

BID NEWS

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

February 2019

Reading Central BID renewal voting underway



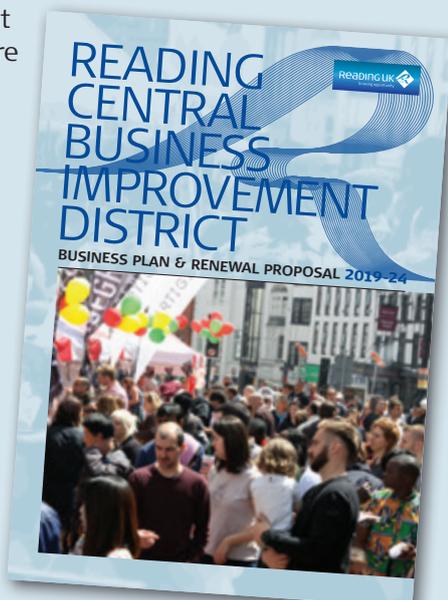
The current Reading BID concludes at the end of March. To ensure that all the benefits and services the BID has provided continue for a further five years we ask you to vote YES to the BID renewal.

The Reading BID has delivered significant benefits to the town centre since businesses first voted to create a BID in 2006.

Business Plan 2019-24

The BID has funded the annual Christmas lights scheme, seasonal floral displays, extra PCSOs and a town centre warden, town centre events programme and much more.

The biggest threat to Reading's future is complacency about our strong position. Please ensure you read and digest the business plan and vote YES to a renewal of the Reading BID.



Cardboard collection service at risk

If businesses don't vote for a renewal of the BID, the popular FREE cardboard recycling collection service used by over 140 businesses is an example of the services that will cease from 31 March.

The service collects from outside business addresses every Thursday and on its own makes the BID great value for money.


Reading BID
Delivering a better town centre

What will the renewed BID mean for your business?

The 2019-24 BID builds on the success of the current BID. The full proposal is available at www.readingbid.co.uk While retaining over thirty current successful services we are proposing a number of exciting new initiatives including:

New!

- **Launch a comprehensive new 'Reading-What's On' website** to attract more visitors to the day and night time economy
- **Introduce a discount and loyalty scheme** for almost 25,000 workers in the BID and Abbey Quarter to maximise spending in the BID area
- **Execute eye-catching marketing campaigns** regionally and nationally to highlight Reading as a principal shopping, business and leisure destination
- **Introduce mooring facilities on Kennet & Avon Canal** at/near town centre to attract more visitors to stop in town instead of passing through
- **Employ two full time professional Business Wardens** working with the police to patrol the BID area, building on recent successes combatting shoplifting, aggressive begging, drug taking, rough sleeping and anti-social behaviour
- **Support the National Business Crime Solution's crime and Anti-Social Behaviour Manifesto** launched in 2018 working with business leaders and SMEs to demonstrate best practice in combatting shoplifting and ASB
- **Invest in security fencing and automatic gating** for St Mary's Service Yard area which is used by over 50 businesses and has historically attracted notorious levels of ASB



VOTE YES!

Voting for a renewed BID takes place until 21 February. Vote YES to BID renewal 2019-24 and ensure another five years of investment and growth.

BID Manager, Bobby Lonergan
 Email: bid@livingreading.co.uk
 Tel: 0118 937 4462
 Twitter: @readingbid
 Website: readingbid.co.uk

