

**BOARD MEETING****26 MAY 2021 (virtual meeting)****MEETING NOTES**

	<b>Action</b>
<p><b>1. Welcome, introductions, apologies and declarations of interest</b>  <b>Attendees:</b> Neil Cooper (NCo), Luke Longley (LL), Doug Howell (DH), Simon Cuckow (SC), Duncan Crow (DC), Matthew Tyson (MT), Nicki Cheek (NCh), Peter Rainier (PR), Wendy Bell (WB).  <b>Apologies:</b> Peter Smith  <b>Guests:</b> Lynn Hainge – Crawley BC (LH), Steve Sawyer – Manor Royal BID (SS)</p> <p>The following standard <b>Declarations of Interest</b> were noted:</p> <ul style="list-style-type: none"> <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> <li>• Peter Smith – Director of the Manor Royal BID</li> </ul> <p>NCo formally welcomed Wendy Bell, Crawley Town Centre BID Manager, to the Board.</p>	
<p><b>2. Minutes of the last meeting (21 April 2021)</b>  The minutes were formally accepted.</p> <p><b>Savills</b> – following a review of the original Establishment contract, NCo has drafted a letter to Savills proposing to pay £5,000 in fees. NCo to report back to next meeting.</p>	<b>NCo</b>
<p><b>3. Town Centre Re-opening</b>  NCh reported that the re-opening of the High Street had been 'steady' however the inclement weather is not helpful. NCh felt that the timing of the continental market had been misjudged – LH to feed this back to the CBC Events team.</p> <p>SC reported positive feedback from tenants in County Mall, particularly Primark, DFS and jewellers. Centre seeing c125,000 visitors per week. Debenhams closed on 8<sup>th</sup> May and footfall at that end of the centre has fallen sharply as a result however there is positive interest in the vacant space, with multiple viewings taking place this week. Anecdotal feedback suggests consumer confidence is not yet back to pre-Covid levels but businesses are hoping things will improve from 21<sup>st</sup> June and beyond.</p> <p>DH reported good levels of footfall around Queens Square; Metrobank is trading at c60% yoy.</p> <p>LH reported the latest town centre vacancy rate (April) of 14.2% - the highest since 2012. Despite this, there have been a number of new businesses opening, suggesting the town centre will bounce back.</p>	<b>LH</b>
<p><b>4. Budget</b>  <i>Action 01: Verbal update from Finance Sub-Committee</i> - MT reported that the Sub-Committee met on 18<sup>th</sup> May and is happy with the current collection rate i.e. over 80% in 20/21 and 43% so far in 21/22. SS referred to the budget summary in the</p>	

<p>previously circulated Board Report for May 2021, and reported a positive start to the financial year which affords the BID some flexibility with regard to enforcement of levy collection. It had been previously agreed not to issue formal reminders until mid-late July, to allow businesses to get back up and running, however the sub-committee agreed to follow-up any outstanding payments over £1,000 where it is unclear why they have not yet paid.</p> <p>MT confirmed that the BID has received £25,000 from Crawley BC in respect of the Additional Restrictions (Covid) Discretionary Grant scheme. This was not included in the original budget forecast and is for the BID to determine how it should be used. DH suggested this should be used for a specific project to support the town centre re-opening.</p> <p>NCh proposed that CCTV and security improvements between Queens Square and the High Street/Church Walk would be a good use of the grant funding. It was suggested that when WB starts on 14<sup>th</sup> June, that priority is given to CCTV, working in partnership with CGBW and CBC.</p> <p>LH to facilitate introductions between WB and colleagues in Community Safety (and other key contacts) at Crawley BC to support future collaborative working.</p>	<p><b>WB</b></p> <p><b>LH</b></p>
<p><b>5. Business Plan Priority Initiatives Update</b></p> <p>a) <b>SAFE Street Ambassadors</b> – <i>Action 02: Update on appointment (see TC BID report)</i> – SS confirmed that following a robust procurement process, <a href="#">The Welcome People</a> have been offered the contract with a view to starting end June/early July. Further update at next Board meeting.</p> <p>b) <b>ENLIVEN Creative Crawley partnership</b> – <i>Action 03: Approve approach to programme development and Action 04: Approve contract signing for Louise Blackwell (See TC BID report)</i> – SS referred to a proposal from Creative Crawley to deliver an enlivenment programme for the BID on a seasonal basis, starting in August 2021. NCo queried the one month notice period and suggested this could leave the BID exposed to risk (to be considered in the next contract) but as the contract only runs to 30<sup>th</sup> August 2021, the Board were happy with the proposal and agreed for NCo to sign the contract on their behalf.</p> <p>c) <b>DATA &amp; INSIGHTS (footfall monitoring)</b> <i>Action 05: Note progress since last meeting and discuss next steps</i> - SC reported that three providers have been invited to quote. Responses received to date suggest costs of between £26k - £35k with broadly similar reporting provision. SS suggested SC/WB speak to the providers specifically with regard to supporting BIDs and delivering benefits to levy payers. SC to await final quote and report recommendation at the next Board meeting.</p> <p>d) <b>PROMOTE – Marketing &amp; Communications Update</b> <i>Action 6: Note progress</i> – LL to liaise with WB/Chris Oxlade re PR introducing Wendy and Rachael to the BID on 14 June. SS confirmed that Crawley BC has shared the Ratings list for the BID and this provides a good starting point for a contact database. <i>Action 07: Approve proposal for development of TC BID Magazine (see TC BID report)</i> – SS invited the Board to consider producing a seasonal magazine (printed copy) aimed at levy payers. The Board agreed this was a good idea and suggested WB/RH look at possible options once they have both started.</p>	<p><b>SS</b></p> <p><b>SS NCo</b></p> <p><b>SC/WB</b></p> <p><b>SC</b></p> <p><b>LL</b></p> <p><b>WB/RH</b></p>

