



Steve Sawyer, Executive Director
Manor Royal BID

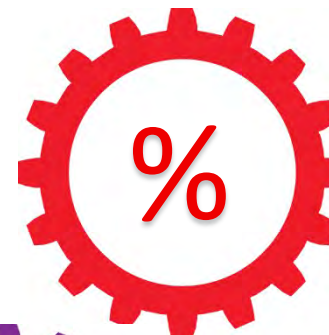




£73.5m
Ratable value



£1.7bn
GVA per year



30% of all
Crawley rates



700
business premises



30,000
employees



Generates £34m
in rates per annum



620
businesses



UK's largest
"industrial" BID



Manors Royal Covers
540 acres



Biggest business
park of West Sussex
and the Gatwick Diamor



Circa 9 million
Sq ft of floorspace



Provides 34% of
all Crawley jobs

Why was the Manor Royal BID created?



Only **13%**
happy (2012)

"No pride"

"Manor Royal is at a crossroads"

"Manor Royal has been neglected"

"Good location but bit of a dump really"

"Not very glamorous & hard to attract design talent"



Negative
headlines



93 acres
available



20%
Buildings
empty

Masterplan (2010): Key messages

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

Manor Royal Masterplan
Crawley Borough Council
April 2010



atelier ten

WSP

Manor Royal BID



Created in June 2013

BID1 (2013-2018)

Largest UK Industrial BID

Renewal ballot Feb 2018



Improved
broadband



Tailored
training



Bespoke
events



Lobbying &
influence



New &
additional
services



Partnership



Engaged
businesses



Awards &
recognition



Savings &
benefits



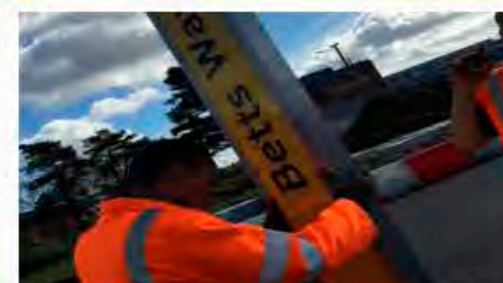
Infrastructure
& roads



Additional
Investment



Profile &
publicity



Proven track record #1

From bad headlines...



To awards and recognition



Proven track record #2

From poor signage & branding...



To area-wide wayfinding system



Proven track record #3

From poor roads...



To smoother roads



Proven track record #4

From limited facilities...



To new amenity spaces



Proven track record #5

From poor maintenance...



To dedicated maintenance



Proven track record #6

From weak entry points...



To enhanced gateways



Proven track record #7

From poor paving...

