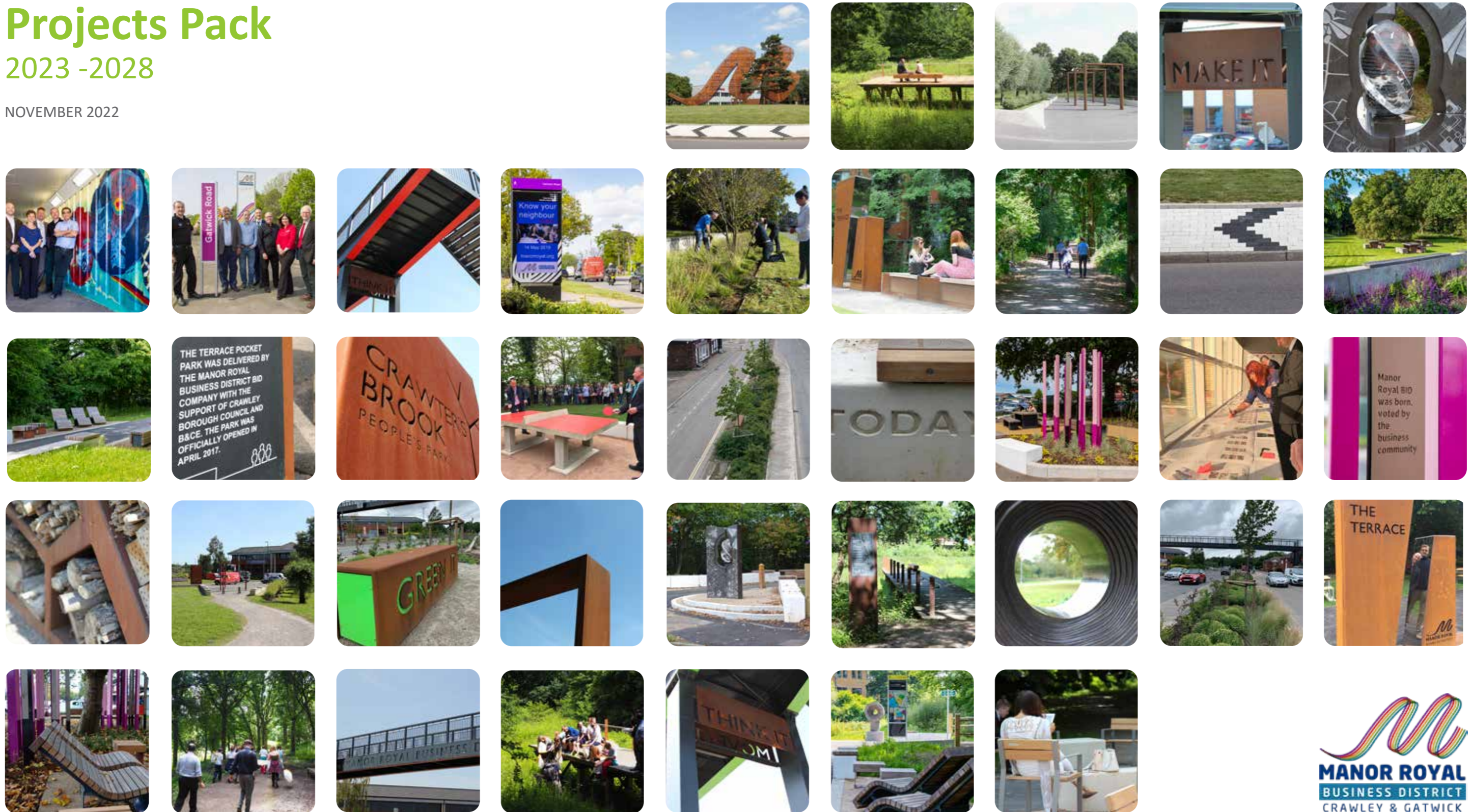


MANOR ROYAL BUSINESS DISTRICT

Business Improvement District (BID)

Projects Pack 2023 -2028

NOVEMBER 2022







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SECTION 1: INTRODUCTION

Purpose of this Projects Pack

The Manor Royal Business District is one of the largest business districts in the south east of England. It covers an area of 240 hectares and is home to approximately 600 businesses, generating 30,000 jobs.

Created in 2013, the Manor Royal BID is responsible for delivering the BID Business Plan as voted for by businesses. A not-for-profit organisation with a single focus on improving the trading and working environment of Manor Royal, the BID provides a way for businesses to jointly invest in new and additional projects and services that otherwise would not be delivered.

As well as contributions from businesses in the form of the BID Levy, the Manor Royal BID has a good track record of raising significant additional funding that is directly invested in improving the area for businesses and employees.

The Manor Royal BID delivers a wide range of activities including, but not limited to: additional security and maintenance services, discounted training and public transport, bespoke advertising and promotional opportunities, better broadband, free job postings, free to access B2B events and communications, strategic level lobbying and representation and more.

This Projects Pack is critical to articulating the strategies and specific projects that can contribute to a better Manor Royal. As well as helping to attract the necessary funding, the Projects Pack provides the spatial vision for what Manor Royal could look and feel like in the future and, as such, supports the main BID Business Plan.

This report does not reflect the full extent of the planned activities of the Manor Royal BID. It seeks to articulate those public realm and related projects that could be delivered to improve the trading and working environment.

The full range of Manor Royal BID activities are contained in the Manor Royal Business Plan available via www.manorroyal.org.

This report has been prepared by Allen Scott from May 2021 - March 2022 and represents collected thoughts, ideas and aspirations by the Manor Royal BID and its partners.

This Projects Pack reflects and responds to the following reports and studies:

- Manor Royal Design Guide (SPD) (2013)
- Manor Royal Public Realm Strategy (2013).
- Manor Royal Masterplan (2010)
- Manor Royal Business District Prospectus Pack 2013-2018 (2013)
- Manor Royal Green Audit and Strategy (2016)
- Manor Royal Grey Audit (2016)
- Manor Royal Transport Study (2016)
- Manor Royal Living Streets report (2016)
- Manor Royal Business Survey (2016)
- Manor Royal Furniture Audit (2017)
- Manor Royal Economic Impact Study (2017)
- Manor Royal Projects Pack 2018-2023
- Manor Royal Arts and Heritage Strategy (2019)

Baseline

Current and previous projects lessons learnt, research, site visits, analysis + Focus on Covid-19 pandemic recovery, climate emergency and one planet living

This Projects Pack

4 NEW PRIORITIES TO FOCUS ON

3 OVER ARCHING STRATEGIES IN WHICH PROJECTS ARE FRAMED UNDER

38 SPECIFIC PROJECT IDEAS / INITIATIVES

INTEGRATED PRINCIPLES AND GUIDANCE FOR SUSTAINABLE MANAGEMENT AND MAINTENANCE

Aims / Outcomes

PLACE
DISTINCTION
/ POINT OF
DIFFERENCE

HIGHER QUALITY
AND QUANTITY OF
USE-ABLE PUBLIC
REALM

IMPROVED BUSINESS
SATISFACTION / ENGAGED
COMMUNITY

POSITIVE LEGACY
WITH A FOCUS ON
SUSTAINABILITY

INCREASED ECONOMIC
FUNCTION AND
APPEAL

“The Projects Pack is the spatial expression of our Business Plan. A vision for shaping the look, feel and increasingly the biodiversity and environment of the Business District. This document not only charts how far we have come but how far we could still go in terms of improving the trading and working environment of Manor Royal.”

