



Manor Royal Matters 2018 Report

15 November 2018

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INTRODUCTION

Manor Royal Matters took place on 15th November 2018 at the Sandman Signature Hotel. Manor Royal Matters is one of the main Manor Royal BID events of the year.

The event provided an opportunity for delegates to find out about and comment on the progress of the Manor Royal BID by participating in an electronic voting session covering people's experience of doing business on the Manor Royal Business District, their feelings about what the BID should do and wider issues impacting on business in Manor Royal.

The event consisted of a morning voting session and panel debate. The panel consisted various partners and representatives of policy making bodies (see below) who were joined by the chairman of the BID, Trevor Williams. The voting results were used to stimulate a panel debate that was facilitated by the Executive Director of the BID, Steve Sawyer.

The afternoon session consisted of three workshops on relevant topics, including; Brexit Matters, People Matters and Transport Matters.

100 delegates attended the event of which between 60 and 70 participated in the electronic voting session.

This report provides a commentary of the how the Manor Royal delegates voted and will be used to inform the work of the BID.

THE PANEL

Rosemary French OBE
Gatwick Diamond Initiative



Keith Pordum
Bon Appetit

Jonathan Sharrock
Coast-to-Capital LEP



Cllr Peter Smith
Crawley Borough Council

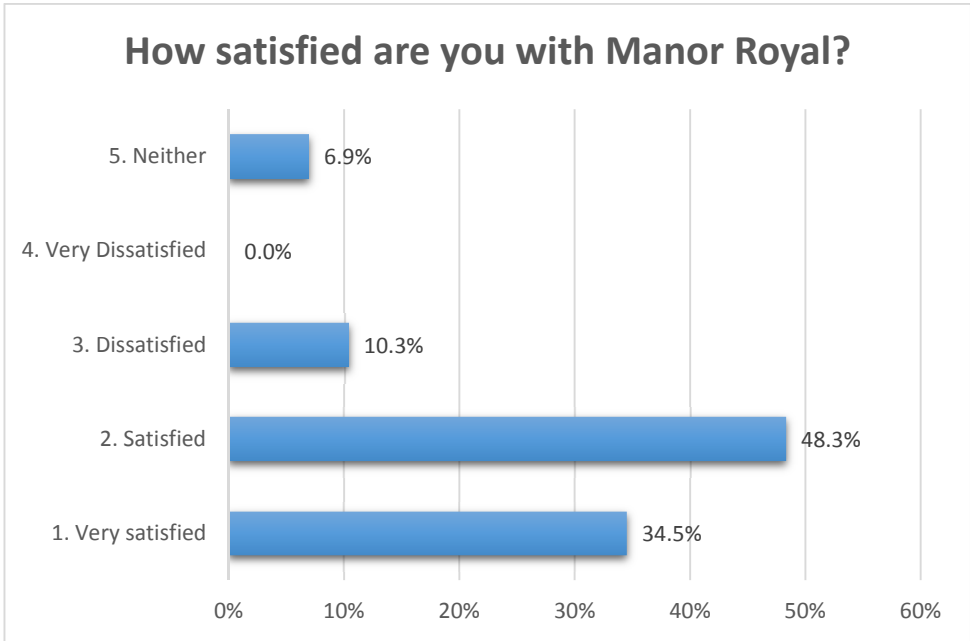
DEMOGRAPHIC OF DELEGATES

Micro business (less than 10 employees)	23.5%
Small business (between 10 and 50 employees)	29.4%
Medium sized business (between 50 and 250 employees)	14.7%
Large sized business (250 plus employees)	32.4%

The audience was fairly evenly split between those people who were from a company of less than 250 employees and those who were from a company of more than 250 employees. While not representative of the company profile of Manor Royal (where about 89% of Manor Royal companies employ less than 250 employees). However, it is more closely representative of the profile of Manor Royal employees.

HOW SATISFIED ARE YOU WITH MANOR ROYAL?

