



# Prospectus for Bracknell Business Improvement District 2020 – 2025



(Photo credit: Stewart Turkington)

[www.bracknellbid.co.uk](http://www.bracknellbid.co.uk)

# Message from the Chair of Bracknell BID

**I am proud to be writing the introduction to this Prospectus for the Bracknell Business Improvement District (BID). Over the last two years we have been working hard conducting surveys, consultations, workshops and studying successful BIDs across the UK. Based on this work we have identified a set of initiatives that we believe will make a real difference to the success and prosperity of the Bracknell business community based in the Southern and Western areas.**

Businesses and organisations in Bracknell's commercial areas are not alone in facing challenges of economic uncertainty, the pressures from changing lifestyles, increased mobility, new competition, greater customer choice and changes in working practices. However, it will be those places which are able to offer support to their businesses and the people who work in them which will be the most attractive and profitable operating and trading environments for business and investment.

For more than 30 years IT, communications and electronics firms have been drawn to this area. The appeal was proximity to London, great transport infrastructure, cheaper office space than the capital and the cluster of hi-tech firms creating a magnet for the skills required. However, working practices are changing rapidly and the once easy ride down the motorway is now a crawl of congested traffic. As a result, access to the client and customer is more difficult and commuting is a challenge for skilled people and a problem for business.

The BID Business Plan has been created by a volunteer working group of business people like you with a wide range of business experience, representing your interests. They have given their time freely because they believe in the future of this area and are willing to play their part in helping to address the challenges and re-invigorate the area as an exciting and profitable place to work and do business.

The Bracknell Investment Group which has acted as the BID Steering Group has welcomed representatives from other organisations such as Bracknell Forest Council, the Economic and Skills Development Partnership and the Chamber of Commerce who have shared their vision and projects. As a result, we see the BID working closely with these groups and organisations, complimenting work that is ongoing in wider infrastructure projects, attracting inward investment, creating a great operating environment and making a positive difference to your business.

Our cumulative investment will provide a business-driven focus to ensure essential improvements to Bracknell's commercial areas. This investment will also set standards which reflect our own aspirations as businesses and organisations, with a budget, over the five-year BID lifetime, of more than £3 million.

Let's grasp this unique opportunity. We urge you to look carefully at the proposal and to give it your full support at the formal BID vote in October.

**Maria Sabey**

**Head of UK&I Property, Fujitsu  
Chair of the Bracknell Investment Group**



## Members of the Bracknell BID Steering Group:

Maria Sabey (Chair) – Fujitsu

John McQuaker – 3M

Eddie Lawrence – Access Self Storage

Gary Crane – Ambition Creative

Anneken Priesack – Bracknell Forest Council

Jonathan Scholefield – Caterpillar

Bob Collis – Economic and Skills Development Partnership

Daniel Baker – Fujitsu

Nicola Maxwell – Fujitsu

Lynda Perry – McKay Securities PLC

Nick Hardy – Page Hardy Harris

David English – Panasonic

Nicola Webb – Segro

Peter Smith – Thames Valley Business Advisers Ltd (Chamber of Commerce)

Andrew Smith – JLP / Waitrose Partnership

**This Prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.bracknellbid.co.uk](http://www.bracknellbid.co.uk) or by contacting the BID team on [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)**



## A vision for Bracknell created by you, the businesses.

The Bracknell BID area to be recognised as the place where businesses develop and grow through collaboration and investment.



### What is a BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment
- The lifetime of the BID is covered by Regulations and is set at no more than 5 years
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area

### There are already over 300 BIDs operating across the country.

Since 2004, over 300 BIDs have been proposed and approved by business communities in England and Wales. These include many town and city centre locations as well as industrial estates and business parks such as Brackmills in Northamptonshire, Manor Royal in West Sussex and Mochdre, part of Colwyn BID in North Wales.

There are a more than 120 BID areas which have been operating for more than five years and have gone through a renewal ballot and more than 30 have now entered their third term having gone through a third ballot. In most cases BIDs going on to a second term have received an even greater endorsement in the vote than they did the first time.