Steve Sawyer
Executive Director of Manor Royal Business District



DELIVERING CHANGE SINCE 2013

Before the BID

The Manor Royal BID, and the original Manor Royal Projects Pack, was created in response to specific weaknesses and shortcomings that were judged to be undermining the attractiveness of the business district for companies, investors, visitors and staff.

Among those issues were poor public realm, a lack of facilities, weak entry points and sense of place, a lack of any strong brand, poor signage and wayfinding and low standards of general maintenance leading to a perception of neglect.

The BID's inception

Following its creation in 2013, the Manor Royal BID immediately set about addressing these issues by undertaking a detailed area-wide audit and developing the first Projects Pack.

The Projects Pack provided a spatial vision for an improved Manor Royal.

It articulated a series of practical interventions over and above those already being delivered and directly responded to the needs of those best able to understand what was most important to the business community – the businesses themselves and the people they employ.

The success of this approach has directly led to the delivery of numerous improvements throughout the Business District, captured by this report, as well as millions of pounds of additional new investment and multiple awards.

These improvements could not have been delivered without the Manor Royal BID

Influencing change

The vision and impetus provided by the Manor Royal BID has been the primary driving force for the changes that have been delivered since 2013. However, as well as informing design and delivery the Manor Royal Projects Pack allows the BID to enter into conversations with partners who can help invest in the described improvements.

This is now the third version of the Manor Royal Projects Pack to support the work of the BID in its third term (2023-28).

For their continued support, the Manor Royal BID would like to acknowledge the contribution from key partners. In particular Crawley Borough Council and West Sussex County Council.





Unclear identity, artwork and signage at key gateways



Under-utilised green open space



Uninviting subways and walkways



Poor quality open space, some of which inaccessible



Poor wayfinding and signage throughout Manor Royal



Lack of sense of place and character



LEGEND
DISTRICT BOUNDARY

MANOR ROYAL BEFORE THE BID
NOT TO SCALE



What the BID has delivered - Highlights

Since 2013, the Manor Royal BID has been incrementally transforming the physical environment of the Business District by delivering the Projects Pack.

Some highlights of what the BID has achieved include:





1
Iconic public art and roundabout enhancements



2
Activated open space at The Terrace Pocket Park



3
Dedicated Manor Royal Maintenance Team



4
Improved footpath surfacing



5
Distinctive mural artwork in subways



6
Distinctive public artwork



7
Enhanced public open space with new distinctive furniture



8
Accessible and distinctive People's Park at Crawler's Brook



9
Signage and wayfinding strategy implemented



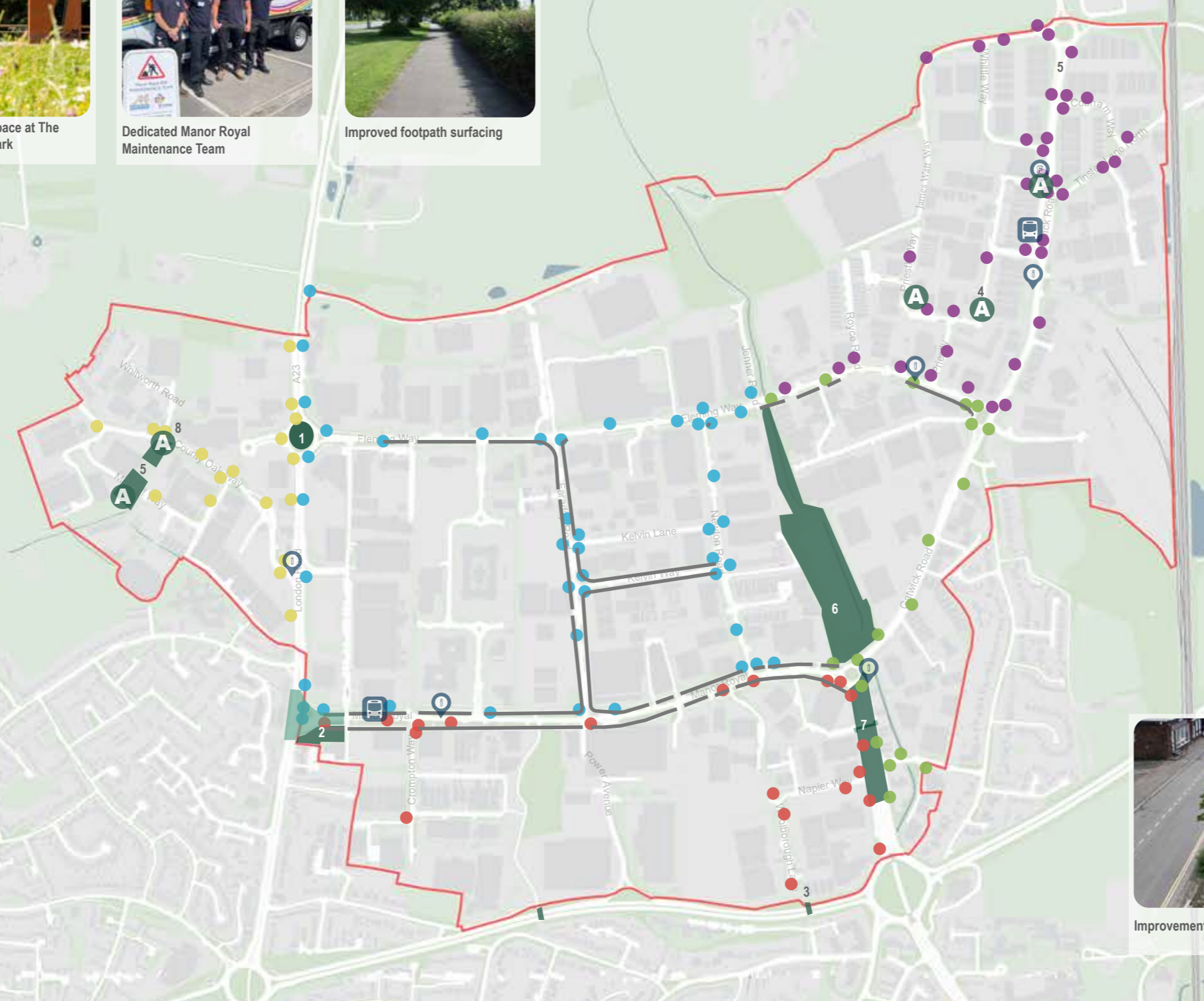
10
Digital Signage



11
Improvement planting / greening



12
New 'Parklets' with distinctive furniture and public art.



LEGEND

— DISTRICT BOUNDARY

■ SIGNATURE BID PROJECTS COMPLETE SINCE 2013

● SIGNAGE AND WAY FINDING IMPLEMENTED SINCE 2013

■ SIGNATURE BID PROJECTS PLANNED

NOT TO SCALE

MANOR ROYAL BID INVESTMENT 2013-2022 LOCATIONS



What the BID has delivered - The journey

Highlights of the interventions delivered since 2013 that have been informed by the Manor Royal Projects Pack.



