

Manor Royal Arts and Heritage Trail: Phase 1, Developing the Narrative

Using our stories to improve our business district
November 2019





The Manor Royal BID would like to acknowledge the support of the following people and organisations without whom this project would not have been possible.



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**ARTS COUNCIL
ENGLAND**

We would also like to acknowledge the valued support of the Crawley Borough Council Arts Development Team, Crawley Museum, Crawley Library and – perhaps most importantly – the many businesses and people who engaged with the project to help create the narrative by submitting stories, memories, pictures, ideas, energy and enthusiasm.

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Document prepared by Richard Wolfströme
November 2019

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“The vision is for Manor Royal to be widely regarded as 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.”

Foreword

We are delighted to introduce the *Manor Royal Arts & Heritage Trail* narrative and strategy document.

This project intends to capture some of the rich history of Manor Royal Business District, as it has come to be called, and to reflect on the kind of place it is now charting following the changes it has gone through since it was named by the Princess Royal (now Queen Elizabeth II) in 1950.

Importantly we wanted to capture that story by focussing on the businesses and the people who have made it what it is and continue to contribute to its growth, success and vitality.

We would like to thank all those people and organisations who have contributed to this project so far. The Arts Council for their vision and funding and to all those people who came to visit us at the Crawley Library, Crawley Museum, who connected with us online or submitted stories, pictures or memories.

Our thanks to everyone who took part in the Manor Royal persona exercise at events like Manor Royal *Know Your Neighbour* and the workshops and anyone who spent time speaking with Richard Wolfstrome, the creative lead for this part of the project.

This document is not intended to be a definitive history of Manor Royal. While clearly presenting many facts and figures about Manor Royal, what this project has set out to do is capture the ‘story’ of place – to marry facts with people’s lives, experiences, feelings and stories while working at Manor Royal.

This information will now be used to deliver a physical trail around Manor Royal made up of a series of mini-park areas, or micro-parks, where your stories and memories will be used by artists working alongside architects to inspire and inform the final design of each micro-park.

As well as providing an improvement to the local environment, public realm and overall facilities for people, this project, we hope, will be a fitting tribute and celebration of a place that might otherwise be overlooked for the important role it performs, its place in history and the home to so many great memories.

As we move forward we invite you to continue to engage and contribute to this project and we very much hope you will choose to be part of the story.

www.manorroyal.org/mystory



Setting the scene

The intention of the *Manor Royal Arts and Heritage Trail* programme is to develop a series of artistic interventions around the business district in accordance with the *Manor Royal BID Business Plan (2018-23)* and the supporting *Manor Royal Projects Pack & Furniture Strategy* (produced by Allen Scott Landscape Architects, 2017).

The strategy will draw on Manor Royal's rich history and aims to deliver vibrant contemporary design with the insights of the Manor Royal community to join past to present and people to place.

It aims to create a series of place specific interventions to create a sense of local ownership and positive identity for the area.

Embedding creativity comes from the unique condition of Manor Royal and this programme will help to create a place that is inspirational, educational and desirable.

Key objectives include:

- To create high quality, contemporary design.
- To create distinctiveness and uniqueness through public art and wayfaring connecting trails.
- To guide and connect people through the business district.

- To encourage more use of the outdoor public realm and to bring a greater a sense of wellbeing.
- To propose imaginative, inventive design, sympathetic to the built environment.
- To develop art and design that distinguishes the district and provides distinct key features.
- To establish routes, intersections, trails, connections and natural meeting points which will add to the cultural identity of Manor Royal.
- To embody place ambitions for the present and the future, as well as resonating with the past.
- To engage with as many voices as we can to help develop the Manor Royal narrative and to help inform the direction and briefs for the artists and their interventions.

The *Manor Royal Arts and Heritage Trail* programme will prioritise people, emphasising that it is people who make place. This document will outline the work completed to date in engaging with stakeholders and community, it will outline what has been learnt and it will describe ways in which we plan to move forward to meet the project intentions.

Background and context

Manor Royal is currently home to over 600 businesses employing 30,000 people working in a diverse range of economic sectors.

Never a place to stand still or 'rest on its laurels' Manor Royal continues to develop its ambitious vision to further develop as an excellent location to do business, and to invest.

Numerous site-wide improvements have been driven by the Manor Royal BID since it was first created in 2013 – some of which have received awards and commendations for their quality. Having been renewed for a further five years by a positive business vote in 2018, the BID continues to build on its proven track record of delivering projects and initiatives that contribute to its vision 'to improve the trading and working environment of Manor Royal' as stated in its *Business Plan (2018-23)*.

The aim is simple: to improve the area for the businesses that trade and the people that work and visit here.

Strategic BID objectives

The *Manor Royal BID Business Plan (2018-23)* sets out four objectives that provide the strategic framework for investment and project delivery over the next five 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 term, it is highly unlikely that the *Manor Royal Arts & Heritage Trail* or the projects described in the *Projects Pack* 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 and the *Projects Pack* alongside the *BID Business Plan (2018-23)*.

Objective 1 Promote and influence

Promote Manor Royal Business District to secure investment and retain business, promote local companies and represent the interests of the business district at a strategic level with private and public sector partners.

Objective 3 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 2 Trade and save

Provide opportunities for companies to trade with each other and benefit from subsidised or free services.

Objective 4 Manage and maintain

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

Projects Pack aims and strategies

In support of the Manor Royal BID's four objectives, key aims of the *Projects Pack* intends to:

- Strengthen the identity of Manor Royal through joined-up-thinking,
- Provide public places for the community,
- Encourage more people to walk and cycle across Manor Royal,
- Keep Manor Royal's environment green, clean and well-loved,
- Encourage investment from others to improve business satisfaction and economic function of Manor Royal.

The *Projects Pack* defines the following ways (strategies) for how the key aims can be delivered, which include:

- Complete the gateway projects,
- Create more usable public parks and places for the business community,
- Improve walking and cycling routes connect these to public transport links and enhance quality of roads and footpaths.

A plan for progress

The *Plan for Progress* document was published on the anniversary of 60 years since Manor Royal was officially named in 1950. The document set out ways in which Manor Royal needed to improve, which the Manor Royal BID, working with partners, has responded to, including to:

- Build on the unique business and physical attributes afforded by its location and history,
- Deliver a modern and attractive setting for leading businesses,
- Provide an environment which supports and encourages business growth,
- Achieve an active and desirable working environment,
- Encouraging more sustainable business performance and practice,
- Engage with occupiers in setting and managing the future direction for Manor Royal.

Green Lane subway



“Manor Royal is like a town of business populated by thousands of people who are making things, fixing things, selling things, fixing people, feeding people, training people and even saving people.

This project aims to provide new facilities that these people deserve and to act as a celebration of their efforts and the efforts of those who gone before them.”

Steve Sawyer
Executive Director
Manor Royal BID

Manor Royal Arts & Heritage Trail

The *Manor Royal Arts and Heritage Trail* seeks to deliver a scheme to create place distinctiveness, through exemplar art and design, and to increase the sense of connectivity between places and community.

The main aim of this strategy sets out the following intentions:

- Respond to the *Manor Royal Projects Pack* that describes the delivery of a number of micro-parks around the district to create unique interventions for each location that collectively respond and contribute to the overall identity of Manor Royal.
- Create a series of connected spaces that increase the number of areas where people can stop and sit, improving the availability of facilities to meet, to have lunch or simply to be in the outdoors.
- Complement and support planned improvements to cycling and walking facilities to encourage more active travel and employee health and wellbeing.
- To deliver a series of successful, uplifting experiential interventions that will be surprising, educational, inspirational, and celebrate Manor Royal community and heritage.
- To emphasise uniqueness – to create new connections and a deeper relationship with people and place through artistic interventions that bind together historical, cultural and social aspects of Manor Royal through a unique collaborative approach involving stakeholders, lead artists and members of the community.
- A programme that will create a long-standing and permanent legacy that would become an essential part of the public realm and is important in defining the public face of Manor Royal.
- Draw on the rich history, using vibrant contemporary design and the insights of the Manor Royal community to join past to present and people to place.
- Collaborations with community and stakeholders to bring a sense of ownership and to encourage on-going engagements.
- Encourage people to explore and spend more time outside to initiate a greater sense of wellbeing and increase people's use of the business district.
- Create interventions that are distinct to place, fostering a sense of local ownership and creating a distinct positive identity for the area.
- Review the 'in-between' spaces and places – junctions, roads, crossings and so on – to develop wayfaring trails that include embedded place narratives, artworks and expressions.
- Establish connections, routes and intersections, natural meeting points and embed into the public realm the unexpected and remarkable.
- It will seek to address:
 - the arrival experience,
 - the negotiation of public areas,
 - the connection to place,
 - the place experience,
 - and the connection to the outside.
- Enhance the newcomer's experience, helping people discover more about Manor Royal.

This project seeks to complement this work. It provides an excellent opportunity to build on those projects already delivered and to link them together through an artistic and historically inspired network of micro-parks to form a trail around Manor Royal.

Public spaces are open to all... they represent a democratic forum for citizens and society. These spaces shape the cultural identity of an area, and are part of its unique character and provide a sense of place for local communities.

CABE

The Value of Public Space

Background and context

Delivering Change

The Manor Royal BID 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 solution would require a series of interventions over and above those already being delivered and would need to be driven by those best able to understand what was most important to the business community – the businesses themselves and the people they employ.

In response the Manor Royal BID has delivered a number of projects using public art, culture and other public realm and creative interventions to enhance key entranceways, install new signage, create new facilities and open spaces and improve the overall upkeep and maintenance of the area.

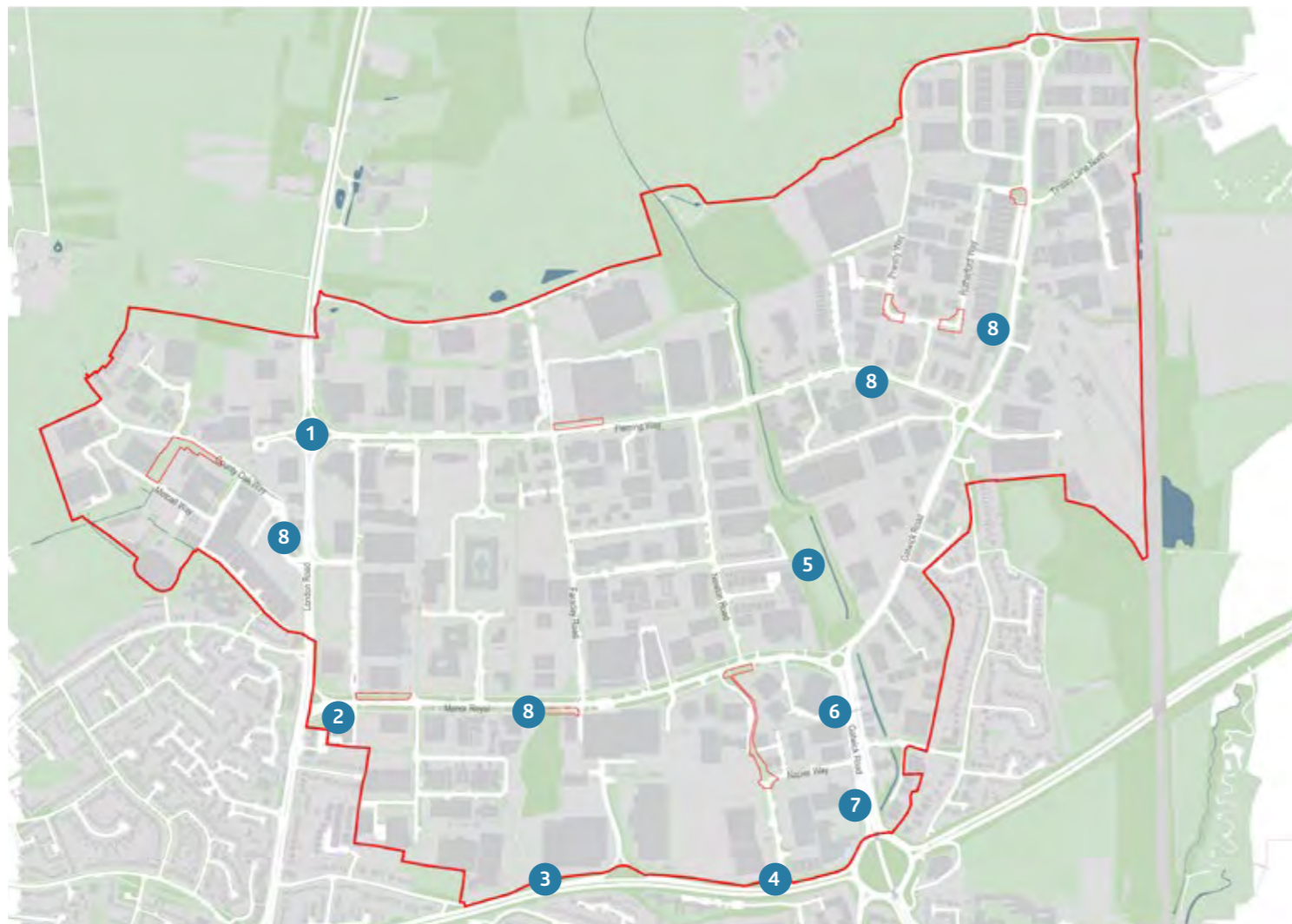


Crawter's Brook

What the BID has delivered

1. Iconic public art and enhancements to Gateway 3
2. Activated open space at The Terrace Pocket Park
3. Distinctive mural artwork at Green Lane subway
4. Distinctive mural artwork at Woolborough Lane subway
5. Accessible and distinctive *People's Park* at Crawter's Brook
6. Distinctive enhancements made to refurbished bridge
7. Public realm and arts intervention to Gateway 1 entranceway
8. Four digital signs installed at key locations to support area-wide signage and wayfinding implementation

Maps courtesy of
Allen Scott Landscape
Architecture



1. Gateway 3 enhancements



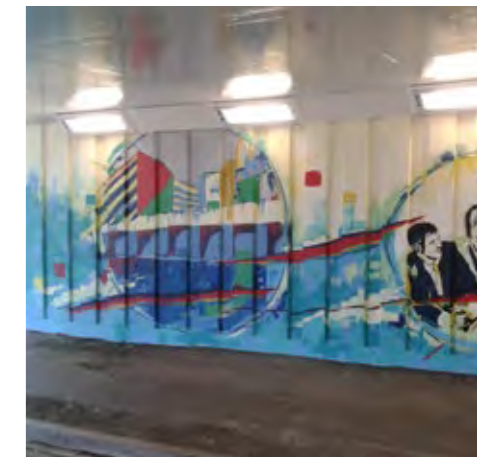
2. Open space at The Terrace Pocket Park



3. Green Lane subway



4. Woolborough Lane subway



5. *People's Park* at Crawter's Brook



6. Refurbished bridge



7. Gateway 1



8. Digital signage and wayfinding



Delivery in close-up

The *Arts and Heritage Trail* seeks to complement what has already been achieved and to deliver the next level of engagement, change and improvement.

Projects already delivered include:

'M' sculpture at Gateway 3

Part of the response to improve the roundabout at Gateway 3, the super-sized 'M' sculpture, which is the identity symbol for Manor Royal, stands 9 metres high and is 20 metres wide.

Inspired by engineering and manufacturing in its construction and use of materials – galvanised steel frame of geometric design and clad in corten steel panels – it also reflects aspects of nature, synonymous with the business district, with imprint images of trees and a rabbit, which are abundant in population around the district.

Designed by Allen Scott Landscape Architecture, it has the dual purpose of being both a way-marker and an artistic tribute to Manor Royal's business and industrial traditions. It was featured in the Arts Council of England good practice report on the role of Business Improvement Districts (BIDs) in culture and business for the Mayor of London (*Improving Places*, Nov 2017).

"This is an excellent example of how collaboration between the private and public sectors can improve the aesthetic appearance of a location."

Trevor Williams, Chairman of Manor Royal BID and Site Director of Thales UK



The Terrace

The site of *The Terrace* was formerly a patch of overgrown and under-used land which presented an opportunity to make better use of the space as a place for Manor Royal people to relax or have a meeting. It also helps to enhance the appearance and first impressions of Manor Royal at this notable gateway 2 entry point.

Conceived and delivered by the Manor Royal BID, the project was been funded by BID Levy funds, a section 106 contribution from Crawley Borough Council and sponsorship from B&CE, The People's Pension, whose offices are located adjacent to the site.

Designed by Allen Scott Landscape Architecture to provide outdoor space for those who work nearby, *The Terrace* is now an ideal place for alfresco meetings, relaxing

lunchtime breaks or simply a breath of fresh air. The area provides seating, public art, a new planting scheme and an outdoor table tennis table for local employees to enjoy. *The Terrace* was officially opened on 28 April 2017

"We are always looking for new ways to make a positive impact on our local community, so we are delighted to support the Manor Royal BID with this new and innovative project. It's provided us with

a great opportunity to improve the natural environment around us, and to give something back to our employees and those that work around here. With the summer months fast approaching, I'm looking forward to seeing people making the most of this new outdoor space."

Patrick Heath-Lay
Chief Executive Officer of B&CE,
The People's Pension





Crawter's Brook, The People's Park

Crawter's Brook was a poorly regarded three hectare site at a prominent location in the heart of the Manor Royal Business District. Having been neglected over many years, it was overgrown and impassable in places and had become a site for fly-tipping and rubbish.

The Manor Royal BID reclaimed the area to address these issues and create a facility that would contribute to the attractiveness of the Business District.

In November 2014 the HRH The Duke of Gloucester officially opened the new park for the local community and those working at Manor Royal, and the general public, can now use the park for informal meetings, relaxation and exercise. A new partnership between the BID and Sussex Wildlife Trust also opens up a wealth of volunteering opportunities.

The new *People's Park*, which links Fleming Way with Manor Royal, boasts a boardwalk, decking area, cycle paths, seating and picnic benches, providing plenty of space to think, work and play. Additional landscaping and a 'wildlife partnership' means that the ecological value of the site will be enhanced on an ongoing basis.



"Green spaces like this are a much-needed improvement to the wellbeing of the thousands of people working in the area as well as the wildlife that calls it home, and it is particularly good to see further support for people that wish to travel sustainably by walking and cycling on Manor Royal."

Councillor Peter Smith,
Cabinet Member for Planning and Economic Development at Crawley Borough Council

Woolborough Lane Subway

Woolborough Lane subway is well-used by pedestrians and cyclists regularly travelling to and from the business district and Northgate. In the past the subway was scruffy and unwelcoming and Manor Royal BID led and managed the improvement project to make a positive change to the area and secured funding from West Sussex County Council and Crawley Borough Council to deliver the project as a joint partnership.

The Manor Royal BID contracted Community Clean to prepare the surface of the subway, and selected local professional artists, Ginger Moo to create a dedicated mural within the subway. The artists explored themes directly linked to Manor Royal, surrounding the history, landscape, transport and engineering. Creative workshops were organised for the general public and pupils at Gatwick School. Dedicated business-focused workshops were held at Varian Medical Systems and Manor Royal BID office in Gatwick Road for participants to have direct input into the design.

Formally opened in June 2015 by Cllr Peter Lamb, Leader of Crawley Borough Council and West Sussex County Councillor, the results of the mural have generated positive comments from residents and businesses alike and has improved journeys to and from work.

"The subway now provides an inviting 'corridor' from Manor Royal to Northgate for those who walk and cycle to and from the business district. Manor Royal BID has been successful in turning a dull, uninviting concrete structure into something integral to the community, because of the location, the choice of artists, the artwork and vibrant colour palette used".

Sarah Leggett
Corporate Communications,
Varian Medical Systems Ltd



The story begins

In summer 2019 an application was made to Arts Council England to initiate an arts and heritage trail programme to enhance the Manor Royal Business District.

The aim was to capture the stories and history of the Manor Royal Business District from the perspective of the businesses and people that have helped to make it using a variety of research and engagement techniques. We have begun to encapsulate the area's unique narratives and stories by engaging with many voices of those who work, or have worked at Manor Royal, both past and present.

This research and narrative harvesting will be used to inspire a district-wide trail of micro-parks to form a network of improved facilities, seating, outdoor meeting spaces, public realm, wayfaring which will bring a stronger sense of place through interventions that are creative, educational, surprising, informative and artistic, bringing a sense of local ownership.

The Manor Royal Business District is approaching its 70th anniversary and this Phase 1 of the project has begun to record the heritage and history through the stories of the people who have worked, and who continue to work at Manor Royal, the products that have been made and the

changing face of industry since the district first opened in 1950.

It has involved good levels of engagement with businesses and employees (past and present) and the wider-community, through workshops, business and residential visits, 'open days', online engagements, social media and interviews to build a narrative of Manor Royal – an essential part of one of England's first-wave of new towns.

The project has drawn on archival information from both companies with long history at Manor Royal and that of Crawley Museum and Crawley Library.

In documenting the stories of Manor Royal and the people that played a role in its development, this phase will help to inspire a series of artist briefs and direction to inform a second phase of work to commission artists to use these narratives as 'starting-points' and inspirations for the district-wide network of micro-parks based on the heritage and stories of Manor Royal.

