Bracknell BID
Bracknell Investment Group

BRACKNELL BID

2025-2030

BID LEVY PAYERS GUIDE

@BracknellBID

www.bracknellbid.co.uk

Bracknell BID 2025-2030 Guide

About Us

Bracknell has long been a key hub for industry and commerce, with its strategic location, excellent transport links, and diverse business landscape shaping its evolution into a thriving business destination.

Bracknell has attracted leading companies across a range of sectors, including technology, logistics, manufacturing, and professional services.

With over 300 businesses operating within the Western and Southern Business Areas, Bracknell continues to build on its rich industrial heritage, offering a dynamic environment for growth, innovation, and investment

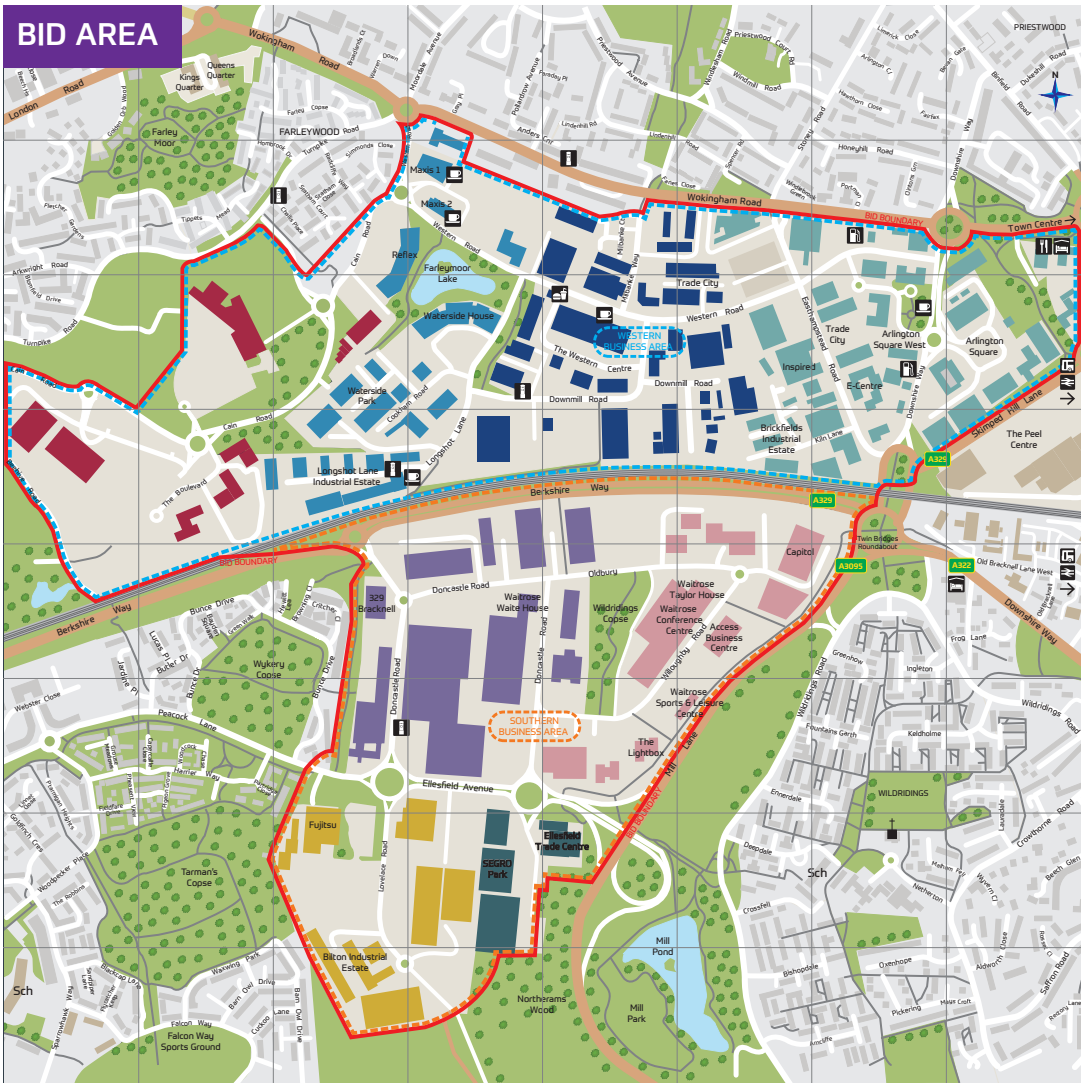
The creation of the Bracknell Business Improvement District (BID) in 2020 marked a new chapter in the town's development, with a focus on enhancing the business environment and supporting the continued success of local companies.

