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## **PLEASE NOTE:**

A separate Hardware / Software Supplier Brief to supply the signage hardware and software has been issued at the same time as this brief.

While the Hardware / Software Supplier and Advertising Partner briefs have been issued separately we are open to receiving a single submission covering both aspects from either a single supplier or multiple suppliers working in partnership.

It should be made clear when making your submission which brief you are responding to or whether you are making a single submission covering both aspects of the project.

Any queries should be directed to the Manor Royal BID Office.

## **1. Summary**

The stated objective of the Manor Royal BID Company (MRBD Limited) is to improve the trading and working environment of the Manor Royal Business District. Since its creation in 2013, MRBD Limited has achieved this by delivering the BID Business Plan. The Business Plan sets out the Vision and Objectives of MRBD Limited as voted for by the businesses of Manor Royal.

During 2016/17, MRBD Limited invested in a new Wayfinding and Signage project that comprised directional signs, map boards, road stands, coloured-coded zone street name signs and lamp post banners. The second phase will introduce outdoor digital media advertising at various locations around Manor Royal.

The Manor Royal Digital Signage Project responds to a need for MRBD Limited, and its partners, to improve its ability to communicate with Manor Royal businesses and staff and to provide improved, competitively priced opportunities for Manor Royal companies to advertise their products and services locally through a system managed by MRBD Limited.

MRBD Limited is working with West Sussex County Council to deliver and manage this project. The intention of this document is to identify suitable partners for MRBD Limited and West Sussex County Council to work with to accomplish the stated project objectives, specifically to promote and sell advertising.

## **2. Background and work to date**

Manor Royal Business District is the largest single business area of West Sussex and the Gatwick Diamond. Based in the town of Crawley, it is home to over 600 businesses and an estimated 30,000 employees. It covers an area of 539 acres (218 hectares), providing a commercial floorspace offer approaching 9 million square feet.

The Manor Royal BID Company (MRBD Limited) was formed in June 2013 following extensive research and a vote of those companies in the area liable to pay the BID Levy as set out in the Manor Royal BID Business Plan 2013 – 2018. MRBD Limited's next Business Plan (2018-23) was published on November 2017 of which this project will be one of the first phase deliverables.

Since its creation MRBD Limited has significantly improved the channels of communication and promotion available to Manor Royal based businesses. This has included bespoke events, a dedicated website, a quarterly printed magazine, a monthly eBulletin and social media feeds and posts. However, in spite of the success of these activities, it is still difficult to convey key messages to employees, which relies heavily on the managers and owners to pass on communications. The ability for businesses to advertise to one another is also limited thereby restricting the ambitions of MRBD Limited to promote inter-trade.

There is also an appetite for MRBD Limited and its partners to be able to communicate quickly and effectively key community-based messages whether they be traffic related or emergency related.

A limiting factor to achieving these ambitions is the lack of opportunity to convey messages in the environment e.g. through strategically positioned advertising/information boards. Currently the only advertising opportunities in Manor Royal are located as part of the bus stop shelters, over which neither MRBD Limited nor its partners has any control. For some the cost of advertising at these locations is also prohibitive.

The intention by this project is to remedy this situation by installing six double-sided display screens owned, managed and controlled by MRBD Limited – in partnership with West Sussex County Council – providing affordable, preferential rates for Manor Royal companies to advertise and for relevant community messages to be conveyed.

MRBD Limited has established a project team, involving Manor Royal businesses, to develop the project to this point. This has involved producing a strategy through consultants DesignJD, identifying suitable locations (based on high footfall / impression areas), undertaking a Stage 1 Road Safety Audit and submitting an application for planning consent.

### 3. Project aspirations and expectations

#### Core project aspirations:

- a. Enable Manor Royal BID and its partners to communicate public information and other messages to Manor Royal visitors, staff and business owners in a way not currently available;
- b. Enhance the existing wayfinding and branding of Manor Royal, create a 'sense of place' and community;
- c. Enable Manor Royal BID area companies to take advantage of reduced rate advertising;
- d. Generate revenue to i) reimburse initial up-front BID investment and ongoing maintenance/ operating costs and ii) longer-term income stream to reinvest into local BID projects.