We will also be seeking to continue the dialogue with all stakeholders and other communities to build on what has already been learnt and part of the artists briefs will be to do the same.

The BID Business Plan (2018–23) plans to improve the district for the businesses and the people that work and visit here. It adopts a people-centred approach where arts, culture and public realm interventions play a vital role, for which the BID has been recognised.

This project will enable an enhanced level of creativity and culture when designing and managing places across Manor Royal and will help to improve the enjoyment and sense of place, while reinforcing the role of arts and culture in creating meaningful, enjoyable and attractive places. This project provides the opportunity to demonstrate the value of culture and creativity to a commercial area and help build strong relationships between businesses, people and visitors with creativity, art and design.

Capturing Manor Royal's unique history in a creative way will improve the sense of place and build on Manor Royal's reputation as a great place to work.

Phase 1 of the programme aimed to:

- Work with new people as well as those that are already known
- Create and/or commission new work
- Reach new and/or different audiences
- Try new approaches

The intention is to give the Manor Royal community and its visitors a greater sense of place and a greater sense of ownership and meaning through both the process and its outcomes. In doing this, the Manor Royal community will feel more of a connection and understanding of their environment which inspires to create a greater sense of community.



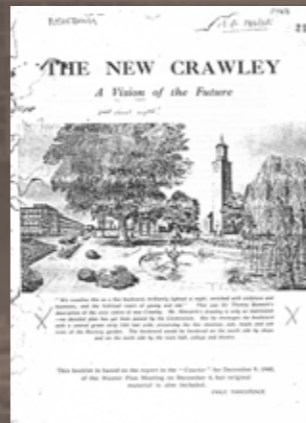
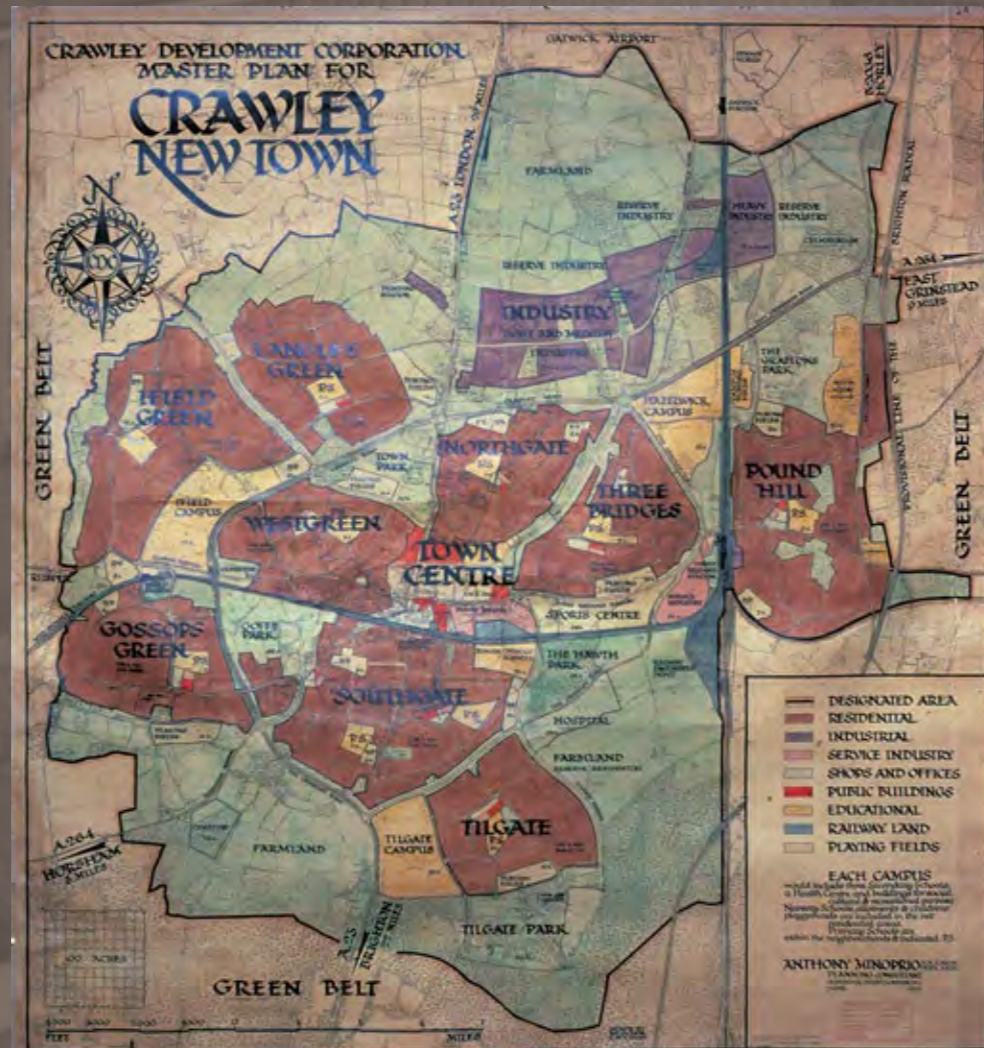
The Manor Royal story

Manor Royal is a large business district in the town of Crawley in West Sussex, England. Located north of the town near to London Gatwick airport, the district was planned to accommodate light industry and offices as part of the Crawley new town project. Manor Royal was officially named and opened by HRH Princess Elizabeth (later Queen Elizabeth II) on 25 January 1950.

Crawley has long been associated with trade and industry which from 1946 developed as a major economic initiative. The vision for the new town was bold and one that was to set the context for Manor Royal's rise from little more than a field to an official royal naming and now a major driver in the south east economy.

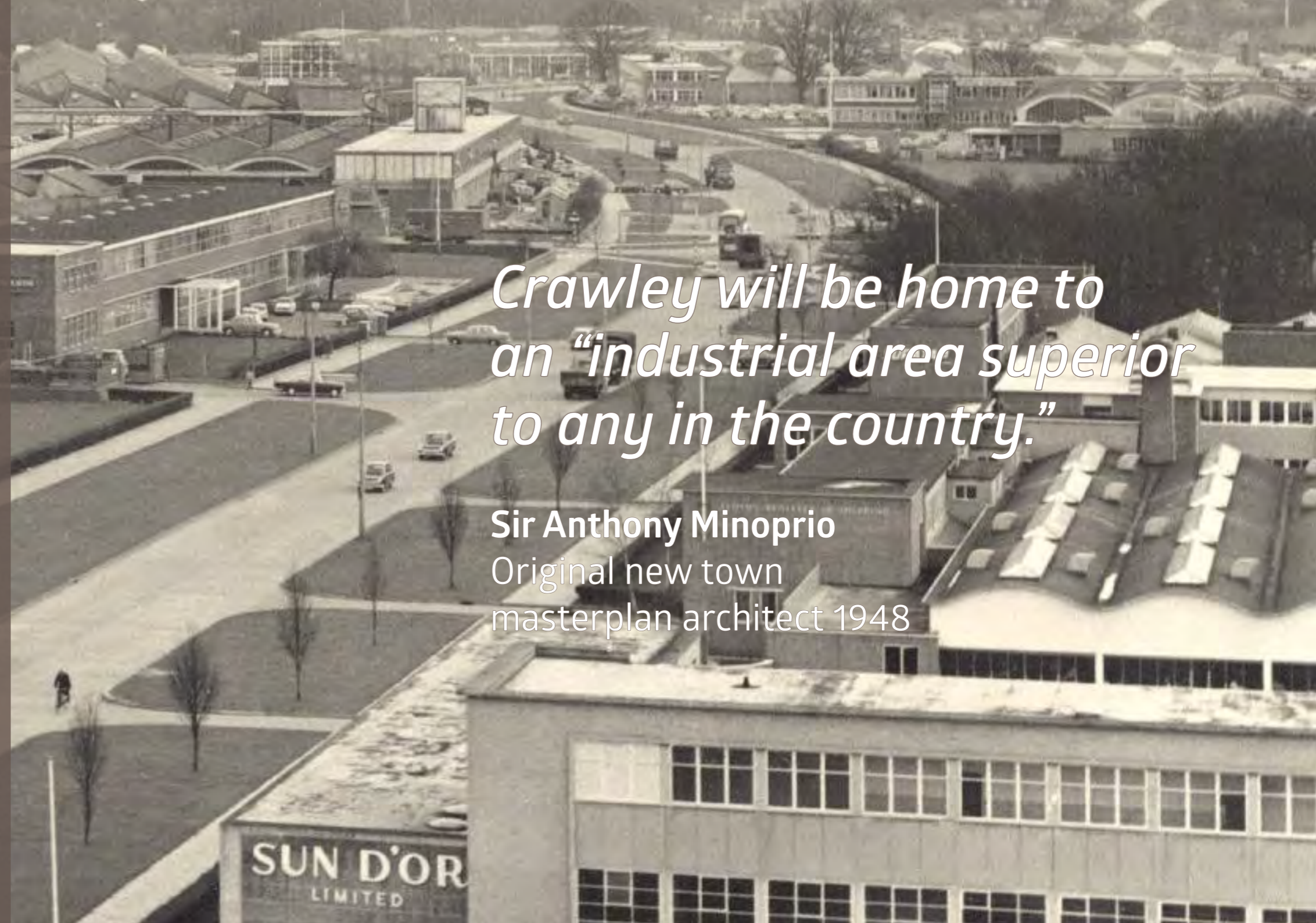
Manor Royal's growth and development was rapid. Soon after Princess Elizabeth officially named it in 1950 – 'Manor' from 'Manor Farm', the agricultural land from which Manor Royal was 'born' and 'Royal' out of respect for the Princess Royal opening – it became a prime location to many global household name companies.

The big idea: the New Town Master Plan (1949)



Crawley will be home to an "industrial area superior to any in the country."

Sir Anthony Minoprio
Original new town
masterplan architect 1948



Manor Royal develops on agricultural land



Sir Thomas Bennett was a renowned British architect responsible for much of the development of Crawley new town. As chair of the Development Corporation (1947-1960) he appointed Sir Anthony Minoprio to create the new town masterplan. His vision was for Crawley to be *"one of the best towns the country has ever seen"* (1948).

As part of the Crawley new town masterplan vision Sir Anthony Minoprio designated the agricultural land to the north of the town to be the main employment zone. His vision for area, that is now known as Manor Royal, was for it to be *"an industrial area superior to any in the country"* (1948).

Considered an excellent location with high standards the intention was to attract businesses on the basis of the quality of the new developing industrial estate. Spacious and well-landscaped with room to expand provided ideal conditions and attracted many large firms to the area.

With the emphasis on traditional manufacturing the development corporation wanted to attract six or seven key industries, requiring well-appointed factory units.

Pitched as an *'industrial area superior to any in the country'* the plan was to create a balanced economy with large and small factories built alongside one another. In reality, the large firms tended to congregate along the main roads with smaller firms occupying premises on the minor roads and this legacy can still be seen today.

With its attractive business offer and its range of quality purpose built premises Manor Royal became the headquarters for many large industrial and manufacturing companies who in turn attracted their own workforce with the tempting offer of new local modern housing and a higher standard of living.

Innovative companies such as Mullard Equipment Ltd (M.E.L.), a division of the Philips group, took up a large site on the corner of Manor Royal and London Road in 1961 and, at its peak, went on to become one of the areas largest employers. M.E.L. was symbolic of the town's flourishing electrical industry, reflected in the Council's coat of arms adopted in 1974.

Part of the M.E.L. site is now occupied by Thales UK which is a great example of how Manor Royal has changed. Thales UK – a leading high technology company providing employment for 2,500 people – invested £100m in 2009 in their landmark building which is considered to be a centre of excellence.

From its traditional manufacturing beginnings, Manor Royal has adapted and changed as the economy has changed and is now one of the UK's largest mixed-use business parks.

While some of the buildings of 'old' Manor Royal can still be found, many have been replaced by more modern premises to accommodate a wide range of different business activities. A diverse mix of buildings can now be seen including; offices, workshops, light industrial units, retail and food outlets, hotels as well as an abundance of factories and warehouses.

An important economic driver and source of employment for the area is Gatwick Airport – established as an international airport in 1958 – which globally connects Manor Royal as well as supporting its growth.

The Queen opening Manor Royal in 1950
(courtesy of West Sussex County Council Library Service www.westsussexpast.org.uk)



Manor Royal provided many employment opportunities

Manor Royal becomes an attractive centre for the manufacturing industry



Manor Royal has grown to a size that has exceeded original expectations reflecting on how important the business district has become. The original new town masterplan anticipated that Manor Royal would provide quality jobs for about 8,000 workers.

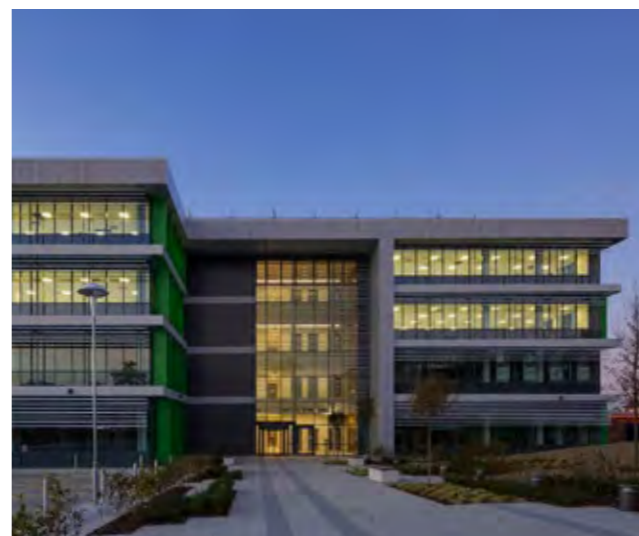
By the mid-1960s this number had been more than doubled and today, almost 70 years on, Manor Royal is the largest business district in the south-east and is home to around 30,000 jobs.

It is Crawley's main commercial area and a major contributor to the West Sussex, Gatwick Diamond and wider south east economy generating circa £1.7bn GVA.

It provides 77% of all Crawley employment land (Crawley provides more commercial floor space than any other area in West Sussex or the Gatwick Diamond) and accounts for 19% of all employment land in West Sussex and 22% of all such land in the Gatwick Diamond.

Manor Royal throughout its history has been a major location for innovative and technology-driven industries including those involved with flight simulation – domestic and military – medical systems, security, foods, aviation and air travel.

Today Manor Royal is a vibrant location for business, innovation and technology



Manor Royal timeline

Crawley, with its rich history, has always been associated with trade and industry even before it was designated as one of the original new towns. It was from 1946 that saw the most remarkable rise of Crawley as a town and economic driver in the south-east. From the very beginning Manor Royal was always destined to play a key role in the development of Crawley. The following timeline presents key milestones in the history of Manor Royal.



- 1946 Parliament announces that Crawley will become a New Town
- 1947 Crawley New Town designation order is made
- 1948 Crawley New Town masterplan is unveiled
- 1949 WC Youngmans, maker of industrial trucks and builders' plant, leases 10 acre site to become an original occupier



- 1950 In January, Princess Elizabeth (now Queen Elizabeth II) names Manor Royal road and officially opens 'Crawley Industrial Area'. A.P.V. a major supplier of processing equipment, leases a site bringing around 1,500 families to Crawley over three stages up to 1956
- 1951 Crawley's population reaches 7,000
- 1953 Smithkline Beecham, now Glaxo Smith Kline, opens factory in Crawley
- 1954 W. Edwards, makers of vacuum pumps and later to become a subsidiary of BOC plc, opens a 9.5 acre site employing 300 people. Gatwick Airport is expanded for continental services
- 1956 Crawley's population reaches 30,000. Manufacturing (old and new) accounts for 61% of work, building and civil engineering 18% with non-industrial concerns only 21%



- 1958 Vent-Axia moves in. Queen Elizabeth II opens the new Gatwick Airport and returns to officially open Manor Royal Industrial Estate
- 1961 Mullard Equipment Ltd (M.E.L.), a division of the Phillips Group, moves to a large site bounded by London Road and Manor Royal. At its peak in the 1970s it would employ 2,250 people
- 1962 Manor Royal is now well-established and growing. 15,000 employed in 79 factories occupying just over 3,000,000 sq ft of space. Manufacture accounts for 60% of work. The rise of Gatwick Airport and service trades now accounts for 34%



- 1963 Moving to the area in 1962, Building and Civil Engineering open its new office building the tallest in Crawley at the time
- 1965 A.P.V. leases more land in Manor Royal and accounts for an eighth of all new factory space
- 1971 Crawley's population reaches 67,608. Services employ 53.5% of workers, manufacturing 46%. 15,000 people now commute to Crawley for work from other areas, a net inflow of 10,000



- 1973 Demand for warehousing and storage exceeds demand for factories, partly as a result of the growth of Gatwick Airport and partly as a result of the demands for regional distribution from Crawley
- 1974 Crawley Urban District Council becomes Crawley Borough Council
- 1978 Astral Towers, is given planning permission
- 1981 Crawley's population reaches 73,081. Of the 63,610 jobs on offer in Crawley 67% are now in service trades. Net inflow of workers has doubled to 20,120. Astral Towers becomes a prominent feature
- 1982 Approval for a second terminal for Gatwick Airport
- 1985 Rediffusion Simulation (formerly Redifon, now Thales) occupies sites in Crompton Way, Kelvin Way, Gatwick Road and Manor Royal, establishing itself as one of Crawley's major employers



- 1987 County Oak Retail Park given planning consent to be built. Texas, Allied Carpets, Curry's Superstore the first to move-in in 1988/9
- 1991 Crawley's population reaches 97,428
- 1992 Pasta Reale, the UK's largest manufacturer of fresh pasta, builds new premises on Fleming Way
- 1993 CGG Veritas, a world leading geophysical company, makes Manor Royal its UK Centre
- 1994 Planning permission is granted for Crawley Business Quarter, Fleming Way
- 1997 Virgin Atlantic move into The Office on the Crawley Business Quarter
- 1998 Planning permission granted for City Place



- 1999 Virgin Atlantic purchases former Upjohn Pharmaceuticals site on Fleming Way to create global training centre, The Base
- 2000 Planning permission granted for Pegasus Place, Gatwick Road
- 2001 Crawley's population reaches 99,744
- 2003 Fastway, Crawley's rapid transport bus service, begins operation improving access to Manor Royal and surrounding areas
- 2004 Basepoint Business and Innovation Centre officially opens
- 2005 Planning permission granted for Crawley VW garage, Gatwick Road
- 2009 Thales UK officially opens new £100m facility on the corner of Manor Royal and London Road



- 2010 Crawley's population estimated as 102,000. On the Crawley Business Quarter the Premier Inn Hotel opens and Doosan Babcock Energy move into Brooke House. Manor Royal master-plan is launched
- 2011 Principle Park – largest land purchases in the SE. The 30 acre former GSK site bought to accommodate Europe's largest data centre for Digital Reality
- 2013 Tesco.com opens large distribution centre
- 2014 Crawley's Brook People's Park opened – five acre site that the MR BID reclaimed and turned into an award-winning park
- 2015 Welland Medical opened a state-of-the-art R&D manufacturing facility



- 2016 VHQ – Virgin Atlantic Headquarters opened
- 2016 Acorn Retail Park – development opened
- 2016 D F Warehousing moves into new 39,000sq ft warehouse
- 2016 Gateway 3 completed with the super-sized 'M' synonymous with the Manor Royal brand.
- 2017 The Terrace Pocket Park was opened, creating a peaceful outdoor 'pocket park'
- 2017 County Oak Retail Park was extended to accommodate Next at Home with a Costa Coffee. Boots and B&M
- 2018 Manor Royal BID was re-elected for another 5 year term with a significant increase in 'yes' voters
- 2018 Elekta, at MR since 1972, moves it's HQ into Cornerstone – centre of excellence



- 2018 Boeing open new £20m training building for four simulators bringing total they have at MR to 11 – largest Boeing campus outside of US
- 2019 Gateway 1 completed making MR more welcoming and attractive to visitors by creating a better sense of arrival.
- 2019 Manor Royal launch digital signage
- 2019 L3 Harris open new pilot training centre and flight simulator production facility
- 2019 CAE open new commercial pilot training centre



Timeline of world events

- 1945 End of WW2
- 1946 National Health Service is launched
- 1952 Reign of Queen Elizabeth II begins

- 1953 Watson and Crick publish their discovery of the structure of DNA
- 1963 JFK assassinated
- 1964 Labour wins general election with Harold Wilson as PM

- 1966 England win world cup
- 1967 The Beatles release *Sgt. Pepper's Lonely Hearts Club Band*
- 1969 Man lands on the moon

- 1971 Decimised currency replaces 'pounds, shillings and pence'
- 1977 Elvis dies
- 1978 *Star Wars 'A New Hope'* released
- 1979 Margaret Thatcher becomes PM

- 1981 Charles and Diana get married
- 1982 Falklands War
- 1983 *E.T. The Extra-Terrestrial* released
- 1984 12-month 'miners' strike' over pit closures begins
- Virgin Atlantic launches

- 1985 Live Aid concerts
- 1989 Berlin Wall comes down
- Tim Berners-Lee invents World Wide Web

- 1990 Gazza cries at Italia 90 world cup
- John Major becomes PM
- 1993 Channel 4 launches
- 1997 Tony Blair becomes PM
- Princess Diana killed in Paris car crash

