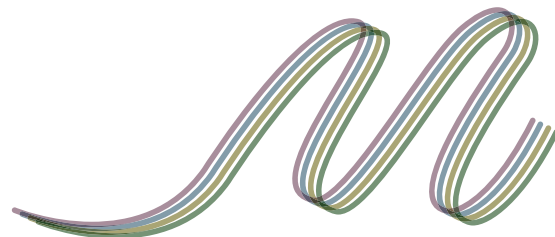


A Plan for Progress



MANOR ROYAL CRAWLEY GATWICK
BUSINESS DISTRICT

Manor Royal Business District – a place with vision

“By 2026 Manor Royal will evolve into the south east’s leading mixed-activity employment hub, providing modern business accommodation, a range of supporting amenities and achieving environmental excellence to drive the growth of Crawley and the Gatwick Diamond economy.”

A Plan for Progress provides a summary of the core Manor Royal Business District masterplan. It captures the central messages of the masterplan and celebrates the area’s existing strengths upon which this modern vision and masterplan have been developed.

The full suite of masterplan documents, including this summary, the Manor Royal masterplan itself, the Greening Manor Royal report, the Manor Royal Supplementary Planning Document and the supporting evidence base and technical appendices will be available on the Manor Royal website.

Visit www.manorroyal.org
or call 01293 438704 for more information.

Introducing Manor Royal – the premier choice

Manor Royal already offers a regional scale opportunity as a premier business location. Currently home to 500 businesses employing 30,000 people occupied in a hugely diverse variety of economic sectors, in regional terms Manor Royal is in the top ten places to do business in the south east.

Business and commerce have always played an important part in Crawley's success and Manor Royal has always been absolutely key to that. This remains as true today as it did when it was officially named 60 years ago.

In that time Manor Royal has not stood still. It has evolved and changed and the job of the masterplan is to ensure it continues to adapt to what is an ever-changing world. From the Gatwick Diamond to local chambers of commerce, the challenges we face are real and must be faced together. In order to do that,

to remain successful, we need a strong Manor Royal. And we have one.

The masterplan is designed to build on Manor Royal's existing strengths, to provide a shared vision, backed up by supportive planning policy, and a shared sense of purpose so that Manor Royal cements its future as an excellent location to do business and invest.

It's an ambitious vision for an ambitious place. It will require the combined efforts of key owners and occupiers working alongside a supportive public sector and local council. It will have to be honest and remain true to the core qualities while working to enhance the offer in line with changing expectations.

Through the process of developing this masterplan some improvements have already been delivered and the groundwork for working in partnership to deliver future enhancements put in place.

This document provides an overview of the key masterplan messages. It provides an insight into the kind of place Manor Royal is and, through the delivery of the masterplan, the vision for how it will respond, adapt and grow over the next 20 years or so.

These are exciting times. Manor Royal is an exciting place. This is an exciting vision. No one agency can deliver it but by working together we can, through the masterplan, deliver the kind of certainty owners, occupiers and developers need so that opportunities for Manor Royal can be realised and turned into progress that we all can enjoy for a long time to come.

Here's to the next 60 years.



Councillor Bob Lanzer, Leader of Crawley Borough Council, and Jeremy Taylor, Chief Executive of the Gatwick Diamond Business Association | Cadia

Crawley Borough Council would like to acknowledge the contributions from: Crawley Museum Society, The Crawley Local Economy Action Group, The Gatwick Diamond Business Association | Cadia, GVA Grimley, HH Design, Signs Express, Tilewoodman and all the businesses and stakeholders involved in the development of the masterplan and production of this publication.

A history of success, growth and progress

"New Crawley will be one of the best towns that the country has ever seen."

Sir Thomas Bennett, Chair of the Development Corporation, 1948

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

Anthony Minoprio, Original New Town masterplan architect, 1948

As a place for business and commerce Crawley has always been important. Even as far back as Roman times, Crawley was a key centre for iron working. As people and economies became increasingly mobile – by horse and coach in the 18th century, by train through the 19th century and plane in the 20th century – Crawley adapted and moved with the times to take advantage of its location as part of the major trade route between London and the coast.