SECTION 2: FUTURE AIMS AND OBJECTIVES

Strategic BID Objectives

The Manor Royal BID Business Plan sets out 5 objectives that provide the strategic framework for investment and project delivery over the next 5 years:

These objectives are translated into specific projects and services that support the vision for Manor Royal to be “the place where companies and people choose to be for the strength of its business community and the quality of its trading and working environment.”

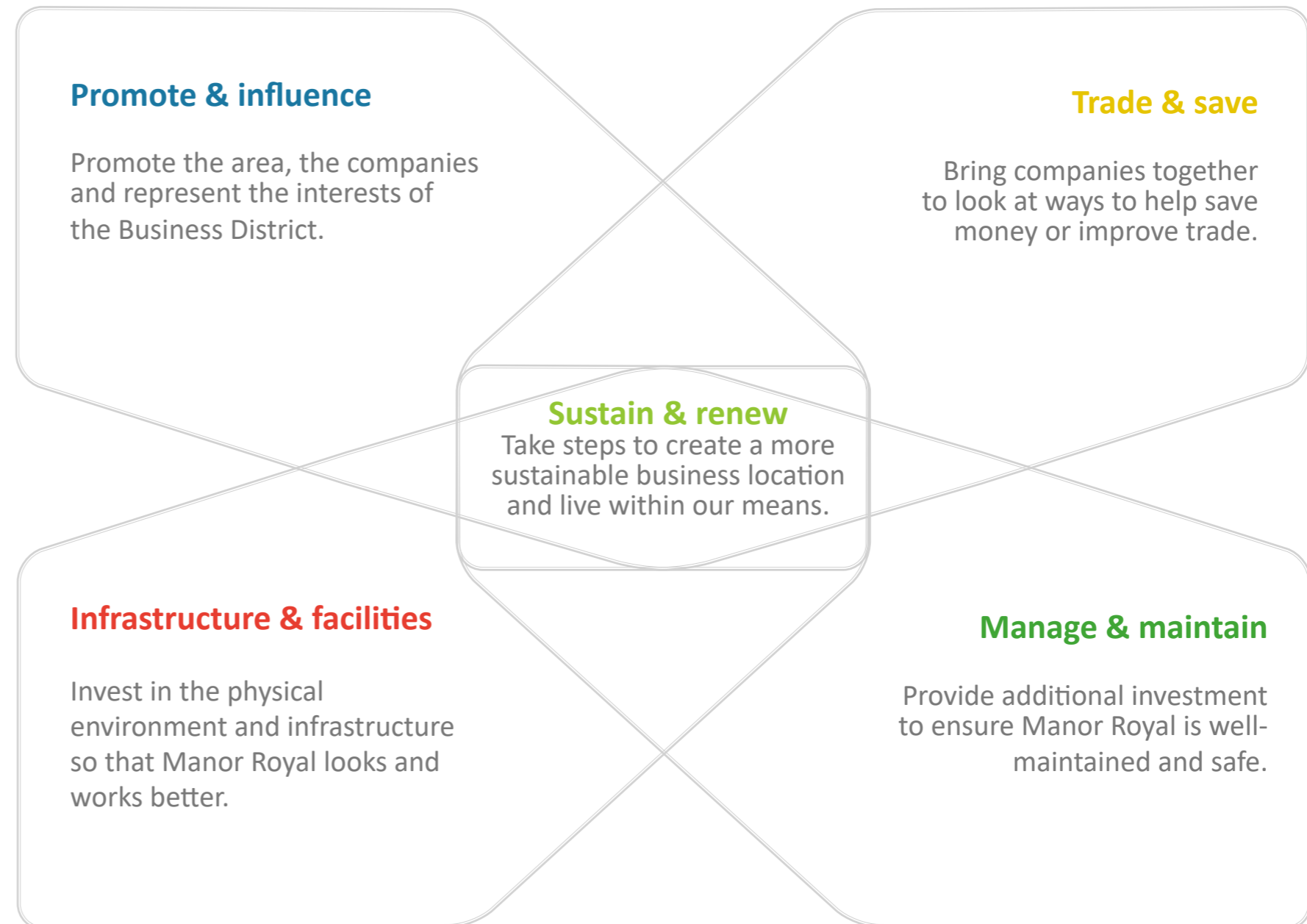
The BID as a catalyst

As in the first and second term, it is highly unlikely that the projects described on the following pages will be delivered without the Manor Royal BID. As has been evident since 2013, the BID can provide the impetus for change and the catalyst for bringing different partners together with the benefit of the strategic vision for Manor Royal provided by this document alongside the BID Business Plan.

A more sustainable Manor Royal

Living within our means and reducing our carbon footprint has never been more important. Feedback and surveys carried out by the BID tells us this is important to Manor Royal businesses as well.

In a change from our previous BID Business Plan and Projects Pack, this term of the BID will have a much greater emphasis on how we can reduce our carbon footprint, support nature and wildlife and become a more sustainable place taking account of the projects we deliver, the things we plant and the materials we use. This will form a new fifth objective, “sustain and renew”



The opportunity from 2023 onwards

Think global and act local

The global climate emergency, a biodiversity crisis, a heightened appreciation of employee mental health and wellbeing and the new ways in which people work and use different places are among the challenges we face.

The new BID Business Plan (2023-28) articulates how the Manor Royal BID can respond to these issues - as does this version of the Projects Pack.

