



Promote and influence



Trade and save



Infrastructure and facilities



Sustain and renew



Manage and maintain

Manor Royal Business Improvement District (BID)

Business Plan Prospectus

(2023-2028)



“5 years. 5 Objectives. 1 Manor Royal.”

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What is a BID?



A Business Improvement District (BID) is a precisely defined geographical area within which the businesses vote to invest collectively in local improvements to enhance their trading environment.

BIDs were enabled by Parliament through the Business Improvement Districts (England) Regulations (2004) that BIDs must comply with.

Businesses decide what they want the BID to do, they run it by the rules they agree and they fund it through a small annual financial contribution (BID Levy).

BIDs can only be created for a maximum of five years by a vote (a ballot).

After each five-year term businesses must vote again to keep the BID going for another five years based on a new Business Plan. If businesses don't vote in favour of it, the BID is closed, it stops delivering services and has to undo all that it has done.

The purpose of a BID is to provide new or expanded works and services within the BID area in addition to those already provided by local authorities, whether they be the Council, Police or anyone else.

There are over 330 BIDs operating in town centres and business parks throughout United Kingdom and Ireland.

More information about BIDs is available from British BIDs at www.britishbids.info

Foreword

We've come a long way, let's keep it going

Since it was created in 2013, the Manor Royal BID has made a real difference. The opportunity now is to unlock over £5 million dedicated to the continued improvement and success of Manor Royal that nobody else is going to deliver.

Government rules mean that every five years businesses have to vote to keep the BID going. Only if businesses vote “YES” can the Manor Royal BID carry on.

If we don't do it, no one will.

It is hard to imagine what Manor Royal used to be like before the BID; vacancy rates were much higher, there were more empty sites and buildings, there was a lack of investment, there were signs of neglect, the maintenance was poor, security was lacking, the public realm was weak, facilities were limited, the signage was dated, satisfaction levels were low and no one had a plan for putting it right.

Things are different now.

Because of the Manor Royal BID we have been able to generate significant levels of new investment, act on the issues that were letting us down and build meaningful partnerships that deliver results. The place is actively managed, the businesses are better supported and by working together we have much greater influence with those who in turn influence our working lives.

Now is our opportunity to keep that going and to build on it.

This plan sets out an exciting five-year programme of continued investment in new and additional projects and services between 2023 and 2028 to help us realise our vision “for Manor Royal to be a place that people and businesses choose to be”.

The only way that can happen is if businesses vote **“YES”** for this Business Plan at the ballot in February 2023.



Making a difference (proof of impact)

Things we have done, do and will carry on doing



Broadband: 23 broadband cabinets upgraded in Term 1 to provide faster fibre-based broadband. Work is underway to enhance to gigabit broadband speeds for all.



Security cameras: 25 security cameras installed and maintained at entry points and strategic locations. The plan is to expand the camera network.



Crawters Brook: Award winning Crawter's Brook People's Park created from wasteland in Term 1 and maintained by the BID. Further enhancements are planned.



Gateway 3 (Betts Way): Entranceway upgraded to improve the sense of arrival and first impressions.



Gateway 1 (Gatwick Road / Hazelwick Flyover): Busiest entranceway to Manor Royal completed in Term 2, with further improvements planned to the roundabout area.



Terrace Pocket Park: Opened in Term 2 to improve the facilities and public realm offer. New artwork planned to be installed.



Supported: Single point of contact for enquiries and problem solving.



Signage: Over 200 directional and wayfinding signs installed and maintained.



Winter gritting: typically activated between 15-20 times each year covering 5km of road on each activation for areas not otherwise treated by West Sussex Highways.



Business Magazine: Between 16,000 and 20,000 copies of the quarterly Manor Royal News magazine published annually to promote the Business District and its companies.



Events: A dedicated events programme attracts 100s of companies and 1,000s of delegates each year including, the Manor Royal Know Your Neighbour EXPO.



Team building: Almost 1,000 hours of free to access conservation-based volunteering organised with Sussex Wildlife Trust.

Since its creation in 2013 the Manor Royal BID has been delivering on its objectives and making a tangible difference to the way the Business District looks, feels and operates. The following are highlights of some of those things. A full list of BID projects and services can be found at www.manorroyal.org/projects and www.manorroyal.org/benefits



Representation: Manor Royal actively represented to key stakeholders, like the Councils and Local Enterprise Partnership, and at local investment events and industry bodies.



Security team: A dedicated Business Ranger Team helps keep the place safe and serves as the area's eyes and ears.

83%

Improved Satisfaction: 83% of levy paying businesses report being either "satisfied" or "very satisfied" with Manor Royal as a place to do business, 46% strongly so, compared to just 13% before the BID



Lobbying: Introduce new traffic orders, Public Space Protection Orders to deter car cruising, support introduction of online booking for the recycling centre.



Security radios: Vulnerable retailers have access to free security radios to connect and warn each other of issues and incidents.



Better roads: £3.5m secured to improve junctions, surfaces and other bus, pedestrian, cycling and road improvements as part of Manor Royal's inclusion in the Crawley Growth Programme



New parks: Four new "micro" park areas completed (and maintained) with two more in development.



