

Bracknell BID



April 2020

Message from the Chair

In October 2019, businesses from the Bracknell's Southern and Western Commercial areas voted for a Business Improvement District to be established with 63% of votes cast voted in favour of the BID by total number of businesses, and 88% of votes cast voted in favour of the BID by Rateable Value.

The BID investment programme will be delivered through the two key strategic objectives and their related activities identified in the BID Proposal and Business Plan which you can see and download at www.bracknellbid.co.uk

Your contribution to the delivery of this plan is outlined in the accompanying demand in accordance with the Levy Criteria and BID area set out in the BID Proposal and Business Plan.

The BID will work closely with all businesses across the Southern and Western commercial areas and use its collective voice to influence and work closely with the local authority and other organisations and agencies.

We encourage all businesses in the BID to become involved in shaping the priorities and delivery of the BID Proposal and Business Plan and as we prepare for delivery, we will circulate more information about how to get involved.



The BID Levy

There is a levy of 1.5% of rateable value (RV) for businesses with an RV of £12,001 or more which comply with the levy criteria laid down in BID Proposal and Business Plan.

This levy arrangement will generate around £3 million in ring-fenced funding over the life of the BID. This will also be used to lever in additional funds where possible adding a further £300,000 over the life of the BID. This will be used to fund the projects identified in this Business Plan.



Contact us

Operations start on the 1st April 2020. If you have any queries or want more information about the BID and its projects please contact the Bracknell Delivery team by email: enquiries@bracknellbid.co.uk or for more information visit: www.bracknellbid.co.uk.

Businesses working for businesses

A group of businesses from the Southern and Western Business Areas came together in 2017 to represent the interests of businesses who are already here and to ensure that Bracknell remains a great business location. These businesses included large national and international brands such as Fujitsu and Waitrose and smaller independent businesses such as Page Hardy Harris and Ambition Creative.

These businesses, together with Bracknell Forest Council, known as the Bracknell Investment Group (BIG), directly funded the work needed to consult with businesses from across the area, identify their key challenges and develop the BID Proposal and Business Plan.

As a result of the ballot the group have now been incorporated as the Bracknell Investment Group Ltd and will be accountable for the delivery of the BID Proposal. Operations begin on the 1st April 2020 and annual accounts will be produced and presented at an AGM where all business company members will be invited.



Vision and Objectives

The Vision

Through a business-led programme of investment our vision is for: The Bracknell BID area to be recognised as the place where businesses develop and grow through collaboration and investment. The BID Business Plan will be delivered through two strategic objectives and their related projects.

BID Objectives



Objective 1 – Infrastructure

Year 1 Budget – £320,000

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.



Objective 2 – Business Growth and Investment

Year 1 Budget – £205,000

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.



This is your BID

To view a copy of the BID Proposal and Business Plan either download or view online at www.bracknellbid.co.uk. To contact us please email enquiries@bracknellbid.co.uk