



Promote
and influence



Trade
and save



Infrastructure
and facilities



Sustain
and renew



Manage
and maintain

Manor Royal Business Improvement District (BID)

Business Plan Proposal

(2023-2028)



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

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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.



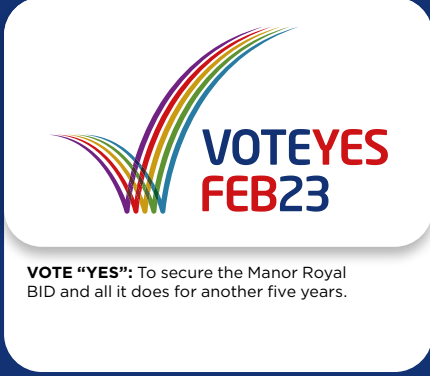
Supporting development: Actively engage developers to support applications and help to align with area-wide goals.



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"

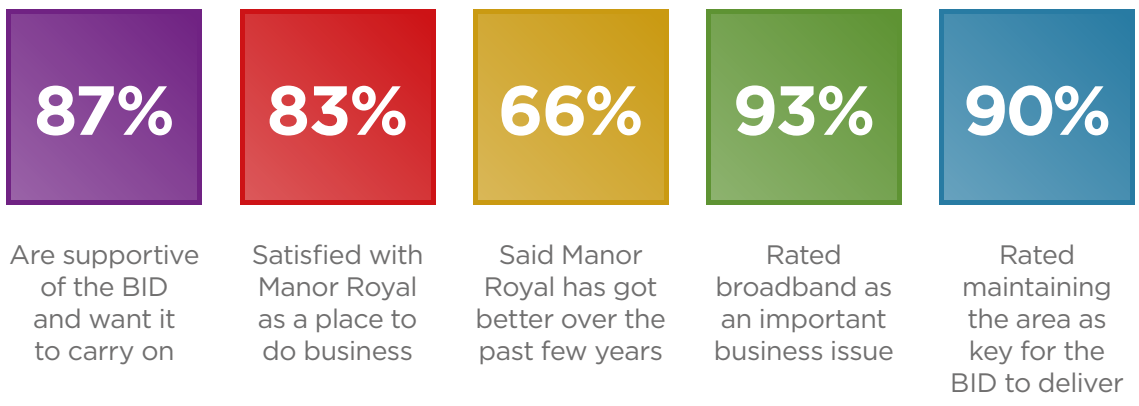
Paul Searle
Managing Director,
P&H Motorcycles

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

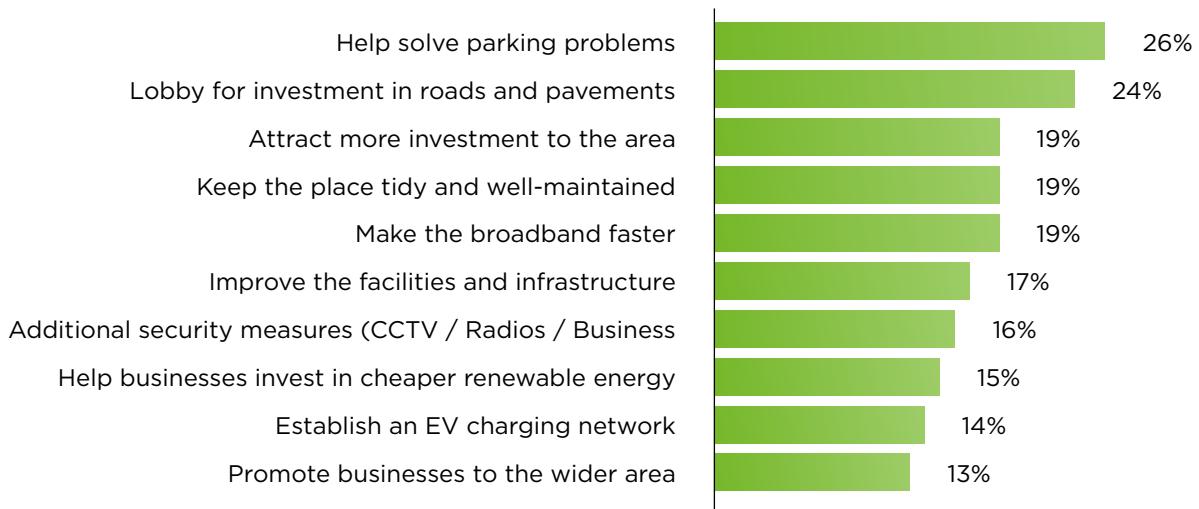
Important for the BID to deliver	Very Important	Very & Quite important
Keep place tidy/well maintained	53%	90%
Lobby for investment in roads/pavement	51%	83%
Make broadband faster	49%	82%
Attract more investment to area	48%	80%
Represent & lobby on behalf of MR	44%	85%
Improve the facilities & infrastructure	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	Year4 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 detailed BID rules in the “How it works” section on page 21

