

“One Town” Crawley’s Economic Recovery Plan



12th October
2021

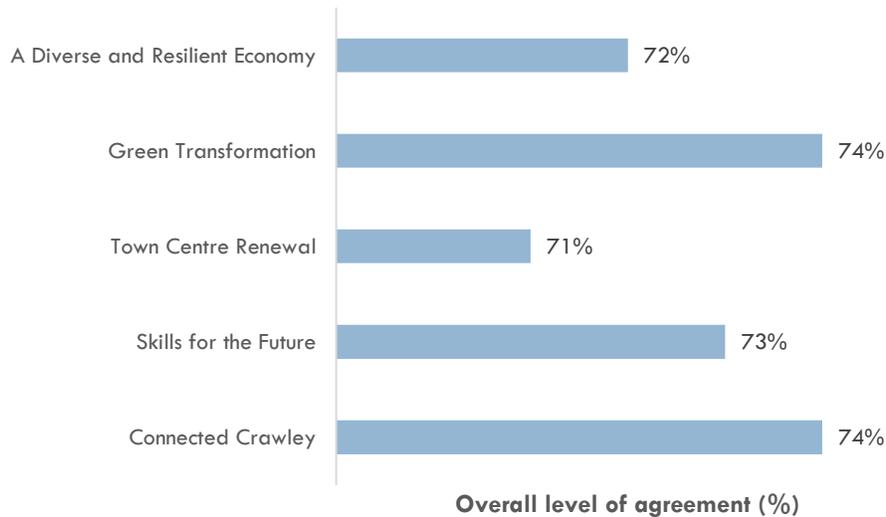
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Introduction and overview

The survey was run from Thursday 8th July until 11th October 2021 and received a total of 91 responses. In addition to these, three documents were also submitted in pertaining to the Economic Recovery Plan; which can be viewed in Appendix A.

The table below contains the net agreement ratings received for each section of the plan. This rating is measured by combining the ‘strongly agree’ and ‘agree’ responses against the remaining response selections.



Respondent Profile

Respondents were asked at the start of the survey to state whether they were completing it in the capacity of a member of the public or as part of a business or organization. The table below displays the breakdown of respondents by this metric.

Respondent type	Count	Percent
Member of the public	83	88%
Part of a business or organization	11	12%

Results

Section One: A Diverse and Resilient Economy

Aim: Renew Crawley as an attractive, abundant, diverse economic powerhouse, founded on “green growth” and digital innovation.

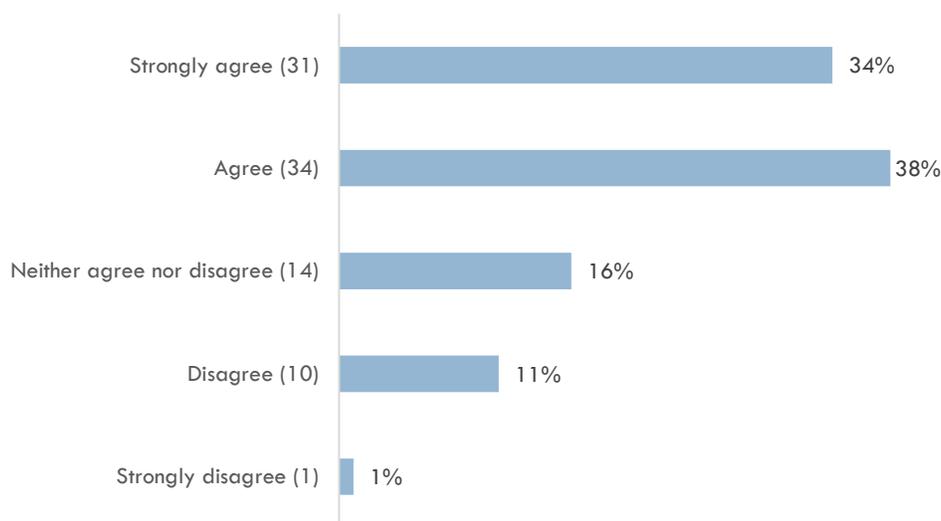
Objectives:

- Establish Crawley as the key business destination in the South East for advanced engineering and professional services
- Develop a pioneering “niche” innovation identity for Crawley, benefiting advanced engineering, logistics and construction

Flagship interventions:

- “Manor Royal Renaissance” programme to transform Manor Royal into an attractive and digitally advanced business park
- Establish the Fusion Centre –the Crawley Innovation Centre - to boost Manor Royal’s advanced engineering and digital base
- Inward investment programme to attract new manufacturing to Manor Royal and professional services to the Town Centre
- A brand new “Eastern Gateway” Town Centre commercial quarter
- Unlock sufficient suitable employment land to drive recovery

Level of agreement with proposals outlined regarding ‘A Diverse and Resilient Economy’



Comments (17)

- Crawley must encourage better High skills training to provide quality lasting employment that people want to join. This will enable quality lifestyles, which would then support trades and new residents
- HOUSING!!!!
- Too many buzz words and very little substance. What can I say.....
- Some good initiatives mentioned above, however: No mention of how the “green growth” mentioned in the Aim is to be delivered. Need to reduce the town’s massive reliance on the airport (putting all eggs in one basket is never a good idea). Encourage entrepreneurs (especially women) to build a strong base of micros and small businesses. Micro-hubs for use by businesses / teams throughout the

town (i.e. not just in Manor Royal or the town centre). Strong alignment with Sustainable Development Goals needed – to address environmental, social & economy resilience.

- There are more industrial estates than Manor royal
- need to provide more diverse employment, and help those who want to work locally, rather than commute. Provide jobs that cover a wide range of skills, currently a heavy focus on engineering is prevalent
- Crawley needs to build on its position, next to Gatwick and between London and the coast. A broader range of technical business options would provide better and cleaner jobs.
- You didn't mention Gatwick Airport. Any new strategy needs to recognise the diminishing importance of the Airport as it automates more and more jobs. Any new strategy must view Gatwick Airport Ltd's expansion plans with scepticism in a world where flying will increasingly be discouraged by national policy and international pressure, to meet climate change objectives.
- How will green growth affect local businesses and people tax wise? The innovation centre will focus on green activities but I won't be assisting people locally. Agenda 21 will influence everything and everyone. Corporates will get richer and people will get poorer to finance this through their taxes.
- The Town centre needs TLC with decent shops Morrisons supermarket site has been shut for THREE YEARS .It would be nice if Morrisons supermarket or another Supermarket would come back to the site .Read an article a very long time that Aldi supermarket was looking for another site in Crawley and nothing has been heard We need Decent shops to attract people to shop in Crawley. The market on a Wednesday and Saturday requires improvement
- Whilst it is accepted that The How and What are no doubt still to be defined, it would be helpful to see more detail on some of the very generic and wide ranging, style objectives above... How can people comment on something that is very very broad? "Renaissance"? What exactly is meant by an "Eastern Gateway"? East from where and how far? And what would some of the key points mentioned, actually look like in reality?
- I query the use of the word 'diverse' here: much of this innovation relates to engineering and commercial interests. Does the 'Town Centre commercial quarter' include improvements in the retail centre or is the intention to move away from the traditional 'high street' model, given the rise of online shopping?
- Gatwick Airport Limited has expressed full support for the proposed creation of the FUSION Innovation Centre. The development of an innovation centre within the Manor Royal Business Improvement District will create the environment necessary to drive technological advancement within key growth sectors. As a major employer with a contributory role to the region's innovation ecosystem, the airport is encouraged by the centre's potential to drive growth and transformation in crucial sectors for the future. Gatwick Airport supports the creation of a more dynamic, connected and innovative business environment in the region, working with local partners to ensure that the area attracts emerging economic clusters such as digital, advanced manufacturing and green technology. Gatwick Airport supports the unlocking of sufficient employment land within the existing Manor Royal site to support recovery.
- Too much emphasis is made in schools for academic achievement. Not every child is academic. There needs to be more diverse employment opportunities in Crawley as it used to be. There are far too many offices. There needs to be manufacturing to make it a more secure environment. If one thing fails it would not be such a big issue as there would be so many different opportunities. This has been an

