

**SLOUGH BID**  
*for a brighter future*

# **SLOUGH BID**

## **ANNUAL GENERAL MEETING**

[WWW.SLOUGHBID.CO.UK](http://WWW.SLOUGHBID.CO.UK)



# AGENDA

Welcome

Introductions

Business Plan 2020-2025

Governance Updates & Slough Board Report

Slough BID Manager Report

Correspondence Received

Upcoming Projects & Events

Any Other Business





# SLOUGH BID TEAM

**MANAGEMENT**



**CLARISSA PARKER**  
BID MANAGER



**RIFAT KHAN**  
MARKETING & EVENTS  
COORDINATOR

**WARDENS**



**DOMINIQUE BROWN**  
TOWN WARDEN



**MUHAMMAD HASHIM**  
TOWN WARDEN



**RAJA SHAMS UR REHMAN**  
TOWN WARDEN



# SLOUGH BID BOARD DIRECTORS

## VOTING



**PHILIP STEINER**  
CHAIRMAN  
GENERAL MANAGER  
MOXY & RESIDENCE INN SLOUGH



**CHRIS SHAW**  
DEPUTY CHAIRMAN  
CENTRE MANAGER QUEENSMERE  
OBSERVATORY SHOPPING CENTRE



**RAY SIDDIQUE**  
DIRECTOR  
MANAGING DIRECTOR  
ASIAN STAR RADIO



**BAL NIJJAR**  
DIRECTOR  
DIRECTOR  
CAKE BOX SLOUGH



**STEVEN WILSON**  
DIRECTOR  
LEARNING & DEVELOPMENT MANAGER  
MLECZKO DELIKATESY SLOUGH



**SIVA NIRMALAN**  
DIRECTOR  
SR. BRANCH MANAGER  
NATIONWIDE SLOUGH



**RUSIRU FERNANDO**  
DIRECTOR  
STORE MANAGER  
TK MAX SLOUGH

# SLOUGH BID BOARD DIRECTORS

## NON-VOTING



**ALEX LONG**  
NON-VOTING DIRECTOR  
ASSET MANAGER  
BRITISH LAND



**DOMINIQUE UNSWORTH BEM MBE**  
NON-VOTING DIRECTOR  
CEO & PRODUCER  
RESOURCE PRODUCTIONS



**STUART ADNITT**  
NON-VOTING DIRECTOR  
DIRECTOR OF HOUSING SLOUGH  
TRINITY HOMELESS PROJECT



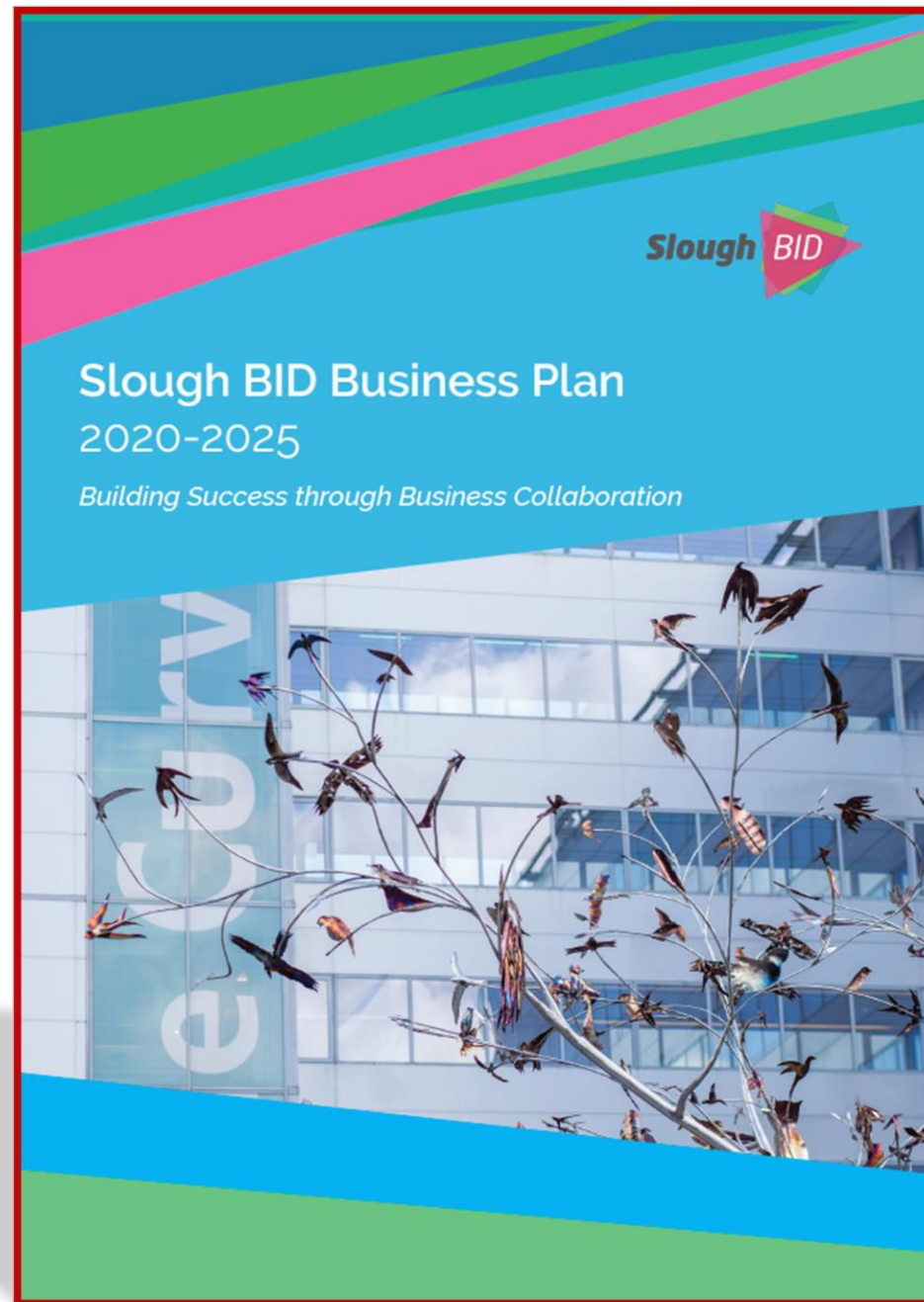
**KETAN GHANDI**  
NON-VOTING DIRECTOR  
ASSOCIATE DIRECTOR PLACE  
