

MANOR ROYAL
BUSINESS DISTRICT
CRAWLEY & GATWICK



Manor Royal BID Showcase 2016 Report

10 February 2016

Author: Steve Sawyer, Executive Director, MRBD Limited

Manor Royal Business Improvement District (BID) Company (MRBD Limited)

7 Magellan Terrace (Ground Floor), Gatwick Road, Manor Royal Business District, Crawley, RH10 9PJ

www.manorroyal.org

INTRODUCTION

The Manor Royal Showcase took place on 10th February 2016 at Virgin Atlantic's, The Base on Fleming Way. The Showcase is one of the main Manor Royal BID engagement and networking events of the year.

The event consisted of a small exhibition of those Manor Royal companies celebrating an anniversary or significant achievement, including a number of the developers of key Business District sites.

The Showcase event also provided an opportunity for delegates to find out about and comment on the progress of the Manor Royal BID by participating in an electronic voting session covering people's experience of doing business on the Manor Royal Business District, their priorities and their feelings about the BID and what it should do.

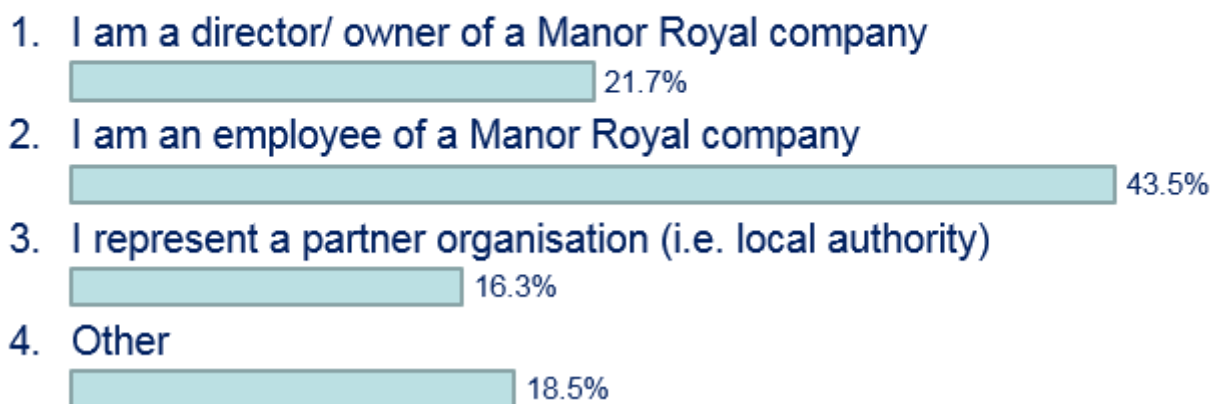
This event format has been used twice before. The last time was in November 2014 using a similar question set to allow for comparison over time.

120 delegates attended the event of which 90 people participated in the electronic voting session.

This report provides a commentary of the how delegates voted and will be used to inform the work of the BID alongside the results of the Manor Royal BID Survey that was launched at the event.

ABOUT YOU AND YOUR BUSINESS

What is your interest in Manor Royal?



Two demographic questions were asked to assess who was represented among the 90 voting delegates. The majority were from Manor Royal with approximately one-third representing supporting organisations and partners.

36.6% of delegates were from larger firms (over 250 employees), 15.1% were from a medium sized company (between 50 and 250 employees), 21.5% from a company employing between 10 and 50 employees and 25.8% from a micro company (less than 10 staff).

