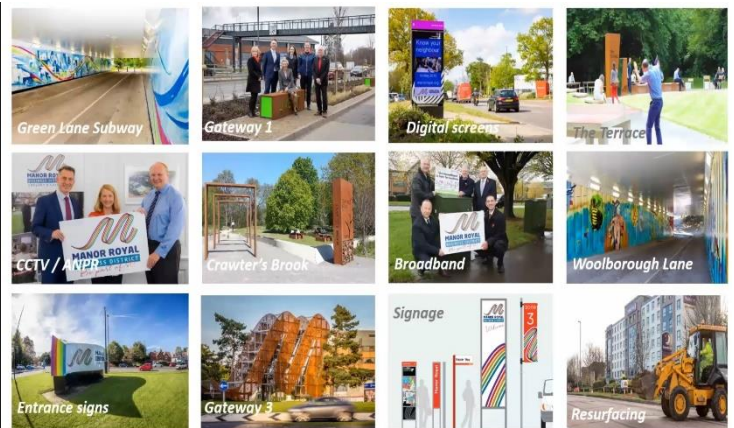


MANOR ROYAL
BUSINESS DISTRICT
CRAWLEY & GATWICK



www.manorroyal.org/projects

Manor Royal Annual Review & Showcase 2020 Report

19 November 2020

Author: Steve Sawyer, Executive Director, MRBD Limited

Manor Royal Business Improvement District (BID) Company (MRBD Limited)

Unit 38 Basepoint Business Centre, Metcalf Way, Crawley, West Sussex, RH11 9XX

www.manorroyal.org

INTRODUCTION

The Manor Royal Annual Review and Showcase took place on 19th November 2020. Due to COVID-19 (C-19) restrictions the event took place virtually via Zoom.

The purpose of the event was to inform people of what the Manor Royal BID had delivered in the past year, how the Business District was performing now and what was planned for the future.

Delegates were able to comment throughout the event, including by interacting using the polling function to answer questions at set points during the event 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 session included a panel debate involving Julie Kapsalis (Chichester College Group and Chair of the Coast to Capital Local Enterprise Partnership) and Michael Deacon-Jackson (FTD Johns and Manor Royal BID Director) chaired by Steve Sawyer (Executive Director of the Manor Royal BID)

Over 80 delegates attended the event of which 75 participated in the electronic voting session.

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

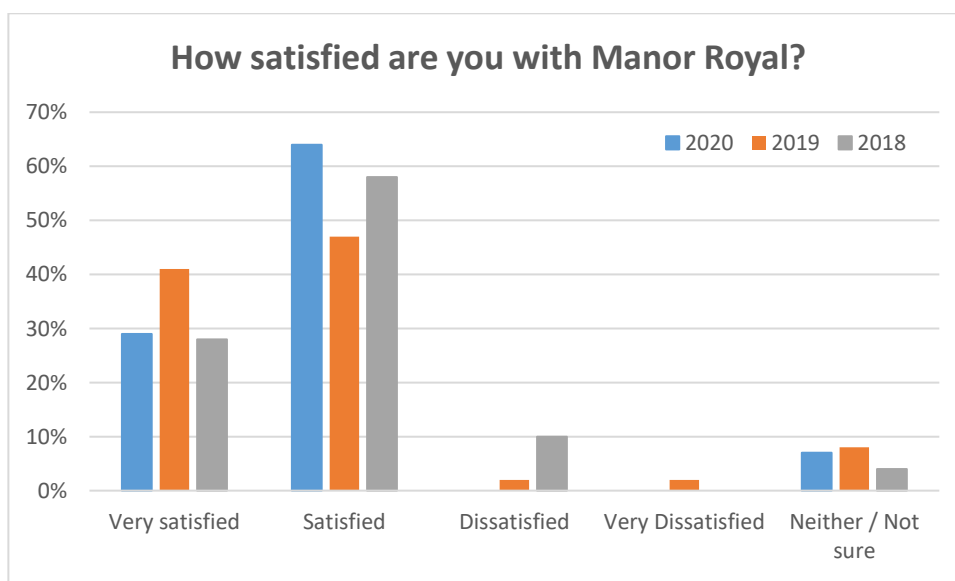
A report of the “chat” that took place is included for completeness as an attachment to this report.