Planned improvements: Our third and most ambitious Projects Pack published detailing investment ready projects to guide facilities, maintenance, public realm and improve biodiversity.



Energy: Funding secured to test the feasibility and set up a Local Energy Community to make it cheaper and easier for companies to work together to generate their own energy.



Gratitude: Over 200 tickets distributed to Manor Royal companies as part of the Crawley Town FC Gratitude Scheme rewarding those that have gone the "extra mile".



Greener: "One Planet Living" consultants BioRegional appointed to devise an Action Plan to make Manor Royal more sustainable.



Intensive clean: Manor Royal BID carries out periodic intensive cleans and repairs to key areas, like the chevrons at Gateway 3 and the signs, that no one else does.

Notes: Figures do not count those events, projects, training events or job postings delivered in the final year of the BID (2022-23).

Making a difference (proof of impact)

More things we have done, do and will carry on doing



eBulletins: A monthly eNews bulletin provides companies with the latest news and information



Directories: Free business and property directories help Manor Royal companies and properties to be found.



Enhanced Maintenance: A dedicated maintenance team provide over 100 hours of dedicated, additional grounds maintenance each week.



Transport discounts: Almost 100 companies use the free to access easit transport initiative supporting 1,000s of employees with cheaper travel and advice. Saving companies over £190k in membership fees alone.



Gateway 2 (Manor Royal): Entranceway upgraded to include new crossing points and public realm.



Digital advertising: Four digital advertising screens managed and maintained for cheaper outdoor advertising by Manor Royal companies.

1%

Few dissatisfied: Only 1% of businesses claim to be dissatisfied with Manor Royal compared to 31% prior to the BID.



Cheaper Training: To date over 1,500 employees have attended over 180 bespoke discounted training events since forming the partnership with Crawley College saving Manor Royal companies over £160,000, a saving of between £25,000-30,000 per year (1)



You're Welcome: Manor Royal Information Pack printed and online to welcome and attract new tenants and investors.



Always Online: Managed website and social media channels.



Crime down: Reported crime stands at just over 300 per year, down from a peak of over 400.



Free jobs board: 1,680 jobs have been posted on the free to use Manor Royal Jobs Board to date, saving companies over £325,000 so far. Companies saved almost £45,000 in the past year alone.

**Over
£2.5m**

Added investment: Subject to a "YES" vote, the Manor Royal BID has secured another £2.5m in addition to the BID Levy building on its success at attracting new investment.



Local press: Regular features, including over 25 Crawley Observer "From the Manor" columns celebrating Manor Royal companies for free.



Subways: 2 Subways were upgraded to provide a more inviting entry point for pedestrians and cyclists. They are constantly monitored and maintained by the BID.



Community: Events and activities to support wellbeing, encourage a sense of community and raise funds for charity.

**MANOR ROYAL
BUSINESS WATCH**

Safer together: Free Manor Royal Business Watch membership saving between £187 and £386 per businesses per annum.



Connected Crawley: Key partner with Crawley Town Centre BID, Gatwick Diamond Business and Freedom Works providing access to informal networking to connect Manor Royal companies with other companies from across the town for free.

LOW

Low Central costs: The cost of running the BID are kept low, well-below industry standards, to ensure funds go directly into projects and improvements.

VALUE FOR MONEY

Value for money: The levy rate at 1.1% and maximum cap (£4,000) places the Manor Royal BID firmly in the lower quartile (cheapest) nationally based on the contributions businesses make to it. Almost as much money is generated from other sources to deliver the stated services and projects.



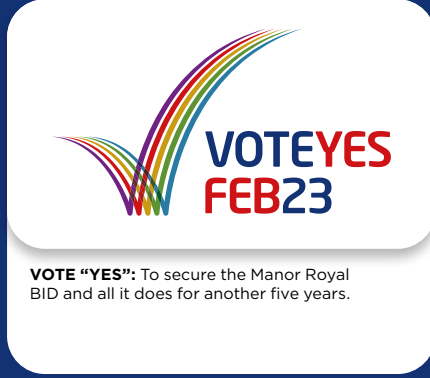
Supporting development: Actively engage developers to support applications and help to align with area-wide goals.



Proud history: With funding from Arts Council England, the BID researched the history and heritage of Manor Royal that has informed the development of the new park areas.



Superhub bus stops: Leading the way on improving key bus stop areas where people wait and congregate to create better facilities for all.



VOTE "YES": To secure the Manor Royal BID and all it does for another five years.

Notes: Figures do not count those events, projects, training events or job postings delivered in the final year of the BID (2022-23).

Benefits of the Manor Royal BID

The plan on a page

Voting **“YES”** to continue the Manor Royal BID will unlock a significant programme of investment delivered over the next 5 years (2023-28) to improve the Business District for the businesses and people that work here.

Making a difference

Since it was created in 2013, the Manor Royal BID has delivered many notable improvements to the Business District. It has been able to use its influence to raise the profile of the area and attract new investment as well as deliver projects, events and services specifically for the benefit of Manor Royal businesses and employees.

A vote to continue the BID

For the Manor Royal BID to continue, it is a requirement of the Government’s BID Regulations (2004) that businesses vote at the ballot scheduled for February 2023. Only by voting **“YES”** can the Manor Royal BID continue to deliver those services already valued by businesses and expand what it does by securing significant additional funding promised to it.

