

**BOARD MEETING**

**16 NOVEMBER 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 Smith (PS), Peter Rainier (PRa), Matthew Tyson (MT), Abbie Reeve (AR), Luke Longley (LL), Susana Pellicer (SP), Paul Rolfe (PRo), Duncan Crowe (DC)</p> <p><b>Apologies:</b> Abi Bowden (AB), Nicki Cheek (NCh)</p>	
<p><b>2. Minutes of the last meeting (13 October 2021)</b></p> <p>The minutes were formally accepted.</p>	
<p><b>3. Town Centre Update</b></p> <p>SC – 457,837 visitors passed through County Mall in October. Footfall down on previous month by 15.3%, but up from previous year by 2.3% and -23% from 2019. £3.2million spent in the centre throughout October. Many retailers reporting that half term was extremely profitable for them, and exceptionally busy. Feeling like Christmas shopping has already started – Primark and toy shops doing well. Lettings have been proactive in October – Calendar Club taking short term unit on Martletts, MenKind have returned to the centre and taken old Paperchase unit on a year’s lease and trade has been incredible for them since they’ve reopened, Warren James are fitting out in the Martletts. Tenants are saying that weekend figures are starting to get back to normal – only around 8% down on weekends compared to 2019. Food court and restaurant businesses are matching their 2019 numbers. Average dwell time has increased massively (from approx. 1hr40mins to approx. 2hrs30mins), which has also helped County Mall car parks. Leasing team still have activity for the old quarter of BHS and the large unit at the end of County Mall (previously Debenhams) – occupancy of this unit will be gained back in February.</p> <p>SP – October for Decathlon was at a loss compared to 2019 and 2020. Decathlon were very busy in 2020 as people were buying bikes, fitness products etc due to COVID. Sales of fitness products are declining but sales of outdoor gear are increasing. Half term was good, but beginning of the month was not. In November, it looks like people are coming back for Christmas. However, customer numbers are not meeting forecast numbers currently (10% less). Hoping that this will recover by the end of the month.</p> <p>WB – Fairly consistent in town centre, quiet Wednesdays but Fridays are picking up and seeming busy. Seem to have more homeless community in the town, and BID are receiving more complaints about homeless community sleeping outside shop windows etc. Families and elderly people seem to be returning to the Broadwalk a little more – often this area used to be avoided. People seem more confident about coming out to shop post-COVID restrictions.</p>	

#### 4. Operations

WB update on BID Manager's report:

Jack left BID Ambassadors in October. Richard is doing a brilliant job as Supervising Ambassador. Welcome People are providing temporary cover for Richard whilst he is on honeymoon in November. Welcome People also have a new potential Ambassador lined up, who will be available from December.

WB is meeting Sgt Scott Walters about Safer initiative. They will be looking at particular areas of the town which Sussex Police see as an issue, including the High Street. Sussex Police have some money to spend in the town to spend on these areas. WB will be taking them to look at Broadwalk & The Well in particular, as the businesses here are struggling with crime and antisocial behaviour.

WB detailed that the BID has had £5000 agreed by the Police & Crime Commissioner – BID put in for funding to improve CCTV in problem areas (e.g. the Broadwalk and Church Walk), which was approved on 8<sup>th</sup> November. It looks like the cost for the additional CCTV should be able to be met by the £5,000 grant as monitoring costs will be absorbed by Sussex Police due to them already monitoring the existing system, which means that CTC BID will only need to cover the cost of the cameras. The only additional cost to this would be for a lease line, but there should already be some form of lease line in place, so WB working out the logistics of this.

*Action 01: formally minute agreement to Christmas Enlivenment Plan budget*

The budget was formally accepted.

*- Action 02: approve moving the £2k underspend on the Christmas Lights to Christmas Enlivenment Budget as a contingency.*

WB explained that there is a £2,000 underspend on the Christmas Lights Budget, which would be beneficial to include as contingency for Christmas Enlivenment Budget. A large reason for this is that BID will require daytime and overnight security for Outdoor Cinema event, which is quite costly. WB proposes moving £2k underspend into Christmas Enlivenment Budget to ensure that BID are adequately covered.

The movement of the £2k underspend on Christmas Lights to the Christmas Enlivenment budget was formally accepted.

*- Action 03: review first draft of accounts, and confirm approval of how Directors names are displayed*

PS noted that his title should be changed from 'Mr' to 'Cllr'.

