

Manor Royal BID

Annual Report 2021/22



Our year in review

Be part of it!

Manor Royal Matters 2022

including our Annual Review and BID3 Business Plan (2023-28) launch

OUR AGENDA

09:15 **Registration and refreshments**

FIRST HALF - the present and recent past

09:45 **Welcome address & Annual Review**

How the BID Levy and other funds have been invested. What has been delivered. What has changed. Includes election of BID Directors.

10:30 **Tea, Coffee and networking**

Meet fellow Manor Royal companies, visit the mini-exhibition and talk to key partners delivering services and helping to change Manor Royal.

SECOND HALF - the future

11:00 **Introducing Manor Royal: the mini-movie**

11:10 **What next for the Business District and the Manor Royal BID?**

Looking to the future of the area and the BID, this session will preview the next Manor Royal BID Business Plan covering the period 2023-28 and detail the planned investments for the area.

11:45 **Q & A Session**

12.00 **Closing remarks followed by networking lunch and exhibition**



Chairman’s Message



This is the last Annual Report before we once again ask businesses to vote in the BID Ballot taking place in February 2023 to keep the BID going for another five years.

It’s a challenging process that all UK BIDs must go through, and it puts a lot of strain on the team. Reading this report reinforces the breadth of the services, projects, events and initiatives delivered by the BID. From the seemingly modest to the impressively large and ambitious. It’s amazing what we have managed to achieve.

Let’s not forget that none of this was being delivered before the BID and none of this would be delivered without it. I have been around long enough to remember what Manor Royal was like pre-BID. It wasn’t pretty, literally. It was very far from pretty. I wouldn’t want to go back to that.

During this reporting year we were still dealing with the impact of the pandemic. Despite that we have completed the first of the new pocket parks and started on the next, seen the first phase of the Growth Programme works completed, secured funding in support of establishing the local energy community, commissioned work to explore how to make Manor Royal more sustainable, expanded the Maintenance Team and secured excellent levels of additional funding while at the same time still providing flexibility in terms of BID levy collection.

That’s a record to be proud of. I hope we will be here next year to report on even more progress. Whether we will depends on you, the businesses. Let’s not take any of this for granted.

Trevor Williams
Chair, MRBD Limited

Our plan, Our commitment

Who we are

The Manor Royal BID is a not-for-profit company whose sole purpose is to represent and improve Manor Royal by delivering the BID Business Plan that businesses voted for. It is overseen by a Board drawn from Manor Royal companies who all give their time voluntarily.

Four objectives

Our vision is “to improve the trading and working environment of Manor Royal” by acting on 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 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 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 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. This chart illustrates how these funds will be invested:

Our financial performance for the year ended 31 March 2022

How our expenditure in the year compares to our budget

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	530,084	91%	553,932	57%
Other income	53,060	9%	419,270	43%
Total Income	583,144		973,202	
Central costs	55,921	10%	68,101	7%
Levy Collection	15,918	3%	15,918	2%
Accrual	7,959	1%	9,002	1%
Obj1: Promote & Influence	57,885	10%	38,053	4%
Obj2: Trade & Save	126,598	22%	114,375	12%
Obj3: Infrastructure & Facilities	113,125	20%	552,206	57%
Obj4: Manage & Maintain	195,099	34%	195,096	20%
Contingency	10,612	2%	-	0%
Total	583,117	102%	992,751	102%
Surplus (Deficit)	27		-(19,549)	
Balance at the start of the year	-		-	
Reserves	27		-(19,549)	

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	2,058,784	122%	2,114,558	68%
Other income	206,080	12%	996,087	32%
Total Income	2,264,864		3,110,646	
Central costs	217,189	13%	246,473	8%
Levy Collection	61,824	4%	61,824	2%
Accrual	30,912	2%	18,002	1%
Obj1: Promote & Influence	224,818	13%	187,009	6%
Obj2: Trade & Save	491,691	29%	475,718	15%
Obj3: Infrastructure & Facilities	449,364	27%	1,227,989	39%
Obj4: Manage & Maintain	757,742	45%	672,780	22%
Contingency	41,216	2%	-	0%
Total	2,274,756	135%	2,889,795	93%
Surplus (Deficit)	-(9,892)		220,851	
Balance at the start of the year	10,000		7,377	
Reserves	108		228,228	7%

Cash at bank at year end was £124,240

Our independently audited accounts can be found at www.manorroyal.org/manor-royal-bid-agm-and-accounts/

Our income

It is our objective to match BID Levy contributions with other sources of funding to maximise the value of the contributions made by Manor Royal businesses in the form of the BID Levy. This year 43% of income was generated from other sources, which means in this term the BID has attracted almost £1m in additional funding to improve Manor Royal. That works out as an average of £250,000 per annum or 32p for every £1 of Levy Income.