SLOUGH BOROUGH COUNCIL

# BUSINESS PLAN 2022-2025

WWW.SLOUGHBID.CO.UK

WHAT HAS BEEN ACHIEVED SO FAR SINCE  
THE INCEPTION OF THE SLOUGH BID AND  
HOW IS THE BUDGET ALLOCATED.

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**SAFE & SECURE**

**BUSINESS PLAN**

- BID & businesses to work together to tackle ASB
- Making Slough Town Centre a welcoming and safe environment for residents, customers, businesses and workers
- Encourage, update and expansion of PubWatch Radio Scheme to include all businesses implementing a banned from one banned from all.
- Funding a Town Team
- Supporting Businesses to report crime
- Improve Security Infrastructure with additional CCTV coverage
- BID will work with Thames Valley Police as a representative voice for the business

Safe and Secure budget: £160,000 per year

**ACHIEVED**

- ✓ Growing the Slough BID Warden Team. Slough BID now has 3 full time wardens on the high street 7 days a week.
- ✓ The BID Warden Team have been key in working with our levy payers, reporting of ASB and assisting the local community.
- ✓ Success in working with TVP in securing 4 individuals on remand with sentences spanning 3mths – 7yrs
- ✓ Implementing new upgraded Town Link Radio for retailers / TVP / SBC CCTV Team
- ✓ On boarding DISC a community Crime Reporting Scheme – this is free to join. To become a DISC Partners please email [disc@sloughbid.co.uk](mailto:disc@sloughbid.co.uk)
- ✓ Implementing Slough Town Against Crime (STAC) meetings & Invite all retailers to attend
- ✓ Ensuring that the STAC meetings are fully documented and shared