Who votes and pays

Only those businesses expected to pay the BID Levy are entitled to vote in the ballot. The annual contribution businesses would be expected to make will be set at 1.1% of the rateable value of each property located in the BID area that has a rateable value of £12,000 or more. The levy will be capped so that no single property will be liable to pay more than £4,000 per annum.

Additionality and focus

Whatever the Manor Royal BID delivers is in addition to what any other organisations provide. The Manor Royal BID is the only organisation whose sole interest is the success of Manor Royal and, most importantly, is run by and for Manor Royal companies.

The Manor Royal BID has also secured significant funds that will match, almost pound for pound, the BID Levy contributed by businesses.

One vision and five objectives

The vision is “For Manor Royal to be widely regarded as the place where companies and people choose to be for the strength of its community and the quality of its trading and working environment.”

Objective 1: Promote and influence

Promote Manor Royal and its companies, attract new investment and represent the interests of the Business District.

Objective 2: Trade and save

Provide opportunities to bring companies together to trade with one another and to save money.

Objective 3: Infrastructure and facilities

Improve the physical environment, public realm and infrastructure so that Manor Royal looks good and works better.

Objective 4: Sustain and renew

Help to make Manor Royal and its companies more sustainable and live within our means.

Objective 5: Manage and maintain

Deliver enhanced levels of maintenance and security throughout the Business District.

Details of the projects associated with each objective are set out in the relevant section of the Business Plan along with details of how the Manor Royal BID will be managed and run.

Businesses decide

If businesses vote to continue the Manor Royal BID a fund of more than £5m will be generated to help improve the Business District. The next BID Term would start on 01 April 2023 and run until 31 March 2028.

The only way to ensure this business plan is delivered is to vote “YES” at the Manor Royal BID ballot in February 2023.

www.manorroyal.org/BID3



What the people say

Testimonials



"Manor Royal would not be the place it is now without the Manor Royal BID. It provides the focus, drive and vision to get things done and for businesses to work together where before they were uncoordinated and left to their own devices. We now have a strong, collective voice and a coherent way to leverage support and to get things done. The next five years look set to be the clearest demonstration yet of the strength of our community and the Manor Royal BID."

Trevor Williams
Thales UK



"The BID has had a tremendous impact on Manor Royal. There is a real focus on creating a fantastic environment for Manor Royal businesses and the BID can rightly claim many successes. In order to keep up the good work I am supporting the BIDs renewal in 2023."

Yvonne Taylor
Managing Director,
PPL Insights



"CGG has supported the BID since the outset. The BID brings so much to the area and businesses through the teams positive proactive approach. The changes to the area have been many and of great value making Manor Royal somewhere businesses want to come and employees want to work. Renewal of the BID will see the continuation of improvements across Manor Royal for the good of all. Please join us in voting 'yes' to see the BID continue their valuable work."

Tony Maynard
Facilities Director,
CGG



"We are committed to realising a "One Town" vision for the economic future of Crawley and a thriving Manor Royal is key to that. The Manor Royal BID has consistently proven itself to be a reliable and trusted partner that is both effective at representing local business interests and delivering clear and obvious results on the ground."

Cllr Atif Nawaz
Cabinet Member for Planning
and Economic Development



"Achieving a sustainable and prosperous economy is one of our core priorities. The Manor Royal BID is an excellent advocate for the area, allowing us to better understand the needs of businesses so that our continued investment aligns with the genuine needs of the business district."

Cllr Paul Marshall
Leader,
West Sussex County Council



"A good working environment as we know is very beneficial to mental health and productivity. Being able to escape the workplace to a green space is something that should be available to all. The new pocket parks that have sprung up around Manor Royal are providing just this without the need to walk far to find one"

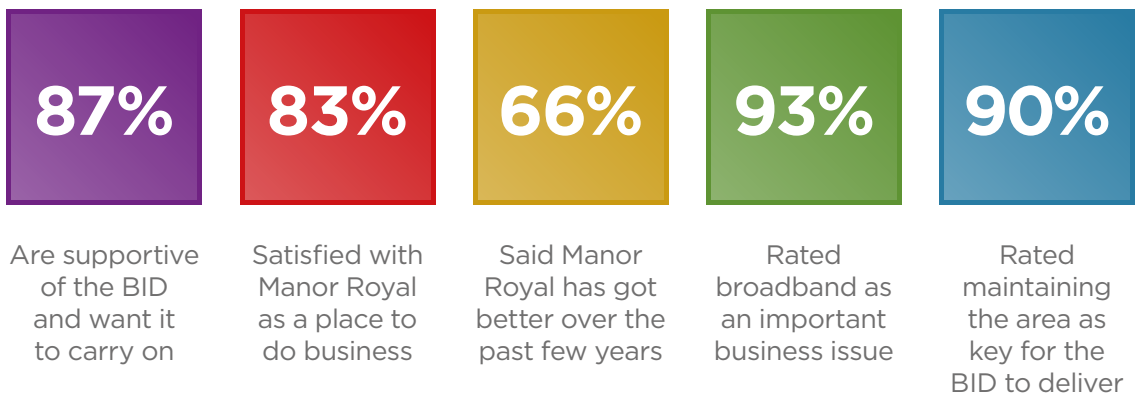
Paul Searle
Managing Director,
P&H Motorcycles

Evidence for the proposal (the research)

Informed by YOU

Feedback from events, face-to-face meetings, independent reviews, surveys results, invited (and uninvited) comments, and extensive coverage online and in printed form have all informed this proposal.