<p><i>Action 08: – closing accounts, annual report and AGM - agreed to discuss at the next Board meeting.</i></p>	
<p><b>6. OPERATIONS</b></p> <p><i>Action 09: Update on Manager appointment and assistant – Welcome to <b>Wendy Bell</b> as BID Manager. NCo also reported that <b>Rachael Hughes</b> has accepted a full-time position of BID Operations &amp; Enlivenment Officer (2 days a week funded by Creative Crawley, 3 days a week funded directly by the BID). Rachael will start on 7<sup>th</sup> June. NCo thanked all involved in the interview process.</i></p> <p><i>Action 10: update on BID office set up – NCo confirmed that a contract has been signed for a new BID office at Regus (in Station Way), with effect from 1 June 2021. SS working on payroll and pension arrangements.</i></p> <p><i>Action 11: BID database (ACT) update– The Board approved payment of £2,000 for the ACT database builder. NCo to authorise payment.</i></p>	<p>SS</p> <p>NCo</p>
<p><b>7. OPERATING AGREEMENT</b></p> <p><i>Action 11: to sign off the Agreement and send to Crawley BC for signing – NCo/SS to include Baseline agreements within the Agreement before sending final version to Crawley BC for signing.</i></p>	<p>NCo/SS</p>
<p><b>8. ANY OTHER BUSINESS</b></p> <p><b>Festive Lighting</b> – LH confirmed that Crawley BC is preparing to go out to tender for a new, three-year contract for festive lighting in the town centre, and there is an opportunity for this to be a joint tender with the BID. LH to share draft documents with SC, WB and RH for comment and discussion. SC requested the Finance Sub-Committee provide an indicative amount for a financial contribution from the BID towards the contract.</p> <p><b>Welcome Back Fund</b> – LH presented the contents of a draft plan that Crawley BC is developing, to deliver a series of temporary improvements and activities across the town centre and neighbourhood parades, in accordance with the <a href="#">Welcome Back</a> funding criteria. The plan includes signage and floor markings, new and enhanced planting, relocating planters in the high street to accommodate outside seating, repainting railings in the ‘well’, seasonal public information campaigns to encourage visitors and an enhanced cleaning programme. The Board expressed support for the Plan as it will benefit and support town centre businesses over the coming months. LH to share the plan with the BID for comment and further input.</p> <p><b>Towns Fund</b> – SC reported back from a series of recent meetings about the Towns Fund, confirming that there are three projects included in the Town Centre Sub-Group; Eastern Gateway (£150,000), Bus Station (£2m) and Town Centre Cultural Quarter (£450,000). Project summary documents have been submitted to Government and we are currently awaiting their approval. SC to keep the Board informed of progress.</p> <p><b>Decathlon</b> – NCo has emailed the new manager of Decathlon, Susannah Lopez, with an invitation to attend a future Board meeting.</p> <p><b>Run Gatwick 2022</b> – SS referred to his previous email and an opportunity for the BID to sponsor the next Run Gatwick event. Before agreeing to this, NCh would like to</p>	<p>LH SC/WB MT</p> <p>LH</p> <p>SC</p>

understand how this will increase footfall and consumer spend in the High Street. DC referred to the proposed cost (£12,900 incl VAT) and suggested we would need to make a case to levy payers as to how this will benefit them. PR and SC felt this was an opportunity to support a major event which will likely go ahead anyway and the BID should do all it can to positively influence the outcomes for local businesses. NCo to arrange meeting with Dave Kelly, SC and NCh.

**NCo/NCh  
/SC**

**Crawley BC Local Plan Consultation** – NCo thanked PR for preparing and submitting a response on behalf of the BID.

**Farewell to Doug Howell** – DH confirmed that he is moving to a new role within Metrobank and is therefore stepping down as BID Director. A replacement will be confirmed in due course. On behalf of the Board, NCo thanked DH for all his work on the BID (and previously on the Town Centre Partnership) and wished him well in his new role.

**Finance Sub-Committee** – WB to join the Finance sub-committee.

**Date of the next meeting** 30 June at 3.00pm

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