

# Bracknell BID UPDATE



December 2022

Your BID team is focussed on delivering on the objectives laid out in the BID business plan and achieving Bracknell BID's vision. As we reach halfway through the BID's first term, we are delighted to update you with some of the benefits and improvements delivered in this past year. This newsletter is accompanied by a survey for businesses which will allow us to gauge the success of these projects, and direct future BID investment.

## Bracknell BID Vision

To be recognised as the place where businesses develop and grow through collaboration and investment. This vision is being delivered through two strategic objectives.

## 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.

### Litter Cleansing

The BID is funding weekly litter cleansing of the BID area as part of the BID's wider strategy in working to maintain and improve the general condition and appearance of roads, footpaths, cycleways, and grass verges.

### Tidy Days

The BID organised Tidy Days for Bracknell businesses and employees within the Southern and Western Business Area to take part in community litter picking on their lunch break. Over a two-day period, volunteers

collected 35 bags of litter, making a great difference in keeping Bracknell's trading environment tidy.

### Lighting

Working with businesses and partners at Bracknell Forest Council, the BID identified defective lighting columns at Longshot Lane Industrial Estate and on Doncastle Road and ensured repair work was carried out before Winter. The BID also funded additional lighting at Easthampstead Road and on the footpath and cycleway adjacent to Mill Lane, to reduce dark spots and improve visibility for pedestrians and cyclists.



> BID organised Tidy Days



> BID lighting improvements



## Footpaths, cycleways and verges

The BID identified areas with vegetation overgrowth that impacted the appearance and usability of the space, and funded cutbacks and grass verge edging to improve these areas. This included works at Longshot Lane, Western Road, Cookham Road and Downmill Road and Western Road. The BID also funded footpath surfacing on the Downmill Road to Longshot Lane footpath link to improve connectivity for pedestrians.

> Downmill Road to Longshot Lane footpath, before and after BID funded improvements

Road by installing bollards within the grass verges to deter illegal parking, as well as repairing the grass verges. The project is aimed to be delivered by the beginning of next year.

## 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 to facilitate electric vehicle (EV) charging throughout the BID area.

## Wayfinding

As part of improving navigation, the BID has funded a comprehensive wayfinding scheme for the BID area, composed of wayfinding totems, welcome signs and fingerposts at key points. The design strategy has been complete, with the scheme shortly being submitted for planning consent.



## Western Road improvements

The BID has funded planting, grass seeding, edging, and cleansing to improve the appearance of Western Road, one of the main thoroughfares through the BID. Other works including increased bollards at problematic areas are also due to be undertaken.

## Downmill Road

The BID has allocated funding to improve the condition of Downmill

## Shuttle Bus

The BID is currently exploring options to improve the ease of travel to the BID area, including through a dedicated shared BID shuttle bus service for employee use.

## CCTV & ANPR

The BID has investigated the introduction of CCTV and ANPR coverage across the BID area, with the aim that this project will be delivered at the start of the new year. The BID is working with suppliers, the Council, and the Police on this project to increase safety and security for all businesses.

## Downshire Way crossing

Connectivity to the town centre has been identified as a key area for improvement within the BID area by businesses.

The BID is investigating controlled pedestrian crossing options at Downshire Way, and commissioning consultancy plans to develop potential solutions.



> BID funded planter improvements



## 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.



> BID facilitated business visit with Police PCSO

### PCSO Presence and intelligence sharing

The BID has been working closely 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 secured two dedicated Police Community Safety Officers (PCSO) and funded a DISC app, which allows businesses to share business crime intelligence to increase awareness and improve safety.

### Meet Your Neighbour events

To encourage inter-trading and the development of working

relationships, the BID organises regular 'Meet Your Neighbour' Business Breakfasts, hosted by BID area businesses. Within the last 12 months, there have been six 'Meet Your Neighbour' Business Breakfasts. The BID also organised an evening event in April, hosted by Waitrose, expanding on the morning format with evening refreshments and exhibition space for businesses.

### Bracknell Jobs Fair

As part of the BID's aim to assist businesses with recruitment, the BID partnered with The Lexicon to host the Bracknell Jobs Fair at Princess Square. The all-day event had an excellent turnout of prospective candidates with 25 businesses

hosting stalls to promote vacancies, and many filling roles.

### Bootcamp Sessions

The BID has funded free after work Fitness Bootcamp group sessions for BID area workers with a personal trainer. This ties in to the BID's aims to create benefits and schemes for businesses and their staff; helping improve health and fitness as well as reducing stress. Over 30 different BID businesses and their employees have benefited from the sessions.

### Loyalty Card



As part of the BID's objective to increase inter-trading in the BID area, the BID has funded and launched the 'I Work' Loyalty Card, available exclusively to all BID area employees. Workers in the BID area can use the Card to claim over 25 exclusive offers at local businesses. To request your card, please visit the BID's website. Businesses interested in providing an offer should contact the BID Team.



> 'Meet Your Neighbour' events



> Bracknell Jobs Fair

## Objective 2: Continued



> Invest in Bracknell event

### Invest in Bracknell

Bracknell BID partnered with UK Property Forums to host the “Invest in Bracknell” Event at Waitrose Conference Centre in November. This event featured talks and panel discussions from leading businesses and property sector experts. The aim of this event was to increase awareness of Bracknell as one of the best places in the country to do business and to attract future investment in the town.

### Choose Bracknell – Promotional Video

The BID developed a promotional video showcasing Bracknell’s status as an excellent business location, detailing the qualities that Bracknell possesses as well as what the BID has delivered to date. The video can be viewed on the BID’s YouTube channel.

### Business Profiles

The BID are conducting Business Profiles of BID area businesses to showcase their services and history in Bracknell, raising awareness of achievements, success stories and the services of businesses to a wider audience. The BID has delivered four so far, available to view on our website. If you would like your business featured in a Business Profile, please contact the BID Team.



### Business communications

Along with a comprehensive website, the BID sends out regular e-bulletins and has a social media presence with LinkedIn, Twitter, and Facebook. The BID acts as a collective voice for the business community in the BID area, updating businesses on news, events, and other opportunities present from local organisations and businesses. To sign up for our weekly e-bulletin visit our website.

### Farley Moor Lake

To improve outdoor amenities for workers and visitors to enjoy, the BID has funded improvements to Farley Moor Lake in the Western Business Area, with informational signage, new benches and bins installed, overgrowing vegetation removed and brickwork surrounding the lake cleansed.

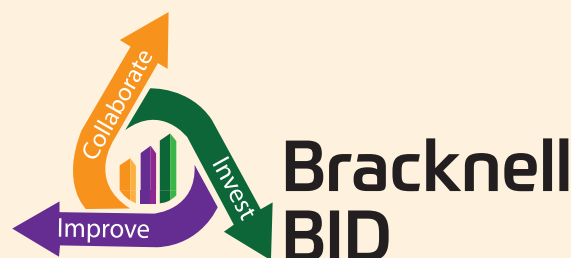
## This is your BID

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](mailto:enquiries@bracknellbid.co.uk) or by phone **01344 949080**.

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Bracknell Investment Group Trading as Bracknell BID