

# Manor Royal BID

Annual Report 2019/20



*Our year in review*

*Be part of it!*

## Chairman's Message



I am pleased to present our Annual Report covering the period between April 2019 to March 2020.

Reading this report it is clear that the Manor Royal BID is still solidly delivering on its commitments that collectively contribute to create a place where companies and people choose to be both for the strength of its business community and the quality of its trading and working environment.

This has taken seven years of dedicated hard work, imagination and partnership. I thank everyone involved for their dedication and support - not just in the past year but over the past seven years.

The year ahead is beset with challenges of adapting to COVID and responding to our imminent departure from the EU. The impact of these factors will be dramatic and they will be felt unevenly. Our combined and on-going commitment to the BID will stand us in good stead.

In commending this report I urge you to hold tight, stay safe and stay together.

**Trevor Williams**  
Chair, MRBD Limited

## Our plan, Our commitment

### Who we are

The Manor Royal BID Company (MRBD Limited) is a not-for-profit company set up and managed by volunteers from the Manor Royal business community to deliver the Manor Royal Business Improvement District (BID). Originally voted for by Manor Royal businesses in the BID ballot of April 2013 it was renewed by vote in the Renewal Ballot of March 2018.

### Four objectives

With a single vision "to improve the trading and working environment of Manor Royal" our Business Plan describes four objectives:



1: Promote & influence



2: Trade & save



3: Infrastructure & facilities



4: Manage & maintain

### Five years

We promise to deliver on these objectives over a period of five years between 2018 and 2023.

### One voice

Our Business Plan is our commitment. Our commitment to improve Manor Royal and our commitment to each other to work together to achieve our vision. The Manor Royal BID acts in the best interests of Manor Royal, and is committed to providing a representative voice for Manor Royal, to lobby on behalf of the area, to make sure Manor Royal is recognised as a priority for investment and support and to remain responsive to Manor Royal business needs.

## Our board

Drawn from Manor Royal businesses, members of the Board give their time on a voluntary basis. The Board provides strategic oversight to make sure the Manor Royal BID keeps to plan and is properly managed.

	<b>Trevor Williams,</b> Thales UK
	<b>Paul Searle,</b> P&H Motorcycles
	<b>Michael Deacon-Jackson,</b> FTD Johns
	<b>Paul Roe,</b> Kreston Reeves <i>Resigned from the Board November 2019</i>
	<b>Cllr Peter Smith,</b> Crawley Borough Council
	<b>Markus Wood,</b> Avensys
	<b>Zoe Wright,</b> B&CE The People's Pension <i>Resigned from the Board November 2019</i>
	<b>Keith Pordum,</b> Bon Appetit
	<b>Anthony Maynard,</b> CGG

The Articles of the BID Company allow for Board membership of up to nine individuals. Each year a third of the Board is required to stand-down but can stand for re-election.

Various other businesses are represented on the Management Group and various Working Groups. The Board actively encourages the involvement of BID levy paying businesses.

## Our standards

The Manor Royal BID Company is operated in an open and transparent way to comply with the Regulations that govern BIDs and to satisfy standards of good practice. It is important that the businesses and staff of Manor Royal know what the BID is doing and know that things are being done the right way.

Doing things right means:

1. MRBD Limited is set up as a Not for Profit company limited by guarantee and registered with Companies House with a set of Memorandum and Articles appropriate for a BID.
2. There is an appropriate governance structure in place with elected directors drawn from and voted by fellow Manor Royal companies at an annual AGM.
3. An annual BID Levy leaflet is produced and distributed with the BID Levy Bill to inform BID Levy Payers how the money was spent last year and how it will be spent next year.
4. Annual accounts and an annual report are published and made available at the AGM and subsequently on the website. Copies are sent on request to those that want them.
5. Every effort is made to contact and invite all BID Levy paying businesses to become members of the BID Company (at no charge) and to attend AGMs.
6. The Manor Royal BID operates an "open door" policy and actively invites people to become involved in the work of the BID.
7. Board and Management Group meetings are minuted and the minutes are published on line.
8. Operating and Baseline Agreements have been set up with the public service providers so we know what we should be getting and do not inadvertently undertake or pay for jobs or tasks the local authorities ought to be doing.
9. Progress against a published and publicly available business plan is monitored and reported on.
10. BID accounts are fully audited by an independent accountancy firm and good practice principles are applied to procuring services on behalf of Manor Royal companies.
11. The Manor Royal BID strives to achieve the best value for BID Levy payers by using the BID levy to attract matched funding from other partners.
12. MRBD Limited adheres to the best practice guidance produced by British BIDs, the British Retail Consortium (BRC), the Inter Bank Rating Forum (IBRF) and the Federation of Small Businesses (FSB) to limit the central administration costs to not more than 20% of the BID Levy collected.