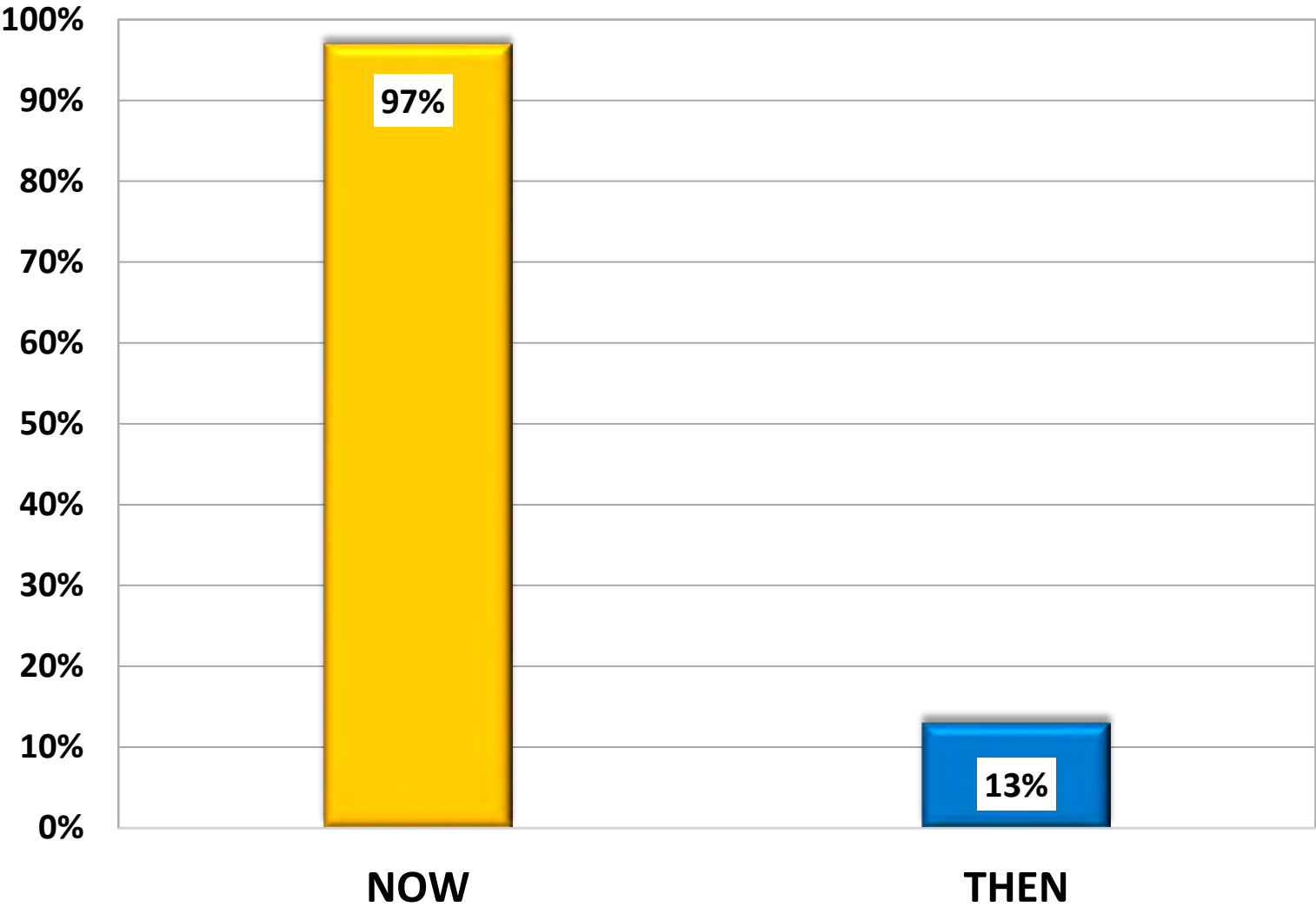


To new smooth surfaces



Proven track record #8

How satisfied are you with Manor Royal?



Improved satisfaction

Pre-BID (2011)

31% said they were either dissatisfied or very dissatisfied with Manor Royal

Now (2016)

3% said they were either dissatisfied or very dissatisfied with Manor Royal

Plus much more



Bespoke events



Additional investment



Cohesive & influential



PR & Comms



Faster broadband



Subsidised & free services



Better security



Performance

A horizontal line with a rainbow gradient, transitioning from purple on the left to red, orange, yellow, green, and blue on the right.

How Manor Royal is doing & what it needs to do

Economic Impact Study, Lichfields (2017)

Manor Royal Economic Impact Study

Final Report

Manor Royal Business District

December 2017

LICHFIELDS

Joint commission between Manor Royal BID & Crawley BC

Objectives

1. What is MR's economic contribution & how is it performing?
2. What makes it attractive to businesses & people?
3. How does it need to improve?
4. What sort of place should it aspire to be?
5. How can the vision be delivered?

Economic Impact Study: Finding #1, Contribution

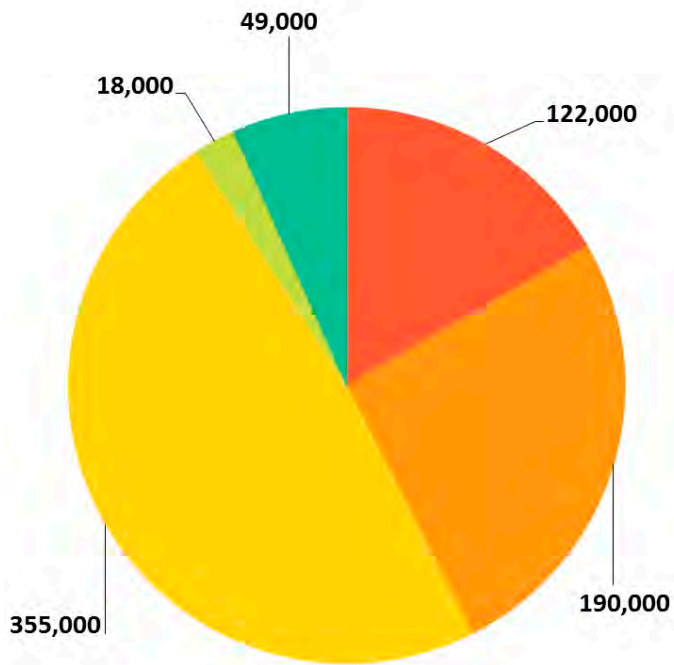
Measure	2010/2012	2016/2017	Change %
Floorspace (sq.m)	734,000	866,000	+17.9%
Businesses (no of)	590	620	+5.1%
Employment (no of)	23,600	22,400	-4.8%
Direct GVA	£ 1.18bn	£1.23bn	+3.9%
Business Rates	£28.1m	£34.2m	+21.6%

Key points:

- Significant contributor to Crawley and Gatwick Diamond economy.
- It's growing.
- Accounts for 25% of all Crawley jobs.
- Accounts for 30% of all Crawley rates.
- For only 6% of landmass.