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.

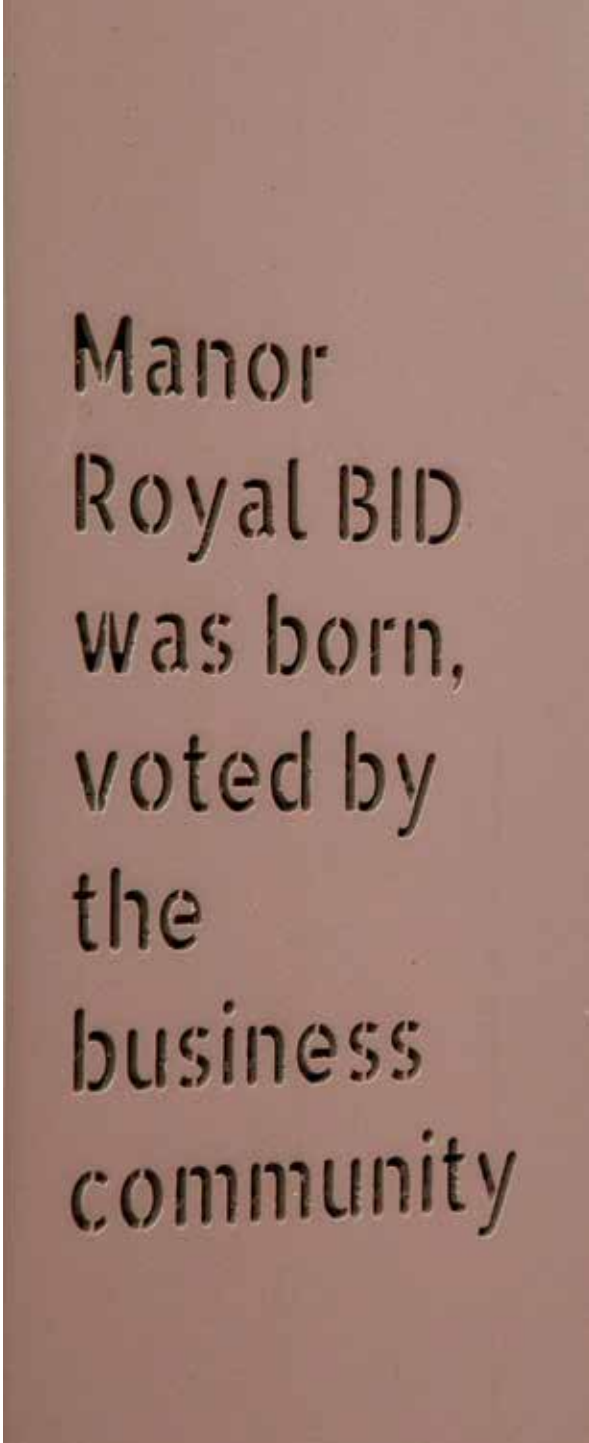
The Board will be elected by the members of the Manor Royal BID Company, drawn predominantly from those paying a levy in the area and, as far as possible, be made up of a representative cross-section of businesses.

