

# Manor Royal BID

Annual Report 2018/9



*Our year in review*

*Be part of it!*

# Contents

<b>Our plan, Our commitment</b>	<b>2</b>
<b>Chairman’s Message / Executive Director’s Report</b>	<b>3</b>
<b>Our numbers</b>	<b>4 &amp; 5</b>
<b>Our performance</b>	<b>6 &amp; 7</b>
<b>Our board / Our standards</b>	<b>8</b>
<b>Our services / Our partners</b>	<b>9</b>
<b>Our achievements</b>	<b>10</b>
<b>Our year ahead</b>	<b>11</b>
<b>Our agenda</b>	<b>12</b>

## Our plan, Our commitment

### Who we are

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

### Four objectives

With a single vision “to improve the trading and working environment of Manor Royal” our Business Plan describes four objectives where improvements will be delivered:

- Objective 1: Promote & influence
- Objective 2: Trade & save
- Objective 3: Infrastructure & facilities
- Objective 4: Manage & maintain

### Five years

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

### One voice

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

## Chairman's Message



It is my pleasure to invite you to read our Annual Report covering the period between April 2018 to March 2019 and taking in the first year of the renewed BID, which officially started in June 2018.

A lot of work goes into producing this report but it is worth the effort. For one thing it is BID industry good practice, which we always try to follow, and it provides that rare opportunity to reflect on and celebrate our achievements.

We were able to get off to a quick start by delivering the planned improvements to Gateway 1, the busiest entry point to Manor Royal. This project was wholly designed and conceived by the BID and, like so many Manor Royal improvements, outlined in our Projects Pack developed by Allen Scott Landscape Architects.

It was also the first one in Manor Royal to be supported by the Crawley Growth Programme involving West Sussex County Council, Crawley Borough Council and the Coast to Capital Local Enterprise Partnership.

More projects supported by the Crawley Growth Programme will follow over the next few years and it is testimony to a number of core behaviours we adopt in running the BID; vision, persistence and partnership.

I suspect we will need much more of that as we look to build on the achievements of the last year.

**Trevor Williams**  
Chair, MRBD Limited

## Executive Director's Report



The Manor Royal BID has always operated in a very open and transparent way.

Everything is in the public domain from audited accounts, minutes from meetings, this report - everything. This year we really are upping the ante on transparency by conducting the AGM as part of the popular Manor Royal Matters event.

That will give the opportunity for 100 plus people to see how Directors are elected, scrutinise our accounts, question what we've been up to, hopefully be impressed and feel the urge to get involved in some way. The Manor Royal BID thrives on that sort of engagement, so if you're reading this and that is of interest, we look forward to hearing from you.

Annual reports are rarely top of the "best reads list" but we've tried our best to keep it short, to the point and I hope illuminating. We take delivering the Business Plan very seriously and I hope you can see from this report we are still pushing hard on delivering some great projects and services and making a difference in Manor Royal.

My thanks to those who have helped make all this happen and to those who continue to support us in what we are trying to do.

