

**BOARD MEETING**

**30 JUNE 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), Luke Longley (LL), Nicki Cheek (NCh), Simon Cuckow (SC), Matthew Tyson (MT), Duncan Crow (DC), Peter Smith (PS), Peter Rainier (PR), Wendy Bell (WB), Rachael Hughes (RH), Abi Bowden – Metro Bank (AB)</p> <p><b>Guests:</b> Lynn Hainge – Crawley BC (LH), Steve Sawyer – Manor Royal BID (SS),)</p> <p>NCo welcomed guests to the meeting, and introductions made by all to AB.</p> <p>The following standard <b>Declarations of Interest</b> were noted:</p> <ul style="list-style-type: none"><li>• Peter Smith – Director of the Manor Royal BID</li><li>• Matt Tyson - Executive Member of Gatwick Diamond Business; Richard Place Dobson (MT’s employer) are auditors for the Manor Royal BID and Town Centre BID.</li></ul>	
<p><b>2. Minutes of the last meeting (26 May 2021)</b></p> <p>The minutes were formally accepted.</p>	
<p><b>3. Town Centre Re-opening</b></p> <p><i>NCh joined the meeting, updated, and introduced.</i></p> <p>NCh reported that business had increased momentum and footfall with the Euros football creating a welcome, positive ‘buzz.’</p> <p>AB reported after 4 days in Crawley she could not speak on the trends but as a point of note, Metro Bank had temporarily taken down their online Business account registration system and increased footfall in store was noticed. Feedback from store team is that footfall has increased in last couple of weeks.</p> <p>SC reported that footfall was 403,916 during May, a reduction of -28.7% from 2019. Retail sectors that have noted increased sales were jewellers especially, but also general sales, footfall near Primark has started to increase since the drop after Debenhams closed on 8 May. Sales in women’s fashion have increased whilst men’s fashion is down 29%. B&amp;M, River Island have positive reports. The food court has not seen an uplift since latest restrictions were eased in June, but there is a continued uplift on Deliveroo and for similar other deliveries. Bookings for promotion spaces have increased including car bookings which have lacked for some time. Sundays are noted as the least busy with the centre seeing c10,000 rather than c15,000 visitors.</p> <p>NCo reported £118,000 Welcome Back Fund had been allocated. Some areas of spend had already been completed, others outstanding. Public Liaison Campaign with CBC started – could the BID dovetail in on this? Left with attendees to consider.</p>	<p><b>ALL</b></p>

<p>SS raised concern over additional maintenance carried out under WBF – if people get used to the extra ‘clean up’ that the BID carries out, how can this be sustainable in connection with budget? Left with attendees to consider. NCh reported she has a meeting with WSCC soon to discuss improvements to the ‘well.’ No further comments on WBF.</p>	
<p><b>4. Operations</b>  NCo covered operations report provided prior to meeting by WB. Pleased to have WB and RH on board full time. Noted that SS is still available in fore/background to assist where needed.</p> <p>WB reported that WB and RH have been out meeting key contacts and levy payers. Most feedback from levy payers is that they are looking forward to the Ambassadors starting. RH reported Enlivenment going well so far with positive feedback in anticipation of the first event.</p> <p><b>5. Budget</b>  <u>Action 1 &amp; 4: Verbal update from Finance Sub-Committee</u> – MT reported there has been little dialogue from levy payers questioning anything. Overall, in the BID budget if 100% comes in there will be c£500k, 70% expected. 50.55% had been collected by the end of May. Further update will be provided in the next couple of weeks. Collections have slowed and now looking to send out reminders. Committee agreed no legal collection process until the end of the year but keen to get statements out. Proposed date for 1<sup>st</sup> reminder 19 July. NCo points out 19 July is next expected date for further relaxation of restrictions, questioned whether this would cause any ill feeling? Proposed the reminder is pushed back a further week so as not to coincide as leisure trade will have more freedom to trade following relaxation. SS referred to Operational Agreement and advised MR BID is sending out reminders in line with this, awaiting feedback from levy payers. Suggestion to ‘tweak’ reminder content to allow levy payers to contact if struggling to pay. MT requested LH to forward template of reminder document for review. Majority agreed reminder can go out 19 July with considered wording.</p> <p><u>Action 2: Approval of latest budget position</u> – Discussed budget note and overview by SS – latest budget position approved by all.</p> <p><u>Action 3: Verbal update on production of final accounts 2020/21</u> – SS reports planning a meeting for audit week commencing 12 July. WB &amp; MT leading with RPD. Once presented can create annual report and make decision about AGM. Will follow up at future meeting. NCo confirmed that Savills have agreed our proposed reduced fee of £5k.</p> <p><u>Action 5: Christmas lights</u> – MT confirmed CBC budget on tender £30k per year for lights. Proposal to BID to contribute. MT confirmed £10k per year available for 3 years with option for additional £5k dependent on proposals if affordable. SC suggested areas not covered by CBC tender could be included under BID’s additional contribution, perhaps an installation, ‘Instagram able moment,’ to increase engagement. MT advised not comfortable on increasing past £15k as it is early in the BID and no certainty on how much of the levy will come in, however, if further funds available in the budget, can be considered. LH shared on screen appendix of lighting areas within the tender. NCh commented there is no focal point in the High Street at Christmas and feels an installation around High Street/Church Walk or Church for lighting would be a welcome focus. Board requested LH for CBC to ask tenderers to show proposals for £30k/£40k/£50k for further review and discussion once proposals</p>	<p>LH/MT</p> <p>WB/MT</p> <p>LH/MT/SC</p>