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



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

Measuring success

Performance

The performance of the BID will be monitored and publicly reported in the following ways:

- > A detailed Annual Report produced for each AGM and published online.
- > Accounts independently audited, presented at each AGM and published online.
- > A levy leaflet distributed to every business describing at the start of each year how funds were invested in the previous year and how they will be invested in the next financial year. Again this will be published online.
- > Regular public meetings where the BID Team and Directors will present and be available.
- > Regular surveys, including a mid-term review, to measure business and staff satisfaction.
- > As far as possible to accommodate interest from those that wish to be involved in the operation of the BID
- > Regular reporting online and in other communications, including monthly eBulletins and quarterly printed magazine.

Direct performance measures

Typical key performance measures monitored by the BID include:

WHAT	HOW
Levels of satisfaction among businesses and staff	Surveys
Projects delivered	Public reporting of projects delivered
Businesses and staff attending events	Event monitoring
Businesses and staff benefiting from activities	Review of engagement and savings from training, transport (easit users), business watch etc.
Additional investment generated (additional to levy)	Annual Audited Accounts / Annual Report
“Mood” scores	Quantifiable measures consistently gathered on BID activities via electronic voting at Annual Showcase
Service specific performance indicators e.g. relating to additional maintenance team, Business Rangers, winter gritting, job board usage and savings etc	These are agreed measures related to BID services and are discrete, service-specific measures.

Indirect performance measures

A number of measures will be monitored by the BID to assess the overall performance of Manor Royal as an area. These measures are influenced by external factors as well as BID actions so cannot be directly attributed to the BID. However, they are strategically and operationally useful to assess wider performance and to inform our place shaping and influencing role.

WHAT	HOW
Site availability	Local knowledge and site monitoring
Levels of occupancy	Empty properties data
Crime statistics	Sussex Police reported crime statistics
Measures of productivity	Objectively obtained measures of GVA

How it works

The Levy rules

An agreed set of rules


Every BID has to establish its own levy rules. Reference has been made to the 'Industry Criteria and Guidance Notes' (source: British BIDs) in developing the rules which will apply to the Manor Royal BID.

Business Improvement Districts (BIDs) typically use property rateable values as the means for calculating annual levy contributions and for determining the associated criteria. This provides a clear and transparent basis for charging.

1. Assuming a positive BID vote by a majority of businesses by number and rateable value of those who vote, the BID levy will be charged on all hereditaments listed in the local Non-Domestic Rating List located within the BID area. This applies irrespective of whether or how a business has voted in the formal BID ballot. Legislation within the Local Government Finance Act (2003) enables the local authority to issue a bill for the levy. The levy is collected by the billing authority, Crawley Borough Council. The Manor Royal BID Company will invoice the billing authority, Crawley Borough Council, for the levy collected for exclusive use of the BID.
2. All businesses which will be liable for the BID Levy who are shown on the Crawley Borough Council Rating Database as at the publication date of Notice of Ballot will be entitled to vote for the BID proposal in a 28 day postal ballot which will commence on 2nd February 2023, with the close of ballot at 5pm on 1st March 2023. The result will be announced as soon as possible thereafter.
3. If successful at the ballot, the BID will be fixed for a term commencing on 1st April 2023 and will run until 31st March 2028. Levy bills will be issued on the 1st April each BID year for payment by 1st May each BID year.
4. The levy amounts will be applied as follows:
 - a. The annual BID levy will be 1.1% of the rateable value as shown on Valuation Office Agency's 2017 rating list for Crawley Borough Council (the billing authority) on 1st March each year for each defined business within the scope of the BID, with the exception of those premises with a rateable value of less than £12,000. For the avoidance of doubt, any formal revaluation of Rateable Values (due 2023) shall be ignored and the 2017 rating list shall continue to apply.
 - b. Ratepayers with a RV of less than £12,000 will not pay a levy for these properties and will not have a vote for these properties.
 - c. The maximum levy payable for any individual hereditament will be £4,000.
5. The levy will be due from businesses that are liable to pay business rates, including empty properties other than those that are exempt within the stated criteria (Section 11).
6. The liable person is the ratepayer liable for occupied or unoccupied premises for 1st March each year of the collection of the levy (or a later date when Section 8 applies). In accordance with the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 (S.I. 1989/1058) and the Non-Domestic Rating (Collection and Enforcement) (Miscellaneous Provisions) Regulations 1989 (S.I. 1989/1060), Crawley Borough Council will be responsible for the imposition, administration, collection, recovery and application of the BID levy. The Council will also be responsible for any enforcement action that may be appropriate in case of non-payment of the levy.
7. There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. No later than 1st March each year, the BID Board may opt to either maintain the BID levy at its current rate for the following Financial Year or to increase it by a maximum inflation rate of not more than CPI (Consumer Price Inflation). Inflation will not apply for the first billing cycle in 2023.