obvious issue with most jobs in Crawley are linked to the airport. This needs to stop. All eggs in one basket has never been a safe thing to do. It needs to change to make employment safer and more stable.

- Engineering makes total sense as Crawley's niche identity. Digital feels very different to me. Focus on engineering.
- The objectives outlined are perfectly acceptable. It's important to balance ambition with reality in terms of what is achievable and to put in place a deliverable plan that can be reported on and show progress. Success will depend on building on the existing strengths of the area - which are fundamentally good. It will also be important to define what diversification means while still remaining supportive of an economy that is home to an ambitious airport that wants to grow - how to diversify the economy and allow new sectors to flourish and not become increasingly dependent on aviation will be key. It is also important that a person-centred approach to developing the economy is adopted that balances the needs of local people with those of local businesses (and the ones you want to attract). The lived experience of everyday people and ensuring the basics in terms of place management, maintenance and promotion is important for ensuring Crawley is attractive to the people and businesses we expect to use it - that means not losing sight of public realm, safety, experiential aspects and the general look and feel of places and the town generally.
- agree but see separate letter for detailed comments from Vail Williams on behalf of Windsor Developments

Section Two: Green Transformation

Aim: Establish Crawley at the forefront of “green growth” and as a low carbon economy where green technology businesses thrive.

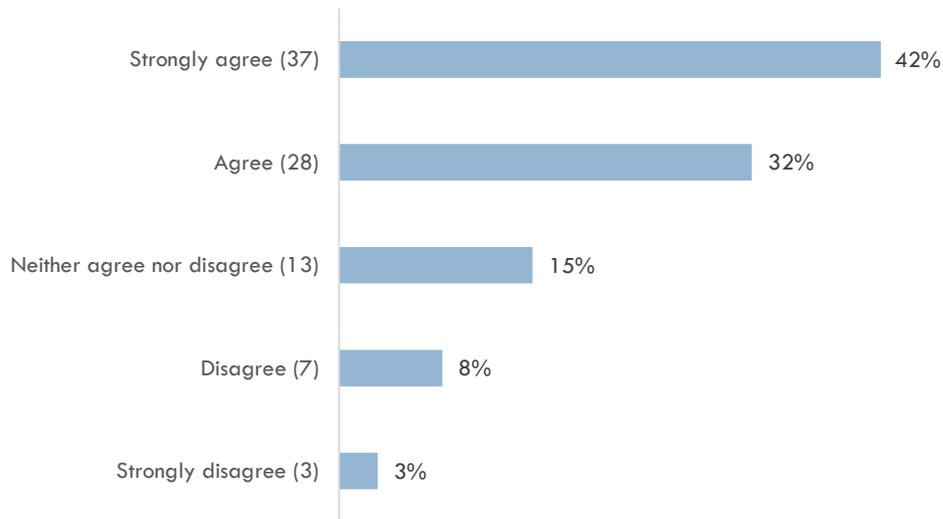
Objectives:

- Drive growth of green tech and construction businesses & jobs
- Deliver vital carbon emissions reductions in Crawley by maximising renewable energy and providing grid resilience
- Unlock investment in “green” infrastructure, transforming Manor Royal into a Business Park and rolling out new biodiversity

Flagship interventions:

- Decarbonisation Skills Academy programme
- A green Construction Skills Hub for local residents
- Drive up innovation in green transportation and clean energy tech
- Decarbonise Manor Royal via green business infrastructure grants
- Roll out low carbon energy in proposed major developments
- Green home' programme to retrofit housing stock
- 'Deliver extensive electric vehicle charging network

Level of agreement with proposals outlined regarding ‘Green Transformation’



Comments (21)

- Consideration needs to be given to how electric vehicles can be charged in local areas, as previous hybrid car user I was unable to charge at home due to lack of off road/private parking but would've gladly used a public facility had it been close enough - I've moved back to petrol
- HOUSING!!!!
- Again lots a buzz words and very little substance...
- Important to have a low carbon footprint in this day and age
- Great to promote the green & low carbon sectors – some good ideas for interventions. Also need to ensure existing businesses actively reduce carbon emissions too. Has Crawley Council declared a climate emergency? If so, what is being done about this? Promoting green tech needs strong support in education – to ensure we have skilled workforce.
- sounding slightly obsessed with green this and green that lovely tag line but without major changes in public transport infrastructure it will mean nothing. don't ever put in those illegal cycle lanes again around three bridges Station (no consultation etc)
- make is easy and less costly to improve the heat efficiency of homes.
- Again you didn't mention Gatwick Airport. The airport is reducing its carbon emissions on the ground, but has no realistic plans for reducing the emissions from flying. It's Master Plan calls for expansion both on the existing runway and on a modified Northern runway (at present used for emergencies only).
- See previous answer. Where will the charge for electric come from. We live in society addicted to their phones which require electricity. We all know not all electricity demand will be able to be met. Look at the climate history, rather than green new deal!
- Electric vehicle charging network is vital to attract buyers of these vehicles and move away from diesel and petrol, however a large number of residents in Crawley do not have driveways or parking near their homes so would be unable to charge their vehicle with any reliability. I like the idea of a

construction skills hub for local residents as learning about this is key if people are to make the right choices.

