

MANOR ROYAL SHOWCASE 2017



“New Era, New Friends”

WELCOME

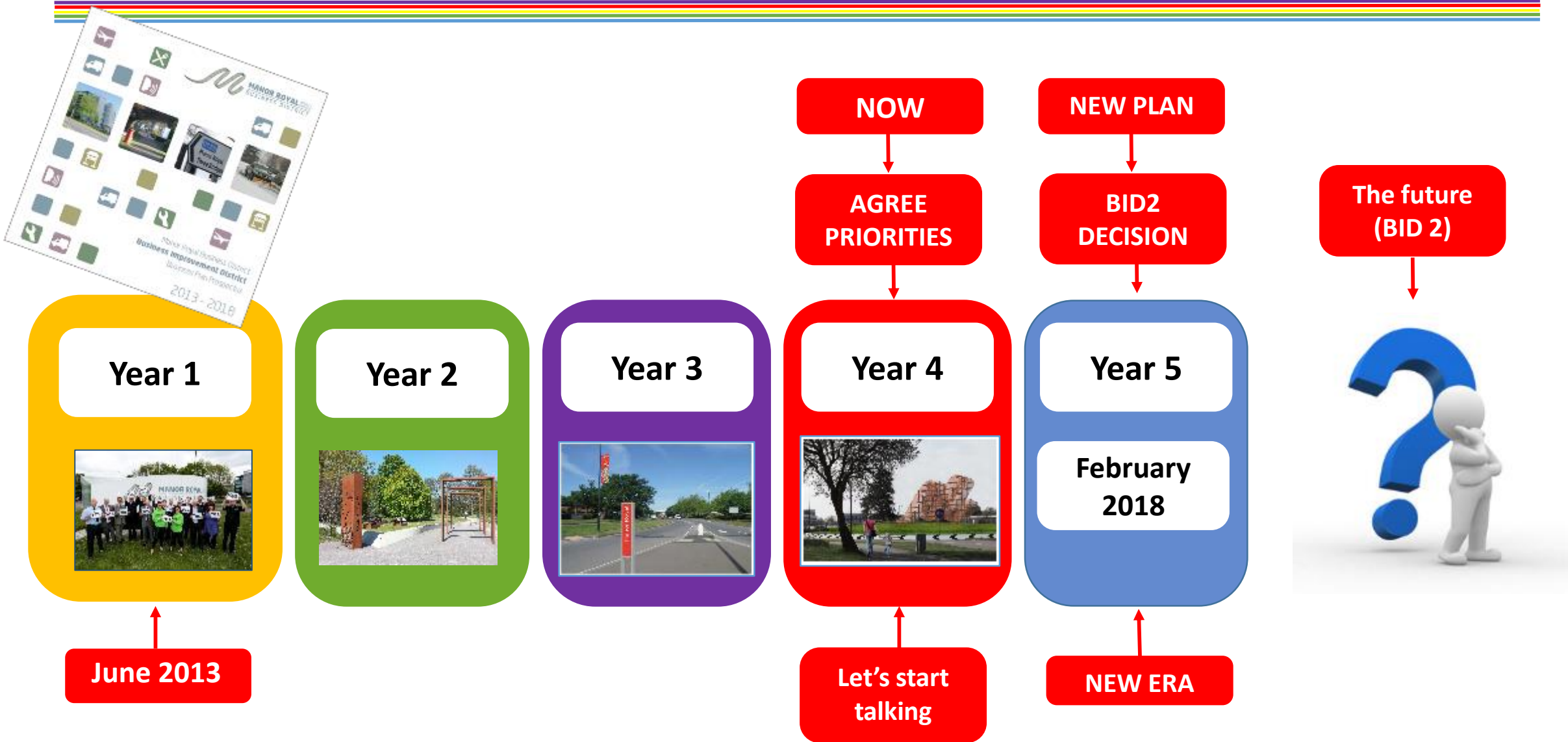
Contemplating our future












Trevor Williams











Thales UK & Manor Royal BID, Chair

Our journey...BID1 (2013-18)