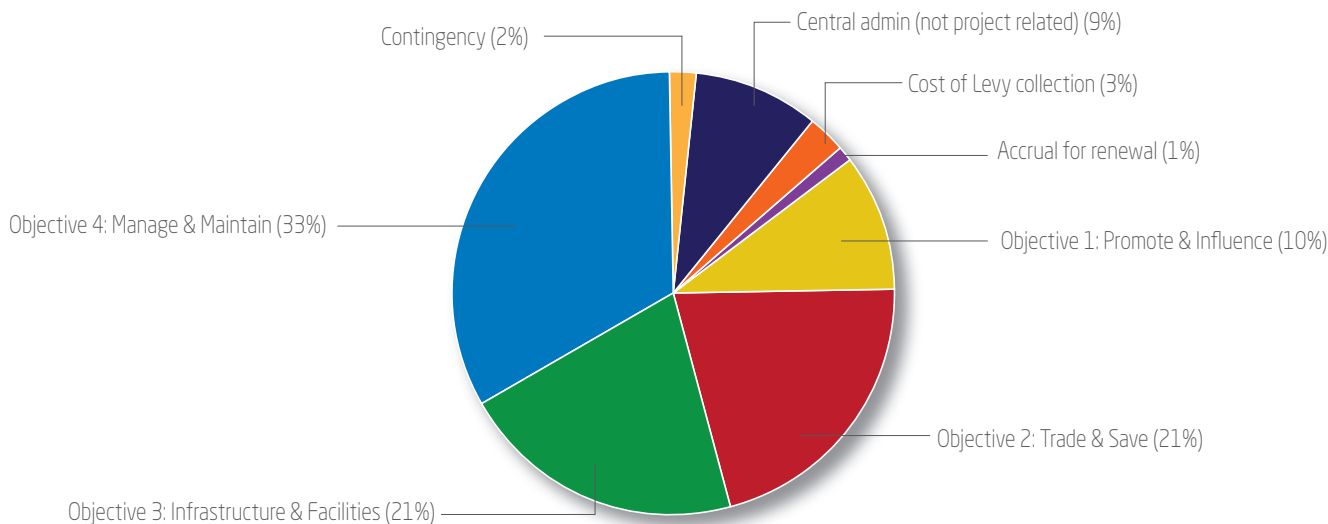
**Steve Sawyer**  
Executive Director, MRBD Limited



# Our numbers

## Our budget

The Manor Royal BID Business Plan (2018-23) is expected to generate at least £2.87m over five years, with a target of 10% (£260,202) coming from other sources. This chart illustrates how these funds will be invested:



## Our financial performance

How our expenditure in the year compares to our budget

	BUDGET		ACTUAL	
	£	% of income	£	% of income
Levy Income	499,510	91%	500,801	69%
Other income	50,000	9%	222,360	31%
<b>Total Income</b>	<b>549,510</b>		<b>723,161</b>	
Central costs	52,695	10%	56,820	8%
Levy Collection	15,000	3%	15,000	2%
Accrual	7,500	1%	-	0%
Obj1: Promote & Influence	54,546	10%	56,401	8%
Obj2: Trade & Save	119,296	22%	134,217	19%
Obj3: Infrastructure & Facilities	116,600	21%	271,267	38%
Obj4: Manage & Maintain	183,846	33%	177,387	25%
Contingency	10,000	2%	-	0%
<b>Total</b>	<b>559,483</b>	<b>102%</b>	<b>711,092</b>	<b>98%</b>
Surplus (Deficit)	-(9,973)		12,069	
Balance at the start of the year	10,000		7,377	
<b>Reserves</b>	<b>27</b>		<b>19,446</b>	

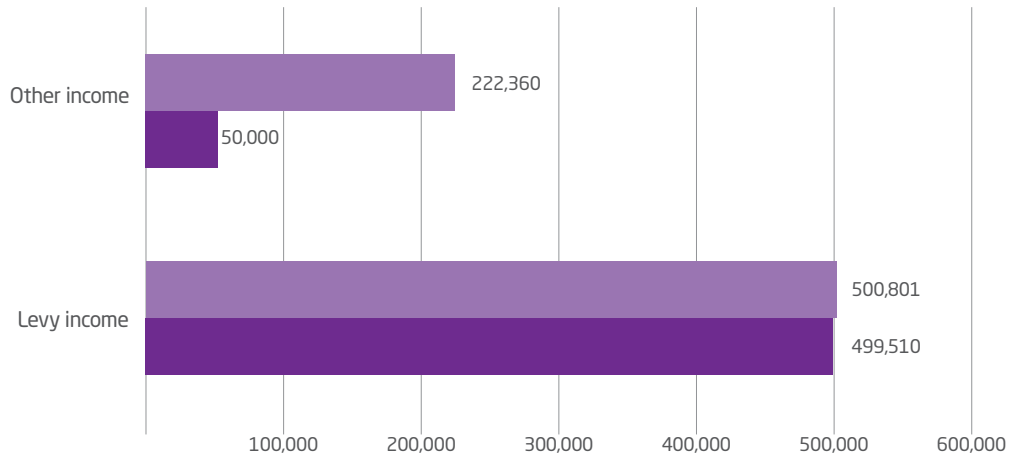
### The Manor Royal BID has been more successful than anticipated in attracting additional income.