#### Advertising partner expectations:

MRBD Limited is looking to work with a partner that can;

- a. Help devise and keep under review the advertising policy and standards for the Manor Royal digital signs
- b. Work with MRBD Limited to promote and secure advertisers, particularly from Manor Royal Business District itself
- c. Collect payment from advertisers and operate a full open book accounting policy on billed customers / revenue generated
- d. Produce reports on take-up and secured advertising on a monthly basis
- e. Advise the client (MRBD Limited in partnership with West Sussex County Council) on how to maximise return
- f. Where required to advise advertisers on how to advertise, including advice on the requirements for supplying the artwork to the required standard ensuring both compliance with advertising regulations and legibility / impact.
- g. Ability to manage software and upload adverts for display
- h. Attend regular meetings with the project team to monitor performance

#### Notes on expectations:

(f) This could take the form of "Guidance Notes for Advertisers" that MRBD Limited could help with and practical help with producing the artwork (at an additional cost) that might be achieved in partnership with another third party or in-house. In either scenario the fee for this additional service should be competitively priced so as not to deter potential advertisers, particularly small businesses based on Manor Royal.

(g) At this stage we are looking to assess the ability and willingness of any potential advertising partner to use or learn to use the cloud-based software to upload adverts in line with the agreed advertising policy and standards. In the event the adverts may be managed and uploaded by the software provider with the advertising partner clearing and forwarding suitable adverts for display. The Project Team acknowledges the overlap between this requirement and the separate Hardware/Software Brief and that prospective advertisers may have a preference for the choice of software.

### 4. Budget

Responses should detail the proposed fees and fee structure associated with the direct support and services to be provided, including any expenses and any other costs associated with carrying out this project. It is important that submissions include a total cost appraisal in order for MRBD Limited and its partners to properly assess the financial implications of the proposed work.

It is anticipated that the Advertising Partner will be remunerated on an agreed commission basis as a percentage of sales. MRBD Limited is, however, open to suggestions for other models of working and potential partners are welcome to suggest how an alternative arrangement might work.

Potential partners should be mindful that MRBD Limited and West Sussex County Council are minded to prefer arrangements that maximise the return to the partners.

A more detailed analysis of the revenue generating potential for the digital signs is shown in Annex E with a provisional approach to making screen time available to advertisers (fee earning) and partners (non-fee earning).

The costs of hardware and software supply, installation and maintenance will be covered by the Hardware and Software contract.

## 5. Partners

Ultimately all actions and activities undertaken by MRBD Limited are accountable to the Board of Directors. On a day-to-day basis the successful agency will work with the Executive Director and a small working group, including nominated representatives from project partner West Sussex County Council.

## 6. Note on suppliers and services

MRBD is committed to supporting local talent and companies, particularly Manor Royal based companies. Wherever possible, practical and financially sensible local companies ought to be sourced. As a minimum it is expected that local companies be given the opportunity to tender for work generated by MRBD Limited.

## 7. Submission process & delivery timetable

The timetable provided is indicative of the key stages although it might be subject to change.

Stage	Estimated completion date
Invite submissions	22 December 2017
<i>Discovery Meetings*</i>	<i>By appointment</i>
Deadline for detailed submissions	16 February 2018 by 5pm
Initial desk based evaluation	By 23 February 2018
Interviews (if required)	w/c 05 March 2018
Final decision (contract award pending inception meeting)	w/c 12 March 2018

\*The Discovery Meetings provide an opportunity to discuss the project in more detail prior to submission. It is not a requirement of prospective suppliers to request a Discovery Meeting, which can be conducted as either a face-to-face meeting or by telephone, but merely provides an opportunity to discuss the project in more detail.

Responses should be sent to the Manor Royal BID office. Electronic submissions are acceptable.

