

Manor Royal BID

Annual Report 2020/21



Our year in review

Be part of it!

Chairman’s Message



A successful business needs to be prepared to adapt. The year of this Annual Report, from April 2020 to March 2021, tested that idea to the limit as the global pandemic became the backdrop to our personal and professional lives.

As a Board we took the decision to adapt our levy income collection process to offer more flexibility for those that needed it. We adapted our programme of work, delivering things online where we could, while keeping other things going where it was safe to do so, for example our Business Ranger and Maintenance Team services.

The roll out of other planned projects, like the first MicroParks and elements of the Crawley Growth Programme, also slowed but never completely stopped and I’m pleased to say we can still report progress in these areas.

I am also pleased that the BID adapted well and very quickly to providing more help and guidance, stepping up to play its part at a strategic level on the Crawley Economic Recovery Taskforce and truly being the “voice” of Manor Royal businesses. We were also able to introduce new services, like the free to access MicroLearn eLearning Platform and a new security radio scheme for vulnerable retailers.

We are, of course, still living with the reality of a changed world where Manor Royal itself is changing. Reading this report now, and putting it into context, reinforces to me the multiple and important roles the BID can play. This will continue to be important as we look to collectively move forward.

Trevor Williams
Chair, MRBD Limited

Our plan, Our commitment

Who we are

The Manor Royal BID is a not-for-profit company set up and managed by volunteers from the Manor Royal business community to deliver the Manor Royal BID Business Plan. Originally voted for by Manor Royal businesses in the BID ballot of April 2013, it was renewed by vote in the Renewal Ballot of March 2018.

Four objectives

Our vision is “to improve the trading and working environment of Manor Royal” by acting on four objectives:



1: Promote & influence



2: Trade & save



3: Infrastructure & facilities



4: Manage & maintain

Five years









We promise to deliver on these objectives over a period of five years between 2018 and 2023.

One voice

Our Business Plan is our commitment. Our commitment to improve Manor Royal and our commitment to each other to work together to achieve our vision. The Manor Royal BID acts in the best interests of Manor Royal and is committed to providing a representative voice for Manor Royal, to lobby on behalf of the area, to make sure Manor Royal is recognised as a priority for investment and support and to remain responsive to Manor Royal business needs.

Our board

Drawn from Manor Royal businesses, members of the Board give their time on a voluntary basis. The Board provides strategic oversight to make sure the Manor Royal BID keeps to plan and is properly managed.

	Trevor Williams, Thales UK
	Paul Searle, P&H Motorcycles
	Michael Deacon-Jackson, FTD Johns
	Yvonne Taylor, PPL Insights
	Cllr Peter Smith, Crawley Borough Council
	Markus Wood, Avensys
	Tim Rose, Elekta
	Keith Pordum, Bon Appetit
	Anthony Maynard, CGG

The Articles of the BID Company allow for Board membership of up to nine individuals. Each year a third of the Board is required to stand-down but can stand for re-election. Various other businesses are represented on the Management Group and various Working Groups. The Board actively encourages the involvement of BID levy paying businesses.

Our standards

The Manor Royal BID Company is operated in an open and transparent way to comply with the Regulations that govern BIDs and to satisfy standards of good practice. It is important that the businesses and staff of Manor Royal know what the BID is doing and know that things are being done the right way.

Doing things right means:

1. MRBD Limited is set up as a Not for Profit company limited by guarantee and registered with Companies House with a set of Memorandum and Articles appropriate for a BID.
2. There is an appropriate governance structure in place with elected directors drawn from and voted by fellow Manor Royal companies at an annual AGM.
3. An annual BID Levy leaflet is produced and distributed with the BID Levy Bill to inform BID Levy Payers how the money was spent last year and how it will be spent next year.
4. Annual accounts and an annual report are published and made available at the AGM and subsequently on the website. Copies are sent on request to those that want them.
5. Every effort is made to contact and invite all BID Levy paying businesses to become members of the BID Company (at no charge) and to attend AGMs.
6. The Manor Royal BID operates an "open door" policy and actively invites people to become involved in the work of the BID.
7. Board and Management Team meetings are minuted and the minutes are published on line.
8. Operating and Baseline Agreements have been set up with the public service providers so we know what we should be getting and do not inadvertently undertake or pay for jobs or tasks the local authorities ought to be doing.
9. Progress against a published and publicly available business plan is monitored and reported on.
10. BID accounts are fully audited by an independent accountancy firm and good practice principles are applied to procuring services on behalf of Manor Royal companies.
11. The Manor Royal BID strives to achieve the best value for BID Levy payers by using the BID levy to attract matched funding from other partners.
12. MRBD Limited adheres to the best practice guidance produced by British BIDs, the British Retail Consortium (BRC), the Inter Bank Rating Forum (IBRF) and the Federation of Small Businesses (FSB) to limit the central administration costs to not more than 20% of the BID Levy collected.

