

Bracknell BID Annual Report

2022-2023

Welcome from the Board Chair

The Bracknell Business Improvement District (BID) Board of Directors welcome you to this year's BID Annual Report. As the third year of the BID draws to a close, the Board are delighted to share progress on what has been achieved so far.

Your BID team is focused on delivering on the objectives laid out in the BID business plan which was drafted based on the priorities raised by the businesses in the BID area.

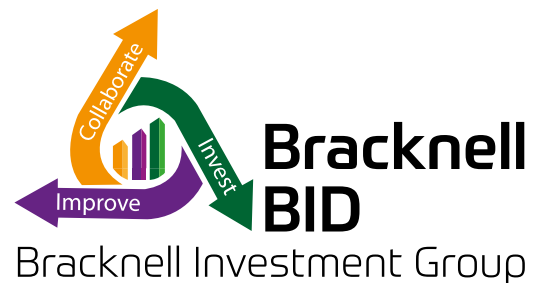
As we reach past the halfway point of the BID's first term, I am pleased to say that the BID is now well established and is already making a great difference to the businesses and the people who work in the BID area through projects and initiatives that have been funded by your BID levy.

These initiatives include funding litter cleansing and organising tidy days, improving lighting infrastructure, undertaking landscaping works, improvements to Western Road including planting and cleansing, developing a comprehensive Wayfinding Scheme for the BID area, introducing a Loyalty Card and

compiling Business Profiles to promote local business, compiling a promotional video showcasing the town and BID, ensuring a committed PCSO presence and crime intelligence sharing across the BID area, as well as improvements to Farley Moor Lake as an amenity for workers and visitors.

A variety of events have been delivered by the BID for the benefit of business in Bracknell, including an 'Invest in Bracknell' event to showcase Bracknell and encourage investment, weekly fitness bootcamp sessions for BID area workers, a Jobs Fair to aid recruitment, as well as a series of 'Meet Your Neighbour' networking events to foster relationships, encourage inter-trading and showcase local business.

I am also delighted to inform you that significant BID funded capital projects are aimed to



be delivered this year after a stringent planning process with suppliers and partners. These include a BID wide ANPR/CCTV system, and a new urban design strategy for Western Road and Downshire Way to improve traffic management, pedestrian activity and connectivity to the town centre.

Your BID levy ensures that such initiatives are delivered, which will benefit businesses in the 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.

Yours sincerely,

Maria Sabey

Chair of Bracknell BID
Head of Property –
UK&I – Fujitsu

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



Susan Meyers
Ozone Ice Rink



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 local business community. 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 BID 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.

If you work within the BID area (Southern and Western Business Areas) and are interested in joining the Board, please contact the BID Team at enquiries@bracknellbid.co.uk

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:

Litter Cleansing

The BID funds regular litter cleansing of the BID area as part of the BID's wider strategy 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 BID area to take part in on their lunch break. Over a two-day period, volunteers collected 35 bags of litter, keeping Bracknell's trading environment tidy.

The BID is organising further Tidy Day sessions this spring, during the Great British Spring Clean period. Contact the BID Team if you would like to take part.

Lighting



> New lighting columns at Mill Lane

The BID has funded two additional lighting columns at Easthampstead Road and four columns on the footpath and cycleway adjacent to Mill Lane, reducing dark spots and improving visibility for pedestrians and cyclists. Working with businesses and partners at Bracknell Forest Council, the BID has also identified defective lighting columns at Longshot Lane Industrial Estate and on Doncastle Road, and ensured these were repaired before Winter.

Downmill Road

The BID has allocated funding to improve the condition of Downmill 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 Summer.

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. The BID Team is working with partners such as the ESDP and Bracknell Forest Council in exploring delivery options for this project.

Western Road improvements



The BID has funded floral planting, grass verge edging and repairs, and bollard 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. Working with partners at Bracknell Forest Council, the BID is investigating options for a comprehensive urban redesign of Western Road, utilising new layouts, improved pedestrian crossings and connectivity.



Wayfinding

As part of improving navigation, the BID has funded a comprehensive wayfinding scheme for the BID area, composed of wayfinding totems, welcome signs, wall signs, and fingerposts at key points. The design strategy has been completed by BID appointed wayfinding consultants, with the project currently awaiting planning consent from the Local Authority.



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

Working with partners, the BID team has developed a BID wide ANPR/CCTV project to improve safety and security of businesses. This project is in the advanced stages with final details being confirmed. The BID is also investigating use of security patrols and monitoring across the BID area. 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.

Energy

The BID is working alongside Bracknell Forest Council to effectively signpost businesses to grants and support, and provide a collective voice for climate change and energy concerns of businesses to Government. The BID is also working alongside partners to explore community energy network solutions for the BID, to deliver sustainable renewable energy locally and reduce energy costs. This project is in early consultation stage.