Listening and responding...*since last time*

YOU PRIORITISED THIS	
Improve appearance/maintenance (59%)	
Action on transport & parking (52%)	
Better facilities (45%)	
More opportunities to meet (33%)	
Improve business directory (23%)	
Proactive management of issues (22%)	
Improve “sense of community” (17%)	
Introduce a Loyalty card (14%)	
Wi Fi in public areas (12%)	

WE ALSO PROMISED THIS (*)	
Complete Gateway 3 upgrade	
Complete security camera rollout	
Complete wayfinding & signage	
Begin Gateway 1 improvement	
Improve Green Lane subway	
Begin Pocket Park project	
Undertake Travel & Transport Study	
Conduct “Grey” Audit	
Conduct “Green” Audit	
Conduct Area-wide Business Survey	



(*) continue to deliver core services, benefits, events, comms, etc



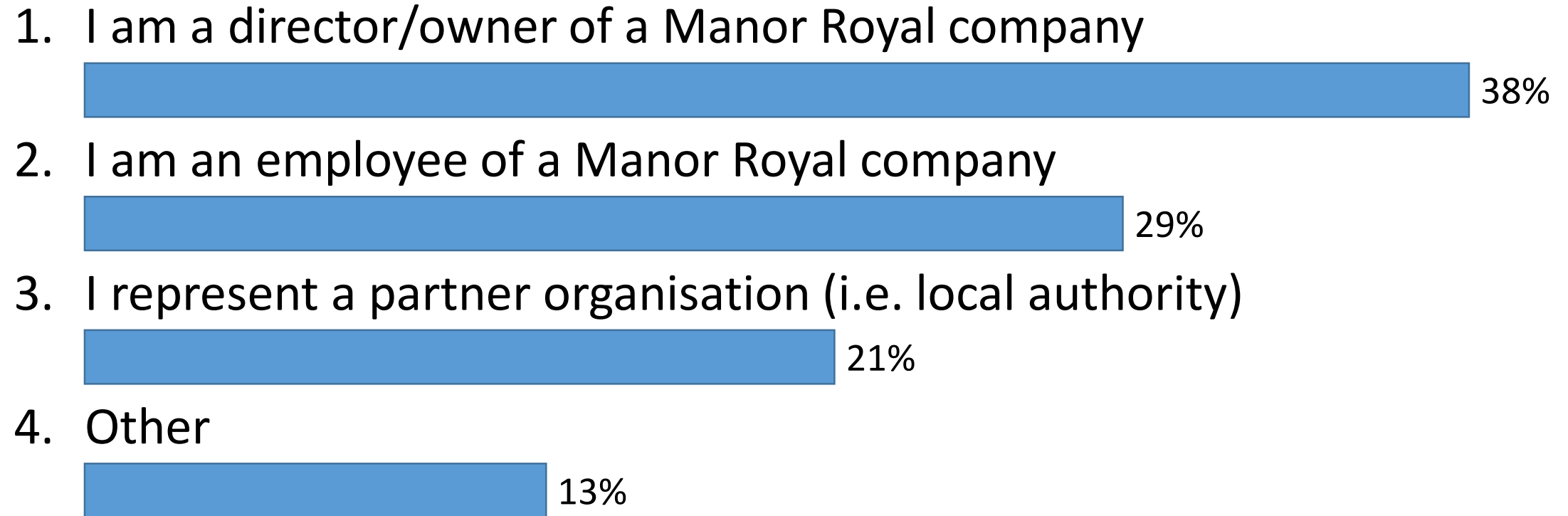
Progress is being made but they are on-going tasks so can never be definitively “delivered”

Who are you?