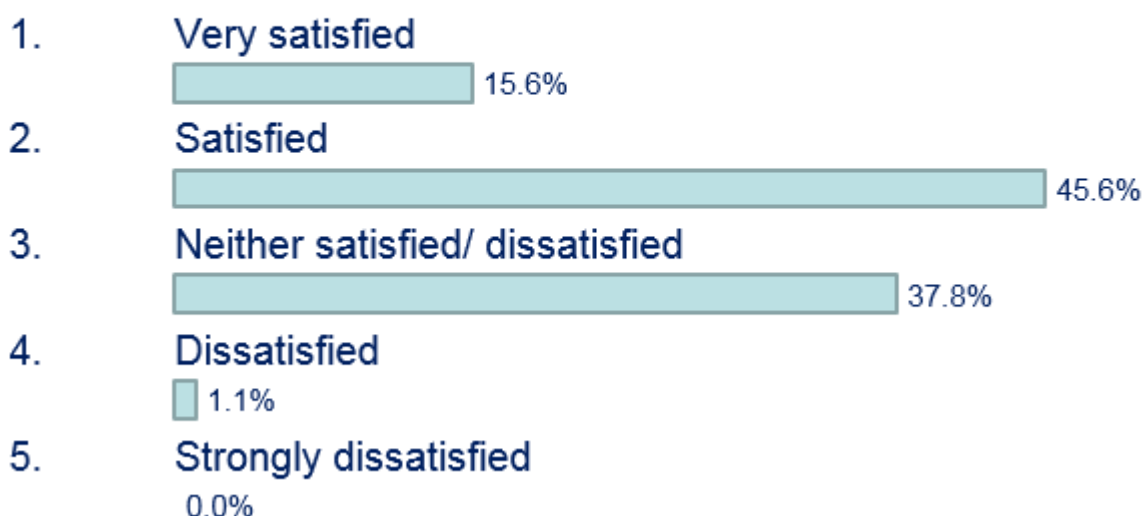
WHAT DO YOU THINK ABOUT MANOR ROYAL

When this event was originally organised in 2011 just 13% reported being satisfied with Manor Royal as a place to do business and 33% said they were dissatisfied.

Satisfaction levels have improved and remain at higher levels with 61.2% stating they are now either satisfied or very satisfied – a very similar result to that recorded in 2014.

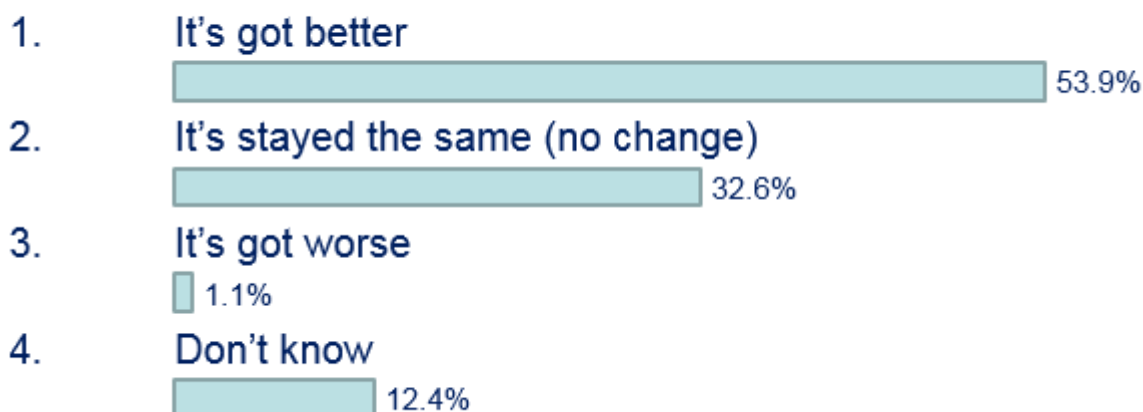
Further analysis shows that Manor Royal Business Directors / Owners reported higher satisfaction levels (84.2% satisfied or very satisfied) than any other group. Of Manor Royal employees 54% reported being satisfied or very satisfied.

How satisfied are you with Manor Royal as a place to do business?



Most delegates also felt Manor Royal had got better over the past year. A smaller percentage than in 2014 although hardly anyone felt that Manor Royal had got worse in the past twelve months. Again, Manor Royal business owners / directors were more likely to report that Manor Royal had got better (60%) compared to 33.3% of employees.