**No matter which industry sector your business operates in, business is now faster and more competitive than ever before. The BID will help to raise the profile of Bracknell and make it a more inviting area for not just clients but employees too.**

**Peter Smith**

Thames Valley  
Business Advisers Ltd  
(Chamber of Commerce)





## Your feedback – what you said

### This proposal has been determined by you, the Bracknell business community.

Extensive research and consultation was undertaken by the BID development team over a two year period to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Bracknell BID. This plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, personal visits, surveys and workshops across the BID area.

“I believe that a successful BID will establish a common link for the businesses in Bracknell. A united Bracknell will encourage inward investment attracting new businesses and increasing the occupation of vacant units.”

Nicola Webb

Segro



89%

of businesses contacted to carry out an in-depth telephone survey



335

personal visits to businesses



83

business survey interviews conducted



3

newsletters mailed out and hand delivered to all businesses



3

themed events held to discuss key topics



2

vision and objective setting workshops



1

budget setting event





# Your priorities

## Businesses identified key priority areas for a new BID which fall into two objectives:

### 1 Infrastructure

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to communicate, access and move around, safely and effectively.

### 2 Business Growth and Investment

Support businesses in Bracknell to grow, develop and invest by creating a great working environment to operate effectively and attract and retain the best people.

Throughout the research process there were a number of key themes consistently highlighted by businesses.

The importance of the transport infrastructure leading into, off and around the two business areas was emphasised frequently with businesses raising concerns about congestion and traffic flow, particularly at peak times.

Businesses also indicated that they felt that there was a disconnect between the southern and western business areas and there was a need to create a sense of 'identity' for the whole area which reflected the high standard and values of the businesses.

The recruitment and retention of employees was also highlighted as an issue by some, with a lack of facilities in the area one of the aspects which employers and employees felt could be improved.

A BID will allow us to pool our collective commercial skills and, working closely with the Council and other bodies, address some of the strategic issues such as traffic congestion which create challenges for the businesses based here.

**Lynda Perry**

McKay Securities



Miles 33

## Objective 1: Infrastructure

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to communicate, access and move around, safely and effectively.

Amount the BID will spend:

- **£320,000** in year 1
- Increasing to **£335,000** by year 5
- A total of **£1.636m** over the five years



92% of businesses said that road infrastructure and congestion are important to their business but less than one third of businesses rated roads and infrastructure as good. Improving the traffic flow around the area ranked second in providing the most benefit to businesses whilst other transport related improvements in the top ten potential activities for the BID were addressing parking for staff, clients and visitors and improved winter gritting across the area.

Eight of the top thirteen factors about the area to be ranked as not good were all relating to transport. 51% of businesses said that road access, infrastructure and congestion were either poor or very poor. 62% of businesses said that improving traffic flow into and around the area would benefit their business whilst 67% of businesses said that pedestrian signage was not good and 61% of businesses said that road signage was not good.

The factor which ranked highest in importance was quality of internet provision, with 93% of those surveyed saying that this was important to their business. When it came to performance, however, only 56% of businesses could say that it was good and there were a significant number (26%) who said it was poor or very poor. Given the fact that this area is a hub for IT and communications businesses this is of concern.

**93%**

of businesses said that the quality of internet provision was important to their business

**92%**

of businesses said that road infrastructure and congestion are important to their business

**62%**

of businesses said that improving traffic flow in the business areas would be an important measure to introduce

(Photo credit: Stewart Turkington)



# What we can deliver if you **vote YES**



<b>a)</b>	Working with Bracknell Forest Council and others, identify and influence the delivery where possible of short and longer-term solutions to ease congestion and improve traffic management onto, off and around the BID area.
<b>b)</b>	Increase the availability of cost-effective travel options for all, and work with others to develop innovative and attractive solutions for public and shared transport on, off and around the BID area.
<b>c)</b>	Work with others to manage and improve parking across the BID area to maintain and improve traffic flow and access to businesses and provide or facilitate alternative safe and secure parking.
<b>d)</b>	Improve navigation around the BID area for all road users, cyclists and pedestrians through information, signage and other innovative methods.
<b>e)</b>	Working with partners to maintain and improve where necessary, the general condition and appearance of roads, footpaths, cycle ways and verges throughout the BID area including the additional gritting of roads where needed.
<b>f)</b>	Improve lighting where possible on roads and footpaths generally and in particular at vulnerable junctions and places of more frequent pedestrian activity to ensure safety of all road and footpath users.
<b>g)</b>	Work with others to ensure broadband, digital communication and the IT infrastructure meets the needs of businesses across the BID area.