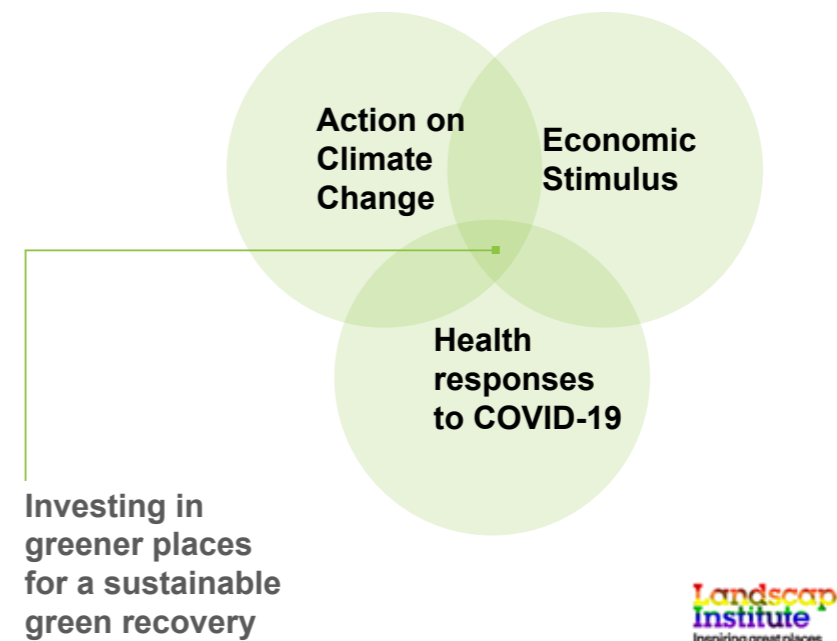
Building on the success of previous investment in public realm enhancements and additional commitment to ongoing management and maintenance, the BID envisages the next round of projects and services playing a crucial role in helping address these global challenges.

Potential solutions are integrated into each of the strategies, projects and inherent in the proposed design principles.

Driven by Sustainable Development Goals and seeking meaningful investment in a sustainable green recovery, this Projects Pack provide both 'visionary' and big picture ideas as well as pragmatic, deliverable solutions.

The general over arching thrust includes:

- Enhancing biodiversity, character and community awareness by creating interlinking corridors;
- Projecting the important areas of existing woodland and celebrating these as ecological oasis for people to connect with nature;
- Increasing appropriate habitats and vegetation along cycleways / walkways;
- Managing surface water drainage in a sustainable way enabling strategically located rain gardens, swales and permeable paving within the public realm;
- Seeking to use more sustainable sourced materials within public realm enhancement projects; and
- Integrating biodiversity benefits into management and maintenance regimes throughout Manor Royal.



This Projects Pack's aims and strategies

Our Aims

Building on the success since 2013 whilst reflecting on the feedback received from the local businesses and project partners, Manor Royal BID has identified the following **aims** in relation to improving the trading and working environment of Manor Royal.

PLACE
DISTINCTION
/ POINT OF
DIFFERENCE

HIGHER QUALITY
AND QUANTITY OF
USE-ABLE PUBLIC
REALM

POSITIVE LEGACY
WITH A FOCUS ON
SUSTAINABILITY

IMPROVED BUSINESS
SATISFACTION / ENGAGED
COMMUNITY

INCREASED ECONOMIC
FUNCTION AND
APPEAL

Our Priorities

These are founded on specific **priorities** for the way the BID can help deliver the wider aspirations and corporate objectives set in the Business Plan and help towards a greener recovery.

STRENGTHEN THE SPECIAL
IDENTITY, CHARACTER
AND NARRATIVE OF
MANOR ROYAL

CONTINUE TO UPLIFT
THE QUALITY OF PUBLIC
REALM, STREETS AND
OPEN SPACES

HELP ADDRESS
THE CLIMATE AND
BIODIVERSITY
EMERGENCY

BE STRATEGIC,
HOLISTIC AND ENABLE
JOINED UP ACTIONS
AND OUTCOMES

Our Strategies

Three over arching **strategies** that will guide the next round of projects, actions and influence positive change.

