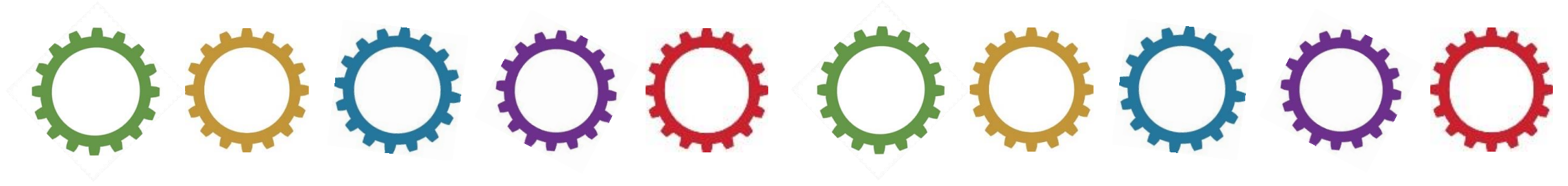


# Manor Royal Know Your Neighbour 2017



#KnowYourNeighbour

# Manor Royal BID Session

BID2 - A look ahead



#KnowYourNeighbour

# Before the BID...the “experts” said

## Manor Royal Masterplan

Crawley Borough Council

April 2010



atelier ten

WSP

### Masterplan: Key messages

- Manor Royal in a vulnerable position...lacks some of the competitive advantages of other South East business parks
- Ongoing success of Manor Royal fundamental to Crawley, Gatwick Diamond and the regional economy.
- Internal weaknesses: support amenities, fragmented ownership
- low-quality public realm
- Preventing Manor Royal slipping in to decline will require intervention from both the public and private sector.
- Significant potential for future success

# Before the BID...the people said

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*“No pride”*

“Perception and image is a key consideration”

“One issue is the informal airport parking”

“Investment needs to be directed to improve offer”

*“Good location but bit of a dump really”*

“Roads and paths leave a bit to be desired”

“Lacks amenities and a need for directional signs”

*“Manor Royal has been neglected”*

“Congestion and lack of car parking are problems”

“It is not very glamorous & hard to attract design talent”

“Opportunities for collaborative working”

*“Manor Royal is at a crossroads”*

# Before the BID...the papers said

Crawley Observer, Wednesday, May 4, 2011 25

visit us online at [www.crawleyobserver.co.uk](http://www.crawleyobserver.co.uk)

## Industrial heartland dubbed 'out of date'

by KIRK WARD

CRAWLEY'S industrial heartland Manor Royal is "out of date", a local enterprise partnership (LEP) has warned.

Coast to Capital, an enterprise zone, is looking to help the Manor Royal estate by setting it up as a local 'enterprise zone' - relaxing planning regulations and stimulating growth.

The LEP has submitted three such areas for Enterprise Zone status that will provide a "strategic approach to growth and investment".

A spokesman for Coast to Capital said: "If successful the potentially rewards could be a greatly relaxed planning regime as well as incentives to business for locating to the area, including rate rebates and super fast broadband."

John Peel, Chairman of Coast to Capital, said: "The Coast to Capital Local Enterprise Partnership is unique in its geography and unique



in the way it is tackling the increasing number of jobless - through enterprise and entrepreneurship and export and internationalism - it has therefore developed a unique Expression of Interest in response to the Government's Enterprise Zone Prospectus, one that could join up

three of our developments across the whole area awaiting the next stage of anticipation."

Because Coast to Capital covers such a wide area of miles, there are things to be looked at.

[www.thisissussex.co.uk](http://www.thisissussex.co.uk)

RCN-EO1-S2

News

## Firms in call for business district to be cleaned up

### Bits of Manor Royal are 'shabby'



# Before the BID...the property numbers said

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Then (2012)

94

Acres of  
Vacant land  
For development

>

Now

0

acres  
of land

over

20

% vacancy

>

8

% vacancy

# And so the BID was created...the promise



## Vision

*"Improve the trading and working environment"*

## Objectives

1. *Increase trade & reduce cost*
2. *Raise the profile & reputation*
3. *Improve the infrastructure*

