

## MANAGEMENT GROUP MEETING NOTES & ACTIONS

**In attendance:** Trevor Williams (Thales UK) (Chair), Keith Pordum (Bon Appetit) (Vice Chair), Steve Sawyer (MRBD Ltd), Joanne Rogers (Prowse), Markus Wood (Avensys), Mark Curtis (Split Image), Zoe Wright (B&CE), Oliver Ellingham (Lok'nStore), Paul Searle (P&H Motorcycles), Chris Primett (Welland Medical), Eddie Finch, (Auditel), Michael Low (Cruiseway), Rachel Thomas (B&CE), Nicola Blake (Creative Funding Solutions), Dee Mathieson (Elekta), Sam Murray (MRBD Ltd), Sophie Alexander (CMS, BID Consultant)

**Apologies:** Cllr Peter Smith (Crawley Borough Council), Clem Smith (Crawley Borough Council), Tony Maynard (CGG), Julie Kapsalis (Coast-to-Capital LEP), Mel Mehmet (easit), Jeremy Taylor (Gatwick Diamond Business), William Perks (Peter Perks Limited), Steve Pullen (Varian Medical), Marie Ovenden (West Sussex County Council), Jeremy Day (Doosan), Michael Deacon-Jackson (FTD Johns), Stephanie George (Basepoint), Sarah Godfrey (Virgin Atlantic), Duncan Barratt (West Sussex County Council), Jack Bedell-Pearce (4D Data Centres), John Hancock (Ezehaul), Martha Burnige (The Gatwick School), Archie Harwood (Harwoods).

Meeting outcome	Action / outcomes
<p><b>1 Arrival &amp; Welcome and departures</b>  <b>Dee Mathieson</b> (Elekta) was welcomed to the meeting as was <b>Sophie Alexander</b> (Central Management Solutions, BID Consultant) representing Paul Clement.</p>	
<p><b>2 Approval of Minutes from previous meeting</b>                      In reference to <b>Item 3. Executive Director Report: Projects Update – Crawley Growth Programme and Business case to the Coast to Capital LEP</b>, SS announced news that the application was successful. £14.6m has been awarded to partners to deliver a programme with an overall value of £60m outlined in the business case. This is a town-wide programme of which Manor Royal improvements form a part. The Transport Study commissioned by the BID was used to inform the Manor Royal elements of the programme. The programme delivery responsibilities are yet to be agreed but that the Manor Royal BID will likely have a key role and that the Transport Group will need to be reconvened. <b>The minutes of 26 July were approved.</b></p>	<p><b>SM</b> will circulate details as soon as possible but that the Transport Study is already available to view online.</p>
<p><b>3 Executive Director Report</b>                      SS expressed that there is such a lot going on in year 5 and gave an overview.  <b>Financials:</b> The levy incomes are as expected at 97% achieved with only 10 outstanding bills (August update). There is an expected income from CBC for the contribution towards the Economic Impact Study. The overall projected year-end balance is £938. The BID has made a commitment to investing in four additional cameras within areas experiencing Car Cruising and anti-social behaviour for which a grant has been applied for to meet half the costs, £7,500 being the total cost to the BID. There is a £195k for Infrastructure projects will all be spent by year end. <b>Finances were approved.</b>  <b>Projects Update</b>  <b>Business Rangers</b> - are in place covering the business district both day and night - and were officially launched at the AGM on 28 September.  <b>Gateway 1 and flyover project</b> – The final design has been agreed and we expect to progress to planning in the next 10 days. ML raised concerns about the road layout having been a recent fatality. DM and ZW reinforced safety concerns of merging traffic.  <b>Digital Signage</b> - Design, specification and audit has been signed off to go to Planning. An application is imminent. Should the BID be renewed this project would likely be the first to be progressed as part of BID2.  <b>Projects Pack Refresh</b> - The Project Pack is being worked up by Allen Scott Architects and near to completion. It is anticipated that the pack will be ready for 7<sup>th</sup> November Manor Royal Matters event where Allen Scott will present the content during a break out panel session.</p>	<p><b>SS</b> to ask WS Highways what can be done to alleviate issues impacting Gateway 1.</p>