82.8% of those voting said they were either satisfied or very satisfied with Manor Royal Satisfaction. An improvement on 61.2% who said they were either satisfied or very satisfied at a similar event in 2016.



73.3% felt that Manor Royal had got better in the last year, an improvement on the 53.9% who felt there had been an improvement in 2016. Another 20% felt the place had stayed the same.

WHAT’S HOLDING BACK YOUR BUSINESS?

This question was asked to gain an insight into those issues that are holding Manor Royal businesses back in some way. It was encouraging that 14.3% felt that nothing was holding them back however about one-third were feeling the impact of recruitment & skills issues (35.7%) and rising costs (32.1%) with transport related issues (28.6%) and generating sales (28.6%) close behind.

Issue	%
Recruitment / skills	35.7%
Rising costs	32.1%
Transport / congestion / parking	28.6%
Generating sales / new markets	28.6%
Finance	21.4%
Competition	17.9%
Nothing	14.3%
Something else	7.1%
Property / land	3.6%

ON TRANSPORT – CONGESTION & PARKING

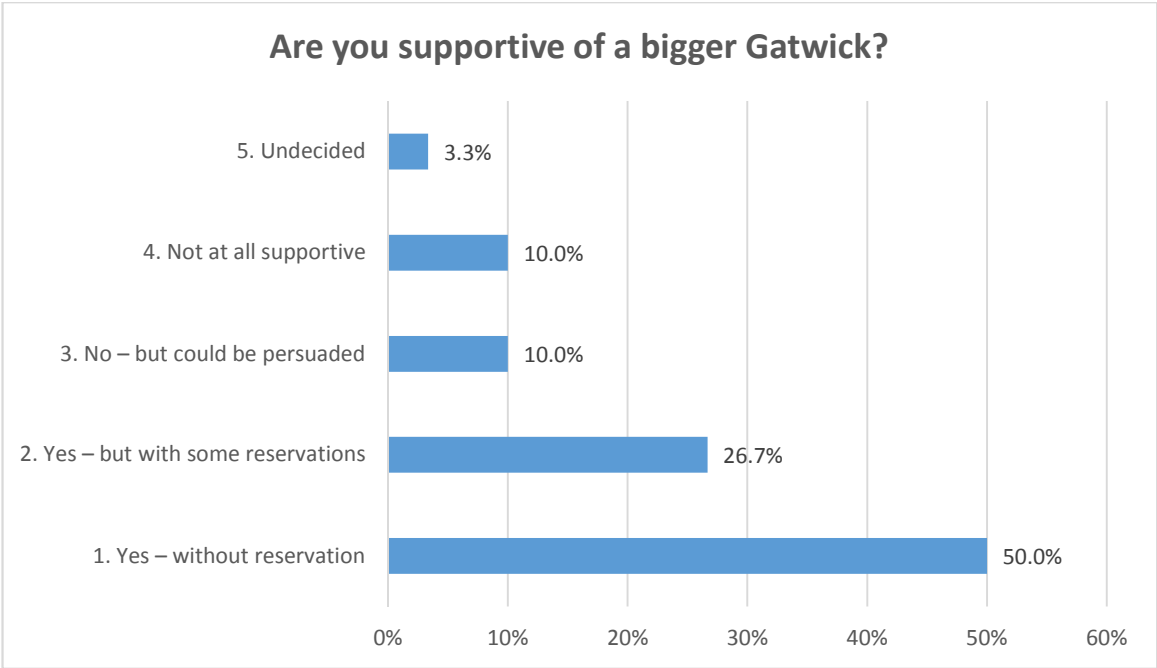
Sometimes described as a “symptom of success”, transport issues tend to rank highly as a priority for action among Manor Royal companies. This was why the Manor Royal BID to a lead in commissioning the Manor Royal Transport study and is actively working with a range of partners to deliver the Manor Royal aspects of the Crawley Growth Programme.

From the voting at Manor Royal Matters this focus looks justified as 75% of people rated Congestion as either bad or very bad and 66.7% felt the same way about parking.