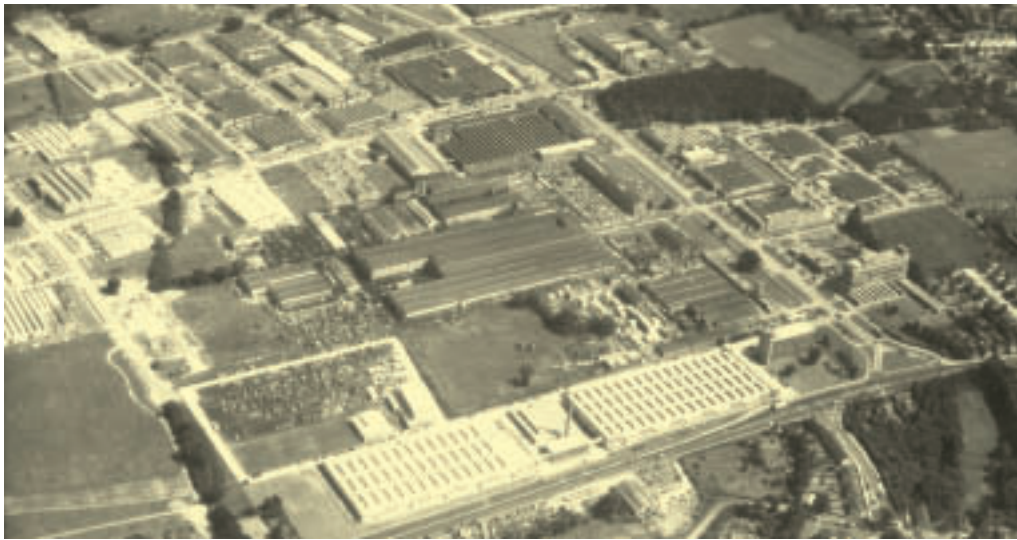
However, the beginning of Crawley the New Town, along with the rise of Gatwick Airport, would change the town and Manor Royal forever, cementing its reputation as an economic driver of significant scale and importance.

During the early years Manor Royal was little more than a field or, later, part of a rich landowner's estate, but that all changed with the advent of Crawley as a New Town in 1947. Now there is little, if any, argument that Manor Royal makes a substantial economic impact that extends well beyond its immediate geography. It plays a vital role in the Gatwick Diamond as well as being a significant driver for the ongoing economic development of the south east.

The vision for the New Town was bold. The intention was to create a town with a balanced economy complete with its own industry and great places for all staff to live. It was Manor Royal, officially named by Princess Elizabeth in 1950, that was designed to be the commercial and industrial heartland of this ambitious town.

The Development Corporation specified six or seven industries whose labour requirements could be easily met, including engineering, woodworking, printing and the manufacture of food, drugs and electrical goods. The focus was on firms that paid high wages with a progressive attitude.





In spite of the lack of financial incentives, firms were attracted to Manor Royal by the quality of the environment on offer. The interest was so great the Crawley New Town Corporation was able to pick and choose between different companies to create a balanced economy.

The plan was to build small and large factories next to each other. However, the larger firms lined up along Manor Royal, Fleming Way and Gatwick Road with the smaller firms mainly on minor roads. The legacy of this early development can still be seen today.

One year after Manor Royal opened, 18 firms were trading there, including four with more than 100 employees and one with more than 1,000. By the mid-1960s, businesses which had moved to the town since 1950 employed 16,000 people. In 1978 there were 105 such firms.

Although there is still a large firm presence in Manor Royal and Crawley, in recent years there has been a change in employment type away from traditional manufacturing with an increase in travel-related industries, connected to the airport, and an emergence of knowledge and service-based industries.

From a field to the biggest business area of its kind in the south east. From an original vision for 8,500 workers to 30,000. From 18 mostly manufacturing firms to approximately 500 companies operating in a diverse range of sectors, including advanced manufacturing, flight simulation and service based industries. The story of Manor Royal is one of development, growth, change and ultimately progress.

In 1948, as part of the New Town masterplan, the vision for Manor Royal was to become an area superior to any other in the country based on the quality of the environment on offer. The legacy of this early vision is still in evidence, as are some of the original firms albeit with different names. The purpose of the modern masterplan for Manor Royal remains true to the core values of achieving a balanced economy, with a diversity of uses, providing a quality environment for progressive employers but updated for the 21st century economy.

I hope you will be a part of it.

Councillor Claire Denman,
Cabinet member for Planning and Economic Development





The Road to Progress

Crawley has a rich history, one that has always been associated with trade and industry even before it was designated as one of the original New Towns. However, it was the period from 1946 onwards that marked the most remarkable rise of Crawley as a town and economic driver in the south east. From the beginning of this extraordinary phase Manor Royal was always destined to play a key part. What follows are the key milestones for Manor Royal as it embarked on that road to progress.

Date Event

1946	Parliament announces that Crawley will become a New Town
1947	Crawley New Town designation order is made
1948	Crawley's New Town masterplan is unveiled
1949	WC Youngmans, maker of industrial trucks and builders' plant, leases a 10 acre site to become one of the original occupiers
1950	In January, Princess Elizabeth (now Queen Elizabeth II) opens Manor Royal. 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	Crawley Industrial Group (later Cadia) is founded as a pressure group for companies