## 8. Judging criteria & supporting information requirements

Initial expressions of interest can be made by simple email declaring an interest in submitting a detailed submission.

Detailed submissions should be concise stating if you can and how you will satisfy each of the specific requirements of the brief. Examples of work undertaken elsewhere would be helpful in making a judgement and should be provided as part of the submission.

Your submission should cover and will be judged on:

- Price and value for money (including the proposed commission on sales or alternative fee proposal)
- Minimum term of any contract, recognising that more favourable terms may be available should longer contract periods be agreed.
- Your company credentials and vision and how they fit with our objectives.
- Your understanding of the project and an assessment of your ability to deliver on the brief. If insufficient information is provided to make a judgement the project team may treat that as not satisfying the brief and could lead to disqualification.
- The relevant experience, expertise and qualifications of your organisation and those individuals who would be involved in delivering the work taking account of your track record of delivering similar work.
- Your suggested approach to the work to successfully deliver the stated objectives and to time.
- Merit points will be awarded for submissions that exceed expectations in some way

The following areas will be assessed by awarding scores out of 10 and applying a weighting.

<b>Criteria (max score achievable is 10 with the respective weightings applied to achieve an overall score)</b>	<b>Weight</b>
<b>1. Price / value for money</b> Points to be awarded based on value for money judgements, which may mean the cheapest submission may not necessarily attract the highest score. The best submission will attract a score of 10.	40
<b>2. Understanding</b> A judgement of your understanding of the proposed work area and the extent to which your submissions meets the requirements of the project.	25
<b>3. Experience and expertise</b> A judgement of your organisation's relevant experience and ability to deliver the requirements and outcomes based on your track record. Proposals should include evidence of experience and proven track record of having delivered similar.	25
<b>4. Delivery and programme</b> A judgement of your ability to plan and deliver the project within a reasonable timeframe.	10
<b>Total</b>	100

## 9. Accreditations and certificates

Please detail any specific accreditations or certificates you have that are relevant to this work area.

## 10. Contacts and Communications

Your submissions and any queries should be directed to:

Steve Sawyer, Executive Director  
01293 813 866 / 07881 514 656 / [steve@manorroyal.org](mailto:steve@manorroyal.org)

Manor Royal BID (MRBD Limited)  
Unit 38 Basepoint Business Centre  
Metcalf Way  
Manor Royal Business District  
Crawley  
West Sussex  
RH11 7XX

Submissions can be made electronically by the stated deadline.

Paper submissions are acceptable. Three copies are required and should be sent to the Manor Royal BID Office:

The contract will be awarded by the Manor Royal BID Company (MRBD Limited)

## **ANNEX A: About the Manor Royal BID and Business District**

Visit [www.manorroyal.org](http://www.manorroyal.org) (a copy of the BID Business Plan is available in the Manor Royal BID section)

### **A. About Manor Royal Business District – the place**

The Manor Royal Business District is a key economic hub within the South East region and provides the employment foundation for Crawley and the wider Gatwick Diamond area.

It lies to the north of the built-up area of Crawley, within 5 minutes by road from Gatwick Airport, the motorway network (M23) and Crawley town centre. It is well served by rail and is within easy reach of the cities of London to the north and Brighton and the coast to the south. Its strategically advantageous position and excellent transport connections have been factors in Manor Royal's growth.

It covers an area of 539 acres, or 310 football pitches, and provides almost 9 million square feet of developed commercial floor space. It is home to more than 600 businesses providing jobs for 30,000 people - 18,000 of whom commute to the area from outside the town. By itself Manor Royal accounts 25 per cent of Crawley's total employment and, according to the Ratings List, provides over 700 individual rateable business units.

As well as providing significant benefits in terms of commercial floorspace, jobs and business Manor Royal generates approximately £34m of rates per year, almost one-third of all rates generated in Crawley and 10% of the total rates for the County.

As such the Manor Royal Business District is an important economic hub that should be valued, protected and enhanced so that it is well placed to continue to effectively compete and contribute to the economic success of the Gatwick Diamond into the future.