Safe and Secure Spend: £100,000 per year





# ENVIRONMENT

**BUSINESS PLAN**

- Creating a clean, safe and welcome environment to encourage customers to Slough Town Centre
- The BID will support additional Street Cleaning as an addition to Council provision
- BID to seek to leverage additional funding from Slough Borough Council through cost sharing partnerships where appropriate
- The BID will act as a facilitator for businesses, ensuring that the authorities responsible for dealing with specific services, such as waste removal, have the knowledge they need to honour those responsibilities
- The BID will financially support and lobby for physical changes in the town centre that encourage increased customer dwell times, particularly in the winter months, such as increased street lighting.
- The BID will carry out an audit of signage in Slough Town Centre and work with Slough Borough Council and others to enhance signs approaching Slough and in the Town Centre.

Environment Budget: £92,000 per year

**ACHIEVED**

- ✓ Creating a clean and pleasant environment by reporting on fly tipping issues and lobbying for SBC Street cleaning
- ✓ Additional planting and maintaining area green space in the town centre to encourage increased customer dwell time
- ✓ Working with local schools for a Wheel Barrow Garden coemption for the Town Centre giving a flower showcase in summer 2023
- ✓ Focused meetings with Slough Borough Council on issues like bird feeding, littering and fly tipping

Environment Spend: £23,000 per year



# MARKETING & EVENTS





**BUSINESS PLAN**

- The BID will develop a mobile responsive customer facing website providing a strong on line presence.
- Every levy payer will be listed, providing a free web presence and a direct line from your customer to you.
- Slough BID will establish social media channels to support and promote the town following and sharing business news, events and offers, increasing awareness of all Slough has to offer.
- The BID have an advertising budget to promote events and other town assets.
- We will work with SBC to ensure efficient use of funds and consistent positive messaging across the BID
- The BID will organise and support a range of events in the town centre where they benefit local business.
- Slough BID will especially focus on Christmas events to encourage the Christmas shopper back into our town centre.

Marketing and Events Budget: £96,000 per year

**ACHIEVED**

- ✓ Building a mobile responsive customer facing website providing a web presence – aim to have this established before Dec 2022
- ✓ The website will be a ‘one stop shop’ for details on local business, events, and shopping, promoting Slough as a positive destination place
- ✓ Slough BID Social Media Channels fully functioning – Website, Facebook, Instagram, Twitter, LinkedIN all active and businesses being promoted
- ✓ Sending out a regular Slough BID newsletter on events taking place, Govt & Council funding available via BR Bids contact
- ✓ Hosting of Events:
  - Town Centre Christmas Lights 2021 - modest S’Elfie Trail idea
  - Queens Jubilee weekend working with Queensmere Shopping Centre and St. Mary's Church
  - Slough Festival – working with Love Music Hate Violence, Asian Star, HOME Slough, Slough HUB
  - Town Centre Christmas Lights 2022 – larger event working with Asian Star

Marketing and Events Spend: £82,000 per year



# SLOUGH BID

A brighter future for Slough Town Centre



## NEW SITE FOR SLOUGH BID IS UNDER CONSTRUCTION

Slough BID is currently redeveloping the website to give you a much better experience, with lots of new useful tools for you to use. Check back soon to see our progress.



# BUSINESS SUPPORT



**CLICK HERE TO SEE OUR IMAGES FROM  
QUEEN'S PLATINUM JUBILEE EVENTS**

[CLICK HERE](#)

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**BUSINESS PLAN**

- Slough BID will work to strengthen the business community through networking and training opportunities. We will work with local training providers to help businesses achieve their potential.
- The BID will support businesses to aim for higher standards and introduce business excellence awards to celebrate success.
- To help businesses reduce their running costs, Slough BID will trial a joint procurement scheme for utilities and other services.
- Town centre loyalty schemes have proved to be very successful in other areas, and Slough BID will trial the introduction of a customer loyalty scheme across the town centre, with the aim of increasing customer dwell time, spend, and return visits. The scheme could also cover the reimbursement of car parking fees.
- We will work with Slough Borough Council and others to develop data collection about footfall and movement of customers in the BID area and use the data for planning, promotion, and performance monitoring.

