PROSPECTUS

for Bracknell Business Improvement District

2025-2030

Bracknell BID

Bracknell Investment Group

www.bracknellbid.co.uk

@BracknellBID

Chair's Introduction

Message from the Chair, Maria Sabey

Over the last five years, Bracknell Business Improvement District has delivered a diverse, comprehensive and successful programme of projects across Bracknell's Southern and Western Business Areas.

The last five years have been extremely challenging for businesses with the COVID pandemic and the cost-of-living crisis to contend with. Besides providing whatever support we can today, we need to look to the future to what can be achieved in the next five-year term of the BID.

I'm delighted to share with you our BID Proposal for 2025-2030 covering the second term of the BID, which is committed to using the strengths of this area to provide a place where businesses can invest and develop with confidence and the support of a BID.

Following surveys, consultations and meetings, the BID Board have established clear objectives and identified how the BID will deliver these objectives, through ambitious initiatives and careful investment. In the proposal, you will find out how Bracknell BID plans to build on the many successes of the first five years of the BID but also provide support which, we believe from the business input into the plan, will be appropriate for the next five years.

Maria Sabey

Your support is crucial in helping the Bracknell BID area to reach its full potential. With your involvement we will be able to provide the projects and support you need now more than ever. We urge you to look carefully at the proposal and give it your full support.

Please look out for the ballot papers which will be in the post in October and make sure to **vote YES** to ensure that we continue to shape the future of the Southern and Western Business Areas of Bracknell together.

Maria Sabey
Chair of Bracknell BID

BID Board members

Maria Sabey (Chair)
Fujitsu

Bob Collis (Vice Chair)
Economic and Skills Development Partnership

Andrew Smith
Waitrose

Daniel Baker
Fujitsu

David English
Panasonic

Louise Welland
The Lightbox

Nick Phillips
Cadence Design Systems

Nicola Webb
SEGRO

Cllr Paul Bidwell
Bracknell Forest Council

Peter Smith
UK Business Advisors (UKBA)

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at **www.bracknellbid.co.uk**, emailing **enquiries@bracknellbid.co.uk** or calling **01344 949080**.

VISION:

Through a business-led programme our vision is for:

'The Bracknell BID area to be recognised as the place where businesses develop and grow through collaboration and investment.'

What is a BID?

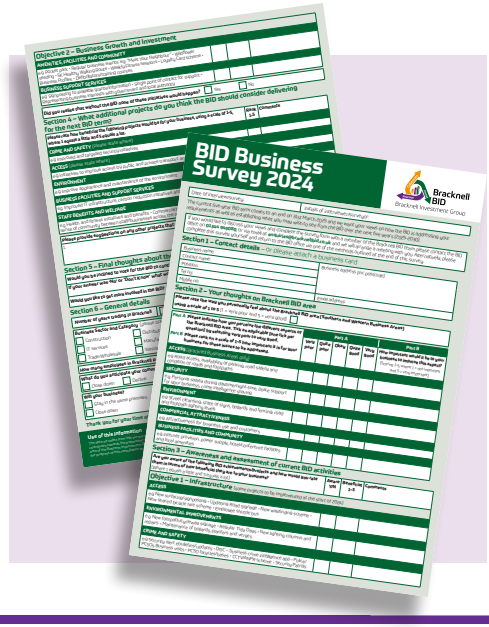
- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit **www.placemanagement.org/the-bid-foundation/what-is-a-bid/**

> We support the Bracknell BID because when businesses speak with one voice, we can influence key decisions and play our part in shaping the future of the area. Without the BID we would be left to face future challenges alone.
>
> **Steve Allen** – Dynamic Media Solutions

Your Feedback

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the Bracknell BID area.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the Bracknell BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.



All potential levy-paying businesses in the BID area were sent survey forms by mail and were asked to complete them to provide their opinions on various issues. Additionally, feedback was sought through ebulletins, visits from BID representatives, and the BID website.

314 Personal business visits were made in total, with 127 of these being unique visits which represents 38% of the 331 occupied and trading businesses which meet the levy criteria having had a visit to discuss the BID.