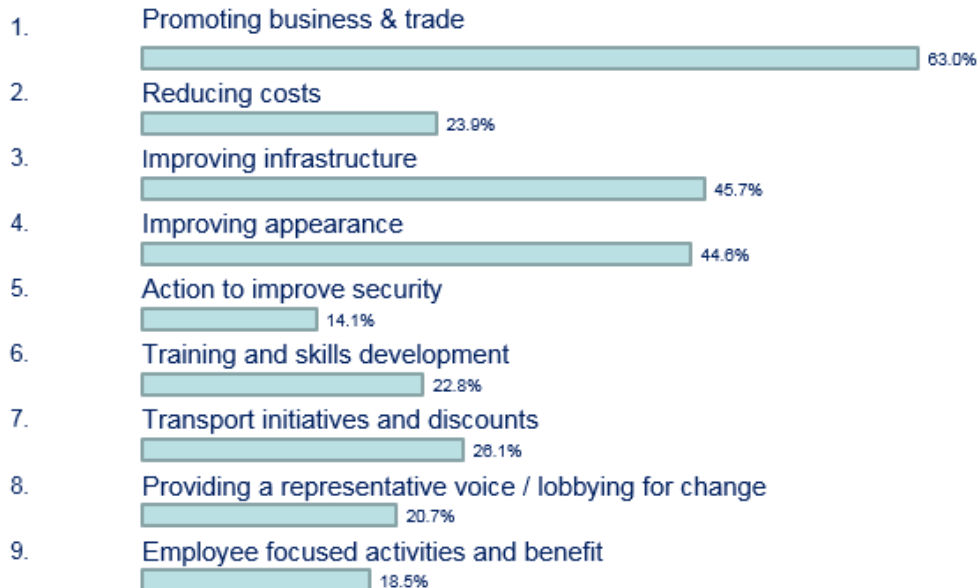
In the last year how has Manor Royal changed?



THE THREE MOST IMPORTANT BID ACTIVITIES & “BIG” ISSUES

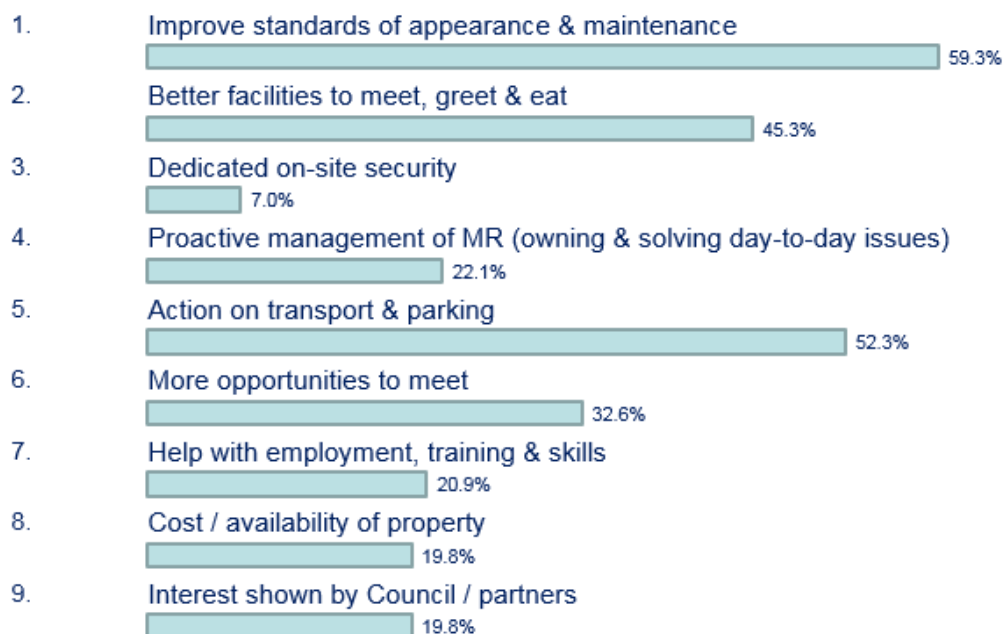
There was a high degree of consistency when the audience was asked to rank the three most important BID activities. Promoting business and trade, Improving Infrastructure and Improving Appearance were the top three ranked BID activities. Manor Royal Business Owners / Managers also rated Providing a Representative Voice and Security highly.