## Plus more influence

*Provide a strong representative voice for Manor Royal*

## Also promised to

*Generate £2m from levy & £500k from elsewhere*

***Created in June 2013 following a 70% ballot approval***

# BID1 deliverables promised

1. Increase trade & reduce cost	2. Raise the profile & reputation	3. Improve the infrastructure
Group buying	Improved broadband	External facing PR
Regular Manor Royal News	Additional maintenance / gritting	Liaison with key partners & agents
Dedicated website / social media	District-wide CCTV / ANPR	Point of contact
Dedicated events	Business Watch for all	Agents toolkit & investor pack
Shared training	Police liaison	Attendance at trade fairs
Media campaigns	Subsidised travel	Support for business awards
Deals and benefits for staff	Investigate travel issues	
	Area-wide signage and branding	
	Better quality open spaces	



#KnowYourNeighbour



# How has it gone?

## BID1 (2013-2018) in 5



#KnowYourNeighbour



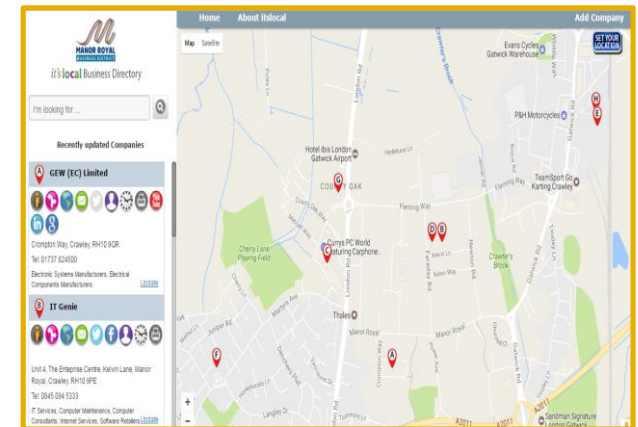
## We did this...

- Manor Royal BID Company set-up
- Initial BID partnerships and benefits established
- Executive Director appointed
- Work start's on the People's Park
- First road repairs
- Superfast broadband agreement sign
- CCTV/ANPR agreement reached with Sussex Police
- PR & Comms team appointed
- Business Watch website re-designed
- Monthly ebuletin launched
- Manor Royal Strategic Projects Pack



## Year 2 We did this...

- First Manor Royal People Forum
- First broadband cabinets go-live
- Manor Royal wins South East in Bloom Silver Award
- Crawter's Brook People's Park completed
- Fleming Way pedestrian crossing installed
- Signage and wayfinding strategy completed
- First phase of security cameras installed
- New Manor Royal website launched
- Manor Royal online business directory







## We did this...

- British BIDs “Proud Project” winner
- Superfast broadband project completed
- Funding secured for Gateway 3 & area-wide signage project
- Gatwick Road Parade parking restrictions implemented
- Woolborough Lane subway upgrade completed
- Manor Royal bespoke training programme launched
- First Manor Royal Matters Conference
- Additional winter maintenance service starts
- Grey and Green Audits are commissioned
- Manor Royal BID Survey starts
- Work on Gateway 3 and area-wide signage begins





# We did this...

- Area-wide security camera system goes live
- Area-wide signage project completed
- Gateway 3 entranceway upgrade completed
- Green Lane subway upgrade completed
- Gatwick Road footbridge re-designed and re-opened
- Grey and Green Audits completed
- Work begins on “The Terrace” Pocket Park
- Welcome and Investor Pack published
- Crawter’s Brook People’s Park Highly Commended by Landscape Institute





# Plus...in numbers

- £1.2m plus in additional funding attracted (so far)
- £400,000 plus saved on travel
- 40,000 copies of Manor Royal News distributed
- £15,000 costs saved on training
- 1,000 p.a. plus delegates attending events
- 300 plus hours of volunteering
- 190 new signs installed
- 100 plus footballers
- 70 plus kilometres of road gritted
- 40 plus events
- 30 plus subsidised training courses
- 23 broadband cabinets upgraded
- 21 security cameras installed
- 4 comedians (with STEMfest)
- 3 entranceways upgraded
- 3 awards and 1 commendation
- 2 new parks
- 1 Royal visitor