NCo noted that there are two missing appointment dates. MT explained that this is because NCo and LL was appointed in the year prior to the accounts.

NCo mentioned that on the back page there is reference to covid-19, and suggested that the document should make reference to the fact that the BID decided to defer the charge of the levy for the first 6 month period. MT echoed this.

<p>NCo suggested that BID needs to see more detailed figures before approving, MT agreed. WB explained that these documents are not the final accounts which are ready for approval, but instead a first draft. WB will go back with amendments discussed in this meeting, and from there the accounts will be finalised and submitted for formal approval.</p> <p>NCo suggested that the Board can be presented with all documents etc at next Board meeting.</p>	<p><b>WB</b></p> <p><b>WB</b></p>
<p><b>5. Budget</b></p> <p><i>Action 04: approve latest budget position – see note attached to agenda (WB)</i></p> <p>WB noted that the BID invoiced for £27,000 levy in October, so the BID has a decent surplus building up. BID has been able to save money in certain areas, and some predicted spending will not be spent, so there will be a reasonable surplus in areas of the budget.</p> <p>MT noted that the BID allowed for a collection rate of 70% in the original 2021 budget. At end of October, the BID are up to 80.02% and so have already exceeded what has been budgeted for the entire year, with further payments still to come.</p> <p>MT shared that the Council are in process of sending out the 60-day pre-litigation letters which should encourage more businesses to pay their levy. As letters are 60-day notices, the BID is not expecting to see activity here until early 2022 – this is deliberately after what should be the most financially successful time of year for many businesses.</p> <p>NCo invited WB to share potential areas of expenditure, and suggested that the BID consider the prospect of Crawley gaining City Status, which may involve financing celebration activity. WB noted this would also include a rebrand for the BID.</p> <p>WB shared that the BID are considering regular High Street Takeovers for 2022 – BID have been working with Waste Prevention Team at WSCC to deliver a ‘high street takeover’, including a programme of family workshops, in February half term. WB also suggested that the BID start putting aside money for BID renewal, rather than rushing to spend money. PS and SC expressed their support for this.</p>	
<p><b>6. Business Plan Priority Initiatives Update</b></p> <p>- SAFE: Street Ambassadors (WB) <i>Action 05: Update on operations (WB)</i></p> <p>WB felt this was covered earlier in the meeting (status of Ambassadors, update on CCTV, meeting with WSCC)</p> <p>- ENLIVEN: <i>Action 06: Update on Creative Crawley &amp; Christmas programme (WB)</i></p> <p>WB noted that CTC BID are in process of negotiating contract with Creative Crawley.</p>	

WB explained that Gala are in the process of putting up the festive lights across town. These should be in place by 19<sup>th</sup> November and are being switched on as they are put up.

WB detailed plans for Christmas Tree Lights Switch On on 20<sup>th</sup> November, including Graphic Rewilding official launch (with Henry Smith in attendance). MT offered to assist in a BID capacity if needed. WB noted that there will be a drone and ground footage of the event, which will be good for marketing.

WB detailed plans for December events (Outdoor Cinema & Festive Fayre). Outdoor Cinema plans are coming together – event will require overnight security as the infrastructure will be up in the Memorial Gardens overnight each weekend (11<sup>th</sup>/12<sup>th</sup> and 18<sup>th</sup>/19<sup>th</sup>). Crawley College will be involved with events, students will be volunteering as stewards for the Outdoor Cinema and décor team for the Festive Fayre. Festive Fayre is coming along well and is community focused - there will be school carol choirs at lunchtime on Monday 13<sup>th</sup>.

WB mentioned Creative Crawley workshops (Paper Cutting on 27<sup>th</sup> November, Manga Art Christmas Cards on 11<sup>th</sup> December, and Poetry workshop on 29<sup>th</sup> January which will be focused on health & wellbeing).

WB noted that on 11<sup>th</sup> December, Creative Crawley will be delivering a concert with Ensemble Reza in County Mall throughout the day.

The Comic Shop are working closely with BID and Creative Crawley, and they will have a Hulk's Grotto on 11<sup>th</sup> December in the shop.

BID is hoping to launch regular vegan market in Spring next year, and also looking to launch a regular craft market on the High Street next year.

AR mentioned Interactive Elf Trail, which will run launch officially on 20<sup>th</sup> November and run throughout November and December.