What three BID activities are most important to your business?



Three issues clearly emerged as the three BIG issues facing Manor Royal, these were: (1) Standards of Appearance and Maintenance, (2) Action on Transport and Parking and (3) Better Facilities. While Business Owners / Managers also rated Appearance and Maintenance and Transport and Parking as their first and second placed priorities, opinion was equally divided on their third placed priority. Better Facilities, Proactive Management, More Opportunities to Meet and Training & Skills each attracting 31.6% of votes in third place.

The BIG issues facing Manor Royal

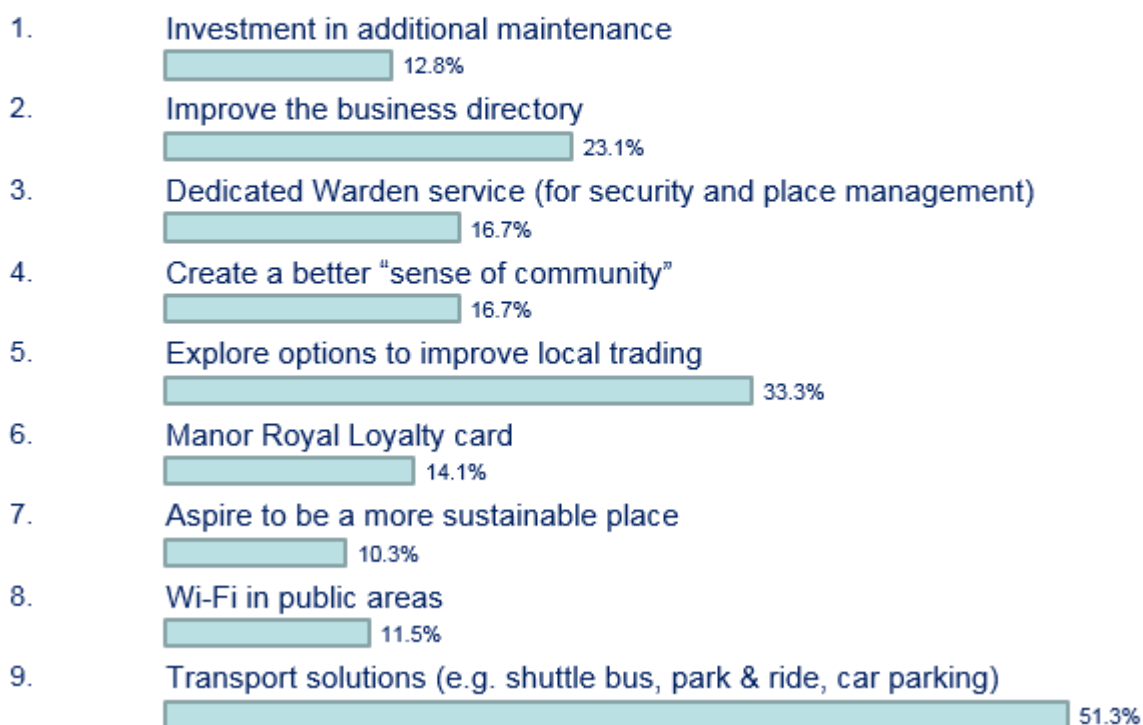


In the discussion that followed Gatwick Airport expansion and the availability of land and property were also highlighted as issues.

THE TWO MOST IMPORTANT FUTURE BID PROJECTS

During the meeting the audience received a presentation of future BID projects that had been designed on the basis of previous feedback and the BID Business Plan (2013-2018). Every section of the audience were supportive of work to explore Transport Solutions and the audience as a whole supported efforts to Improve Local Trading (33.3%) with the related project of delivering an Improved Business Directory (23.1%) ranking in third place overall.