## Our numbers

The Manor Royal BID Business Plan (2018-23) is expected to generate at least £2.87m over five years, with a target of 10% (£260,202) coming from other sources.

### Our financial performance this year

How our expenditure in the year compares to our budget

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	509,500	91%	533,537	82%
Other income	51,000	9%	119,753	18%
<b>Total Income</b>	<b>560,500</b>		<b>653,290</b>	
Central costs	53,749	10%	59,951	9%
Levy Collection	15,300	3%	15,300	2%
Accrual	7,650	1%	-	0%
Obj1: Promote & Influence	55,637	10%	51,153	8%
Obj2: Trade & Save	121,682	22%	132,017	20%
Obj3: Infrastructure & Facilities	108,732	19%	97,428	15%
Obj4: Manage & Maintain	187,523	33%	148,056	23%
Contingency	10,200	2%	-	0%
<b>Total</b>	<b>560,473</b>	<b>100%</b>	<b>503,905</b>	<b>77%</b>
Surplus (Deficit)	27		149,385	
Balance at the start of the year	-		19,446	
<b>Reserves</b>	<b>27</b>		<b>168,831</b>	

### Our financial performance to date

This table shows how we are performing cumulatively for this term of the BID, which officially started in June 2018. It shows the total income and expenditure since the Manor Royal BID was renewed.

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	1,009,010	91%	1,034,338	75%
Other income	101,000	9%	342,113	25%
<b>Total Income</b>	<b>1,110,010</b>		<b>1,376,451</b>	
Central costs	106,444	10%	116,771	8%
Levy Collection	30,300	3%	30,300	2%
Accrual	15,150	1%	-	0%
Obj1: Promote & Influence	110,183	10%	107,554	8%
Obj2: Trade & Save	240,978	22%	266,234	19%
Obj3: Infrastructure & Facilities	225,332	20%	368,695	27%
Obj4: Manage & Maintain	371,369	33%	325,443	24%
Contingency	20,200	2%	-	0%
<b>Total</b>	<b>1,119,956</b>	<b>101%</b>	<b>1,214,997</b>	<b>88%</b>
Surplus (Deficit)	(9,973)		161,454	
Balance at the start of the year	10,000		7,377	
<b>Reserves</b>	<b>27</b>		<b>168,831</b>	

### Manor Royal BID continues to be more successful than anticipated in attracting additional income

This is explained by success in attracting contributions towards the cost of the digital signs and a grant award from the Arts Council of England for development of the MicroPark Trails and facilities upgrades.

**Central costs remain low** accounting for just 8% of all income. Industry best practice recommends that central costs should not exceed 20%. The Manor Royal BID has consistently kept central costs below this level allowing more money to be invested in new and additional services, projects and improvements.

## Our income

It is our objective to match BID Levy contributions with other sources of funding in order to maximise the value of the contributions being made by Manor Royal businesses. The Manor Royal BID continues to be successful in this regard. To date, for every £1 of Levy Income the BID has generated an additional 25p from other sources.

## Our spend on projects

The Manor Royal BID exists to deliver additional and improved services, projects and initiatives that collectively contribute to a better trading and working environment. Here's how.

### Objective 1, Promote & influence

This is about promoting the area, promoting local companies and representing the interests of the Business District to public partners and others. Most of our spend in this area is on producing and distributing Manor Royal News and eBulletins, and managing the website, PR and Comms. We are about where we expect to be compared to budget.

