



**Bracknell
BID**

Bracknell Business Improvement District 2020 – 2025



**Bracknell
Investment
Group**

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1

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Waitrose

FUJITSU

shaping tomorrow with you



Economic & Skills Development Partnership



Panasonic

SEGRO



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2

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Bracknell BID Board



Maria Sabey
Fujitsu, Chair of
the Board



Bob Collis
Economic and
Skills Development
Partnership



Peter Smith
Thames Valley
Business Advisors Ltd



Daniel Baker
Fujitsu



David English
Panasonic



Lynda Perry
McKay Securities Plc



Nicola Webb
Segro



Joe Cornish
Wickes



Andrew Smith
Waitrose



Marc Brunel-Walker
Bracknell Forest
Council



Bracknell BID have appointed Partnerships for Better Business Ltd to manage and deliver the projects for the BID.

pfbb UK is one of the largest independent consultancies in the UK which specialises in the development and delivery of BIDs and place management strategies.

The BID Team

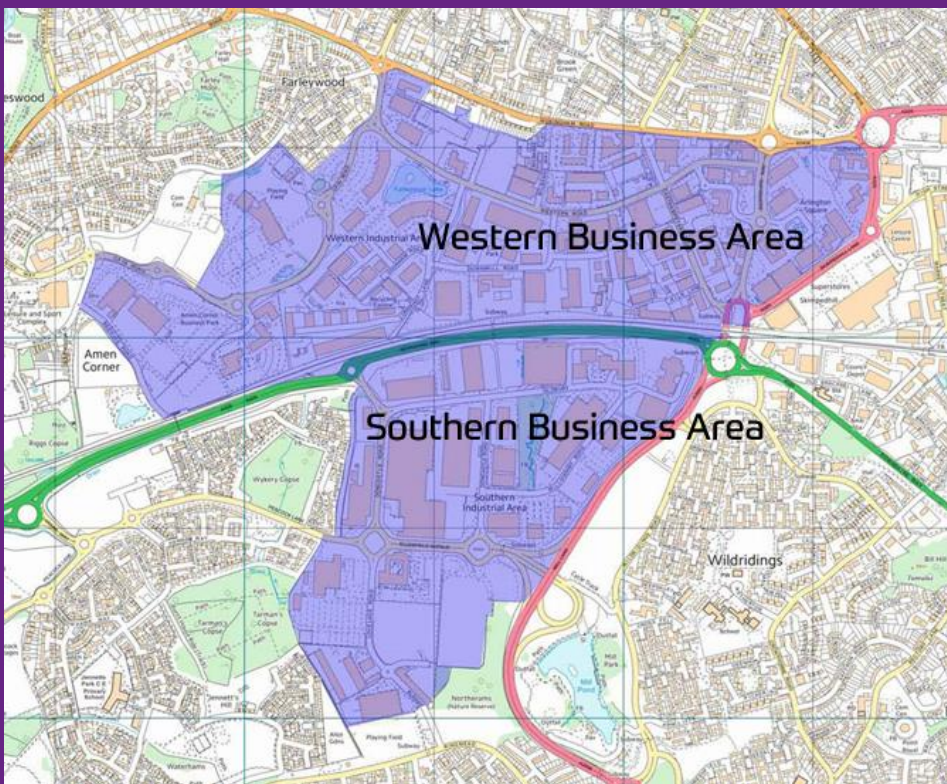
Bracknell BID is project managed by Partnerships for Better Business Ltd (pfbb UK) a BID Delivery management company.



Sean Griffin
BID Manager



George Marengi
Project Executive



The BID area

A vision for Bracknell

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

The BID will generate at least £3 million of additional investment from businesses.



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7

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Bracknell BID Objectives

The BID Business Plan will be delivered through two strategic objectives and their related projects.

Objective 1 Infrastructure

Provide a great infrastructure and a smart working environment for businesses to operate and people and services to communicate, access and move around, safely, and effectively.

Objective 2 Business Growth and Investment

Support businesses in Bracknell to grow, develop and invest by creating a great working environment to operate effectively and attract and retain the best people.



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8

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Projects delivered

9

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Objective 1

Infrastructure

Downmill Road – Longshot Lane pathway link



Objective 1

Infrastructure

Footpaths, cycleways and verges



Objective 1

Infrastructure

Footpaths, cycleways and verges



Farley Moor Lake vegetation - before



Farley Moor Lake vegetation - after

Objective 1

Infrastructure

Defining and Profiling the area



BID funded Welcome signage in Southern Business Area facing Ellesfield Ave, Doncastle Road roundabout



BID funded Welcome Signage at Fujitsu on Lovelace Road in Southern Business Area



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13

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Objective 1

Infrastructure

Navigation Signage



Navigation signage updates - 'Industrial Area' to 'Business Area'. Funded by the BID. 8 signs completed.



