



Manor Royal Business District BID

ANNUAL REPORT 2013



"ONE Manor Royal - Our First Year"



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Introduction

Manor Royal Business District (MRBD) Limited is the 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) as voted for by Manor Royal businesses in the BID ballot of April 2013.

The purpose of MRBD Limited is to act in the interest of Manor Royal, deliver the Manor Royal BID in line with the agreed business plan and be responsive to the needs of Manor Royal based businesses.

This Annual Report presents the achievements of the BID in its first year for the benefit of BID levy payers, fellow Manor Royal businesses and other interested parties.

If you have any questions about this report, issues you would like the Manor Royal BID to consider or would like to become more involved in the work of MRBD Limited please get in touch.



This is your BID, be part of it.

Chairman's Message



It gives me great pleasure to report the progress that has been achieved in our first year as Manor Royal BID (MRBD).

The successful BID ballot outcome was announced in May 2013 and MRBD Limited was created in June 2013. Our BID is the first in Crawley and the largest non-retail BID in the country, consisting of nearly 600 businesses with over 30,000 employees.

There has been much to do in a short period of time and new experiences have been encountered.

We have appointed a Board of Directors, formed the company, appointed an Executive Director (our only employee), set up our office, ensured legislation compliance, established service level agreements, put appropriate protocols and processes in place to enable management of projects (large and small), initiatives and partnerships.

The BID is a platform for change and opportunity. During the first year some have grasped that opportunity. As we mature as an organisation I hope more will get on the platform.

It is with pride that we should reflect on the fact that we have been able to attract an additional £1.1m of funding from other sources which bolsters the BID levy contributions. We have fostered partnerships to assist with a number of cost saving and other initiatives:

- Auditel (Manor Royal) Procurement Hub - Group buying, energy savings and more
- Easit - Free membership for all. Making transport easier and more affordable
- Business Watch - Improving security
- Prowse and Co. - Marketing
- Allen Scott Architects - Infrastructure design and project management

A number of events and forums have been held, such as our People Forums and Know Your Neighbour. All of this is backed up by our regular communications through Manor Royal News, monthly e-bulletins and social media.

In addition we have been tackling some of the larger more complex issues highlighted by businesses prior to the ballot:

- Broadband
- CCTV and ANPR cameras
- People's Park at Crawter's Brook

We have also successfully lobbied for road resurfacing to be fast-tracked and we secured funding for the pedestrian crossing on Fleming Way.

The BID is a five year plan. This was our first year. There is much more to do and we look forward to working with you to build a great Manor Royal.

Trevor Williams
Chair, MRBD Limited

Executive Director's Report



It's a privilege to be the first Manor Royal BID Executive Director and to have worked alongside a committed Board and Management Group over the past year.

Among my personal highlights has been the growing popularity of the Know Your Neighbour event that saw a marked increase in the number of businesses attending. This year's event was definitely the best yet and we were literally having to use every inch to fit people in. While that could be a problem for the event if it carries on growing, for me it is a sign of the potential for Manor Royal and the BID.

The sharp uptake in the numbers of people registering with and benefiting from area-wide easit membership to help people shift to different modes of travel was also satisfying. The easit scheme is a great initiative and, thanks to the BID, there is now no barrier to entry and all employees from any sized company can benefit. Over 6,500 cards are now in circulation in Manor Royal.

It's also been fantastic to see the development of Crawter's Brook People's Park. From what was a fairly neglected area, I've been lucky enough to see it take shape from the architect's plans and I think it will be a positive addition for Manor Royal visitors and employees who are otherwise not as well served as they might be.

It's also a real positive that now Manor Royal has a recognised "voice". A legitimate way for others to interact with the Business District and for the Business District to be represented to those that affect business and working life here. I liaise on a regular basis with local authorities, the Police and organisations like the Coast to Capital Local Enterprise Partnership and attend the Crawley Local Economy Action Group (LEAG) meetings on behalf of Manor Royal. It can be time-consuming but it's an important part of the job and I do think that has paid dividends in different ways over the past year.

It's true also that in the last year there have been some big changes on Manor Royal with most of those long vacant sites being sold and coming forward for development. A sign of confidence perhaps, but I am also aware that there is a problem of supply, that the issue of the second runway is in our minds and that some small businesses are still finding it hard to secure the space they need to grow.

