

## MANAGEMENT GROUP MEETING NOTES & ACTIONS

**In attendance:** Keith Pordum (Bon Appetit) (Vice Chair), Steve Sawyer (MRBD Ltd), Joanne Rogers (Prowse), Sam Murray (MRBD Ltd), Paul Clement (CMS, BID Consultant), Jeremy Taylor (Gatwick Diamond Business), Markus Wood (Avensys), Clem Smith (Crawley Borough Council), Zoe Wright (B&CE), Steve Pullen (Varian Medical), Marie Ovenden (West Sussex County Council), Tony Maynard (CGG), Jeremy Day (Doosan), Michael Deacon-Jackson (FTD Johns), Paul Searle (P&H Motorcycles), Chris Primett (Welland Medical), Jack Bedell-Pearce (4D Data Centres), Nicola Blake (Creative Funding Solutions), Martha Burnige (The Gatwick School), Archie Harwood (Harwoods), Mike Harris (Harwoods)

**Apologies:** Trevor Williams (Thales UK) (Chair), Cllr Peter Smith (Crawley Borough Council), Mark Curtis (Split Image), William Perks (Peter Perks Limited), Mel Mehmet (easit), Oliver Ellingham (Lok'nStore), Julie Kapsalis (Coast-to-Capital LEP), Eddie Finch, (Auditel), Michael Low (Cruiseway), Rachel Thomas (B&CE), Stephanie George (Basepoint), Sarah Godfrey (Virgin Atlantic), Duncan Barratt (West Sussex County Council), Michael Easton (Elekta), John Hancock (Eezehaul)

Meeting outcome	Action / outcomes
<p><b>1 Arrival &amp; Welcome and departures</b> Deputy Chair Keith Pordum welcomed everyone to the meeting, including newcomers to the BID Management Group, <b>Nicola Blake</b> (Creative Funding Solutions), <b>Martha Burnige</b> (The Gatwick School), <b>Archie Harwood</b> and <b>Mike Harris</b> (Harwoods Group). Also joining the meeting was <b>Paul Clement</b>, (Central Management Solutions), appointed as BID Consultant to guide Manor Royal BID through BID2.</p>	
<p><b>2 Approval of Minutes from previous meeting</b> The minutes of 30 May were approved.</p>	
<p><b>3 Executive Director Report</b> SS indicated that The Accounts are as expected on income and expenditure. Maintenance and Rangers will be included in Infrastructure Spend by year end, with an anticipated £10k in surplus.</p> <p><b>Forthcoming AGM</b> SS confirmed that The BID AGM is being held on Thursday 28 September at 5pm at Premier Inn, Fleming Way, that formal notice has been sent to members and that members of the BID Management Group are encouraged to attend.</p> <p><b>Projects Update</b> SS referred to the table of projects for updates on specific areas of work.</p> <p><b>Crawley Growth Programme and Business Case to the Coast to Capital LEP</b> - CBC and WSCC presented the proposal to the LEP committee on 14 July which has received 'in principal approval'. The LEP Board will meet on 21 September where formally approval is anticipated that would unlock significant levels of investment for Manor Royal as part of a town-wide package of improvements. CS outlined the four areas of consideration within the application:</p> <ul style="list-style-type: none"> <li>• <b>Congestion hotspots</b> in Manor Royal at London Road and Gatwick Road, to tackle and improve traffic flow for highways and sustainable transport infrastructure. To improve cycle connections to and from Three Bridges and Gatwick railways stations to Manor Royal and aim to increase cycle use from 3% to up to 50%.</li> <li>• <b>Bus infrastructure</b> including funding 33 bus stops and shelters, upgrades to RTPi (Real Time Passenger Information) at key shelters, building new shelters extending bus lanes to improve bus reliability without detracting from existing traffic flows.</li> <li>• <b>Improving the business environment</b> Infrastructure and paving improvement upgrades are planned to yield quality commercial space for good quality jobs,</li> </ul>	<p>All Management.</p> <p>SS &amp; CS to work together to consider how best to articulate this message in the BID business plan prior to formal decision.</p>

