

MANOR ROYAL MATTERS 2016



#ManorRoyalMatters

WELCOME

Dr Julie Grail
The BIDs Business
(Event Chair)



Stewart Wingate
Gatwick Airport Ltd



Nick Smales
West Sussex County Council



Trevor Williams
Thales UK & Manor Royal BID, Chair



#ManorRoyalMatters



Improved
broadband



Tailored
training



Bespoke
events



Lobbying &
influence



New &
additional
services



Partnership



Engaged
businesses



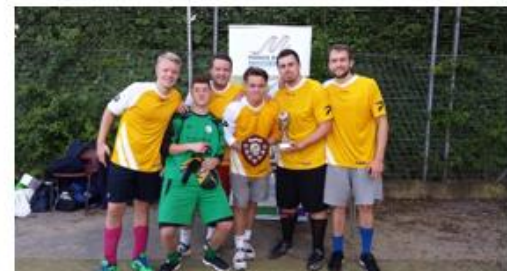
Awards &
recognition



Savings &
benefits



Infrastructure
& roads



Additional
Investment



Profile &
publicity



With thanks...our partners



Manor Royal “really” Matters

- Participate in the workshops
- Ask questions
- Help us shape the future of the BID
- Enjoy the day

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The Changing Role and Relevance of BIDs



Dr Julie Grail
Managing Director

What is a BID?

BIDs are business-led partnerships focused on improving and enhancing commercial areas including town and city centres, commercial locations and **industrial estates.**

Origins of BIDs?

Date back to 1950s in North America

BIAs in Canada

BIDs in United States

CIDs in South Africa

Predominantly based on property owners elsewhere

Now estimated more than 2,000 across the world

In the UK, there are **251** BIDs

Why do we have BIDs?

Disparate ownership and needs

Customer/client expectations higher

Public sector resources decreasing

What difference do BIDs make?

Focus on increasing 'trade' and reducing cost

Deliver coordinated projects and services

Sell the location as one single entity to the 'consumer'

How do they make a difference?

Cleaning up (clean, safe, green, cared-for)

Promoting (branding, campaigns, online, social)

Enlivening (events, animation)

Cost-saving (recycling, supplies, insurances)

Innovating (quirky to commercial)





Heart of LONDON

Heart of London Business Alliance

West End Business Improvement Districts







Bath

Business
Improvement
District



The GREAT
BATH FEAST
2016

Bath Bursting with Flavour
1st–9th October





Hammersmith LONDON

...for all things Hammersmith



PaddingtonNow

BUSINESS
IMPROVEMENT
DISTRICT





The Fitzrovia Partnership

Business Improvement District





BAKER STREET
QUARTER
PARTNERSHIP



Bigg Market Project

Giving a historic heart back to Newcastle





Gradual Evolution of BIDs

Place management to place shaping

Ad hoc marketing to Place branding

Demand-led lobbying to strategic voice

Changing expectations of public realm custodian

Guiding Principles of a well-managed BID

Voluntary Code of Conduct for the Industry

Focus on:

Transparency & Accountability

Governance & Management

Communicating & Reporting



What does a good BID look like?

Did you ensure 100% of businesses/voters were contacted during consultation prior to ballot?

Did you ensure you achieved at least 40% response rate during your consultation prior to ballot?

What does a good BID look like?

Is the governance structure fully transparent and representative of those who pay?

Are open and impartial procurement procedures in place?

What does a good BID look like?

Do you have an annual delivery plan with KPIs that you report to businesses on?

Do you have an accessible website that ensures openness and transparency?

Future Challenges to the BID Concept

Squeeze on Public Finances

Devolution and Combined Local Authorities

Business Rate Review and Retention

Sub-regional Partnerships – LEPs and DMOs

Any Questions?



www.thebidsbusiness.com

Stewart Wingate, Gatwick Airport



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Manor Royal Matters: The Panel

ANY QUESTIONS?

#ManorRoyalMatters

What and where next?

