BRACKNELL BID ANNUAL REPORT 25 26

Bracknell BID
Bracknell Investment Group



WELCOME FROM THE CHAIR

On behalf of the Bracknell Business Improvement District (BID) Board of Directors, I am pleased to welcome you to the BID's 2025–26 Annual Report

As we conclude the first year of our second five-year term, this is an important opportunity to reflect on the progress we have made and to look ahead to the next phase of investment for our business community.

Over the past year, the BID team has focused on delivering the priorities set out in our Business Plan, developed with direct input from businesses across the Southern and Western Business Areas following intensive business engagement in 2024. That plan is built around two core objectives: Business Growth and Investment, and Carbon Reduction and Sustainability – ensuring the BID area continues to thrive economically while responding to environmental challenges and supporting a more sustainable future.



Maria Sabey

Thank you for your continued support and engagement. I encourage you to stay involved, share your feedback, and work with the BID team as we continue to deliver projects that support business growth while building a more sustainable future for the BID area.

Yours sincerely,
Maria Sabey – Chair, Bracknell BID

www.bracknellbid.co.uk

Bracknell BID **Board**



Maria Sabey
Chair of the Board, Fujitsu



Peter Smith
Admin and Finance Working Group Chair, UKBA



Daniel Baker
Fujitsu



Nicola Webb
SEGRO



Louise Welland
The Lightbox



Nick Phillips
Cadence Design Systems



Vicky Andre
Waitrose



Paul Bidwell
Bracknell Forest Council



Helen Barnett
Frasers Property UK



Becky Wirth
3M

BID **Team**



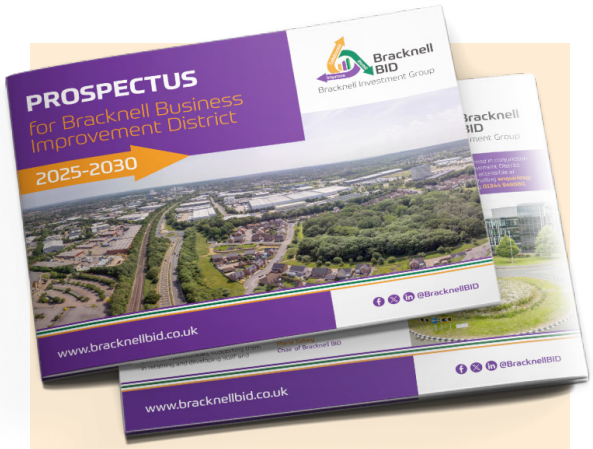
Rory Lewis
Interim BID Manager



Isabella Shea
Project Executive

pfbb uk
partnerships for better business ltd

Bracknell BID is project managed by Partnerships for Better Business Ltd (pfbb UK) a BID Delivery management company.



BID Vision & Objectives

Through a business-led programme of investment, our vision is for:

> "The Bracknell BID area to be recognised as a place where businesses develop and grow through collaboration and investment."

The BID Business Plan is delivered through two strategic objectives, supported by a wide-ranging programme of projects and initiatives.

www.bracknellbid.co.uk

OBJECTIVE ONE

BUSINESS GROWTH & INVESTMENT



We have delivered a wide range of initiatives designed to support businesses and their workforce.

Business Profiles

The BID continues to promote and celebrate BID businesses by profiling their achievements, products and services. To date, 27 business profiles have been created and published on the BID website, helping to raise visibility and encourage collaboration. BID businesses interested in being featured are encouraged to contact the BID team.

CCTV and ANPR

To support a safe and secure business environment, the BID has funded and installed a comprehensive CCTV and ANPR network across the BID area. Cameras are now operational at 17 locations, with further expansion planned. The BID also funds 24/7 monitoring and ongoing maintenance, ensuring long-term effectiveness.



CCTV and ANPR Cameras

AGE CONCERN BRACKNELL FOREST
Charity Reg: 1153607



Security Forums

Security Forums

We have strengthened safety and security through the rollout of a comprehensive CCTV and ANPR network with 24/7 monitoring and facilitated regular security forums with Thames Valley Police to support a collaborative approach to crime prevention. The regular security forums provide a platform for businesses to share concerns, receive updates, and build relationships.

BID Nominated Charity

The BID has supported a range of local charities across its terms. For 2026, BID businesses voted for Age Concern Bracknell Forest as the BID's nominated charity. The BID will provide direct support through increased promotion, engagement opportunities, and collaborative initiatives.

Community Spotlight

Launched this year, the Community Spotlight initiative recognises individuals and businesses across the BID area who contribute to volunteering, charity fundraising, and community support, helping to showcase positive social impact.

Footfall Monitoring

In partnership with Partnerships for Better Business UK (pfbb UK), the BID funds BT Insights footfall monitoring to better understand employee and visitor activity across the BID area. This data supports evidence-based decision-making and improved service delivery for the BID and BID area businesses.

Health and Wellbeing

The BID continues to invest in the health and wellbeing of employees by funding free weekly fitness sessions, including:

> Fitness Bootcamps at 329 Bracknell, Doncastle Road

> Spin Classes at Absolutely Fitness, Easthampstead Road

> Lunchtime Yoga at The Lightbox, Willoughby Road

All sessions are open to anyone working within the BID area.



Spinning Classes



Fitness Bootcamp Sessions



Annual Jobs Fair

Jobs Fair

This year we delivered our fourth annual Jobs Fair, to support recruitment in partnership with The Lexicon at Princess Square. Over 20 BID businesses engaged with hundreds of jobseekers, promoting local employment opportunities.

Training

Supporting people and skills has remained central to our work, including expanded access to free workplace training. The BID funded range of fully funded training courses for BID employees, included:

> Fire Marshal

> First Aid

> Mental Health Awareness

> Life Support

> Manual Handling

These courses support compliance, skills development, and workforce wellbeing.