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 Urban District Council is created. Crawley's population reaches 30,000. Manufacturing (old and new) accounts for 61 per cent of work, building and civil engineering 18 per cent with non-industrial concerns only 21 per cent
1957	Redifon, manufacturer of flight simulators and advanced training devices, now Thales, moves into its Gatwick Road site
1958	Vent Axia, another A.P.V. company, takes up a site. Queen Elizabeth II opens the new Gatwick Airport
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 people are employed in 79 factories occupying just over three million sq ft of space. Manufacturing accounts for 60 per cent of work. The rise of Gatwick Airport and service trades now accounts for 34 per cent
1963	Following the move 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 | 1993 | CGG Veritas, a world leading geophysical company, makes Crompton Way, Manor Royal its UK Centre |
| 1971 | Crawley's population reaches 67,608. Services now employ 53.5 per cent of workers, manufacturing 46 per cent. 15,000 people now commute to Crawley for work from other areas, a net inflow of 10,000 | 1994 | Planning permission is granted for Crawley Business Quarter, Fleming Way |
| 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 | 1997 | Virgin Atlantic move into The Office on the Crawley Business Quarter |
| 1974 | Crawley Urban District Council becomes Crawley Borough Council | 1998 | Planning permission granted for City Place |
| 1978 | Astral Towers, formerly Caledonian House, is given planning permission | 1999 | Virgin Atlantic purchases former Upjohn Pharmaceuticals site on Fleming Way to create global training centre, The Base |
| 1981 | Crawley's population reaches 73,081. Of the 63,610 jobs on offer in Crawley 67 per cent are now in service trades. The net inflow of workers has doubled to 20,120. British Caledonian HQ at Astral Towers becomes a prominent feature | 2000 | Planning permission granted for Pegasus Place, Gatwick Road |
| 1982 | The Government approves a second terminal for Gatwick Airport | 2001 | Crawley's population reaches 99,744 |
| 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 | 2003 | Fastway, Crawley's rapid transport service, begins operation improving access to Manor Royal and surrounding areas by bus |
| 1991 | Crawley's population reaches 97,428 | 2004 | Basepoint Business and Innovation Centre officially opens |
| 1992 | Pasta Reale, the UK's largest manufacturer of fresh pasta, builds new premises on Fleming Way | 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 masterplan is launched |

Evolution and change

A view along Manor Royal from the junction with London Road. In 60 years Manor Royal has gone from fields to a mature tree-lined route and home to some of the area's largest and most prestigious employers.



Single-storey buildings with "wavy roofs", produced by Twist Steel, were a distinctive feature of some of the early architecture and while many of these have been redeveloped some still remain in active use. A testimony to the diversity of Manor Royal's varied property offer.

A legacy of ambitious companies making confident statements. Following its move to Manor Royal in the 1960s, B&CE's new building was described as a "gleaming palace" at its official opening in 1963. Forty-five years later Thales invest £100m in their landmark building across the road.





Chimneys and numerous single-storey factory buildings are symbolic of "old" Manor Royal and its traditional manufacturing heritage. Modern Manor Royal is still a place where things are made but now there is a higher concentration of office premises and the influence of aviation and travel is embodied by the presence of employers such as Virgin Atlantic.

Manor Royal: the holiday destination? Not quite. However the addition of new facilities – like the Premier Inn on the Crawley Business Quarter – represents how Manor Royal has diversified its offer and appeal.



Few of the original single-storey wavy roofed buildings remain. In their place more modern, higher density buildings have been developed. Over time the property offer has changed and the business activity evolved and become more diverse – one of Manor Royal's key selling points.

Taking a fresh look

From Greek Gods to vibrant peacocks, the process of creating a positive and contemporary new identity for the south east's biggest business district culminated in a bright, colourful and modern image for the newly-named and repositioned Manor Royal Business District.

While those 'in the know' well understood how Manor Royal had evolved into a key centre for a diverse range of modern business activity and occupiers there was a feeling that it lacked a strong, coherent identity and brand that properly represented this evolution.

Through a series of surveys and workshops, culminating in a vote by those attending the 2009 Crawley Business Debate, local communications agency Tilewoodman helped to create a fresh, clean image that could be used, among other things, on new signage at each of the major arrival points.

Manor Royal Business District has come to be represented by a ribbon, which includes clear reference to both Gatwick and Crawley and reflects a sense of movement, diversity and dynamism in keeping with the place it is today.



Rationale for the identity:

- The cutting of a ribbon is a symbol of a new beginning which complements and supports regeneration
- Using a ribbon to form an 'M' as a visual symbol makes a strong dynamic logo
- The four differently coloured strands will be a highly useful function because they can be used to represent geography, diversity and the various stakeholder groups
- Using the ribbon style to establish a visual identity, including developing a range of symbols/shapes that could reflect different aspects of working life at Manor Royal, would strengthen the offering and give the identity longevity
- The approach also lends itself to animation, useful for creating promotional videos or websites
- The inclusion of Crawley and Gatwick at once positions Manor Royal locally and attaches itself to the global brand offered by Gatwick
- The subtle renaming of Manor Royal as a Business District suggests scale and breaks the link with the outdated industrial origins while maintaining the proud royal heritage

Guidelines for the use of the logo are available online at www.manorroyal.org

Manor Royal Business District – The Vision

“By 2026 Manor Royal will evolve into the south east’s leading mixed-activity employment hub, providing modern business accommodation, a range of supporting amenities and achieving environmental excellence to drive the growth of Crawley and the Gatwick Diamond economy.”

The future success of Manor Royal lies in the evolution, not revolution, of its offer by building on its existing strengths of scale, diversity, connectivity and location and enhancing them to increase its competitiveness in the region and beyond.