These extra funds have been invested in improving the infrastructure and facilities (Objective 3) and is the most significant variance against budget. Other areas are more or less in line with expectations.

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

## Our income

For every £1 of Levy Income the BID has generated an additional 44p from other sources. The main reason for this is because the Manor Royal BID acts as a key delivery partner in the Crawley Growth Programme\*, which allows the BID to leverage additional income to improve the Business District.



## Our spend on projects

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

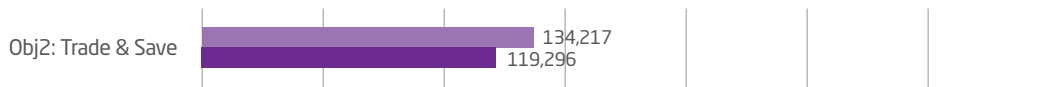
### Objective 1, Promote & influence

This objective is about promoting the area, promoting local companies and representing the interests of the Business District to public partners and others. Most of our spend in this area is on producing and distributing Manor Royal News and eBulletins, and managing the website, PR and Comms. We are about where we expect to be compared to budget.



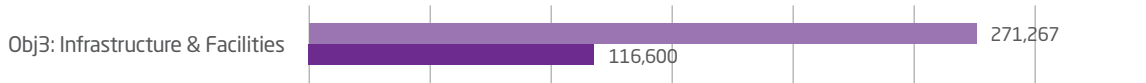
### Objective 2, Trade & save

This is about how we bring companies together and look at different ways to help them save money. Our key spend areas here are on events, providing the bespoke training programme (with Crawley College), the free and unlimited use of the Manor Royal jobs board (with LoveLocalJobs.com) and the subsidised transport initiative (easit). Our additional spend is because we spent more on events and organised more training sessions.



### Objective 3, Infrastructure & facilities

This is about investing in the physical environment and infrastructure so that Manor Royal looks better and works better. These improvements are linked to how satisfied and impressed people are with Manor Royal. We completed two major projects (improvements to Gateway 1 and the Digital Signage Project) for which we attracted a significant amount of matched funding.



### Objective 4, Manage & maintain

This is about how we look after Manor Royal and has become an increasingly important area. Our main spend areas are in terms of providing the dedicated Maintenance Team to help with grounds maintenance and the Business Ranger service that is about stewardship and security. We also provide free access to Manor Royal Business Watch, additional winter gritting and we look after the all the signs, parks and other facilities in Manor Royal. We made a slight saving in this area against budget.



■ Actual ■ Budget

# Our performance

The Manor Royal BID is all about delivering place-specific improvements in line with our Business Plan that make Manor Royal a better place to work and run a business. On these pages we provide an insight into the impact the Manor Royal BID has had in the last year. Without the Manor Royal BID these things would not have happened.

## About strategy

The Manor Royal BID works to deliver the Business Plan over a five year term as voted for by businesses at the BID Ballot

**5**  
Years

The Manor Royal BID runs from 2018-2023 before businesses have to vote again to decide if they want it to continue.

**4**

Objectives

- Promote & Influence
- Trade & Save
- Infrastructure & Facilities
- Manage & Maintain

## About management & operations

The Manor Royal BID works to attract additional funds while keeping costs down to maximise what it can invest in new and additional projects and services.

**31%**

£222,360 additional funds attracted in support of BID Projects. 31% of total income came from elsewhere.

**8%**

Central costs remain well below the industry standard (20%) and always have been.

## About savings & services

The Manor Royal BID works to provide additional services and savings, including maintenance, security, training, transport.