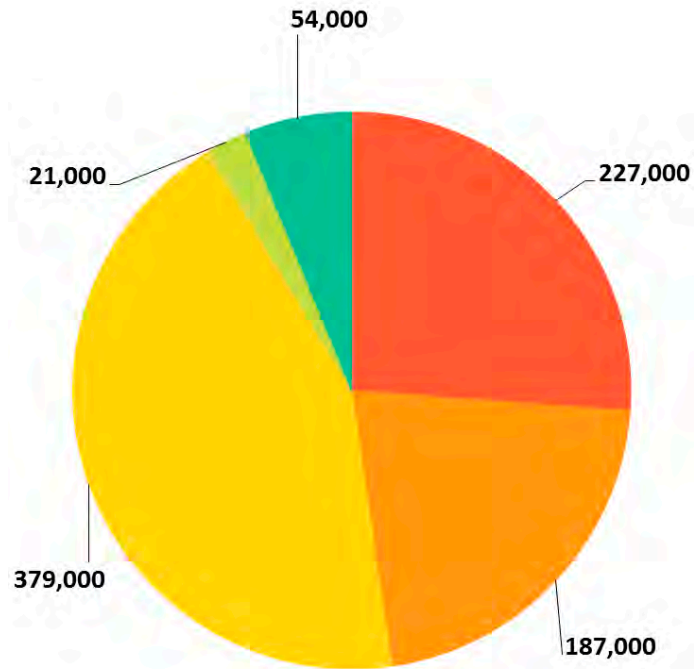
Economic Impact Study: Finding #2, Floorspace offer

Floorspace sq.m (2012)



Office Industrial Warehouse Retail
Other

Floorspace sq.m (2017)



Office Industrial Warehouse Retail
Other

Changing floorspace profile

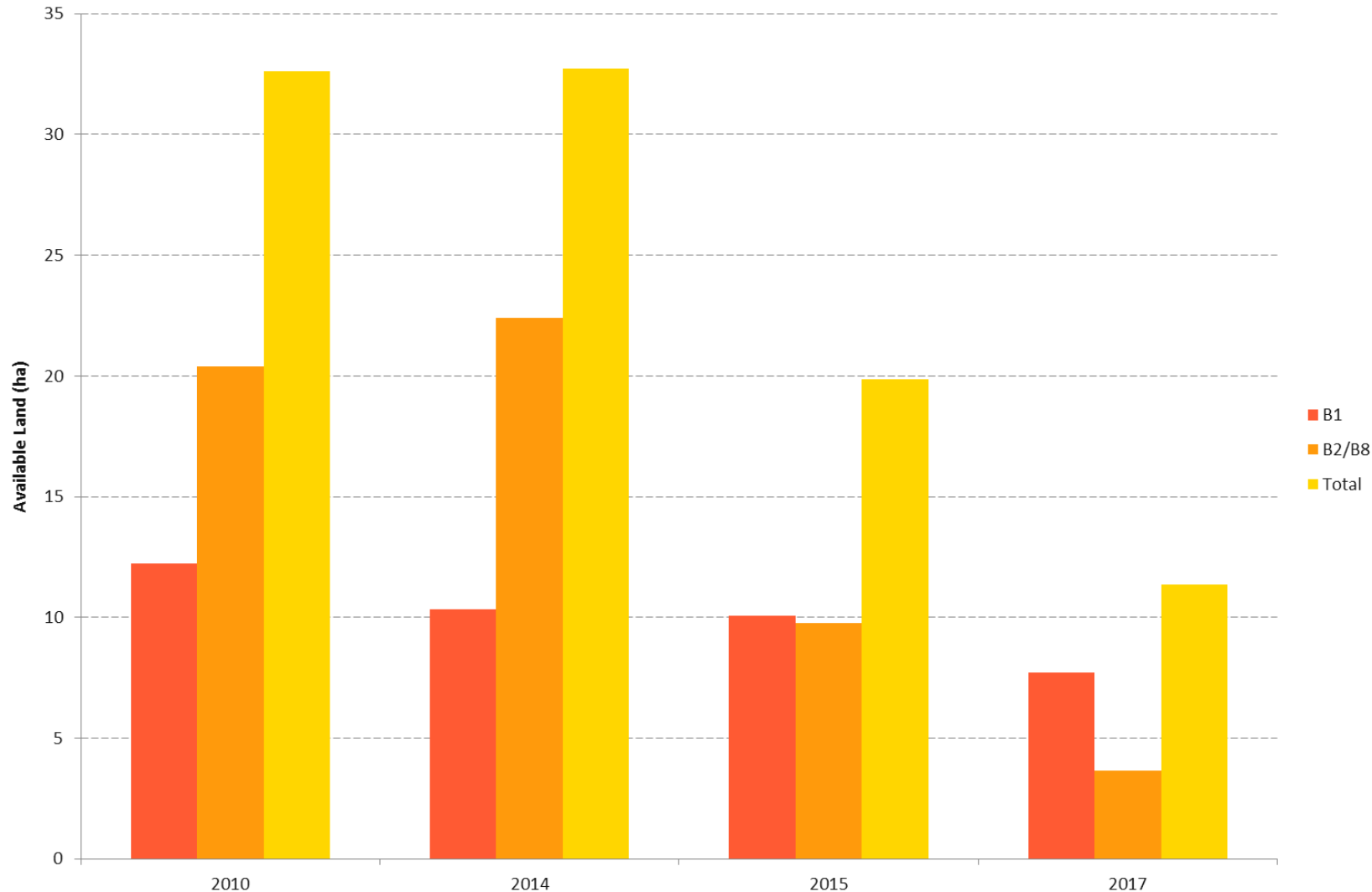
Increase in all floorspace types, except industrial

