

# SLOUGH BID

# ANNUAL GENERAL MEETING

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# 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**



**RAJA SHAMS UR REHMAN**  
TOWN WARDEN



**JOE QUELCH**  
TOWN WARDEN

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# SLOUGH BID BOARD DIRECTORS

## VOTING



**PHILIP STEINER**  
CHAIRMAN  
GENERAL MANAGER  
BANKSIDE HOTEL



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



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



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



**CHRIS THOMAS**  
DIRECTOR  
GENERAL MANAGER  
MOXY & RESIDENCE INN SLOUGH



**MARK CALDWELL**  
SR COMMERCIAL PROPERTY MANAGER  
ASHBY CAPTIAL, FUTURE WORKS



**NZINGA ORGILL**  
DIRECTOR  
FOUNDER AND CEO OF  
RACEXPERT LIMITED



**MUDDASSAR JAVED**  
DIRECTOR  
JD SPORTS MANAGER



**GRAMOS RAMADANI**  
DIRECTOR  
LOCAL DIRECTOR HSBC UK BANK

# 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



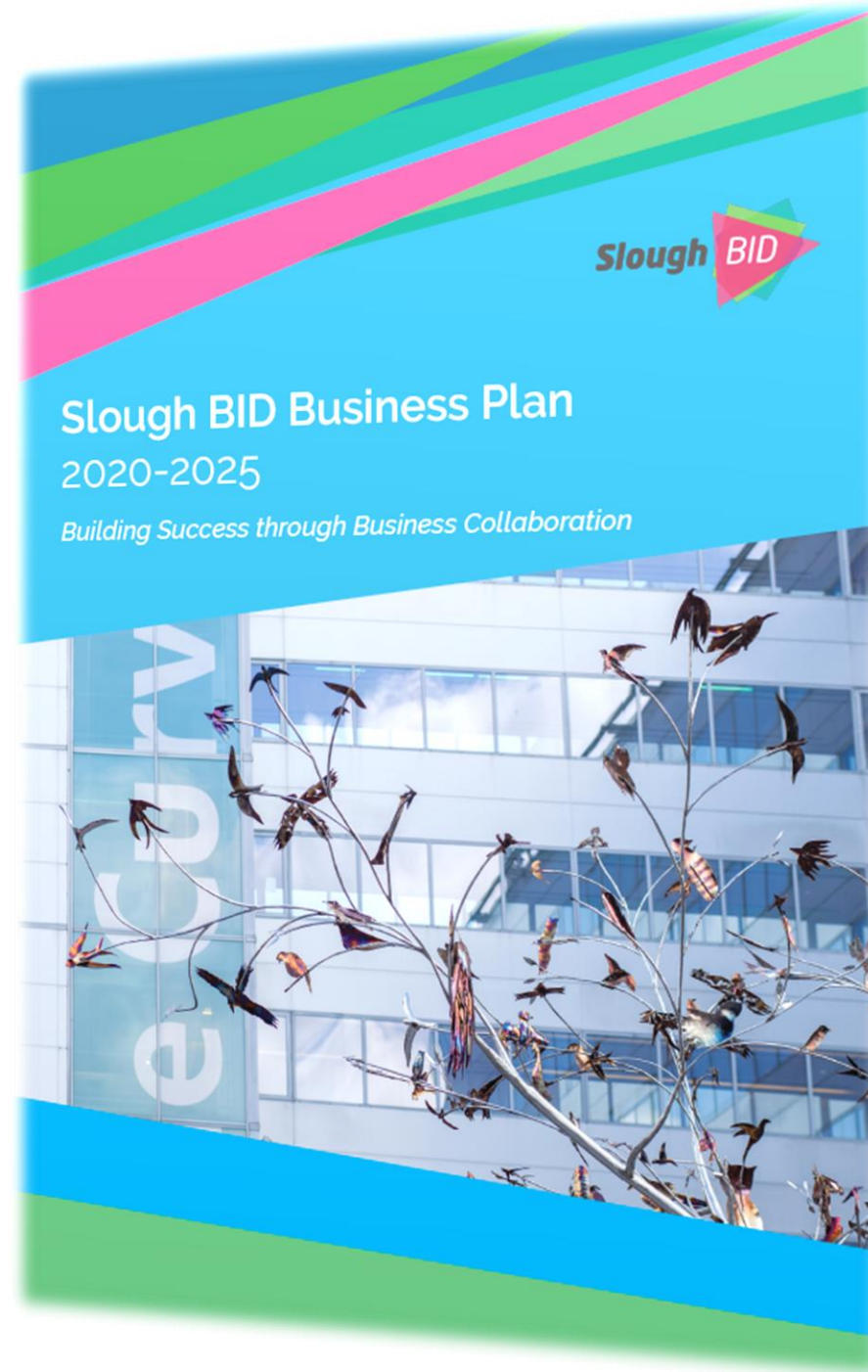
**SHANAAZ CARROLL**  
NON-VOTING DIRECTOR  
INTERIM HEAD OF ECONOMIC  
DEVELOPMENT & REGENERATION  
SLOUGH BOROUGH COUNCIL