Business Support Budget: £36,000 per year

**ACHIEVED**

- ✓ A new BID website is in development, together with providing information about the BID it will be the town's key online presence.
- ✓ For 2022/23 the BID is committed to fulfil its promise by implementing a town loyalty scheme for consumer and retailer benefit
- ✓ GEOSense Footfall Cameras installed and data available to all to retailers if requested
- ✓ Slough BID Levy Payers AGM meeting hosted annual with BID BI Monthly Breakfast Surgeries to follow
- ✓ Slough BID to look at and fund an online training support company for all business to access and share with employees
- ✓ Slough BID to look at a Business Cost Reduction Partnership to work with businesses to save money
- ✓ Slough BID to look at working with SBC on installation of Defibrillators and Bleed Packs to the High Street together with First Aid Training

Business Support Spend: £36,800 per year



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**REPRESENTATION**

## BUSINESS PLAN

- The BID, and its professional team, will provide an active voice for the business community of Slough Town Centre.
- The BID will build close relationships with other stakeholders in the town such as Slough Borough Council, Thames Valley Police and the Thames Valley Chamber of Commerce.
- The BID will seek to be represented on decisions about the town centre, giving businesses a real voice in the future of the town centre.
- As a legislated, representative and well-funded body, the BID is perfectly placed to represent business views and lobby on your behalf.

Representation budget: N/A

## ACHIEVED

- ✓ Strong working partnership with Slough Borough Council and Thames Valley Police
- ✓ The BID meet on a monthly basis with Slough Borough Council who are also NED on the BID Board.
- ✓ The BID have been actively lobbying SBC for Street Cleaning and Town Centre ASB issues
- ✓ The BID meet on a 6 weekly basis with Thames Valley Police addressing ASB matters within the Town Centre.
- ✓ The BID actively report all Town Centre matters to the respective bodies

# Governance Update



## BOARD GOVERNANCE

- Bi-Monthly Board Director meetings
  - Minutes are taken and shared
- Director Governance training
- BID Manager training
- External support from British BIDs
- Half-yearly review of governance arrangements
- Maintaining a comprehensive risk-register



## FINANCES

- Accounts are publicly available at Companies House and soon on the website
- Finances audited and filed at agreed timelines
- Agreed financial sign off levels for BID Manager and Directors
- Annual budgets that are shared publicly and at AGM





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# **SLOUGH BID MANAGER REPORT**