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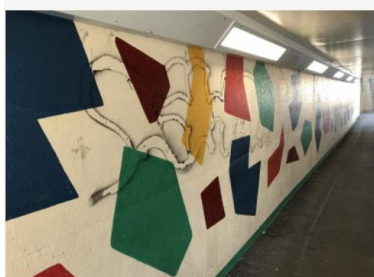
14

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Objective 1

Infrastructure

Oldbury/Downmill road link - Subway mural



Before

After



Unveiling of BID funded mural by James Sunderland MP.
(Pictured left to right) Peter Smith – TVBA, Sean Griffin – BID Manager, James Sunderland MP, Sue Pitt – Mural Volunteer, Bob Collis – ESDP

Objective 2

Business Growth and Investment

PCSO support



PCSOs – with BID sponsored patrol bicycles. Bases for PCSOs have also been established at Waitrose, Fujitsu and Wickes

Objective 2

Business Growth and Investment

Crime and Safety - PCSO visits and DISC platform rollout



The BID Team has also conducted business visits with TVP PCSOs across the BID area, facilitating introductions to businesses and developing relationships with the Police.

Objective 2

Business Growth and Investment

Tidy Days



Community litter picking over two days.
24 participants volunteered over their lunch breaks.
Collected 35 bags of litter.

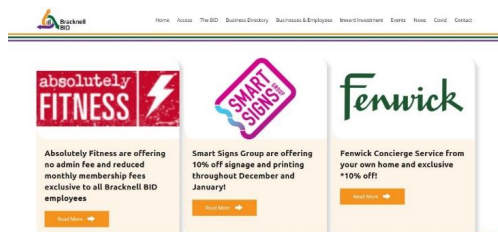
Objective 2

Business Growth and Investment

Keeping businesses informed – www.bracknellbid.co.uk

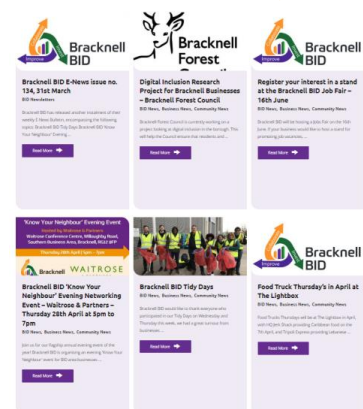


BID website – BID business directory



BID website – Exclusive offers

BID website – Weekly News Articles



BID update and news

BID weekly e-bulletin – support, updates and alerts



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19

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Objective 2

Business Growth and Investment

Meet your Neighbour Business Breakfasts



November - Ozone Ice Rink



January – Printroom Group



March - 329 Bracknell



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20

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Objective 2

Business Growth and Investment

Staff health and welfare – 5k running route



BID funded 5K healthy walk/run route map. Displayed on display lecterns at key points along the route

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Objective 2

Business Growth and Investment

Healthy walking route – display lecterns installed



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Objective 2

Business Growth and Investment

Fitness Sessions with a Personal Trainer



5 BID funded lunchtime fitness sessions conducted in January/February.
Further sessions in Spring TBC

Objective 2

Business Growth and Investment

BID funded brickwork cleansing



Stairwell graffiti - before



Stairwell graffiti - after

Objective 2

Business Growth and Investment

BID funded installation of new benches



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Objective 2

Business Growth and Investment

Four BID funded defibrillators installed



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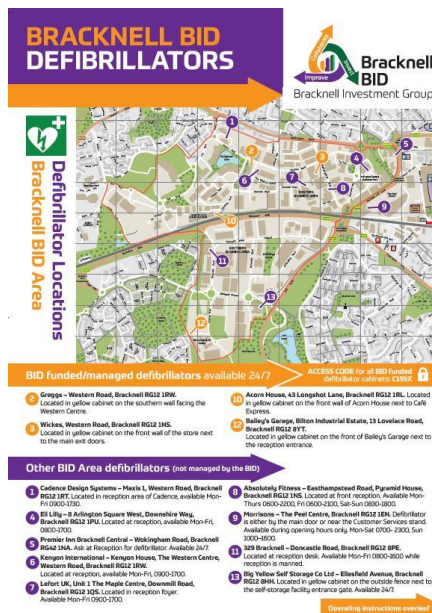
26

