beckie Darlington, which is a youth project based on what the young people of Crawley envision for the future. 'You're Welcome' will celebrate multicultural history of Crawley and will include The Survivor project (5m high puppet which will travel on route around Crawley destinations, and be welcomed by communities in a variety of locations). Crawley Town Football Club have agreed to allow the puppet to interact with the giant football at the ground, peek around the stands, etc. Gatwick have also been supportive (Gatwick Airport will be the starting location of the puppet).

NCo mentioned that CTC Bid and CC are still in contract negotiations.

WB mentioned that CTC BID are working on 'Gratitude Scheme' with Manor Royal, Crawley Town Football Club, Everyone Active and Crawley Observer. Initiative has been designed to give back to people who were highly affected by COVID (e.g. NHS staff). As part of the scheme, Crawley Town Football Club have given away lots of free tickets and some free football kits.

WB reported that HSBC will be paying £2000 to fund Elf Trail. CTC BID are working with local businesses to make this trail possible.

WB shared that Christmas Lights Switch On will go ahead on 20th November. CTC BID have organised for Puppets With Guts to bring their show 'The Lips' to the town centre to accompany the switch on, rather than a celebrity host. CTC BID have seen some social media complaints surrounding Christmas Lights going up 'too early', however these were just lights in trees which will be staying up year-round (not Christmas lights).

Board members discussed the change of location for the Veteran Car Run, which will now go to Crawley College instead of its classic location on the High Street. CTC BID believe that the interests of the Town Centre are better served by the Veteran Car Run route going down the High Street as normal, rather than the newly proposed route. CTC BID are aware that Crawley Borough Council and County Mall will be taking this issue further too. CTC BID Board Members voted in favour of CTC BID making a

WB & NCo

direct approach to the organisers about these concerns – WB & NCo will do this ASAP (due to event fast approaching 7th November).

DATA & INSIGHTS

Action 05: Footfall monitoring progress update

SC reported that the Town and Places footfall monitoring scheme is now active, all BID Board members should have had emails detailing how to set up an account should they wish to. Historical data built in, and monitoring new data.

NCo commented that this is a powerful tool and suggested that BID consider how to share this information with levy payers via the magazine and the website. SC highlighted that core data can be made into PDF which would provide a breakdown of stats – this could be used to share data with levy payers if included in the magazine.

PROMOTE

Marketing/communications update (LL/WB).

LL and WB have discussed magazine. WB shared that, on social media, CTC BID are now more active and are trying to highlight Town Centre business owners. There will be weekly/monthly (tbc) ‘spotlights’ on an area of the town, which will include as many businesses and business owners from the town as possible. CTC BID are drawing up a press release template and standardised invite template for other people’s events to promote activity in the Town Centre. Invites can be delivered by hand from Ambassadors. WB anticipates that this will help to combat feedback that people don’t know what’s happening in the Town Centre – particularly for office workers in Professional Services.

Action 06: Confirm AGM date for 24th November 2021.

WB asked how Board members felt about delivering AGM on 24th November. Time of day flexible – NCo commented this should be the evening due to retailers. PR asked whether this will be remote or in person, and WB suggested a hybrid approach.

WB suggested event can run between 5pm and 8pm, with main event starting at 6pm. WB intends to invite everyone in BID levy area, but only people who can vote are BID members. CTC BID will write to everyone in the BID area to invite them to the AGM, and also suggest they become members of the BID ahead of the AGM.

WB suggested that CTC BID send out biographies and photos for current Board members, as BID members will vote to ratify the Board. WB will draft bios/photos and send these individually to Board members to approve or offer amendments.

NCo suggested deferring AGM to January to allow for BID to do final push in encouraging levy payers to become members. This push will happen via BID magazine.

NCo suggested that Board set a date for AGM in January. Board members agreed to commit to 19th January AGM. CTC BID will attempt to secure a venue ahead of the magazine release – if this is prior to next board meeting, WB will send round to the Board for approval. WB will ensure that the technical infrastructure is in place at the chosen location to facilitate a hybrid in person/online approach.

WB

<p>SC suggested approaching the cinema at the leisure park as a location for AGM. NCo suggested Crawley College.</p> <p>LL suggested asking Steve at Manor Royal BID what percentage of levy payers tend to attend their AGM, to get an indicator on how many attendees CTC BID might be able to expect.</p>	<p>WB</p> <p>WB</p>
<p>7. Operating Agreement <i>Action 07: Baseline Agreements update</i></p> <p>WB detailed that it isn't entirely clear which parts of the BID area are the responsibility of WSCC and CBC respectively. In light of this, WB will be meeting with Richard Speller to gain clarity on which authority is responsible for baseline agreements across the Town Centre.</p>	
<p>8. Any Other Business</p> <p>From previous meeting:</p> <p>NCo asked WB for update on Welcome Back Fund application. WB explained that CTC BID have hit a wall with this as the funding can't be used for any activity on private property, so not suitable for Graphic Rewilding. There is another plan being discussed.</p> <p>NCo mentioned that CCTV will be left as a live item, and CTC BID will wait for update after receiving feedback on levy payers from the magazine and other communications.</p> <p>NCo asked WB for developments for lighting Crawley Town Centre. WB & Richard Speller (WSCC) will be meeting to do a full area audit together to identify areas in Crawley Town Centre which require better lighting, from which Richard Speller will create an action plan.</p> <p>NCo reported that Lynn at Crawley Borough Council is looking into the legal implications of dissolving the Town Centre Partnership. From this, NCo will write to the Partnership. In terms of monies, there is less than £150 outstanding to be transferred to the partnership. NCo will resolve this, and write to all who formed part of the Partnership previously.</p> <p>From this meeting: NCo will be in touch with Abi Bowden about becoming a Board member.</p>	<p>NCo</p> <p>NCo</p>
<p>Date of Next Meeting: 16/11/2021 15:00-16:30</p>	

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.