- 2000 Global stock markets tumble as the 'dotcom bubble' bursts
- 2003 England win rugby world cup
- 2004 Facebook is launched

- 2007 Apple launch the iPhone
- Start of global financial crisis
- 2008 Britain falls into recession
- Barrack Obama becomes US President
- 2011 Prince William marries Kate Middleton

- 2012 London host Olympic games
- 2013 Nelson Mandela dies
- 2016 UK narrowly voted to leave the EU
- Donald Trump becomes US President

Evolution of Manor Royal

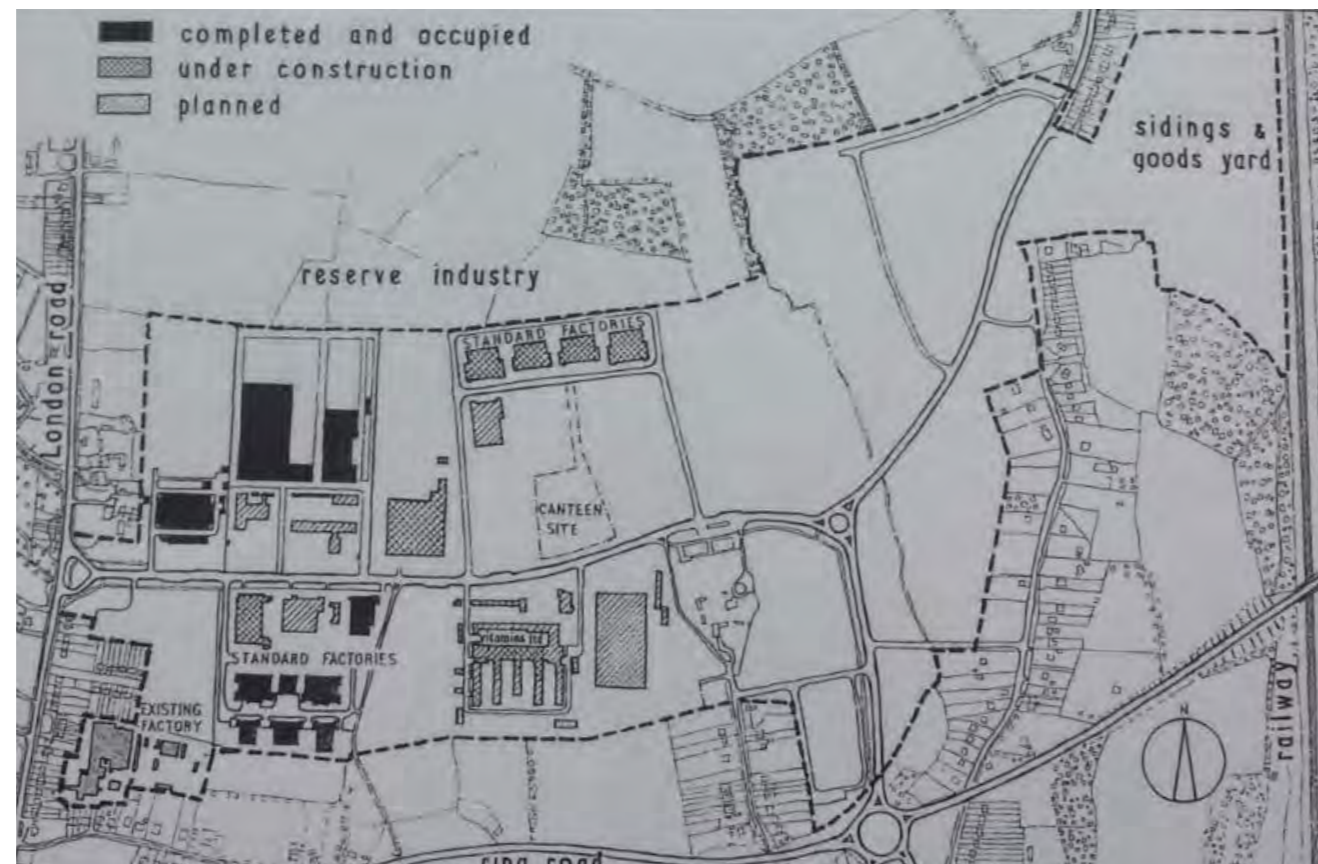
Buildings tell the story of change. Property is both a physical response to changing economic conditions, shifts in industry trends and an indication of changes in the types of things that are designed, made and done in a place by the companies and the people who work for them.

Originally designed to accommodate skilled traditional manufacturing jobs, Manor Royal was built as a 'factory estate' and at one time was called 'Crawley Factory Estate'.

While manufacturing remains an important part of what Manor Royal does, over the years it has diversified and with that diversification the buildings have changed and so have the things that people do.

Possibly the biggest change, along with the rest of the UK economy, has been the shift to services.

The 1970s signalled a turn towards more warehousing space being built. The 1980s saw the development of more offices as there was a shift to a more service-based economy and the late 1980s and 90s ushered in an expansion of retail; with the development of County Oak Retail Park –



Manor Royal map 1951



Aerial view of Manor Royal circa 2010

Crawley's largest out of town shopping area – that was expanded again in the 2000s by the addition of Acorn Retail Park.

Today Manor Royal retains a vast array of highly skilled work, evidenced by the high recorded productivity levels for the area (Ref: *Manor Royal Economic Impact Study, 2018*).

It has evolved into a large mixed-use business park providing 9 million square feet of commercial floorspace two-thirds (65%) of which is still accounted for by some form of industrial building, either a factory or warehouse.

Now, however, more of Manor Royal commercial floorspace is given over to offices (26%), almost 2.5% is dedicated to retail and the rest (6%) a mixture of hotels, car showrooms, and a collection of other uses.

The other notable and obvious change is in terms of the sheer size and physical expansion of Manor Royal. The Crawley Development Corporation, who effectively planned and built the Crawley New Town, were authorised by the Government to purchase 29 acres of agricultural land, the farm house and the farm buildings at Manor House Farm to build a series of 'standard factories'.

By 1963 from over 1,000 enquiries 79 firms had actually moved to Manor Royal, which had grown to provide 3 million square feet of commercial space. Growth continued through the 1970s at a fast rate causing some in the press to dub the town 'Klondike Crawley'.

In the early 1990s Manor Royal occupied 300 acres providing 5 million square feet of floorspace. In the next 30 years Manor Royal would grow again to a site of 540 acres providing 9 million square feet of commercial floorspace of all different types.

As it stands, due to the requirement to save land for a possible expansion of Gatwick Airport and residential development on all other sides, Manor Royal has expanded into all the available space. New developments, especially for offices, tend to look at building at higher densities (building higher) to make the best use of what limited land is available.

Given these changes Manor Royal can certainly be regarded as a success story. Whether it has fulfilled the aspiration of the new town masterplan architect, Anthony Minoprio, to create 'an industrial area superior to any in the country' others will judge. One thing, though, is clear. Manor Royal has adapted to many changes and challenges through the years and continues to thrive.

The following pages illustrate in pictorial form some of the changes Manor Royal has gone through including some key moments, changing footprint and changing buildings.

Aerial view in 1968 with Hazelwick School in the background



APV factory



Transport has developed over the years



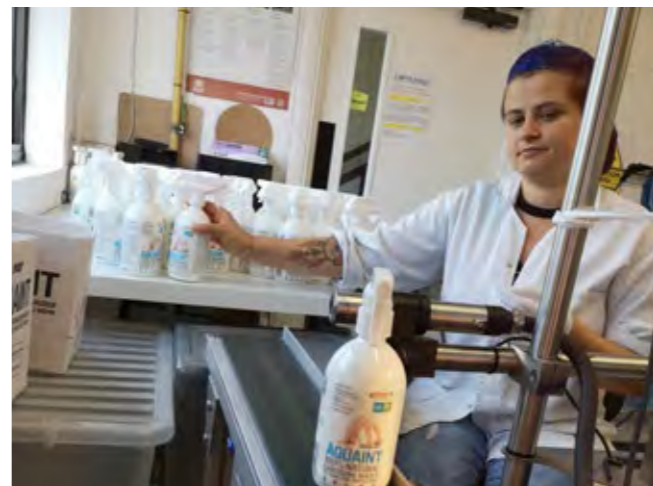
Gatwick Road 2018



Fleming Way 2018



Working at Manor Royal



Buildings of Manor Royal then and now

M.E.L.



Original B&CE building



Upjohns now the location for Virgin Atlantic

SUGG



Varian



G1 and G2 Gatwick Park



Virgin Atlantic HQ (VHQ)

Thales



Gatwick 33 (artist impression)

Elekta headquarters



Wickes





Evolution of the Manor Royal brand

This is the story of how Manor Royal went from Industrial area to Business District.

Manor Royal Business District has gone by different names. Referred to variously as an 'Industrial Area', 'Crawley Factory Estate', 'Manor Royal Industrial Estate', 'Manor Royal Estate' or simply 'Manor Royal' – the latter sometimes causing confusion for some between the road and the place.

In 2010, as part of the masterplan process that indicated a lack of brand identity for the area, businesses came together to decide how they wanted Manor Royal to develop and improve. A decision on what they wanted it to be called and how a visual identity might best represent the district along with how signage would work at the key entry points.

The decision that the terms 'industrial' and 'estate' did not properly describe what Manor Royal had become rationalised that the words 'industrial' and 'estate' both failed to reflect the diversity and nature of modern business activities. One thing that was clear, was in keeping the name 'Manor Royal'.

Hence, Manor Royal Business District was born and agreed by a vote at an open meeting that took place at Virgin Atlantic's

Training Centre (The Base) on Fleming Way, when it was also agreed that the 'M' ribbon design should be the new logo.

The brand rationale outlined the following:

- Colourful, dynamic and fresh. The development of the forward-leaning 'ribbon' symbol conveys the sense of progress, diversity and movement synonymous with a modern and changing Manor Royal.
- The cutting of a ribbon is a symbol of a new beginning.
- Using a ribbon to form an 'M' acts as a strong visual symbol and dynamic logo.
- The five different coloured strands represent each of the five business zones of Manor Royal and can also reflect the idea of diversity and different aspects of working life at Manor Royal.
- The inclusion of Crawley and Gatwick positions Manor Royal locally and also to the global brand offered by Gatwick.
- The subtle renaming as a Business District suggests scale and reflects the modern, dynamic place Manor Royal now is while maintaining the proud royal heritage.



What it might have been

A number of other possible ideas were suggested. The most popular, alongside the 'M ribbon', was a more traditional treatment with a nod to antiquity.

Mercury/Hermes is the god of trade and travel – both relevant associations. Remaining faithful to the human form was felt to be more relatable, as opposed to something abstract. The wings that accompany Mercury's were emphasised to represent the link with the airport and global accessibility.

However, the businesses decided against this treatment and in favour of the 'M ribbon' identity now in use.

The development of Manor Royal signage and visual identity, where today the 'M' ribbon is a symbol of new beginnings which complements and supports regeneration



Manor Royal Pride of Place

The Crawley Urban District Council was first granted a coat of arms in 1957. Following local government reorganisation, when Crawley became a borough, a new coat of arms was presented in 1977 where Manor Royal has been sitting pride of place ever since.

The red winged figures (a lion and an eagle) either side of the shield represent Gatwick Airport and the silver fretty – the criss-crossed area within the wings – represents Crawley industry with the silver colour suggesting steel and aluminium it uses. The two red thunderbolts held by the red figures represents a flourishing electrical industry.



The Royal lion atop the shield, brandishing a hammer, symbolises Manor Royal – sitting pride of place, industrious and strong.



Manor Royal today: a summary of facts

- Manor Royal Business District is the biggest business park in the south-east covering a total area of 540 acres.
- Home to over 600 businesses, 700 business units, providing 9 million sq ft of space to a diverse mix of businesses.
- It provides 30,000 jobs (32% of Crawley's total employment)
- Just 14 companies employ more than 250 people but account for about 50% of all employment in Manor Royal. 87% of companies employ less than 50 people.
- It is one of Crawley's main commercial areas and a major contributor to the West Sussex, Gatwick Diamond and wider south-east economy.
- Crawley provides more commercial floor space than any other area in West Sussex or the Gatwick Diamond, 63% of which can be found in Manor Royal.
- Manor Royal accounts for 19% of all employment land in West Sussex and 22% of all such land in the Gatwick Diamond.
- HRH Princess Elizabeth named the Manor Royal road on 25 January 1950 and returned on 9 June 1958 as Queen to officially open Manor Royal the place, then referred to as an 'industrial estate'.
- 18,000 people commute to Manor Royal from outside the town.
- Close proximity to Gatwick Airport, the world's busiest single runway airport, the UK's second busiest business airport and only international airport in the south-east flying over 46 million passengers every year to more than 230 destinations.
- It is approx. 1 sq mile – less than 6% of all Crawley landmass.
- Gross Value Added (GVA) – a measure of productivity – is estimated at £54,900 per worker in Manor Royal, more than the average for Crawley, West Sussex or the Gatwick Diamond.

Manor Royal Business District Zonal Map



Key			
Shop	Car	Bus Stop	Public Transport
Restaurant	Convenience Store	Primary School	4 Cycle Lane
Bank	Post Office	Police Station	Footbridge
Meeting Office	Hotel	Public House	Subway
Waste Recycling Site	Park/Garden	Library	Railway

Developing the narrative

It is people who make place. Working with the Manor Royal working community, retirees and stakeholders to capture their stories, anecdotes and narratives to help in the creation of a series of art and heritage interventions which will be of lasting value, amplifying a sense of local ownership. In that context adding community narratives is not only adding a positive, informative layer to the landscape, it is about celebrating the relationship between the community and the spaces it uses.

Method

Throughout the summer 2019 we arranged a series of meetings and informal workshops with stakeholder companies, Crawley residents who work or worked at Manor Royal and at events where we initiated discussions about the past, present and future of the place.

Through a series of participatory activities, we explored the idea of sense of place as both a practical and cultural addition to the place landscape inviting participants to take part and initiate a sense of ownership. As part of this process, we encouraged participants to bring their own personal experiences of Manor Royal and to register their interest as the project progresses.

Mixing research, engagement, consultation and celebration as an iterative process, we can develop the core themes and direction that will help to inform artistic briefs for the micro-park interventions and 'in-between' spaces.

Engaging with the community and stakeholders has taken many forms which has so far included:

- Meetings with stakeholder companies who have all responded well to the project and declared an interest in being involved have included:
 - B&CE
 - Boeing
 - Elekta
 - Ezehaul
 - L3 Harris
 - Metrobus
 - Thales
 - Varian Medial Systems
 - Virgin Atlantic
 - Wellend Medical

to name a few... They have all committed to 'spreading the word' to their employees with the invitation to get in touch directly with the project team. Other meetings have included Manor Royal walks and coffee meetings.

This work continued with more 'in-house' meetings and visits arranged.

- Afternoon days at Crawley Museum and Crawley Library to meet with Crawley residents who work or have worked at Manor Royal. These afternoons worked well and potentially a good template for future engagements with the project.

We met and have since engaged with those that introduced themselves, on one occasion sitting with three retirees in a residential back garden, and with whom we continue to work.

- Manor Royal events where we introduced the project, along with the invitation to engage further and, when possible, ran some initial Manor Royal narrative exercises.

- Manor Royal Careers Expo
- Manor Royal 'Know your Neighbour'
- Manor Royal BID People Conference

- Manor Royal Matters Conference (2019) where this document was shared and launched.

- Manor Royal BID web page set up to as a signpost and virtual "home" to the project www.manorroyal.org/mystory

Manor Royal BID is seeking to collect personal stories, histories and pictures of life at Manor Royal for a heritage arts trail project for the district.

If you have a story, or material, that you would like to share, please visit and join our Facebook group at www.facebook.com/groups/ManorRoyal

Or get in touch with Richard Wolfstrome at howl@wolfi.co.uk And find out more about this exciting project at www.manorroyal.org/mystory

We'd love to hear from you.



TELL US YOUR STORIES

Manor Royal BID is seeking to collect personal stories, histories and pictures of life at Manor Royal for a heritage arts trail project for the district.

If you have a story, or material, that you would like to share, please get in touch with Richard Wolfstrome at howl@wolfi.co.uk

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We'd love to hear from you.



MANOR ROYAL BUSINESS DISTRICT CRAWLEY & GATWICK

ARTS COUNCIL ENGLAND




Richard Wolfstrome
23 May

I'm currently working on a project with Steve Sawyer at Manor Royal BID to collect personal stories, histories, pictures and so on of life at Manor Royal. If you have a story or material that you would love to tell and/or show, please do get in touch. Many thanks.

Sam Murray, Jeff Pitcher and 42 others · 11 comments

Like · Comment

View 3 more comments

Rees Hopcraft My paternal Grandfather Arthur Hopcraft worked at Lloyds Register of Shipping and my Nan Win Hopcraft worked at BOC. My maternal uncle Dave Sheppard also worked at BOC as a driver. I will try and source some photos.

Like · Reply · 20w

Tony Minihane Craig Burrell worked at Edwards High Vacuum And he liked their canteens brand of tea bags 🍵🍵🍵🍵

Like · Reply · 20w

Simon Browne Tony Minihane yeah I was in apprentice school with Craig and later on worked with him at GSK. I remember the teabag story and his demise. 🍵🍵

Like · Reply · 20w

Tony Minihane Simon he won at tribunal tho! Cost them more than a tea bag 🍵🍵

Like · Reply · 20w

View 2 more replies

Geoff N Mavis Hopcraft When I left School in 1961 I worked at Youngmas as a junior Office clerk, I worked with two gentlemen, Mr Michael and Mr Pettit. It was a bit like Grace Brothers. I made friends with Mr Pettit son Andy at Crawley Boxing Club but sadly lost touch. In 1963 L. See more

Like · Reply · 20w

- A workshop with town and district councillors who engaged well with the exercises, to the project overall and its intention.
- Joining the *Memories of Crawley* Facebook community which received a positive response to the project and has initiated dialogue.
- The invitation to get involved has also been regularly advertised and linked to on the Manor Royal and Manor Royal BID pages.

The engagement process took the form of inviting Manor Royal people to tell their stories – whether something from history or something more contemporary – it was (and continues to be) an invitation to speak of 'normal' lives with everyday occurrences with stories that speak of life and working at Manor Royal. Some snippets from the stories can be read on the following pages with some of those in full in the Appendix.

We also ran a persona exercise in which participants were invited to give a sense of how they felt about Manor Royal through metaphor. Questions such as 'If Manor Royal was a colour, what colour would it be and why?...' and other characterisations such as

shape, indigenous animal, world animal, vehicle, fictional character, car marque, smell, taste and so on were also included.

Typically a fun exercise, it can also indicate a sense of how people generally feel about a place and can also help inform the direction for the placemaking strategy.

The following pages show the top three responses to each question, collated from the various times in which the exercise was run and the full responses can be seen in the Appendix section.

One of the conclusions we can draw from the engagement process is that there is much interest in continuing the conversation as the project develops and we begin to commission artists and artworks.

A programme in which lead artists will be invited as part of the commission to continue to work with stakeholders and community will be part of the final commissioning briefs.

The following pages show the responses, so far, to the 'persona exercise' followed by some snippets of stories and anecdotes that have been sent. The full set of results and unabridged stories can be seen in the Appendix section from page 83.



Manor Royal persona The top three answers

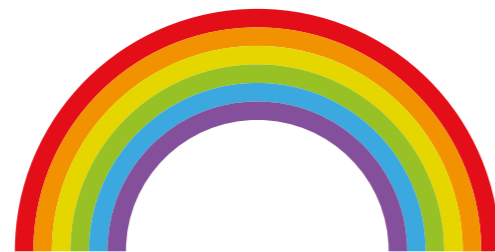
The following pages show the top three answers collated from all workshops and engagements. The list of persona questions asked were:

If Manor Royal was a (metaphor)?
What would it be and why?

1. Colour
2. Shape
3. Indigenous animal
4. World animal
5. Fictional character
6. Vehicle
7. Car marque
8. Smell
9. Taste/flavour
10. Sound

COLOUR

1 Rainbow/multicoloured



2 Blue



3 Green, red, grey



A few of the comments on why rainbow/multicoloured

Multi-businesses, multi-purposes, multi-faith, multi-transport.

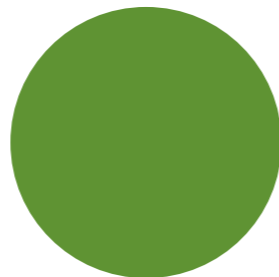
Reflects a variety of different company, built large and small.

Represents diversity – of business, activity and people.

Open to many people and variety of different businesses and opportunities.

SHAPE

1 Circle/sphere/round



2 Square



3 Wave



A few of the comments on why a circle/sphere/round

For rolling opportunities and it keeps on going.

Connectivity.

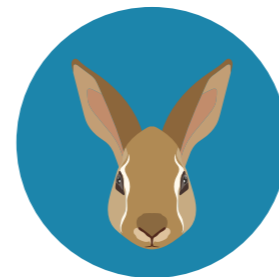
Everyone connected.

Global nature of businesses.

