

Wednesday, 26 October 2016 Doosan, Manor Royal, RH10 9AD

## MANAGEMENT GROUP MEETING NOTES & ACTIONS

**In attendance:** Trevor Williams (Thales UK) (Chair), Steve Sawyer (MRBD Ltd), Joanne Rogers (Prowse), Jeremy Taylor (Gatwick Diamond Business), John Peel (Coast-to-Capital LEP), Keith Pordum (Bon Appetit) (Vice Chair), Sam Murray (MRBD Ltd), Clem Smith (Crawley Borough Council), Cllr Peter Smith (Crawley Borough Council), Michael Low (Cruiseway), Mark Curtis (Split Image), Zoe Wright (B&CE), Chris Primett (Welland Medical), Marie Ovenden (West Sussex County Council), Oliver Ellingham (Lok'nStore), Brett North (Elekta).

**Apologies:** Rachel Thomas (B&CE), Stephanie George (Basepoint), Jon Maile (Grant Thornton), Tony Maynard (CGG), Markus Wood (Avensys), Jeremy Day (Doosan), Mel Mehmet (easit), Eddie Finch, (Auditel), Michael Deacon-Jackson (FTD Johns), Paul Searle (P&H Motorcycles), Kevin Pitts (Redcare), Sarah Godfrey (Virgin Atlantic), Duncan Barratt (West Sussex County Council), William Perks (Peter Perks Limited), Steve Pullen (Varian Medical).

Meeting outcome	Action / outcomes
<p><b>1 Arrival &amp; Welcome</b></p> <ul style="list-style-type: none"> <li>Trevor Williams welcomed the Management Team and thanked Jeremy Day and Doosan for the hospitality. TW congratulated Steve Sawyer on receiving a Merit in gaining the Certificate of BID Management - The only industry qualification achievable, British BIDs has requested that the dissertation papers are published on their website and for SS to write a blog for British BIDs. SS is also advising BIDs on setting foundations and imparting knowledge to assist and guide them.</li> </ul>	
<p><b>2 Approval of minutes &amp; Update on AGM</b></p> <ul style="list-style-type: none"> <li>Minutes of 22 June were approved. The AGM saw the official launch of area wide CCTV and ANPR. The MoU was signed by the BID Chairman and Senior Police attending. TW and Keith Pordum were re-elected to the Board. Tony Maynard was elected on the Board creating a full complement of Board Directors.</li> </ul>	
<p><b>3 Executive Director Update</b></p>	
<p><b>Latest Budget Position and project overview</b></p> <ul style="list-style-type: none"> <li>BID Levy collection rates are good.</li> <li>Delays to planned works for Gateway 1, due to mitigation work required by Nexus developer, will relieve the pressure on the budget and mean there will be no shortfall.</li> <li>The BID office will move to Unit 38, Basepoint, anticipated early December.</li> </ul>	<p>SS, SM and JR to communicate change of office address.</p>
<p><b>4 Marketing and Communication</b></p> <p>JR gave an overview of current communication and marketing.</p> <ul style="list-style-type: none"> <li><b>The BID Information pack</b> is complete, well received and being circulated. Copies are available from the BID office and there is an online version. <a href="#">View here</a></li> <li><b>The Annual Report</b> has been produced, circulated at the AGM, and available to view online. <a href="#">View here</a>.</li> <li><b>Manor Royal News</b>, autumn issue 19 is out this week.</li> </ul> <p>TW commented on the good quality of literature being produced for the BID.</p> <ul style="list-style-type: none"> <li><b>E-bulletin</b> continues to go out during the first week of every month, each issue having a range of BID and business news content.</li> <li><b>HR Forum</b> Emotional Intelligence, took place on 4 Oct at Welland Medical.</li> <li><b>Manor Royal Matters</b> on 9 Nov has 127 confirmed guests, which takes place after the airports announcement. Stewart Wingate is guest speaker.</li> </ul>	<p>All Management encouraged to view content.</p> <p>JR encouraged Management to send stories for inclusion.</p>
<p><b>5 Manor Royal BID Survey: Results and Responses</b></p> <ul style="list-style-type: none"> <li>SS presented the main headlines of the survey, indicating that respondents' satisfaction levels were high at 97%. (In 2011, satisfaction levels were at 13%).</li> <li>71% of respondents felt that the BID has helped. 14% of respondents felt that activities were not as relevant. CP asked whether we know 'what activities' they refer to. There was concern to ensure the BID connects with small businesses and not to be complacent. JR indicated that 25% of levy payers responded. 19% of respondents</li> </ul>	

were undecided so we need to reach these businesses to understand their views. British BIDs guidance on survey response rate is to receive 40% return for the ballot. For the lead up to BID 2 ballot, we would need to look at how people have been contacted and how we should better engage. There would be a need to broaden communication in a responsible way whilst maintaining central costs.

- OE asked if there is a dissection of large or small companies to assess responses. SS indicated that the BID ballot campaign would connect with businesses from top to bottom on company size and rateable value - but the BID does not go through without the combination of votes from both large and small companies.
- The Ballot process would commence with a 'soft BID 2 launch' at the February Manor Royal Showcase event. The vote itself happens in February 2018.