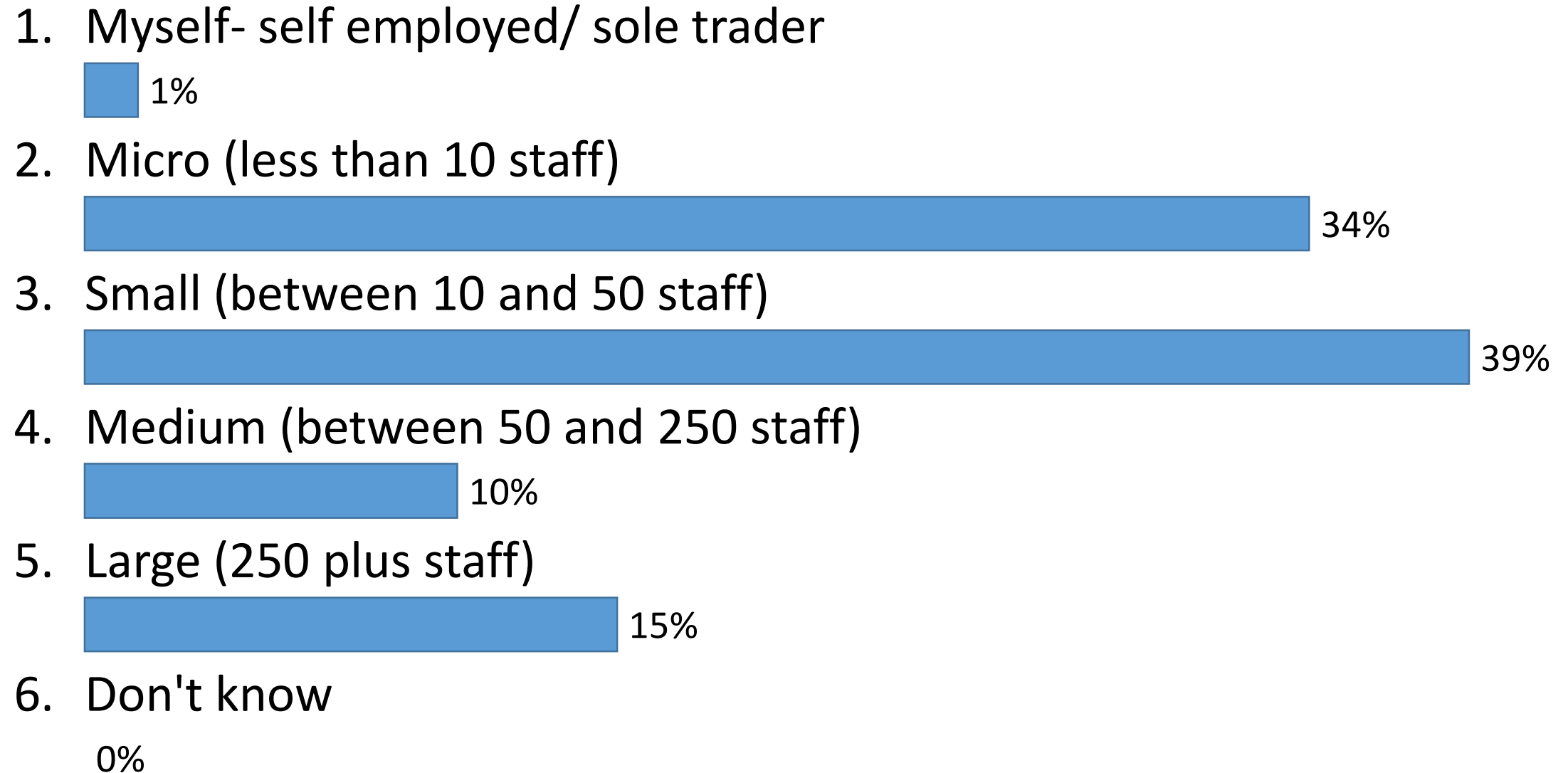
Let's find out...
Let's get clicking...



What is your interest in Manor Royal?



What SIZE business do you represent?

