

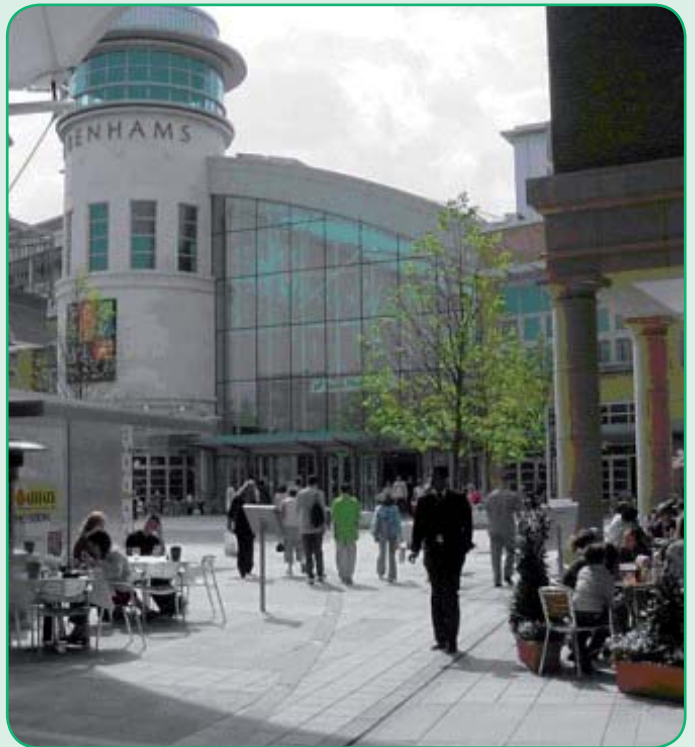
Reading's Business Improvement District

A BID to transform the centre of Reading has been hailed a success by businesses in the area according to a recent article in the Reading Evening Post. The BID initiative (Business Improvement District) is the first of its kind outside London and although in its first year, has already helped make Reading a safer and cleaner town to live and work.

The BID initiative is a three-year plan in which over 350 shops, banks, and offices within the zone pay 1% of their rateable value into a fund which the bid committee, led by Neil Scott and Tim Smith, can spend on improvements in the area.

Just about to celebrate its first anniversary, the BID programme has already been responsible for a number of projects including the introduction of three police community support officers (PCSOs) to patrol the town centre. Regular steam-cleaning of the streets has removed more than a third of a million pieces of chewing gum from the pedestrianised areas of town.

All of which has contributed to making the town a safer, more attractive place for visitors and locals. Indeed the scheme has already achieved all of its objectives for its first year.



www.businessinberkshire.co.uk/businessreading