How it works

The Levy rules

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8. The levy will normally be charged in advance upon service of a Demand Notice. Any business which ceases to become the liable party during the year must apply to the Crawley Borough Council for a refund for the remainder of the period if an apportionment is required between the outgoing and incoming liable parties, and the new liable party will be charged on a pro-rata basis.
 9. The BID levy is payable in one instalment. This instalment date will be specified on the Demand Notice. The notice will be served as soon as practicable after the Council becomes aware of a BID levy liability.
 - a. If a new property comes in to the Rating List within the BID area mid-year no charge will apply until the following year's levy becomes due.
 - b. If a property undergoes a split or merger in the Rating List mid-year the levy will not be amended to reflect the change until the following year.
 - c. If a property's rateable value is decreased/increased mid-year the levy will not be amended to reflect the change until the following year.
 10. New premises, or properties which were not in the Rating List but become subject to rates in the BID area or new streets or roads raised in the BID area after the BID is in force will be expected to pay a BID Levy based on the annual levy charge appropriate in relation to its new/current rateable value. The charge will not become applicable until the following year's levy becomes due.
 11. No other relief will be given to any class of non-domestic ratepayer and there is no distinction made between occupied or unoccupied hereditaments, both occupancy status attracting the full BID levy, unless it is a hereditament: -
 - a. whose liable party is prohibited by law from occupying it or allowing it to be occupied;
 - b. which is kept vacant by reason of action taken by or on behalf of the Crown or any local or public authority with a view to prohibiting the occupation of the hereditament or to acquiring it;
 - c. which is included in the Schedule of monuments compiled under section 1 of the Ancient Monuments and Archaeological Areas Act 1979(b);
 - d. where, in respect of the owner's estate, there subsists a bankruptcy order within the meaning of section 381(2) of the Insolvency Act 1986(c);
 - e. whose owner is entitled to possession of the hereditament in his capacity as trustee under a deed of arrangement to which the Deeds of Arrangement Act 1914(d) applies;
 - f. whose owner is a company which is subject to a winding-up order made under the Insolvency Act 1986 or which is being wound up voluntarily under that Act;
 - g. whose owner is a company in administration within the meaning of paragraph 1 of Schedule B1 to the Insolvency Act 1986 or is subject to an administration order made under the former administration provisions within the meaning of article 3 of the Enterprise Act 2002 (Commencement No. 4 and Transitional Provisions and Savings) Order 2003(e);
 - h. whose owner is entitled to possession of the hereditament in his capacity as liquidator by virtue of an order made under section 112 or section 145 of the Insolvency Act 1986.in which case the hereditament will be exempt.
 12. For clarity a hereditament which is the subject of a building preservation notice within the meaning of the Planning (Listed Buildings and Conservation Areas) Act 1990(a) or is included in a list compiled under section 1 of that Act will be subject to levy unless its use is covered by any of the other exemptions listed in this section.