An area of activity, interest, or expertise; a section of society or an aspect of life distinguished and unified by a particular characteristic.

INDIGENOUS ANIMAL

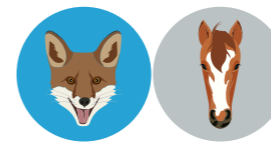
1 Rabbit



2 Squirrel



3 Fox, Horse



A few of the comments on why a rabbit

I would say the rabbit as anyone who's been walking around Manor Royal long enough knows there are rabbits everywhere!

You can 'hop' from one business to another easily.

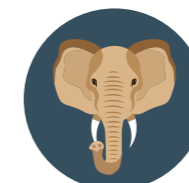
Because you see them all over the place.

WORLD ANIMAL

1 Lion



2 Elephant



3 Eagle



A few of the comments on why a lion

Proud and the town crest has a lion that represents Manor Royal.

Strong and powerful and influential.

Brave, to go anywhere.

Courageous and big thinking. Part of the pack. Pride!

Because we love Manfred the Manor Royal lion.

FICTIONAL CHARACTER

1 Superman and superheroes



2 Harry Potter and characters



A few of the comments on why a superhero

Protecting the businesses around and making a difference.

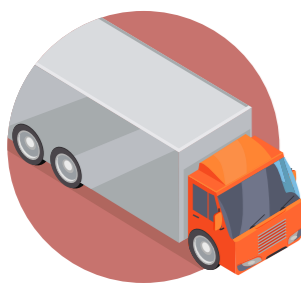
Normal man made into a strong, powerful superhero by hard work and imaginative engineering. (Ironman)

Working together to create a better community. Heroes! (Avengers)

Super place to work, great location near to motorway networks, ton centre and Gatwick Airport. (Supergirl)

VEHICLE

1 Truck/lorry



2 Plane



3 Bus



A few of the comments on why a truck and lorry

Always see trucks everywhere.

Big and sturdy transport.

Large and useful.

Lots seen in the area.

Big slow moving.

CAR MARQUE

1 Ford



2 Tesla (electric)



3 VW



A few of the comments on why Ford

The first car brand so leading the way.

Different ranges.

Because its cool.
(Ford Mexico MK II.)

Standard commuter. Vehicle you need to get here and to work! (Ford Mondeo)

Every mans car.

SMELL

1 Aircraft fuel/petrol/fumes



2 Grass



3 Nature



A few of the comments on why aircraft fuel, petrol and fumes

Traffic.

Busy and moving.

Connotations with airport.

Business of roads and airport and history.

Its history.

Near airport.

TASTE/FLAVOUR

1 Sweet



2 Spicy/coffee



A few of the comments on why sweet

Numerous makers and flavours available.
(Chocolate)

Caffeine and chocolate – what's not to like.
(Mocha Cake)

3 Savoury/fry-up



Manor Royal is sweet.
Costa coffee at Manor Royal sells lovely caramel lattes.
(Caramel)

I like it. (Vanilla)

SOUND

1 Planes



2 Industry



A few of the comments on why planes

Hear them taking off.

Power/drive.

Airport.

3 Traffic/hum



Always moving round and on a reference (propeller blades).

Energy and loud.

There is no 'right' or 'wrong' answer to these questions – it is simply meant to be fairly quick emotional response to the metaphorical question.

Answers vary and range from being quite literal to being something more abstract. So when we look at vehicle, smell and sound, for example, the answers tend to be those that are experienced literally. Whereas, answers to those such as colour, shape, world animal, fictional character become more abstract with particular attributes associated with each answer based on personal experience.

We do begin to see some themes and threads developing – mostly the answers are more utilitarian and pragmatic with a couple that speak of a real sense of pride for Manor Royal.

People generally love working at Manor Royal and the companies in which they work. They have a good sense of community with an understanding that the future for the district is ambitious for which they are in full support and willing to play a role.

Manor Royal: the weird and the wonderful

The Manor Royal persona exercise generated a lot of fun and sometimes quirky responses.

Here is a taste of some of the more unusual answers people gave when asked to think about the persona of Manor Royal.



Phoenix



Caterham 7



James Bond



Aircraft Sandwich



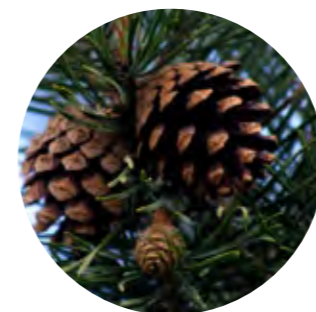
Arthur Daley



Peacock



Space Rocket



Pine Cones



Mr Bean



Chinook Helicopter



Wasp



Postman Pat



Basil Fawlty



Beans on Toast



Bilbo Baggins



Panda



Buzz Lightyear



Herbie



Push-me Pull-you



Sedan Chair



Ox



Sherlock Holmes



Coelacanth Fish



Trabant

Story snippets

Through many channels we have invited people of Manor Royal – both retired and working there now – to submit their anecdotes, stories and happenings.

They are often warm-hearted, funny and moving, bringing a sense of what lives were like past and present. A common thread is that of humour and the way in which workers ‘bantered’ and chose to see the funny side in their ‘everyday’. And then there are the stories that are more poignant – reflections on life and, maybe, the simpler things that we may all resonate with.

The stories and anecdotes reflect the lives and times of ordinary people, and in this way those reading them will often resonate on a human and sympathetic level – maybe even bringing a little reflection on the readers’ own life.

We continue to invite people to tell us their stories so that we can build up a greater sense of life and times at Manor Royal. To the right are a few snippets of those stories already received – the unabridged versions can be seen in the Appendix section from page 83.

Coming up was amazing. It was only then that I realised what a beautiful morning it was, a warm breeze from the south, not a cloud in the sky and quiet. The car park was empty except for her motorcycle, the low wall surrounding it was painted white and the floor was not tarmac but more like those ‘white ‘ roads that we sometimes see. Looking around I could see how well designed this industrial estate was, factories with lots of space around them. A modernist ‘international style’ architecture. The white squares of the French, the white walls and terracotta curves of the Italians. The elevated viewpoint was !so important! A few minutes later we said goodbye and went our separate ways.

Tim

There used to be a shop in Tinsley Green Lane a bit further along from the social clubs, it is a house now, a lot of people used to go along to get lunch, a paper or other bits. On the old Rediffusion site there was a large tall building to take the simulators, affectionately known as the “Elephant House”. The social club was regularly frequented at lunchtimes and for evening events, there was pool table and also many friendly football matches were played on the pitch behind. We did once attempt to have a departmental picnic in Crawters Brook, at the time it was not landscaped as now but very overgrown and it was a challenge avoiding the stinging nettles and being bitten by bugs.

Susan

Developing the narrative

My six weeks of factory work taught me one thing – how unutterably dull factory work could be and how we all lived for the hooter sounding the next break or the finish of work. There was certainly camaraderie and a degree of banter among the workers, but many of the jobs involved sitting alone at an individual machine. The one redeeming feature (other than the weekly pay packet) was the Tannoy. It was 1964 and Britain had just discovered Tamla Motown. Mary Wells’ *My guy*, and the Supremes’ *Where did our love go?* together with early Beatles hits were constantly being played.

David

When it was hot at Stone Chance we opened the windows and so did the factory opposite that made condoms... lines of women testing them was a sight to see

Stone Chance had big works picnics and one time had a charity football match. One side had the England captain heading it up and the other side had a young actor with fabulous legs... Sean Connery... I was checking out the bassist in the New City Jazzmen – dated him for a while, nice guy.

Janet

One time, not long after I started, someone convinced Bill I was a theatre student rehearsing for a musical. I went along with it. Not sure why. I was new and wanted to be liked. It got a bit out of hand and Bill was quite excited about coming to see me perform in Horsham. Eventually we had to tell Bill it was a hoax but I reckon he may have worked it out for himself when I performed a number from the musical *Evita* in David Essex-style from the top of the stores. It wasn’t great and I’ve never since been asked to sing.

Steve

Art and heritage trail: the design intention

The intention is to create a well-connected series of micro-parks that are connected with in-between space interventions to create a cohesive Manor Royal art and heritage trail experience.

Places that will give people that work at Manor Royal and visitors an opportunity to be in the outdoors – to sit and have meetings, to relax, to socialise, to experience the outside and engage with public art, and to learn more about the history and the people of Manor Royal.

Interventions may take many and in some cases surprising forms – from installations that could be seating, lighting, embedded groundworks, sculpture and sculptural elements and play for example.

Although each site will be treated as an individual space, each will be designed and considered to be one part of the overall scheme, so will have continuity and congruence with each of the other locations and interventions, including those that will appear in the trail 'in-between' spaces. Each artist brief will seek to develop ideas congruent to the over-arching *Arts and Heritage Trail* scheme and will respond directly to the nature, heritage and use of the site to deliver a surprising and informative narrative.

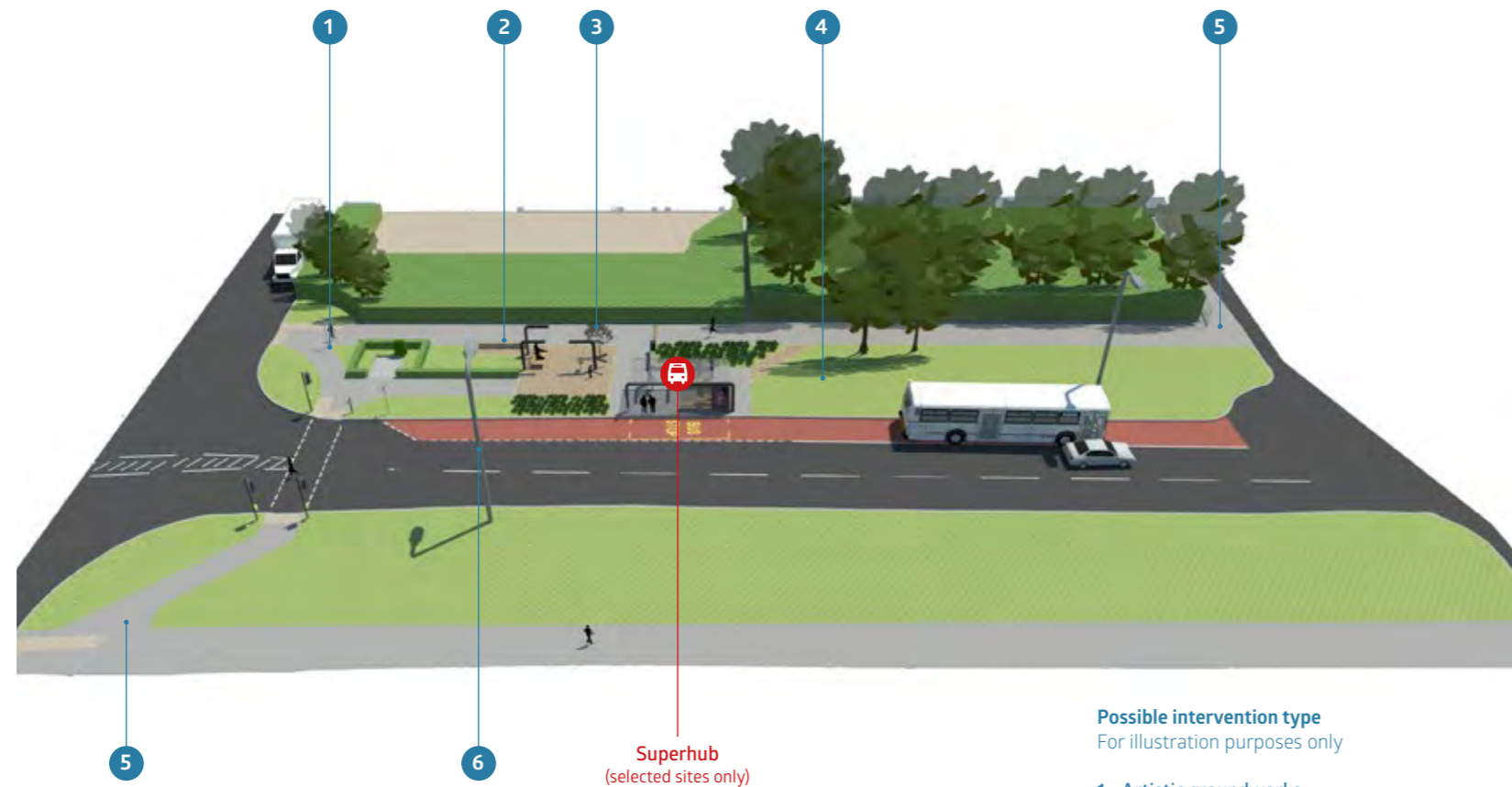


Illustration courtesy of Allen Scott Landscape Architecture

Possible intervention type For illustration purposes only

1. Artistic groundworks
2. Artistic seating
3. Sculpture
4. Narrative artwork
5. 'In-between' trails
6. Artistic lighting

(image examples next page)

Examples of artistic interventions



1. **Artistic groundworks:** robust materials can be used to create artistic surfaces that tell of Manor Royal heritage and people stories.



2. **Artistic seating:** rather than an 'off-the-shelf' approach, seating can be artistically designed and may form part of a commission piece.



3. **Sculpture:** for drama and larger spaces using Manor Royal materials and themes. May also function and act as shelter.



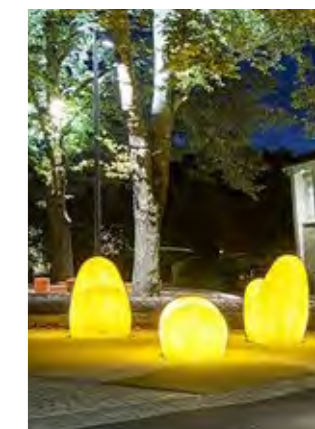
4. **Narrative artwork:** embedding stories and narratives onto sculptural, groundwork and landscape surfaces to tell the Manor Royal story.



5. **'In-between' trail interventions:** embedding robust and sincere artworks around the district with specific place references, and to help direct the wayfaring narrative trail.



6. **Artistic lighting:** interventions that will have practical use such as lighting would bring a fun and engaging element to the scheme.



Arts and heritage trail: the sites

The public art and heritage trail strategy seeks to integrate seamlessly into the planned development of micro-parks around the Manor Royal Business District. Each location is one part of a series of connected micro-parks to form a trail around Manor Royal based on the heritage and story of the place and its people.

The micro-park locations are dispersed around the Manor Royal district. The micro-parks vary in size and shape and are therefore likely to require different budgets which respond accordingly.

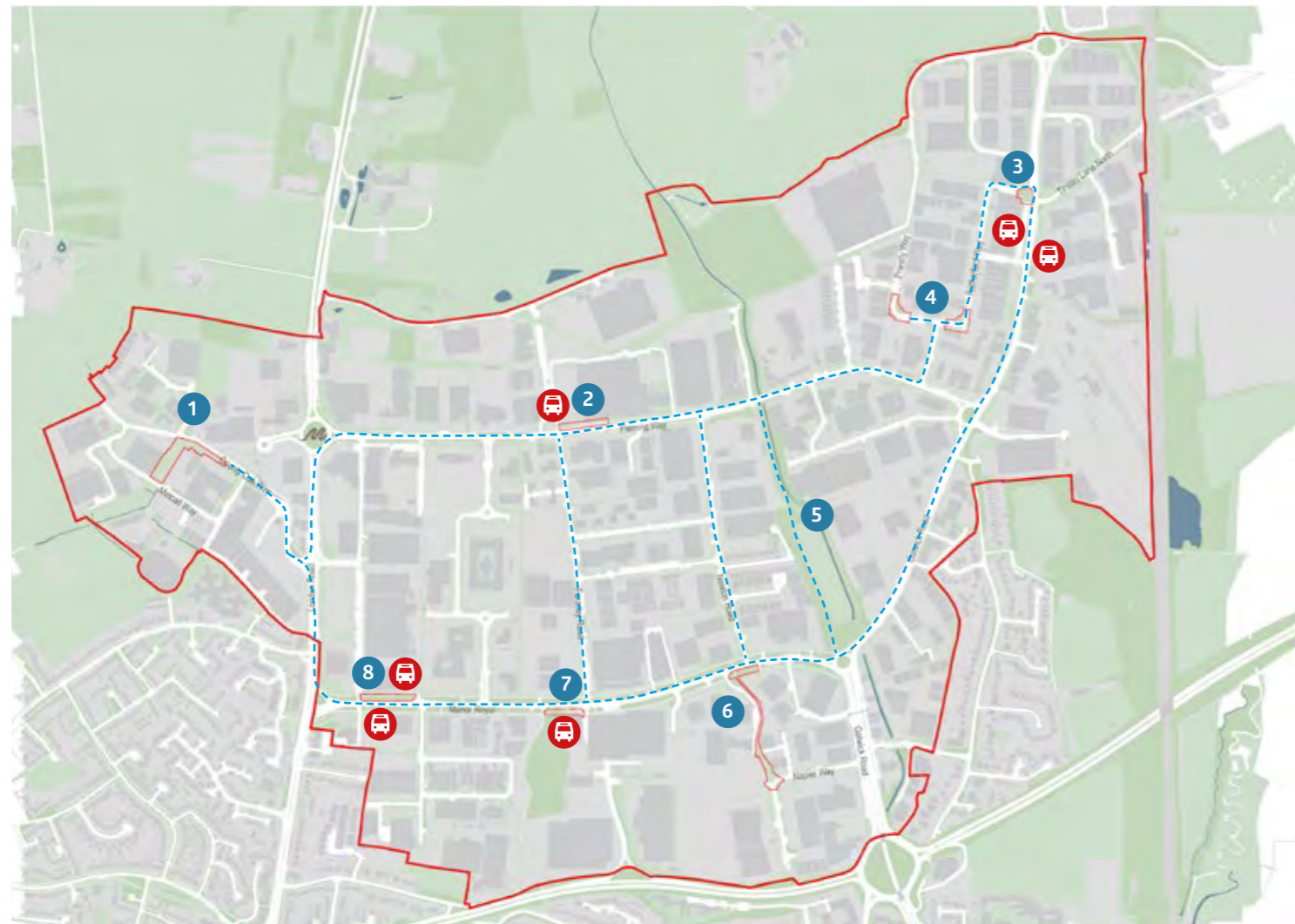
Types of works, for each site, may need to be considered for how the artwork is integrated, to appropriateness and consistency with the developing palette of materials being used in the public realm.

'In-between' spaces and interventions will respond strategically to key locations around the district and will seek to be robust and cost-effective with maximum engagement and impact.

There is quite clearly a circular trail route, indicated by blue dash line on the map, joining each of the micro-park sites. Subsidiary wayfaring trails might also be considered through Crawter's Brook and along Newton and Faraday Roads.



Maps courtesy of
Allen Scott Landscape
Architecture



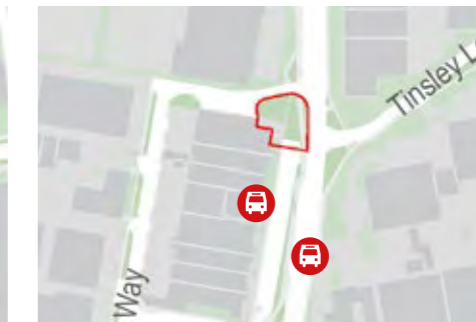
*I haven't been everywhere...
but it's on my list. Susan Sontag*



1. Metcalf Way – County Oak Way



2. Fleming Way



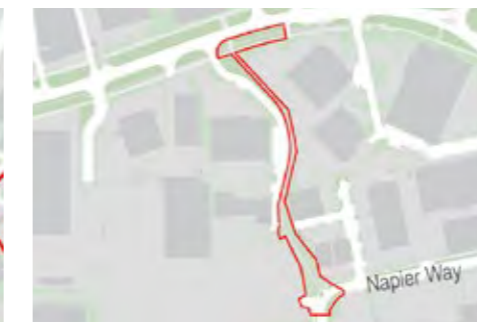
3. Rutherford Way – Gatwick Road



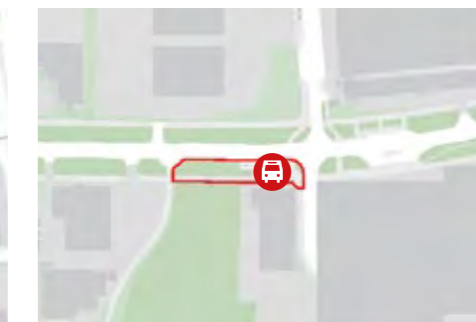
4. Priestley Way – Rutherford Way



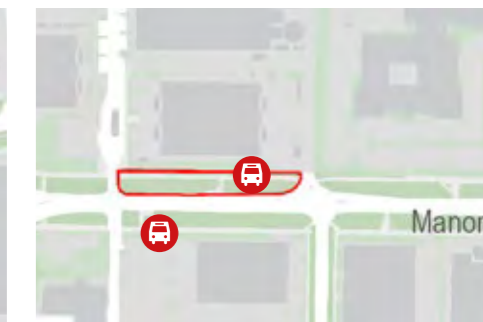
5. Crawter's Brook



6. Woolborough Lane cycle- walk-way



7. Manor Royal Central



8. Manor Royal West

1. Metcalf Way – County Oak Way



The Metcalf Way – County Oak Way micro-park site sits to the west of Manor Royal.