INSPIRE & IMPROVE

REMEDY & REPAIR

MANAGE & MAINTAIN

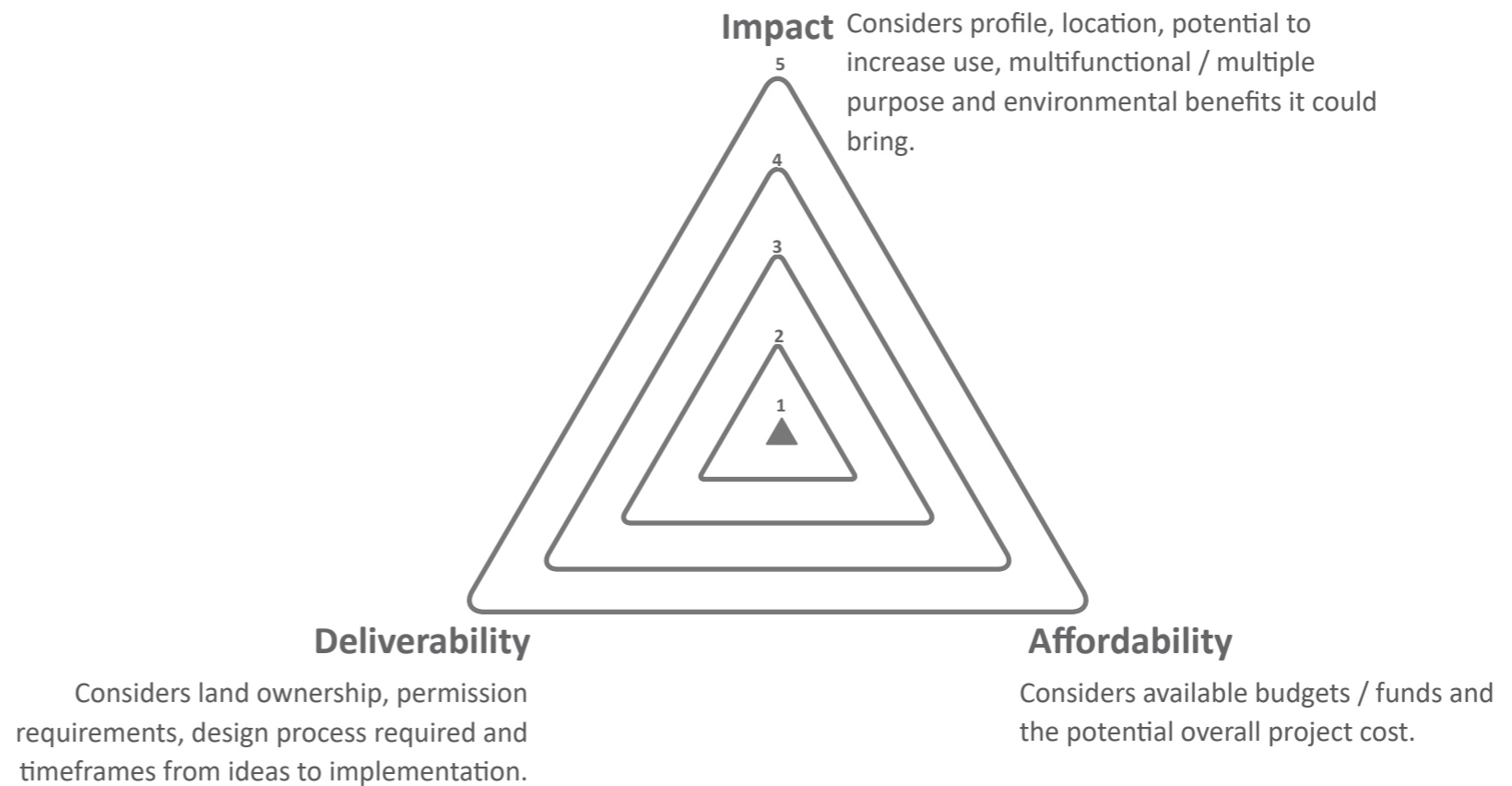
Projects

The projects that come from the three over arching strategies are discussed in section 3. The delivery of these projects is informed and driven by the BID with success impacted by the cooperation of public partners (e.g. West Sussex CC and Crawley BC) and, in some cases, the willingness of private landowners and businesses to work with the BID.

Assessing priorities

Each project in Section 3 has been given a score using a specifically devised prioritisation matrix.

The scores, derived using informed judgements, help set the scene for detailed programme development and delivery.



Scoring guidance

Impact: A high score (5) would typically be a project that is highly 'visible', a project that would clearly transform a space and one that could provide multiple benefits to the MR community and the environment.

Deliverability: A high score (5) would be a project that requires little more planning and design and would be quick to implement.

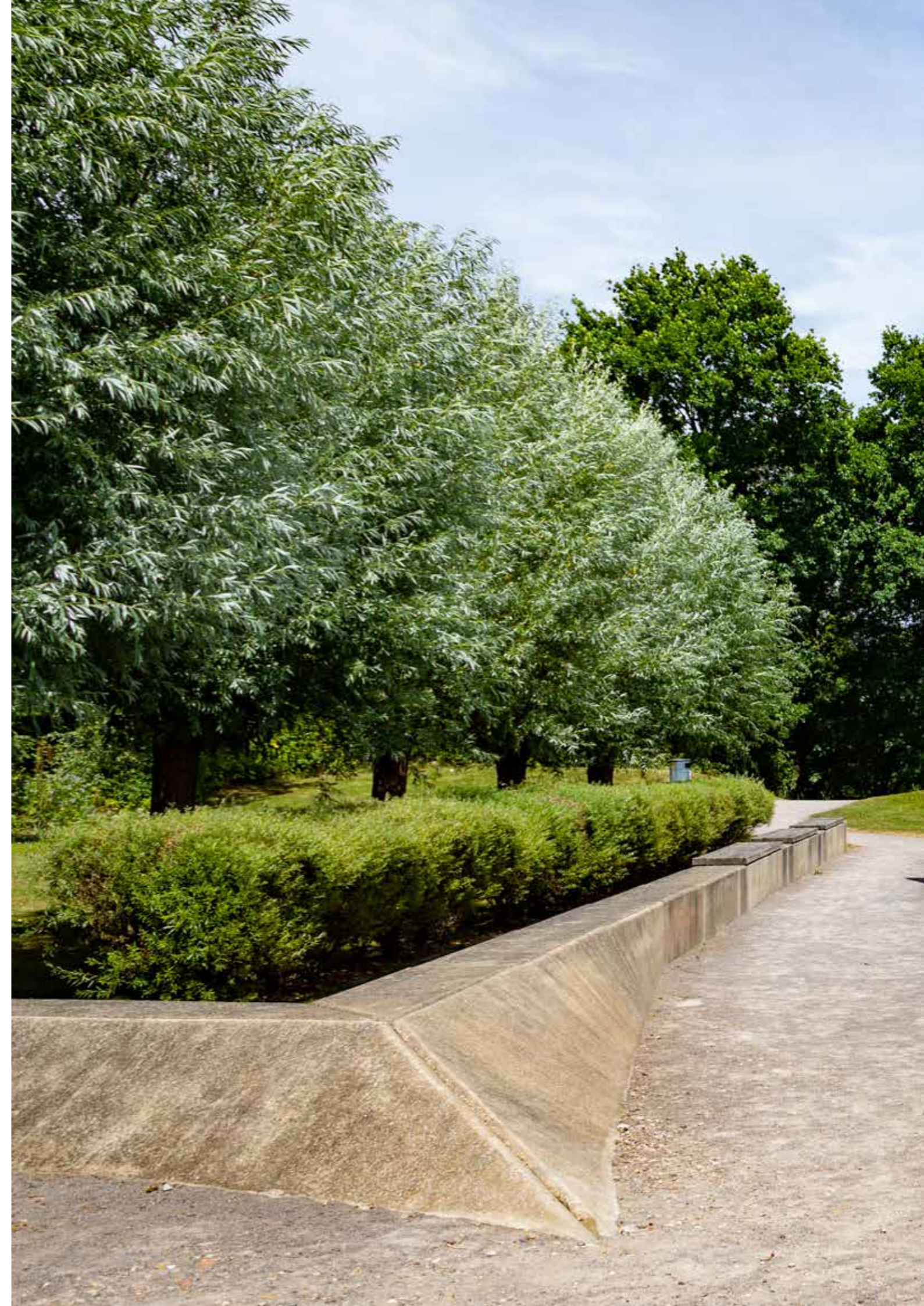
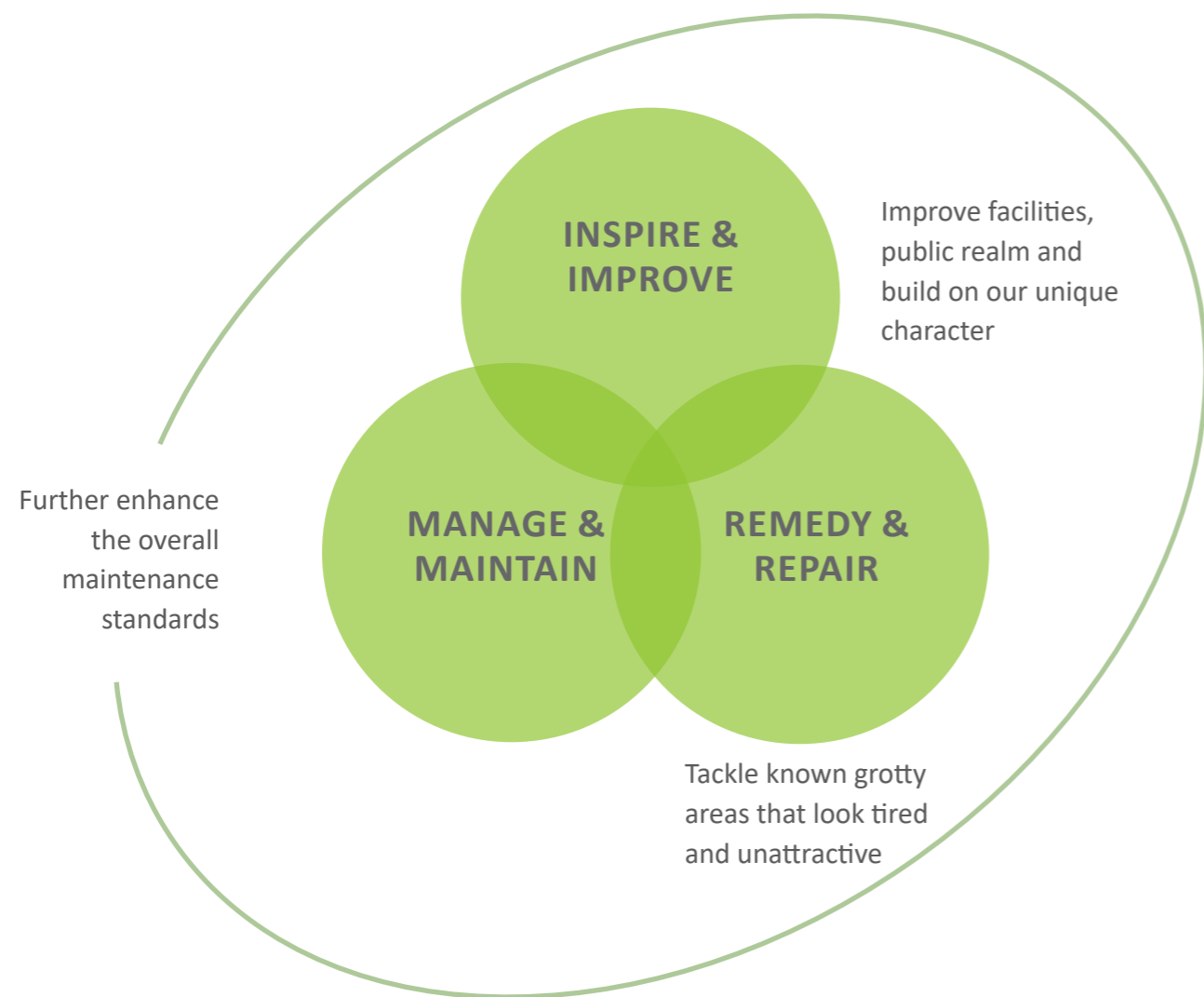
Affordability: A high score (5) would be a project that can clearly be delivered within available budgets with low risk in overspend or the need for additional match funding.