34% Detailed four-page surveys were conducted with businesses which covered 34% of the hereditaments which met the levy criteria.

2 Discussion Events for all businesses in the BID area

6 Workshops for different clusters of businesses

www The BID website and ebulletins were used to invite feedback and opportunities for businesses to contact the BID team to discuss renewal.

BID Achievements 2020 – 2025

Projects and Activities to Support Businesses

Infrastructure

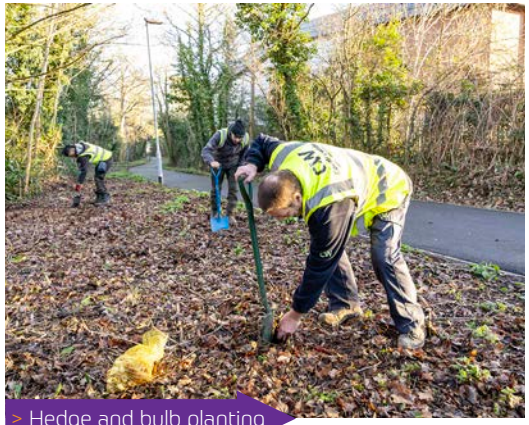
- The BID has worked closely with Bracknell Forest Council over the last five years to improve traffic management into the BID, including introducing anti-illegal parking deterrents, commissioning consultants to develop solutions to improve crossings and road junctions particularly at Western Road and Downshire Way. The BID has also introduced additional means of transport into the BID including a shuttle bus, shared bicycle scheme and improved foot and bicycle paths to increase active travel.
- The BID has fully funded a shuttle bus service to and from Bracknell Train Station, which stops at several stops throughout the BID area serving businesses and their staff. This service runs five journeys in the morning and five journeys in the evening, coordinating with arriving and departing London trains. The bus is free to use for everyone who works within the BID area.
- The BID has also funded a shared cycle scheme, which allows anyone who works within the BID area to rent an electric or pedal bike free of charge.
- The BID has worked with businesses and partners to facilitate additional parking for businesses through leases or temporary arrangements, particularly in Western Road, Downmill Road and Lovelace Road.

> Bracknell BID Mural

> Longshot Lane path

> BID Tidy Day

> Shared Cycle Scheme



> Hedge and bulb planting

> New Wayfinding Signage

- The BID has delivered a comprehensive wayfinding scheme throughout the BID, this is made up of over 40 signs including Welcome Signage at the periphery of the BID, wayfinding totems which includes a key destination directory and colour coded map, wall signs throughout the pedestrian subway system, fingerpost signs at new locations and replacing old out of date fingerposts.
- The BID has also updated several outdated road signs from 'Industrial Area' to 'Business Area' highlighting the contemporary commercial environment.
- Working with Bracknell Forest Council, the BID also updated cycle maps covering the town and BID area and helped distribute these to businesses.
- The BID has worked closely with Bracknell Forest Council to ensure that their service levels to the area were maintained and even enhanced before identifying what additional work the BID should undertake.

The following activity was in addition to and where possible complementary to the work of Bracknell Forest Council:

- Landscape improvements including maintenance to ensure the BID's appearance is of a high standard for businesses. The BID funded hedge and bulb planting, cutting, grass edging, verge repairs and grass cutting along the public highways in the BID area.
- Seasonal planting in planters along Western Road, including their maintenance.
- Pothole repairs on private unadopted roads, specifically in Kiln Lane.
- Weed and bramble removal and spraying along highways and pedestrian paths.

> Bracknell BID Jobs Fair

> Invest in Bracknell

> Meet your neighbour

- Hedge and bulb planting and wildflower seeding on the roundabouts at Cain Road, Western Road and Easthampstead Road.
- New footpath surfacing along a public right of way connecting to Longshot Lane and vegetation clearance and cutbacks.
- An artist designed and painted a mural in the subway that connects the Western and Southern Business Area that runs underneath the A329. The BID funded the mural and organised local volunteers to help the artist paint.
- Regular litter cleansing and picking, graffiti removal and bollard jet washing.
- Volunteer tidy days where business staff volunteered to carry out litter picking throughout the BID area.