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Objective 2

Business Growth and Investment

Defibrillator map and awareness session



Defibrillator map and leaflet

Defibrillator awareness session for businesses

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27

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Projects in progress

Objective 1

Infrastructure

EV Charging



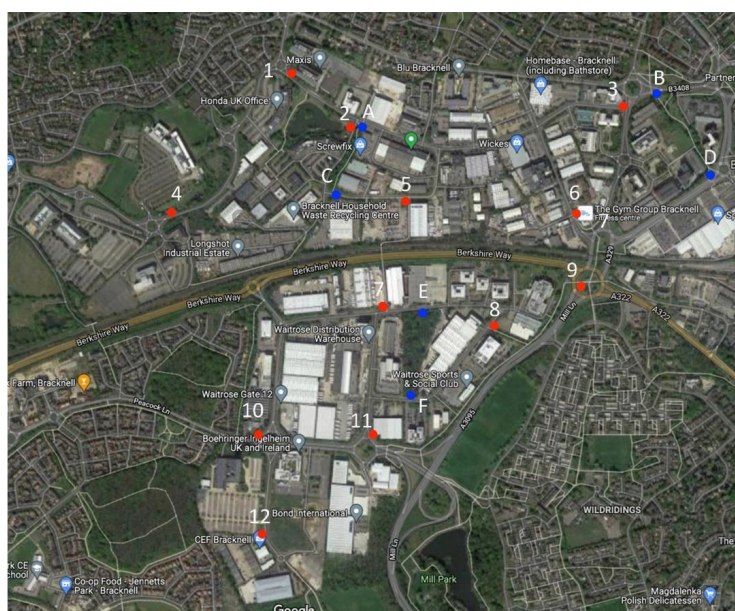
Key:
Highlighted in Orange: Confirmed sites that already have EV Charging devices
Highlighted in Purple: Proposed sites for EV Charging devices

The BID is working with ESDP and Bracknell Forest Council to facilitate electric vehicle charging throughout the BID area.

Objective 1

Infrastructure

Wayfinding scheme



The BID Team is developing a wayfinding strategy for the BID Area composed of wayfinding monoliths and fingerposts at key points, including entry points and highly trafficked pedestrian areas.

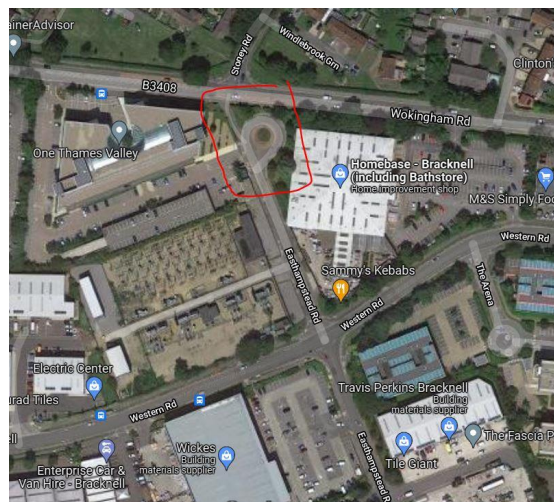
Objective 1

Infrastructure

Lighting



Mill Road adjacent footpath/cycleway proposed lighting columns

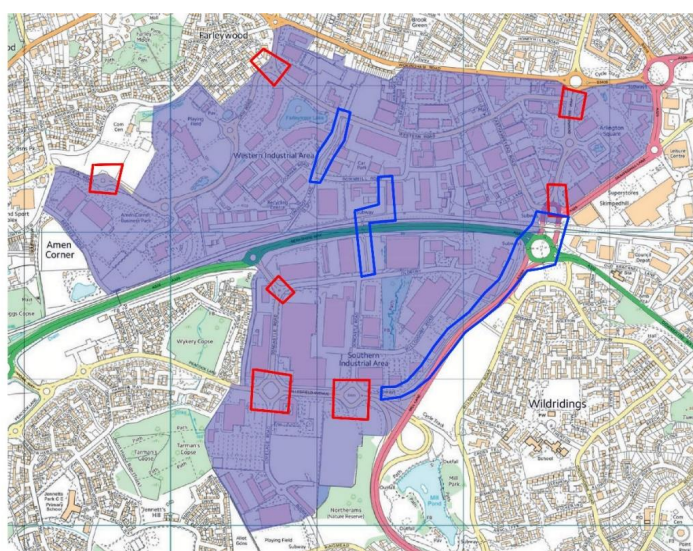


Easthampstead Road proposed lighting columns

Objective 1

Infrastructure

Crime and safety – CCTV and intelligence sharing



Opportunities for ANPR (red) and CCTV (blue) coverage around BID. Currently exploring options



Introduction of Disc system, online information-sharing system for crime reduction