DEMOGRAPHIC OF DELEGATES

The event was an open to everyone regardless of where they were based. 53% of the audience was drawn from people who worked or managed a business on Manor Royal. The rest of the audience (47%) was made up of partners, supporters and those with a general interest in Manor Royal.

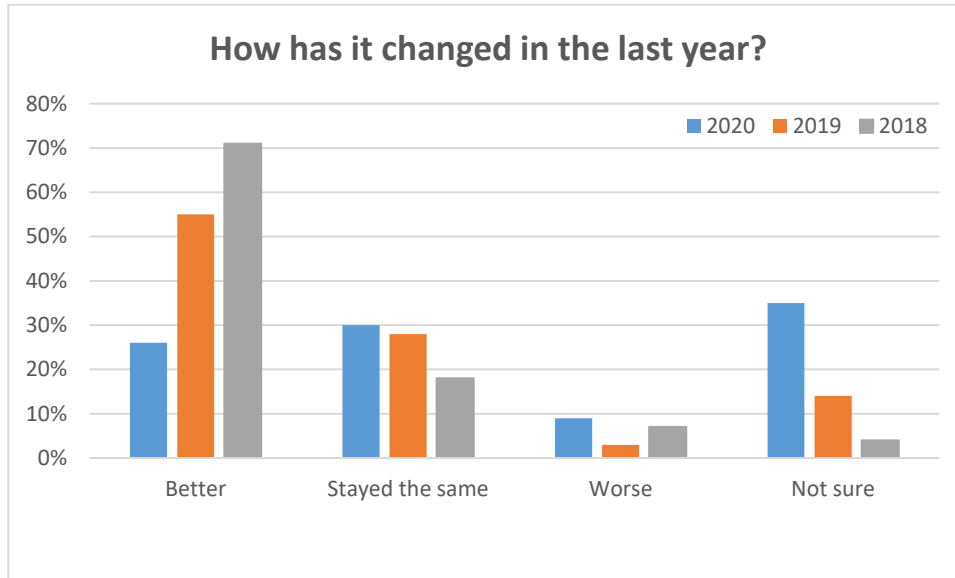
HOW SATISFIED ARE YOU WITH MANOR ROYAL?

93% said they were either satisfied or very satisfied with Manor Royal, compared to 88% who made the same claim last year. For the first time since 2018, no one said they were dissatisfied.



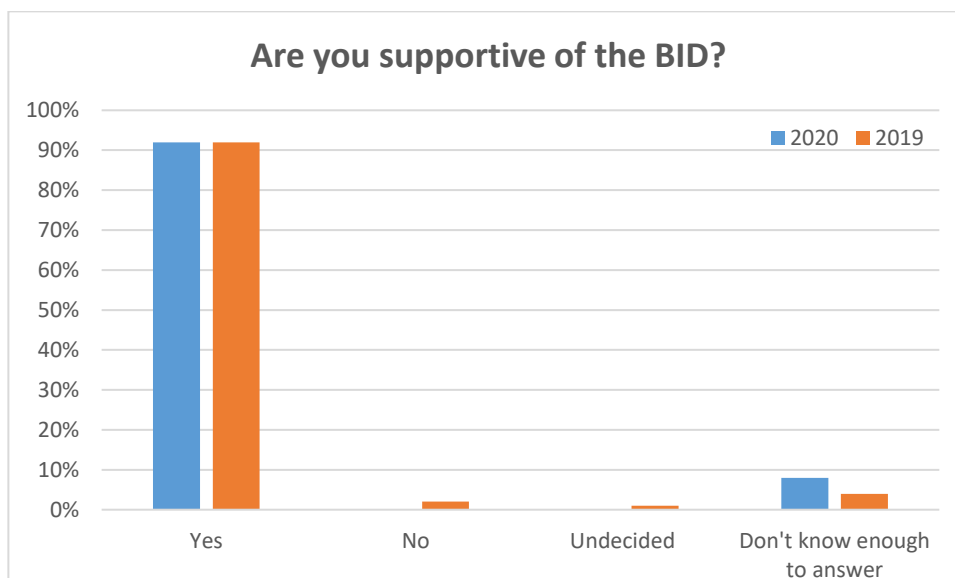
HOW MANOR ROYAL HAS CHANGED IN THE PAST YEAR?