Total increase of 134,000 sq.m

Changes as a percentage of the total

- Office: increase from 16.6% to 26.1%
- Industrial: decrease from 25.8 to 21.5%
- Warehouse: decrease from 48.3% to 43.6%
- Retail: decrease from 2.45% to 2.41%
- Other: decrease from 6.6% to 6.2%

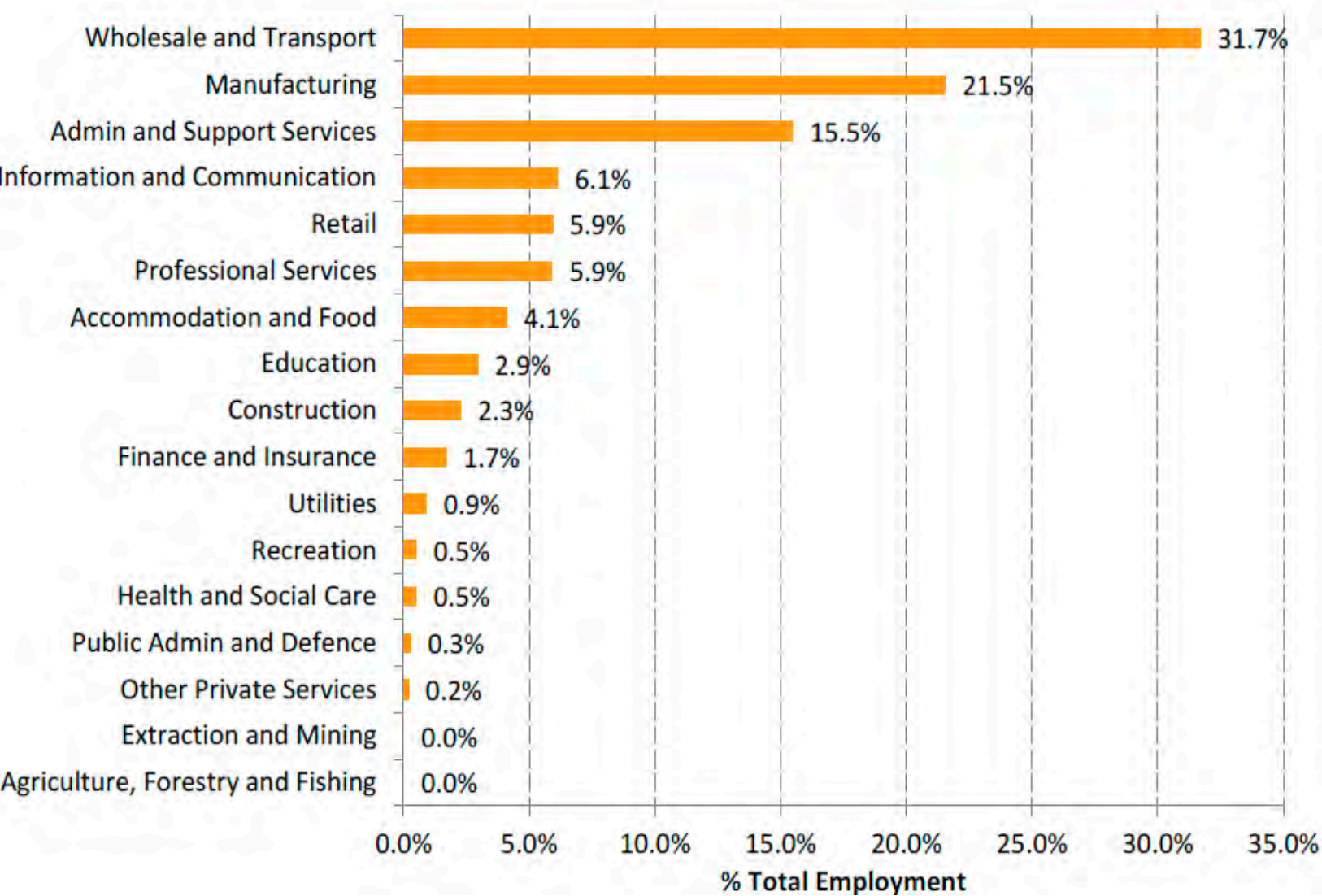
Economic Impact Study: Finding #3, Land availability