Overall, it's undoubtedly been a rewarding year, and I'm looking forward to the plans we have to extend the reach of the BID as it moves into its second year.

Steve Sawyer
Executive Director

> **557 businesses operating on Manor Royal**

Our Plan, Our Commitment, Our Vision

Our Business Plan, as voted for by Manor Royal businesses, is our commitment. Our commitment to improve Manor Royal and our commitment to each other to work together to achieve our vision “to improve the quality of the trading and working environment”.

Three Objectives

We stated we would undertake work to deliver on three core strategic objectives to:

- **Create opportunities to increase trade and reduce costs**
- **Improve the infrastructure**
- **Raise the profile and reputation of Manor Royal**

Five Years

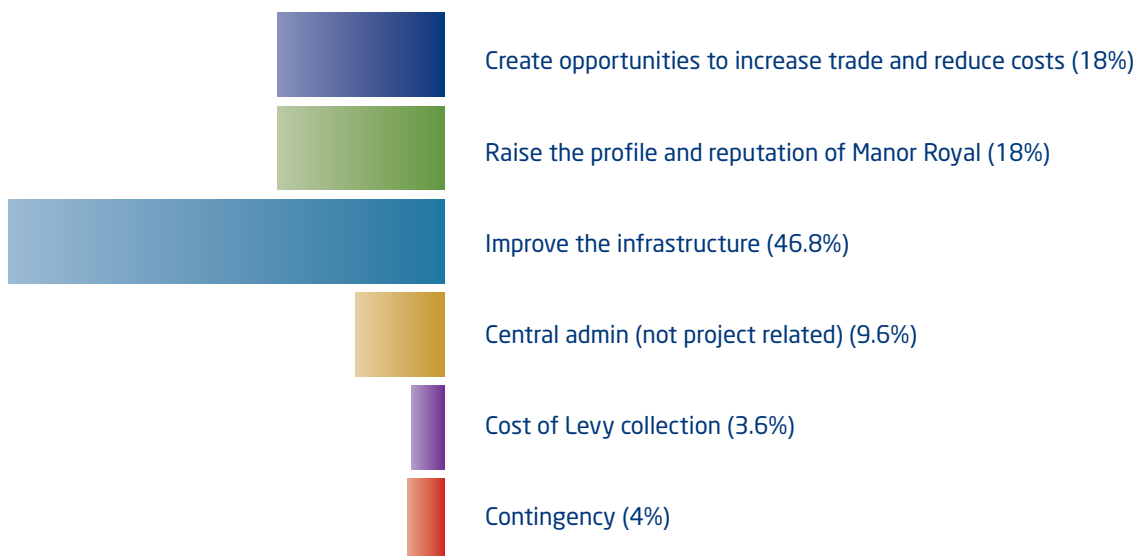
We promised to deliver on these objectives, including the associated deliverables set out in the plan, over a period of five years between 2013 and 2018.

One Voice

We also committed to provide a representative voice for Manor Royal, to lobby on behalf of the area and the businesses and to make sure Manor Royal was recognised as a priority for investment and support.

Our Budget

We set a target for attracting other funds in addition to the BID levy of £536,000 over the first five year term of the BID. Our business plan provided a budget that committed investment of all income in the following proportions:



Delivering on Our Commitment

The table below illustrates what the Manor Royal BID has delivered in the first year and how each deliverable relates to the stated objectives in the Business Plan.