> Employee Shuttle Bus

> Improvements to Farleymoor Lake

> New planters

> Install new and rectify existing lighting

- The BID funded four new lighting columns on the footpath and cycleway adjacent to Mill Lane – a key pedestrian route for workers in the Southern Business Area to the town centre and train station.
- The BID funded two new lighting columns at the northern end of Easthampstead Road.
- The BID lobbied the local authority to rectify existing defective lighting particularly at Longshot Lane, and Doncastle Road.
- The BID funded tree branch lighting at Farleymoor Lake on the Western Road side. 13 trees were wrapped with LED lighting to improve safety and the attractiveness of the area during dark winter months.
- The BID met with high-speed internet providers and shared survey data, and recommended areas that needed improved broadband connectivity.

Business Growth and Investment

1. Develop a sense of identity for Bracknell's Western and Southern Business Areas

- The BID implemented the wayfinding scheme which addressed the disparity of having multiple premises and estates in one area and brought these under one identity – the Bracknell BID.
- The BID ensured the area keeps a high standard in appearance, and through promotion in media and events.

2. Facilities and benefits

- The BID has funded some significant work at Farleymoor Lake on Western Road to develop it as an amenity for staff to enjoy and benefit from. The Lake has also been developed to attract additional investment and reflect the high standards of the surrounding businesses.
- The BID installed seven new lakeside benches, bins, informational signs, and a bike rack at the Lake. The BID funded vegetation cutbacks, planting, and litter and fly tipping removal. The BID funded graffiti removal, brickwork cleansing and repairs at the Lake.
- The BID developed a 5K walking route for BID area workers, taking in the three major green spaces in the BID, with accompanying signage along the route.
- The BID has funded and organised a BID Loyalty Card, exclusive and available to everyone who works within the BID area. The BID team has sourced and set up exclusive offers and discounts for card users with up to 55 offers available from businesses based in the BID area and The Lexicon.
- The BID has funded weekly fitness bootcamp sessions with a personal trainer open to everyone who works within the BID area.

- The BID has organised weekly spin class sessions open to everyone who works within the BID area.
- The BID organised weekly 'Walks for Wellbeing' for BID area workers.
- The BID has organised Dr. Bike sessions in partnership with Bracknell Forest Council, for BID bike users to avail of free bike repairs and maintenance.
- The BID has installed seven publicly accessible defibrillators and their cabinets throughout the BID area, with 3 partly funded through grants. The BID maintains these defibrillators and host companies provide electricity to the cabinets.
- The BID developed a defib map of all publicly accessible defibrillators and distributed it to businesses.
- The BID funded a number of lifesaving awareness courses for businesses.
- The BID compiled an Electric Vehicle resource for businesses on its website, highlighting available grants and information on how to obtain chargers for businesses.
- The BID provided an EV charge point grant for businesses.
- The BID supported several local charities during Christmas time, through direct donations, promotion, and giving tree initiatives.
- The BID worked with Eco Rewards to extend their rewards scheme for green and carbon saving behaviours for BID area workers.
- The BID held several business support webinars in partnership with the LEP for businesses and also promoted business supports and grants to businesses.
- The BID held an Energy Crisis Event with panel discussions on how businesses could reduce their energy costs.
- The BID has supported 'Pride of Bracknell' Awards through sponsoring the Young Person in Business Award Category.

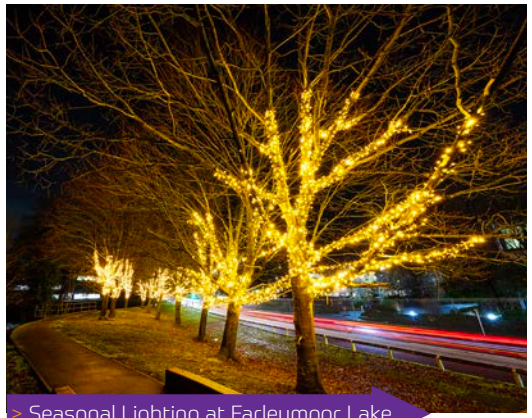
3. Maintain a safe and secure working environment

- The BID is funding ANPR and CCTV coverage for the BID area, with up to 20 cameras, covering vehicular entrances and exits as well as vulnerable paths and junctions. The BID is funding monitoring of the system as well as security patrols.
- The BID funded a DISC system for businesses to report suspicious incidents and crime amongst one another.