NOW: Coffee & networking

11.15am Workshop Sessions

A. BID Matters, Steve Sawyer, Executive Director, Manor Royal BID

Here - Main Conference Room

B. Transport Matters, Jeremy Taylor, CEO, Gatwick Diamond Business / BID Director

Calgary Room

C. Economic Matters, Jonathan Sharrock, CEO, Coast to Capital LEP

Montreal Room

12.15pm Plenary and concluding remarks

Here - Main Conference Room

NETWORKING LUNCH

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The BID Matters

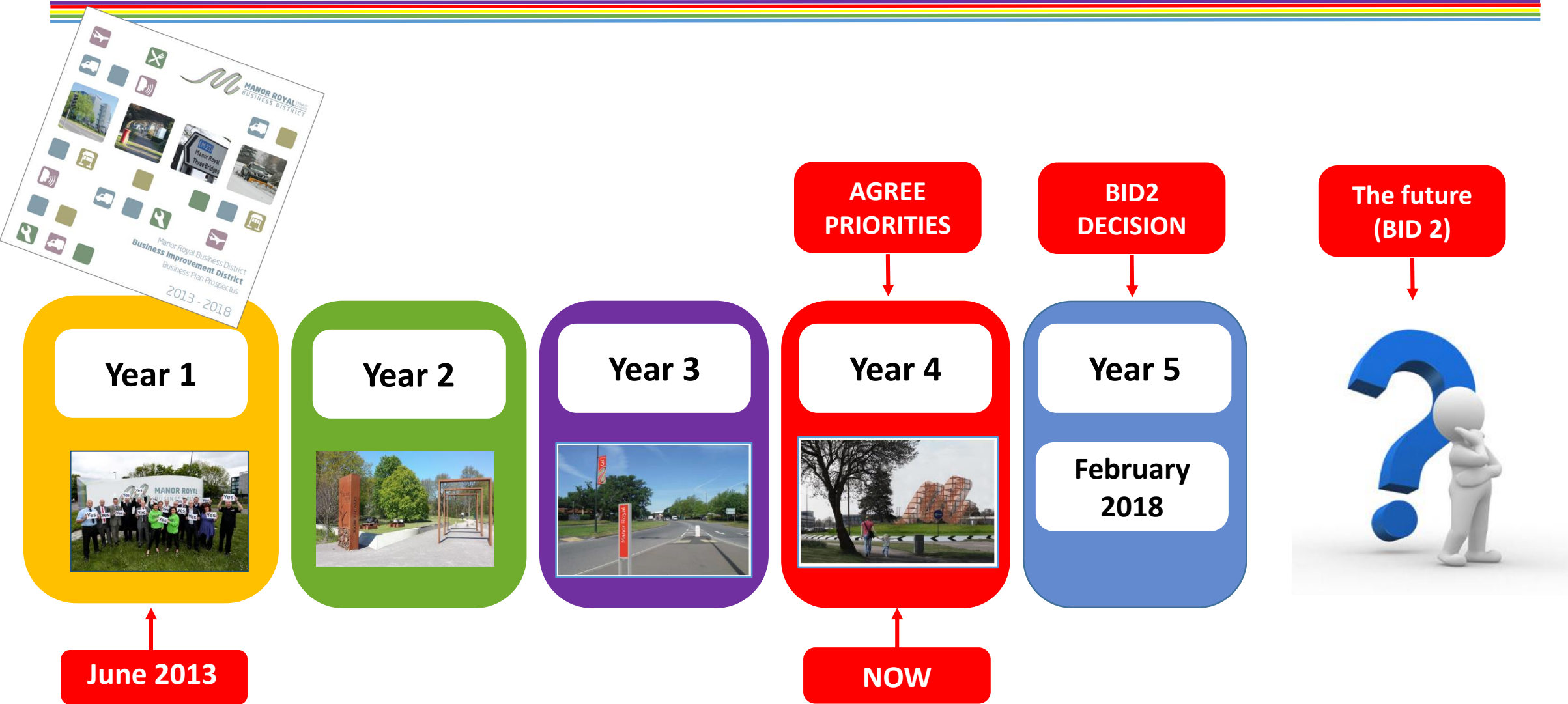
A look at the survey results
Emerging priorities
Suggested response
Thinking about the future