A section of green space with a pathway aligned with trees comes onto County Oak Way, as a 'dog-leg', which is tree-lined and road-side. Prominent landmarks around this site include Basepoint Business Centre and County Oak Retail Park.

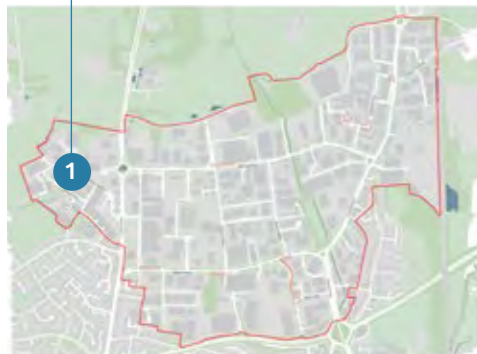
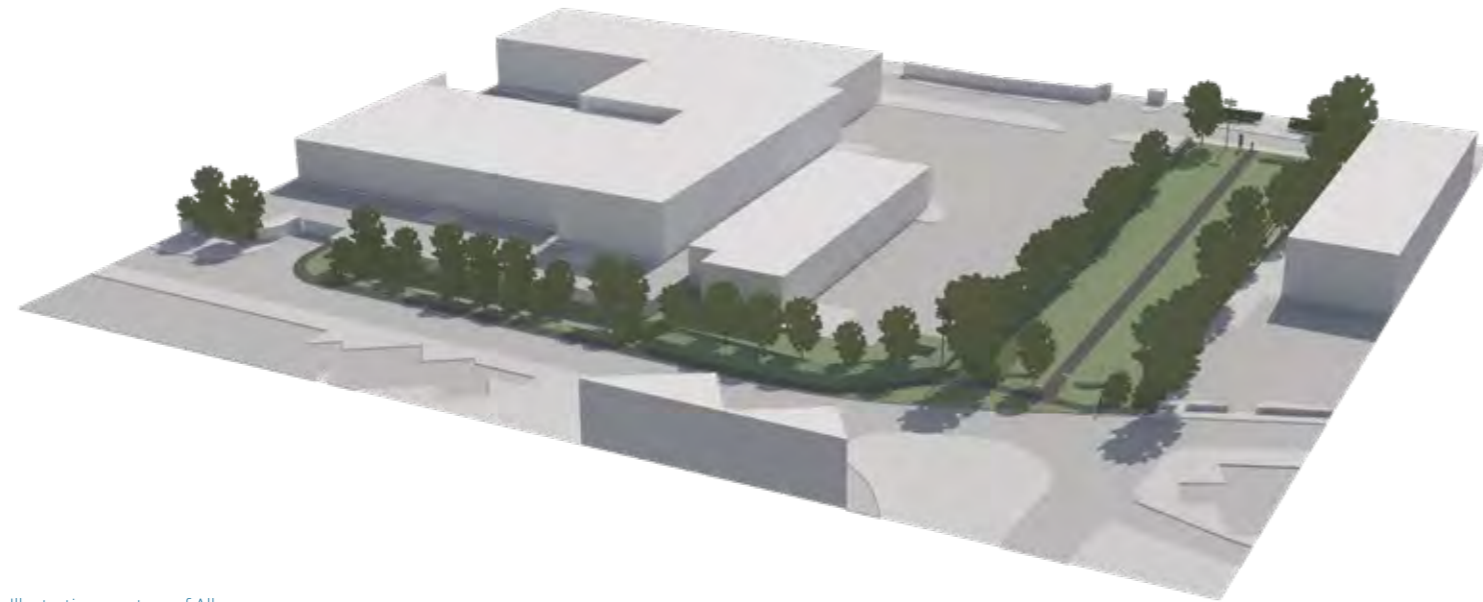


Illustration courtesy of Allen Scott Landscape Architecture



The connection between Metcalf Way and County Oak Way provides a useful off-road pedestrian/cycle/bridleway link.

The intention is to maintain ease of access through this open space whilst providing areas of seating and community for use of local businesses and visitors.

An opportunity to provide a space for education and engagement with nature, themes of ecology and wildlife should have an influence on the design.

Metcalf Way has the potential for large sculptural interventions, earthwork designs, artistic lighting and artworks that also function as furniture.

Considerations

- Creating areas for public seating and informal gatherings
- Providing spaces that encourage informal sports, play and activity for the local business community
- Accessibility to adjoining properties
- Bridle way and cycle-way connections
- Existing vegetation and ecology



Memory Line, Clear Paddock Creek, Sydney (Studio TCS)



Fallen Tree Bench (Benjamin Graindorge)



Starpath – glow-in-the-dark pathway (Pro-Teq)

2. Fleming Way



The Fleming Way site sits directly outside the Virgin Atlantic global training centre, called The Base.

This site has been selected as a Superhub location; a bus stop with enhanced infrastructure such as seating, shelter, free wifi, digital media, USB charging points and digital information. Not just a shelter, it is also about enhancing ease of movement to and from the shelter through new or improved footpaths.



The site now occupied by Virgin Atlantic used to be home to Upjohn – a pharmaceutical company who moved to Manor Royal in the 1950s. Upjohn closed in the 1990s and Virgin re-opened the site as a training centre in 1999. Inside the building, where pharmaceuticals used to be manufactured are now various classrooms, offices and hulls of 747s and other aircraft for training purposes. Some internal shots for movies

have been shot here including scenes for James Bond films.

More or less opposite is the home of Vent Axia who also moved here in the 1950s and one of Manor Royal's original companies. Next door is CAE who use flight simulators to train commercial airline pilots.



Illustrations courtesy of Allen Scott Landscape Architecture

The intention is to create a hub of activity and engagement through this open space whilst providing areas of seating and community for use of local businesses and Manor Royal visitors.

Considerations

- Creating areas for public seating and informal gatherings
- Create sense of wellbeing by encouraging use of outdoors
- Travel, information, commuter and transport hub
- Art engagement



Superhub visualisation

Fleming Way has the potential for sculptural interventions (that may add shelter), groundwork designs, artistic lighting and artworks that also function as furniture.



The Red Folding Paper, Greenway, China

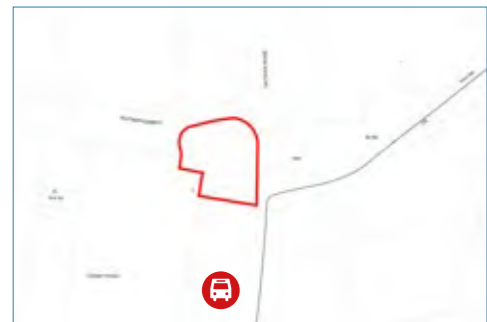


A Place of Landings, Kings Hill (Richard Wolfstrom)



BenchMark C, Spuiplein, Den Haag (Sebastien Wierinck)

3. Rutherford Way – Gatwick Road



A designated Superhub location, this site is on the main road running through Manor Royal to and from Gatwick Airport. The parade consists of a number of different businesses from food outlets, to motorcycle showrooms. The actual units are among some of the oldest original buildings still standing. To the rear of the parade are some of the 'barrel-vaulted' standard factory buildings

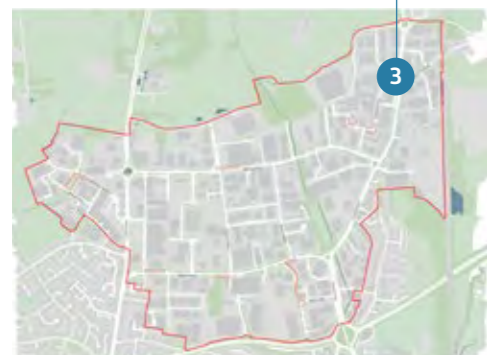
of the original new town development corporation design. The building opposite is now a residential block, formerly home to Spirent Communications where the owner named a room after Joan Collins, who he was a big fan of. The Gatwick School is located to the north of the residential block (a former APV building).

Considerations

- Creating areas for public seating and informal gatherings
- Create sense of wellbeing by encouraging use of outdoors
- Travel, information, commuter and transport hub
- Existing mature trees within the site present constraints and opportunities
- Art engagement



Illustrations courtesy of Allen Scott Landscape Architecture



Rutherford Way has the potential for sculptural interventions, groundwork designs, artistic lighting, bike racks due to proximity to parade and artworks that also function as furniture.

Superhub visualisation



Gatwick Parade then and now



41 Places (Richard Wolfstrome)



Artistic bike rack



Sculptural lighting

4. Priestley Way – Rutherford Way



Two small green space sites make up the Priestley Way – Rutherford Way micro-park. These two sites will be treated as a single project and the artistic intervention will need to 'join-up' both green spaces.

The intention is to transform the corners currently laid to grass into small pocket parks with seating and bins.

Considerations

- Creating areas for public seating and informal gatherings
- Create sense of wellbeing by encouraging use of outdoors
- Art engagement

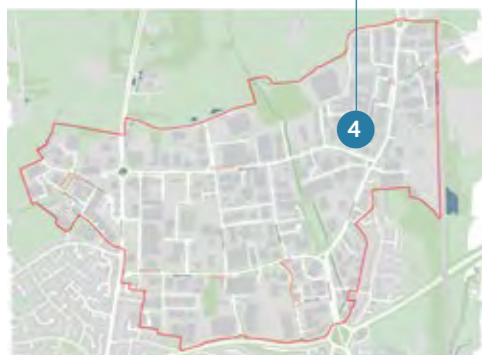


Illustration courtesy of Allen Scott Landscape Architecture

Priestley Way has the potential for sculptural interventions, groundwork designs, artistic lighting and artworks that also function as furniture.



Street Chandelier (Werner Reiterer)



Chapel of the Holy Spirit (Sasaki Associates)



Chesapeake Bay, Ontario (Rhodeside and Harwell)

5. Crawter's Brook



Crawter's Brook was transformed by the Manor Royal BID into the *People's Park* in 2014. A five-acre site providing respite for employees and visitors in the heart of Manor Royal, as well as a quiet route for pedestrians and cyclists between Manor Royal and Fleming Way.

It serves as flood alleviation pond for the River Mole and is a haven for wildlife. Hidden in the middle of the park is a small path running east-west with old lamp posts retained along the path that used to connect sites that Thales had on either side. The lights have been retained but no longer work to create Manor Royal's very own 'Narnia'. Along the length of one side of the path in the south wood are concrete posts where a fence used to run forming the previous boundary of commercial units.

Archaeological investigations reveal a buried bridge structure within the sunken attenuation area. Made from flat planks, posts and brushwood the bridge could date to the Middle Ages or earlier. The trees themselves are protected and were formerly part of the Manor Farm estate.

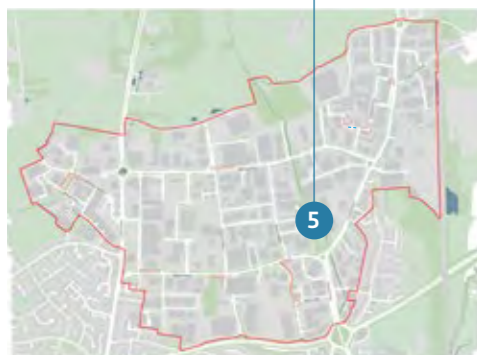


Illustration courtesy of Allen Scott Landscape Architecture

To the east of the site is L3 Harris who make flight simulators and train pilots. They officially opened the site in 2019 but there is a long history of flight simulation at this location as this is the original site of Thales and its predecessors. The South East Coast Ambulance Service also have a site to the east.

The *People's Park* boasts a boardwalk, decking area, cycle paths, seating and picnic benches, providing plenty of space to think, work and play. Additional landscaping and a 'wildlife partnership' means that the ecological value of the site will be enhanced on an ongoing basis.

Considerations

- Creating areas for public seating, walks and informal gatherings
- Pedestrian and cycle-way connections
- Engagement with art and ecology
- Create sense of wellbeing by encouraging use of outdoors



Crawter's Brook has the potential for sculptural interventions, groundwork designs, artistic lighting and artworks that have environmental, wildlife and ecological themes.



Water Falls, Sydney Park stormwater harvesting (Studio TCS)

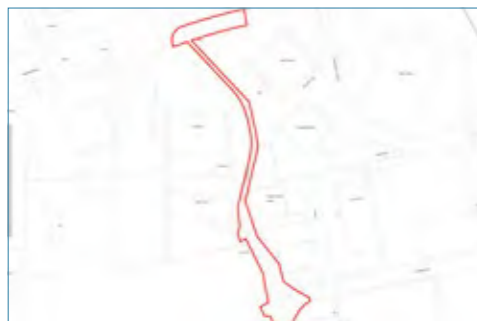


Crawley Library (Gordon Young/Why Not Associates)

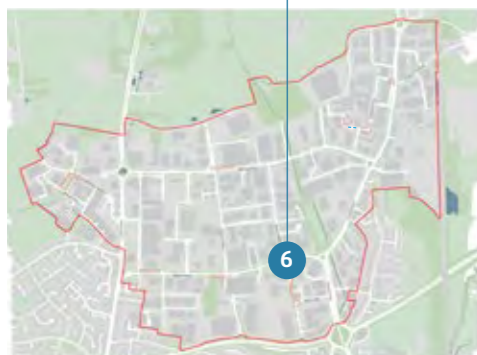


Brockholes Nature Reserve (Lucy Galloway Design)

6. Woolborough Lane cycle- walk-way



Woolborough Lane is an important movement corridor for both cycling and walking. However, the current physical environment is not inviting and in some places considered unsafe. A micro-park will bring clearer sight lines along the cycleway and will address desire lines of movement.



This location used to be at the boundary of the original defined Manor Royal area with the southern part serving as a residential area, long since replaced with larger factory and warehouse units. Nearby is Varian, a medical device company who specialise in the treatment of cancer. Formerly called TEM, they have occupied the site since 1955 and are one of Manor Royal's earliest tenants.



Along with flight simulation, the design and manufacture of medical devices are two industries the area has had a long association with. This site also serves as a crucial pedestrian and cycle link and forms part of the national cycle route 21 that connects London to Paris for the adventurous cyclist.



Illustration courtesy of Allen Scott Landscape Architecture

Considerations

- Creating areas for public seating and informal gatherings
- Connectivity
- Pedestrian and cycle-way connections
- Existing vegetation and ecology
- Art and narrative trail engagement
- Climate adaption public art
- Sustainable drainage plan



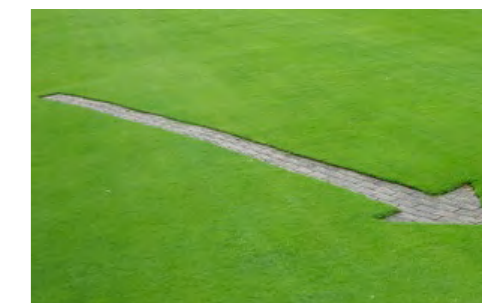
Woolborough Lane cycle- and walk-way has the potential for groundwork designs, artistic lighting, climate adaption public art and artworks that also function as trail wayfaring.



A Place of Landings, Kings Hill (Richard Wolfstrome)

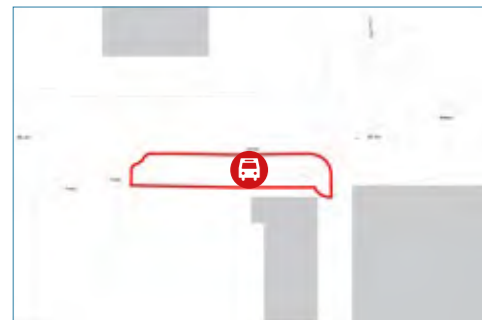


Wind Forest generates green power (Dalziel + Scullion, Qmulus Ltd., Yeadon Space Agency, ZM Architecture)



Stone arrow in grass

7. Manor Royal Central



This site has been selected as a Superhub location and is located at the very centre of Manor Royal and the road that lends its name to the Business District. The road was named in 1950 by Queen Elizabeth II (then the Princess Royal).

Nearby is Magpie Wood. This is a protected woodland area and serves as a reminder of the original Manor Farm estate – the trees

were here long before Manor Royal became a business area. The trees lining the Manor Royal road itself were planted by the Development Corporation to create a 'boulevard' feel, hence the wide verges and generous green space.

Manor Royal is one of the few roads in the Business District not to be named after a famous scientist.

The rear of the site is now home to Digital Realty – a data centre to support our IT and cloud computing needs. It's a very secure 30-acre site and the largest single site in Manor Royal. It was one of the original sites planned and developed by the Development Corporation.

The first occupier was Vitamins Limited and the site continued its association with

pharmaceutical production up until GlaxoSmithKline (previously Beechams and Smithkline Beechams) closed the site in 2009.

It's a good example of the changes Manor Royal has undergone as the economy has changed. Opposite the site is the Harwoods Jaguar Landrover site, which used to be home to one of Manor Royal's other original New Town companies – Edwards.

Close by is the Crawley Business Quarter. This was a joint venture between Vanson Developments and Richard Branson back in the 80s when they bought the 17 acre site to create an office campus environment in the heart of Manor Royal. Virgin Atlantic made it there HQ in 1997 and they are still there today.

Considerations

- Creating areas for public seating and informal gatherings
- Create sense of wellbeing by encouraging use of outdoors
- Travel, information, commuter and transport hub
- Art and trail engagement



Superhub visualisation



Manor Royal Central has the potential for sculptural interventions, groundwork designs, artistic lighting and artworks that also function as seating and furniture.



Artistic seating



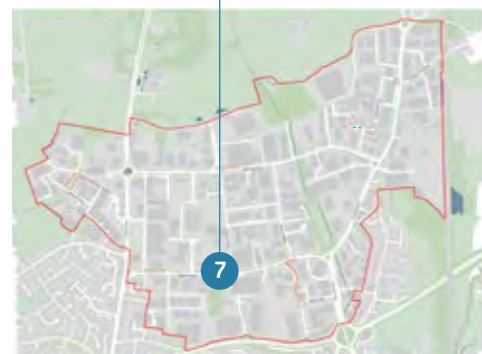
Marsa Plaza, Oman (AF)



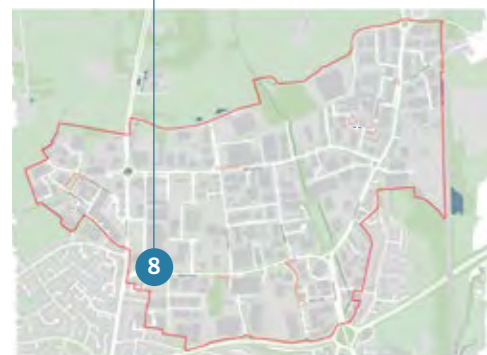
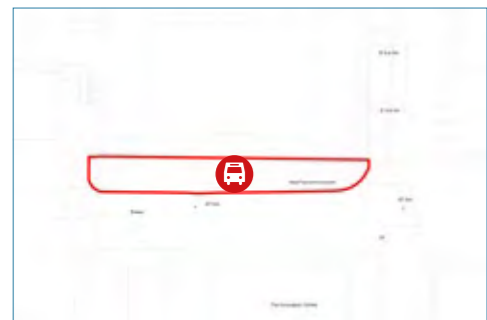
Another Place, Crosby Beach, UK (Antony Gormley)



Illustrations courtesy of Allen Scott Landscape Architecture



8. Manor Royal West – Gateway 2



This site has been selected as a Superhub location; a bus stop with enhanced infrastructure such as seating, shelter, free wifi, digital media, USB charging points and digital information. Not just a shelter, it is also about enhancing ease of movement to and from the shelter through new or improved footpaths.

This area is referred to as Gateway 2 and one of the four main entry points to Manor Royal. The site is near to Thales UK – a simulation and defence company and one of Manor Royal's longest resident companies, albeit by a different name. They are also one of Manor Royal's largest employers.

Mullards, later MEL, moved to the area in 1960 and occupied this important gateway site which was home to Manor Royal's last tall chimney before it had to make way to the more modern, hi-tech Thales site in 2009.

Opposite is The Terrace Pocket Park and next to it is B&CE (Building and Civil Engineering Holidays Scheme Management Limited), now the providers of The People's Pension. B&CE moved here from Fulham in 1962. At the time the original building, now demolished and



Illustrations courtesy of Allen Scott Landscape Architecture

Manor Royal West has the potential for sculptural interventions, groundwork designs, artistic lighting and artworks that also function as furniture.

replaced, was described as a 'gleaming palace' with a canteen, social room and dancefloor and Crawley's tallest office building of the day. In the 1960s 70% of the workforce were female who were made to wear rubber caps on their stiletto shoes to prevent damage to the highly polished parquet floors.