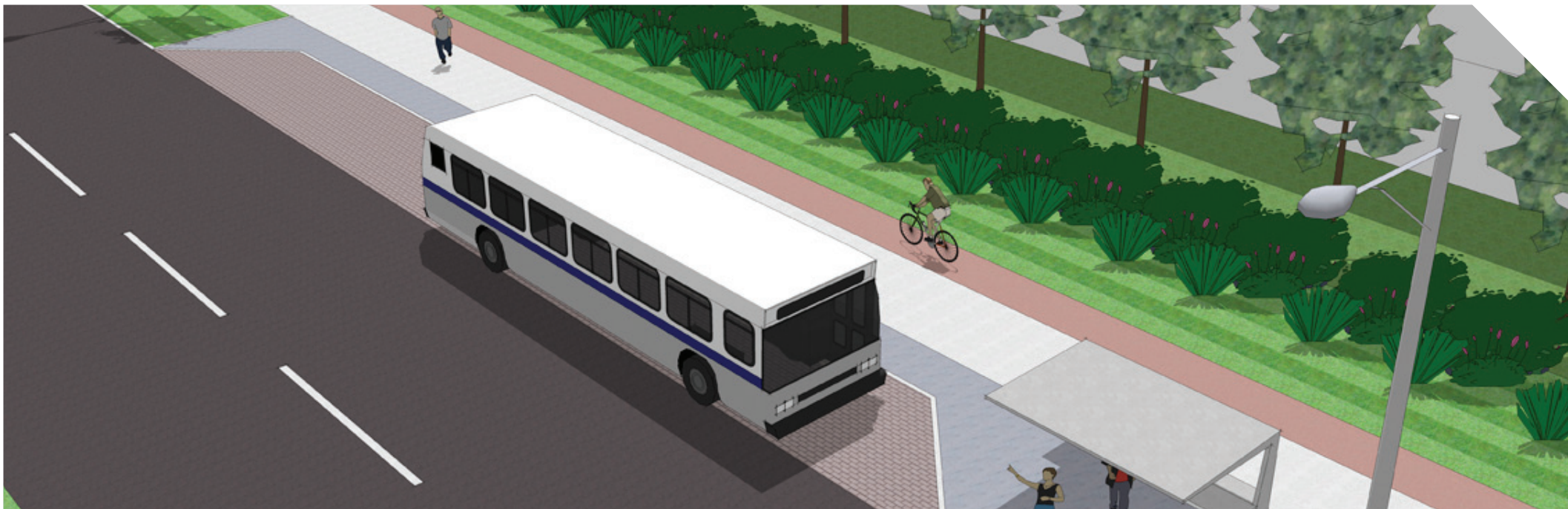
The central aim of the masterplan is to provide strategic direction to guide the future investment and development of Manor Royal. By setting a clear vision, the masterplan creates a level of confidence and certainty that will support existing business and act as a green light to new investors.

How the vision will be achieved:

- Building on the unique business and physical attributes afforded by its location and history
- Delivering a modern and attractive setting for leading businesses
- Providing an environment which supports and encourages business growth
- Working with the market to provide an appropriate range of property
- Achieving an active and desirable working environment
- Encouraging more sustainable business performance and practice
- Engaging occupiers in setting and managing the future direction for Manor Royal

This will ultimately deliver a high performing business district that:

- Safeguards the mix of uses which make up Manor Royal’s character
- Enables Crawley and the Gatwick Diamond to achieve its economic objectives
- Is driven by a robust policy framework which creates certainty for investors and occupiers



The key elements to take forward through the masterplan are:

- **Creation of key character zones** to, over time, encourage predominant business activities to emerge in key areas and allow better separation and relationship between these different uses
- **Establishment of design and development principles** for gateway areas and sites as they come forward which are consistent with the masterplan principle and development of the character zones
- **Improving public realm and open space** to supplement improvements at a site specific level
- **Identification of key opportunity sites** in the short to medium term and work with owners to develop a proposal which benefits the whole of Manor Royal
- **Delivery of better facilities and services**, including amenity uses, smaller business units and other non-commercial requirements like a crèche, meeting rooms, cafe and other small scale retail provision in a business hub
- **Enhancement of promotion and branding initiatives**, through the combined efforts of the businesses, council and property agents
- **Development of a Manor Royal-wide transport strategy** in partnership with businesses and site owners based on future strategic direction
- **Establishing priorities for improving sustainability** which work at an individual property/business level and estate-wide
- **Formation of a more coherent basis for the private and public sector to work together** and for the private sector to feel able to take ownership of and influence the ongoing management and improvement of Manor Royal



Driving change

Central to the masterplan is enhancing the role the key gateway sites play as drivers for change and creating strong arrival points.

The future strategy focuses on securing new development to create a high quality environment that includes landmark buildings through innovative design and architecture, site layout and treatment of the public realm to provide benchmarks for wider development.

They should work sensitively with existing uses and market interest to establish the all important character zones.

The other key sites where encouraging high quality development is important include:

- Fleming Way and London Road
- Manor Royal and Gatwick Road.

There are other key sites where encouraging high quality development is important. These include:

- Glaxo SmithKline (main frontage on Manor Royal)
- BOC Edwards (at the corner of Manor Royal and Faraday Road)
- Gatwick City Place.

Building Character

Four main areas have been identified in which similar and complementary business uses will be encouraged to develop by building on existing uses and recent development and investment interest.