26% felt that Manor Royal had got better in the last year, while 30% felt it had stayed the same. The percentage of people who felt Manor Royal had improved in the last year was lower than 2019 and 2018 responses. This appears to be a trend. However, it could merely reflect the fact that no place can improve infinitely year-on-year. It is also a reminder to guard against any complacency. The other change was the number of people who claimed they were not sure if Manor Royal had improved. This could be accounted for by new people who do not have the benefit of being able to reflect on what the business district was like a year ago.



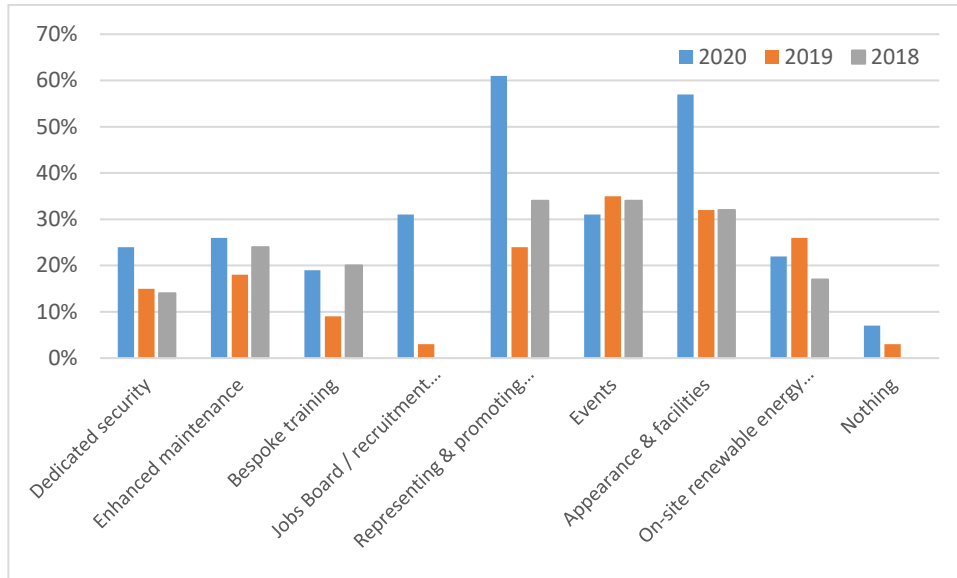
ABOUT THE BID

Over 90% of people said they were supportive of the Manor Royal BID, with 86% reporting that the BID was focussed on the right things. These results are more or less identical to those recorded in 2019



ON MANOR ROYAL BID PROJECTS

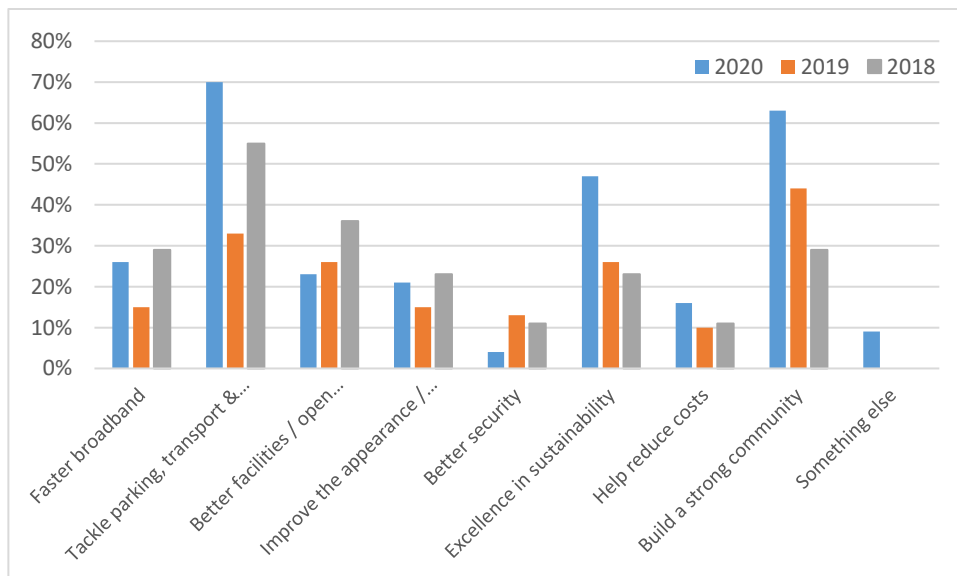
After some degree of consistency between 2018 and 2019, two project areas emerged as particularly well supported in 2020 – “Representing and promoting the area”(61%) and “Investment in appearance and facilities”(57%). Almost a third of people regarded the jobs board as a valued project with “Events”(31%), “Enhanced maintenance”(26%) and “Dedicated security”(24%) all receiving good support. The value attached to “Bespoke training” (19%) more than doubled in 2020 compared to 2019 to a similar level as was reported in 2018.