> Bracknell BID spinning class

> BID Loyalty Card

> Bollard cleansing



> Seasonal Lighting at Farleymoor Lake

> Life Support Awareness Training

> Weekly Fitness Bootcamp Sesson

> Public Access Defibrillators

> The BID actively shares alerts of any suspicious activity that is raised to businesses, ensuring that businesses remain alert, vigilant and aware of what is happening in the area.

> The BID secured PCSOs to monitor the BID and has acted as a conduit between the business community and the Police, including PCSOs, Sergeants and Inspectors.

> The BID has conducted business visits with the Police to improve relationships between the business community and Police.

> The BID has built relationships with businesses' security and facilities teams to ensure relevant information is shared.

4. Business trading

> The BID introduced the BID Loyalty Card which promotes BID area businesses' services and products.

> The BID organised and funded up to 20 'Meet Your Neighbour' Business Breakfasts for businesses to network, develop new relationships and promote their products and services.

> The BID organised and funded Trade Exhibition events with talks and presentations and promotion of BID businesses' products and services.

> The BID organised and funded Inward Investment events and conferences with presentations, moderated panel discussions and supporting informational documentation to attract further investment in the BID area.

> The BID funded and composed a promotional video to showcase Bracknell as a premier business destination.

> The BID actively promotes BID area business accomplishments and activities and composes regular business profiles which are promoted through the BID's social media and email marketing channels.

> The BID has gained regional and national coverage for businesses profiled.

5. Recruitment, training and development

> The BID supported the Government's Kickstart Scheme and provided information about the scheme to businesses.

> The BID held several Jobs Fairs to promote BID business vacancies to suitable candidates and to aid their recruitment. The BID secured the fair location in The Lexicon, composed promotional materials, and funded paid social media campaigns to get the right candidates for businesses.

> The BID has secured discounts for employee training for businesses.

> The BID has funded a wide range of training courses for businesses.

Your Priorities

for 2025-2030

Businesses from across Bracknell BID area identified key priority areas for a new BID which fall into two objectives:

Objective 1

– Business Growth and Investment

Support businesses in the Bracknell BID area to grow, develop and invest by creating a great working environment which enables effective operation and attracts and retains the best people.

Objective 2

– Carbon Reduction and Sustainability

Support business in benefiting from sustainable growth through carbon reduction policies and sustainable working practices.

Objective 1

– Business Growth and Investment

Support businesses in the Bracknell BID area to grow, develop and invest by creating a great working environment which enables effective operation and attracts and retains the best people.

Amount the BID will spend

An average of **£210,000** per year. A total of **£1 million** over five years.

An important part of this objective is encouraging good relationships between businesses and with other organisations and also providing support for businesses. In the cluster workshops, 'Business Support' was the third most discussed topic, with comments such as trusted trader recommendations for BID businesses would be good, more support for small businesses and more marketing from the BID.

Also included within this objective is facilities and benefits for employees in the area and in the survey, the future project that businesses said would be the most beneficial to them was 'Commercial benefits for staff working in the area such as discount schemes with local businesses', with 68%. This was closely followed in second by another project that relates to improving employee experience in the Bracknell BID area which is 'Increased food and drink/hospitality venues/facilities in the area', with 67%. Also scoring within the top five was 'Health and fitness initiatives and benefits for staff working in the area' with 60% of businesses surveyed saying this would be beneficial. Also in the survey, 'Amenities and facilities for workers in the area' ranked third for being important to businesses, with 74% saying it was important to them.