Each area, or zone, will have its own individual proposition and focus, create all important certainty for businesses and landowners, reduce “bad neighbour” effects and conflicts between land uses and road users while maintaining the strength in diversity across Manor Royal Business District.

Delivering the change – adopting the masterplan

A solid working relationship between Crawley Borough Council and private sector partners will be important for successful implementation of the masterplan. This has to be supported by a sound planning framework that will create the right conditions for change.

Over the next two years a variety of statutory stages must be undertaken to deliver the masterplan, its character areas and key sites. In the meantime, planning advice will be available and offered in line with the masterplan objectives.

For planning advice and details of the formal planning process, and the key stages leading to the adoption of the masterplan as part of the council’s Core Strategy planning document, visit www.manorroyal.org or call 01293 438581.

The character areas

Core Business Zone (Areas B and C)

The focus here is on high quality offices, value-added clean manufacturing and general light industrial uses with the opportunity for the development of facilities that combine the two. The intersection of areas B and C has been identified as an ideal location for the business hub, to provide better services and facilities.

Northern Industrial Zone (Area D)

This area offers the opportunity to protect and enhance the industrial and local scale logistics already there to create a high quality area for heavier industrial, storage and distribution uses.

As well as reducing large vehicle movements in the Core Business Zone it also takes advantage of direct links to Gatwick Road and being closer to the airport.

Buffer Zone (Area E)

This area helps separate the key areas of the Core Business Zone and the Industrial Zone. By being more market-led it allows for an important degree of flexibility and a greater mix of uses. This will aid both the integration between the more focussed character areas and the ability to respond to any changes at Gatwick Airport.

Existing Employment Allocation (Zone F)

An area to the north of Manor Royal already allocated for employment development. This area is seen as key to retaining flexibility allowing new development

to be accommodated and creating the space for other areas to evolve and change.

Long Term Zones of Change (Zone A)

These two areas of change are deemed to play a less central role in the functioning of Manor Royal. For the time being it is expected that the core existing uses will be maintained but provide the opportunity for greater flexibility in the longer term by encouraging other less traditional employment uses.

In the north-western County Oak area there is the opportunity to enhance the retail offer, as long as it does not undermine existing areas, and the town centre in particular.

In the south-eastern Tinsley Lane area there is potential to enhance the residential character of the area and provide better links to new support facilities on Manor Royal that can be used by existing residents.

Business and leisure hubs (point G)

The masterplan identifies the potential to introduce two amenity hubs within the core area – one with a business focus and the other more leisure-based. This would help foster a sense of community and provide better facilities for businesses, visitors and employees of Manor Royal.

With primarily a business focus, the Business Hub at the intersection of core areas B and C would provide

shared meeting space, an information point, affordable small business space, convenience retail (i.e. a post office), banking facilities, a café or restaurant and other support facilities. This would require a feasibility test to establish its exact nature, scale and viability.

The Leisure Hub should be positioned to take advantage of the natural assets of Crawters Brook. The hub would blend formal and informal leisure uses, including a small scale gym and swimming pool and be a focal point for timed walking and jogging routes.










Energy centres

As well as considering a raft of environmental measures the masterplan identifies the potential for creating sustainable on-site energy centres. Subject to a full assessment this technology would establish the area's green credentials and serve as a catalyst for change.

Green Links / Routes (marked H)

This network of green links will provide clear breaks between sites and uses, avoiding conflict between different business activities as well as between vehicles, pedestrians and cyclists. Making the most of some of Manor Royal's existing natural assets, this network of routes would enhance the area's overall appearance.

MASTERPLAN KEY DIAGRAM

-  LONG TERM ZONES OF CHANGE
-  B/C CORE BUSINESS ZONE
-  D NORTHERN INDUSTRIAL ZONE
-  E BUFFER ZONE
-  F EXISTING CORE STRATEGY ALLOCATION
-  G MODAL POINTS/HUBS
-  H GREEN LINES/LANDSCAPE STRUCTURED ROUTES
-  KEY DEVELOPMENT OPPORTUNITIES IN THE NEAR TERM
-  POTENTIAL ENERGY CENTRE LOCATIONS





What the agents say

A wealth of experience and a fine-tuned understanding of modern occupier needs provides the commercial property agents with a unique insight into Manor Royal's key strengths and opportunities. From excellent communications and blue chip occupiers to diverse business activities and premises to match, here's what a selection of the key agents have to say.



The Crawley office of Stiles Harold Williams has been delighted to have a close association with the Manor Royal area for more than 35 years, both in terms of providing property and development advice.

We believe in some small way we have assisted in helping to develop Manor Royal into what it is today – a powerhouse of business centrally located within the heart of the Gatwick Diamond and home to many successful national and international firms.

An undoubted feature of the estate is its strategic location between Crawley and Gatwick with an excellent road network served by two motorway junctions and, more recently, the Fastway bus service, which is proving increasingly popular.

We have seen Manor Royal develop over many years and will happily play a continuing part in achieving further development for the prestigious employment area of Gatwick Diamond.