Pocket Parks



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Pocket Parks – Information Panels

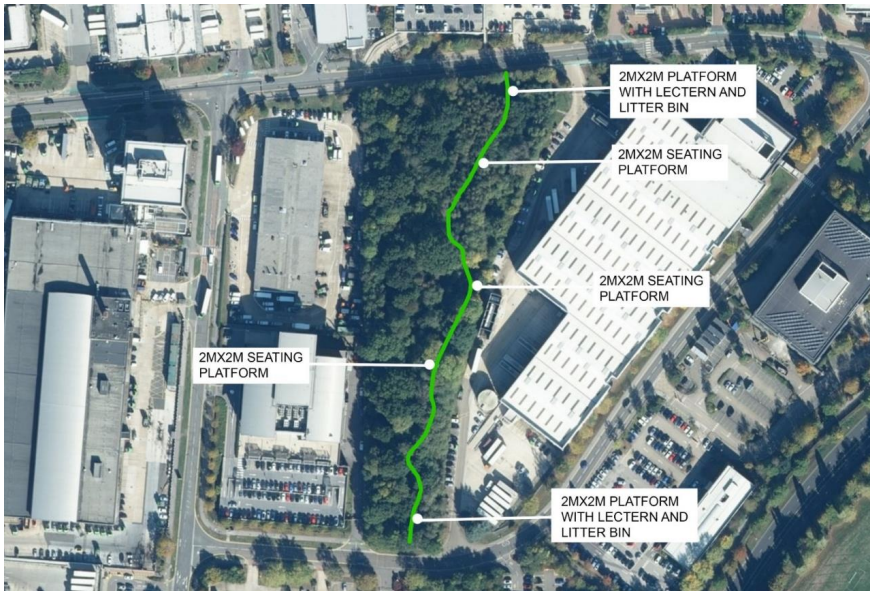


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Objective 2

Business Growth and Investment

Pocket Parks



Opportunities in Wildridings Copse, Southern Business Area



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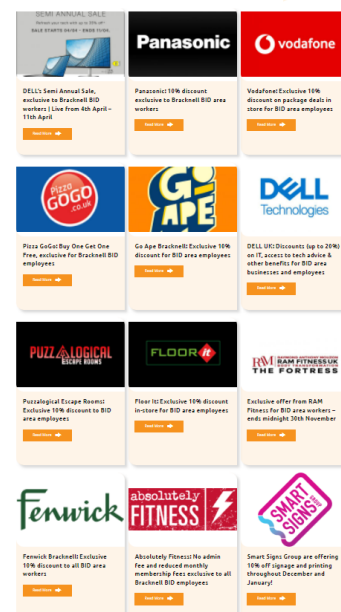
35

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Objective 2

Business Growth and Investment

'I Work' Bracknell BID Loyalty Card



Launching in Spring with variety of discounts exclusive to Bracknell BID workers



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36

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Objective 2

Business Growth and Investment

'Know Your Neighbour' Evening Event





Bracknell BID 'Know Your Neighbour' Evening Event

Thursday 28th April | 5pm – 7pm

Hosted by Waitrose & Partners

Waitrose Conference Centre, Willoughby Road, Southern Business Area, Bracknell, RG12 8FP

To sign up for the Bracknell BID 'Know your Neighbour' Evening Event scan the QR codes below with your smartphone.

Register here to ATTEND



Scan me

Register here to EXHIBIT



Scan me

Join us for our flagship annual evening event of the year!

Bracknell BID is organising an evening 'Know Your Neighbour' event for BID area businesses to network and develop relationships, taking place at **Waitrose Conference Centre, Willoughby Road, Southern Business Area, Bracknell RG12 8FP** from 5pm to 7pm. The Waitrose Conference Centre is a spacious multi-functional facility comprising of conference rooms of various sizes based in the Southern Business Area.

During this event attendees will be:

- Offered a complimentary glass of wine (or tea and coffee) and a selection of cheese, bread and other nibbles, as well as time to network with other businesses.
- Enjoy a welcome and BID visual presentation from the BID Manager.
- Given an insightful presentation from Waitrose & Partners about their business and their 50-year history in Bracknell.
- Given an opportunity to host an exhibition stand to showcase their business (exhibition stand spaces are limited, if you're interested in exhibiting, please register via the QR code, stand spaces will be issued first come first served).
- Offered a chance of winning a prize upon attending/exhibiting at the event!

Representatives from many of the BID area's small and large businesses alike will be in attendance and this event will help to facilitate key relationships with one another for inter-trading opportunities.

Pre-booking is essential – a light buffet will be included with your FREE ticket.