How it works

The Levy rules

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13. The BID levy contribution will not be reassessed if the rateable value is amended after the end of the BID. New or altered properties entered into the valuation list will become liable for the levy, but no charge will apply until the following year's levy becomes due.
 14. Businesses with a rateable value of less than £12,000 will be exempt from the levy and will not be permitted to vote in the ballot. Any business with an RV which falls below this will be encouraged to enter into a voluntary arrangement direct with the BID Company so that they can benefit from the full range of services provided by the BID.
 15. Places of religious worship will be exempt from the levy for that hereditament and will not be permitted to vote for this hereditament in the ballot. No other discounts or reductions shall apply.
 16. Subject to this criteria stated above and within the BID boundary as defined in this document, the BID levy is a statutorily compulsory payment regardless of whether the business exercised its vote or voted against the BID.
 17. Provided that the BID is meeting its overall objectives the Board shall have the ability to vary service delivery and expenditure allocation according to the changing demands of levy payers. However, any change to the BID boundary or to the levy rate proposals (other than proposed inflationary increases) would require an Alteration Ballot.

How the BID is managed

Governance & accountability



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. It will be driven by the private sector and include one Councillor from Crawley Borough Council to serve as a Local Authority Director and any number of non-voting advisers as determined by the Board.

Only elected members of the Board will be entitled to vote on matters arising at Board meetings.

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.

The Board and Management Group will provide a consistent, collective and effective voice for the businesses in the Manor Royal Business District on all matters of concern to the levy payers.

All roles on the Board, Management Group and any Project Teams will be voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area.

Collaborative working will be actively encouraged to build upon the sense of business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

Appropriate project and contract management support will be provided to ensure cost-effective and efficient delivery of projects.

Financial statements will be made available to every ordinary meeting of the Board. 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.

Any matters of concern raised by levy payers will be investigated and acted upon. If anything remains unresolved then the attention of the Board can be drawn to it via a letter, provided it is signed and supported by at least ten levy payers.

Significant issues such as a major deviation from the business plan can be raised by levy payers. In such cases it would be necessary for at least 10% of all levy payers to sign a letter outlining the matter and suggesting a solution. Failure of the Board to act on such a challenge will inevitably lead to a demand for a re-ballot, following a material change to the terms and conditions under which the BID was set up.

Services provided by others

Additionality



Ensuring quality in the provision of new and additional services for BID businesses

A fundamental principle of the BID is to provide new, better or additional services over and above those that would usually be provided. This is referred to as the principle of additionality. To ensure that happens the Manor Royal BID has agreed a series of agreements that set out a commitment by the authorities to support and work with the Manor Royal BID Company for the benefit of local businesses and local economic development objectives as well as protecting the principle of additionality for Manor Royal Business District.

These agreements help provide reassurance that what the Manor Royal BID provides is over and above normal baseline service provision provided by other organisations.

Local Authorities support for Manor Royal BID

Crawley Borough Council, West Sussex County Council and Sussex Police fully support the Manor Royal BID. In particular, they endorse the fundamental principle of additionality. This means that both Councils and the Police agree to maintain the provision of existing services to businesses in the Manor Royal BID area and that any reductions in service are in line with those being made in other parts of the town and county and not preferentially being made in the BID area. Thus, in line with BID legislation, BID services within the Manor Royal BID will be additional to (not in substitution for) those provided by both Councils and the Police.

These commitments to the Manor Royal BID are set out in complementary documents agreed between both Councils, Sussex Police and Manor Royal BID Company.

Memorandums of Understanding and an Operating Agreement define the working relationship between the Councils and Manor Royal BID Company and set out the Councils' Operational Support to the BID on a number of specific issues.

A set of Baseline Agreements, define the benchmark for a specific service provided by the Councils and other agencies to the businesses in the area.

Council services for business

Businesses will continue to benefit from all the standard council services provided for the benefit of all stakeholders in Manor Royal (cleaning, lighting, access, safety and highways maintenance). In addition, the Councils deliver certain services either directly or indirectly specifically for businesses. Details of these services are provided on the dedicated business pages of the Councils' web sites.