# BUSINESS PLAN 2020-2025

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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 Pub Watch 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: £126,000 per year

**ACHIEVED**

- ✓ Committed, professional Slough BID Warden Team. Slough BID now works with Lodge Security and has 2 full time wardens and 1 part time warden on the high street 6 days a week The BID Warden Team continues to be key in working with our levy payers, reporting of ASB and assisting businesses and the local community
- ✓ Town Link Radio for retailers / TVP / SBC CCTV Team operates successfully with business providing a strong communication link for all
- ✓ On boarding 136 members to DISC, to become a DISC Partners please email [disc@sloughbid.co.uk](mailto:disc@sloughbid.co.uk) – this is free to join
- ✓ There have been 960 reported incidents with 145 known subjects on the DISC database
- ✓ Continuing with the Slough Town Against Crime (STAC) meetings, which is open for all retailers to attend and ensuring that the STAC meetings are fully documented and shared
- ✓ Success in working with TVP in securing over 8 individuals on remand over the last 2 years
- ✓ Working closely with TVP on the Town Centre Response Plan focusing on Prepare – working with the communities mitigate impact and build resilience
- ✓ Facilitated a further 14 businesses to become part of the Safer Places Scheme
- ✓ ASB Survey carried out on the High Street identifying 90% of the 95 retailers surveyed identified street drinking as a major concern
- ✓ Flagging the necessity need to bring back the PSPO; this has been actioned by the TCRP Team and the PSPO is with SBC Legal department
- ✓ Hosted a Safer Business Awareness Day for the High Street with support from Lodge with 9 representatives, TVP with 14 of the NPT, SBC: Rough Sleepers Team, Enforcement, Community Project Team & Parking Team, SHOC, MHM, Turning Point and Profit Loss Managers from TJX, JD Sport and Tesco
- ✓ 2024 – BID Wardens will look to get CACS Accredited to assist TVP to enforce the PSPO  
Slough BID to look to get STAC accredited through the BCRP

Safe and Secure Spend: £105,000 per year



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**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: £72,000 per year

## ACHIEVED

- ✓ Creating a clean and pleasant environment by reporting on fly tipping issues and lobbying for SBC Street cleaning
- ✓ The BID have supported additional Street Cleaning by litter picking and Bin cleaning as an addition to Council provision
- ✓ Provided 90 hanging baskets and 22 flower towers to the Town Centre to encourage increased customer dwell time
- ✓ Worked with 22 local schools for a Wheelbarrow Garden competition 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
- ✓ Sponsorship of an art trail throughout the High Street of Slough – where 18 lampposts have been decorated by 18 local artists in Slough offering a wonderfully unique feel to the town centre
- ✓ 2024 - Larger scale art projects within the BID remit  
Facilitate a deep clean of the Town Centre focusing on pigeon guano

Environment Spend: £57,900 per year

# MARKETING & EVENTS



**BUSINESS PLAN**

- The BID will develop a mobile responsive customer facing website providing a strong online 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: £75,500 per year

**ACHIEVED**

- ✓ Hosted monthly events in the Town Centre with quarterly large-scale events: Kings Coronation Celebrations, School Garden in a Wheelbarrow Competition, Upcycle Fashion Show, Christmas Lights Switch on Event – collaborating with stakeholders within Slough
- ✓ Slough BID Social Media Channels fully functioning – Website, Facebook, Instagram, X (formerly Twitter), LinkedIn all active and businesses being promoted
- ✓ In the past 24mths: Facebook reach is up by 655% and visits up by 857% and IG reach is up by 823% and visits up by 198%
- ✓ Sending out a regular Slough BID newsletter on events taking place, new businesses opening in the town, Govt & Council funding available via SBC and BB Bids contact
- ✓ Street Trading Consent granted by SBC – Q4 2023 & 2024 focus for Market days in the High Street
- ✓ Building a mobile responsive customer facing website providing a web presence – Legally agreed 18 Sept 2023 (Q4 2023 & 2024 focus)
- ✓ The B2C website will be a ‘one stop shop’ for details on local business, events, and shopping, promoting Slough as a positive destination place
- ✓ 2024 - Focus will be on large scale, show stopping events for Slough  
Regular High Street Market supporting local business entrepreneurs