What the Manor Royal BID has done

Dedicated Manor Royal Business Watch Scheme available to all <i>(Better security)</i>
CCTV and ANPR installed at strategic locations <i>(Better security) (Project completion due 2014/5)</i>
Dedicated part-time Business Watch Manager <i>(Better security)</i>
Closer liaison with the police <i>(Better security)</i>
Weekly security bulletins via Safer Premises Intranet <i>(Better security)</i>
Reduced rate recruitment fees <i>(Cost reduction)</i>
Cost savings on overheads via Manor Royal (Auditel) Procurement Hub <i>(Cost reduction)</i>
Group waste initiative with Team Waste <i>(negotiated by Manor Royal Procurement Hub) (Cost reduction)</i>
Creation of Crawter's Brook People's Park <i>(Improved facilities)</i>
Quarterly Manor Royal News Magazine delivered to every business and online <i>(Communications)</i>
Monthly eBulletin <i>(Communications)</i>
Managed Manor Royal website www.manorroyal.org <i>(Communications)</i>
Appointment of Executive Director as a dedicated point of contact for enquiries, project delivery and support <i>(Business support)</i>
Unlimited team building and volunteering with Sussex Wildlife Trust <i>(Community / Staff benefit)</i>
Preferential rates for match day tickets with Crawley Town FC <i>(Reduced costs / Staff benefit)</i>
Reduced travel costs via easitCRAWLEY membership for all <i>(Reduced costs / Travel)</i>
Promotion of Manor Royal Savers with West Sussex Credit Union <i>(Staff benefit)</i>
Free Business to Business offers and listings <i>(Inter trade / Staff benefit)</i>
Progress on better broadband service through fibre to the cabinet solution <i>(Better connectivity) (Project completion due 2014/5)</i>
Delivery of Manor Royal Know Your Neighbour <i>(Intertrade / Community)</i>
Delivery of Manor Royal 6-a-side football tournament <i>(Community / staff benefit)</i>
Fast tracked road resurfacing <i>(Improved Infrastructure)</i>
Secured funding of £600k via West Sussex County Council Kick Start funding for capital projects <i>(Funding and Improved Infrastructure)</i>
Regular Liaison with local authorities <i>(Crawley Borough Council and West Sussex County Council) (Influence)</i>
Managed social media <i>(dedicated Linked In Group and Twitter feeds) (Communications)</i>
Liaison with West Sussex County Council of parking improvements <i>(Gatwick Road and Crompton Way) (Influence)</i>
Inclusion of Manor Royal as a priority in all local, county and regional strategic plans <i>(Influence)</i>
Representation at strategic groups like Crawley Local Economy Action Group (LEAG) <i>(influence)</i>
Established Service Level Agreements (SLAs) with Police, Crawley Borough Council and West Sussex County Council <i>(Influence)</i>
Increased press coverage <i>(influence and communications)</i>
Liaison with investors and developers <i>(Influence and Inward Investment)</i>
Response on planning applications and matters of strategic importance like Gatwick Airport <i>(influence)</i>
Commitment to providing a new pedestrian crossing in Fleming Way funded by section 106 monies <i>(influence and improved infrastructure)</i>
Development of Manor Royal Capital Projects Pack <i>(Infrastructure)</i>
Completion of Manor Royal replacement road name signage <i>(Infrastructure) (started pre-BID completed in Year 1)</i>

> 1,200 Twitter followers

	Objective 1: Increase trade & reduce cost	Objective 2: Raise the profile & reputation	Objective 3: Improve the infrastructure	Lobby and Influence
			X	
			X	
			X	
			X	X
	X			
	X			
	X			
			X	
	X	X		
	X	X		
upport)	X	X	X	X
	X	X		
	X		X	
	X			
	X			
014/5)			X	X
	X			
	X	X		
nfrastructure)			X	X
			X	X
	X	X		
				X
				X
uence)				X
	X	X		X
		X		X
		X		X
ed infrastructure)			X	X
			X	
		X	X	

DID YOU KNOW?
15 of the top 20 issues identified as a priority by Manor Royal businesses as part of the Manor Royal BID Survey have been acted on

DID YOU KNOW?
Since the creation of the Manor Royal BID over £1million of additional funds have been attracted to Manor Royal on top of the BID Levy

DID YOU KNOW?
Those businesses taking advantage of easit membership, Business Watch, taking part in volunteering and team building with Sussex Wildlife Trust, using GatwickDiamondJobs.com (for at least one job posting) and going to at least one Crawley Town FC Manor Royal Matchday promotion save approximately £3,000 per annum per business. And that doesn't include the other benefits such as cost reductions via Auditel (Manor Royal Procurement Hub).