	<p>attracting more investment into Manor Royal Business District.</p> <ul style="list-style-type: none"> <li>• <b>Encouraging employers to use more sustainable transport schemes</b> for sustainable growth in Manor Royal - and for road space to be used by Manor Royal businesses to make more of that space, and a better regime for managing available road space and on-street parking.</li> </ul> <p>KP flagged that the decision for the BID to invest in commissioning the Transport Audit, and producing the final report, has proved worthwhile. KP indicated how important it is to ensure that levy payers know that BID investment has attracted substantial external funding into the business district.</p> <p><b>Gateway 1 and flyover project</b> - Surrey CC at the Nexus site, is working on mitigation at the Gatwick Road/Manor Royal roundabout. SS is working through detail on guardrails at the Gateway 1 flyover and precinct with Allen Scott to gain planning consent.</p> <p><b>Digital Signage</b> - Digital signage will be a revenue stream for the BID. Manor Royal BID would have control of content and is looking at locations. Waterman is looking at plans and road safety audits. £10k is allocated for planning in this BID term, but signage is unlikely to be in place before the end of BID1.</p> <p><b>Projects Pack Refresh</b> – SS stresses the importance of refreshing the pack for BID2 to be fully prepared for when external funding becomes available. The pack involves large and small-scale projects that have physical and visual impact on improving Manor Royal. Projects such as Crawter’s Brook, The Terrace and Gateway 3 were included in BID1 pack.</p> <p><b>Economic Impact Study</b> - Lichfields has been commissioned to undertake this piece of work. Manor Royal was 40% empty prior the BID1. It is now only 8% empty, but not to be complacent, this piece of work will update the original Manor Royal Masterplan (2010) assumptions and make recommendations for improving the business district, including planning policy and other interventions.</p>	<p>SM to circulate digital signage plans on request.</p> <p>SS will come back to the group with progress.</p> <p>SS requested involvement from the Management team in the stakeholders meeting.</p>
4	<p><b>Marketing &amp; Communications</b></p> <p>JR gave an overview of recent and forthcoming activities. <b>The Terrace</b> has been used well through the summer months since its launch in April. <b>Know Your Neighbour</b> in May attracted 350 people. <b>HR Forum</b> held in June covered Apprenticeship Levy and the introduction of MR Jobs Board. The <b>Welcome Pack</b> for newcomers is being updated. A new <b>‘Partnerships and benefits’ brochure</b> is being created. <b>Manor Royal News</b> issue 22 will be distributed in August. <b>E-bulletin</b> now reaches over 1,700 subscribers each month. <b>Website</b> updates, news and events are posted regularly with ongoing <b>social media</b>. <b>Press release</b> planned for the launch of the <b>BID Maintenance Team</b>. The <b>Annual Report</b> will be ready for the <b>AGM</b> where the launch the <b>Business Rangers</b> is scheduled. <b>Manor Royal Matters</b> on 7 November will launch the new <b>Business Plan for BID2</b>.</p>	
5	<p><b>Manor Royal BID2 – Where are we, what have we done, what next.</b></p> <p><b>Notice has been sent to Secretary of State</b> - Baseline agreements have been sent and the request to hold the ballot has been sent to CBC.</p> <p><b>Operating Agreement Highlights</b> – The Operating Agreement sets the rules for the BID Levy criteria and how it is calculated and collected. The following amendment were discussed and agreed: BID2 would run from 1<sup>st</sup> June 2018 to 31<sup>st</sup> May 2023. The first BID Levy bill for BID2 would cover the last two months of BID1 (April and May 2018) and ten months of the first year of BID2 that covers the period 1<sup>st</sup> June 2018 to 31<sup>st</sup> March 2019.</p> <p><b>ACTION:</b> The BID Management Group were asked to vote on the proposal that the BID2 renewal terms will be from 1<sup>st</sup> June 2018 until March 31<sup>st</sup> 2023. There was a show of hands and all were unanimously in favour of the change.</p> <p><b>BID2 Plan; Geography, Objectives, Deliverables</b></p> <p>SS proposed the top line rules being formed for BID 2, asking for comment and feedback.</p> <ul style="list-style-type: none"> <li>• <b>Levy rate</b> - There will be no change in the levy rate, remaining at 1%</li> <li>• <b>Threshold</b> - will be at £12k rateable value (currently £10k for BID1). This takes out 230 properties from levy liability and syncs with small business rates relief.</li> <li>• <b>The Cap</b> - will rise from £3k to £3.5k for the largest properties.</li> <li>• <b>Discount</b> - No discounts will be in place, remaining the same as BID1.</li> <li>• <b>Refund policy</b> - is ‘on request’ maintaining that rule from BID1.</li> </ul>	<p>PC and SS will formally amend the terms for BID2.</p> <p>All comments regarding the proposed rules for BID2 should be fed back to SS by 7<sup>th</sup> Sept for the Board to consider.</p>

- **Inflation policy** - the Board will have the discretion to apply inflation to the annual levy bills of not more than 2%. The Board has this facility now but has not applied any inflationary increase for three years.
- **Voluntary membership** – non-levy paying businesses can elect to pay to become voluntary members to realise the same benefits but this will not entitle them to a vote at the BID ballot.

The annual BID levy income will increase to £499,510 plus other income at £50k amounting to approximately £2.6m over 5 years.

### Geography

Within the proposal for the BID area for BID2, 12 retailers are now included within Zone 1 plus the Post Office Sorting Office in Zone 5. Zone 4 will include a building firm within Tinsley Lane. There was a question regarding the level of engagement of retailers in Zone 1. SS explained that there is no logic for the retailers to sit outside the BID and that there is work to do on engagement. PC explained that retailers are in BIDs nationwide, the BID levy is not unusual and natural to be part of a BID - with a few exceptions.

### Objectives

SS highlighted the four objectives proposed for BID2 and asked management to make any comments as these will form the form the 4 pillars of the basis of the plan for BID2.