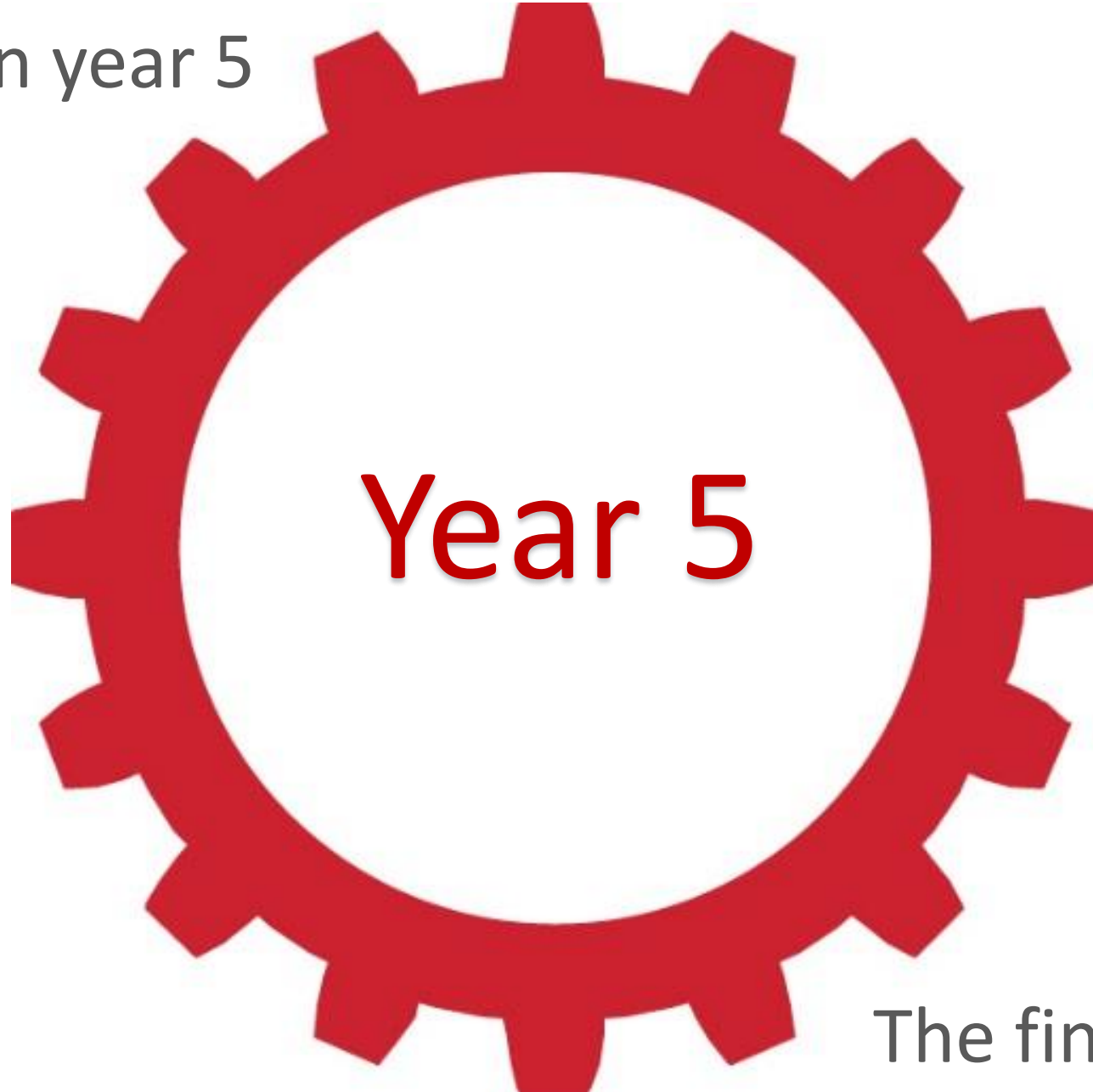


# Plus...influence & partnership

- Representation on strategic groups
  - Coast-to-Capital LEP Partnership Board
  - Gatwick Diamond Initiative Promote Group
  - Crawley Local Economy Action Group (LEAG)
  - Crawley Growth Programme Team
- Represented on British BIDs Shadow Advisory Board
- Support for Article 4 Directive
- Input into strategic plans for Manor Royal e.g. Local Plan
- Public support for notable planning applications and developments
- Formal response on strategic matters e.g. airport expansion
- Active working arrangements with key partners e.g. police, WSCC & CBC
- Specific mention in C2C LEP Industrial Strategy response to Government
- Providing intelligence to influence planning & investment e.g. transport
- Leading on key projects, research, studies and audits to drive change