## Measures and benefits

- Reduced travel times into, out of, and around Bracknell BID area, especially at peak times
- Increased number of people using other travel options besides the car
- Improved perception of the parking experience
- Improved perception of the physical attractiveness of the BID area measured through surveys of businesses
- Improved download and upload speeds for broadband connections to businesses



## Objective 2: Business growth and investment

Support businesses in Bracknell to grow, develop and invest by creating a great working environment to operate effectively and attract and retain the best people.

Amount the BID will spend:

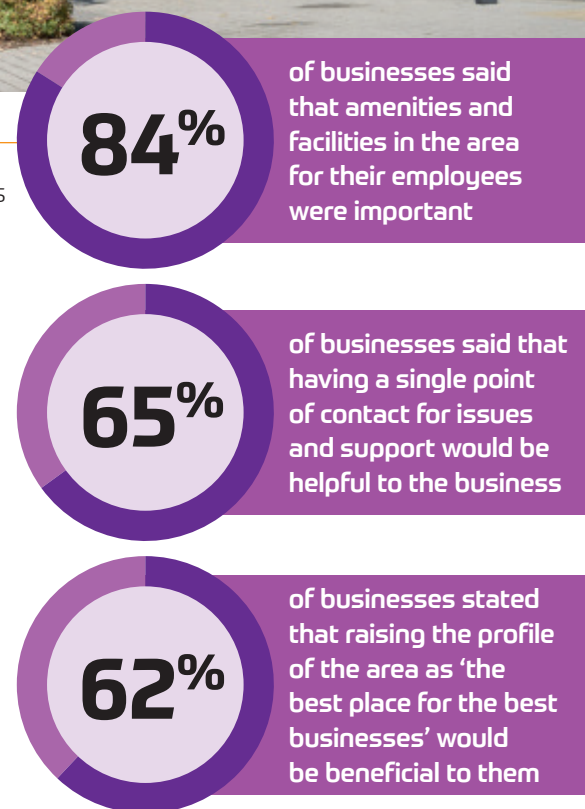
- **£205,000** in year 1
- Increasing to **£214,000** by year 5
- A total of **£1.048m** over the five years



Three out of the top four initiatives which businesses said would benefit them related to creating some sense of identity and community for the area. These were 'having a single point of contact for issues and support', 'raising the profile of the area' and 'having a strong collective voice to influence strategic issues'. Half of the businesses thought that marketing to target and attract new businesses and investors would benefit them.

The diverse range of businesses across the two areas means that there are a number of issues which impact businesses in different ways and indeed to varying degrees. Taking crime as an example, a large corporate office-based business based within a secure site thought that crime and safety was not an issue whereas a large retailer considered it as their key issue to be addressed. More than half of those surveyed, however, thought that CCTV and Automatic Number Plate Recognition (ANPR) infrastructure would be of benefit to their business.

The recruitment of employees with appropriate skill levels was considered a challenge by some, whilst 74% of those surveyed rated this as an important factor for their business. The retention and welfare of employees was also a key consideration for businesses, with 84% of respondents stating that amenities and facilities in the area for their employees were important.



(Photo credit: Stewart Turkington)



# What we can deliver if you **vote YES**



## 1. Develop a sense of identity for Bracknell's Western and Southern business areas

- a) Work with partners, landlords and occupiers towards creating a coherent identity which is visible and reflects the high standards and values of the businesses in the BID area.

## 2. Facilities and benefits

- a) Encourage the development of more facilities and amenities in pleasant surroundings where people who work across the areas can eat, meet or relax.
- b) Develop schemes, benefits and events for those who work in businesses in the BID area which promote the feeling of community, a sense of well-being and encourages staff retention and productivity.

## 3. Maintain a safe and secure working environment

- a) Work with partners to create coverage, monitoring and maintenance of a CCTV and Automatic Number Plate Recognition (ANPR) infrastructure which provides a deterrent to crime, a strong evidence-based record and an effective crime solving tool.
- b) Maintain and develop schemes which share and provide information and intelligence between partners and business security teams involved in the prevention of crime and the creation of a safe environment for all who work and use Bracknell BID area.