Market signals

- Reducing land availability
- Strong market for Industrial & Warehouses with comparatively limited availability (5.8%, 6.2%) and strong rental growth
- Office market less buoyant, vacancy (16.2%) and suppressed rental growth

Economic Impact Study: Finding #4, Activity (jobs)



Where people come from

38.6%	Crawley
10.0%	Mid Sussex
8.8%	Horsham
5.7%	Reigate and Banstead
4.9%	Brighton and Hove
2.0%	Tandridge
32.3%	Somewhere else

Showing growth: Wholesale & transport; Retail; Information & communications; Professional services

Showing reductions: Manufacturing; accommodation & food; construction

(Source: ONS, 2011 v 2016)

Economic Impact Study: Finding #5, Competition

Benchmark	Manor Royal	Brooklands	Crossways	Green Park	Maylands	Park Royal	Slough Trading Estate
Range of Activities							
Amenities							
Accessibility							
Sustainability and Natural Environment							
Ownership							
Site Branding							
Occupier Profile							
Business Support and Coordination							
Scope/Space for Development/Expansion							

Issues and challenges

1. **Physical limits to growth** and the wider perception this creates that Manor Royal is 'full'
2. **Fragmented ownership** constrains ability to coordinate and steer delivery of development
3. Shifting balance of uses, and the **need to maintain diversity** and maintain opportunities for the highest-value activities
4. **Improving Manor Royal's offer** and it's ability to attract the best occupiers and labour force
5. A **competitive marketplace** for investment and the emergence of new competitors

Economic Impact Study (2017): Takeaway points

Manor Royal Economic Impact Study

Final Report

Manor Royal Business District

December 2017

LICHFIELDS

Manor Royal is major contributor to the economic success of the Gatwick Diamond

Longevity and diversity are key strengths

No room for complacency

Competitive market for investment from other places

The BID has supported a period of continued growth and strengthened the brand and 'sense of place'

Partnership (public/private) key to leverage funding & deliver interventions to enhance Manor Royal's status

Economic Impact Study (2017): Recommendations

Manor Royal Economic Impact Study

Final Report

Manor Royal Business District

December 2017

LICHFIELDS

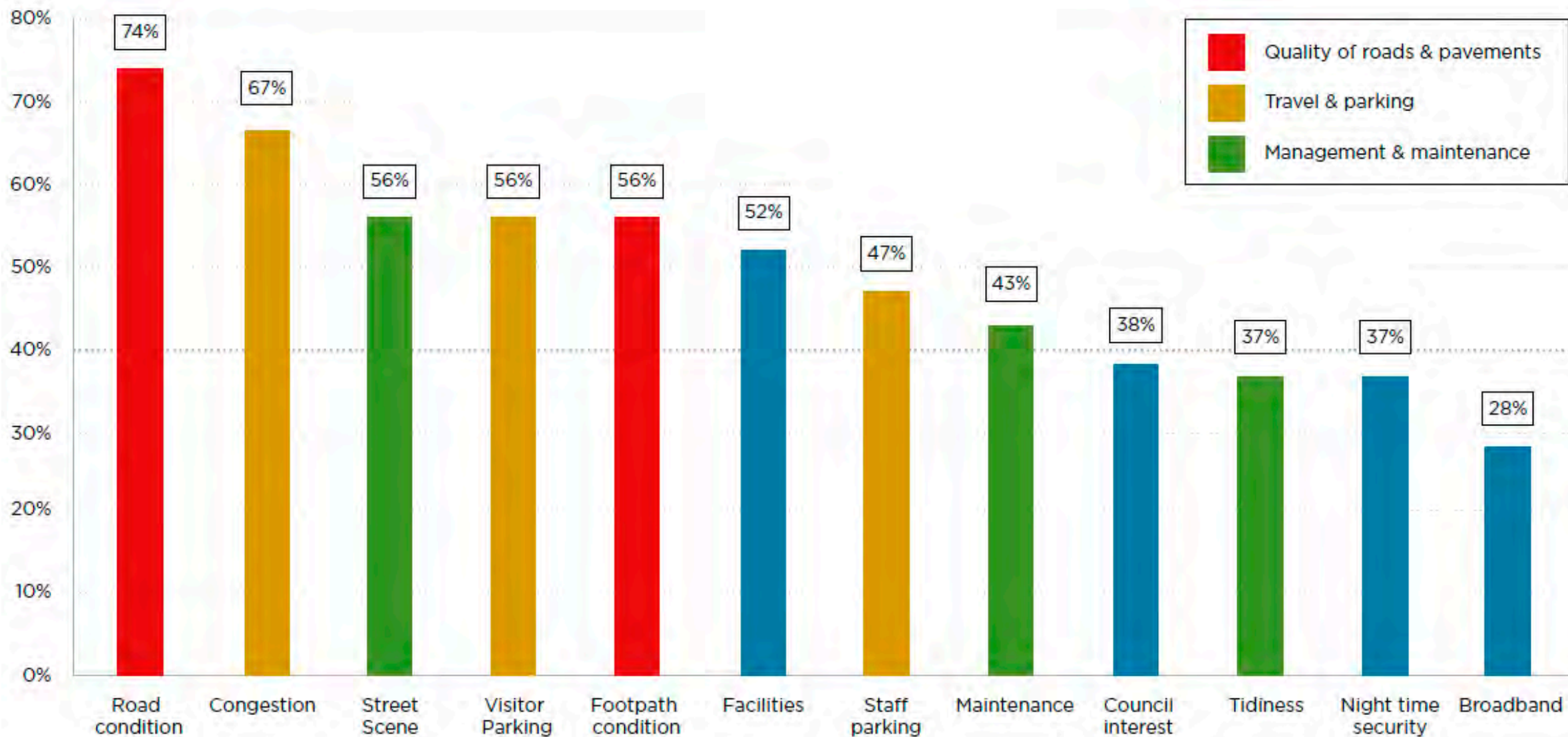
Branding & profile: more external promotion, improved wayfinding and links to Gatwick & town centre, public transport integration, business networks & sharing, “one click” web presence