ON WAYS TO IMPROVE MANOR ROYAL

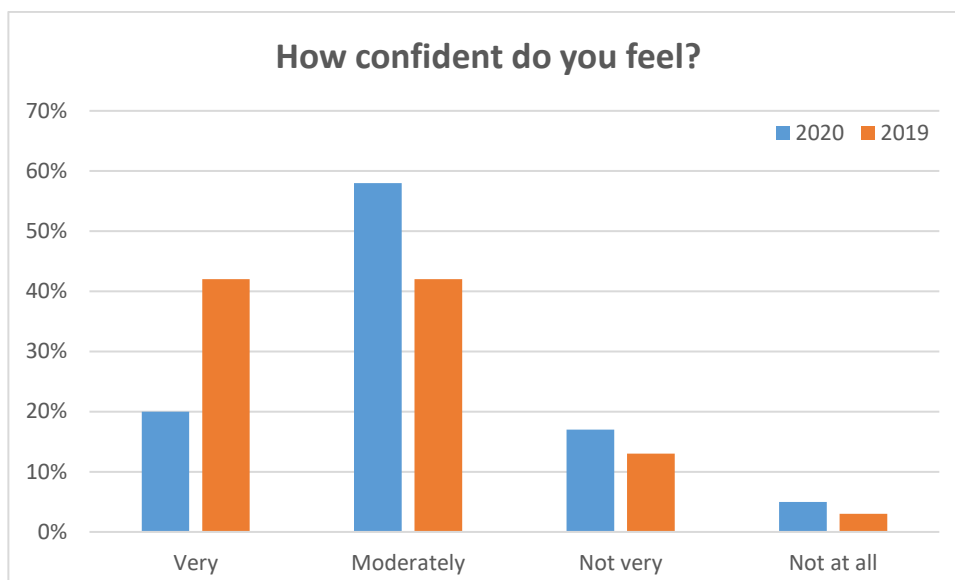
This question focussed on ways delegates would like to see Manor Royal improve. Increasingly people tend to attach importance to “Building a strong community” with year-on-year increases in the numbers of people voting for this. What is not clear is what more people want the BID to do in this area and requires further investigation.

“Parking and transport issues” once again returned to the top of the list with efforts to improve the sustainability of Manor Royal making a significant jump up compared to previous years. More importance was attached to “Faster Broadband” this year compared to last year.