On top of regular surveys carried out during the five-year BID term, and in-line with good practice, the Manor Royal BID conducted an extensive survey of all Manor Royal based businesses. Detailed feedback was received from over 40% of all BID levy payers. The full report is available online with the headline results shown here.



Maintenance, infrastructure and Investment are top issues

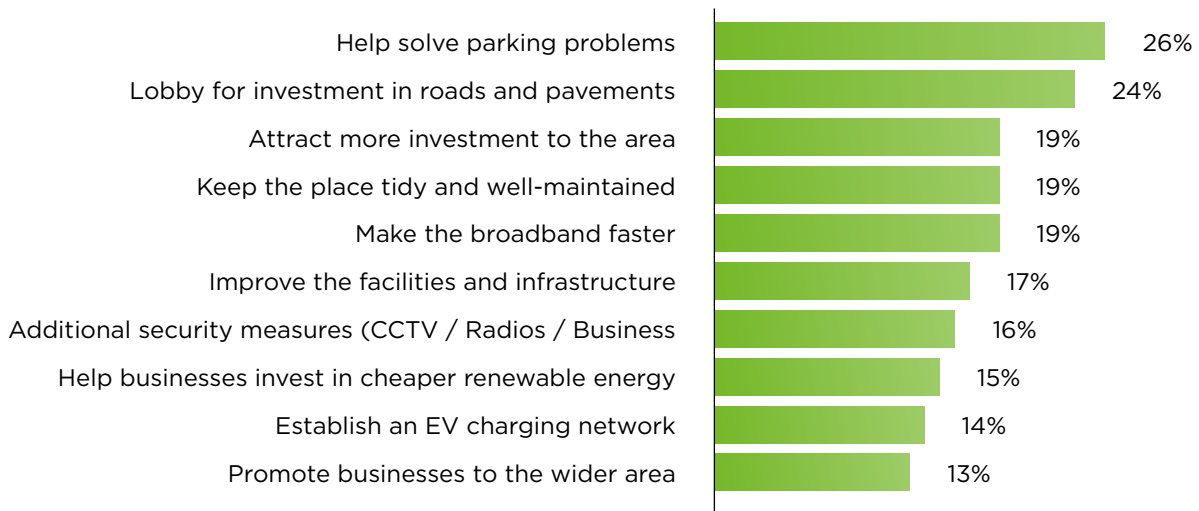
Important for the BID to deliver	Very Important	Very & Quite important
Keep place tidy/well maintained	53%	90%
Lobby for investment in roads/pavement	51%	83%
Make broadband faster	49%	82%
Attract more investment to area	48%	80%
Represent & lobby on behalf of MR	44%	85%
Improve the facilities & infrastructure	43%	82%
Help solve parking problems	42%	76%
Help with cheaper renewable energy	42%	77%
Establish EV Charging network	39%	70%
Additional security	39%	74%

When asked to rate what is most important for the Manor Royal BID to act on from a long-list of issues almost nothing was rated as totally unimportant. However, maintenance (keeping the place tidy) and infrastructure (roads, broadband and facilities) received strong support.

The role the BID plays in representing the area was also highly regarded, with sustainability issues (e.g. renewable energy and EV charging) starting to emerge as new and increasingly important areas for action.



Getting more specific



When we asked to be more specific and to rank their top three issues in order of priority, perhaps unsurprisingly, similar issues appeared in the top ten albeit in a slightly different order.

Accordingly, we propose to maintain investment in services and projects to address these issues but to add a new fifth objective (“Sustain & renew”) to sharpen the focus on sustainability.

Support for a new Manor Royal BID

Importantly feedback was positive about the impact of the Manor Royal BID with good support for continuing the BID for a further five years.

The proposal

(vision, projects & services)



Vision

Our vision captures a future for Manor Royal that works for businesses and staff through a shared commitment to work together where the BID provides the necessary momentum, energy and drive. That vision is:

“For Manor Royal to be widely regarded as the place where companies and people choose to be for the strength of its community and the quality of its trading and working environment.”

Based on this vision the central purpose of the Manor Royal BID is to:

“Improve the trading and working environment of Manor Royal.”

The Manor Royal BID does this by providing additional services, projects, events, improvements and investment exclusively for Manor Royal businesses and employees that otherwise would not happen.

Objectives

The Manor Royal BID will act on five objectives in support of our vision.

“We have seen many changes across the District over the past decade. It feels brighter, more “fit for purpose” and has steadily become what the BID set out to transform it into – an attractive proposition for new investment and a great place to trade with local businesses with a common aim.

Jane Jones
Finance Director,
Eezehaul Logistics

Objective 1:

Promote and influence



Promote Manor Royal and its companies, attract new investment and represent the interests of the Business District.