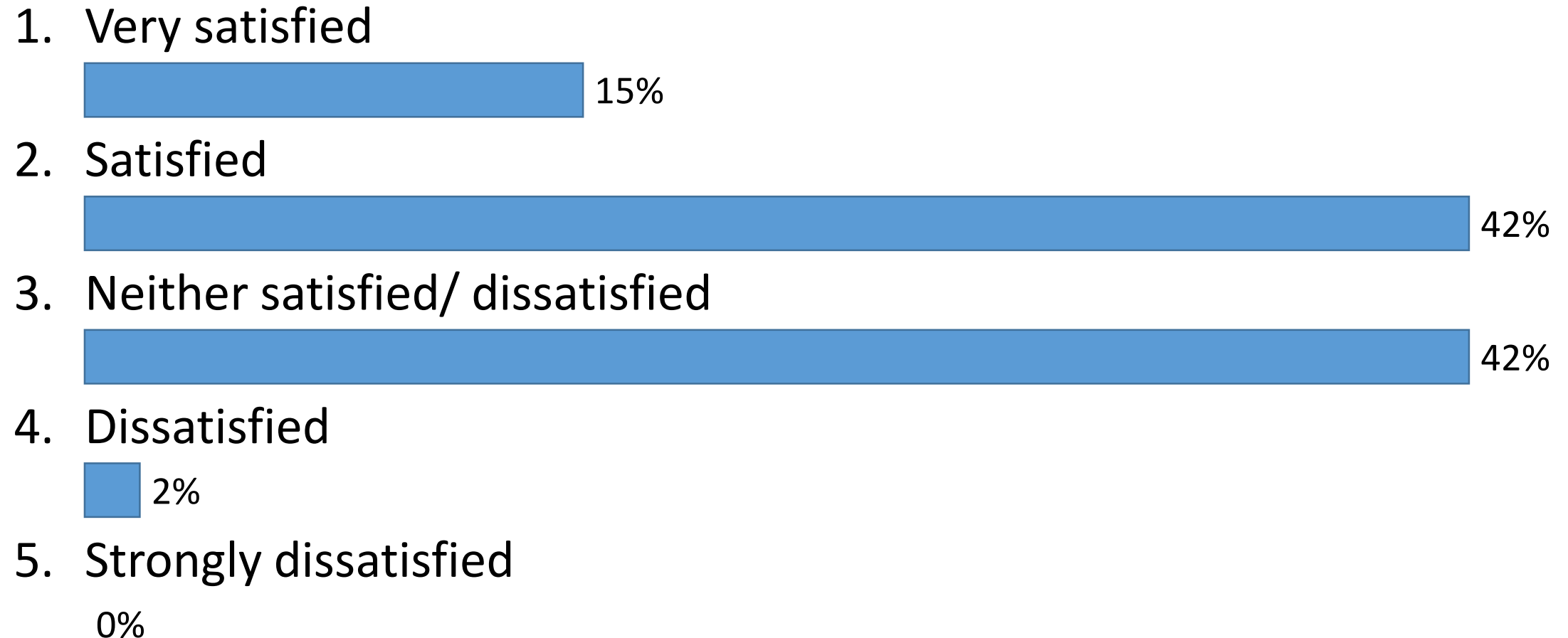


ABOUT MANOR ROYAL

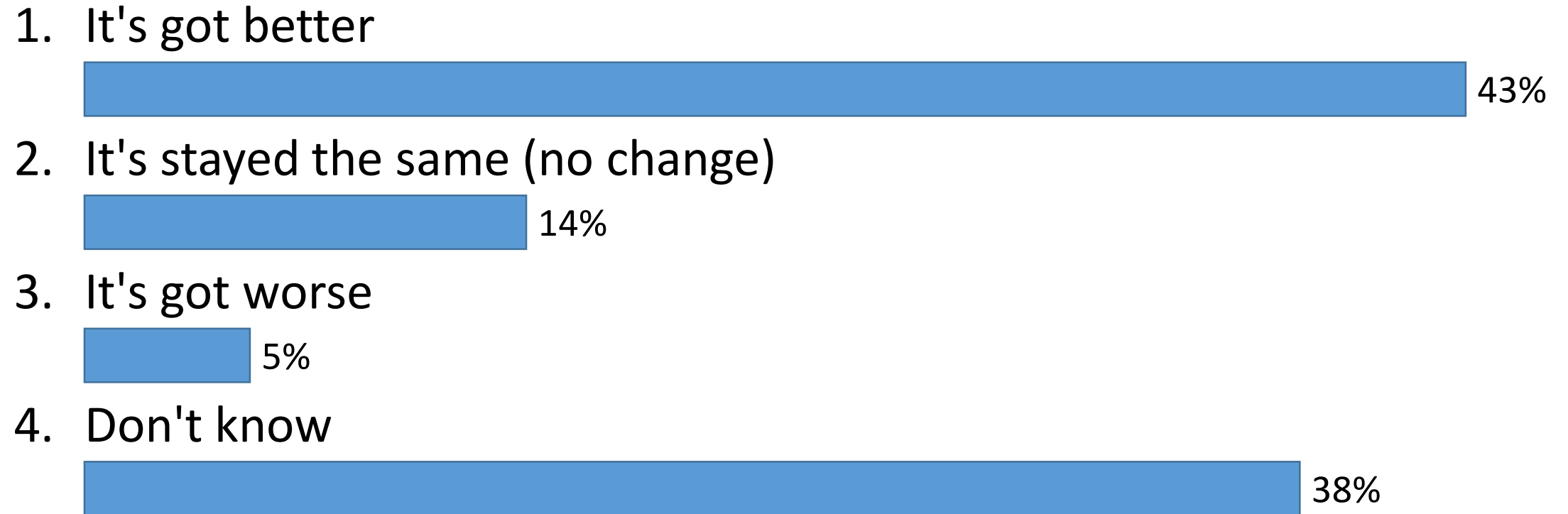
What do you think of Manor Royal?

How satisfied are you with Manor Royal as a place to do business?

[Vote Now](#)



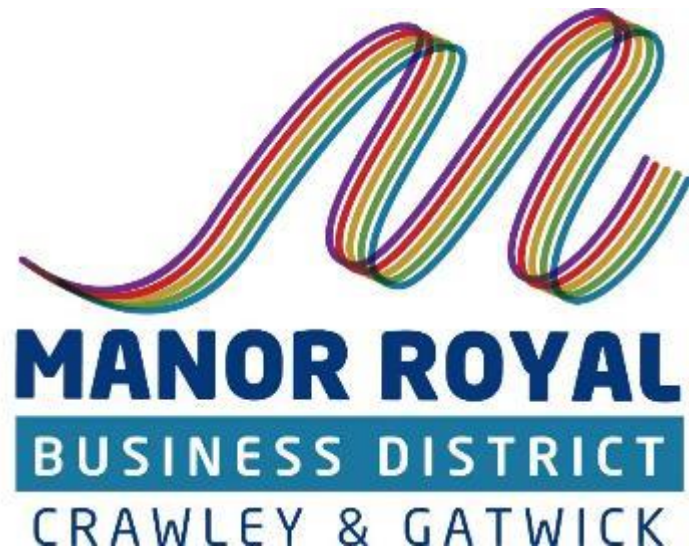
In the last year how has Manor Royal changed?



MANOR ROYAL BUSINESS DISTRICT

A SHARED SUCCESS

Manor Royal BID Showcase



Steve Sawyer
Manor Royal BID



Welcome to New Friends

4D

Creative Funding Solutions

Bridgeham Clinic

Xpress Group / Calico

Focus ERP

Specialist Performance Personal Training

ElevenUK

Nexus (4 Gatwick Road) Development





£67.8m
Ratable value



£2.56bn
GVA per year



25% of all
Crawley rates



700
business premises



30,000
employees



Generates £32m
in rates per annum



500
businesses



UK's largest
"industrial" BID



Manors Royal Covers
540 acres



Biggest business
park of West Sussex
and the Gatwick Diamond



8 million
sq feet of commercial
floorspace



Provides 34% of
all Crawley jobs

What is a BID?