Most of this additional funding has come from the Towns Fund to help deliver the first Micropark areas. However, the accounts show a higher debtor figure than usual from outstanding BID Levy bills. This is because the Board maintained a more flexible approach to levy collection in response to COVID.

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 consistently keeps central costs below this level allowing more money to be invested in new and additional services, projects and improvements.

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 and 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, managing the website, PR and Comms. Notably this year we established a new promotional column with the Crawley Observer called "From the Manor" featuring Manor Royal business stories and launched a new website with a bespoke business directory and property search facility.

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).

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. The delivery of the first Micropark areas and design work for Fleming Way Central, The Terrace upgrade, and commissioning of the new Manor Royal Projects Pack account for the higher than budgeted spend, most of which was met by Towns Fund grant.

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 the all the signs, parks and other facilities in Manor Royal.

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.












BID Reserve (in line with policy)	50,000
Facilities upgrades (MicroPark delivery Phase 2)*	200,000
Enhancement to The Terrace Pocket Park	30,000
Manor Royal Sustainability Strategy & Action Plan	16,100
Total	296,100

*Third party contributions from the Crawley Towns Fund will help meet the full costs of this project.

Our performance

The Manor Royal BID delivers place-specific improvements in line with our Business Plan to make the Business District a better place to work and run a business. These pages provide an insight into the impact the Manor Royal BID has had in the last year, using performance data where it is available. Without the Manor Royal BID these things would not have happened





-  **More funds:** Over £419k of additional funds attracted for BID projects – approx. 43p for every £1 of BID Levy.
-  **Value:** Only 7% of income spent on central costs. Well below industry standards of not more than 20%
-  **Winter gritting:** service activated 12 times covering 60 kilometres
-  **New facilities:** Manor Royal BID leads on the market test for the “superhub” bus stop improvements at Manor Royal Central to create an improved state-of-the-art bespoke shelter and surrounding park area.

-  **Communication:** 10,000 copies (four issues) of Manor Royal News magazine printed and posted to all
-  **Communication:** 12 monthly ebulletins sent to average audience of 1,500 per issue
-  **New facilities:** Four Micropark areas completed and opened providing new outdoor seating and meeting space(2)
-  **Public artist:** work begins on public art to enhance the Terrace Pocket Park and replace failed tree, funded by a grant.
-  **Training:** 34 sessions delivered, attended by 313 delegates, collectively saving circa £30k
-  **Job posts:** 513 Jobs posted on the free to use jobs board saving companies almost £120k (3)
-  **Events:** 9 events took place attended by 342 delegates
-  **New facilities:** Early phase design work and artist appointment made for Woolborough Lane Linear Park and Crawler’s Brook enhancements (2)
-  **Security radios:** provided to vulnerable retailers in County Oak and Acorn Retail Parks
-  **Promotion:** 25 Crawley Observer “From the Manor” columns published promoting Manor Royal companies and people.
-  **Crime:** 369 reported crimes, up on previous year but below previous high (4)

Additional security

66% think Manor Royal has improved over the past few years (source: Manor Royal BID Survey, 2021)








-  **Additional Security:** provided each week to help with security and reassurance.
-  **Additional Maintenance** provided by the dedicated and expanded Maintenance Team to keep Manor Royal clean, tidy and well-presented.
-  **Cheaper travel:** over 13,000 users registered for an easit travelcard saving businesses over £190k in membership fees, plus savings for their staff(1)
-  **Digital signs:** Each digital advertising screen kept operational 16 hours per day across four locations, at massively reduced rates.







Additional maintenance

73% report being well-informed about the BID (source: Manor Royal BID Survey, 2021)









-  **Public realm:** 357 public realm reports issued identifying littering, fly tipping, broken street furniture, parking issues etc
-  **Incident reports:** 80 reports issued via DISC (Business Watch) covering incidents of theft, abandoned vehicles etc.
-  **Security alerts:** 221 alerts issued via the DISC (Business Watch) system to provide early warning to Manor Royal companies, in addition to instant messages.
-  **Gratitude:** Over 200 match day tickets as part of the Gratitude Scheme in partnership with Crawley Town FC
-  **Watch Members:** Over 482 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.