Marketing and Events Spend: £86,500 per year



## A brighter future for Slough Town Centre

Slough Town Centre Business Improvement District (Slough BID) is a business led, not for profit organisation representing and working on behalf of 400 businesses, driving positive changes in the town centre. Our focus is to promote and improve the designated BID Zone by helping to make Slough a thriving, welcoming, safe place to visit, live, work and do business.

Business Improvement Districts nationwide provide a mechanism for businesses in a designated area to pool their resources and invest in agreed products and services. Slough BID was established in April 2020 has a mandate to deliver a set of proposals set out in our business plan over a 5-year term. We will be going to our 2nd ballot term in 2025.

[Contact us](#) 

# BUSINESS SUPPORT

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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: £28,400 per year

**ACHIEVED**

- ✓ A new BID website has been developed; together with providing information about the BID it will be the town's key online presence.
- ✓ The BID is committed to fulfil its promise by implementing a town loyalty scheme for consumer and retailer benefit linked to the B2C website.
- ✓ GEOSense Footfall Cameras installed and data available to all to retailers and is listed on the website.
- ✓ Hosting of Quarterly Breakfast Surgeries started in April 2023 for local businesses to speak and to reach out to locally fully funded and supported training opportunities.
- ✓ Representation in recent business events from BGH and TV LEP workshops and a SME Engagement event at Arbour Park on the 12<sup>th</sup> October .
- ✓ Slough BID Levy Payers AGM meeting hosted annually.
- ✓ Slough BID have introduced 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.
- ✓ 2024 - Ongoing business support through Explore Slough the B2C website  
Local Business Entrepreneur Awards Evening

Business Support Spend: £48,500 per year

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25  
WINDSOR  
ROAD  
SLOUGH

**OBSERVATORY  
HOUSE**

ENCOMPASS THE INFINITE  
POSSIBILITIES

**Slough**  
Borough Council

**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 monthly 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.
- ✓ Working closely with TVP on the Town Centre Response Plan focusing on Prepare – working with the communities mitigate impact and build resilience
- ✓ The BID actively report all Town Centre matters to the respective bodies
- ✓ ASB Survey carried out on the High Street
- ✓ Focused work to push forward with the PSPO together with the support of the TCRP Team
- ✓ Hosted a Safer Business Awareness Day for the High Street with support from Lodge with 9 representatives, TVP with 14 of the NPT, SBC: Rough Sleepers Team, Enforcement, Community Project Team & Parking Team, SHOC, MHM, Turning Point and Profit Loss Managers from TJX. JD Sport and Tesco
- ✓ Legacy projects for the Town Centre – starting with the Lamppost Art Trail



