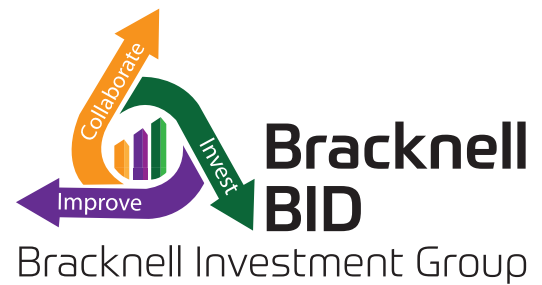


# Bracknell BID Annual Report

2021-2022



## Message from the Chair

**The Bracknell Business Improvement District Board of Directors welcome you to this year's BID update. As the second year of the BID draws to a close, the Directors are delighted to share progress on what has been achieved thus far.**

Your BID team is focused on delivering on the objectives laid out in the BID business plan which has been drafted based on the priorities raised by the businesses in the BID area. Despite the difficult challenges we have all faced over the past two years, I am delighted to say that the BID is now firmly established and is already making a difference to the businesses and the people who work in the area through projects that have been funded by your BID levy.

These initiatives include vegetation management and a new subway mural to improve the attractiveness of the BID area, dedicated PCSOs and a fully funded

'virtual neighbourhood watch' DISC platform, a growth in the number of defibrillators for public access, exclusive offers and discounts, developing a network of signed and well-maintained cycle paths as well as starting to develop the profile of the area through changes in highway signs and welcome signs.

The BID is also developing and adding facilities to the open green areas across the Business Areas; Farley Moor Lake, Arlington Square and Wildridings Copse, and linking them together with a 5k run/walk route. These will provide spaces to work, keep fit and relax in attractive and peaceful environments. The BID is also



**Maria Sabey – Chair of the Board**

developing a programme of networking breakfasts with a number already having taken place, which aim to develop relationships and promote inter-trading.

I am also delighted to inform you that planning is in the advanced stage for significant BID funded capital projects, including a BID wide ANPR/CCTV system and scoping to improve traffic management, particularly around access to Longshot Lane industrial estate and pedestrian access to the town centre.

Your BID levy ensures that such initiatives are delivered, which will benefit businesses in BID area and promote growth.

As always, engagement and feedback are key as this is your BID. If you wish to speak to a member of the BID team, please contact [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk).

# Bracknell BID Board



**Maria Sabey**  
Fujitsu, Chair of  
the Board



**Bob Collis**  
Economic and  
Skills Development  
Partnership



**Peter Smith**  
Thames Valley  
Business Advisors Ltd



**Daniel Baker**  
Fujitsu



**David English**  
Panasonic



**Lynda Perry**  
McKay Securities Plc



**Nicola Webb**  
Segro



**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, made up of directors, to govern BID project development and delivery, and the BID's administration and finance.

## The BID Team

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



**Sean Griffin**  
BID Manager



**George Marengi**  
Project Executive

## The BID Vision and 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.





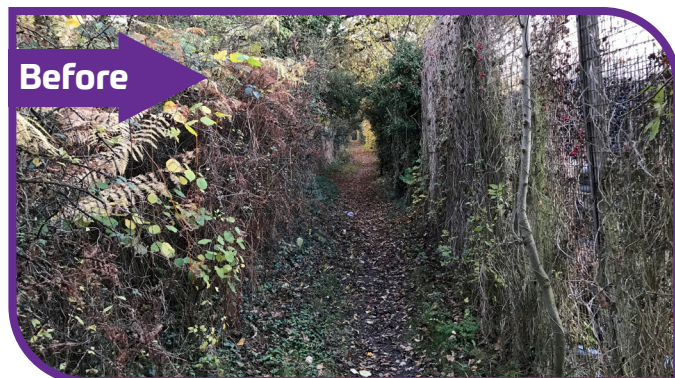
# Objective 1

## 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. So far, we have made progress on the following projects related to this objective:

### Downmill Road – Longshot Lane pathway link

As part of the BID's aim to improve connectivity and the travel options for the BID area, the BID has funded the new footpath surfacing and vegetation cutbacks on the public right of way path running adjacent to the railway line that links Downmill Road and Longshot Lane. The new footpath surface is made up of Coxwell self-binding gravel, providing a comfortable, hard-wearing surface for users. The BID has also funded two fingerpost signs at either end of the new pathway, signing prominent placenames to aid navigation for pedestrians.