## 4. Business trading

- a) Working with businesses in the BID area across all sectors to encourage inter-trading and the development of working relationships to achieve tangible improvements in business performance and drive business development.

## 5. Recruitment, training and development

- a) Encourage and support relationships between businesses and organisations which seek to improve training, develop skills and assist with staff recruitment.

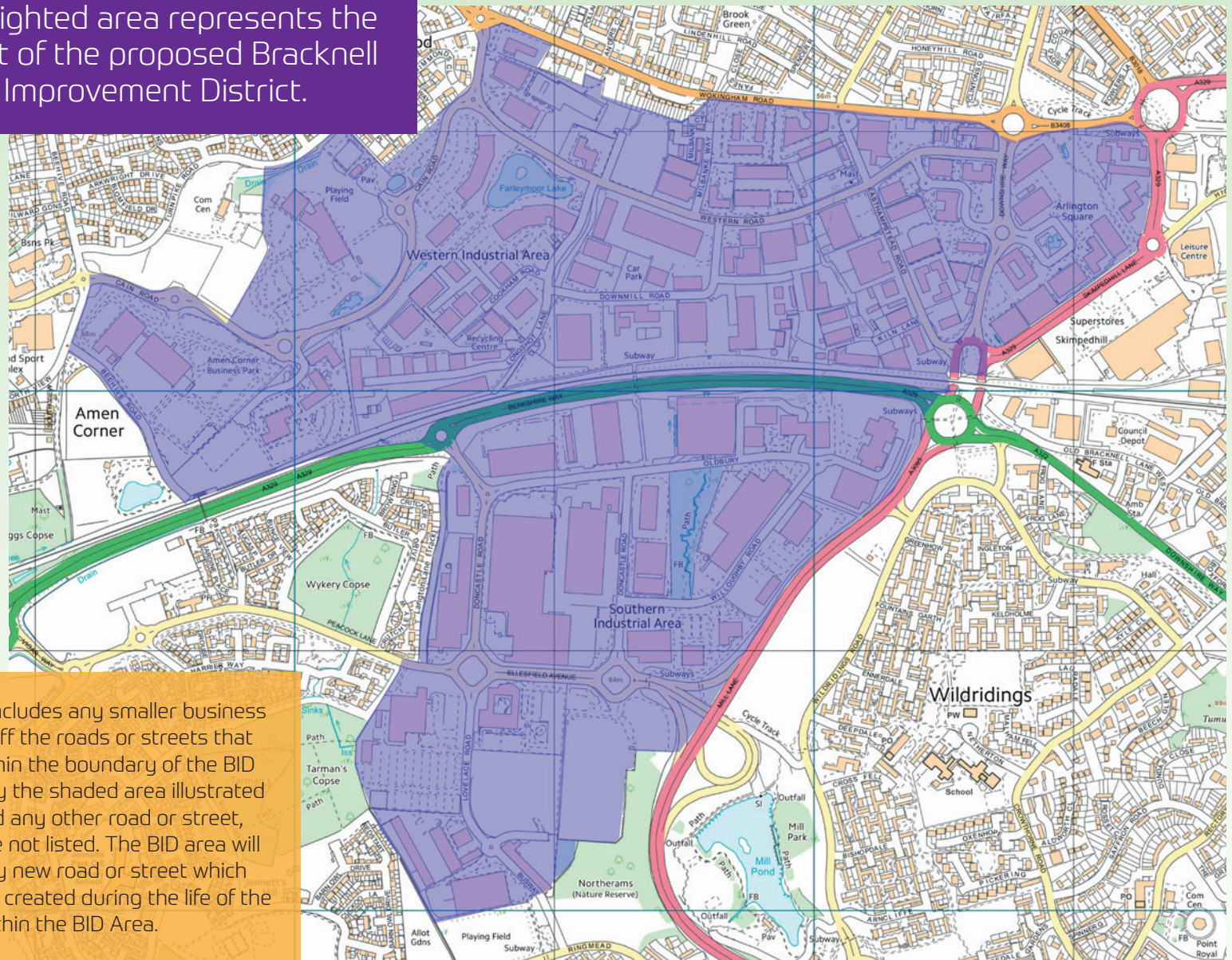
## Measures and benefits

- PR which profiles the BID area and its businesses in accordance with the high standards and values set
- The view of people working in the BID area as a place to work measured through perception surveys
- Regular flow of information and sharing of intelligence to support business crime prevention
- Lower than average crime in the Bracknell BID area against comparable locations
- Skills audit to show an increase in skill levels of people being recruited into the Bracknell BID area



## The BID area

The highlighted area represents the full extent of the proposed Bracknell Business Improvement District.