-  **Energy:** Secured £35k from the Coast to Capital Local Enterprise Partnership (LEP) in support of the formation of the Manor Royal Local Energy Community (LEC) to help companies generate energy on-site from renewable sources.
-  **Profile:** Representation of Manor Royal on key national and local bodies including: British BIDs Advisory Board, The Crawley Town Deal Board, Crawley Growth Programme, Crawley & Gatwick Business Watch, Gatwick Diamond Initiative Promote Group, Invest Crawley and Creative Crawley Committee.
-  **Funding:** Secured over £2m from the Crawley Towns Fund for Manor Royal projects in future years (2023-28), dependent on successful renewal
-  **Team building:** Support for renewed Public Space Protection Order (PSPO) to prohibit car cruising / racing in Manor Royal
-  **Improved infrastructure:** Phase 1 of the Crawley Growth Programme completed and Phase 2 begins to improve transport infrastructure, public realm, facilities, junction and signal improvements and cycling and walking facilities (5)
-  **More sustainable:** sustainability experts BioRegional commissioned to develop an action plan for making Manor Royal a more sustainable place using the “One Planet Living” framework.

Volunteering at Crawter’s Brook People’s Park

83% *satisfied with Manor Royal as a place to do business (source: Manor Royal BID Survey, 2021)*



-  **New website:** new website launched, featuring new bespoke business directory and property search facility.
-  **New facilities:** Designs and planning consent agreed for new Micropark area at Fleming Way Central (The Base) (2)
-  **Vision:** Manor Royal Projects Pack (version 3: 2023-28) commissioned to provide the spatial vision for improving Manor Royal, altering the area-wide maintenance regime and securing funding
-  **Team building:** 2 team building sessions organised with Sussex Wildlife Trust providing 45 hours of conservation-based volunteering at Crawter’s Brook People’s Park

Metcalf Way Micropark

87% *supportive of the Manor Royal BID and want it to continue (source: Manor Royal BID Survey, 2021)*



Notes:










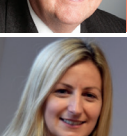

1. Actual level of public transport use much reduced compared to pre-COVID levels
2. Project benefits from Crawley Towns Fund funding
3. This equates to a 100% increase on the number of jobs advertised in the previous year
4. Most of the increase in reported crime is accounted for by retail crime at County Oak and Acorn Retail Parks.
5. The Crawley Growth Programme is a £60m town-wide improvement project involving Crawley Borough Council, West Sussex County Council, the Coast to Capital Local Enterprise Partnership (LEP), Metrobus, Gatwick Airport and Manor Royal BID.

**Find out more about Manor Royal BID projects at www.manorroyal.org/projects
 Find out more about Manor Royal BID services at www.manorroyal.org/benefits**



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.

	Trevor Williams, Thales UK (BID Chair)
	Yvonne Taylor, PPL Insights (BID Vice-Chair)
	Paul Searle, P&H Motorcycles
	Michael Deacon-Jackson, FTD Johns
	Anthony Maynard, CGG
	Tim Rose, Elekta
	Cllr Peter Smith, Crawley Borough Council (Retired May 2022)
	Markus Wood, Avensys
	Keith Pordum, Bon Appetit (Retired November 2021)
	Martha Burnige, Gatwick School (Appointed November 2021)
	Patrick Heath-Lay, B&CE The People's Pension (Appointed November 2021)

The Board is made up of up to eleven individuals who give their time voluntarily. Each year a third of the Board is required to stand-down but can stand for re-election by registered members of the Manor Royal BID Company. Various other businesses are represented on the Management Group and 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 for 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 Team 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 in advertently undertake or pay for jobs or tasks the local authorities ought to doing.
9. Progress against a published and publically 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 feedback

About the Manor Royal Jobs Board

"Within two weeks of our advert going live we had interviewed and offered the position to an applicant. The whole process was smooth and well organised and we couldn't be happier with the outcome."

Kelvin Precision Products

About virtual Know Your Neighbour

"I just wanted to drop you a line to say thank you for organising a fantastic event last week. I thought it all went really well over zoom and easy to manoeuvre through the rooms and to contact people."

Bridgeham Clinic

About Crawter's Brook People's Park

"I just wanted you all to know how much having these amazing green spaces makes a difference to your working day. So nice to see so many people enjoying some time out when I go for a walk."