New footpath surfacing and vegetation cutbacks at Downmill Road-Longshot Lane link



### Footpaths, cycleways and verges

As part of the BID's aims to maintain and improve the general condition and appearance of roads, footpaths, cycle ways and verges throughout the BID area, the BID has funded vegetation cutbacks, maintenance and pest control throughout the BID. This included works at Longshot Lane, Cookham Road and Downmill Road.



Vegetation cutbacks at woodland pathway adjacent to Longshot Lane



Before and after, grass verge works on Downmill Road in the Western Business Area



**Before**



**After**



## Navigation signage

Due to naming legacy issues, the BID area is signed both as 'Industrial Area' and 'Business Area' on road navigation signage. The BID funded sticker overlays to remedy this on several signs around the BID, to make signage consistent and coherent to road users.

## Wayfinding strategy

The BID Team is developing a wayfinding strategy for the BID Area composed of wayfinding monoliths and fingerposts at key points, including entry points and highly trafficked pedestrian areas.

## CCTV/ANPR

The BID is working with suppliers, the Council and the Police to install CCTV/ANPR coverage throughout the BID area to increase safety and security for all businesses. This project is aimed to be delivered during the summertime.



## Electrical Vehicle Charging

As part of the BID's aims to increase travel options into the BID area and promote sustainable travel, the BID is working with ESDP and Bracknell Forest Council to facilitate electric vehicle charging throughout the BID area.

## Welcome Signage

The BID is working with partners, towards creating a coherent identity for the BID area. As part of achieving this aim, the BID is in the process of installing a series of Welcome Signage at entrances to the Western and Southern Areas to raise the profile of the area.



BID Welcome Sign at Fujitsu on Peacock Road 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 best people. So far, we have made progress on the following projects related to this objective:

### 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 work, operate a business, and visit. The BID has purchased two bicycles, with branding provided by Smart Signs on Longshot Lane, for the PCSOs use to patrol the area. The BID has also worked with BID businesses Wickes, Fujitsu and Waitrose, to establish bases for the PCSOs to carry out administrative duties and to have a space to take a break. The BID Team has also conducted business visits with TVP PCSOs across the BID area, facilitating introductions to businesses and developing relationships with the Police.



PCSO visit at 329 Bracknell. (Pictured left to right) PCSO Nathan Lomax, Donna Howse 329 Bracknell, PCSO Olivia Harrison, George Marengi, Bracknell BID.



PCSO visit at Fujitsu. (Pictured left to right) George Marengi, Bracknell BID, PCSO Nathan Lomax, Ciaran McGrory, Fujitsu, PCSO Olivia Harrison.

### DISC

The BID launched the Business Crime Reduction Service with the support of NBCS, a national data sharing organisation. The crime reduction service will make it easier for businesses to share business crime intelligence and reduce crime through an interactive intelligence sharing platform app called DISC.

This service is fully funded by the BID for BID levy-paying businesses. DISC allows users to send and receive crime alerts, view galleries of known prolific offenders and review crime data and trends. The BID Team and NBCS have hosted a series of training webinars for businesses for DISC. BID area businesses are encouraged to download the DISC app and sign up to avail of the fully funded service. For more information contact the BID Team at [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)



### Inter-trading

The BID is developing schemes and benefits for those who work in the BID area and working with businesses to encourage inter-trading and the development of working relationships. The BID has been working with BID businesses and partners to promote their offerings and provide exclusive offers and discounts to other BID businesses and employees. To date, offers include discounted membership from Absolutely Fitness on Easthampstead Road, 10% discounts from Floor It on Western Road, Fenwick in the Lexicon and Puzzalogical Escape Rooms at Easthampstead Works. Throughout the past 12 months the BID has also secured a free ice skate at Ozone Ice Rink and Black Friday deals for RAM Fitness. In the Spring, the BID will be launching an inter-trading and benefits card exclusive to those working in the BID area which will allow workers and businesses to redeem future exclusive offers.

Fenwick





Simon Lewington, Print Room Group, 'Meet Your Neighbour' Business Breakfast



Danny Meyers, Ozone Ice Rink, 'Meet Your Neighbour' Business Breakfast

## Meet Your Neighbour Business Breakfasts

To further encourage inter-trading and the development of working relationships between businesses, the BID Team have organised a series of 'Meet Your Neighbour' Business Breakfasts, hosted by BID area businesses. Attendees enjoy a light breakfast and time to network with one another, a welcome and BID update from the BID Manager, and a talk from the host business on their offerings.

## Pocket Parks

The BID board has allocated funding towards the development of green spaces within the BID area, including Farley Moor Lake and Wildridings Copse. Vegetation cutbacks and graffiti removal are due to be undertaken, and new seats and informational signage are due to be installed at Farley Moor Lake, while the BID is working with partners to install signage and seating platforms to the boardwalk at Wildridings Copse.