The Manor Royal BID will:

- Promote Manor Royal to help attract and retain companies
- Attract additional investment to fund new projects and maximise the value of the BID levy
- Represent your views to policymakers to bring about the changes we need
- Influence economic development activities as they impact on Manor Royal
- Communicate effectively with stakeholders via public relations, marketing, events and digital channels
- Liaise with public partners, including local authorities, the Police and Gatwick Airport
- Maintain the online Manor Royal Property Directory
- Provide a dedicated point of contact for enquiries from business, staff and investors

Objective 2:

Trade and save



Provide opportunities to bring companies together to trade with one another and to save money.

The Manor Royal BID will deliver:

- A tailored programme of exclusive and free events
- Subsidised staff travel initiatives, including easit membership
- Subsidised and free services, eg. Business Watch, Volunteering, Waste & Recycling etc.
- High quality, subsidised training programme
- Free to use dedicated Manor Royal Jobs Board
- Manor Royal News magazine produced quarterly and eBulletins produced monthly
- Free to access Business Directory
- Explore options for cheaper, greener energy generation and storage



“Since the introduction of the BID the quality of Manor Royal has improved immeasurably. This has resulted in new investment followed by speculative development and new occupiers. Manor Royal is now operating as a centre where it should have been years ago. The good work needs to continue.”

Michael Deacon-Jackson FTD Johns

Objective 3:

Infrastructure and facilities

Improve the physical environment, public realm and infrastructure so that Manor Royal looks good and works better.

The Manor Royal BID will:

- Roll-out new Project Pack ideas including new micropark areas, entranceway enhancements and tackling “grot spots”
- Influence and inform road, parking & transport improvements
- Deliver new facilities for staff to meet, rest and enjoy
- Lobby for even faster broadband
- Provide digital outdoor media signs managed by the BID for use by Manor Royal companies

Objective 4:

Sustain and renew

Help to make Manor Royal and its companies more sustainable and live within our means.

The Manor Royal BID will deliver:

- Collaborative energy initiatives and forums to facilitate the transition to Net Zero across Manor Royal
- Provision of signposting, guidance and support to enable Manor Royal businesses to become more sustainable
- New and enhanced green community spaces to support wellbeing, with planting and maintenance schemes that support biodiversity
- Provision of advice, support and incentives to adopt more active and sustainable travel behaviours
- Support for Manor Royal’s future skills needs through local educational outreach, training provision and promotion of green tech on Manor Royal
- Support and promote wider net-zero ambitions for the area

Objective 5:

Manage and maintain

Deliver enhanced levels of maintenance and security throughout the Business District.

The Manor Royal BID will deliver:

- Enhanced levels of additional maintenance provided by a dedicated Maintenance Team
- Dedicated Manor Royal Business Ranger security service
- Free to access security radios for vulnerable retailers
- Free to access Business Watch scheme for all
- Maintenance and extension of the area-wide security camera (ANPR & CCTV) network
- Additional winter maintenance and gritting service

The Budget



	Year 1 2023/24	Year 2 2024/25	Year 3 2025/26	Year 4 2026/27	Year 5 2027/28	Full Term All Years
INCOME						
Levy Income (includes contingency for bad debt)	£566,000	£566,000	£566,000	£566,000	£566,000	£2,830,000
Digital signs income	-	-	-	-	-	-
Plus Additional "other" income	£890,710	£1,050,710	£470,710	£20,710	£20,710	£2,453,550
TOTAL INCOME	£1,456,710	£1,616,710	£1,036,710	£586,710	£586,710	£5,283,550
EXPENDITURE						
Central running costs	£68,300	£68,300	£68,300	£68,300	£68,300	£341,500
Levy collection charge	£16,500	£16,500	£16,500	£16,500	£16,500	£82,500
Renewal fund	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Total operating expenditure	£89,800	£89,800	£89,800	£89,800	£89,800	£449,000
PROJECT EXPENDITURE						
Objective 1: Promote and influence	£40,960	£40,960	£40,960	£40,960	£40,960	£204,800
Objective 2: Trade and save	£106,960	£106,960	£106,960	£106,960	£106,960	£534,800
Objective 3: Infrastructure and facilities	£707,960	£567,960	£212,960	£62,960	£62,960	£1,614,800
Objective 4: Sustain and renew	£280,960	£580,960	£355,960	£55,960	£55,960	£1,329,800
Objective 5: Manage and maintain	£223,960	£223,960	£223,960	£223,960	£223,960	£1,119,800
Total project expenditure	£1,360,800	£1,520,800	£940,800	£490,800	£490,800	£4,804,000
OPERATING YEAR SURPLUS/(DEFICIT)	£6,110	£6,110	£6,110	£6,110	£6,110	£30,550
Carried forward from previous year	£25,000	£31,110	£37,220	£43,330	£49,440	£25,000
END OF YEAR SURPLUS/(DEFICIT)	£31,110	£37,220	£43,330	£49,440	£55,550	£55,550

Notes:

1. Includes an allowance for bad debts
2. Central running costs include staff admin costs, office costs and fixed overheads
3. In line with its stated policy the BID aims to retain a surplus of £50,000 as a reserve

Additional Income

The Manor Royal BID is committed to attracting additional funding and has a good track record of doing that. If it continues, the Manor Royal BID has been promised funds that would almost double the value of the BID Levy contributed by businesses.