A safe and secure working environment is an important part of this objective and current crime and safety related projects scored highly in the survey for being beneficial to businesses. In the cluster workshops, the most discussed topic overall was 'Security, Crime and Safety' and comments were made such as lighting being poor and not bright enough and that some people feel intimidated late at night and that increased security and CCTV would help, and possibly a method of intelligence sharing set up between businesses and organisations to alert each other about issues, incidents or useful intelligence.

88% of businesses said that 'Security Patrols' are beneficial to them.

75% of businesses said 'Support from the BID' is important to them.

68% of businesses said 'Commercial benefits for staff working in the area such as discount schemes with local businesses' would be a beneficial future project.

What can be delivered if you VOTE 'YES'

1. A sense of identity and communication

a. Work with partners, landlords and occupiers to create and promote a coherent identity for the area which benefits the businesses and organisations which operate in the BID area and reflects their high standards and values.

b. Develop communications with and between businesses to promote awareness of BID activities and issues and opportunities which may affect trading conditions and the local environment.

2. Facilities and Benefits

a. Encourage the development of facilities and amenities in pleasant surroundings where people who work across the areas can eat, meet or relax away from their place of work.

b. Develop schemes, benefits and events for those who work in businesses in Bracknell business areas which promote the feeling of a community, a sense of well-being and encourage staff retention and productivity.

3. A safe and secure working environment

a. Work with partners to maintain coverage by a CCTV and Automatic Number Plate Recognition (ANPR) infrastructure to provide a deterrent to crime, enhance personal safety, help protect property and create a strong evidence-base and an effective crime solving tool.

b. Maintain and develop schemes and initiatives which support the prevention of crime and the creation of a safe environment for all who work in and use the BID area.

4. Business trading

a. Work with businesses in the BID area across all sectors to encourage inter-trading and the development of working relationships to achieve tangible improvements in business performance and business development.

b. Promote and profile businesses to increase business opportunities.

c. Encourage and support potential investors, start-ups and business development.

5. Recruitment, training, personal development, health and well-being

a. Encourage and support relationships between businesses and organisations which seek to improve training, develop skills and assist with staff recruitment and retention.

b. Support businesses and organisations in providing initiatives which maintain the health and well-being of the people who work for them.

Measuring and Monitoring

These will include but are not limited to:

- Increased numbers and use of facilities and amenities in the Bracknell BID area for eating, meeting and relaxing
- The view of people working in Bracknell BID area as a place to work measured through perception surveys
- Positive media exposure locally, regionally measured through numbers of articles, publications, click-throughs on digital media
- Lower than average crime rate for comparable locations, in the Bracknell BID area
- Increased demand for commercial property in the Bracknell BID area
- Identifying data which reflects an increasing appeal of this area for employment

Objective 2

– Carbon reduction and sustainability

Support business in benefiting from sustainable growth through carbon reduction policies and sustainable working practices.

Amount the BID will spend

An average of **£360,000** per year. A total of **£1.8 million** over five years.

In the workshop, the most discussed topic was around access in and around the Bracknell BID area with suggestions that the transport links could be better as there are currently slow train services to London, having a better local bus service and possibly a park and ride, and that this could be a green bus service.

Also in the cluster workshops, the second most discussed topic overall was access, with comments such as there being potholes and road surface issues, issues with parking including lack of spaces and delivery drivers causing problems.

Another important part of this objective is carbon reduction and biodiversity, and the second most discussed topic in the workshop was around 'Environment', with comments and suggestions such as introducing more shared environmental initiatives, providing better understanding for environmentally friendly practices, more green spaces in and around the BID area and BID charging support and shared cycle scheme.

74% of businesses say that the way clients and customers feel about the area is important.

63% of businesses say that Bus transport for staff and visitors is important.

"We have seen some fantastic work take place because of the BID – the BID team keep businesses regularly informed of ongoing projects and events, through regular ebulletins and newsletters. The BID provides businesses with opportunities to promote their businesses and offers through the I Work card. We will be voting to keep the Bracknell BID running for the next five years."