Our progress in pictures

June 2013	MRBD Ltd set up following the vote in favour of creating a BID.
June 2013	Manor Royal Security event and 6-a-side football tournament.
July 2013	Manor Royal BID Preview event, Manor Royal Savers launch and establishment of key partners programme.
July 2013	Roll out of replacement street name signs completed.
August 2013	Partnership with Crawley Town FC put in place providing employee benefits for selected matches.
September 2013	Full time Executive Director appointed.
September 2013	Manor Royal Bikers event and volunteering at Cawter's Brook.
September 2013	Architects appointed to begin People's Park design and construction work.
October 2013	Business Watch website upgraded and Manor Royal monthly eBulletin launched.
Nov/Dec 2013	Road repairs fast tracked and delivered.
December 2013	Prowse and Co appointed to handle PR and Comms.
December 2013	Agreement signed with BT to upgrade broadband.
December 2013	Agreement reached with Sussex Police to provide improved security via CCTV and ANPR at key locations.
February 2014	Agreement established with Sussex Wildlife Trust to support volunteering and work begins on the People's Park.
March 2014	Manor Royal projects pack produced.
March 2014	Manor Royal Know Your Neighbour event attended by over 100 businesses.



PLUS

- Manor Royal News printed and distributed to every Manor Royal business each quarter.
- Manor Royal eBulletin produced every month.



Our Numbers

How we spent the BID Levy and other income in our first year as per the financial statements prepared by chartered accountants Richard Place Dobson (RPD) on behalf of MRBD for the period ended 31 March 2014 from the company's accounting records and from information and explanations provided to RPD.

The financial report was prepared in accordance with the special provisions relating to small companies within Part 15 of the Companies Act 2006.

➤ **£65 average cost saving per member per annum of easit rail users**

DETAILED TRADING AND INCOME AND EXPENDITURE ACCOUNT For the period ended 31 March 2014

Income 2013/4		% of total
BID Levy	£332,769	
Grants & sponsorship	£34,615	
TOTAL	£367,384	
Expenditure 2013/4		
Costs to increase trade and reduce costs (objective 1)		
Hire of venues for events	£2,453	7%
Printing costs	£1,623	
Subscription and web hosting	£3,157	
Legal and professional fees	£10,395	
Project management	£7,591	
TOTAL	£25,219	
Costs to raise profile and reputation (objective 2)		
Project management	£7,903	2%
TOTAL	£7,903	
Costs to improve the infrastructure (objective 3)		
Membership and licences	£29,821	80%
Legal and professional fees	£55,931	
Broadband costs	£156,618	
Improvements to People's Park	£41,900	
Project management	£10,895	
TOTAL	£295,165	
Central Admin / Operating costs	£20,716	6%
Levy collection costs	£13,500	4%
TOTAL EXPENITURE	£362,503	
Net surplus carried forward into 2014/5	£4,881	1%

Our Board

The governance of the BID is provided by members drawn from Manor Royal businesses. The Board provides strategic oversight of the BID while the Management Group, also predominantly made up of Manor Royal business supported by individuals from other organisations like Crawley Borough Council and West Sussex County Council, deals with operational matters.

For the first term of the BID Board Members were drawn from the original Manor Royal Business Group, thereafter members will be elected in accordance with stated articles of the company.


The original Board members, including the Local Authority Director position, for year one was:



Trevor Williams,
Thales UK
BID Director and Chair



Paul Searle,
P&H Motorcycles
BID Director



Jeremy Taylor,
Gatwick Diamond Business
BID Director (Voluntary)



Michael Deacon-Jackson,
FTD Johns
BID Director



Cllr Peter Smith,
Crawley Borough Council
BID Director
(Local Authority)

Board membership throughout the year has been very consistent with the exception of the Local Authority Director that has changed twice following changes in Crawley Borough Council's Cabinet and political administration part way through the year.

The Management Group included representation from companies such as: CGG, Bon Appetitt, Doosan Power Systems, Split Image, Grant Thornton, West Sussex County Council, B&CE Benefit Schemes, Welland Medical, Crawley Borough Council, Peter Perks Limited, Elekta, and Virgin Atlantic.

**> 1,592 subscribers to
Manor Royal monthly
eBulletin**

A number of working groups - some of which are on-going others are "job and finish" - sit beneath and support the work of the Management Group. The working groups involve companies of various sizes and types from across the Business District.

Our measures

Our Business Plan sets out a number of measures and key performance indicators against which we will measure the success of the Manor Royal BID. The measures will include a mix of quantitative data and perception monitoring in the form of a mid-term survey.

In addition we will continue to communicate and promote the activities of the Manor Royal BID to BID levy payers and strategic partners. We also carefully focus and report on our efforts to deliver on the top rated issues reported in our business plan and expressed in our stated objectives.