Steve Sawyer
Manor Royal BID

#ManorRoyalMatters

Critical path, critical year



519 BID Levy
payers

**Businesses
retained**

23 broadband
cabinets
upgraded

**21 security
cameras
installed**

3 Awards
(regional &
national)

£1.17m
generated by BID
Levy...so far

Available sites:
93a to zero

**Improved
infrastructure**

300+ hours of
volunteering
supported

Quarterly
magazine,
monthly eNews

£844,544 direct
“other” funds
attracted...so far

**Vacancy rates
drop to 8%**

Circa 800
delegates attend
BID events p.a.

**£14,000
training costs
saved**

3 entranceways
upgraded

**Additional
investment**

7,998 easit
transport
members

Transport
savings circa
£390k p.a.

190 new signs
& banners

**1 Royal
visitor**

£2.7m additional
investment in
3 years...at least

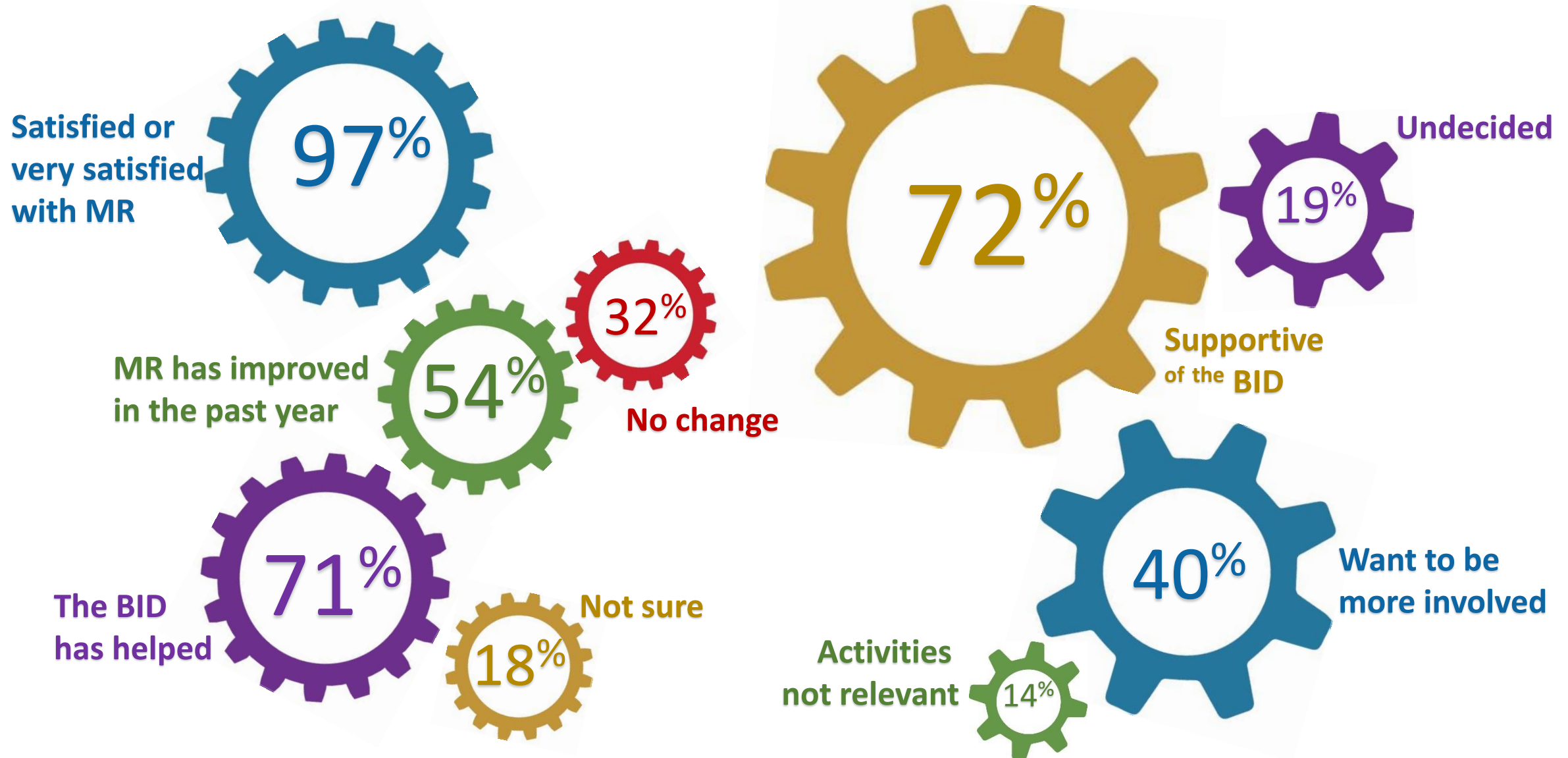
**Economic
growth**

65 km of
additional road
gritting

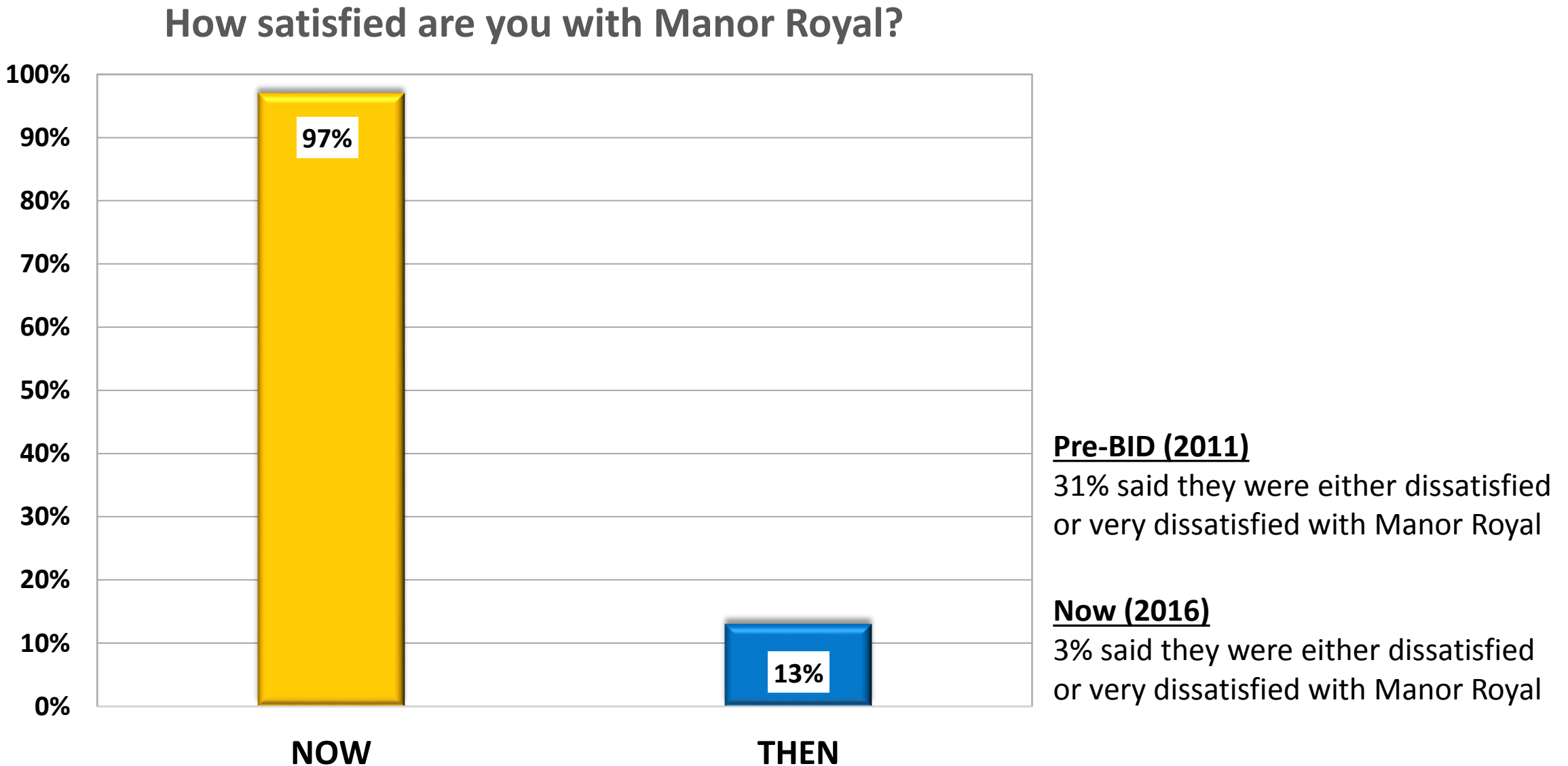
**2 new
“pocket”