#### **Feedback on results to businesses**

- During the BID Matters session of Manor Royal Matters event, SS and TW will feed back ideas on BID 2 that are agreed today. The BID is in year 4 of a 5 year term, being 18 months away from the ballot for BID 2. Having commissioned **Green and Grey audits** and a **Travel and Transport audit**, the results will help to form BID2. Thoughts are on the strategic role of the BID as a representative voice, promoting business and trade. **Faster Broadband** still comes up as high priority.
- First impressions are good but second impressions now really count. The **quality of roads and footpaths** are a high priority, together with **congestion, visitor and staff parking**. SS presented the issues in groups.
  - o **Quality of roads and pavements**
  - o **Travel and parking**
  - o **How we manage and maintain Manor Royal**
- The audits give us the evidence we need to act, although some issues are too big for the BID by itself and we need to work with local authorities. By itself, security is not enough of an issue, but by grouping it with management and maintenance, and the look and feel, it becomes a high issue – to proactively manage rather than reactively manage as happens now while adhering to the principle of “**additionality**” that ensures the BID does not do what other partners should be doing e.g. the Council.
- Transport Study – Steer Davies Gleave (appointed consultants) will present recommendations at Manor Royal Matters. JT indicated that the flavour of research is about what can be done to ease congestion and that there has been good engagement from bus companies with some innovative ideas coming forward. The Transport steering group includes Metrobus and officers from the county and borough council.
- JP asked if the local authority is engaged in transport. MO confirmed that WSCC is engaged to see what we can do together to build on what the BID has done using the BID work as a strong point to next steps. SS declared that both CBC and WSCC have provided funds for the audit, are both on the steering group, and engaged with SDG.
- Green and Grey audits have also involved meetings with CBC and WSCC. Some of the Grey and Transport audit recommendations are expensive and the resolution is challenging.
- JT referenced recent meeting between the BID and Leader and new Chief Executive of West Sussex County Council whose focus on supporting the economy ought to complement efforts to improve Manor Royal.
- SS stressed that there needs to be better communication regarding the economic benefit of investing in Manor Royal.
- PS indicated that the county is keen on business benefit and growth but that WSCC and CBC have problems with budget, so need to spend wisely. CS stated that Crawley provides quarter of economic output of all West Sussex and Manor Royal 34% of all jobs in Crawley, and that all the issues chime with the LEP which is positive about the economic argument.

#### **Strategic issues**

- A number of strategic issues affecting Manor Royal and the BID were discussed. These included; competition from proposed business parks, Gatwick Airport, the recent rates revaluation, consideration of the BID boundary, rules and priorities.
- SS presented an outline for how the issues raised by the survey could be tackled by a renewed BID (BID2) with a greater emphasis on services and better management

	<p>arrangements that would, however, reduce the available budget for capital projects although a sum had been set aside for this purpose.</p> <ul style="list-style-type: none"> <li>- SS provided more detail on two projects in particular; <b>outdoor digital signage</b> and a dedicated <b>Business Ranger</b>. Both were supported in principle.</li> </ul> <p><b>Management agreed</b> emerging priorities and themes, subject to further work being done on the deliverability, a thorough examination of costs and supporting business cases.</p>	
7	<p><b>AOB</b></p> <ul style="list-style-type: none"> <li>- ZW commented that the footbridge, now in place, looks really good in all weathers. SS thanked WS Highways and WS infrastructures team in working with the BID architects to execute the project.</li> <li>- JP indicated that the LEP is putting together the new strategic plan for South East. There is opportunity for the management team who are invited to exchange thoughts on what MR can do for LEP and vice versa.</li> <li>- JR mentioned that the BID wayfinding and signage project has been shortlisted for a British BIDs award.</li> <li>- SS announced that 21<sup>st</sup> Nov sees 'A Shared Success' event being held at Thales. It is specifically designed for CBC and WSCC councillors to come and find out more about the importance of the BID and how local authorities and other key partners are working closely with us to deliver improvements for businesses.</li> <li>- SM gave an outline of the event planned for 7<sup>th</sup> Dec Christmas evening event, following the good feedback from the event held at Avensys last year. Harwoods Jaguar Land Rover has kindly offered the venue with support from other local businesses.</li> </ul>	

**All business having been completed the meeting was CLOSED at 10.45am.**

### **Next MANAGEMENT Meeting:**

**Wednesday 25 January 2017, Virgin The Base, Fleming Way (8.30am – 11am)**

#### **DATES FOR THE DIARY**

- Wed 7 Dec – Christmas evening with Manor Royal BID, Harwood Jaguar Land Rover (6.30pm – 8.30pm)
- Fri 9 Dec - Board Meeting, Budget setting - *venue to be confirmed* - (8.30am – 11am)
- Wed 25 Jan – Management Group Meeting, Virgin The Base, Fleming Way (8.30am – 11am)
- Thurs 16 Feb – Manor Royal Showcase, Virgin The Base, Fleming Way (Time to be confirmed)
- Fri 28 April – Board Meeting, Budget Sign off – *venue to be confirmed* – (8.30am – 11am)