Joanne Wells – Energy Efficient Solutions Group

What can be delivered if you VOTE 'YES'

1. Transport and moving around

a. Increase the availability of cost-effective travel options for all and work with others to develop innovative and attractive solutions for public and shared transport into and around the BID area.

b. Encourage walking and cycling throughout the BID area through signage, creating a safe environment and other innovative methods.

c. Work with partners to maintain and improve the general condition and appearance of roads, footpaths and cycle ways throughout the BID area.

2. Carbon reduction

a. Support businesses in increasing awareness and education in sustainability and carbon management.

b. Consider and develop, where possible, shared energy resources which enable businesses to reduce their own carbon emissions.

c. Support businesses in finding innovative solutions to reduce their carbon footprint.

d. Support businesses in finding effective and sustainable solutions for resource and waste management.

e. Support businesses to obtain, where possible and appropriate, government and other grants to support decarbonisation initiatives.

3. Biodiversity

a. Work with partners and other stakeholders to protect and manage the green spaces and the urban environment across the BID area in a way which encourages biodiversity.

b. Support businesses in developing awareness of and adopting biodiversity strategies which generate meaningful and measurable benefits.

> The BID team are always friendly and approachable, they keep us up to date with any matters or activities taking place such as the tidy sessions which really help to bring businesses together and keep the area tidy, the BID team have also been there to support with any issues we have had, vote YES for this support to continue."
>
> **Scott Elcome** – Electric Center

Measuring and Monitoring

These will include but are not limited to:

- Create a baseline and monitor and manage the BID's operation in respect of carbon emission and sustainability
- Number of businesses which have adopted carbon reduction policies
- Numbers of businesses holding formal carbon reduction accreditation
- Identify and baseline appropriate sources of data to monitor the carbon outputs and biodiversity of the BID area and its businesses as a whole where businesses are willing to share this data
- Identify and baseline other sources of data which will be able to monitor the success of this objective

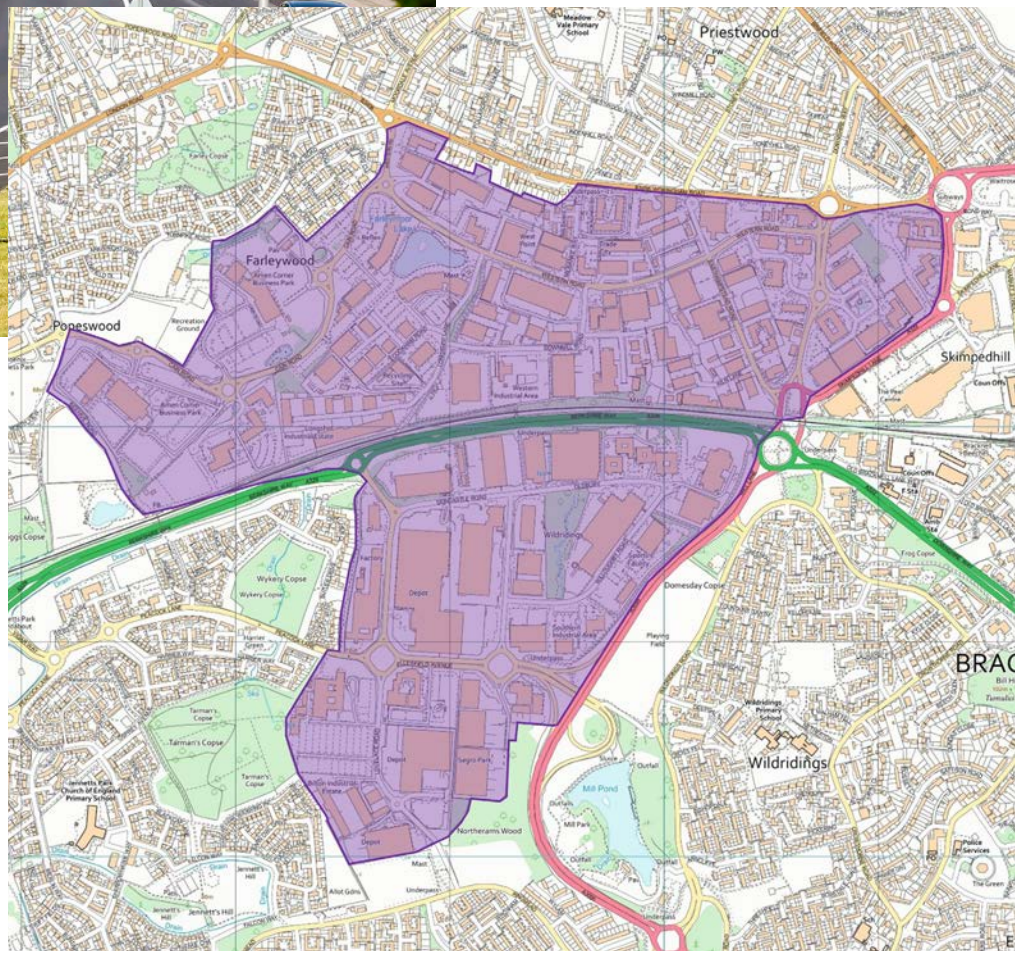
Bracknell BID
Bracknell Investment Group