- Great use of 'Green' style wording - but again as a normal resident of town - you need to explain (in layman's terms), show, and tell me, exactly what this means and looks like to me and I guess, many others...
- Any developments in so-called 'green' innovation are welcome. To my mind, Crawley has a head start in terms of 'green' infrastructure (compared to other local towns) because of the number of parks and green spaces available, but I'd be concerned about the potential to lose these as the housing shortage becomes more apparent.
- Gatwick's Sustainability Policy and goals are detailed in the Second Decade of Change to 2030 document.
- The only thing that should be done is provide electric car charging points
- This is needed so long as it is not Lee only job changes in the area. There needs to be more diversity. Manufacturing.
- Agree in principle but not at the risk of pitting the town's identity against the airport, which is obviously never going to be green and forms a crucial part of the town's success. But all green endeavours are worthwhile.
- Everywhere will have to adapt to the climate challenge. It will be interesting to unpick what makes Crawley a "special case" for investment and where there may be unique opportunities that the town can capitalise on. For example, the neighbourhood principle lends itself to aspects of the "15 minute" / connected city, it is compact, it has a huge critical mass of businesses located in Manor Royal.
- We need this to be more attractive to new businesses.
- Think long term when building e.g. accessible housing and buildings, cycle lanes, plenty of charge points for electric cars that are regularly maintained and working, providing access to grants for smaller green businesses and individuals wanting to invest in a greener lifestyle.
- Make electric car charging points a priority for the future free for people to use if it's to work properly
- agree but see separate letter on missed opportunities and wider aspirations

Section Three: Town Centre Renewal

Aim: Secure a vibrant neighbourhood and sustainable economic future for the town centre via significant qualitative investment.

Objectives:

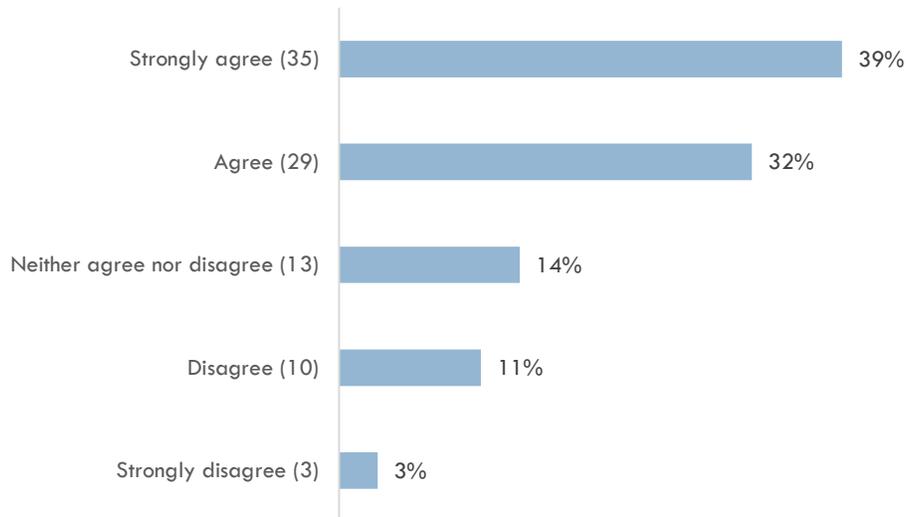
- Establish Town Centre as a dynamic jobs / business growth hub
- Unlock a rich cultural offer in the town centre, attracting new cultural venues to help drive footfall and renewal
- Deliver a vibrant neighbourhood, comprising 3,000 homes with exemplary digital / green infrastructure and amenity

Flagship interventions:

- Station Gateway public realm, bus station and railway station

- Eastern Gateway scheme and high quality pedestrian and cyclist connectivity to transform living environment
- Deliver high quality new small business and micro-enterprise digital workspace, fit for a post-COVID 21st century recovery
- Design, promote and secure investment to develop a new Cultural Quarter in Crawley

Level of agreement with proposals outlined regarding ‘Town Centre Renewal’



Comments (26)

- Retail had its day, Leisure and fine dining would be nice, but it's Crawley probably more fast food outlets
- maybe offer cheaper rent for small British businesses, like clothing shops or tech companies
- Remove the alcohol dependant culture, more outside social relaxing areas with greenery. Reduce "concrete" exposure
- HOUSING!!!!
- Actually could you keep the Town centre, specially the renovated centre where are the expensive slabs, seats and water fountain, clean and tidy! That would be a good and a straight forward achievement that goes a long way in terms of public health, environment and to be more pleasant. Also to educate the population to keep the town centre clean and to recycle with initiatives and events! The Town keeps being very unfriendly for cycling, specially the town centre. No priority is given to pedestrians in the planning of everything on this town. Zebra crossings are a very simple an inexpensive safety measure to cross the roads, compared with trafic lights, which would make walking safer and more pleasant. The monstrosity of the junction by the new Library is just an example of what should not be done if you want to decrease traffic into and around the Town. I am sure the planners do not live in Crawley! Otherwise they would realise the awful result of their work! The speed that the cars drive in Northgate Avenue for example is just unbearable and unacceptable. Speed inforcement cameras would be a good safety measure and would make noise and pollution

down and also would raise lots of money! So when we look at economic and renewal strategies we need to think about how environmentally sustainable they will be in the long run. It would save millions!

- The town centre is abysmal. The train station is tricky to walk to, narrow footpaths next to busy roads on several approaches from the west of Crawley. Pavements often blocked by vehicles forcing pedestrians into the road. Cycling isn't much better, poorly designed cycle lanes. Motor vehicles very much seem to be the priority making walking or cycling the least attractive option.
- The town centre has needed this for many years even before Covid with many empty shops. Why wasn't it done before?
- Cultural venues should help to promote the night-time economy in the town centre – much needed. Pedestrian and cyclist connectivity not just important within the town centre – how is this linking with neighbourhoods to reduce reliance on cars? How are we ensuring young people don't move away? We need to retain talent once they're educated and skilled. How do we make Crawley cool (like Brighton?!)?
- no need for cycle lane from Pound Hill or Maidenbower they are safe to cycle round as they are. Outside Three Bridges station and into town yes get rid of those utterly pointless bus lanes on Haslett Av and Southgate Avenue. They do not help buses as it is!
- If you're providing business space it needs to be affordable
- A revamp is critical, currently there are a lot of old, disused, run-down buildings that attract anti-social behaviour. Goffs Park is a night-time drug dealers' heaven.
- You need to explain how all this will work as Gatwick Airport's activities are restrained by limits on the growth of flying.
- Explain sustainable economic growth, what that looks like, what does that mean to the local person on the street. A buzz word with no meaning, just sounds good. Dynamic jobs hopefully will also have dynamic wages! Post-Covid? Aren't we being told to permanently live with it or fear other viruses?
- Only one in any proposed cycle lanes make sure they don't have impact of traffic and money not wasted like the pop-up cycle lanes especially through Three Bridges etc. Homes need to be affordable and not just all flats and more with 3 beds available.
- There should be new sheltered schemes for senior people built. Each neighbourhood should have a GP surgery. Every neighbourhood should have a community centre. West Green does not have a GP surgery and a community centre. The bus routes require improvement.
- Building new homes which I agree we need, however we need the infrastructure first. Doctors, dentists, education for adults and jobs should be priority. Also, proper affordable homes for young people to invest in and allow them to take some pride in their lives at an early age. There are so many hardworking young adults (including my own two daughters) who are stuck paying extortionate rents in sub-standard rental properties which makes it impossible to save up the significant sum they need to buy their own homes.
- Am not sure you can achieve what you're looking for, the town centre used to be busy and vibrant and now is dire and dangerous, I suspect cost meant you had to cut your cloth accordingly a few years ago, however, recovery is going to be a bigger challenge because of it and cost will still be a large part of the decision-making process, you need better intel for what people want moving forward, lifestyles and shopping will be very different in 10 years time and if you look forwards with the same eyes you will continue to fail.....