<p><b>Economic Impact Study</b> – It is anticipated that the outcomes of the consultation work undertaken by Lichfield’s will also be ready in time to deliver during a presentation at Manor Royal Matters. This importance of this piece of work, commissioned by the BID and jointly funded by CBC, was reinforced.</p> <p><b>Gateway 3</b> – The improvement project has been nominated for an award in the Place Management category of the British BIDs Awards. SS thanked all who voted for the project online. Winners will be announced at the British BIDs conference on 19 October.</p> <p><b>Older Worker Pilot</b> – ZW, Chair of the Talent and Training Group, explained that Manor Royal BID has agreed to participate in a pilot project, led by the Department for Work and Pensions. The project offers career advice from the National Careers Service, for workers over the age of 50 years to help retain them productively in the workplace. Expressions of interest were invited from companies to join B&amp;CE in this pilot.</p>	<p><b>SS</b> to circulate the outcome of the study to the Board and Management prior to 7<sup>th</sup> Nov event for sign off.</p> <p><b>All Management</b> Expressions of interest in the project to be sent to <b>ZW</b> and <b>SS</b>.</p>
<p><b>4 Marketing &amp; Communications</b></p> <p>JR gave an overview of recent and forthcoming activities and highlighted the following: <b>Manor Royal News, issue 22</b>, distributed in September, the <b>AGM</b> took place last week (involving the launch of the <b>Business Rangers</b> service distribution of the <b>Annual Report</b> and viewable online) The <b>Business Plan</b> designed by Xpress is in draft, <b>3 x ebulletins</b> have been produced since the last meeting, SS and JR met with <b>Johnston Press</b> (which included the Crawley Observer) to promote awareness of the BID renewal to border residents and <b>15 x press releases</b> have been created over the summer months plus <b>2 x photo calls</b>. The <b>HR Forum</b> was held this week, which included a ‘Recruitment Panel’ giving delegates an interesting insight into how to recruit and retain staff. <b>Social Media</b> posts continue at pace with lots of continued activity.</p> <p>The next issue of Manor Royal News has a focus on security. The main focus now is the <b>BID2 renewal plans</b> and the Business Plan launch at Manor Royal Matters. Held on 7<sup>th</sup> Nov, at the Sandman Signature, this will be a half day conference with excellent keynote speakers; Prof Simon Quin, Director and Partner of the Institute of Place Management - on how a place becomes fit for the future and with strategic planning awareness. Lichfield’s will present the outcomes of the Economic Impact Study to stakeholders.</p> <p>Fiona Wright of British BIDs will be our Chair for the event, with break out panel sessions on topics ‘Place Matters’ presenting the new Projects Pack with Allen Scott, ‘People Matters’ with Prof Simon Quin on how to attract staff, with considerations on having the right environment. ‘Transport Matters’ to discover how the Transport Study is being acted on, including details of the £multi-million investment to tackle issues throughout the business district. 70 people lined up already without formal promotion. Only 135 places in total due to venue size. All delegates will receive a copy of the <b>New Business Plan</b> and receive messages during the break-out sessions on how the BID is responding to issues raised – and importantly that the BID has a role in change, to act on those issues.</p>	<p><b>All Management</b> to prepare their ‘video testimonial on voting yes’ during the Manor Royal Matters event.</p>
<p><b>5 Business Plan Preview</b></p> <p>SS circulated the design boards for each page of the new Business Plan Prospectus for all to view, whilst recapping on the rules for BID2:</p> <p>Addressing the design and layout for the Business Plan, SS ran through the content headings for each page. With regard to infrastructure, SS explained that the BID now has more scope to deliver improvements now the LEP funding has been approved, which has not been factored into the budget.</p> <p>SS highlighted some points to change, and asked for further comments. Group members noted that there are good images, to highlight the ‘big achievements’ as they could be lost in a long list which could lose impact. Testimonials would look better running throughout the document rather than on one page. KP suggested a greater mention of the BID having brought ‘added value’ and to emphasise the ‘big story’ of the transport achievement more prominently in the document. There was suggestion that there should be more emphasis on what is happening now and planned for the next five years with pictorial evidence.</p>	<p><b>All Management</b> to offer comment on the Business Plan within the next ten days</p> <p><b>All Management</b> requested to offer a testimonial on voting yes at the Ballot in February</p>
<p><b>6 Manor Royal BID 2 – Where are we, what have we done, what next?</b></p> <p>SS noted the key tasks from now until 15<sup>th</sup> December. A priority was to speak to more businesses to gain a much clearer understanding of their support. SS was concerned about resources before the ballot day as it is key to collect as many names as possible to ensure the ballot papers are sent to the right people so that their vote doesn’t get lost.</p> <p>OE questioned how many businesses are known to vote yes now. SS took an estimated</p>	