Basic Life Support Training



Fire Marshal Training



BID Funded Welcome Signage

Longshot Lane Signage

Plans are underway to introduce new welcome and directional signage at Longshot Lane Industrial Estate. The scheme will improve wayfinding, enhance first impressions, and make businesses easier to locate for visitors.



Loyalty Card

The BID Loyalty Card programme continues to grow, offering 55 exclusive discounts and offers for BID employees. These include retail, leisure and hospitality offers from BID businesses and partners within The Lexicon.


'Meet Your Neighbour' Events

Meet Your Neighbour

The BID delivered a series of networking events, including Meet Your Neighbour and Renewal-themed sessions hosted by local businesses. These events strengthened business relationships and encouraged greater engagement with BID activity.

STEM Event

The BID hosted its first STEM engagement event, bringing together seven BID STEM businesses and local schools. Held at the Waitrose Conference Centre, the event helped inspire and engage the next generation of STEM talent.



BID hosted STEM Event

OBJECTIVE TWO

CARBON REDUCTION & SUSTAINABILITY



Shared Energy Network

In partnership with SSEN and Bracknell Forest Council, the BID is leading investigations into a shared energy network at Longshot Lane Industrial Estate. This initiative aims to improve building efficiency and reduce energy costs, with a feasibility study planned for 2026.

Bug Hotels

Using recycled materials donated by BID businesses, the BID supported volunteers in building five bug hotels at Farleymoor Lake, enhancing habitats for native wildlife.

Ecology Report

The BID funded a comprehensive ecology report to assess green spaces across the BID area, identifying opportunities to enhance biodiversity, reduce carbon impact, and support wildlife.



Bug Hotels Project

Landscape Management and Litter Cleansing

The BID continues to fund regular litter cleansing, volunteer tidy days, and the management of green spaces throughout the BID area.

Over 20,000 spring bulbs have been planted across roundabouts and pathways, and continued investment has enhanced the pocket park at Farleymoor Lake.



Litter Picking



Shared Cycle Scheme

Twin Bridges Micro Meadows

At Twin Bridges Roundabout, the BID funded graffiti removal, subway painting and wildflower meadow planting, creating a more welcoming gateway while improving biodiversity.

Dr Bike

A Dr Bike session was delivered for BID employees, offering free bike repairs and cycle tagging, supported by Thames Valley Police, to encourage safe and sustainable travel.

Planters

New planters and boulders were installed along Downmill Road and Western Road to prevent illegal verge parking, protect green spaces, and improve the appearance of key routes.


Roadside Planters

Shared Cycle Scheme

The BID continues to fund a shared cycle scheme exclusively for employees working in the Western and Southern Business Areas. Up to 20 pedal and electric bikes are available to hire free of charge, supporting commuting and lunchtime travel between business areas, the town centre, and Bracknell Train Station.

Western Road and Easthampstead Road Improvements

The BID funded engineering reports to explore improvements to Western Road and Easthampstead Road, focusing on pedestrian safety, accessibility, crossing points and the overall appearance of these key routes.



Shuttle Bus

Shuttle Bus

The BID fully funds a free shuttle bus service connecting the BID area with Bracknell Train Station. Services operate morning and evening, timed to align with London Waterloo train arrivals and departures. The bus and the cycle scheme help to reduce reliance on single-occupancy car journeys.



Wayfinding Signage

Wayfinding

A comprehensive wayfinding scheme was delivered to improve navigation for pedestrians and cyclists. This includes:

- > **3** Welcome signs
- > **13** directory totems with detailed maps
- > **18** fingerpost signs
- > **7** subway wall signs

The scheme enhances accessibility, supports active travel, and strengthens the identity of the BID area.



Wayfinding Signage

BID Finances

Unaudited accounts including estimated accruals as of January 2026

The BID Levy

The BID and its projects are funded through a mandatory BID levy on businesses within the BID area.

Income

Levy revenue for this financial year to date has been £545,192. The BID, as always, tries to ensure that it has delivered maximum value to businesses for the levy revenue it receives and leverage in additional funding wherever possible.

Forthcoming year

In second year of the second term of the BID (2026-27 financial year), commencing April 2026, there is a levy of 1.6% of rateable value (RV) shown on Valuation Office Agency's 2023 Non-Domestic Rating List for the existing Billing Authority, Bracknell Forest Council on 19th September 2024, for businesses who fulfil the levy criteria within the BID Proposal and Business Plan.

This levy arrangement will have generated around £3.5 million in ring-fenced funding over the life of the BID. This is used to lever in additional funds where possible. This is used to fund the projects identified in the BID Proposal and Business Plan 2025-2030.

Expenditure

Expenditure has drawn on cash reserves and carry forward of projects from prior years. Due to the nature of some of the capital projects, the delivery in some instances is planned and delivered over several years.

These figures are from unaudited accounts as of January 2026. The final accounts for 2025/2026 will be prepared for the BID's AGM.

	Budget per objective (£)	Actual and Estimated Spend at January 2026 (£)
OBJECTIVE 1	314,436	295,197
OBJECTIVE 2	674,540	344,988
Administration/Overheads	108,504	109,677
Renewal Accrual	10,000	10,000
Levy Collection Costs	25,141	25,141
TOTAL EXPENDITURE	**1,135,620**	**775,004**

An estimated amount of **£242,500** will be carried forward into next years budget for ongoing projects.

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**

Follow us on **@BracknellBID**

www.bracknellbid.co.uk

Collaborate Invest Improve

Bracknell BID

Bracknell Investment Group Trading as Bracknell BID