The BID Area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID Area defined by the shaded area illustrated on the map and any other road or street, even if they are not listed. The BID area will also include any new road or street which is developed or created during the life of the BID which is within the BID Area.



## Streets in the BID area



**Arlington Square**

**Cain Road**

**Cookham Road**

**Doncastle Road**

**Downmill Road**

**Downshire Way**

Between the Wokingham Road B3408 and the Twin Bridges Roundabout A322

**Eastthampstead Road**

**Ellesfield Avenue**

**Kiln Lane**

**Longshot Lane**

**Lovelace Road**

**Milbanke Way**

**Oldbury**

**Peacock Lane**

Small section, on the southern side of the road from junction with Lovelace Road up to the border of 'Tarman's Copse'

**Skimped Hill Lane**

North western side of the road only

**Turnpike Road**

Southern side of the road between a point west of Challis Place to a point level with Tippitts Mead to the north

**Western Road**

**Willoughby Road**

**Wokingham Road**

Southern side of the road only, not including area between Milbanke Way and the eastern boundary of the last hereditament on the junction of Wokingham Road and Western Road

“There are many global brands based here alongside independent specialist businesses like Access Self Storage. The BID will help us raise the profile of the area, its businesses and their great products and services.”

**Eddie Lawrence**

Access Self Storage



# Budget

The BID's budget over the five year term will be:



Levy income  
**£3.184 million**



Objective 1  
**£1.636 million**



Objective 2  
**£1.048 million**

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% of total
<b>Income</b>							
BID levy revenue <sup>1</sup>	£611,813	£624,049	£636,530	£649,261	£662,246	£3,183,899	90%
Other income <sup>2</sup>	£65,000	£66,300	£67,626	£68,979	£70,358	£338,263	10%
<b>Total income</b>	<b>£676,813</b>	<b>£690,349</b>	<b>£704,156</b>	<b>£718,239</b>	<b>£732,604</b>	<b>£3,522,162</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1 – Infrastructure	£320,007	£323,573	£327,210	£330,920	£334,705	£1,636,415	47%
Objective 2 – Business growth and investment	£205,000	£207,284	£209,614	£211,991	£214,415	£1,048,305	30%
Central management costs, admin, office <sup>3</sup>	£107,500	£109,650	£111,843	£114,080	£116,361	£559,434	16%
Levy collection costs	£13,715	£13,989	£14,269	£14,554	£14,846	£71,373	2%
Contingency <sup>4</sup>	£30,591	£31,202	£31,827	£32,463	£33,112	£159,195	5%
<b>Total expenditure</b>	<b>£676,813</b>	<b>£685,699</b>	<b>£694,763</b>	<b>£704,009</b>	<b>£713,439</b>	<b>£3,474,723</b>	<b>100%</b>
Accrual for renewal <sup>5</sup>	-	£4,650	£9,393	£14,230	£19,165	<b>£47,437</b>	

1. Assumes a 95% collection rate and 2% per annum inflation

2. Including income from landlords, associate members of the BID and other sources (including in-kind)

3. Central admin, office and fixed overheads

4. Calculated as 5% of total levy billed

5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year



# How much will you pay?

A levy of 1.5% of rateable value (RV) is proposed for businesses within the BID area with an RV of between £12,001 and £10million. Businesses with an RV of less than £12,001 or over £10million will not have to pay a BID levy and subsequently will not have a vote for these properties.

The total levy payable in any one chargeable period, by any one ratepayer for any single hereditament with a rateable value of £2million or more, will be no more than £30,000 in year 1. The levy for future years for any single hereditament with a rateable value of £2million or more will be based upon the £30,000 payment in year 1 and index linked as per the inflationary increases outlined in the full BID Business Plan and Proposal.