A formal partnership between businesses who have agreed to collaborate to jointly fund new and additional services to improve the specific place they trade and employ people.

Getting things done that otherwise wouldn't get done

ONE Manor Royal

Plans for year 5

#ONE...finish what we started

- Gateway 1 permission & start work
- Manor Royal corner pocket park
- Support sustainable energy project
- New group waste & recycling contract
- Consistent directional signs

#TWO...keep on doing

- Partners programme
- Events programme
- Group training / People's Forum
- Regular communication
- Lobbying & representing
- Working with public agencies

#THREE...begin / introduce

- Complete one-off maintenance tasks
- Support transport infrastructure bid
- Tender for Business Ranger
- Improve on-going maintenance regime
- Investigate outdoor digital signage
- Complete small area signage install
- Improve business directory
- Establish “grey” works programme
- Conduct street furniture audit
- Support MR Economic Assessment

Agree BID 2 business plan & ballot



Business Ranger



MR Pocket Park "The Terrace"



Outdoor digital signage



Gateway 1 improvement

Business concerns...*a look back to before the BID*

Rated as important	
Better winter gritting / maintenance	
Condition of roads & footpaths	
Strong voice to influence decisions	
Broadband	
Improving attractiveness	
Target new businesses	
Single point of contact	
Raising the profile	
Increasing local trade	
Safety and security (esp. CCTV/ANPR)	
Improve signage & visitor information	

Rated as poor	
Traffic circulation & control	
The way business work together	
Parking (business & customer)	
Parks and open spaces	
Visitor signage and information	
Interest of local authority / landlords	
Street furniture & greenery	
Litter control	
Safety	

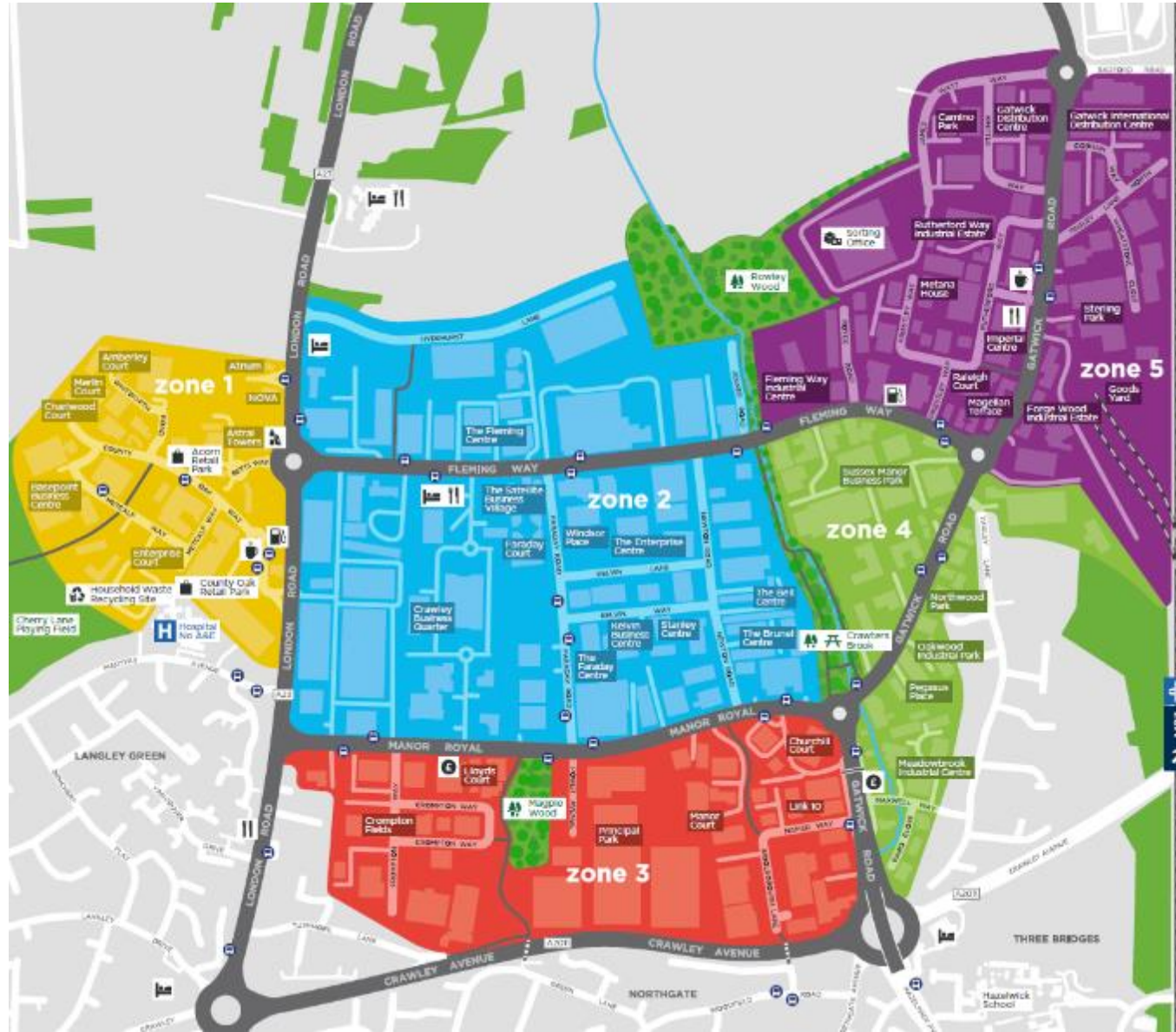
*Areas the BID has taken action
But NOT complacent*

