

Bracknell BID UPDATE



June 2021

Your BID team is focussed on delivering on the objectives laid out in the BID business plan and achieving Bracknell BID's vision. Despite the challenges we have all faced over the past year, we are delighted to update you with some of the first few benefits and improvements that have been funded by your BID levy, with many more to come.

Bracknell BID 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. This vision is being delivered through two strategic objectives – **Infrastructure**, and **Growth and Investment**.

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

New cycleway signage, white lining and bollards have been installed at the Oldbury/ Downmill Road cycleway and pedestrian link which connects the Southern and Western Business Areas. This was undertaken by the Council at the BID's request as part of the BID's plans to improve this link. The BID is also funding a new subway mural along this walkway, which is due to be completed in the coming months. Cycleway white lining repainting has also

been completed throughout the BID area.

The BID team has identified problematic areas throughout the BID in publicly and privately owned areas, particularly areas with significant vegetation overgrowth that impacts the appearance and usability of the space. The BID is working closely with a range of organisations to tidy up and cut back the overgrowth which will be completed once the bird nesting season has ended in September/October.



> New signage, white lining and bollard at Oldbury, Southern Business Area.



> New signage, white lining and bollard at Downmill road, Western Business Area.

Navigation and traffic management

The BID is also working with the Council to improve lighting for pedestrians across the BID area and ensure navigation signage is consistent and coherent. Several road signs have been identified as signing the Business Area as both the 'industrial Area' and the 'Business Area'. The BID has allocated funding to update these accordingly.

Concerns have been raised about traffic management and queues which has been disrupting business trading. The BID is working with partners to address issues and improve traffic management where possible. The BID is also working to improve pedestrian connectivity across busy roads and improve access to the town centre.

Welcome signage

The BID team is working with different land owners and occupiers

to erect Welcome Signage throughout the BID to welcome visitors and create a coherent identity which reflects the high standards of BID businesses. The first sign was erected with thanks to Segro who provided the site, and Smart Signs who installed the sign at the roundabout with Doncastle Road and Ellesfield Avenue. The second Welcome sign has just been erected at Fujitsu on the Peacock Lane side in the Southern Business

Area. The sign was erected with thanks to Fujitsu who provided the site, and Smart Signs who installed the sign.

IT infrastructure

The BID is currently exploring options to improve broadband connectivity around the BID. The BID is also looking at public Wi-Fi coverage in park areas around the BID area.



> New Welcome signage erected at Fujitsu in the Southern Business Area.

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.

Defibrillators

The BID has funded two new public access defibrillators, the first outside Acorn House on Longshot Lane and the second outside Greggs on Western Road, facing the Western Centre. These defibrillators are fully automatic and available 24/7 in case of an emergency. The defibrillators are housed in locked cabinets, the access code can be retrieved by calling 999 in an emergency. The BID would like to thank Rafform (Eastern) Ltd and Greggs for hosting the defibrillators.



> Ruth Lethem, Greggs Area Manager, and Olga Malihina, Greggs Store Manager, at the new BID funded defibrillator installed at Greggs on Western Road.



> Dena Saliba, Rafform (Eastern) Ltd and Gary McManus, Release Radio, at the new BID funded defibrillator at Acorn House on Longshot Lane.

> Bracknell BID 5K Healthy walking / running route map

5K healthy walking/running route

The BID team has developed a 5K walking/running route around the BID area, taking in the pleasant green spaces which exist throughout the Western and Southern Business Areas.

The BID has funded a new map for this route (below) and will be funding accompanying signage and enhancements to make the route more pleasant for users.