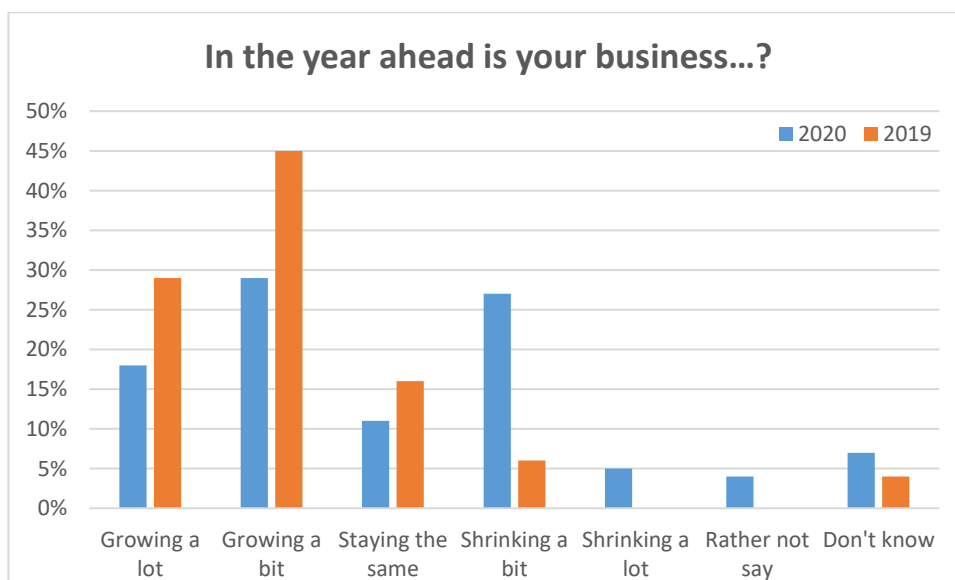


CONFIDENCE LEVELS & PREDICTED GROWTH

Perhaps unsurprisingly overall confidence levels on Manor Royal have dropped slightly, although still holding up reasonably well. 78% of people reported feeling either moderately or very confident, which compares to 84% who felt the same way in 2019. However, there was a marked downward shift of 22 percentage points of those who claimed to feel “very confident” compared to the same time last year with very slight increases in those who reported feeling “not very” or “not at all” confident.



When turning to growth estimates for the year ahead, the reduced levels of confidence become more telling. Last year 74% of people predicted some form of growth, this year that has reduced to 47% with a very noticeable rise in those predicting they would shrink in the next year (31%) compared to just 6% who felt they would shrink in 2019.

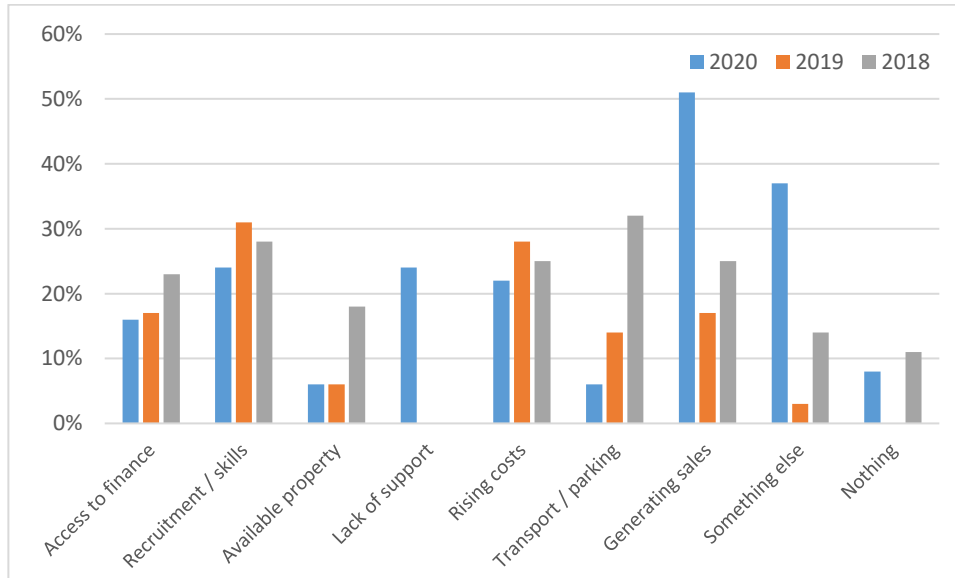


From these results it is not possible to calculate whether those companies that predict growth will compensate for those who think they will shrink. It is also not clear which types of companies might prosper although previous surveys show that the impact of COVID-19 is felt unevenly with larger companies tending to be slightly more resilient. Perhaps more noticeably is the impact of COVID-19 for companies operating in vulnerable sectors such as hospitality, leisure, events, retail and aviation.