Planning tools: simplified planning tools, greater specification in support of intensification and re-development of sites

Business amenities: improve facilities offer, investigate “hub” delivery options

Infrastructure & public realm: Continue with maintenance and business support activities, progress Transport Study actions, pursue Green & Grey Audit recommendations, BID to act as catalyst for investment

Manor Royal BID Survey: Issues



Manor Royal BID Survey: Key roles & valued projects

Key roles of the BID

Activity	Very Important	Very & Quite Important
Provide a representative voice	68%	93%
Keep companies informed	65%	97%
Promote businesses	62%	90%
Build a sense of community	56%	89%
Attract new businesses	54%	86%
Reduce costs	52%	93%
Promote trade between companies	46%	87%

Valued projects

Activity	Very Important	Very & Quite Important
Even faster broadband	47%	84%
Improve entrances	39%	78%
Improve business directory	37%	74%
Additional maintenance	31%	93%
More networking	27%	64%
On-site renewables	27%	66%
Wi-Fi in public places	26%	62%
Business warden	23%	65%
Loyalty card	22%	59%
Cost saving/group buying initiatives	21%	71%

Renewal



What does it mean?

A new plan for a new term

Key messages

- Based on what you said
- Building on a proven track record
- More than “business as usual”
- Your business needs to vote – **Feb 2018**



In simple terms

Voting “YES” to renew the Manor Royal BID will create a package of investment over a five year term (2018-2023)

= *additional* services, projects, events & improvements exclusively for Manor Royal businesses and employees that otherwise would not happen