**24**

training sessions organised attended by 268 people delivering an overall saving of £30,840 and or an average of £115 per delegate.

**13**

The number of times the Manor Royal BID additional winter gritting service was activated covering 80 kilometres.

**80**

the number of Business Rangers hours provided per week to help with security and reassurance.

**60<sup>+</sup>**

Additional hours per week provided by the Maintenance Team to keep Manor Royal clean, tidy and well-presented.

**215**

conservation based volunteer/ team building hours provided at Crawters Brook.

**358**

jobs posted on the Manor Royal Jobs Board generating 706 applications and delivering overall savings of over £50,000.

**86**

businesses registered with easit saving over £130,000 in membership fees, £1,511 per business.

OVER  
**13k**

Manor Royal easit card holders benefitting from cash and other transport savings.



## About projects & facilities

The Manor Royal BID works to deliver projects that improve the public realm, infrastructure and available facilities.

**1** key entry point (Gateway 1) is improved to create a more attractive and impressive first impression.

**4** Digital signs at key locations around Manor Royal start to be installed for the benefit of local messages and advertising.

In addition, the Manor Royal BID continues to work with partners on the Crawley Growth Programme, progress the ReEnergise Manor Royal renewable energy project and applies for funding to the Arts Council to develop an Art & Heritage Trail

## About engagement

The Manor Royal BID works to build a sense of community and inform levy payers, and all Manor Royal based business.

**9** events attracting 1,256 delegates including Manor Royal. Matters, Know Your Neighbour, Football Tournament and Careers EXPO plus the new People's Conference

**OVER 9k** Copies of the quarterly Manor Royal News magazine produced and distributed in the year.

**OVER 3k** Twitter followers (up by 1,000), 500 Linked IN group members (up by 100) and 300 Instagram followers (new).

**12** Monthly ebulletins issued to between 1,700 and 1,800 individuals with an open rate of between 20-27% (17.9% industry average).

## About maintenance

The Manor Royal BID works to provide additional grounds maintenance services on top of what the Councils provide to keep the place looking good.

**85** miles of grass cutting each year contributing to about 1.5 tonnes of green waste collected annually.

**4.5** tonnes of waste collected from edging work between January and March.

**OVER 2** tonnes of fly tipping collected.

**17** Monthly ebulletins issued to between 1,700 and 1,800 individuals with an open rate of between 20-27% (17.9% industry average)

## About security & reassurance

The Manor Royal BID works to keep Manor Royal safe, to provide advice and reassurance and to work alongside the police and local authorities to help protect the area.

**OVER 2k** Business visits made by the Business Rangers.

**57** reports issued via DISC (Business Watch) covering incidents of theft, flytipping, abandoned vehicles etc.

**485** Business Watch (DISC) members (up by 100) free to Manor Royal companies savings up to £396 per annum providing secure means to receive and share security, crime and related information.

**561** public realm reports logged identifying littering, fly tipping, broken street furniture, parking issues etc

**114** security alerts issued via the DISC (Business Watch) system to provide early warning to Manor Royal companies.










**1** Public Space Protection Order (PSPO) introduced by Crawley Borough Council following lobbying by Manor Royal BID.



Find out more about Manor Royal BID activities at [www.manorroyal.org/projects](http://www.manorroyal.org/projects)

## Our board

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

	<b>Trevor Williams,</b> Thales UK
	<b>Paul Searle,</b> P&H Motorcycles
	<b>Michael Deacon-Jackson,</b> FTD Johns
	<b>Paul Roe,</b> Kreston Reeves
	<b>Cllr Peter Smith,</b> Crawley Borough Council
	<b>Markus Wood,</b> Avensys
	<b>Zoe Wright,</b> B&CE The People's Pension
	<b>Keith Pordum,</b> Bon Appetit
	<b>Anthony Maynard,</b> CGG

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

## Our standards

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

Doing things right means:

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



## Our services

Businesses based in the Manor Royal BID area automatically gain access to a range of services and benefits that might not necessarily be available somewhere else. Working exclusively for the benefit of Manor Royal businesses and people, over the past year the BID has provided a range of free, subsidised and additional services alongside delivering projects to improve the available infrastructure, environment and facilities.