- The town centre already appears to have a wide range of culture, however the content can appear to be repetitive - How many coffee shops? as an example. The public Realm?? Eastern Gateway - is the terminology (in general) being used to hide an underlying objective and/or predefined result... Please can you put in a straightforward explanation - you are more likely to get buy-in, or clear challenge and this can surely only be a better way of attempting to achieve the best balance - you cannot and will not please everybody - but currently I think you are bewildering most! From a visual it appears to be flats - homes - flats and more flats... oh and now roadworks which seemingly have been coordinated to all happen at the same time? Perception maybe - but perception can be very strong.
- I am definitely in support of Crawley becoming a cultural destination, but - particularly as a member of a local cultural club - I'd like to know more about the kinds of cultural attractions that are being considered. We have a theatre and a cinema already, which aren't too central: I'd be wary of centralising leisure and cultural facilities too much so we don't end up with an over-crowded town centre and 'forgotten' boroughs. Better, in my view, to continue developing cultural attractions in each neighbourhood and providing jobs and dynamism across the whole town.
- Not sure what you mean by a cultural venues. People from other countries already have their cultural centres. We need to remember this is Britain and need to keep our own culture. I am not racist before making accusations. If we went to other countries we would not be allowed the freedom people have here.
- *Tackling homelessness has to be at the heart of this.* Improve the railway and bus stations definitely. But the talk of a cultural quarter/cultural offer - what does this mean? It has a waft of gentrification about it. Do we want cultural offerings - nothing wrong with discount stores, nail bars etc that meet our needs. Small business, digital workspace - great but we already have thriving small businesses and an entrepreneurial spirit in Crawley. This might not result in trendy startups\artisan shops etc Don't squash Crawley into something it's not.
- Town and City Centres are all re-evaluating themselves in terms of what they provide and the role they play in the community where retail will still be an important reason for visiting but by no means the only, and perhaps no longer the main, reason for "popping to town". Understanding and articulating what we want the "Crawley Experience" to be for residents, visitors and businesses will be as important as the physical renewal of the town centre. That calls for a civic renewal as well as one centred on public realm and property. A focus on the cultural aspects will help to establish a positive, dynamic and enjoyable reputation for Crawley that exists beyond it's boundaries.
- We need businesses & trades that people will travel an hour to at the moment as there's nothing on offer in Crawley. Bigger brands not just cheap shops. We need more choice. There are people in Crawley with money to spend.
- With less people going abroad, a lot of people are looking for local entertainment. It might be a good idea to set up a games centre somewhere central e.g. shopping mall, like the old bhs or Debenhams. This could be done in an eco-friendly way e.g. second hand pool/snooker tables, dart boards, table tennis etc. Employ people with disabilities to include all parts of the community. Create it into a type of community centre, especially since many people are feeling very isolated since the pandemic which will cause longer term health problems.
- Cultural Quarter ? Why do you have to imply that there will be 1 area for cultural diversity businesses, It should be integrated into new and existing areas of Crawley otherwise when funding

dries up that "Cultural Quarter" will look very obvious and constantly compared with other areas of the town you are driving money towards.

- It would be nice to have a town centre that's not just for Shopping but to enjoy, to find business where one can meet that does not involve going to a pub, more restaurants, cafes and less vape shops will be nice

Section Four: Skills for the Future

Aim: Improve significantly overall social mobility amongst Crawley residents, creating powerful and effective skills pathways.

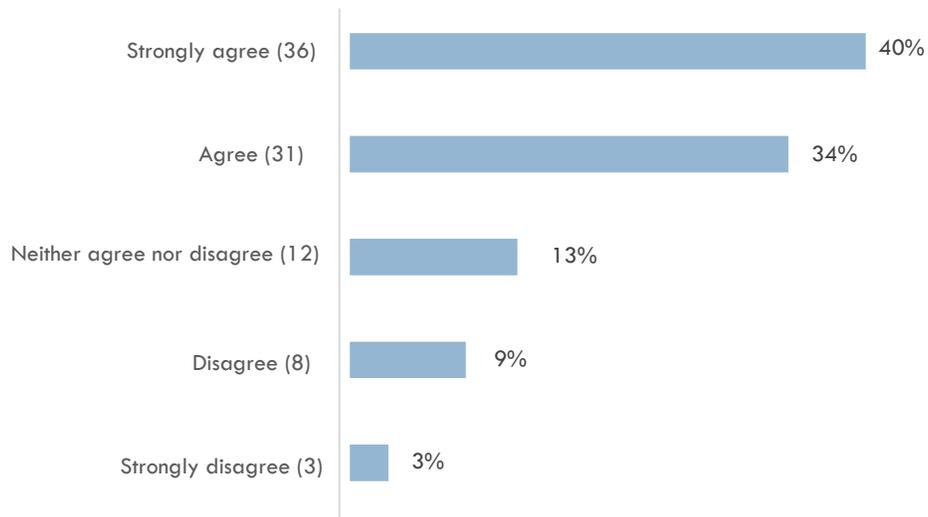
Objectives:

- Implement "Invest in Skills For Crawley" programme to transform vocational skills facilities and training provision for residents
- Enable business from high value growth sectors in Crawley to recruit successfully from local workforce and overcome skills gaps

Flagship interventions:

- Expand Employ Crawley inter-agency employment support network to help unemployed Crawley residents back into work
- Further upgrade and investment in Crawley's skills and training facilities with a focus on re-skilling and upskilling Crawley's workforce, including higher technical skills
- New higher-level training at Level 4 and above, focused on priority business sectors
- Science Technology, Engineering and Maths (STEM) skills centre.
- "Town Centre Skills Academy" - a construction skills training "hub" location serving residents and regeneration sites.