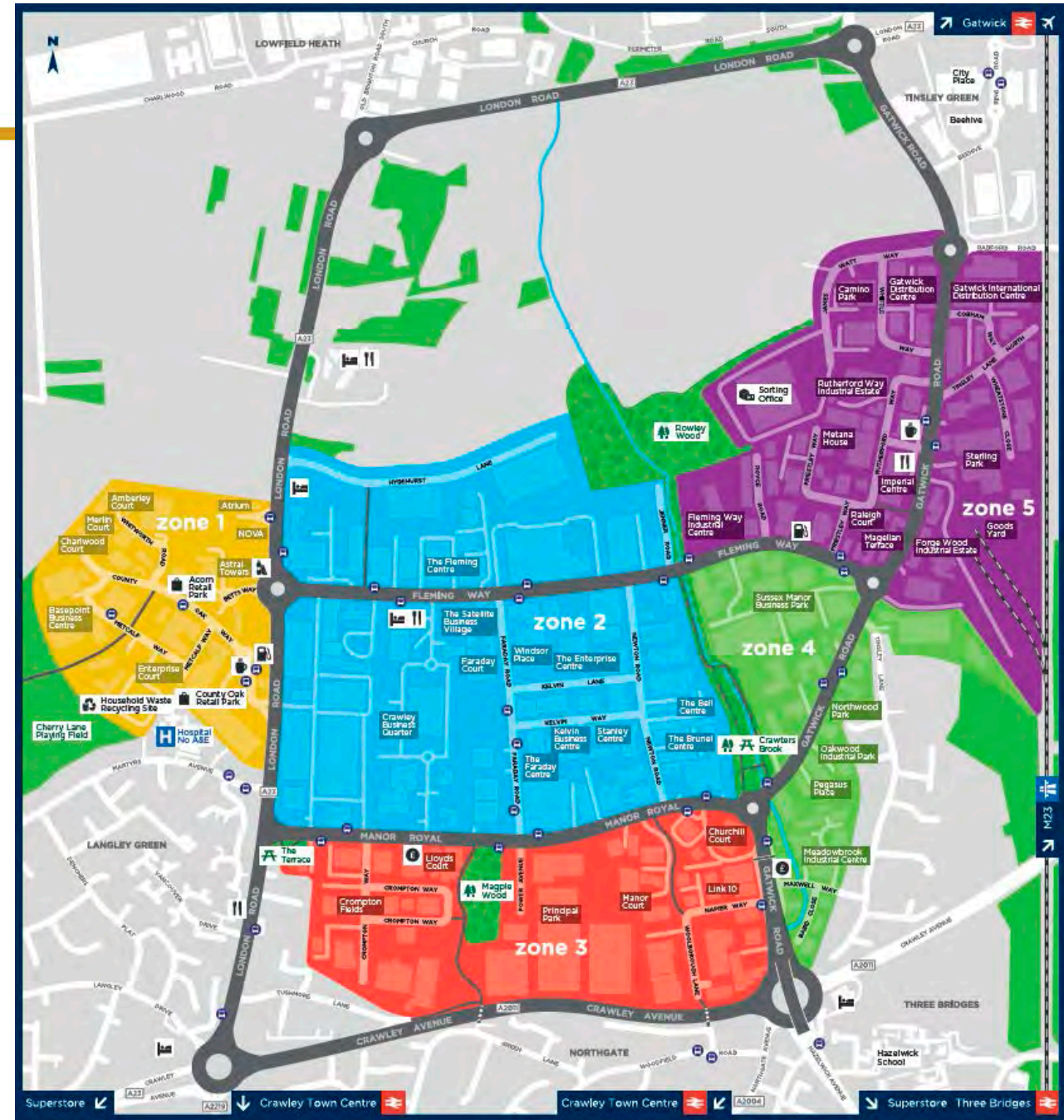
Voting “NO” = everything stops



Rules for BID2

- Similar but slightly changed area
- Levy rate still 1% of Rateable Value
- Applies to properties £12k RV +
- Capped at £3,500
- You get a vote in the ballot

Who will be voting in your business?



“Improving the trading and working environment” by

Objective 1

Promote &
influence

Objective 2

Trade & save

Objective 3

Infrastructure
& facilities

Objective 4

Manage &
maintain

Total BID Budget: £2.87m

On projects: £2.48m

(86%)



- 1.** Digital advertising boards at strategic locations managed by the BID



- 2.** Dedicated full-time maintenance team



- 3.** Improved entranceways



- 4.** Regular programme of exclusive and free events



- 5.** Business Rangers providing day and night cover



- 6.** Transport improvements as part of a £multi-million programme



- 7.** Area-wide of 25 security cameras (CCTV/ANPR)



