

1. Introduction

1.1. Since the last update on 2nd May, there have been significant developments for the Bracknell Investment Group (BIG) – the formal partnership driving forward the BID for the Southern and Western Business Areas in Bracknell.

1.2. This report will focus on the following areas:

- BIG's brand
- The BID-area survey results
- Proposed projects for the BID
- Next steps

2. BIG's brand

2.1. Presented in a separate document and attached to papers.

3. The BID-area survey results key findings (more detail in papers):

- Bracknell is a great place to do business, however perceptions remain low
- Travel, traffic and access to public transport is an issue
- Retention of skills is good, but training could be improved and affordable housing is a big issue
- A third of businesses have experienced theft, vandalism or trespassing in the last 2 years
- Appearance of the business areas could be improved

4. Proposed projects for the BID

4.1. BIG agreed that the BID would use the levy to directly fund and make improvements to the area, however their scope would go beyond this. The BID would also lobby for improvements, including local authority, local enterprise partnership and other bodies. Furthermore, their remit would include understanding what the current strategic plans are for the area and supporting these; such as local authority / local enterprise partnership strategies.

4.2. For this reason, projects have been split in three distinct fields of influence: direct, engage (with local bodies) and lobby. Each project is also part of a large theme, which there is four.

4.3. Theme 1 – Travel / Infrastructure

- Accessibility and travel in and around business areas (lobby / engage)
- Local traffic prevention measures (direct)
- Reduce traffic – hard infrastructure improvements (lobby / engage)
- Reduce traffic – soft improvements such as flexible working (direct)
- Access to a BID bus (direct / lobby)
- Promote walking, cycling schemes (direct)
- BIG discount card (direct)
- Improve public transport (lobby)
- Car parking efficiency scheme (lobby / direct)
- Improve broadband availability and awareness (engage / lobby)

4.4. Theme 2 – Skills / employment

- Increase affordable housing (lobby)
- Employment fairs (direct)
- Access to training (direct)

4.5. Theme 3 – Crime and safety

- CCTV (direct)
- Roaming patrol (direct)

4.6. Theme 4 – Better environment

- BID signage in and around business area (direct)
- Sponsoring roundabouts (direct)
- Explore public realm improvements (direct)
- Promotion of Bracknell for business (direct / engage)

5. Next steps

5.1. Thames Valley Chamber of Commerce is hosting a “Made in Bracknell” on 6th July, which BIG will be present for. They will bring a pull-up banner of the new brand and engage with businesses to raise awareness.

5.2. Late July 2017 BIG will meet to discuss the BID levy amounts and high level project plan.

5.3. An event will be planned September/October 2017 to launch BIG to a wider audience, to present the results of the survey/proposed projects and the initial thoughts on BID levy amounts.