Rating	Congestion	Parking
1. Very bad	34.4%	30.0%
2. Bad	40.6%	36.7%
3. Ok	25.0%	16.7%
4. Good	0.0%	10.0%
5. Very good	0.0%	6.7%

ON GATWICK

It was encouraging that 77.4% of delegates were aware of Gatwick Airport’s Draft Masterplan. When asked how important Gatwick was to their business 29% said it was very important and 41.9% rated it as quite important. A further 29% felt that Gatwick Airport was not at all important to their business.



The vast majority of delegates were in supportive of a bigger Gatwick Airport with 76.7% in favour of growth. Although 26.7% of these had some reservations. Only 10% were not at all supportive.

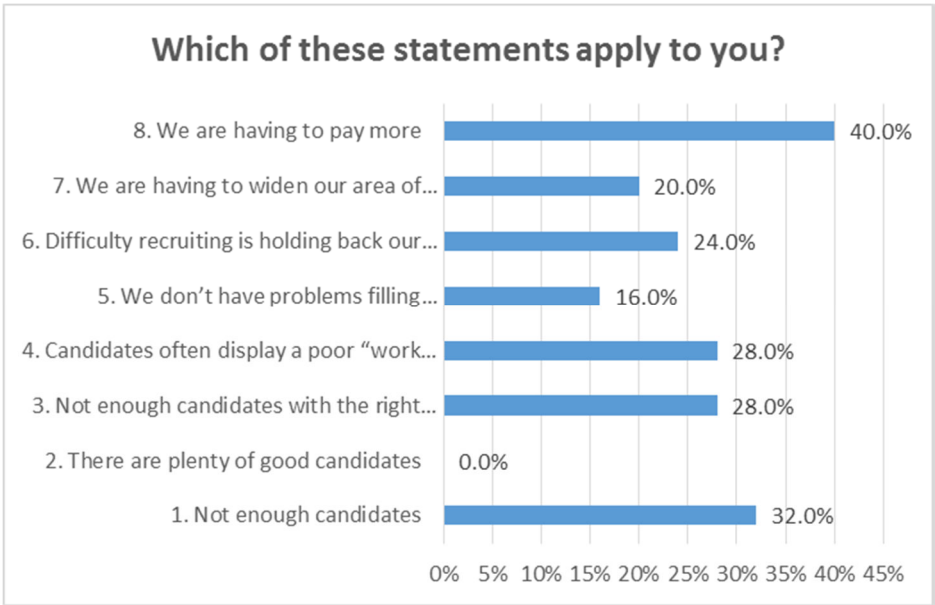
ON BREXIT

Hugely topical, the Manor Royal Matters event took place the day after the draft withdrawal agreement had been published by the Government. 80% of delegates said they were either worried or quite worried about BREXIT, while 20% had no worries at all.

When asked to rank the impact of BREXIT on their business 29% felt it would have a direct negative impact. Another 35.5% felt it would have an indirect negative impact. Just 12.9% felt it would have any kind of positive impact and 22.6% didn’t know how it would affect their business.

ON RECRUITMENT

Finding the right people was clearly an issue for those voting. 71.9% said they felt it was either difficult or very difficult to recruit the people they needed and 48.4% felt like recruitment was getting harder while 35.5% felt that it had stayed about the same.