Application of funds

The BID funds are ring-fenced. They are controlled by participating businesses via the BID Company and used in accordance with this plan. The Manor Royal BID Company will be empowered to move funds between budget headings to provide the services that best meet the changing needs of businesses in the BID area. It will be the responsibility of the Board to ensure that all the

main aims of the BID business plan as voted for by businesses are being met and any adjustments will be fully accountable to the businesses and duly monitored and reported.

Additionality

Funds generated by the BID will only be used to provide new, better or additional services over and above those that are expected to be provided by the Local Authorities or Police. This is referred to as the principle of additionality. A set of agreements (Baseline Statements) will be in place to ensure this principle is adhered to and to protect BID funds for their intended use to deliver this Business Plan.

What it will cost

An agreed set of rules

Every BID has to establish its own levy rules.

The basis for calculating annual BID Levy Bills (Levy Rate) will be set at 1.1% of the rateable value of all properties (hereditament) in the BID area with a rateable value of £12,000 or more. A cap will apply so that no individual property will receive an annual charge of more than £4,000.

Levy Bills will fall due on 1st April each year based on who is liable for the Business Rates on qualifying properties according to the Ratings List as at 1st March each year. Crawley Borough Council (the Billing Authority) will collect the levy and pass it directly to the Manor Royal BID, without reduction, so that the projects and services agreed by businesses in this Business Plan can be delivered.

The Valuation Office Agency's (VOA) Rating List of 2017 will be used throughout the BID term to calculate the levy charge, with the prevailing list only applying to individual property revaluations and new properties. The Levy Rate (1.1%) used to calculate Levy Bills cannot be changed without another vote (Alteration Ballot) except by a rate for inflation, of not more than CPI, that the Board has the discretion to not apply.

Only those who are expected to pay the BID Levy can vote in the BID Ballot.

With a 1.1% levy, the indicative costs per property would be:



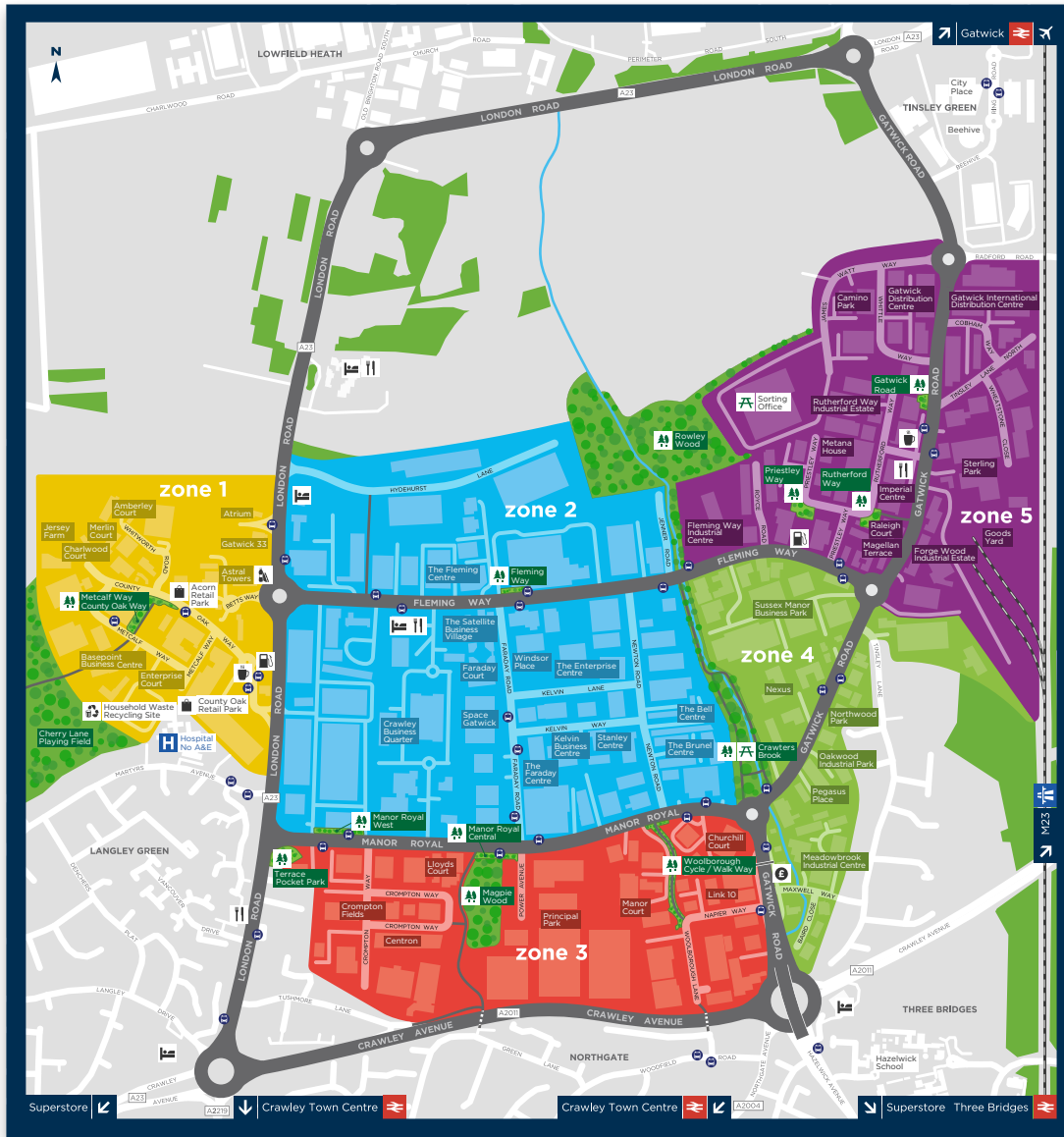
See the Proposal document for detailed BID rules at www.manorroyal.org/BID3