Level of agreement with proposals outlined regarding ‘Skills for the Future’



Comments (19)

- Crawley desperately needs to upgrade all training, education, throughout to encourage good skilled jobs to persuade people to want to come/stay in the town. It's image to outside and a lot of people resident is not good, this has to change.
- These are all just key words. Your just throwing out jargon and no concrete plan. Stop saying hub. What is a hub? Are you building a college or a virtual hub that will be abandoned and forgotten after the next election? THE HOUSING REGISTER IS SO LONG THEYRE NOT EVEN LETTING PPL JOIN IT
- Too many buzz words....
- So important to get the skilled & engaged workforce needed for our existing businesses, and those you are aiming to promote in the other Aims. Encourage entrepreneurs (especially women) to build a strong base of micros and small businesses. Teach not just the technical knowledge, but also the ‘soft skills’ for succeeding in career/business.
- you're not legally allowed to discriminate on new staff depending on thier home address as far as I'm aware so how do you think a" business from high value growth sectors in Crawley " can actually improve things locally its b*%&S*%t they will employ people from all over the world if they don't move their business there completely
- Agree with the need to upskill local residents to ensure their children are able to find work and earn enough to afford the expensive housing

- hospitality training centre for entry level skills as well as high level to quickly fill the vacancies in local area and establish a good basic standard for all staff.
- Sounds nice on paper, but we'll see what happens with the delivery!
- Bring back apprenticeships for 18 to 30 age group and train in the skills Crawley needs. Target schools so children know what's alternative is to University. Make sure there is adequate training available for 30 to 70 age group as well.
- Should be across all the communities
- Agree, we need to invest in skills and training for all. Anybody who is physically able to work and on benefits should be gaining skills and offered training. They should be expected to be up and out everyday doing something worthwhile to get them attuned to working life.
- Unsure exactly how many recruitment agencies we have in and around but have we asked them as to what has been and what is their current involvement in up-skilling those on their books? Do they have relationships with Crawley College? Like any of the preceding questions - what has been happening up till now... was that acceptable - if not, why not and have we changed those that made 'no' or unacceptable decisions.... just thinking out loud.
- As a former teacher, I feel that opportunities for progress and continuing education are vital, but it's important that the companies and industries where many Crawley residents work are also offering opportunities for promotion and seniority otherwise 'up skilled' workers may feel frustrated that their hard work is wasted and doesn't lead to the upward mobility expected. Could the council consider investment in work-based development programmes that focus on long-term ambitions for workers? I would cite the relationship between the University of Sussex IT faculty and Amex, which offers students a clear direction and employment opportunities after achieving a degree.
- It needs to be more diverse so that those that are not academic can also find jobs. Different types of manufacturing to provide jobs for Non academics to gain skills at many different levels.
- Great. But how will you reach and engage the people who can take advantage of this. All very well having the opportunities there but how do you fill them.
- Investment in the physical training facilities and institutions is important and good to see. However, from a local resident worker point of view the issue has been about inspiring people to want to work for the companies that offer the best opportunities, and for local people to truly believe they can aspire to do those jobs. Raising aspiration levels among local young people and helping people to retrain for new roles has always been topical and remains so. This needs to be balanced with a demand from employers for lower skilled work and the fact that Crawley operates much like the city centre of the Gatwick Diamond and as such generates more jobs than there are local working age residents, this creates a situation where Crawley will always need to import people to work where and contribute to the local economy. An intimate understanding of that dynamic must be arrived at to ensure local people feel they can take advantage of the opportunities on their doorstep while remaining open-minded and welcoming to the talent we will still need to import as a town. Embracing the idea that you can find your future in Crawley, whatever you envisage it to be, while removing the barrier to people's ambitions and aspirations will help with the otherwise dogged issue of social mobility.
- How about Crawley having something creative to offer. It's soulless.
- More collaboration with LGW is needed as this is where a lot of jobs and skills could go a miss from people coming into Crawley to work

- agree see separate letter from Windsor Developments

Section Five: Connected Crawley

Aim: Enhance a “green” economic future for Crawley by delivering low carbon transport and hyper digital connectivity.

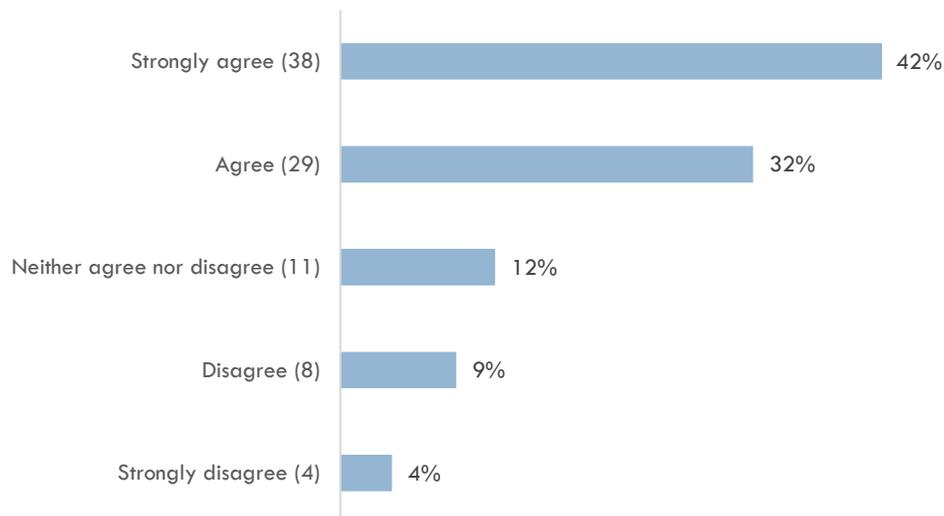
Objectives:

- Improve quality and range of sustainable transport infrastructure
- Maximise capacity of digital infrastructure
- Establish Crawley as a first choice advanced technology business location due to its highly competitive digital infrastructure offer

Flagship interventions:

- Transform Crawley town centre bus station and create state of the art sustainable transport interchanges
- Upgrade and expand the Bus Rapid Transit network in Crawley
- Deliver priority “arterial” active travel routes for residents, linking Crawley’s neighbourhoods to its principal job zones
- Maximise digital connectivity to facilitate business / jobs growth

Level of agreement with proposals outlined regarding ‘Connected Crawley’



Comments (21)