If you can come for any amount of time to exhibit or attend, let the BID team know by registering through the QR codes provided or by emailing enquiries@bracknellbid.co.uk.



'Know Your Neighbour' Evening Event – 28th April

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37

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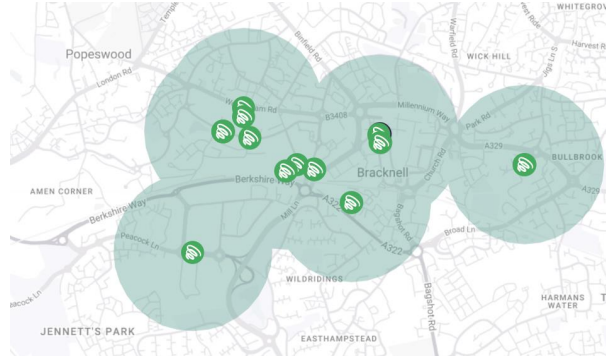
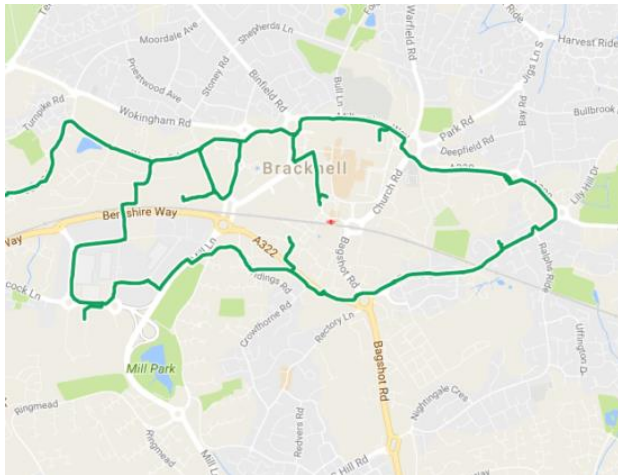


Future projects

Objective 1

Infrastructure

Broadband infrastructure improvement



CityFibre

Exploring options with various broadband infrastructure suppliers – scoping businesses and locations with poor connectivity



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39

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Objective 1

Infrastructure

Employee Shuttle Bus proposal



Travel Survey 2022



Exploring options and demand for an shuttle bus service to cater to all businesses in the Southern and Western Business Area



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Objective 1

Infrastructure

Improved highways grass verges - Western Rd



Improving condition of highways grass verges and illegal parking bollards on Western Road.

Objective 1

Infrastructure

Improved access – Longshot Lane



Improved access on Longshot Lane morning and evening commutes, and improving appearance of the estate.

Objective 1

Infrastructure

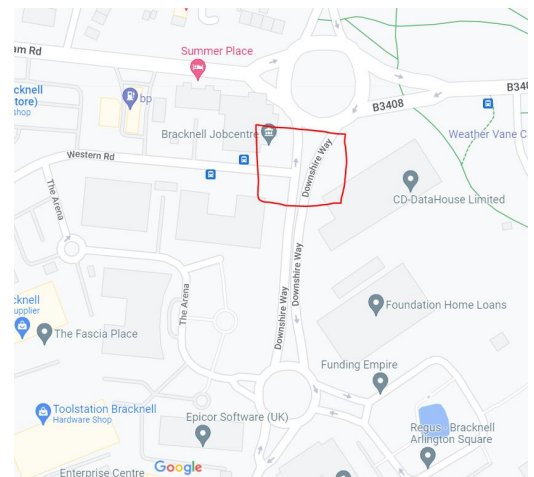
Sustainable transport and alternatives



Objective 1

Infrastructure

Connectivity to the town centre



Investigating viability of pedestrian crossing at Downshire Way adjacent to the Western Road junction.

Objective 1

Infrastructure

Attracting Inward Investment



BID looking to encourage further inward investment in the area.



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45

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Financial management

46

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BID financial management

Revenue challenges for a BID:

- High dependence upon the BID levy
- Dependent upon strong working relationship between council and BID
- BID levy receipts typically are not uniform
- Dependent upon recovery administered by Billing Authority – as per BID Regs and Operating Agreement
- Reliance on accurate and timely reporting from Local Authority

6. Finance and Levy Collection

Monitoring report received 6th March - figures for 20-21

- Total collected to date: **£305,645.99**
- Amount outstanding: **£258,799.71**
- Collection rate: **54.2%**

Monitoring report received 6th March - figures for 21-22

- Total collected to date: **£391,726.07**
- Amount outstanding: **£188,054.84**
- Collection rate: **68%**

Collaboration = benefits for all

Any questions?



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BID**