The BID levy is a statutorily compulsory payment and is regulated in a similar way to business rates. The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the daily cost is less than the cost of a postage stamp.

## Indicative costs

With a levy of 1.5%, the indicative costs to a business are:

Rateable value	Levy rate	Annual	Weekly, this equates to:	Daily, this equates to:
£1 - £12,000	Zero	Zero	Zero	Zero
£12,001	1.50%	£180	£3.46	£0.49
£25,000	1.50%	£375	£7.21	£1.03
£75,000	1.50%	£1,125	£21.63	£3.08
£150,000	1.50%	£2,250	£43.27	£6.16
£350,000	1.50%	£5,250	£100.96	£14.38
£850,000	1.50%	£12,750	£245.19	£34.93





## Additional funding and inflation

**The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.**

Other possible income sources will include grants where the criteria matches the aims of the Business Plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be at least £338,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the Business Plan objectives even further.

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1<sup>st</sup> December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2020.

“The ESDP sees the Bracknell BID as major landmark in the business community's continued commitment to making Bracknell Forest one of the UK's leading local economies. The BID will generate far ranging benefits for the many businesses who are based here, and will be vital in providing a collective voice for working together to ensure that Bracknell Forest continues to thrive.”

**Bob Collis**

ESDP



  
**TILNEY**



## Ballot and voting

**Businesses in Bracknell will be asked to vote on whether or not they wish the Bracknell BID Company to implement the Business Plan over the next five years 2020 to 2025.**

Ballot papers will be sent out on Thursday 3 October 2019 to the person identified in the specially prepared register of potential voters held by Bracknell Forest Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm on Thursday 31 October 2019. The result will be announced on the following day.

### Mandatory levy

Following a successful ballot, the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates. A full explanation of the levy criteria can be found in the BID Proposal and Business Plan available at [www.bracknellbid.co.uk](http://www.bracknellbid.co.uk)

“We support the BID as we recognise the importance of investment in the future and taking care of all those who contribute to the success of our business. The BID will enable us to come together and collectively address the issues which challenge us and all those who work in our businesses across the area.”

**Andrew Smith**

JLP/Waitrose Partnership



**The ballot has to meet two tests to succeed:**

**VOTE  
'YES'**

- A simple majority of those who vote must register a YES vote AND
- The aggregate rateable value of those that vote YES must be greater than that of those that vote NO

**Get involved – this is your BID.  
Vote YES in the BID ballot.**

### Timetable

<b>17 Sept 2019</b>	Launch of Business Plan
<b>3 Oct 2019</b>	Ballot papers issued
<b>31 Oct 2019</b>	Ballot closes at 5pm
<b>1 Nov 2019</b>	Ballot results announced
<b>1 Apr 2020</b>	Operations of the new BID start



“Page Hardy Harris have worked with many of Bracknell’s businesses over the last 20 years and we are very supportive of the proposed Bracknell BID which should further enhance the business environment. We are proud to be involved with such a collaborative and proactive endeavour, which has brought large and small businesses together with a common mission.”

**Nick Hardy**

Page Hardy Harris



## The benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID’s Business Plan.

In addition to receiving the broad benefits that the BID offers your business in terms of driving local business investment and growth, you will gain direct access to collective business security initiatives, the opportunity to participate in seminars and workshops offering business support and advice, invitations to regular BID networking events to develop greater local business community collaboration and much more.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will not only be benefiting your business but improving Bracknell BID area.



# Monitoring success

## Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the Council and the Police. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives.

In working with others, the over-riding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

## Monitoring basic service provision

Bracknell Forest Council is committed to providing core or basic services to the area for the duration of the BID in such a way that the activities of the BID will be totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

## Monitoring BID delivery

Bracknell BID will be fully transparent and accountable to the businesses paying the BID levy.

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area, parking, crime data and PR.

(Photo credit: Stewart Turkington)



**Fujitsu support the BID. Even though we are a large global business, we will still benefit from working together with other businesses in the area to protect and improve our business interests in Bracknell.**

**Nicola Maxwell**

Fujitsu



## Risk analysis

Bracknell Southern and Western Areas were first developed as key employment zones in the 1970s and through the 1980s and 90s became home to key IT companies such as Hewlett Packard, Dell and Fujitsu as well as hosting a wide range of other businesses including trade counters, gyms, bathroom and kitchen showrooms etc.