SECTION 3: STRATEGIES

The three over arching **strategies** have been prepared to steer the next round of projects and to provide influence and guidance on future projects.

There are overlaps and synergies between the three and tie back to the stated aims.

This section of the Projects Pack provides more detail on these over arching strategies and how they relate to the potential projects that follow.





CRAWTER'S BROOK

INSPIRE & IMPROVE

A core part of the BID and this Projects Pack is to continue to raise the bar and to demonstrate that investment in a higher quality infrastructure and public realm will improve the quality of life for those who work or visit Manor Royal.

Projects already delivered by the BID and its partners include the Gateway projects, Crawter's Brook People's Park, The Terrace Pocket Park, Metcalf Way micropark, Rutherford Way / Priestly Way micropark and Gatwick Road Parade microparks.

These projects, now implemented, have improved the quality of the public realm and inspired people to be more engaged with the spaces now available to them and the environment in which they work.

This strategy is focussed on identifying further enhancements to continually improve and transform the character and function of the public realm within Manor Royal.

These signature projects focus on areas of the public realm that are high profile / highly visible such as the Gateways into Manor Royal as well as along the main corridors such as Manor Royal, Gatwick Road and Fleming Way. Individually they strategically inspire further enhancements. Collectively they transform the character and use of public spaces across Manor Royal.

Although delivered separately, the intent is that there is consistency in the design principles and materials for each of the Signature Projects.

Most of these projects will also require collaborative partnerships between the BID, CBC and WSCC.



“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. A clean attractive business district that people want to work in. The star has been the creation of the micro parks. Not only have they provided a space to forget the stress of the working day for a few minutes but has increased the biodiversity of the estate as well. Without the BID these simply would not have happened.

Tim Rose – Global Facilities Director, Elekt





County Oak Pocket Park
 Creating a new pocket park outside of the Wickes site and the existing grass verge on the other side of County Oak Way.

Fleming Way Micro Park
 Creating a new micro park / superhub bus stop outside The Base

Gatwick Road Parade
 Creating an enhanced setting for the businesses along the Parade and addressing the carparking and circulation problem. Improvements to include a new superhub bus stop, bespoke public art and new areas of public seating .

Cobham Way Pocket Park
 Creating a distinctive medium size pocket park on existing areas of grass and mature trees

Crawters Brook - additions
 Providing addition public artwork within the centre of the people's park

Manor Royal West Superhubs
 Creating a new micropark / superhub as part of the bus stop areas

Magpie Wood
 Providing a community woodland with potential to provide an additional oasis to Crawter's Brook People's Park.

Manor Royal Central Micro Park Superhub
 Creating a new micropark / superhub as part of the bus stop area

Woolborough Lane Linear Park
 Creating a linear park and enhancing the cycle / walk way

Continuing to deliver the gateway projects
 GATEWAY INTO ZONE 5
 GATEWAY INTO ZONES 4 AND 5

Creating and enhancing walking / cycling Trails and places to pause
 NATIONAL CYCLE ROUTE 21
 ROADSIDE TRAILS
 OFF ROAD TRAILS
 ADDITIONAL / NEW STREET FURNITURE
 SUPERHUB BUS STOP