### Objective 2, Trade & save

This is about how we bring companies together and look at different ways to help them save money. Our key spend areas here are on events, providing the bespoke training programme (with Crawley College), the free and unlimited use of the Manor Royal jobs board (with LoveLocalJobs.com) and the subsidised transport initiative (easit). The modest over-spend here is because we invested slightly more on events, training and produced additional promotional materials.

### Objective 3, Infrastructure & facilities

This is about investing in the physical environment and infrastructure so that Manor Royal looks better and works better. These improvements are linked to how satisfied and impressed people are with Manor Royal, which this year saw the launch of the digital signs. The slight under-spend was due to the slow running of the MicroPark Trails project where the major expenditure associated with delivery will be incurred in future years, for which we have to save and attract other funding.

### Objective 4, Manage & maintain

This is about how we look after Manor Royal and has become an increasingly important area. Main spend areas are in providing the dedicated Maintenance Team to help with grounds maintenance and the Business Ranger service that is about stewardship and security. We also provide free access to Manor Royal Business Watch, additional winter gritting and we look after all the signs, parks and other facilities in Manor Royal. The slight under-spend was due to a Business Ranger vacancy.

## Explaining the surplus

Final accounts in any given year can sometimes show a surplus. This is usually explained by timing issues in respect of delivering capital projects. The complexity and cost of certain projects may also require the BID to carry forward funds generated in one financial year for expenditure in a future financial year. The following table explains how the surplus in this financial year may be invested.

Manor Royal Heritage and Arts Trail (phase 2 - Delivery)*	£115,000
Repayment of loan to WSCC towards cost of Gateway 1 enhancements	£80,000
Restoration of the BID Reserve (in line with policy)	£50,000
Security Radios	£14,000
Ultrafast (gigabit) broadband	To be confirmed
Enhanced additional maintenance	To be confirmed
Restoring the BID Renewal Fund	To be confirmed

\*The full cost of these area-wide facilities and public realm enhancements is circa £1.3m for which third party funding is required.

\*\*COVID-19 may have an impact on the pace of delivery of some projects and initiatives.

# Our performance

The Manor Royal BID is all about delivering place-specific improvements in line with our Business Plan that make Manor Royal a better place to work and run a business. On these pages we provide an insight into the impact the Manor Royal BID has had in the last year. Without the Manor Royal BID these things would not have happened.

## About management & operations

The Manor Royal BID works to attract additional funds while keeping costs down to maximise what it can invest in new and additional projects and services.

**25%** To date £342,113 additional funds attracted in support of BID Projects. 25% of funding has come from elsewhere.

**8%** At 8% of income, central costs remain well below the industry standard (20%) - and always have been!

During the year the BID made two new recruits to improve delivery and make the BID more robust



**Clare Silva, Operations Manager**  
Clare supports the Board and Management Team, helps manage the office and management systems, looks after our people activities and has project responsibilities e.g. Micro Parks project



**Chris Oxlade, Communications Officer**  
Chris is responsible for BID PR, communications, publications, social media, web management, events and digital signage plus other related project work.

## About savings & services

The Manor Royal BID works to provide additional services and savings, including maintenance, security, training, transport and more.