parks**

★ Improving
levels of
satisfaction

Survey headlines: the place & the BID



Improving satisfaction



Thoughts on the BID's strategic role

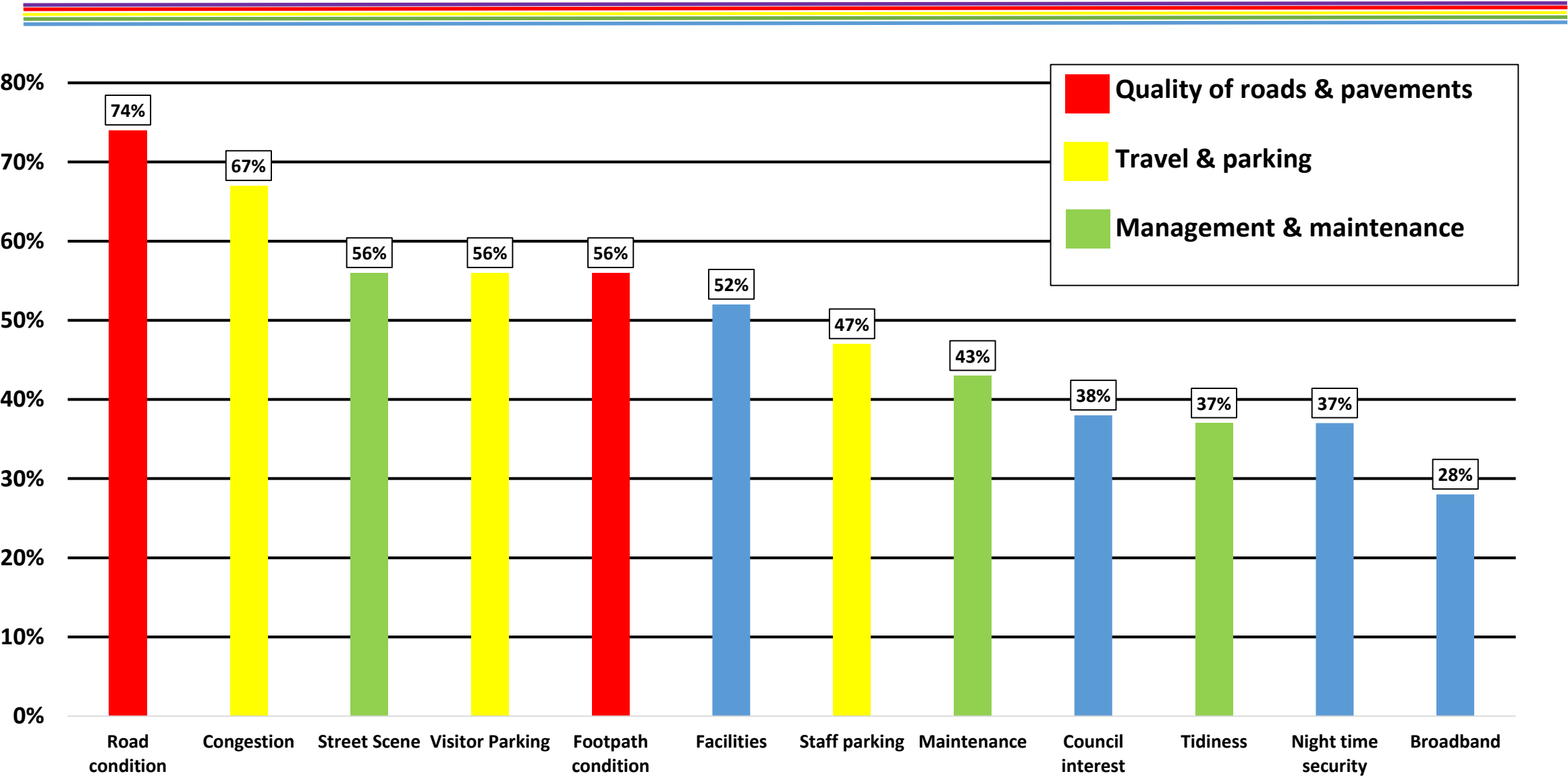
Activity	Very Important	Very & Quite important
Provide a representative voice	68%	93%
Keep companies informed	65%	97%
Promote businesses	62%	90%
Build a sense of community	56%	89%
Attract new businesses	54%	86%
Reduce costs	52%	93%
Promote trade between companies	46%	87%