- |   |  |   |   |
|---|--|---|---|
|    | Cheaper staff travel   |    | Free events programme   |
|    | Additional security measures, including free business watch membership |    | Additional winter and grounds maintenance                                     |
|    | Low cost training programme  |    | Tailored magazine and dedicated communications, , printed, social and online. |
|    | Dedicated point of contact   |    | Free and unlimited job board access   |
|    | Access to bespoke business directory and online offers posting         |    | Cost-saving schemes and employee benefits                                     |
|   | On-going and continued investment                                      |   | Investment to improve infrastructure and facilities                           |
|  | Opportunities to advertise in print, online and on digital screens     |  | Business support initiatives and team building activities                     |

The list of additional services, benefits and projects being delivered is constantly changing. Visit the “Projects” and “Benefits” section of the Manor Royal BID website for the latest details.

## Our partners

The Manor Royal BID works with a wide range of partners and stakeholders. The Board would like to acknowledge the following for their support throughout the year.



Proud to be part of the

# Our achievements

Highlights of our year in words and pictures

## April 2018:

- Two training events delivered (Excel & coaching skills)
- Comedy Night and Crawley STEMfest 2018 launch hosted at Elekta
- Digital Signs supplier interviews
- Manor Royal Maintenance Team contract renewed

## May 2018:

- Know Your Neighbour Expo delivered
- Two training courses delivered (Excel, LinkedIn)
- First Manor Royal Careers EXPO takes place

## June 2018:

- Official start of Term 2 (2018-23) of the Manor Royal BID
- TLC win the Manor Royal Football Tournament
- Three training courses delivered (Excel, Customer care, First aid)
- Three volunteering sessions organised at Crawters Brook
- Avenys appointed as Digital Sign supplier.

## July 2018:

- Two tours of site delivered
- One volunteering session organised at Crawters Brook
- Two training courses delivered (Project management, Working safely)

## August 2018:

- Crawley Skills Gap Study inception meeting, with Crawley Borough Council and Crawley College

## September 2018:

- Three training courses delivered (Excel, Emotional intelligence, Marketing for small businesses)

## October 2018:

- First Manor Royal People Conference
- AGM
- One volunteering session organised at Crawters Brook
- Three training courses delivered (Leadership skills, Excel, First aid)

## November 2018:

- Manor Royal Matters Conference delivered
- Additional winter gritting service activated
- Terrace Pocket Park shortlisted for national British BIDs award
- Construction of Gateway 1 improvement begins
- Two training courses delivered (Excel, Coaching skills)
- Crawley Skills Gap wrap-up meeting

## December 2018:

- Re-Energise Manor Royal “making it happen” workshop
- Manor Royal Christmas event hosted by Motorline Lexus
- Training course delivered (First aid)

## January 2019:

- Additional winter gritting service activated ten times
- Two training courses delivered (Excel, Emotional intelligence)

## February 2019:

- Consultation on Manor Royal Crawley Growth Programme transport schemes
- Additional winter gritting service activated three times
- Digital signs installation begins
- Two training courses delivered (Excel, Team leading)
- Practical completion of Gateway 1 improvement scheme

## March 2019:

- Public Space Protection Order (PSPO) to curb car cruising is introduced
- Two training courses delivered (First aid, Project management)