REMEDY & REPAIR

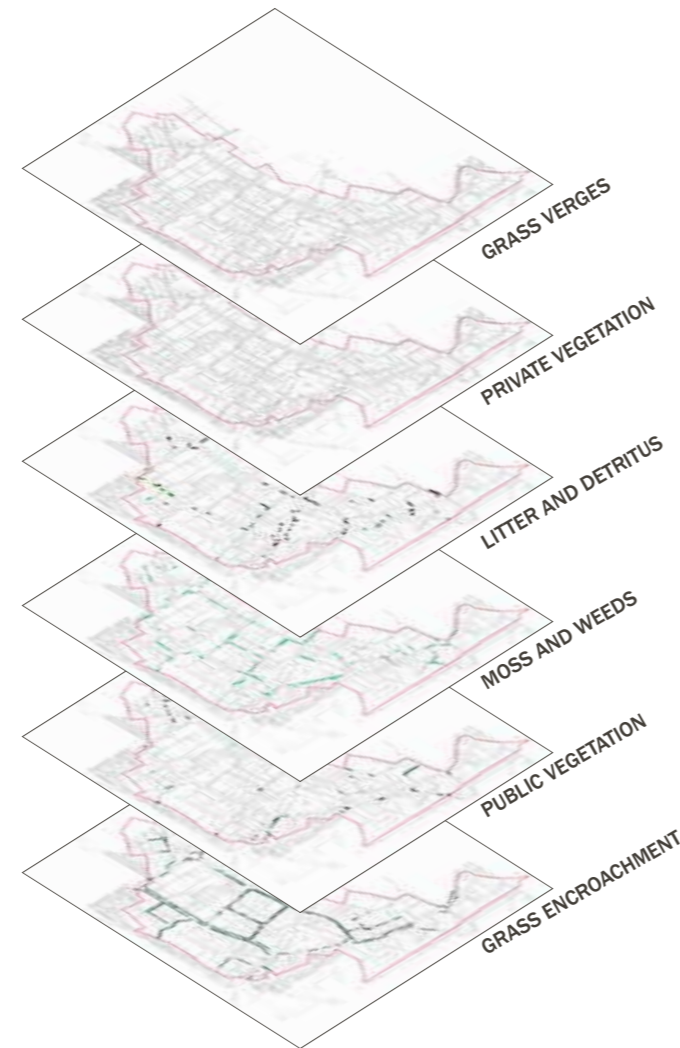
Notwithstanding the signature projects that are aimed to inspire and improve, other areas across Manor Royal are in desperate need of remedy and repair. Many of these areas fall within the road / highway environment and relate to misuse, mismanagement or under investment.

Previous 'Grey and Green' infrastructure audits identify areas that required upgrades to meet an appropriate level of standard. As a result the Manor Royal Maintenance Team was introduced, roads were resurfaced and significant lengths of pavements was replaced.

However, recent environmental audits have identified that more needs to be done. This strategy is aimed at focussing on those areas that continue to suffer from misuse, under investment and tend to be areas that appear neglected and undesirable.

Improvement will require close working with those who manage and maintain the public realm / infrastructure. It may also require collaboration with nearby businesses and / or other wider Strategies that address problems such as parking misuse or anti social behaviour.

Previous environmental audits identified at least six common issues that needed addressing. Recent audits have demonstrated that targeted investment made over the last 3 years have significantly improved the look and feel across Manor Royal. However, there are certain 'hotspots' that require attention.

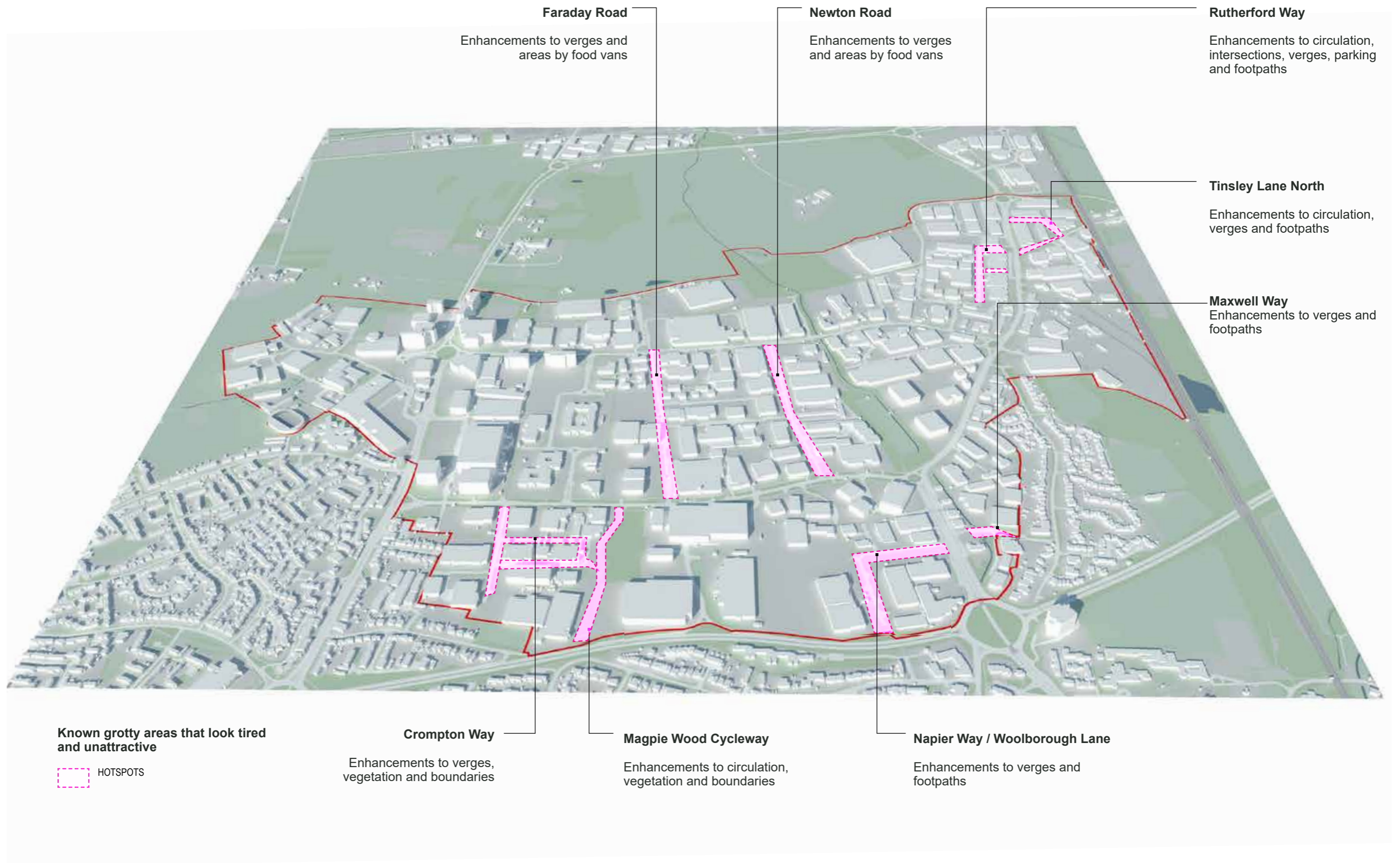


"A good working environment as we know is very beneficial to mental health and productivity. Being able to escape the workplace to a green space is something that should be available to all"

Paul Searle, Managing Director, P & H Motorcycles



Grass verges on Napier Way suffer from constant pounding from trucks and cars.