Rateable Value	Annual Levy	This equates to: Monthly	This equates to: Weekly	This equates to: Daily
Less than £12,000	£0	£0	£0	£0
£12,000	£132	£11	£2.54	£0.36
£15,000	£165	£14	£3.17	£0.45
£20,000	£220	£18	£4.23	£0.60
£30,000	£330	£28	£6.35	£0.90
£50,000	£550	£46	£10.58	£1.51
£100,000	£1,100	£92	£21.15	£3.01
£150,000	£1,650	£138	£31.73	£4.52
£250,000	£2,750	£229	£52.88	£7.53
£350,000	£3,850	£321	£74.04	£10.55
£400,000 plus	£4,000	£333	£76.92	£10.96

You can check the rateable value of your property at www.voa.gov.uk

The BID area

Map of the proposed BID area



- > Baird Close
- > Betts Way
- > Cobham Way
- > County Oak Lane
- > County Oak Way
- > Crompton Way
- > Faraday Road
- > Fleming Way
- > Gatwick Road
- > Hydehurst Lane
- > James Watt Way
- > Jenner Road
- > Kelvin Lane
- > Kelvin Way
- > Manor Royal
- > Maxwell Way
- > Metcalf Way
- > Napier Way
- > Newton Road
- > Priestley Way
- > Royce Road
- > Rutherford Way
- > Tinsley Lane
- > Tinsley Lane North
- > Wheatstone Close
- > Whittle Way
- > Whitworth Road
- > Woolborough Lane

(*) The BID area includes any and all of the smaller business areas and parks located off of these roads that are located within the boundary of the defined BID area, even if they are not listed above including County Oak Retail Park and Acorn Retail Park. Small extensions to the previous BID area have been added to northern boundary to take account of development referred to as "Jersey Farm" and a development site immediately north of Hydehurst Lane that serve as natural extensions to the Business District.

Managing the BID

A not-for-profit company run by businesses

The Manor Royal BID Company (MRBD Limited) is a not-for-profit BID Company, limited by guarantee and the “proposer” of the Manor Royal BID. Subject to the outcome of the BID Ballot, it will continue as the BID “Body” and be responsible to the businesses in the BID area for all BID activities and will act on their behalf.

The structure of the BID will be a Board responsible for governance and a Management Group responsible for project planning and holding the Board to account. From time to time, Project Teams will be formed to help develop individual projects. Ultimate accountability will always remain with the elected BID Board.

The Board will be elected by the members of the Manor Royal BID Company, drawn predominantly from those paying a levy in the area and, as far as possible, be made up of a representative cross-section of businesses.

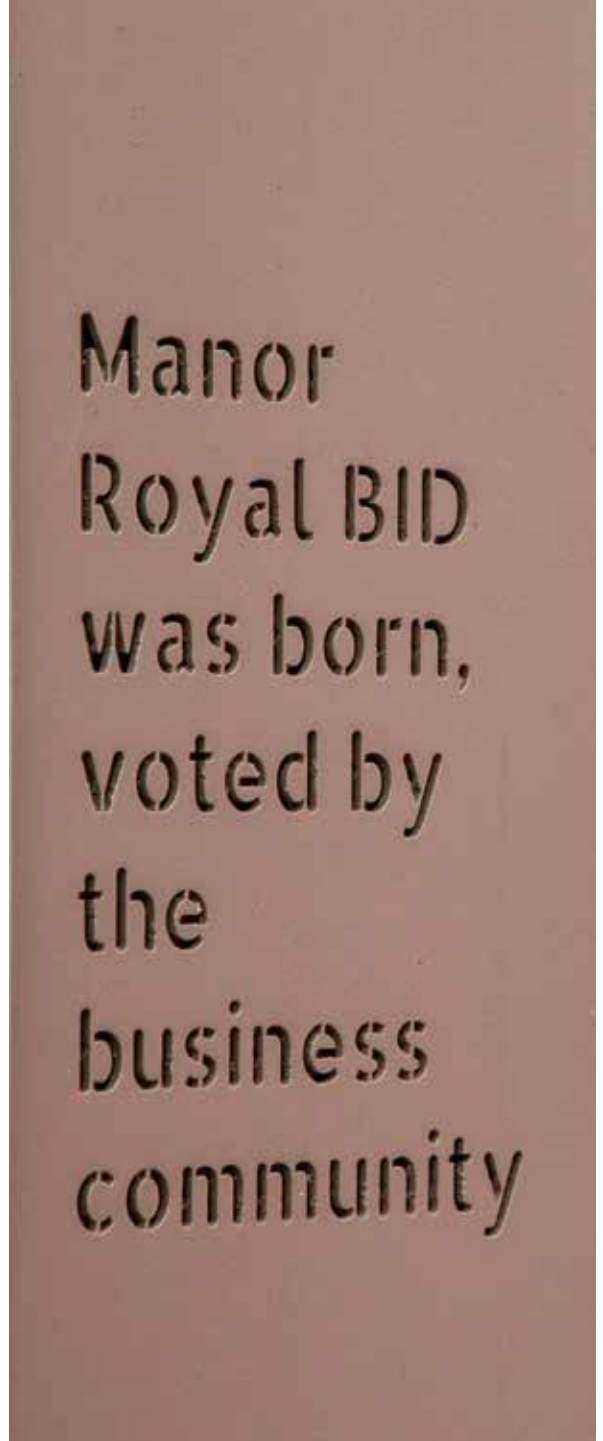
The main role of the Board is to safeguard the interests of levy payers, ensuring that the BID operates in line with the BID Business Plan, is professional and offers consistent value for money in line with its targets. Financial statements will be available at every ordinary Board meeting.