Considerations

- Creating areas for public seating and informal gatherings
- Create sense of wellbeing by encouraging use of outdoors
- Travel, information, commuter and transport hub
- Art and trail engagement



Superhub visualisation



Alcobendas, Madrid (Liam Gillick)

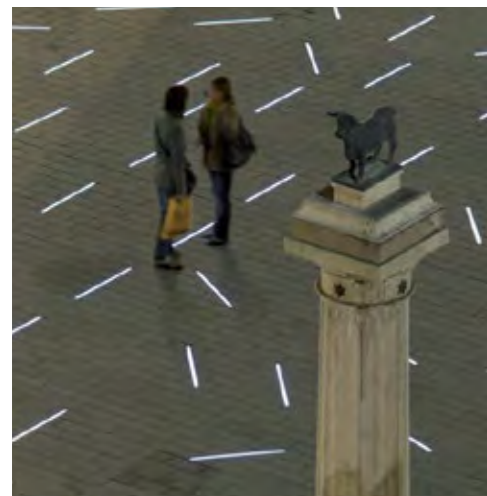


Ishøj Station (ÅF)



Wavy 'Manor Royal' seating

Supplementary inspirational images that demonstrate a range of large and small high quality artistic interventions around the world



Groundworks lighting



The Greenway Platform (Threshold)



Narrative station seating



Body & Soul in Harmony, Hamburg (Birgitta Weimer)



Iidabashi Plano, Tokyo (Earthscape)



Urban Reef, Vancouver (Kaz Bremner, Jeremiah Deutscher)



Embedded leaves, Teeside



Wiibroe Square (ÅF)



Yorkshire Sculpture Park (Gordon Young/Why Not Assoc.)



An old Geneva square (2b Architects)



A Place of Landings, Kings Hill (Richard Wolfstrome)



Typewriter Bench



Colourful Crossing, London (Camille Walala)



7 Stanes (Gordon Young, Why Not Associates)



Fingermaze, Hove Park (Chris Drury)



Solar Tree (Ross Lovegrove)

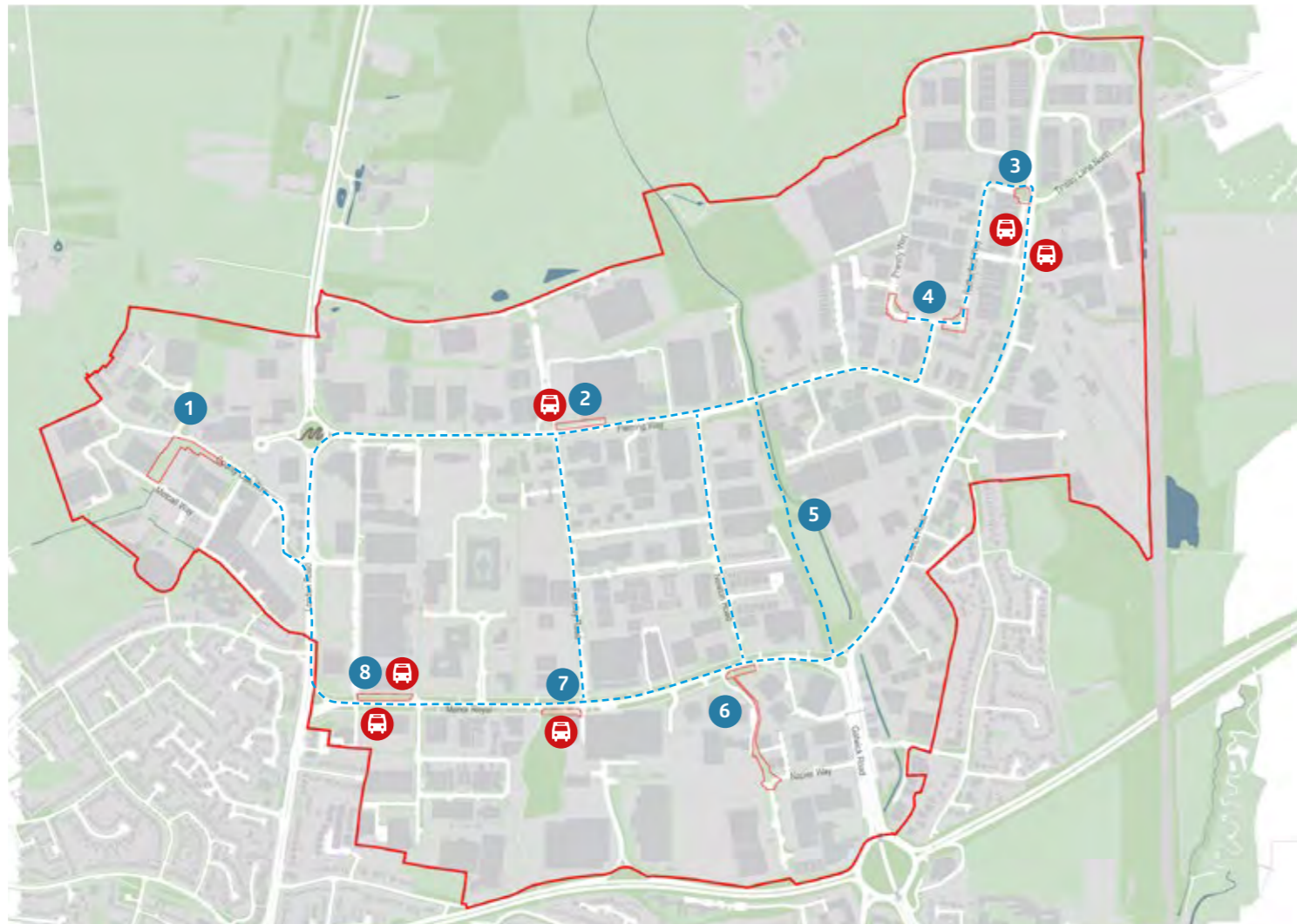
The 'in-between' places

Moving around Manor Royal, as a pedestrian or cyclist, and connecting the micro-parks through narrative wayfaring trails will also be a consideration, as part of the overall scheme, to implement artistic interventions around the business district.

The linking of micro-park sites can be seen clearly as a circular route on the adjacent map - indicated as a blue dash line - with supplementary trails going north-south along Crawter's Brook, Newton and Faraday Roads.

Smaller design interventions making-up the trails, which may have wayfaring directions to each of the micro-park sites, will be artistic interpretations of site-specific heritage and narrative drawing the viewer along an experiential walk or cycle of surprise and discovery.

Key nodes and junctions will be considered to maximise the experience and an opportunity to investigate solutions for locations where desire lines have been created by people persistently cutting across land and grassways resulting in erosion. The intention is to design and create interventions that will make these locations more attractive and engaging with robust and sincere art.



Superhub

"Desire lines appear where people repeatedly choose to walk, and usually signify, a route from A to B that is quicker or more easily navigated than the formal path" Lesley Malone

The 'in-between' places

Desire lines have been created by eroding landscape throughout Manor Royal



Narrative trails around Manor Royal will seek to be a series of engaging interventions which are sympathetic to the landscape design as

well as delivering works that have consistency with the developing palette of materials being used in the public realm.

The strategy plans to create a well-connected network of walking and cycling trails across Manor Royal with opportunities for information, wayfinding, interpretation and art.

Designs will seek to develop ideas that are congruent to the over-arching *Arts and Heritage Trail* scheme and will respond directly to the nature, heritage and use of each dedicated site to deliver a surprising and informative narrative.



A Place of Landings, Kings Hill (Richard Wolfstrom)



High Line, New York (Pentagram)



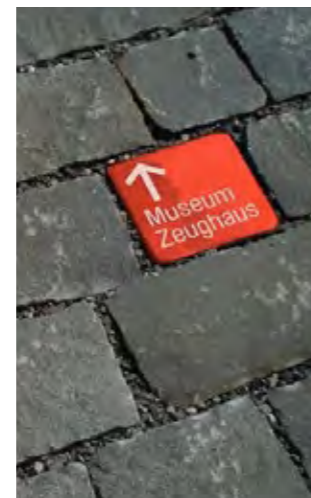
Pitt Street Mall (Tony Caro Architecture)



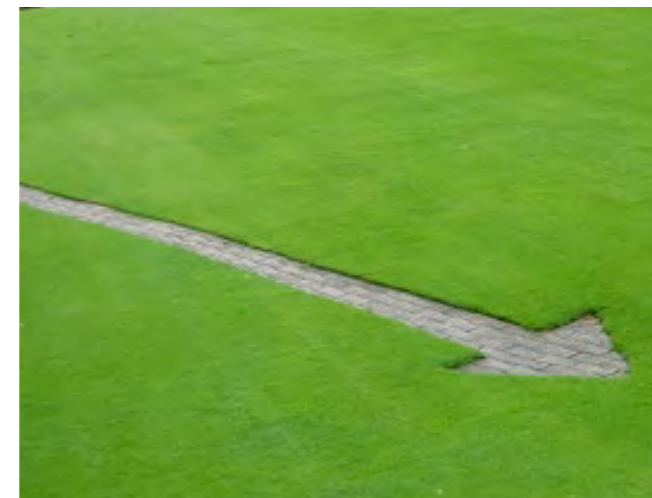
A Place of Landings, Kings Hill (Richard Wolfstrom)



Park lampost signage



Small ground intervention



Stone arrow in grass

Digital

Supplementing the 'real-world' experience with a Manor Royal mobile app may be an excellent addition to the narrative trails and heritage artworks.

An app that would describe the history of Manor Royal along with wayfinding maps, trails, narratives, connections with the interventions. Options to build communities through social networks and photography could also be an app experience.

The app could present material that is streamed (when connected) – video, pictures, voice-overs and/or contain content that has been previously downloaded.

An overall map of Manor Royal along with augmented reality technology will allow the user to experience additional wayfaring content e.g. holding mobile device up to a specific view, the app shows a timeline selection which allows the user to see the same view through images/film of the location throughout its history. People's own stories and other information could also be included as links.



Next steps



The public art and heritage trail strategy seeks to integrate seamlessly into the planned development of micro-parks around the Manor Royal Business District. Each location is one part of a series of connected micro-parks to form a trail around Manor Royal based on the heritage and story of the place and its people.

The micro-park, or 'pocket park', locations have been determined in *The Projects Pack* as green spaces which can be improved to create more usable public places for the community and to encourage more use of the outdoors in Manor Royal. Each location would seek to have a place specific artwork installed which will be congruent to the landscape design. Artworks will seek to be sympathetic to the landscape design as well as delivering works that have consistency with the developing palette of materials being used in the public realm.

The 'in-between' spaces – pathways, roads and junctions – will also be investigated for smaller interventions that will seek to 'join-up' the micro-parks rather like breadcrumb trails. Where there are currently worn-out grass verge areas and/or where people have been short-cutting across paths to create natural desire lines, we may look at how these areas can be regenerated with trail artworks.

The art and heritage trail programme will continue to engage with Manor Royal stakeholders and the wider community to harvest historical and contemporary narratives to support the artwork themes, so that the interventions are unique to the place and cannot be located in another, making them an important way of connecting on a deeper level to Manor Royal.

It is proposed that each micro-park should commission a lead artist who will continue to work with Manor Royal communities to develop a site-specific piece.

Each artist brief should include:

- project vision,
- site information
- site parameters: scope and scale of the artwork, key viewpoints, audience, and restrictions,
- collaborations: explanation on how the artist will be expected to work with the design team and the community,
- historical and contextual information – what companies and histories might be specifically be associated with a micro-park site,
- budget information,
- timescales,
- maintenance and management.

Next steps

The selection process

Artists and designers will be informed of the opportunities through a public art call for *Expressions of Interest* from which a designated number will be short-listed for review.

A typical plan is as follows:

1. Call for *Expressions of Interest*: using all communication channels – social media and mailing lists – along with informing arts groups and organisations. The arts officers on the local council are also likely to have a database of artists for such 'call-outs'. At this stage we do not ask for, or expect, visual ideas, only an approach and portfolio of work. However, it is not uncommon for artists to start to develop ideas.
2. A judging panel, that would likely include Manor Royal BID, the design team, council planning officer, councillor(s), arts officer (council), Arts Council representative, community member(s) and stakeholders will short-list the expressions of interest to an agreed number of artists – typically 3-4 – to take to the next stage.
3. Each of the short-listed are then given time to work-up their idea for which a small fee should be paid.

4. On a designated date each of the short-listed present their idea in more detail to the judging panel who will then agree to whom the commission should be awarded to.

Due to the number of micro-parks proposed a robust schedule needs to be determined and on whether the commissions are all done at the same time or as a staggered process.

The design process

On commission and working with the design team, the lead artist will further develop their idea(s) for the micro-park site. They will work with Manor Royal community, past and present, to collaborate on the themes and direction of the narrative of the artwork that will be specific to Manor Royal.

These narratives will contribute to embedding the uniqueness of Manor Royal within the built environment through the design of the artworks.

The lead artist will work in collaboration with the design team to appoint fabricators to develop and deliver their artwork. The appointed fabricators will deliver and install the artwork to building standards and safety.





Setting out the briefs

As each micro-park develops in design, artistic and design interventions will be considered alongside the intention of the space. Questions on scale, material, integration with the built environment, potential themes, immediate locale and so on will be developed in response to the specific micro-park. This template will be used across each of the micro-parks from which a budget will be allocated for the artist and their works, which should include installation and a maintenance plan if necessary. The briefs will give clear instruction on the intention of each space and will also allow each artist the freedom to develop their work on the landscape canvas.

People like working at Manor Royal. There is a joy in telling a story and of a memory. The working community are excited by the prospect of the micro-park project and its intention to create more usable public green space around the district.

With the opportunity to bring a greater sense of wellbeing through the opportunity of 'getting outside' the artworks and trails should encourage moments of being out, of reflection and 'time-out'.

Moments of surprise, resonance, learning and of sharing will make the interventions engaging and connected.

Each micro-park will have around it a history – a history of manufacture, of service and of people and their lives at Manor Royal. We will be seeking to create artworks that speak of the specific locale – whether historical or contemporary – as artwork that not only reflects Manor Royal, it also communicates something of it's own micro-park parameter.

Artistic interventions want to be bold, robust and surprising to reflect the industrial nature of Manor Royal. They may be inspired by the manufacture of parts for the aeronautical industry for example or take a more human-centric story approach.

They will be well-considered for design and fabrication, and appropriate for the space in which they will be designed for.



The artist's brief

Each micro-park location will have its own brief which will respond specifically to the location and the landscape design. Each location is one part of a series of connected micro-parks to form a trail around Manor Royal based on the heritage and story of the place and its people.

Each brief will follow this template:

Title

Public art for micro-park at (Metcalf Way) Manor Royal

Introduction

An experienced artist is being sought to deliver a public art project at Metcalf Way – a community outdoor micro-park space at Manor Royal Business District in Crawley. We are seeking an artist to create a meaningful interpretative design in the public realm that is complementary to the landscape and the following pages outline the project scope to which your submission should respond to.

Brief history of the site and Manor Royal

Manor Royal is a large business district in the town of Crawley in West Sussex, England. Located north of the town near to London Gatwick airport, the district is devoted to light industry and offices and was designed for industry as part of the Crawley new town project. Crawley has long been associated with trade and industry which from 1946 developed as a major economic initiative.

The vision for the new town was bold and one that was to set the context for Manor Royal's rise from little more than a field as part of a rich landowner's estate to an official royal naming and now a major driver in the south east economy. As part of the Crawley new town masterplan vision it was designated the agricultural land to the north of the town to be the main employment zone and for it to be "an industrial area superior to any in the country".

Considered an excellent location with high standards the intention was to attract businesses on the basis of the quality of the new developing industrial estate. Spacious and well-landscaped with room to expand provided ideal conditions and attracted many large firms to the area. With the emphasis on traditional manufacturing the plan was to create a balanced economy with large and small factories built alongside one another.

With its attractive business offer and its range of quality purpose built premises Manor Royal became the headquarters for many large industrial and manufacturing companies who in turn attracted their own workforce with the tempting offer of new local modern housing and a higher standard of living.

Manor Royal has always been able to adapt to change – from a traditional manufacturing base, Manor Royal has evolved to offer a location for a wide range of diverse business types and sizes. Old factories and out-of-date buildings have made way for a diverse range of modern buildings and infrastructure to cater for the diverse mix of uses to accommodate modern day and technological use making every-day working environments more desirable.

Manor Royal has grown to a size that has well exceeded original expectations which reflects on how important a business district Manor Royal has become. The original new town masterplan anticipated that Manor Royal would provide quality jobs for about 8,000 workers. By the mid-1960s this number had been more than doubled and today, 60 years on, Manor Royal is the largest business district in the south-east and is home to around 30,000 jobs.

Manor Royal throughout its history has been a major location for innovative and technology-driven industries including those involved with flight simulation – domestic and military – medical systems, security, foods, aviation and air travel.

Next steps

From its very beginning when it began by developing agricultural fields it has now become home to some of the area's, and country's, largest and most prestigious employers.

About the tender

We are seeking an experienced artist to work with us to produce an artwork to be installed on the (Metcalf Way) micro-park at Manor Royal. (Situated between County Oak way and Metcalf way, the micro-park is formed in an 'L' cape comprising of a green strip of land and partly running alongside a road).

Because of the prominence of an artwork it will need to be appropriate and sensitive to the location and we are looking for something that has narrative meaning to the area. The area around (Metcalf Way)... (specific notes on the site area).

Manor Royal has undergone a series of business stakeholder and community engagements to invite people that work, or have worked, at Manor Royal to tell their stories which have been collected and may help inform the theme and/or direction of how you might approach the project. Some story highlights can be seen in this document. The winning artist will be expected to

continue engaging with the business community around manor Royal while developing their artwork.

The winning tender will be complementary to the layout, structure, form, nature and material of the landscape design. You will be expected to work closely with the design and construction team during the process and will be expected to meet important deadlines. Drawings and visualisations for the site can be found on the following pages.

The budget, which includes materials and installation is £XX,XXX.XX and working closely with the design and construction team it could be maximised by considering how the design will work with current construction costs. It is important that the final artwork is sustainable, robust, is consistent with Manor Royal urban realm materials – typically industrial in nature such as corten, concrete, stone, timber, stainless steel and so on – and of low or no maintenance.

This first round of calls is an invitation to express your interest for the project and will be assessed by the project public art steering group – which will include, although not limited to – Manor Royal BID, Crawley Town Council (arts, planning and community officers), appointed landscape architects, Arts Council England, stakeholders and

members from businesses and local community and public art consultant.

At this stage you are not expected to deliver final designs. We are looking for indicative ideas; a rationale, how you would approach the project, thoughts on materials, and to demonstrate a relevant portfolio of previous work and experience.

The steering group will short-list three submissions, based on the artist's initial thoughts, along with a proven track-record and portfolio, who will then be invited to develop their idea further and present to the panel on XX XXXXXXX 2019.

There will be a token fee to cover expenses for each short-listed artist for this stage.

Please note that all short-listed submissions will be used for publicity with the understanding that the unsuccessful short-listed submissions will retain their intellectual property with the artist. The successful submission will be expected to hand-over rights of the artwork to Manor Royal BID when complete and fully paid for.

All unsuccessful submissions for this first stage will be informed soon after the first round and the short-list selection has been made.



Expressions of interest should be emailed, by XXXXXXXXXXX XX XXXXXXXXXX, 12 noon, to ...

The schedule

1. Expressions of interest to be returned by...
2. Short-list candidates informed by...
3. Short-list presentations...
4. Selected artist informed by...
5. Artwork installed around...

Plan drawings and visualisations

Section on maps and visualisations with material descriptions.

It is here that there maybe some indicative ideas on how the art may integrate with the landscape, furniture and construction of the site.

Finally a reminder...

Please respond with your expressions of interest by email, by... Files no larger than 20Mb (or send a downloadable link) should be sent to...

If you have any questions or would like clarity on any part of this brief please contact ...

In summary

At time of writing the micro-park sites are undergoing topographic surveys which will help inform the design of each micro-park and subsequently the direction of public art.

The public art programme will be developed alongside the design of the micro-parks to maximise design intentions along with budgets and schedules to create a connected series of micro-parks to form a trail around Manor Royal based on the heritage and story of the place and its people.

As each micro-park is designed, and on approval, a public art brief will be fully written with a full site-specific brief for a call for artists from which the public art schedule will be determined.

The in-between spaces will need surveying to determine key locations with the development of art and design intervention options.

On-going dialogue, to describe what is happening and requests for more stories, with business stakeholders and community continues with the intention to build 'teams' of participants for each of the micro-park sites as each public art piece is commissioned.

Schedules and financing will be determined as designs are developed.

The art and heritage trails programme continues to engage with the Manor Royal community and has strong support for this unique and ambitious place project.

Subject to funding, it is the intention of the Manor Royal BID to deliver as many of the individual micro-park sites as possible during its current term (2018-23).

The Manor Royal BID, the driving force behind the project, will seek to identify partners to support delivery and help match what funds the BID itself has already committed. The enthusiasm and commitment of partners working alongside the Manor Royal BID will determine the speed of delivery.

The Manor Royal BID also enthusiastically invites members of the public, current and past employees, businesses and any other potential contributors to get involved, to help to develop the project and influence its final design and evolution.