<p>guess at approximately 100 comfortably – but it being key that we are talking to the right person in the organisation.</p> <p>SS indicated that there are ways that the management group can directly assist, talking to levy paying businesses at the MR Matters event and to view the list top levy payers to note any names for current list of ‘no contacts’. The evening with Manor Royal BID on 6 December also provided an opportunity in a more relaxed environment. New retailers included within BID2 are being contacted at local level, albeit that it is their Head Office contact who will take the vote for a BID.</p> <p>CP questioned whether CBC is considering that Manor Royal will run out of space. SS said that the Council was looking at the best use of limited space and trying to understand the potential for sites to be re-developed and used more intensively. Manor Royal has article 4 in place so it is in a good position to pick up the office market. Where there is limited space, Manor Royal need to be more competitive – and the challenge is to make Manor Royal fit for purpose without businesses being displaced to other parks. Manor Royal is in good health – but not to be complacent.</p> <p>TW asked if we know when lease breaks are SS expressed that we have not asked the question on a survey before. CP asks if MDJ may know.</p> <p><b>Milestones and Immediate next steps</b></p> <p>7 November: Manor Royal Matters – Business Plan launch. December: Campaign Marketing. 6 December: BID Christmas Evening - with Company Directors and Partners. 17 January: Key date - Notice of ballot. 1 February: Manor Royal Showcase. 2 Feb until 5pm 1<sup>st</sup> March 2018: Ballot is open.</p> <p>Between now and 15 December the BID is not committed to go to ballot but after which there is a formal commitment. Between 7 November and 15 December the BID team will be working hard to determine who votes and what people feel. The Showcase is on 1<sup>st</sup> February to detail the plans for BID2 if successful in the ballot. On 2<sup>nd</sup> March there will be a formal announcement on the ballot result.</p> <p>The management agreed that now is the time to ask the blunt question on ‘how a business will vote’ and discussed that if each member of the management group were to reach out to 4 or 5 people it would be advantageous to the campaign.</p>	<p><b>SS</b> to circulate the full levy list of businesses to see where the ‘no contacts’ are.</p>
<p><b>9 A.O.B</b></p> <p>TW thanked Chris Primett of Welland Medical for hosting the meeting.</p>	

**All business having been completed the meeting was CLOSED at 11.15am.**

**DATES FOR THE DIARY**

- Tuesday 7 November - Manor Royal Matters, Sandman Signature, (9am-2pm)
- Wed 6<sup>th</sup> December - An evening with Manor Royal BID, Caterham Cars (6pm-9pm)
- Friday 8<sup>th</sup> December - Board Meeting at Thales
- Thursday 1 February - Manor Royal Showcase (Virgin, The Base (Time TBC))