Adam Godfrey , Director
Stiles Harold Williams



Manor Royal's critical mass of 500 businesses of all types, and its property offer, has been a key factor contributing to Crawley's role as a regional business centre in the south east.

It has evolved from a traditional industrial estate to a mixed business environment and has become the premier location for a number of occupiers seeking accommodation in the Gatwick Diamond.

Business is attracted here for many reasons: the availability of industrial, warehouse and office accommodation to suit all budgets; a wide employee catchment area; its proximity to Gatwick; the excellent rail communications to London and the south coast; and, of course, its proximity to the M23 and M25 motorways.

These elements will ensure Manor Royal remains on the top of most occupiers' shortlist when seeking to expand or relocate.

Andrew Osborne
Vail Williams



Manor Royal offers occupiers an extremely strong critical mass of household name occupiers congregated together.

Proximity to Gatwick and the M23 continue to be key elements that attract incoming office occupiers to this mixed use area. The long-term commitment by Thales to a new HQ and, more recently, the relocation of Doosan from the town centre to the 117,000 sq ft Brooke House on Crawley Business Quarter in Manor Royal demonstrates the attractiveness of the location to major corporates.

From another perspective, the piecemeal ownership of Manor Royal plots has meant there has been no co-ordinated approach to provision of amenities for workers cafes, shops, banks etc. are thinly spread along the perimeter of the estate.

The provision of a central hub to provide such services would be a major advantage for Manor Royal in competing against other business areas.

Will Foster, Partner
Knight Frank



Since its original development through the 1950s and 1960s, Manor Royal has played a vital role in the prosperity of the regional economy, attracting numerous major national and international companies with its excellent transport communications, environment and diverse pool of labour.

Over time, Manor Royal has evolved from being an industrial estate dominated by large manufacturing firms, into a Business District with more than 500 businesses.

Today, Manor Royal is home to a large and diverse range of businesses with a growing financial and professional service sector, technology-based firms and showroom/ trade counter outlets, in addition to the more traditional industrial and airport-related occupiers.

Situated in the heart of the Gatwick Diamond, Manor Royal provides businesses with an environment and infrastructure in which to flourish and prosper.

David Bessant, Director
Graves Jenkins

Greening Manor Royal

Sustainable progress

The masterplan makes no separation between economic and environmental performance in achieving excellence for Manor Royal. The masterplan sets out how a successful Manor Royal can be a low carbon, sustainable business destination through a series of practical steps.

Establishing a Manor Royal Sustainability Network

Key to much of what can be done to improve Manor Royal's environmental performance, this involves bringing people and businesses together to spot opportunities and to shape and drive sustainable change on a Business District-wide basis.

Encouraging sustainable building design

Provide guidance to developers and occupiers undertaking new builds or major renovations to, over time, raise the bar across Manor Royal.

Creating an exemplar, zero carbon central Business Hub

As well as providing all important services and facilities for employees, visitors and businesses, the potential for the Business Hub to be a showcase for Manor Royal's sustainable future will be explored.

Cheaper, greener, better: waste, recycling and energy

Joint procurement of energy through an Energy Services Company (ESCo) and central energy centre for energy production, an estate-wide waste and recycling management and collection service, identifying waste to energy and supply chain synergies – where one company's waste might be used by another company – are all possible through closer working and support.

Introduce solar roof strategies

Helped by the Government's feed-in tariffs and upfront capital investment, building owners could be encouraged to make more use of their roof space

for solar and other renewable technologies and green roofs.

Making sustainable transport easy

Support the take-up of sustainable transport options like easit CRAWLEY and make commitments to try and improve the cycle routes and facilities throughout the estate and look into the infrastructure for electric vehicles.

Enhanced green infrastructure, biodiversity and open space

Through the council's Open Space Management Programme, with the support of businesses, improve Manor Royal's already good green infrastructure of interconnected open space areas to support biodiversity and recreational opportunities.

For further information all the Environment Unit at Crawley Borough Council on 01293 438543.



Green business advice

Crawley Borough Council's Green Business Programme (GBP) is a free and confidential service which can help your business reduce its impact on the environment, ultimately saving you money.

The GBP has helped more than 150 Crawley companies, many of whom have gone on to win prestigious awards and saved thousands of pounds on their energy bills.

Businesses that take part in the GBP benefit from:

- Improved productivity and competitiveness
- Cutting energy and water bills
- Reducing transport costs
- Implementing practical waste reduction
- Keeping ahead of the market/boost your green credentials

For more information visit www.crawley.gov.uk/gbp or call 01293 438543.

Congestion buster boosts business

Manor Royal is a thriving and popular business location and, like many such areas, faces traffic congestion issues, particularly at peak times. And so, in 2008, an exciting new travel initiative launched in Crawley with the aim to address congestion and commuter transport issues in and around the Manor Royal Business District.

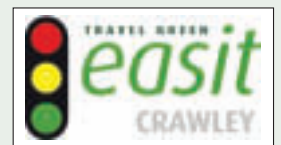
Now representing more than 50 businesses and 115,000 employees in the Gatwick Diamond, easit has grown and brings together businesses with local government to create new and cheaper travel options, lobby for changes to public transport provision and generate funding for new initiatives.