<p>received. Board agreed to commit £10k for Christmas lights in addition to CBC budget with a potential to increase to £20k if funds available.</p> <p><b>6. Business Plan Priority Initiatives Update</b></p> <p>a) <b>SAFE Street Ambassadors</b> <u>Action 6: Update on appointment</u> – NCo confirms contract almost complete with Welcome People (WP), general break clause still in question. Discussion took place around preferred break clauses, and it was agreed that NCo would sign the contract with 1- &amp; 3-year + break clauses. NCh expressed concern over suitability of the candidates and over the colour of the uniform. WB provided an overview of the Ambassadors, and it was suggested that the CVs and uniform proposal pictures are shared, with any further concerns then addressed. WB advised estimated start date w/c 26 July.</p> <p>b) <b>ENLIVEN Creative Crawley Partnership</b> <u>Action 7:</u> WB provided update on event plan progression for 14 August event, RH advised businesses have provided positive feedback on the event idea and exhibition proposal. Covering off CC and BID role combined is working well.</p> <p><u>Action 8:</u> NCo reported on Run Gatwick 2022 and gave overview. Positive opportunity to have engagement with people outside Crawley. Reportedly 25% of runners come from outside Crawley area. Concluded would commit subject to involvement and influence with caveat that the BID will not do all the work but will assist. Commitment is for one year. Proposal placed to approve sponsorship (May 2022 so financial commitment will be next year). Approval granted by show of hands. Further meeting concerning caveats will be arranged with previous attendees.</p> <p>c) <b>DATA INSIGHTS (Footfall monitoring)</b> <u>Action 9:</u> SC provided update following meeting with Town &amp; Place. Advised accuracy is 96% on footfall counting. Does not duplicate as based on GPS from mobile phones. Fully GDPR compliant. Total set up and annual cost for first year £5810 compared with c£33k quoted from other companies. Single year commitment. Data 2 days in arrears. SS recommended speaking with other BID areas that currently use the system. SC to make contact and report back by Friday 2 July. Board to review proposal and feedback w/c 5 July. Vote to take place by email. <i>Peter Smith left 16.30.</i></p> <p>d) <b>PROMOTE Marketing &amp; Communications update</b> <u>Action 10:</u> WB reported ACT now up and running. Initial meetings with Levy Payers taking place. Chris Oxlade working on marketing channels. Magazine and Website tender due out shortly with expectation of bids from Crawley businesses. <u>Action 11: Annual report &amp; AGM</u> – SS advised and agreed to discuss at the next Board meeting.</p>	<p>NCo/WB</p> <p>WB/SC NCo/NCh</p> <p>SC</p> <p>WB/SS</p>
<p><b>7. Operating Agreement</b> <u>Action 12:</u> NCo finalised Operating Agreement, waiting on Chris at Savills for Baseline Agreement.</p>	<p>NCo</p>
<p><b>8. Any Other Business</b></p>	

<p><b>Continental Market</b> – LH confirmed the feedback was given to CBC.</p> <p><b>CCTV</b> – LCo asked WB to make CCTV a priority with CGBW.</p> <p><b>Town Centre Partnership Board</b> – NCo advised TCPB pre-empted the BID up to BIDs establishment. NCo is separately the chair of TCPB and advised will discuss dissolving the Partnership and moving any monies to BID.</p> <p><b>Thank you</b> – NCo advised now WB &amp; RH onboard, LH will step down – NCo thanked LH for all her support throughout her time with the Board and TCPB from all involved.</p> <p><b>Debit Card</b> – WB taking forward debit card for BID with Metro Bank in her name.</p> <p><i>NCo opened up AOB to room.</i></p> <p>LL reconfirmed Welcome People break clause.</p> <p><b>Photos/Bios for website</b> – WB requested photos and short bio from Board members with their consent, to place on website. Also asked for any interests in specific projects to be forwarded to WB and RH to ensure they are kept up to date. Thank you also to LH for assistance.</p> <p>AB commented that the footfall counter info from Town &amp; Place sounds positive, thanked Board for hosting and invitation.</p>	<p><b>WB</b></p> <p><b>NCo</b></p> <p><b>ALL</b></p>
<p><b>Date of Next Meeting:</b> 08 September 2021 at 3pm</p>	