- Crawley must support cyclist more safely, the fast track bus routes take up more road and squeeze the car traffic onto the cyclist. There is still a heavy priority on car driver passage, also too many "crossover" points with traffic making cycling not risk free.
- HOUSING!
- But again to many buzz words very little information.
- The cycle infrastructure needs fixing. Where there are cycle lanes shared with motor vehicles, they end abruptly are poorly thought out and frequently flip from road to pavement. Segregated cycle lanes are in a poor state or repair with pot holes, overhanging trees, and surfaces covered in loose gravel.
- Massive improvements needed around Three Bridges station. Need better connectivity between Three Bridges station & Manor Royal. What's happening with transport between Forge Wood and Manor Royal / Town Centre – reduce reliance on car. Better prioritisation of public / alternative transport, at junctions, in terms of facilities etc. Improve safety measures for cycling and much more secure cycle parking throughout the town – TC, MR and the neighbourhoods. If you're serious about green transport have to make the difficult decision to charge car drivers much more – parking is too cheap & easy (I know most people would disagree with this!) so car is always going to be the first choice for many. Needs leadership from Crawley Council! Are there any car club schemes in Crawley? Reduce speed limit – 20mph across the borough.
- 2030 we can't buy petrol/diesel cars so force every company to change every parking spot into charging bays there is simply not enough charging bays anywhere to warrant buying an electric car
- buses need improving, to make them attractive to all. currently they are not cost effective, fares have gone up to an unreasonable level
- This section of the plan is completely unrealistic because it does not mention Gatwick Airport's failure to plan for any reduction of greenhouse gases due to flying. It's as if you were talking about a borough that doesn't include Gatwick!
- Green will come at a price to the community. State of the art sustainable transport interchanges. That statement alone means nothing, whatever happened to the government directive of plain English! Maximise digital infrastructure I guess electric production has no impact on the environment.
- Buses need to align with trains and other areas of the towns. Some routes have 24hr service whilst others don't.
- Saw a plan for this a very long time and there is no improvement at main bus station
- sorry.. "arterial" activity - How many residents - Crawley or otherwise, know what this means? You appear to be missing a few big points with the content and structure of this document - who are you actually aiming the questions at - it has the impression of the top elite of businesses who will (knowingly or not) be very familiar with 'business' speech, and the highest net worth public residents... Crawley is indeed very multi cultural - how does this read to them? Perhaps you should be asking for feedback on the content and style of the material that you have provided?
- Excellent to hear!
- This will only work if fares are reasonable and buses are frequent enough and can easily reach their destinations.
- Absolutely, replace the buses. "Principal job zones" - are you sure you know where these are... Sounds like jargon. But the idea is sound.

- Crawley as great potential to be a well-connected town. It is small, compact, relatively flat and built on the enduring neighbourhood principle. However, it is important we get the basics right and adopt a pragmatic approach to progress that sometimes means finding compromise to move forward. Too many times a mindset exists that where the "perfect" solution can not be delivered that then nothing will be delivered. A rigid fixation with idealism will stymie progress of any kind where it is impractical, unaffordable or otherwise undeliverable. I always favour doing something over doing nothing.
- The fast way bus has run it’s time. As someone who live right next to the fast track lane I feel this was ill thought through. The next generation of business needs to be different from relying on Gatwick it needs to be green energy.
- Improved cycle paths required
- The buses should be switched out for electric while your spending so much on the station.
- Bring back buses that go direct from Pound hill. And Maidenbower to Manor Royal
- agree but see separate letter from Windsor Developments

Additional Comments and Suggestions regarding the Economic Recovery Plan

Comments (27)

- Crawley's image needs to be enhanced for general wellbeing.
- HOUSING!!!!!! stop creating 'hubs' and 'maximising digital spaces'. You know that just means adding a memory card right? Maybe stretch it to a new server. If you really wanna push the boat out. You chuck out key words and jargon whilst ppl are turned away from even joining the housing register when they're imminently homeless because and I quote "your not homeless yet". I yield my time.
- Too may buzz words and very little substance....
- Needs to be more focus on improving the 'cityscape', making crawley an attractive place to walk or cycle around. There's too much reliance on cars on a town that should be more accessible to pedestrians and cyclists.
- I think any investment the council can make in the town is good a thing
- You need to put a cost to all these plans, is it even affordable? The money could be better spent on other things than on vanity projects
- I think its a good idea in principle but would like more details on all the interventions so can't support fully
- I think these Aims are right – it's how we deliver them in the short & medium term that's important. Don't rely on the existing Flagship interventions you've mentioned in this document – really think about new & exciting initiatives. That way, Crawley will really improve for businesses, the workforce & residents. Lots of opportunity to engage with the business community – not just one-sided consultations, get our ideas and work with us to deliver them. Exciting times for us ahead!
- do not make the mistake of taking a lane out of West bound traffic outside three bridges train station you will simply make traffic worse and the area more polluted. the only way to stop that is to put a

toll road in so good luck with that. please take the pointless bus lane out of Southgate av and put it up to 40mph as no one lives on it there's no reason why it couldn't be 40mph

- What about helping the badly affected businesses and stop charging ridiculous rent and business rates
- Any investment in the town should be welcomed
- nil
- I am pleased to see that the future growth of Crawley is being considered in this proposed plan. well done to all involved.
- Nice try, but restriction of flying to/from Gatwick must be part of any future plan.
- Councils are meant to serve the people. Now just government agenda pushers.
- Providing it is cost effective then the draft recovery plan sounds good.
- The public should be informed of all the stages of new developments in Crawley
- Please place some focus on young adults and provide incentives for them to strive to do well in life. The ones who work hard for low wages in their early work lives and careers are stuck and struggling and being deprived of their independence despite trying really hard. Of course, we must look after and care for those who need it, whatever their age, but I strongly believe we should be investing in our young people now, they are the absolute key to economic recovery now and in the future.
- Please see comments throughout for general and hopefully respectfully made observations. Intended timelines would be very useful - the absence of which tends to mean a very long time - a relevant term... So perhaps items could be broken down to quick fixes - there must be some that can or are already in progress - lets hear them. For the rest, be honest, when will the benefits of the objectives be seen... Long term items should be broken down. And finally lets see simple explanations of the objectives - what does this mean to me (A resident - A business) - what does this actually look like. The use of baffling explanations and 'blue sky' outcomes are likely to fool few and will switch many people off - unless that's what you want of course...
- Make sure this that are unemployed are educated to fit the local jobs. The jobs need to be very diverse. Not just in offices.
- We, Manor Royal BID, look forward to working with the Council on this
- We need people making the decisions to have a positive attitude & not believe that 'Crawley' people will be open to new opportunities & better businesses. Something needs to be done about the landlords of retail buildings allowing the 'cheap rubbishy' shops to operate.
- I believe focus on community health and wellbeing will facilitate better economical stability.
- I think more visible Policing in green areas of the town will help as well as there are certain areas of this new town that people deem unsafe and that's not good and maybe more cctv in those leisure spaces.
- Manor Royal will benefit from more restaurants/ food shops. I work there and when we need to buy lunch we often have to take a bus or drive to tesco as there are no many offers in the area around Gatwick Road. I'm sure all the businesses in the area will appreciate having a nearby place to get food, hot drinks or snacks
- The council ran a survey on making cuts during the pandemic to balance its budget. How is it going to be possible to do the things in the plan?
- Should be upfront about costings