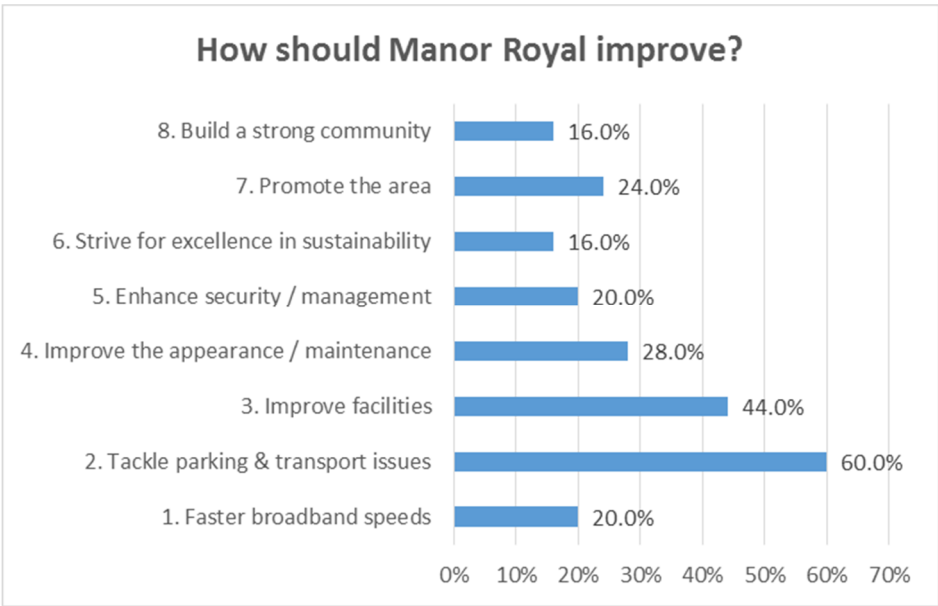


When asked to choose which of eight statements they felt applied to them 40% admitted to having to pay more to get the people they needed. 32% felt there were not enough candidates and 28% felt poor work attitude and a lack of people with the right skills were issues.

Of interest no one agreed with the statement that there were plenty of good candidates.

ON WAYS TO IMPROVE MANOR ROYAL

The final two questions focussed on ways delegates would like to see Manor Royal improve. Unsurprisingly tackling parking and transport ranked highly. Improving the facilities in Manor Royal was important for 44% of delegates and improving the appearance was voted for by 28%



ON MANOR ROYAL BID PROJECTS

When asked about the Manor Royal BID projects people most valued helping to connect businesses and events scored highly. It is noted that there may very well be little different in most people's minds between these two activities and that given people were voting at an event designed, in part, to connect Manor Royal businesses this may have had a bias effect on the voting.

Project	%
Helping to connect businesses	51.7%
Events	37.9%
Representing & promoting the area	34.5%
Training & recruitment support	27.6%
Projects that improve appearance & facilities	24.1%
Enhanced maintenance service	20.7%
Dedicated security and management	17.2%
Looking at on-site energy generation from renewables	10.3%
Initiatives to save money	10.3%

Aspects and **representing and promoting** the area scored highly (34.5%) and 27.6% valued **training and recruitment** support provided by the BID. Next came "place shaping and place management" type issues with work to **improve appearance** and **facilities** capturing 24.1% of the vote followed closely by **enhanced maintenance** (20.7%) and **dedicated security** (17.2%).

LOOKING BACK

It is useful to looking more closely at these last two questions and making some comparisons to past results. In 2016 **improving standards of appearance** and **maintenance** was rated as the most important issue for 59.3% of voters. While still important in 2018 less than half (28%) still feel this is an issue, perhaps a positive reflection on the impact of the maintenance team that has since been introduced.

Action on **transport** was important for 52.3% in 2016 and ranked highly in the Mid-Term BID Survey that informed the new Business Plan (2018-23). If anything action on transport issues has increased in importance.

The issue of **improving facilities** also remains of importance and remains stubbornly among the top issues for Manor Royal businesses in spite of a notable improvement in facilities, at least in the County Oak area.

Despite businesses rating rising costs among their concerns, only 10.3% ranked **initiatives to save money** as important in 2018 compared to 23.9% in 2016 and 30% who rated this as important in the Mid-Term Survey. The value attached to **training and recruitment** initiatives has remained consistent.

Acting as a **representative voice** for Manor Royal was very highly rated as important in the Mid-Term Survey (70%). Roughly gave it the same rating in 2018 although it still ranked as the third most important BID activity.

KEEP IN TOUCH

For further information about this report, event or the Manor Royal BID please contact the Manor Royal BID office.

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