Support for BID projects

Activity	Very important	Very & Quite Important
Even faster broadband	47%	84%
Improve entrances	39%	78%
Improve business directory	37%	74%
Additional maintenance	31%	93%
More networking	27%	64%
On-site renewables	27%	66%
Wi-Fi in public places	26%	62%
Business warden	23%	65%
Loyalty card	22%	59%
Cost saving / group buying initiatives	21%	71%

Intervention on site hoardings (53%) and Christmas lights (36%) least valued

Most important priority issues (Q14)



Top Three issues (Q20)

Issue	Number	%	Rank
Road condition	42	16%	1
Parking	35	13%	2
Inter-trade / directory / Business support	32	12%	3
Congestion	29	11%	4
Appearance / Look and Feel	25	9%	5
Facilities	21	8%	6
Other	18	7%	7
Maintenance	15	6%	8
security	12	4%	9
Events / Networking	12	4%	10
Broadband	10	4%	11
Signage	8	3%	12
Public transport	8	3%	13
Jobs / Skills	3	1%	14

	Quality of roads & pavements
	Travel & parking
	Management & maintenance

* Based on 270 comments

Green and Grey Audits

Mix of area-wide & site specific issues



Moss cover



Vehicle over-runs / verge damage



Overgrowing / unsightly public vegetation