Individual Baseline Agreements

In full support of the above commitments, both Councils and the Police have agreed a series of Baseline Agreements on the specific services they are responsible for. These documents define the benchmarks for the provision of these services and how these will be measured. These agreements cover:

- > Sussex Police
- > Community Safety
- > Highways and Visitor and Information Signs
- > Street lighting
- > Highways Maintenance
- > Winter Gritting
- > Parking - On and Off street operations
- > Public transport
- > Cycling
- > Street Cleansing (waste collection, trade waste, fly posting, graffiti removal, street furniture maintenance, gully emptying etc)
- > Grounds Maintenance and Arboricultural services
- > Trading Standards

The process of creating the baseline agreements proves valuable to both the service providers and the BID Company.

The development of these partnerships and the additional focus on the services provided in the area, will give tangible benefits over and above those derived from the BID projects outlined. Also by defining baseline services, it becomes possible to monitor their delivery and ensure that standards are maintained at high level.

Services provided by others

Additionality



BID legislation requirements for the Councils

The BID regulations also determine that the Crawley Borough Council meets the following obligations:

- > Conducting, through the council's Democratic Services, the formal BID vote in accordance with current BID legislation and procedures
- > Assuming a positive outcome to the BID vote, collecting the BID levy defined in the BID Business Plan from Manor Royal businesses and transferring the levy sums direct to the Manor Royal BID Company. The Council proposes to make a charge for the BID levy collection and will transfer the levy sums to Manor Royal BID Company within 30 days of collecting it.
- > Paying the appropriate BID levy set out in the Business Plan in respect of all its own hereditaments within the Manor Royal BID area.

Monitoring and Review

Both Councils and the Police are committed to the regular monitoring of the operation of the BID Operating Agreement and Baseline Agreements and to reviewing their effectiveness in conjunction with Manor Royal BID Company. This will be carried out as follows:

An annual monitoring of each of the specific services for which there is a Baseline Agreement. This will be led by the respective responsible officer within the Council and Police who will provide an account to Manor Royal BID Company of how the service commitments have been actually delivered during the period.

An annual review of the overall effectiveness of the Operating Agreement. This will be led by the Crawley Borough Council Cabinet Member with responsibility for the BID and will reflect the Cabinet's commitment to address any shortfalls and propose measures to evolve the partnerships to the mutual benefit of the Council and Manor Royal BID Company. These reviews will be scheduled to best effect for the Council's and Manor Royal BID Company's yearly budgeting cycles.

Monitoring of basic service provision

Both Councils and the Police are committed to sustaining core or basic services to the district for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Assessments will allow the BID Company to regularly appraise the delivery of core services and compare them with the details stated in the agreements. This process helps to ensure that money via the Business Rates system is well spent and that standards are maintained providing businesses with a mechanism to influence the quality of local service provision they receive.