MANAGE & MAINTAIN

It is recognised that capital investment in public realm improvement projects alone is just part of the picture when aiming for an improved and sustainable future for Manor Royal.

The BID has already committed to an increase in investment for ongoing management and maintenance. This includes the dedicated maintenance team to perform over and above the standard level of service provided by Crawley Borough Council.

The Maintenance Team are supported by the Business Rangers (security and ambassadorial team) who are the “eyes and ears” of the BID liaising with businesses and reporting issues as required to facilitate efficient resolution.

However, Manor Royal is a large area and these small dedicated teams can not be everywhere 24/7.

Therefore, this strategy focuses on targeted and smarter ways to manage and maintain the public realm across Manor Royal throughout the year.

Recent audits have identified areas across Manor Royal that need a targeted annual ‘blitz’ and also areas of private land that abut the public realm that would benefit from better management regimes.

There is also an intent to increase the level of maintenance of the Signature Project (previous and proposed) so to retain the intended quality of environment.

The thrust of this strategy is also to integrate biodiversity and climate change actions into management and maintenance techniques.



Investment in new ground cover planting, native hedges and street trees at Gateway 1 have helped improve the previous harsh (grey) environment. Additional and on-going maintenance is required to ensure the space is not dominated by weeds or become tired looking.



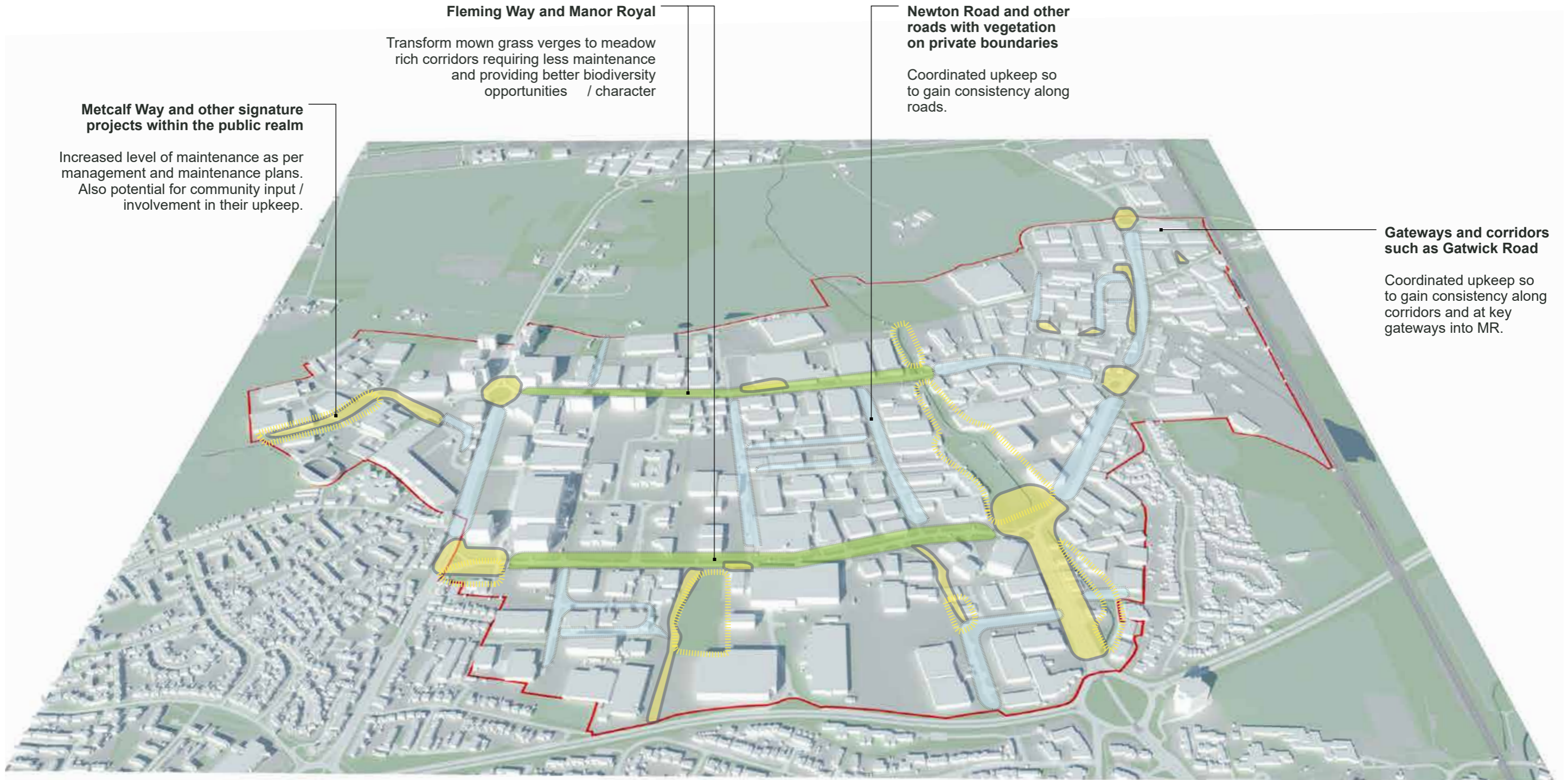
Crawlers Brook continues to provide opportunities for community groups to get involve in maintenance and management.



Relaxed and flexible mowing regimes provide opportunities for wildflowers that attract bugs and butterflies and also provide colour / texture along road corridors such as Manor Royal and Fleming Way.



The dedicated Maintenance Team can continue to focus on delivering a higher level of maintenance at popular open space and places such as The Terrace Pocket Park.



Metcalf Way and other signature projects within the public realm

Increased level of maintenance as per management and maintenance plans. Also potential for community input / involvement in their upkeep.

Fleming Way and Manor Royal

Transform mown grass verges to meadow rich corridors requiring less maintenance and providing better biodiversity opportunities / character


Newton Road and other roads with vegetation on private boundaries


Coordinated upkeep so to gain consistency along roads.


Gateways and corridors such as Gatwick Road


Coordinated upkeep so to gain consistency along corridors and at key gateways into MR.

Areas to further enhance the overall maintenance standards

 SIGNATURE PROJECTS REQUIRE EXTRA AFTER CARE (WITH SPECIFIC MANAGEMENT AND MAINTENANCE PLANS)

 RELAXED / REDUCTION IN MOWING REGIMES (WITH THE CREATION OF ECO AND BIODIVERSITY CORRIDORS WITH OPPORTUNITIES FOR WILDFLOWER MEADOW PLANTING)

 CONTINUED / POTENTIAL COMMUNITY INPUT INTO MANAGEMENT AND MAINTENANCE (ECO AND BIODIVERSITY HALOS)

 OPPORTUNITIES FOR COORDINATED MANAGEMENT AND MAINTENANCE FOR PRIVATE INTERFACES