Business support

The BID sends out weekly e-bulletins to BID area businesses containing useful information including updates on BID projects, grants available to businesses, business support information including advice on COVID-19 and trading post Brexit, and local events that may be of interest or that may impact your business. The BID also sends out Security Alerts when needed on unlawful encampments, suspicious activity, or burglaries in the area. You can sign up for our e-bulletin

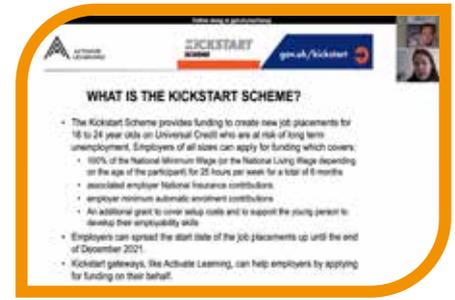
and alerts at: bracknellbid.co.uk/businesses-employees/benefits-to-employees/

Webinars

The BID team was delighted to host two webinars during the past month. The first webinar was held with Thames Valley Berkshire Business Growth Hub who provided very useful information on how they can support small to medium sized businesses in Berkshire, from business support programmes and advice to online resources and events. Information was also provided on finance options, including start-up loans, asset finance, bounce back loans, debt



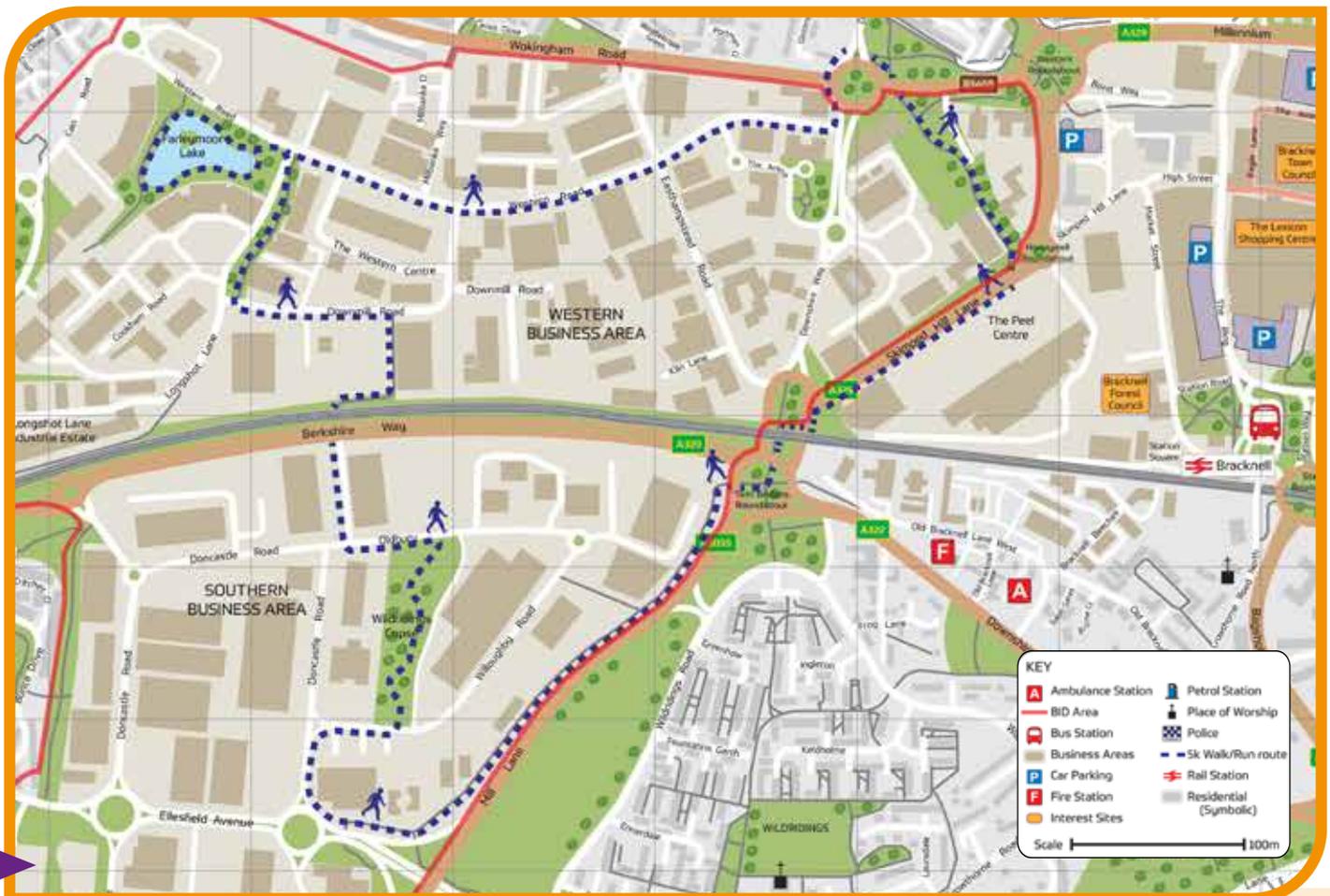
> BID hosted webinar with Thames Valley Berkshire Business Growth Hub.



