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CRAWLEY TOWN CENTRE BID COMPANY LIMITED (THE "COMPANY" OR "CTC BID")
COMPANY NUMBER: 12058421

Minutes of a meeting (the "**Meeting**") of the directors held at the offices of EMW Law, Third Floor, St Johns House, Haslet Avenue W, Crawley RH10 1HS on 29 November 2023 at 2.30pm

DIRECTORS PRESENT: Paul Rolfe (**PR**) (Chair)
Neil Cooper (**NCo**)
Duncan Crow (**DC**)
Simon Cuckow (**SC**)
Luke Longley (**LL**)
Peter Rainier (**PRa**)

OTHERS ATTENDING: Wendy Bell (**WB**) - CTC BID
Sam Murray (**SM**) – CTC BID
Emma Bulleyment (**EB**) – EMW LLP
Alison Addy (**AA**) – representative Gatwick Airport
Clem Smith (**CS**) – representative Crawley Borough Council
Suzanne Holloway (**SH**) – representative Vail Williams
Lynn Hainge (**LH**) – representative Crawley Borough Council
Atif Nawaz (**AN**) – board advisor Crawley Borough Council

APOLOGIES: Abigail Bowden (**AB**), Nicola Cheek (**NCh**) Grigory Lazarev (**GL**), Matthew Tyson (**MT**)

1 QUORUM AND INTERESTED DIRECTORS

- 1.1 The Chair declared that due notice of the Meeting had been given to all board members (the "Board") and that a quorum was present.
- 1.2 Each of the Directors at the Meeting had declared all the interests that they held, directly or indirectly, in the matters to be discussed which they were required by statute, the Company's articles of association (the "Articles") or otherwise to disclose; and no Director was for any reason disqualified from voting at the Meeting or forming part of the quorum.
- 1.3 The Chair declared the Meeting open and presented apologies.

2 MINUTES AND MATTERS ARISING

- 2.1 The minutes of the previous meeting held on 20 September 2023 had been circulated to the Board prior to the Meeting and were approved as a true record of that meeting by the Chair.
- 2.2 The summary of matters arising was noted and the following specific matters discussed and noted:

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- 2.2.1 The action point (relating to a query over the independence of auditors) carried forward from the previous meeting had been dealt with and confirmed that no change in auditor was required.
- 2.2.2 Action point relating to the implementation of points raised in the mid-term review had been dealt with. It was agreed that a copy of the report be sent to AA and CS.
- 2.2.3 A hard copy of the proposed new articles of association had been provided to directors at this Meeting for review and feedback, noting the intention to circulate to eligible members for approval by written resolution in the new year.

3 BUDGET NOTE AND COLLECTIONS UPDATE

- 3.1 WB explained that a new column had been included in the budget note to show any underspend against budget to enable better visibility of budget against spending.
- 3.2 It was confirmed that any underspend shown was either as a result of the budgeted event not having taken place, or that it had been done for a lower cost than in previous years. WB provided examples. It was noted that any underspend would be carried over to the next year when more investment was anticipated.
- 3.3 It was noted that collections were at 85% of budget with a 90% in year collection expected. This was in line with the previous year's 92% in year collection. It was confirmed that the non-paying levy payers were smaller organisations, numbering approximately 20-30. It was confirmed that a list of non-payers had been prepared by the Council and that letters before action had been sent.
- 3.4 The Board had no further questions.

4 BID OPERATIONS REPORT

- 4.1 WB explained that a new format for the report had been tried, showing highlights over the period rather than a full text report.
- 4.2 The October footfall report was presented, noting an increased footfall from the previous period and comparators with other areas such as Horsham, East Grinstead and Reigate. WB explained the historic data and trends set out in the report.
- 4.3 It was also noted that pure 'visitor' data was available, removing those who lived or worked in the area. However, there was no data currently available to show spending patterns although it did show how long visitors stayed in the area and it may be possible to look at specific areas of the town, together with dates and time information to review the footfall in line with BID events.
- 4.4 It was suggested that this information be shared more widely to raise awareness and show the effectiveness of the BID. It was also suggested that the data be included in promotional sheets for those enquiring for commercial space and/or to encourage more retailers to the town. The importance of sharing the information with potential investors and levy payers was also noted.
- 4.5 WB explained that demographic information for visitors was also available which showed the majority of visitors fell within the middle management, white collar worker demographic likely to spend money within the town.

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- 4.6 There was then a discussion re hospitality, with a focus on the night time economy being considered together with the day economy. It was noted that certain hospitality businesses were happy to put on offers as part of BID events, but that others less so.

5 AOB

BID Ballot

- 5.1 It was reported that the working group had met again and were joined by Steve Sawyer which was providing consulting support. The draft business plan was in process and the intention was to use this draft to gain initial feedback from levy payers.
- 5.2 It was noted that the business plan covered 4 key areas, some things which the BID would continue to do together with additional initiatives.
- 5.3 The current proposition was to look at a November 2024 ballot but this may need to be considered in view of a possible general election at that time and the availability of polling stations etc. It was anticipated that the business plan would be available by February for review with a formal launch to the Council in April.
- 5.4 WB flagged that although she was considering various ballot companies to assist, such as Civica, it was important to work with those with a known success rate.
- 5.5 A management working group, consisting of 2 board members and up to 10 non-board members would be set up with the hope that non-board member involvement would encourage businesses to get involved in the ballot.
- 5.6 It was noted that there were approximately 400 organisations who are current levy payers, and introducing a BID associates membership would also draw in larger organisations from outside the BID area (although they would not be able to vote).
- 5.7 After further discussion and consideration, this management group was approved and directors invited to volunteer as members of such group.

Board / representatives

- 5.8 It was noted the Abi Bowden had moved away from the area and would be stepping down as a director in the future; but a date had not yet been set and no formal notification received from AB. It was noted that AB's replacement (Ben Sizer) would be invited to attend future board meetings with the potential to be appointed a director as appropriate and in line with procedure.
- 5.9 It was resolved that AA be invited to attend board meetings as a representative of Gatwick Airport.

Other points of note

- 5.10 Upcoming events - 1 February 2024 – free town centre showcase event in the town hall, giving all businesses the opportunity to 'meet the neighbours'; 3rd Wednesday club for professional organisations; 30 November 2023 - focus group meeting.
- 5.11 The Western Boulevard scheme - Report going to cabinet for £2 million additional funding – delivering some important improvements to junction in terms bus lanes, signalling etc.

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5.12 The Crawley map will be updated to include location of defibrillators and additional units purchased for the town.

6 CLOSE

The Board confirmed they had no further business to discuss and the Chair declared the Meeting closed.

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CHAIR

Action points:

1. WB to circulate BID mid-term review to AA and CS
2. Prepare promotional document re footfall data
3. Add Gatwick update to next agenda
4. Add Gateway update to next agenda
5. Confirm AB resignation date and file relevant paperwork
6. Confirm management group members