1. **Promote & Influence** - Influencing role now integrated prominently in objective one.
2. **Trade & Save** - Continue to develop strong partnerships to benefit BID businesses.
3. **Infrastructure & Facilities** - This objective received the highest spend in BID 1. For BID2 this will include Broadband once again - for even faster connection, the introduction of Digital Signage, Transport Initiatives and Projects Pack proposals.
4. **Manage & Maintain** – A new objective for BID2 to improve the frequency and overall standards of maintenance throughout the business district and to ensure the area benefits from better management regime for security, parking and other matters important to the efficient running of a business park.

Feedback was generally positive and covered the need to clearly articulate the benefits to those voting and how the investment planned accurately reflects expressed business priorities.

### Deliverables

SS explained re Objective 3: Infrastructure and facilities that, as now, there would be a fund to support the delivery of future projects. The Business Plan would indicate the types of projects to be delivered so that businesses could easily understand what improvements would be made and that detailed design and planning would be programmed through the lifetime of the BID.

### Central costs

SS explained that Central Costs referred to the cost of running the BID which for Manor Royal were being kept well below recommended good practice levels ie the Manor Royal BID was being run more cost-effectively than industry good practice recommends allowing more money to be invested in projects and improvements. A proportion of staff time is allocated to project management.

### The ballot (vote)

It is anticipated that approximately 250 votes will be received of which the majority by both number of rateable value have to vote in favour for the BID to carry on. A turnout of at least 40%, and 70% approval is the target.

SS indicated that the key challenge until October is to ensure that the vote goes to the right contact at every company. PC clarified that there needs to be one named voter for each voting property. SS confirmed that the list of businesses is ever changing and will have to be monitored closely over the coming months up until the final voter list is submitted to the Council's Electoral Services Team, who run the ballot.

### Spreading the word; promotion, awareness raising and engagement

PC gave an overview of BIDs in context of renewal, indicating that communications change from 'what we have done' to 'what we are going to do' to, 'if you vote we can do this'. PC indicated that the BID has a track record of delivery and based on this, to feel

All Management to feedback thoughts or queries to SS to ensure that everyone is happy with the Business Plan.

JR to look at midterm survey results to assess the responses of the top 50 companies.

	<p>confident about “Here is what we will do!” as a trusted organisation to invest in and to indicate what would be lost if the BID was no longer in place.</p> <p>ZW indicated that it is also important that the largest companies know who is involved in the running the BID and that all businesses control the running of the BID.</p> <p>PC advised is to look at how these messages will be presented, looking at the business plan and gradually layering messages, to firm up of the message of BID 2</p> <p><b>Campaign Update</b></p> <p>JR gave a presentation on ideas for the BID2 campaign journey. Being confident about what the BID has achieved but not arrogant, the role of the BID Management Group companies in promoting BID2 to others and a proven track record of delivery were all important aspects of the campaign. The campaign would be geared to highlight the impact of BID1, bringing all the facts together to showcase what the BID has delivered in the past 5 years - with case study information, shaping the future and leading change.</p> <p>PC indicated that business have seen the positive changes made throughout BID1. It is important that the BID2 campaign indicates clearly what is going to be done for businesses over the next five years. Messages should stay positive and for BID 2 to take improvements made to the higher level.</p> <p><b>Milestones and Immediate next steps</b></p> <p>August - Photography of the business district and team members</p> <p>August/September - Video testimonials from businesses on the work of the BID</p> <p>7 September: All comments to be received on draft BID2 Business Plan</p> <p>28 September: AGM</p> <p>2 October: Final BID2 Business Plan - (no more changes to the BID plan after this date).</p> <p>7 November: Manor Royal Matters – Business Plan launch</p> <p>December: Campaign Marketing</p> <p>6 December: BID Christmas Evening - with Company Directors and Partners</p> <p>17 January: Key date - Notice of ballot</p> <p>1 February: Manor Royal Showcase.</p> <p>2 Feb until 5pm 1<sup>st</sup> March 2018: Ballot is open.</p>	<p>SM to circulate presentation on request</p>
<p>9</p>	<p><b>A.O.B</b></p> <p>KP thanked Markus Wood of Avensys for hosting the meeting.</p> <p>SM flagged that a Cyber Security seminar hosted by BID Partner Jelf Insurance will be held at Basepoint on 21<sup>st</sup> September from 5.30pm.</p> <p>JT flagged that the Meet the Buyer event will be held on 18<sup>th</sup> October at the Arora.</p> <p>ZW noted that there is need for a crossing at Manor Royal from Thales to The Terrace.</p>	

**All business having been completed the meeting was CLOSED at 11.15am.**

**DATES FOR THE DIARY**

- Wednesday 13 September – Economic Impact Steering Group, Premier Inn (1.30-3.45pm)
- Thursday 28 September – Annual General Meeting, Premier Inn, (5-7pm)
- Friday 6 October – Next Management/Campaign meeting. **Venue TBC** (8.30-11am)
- Tuesday 7 November – Manor Royal Matters, Sandman Signature, (9am-2pm)
- Thursday 1 February – Manor Royal Showcase (Virgin, The Base **(Time TBC)**)