> BID hosted webinar with Activate Learning.

funding and the Thames Valley Funding Escalator.

The second webinar was held with Activate Learning (Bracknell and Wokingham College) and provided useful information on the government's Kickstart Scheme, which provides funding to create new jobs for 16- to 24-year-olds on Universal Credit who are at risk of long-term unemployment. This webinar also covered Activate Learning's offer, including courses, mentoring, career planning and help in compiling a work portfolio to keep young people in employment. Both webinars can be found online on Bracknell BID's YouTube channel.



Objective 2: Business Growth and Investment

Inter trading and exclusive benefits

The BID has launched a 'Business Directory' for all levy paying businesses across the BID area, which can be found on our website www.bracknellbid.co.uk. This resource, which is compiled of all levy paying 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, and increase inter trading.

As part of the BID's objective to increase inter-trading among businesses in the BID area and foster business growth, the BID is actively facilitating exclusive offers and discounts amongst BID area businesses, partners, and employees.

One such exclusive offer has been from **Absolutely Fitness** on Easthampstead Road. Absolutely Fitness is offering no admin fee and reduced monthly membership fees exclusive to all Bracknell BID area employees.

Fenwick Bracknell are also offering an exclusive 10% discount to BID area businesses and employees. See our 'Benefits to Employees' page on our website www.bracknellbid.co.uk to see more information on exclusive offers.



If your business is interested in offering an exclusive discount or offer to BID area employees and businesses, please contact the BID Team at:

enquiries@bracknellbid.co.uk



Intelligence sharing and Police presence

The BID has been working closely with Thames Valley Police to improve safety and security around the BID area. Through working with BID businesses we have secured bases in the Western and Southern Business Areas for two PCSOs. The BID has also funded new bicycles for the PCSOs to use while out on patrol.

The BID is looking at introducing a 'Disc' system for all levy payers. This is an intelligence sharing platform that can be installed on a desktop computer or smartphone, where users can report and warn others of suspicious activity including theft, anti-social behaviour and unlawful encampments, and share images and other relevant information.

CCTV / ANPR



The BID is exploring options with suppliers surrounding the installation of ANPR cameras at the main entrances to the BID area and CCTV for secluded pedestrian walkways and cycleways.

This is to improve the security of BID business employees and visitors alike and discourage crime.

This is your BID

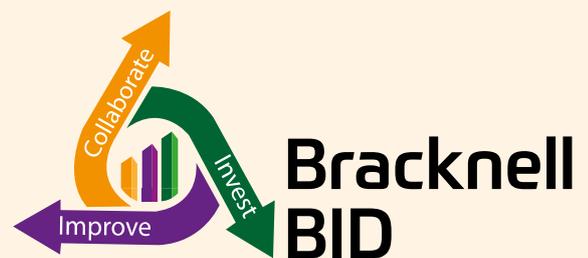
We encourage all businesses to get involved

Contact us

If you have any queries or want more information about the BID and its projects please contact the Bracknell BID team by email enquiries@bracknellbid.co.uk or for more information visit www.bracknellbid.co.uk.

Follow us on    @BracknellBID

enquiries@bracknellbid.co.uk



www.bracknellbid.co.uk

Bracknell Investment Group Trading as Bracknell BID