

<p>b) SAFE – Crawley & Gatwick Business Watch SC reported that Paul Dowling (new CGBW Manager) has been visiting those businesses currently trading and is awaiting an update on plans for re-opening. <u>Action 05: authorise pr/communications</u> - Agreed that this would be a good opportunity to promote the BID offering free CGBW membership to all levy payers and introduce Paul to local businesses. SC to co-ordinate data sharing agreement between CGBW and the TC BID.</p> <p>c) ENLIVEN SC provided feedback from the recent Creative Crawley micro-festival which had been well received by the local community. SC reported that the light installation inside County Mall had prompted a 49% increase in footfall in the centre on 31 January, the day after the festival’s closing event. <u>Action 06: invite Creative Crawley to present programme ideas for year-round events and town centre enlivenment activities</u> - SC to invite Louise Blackwell to attend a future BID Board meeting to discuss further opportunities for collaboration between the BID and Creative Crawley. SC to share images and PR from the festival with Chris Oxlade, for communication purposes. SS suggested establishing an Image Library on Dropbox and invited BID directors to share any images they may have e.g. festival, ambassadors, etc</p> <p>d) PROMOTE LL updated the Board on recent communication activities including social media and press releases. Future comms to include:</p> <ul style="list-style-type: none"> - Going out to tender for Street Ambassador provision - Town Centre Re-opening; promoting we are ‘open for business’ - CGBW membership for all levy payers - Appointment of BID Manager <p>NCo encouraged all Board members to be aware of potential news items and alive to any PR opportunities, sharing details with LL/CO as appropriate.</p>	<p>LL</p> <p>SC</p> <p>SC</p> <p>SC</p> <p>ALL</p> <p>ALL</p>
<p>5. OPERATIONS (BID MANAGER RECRUITMENT) SS has added the nine applications received and an evaluation sheet to assist shortlisting, to Dropbox. <u>Action 07: Establish selection committee to shortlist applications</u> - NCo, SS, SC, LL and DH to review applications and share comments by Wednesday 17 February. <u>Action 08: Arrange interview panel</u> - Pending the outcome of the shortlisting process, panel will decide whether to proceed to interview or advertise separately through British Bids. Interview panel, date and format to be confirmed.</p>	<p>NCo, SS, SC, LL, DH</p>
<p>6. LEVY BILLING & REMINDERS The Finance Sub-Committee met on 27th January and agreed:</p> <ul style="list-style-type: none"> - Second reminder letters will be sent out this week (posted on 10th February) - The billing authority will not pursue court action at this time. Instead, any business that have not paid their levy for 20/21 will receive a statement of debt owed, at the same time as they receive their 21/22 levy bills. This confirms that the payment is still owed, but affords them more time to pay. <p>Following a detailed discussion, the Board agreed not to amend the Operating Agreement with regard to the levy collection process.</p>	

<p>LH confirmed that, as at 31 January 2021, the local authority had collected £154,641 in levy payments. This represents 59% of the total amount billed and 95% of the forecast collection rate. All monies received have been transferred to the BID Bank Account.</p> <p><i>Action 09: to agree billing leaflet for 2021-22 cycle (sign off required by 4 March) –</i> SS advised that the leaflet needs to include how the previous year’s monies were spent and details of how the next year’s levy will be spent. SS to draft content and circulate to Board. Leaflet to include images of Street Ambassadors, micro-festival, CGBW etc</p> <p>SS to liaise with Treetop and request a quote for design and print services.</p> <p>NCo to share Savills’ indicative budget for 2021/22 and other relevant information with Finance sub-committee who will meet on 17th February and review figures and produce a revised, indicative budget for re-sharing with NCo and SS for sign-ff. SS to share budget information based on Manor Royal ranger provision.</p>	<p>SS</p> <p>SS</p> <p>NCo MT/DH</p> <p>SS</p>
<p>7. OPERATING AGREEMENT</p> <p><i>Action 10: to sign off the Agreement and send to Crawley BC for signing –</i> NCo to finalise and issue to Crawley BC w/c 15 February.</p>	<p>NCo</p>
<p>8. ANY OTHER BUSINESS</p> <p>Savills – NCo to contact Savills and confirm exit arrangements, including fee.</p> <p>Parking – carried forward to the next meeting.</p> <p>Crawley BC Local Plan Consultation – PR to draft response on behalf of the BID for review. This includes a specific consultation on Conservation Areas and a proposal for a new ‘Queens Square and the Boulevard’ Conservation Area and changes to the boundary of the High Street Conservation Area. Closing date 31 March 2021.</p> <p>BID AGM – LL queried if an AGM is required this year. NCo to check the BID articles and report back.</p> <p>Footfall / Data Monitoring – SC suggested the Board consider investing in better data collection across the town centre, possibly in partnership with Crawley BC. This will enable regular health checks of the town centre and the ability to measure success of future events and initiatives. SC to explore options (e.g. Springboard, Local Data Company) and report back to the next Board meeting.</p> <p><i>Action 11: NCo to discuss with SS MRBID support to BID Manager appointment</i></p> <p>Date of the next meeting 10 March at 3.00pm</p>	<p>NCo</p> <p>IC</p> <p>PR</p> <p>NCo</p> <p>SC</p> <p>NCo/SS</p>