Looking forward...*BID2 timetable*

Rated as important	Nov 16	Feb 17	Apr 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Apr 18
Business survey	★								
Share initial thoughts		★							
Further planning & consultation (feasibility)			★	★					
Business Plan Launch					★				
PR and promotion						★	★		
BALLOT...business vote								★	
BID2 starts...or not!									★

★ For businesses to decide what the BID does, where it does it, how it does it and if it does it at all?

Looking forward...*BID2 Geography - where*



Looking forward...*BID2 rates, caps & thresholds -how*

Similar to BID1 with some tweaks

- Levy rate to be held at 1%
- Lower Threshold raised to £12,000 rateable value
- Upper Cap raised to £3,500

*All draft suggestions depending on outcome of consultation and feasibility testing

Looking forward...*BID2 4 strategic objectives - What*

Objective 1: Promote and influence

Promote Manor Royal Business District as a premier business destination to encourage investment and retain businesses, promote local businesses and work positively with local stakeholders and partners to represent the interests of the business district at a strategic level.

Objective 2: Trade and save

Provide opportunities for companies to trade with one another and to make savings by providing subsidised or free to access services for Manor Royal based businesses and staff.

Objective 3: Improve infrastructure and facilities

Ensure the infrastructure and facilities on offer meet expectations associated with a premier business destination so that businesses can function, staff are satisfied and visitors are impressed.

Objective 4: Manage and maintain

Deliver enhanced levels of maintenance, public realm and security throughout the business district.

Looking forward...*BID2 deliverables* - What

Objective 1: Promote and influence

- Managed communications and public relations, including social media and dedicated website
- Representation of Manor Royal on strategic groups
- Involvement in policy matters as they impact Manor Royal
- Liaison with public partners, including local authorities and police
- Promoting MR and MR businesses (externally and internally)



Looking forward...*BID2 deliverables - What*

Objective 2: Trade and save

- Deliver a programme of events
- Subsidised travel initiatives, including easit membership
- Subsidised and free services, e.g. training, business watch, volunteering, waste & recycling, legal services etc
- Dedicated, managed business directory
- Negotiated staff benefits