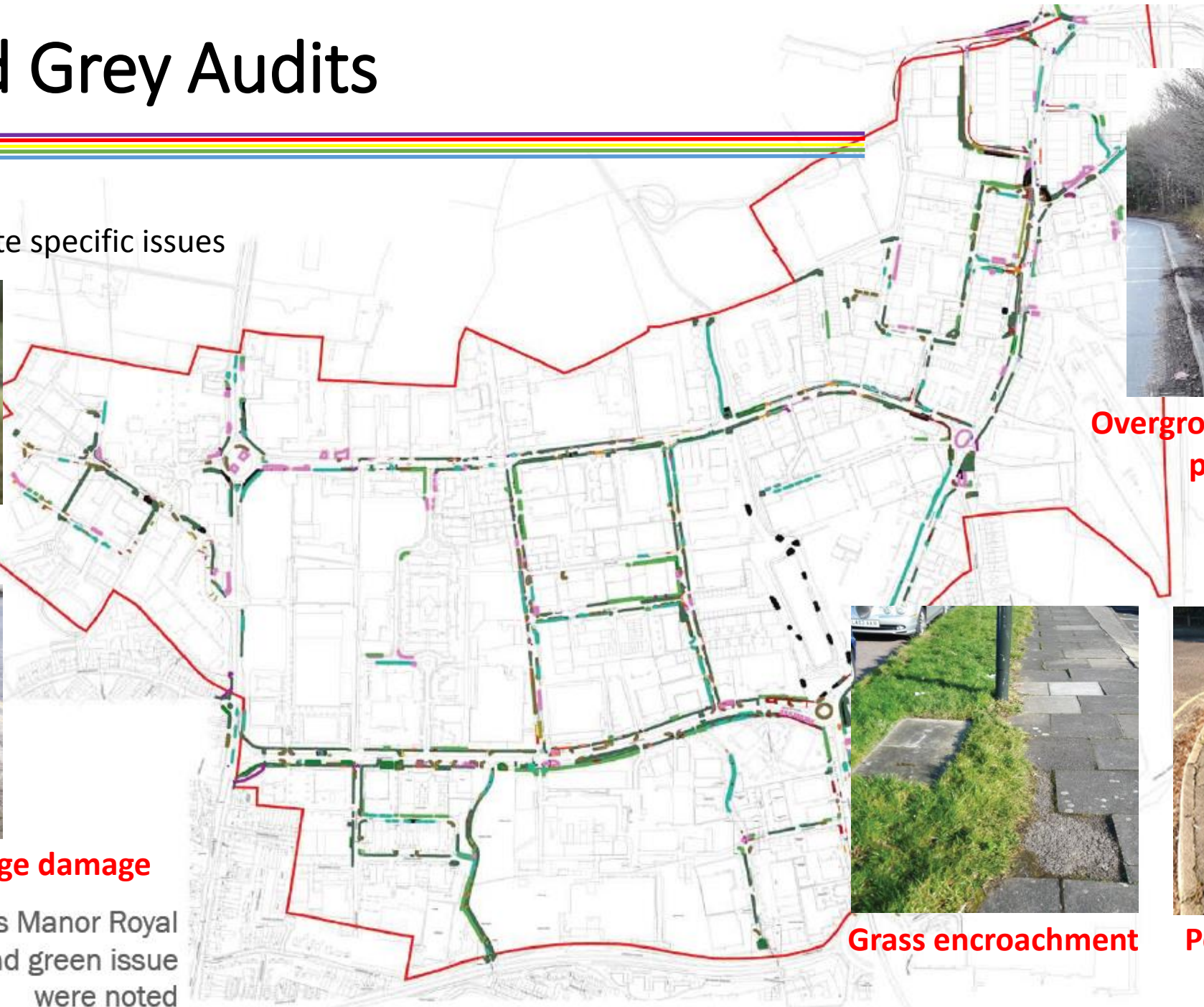


Grass encroachment



Poor surfaces

Locations across Manor Royal
where grey and green issue
were noted



Transport Study

Four key issues consistently emerge

1. Lack of parking
2. Congestion on highways network at peak times
3. Bus service gaps re: route coverage, frequency and links
4. Lack of information to support model shift

Next steps

1. Review on-street parking and enforcement / management
2. Review working hours to reduce peak demand
3. Enhance bus services
4. Enhance pedestrian and cycling network
5. Pursue selective highways improvements
6. Improve dissemination of travel related information



Strategic issues

Impact of Gatwick decision

BREXIT

Development of other business parks

Rates revaluation & local business rates setting / retention

Devolution

Broadband and connectivity: growing expectations and demand

Keeping Manor Royal on the agenda

Survey conclusions

How you feel

- Satisfaction levels have improved – probably peaked!
- Manor Royal has got better... and that the BID has helped
- The BID has decent levels of support

MR BID to keep doing what it's doing but...

