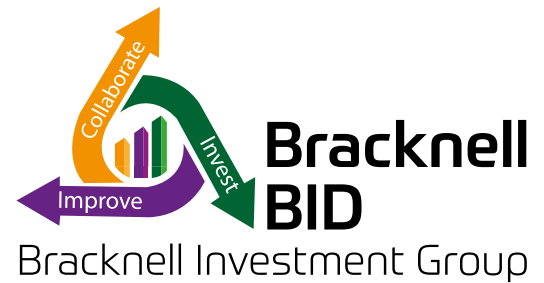


Bracknell BID UPDATE



April 2020 – March 2021

Message from the Chair

Welcome – it's been quite a year!

The Bracknell Business Improvement District Board of Directors welcome you to this year's BID update. As the first year of the BID draws to a close, the Directors are pleased to share progress which includes adapting priorities and projects in response to the external landscape and the significant impact this has had on our lives and our businesses.

Despite the current World Health Emergency and the challenges presented to business, our BID has continued to progress in line with the agreed Business Plan which sets out our Objectives for the BID

area. The BID Board has looked at the landscape and re-ordered a number of projects in order to assist with repopulation of premises and the economic recovery which is of course at the forefront of the business community thinking.

This update should serve to summarise some key elements of our progress during the last 12 months and many of the initiatives summarised are of course in progress.

As always, engagement and feedback is key as this is our BID and in place to strengthen the business environment to promote



Maria Sabey – Chair of the Board

growth. Our BID Manager is now hosting open sessions on a monthly basis and is keen to hear from those we represent – please do join us with any queries or to find out more about progress.

To join please visit <https://bracknellbid.co.uk/bracknell-bid-monthly-virtual-drop-in-sessions/>



Businesses working for businesses

Bracknell BID is nearing its first 12 months as a BID. The BID commenced in April 2020, during the first lockdown and thus delivery has been focused on business support, partnership working and scoping of capital projects to bring benefit to the area.

The following is a summary of our focus over this period. Annual accounts will be produced and presented at an AGM where all business company members will be invited.

Bracknell BID Board



Maria Sabey
Fujitsu, Chair of
the Board



Bob Collis
Economic and
Skills Development
Partnership



Daniel Baker
Fujitsu



David English
Panasonic



Lynda Perry
McKay Securities Plc



Nicola Webb
Segro



Peter Smith
Thames Valley
Business Advisors Ltd



Joe Cornish
Wickes



Andrew Smith
Waitrose



Marc Brunel-Walker
Bracknell Forest
Council

The BID is governed by a Board of directors from the Bracknell Investment Group. Directors are volunteers from businesses and partner organisations who give up their time for free. The Board

directors' key responsibility is to safeguard the interests of levy payers by ensuring that the business is operated professionally and offers consistent value for money in line with its targets. The

Board has put two groups in place, which are made up of directors, to govern the BID's project development and delivery, and administration and finance.

The BID Team

Bracknell BID is project managed by Partnerships for Better Business Ltd (pfbb UK) a BID Delivery management company – The BID Manager is Sean Griffin.



The BID Vision & Objectives

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.



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.

Pedestrian walk and cycleways

Since operations began in April 2020, the BID has been working with partners such as Bracknell Forest Council to improve infrastructure around the BID, particularly with existing pedestrian walkways and cycleways. The BID has ensured that vegetation overgrowth on the pedestrian walk and cycleway adjacent to Mill Lane has been cut back, allowing street lighting to be more effective, and that overgrowth has been cut back on the walkway adjacent to Longshot Lane which connects Western Road and Downmill Road.

The BID is working on improving the walk and cycleway link that runs

underneath Berkshire Way and the Reading-Waterloo railway line, which connects Downmill Road in the Western Business Area and Oldbury in the Southern Business Area. The BID is currently looking at improving the appearance of this link and installing new signage, increased lighting and CCTV.

The BID is also working with Bracknell Forest Council on producing a bespoke cycle map for BID cycleways and their place in the wider Bracknell network.

Navigation signage

Currently the BID area is signed both as Industrial Area and Business Area on road signage around the BID. The BID is working closely with Bracknell Forest

Council and others to make signage around the BID area consistent and coherent, and to update signs accordingly.

Parking, public transport and traffic management

The BID has plans in place to develop and improve parking, public transport and traffic management around the BID area, these will be further explored in the coming year.

Before



Walk and cycleway adjacent to Mill Lane

After



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 people with the right skillset.



PCSO Aaron Pearce and PCSO James Leggett, Thames Valley Police

PCSO Presence and intelligence sharing

The BID has been working with Thames Valley Police to increase police presence in the BID area to ensure that the BID remains a safe place to visit, work and operate a business. The BID has purchased two bicycles, with branding provided by Smart Signs on Longshot Lane, for the PCSOs to use to patrol the area. The BID has also worked with Fujitsu, Waitrose, Wickes and McKay Securities at 329 Bracknell, to establish bases for the PCSOs while in the BID area.

Plans are in place for the PCSOs to conduct "surgery hours" where those responsible for businesses and anyone who works in the BID area can meet the PCSOs and discuss issues they may be having or seek advice.

The BID is also working with partners to investigate options to establish a DISC system for the BID area, which would allow businesses

to effectively share intelligence on suspicious activity that might occur in the BID area. To date the BID has been working closely with Thames Valley Police and BID businesses to share information and alerts about burglaries and unlawful encampments, which have been sent out as e-bulletins to BID businesses.

Welcome Signage

The BID is actively working 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. As part of achieving this, the BID is installing a series of Welcome Signage as one enters the Western and Southern Areas to raise the profile of the area.