Looking forward...*BID2 deliverables* - What

Objective 3: Improve infrastructure and facilities

- Sustainable Business Park / on-site clean energy generation
- Entranceways and small area enhancements
- Travel, transport and parking (outcome of travel study key)
- Facilities to meet, rest and enjoy
- Even faster broadband
- Signage (part 2)



Looking forward...*BID2 deliverables - What*

Objective 4: Manage and maintain

- Enhanced maintenance
- Improved security and management (Business Rangers)
- Programme of road and footpath improvements

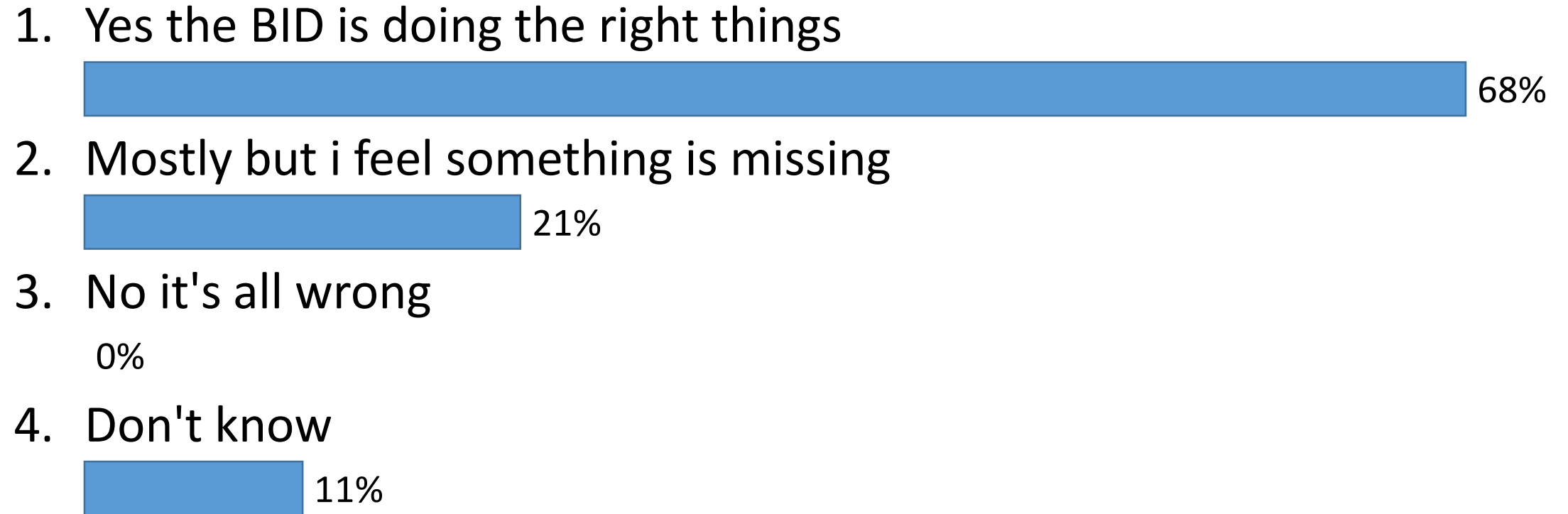


Thinking about the Manor Royal BID

Have we got it right?



Is the BID focussed on the right things?

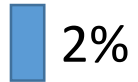


Should we go for a second Manor Royal BID term?

1. Yes



2. No



3. I'm not sure



Dates for the diary...see events @ www.manorroyal.org

Risk Assessment training	22 Feb 2017
Excel for beginners	28 Feb 2017
Crawley Town v Exeter	28 Feb 2017
HR Forum: Legal update	07 Mar 2017
Hawth: Dirty Dancing offer	16 Mar 2017
Business Breakfast: BREXIT & Beyond	22 Mar 2017
STEMfest launch & Comedy	04 April 2017
KNOW YOUR NEIGHBOUR	16 May 2017
Crawters Brook Volunteering	23 June 2017





MANOR ROYAL

BUSINESS DISTRICT

Be part of it!