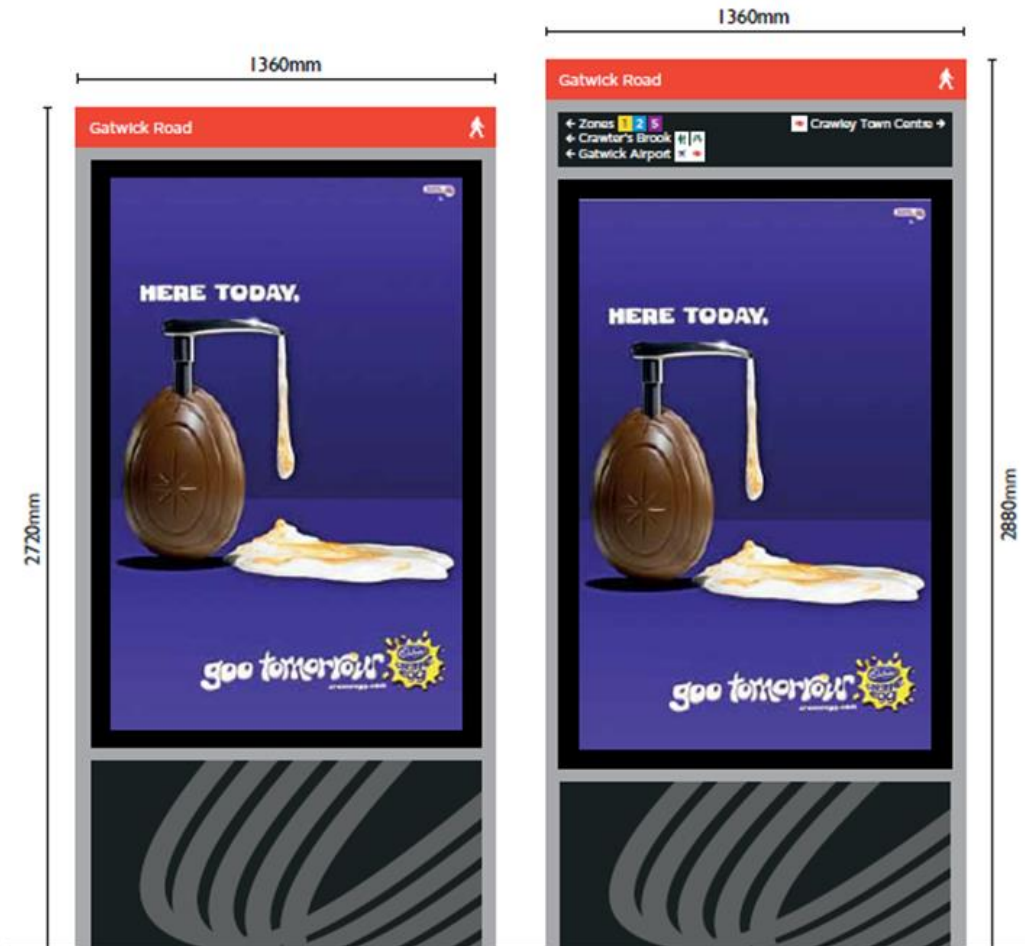
What you want

- Action on transport; issues around parking, management and peak-time congestion
- Quality of surfaces (roads and footpaths) continue to frustrate and irritate
- Maintenance, management and appearance needs to be better; entranceways, general tidiness, security
- Access to facilities – area / zone specific?
- Support for local and inter-company trade
- Continue to represent and promote Manor Royal
- Keep companies informed

Manor Royal BID 2

Example projects

Outdoor digital media advertising



Dedicated Business Ranger



The BID doesn't matter...

It's what the BID allows you to do that matters.

- Your place. Your rules.
- It does what you decide.
- More. Better. New.
- You run it.
- Not about “going it alone”



Your thoughts

What's missing?

What's **MOST** important

PLENARY & CONCLUDING REMARKS

Dr Julie Grail

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