

BID NEWS

Supporting the town centre's **Business Improvement District**

February 2019

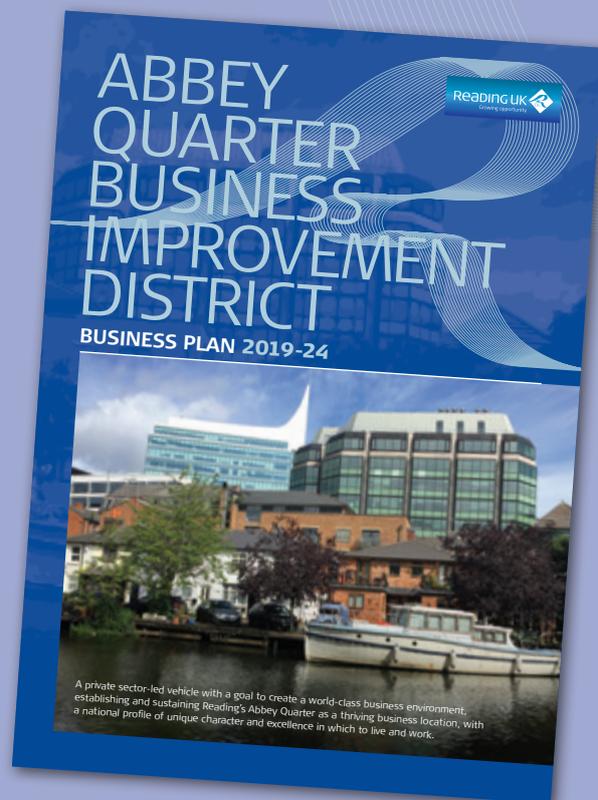
Reading Abbey Quarter Commercial BID voting underway

Voting has now commenced on the proposed Abbey Quarter BID in Reading. You should have received your voting papers by now. We hope you feel you can support the proposal. The ballot period runs until 21 February.

Full details of the proposal can be found on www.abbeyquarter.co.uk

Please disregard if you have already voted. Please do get in contact if you need any further information or have not received your voting papers:

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With the re-opening of our historic Reading Abbey and plans being discussed to re-vitalise Reading Prison, now is a unique opportunity for all of us in the 'Abbey Quarter' to come together, to build on these positives and to position ourselves as one of the pre-eminent business locations in the south.

I urge colleagues in this historic area to engage with the proposal and explore the possibilities the proposed 'Abbey Quarter' Commercial District can offer

to all of our businesses, our staff and visitors.'

Bill Gornall King
Partner, Boyes Turner
President Thames Valley Chamber
of Commerce


Reading BID
Delivering a better town centre

Some of the initiatives contained in the proposal

Cleaner and greener

£501k investment

- Re-generate the historic Abbey Quarter waterways
- Seasonal floral displays
- Seasonal Christmas lighting and decorations
- Innovative waste management and recycling
- Street washing and deep cleaning

Safer

£370k investment

- Security/warden service
- Funding support for the 24 hour CCTV operation
- Support to Reading Business Against Crime (RBAC) and Town Safe Radio Scheme town

Connected

£300k investment

- Foster positive work-life balance initiatives among workers
- A calendar of regular eye-catching events to animate public spaces
- Networking programme
- Health and social initiatives to strengthen staff retention
- Staff Benefits Scheme with exclusive discounts at town outlets

Branded

£444k investment

- Branding initiatives to reinforce Abbey Quarter identity
- Market the Abbey Quarter's untapped historic and cultural heritage showcasing Reading Prison, the Abbey Ruins and surrounding waterways
- Regional and national place marketing



VOTE YES!

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