Bracknell BID is a business-led, not-for-profit partnership formed by the local business community.

The BID's primary objective is to enhance the trading environment within the Western and Southern Business Areas – collectively known as the 'BID Area.' Through BID levies, the BID funds strategic projects and initiatives that support sustainable growth, attract investment, and address the evolving needs of businesses.

Managed by Bracknell Investment Group Ltd, a company created by local business representatives, the BID is governed by a volunteer Board of Directors that ensures fair and balanced representation from all sectors.

With over £3 million to be invested during the current 5-year term, Bracknell BID is dedicated to supporting the prosperity and continued success of the local business community.



WHAT IS A BID?

A Business Improvement District (BID) is a defined geographical area within which the businesses vote to invest collectively in local improvements to enhance their trading environment. The mechanism for developing and operating a BID are governed by the BID Regulations 2004 which are part of the Local Government Act 2003.

The BID Business Plan identifies key objectives to be addressed, with the BID team and businesses delivering projects against action plans to fulfil these objectives. BIDs are business led with the Board and Committees consisting of volunteers from BID Businesses.

A key aspect of a BID is to ensure that anything delivered by the BID to the area is additional to any services provided by public bodies. As part of the development of the BID Proposal and Business Plan, baseline statements are drawn up with the Council and the Police, identifying the services they agree to provide during the life of the BID. Establishing close working relationships with the Council, Police authority and other recognised agencies also means that the needs of the local business community can be better understood and acted upon.

There are over 340 established BIDs in the UK operating on a five-year term. Towards the end of each term, a BID can be renewed by proposing a new Business Plan which businesses vote on to confirm whether they would like the BID to continue. The term 2025 – 2030 is the second term for Bracknell BID.

HOW IS THE BID FUNDED?

The delivery of the BID business plan is funded by businesses and organisations in business rated properties in the BID area and aims to be both fair and transparent.

As a result of the majority of businesses voting in favour of the Business Plan in October 2024, all businesses and organisations in business rated properties in the area with a rateable value of £12,001 and above have been subject to the BID levy. This method of funding overcomes any problem of a few businesses paying for improvements that benefit the many.

Since 2015, Bracknell BID has generated funding through the levy collection and additional funding and in-kind support which has been used to undertake the projects and activities identified by you, the businesses, as part of the BID Business Plan.

Scan the QR code to view the 2025–2030 Business Plan

Bracknell BID is guided by its shared vision, shaped by the businesses it serves. All projects are delivered against two strategic objectives that align with this vision.

These objectives were developed from key themes that have been consistently highlighted by businesses in the BID area that reflect their needs.

Our Objectives

Objective 1 Business Growth & Investment

We're here to help businesses across the Bracknell BID area thrive. By creating a welcoming, well-connected working environment, we aim to support growth, attract new investment and help you recruit and retain talented people.

Objective 2 Carbon Reduction & Sustainability

We champion sustainable growth by encouraging carbon reduction and promoting greener ways of working, so your business can benefit while helping to protect the environment.

All the details of the activities included in these objectives can be found in the Bracknell BID Proposal and Business Plan 2025-2030.

BENEFITS

PROJECTS - OBJECTIVE 1

Creating a sense of identity and strong communication

Welcome Signage

Bracknell BID has installed welcome signage at key locations across the BID area to create a strong, coherent identity that reflects the high standards of the businesses operating here.

Communications

The BID communicates regularly with businesses through its website – bracknellbid.co.uk, e-bulletins, and social media channels including LinkedIn, Facebook and YouTube.

Facilities and benefits

Public Access Defibrillators

The BID has funded seven public access defibrillators, available 24/7 at key locations across the Southern and Western Business Areas to enhance public safety and support emergency response. Regular life-saving awareness courses are also funded and delivered in partnership with the ambulance service.