Appendix A

West Sussex County Council

- This is a broad and ambitious programme to support recovery in Crawley, we broadly support the proposals
- There is a strong emphasis on infrastructure and capital projects, which will take time to deliver. We suggest that further consideration could be given to whether there is enough shorter term, immediate economic recovery support to respond to the significant issues highlighted in the context.
- Several of these projects are Crawley growth programme projects and we suggest that there could be better synergy or clarity between the economic investment plan and the existing Crawley growth programme commitments- specific examples include Eastern Commercial quarter and Station gateway. This could be clearer- this is part/linked to current investment plans.
- The green transformation as a driver is welcome. A focus on businesses, and seeking to attract innovative low carbon businesses would add to the proposition in section 1. One specific point, the BISEPs project has completed so reference to LECSEA may be more appropriate.
- There is mention of the Crawley Innovation Centre as a Flagship Intervention – it would be helpful to highlight how this would connect to the achievement of the wider strategy.
- Re the Skills for the Future page, there is a focus on vocational skills and training provision as well as using local workforce to overcome skills gaps. We know that this is a challenge but hopefully the identified higher level training at Level 4 and above will help plug the gaps. The construction skills training hub looks very positive and they continue to push the construction skills focus.
- It would be helpful to reference the importance of international visitor economy to Gatwick’s recovery, and the partnership working through Experience West Sussex Partnership which champions tourism development and sector leadership for the county. Recovery and development opportunities around international visitors will continue to be pursued through partnership and stakeholder engagement, including the Gateway Gatwick Group, Sussex Tourism and Culture Recovery Group, Coast to Capital, GTR, Visit Britain and DCMS.
- We welcome the focus on Green Growth as a basis for economic recovery - which aligns with the WSCC Climate Change Strategy - and in respect of the flagship interventions for Green Transformation (listed on slide 9) we would welcome sight of their respective detailed delivery plans and the opportunity to align WSCC delivery where appropriate. For example, how can we align WSCC’s EV Strategy with that proposed in this plan to ensure accurate communications and a joined up offer for both residents and businesses in Crawley?
- Furthermore, we note the ambition to ‘unlock green infrastructure to tackle carbon emissions’ and as WSCC develops its own policy and delivery plans in this respect we would welcome clarification of Crawley Borough Council’s plans to achieve this with a view to learning from each other and implementing the most impactful solutions across West Sussex.

- We recognise the significance of Gatwick airport to the economy of Crawley (and the surrounding region) along with the climate change implications of the aviation sector, so we would be interested to understand more about the Plan's long term vision for how Gatwick airport can become a 'sustainable aviation exemplar' (slide 3) and the envisioned roles of both Crawley Borough Council and the wider West Sussex community in its achievement.
- Overall, given the close partnership working between WSCC and CBC on the Growth Deal the contributions of partnership working with WSCC should be referenced.

Vail Williams

Response on behalf of Windsor Developments to CBCs One Town Economic Recovery Plan.

Further to our recent conversations at the Economic Task Force and other recent meeting, please find attached our comments on your Economic Recovery Plan as requested on behalf of our clients Windsor Developments. As you are aware, my clients are currently looking to promote additional employment generating floorspace at Jersey Farm, to the north of Manor Royal as part of your Local Plan Review.

As you will be aware through our local plan representations and submissions, we can provide significant additional mixed use employment floorspace on land owned and controlled by our clients Windsor Developments, to facilitate the delivery of high quality new economic land supply. Throughout your Local Plan process we have provided representations that demonstrate a deliverable masterplan, that facilitates enhanced connectivity through to the local neighbourhoods and Manor Royal, and allows new road infrastructure to align with any Crawley Western Link Road. We appreciate that to a degree this is however currently restricted due to central government safeguarding on some of the site.

We wish to take the opportunity to comment on your One Town Economic Recovery Plan, but specifically the frustrations that landowners such as us, are having with the continued protection of safeguarding from Central Government and the support from GAL that safeguarding should be maintained as part of their Northern Runway DCO process. We believe that safeguarding is stifling any wider economic recovery and again promotes Gatwick as the main driver in the local area, further forcing reliance on only one economic generating entity in the region.

So you are aware, as you would expect, we will be dovetailing this response to you as the local authority, with our further representations to the GAL northern runway DCO consultation process, that is due to complete in December 2021, and will be seeking further communication with GAL directly regarding this matter.

We also welcome the opportunity, as Vail Williams to sit on the Economic Task Force Group and look at the wider ability for the local authority to utilise its successful Towns Fund bid, to further enhance economic opportunities and overcome challenges within your local authority area.

However, we believe that the wider opportunity of challenging safeguarding collectively as part of this Economic longer term plan, as was previously suggested in your Regulation 19 (1) draft local plan, through the production of an Area Action Plan, is now being missed as a key part of your strategy, which could otherwise, fundamentally align with all the objectives of your One Town Economic Recovery Plan.

Specifically in relation to your Economic Delivery Plan we have the following comments in regard to its aspirations and its relationship with any development and aspirations at Jersey Farm.

“One Town” Crawley’s Economic Recovery Plan

Your Recovery Plan currently states that this document will comprehensively “creating a vision for the future prosperity of Crawley”, however we challenge that without tackling safeguarding, this is more of a short-medium term strategy, and that a better approach to a clear path for recovery from COVID-19 to 2037, and a greater marker to enhancing the already strong reputation of economic productivity in Crawley is being missed.

We believe that your overarching strategy should look further at opportunities within the Borough Boundary, especially to the North as an extension to Manor Royal.

The overall vision as stated in your Recovery Plan document is “of a modern vibrant and healthy exemplar digital town, transformed net zero carbon economy, the southeast’s leading digitally enabled and mixed used innovative business park at Manor Royal and empowered resident workforce, high quality amenities, bustling neighbourhood parades, extensive sustainable homes, transport, business.”

This is cited as your overall vision to 2037, however we believe at our site and others are being overlooked as an option, as to how you will be able to successfully achieve all of these aspirations.

Your Plan states that you have an aspiration “to identify new sites to provide all Crawley's employment growth sectors and help boost jobs for residents”. Unfortunately, as you are aware the safeguarding is restricting such activity and the Recovery Plan is mute on this subject. It does not even mention working closely to consider alternative strategies or continue to challenge the status quo, despite Heathrow decisions and the Northern Runway progressing under a DCO.

We agree that the superb geographic location of Crawley, it's green infrastructure and its wider mixed use role and offer in the region, means that Crawley is the correct destination to achieve the most sustainable economic growth in the right location, whilst maximising its value as a hyper connected town.

We therefore welcome the aspirations in the plan but do not believe it goes far enough as a long term vision to 2037.

Your strategy specifically identifies the significant scale of the economic impact as a result of COVID-19, with a major collapse at Gatwick Airport in regard to passenger numbers, its redundancies on site (in regard to its own workforce), and the wider furlough implications that have occurred as a result of direct and indirect aviation sector.

Yet the reliance or need to diversify around Gatwick is not significantly addressed in the Plan.

It also identifies significant unemployment claimants particularly in younger people. We therefore question, as we have with all our representations to your plan led process, the reliance on one single operator to dominate and restrict the economic development of the whole town through the continued protection of airport safeguarding.

Your vision also directly states that you need to tackle long term structural economic challenges including attracting business investment to occupy sites on Manor Royal, and specifically address limited overall available employment land supply.

Whilst we believe our development will assist in boosting your innovation output, unlock green infrastructure to tackle carbon emissions and strengthen local workforce skills to boost social mobility whilst transforming sustainable transport and digital capacity, meeting all of your objectives in the Plan, we are restricted in delivering our scheme, as are others until you or collectively, we all challenge safeguarding further.