By carrying out staff surveys, easit is able to identify and provide solutions to transport issues based on what employers and employees are prepared to adopt, bringing about changes that really benefit the members.

Some of the initiatives already on offer to easit members include a bespoke car share website boasting an impressive match rate of 48 per cent, 20 per cent discount on rail tickets across the Southern network and bicycle loans for those wishing to try out their daily commute to work without committing to the expense of purchasing one.

The group has gone on to win a number of business awards and has been recognised by the Department for Transport and the Highways Agency, being hailed as an example of best practice.

For more information about how to become a member, call 01306 886677 or email info@easit.org.uk



Business – in their own words

Why Manor Royal?

Over the next three pages we hear from businesses large and small about why they chose Manor Royal, why they have stayed here and how they see the future of the Manor Royal Business District.



Virgin Atlantic is really pleased to have its headquarters, The Office and The Base, here in Manor Royal, Crawley.

This is a fantastic location for us, especially being in such close proximity to the airport as well as to central London. This location offers great links, via the Gatwick Express, to both London Victoria and then onwards to Heathrow via the Heathrow Express.

Julie Southern, Chief Commercial and Financial Officer

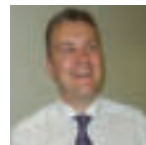
Virgin Atlantic Airways



The Gatwick Diamond Initiative is a business-led private/public sector partnership, formed to make a real difference to the performance of the sub-region's economy.

We very much welcome the launch of the Manor Royal masterplan, in recognition of the need for a high quality and competitive selection of industrial, commercial and office property – an investment offer that is critical to the economic success of the Gatwick Diamond region.

Rosemary French, Executive Director
Gatwick Diamond Initiative



Welland Medical Limited is a leading UK manufacturer of ostomy products renowned for its innovation. It distributes its extensive and innovative range of pouches and accessories to over 37 countries worldwide and was the first company to manufacture and launch the world's first flushable pouch.

With two prime manufacturing sites based on Manor Royal in Crawley, Welland Medical employs 115 mainly local people and is an active supporter of the local community. Being conveniently situated near to Gatwick Airport enables easy overseas travel to visit customers in their individual markets as well as allowing customers to visit us regularly with relative ease.

Sean Farbrother, Managing Director
Welland Medical



HH Design is a design and marketing led print and web solutions company providing a wide range of services from graphic design, print and exhibition graphics to web design and development. All services provided by HH Design have a strong design focus providing our clients with the ROI they deserve.

HH Design are located at Kelvin Business Centre in the heart of Manor Royal Business District. Manor Royal is the perfect location for us to service our clients in the Crawley area and has a wealth of amenities and resources whilst being extremely accessible to clients from out of the area. HH Design are in our 10th year of business and we hope to be in Manor Royal for another 10 years.

Graham Laker
Managing Director

Business – in their own words



Recognising an opportunity for the manufacture of fresh pasta, Pasta Reale moved to into Crawley in 1970 before building in Fleming Way in 1992.

The company is the largest fresh pasta manufacturer in the UK and employs around 200 people on two sites in Manor Royal. It supplies fresh pasta and a range of sauces, soups, stocks, gravies and porridge to major retailers such as Morrisons, Co-op, Sainsbury and Waitrose.

In spite of the challenges of operating in a very competitive food market, Pasta Reale has prospered in Manor Royal and can meet our requirements. We are sure that we can continue to expand here.

John Freestone, Chief Executive
Pasta Reale



Our exciting £1bn investment programme will modernise and transform Gatwick Airport, delivering new and improved services and facilities for our passengers and airlines.

As we work to make Gatwick the airport of choice for London and the south east I am delighted that there are also proposals to rejuvenate the Manor Royal Business District to create an attractive and modern place for businesses in the coming decade.

A new future for Gatwick Airport and Manor Royal will increase the economic prosperity of Crawley and make the Gatwick area a great place to do business.

Stewart Wingate, Chief Executive Officer
Gatwick Airport



When Ezehaul was planning its next move it soon became clear that key opportunities lay within the heart of Manor Royal where the outstanding transport links offered excellent prospects to establish a facility which had been lacking in the area's recent history.

Our 80,000 sq ft state-of-the-art freight consolidation centre now provides all businesses the opportunity to enhance their whole supply chain management with the range of logistics and storage packages available on our doorstep without having to go out of the area to fulfil logistics requirements.

We are looking forward to supporting the area build on its success in becoming a world class business location and achieving sustainable prosperity.

Mark Duggan, Managing Director
Ezehaul



Over the last 60 years we've had many names, through which time our commitment to Crawley has remained constant. We were one of the first companies to be based in Manor Royal and we have just invested over £100 million in our new premises.

We think our 2,500 strong workforce at Manor Royal has a level of skill and dedication that other organisations can only dream about. It's why our equipment and services are renowned worldwide and why we are a successful, award-winning supplier to the UK government.

Manor Royal offers easy access to the rail and air links essential for an international business like Thales. The centre of London can be reached in less than 40 minutes and the UK motorway network is literally around the corner.

Thales and Manor Royal; a unique combination and one that I have no doubt will last another 60 years.