- DATA & INSIGHTS (footfall monitoring) (SC)

*Action 07: Update on progress*

SC shared that October data is now on Town & Place system. System is particularly useful as data can be broken down into individual weeks. Data shows that Crawley is attracting more shoppers from Haywards Heath/Burgess Hill areas. In RH10 postcodes, data shows that 50% of people from this area visited the Town Centre in October. There is also an 'Events' function on the system which will give the BID insight into an event's impact on footfall, and what demographic are attending. SC noted that the system will be particularly useful if the BID receives any pushback or challenges about the success of Enlivenment programme with drawing people into the town centre, as there will be evidence to detail footfall.

NCo commented that the data will be a powerful tool to share with levy payers, and would be helpful for businesses to be aware of for their marketing.

WB noted that September figures are on the BID shared Dropbox, and October figures will be there shortly. From January, the system will also have all the 2019 data to compare figures to.

<p>- PROMOTE: Marketing &amp; Communications update (WB &amp; LL) <i>Action 08: Confirm AGM date and venue.</i></p> <p>WB – BID have spent time marketing Christmas Lights Switch On. A3 posters have gone out to local businesses and BID are handing out A5 flyers across the Town Centre. WB is also looking into marketing in Cineworld, as Cineworld attracts visitors from surrounding areas due to it being the largest cinema in the local area. There are also posters in Bus Station and Train Station, and both have been amenable to helping the BID.</p> <p>There will be more posters and fliers coming this week for the December events. These flyers will start being handed out on 20<sup>th</sup> November Lights Switch On. WB is hoping posters can be displayed in shopping parades and will be speaking to the Council about this.</p> <p>WB noted that BID have been working hard to put together Town Talk magazine, and will share a copy with anyone who would like to see it. Feedback welcomed.</p> <p>NCo noted a concern about one of the page titles, and asked Board members for feedback. It was agreed that WB would amend this before print.</p> <p>WB detailed that next priority for the BID will be engaging levy payers about the AGM.</p>	<b>WB</b>
<p><b>7. Operating Agreement</b></p> <p><i>Action 09: Update on Operating Agreement and Baseline Agreements (WB)</i></p> <p>Operating agreement is currently with NCo for a final read-through.</p> <p>WB has amended agreement slightly to acknowledge that some baseline agreements are the responsibility of WSCC, and that CBC are not expected to take responsibility or sign for those (e.g. highways are the responsibility of WSCC).</p> <p>NCo noted that the BID have also made some tweaks designed to assist the operation of the Board.</p> <p>NCo asked WB to confirm that the Baseline Agreements are a contract with CBC specifically, and that the BID will enter into separate Baseline Agreements with WSCC and the Police. WB confirmed.</p>	
<p><b>8. Any Other Business</b></p> <p>From last meeting:</p> <p>Next Focus Group is 24<sup>th</sup> November, at 9:30am @ Turtle Bay. NCo expressed that it would be good to have a presence from the Board at this meeting if possible, especially as increased numbers are expected.</p> <p>Veteran Car Run location couldn't be amended this year due to planned works on High St, but BID will be trying to ensure this returns to the High St in 2022.</p>	

<p>NCo has chased Lynn regarding the legal process of dissolving the Town Centre Partnership and the transfer of relevant monies. NCo will email Board members who were part of the Town Centre Partnership, hopefully over the next few weeks, detailing the relevant proposal.</p>	<p><b>NCo</b></p>
<p>NCo will send an email to existing Board members for feedback on AB, SP and PR becoming Board members, and will then follow up with them about this.</p>	<p><b>NCo</b></p>
<p>NCo noted that the position of Vice Chairman has been vacant for a while. NCo approached SC about this position, and SC is happy to stand in this position. It is generally agreed that there is not a conflict of interest, particularly as the best interests of the Town Centre are served at the same time as the County Mall. In the absence of the Chairman, SC as Vice Chairman would declare a conflict of interest on any relevant matters and abstain on the vote. NCo asked Board members to provide a response detailing any views of this proposition to NCo prior to the next meeting.</p>	<p><b>ALL</b></p>
<p>MT queried the date/time of upcoming AGM. Wendy confirmed this will be on the 19<sup>th</sup> January from 5-8pm, and will be held at EMW.</p>	
<p><b>Date of Next Meeting:</b> 16.12.2021, 10am-11am.</p>	

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.