## 5K Healthy Walk/Run Route

The BID team has developed a circular 5K route which takes in the three green spaces within the BID including Farley Moor Lake, Arlington Square and Wildridings Copse.

Accompanying lectern signage has been installed at three points along the route, which includes a map and information about interesting areas along the route.

The BID has also funded a Personal Trainer to lead a regular weekly jogging group along the 5K. Contact the BID Team at [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk) to sign up for these sessions.



## Publicly accessible defibrillators

The BID has funded four new publicly accessible defibrillators across the BID area. They are located at Bailey's Garage, Bilton Industrial Estate, Acorn House on Longshot Lane, Greggs and Wickes on Western Road.

These defibrillators are fully automatic and available 24/7 in case of emergency. They are housed in locked cabinets; the access code can be retrieved by calling 999 in an emergency. The BID would like to thank each business for hosting a defibrillator.

Acorn House, Dena Saliba, Gary McManus



Bailey's Garage, Donna Vitozzi



## Subway mural

The BID funded a new subway mural on the pedestrian and cycleway link between Downmill Road and Oldbury, transforming the subway underpass into a bright and colourful space, around the theme of sustainability.

The mural was completed by BID commissioned artist Lynne Hollingsworth with the help of local volunteers, based on designs developed by art students from Bracknell and Wokingham College.



Unveiling of BID funded mural by James Sunderland MP.  
(Pictured left to right) Peter Smith – TVBA, Sean Griffin – BID Manager, James Sunderland MP, Sue Pitt – Mural Volunteer, Bob Collis – ESDP

## Defibrillator awareness session and BID area defibrillator map

The BID organised a defibrillator awareness session which was delivered by South Central Ambulance Service to interested businesses at 329 Bracknell in the Southern Business Area. The BID Team also compiled a map of the BID area locating each defibrillator that is available for public use.



BID organised defibrillator awareness session for businesses

## Know Your Neighbour Event

The BID is organising a 'Know Your Neighbour' event to be held in the Spring. The format for this event will include speakers from BID area businesses and BID partners, with space for business networking.

## Recruitment and retention

The BID Team is planning an all-day recruitment event in mid-summer for BID area businesses to attract prospective staff.

The BID is working with partners at Activate Learning, which is a registered Gateway Organisation, to promote the government's Kickstart scheme. The BID hosted webinars with presentations from Activate Learning on the Kickstart Scheme and Berkshire Growth Hub on the ways it can help businesses with advice and support. These are available to view on the BID's YouTube page.

## Business communications

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

# BID Finances

## 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 approximately £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, 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 lower than would normally be expected at £330,068 (as at January 2022). The BID, has always tried to ensure that it has delivered maximum value to businesses for the levy revenue it receives and leverage in additional funding wherever possible. Match funding and in-kind contributions of approximately £27,000 were achieved through voluntary resource, time or funding contributions from BID partners and businesses.

## Expenditure

The estimated expenditure below includes estimated accruals of £175,453 for projects that have commenced this year but will be carried forward to 2022-23. This year's budget also includes some accruals from the previous year.

These figures are from unaudited accounts as of January 2022. The final accounts for 2021/2022 will be prepared for the BID's AGM.

### Unaudited accounts including estimated accruals as at January 2022

	Budget per objective (£)	Expenditure (£)
Objective 1	146,765	123,053
Objective 2	219,584	204,804
Administration/Overheads	50,155	49,889
<b>TOTAL EXPENDITURE</b>	<b>416,504</b>	<b>377,745</b>

## 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](mailto:revenue.services@bracknell-forest.gov.uk)

## This is your BID

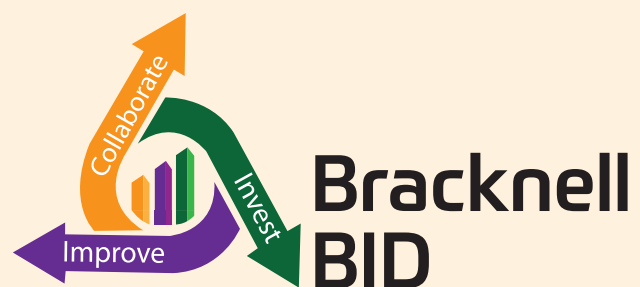
To view a copy of the BID Proposal and Business Plan either download or view online at [www.bracknellbid.co.uk](http://www.bracknellbid.co.uk).

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](mailto:enquiries@bracknellbid.co.uk) or for more information visit [www.bracknellbid.co.uk](http://www.bracknellbid.co.uk).

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[enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)



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