Our promise in year 5



The final year of BID1





## We plan to do this...

### #ONE...finish what we started

- Gateway 1 upgrade permission
- Manor Royal corner pocket park
- Support sustainable energy project
- New waste & recycling service
- Consistent directional signs

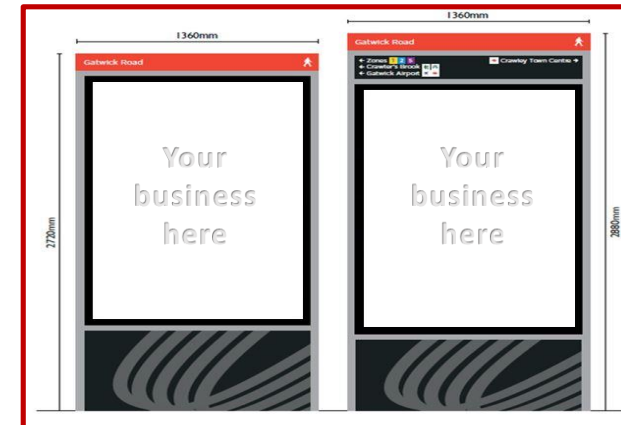
### #TWO...keep on doing

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

### #THREE...begin / introduce

- Complete one-off maintenance tasks
- Support transport infrastructure bid
- Dedicated Business Ranger service
- Improve on-going maintenance regime
- Investigate outdoor digital signage
- Complete small area signage install
- Improve business directory
- Establish "grey" works programme
- Conduct street furniture audit & refresh Manor Royal Projects Pack
- Conduct Economic Impact Assessment

### Agree BID 2 business plan & ballot



# Insurance Partner

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# Jelf



# Manor Royal Additional Maintenance Team

*“Working in partnership for a better Manor Royal”*



BEFORE



DURING



AFTER



# THE MANOR ROYAL JOBS BOARD

A PARTNERSHIP WITH MANOR ROYAL BID AND LOVELOCALJOBS.COM

FREE & UNLIMITED JOB POSTINGS



WIN  
IMAX<sup>®</sup>  
TICKETS!



# What next?



BID2 (2018-2023)



# Manor Royal BID2 (2018-2023)

## The proposal



*Vision*



*Objectives*



*Years*

#KnowYourNeighbour

# Looking forward...*BID2 deliverables - What*

## Objective 1: Promote and influence

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

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





# Looking forward...*BID2 deliverables - What*

## Objective 2: Trade and save

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

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



# Looking forward...*BID2 deliverables - What*

## Objective 3: Improve infrastructure and facilities

*Ensure the infrastructure and facilities meet expectations so that businesses can function, staff are satisfied and visitors are impressed.*

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



# Looking forward...*BID2 deliverables - What*

## Objective 4: Manage and maintain

*Deliver enhanced levels of maintenance, public realm and security.*

- Enhanced levels of additional maintenance
- Improved security and management (Business Rangers)
- Agree programme of road and footpath improvements (not necessarily pay for)



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

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Similar to BID1 with some tweaks

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

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

# Looking forward...*BID2 timetable*

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

★ Voter list agreed – make sure your named voter is in the list by 02 October

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



Questions  
Thoughts  
Comments



Who votes for your business?  
Let the BID Team know



£67.8m  
Ratable value



£2.56bn  
GVA per year



25% of all  
Crawley rates



700  
business premises



30,000  
employees



Generates £32m  
in rates per annum



500  
businesses



UK's largest  
"industrial" BID



Manors Royal Covers  
540 acres



Biggest business  
park of West Sussex  
and the Gatwick Diamond



8 million  
sq feet of commercial  
floorspace



Provides 34% of  
all Crawley jobs