A Manor Royal employee

About Manor Royal Matters

"I just wanted to say thank you for a well run and interesting Forum yesterday in a great venue. It was great having an opportunity to meet with other local businesses in person and learn about Manor Royal BID. I genuinely did not realise they were so proactive. The panel was articulate and engaging - lunch was appreciated too."

Harwoods Jaguar Land Rover

About the Manor Royal Microparks

"Really great cycling through Manor Royal and seeing all these developments going on there. Inspiring stuff and definitely well worth visiting. Big shout out and thank you to Manor Royal BID."

A Manor Royal visitor

About advice given by the BID

"An excellent result all round - thanks again for this brilliant example of how the BID can help its members!"

The Gatwick School

About the Business Rangers

*"I just wanted to say thank you for your help with our problem in Crawley. The information we received helped us to remove the two members of staff from our business. I can't thank you both enough, it is good to know that there is still some good people around willing to help when others are not interested." **A Manor Royal Garage***

About the Manor Royal BID

"I think the BID team do an amazing job and live being a part of Manor Royal. Since the BID has been going the sense of community has grown and the area has improved."

A BID survey response

Our activities, in pictures

A photo montage of some of the things the Manor Royal BID has delivered in the reporting year.



Manor Royal Matters 2021



Graffiti removal at Woolborough Lane



Gatwick Road Micropark opening



New website and directories



Crawley Growth Programme Phase 2 starts



Christmas event at Elekta



Crawley Town Fc Gratitude Scheme



Team building at Crawler's Brook



Gateway 3 Chevron deep clean



County Oak signal upgrade
















Expanded maintenance team



Renewed rules to prohibit car racing

Our year ahead

We will carry on providing...

-  Additional security measures including Business Rangers, free Business Watch membership, areawide security /ANPR camera system, security radios
-  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
-  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 property search, plus free business listings, promotions and offers
-  Dedicated point of contact for help, enquiries and representation
-  Discounted services and employee benefits
-  Upkeep of park areas, branded street signs, lamp post banners, map boards, welcome signs, enhanced entry points, subways and digital screens
-  Investment to improve infrastructure and facilities
-  Lobbying for additional funding, resources and support to Manor Royal

In addition we will...

- Agree detailed designs and deliver next Micropark at Fleming Way Central (The Base)
- Complete the Manor Royal Projects Pack providing the spatial vision for the Business District and acting as a basis for attracting additional funding and improving the area.
- Publish the Manor Royal Sustainability Action Plan produced by sustainability experts Bioregional.
- Complete informal consultation on the introduction of a parking permit scheme and agree a position on their introduction
- Work with Crawley Borough Council and West Sussex County Council to deliver the Manor Royal elements of the Crawley Growth Programme transport infrastructure improvements
- Begin design work for Woolborough Lane Linear Park and enhancements to Crawter's Brook and Terrace Pocket Park
- Support the delivery of the Manor Royal Re-energise (on-site renewable energy) project with West Sussex County Council Your Energy Sussex and Crawley Borough Council, including the appointment of a delivery partner
- Progress market test and designs for the first Manor Royal Superhub Bus Shelter, with complementary supporting infrastructure and park area.
- Represent Manor Royal on the Crawley Town Deal Board and agree funding arrangements for delivery of key Manor Royal projects
- Arrange deep clean and minor repairs to Gateway 3 roundabout chevrons.
- Review CCTV and ANPR security camera arrangements, including securing funding for upgrading and purchasing additional cameras
- Prepare for the renewal of the Manor Royal BID to secure a third term so we can continue to deliver improvements and services in Manor Royal for another five years (2023-28).

Our future

The only way to keep the Manor Royal BID going - VOTE "YES"

Every 5 years Business Improvements Districts (BIDs) have to be voted for by businesses.

Manor Royal BID comes to an end on 31st March 2023 - unless businesses vote "yes" to keep it going. A new Business Plan has been produced based on feedback from businesses and the needs of the area. The plan covers the period 2023-2028.

The BID Ballot (postal vote) takes place in February 2023.



VOTEYES
FEB23



MANOR ROYAL
BUSINESS DISTRICT

Who in your business will vote in the Manor Royal BID ballot?
Have you seen the Manor Royal BID Business Plan (2023-28)?

LET US KNOW WHO TO SEND YOUR BALLOT / VOTING PAPER TO?

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Be part of it!