# 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**

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

# SLOUGH BID COMMUNICATION

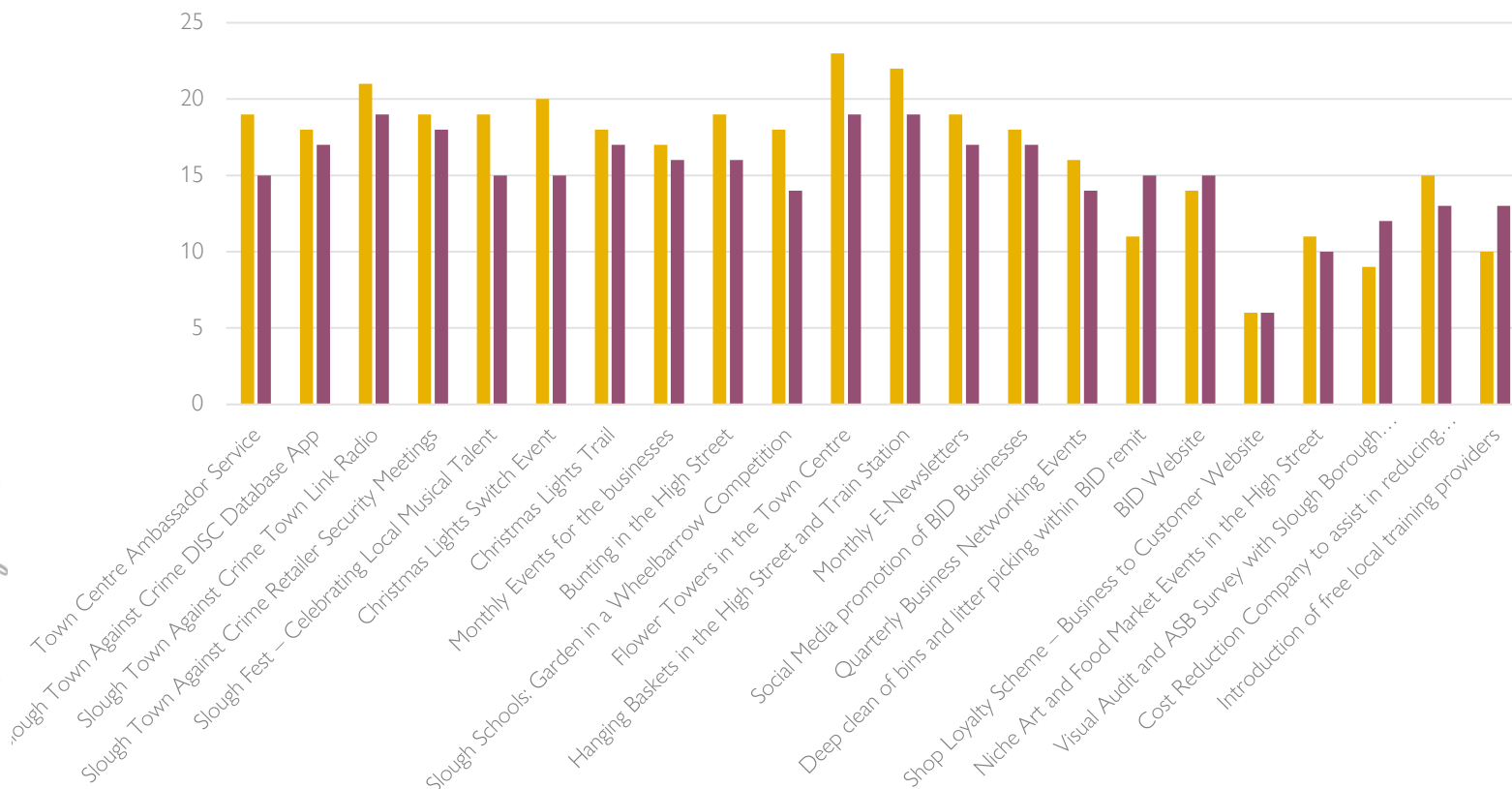
As a BID our focus is to be accessible, transparent and contactable.

We aim to achieve this by providing:

- ✓ A BID Warden Team who liaise with businesses daily
- ✓ 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
- ✓ Holding quarterly Business Breakfast Networking Surgeries
- ✓ 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:



■ Were you aware that the BID delivered this? ■ Is it important to you that the BID continues with this next year?



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# UPCOMING PROJECTS & EVENTS



Going forward the BID will be focusing on:

- Close working partnership with TVP & SBC to enforce the forthcoming PSPO
- A focus to get STAC accredited through the BCRP
- Larger scale art projects within the BID remit
- Facilitate a deep clean of the Town Centre focusing on pigeon guano
- Hosting large scale, show stopping events for Slough
- Regular High Street Market supporting local business entrepreneurs
- Hosting quarterly breakfast surgeries for businesses
- Engaging with business owners on the joint procurement scheme for utilities and other services to help to help businesses reduce running costs.
- Giving access to Slough Businesses training services, based online to available to all BID Business Levy payers
- Host a Local Business Entrepreneur Awards Evening
- Meeting on a bi-annual basis with either Chief Inspector Ash Smith or Superintendent Lee Barnham
- Ongoing work on the Town Centre Response Plan
- Host a 2<sup>nd</sup> Safer Business Awareness Day for the High Street in 2024
- Defibrillators and bleed kits to the High Street
- Offering first aid training to businesses / business employees
- The BID will carry out an audit of signage with a view to work with SCB to upgrade signposting. In the town Centre



# QUESTIONS & ANSWERS

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





**THANK YOU!**

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

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