

# **Crawley's Local Economy Action Group (LEAG)**

## **22 Nov 2017 – Notes and actions**

Presentations, papers and LEAG information can be found on: [www.crawley.gov.uk/leag](http://www.crawley.gov.uk/leag)

### **1. Arrival**

- Attendance list circulated separately

### **2. Notes and action updates**

- [Notes and actions](#) reviewed.

### **3. Crawley Growth Programme**

- Presentation on Crawley Growth Programme following awarding of Local growth Funds by the LEP.

Key points discussed included

- £14.6m LGF secured, to bring forward £60m investment with £31m Public Sector and £29m Private Sector funding
- The package will bring forward New Grade A office space, new railway station, improve sustainable transport infrastructure and bus super hub
- There are Four key development sites within the Town Centre, being the Town hall, County Buildings, Telford Place and Station gateway
- The investment package will support the 7,000 jobs, 135,000 Square meters of grade A commercial space and 1,000 new homes
- Establishment of a LEAG subgroup to shape new commercial offer, identify what type of space and build a powerful narrative for Crawley
- Review the type of space is sought after e.g. talent appeal, urban environment, digital appeal, considering what the need will be in four years
- Space focus on Manor Royal, don't lose sight of industrial and warehousing demand
- Building up e.g. small digital companies requires flexible space, with ability to move and expand quickly, with phasing and low costs, preferably in an incubation type environment with onsite support
- Space should be carefully scaled, moving from small to medium sized space is too big a jump for some companies and need creative solution for intermediate spaces
- Need to consider the culture of companies, find out where growing Basepoint companies relocate to and what is the modern offer that they are looking for e.g. collaborative spaces, co-location with other 'funky' entrepreneurs
- Night time economy is something that you need to get right for the town centre for growing both residential and business, establish right location areas and also consider where/how you accommodate small businesses
- Avoid duplicating Manor Royal offer, Town Centre should complement
- Acquisition plans should be put in place, without it the right space might not be provided, the public sector can help intervene and establish Joint Venture schemes with partners
- Occupiers not going to Manor Royal because of lack of facilities and there is still a need to look at bringing forward a hub with decent facilities
- College presents exciting opportunities and feasibility work is being look at, interest in incubation/innovation which can otherwise be difficult to get to work on a commercial basis.
- There are challenges of ensuring alignment to the growth programme, need to make sure that works and projects are complementary and cohesive
- Evening economy and culture for Crawley (e.g. Croydon now pitched as the Borough of Culture), where else is it presented outside of the business and general community, it is a key element for digital industry
- Culture blends the differently types of communities in the town, so establish how you best support engagement with the wider arts to create a wider interest offer

- Lack of HE provision was discussed, but noted that e.g. Chichester does not have HE presence as such either but still culturally vibrant
- Night time economy mixed with new residential neighbourhood, be prepared for it and make sure the offer is there, and share the message to the business community to invest in the Crawley offer
- High Street has the potential to provide that offer of entertainment
- Residential growth can contribute to Economic Development opportunities, work with developers to market the town e.g. through sub-group to give overview, define and sell the offer of the town
- Develop space for the next 5-10 years, not for the immediate now, review business horizons and futurologist, what are organisations looking at for the future and what are the expectations of the millennials
- New residential base will require more social infrastructure such as health and education, it all needs to be joined up and considered alongside the growth programme and any asset/estate management programmes
- Develop a new town for a new age
- New role was proposed for the LEAG to form part of the Growth Programme governance; to act as an oversight forum to help with the implementation, monitoring, evaluation, feedback and improvement and to be a forum for communication and dialogue for the Crawley growth Programme, the group consented to take on this role and terms of reference and representation membership would be reviewed for the next meeting.
- A wider network of consultees, community representation and topic driven advisors could also be considered and proposed by LEAG members that can be pulled upon at key stages or for specific schemes for advice, insights or best practise.
- A schedule of quarterly meetings was proposed for 2018
- It was noted that the Chair had now been in place for a two year duration, new nominations was invited before the next meeting for a new chair selection process.

#### **Actions:**

- Convene LEAG subgroup to help shape up schemes for the commercial offer and a supporting economic development programme, articulating best use of space and offer, including progressing Innovation Centre feasibility works w/RF, SO, AS, JT, JP, SS, LS – also engage agents and business membership orgs **(LS)**
- Schedule Manor Royal for next meeting agenda BID2 campaign and Economic Impact Study **(LS)**
- Review LEAG role for the Crawley Growth Programme, with refreshed terms of reference and representation membership **(LS/CM)**
- New Chair nominations can be put forward in time for next meeting to Lise Sorensen **(All)**

#### **4. Crawley College**

- Presentation about the future outlook of Crawley College following merger with Chichester College Group

#### **Key points discussed included**

- Aim to be the first choice, to work better with construction, the chosen learning platform for local people and to be the chosen training provider for the region
- The college is looking to learn and become more international, creating links and offering English course abroad, particularly China is being connected with for investment and cross learning e.g. Chinese cooking and football coaching liking in with CTFC
- New Kitchen training facilities being investment in to develop course offer and open to possibility for Pop Up restaurant in town centre
- There are some gap in the Beauty facilities

- The college Promise is to Upskill Crawley residents, Create new pathways to higher education and to Help to overcome the skill gap
- The college is aware of gaps within ESOL provision, linking to Aspire and EFL as available in Chichester
- Looking at childcare courses and business and economic related course aimed at Manor Royal business offer
- Curriculum path to focus on HE e.g. with access course particular in medical and science fields
- The college want to provide inspiration and aspiration
- Looking to establish what the local skills gaps are, as may be different than the anecdotal feedback
- Interested Pop Up for the arts and creating links with the Tech and the Creative
- Making linkage with Manor Green to look at offer for those with learning difficulties
- Construction key area of focus, that links to the Crawley Growth Programme, maintain dialogue with LAs particular as the Town Skills Academy comes forward in partnership with CITB

## 5. Run Gatwick

- Presentation on the Run Gatwick Half Marathon event taking place 13 May

Key points discussed included

- A top 5 ranking participation event and a major international running event
- Aiming to attract international runners
- Town will be dressed up in banding
- Possible livery bus from metro bus
- British Airway are sponsoring the event
- Paula Radcliffe the face of the event, could be running the half marathon amongst other celebrities tba
- Event Village at Southgate park with the finish line
- Live music will be played here and food stalls in place
- The event is taking place on Sunday 13th May
- The event incorporates:
  - International half marathon - Maximum 7500 runners
  - 5k race
  - Corporate 5k – Maximum 3000 runners
  - Family run (children aged four to fifteen)
- All races will take place on fully-closed roads
- British Airways Run Gatwick is organised by the team behind the award-winning Intersport Run Reigate
- The event is expected to attract elite, club and amateur runners from the UK and abroad
- Corporate packages are available
- Sustainable transport modes being promoted, but there will be some parking facilities charged at £3, all parking fees go to charity – SL offered use of college car park
- Looking for wider inclusion and participation e.g. schools are being engaged and involved

### Actions:

- LEAG to help promote and support event **(All)**
- LEAG to received event 'pack' **(DK/LS)**

## 6. AOB

- CBC has had three Business Support Grants funding bid approved for new initiatives to come forward in 2018/19, further information to follow.

- Manor Royal Bid 2 Business Plan has been launched

**Next Meetings**

- January, April, July, October 2018 @ Arora Hotel, from 8:30 to 11:00 am.