**31** training sessions organised attended by 236 people delivering an overall saving of £28,255.

**15** times the additional winter gritting service was activated covering 75 kilometres.

**80** the number of Business Rangers hours provided per week to help with security and reassurance.

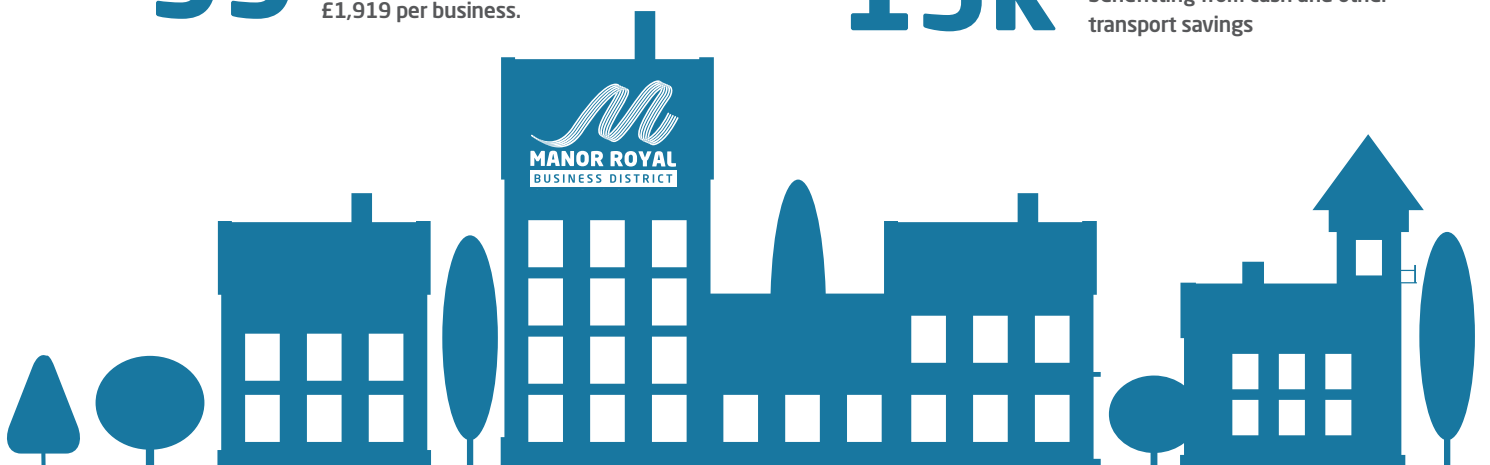
**60+** Additional ground maintenance hours provided by the Maintenance Team to keep Manor Royal clean, tidy and well-presented.

**262** conservation based volunteer/team building hours provided at Crawters Brook saving £3,100.

**308** jobs posted on the Manor Royal Jobs Board generating 913 applications and delivering overall savings of over £74,850.

**99** businesses registered with easit saving over £190,000 in membership fees, £1,919 per business.

**OVER 15k** Manor Royal easit card holders benefitting from cash and other transport savings



## About projects & facilities

The Manor Royal BID works to deliver projects that improve the public realm, infrastructure and available facilities.



**Digital Signs:** Four digital signs installed at key locations around Manor Royal go live with first advertisers in May 2019



**Facilities:** First phase of the Trail Project to create a network of small seating areas to improve facilities and public realm is completed.

In addition, the Manor Royal BID continues to work with partners on the Crawley Growth Programme, with West Sussex County Council to progress the ReEnergise Manor Royal renewable energy project and Crawley Borough Council to leverage investment for Manor Royal via the Towns Fund.

## About engagement

The Manor Royal BID works to build a sense of community and to inform levy payers, and all Manor Royal based business, about what it is doing and what is going on generally.



**8 events attracting 1,230 delegates including Manor Royal Matters, Know Your Neighbour, Football Tournament and Careers EXPO plus the new People's Conference**

**Over 8,000 copies of the quarterly magazine Manor Royal News produced and distributed**



**13 bulletin newsletters issued to between 1,500 and 1,700 people**

**Management of dedicated website and growing social media channels including Twitter, Instagram, LinkedIn and now Facebook to promote Manor Royal companies as well as the work of the BID**

## About maintenance

Manor Royal BID works to provide additional grounds maintenance services on top of what the Councils provide to keep the place looking good.

On average throughout the year the Maintenance Team will cover over 80 miles while grass cutting and collect 1.5 tonnes of cuttings, resolve over 2 tonnes of fly-tipping, clear 17 tonnes of litter as well as cut back hedges, clean signs, look after the park areas and other ad hoc tasks



## About security & reassurance

Manor Royal BID works to keep Manor Royal safe by providing advice and reassurance and working alongside the police and local authorities to help protect the area.