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# SLOUGH BID COMMUNICATION

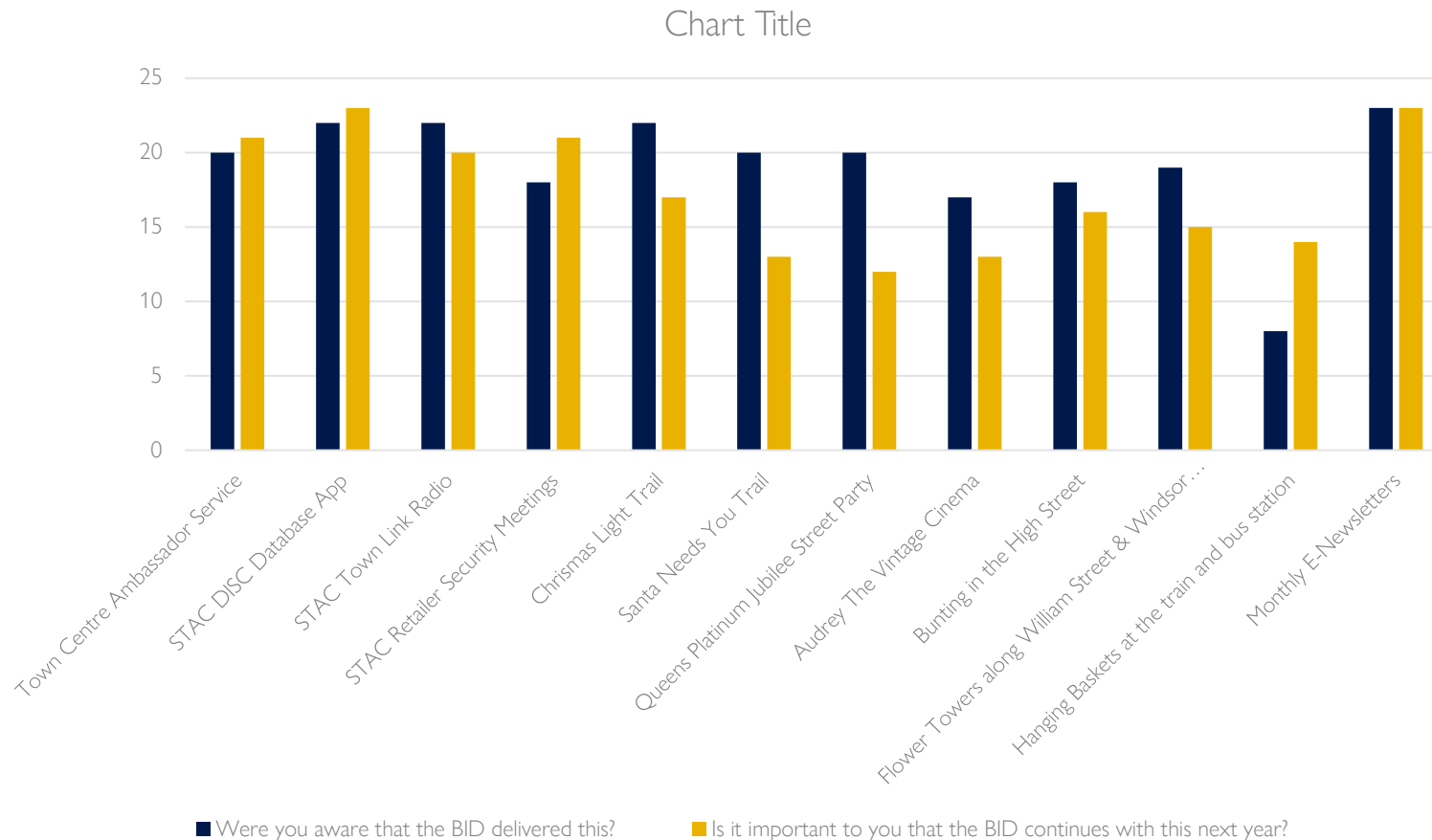
As a BID our focus is to be accessible, transparent and contactable.

We aim to achieve this by providing:

- ✓ A BID Warden Team who liaise with businesses on a daily basis
- ✓ As BID Manager, my target is to reach out and liaise face to face with Town Centre businesses at the very minimum on a weekly basis
- ✓ Circulation of the BID Newsletter, either monthly or every other month.
- ✓ Holding of STAC meetings every 6 weeks
- ✓ Issuing an annual Statutory Explanation Notes, posted to all Business within the BID
- ✓ Circulating an Annual BID Leaflet and Survey – hand delivered, posted and emailed to all Businesses within the BID
- ✓ Hosting a Slough BID annual AGM for all Business Levy Payers to attend

# CORRESPONDENCE RECEIVED

HAVE YOUR SAY....The Results: (I will have this available by Monday)



More Retailers  
 Cleaning  
 Health & Safety  
 Street Drinking  
 Marketing Town Centre  
 Feeding Birds  
 Security  
 Flowers  
 Safety  
 Police  
 ASB  
 Town Warden Patrol  
 Marketing Businesses  
 Homelessness  
 Events  
 More Shops  
 Fly Tipping



# UPCOMING PROJECTS & EVENTS



Going forward the BID will be focusing on:

- Hosting Bi-monthly (6pa) breakfast surgeries for businesses
- Meeting on a bi-annual basis with either Chief Inspector Ash Smith or Superintendent Lee Barnham
- Meeting on a bi-annual basis with SBC Commissioners Steven Brown or Gavin Jones
- Christmas 2022
- Giving access to Slough Businesses training services, based online to available to all BID Business Levy payers
- Defibrillators and bleed kits to the High Street
- Offering first aid training to businesses / business employees
- Bringing to the Town Centre and School Flower Competition in summer 2023
- Trialling a joint procurement scheme for utilities and other services to help to help businesses reduce running costs.



# QUESTIONS & ANSWERS

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 **CLARISSA PARKER**

 079 43 185 472

 clarissa.parker@sloughbid.co.uk



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**THANK YOU!**

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