The BID area

The shaded area represents the full extent of the Bracknell Business Improvement District.

The BID covers those businesses whose rateable value is £12,001 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.



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Why we need the BID to continue

"We have really appreciated all the work the BID has done to make Bracknell a more attractive and a great place to work, such as murals, and tidying up around Farleymoor Lake making it a nice area to enjoy during the summer months and the installation of seasonal lighting for the winter months."

Nick Phillips – Cadence Design Systems

"A Business Improvement District provides us with a collective business voice and a point of contact that we wouldn't have if the BID wasn't running. I urge you to get involved and work together for our future by voting 'YES' in the ballot in October."

Simon Fisher
– Thames Valley Buses

"I am voting YES for the BID to continue as the healthy lifestyle initiatives and projects the BID has delivered including the 5k walking route, weekly fitness bootcamp and spinning sessions have helped in encouraging people to be active and helps to bring businesses together."

Louise Welland – The Lightbox

"The BID has helped to showcase and promote businesses through their BID business profiles, LinkedIn and ebulletins. The Meet/Know Your Neighbour and Invest in Bracknell events are also great ways the BID has worked to not only promote BID businesses but bring us together and network, we are voting YES for these projects to continue."

Santino Lewington – Printroom Group

"Midwich support the Bracknell BID. Even though we are a large global business, we will still benefit from working together with other businesses in the area to protect and improve our business interests."

Kevin Morrison – Midwich

"The BID has worked on projects some of which are sustainable and others which have improved accessibility into the business areas including updating the road signage, introducing a new wayfinding scheme, employee shuttle bus, and shared bicycle hire scheme. Without the BID these wouldn't have happened, I urge you to vote YES for this great work to continue."

Clifton Vaughan – Natural Baby Shower

The Budget

Average Annual Levy Income
£699,000

Objective 1 – Annual Average
£210,000

Objective 2 – Annual Average
£360,000

Bracknell Budget: 2025 – 2030

Income	Year 1	Year 2	Year 3	Year 4	Year 5	Total
BID levy revenue billed (Note 1)	£671,358	£684,785	£698,481	£712,450	£726,699	£3,493,774
Other Income (Note 2)	£40,000	£40,800	£41,616	£42,448	£43,297	£208,162
Total Income	**£711,358**	**£725,585**	**£740,097**	**£754,899**	**£769,997**	**£3,701,936**
Expenditure						
Objective 1 - Business Growth and Investment	£205,048	£209,149	£213,332	£217,599	£221,951	£1,067,078
Objective 2 - Carbon reduction and Sustainability	£344,939	£351,838	£358,875	£366,052	£373,373	£1,795,076
Central Management Costs, Administration, Office (Note 3)	£93,662	£95,535	£97,446	£99,395	£101,383	£487,421
Levy Collection costs from Council	£20,141	£20,544	£20,954	£21,374	£21,801	£104,813
Contingency (Note 4)	£33,568	£34,239	£34,924	£35,623	£36,335	£174,689
Total Expenditure	**£697,358**	**£711,305**	**£725,531**	**£740,042**	**£754,842**	**£3,629,077**
Accrual for Renewal and end of BID (Note 5)	£14,000	£14,280	£14,566	£14,857	£15,154	£72,857

Notes:

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, and managing end of BID term, otherwise they will be spent on additional projects in the final year.

