

Manor Royal BID

Draft Plan for 2023-28

Final consultation

WHAT THIS IS ABOUT

The Manor Royal BID was originally set up in 2013. In February 2023 businesses need to vote again to keep it going.

This is a requirement of the Government's BID Regulations (2004) that all BIDs have to follow. However, it is up to you, the businesses, what is delivered during each five year term.

This short document is based on extensive consultation and research, and provides the framework for the full Business Plan that will be launched later in the year.

Before we publish that plan we want to share with you this draft and provide a final opportunity to comment.

On these pages you will find a summary of what you said during the recent survey, ideas for the new Business Plan and information about the proposed budget.

To date the Manor Royal BID has delivered many notable improvements to the Business District and has been able to use its influence to raise the profile of the area and attract new investment.

The prospect for building on what has already been achieved is real and significant but will only be possible if businesses vote "YES" to keep the Manor Royal BID going.

We hope you like what is proposed. If we have missed something, let us know.

TRACK RECORD

From additional services (like extra maintenance and security), money saving schemes (like training, public transport and job advertising), bespoke events and promotions, and projects to improve the infrastructure and facilities - the Manor Royal BID has a decent track record but there is not enough space in this leaflet to cover all of that.

To see our projects visit www.manorroyal.org/projects
To see our services visit www.manorroyal.org/benefits

FIVE YEARS FIVE OBJECTIVES ONE MANOR ROYAL

Our vision is "for Manor Royal to be widely regarded as the place where companies and people choose to be for the strength of its business community and the quality of its trading and working environment."

Based on your feedback and almost 10 years of practical experience of delivering additional services, projects and improvements to the area, it is proposed to build our new Business Plan around five key objectives:

1. Promote and influence
2. Trade and save
3. Infrastructure and facilities
4. Sustain and renew
5. Manage and maintain

LIKE WHAT YOU SEE?
SOMETHING MISSING?
GOT AN IDEA?
TELL US

Info@manorroyal.org

www.manorroyal.org

*5 years. 5 objectives.
1 Manor Royal.*



Be part of it!

Our objectives, based on what you told us

The boxes show each objective that will form the next Business Plan (2023-28). The projects listed under each objective are not exhaustive. They provide an insight into what will be delivered. Financial figures show the estimated spend for each objective over the five year term. The percentage shown in brackets is the spend shown as a percentage of income. Over 90% of income is proposed to be spent directly on projects well above the industry best practice guidance for efficient delivery.

Promote and influence

Promote the area, the companies and represent the interests of the Business District.

We will:

- Attract additional investment
- Influence policy/ decision-makers
- Provide a dedicated point of contact for queries and enquiries
- Proactively represent the area

£204,800 (Average per year £40,960) (4%)

Trade and save

Bring companies together to look at ways to help save money or improve trade.

We will:

- Run a tailored events programme
- Deliver printed and electronic newsletters and magazines
- Maintain the website & directories
- Provide free & discounted services

£534,800 (Average per year £106,960) (10%)

Infrastructure and facilities

Invest in the physical environment and infrastructure so that Manor Royal looks and works better.

We will:

- Roll-out Project Pack ideas, including new micropark areas
- Explore improved broadband
- Influence and inform road & transport improvements
- Provide digital outdoor media

£1,614,800 (Average per year £322,960) (31%)

Sustain and renew

Take steps to create a more sustainable business location and live within our means.

We will:

- Accelerate delivery of cost-effective on-site renewable energy
- Encourage adoption of active travel behaviour
- Support wider net-zero ambitions(*)
- Explore "green" planting schemes

£1,329,800 (Average per year £265,960) (25%)

Manage and maintain

Provide additional investment to ensure Manor Royal is well-maintained, safe and secure.

We will provide:

- Additional and expanded maintenance team services
- Maintenance of security cameras
- Business Ranger security service
- Free access to Business Watch
- Free security radios to retailers

£1,119,800 (Average per year £223,960) (21%)

You said

The most recent BID Survey captured responses from over 40% of all levy paying businesses. The results have been used to inform the emerging Business Plan, along with other information, data and experience.

Here are the headline results.