All aspirations of your plan would be possible, should our development and others, be able to be either allocated or permitted as a planning application.

Your Economic Recovery Plan identifies its strategic priorities for 2021 to 2037 as creating a diverse and resilient economy, broadening its economic architecture and boosting economic resilience. We believe Jersey Farm can do exactly this. Our innovation through layout, orientation and building design, our tenants increasing income and new expertise to the area, our aspirations from the master plan documents submitted to you, would be able to tackle the green transformation required, and as you rightly state, Crawley needs to reset how its economy operates through the lens of green recovery. This is at the heart of our master plan proposals.

Your other strategic priority relates to skills for the future, looking at overhauling skills training facilities and the programme offer, to empower local residents. Again, our location on the edge of Manor Royal and adjacent to Langley Green and with a wide 20min walking catchment, enables a very significant provision of additional floor space that is much needed, providing additional high quality jobs for local people within a small walking & cycling distance.

You also state that a well connected Crawley is part of your strategic priorities, with digital connectivity driving jobs recovery, and sustainable transport connectivity to drive down traffic movements. Again, our development at Jersey Farm would be highly connected, enhancing and building on the sustainable transport network available in that area and linking successfully to the eider neighbourhoods, creating a sustainable and connected live/work link.

We believe but Jersey Farm, enables you to create a diverse and resilient economy establishing Crawley as a key business destination in the South East and could assist in developing a pioneering niche innovation identity for Crawley around engineering and logistics.

Our site, and others can assist with digital enhancement and advancement as you would expect from any business park and our own illustrative Master plans demonstrate that any innovation centre or innovation hub through the mix and scale of our buildings would also be possible on the edge of Manor Royal. This again aligns with your vision.

Your Recovery Plan states that a key priority will be to unlock sufficient suitable employment land, to drive recovery and we believe that safeguarding is tying your hands in doing so, restricting your ability to support one of the most sustainable economic opportunities within Crawley, in providing new innovative development, whilst building on the success of Manor Royal and its Business Improvement District.

In addition, under Green Transformation you highlight the need to drive growth of green technology, businesses and jobs and maximise renewable energy to provide grid resilience and invest in green infrastructure opportunities. That is all possible by the offer at Jersey Farm should safeguarding be removed and new development supported.

As part of a Connected Crawley, our aim is to enhance the green economic future for the town Crawley by delivering low carbon transport options, and hyper digital connectivity, again golden threads that appear in both your plan and our Jersey Farm proposition, especially by improving sustainable transport infrastructure both within our site and connectivity to the wider Manor Royal.

We are also able to assist in looking at maximising the capacity of digital infrastructure and through the supply our new buildings and from lessons learned from both our clients and Vail Williams, regarding advanced technology required for business locations, we can ensure that development contributes to highly competitive digital infrastructure offer.

Our proposals also look to enhance sustainable transport connectivity within our site with sustainable transport at the heart of movement throughout the Masterplan including the expansion of the bus rapid transport network and allowing really successful links between Crawley’s neighbourhoods and a new principal employment zone, again aligning with your objective 5 Connected Crawley.

In summary, we fully support the production of your One Town Recovery Plan that builds and enhances employment opportunities in Crawley, both as a result of the COVID-19 pandemic but also to ensure less reliance on Gatwick Airport. However, we believe that this strategy has the opportunity to go further, and look to facilitate additional new developments that are currently frustrated by safeguarding, and restricted with outdated protection of safeguarding policies that are not sufficiently robust or evidenced.

Whilst we appreciate the Councils initial intention was to challenge safeguarding, we believe that as a collective and Economic Community, this is something that Crawley Borough Council should be leading and challenging further as part of any Recovery Plan as well as its Local Plan led framework. The vision should not therefore be mute on the issue.

We have also completed your short survey, however we will be grateful if we can continue to engage with you and continue dialogue regarding how the Jersey Farm opportunity can help align with your strategic priorities of your Recovery Plan to 2037 and beyond.

Aberdeen Standard Investments

I am submitting this response to Crawley Borough Council’s consultation on its Economic Recovery Plan on behalf of Aberdeen UK Property Fund.

We congratulate Crawley Borough Council on its commitment to producing a clear plan for recovering from the economic crisis caused by the Covid-19 pandemic, which hit Crawley particularly hard because of its reliance on Gatwick Airport for jobs and economic activity.

Aberdeen Standard Investments has invested into Crawley for many years. A planning application for 9,768sqm of flexible employment floorspace on a c18 hectare site to the north of Manor Royal as a natural extension of the already successful business park is being determined by the Council. This would:

- provide high-quality employment space, creating up to 270 jobs
- make an economic contribution of £18,900,000 in Gross Added Value Terms to the local economy;
- generate estimated business rates of £320,000 annually;

- help to close the borough's skills gap by offering jobs at different skill levels for Crawley's school and college leavers.

We agree that Crawley has firm economic foundations and remains a place where we want to do business.

However, we also recognise and agree with the long-term structural challenges identified by the council, including:

- Limited overall available employment land supply
- Need to strength local workforce skills to boost social mobility
- Need to attract business investment to occupy vacant Manor Royal sites
- The risk of the town's reliance on Gatwick Airport as an employer and economy driver, making the town disproportionately vulnerable to downturns that affect the aviation sector

Need for new employment land

We agree that the council needs to identify new sites to provide for all Crawley's employment growth sectors and help boost jobs for residents. Crawley has a need for significantly more employment land, and the borough also has a need for more jobs at different skill levels for school and college leavers.

We have previously expressed concern that the Draft Local Plan Review adopts too low a growth rationale and does not provide for the full objectively assessed need. The minimum level identified is substantially below the amount required, such that it may put at risk the future economic prosperity of Crawley, undermine the strength of the area as an employment hub, and create unsustainable travel patterns.

The importance of Manor Royal

We strongly agree that Manor Royal is an asset to the town, and a major contributor to the Crawley, Gatwick Diamond and Coast to Capital economies. The success of Manor Royal is central to the future economic prosperity of the borough. Proposals to invest in and strengthen Manor Royal are welcomed, both to attract new manufacturing and other industries, and to transform it into a digitally advanced business park.

The safeguarding of land around Gatwick Airport for a second runway continues to be a constraint on delivering new employment land in the north of the borough and has prevented investment coming forward. We maintain our position that there is no robust evidence as required by national planning policy for the Gatwick Airport second runway safeguarding and Policy GAT2 should be deleted. Removal of the safeguarding creates a significant opportunity, in particular to expand the successful Manor Royal Business District on the land to the north.

A diverse and resilient economy

We strongly agree that Crawley needs to broaden its economic architecture and boost economic resilience. The Covid-19 pandemic is unlikely to be the last crisis that disrupts Gatwick Airport and its associated industries, so ensuring that Crawley provides enough employment land to provide jobs in a variety of industries and sectors, including manufacturing and logistics, will help make the town's economy more resilient to national and international economic shocks.