

# Bracknell BID Renewal

Issue 1 – January 2024



## What can the BID do to support you in 2025 – 2030?

You may already be aware that we are starting the process of renewing the Business Plan for the Bracknell Business Improvement District for a second term. A BID can only last five years and this BID term ends in March 2025.

This BID term started just as the first COVID lockdown started, in April 2020. Despite the challenges, over the last four years we have achieved a lot together. Through the dramatic changes experienced by all in the way we live and work, issues identified by businesses five years ago have changed. We need to ensure that we create a new business plan which will be fit for purpose for the next five years, allowing us to build upon what we have already achieved and ensure that our businesses can take advantage of the new opportunities which are emerging in Bracknell.

In order to develop the new plan

we need your thoughts, ideas and aims for the future. We are circulating a survey form so that we can understand your views on the different projects which have been delivered and identify issues which you consider are important to your business in the future.

I would be very grateful if you could spend a few moments in completing the survey and giving us a call to let us know when we can collect it. We also aim to contact a significant number of you from across the BID area to meet up and discuss your thoughts personally. Your input is vital in identifying priorities for the future and shaping the new

business plan.

I appreciate your help and if you would like to arrange for someone to come and see you to discuss your ideas in more detail, please do not hesitate to contact the Bracknell BID Manager, Sean Griffin on **01344 949080** or email [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)



**Maria Sabey**  
Chair of Bracknell BID

## Getting involved in planning 2025-2030

### Business Breakfast Workshops: 6th March and 5th June 2024

All Bracknell BID businesses who currently pay a levy will receive a survey form through the post or will have the opportunity to complete one online or with a member of the BID project team.

Besides the surveys and one-to-one interviews, there will be a number of ways of getting involved in shaping the new BID Proposal and Business Plan including various events. There are two business breakfast workshops planned for Wednesday

6th March and Wednesday 5th June 2024 – both events taking place from 8.30am to 10am. More details to follow.

The survey form is designed to enable businesses to provide feedback on Bracknell BID, current BID activities and what you would like to see over the next five years. The responses you provide will help shape the Business Plan which goes to ballot in October 2024.

If you would like any information or would prefer to complete the survey with assistance from a member of our team, then please do not hesitate to contact the Bracknell BID Manager, **Sean Griffin** on **01344 949080** or email [enquiries@bracknellbid.co.uk](mailto:enquiries@bracknellbid.co.uk)





# Why we need to work together

## Rapid change to our lives has become the norm. In the last four years we have seen:

- > The UK leave the EU
- > The world affected by the COVID pandemic and major business disruption
- > Russia invading Ukraine and energy prices soaring
- > Double digit inflation in October 2022, reaching its highest rate in 41 years
- > Increasing costs to businesses, squeezing profit margins
- > Climate change being felt across the world with real economic impacts
- > Lifestyles and working practices changing dramatically
- > Recruitment becoming more challenging

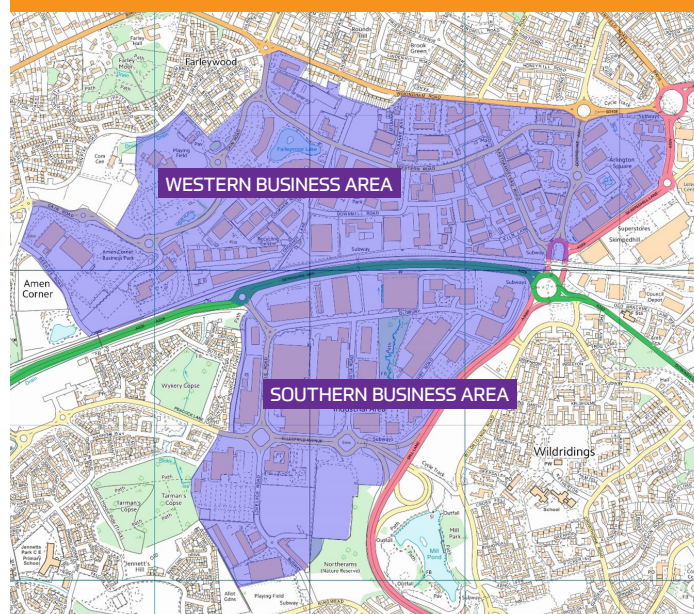
The benefits of working together through a Business Improvement District enables businesses to face these challenges with support they would not get from elsewhere. The BID has brought many benefits to businesses and the more businesses engage the more benefit they see.

## The opportunities which exist include:

- > Networking and partnerships leading to collaborations on projects, joint ventures, and new business opportunities.
- > Enhanced business visibility and credibility, potentially attracting more clients, customers, and investors.
- > Shared services and facilities promoting environmental sustainability, reducing individual carbon footprints through shared resources and efficient energy usage.
- > Collaboration in challenging times, where businesses support each other in case of unexpected disruptions or market fluctuations.
- > Working together has fostered a sense of community among businesses, promoting a supportive environment attracting and retaining talent and contributing to the local economy.

Overall, the mutual support and collaboration among businesses across Bracknell Southern and Western business areas has created a dynamic ecosystem that fosters growth, innovation, and sustainability.

## The Bracknell BID area



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## Countdown to the ballot and ways you can help

### January 2024 to July 2024

- > Business visits, workshops, surveys and other events to capture your views and ideas for support in the future.

### July to August 2024

- > Analysis of business feedback, budgeting, objective setting and finalising BID Proposal and Business Plan for 2025-2030.

### August to September 2024

- > Launch event for new BID Proposal and Business Plan and preparation for ballot by the Council's Electoral Services.

### October to November 2024

- > Ballot period and announcement of result.

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