We all know, however, that the world is continually changing and the conditions which encouraged businesses to establish here in the first place cannot be taken for granted. New challenges are emerging such as residential homes taking the place of vacant office space in commercial areas, creating the potential for tensions between businesses' and residents' differing needs, and the desire for larger organisations to be in locations where their employees can interact with other people from other businesses in an exciting and dynamic environment.

The success of the business areas are fundamental to the future performance of Bracknell's local economy. Its location and transport access provide significant potential for the future. However, continuous changes in IT and working practices, consumer lifestyles affecting distribution, the pressure on the surrounding road network, coupled with external challenges of economic uncertainty from Brexit and a limited local labour force, all mean future success is not guaranteed.

The scale of Bracknell is such that, to prevent it from falling behind in meeting the operating requirements of the businesses based here, it will require a commitment from all in the area to work together, through the BID, to ensure that the southern and western areas continue to operate efficiently and effectively and as the place where the best companies and people choose to be.

# VOTE 'YES'

**The BID is our chance to influence the future direction of Bracknell. We believe that it will give opportunities to enhance the underlying infrastructure and promote Bracknell as a great place to invest and grow your business.**

**Jonathan Scholefield**

Caterpillar





## Governance

**A new and separate company will be set up to act as the BID Company. It will be a not for profit BID company, limited by guarantee, which will be legally and operationally responsible to the businesses in the BID area, acting on their behalf and delivering the BID Business Plan and its associated activities.**

There will be a Board responsible for the governance of the BID Company and for creating a management structure which will aim to encourage continuous business involvement in determining priorities and shaping and evolving activities within the terms of this BID Proposal and Business Plan. All businesses will be encouraged to be actively involved in the BID and associated working groups to represent the levy payers.

The Board will be elected by the members of the BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will be driven by the private sector and one Councillor from Bracknell Forest Council will attend and one Council Officer will attend who will act as a key operational link.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

The Board will provide a consistent, collective and effective voice for the businesses across the BID area.

All roles on the Board and specific working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

Collaborative working will be actively encouraged to build upon the sense of business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will also be hands-on project and contract management to support the initiatives from the working groups. This will provide administrative support to the BID Company, coordinate activity with partner organisations and ensure cost-effective delivery of projects through tendering and careful project and contract management.

The Bracknell BID's financial accounts and governance arrangements will be audited annually and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including business surveys, photographic evidence, vacancy levels, new investment into the area, parking, crime data and PR. Full measures are identified in the Proposal and Business Plan with each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.

**Panasonic are proud to have one of their offices in Bracknell and recognise how the BID can bring us together to promote and improve the local working environment.**

**David English**

Panasonic





# VOTE 'YES'

## Final thoughts

A Business Improvement District provides us with a collective business voice which not only enables us to deliver the projects within the BID Budget, but to influence and shape the delivery of larger, more strategic initiatives such as the use of land around us and highways infrastructure.

The way in which we work is changing rapidly. We need to ensure that Bracknell is not simply an effective and efficient operating environment, but projects the high qualities and standards of the businesses based here. As a collective entity of businesses in Bracknell, we have an opportunity to play a significant role in the economic health and development of Bracknell over the next five years and beyond.

What was once an area attracting the best businesses in the world has seen some of these businesses re-structure or leave the area completely in search of locations which provide a more suitable operating base. At a time of great economic uncertainty, a BID provides us with an opportunity to come together and tackle issues which are important to us, and impact upon our ability to attract and retain the talented people we need to operate here effectively.

This plan delivers a clear direction for this exciting new era. I urge you to get involved and work together for the future of Bracknell and our businesses by voting YES in the ballot in October.

**Let's shape the future of Bracknell together.**

*Maria Sabey*

Head of UK&I Property, Fujitsu  
Chair of the Bracknell Investment Group

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.bracknellbid.co.uk](http://www.bracknellbid.co.uk) or by contacting the BID team on [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)

(Photo credit: Stewart Turkington)