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."

We have made the following progress on projects so far related to this objective:

PCSO Presence and intelligence sharing



> BID facilitated PCSO business visit

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 dedicated Police Community Support Officers (PCSO) and funded a DISC app, which allows businesses to share business crime intelligence to increase awareness and improve safety. The BID's PCSO is PCSO Jack Shearing who has over eight years of experience working with the Police.

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. Attendees enjoy a light breakfast and time to network, an update from the BID Manager and a showcase presentation by the host business. Within the last year, there have been nine 'Meet Your Neighbour' Business Breakfasts hosted by BID

area businesses. If you are interested in hosting a Business Breakfast, contact the BID Team.



> 'Meet Your Neighbour' Business Breakfast events

Know Your Neighbour

The BID organised a flagship evening event last April, hosted by Waitrose, expanding on the morning format with a buffet spread and complimentary drinks, a prize draw, and exhibition space for businesses to showcase their services. The BID will be organising their second annual 'Know Your Neighbour' event this year, with a date being announced shortly.



> 'Know Your Neighbour' events

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. The BID will be hosting another job fair this summer, if your business would like to host a stall to promote vacancies, please contact the BID Team.



> Bracknell Jobs Fair

Fitness Bootcamp Sessions

The BID has funded after work fitness bootcamp group sessions with a personal trainer, free for BID area workers. BID area workers are welcome to sign up to the ongoing sessions on the BID's website www.bracknellbid.co.uk. 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 100 unique participants have benefited from the sessions.



> Fitness Bootcamp group 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. Over 2,000 cards have been delivered since the Card's launch last August. Workers in the BID area can use the Card to claim over 25 exclusive offers at local businesses, granting huge savings at some of your favourite technology brands such as Panasonic and Dell, as well as discounts at top-quality restaurants such as Las Iguanas, Den of Bracca, The Real Greek, Zizzi and Weather Vane Brewers Fayre. The card will also grant you some essential service discounts, such as discounted MOT service and repairs at IN'n'OUT Autocentres, discounts on self-storage at Space 4 U Self Storage, and discounts on digital production and printing at Printroom Group.

Whether it be a membership discount at Absolutely Fitness Gym or East Park Gym, discounts at clothing retailers such as Accessorize, or Charles Tyrwhitt, discounts at local trading stores such as Al Murad Tiles, Dulux Decorator Centre or Floor it, to even exclusive BID discounts at entertainment venues like Ozone Ice Rink, Go Ape, Puzzalogical Escape Room and Coral Reef, there is something for everyone to enjoy.

To request your card, please visit the BID's website. Businesses interested in providing an offer should contact the BID Team.

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 and website www.bracknellbid.co.uk.

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.



> 'Invest in Bracknell' event

Business Profiles



The BID is 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 eight profiles so far, with many more in progress. Our Business Profiles have gained prolific coverage and exposure, giving BID businesses a platform in local newspapers, radio and TV! If you would like your business featured in a Business Profile, please contact the BID Team.

Donation to local charities

The BID donated £1,500 to local charities to support those most in need and provide essential aid to the local community at Christmas. The three charities, DEBRA, Victim Support and Bracknell Foodbank each received £500. The BID also regularly supports local charities through regular promotion and signposting.

Business communications

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

Farley Moor Lake

To improve outdoor amenities for workers and visitors to enjoy, and to ensure that the BID is an attractive place for businesses, the BID has funded improvements to Farley Moor Lake in the Western Business Area. Informational signage, new benches and bins have been installed, overgrowing vegetation has been cut back and removed, wildflowers and bulbs are being planted, and brickwork surrounding the lake repaired and cleansed.



> New seating



> Brickwork cleansing



> Landscape works

BID Finances

The BID Levy

There is a levy of 1.78% (for financial year 23-24) of rateable value (RV) for businesses with an RV of £12,001 or more which comply with the levy criteria laid down in the BID Proposal and Business Plan.

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

The BID collected £442,120 of levy revenue for the financial year 22-23. The BID, as 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 £49,550 were achieved through voluntary resource, time or funding contributions from BID partners and businesses.

Expenditure*

The estimated expenditure below includes estimated accruals for projects that have commenced this year but will be carried forward to 2023-24. This year's budget also includes some accruals from the previous year.

These figures are from unaudited accounts as of March 2023. The final accounts for 2022/2023 will be prepared for the BID's AGM.

	Budget per objective (£)	Expenditure* (£)
Objective 1	333,500	124,597
Objective 2	360,564	168,616
Administration/Overheads	137,290	43,725
Levy Collection Costs	5,000	–
Carry Forward to 2023-24	–	471,000
TOTAL EXPENDITURE	836,354	807,937

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 352011** 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 by phone **01344 949080**. For more information visit www.bracknellbid.co.uk.

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Bracknell Investment Group Trading as Bracknell BID