What it will cost you

The levy is based upon a property's rateable value. For properties with a rateable value of £12,001 or greater, the BID levy will be 1.61% of the rateable value for properties.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a bar of chocolate a day.

The percentage being applied to the levy in year one of the next BID term is less than that applied in the final year of the existing BID.

How the cost breaks down

Rateable Value	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	1.61%	£193	£3.72	£0.53
£15,000	1.61%	£242	£4.64	£0.66
£25,000	1.61%	£403	£7.74	£1.10
£50,000	1.61%	£805	£15.48	£2.21
£100,000	1.61%	£1,610	£30.96	£4.41
£200,000	1.61%	£3,220	£61.92	£8.82

The Benefits

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will not only be benefiting your business but improving the Bracknell BID area.

Additional funding and inflation

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses. Businesses with a rateable value of £12,000 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.

Details of the levy rules and criteria can be found in the full Business Improvement District Proposal and Business Plan accessible at **www.bracknellbid.co.uk**, emailing **enquiries@bracknellbid.co.uk** or calling **01344 949080**.

Monitoring Success

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies.

It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Bracknell Forest Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.

Governance

The preparation of the BID Proposal has been managed by Bracknell Investment Group Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Bracknell Investment Group Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project.

It will continue to be driven by the private sector and includes a Councillor from Bracknell Forest Council as a Director and one Council Officer who will act as a key operational link, but not as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

Ballot timeline

Ballot and voting

Businesses in the Bracknell BID area will be asked to vote on whether or not they wish the Bracknell BID to implement the business plan over the next five years 2025 to 2030.

Ballot papers will be sent out on Thursday 3rd October 2024 to the person identified in the specially prepared register of potential voters held by Bracknell Forest Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm on Thursday 31st October 2024.

The result will be announced on the following day.

Timetable

Ballot period begins

Thursday 3rd October 2024 – Ballot papers issued

Ballot period ends

Thursday 31st October 2024 – Ballot closes at 5pm

Friday 1st November 2024 – Ballot results announced

Tuesday 1st April 2025 – Operations of the new BID start

The importance of voting

'YES'

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it.

If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 1st April 2025 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:

- A simple majority of those who vote must register a **YES** vote.

AND

- The aggregate rateable value of those that vote **YES** must be greater than that of those that vote NO.

Get involved – this is your BID. Vote YES in the BID Renewal ballot

VOTE 'YES'

Crime, safety and anti-social behaviour are issues that can occur in the Bracknell BID area as they do everywhere. The BID keeps us up to date on any incidents that happen through their security ebulletins. The introduction of increased CCTV/ANPR and increased liaison with the Police helps with keeping our businesses and those who work in the area safe and secure, we are voting **YES** for these security measures to continue."

Piers Mason-Apps
– IN'n'OUT Autocentres

Final thoughts – Vote 'YES'

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them the confidence to continue to grow and invest in the area. Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

The renewal of Bracknell Business Improvement District and working closely with the local authority and other key organisations, will provide us with an opportunity to drive key projects and plans which will shape the future of the Bracknell BID area.

The BID has created a distinct area where businesses know they can grow and develop with the support of an organisation, the BID, which is not only looking after their wider interests but also providing direct support in reducing costs, providing new trading and business opportunities, supporting them in retaining and developing staff and

Maria Sabey

reflecting their values to potential clients and investors.

Without the BID, there will be no collective voice or mechanism through which you can shape or influence other support you may receive from the local authority or even government, and businesses will be left to face the challenges and uncertainties of the future alone.

To continue and build on the great work we have done so far, we need your support and the first step in making this happen is to **vote YES** in the ballot in October.

Maria Sabey
Chair of Bracknell BID

Bracknell BID
Bracknell Investment Group

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at **www.bracknellbid.co.uk**, emailing **enquiries@bracknellbid.co.uk** or calling **01344 949080**.

www.bracknellbid.co.uk

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