Our numbers

The Manor Royal BID Business Plan (2018-23) is expected to generate at least £2.87m over five years, with a target of 10% (£260,202) coming from other sources.

Our financial performance this year

How our expenditure in the year compares to our budget

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	519,500	91%	526,289	69%
Other income	52,020	9%	234,704	31%
Total Income	571,710		760,993	
Central costs	54,824	10%	61,601	8%
Levy Collection	15,606	3%	15,606	2%
Accrual	7,803	1%	9,000	1%
Obj1: Promote & Influence	56,750	10%	41,402	5%
Obj2: Trade & Save	124,115	22%	95,109	12%
Obj3: Infrastructure & Facilities	110,907	19%	307,088	40%
Obj4: Manage & Maintain	191,274	33%	152,241	20%
Contingency	10,404	2%	-	0%
Total	571,683	100%	682,047	90%
Surplus (Deficit)	27		78,946	
Balance at the start of the year	-		168,831	
Reserves	27		247,777	

Our financial performance to date

This table shows how we are performing cumulatively for this term of the BID, which officially started in June 2018. It shows the total income and expenditure since the Manor Royal BID was renewed.

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	1,528,700	91%	1,560,626	73%
Other income	153,020	9%	576,817	27%
Total Income	1,681,720		2,137,444	
Central costs	161,268	10%	178,372	8%
Levy Collection	45,906	3%	45,906	2%
Accrual	22,953	1%	9,000	0%
Obj1: Promote & Influence	166,933	10%	148,956	7%
Obj2: Trade & Save	297,773	18%	361,343	17%
Obj3: Infrastructure & Facilities	336,239	20%	675,783	32%
Obj4: Manage & Maintain	629,963	37%	477,684	22%
Contingency	30,604	2%	-	0%
Total	1,691,639	101%	1,897,044	89%
Surplus (Deficit)	(9,919)		240,400	
Balance at the start of the year	10,000		7,377	
Reserves	81		247,777	

Cash at bank at year end was £13,899

Our income

It is our objective to match BID Levy contributions with other sources of funding to maximise the value of the contributions made by Manor Royal businesses in the form of the BID Levy. 31% of income was generated from other sources, which means to date for every £1 of Levy Income the BID has generated an additional 37p.

The BID is performing above expectations on income generation, largely because of success in attracting third party funds. However, it should be noted the income figure for 2020/21 includes £66,504 of outstanding BID Levy income that has been billed but not yet received. This is because the Board adopted a more flexible approach to levy collection in response to COVID.

Central costs remain low

Accounting for just 8% of all income. Industry best practice recommends that central costs should not exceed 20%. The Manor Royal BID consistently keeps central costs below this level allowing more money to be invested in new and additional services, projects and improvements.

Our spend on projects

The Manor Royal BID exists to deliver additional and improved services, projects and initiatives that collectively contribute to a better trading and working environment. Here's how.

Objective 1, Promote and influence

This is about promoting the area, promoting local companies and representing the interests of the Business District to public partners and others. Most of our spend in this area is on producing and distributing Manor Royal News and eBulletins, managing the website, PR and Comms. Spend is lower than budget due to a more cost-efficient method of delivery and because we reduced the number of copies of Manor Royal News we printed and posted because of COVID.

Objective 2, Trade & Save

This is about how we bring companies together and look at different ways to help them save money in different ways. Our key spend areas here are on events, providing the bespoke training programme (with Crawley College), the free and unlimited use of the Manor Royal jobs board (with LoveLocalJobs.com) and the subsidised transport initiative (easit). The underspend is explained by the cheaper cost of running events and delivering training online compared to in-person, offset by the cost of introducing the free to access online learning platform (Manor Royal MicroLearn).

Objective 3, Infrastructure & Facilities

This is about investing in the physical environment and infrastructure so that Manor Royal looks better and works better. These improvements are linked to how satisfied and impressed people are with Manor Royal, which this year saw the launch of the digital signs. We spent significantly more in this area as we started to deliver the first MicroParks, which benefited from Towns Fund Accelerator funding from Government.

Objective 4, Manage & Maintain

This is about how we look after Manor Royal and has become an increasingly important area. Main spend areas are in providing the dedicated Maintenance Team to help with grounds maintenance and the Business Ranger service that is about stewardship and security. We also provide free access to Manor Royal Business Watch, additional winter gritting and we look after all the signs, parks and other facilities in Manor Royal. The slight under-spend was due to a Business Ranger vacancy.