### **B. About Manor Royal Business District Limited (MRBD) – the company**

In June 2013, following the successful outcome of the BID ballot in the preceding April, Manor Royal Business District (MRBD) Limited was formed. MRBD is a not for profit independent company limited by guarantee. It's Board and members are made up of, represent and work to promote the interests of Manor Royal based companies and staff.

MRBD is solely responsible for managing and delivering the Manor Royal BID (Business Improvement District) using contributions from Manor Royal companies to reinvest in the area and generate additional funds to deliver the vision and objectives set out in its Business Plan. The Manor Royal BID is the largest industrial BID in the UK.

MRBD's vision for Manor Royal is:

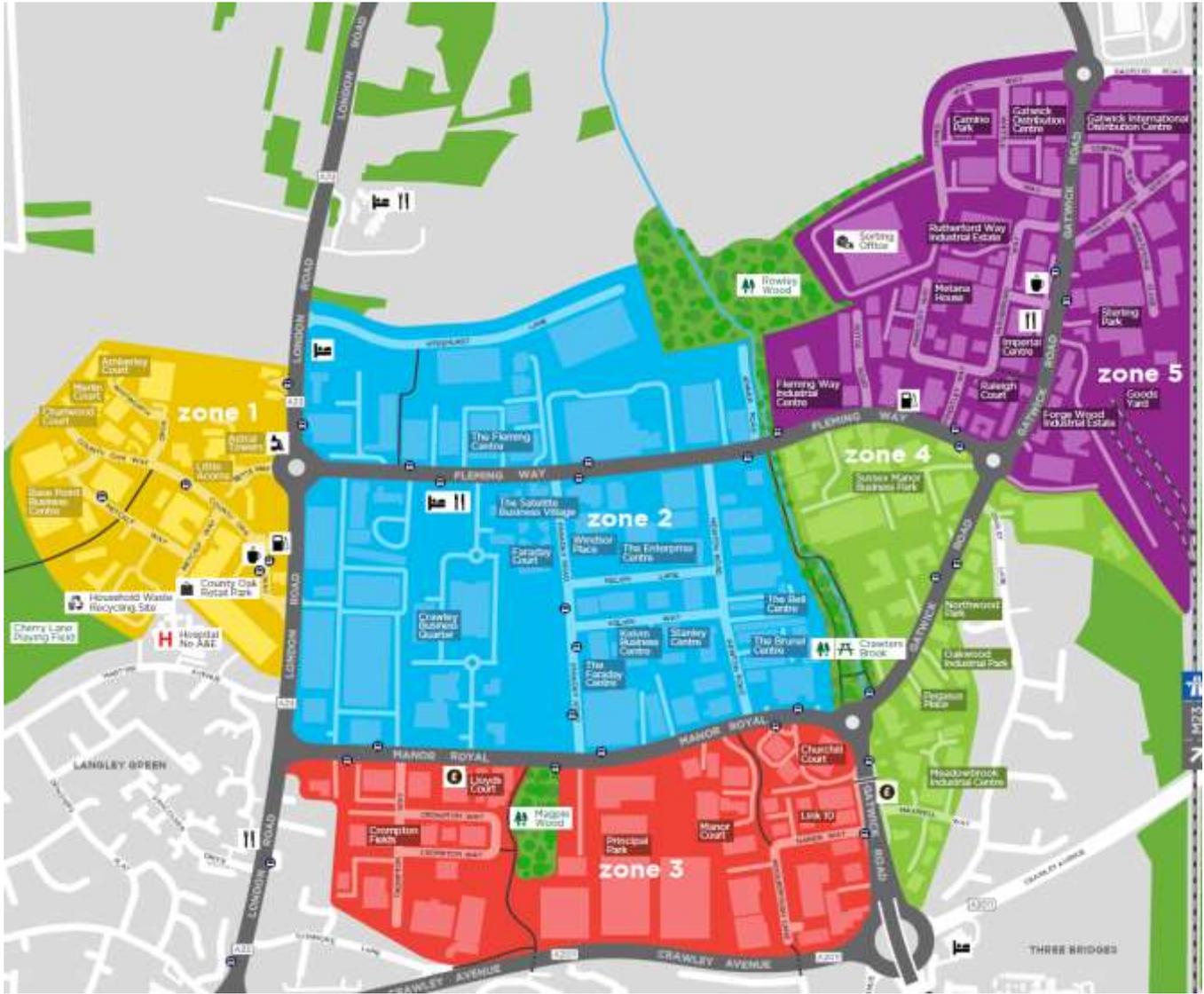
*“For Manor Royal to be widely regarded as the place where companies and people chose to be for the strength of its business community and the quality of its trading environment.”*