What two future BID projects are most important to your business?



Further analysis of the votes revealed that Manor Royal Business Owners once again certain projects differently compared to other sections of the audience, as illustrated in the table below.

Rank	MR Owners / Managers	Rank	MR Employees
1	Transport Solutions (44.4%)	=1	Transport Solutions (44.1%)
2	Dedicated Business Warden (38.9%)	=1	Improve Local Trading (44.1%)
3	Improve Local Trading (33.3%)	=3	Improved Business Directory (20.6%)
=4	Additional Maintenance (22.2%)	=3	Manor Royal Loyalty Card (20.6%)
=4	Improved Business Directory (22.2%)	=3	Better "sense of community" (20.6%)

Generally, while everyone on Manor Royal is concerned about issues relating to Transport and efforts to support Local Trade are highly ranked by all, Business Owners / Managers tend to be more concerned about functional issues relating to maintenance and management of the Business District compared to other sections of the audience.

THOUGHTS ABOUT THE MANOR ROYAL BID

The final questions asked the audience about their feelings about the Manor Royal BID itself. This was designed to get an impression of whether the BID was focussed on the right things and the general level of support there was among the audience for the BID.

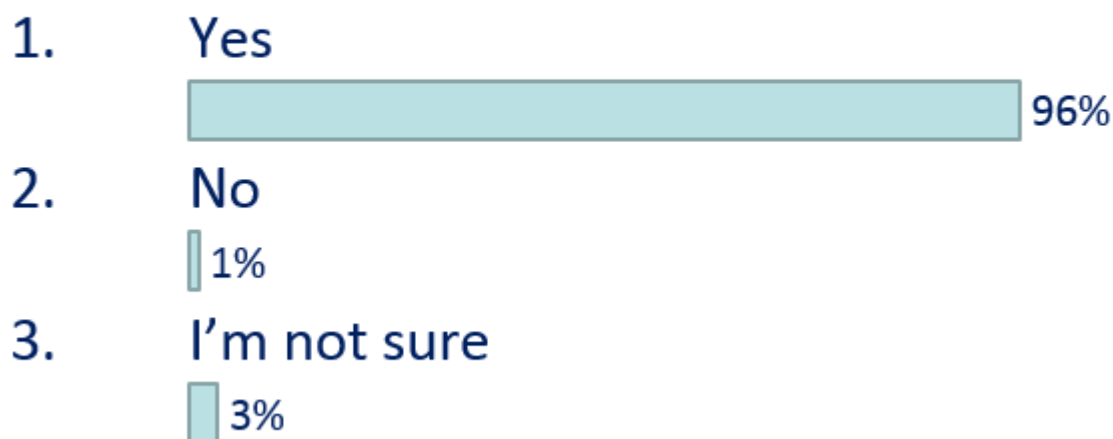
Q: Is the BID focused on the right things?

Two-thirds of the audience felt the BID was focused on the right things with a further 24.2% feeling as though the BID was “mostly” focused on the right things. 70% of Business Owners / Managers felt the BID had the right focus.

Q: How do you think the BID is doing so far?

Almost two-thirds of the audience (63%) felt the BID was doing a good job. 31% felt it was “Doing OK” while no one felt the BID was not doing well. Again Business Owners / Managers were more likely to respond positively to this question (73.7% rated the BID as doing a good job) while employees were less certain – 47.2% felt the BID was doing a good job and 44.4% feeling as though it was “Doing OK”.

Are you supportive of the Manor Royal BID?



Encouragingly there was over-whelming support for the Manor Royal BID from all sections of the audience. This compares favourably with results from the previous Manor Royal Showcase when 97% of the audience reported that they were supportive of the BID.

KEEP IN TOUCH

For further information about this report, event or the Manor Royal BID please contact the Manor Royal BID office.

info@manorroyal.org

www.manorroyal.org

01293 519 415