Explaining the surplus

Final accounts in any given year can sometimes show a surplus. This is usually explained by timing issues in respect of delivering capital projects. The complexity and cost of certain projects may also require the BID to carry forward funds generated in one financial year for expenditure in a future financial year. The following table explains how the surplus in this financial year may be invested.










BID Reserve (in line with policy)	50,000
Manor Royal Projects Pack & Environmental Audit	30,000
Enhancement to The Terrace Pocket Park	30,000
Facilities upgrades (MicroPark delivery)*	390,000
Enhancement to Maintenance Team	50,000
Total	550,000











*The full cost of these area-wide facilities and public realm enhancements is circa £1.3m for which third party funding is required.

**COVID-19 may have an impact on the pace of delivery of some projects and initiatives.

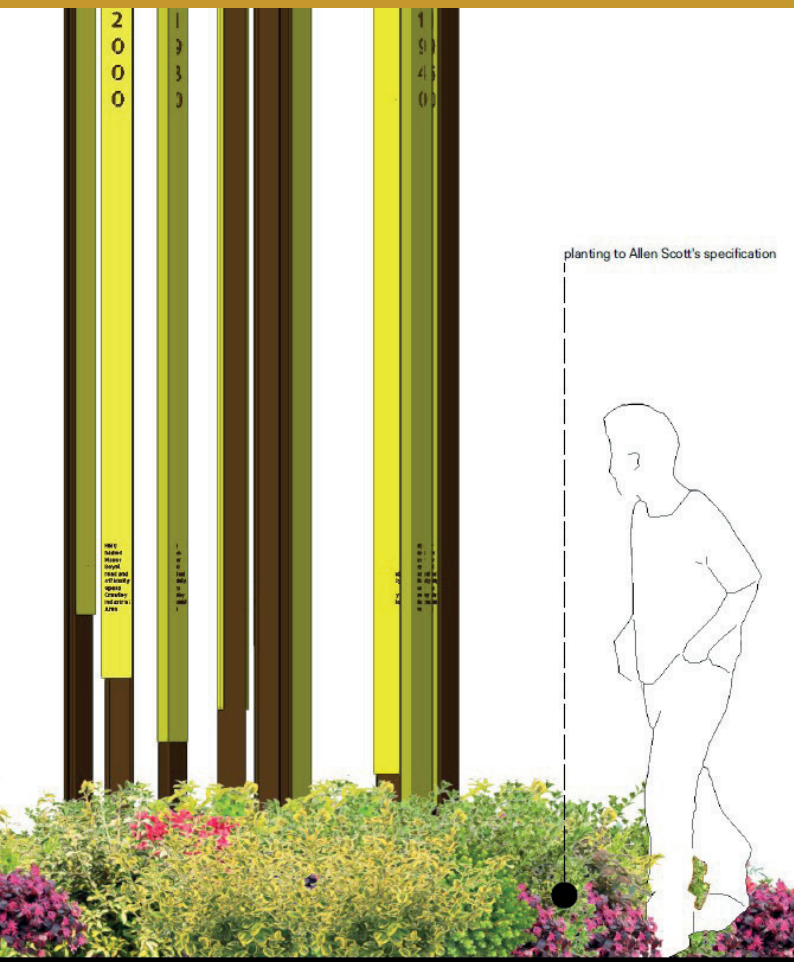
Our performance




The Manor Royal BID delivers place-specific improvements in line with our Business Plan to make the Business District a better place to work and run a business. These pages provide an insight into the impact the Manor Royal BID has had in the last year, using performance data where it is available. Without the Manor Royal BID these things would not have happened.

-  **More funds** Over £234k of additional funds attracted for BID projects – approx. 45p for every £1 of BID Levy.
-  **Value** Only 8% of income spent on central costs. Well below industry standards of not more than 20%
-  **Winter gritting** service activated 15 times covering 75 kilometres
-  **Additional Security** provided each week to help with security and reassurance, including throughout COVID.
-  **Additional Maintenance** provided by the dedicated Maintenance Team to keep Manor Royal clean, tidy and well-presented, including throughout COVID.
-  **Cheaper travel** almost 100 businesses registered for easit saving over £190k in membership fees, plus savings for their staff(1)
-  **Digital signs** Each digital advertising screen kept operational 16 hours per day across four locations, with massively reduced rates during COVID.
-  **Communication:** 5,000 copies (two issues) of MR News printed and posted(2)
-  **Communication:** 17 monthly ebulletins sent to average audience of 1,500 per issue(3)