As well as using funds generated directly and indirectly by the BID, MRBD seeks to promote the interests of Manor Royal by working with strategic partners (private and public), representing the interests of Manor Royal businesses and influencing the activities of others, including contributing to the development of relevant policy and strategy.

MRBD maintains the firm belief that a strong and successful Manor Royal is key to the economic and social wellbeing of Crawley, West Sussex and the Gatwick Diamond.

On this basis MRBD is an advocate for the area and Manor Royal's legitimate representative voice advancing the interests of the Business District and working alongside its partners and supporters for mutual gain and the realisation of its vision.

## ANNEX B: Zonal Map of Manor Royal Business District





ANNEX D: Mock-up of the signs



## **ANNEX E: Fee generating potential and provisional advertising strategy**

This information is indicative with final fees, costings and advertising strategy to be agreed with the appointed partner.

### **a. Advertising categories**

It is envisaged that airtime will be broken into three streams, with rates depending on Mon-Fri or Weekend packages:

- a) BID Community Ads (no charge) scheduled on a planned and on-demand basis, to accommodate local news, traffic information, emergency messages plus BID publicity for events, offers, new tenants welcomes etc. These are advertisements generated or authorised by MRBD Limited or West Sussex County Council.
- b) Manor Royal Levy-Payer Company advertising (at preferential advertising rates) to improve the visibility of local businesses, encourage inter-trade and allow the BID to market the facility as a BID benefit/service to local companies.
- c) Other advertisers (at full commercial advertising rates) who wish to promote their products/services to the 30,000 people who work/travel through Manor Royal daily.

### **b. Airtime available for sale**

Each unit will provide 960 minutes air time per day between 0600 and 2200 hrs, 7 days per week. In total all 6 screens will provide 5,760 minutes of air time per day.

For illustration purposes up to a maximum of 50% of this available air time (480 minutes per each per day) could be non-fee earning (ie adverts or messages placed or authorised by MRBD Limited or West Sussex County Council). This will be subject to agreement with the appointed partner and likely be adjusted in response to market intelligence gained during the project. It is highly likely the percentage of non-fee earning time will be less but certainly not more than 50%.

### **c. Revenue generating potential**

These figures are based on securing 10 paying advertisers per month at £100 per advert, regardless of the amount of available air time.

Revenue per sign:	10 advertisers x £100 = £1,000 per month per sign
Revenue for all 6 signs:	£6,000 per month
Total revenue per annum:	£72,000 (£6,000 x 12)

#### Note on revenue generating estimates

All figures are estimates only.

Digital advertising air time is commonly divided into 2 minute (120 second) advertising segments of which advertisers can purchase 10 second slots choosing how many times they want their advert to appear in any segment throughout the day. Advertisers then can choose to advertiser between 1 and 12 times per 120 second segment.

Based on the assumptions in section a. this would mean there would 1,440 segments available for sale per day per screen. Depending on the agreed rate for each available advertising segment for sale this would likely generate considerably more than £1,000 per month per sign estimate.

It is also possible that different rates might be achieved for block bookings, premiums applied to time of day (e.g. higher rates for peak times) and alternate rates for advertising across one, some or all screens at once.