Appointed auditors will produce fully audited year-end accounts that will be made publicly available and filed at Companies House in the normal way. An Annual Report will be produced each year and presented as part of an Annual General Meeting.

All levy paying businesses will be encouraged to be Members of the BID Company and be invited to attend and vote at the Annual General Meeting, when Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

See who the current Board members are at www.manorroyal.org/meet-the-board

See the Proposal document for performance reporting arrangements at www.manorroyal.org/BID3



The Ballot

How the voting works

Why you need to vote

The lifetime (Term) of the BID is prescribed by The Regulations at no more than five years. For a BID to carry on businesses must vote for it again based on a new Business Plan covering the new proposed Term.

Who votes

Only businesses who are expected to pay the BID Levy can vote at the BID Ballot. For the Manor Royal BID that means anyone responsible for paying the Business Rates on a property in the BID area with a rateable value of £12,000 or more. Businesses will be entitled to one vote for each and every such property. If a business is responsible for more than one property with a rateable value of £12,000 or more they get more than one vote.

Who runs the Ballot

The ballot will be administered by Crawley Borough Council's Electoral Services Team in strict accordance with the BID Regulations (2004). They will send a ballot paper to all businesses entitled to vote.

How to vote

The ballot takes the form of a postal ballot. The ballot will start on 02 February 2023 and last for 28 days until 5pm on 01 March 2023. Ballot papers must be returned by this date or they won't be counted.

How the result is calculated

For the proposals set out in this Business Plan to go ahead two requirements must be met:

1. More than 50 per cent of business ratepayers who vote have to vote 'yes'.
2. Those in favour must also represent more than 50 per cent of the combined 'rateable values' of those who vote.

If both these two criteria are met, the Business Plan is activated. In accordance with the agreed rules of the BID Company, those businesses in the BID area who meet the criteria will be required to pay the levy each year for five years, regardless of whether or not they voted or how they voted.

Details of the levy criteria can be found in the full Business Plan Proposal at www.manorroyal.org/BID3



"Having an attractive, vibrant and green working space both inside and out has never been more important. Vital to attract and keep the best people possible but also to provide the critical green space to clear your mind from the stresses of the office. The change in the area of Manor Royal since the start of the BID is there for all to see. Without the BID these simply would not have happened. Voting 'YES' for a continued Manor Royal BID is a no-brainer!"

Tim Rose
Global Facilities Director,
Elekta

When things happen (dates & milestones)



Notice to Secretary of State with copy to the Local Authority of the intention to hold a ballot	09 May 2022
Send BID Proposal and letter of request to Local Authority to hold a ballot	By 03 December 2022
Finalise voter list with Local Authority Electoral Services	By 12 January 2023
Ballot holder issues notice of ballot, including the arrangements for the ballot. Final date for publishing Business Plan (42 days prior to ballot)	16 January 2023
Ballot holder posts ballot packs (minimum 30 days prior to ballot day)	27 January 2023
First day of ballot (minimum 28 days)	02 February 2023
Deadline for proxy nominations (10 days prior to ballot day)	19 February 2023
Deadline for replacement of lost ballot papers	23 February 2023
Deadline for replacement of spoilt ballot papers	24 February 2023
Day of ballot (up to 5pm)	01 March 2023
Count and declaration	02 March 2023
End of BID2	31 March 2023
Start of BID3	01 April 2023



"The Manor Royal BID has gone from strength to strength, supporting the Manor Royal business community and helping to make it a great place to do business."



Sally Brown
General Manager,
Gatwick Diamond Business



"The Manor Royal Business Improvement District provides more than 30,000 jobs – some 40 per cent of total employment in Crawley. As Manor Royal recovers from Covid's impact I want to see it continue to go from strength to strength and I believe that renewal of the BID will provide the best way forward. As Member of Parliament for Crawley I'm delighted to back the BID!"

Henry Smith
MP for Crawley



Should you have any questions about the Manor Royal BID and this Business Plan, please contact the BID Office:

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