-  **New facilities** Final designs approved, artists appointed, funding secured and planning consent obtained for four Micropark areas for new outdoor seating and meeting space
-  **Public artist** appointed and funding secured for new public art to enhance the Terrace Pocket Park
-  **Training** 17 sessions delivered, attended by 101 delegates, collectively saving £2,525(4)
-  **Job posts** 250 jobs posted on the free to use jobs board saving companies almost £47k (5)
-  **Events** 8 events took place attended by 219 delegates (6)
-  **Security radios** introduced to support vulnerable retailers in County Oak and Acorn Retail Parks
-  **eLearning** 246 online courses accessed via Manor Royal MicroLearn, providing over 71 hours of training
-  **Crime** 315 reported crimes, a slight reduction on previous year.
-  **Public realm** 276 public realm reports issued identifying littering, fly tipping, broken street furniture, parking issues etc
-  **Incident reports** 39 reports issued via DISC (Business Watch) covering incidents of theft, abandoned vehicles etc.





-  **Security alerts**, 40 alerts issued via the DISC (Business Watch) system to provide early warning to Manor Royal companies, in addition to instant message.
-  **Ranger visits** 1,100 plus business ranger visits to over 170 businesses
-  **Watch Members** Over 400 Business Watch (DISC) members saving between £188 and £386 per annum per company providing secure means to receive and share security, crime and related information.

-  **Satisfied** 93% of survey responders said they were satisfied with Manor Royal
-  **Getting better** 26% felt Manor Royal had got better, while 30% felt it had stayed the same
-  **Confidence** While still high at 78%, this was slightly lower than the year before
-  **Growth** Predictions of growth in the year ahead had dropped from 74% to 47%, COVID and economic uncertainty were highlighted as the main reasons.

Satisfaction levels / Mood scores

Notes:

- (1) Actual level of public transport use much reduced during COVID due to restrictions
- (2) Usual number of issues reduced due to high levels of home working by Manor Royal businesses
- (3) Frequency increased to keep businesses informed during COVID
- (4) Due to COVID this is approximately half of the training sessions delivered in previous year. All training sessions were delivered online.
- (5) This is approximately half the normal number of jobs and savings due to COVID. Towards the end of the year the postings and savings has returned to more or less normal pre-COVID levels.
- (6) Most of these events took the form of smaller workshop and subject specific seminars. The normal event programme, including Know Your Neighbour, could not take place due to COVID.

Among the other highlights of the year














- Leveraged an additional £565,000 from the Towns Fund to help deliver the first four microparks
- Support for a Manor Royal Freeport BID, led by the Coast to Capital Local Enterprise Partnership.
- Representation of Manor Royal on the Crawley Economic Recovery Taskforce (CERT)
- Production of Manor Royal Economic Recovery Plan.
- Representation of Manor Royal on key national and local bodies including: British BIDs Advisory Board, The BID Foundation Council, Crawley Growth Programme, Crawley & Gatwick Business Watch, Gatwick Diamond Initiative Promote Group, Invest Crawley and Creative Crawley Committee.

Find out more about Manor Royal BID activities at www.manorroyal.org/projects



Our year ahead

We will carry on providing...

-  Additional security measures including Business Rangers, free Business Watch membership, areawide security /ANPR camera system, security radios
-  Active travel promotion and cheaper staff travel via easitCRAWLEY transport initiative membership for all
-  Low cost staff training (with Crawley College) and free to access eLearning platform (MicroLearn)
-  Free and unlimited use of the Manor Royal Jobs Board
-  Additional and dedicated grounds maintenance and winter gritting
-  Free to access networking and events programme
-  Tailored communications including monthly eBulletins, quarterly Manor Royal News, managed website, multi-channel social media and provision of digital screen advertising
-  Online business directory and free business listings, promotions and offers
-  Dedicated point of contact for help, enquiries and representation
-  Discounted services and employee benefits
-  Upkeep of park areas, branded street signs, lamp post banners, map boards, welcome signs, enhanced entry points, subways and digital screens
-  Investment to improve infrastructure and facilities
-  Lobbying for additional funding, resources and support to Manor Royall

In addition we will...

- Complete roll out of the first four MicroPark areas
- Launch new website, business directory and property search
- Work with Crawley Borough Council and West Sussex County Council to deliver the Manor Royal elements of the Crawley Growth Programme transport infrastructure improvements
- Consult businesses on options for improved on-street parking management and enforcement
- Undertake market test for pilot “Superhub” bus stop
- Produce new Projects Pack and area-wide Environmental Audit
- Support the delivery of the Manor Royal Re-energise project to test the feasibility of on-site energy generation from sustainable sources (with West Sussex County Council Your Energy Sussex and Crawley Borough Council)
- Oversee and deliver the Manor Royal elements of the Crawley Town Deal as part of the Crawley Town Deal Board with Crawley Borough Council and partners
- Survey businesses to evaluate priorities for next Business Plan (2023-28)

For more information

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