We invite you to become part of the story.

www.manorroyal.org/mystory

Appendix



Manor Royal table showing count for full range of answers for persona exercise
Colour / Shape / Indigenous animal / World animal / Fictional character
Page 1 of 4

Colour	Rainbow/multicoloured	Blue	Red	Green	Grey	Brown
	10	8	5	5	5	3
Shape	Circle/sphere/round	Square/rectangle	Wave	Triangle	Pyramid	Heart
	15	12	3	2	2	2
Indigenous animal	Rabbit	Squirrel	Fox	Horse	Bee	Hedgehog
	8	5	4	4	3	3
World animal	Lion	Elephant	Eagle	Giraffe	Tiger	Monkey
	10	8	4	3	3	2
Fictional character	Superman/girl/heroes	Harry Potter + characters	Dick Whittington	Miss Marple	Robinson Crusoe	Mr. Benn
	10	6	1	1	1	1

Manor Royal table showing count for full range of answers for persona exercise
Colour / Shape / Indigenous animal / World animal / Fictional character
Page 2 of 4

Colour	Yellow	Purple	Black	Orange	Blue/silver/grey	Green/grey
	2	2	2	1	1	1
Shape	Hexagon	Hard-cut gem/ diamond	Star burst	Map layout	A labyrinth	Grid
	2	2	1	1	1	1
Indigenous animal	Badger	Blackbird	Owl	Cat	Eagle	Cattle/cow
	2	2	1	1	1	1
World animal	Giant rabbit/rabbits	Mongoose	Albatross	Panda	Cheetah	Peacock
	2	1	1	1	1	1
Fictional character	Dennis the Menace	Buzz Lightyear	Sherlock Holmes	Peter Rabbit	Where's Wally	Mr. Micawber
	1	1	1	1	1	1

Manor Royal table showing count for full range of answers for persona exercise
Colour / Shape / Indigenous animal / World animal / Fictional character
Page 3 of 4

Colour	Red/green	Blue/red	Green/dappled grey	Blue/green/turquoise		
	1	1	1	1		
Shape	Flat	Octagon	Dodecahedron	Bubble	Random	
	1	1	1	1	1	
Indigenous animal	Swan	Mole	Wasp	Ox	Tortoise	Jack Russell puppy
	1	1	1	1	1	1
World animal	Butterfly	Chameleon	Gazelle	Kangaroo	Honey Badger	Octopus
	1	1	1	1	1	1
Fictional character	Arthur Daley	Push me – pull you	Tom Sawyer	Postman Pat	Bilbo Baggins	James Bond
	1	1	1	1	1	1

Manor Royal table showing count for full range of answers for persona exercise
Colour / Shape / Indigenous animal / World animal / Fictional character
Page 4 of 4

Colour						
Shape						
Indigenous animal	Ant	Wolf	Elephant (!)			
	1	1	1			
World animal	Coelacanth	Phoenix	Human			
	1	1	1			
Fictional character	Indiana Jones	Peter Rabbit	Mr. Bean	Basil Fawlty	Mowgli	
	1	1	1	1	1	1

Manor Royal table showing count for full range of answers for persona exercise

Vehicle / Car marque / Smell / Taste/flavour / Sound

Page 1 of 4

Vehicle	Truck/lorry	Plane/Concorde/Jumbo	Bus	Car/taxi	Van	Bicycle
	9	8	6	5	4	3
Car marque	Ford (various)	Tesla/electric	VW (various)	Jaguar	Mercedes	Volvo
	11	6	5	4	3	2
Smell	Aircraft fuel/petrol/fumes	Freshly-cut grass	Other nature	Industry	Coffee	Fortune Cookie
	17	9	8	4	1	1
Taste/flavour	Sweet	Spicy	Coffee	Savoury	Fry-up	Bread
	7	4	4	3	3	2
Sound	Planes	Industry	Traffic	Hum/drone	Rock/loud music	Classical music
	9	7	6	6	5	4

Manor Royal table showing count for full range of answers for persona exercise

Vehicle / Car marque / Smell / Taste/flavour / Sound

Page 2 of 4

Vehicle	Coca Cola Xmas truck	Space rocket/ship	Status Quo's tour bus	Chinook helicopter	Gyrocopter	Scooby Doo van
	2	2	1	1	1	1
Car marque	Bentley	Skoda	Smart Car	Caterham 7	MG	Honda
	2	2	1	1	1	1
Smell	Cooking food	Vanilla	Ylang Ylang	Fresh rain	Onion	
	1	1	1	1	1	
Taste/flavour	Tastes of the world	Bitter, ripe hops	Aircraft sandwich	Lime and ginger	Lemon	Vanilla
	2	1	1	1	1	1
Sound	Quiet	Bells	Trumpet	Chats	Hustle and bustle	Bird song
	3	2	1	1	1	1

Manor Royal table showing count for full range of answers for persona exercise

Vehicle / Car marque / Smell / Taste/flavour / Sound

Page 3 of 4

Vehicle	Tuk Tuk	Amphibious 4x4	Ship	Motor caravan	Freight train	Sedan Chair
	1	1	1	1	1	1
Car marque	Trabant	DeLorean	Lexus	Audi	Land/Range Rover	Rolls Royce
	1	1	1	1	1	1
Smell						
Taste/flavour	Marmite	Roast beef and gravy	Vegetables	Mint	St. Aqua Cheese	Sweet & Sour
	1	1	1	1	1	1
Sound						

Manor Royal table showing count for full range of answers for persona exercise

Vehicle / Car marque / Smell / Taste/flavour / Sound

Page 4 of 4

Vehicle					
Car marque	Mini				
	1				
Smell					
Taste/flavour	Tomato Soup	Apples	Whiskey	Metallic	
	1	1	1	1	
Sound					

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

Page 1 of 14

COLOUR	SHAPE	INDIGENOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Blue. The blue is most often associated with open spaces, freedom, imagination, inspiration...	Sphere. an area of activity, interest, or expertise; a section of society or an aspect of life distinguished and unified by a particular characteristic.	Rabbit. I would say the rabbit as anyone who's been walking around Manor Royal long enough knows there are rabbits everywhere!	Eagle. A classic symbol of strength, hope, leadership and vision.	Bilbo the Hobbit. "I'm going on an adventure!"	Plane. Allows you to go places faster than any other means of transport.
Blue	Triangle	Squirrel	Eagle		Bus
Rainbow. Represents different companies and people.	Pyramid	Rabbit. You can 'hop' from one business to another easily.	Kangeroo. Same as above (Rabbit)	Indiana Jones. He's <u>so</u> cool	Scooby Doo van. Mysterious.
Brown. Building colours.	Square. Shape of architecture - structures.	Cattle/Cow. Steady/Reliable.	Elephant. Big nose.	Harry Potter. He's a wizard!	Ford Fiesta. Slow and steady
Yellow. Because it's bright and happy.	Square. Shape of Manor Royal.	Rabbit. See them everywhere in Manor Royal.	Rabbits. Rabbits seen often.	Peter Rabbit. Rabbits seen often from start of work to finish.	Ford White Open Back Transit.
Green. For the green space have and also potentially will have.	Circle. All encompassing	Fox	Honey Badger. For its tenacity.	James Bond	Tuk Tuk. Versatile and hard working.
Green. Because has a lot of open space.	Square. Long roads that meet and cross over.	King Fisher. Bright and fast moving like Manor Royal.	Giraffe. Stands tall.		Truck. Always see trucks everywhere.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

Page 2 of 14

CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Tesla model S. Smart looking car, innovative and modern.	Grass. Hopefully, as I would like Manor Royal to be a greener place and more conscious of the environment.	Coffee. An internationally acclaimed drink that anyone can enjoy, no matter where they come from.	Chats. The hustle and bustle of people communicating together, exchanging ideas and socialising.	
DeLorean	Cedar. Nice smell.	Mocha Cake. Caffeine and chocolate – what's not to like.	Rave. Constant	
Ford Focus. Bit more fancy.	Aged Oak. Refined, full of character.	Nutmeg/Cinnamon. Warm and festive.	Loud Car Alarm. Impactive noise.	
Lexus. Because it's smart.	Fortune Cookie.	Caramel. Manor Royal is sweet. Costa coffee at Manor Royal sells lovely caramel lattes.	Bass Guitar.	
Ford. The first car brand so leading the way.	Freshly Cut Grass.	Peanut Butter and Chocolate.	Classical Music.	
Audi. Is a decent car but not a Rolls-Royce yet. Meaning Manor Royal is good but can be better.	Cooking Food. I always smell food while working.			

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

Page 3 of 14

COLOUR	SHAPE	INDIGENOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Rainbow Coloured. Represents diversity and change.	Wave shaped. Fluid and dynamic.	Horse. Not quite sure why?	Lion. Proud.	Basil Fawly. Don't know why I thought of him.	Bike. Reminds me of "old" me and cycling around it with my boys.
Multi-coloured/rainbow. Represents diversity – of business, activity and people.	Wave shaped. Represents change and movement.	Rabbits. Because you see them all over the place.	Lion. Proud and the town crest has a lion that represents Manor Royal.	Mr. Bean!! No idea!! Unintentionally funny.	Lorry/Metrobus. Sheer volume of them on MR. But also workmanlike, heavy, lifting, industrious.
Blue/Silver/Grey. Reflects our school logo and house colours. Blue = sky = aircraft.	Sphere. Global nature of businesses.	Worker Bee. Industries nature of Manor Royal employees.			Aircraft. Airport, opportunity.
Colours of the Rainbow. Reflects a variety of different company, built large and small.	Hexagon. Again different sized companies, impacting things different ways.	Cat. Beautiful yet useful.	Lion. Strong and powerful and influential.	Superman. Protecting the businesses around and making a difference.	Bus. Lots of different people travelling all to one place going at a steady pace.
Blue. The font on logo	Circle. Area covered.	Eagle. Cricket club in club.	Octopus. Circle head with loads of out reaches.	Mogli (The Jungle Book)	Car. Everyday car.
Grey. Lots of generic buildings, limited colour/green space.	Circle. Inclusive and loops around.	Ant. Team effort and hard working.	Monkey. Curious, adventurous and collaborative.		Ford Transit. Reliable, well known, popular and hard working.
Brown. Nature/growing	Square. Equal in size.	Bee. Always busy.	Lion. Brave, to go anywhere.	Superman. Always helping	Van. Big enough for all.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

Page 4 of 14

CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Ford Mexico MK II. Because its cool.	Grass. Freshly cut.	Flavoured Coffee (or tea). Represents the many many cups drunk and have been drunk over the years.	Hooter. Denoting the start and end of the working day - Clock on and clock off.	
Ford Escort MK II. Coz I love it and always had a fondness for it. It has style (enduring).	Freshly-cut grass. Love the smell and association with wide 'boulevard' along with Manor Royal.	Coffee. Many cups drank here!! over the years. Universal from manager to shop-worker.	Vehicle, rumbling tyres (hum of...). 24m vehicle movements, many many logistics companies – a constant background to the working day.	Community. Stores re. Manor Royal – St. Michaels and All Angels – war memorial, possible land workers of Manor Royal.
		International Cuisine. Multicultural nature of Manor Royal.	Traffic and Aircraft. Necessary business noise.	
Skoda. Good value and reliable.	Lavender. Good to look at and a refreshing smell.	Cheese and Onion Crisps. Liked by everyone.	Trumpet. Want to tell the world about what you can achieve.	A place be proud to work in. The strength of reliability within Manor Royal.
VW Camper-van. Old and still a classic.	Cars/Petrol. Traffic.		Planes. Hear them taking off.	
Skoda. Underrated.	Fuel. Traffic.		Humm. Constant whir and humm of business, never quiet.	
Mercedes. Reliable.	Industrial - Bakers. Ever growing.	Fresh Bread. Fresh and filling.	Bells. Awakening.	

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

Page 5 of 14

COLOUR	SHAPE	INDIGINOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Brown. Nature/growing	Square. Able to expand from all sides.	Bee. Always busy.	Lion. Brave, to go anywhere.	Superman. Always helping.	Van. Big enough for all.
Bright Blue. Because of the line "BRIGHT BLUE".	Triangle. Because of its connections.		Lion. Because its the king of the business world in crawley.		Plane. Gatwick Airport.
Dark Grey. It is classy.	Square. It's functional..	Swan. It had status.	Tiger. It is precious.	Superman. Strength and Resilience.	Taxi. Don't know?
Rainbow/Multicoloured. Multi-businesses, multi purposes, multi faith, multi transport.		Blackbird. It sings its message beautifully.	Lion. King and strong.		Amphibious 4x4 Vehicle. Adaptable to all surfaces and conditions.
Rainbow. Diversification of businesses.	Pyramid. Everyone trying to come together to reach better heights.	Wolf. Working together as a pack.	Human. People working with people.		Tow Truck. Parking issues.
Multicoloured. Lots of different businesses here - Different logos and corporate colours.	Rectangle. Functional. Industrial type businesses - external views of buildings to unlimited.	Dreyhorse. Big horse power/power house. Strength.	Chameleon. Different colours. Once you go into corporate buildings.	Dick Whittington. No need to go to London to seek your fortune nowadays.	Motor Caravans. Microcosms - self sufficient.
Green. Green spaces.	Circle. Joining up.	Horse. Strong, reliable, work horse.	Gazelle. Leaping ahead.	Harry Potter. Honesty and makes things happen.	Ship. Steaming the way.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

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CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Mercedes. Reliable.	Industrial - Bakers. Ever growing.	Fresh Bread. Fresh and filling.	Bells. Awakening.	
Bentley.	Petrol.		Loud Cars/Honking.	
Bentley. Class.	Vanilla. I like it.	Vanilla. I like it.	Jet Taking Off. Power/drive.	
Mercedes. Classy, smooth ride and speedy.	Ylang Ylang. Relaxing and calming.	Savoury and Strong. Because its not sweet and sickly.	Symphonic Orchestra. Many instruments playing the same piece.	Manor Royal moves masterfully.
Ford. Different ranges.	Industry. Industrial smell.	Marmite. Some love it and some hate it.	Cogs Turning. Work.	
Ford Mondeo. Standard commuter. Vehicle you need to get here and to work!	Car Fumes. Very car dependant.	Coffee. Fuel of business people.	Gentle Drone of the Distant(ish) Regular Traffic. Surrounded by roads.	Lots of value and colour within buildings.
Rollsroyce. Top of the range.	Fresh Rain. Full of hope.		Bell.	

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

Page 7 of 14

COLOUR	SHAPE	INDIGINOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Grey. Dull.	Round. Boring.		Lion. Why not.		Bus. All Aboard.
Red. Can be seen from the moon.	Round. Collaboration in one place.	Red Squirrel. Curious.	Elephant. Large, big, solid and trusting.	Auller. J.K Rowlings thinking goes beyond conventional boundaries.	Spaceship. Future Forward.
Green and Grey. Green spaces connected by concrete.	Circular. Everyone connected.	Hedgehog. Wildly known but not always seen. Still loved by all!	Lion. Courageous and big thinking. Part of the pack. Pride!	Avengers. Working together to create a better community. Heroes!	Bus. Many connections and routes with varied destinations.
Blue. Surrounded by it at the moment.	Square. Buildings.	Hedgehog. Spiky.	Elephant. Large and cumbersome.	Batman. Old yet moving with the times.	Truck. Large and useful.
Green. Parks, verges and renewable energy coming.	Diamond. Geography.	Rabbit.	Cheetah.	Robin Crusoe. Island community feel.	Aeroplane. We see lots - Gatwick.
Multicoloured. Vibrant and diverse.	Square Grid. Interlinked.	Squirrel.	Tiger. Fast paced.	Superhero.	Coca Cola Christmas Van. Bright.
Orange. Mix of colours.	Circle. Lots of businesses.	Owl. Lots of knowledge.	Eagle.	Mr.Ben.	Bus. Lots of people on the same journey.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

Page 8 of 14

CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Mini. Small mindod.	Onion. Makes you cry.	Lemon. Sharp.		
Tesla. Innovative.	Lavender and Jasmine. Pleasant and welcoming.	Lime and Ginger. Distinctive and sharp.	Opera Voices. Reaching out and being heard.	
Ford. UK brand and dependable.	Cut Grass. Refreshing and maintained.	Spice. Strong and vibrant.	Bird Song. Uplifting, new life and ideas. Different voices all being heard.	
Volkswagen Golf. Reliable.	Fuel. Connotations with airport.	Savoury. Definite flavour.	Clanking. Industry.	
Mercedes. Garage visible on my way in.	Coffee.	Thai. Multicultural and a bit spicy.	Upbeat Music.	
MG. Classic.	Wood and Industry.	Fry-up. Burger van in area.	Planes Taking off and Landing. Airport.	
VW. Golf - one size fits all.	Vanilla. Non-offensive.	Chocolate. Numerous makers and flavours available.	Classical Music.	

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

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COLOUR	SHAPE	INDIGINOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Blue. Cool, changing (sea). Sky, growing.	Wave.	Blackbird. Noisy and lots of them.	Elephant. Large and lives a long time.	Beano. Dennis the Menace.	Truck. Big slow moving.
Blue.	Square.	Rabbit. Plenty on the estate.	Giant Rabbit.		Grab Lorry. Lots seen in the area.
Red.	Star Burst.	Fox.	Monkey.	Hagrid.	Freight Train. Packed full of products and services.
Grey. Industrial concrete.	Map Layout.	Badger. Strong.	Elephant. Big and sturdy.	Buzzlightyear.	Dumper Truck. Big and sturdy transport.
Purple. Association with royalty.	A Labyrinth. Not quite a shape - had areas that are very rarely explored by all. Nooks and crannies.	Grey Squirrel. Association with international community through Gatwick, made home.	Giraffe. No idea why!	Sherlock Holmes. A deeper than most knowledge all variety of subjects.	Shuttle Bus/Tram. Interconnecting various communities.
Red. Working environment and busy.	Circle. Connectivity.	Rabbit. Because there are lots of them!	Peacock. Bit showing off and busy with lots of feathers.	Peter Rabbit. Busy and active.	Space Rocket. Innovation and forward thinking.
Multicoloured. Open to many people and variety of different businesses and opportunities.	Circle. For rolling opportunities and it keeps on going.	Elephant. Top of the food chain, intelligent, brave and work together.	Tiger. Brave, big and adventurous.	Superman.	Car. Handy, reliable and safe.
Blue.	Circle. Outline of business park.	Rabbit. They live at the park.	Elephant. Sustainable animal, MR is a sustainable economic area.	Dick Whittington.	Truck.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

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CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Ford Fiesta. Getting bigger/better.	Petrol. Busy and moving.	Bread. Plain and stable.	Drum. Constant and dynamic.	
Ford. Every mans car.	Airplane Fuel.		Aircraft Engines.	
Tesla.	Cut Grass.	Spice.	Hum.	
Honda. Reliable.	Gasoline.	Metallic. Industrial.	Horn. Loud and intense.	
Beate. Embracing old values with new designs.	Fuel/Smoke. Business of roads and airport and history.	Floral. Association with local parks and green spaces.	Propeller Blades. Always moving round and on a reference.	
Volvo. Dependable.	Smokey. Its history.	Tutti Fruiti Sweets. Tons of variety.	Bombing engine. Energy and loud.	
Volkswagen Golf. Reliable, practical and safe.	Freshly Cut Grass. Happy, busy and looked after.	Spices. Lots of variety and choices.	Loud Beep. Busy and always something going on.	A place where opportunity grows.
Jaguar. Top end.	Aircraft Fuel. Near airport.	Vanilla. Ordinary or blond.	Constant Buzz. From generators and aircraft.	