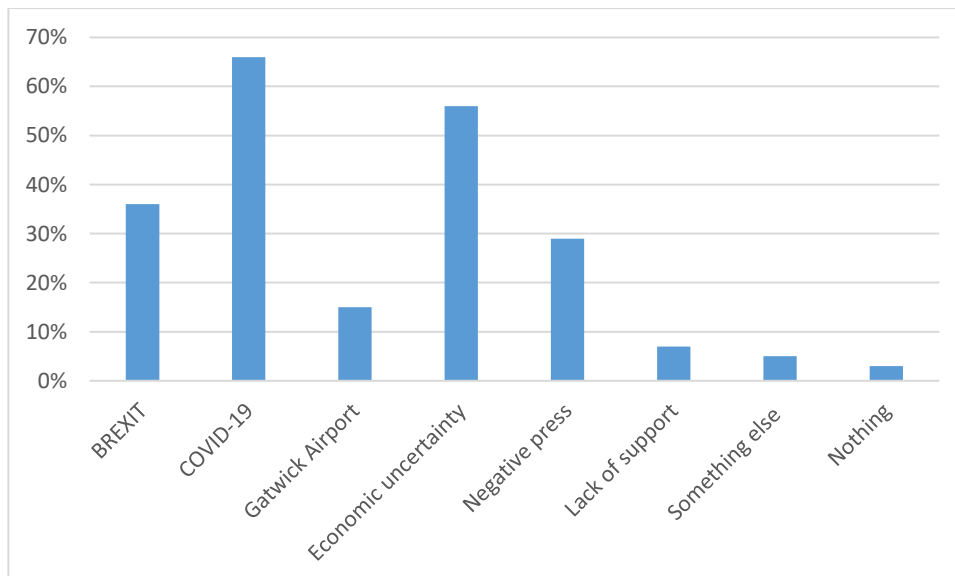
WHAT'S HOLDING BACK YOUR BUSINESS?

This question was asked to gain an insight into those issues that are holding Manor Royal businesses back in some way reflecting on the day-to-day issues that might affect a business. "Generating sales" appears to be a much bigger concern now (51%) compared to last year (17%) or in 2018 (25%). "Transport and parking" issues, while still important, appear not to be holding many businesses back at the moment.

Almost a quarter of people (24%) said a "Lack of (Government) support" was an issue. Intriguingly 37% reported there was something else that was an issue, which it will be interesting for the BID to understand more about.



When asked what issues were troubling them, people ranked COVID-19 as the primary concern (66%), with 56% highlighting "Economic Uncertainty". A similar number (53%) reported "Economic uncertainty" as an issue last year. BREXIT was an issue for 36% of people while almost a third (29%) had concerns related to "Negativity/ Negative press".



KEEP IN TOUCH

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

www.manorroyal.org

01293 813 866

Attachment 1: Chat report

From Jo Strutt	I miss the Avensys voting button though Steve!!!
From Tessa Masson to All panelists	It would be great to have more encouraged collaboration between businesses on Manor Royal, to help us all to work together supporting each other
From Neil Martin to All panelists	I'm back working on the Manor Royal having been away for 8 years and overall the MR looks smarter than ever. But the road conditions and parking congestion are worse
From Zoom user to All panelists	how many of the manor royal bid organisations have been able to remain open during lockdown v those that have gone to remote working?
From Peter Lucas to All panelists	Doing a great job in creating a strong community inspite of COVID preventing physical meetings
From Zoom user	how little did we al know
From Alan White to All panelists	I would just like to say that over the last 8 challenging months the support we have received as part of the Manor Royal community has been amazing. We are relocating in January and staying on Manor Royal was at the top of our list of priorities.
From Jo Strutt	All of us at Bridgeham Clinic say Hi and wish you all well during this second lockdown. Please remember as members of the Manor Royal BID you can benefit from the 10% discount at Bridgeham...especially during Movember and Self care week. Look forward to seeing you all in face to face networking when we can, in the meantime perhaps we will see you on the couch as you treat yourself to a massage, osteopathy acupuncture or Pilates session. Thanks so much to Steve, Chris and the team for your continued support.
From Peter Lucas	The media doesn't help with its constant drip feed of negative sentiments/statements rather than identifying any of the positives
From Gatwick Diamond Business	From Jeff at Gatwick Diamond Business. Interested to see high level of support for 'building the community'. We are pleased to support MRBID as a networking partner. So, just a reminder that we are pleased to offer very special rates for new joiners based on the Manor Royal. Contact mandi@gatwickdiamondbusiness.com
From Mandi Lloyd	You can view the details of the offer here - www.gatwickdiamondbusiness.com/storage/downloads/mrbd_special_offer-1605784602.pdf
From Gatwick Diamond Business	WOW! The prospect of a new Innovation Centre on Manor Royal sounds really exciting!
From Matthew Wragg to All panelists	For anyone who would like to know more about Coast to Capital LEP's new strategy for transformational investment in the region, including projects like the Innovation Centre, you can read 'Build Back Stronger, Smarter and Greener' on our website www.coast2capital.org.uk/storage/downloads/build_back_stronger_smarter_and_greener-1600419204.pdf
From Peter Lucas	Does the shift away from office use of properties have a negative effect on ancillary businesses such as catering, leisure etc?
From Jo Strutt	How does the shift from office use to logistics and industrial affect current parking issues?
From Robert Coles	There is a higher education management school nearby, Roffey Park Institute
From Robert Coles	We would be happy to engage with you on this Julie!
From Julie Kapsalis	Thanks - my email is XXXX@XXXXX
From Ingrid Bennett	Will renewable energy and zero carbon heat be a priority for the innovation and learning centre? As courses and/or as higher level job opportunities?
From Joanne Rogers	hi everyone - great to be with you.
From Julie Kapsalis to All panelists	We are also looking at a decarbonisation academy for Crawley and Coast to Capital is a pilot region for this
From Jeremy Taylor - The Company Connector	Agree with Michael - there's a lot of Tech in logistics
From Jo Strutt	Well said Michael re logistics and ladders and grey matter
From Joanne Rogers	all excellent points...