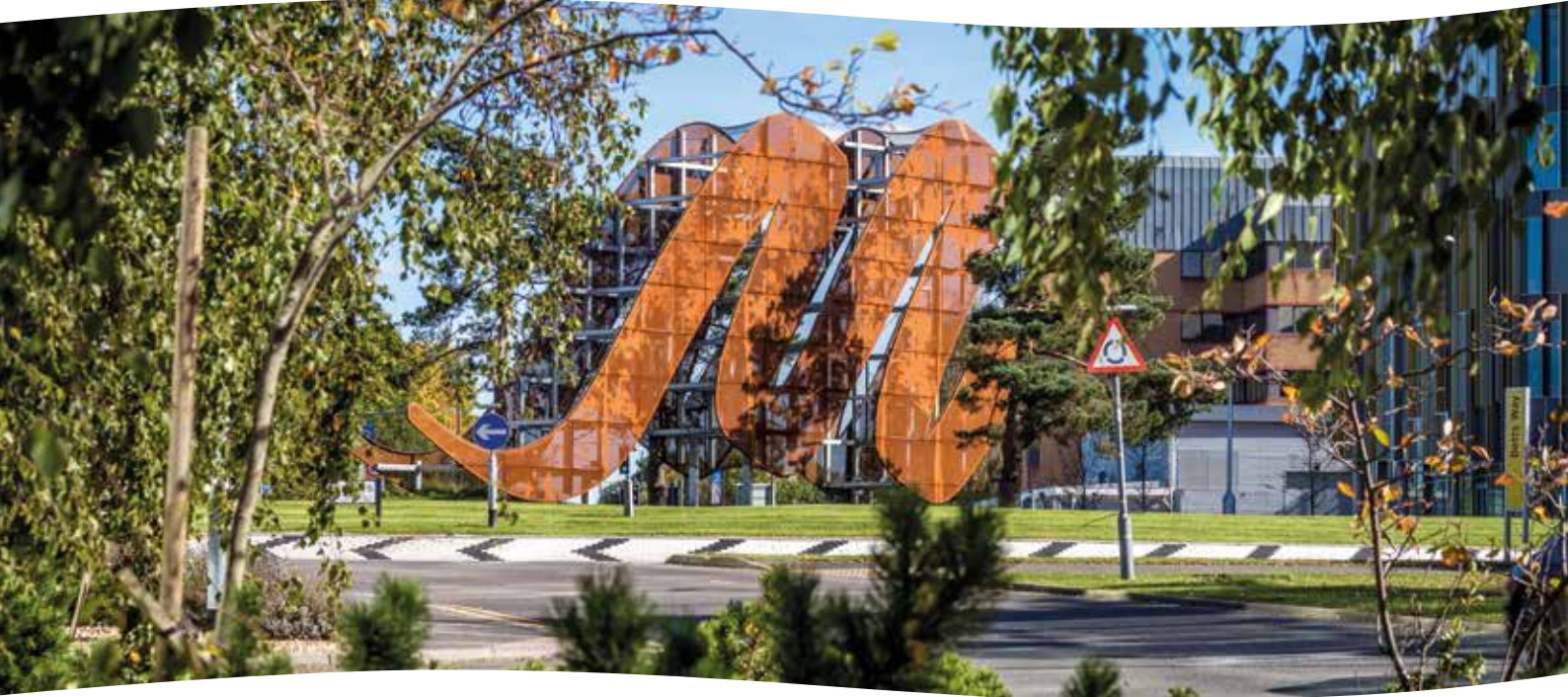
Definitions



This document is a BID proposal for the purposes of the Act. If approved it will become the BID arrangements which govern the way in which the BID levy can be used.

The following terms, used throughout this Proposal document, shall have the same meaning as provided in the Local Government Act 2003 and the Business Improvement Districts (England) Regulations 2004: “the 2003 Act” means the Local Government Act 2003

- > “the 1988 Act” means the Local Government Finance Act 1988
- > “BID” means Business Improvement District
- > “BID ballot” means a ballot under section 49(1) of the Local Government Act, 2003
- > “BID body” means, the body (whether corporate or not corporate) responsible for the implementation of the arrangements: the Manor Royal BID Company (MRBD Limited)
- > “BID proposer” means a person who draws up BID proposals. For the avoidance of doubt the Manor Royal BID Company (MRBD Limited) is the proposer of the Manor Royal BID.
- > “commencement date” subject to regulation 9(12) of the Business Improvement Districts (England) Regulations 2004, means the day, pursuant to section 53 of the 2003 Act, the BID arrangements are to come into force
- > “hereditament” means anything which is or is treated as being a hereditament by virtue of the provisions of or any provisions made under section 64 of the 1988 Act including any hereditament to which regulation 6 of the Non-Domestic Rating (Miscellaneous Provisions) Regulations 1989 applies but otherwise excluding any hereditament to which regulations made under section 64(3)(b) of the 1988 Act apply
- > “renewal ballot” means a ballot under section 54(2) of the 2003 Act



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

Manor Royal BID
Unit 38 Basepoint Business Centre
Metcalf Way
Manor Royal Business District
Crawley
West Sussex
RH11 7XX

www.manorroyal.org
steve@manorroyal.org
01293 813 866