(*) Pre-BID only 13% said they were satisfied

- ### Top areas for BID to act on (% rated very important)
1. Keep the place tidy and well maintained (53%)
 2. Lobby for investment in roads and pavements (51%)
 3. Make broadband faster (49%)
 4. Attract more investment to area (48%)
 5. Represent & lobby on behalf of Manor Royal (44%)
 6. Improve the facilities & infrastructure (43%)
 7. Help solve parking problems (42%)
 8. Help with cheaper renewable energy (42%)
 9. Establish EV Charging network (39%)
 10. Additional security (39%)

The full report and detailed analysis is online.

(*) At time of print Manor Royal BID is completing work to develop a Sustainability Action Plan for Manor Royal to inform this area.

See current BID Projects at www.manorroyal.org/projects
See current BID Services at www.manorroyal.org/benefits

Budget & rules

The BID area

The area covered by a Business Improvement District (BID) has to be specific. It defines the area where additional improvements and services will be delivered, and determines the focus of the BID team.

It is proposed to keep the BID area fundamentally the same as before, with minor extensions to cover possible development to the north and west.

BID budget and levy rate

The BID Levy is the annual contribution businesses make so that the Business Plan can be delivered. It is calculated as percentage of the property's rateable value. Manor Royal BID has among the lowest levy rates in the country. Despite the proposed expansion of services and projects over the next five years, it is intended to keep the levy rate low.

1.1% Levy Rate, the percentage applied to a property's rateable value to derive the annual levy contribution.

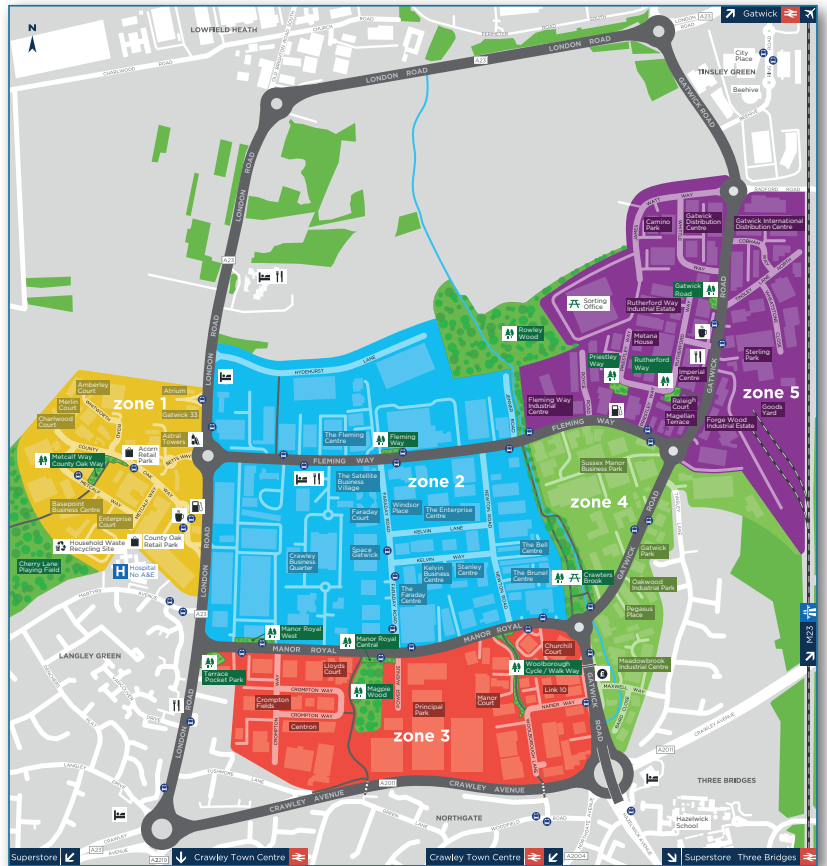
£4,000 Cap, the maximum amount of any individual annual BID levy bill

£12,000 Threshold, the rateable value at which a property attracts a BID levy.

This means the lowest BID Levy Bill would be £132 per annum and the biggest would be £4,000 per annum, which would generate an annual income of £566,000.

It's not enough!

In order to successfully deliver the proposed Business Plan it will not be enough to rely solely on BID Levy income. The BID, therefore, has secured commitments to the value of a further £2.4m over the next five years - if businesses vote to keep it going.



Note: current 2018-23 Manor Royal BID area.

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Be part of it!