- 8.** Subsidised training and bespoke staff and business offers



- 9.** PR and marketing to boost trade and promote Manor Royal



- 10.** Additional winter maintenance / gritting service



- 11.** Dedicated and free to use jobs board

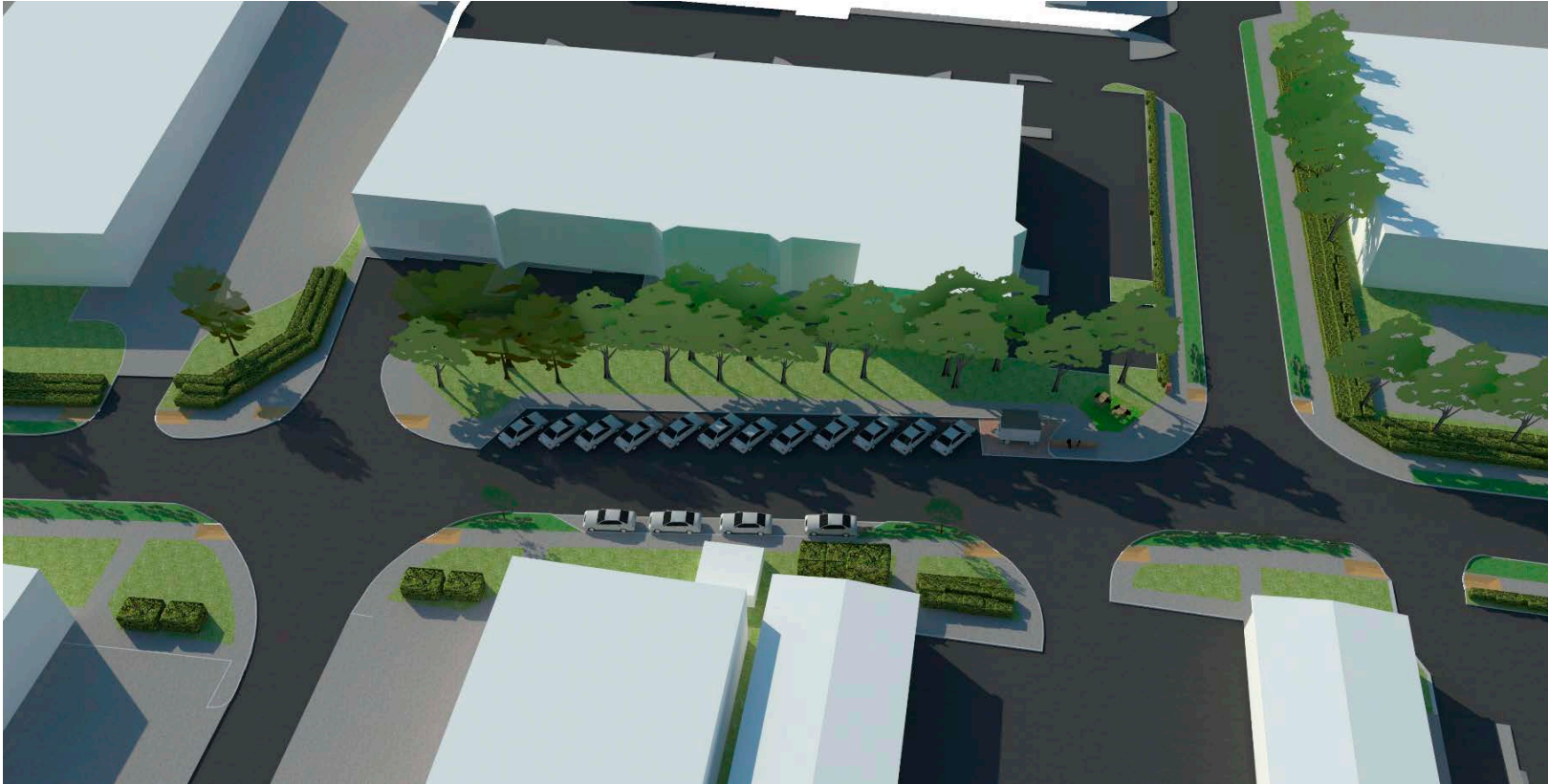


- 12.** Delivery of the projects pack to improve facilities and public realm



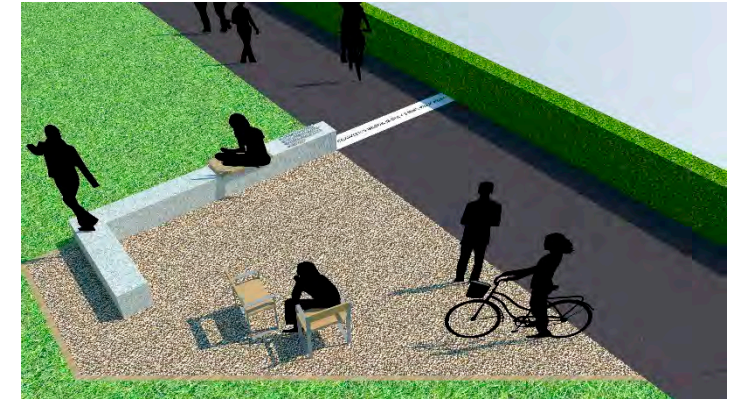
Projects Pack: Improving parking

An illustration of how Newton Road might look



Projects Pack: Better seating & wayfinding

Introduction of Wellness / Heritage trails and pause points



Projects Pack: More places to sit & rest

How County Oak Corner Pocket Park could look



When things happen

Business Plan launched at Manor Royal Matters	07 November 2017
Eligible businesses are sent their ballot papers	29 January 2018
Manor Royal Showcase event takes place	01 February 2018
First day of ballot, businesses return their completed ballot papers by post	02 February 2018
Ballot closes (ballot papers must be returned by 5pm)	01 March 2018
Count and declaration	02 March 2018
End of BID1	31 May 2018
Start of BID2	01 June 2018

Who will be voting in your business? (15 Dec: Declaration / 17 Jan: Notice sent)

You can have the best business in town

If the environment in which you trade
or your neighbours don't adapt
you will be held back.