Marion Broughton, Head of Training and Simulation
Thales UK

Business – in their own words



CGGVeritas is the world's leading international geophysical company delivering a wide range of seismic exploration technologies, services and equipment (branded Sercel), to a broad base of customers mainly in the global oil and gas industry. We employ about 400 staff locally and around 8,000 worldwide.

Crawley is the UK centre of the global group and we are strongly committed to Manor Royal. We have been located at our Crompton Way premises since 1993 and have recently invested for the future by refurbishing our building, ready for the next decade.

Ian Thornton, Senior Vice President:
EAME processing and imaging
CGG Veritas



As part of the UK and Ireland's leading signs and graphics company, Signs Express (Crawley) provides a complete design, manufacture and installation service for all forms of signage.

Located in the prestigious Manor Royal Business District, Signs Express (Crawley) is easily accessible from the M25 making it the ideal position to serve customers within Crawley and Gatwick as well as East Grinstead and Horsham and surrounding areas.

Nigel Wood, Business Manager
Signs Express (Crawley)



Providing financial benefits for the construction industry, B&CE has been located in Manor Royal for 48 years, having moved from Fulham in 1962. At that time, our six-storey headquarters was the tallest building in Crawley, but we have since moved into newer modern offices.

Manor Royal was the ideal location and over the years we have seen it grow and prosper with the town and, of course, with the development of Gatwick Airport on our doorstep. We have a strong and proactive business community in Manor Royal supported by the local authority.

Brian Griffiths, Chief Executive Officer
B&CE Benefit Schemes



ITW Construction Products is a leading manufacturer of fixing, fastening and drilling systems for wood, steel and concrete. With our UK head office on Fleming Way trading under the brands of Paslode and Spit, we offer the construction industry a wide range of products.

As a company that imports goods from all over the world, to then sell them on across the UK and Ireland, good transport links are crucial and the positioning of Manor Royal close to the M23 motorway makes this easy, straightforward and quick. The proximity of Gatwick Airport and excellent rail links are also convenient and with Crawley on the doorstep there is access to an excellent pool of resource for all areas of employment.

Andy Bell, Health, Safety and Quality Manager
ITW Construction Products



Manor Royal Business District

Why wait?

The foundations for a successful Manor Royal are clear and already in place. The intention is to build on them. Some of the improvements set out in the masterplan will take time to deliver. However, where there is the opportunity to take action sooner, why wait?

Alongside work to produce the masterplan itself and investing in the development of the appropriate planning framework and tools, a number of improvements have already been delivered.

These are the highlights of some of those things that have already happened:

- Road and amenities surveys carried out
- £500,000 of road improvements delivered
- Untidy "hot spot" areas tidied up
- Crawters Brook developed into a recreational area
- easit CRAWLEY business transport network established
- New brand and identity created
- New gateway signs commissioned
- Continued commitment by Crawley Borough Council to support joint work with the private sector owners and occupiers backed-up by seed funding to maintain and build momentum
- Website and internet presence set up at www.manorroyal.org

Facts and figures

Manor Royal Business District is impressive – the facts speak for themselves.

- Manor Royal Business District is the biggest business park in the south east covering a total area of 240 hectares, 154 hectares of which is developed or developable
- Home to more than 500 businesses
- It provides 30,000 jobs (40 per cent of Crawley's total employment)
- Crawley provides 45 per cent of all employment in the Gatwick Diamond, and Manor Royal accounts for approximately 19 per cent of all jobs in the Diamond
- 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, 77 per cent of which can be found in Manor Royal
- Manor Royal accounts for 19 per cent of all employment land in West Sussex and 22 per cent of all such land in the Gatwick Diamond

- Officially named and opened by HRH Princess Elizabeth (later Queen Elizabeth II) on January 25 1950
- Approximately 52 Crawley firms employ more than 100 people, most of these (32) are based in Manor Royal and the fringe area of County Oak. 50 per cent of Crawley employees work for companies employing 200 or more people
- There are approximately 519 employment premises on Manor Royal (accounting for 71.8 per cent of all such space across the town)
- 18,000 people commute to Manor Royal from outside the town
- Home to numerous blue chip, global companies such as Virgin Atlantic, CGG Veritas, Thales, Varian Medical Systems, Elekt, Vent-Axia, Doosan Babcock Energy and Grant Thornton
- 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 around 32 million passengers every year to more than 200 destinations.

Well connected

By car	
Gatwick Airport	2 miles
M23 junction 10	2 miles
M23 junction 9	4 miles
Three Bridges Station	2 miles
Crawley town centre	1.5 miles
Redhill / Reigate	10 miles
M25 junction 7/8	12 miles
Brighton	26 miles
Central London	36 miles
Heathrow Airport	40 Miles
Ashford International	60 miles
By train	
London Victoria	30 mins
London Bridge	28 mins
Redhill	9 mins
East Croydon	15 mins
Brighton	27 mins
London Paddington	60 mins
St Pancras International	60 mins
By bus	
Well served throughout by Fastway Crawley's rapid transport bus system delivering customers and staff to Crawley town centre, Gatwick Airport and beyond.	