From Suzanne Holloway to All panelists	Thank you to Julie, Steve and Michael regarding updates and opportunities around the current challenges. Very proud to be working with such committed people, in an area that is dynamic collaborate and innovative. We are, as always, here to support any Bids for IoT and innovation hub, and continue to help secure funding and new opportunities that support Manor Royal. A really positive morning and thanks for inviting us to be part of this new chapter.
From Paul Scrivens	Hi everyone. Paul from LLJ re the ManorRoyalJobsBoard. Whilst we're touching on careers. If anyone based on Manor Royal is recruiting please send the link to your vacancies to info@lovelocaljobs.com and we'll post on the ManorRoyalJobsBoard and LoveLocalJobs for FREE.
From Gatwick Diamond Business	Zoom and Teams are great but are people being too quick to write off the importance of work places and the type of business environment MR provides?
From Samuel Storey Evans	Hi All, running off the back of what Michael had spoken about I think its important to look at it with an overall view that Ecommerce has had a very consistent growth (valued at 3.53 trillion globally) so naturally there will be a bias towards logistics growth this year especially given the current pandemic. I hope everyone is doing well. Samuel
From Jo Strutt	Thank you everyone for today. Perhaps if there is parking availability in un used air port parking areas Manor Royal users could park there for a park and ride?, part of the fee could be a charity donation to Crawley open house? could coast to capital part fund parking?
From Gatwick Diamond Business	Totally agree with Michael. The improvements to Manor Royal since the introduction of the BiD have made a huge difference! Thank you Steve and all the MRBD Team!
From Ingrid Bennett	Thanks Steve
From Tessa Masson to All panelists	Thank you Steve, Michael and Julie so much for all your efforts to support us all. Looking to the positives.
From Gatwick Diamond Business to All panelists	Look out for the gdb Re-Energise Conference on 21st January. It will be a very positive, inspirational and motivational way to start the new year! Full details coming soon!! Hope to see lots of you there! www.gatwickdiamondbusiness.com/11-events.html
From Peter Burnell-Jones to All panelists	A big thank you to the Manor Royal BID team for the invitation. It has been great to see what you have all accomplished. Certainly some challenging times, but the markets are changing and for the better.
From Mandi Lloyd	Thank you all!
From Jo Strutt	Thank you!
From Louise Collins	Thank you everyone
From Gatwick Diamond Business	Excellent meeting - thank you!
From Gatwick Diamond Business	Thanks Steve! Keep up the good work!
From Ala Chayah	Thank you everyone
From Steve Sawyer	Thank you all for joining us. Please do send any further questions/suggestions to info@manorroyal.org
From Ingrid Bennett	Thank you
From Mark Busby to All panelists	Very informative, thank you.
From Helen McLaren to All panelists	Thank you
From Paul McConalogue to All panelists	well done Steve and team - excellent event