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

Page 11 of 14

COLOUR	SHAPE	INDIGENOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Red. Vibrant estate. Lots happening, modern sign boards and well-kept communal areas.	Square. Road layouts – quite grid like.	Red Squirrel. Popping-up all around Crawley.	Butterfly. Forever changing pace that started grey, but now looking much better!	Supergirl. Super place to work, great location near to motorway networks, ton centre and Gatwick Airport.	Ford Transit. Practical, fits a lot into the space.
Purple. Mysterious enigma = not really sure what goes on there	Grid. (like noughts and crosses).	Badger. Keeps itself to itself. Protected species – bigger than you think it is! Sharp teeth.	Phoenix. Rising from the ashes? Discuss.	Where's Wally. Have to look hard to find places, connection, people..	Status Quo's tour bus. Been around a long time. Experienced pro's. Loyal fan base. Niche! not very trendy/guilty pleasure.
Black. Because it was always black on the street signage when it was the industrial estate.	Oblong. Because it is an oblong.	Mole. Because the Rive Mole runs through it.	Coelacanth. Because it was thought to be an extinct prehistoric fish but has since been rediscovered.	Mr. Micawber Because something will always turn-up.	Bicycle. It was the favoured mode of transport when it was an industrial estate.
Grey. Work / industry.	Square/rectangular. Block/square. Geographical shape / component parts / roads..	Wasp. Attracted to sugar/money.			Lorry. Heavy traffic in and out.
Red and green. Red vibrant living strength. Green environment – healthy.	Heart. Because it should be at the centre of Crawley, its major economy.	Ox. Strength, power and determination.	Elephant. Power and long-life.	Superman. Amazing abilities of power.	Jumbo Jet. Size and power, ability to move people in comfort.
Black. Colour of road names/ neighbourhood industry – productivity – dirt (where's there much there's brass).	Circular. Wheels – commerce – industry movement – progress.	Plough Horse. Strong – industrious – hard-working – solid – dependable.	Mongoose. Fast – dynamic – predatory – protective – dangerous to other predators.	Arthur Daley.	Aircraft. Relationship to Gatwick (real or perceived).
Brown. Like tree trunks.	Flat. Fried egg, fluid edges.	Bee colony. With hives, lots of people, coming and going, produces honey for Crawley.	Albatross. Wide-spread wings, flying high over Crawley.	Hagrid. Big strong – friend of Crawley.	Concorde. Flying super-fast.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

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CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Jaguar. Fast paced and reliable, Influencers at MR BID.	Coal. Industrial in some areas.	Great British breakfast. Very busy work areas – man sized (not 'PC' I know!). Industrial space.	Rock music. Full-on, busy and noisy!	When I arrived at work the day after completing this, my colleagues had very different views to mine!
Volvo Estate. Big. Sensible family car. Middle of the road. Reliable – hidden innovation – rear-facing seats!!	Petrol.	Whiskey. Macho/masculine. Expensive taste. Discerning.	Quiet – no sound.	
Trabant. Because there was an element of ? eastern-european planning in Manor Royal's design. Also the Communist Party was ? here.	? / diesel fumes. Because there is a lot of traffic in the area.	Bitter, ripe hops. Beer kept the workers going at ?.	A ? click. The sound of the cards being punched at the start and end of the day, in the factories, years ago.	Apprentices being tortured at the end of their apprenticeships.
Souped-up Ford Escort. Go faster.	Kerosene/metal. Gatwick nearby. My first job at Telecon.	Aircraft sandwich. Aircraft flight food produced here.	Aircraft. Planes taking off. Music. <i>Short ride in a fast machine</i> by John Adam (?).	Industry/activity/rush. Terra incognita!! Driving lessons on Sundays. Forte flight catering. Telecon metals.
All electrical cars – Audi etc. Environment.	Honey Suckle. So nice to smell.	Vegetable – Cumin(?). Florous tast (sic).	Electric guitar. Jimi Hendrix. Eric Clapton.	Multi-cultural feel to represent the town of Crawley.
Jaguar. fast – reliable – British.		Taste of the world. Complexity of flavours.	Vehicle engines. Car taking workers in and out – lorries carrying goods in and out.	
Land/Range Rover. Takes you everywhere.	Oil/fuel. Factory smell.	Roast beef and gravy. Protein for growth.	Roar of plane engines.	

Manor Royal table showing individual responses to the persona exercise

Colour / Shape / Indigenous animal / World animal / Fictional character / Vehicle

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COLOUR	SHAPE	INDIGENOUS ANIMAL	WORLD ANIMAL	FICTIONAL CHARACTER	VEHICLE
Blue and red. I suppose because of the involvement of both parties.	Octagon? No idea – because it is not contained in any one particular concept.	Fox. Adapts to its environment. Cunning with its concept hunts for the fun of it. Wiley. Services. Loveable to look at.	Panda. On the verge of extinction. Careful coaxing have been saved although its food is in danger.	Push me – pull you (Dr. Doolittle). Looks in both directions. Can move as one, even though two heads might have more than one idea.	Sedan Chair. Needs carrying at times to get to places where it wants to be. Bit bumpy but gets there.
Green – dappled grey. There are more trees – along roads than many neighbourhoods.	Hard-cut gem. Lots of angles, sharp.	Tortoise. Slow-moving, long-lasting. Interesting shaped shell.	Elephant. Slow – clever – strong – rememberers – family – dextrous.	Professor Snape. Potions, science, chemistry, creativity.	Plane. History of Gatwick related things.
Yellow. Bright, forward-thinking, appealing, attractive.	Dodecahedron. It has many sides, some hidden.	Jack Russel puppy. Grows into a loyal, appealing, wonderful companion.	Lion. Because we love Manfred the Manor Royal lion.		Classic MG. Classic, hard-wearing, fun, people love it, head-turner.
Multicoloured. To represent the diverse companies situated on MR and the nature in the area we work.	Bubble. ? community in its own growing bubble.	Deer. That lives in Crawters Brook. A reminder that MR has many pockets of nature amongst businesses.	Lion. MR mascot who lives in our MR BID office. "Manfred" – multi-coloured friendly-looking lion, but strong by nature.	Ironman. Normal man made into a strong, powerful superhero by hard work and imaginative engineering.	Coca Cola truck. Bright, fun, loud.
Blue/green/turquoise. Beautiful blue skies on most days! Proximity to Gatwick conjures up escaping to exotic places. Green spaces are key to it.	A heart. Because of the passion behind the businesses and the BID – making it the place it is.	Fox. Urban creature that thrives in ever-changing environments.		Miss Marple. Solving the mysteries about how to evolve and grow. Analytical, quietly confident, respected.	Chinook. Huge people carrier taking people with it on exciting journeys! Reliable, recognised – including during conflict!
Red. Labour run council. Virgin Atlantic.	Bulging circle. Flexing to cope with growth.	Fox. Smart, successful.	Eagle. Powerful, over-looking (flying).	Tom Sawyer. Steve.	Bike. Need to encourage more bike usage.
Green. Relaxing.	Random. To give variation.	Hedgehog. Everyone finds them. Attractive.	Giraffe. Stands tall – strong family ethics.	Postman Pat. Friendly.	Gyrocopter. Small and nimble.

Manor Royal table showing individual responses to the persona exercise

Car marque / Smell / Taste/flavour / Sound / Anything else

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CAR MARQUE	SMELL	TASTE/FLAVOUR	SOUND	ANYTHING ELSE
Smart Car. It's in the name. Nippy – going places – cannot carry many people. Turns quickly – can carry more than you think.	Flowers. Sweet and enjoyable. Heady. Sign of blossoming and growth.	Mint. No idea. Safe 'old world'. Clears head.	Hum. I can hear the traffic in the distance and aircrafts above. Constraint hum from the town as a whole.	
Mondeo. Office, steady, polished, clean.	Aviation fumes. Busy, hot, rushed.	Ice Cream. No idea why – maybe Nestlé.	Silence. Few people, no music, no street life.	Change/transforming.
Herbie. Been reinvented, loyal, fights for what he believes in.	Pine needles. Countryside feel.	St. Aqua Cheese. Unexpected, but tasty!	? Mercury. Always reminds me of Manor Royal..	Multi-cultural feel to represent the town of Crawley.
Electric car. Modern, ahead of the times.	Fresh-cut grass mixed with airplane fuel. Lots of open places but a reminder the airport is on our doorstep.	Sweet & sour. Great combination of people/businesses in MR. Like the flavour of S&S.	Hussle and bustle. Mixed vehicle sounds, people, planes etc.	
Tesler?? Modern, looking to the future, sustainable considering environmental importance.	Freshly cut grass. Comforting, renewing, ever-changing, fresh, home.	Tomato Soup. Comfort food, from years ago, popular.	Aircraft and traffic noise.	It's where my working life began 26 years ago – in Astral Towers – and it's therefore part of me. I love it and its continual evolution.
Caterham 7. Based in MRBD! fast, classy! innovative.	Avgds. Gatwick, congestion exhausts.	Beans on fried slice. Used to have this for breakfast on a Friday when I worked here.	Quiet. Pleasantly quite for such a busy place.	
Jaguar. Long history, innovative and evolving.	Pine cones. Calming.	Apples. Sharp to taste.	Low hum.	

A few stories

Sometimes I went to the airline catering firm which, I think, is still there. I worked both days and nights but I preferred the six to six night shift because it seemed more like a collective experience.

Once, in the early hours of the morning I was directed to cut tomatoes. There was hundreds of them. Luckily one of the full-timers was working on another vegetable and when she had finished that she joined me on the tomatoes. When six o'clock came we cleared up, went to the changing rooms and headed for the door at the same time. She was carrying a crash helmet and I asked if she had a motor-bike, "more of a moped" she said. Once outside I asked where it was and was told that it was on the roof.

This was a surprise to me because I had not noticed any ramps or other signs of a rooftop car park. I said that I would like to see it and she showed me the way to some steps.

Coming up was amazing. It was only then that I realised what a beautiful morning it was, a warm breeze from the south, not a cloud in the sky and quiet. The car park was empty except for her motor-cycle, the low wall surrounding it was painted white and the floor was not tarmac but more like those 'white' roads that we sometimes

see. Looking around I could see how well designed this industrial estate was, factories with lots of space around them. A modernist 'international style' architecture. The white squares of the French, the white walls and terracotta curves of the Italians. The elevated view-point was !so important! A few minutes later we said goodbye and went our separate ways.

It was a 'moment' to be saved in the memory, not because it was significant or anything happened, it was just a pleasure.

Tim

For a short while I worked as a storeman in a bonded store where the duty free sold on planes would get packed into these little metal lock-able trolleys. Once they were packed with drinks, perfumes and gifts of various quality they would be sealed and sent to whatever aircraft needed them.

The items sat in trays inside the trolley that could easily be slid out by the airline hostess as she, or he, walked along the narrow gangway on the plane. Each tray in the trolley had to be packed in a very specific way. You couldn't just make it up or stuff it in.

It was an all-male environment except for one woman who worked in the office. No one messed with her. The radio was on almost all the time. Sometimes one of the guys would bring in their own music to play but this could cause a bit of tension and shouts of "*turn that crap off*". It was an age thing. Mostly we stuck to the radio.

It was full of characters. Welsh Brian, Irish Bill – who loved country music – and a supervisor who liked to play tricks and once conducted an experiment to see how long different confectionery items could last in the microwave before exploding.

When the trolleys, which they called bars, came back from the plane the guys would do a check for what items needed replenishing using a checklist. This would go into the office and then the office would spew

out a printed list of the items needed for each bar. When the shout "*storeman*" went up it meant there was a bar to be picked. I would grab the list from the rail to which it was taped then run around with a giant trolley picking the items needed, putting them into plastic crates and then pass to the guys to pack the bars so they could go back to the plane.

It was fun. Not too mentally taxing but you had to work fast. It could be physically demanding and hot in the summer. If you weren't accurate or missed something from the list it would mess the packing guys up and they would let you know about it, but they were good guys.

One time, not long after I started, someone convinced Bill I was a theatre student rehearsing for a musical. I went along with it. Not sure why. I was new and wanted to be liked. It got a bit out of hand and Bill was quite excited about coming to see me perform in Horsham. Eventually we had to tell Bill it was a hoax but I reckon he may have worked it out for himself when I performed a number from the musical *Evita* in David Essex-style from the top of the stores. It wasn't great and I've never since been asked to sing.

Steve

On what started as a sunny Friday in June 2019, I had the day off work as I had been out in London until late the night before, watching the Spice Girls reunion show. My dad was down on one of his many visits from his home in Berkshire, so we decided to make the most of the weather and go for a stroll in the sun.

We set off from home (in Ifield) and walked over to Cherry Lane playing fields in Langley Green. No sooner had we got to the woods at the back of the fields than the heavens opened and we ran to a big oak tree to take shelter. We were stranded for about 20 minutes, and started to study the ground around us, just for something to do. We noticed evidence of an old, low brick wall, which looked out of place in such a quiet corner of Langley Green, and we got to imagining that it once lined a garden or perhaps an important pathway.

As our eyes followed the overgrown path, we were surprised to see that the bridge across the stream was concrete instead of the usual rickety wooden type. This fueled our fantasies of an important ancient road, with goods on horse and cart being transported over the bridge for many generations, forgotten by our own. We also discussed whether it could be a route from one of the old Ifield manor houses to the medieval building now known as the Gatwick Manor pub - it seemed to go in the right direction... It was probably all a load of rubbish, but making up the stories gave us something to do to pass the time!

Once the shower passed, we continued east towards the Manor Royal Business District. We debated going into the Toby Carvery (another historic Crawley building, incidentally) for a drink, but decided we should go a bit further before stopping again. So we walked down Manor Royal, giving a smug wave to my workplace (B&CE) as we walked past, then went part way up Gatwick Road before turning right and ending up at The Greyhound Pub at Tinsley Green.

Our timing was once again atrocious. After a (rain-free) hour at the pub, and some time watching the trains from the bridge, we were walking back town Tinsley Lane North when the rain started once more, even heavier than earlier. Yet again, an oak tree became our life line and we stood under one for around ten minutes. By that time, our flimsy summer jackets had become completely soaked through. A few bus drivers jogged past us on their way to the nearby bus station to switch shifts, and they were as unprepared for the sudden downpour as us, dressed in their shorts and t-shirts. We exchanged exasperated but humorous shrugs with some, and sarcastic pleasantries about the ‘great British summer’ with others.

Chelsea

My uncle was a printer who worked for Fry’s (London) Ltd and he secured me a summer holiday job at their subsidiary, Enox Tools, in Kelvin Way. This was in 1964, when I was sixteen. Enox Tools made hacksaw blades and assembled hacksaws and hole cutters. I believe I was paid 2/3 (12.25p) and hour. Work was rigidly controlled by the factory hooter which signalled the start and finish of the working day, the lunch hour and two fifteen-minute tea breaks. Any lateness or early clocking off resulted in fifteen minutes being docked from your pay. Factory workers were allowed five minutes at the end of the working day to wash and change out of their work clothes.

I worked at several jobs during my six weeks there, such as stock-taking in the stores, or on an assembly line with full-time female workers assembling hacksaws and pipe cutters – the conversation could get very ripe for a immature lad. Sometimes I pretended not to hear or at least not to understand their innuendos. Another job was to work on a press which bent lengths of hacksaw blade into a circle for use on the larger hole cutters. This was monotonous work and the women who did it full-time developed large muscles on their right arms (which pulled the press lever) whilst their left arms (which turned the blade) remained slender. The worst job, however, was to hang hacksaw blades onto hooks for a machine that dipped them in blue paint which was then baked in place. Constantly handling the

blades meant that my hands received innumerable scratches (nobody said anything to me about gloves). These scratches quickly became dirty and it was impossible to get them clean. However, during my final week, I was put to work on a lathe shaving off the weld seams on smaller forged hole cutters. The cutting edge was bathed in white oil which miraculously cleaned my otherwise permanently dirty looking hands. I’ve no idea what effect this may have had if I’d worked on this job for more than a week.

The factory employed large numbers of Bengali men and women, who arrived and left on a coach each day. These were the first Asians I had ever encountered. They tended to keep themselves to themselves, spoke Bengali and had their own foreman. However, I admired the wonderful smells from the food that they brought for their lunches. (Curried Baked Beans were considered exotic in 1964!). I gained favour with a couple of older lads by letting them try out my Vespa motor scooter round the back of the factory during the lunch break. They were decidedly ‘Rockers’ with large motorbikes and would have been ashamed to be seen on a scooter in public

David

Vent Axia

Memories of Manor Royal

Manor Royal is very different today from its early days. Vent-Axia's former employee Edna Barnett, worked with the company in the accounts department from 1943, aged 18, and remembers the move to Manor Royal very well...

In 1957, Edna Barnett was living in London and worked for Vent-Axia in Putney Bridge Road. At the time, Edna lived in two cramped rooms with her husband and son, but with wartime bombing causing a housing shortage she thought they would never live in a house. However, in 1958 she was told by Vent-Axia that she would have a chance of a house as the company was moving to the new town Crawley, West Sussex.

In the October Edna went to look at the first houses being built in the crescent in Gossips Green, she was then the first employee to move down in February 1959 so that she could train the staff who moved to Crawley in the April.

Moving to Crawley

When Vent-Axia moved down to Crawley it was originally situated on the opposite corner of Fleming Way and Newtown Road than it stands today. The Manor Royal industrial estate was in its infancy and Vent-Axia had fields opposite. At the time, there were no shops at Manor Royal, most staff ate at staff cafeterias.

Many staff at Manor Royal rode bikes to work or used the local buses as there were very few cars. Edna was lucky enough to be the only person in her Crescent to have a car. However, her husband, who was also employed at Vent-Axia, worked different hours so she would take the local bus from Gossips Green to Manor Royal.

Growth

Vent-Axia continued to grow, with the company moving to the opposite corner of Fleming Way and Newtown Road where it is situated today. To mark the move, the company planted a tree outside the building on the corner.

When the company had moved from its first site to Putney Bridge Road, Edna had saved a piece of the rationed coal as a lucky keepsake. Edna kept the coal in her drawer and it moved with Vent-Axia to Crawley. When the company made its final move to where it is today Edna gave the coal to the managing director at the time Eddie Taylor who planted it under the tree.

Reshoring

In 2013, Vent-Axia further invested in Manor Royal with the launch of three new production assembly lines at its Fleming Way headquarters, creating 20 new site jobs. This expansion was the completion of the reshoring of the balance of its domestic fan manufacturing, from China back to the UK. The culmination of a two-year project, the new assembly lines doubled the company's on-site manufacturing of its residential unitary fans. The company invested over £350k in tooling for the new production lines, as well as investing in building works to incorporate the new manufacturing.

Vent-Axia now employs 250 staff at its headquarters at Manor Royal.

Edna Barnett
with Eddie Taylor
in front of new
Vent-Axia building



My Manor Royal by Ted Hembery

I grew up in South West London but, after finishing a stint in the RAF in the 1950s, was advised to look for housing in New Towns rather than wait 25 years for housing in Wandsworth.

Crawley was the nearest New Town so I came down in November 1958 and applied for a position. The first job I got here was at BMB in Charlwood. I stayed there for two years and then went to Pictorial Machinery Ltd in Kelvin Way on the industrial estate.

They produced equipment for lithographic printing and I stayed there for 14 years. It was a fairly small company, with about 200 people working there.

I then moved to Stone Platt, which was at the bottom of Manor Royal. It was a funny firm – they produced four very different pieces of equipment – lighthouse equipment, buoys for shipping lanes, air conditioning units and electrical switches.

After two years I moved to Mallard Equipment Limited (MEL) for 14 years. I really enjoyed my time there. When I was about 58 I had the chance to semi-retire, so I became a Crawley Borough Council community centre warden for about six years.

Manor Royal was quite different from what it is today. Many buildings that went up in the late 1940s and 1950s are gone today. Crompton Way is really the only part that hasn't changed much, with what we used to call the wavy-roofed buildings.

Buildings have changed drastically since the estate opened. Many wavy-roofed buildings, which were usually single storey, were small and on large, expensive plots of land so they are now usually rebuilt with two or more storeys. The company that built the wavy roofs was called Twist Steel.

Most people travelled to the estate by bicycle, although many people who lived in Northgate walked through Magpie Wood to work. There were a few cars, perhaps belonging to managers, but every morning there was a mass of bicycles from all over Crawley, all descending on Manor Royal. It was a traffic jam of hundreds and hundreds of bicycles!

The vast majority of people who worked on Manor Royal lived in Crawley. Most people stayed on the estate for their lunch breaks, many using their on-site cafeterias or bringing in their own sandwiches from home. We had to work about 42-44 hours, which included Saturday mornings, and everyone only had two weeks' holiday every year.

Knocking off time, as we called it, was between five and six, and it was a mass exodus. It got so severe, with six or more bicycles riding across the roads, that the companies on Manor Royal conferred between themselves to arrange a staggered time for staff to leave.

Cars became more popular as people got more affluent – now you rarely see people cycling down Manor Royal.

Manor Royal began life as an engineering hub and some of the road names reflect that, like Fleming Way and Faraday Road.

The bigger firms, including APV and MEL, both had social clubs. APV used a farmhouse with tennis courts on Manor Royal. Crawley was still being built up so on occasion we'd visit Kingston, Croydon or Brighton for shopping.

In the last 20 years Gatwick Airport has taken over so that there is very little engineering on Manor Royal now. Many companies now cater exclusively for Gatwick Airport.

Back in the day there were so many engineering companies that you could get what we called 'homers' done, which fixed any problems we had, particularly with our cars.

New Town Pioneers by Mike Lewis

Each early New Town factory yard
at five o'clock through gates would free,
a wheel-to-mudguard bike clipped workforce
cycling homeward for their tea.

A sea of caps and gabardine
with knotted scarves and gas mask packs,
their lunch of bread and margarine
in tin box love upon their backs,
filled early morning by their spouses,
anxious for their hubbies' health
so proud of their new council houses
in this post war commonwealth.

At dinner time the canteens clattered,
stainless steel the tea urns shone.
Last night's telly all that mattered,
waiting for the dinner gong.

They raised a New Town generation
in civic neatness, freshly planned
without the slightest reservations
and happy in this Promised Land.

Free at last from war-blitzed squalor,
in modern metal-windowed homes
confident of what would follow,
and brand new-fangled Bakelite 'phones.

But office blocks were soon appearing
on the spot where stood for years,
'Bell Precision Engineering'
(What happened to Bell's engineers?)

The factory sites now redeveloped –
Youngmans, Brentfords, they're all gone.
What happened to the football matches,
'tween Silentbloc and Redifon?

© Mike Lewis 2004





MANOR ROYAL
BUSINESS DISTRICT
CRAWLEY & GATWICK

*“The beginning of our happiness lies in
the understanding that life without wonder
is not worth living”.*

Abraham Joshua Heschel

For more information:
www.manorroyal.org/mystory

Manor Royal BID

01293 813866
www.manorroyal.org

Steve Sawyer
steve@manorroyal.org

Unit 38
Basepoint Business Centre
Metcalf Way
Manor Royal Business District
Crawley
RH11 7XX

Manor Royal Arts and Heritage Trail:
Phase 1, Developing the Narrative
Using our stories to improve
our business district

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WOLFSTRÖME