The first sign was erected with thanks to Segro, who own the sign and have provided the site free of charge, and Smart Signs of Longshot Lane, who installed the sign overlooking the approach

from Mill Lane, at the roundabout with Doncastle Road and Ellesfield Avenue.

It is hoped that the next Welcome Sign will be erected at Fujitsu on the Peacock Lane side, with two signs facing both Peacock Lane approach and the roundabout at Peacock Lane and Lovelace Road. This is currently under review by Bracknell Forest Council planning department with a decision due.

Bracknell Foodbank

The BID is pleased to support charitable causes in line with its Corporate Social Responsibilities. In the run up to Christmas the BID made a donation of £500 to Bracknell Foodbank, which was made up of funds that were voluntarily contributed to the BID. Bracknell Foodbank is based at the Kerith Centre on Church Road and gives out nutritionally balanced emergency food to people in financial crisis. The BID's donation will be put towards a storage solution and was gratefully received.





I work in the Bracknell BID

Inter-trading

The BID aims to develop schemes and benefits for businesses and those who work in the BID area to encourage inter-trading and to develop working relationships and business growth. To achieve this the BID has been actively working with BID businesses and partners to promote their offerings and provide exclusive offers and discounts to BID businesses and employees. To date, the BID has secured an exclusive 10% discount for Fenwick in the Lexicon and for Smart Signs, a signage and printing supplier on Longshot Lane. The BID has also secured an exclusive discounted membership offer from Absolutely Fitness on Easthampstead Road and is continually working with businesses and partners to bring more exclusive offers and discounts to BID employees and businesses.

BID Website

The BID has established a website presence, www.bracknellbid.co.uk. As well as providing a portal of information for visitors to the area, and BID resources, it also offers businesses located in the area the opportunity to promote jobs, vacant premises, events, and news.

Earlier this year the BID business directory was launched on the Bracknell BID website. This

resource, which is compiled of all businesses in the BID area, allows users to search by sector and business name and provides useful information such as contact and address details and a description of the business. It is hoped this resource will enable users to easily search and find a business or supplier within the BID area, to further encourage the development of working relationships and business growth.

Pocket parks

The BID is currently looking at ways to improve green spaces and amenities within the BID area, which workers and visitors can use to eat, meet and relax. Funds have been allocated towards these projects and proposals are being developed for two locations.

Healthy walking route

The BID is currently mapping walking routes around the BID and surrounding areas, which would take in green spaces such as parks and woodlands.

Defibrillators

Through working with BID area businesses and partners, the BID is aiming to install publicly accessible defibrillators throughout the BID area. These would be in place for any worker or visitor to the BID in case of emergency.

Recruitment and retention

The BID is working with partners at Activate Learning, who is a registered Gateway Organisation, to promote the government's Kickstart scheme, providing training, coaching services and a 'wrap around service' to youngsters, including how to find their next job.

Business support

The BID has maintained a continuously updated Business Support Guide with links and summaries of the latest government guidance, information and support available to businesses about Covid-19 and Brexit. The BID has also organised business support webinars including Cyber Crime with the support of Thames Valley Police and Travel to Work with Bracknell Forest Council.

Business communications

As well as from a comprehensive website, the BID sends out a weekly e-bulletin and has a social media presence with LinkedIn, Twitter, and Facebook.

To sign up for our weekly e-bulletin visit bracknellbid.co.uk/businesses-employees/benefits-to-employees/

The BID hosts drop-in sessions via Zoom for BID businesses and employees from 9am-10am on the first Wednesday of every month.

See bracknellbid.co.uk/bracknell-bid-monthly-virtual-drop-in-sessions/ for the zoom link and more info.



Bracknell BID website homepage



Bracknell BID website Business Directory

BID Finances

The BID Levy

There is a levy of 1.5% of rateable value (RV) for businesses with an RV of between £12,001 and £10million which comply with the levy criteria laid down in the BID Proposal and Business Plan.

This levy is in addition to Business Rates and needs to be paid separately. 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 the Business Plan, which aims to deliver improved infrastructure and business growth and investment for all businesses in the BID area.

Income

As a result of deferred payment recovery, levy revenue for this financial year to date has been much lower than what would normally be expected, at £289,911. The BID has tried to ensure that it has delivered maximum value to businesses for the levy revenue it receives and leverage in additional funding wherever possible. This year, as a result of lobbying with the consortium of membership organisations, British

BIDs, Association of Town and City Management and the BID Foundation, the BID also received £30,591 worth of funding as part of the Government's BID's COVID Resilience Fund.

Match funding and in-kind contributions of approximately £36,000 were achieved through voluntary resource, time or funding contributions from BID partners and businesses.

Unaudited accounts including estimated accruals as at January 2021

Objective 1

Budget per objective (£)

Expenditure (£)

82,169

35,155

Objective 2

99,579

55,439

Administration/Overheads

43,961

44,255

TOTAL EXPENDITURE

225,709

134,849

Expenditure

The expenditure above does not include estimated commitment of £89,596 for projects that have commenced in this year but will be paid in 2021-22.

Paying your BID levy

Prompt payment of your BID levy will help ensure that the objectives voted on in the Business Plan will come to fruition.

You can pay your BID levy by BACS transfer to Bracknell Forest Council's Business Rate bank account: Sort Code **30-91-11**, Account number **00024811**, Account name: **Bracknell Forest Borough Council**. Please quote your BID account number as your payment reference.

If you have any queries regarding your levy payment, please contact Bracknell Forest Council revenue services. Telephone **01344 352456** or Email revenue.services@bracknell-forest.gov.uk

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.

We encourage all businesses to get involved

Contact us

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.

Follow us on    @BracknellBID
enquiries@bracknellbid.co.uk



Bracknell BID

www.bracknellbid.co.uk

Bracknell Investment Group Trading as Bracknell BID