BID funded Welcome Signage

Public Accesss Defibrillators

Life-saving Awareness Courses

CCTV and ANPR Cameras

Fire Marshall Training

A safe and secure working environment

CCTV and ANPR

The BID funds the installation and monitoring of CCTV and Automatic Number Plate Recognition (ANPR) systems across the BID area to help keep businesses, staff, and visitors safe.

Police liaison and dedicated PCSOs

The BID works closely with Thames Valley Police to share intelligence, raise concerns, and coordinate effective responses to local security issues. Dedicated PCSOs provide visible patrols and support crime prevention across the area.

DISC app

In partnership with Thames Valley Police, the BID provides access to the DISC app – an online platform that enables businesses to share information about local crime, report incidents quickly, and receive real-time security alerts.

Lighting improvements

New lighting columns have been installed along Easthampstead Road and the Mill Lane footpath and cycleway to improve safety and remove dark spots. Branch-wrapped LED lighting has also been funded at Farleymoor Lake to ensure the area is well lit during winter months.

Business trading and networking

'I Work' Loyalty Card

Everyone working within the BID area can access exclusive discounts and offers at participating Bracknell businesses through the 'I Work' Loyalty Card.

Fitness Bootcamp Sessions

Meet Your Neighbour events

Regular networking events are organised to encourage inter-trading between businesses and showcase host organisations' products and services.

Trade and inward investment events

The BID delivers trade exhibitions and the annual Invest in Bracknell event, in partnership with UK Property Forums, featuring expert panels, networking opportunities, and guided tours of commercial property.

Business profiles

The BID produces business profiles highlighting local success stories, services, and company histories to increase visibility and awareness across the area.

Recruitment, training, health and wellbeing

Job Fairs

Annual Job Fairs support BID businesses by helping attract talent across all skill and experience levels.

Training courses funded by the BID include:

- Fire marshal training
- Manual handling training
- Basic first aid training

Spinning Classes

Mental Health Support

Health and wellbeing initiatives funded by the BID include:

- Free weekly after-work fitness bootcamp sessions
- Free weekly spinning classes (in partnership with Absolutely Fitness and Trek Bikes)
- Free weekly lunchtime yoga sessions
- Mental health awareness talks and wellbeing sessions

Farleymoor Lake Improvements

BENEFITS

PROJECTS - OBJECTIVE 2

Sustainability and environmental improvements

Carbon reduction

Alongside the environmental benefits of the shuttle bus and cycle scheme, the BID is developing a shared energy scheme for businesses within the BID area.

Biodiversity and landscape improvements

The BID is also working with ecology consultants to identify opportunities to enhance biodiversity.

The BID has also delivered:

- Transformation of Farleymoor Lake with improved landscaping and seating
- Planting of over 25,000 bulbs across roundabouts and green spaces
- Creation of wildflower meadows at Twin Bridges Roundabout
- Installation of bug hotels using recycled materials
- Roadside planters to deter illegal parking and enhance verges
- Monthly volunteer-led litter picks to help keep Bracknell clean

Bug Hotels Project

Farleymoor Lake Signage

Roadside Planters

Monthly Litter Picking

Shared Cycle Scheme

Wayfinding Signage

Transport and getting around

Shared cycle scheme

The BID funds a free shared cycle scheme for BID workers, including pedal and electric bikes located at hubs across the BID area, town centre, and train station.

Shuttle bus service

The BID funds a free shuttle bus connecting the train station with the BID area. BID workers can access the service by presenting their BID Loyalty Card.

Further details are included in the *Getting Around* leaflet.

Wayfinding

Wayfinding signage has been installed throughout the BID area, including map totems, welcome signs, directional signage, and fingerposts to improve navigation and connectivity.

Shuttle Bus Service

Wayfinding Signage

Get Involved

We encourage you to actively participate in our initiatives and events. Your involvement helps strengthen our community and ensures the continued success of the BID.

For more information or to get involved, please contact us at **enquiries@bracknellbid.co.uk**. or scan the **QR code**.

Scan the QR code to get involved

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