➤ **230 people from over 100 businesses attended latest Know Your Neighbour event**

The key success measures for which data is available for year one of the BID are:

- **230 people** and over 100 businesses attend Know Your Neighbour event (up by approximately 30 people and 20 businesses pre-BID)

- **100% positive** support for BID projects (as per KYN survey)

- **1,200 Twitter** followers in year increase from 850

- **220 Linked In** members, in year increase from 170 (note 1)

- **160% growth** in easit membership to 34 company members representing 6,600 Manor Royal employees.

- **£65 average** cost saving per member per annum of easit rail users (see note 2)

- **850 monthly** visits to the Manor Royal website (see note 3)

- **2,840** Manor Royal website page views every month (see note 3)

- **11 companies** take advantage of GatwickDiamondJobs.com partnership (see note 3)

- **221 Business Watch** members increased from 196, averaging approx. 70 log ins each month.

- **£600,000 pledged** to Manor Royal BID from West Sussex County Council Kick Start grant (see note 4)

- **£300,000** of fast-tracked road repairs.

- **£160,000** towards improving broadband from BDUK Rural Broadband fund. (see note 5)

- **DOWN:** Number of inactive development sites reduces from 93.9 acres to less than 2.2 acres.

- **111 vacant** properties (see note 6)

- **557 businesses** listed as operating on Manor Royal

- **Exceeded target** for third party contributions attracted to Manor Royal (BID target set at £500,000 for full BID term).

- **DOWN:** reported crime reduced from 258 incidents in 2012/3 to 187 in 2013/4 (a 27.5% reduction)

- **1,592 subscribers** to Manor Royal eBulletin with an open rate of 29.2% (see note 7)

In addition, Manor Royal has achieved a much higher profile in local and other press. The Business District is also specifically mentioned as a priority in strategic plans of the Coast-to-Capital Local Enterprise Partnership (LEP), Gatwick Diamond Initiative, West Sussex County Council and Crawley Borough Council

NOTES:

- 1: The Manor Royal Linked In Group is a closed Group. There are an additional 100 prospective members who have not been approved as they are not from Manor Royal based companies.
- 2: Annual spend by easit rail users including discounted rates is circa £2.4m per annum.
- 3: No data is available pre-BID to allow for accurate comparison.
- 4: This has been used to part fund major year one capital projects to be completed in year 2.
- 5: Approximate value of fibre enabling those broadband cabinets not being funded by the BID.
- 6: This is about the same as the previous year when 110 properties were recorded as vacant. However, the base data has slightly changed since the first property report. Overall vacancy rate is about 10%.
- 7: The industry standard is approximately 18.3%. No comparable data is available.

Our year ahead

A glimpse of plans for the second term of the Manor Royal BID (2014/5)

We will carry on doing and providing...

- › Business Watch for all and related security services
- › easitCRAWLEY transport initiative membership for all
- › Unlimited volunteering and team building opportunities
- › Manor Royal Procurement Hub (Auditel) facility and Group Waste Scheme
- › Know Your Neighbour 2015
- › Reduced rate services for recruitment
- › Monthly eBulletins, Quarterly Manor Royal News, managed website and social media
- › Free business listings and offers
- › 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
- › Representation of Manor Royal at a strategic level
- › Bespoke events like Manor Royal 6-a-side football tournament 2015

We will complete what we started...

- › Install and operation of CCTV and ANPR cameras (and their monitoring and maintenance through Sussex Police)
- › Improved Broadband Infrastructure in partnership with West Sussex County Council's "Better Connected" BDUK Broadband project
- › Completion and opening of Crawler's Brook People's Park

We will undertake new services and projects...

- › Initiate an area-wide signage and wayfaring project taking account of directional signage, signage audit, business signage and multi-mode users
- › Work with West Sussex Highways to replace Gatwick Road pedestrian footbridge
- › Undertake Woolborough Lane pedestrian subway improvement
- › Design and begin work to deliver Gateway 3 (London Road / Fleming Way) entrance enhancement
- › Scope "Buy Manor Royal" Local Trade project
- › Deliver a series of Manor Royal HR (People) Forum events
- › Investigate (and if possible deliver) a locally delivered programme of training.
- › Website re-design and launch.
- › Manor Royal logo and brand re-fresh
- › Business Directory
- › Production of Manor Royal welcome and benefits pack



For more information about the BID and to get involved, please contact:

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