**Over 1,500 visits conducted to over 250 businesses.**

**390 public realm reports logged identifying littering, fly tipping, broken street furniture, parking issues etc.**

**40 incident reports issued via DISC (Business Watch) covering incidents of theft, abandoned vehicles etc.**

**84 security alerts issued via the DISC (Business Watch) system to provide early warning to Manor Royal companies.**

**370 Business Watch (DISC) members saving between £188 and £386 per annum per company providing secure means to receive and share security, crime and related information.**

## Awards and added value














**In addition the BID has:** Helped to leverage an additional £820,000 to extend the dedicated bus lane on Manor Royal road as part of the Crawley Growth Programme / Introduced the free to access eLearning platform "Manor Royal MicroLearn" / Introduced a new commercial waste and recycling partnership with BIFFA / Deep cleaned chevrons at Gateway 3 (Astral Towers) roundabout / Digital Signs project recognised by the BID Foundation in their "Best Practice" report / Supported the introduction of a new peak time bus service (Route 11) connecting Maidenbower, Pound Hill and Three Bridges to the centre of Manor Royal / Continued to represent Manor Royal on key national and local strategic bodies and groups.



Find out more about Manor Royal BID activities at [www.manorroyal.org/projects](http://www.manorroyal.org/projects)

# Our year ahead

## We will carry on providing...

-  Additional security measures including Business Rangers, free Business Watch membership and security /ANPR camera system
-  Active travel promotion and cheaper staff travel via easitCRAWLEY transport initiative membership for all
-  Low cost staff training (with Crawley College) and free to access eLearning platform (MicroLearn)
-  Free and unlimited use of the Manor Royal Jobs Board
-  Additional and dedicated grounds maintenance and winter gritting
-  Free to access networking and events programme
-  Tailored communications including monthly eBulletins, quarterly Manor Royal News, managed website, multi-channel social media and provision of digital screen advertising
-  Online business directory and free business listings, promotions and offers
-  Dedicated point of contact for help, enquiries and representation
-  Discounted services and employee benefits, including the “Manor Royal Friends” benefits scheme
-  Upkeep of park areas, branded street signs, lamp post banners, map boards, welcome signs, subways and digital screens
-  Investment to improve infrastructure and facilities
-  Lobbying for additional funding, resources and support to Manor Royal

*For more information:*  
**01293 813 866**  
**info@manorroyal.org**  
**www.manorroyal.org**

## In addition we will...

- Begin work on the roll-out of the Wellbeing Micropark Trail, including securing the necessary funding
- Work with Crawley Borough Council and West Sussex County Council to deliver the Manor Royal elements of the Crawley Growth Programme transport infrastructure improvements
- Lobby for improved on-street parking management and enforcement arrangements
- Introduce a security radio system, particularly in support of County Oak retailers
- Introduce an improved bespoke business directory
- Re-design the Manor Royal website to include property search functionality
- Investigate solutions to improve broadband speed
- Support the delivery of the Manor Royal Re-energise project to test the feasibility of on-site energy generation from sustainable sources (with West Sussex County Council Your Energy Sussex and Crawley Borough Council)
- Be an active partner in the Crawley Towns Deal Board helping to secure investment for Manor Royal and deliver agreed Manor Royal projects

## Adjusting to COVID-19...

The financial year of the Manor Royal BID ended with the introduction by the Government of measures to control the transmission of COVID-19. The Manor Royal BID Board responded quickly taking decisions to pause certain activities either because “lockdown measures” or wider safety concerns necessitated it or because it was necessary to protect the future running of the BID.

Events were postponed or taken online, face-to-face training was digitised, new services like the free to access online learning platform (Manor Royal MicroLearn) were immediately introduced as were new advice pages ([www.manorroyal.org/covid19](http://www.manorroyal.org/covid19)), the Manor Royal Message Board and direct support to businesses who needed help to access grants and advice.

Core services such as the Business Rangers, additional maintenance, other security services (e.g. business watch access and CCTV / ANPR) and the free to access Jobs Board continued to run throughout.

Certain adjustments will remain in place and clearly impact year three of the BID (2020/21) and beyond. The Manor Royal BID will continue to remain responsive in terms of how it operates and delivers services. There is a Manor Royal Recovery Plan in place with a supporting progress tracker (both publicly available) and a risk register that is monitored by the Board.

What is unchanged and what this report demonstrates is the ambition and commitment of the Manor Royal BID to continually improve Manor Royal for all those who trade and work here.