# Our year ahead

## We will carry on doing and providing...

- Business Watch for all and related security services
- easitCRAWLEY transport initiative membership for all
- Subsidised training programme (with Crawley College)
- Free and unlimited use of the Manor Royal Jobs Board
- Provision of additional and dedicated grounds Maintenance Team
- Provision of dedicated Business Ranger Service
- Additional winter maintenance plan for severe weather events (to cover those smaller business areas not covered by West Sussex County Council)
- Volunteering and team building opportunities
- Manor Royal Procurement Hub (Auditel) facility
- Know Your Neighbour, Manor Royal People Conference, Manor Royal Matters event, Careers EXPO
- Monthly eBulletins, Quarterly Manor Royal News, Managed website and social media
- Free business listings and offers
- Discounted services and benefits for Manor Royal staff, including the newly introduced “Manor Royal Friends” benefits scheme
- Host Manor Royal Comedy Night as part of the Crawley STEMfest 2019 launch
- Continued liaison with service providers and monitoring of service levels
- Provision of single point of contact and programme delivery resource
- Continued lobbying for additional funding and resources
- Bespoke events like Manor Royal 6-a-side football tournament and members Christmas event

- Manor Royal online Business Directory
- Maintenance and Monitoring of security cameras (with Sussex/Surrey Police)
- Maintenance of Crawter’s Brook People’s Park, The Terrace and Manor Royal signs assets
- On-going dialogue with Sussex Police
- Representation of Manor Royal at a strategic level including representation of Manor Royal interests on strategic level groups such as the Coast-to-Capital Local Enterprise Partnership (LEP), Gatwick Diamond Initiative and Crawley Local Economy Action Group (LEAG) and Gatwick Airport responding to strategic level plans as necessary.

## In addition we will undertake the following ...

- Complete installation of digital advertising signs
- Begin work on the development of the Arts & Heritage Trail, including securing the necessary funding
- Recruit new team members
- Review the Business Ranger night provision
- Introduce new Waste & Recycling services
- Introduce a new Business Support service
- Work with Crawley Borough Council and West Sussex County Council to deliver the Manor Royal elements of the Crawley Growth Programme transport infrastructure improvements
- Lobby for improved on-street parking management and enforcement arrangements
- Support the delivery of the Manor Royal Re-energise project to test the feasibility of on-site energy generation from sustainable sources (with West Sussex County Council Your Energy Sussex and Crawley Borough Council)



# Manor Royal Matters 2019

## Our agenda

### Discussing the issues that really matter on Manor Royal

- 09:15 **Registration and coffee**  
09:40 **Opening remarks** (Event Chair)  
09:50 **Our year in review and thoughts on future challenges and projects**

- 10:05 **Annual Review & AGM**  
1. Approval of minutes and consideration of accounts  
2. Appointment of auditors and authority for Board to agree remuneration  
3. Election and re-election of Directors of the Board  
4. Questions from the floor

- 10:25 **Our economic outlook**  
Marcus Wright, Senior Economist and Head of Economic Forecasting & Stress-testing  
Economics at Royal Bank of Scotland.

- 10:55 **Your say: voting on key issues and panel debate**  
Delegates vote on key issues using electronic voting pads for the panel to debate.

- 11:20 **Coffee break and exhibition**

- 11:45 **BREAKOUT SESSIONS** (Delegates join one of these sessions that run concurrently).

**A. Place Matters:** Marc Tomes (Allen Scott Landscape Architects) and Richard Wolfstrome discuss the latest plans for improving the business district, why it's important and how businesses can get involved.

**B. Wellness & Community Matters:** Josie Lazenby (Virgin Atlantic, Senior Wellbeing & Benefits Manager) and Sonia Moir (Evans Cycles, Internal Communications Manager) discuss staff wellbeing and details of ways the BID is working to support staff and businesses in Manor Royal. Chaired by Joanne Rogers (Prowse & Co, Managing Director).

**C. Property Matters:** Respected property agents Adam Godfrey (SHW) and Stephen Oliver (Vail Williams) debate and discuss the latest developments and property trends. Chaired by Steve Sawyer (Manor Royal BID, Executive Director)

- 12:30 **Event wrap-up**  
12:45 **Networking and lunch**

*For more information*

*info@manorroyal.org*

*01293 813 866*

*manorroyal.org*



*Be part of it!*