

Baseline Statements for the Reading Central & Abbey Quarter Business Improvement District (BID) 2024 – 2029

As a BID we must deliver services that are in addition to those provided by our statutory partners, Reading Borough Council and Thames Valley Police. To demonstrate this, we establish a 'baseline statement' that is effective on the day of the ballot, setting out what services are provided by those partners and allowing the BID to pledge additional support.

Details of the baseline statements from Reading Borough Council and Thames Valley Police delivered in the two Reading BIDs areas are detailed below:

Public Highway Maintenance

Highways & Traffic Services Manager, Reading Borough Council

- Managing the Urban Traffic Management System.
- Leading on policy development for strategic policies e.g. planning, transport, urban design, resilience, energy, licensing, digital connectivity, public health, community safety.
- Managing the network to secure expeditious movement of traffic and to reduce/ prevent road casualties/improve air quality including managing planned works on the public highway (street works), and maintenance of traffic signalling equipment and CCTV cameras.
- Conducting bi-weekly highway inspections in accordance with the Council's inspection policy and hierarchy, identifying safety defects and arranging repair as per the Council's investigatory levels for action.
- Undertaking maintenance projects in accordance with the asset management principals.
- Maintaining and servicing all street lights on adopted public highways, including signage and road marking.
- Publishing licences for skips, scaffolding, utility works, A-boards and pavement cafés on the public highway.
- Enforcing and arranging removal of obstructions on the public highway.
- Managing Council-owned car parks and on street parking.
- Providing bus service allocation, bus stops, coach parking and taxi ranks, including bus shelter maintenance.
- Investing in the town centre to improve and update the public highway infrastructure.

Community Safety, Health and Wellbeing

Community Partnerships Service Manager, Rough Sleeping Initiatives Team Leader, Emergency Planning and Business Continuity Officer, Reading Borough Council

- Co-ordinating a strategic response to crime and disorder.
- Managing and maintaining Town Safe Radio.
- Managing town's CCTV network.
- Promoting business continuity to minimise business impacts during periods of disruption, via Berkshire Business Continuity Forum.
- Offering advice and guidance and preparing businesses for town centre evacuation and shelter plans in conjunction with the SECTU courses.
- Co-ordinating local authority liaison at the scene of emergencies.
- Co-ordinating the promotion and distribution of adverse weather warnings or emerging risks.
- Commissioning substance misuse treatment services and working with commissioned providers.

- Working in partnership to deliver harm reduction initiatives.
- Commissioning homelessness services and continue to work closely with Wardens.

Waste Collection and Street Scene

Neighbourhood Services Manager, Reading Borough Council

- Providing a bagged domestic waste collection to residential properties within the town centre on a Tuesday morning.
- Providing a trade waste collection service from bins presented on the day of collection and collect pre-paid trade sacks.
- Delivering a street cleaning service to comply with the Clean Neighbourhood and Environment Act 2005 - the town centre must be returned to an A1 graded standard before 8:30am.
- Providing a general town centre cleansing service (the area within the IDR) 7-days a week from 5.30am until 7.30pm every day of the year except Christmas day. The service will clean and sweep the main retail / shopping area of the town centre daily and will then move to a weekly cleansing schedule for the residential areas on the periphery of the town. Staff generally work on a 5/7 shift pattern, based on a 37-hour working week.
 - 5.30am – 1.30pm: mechanical sweeping, graffiti and washdown, manual sweepers, vehicle tippers emptying litter bins.
 - 11.00am – 7.30pm: mechanical sweeping, manual sweepers/electric cart emptying litter bins and bagged waste
- Providing and maintaining benches throughout town centre.
- Providing litter bins throughout town.
- Managing and maintaining parks and green spaces.
- Undertaking tree maintenance and management.

Cultural Operation of Museums, Libraries and Events

Assistant Director of Culture, Reading Borough Council

- Facilitating and licencing major events and festivals including Reading Festival, Reading Half Marathon and Reading Pride.
- Commissioning and/or delivering an annual events programme for the town which includes Armed Forces Day, WaterFest and Children's Festival.
- Managing and maintaining cultural and public buildings and activities including Council-run museums, libraries and theatres.
- Working across the arts and creative industries, venues, practitioners, relevant council services and other stakeholders offering practical support and advice in order to champion Reading's creative industries.
- Providing adult learning programmes through New Directions as well as supporting skills, initiatives and projects through REDA.
- Supporting REDA's activities in promoting tourism and hospitality within Reading.

Sustainability and Climate Emergency Services

Head of Climate Strategy, Reading Borough Council

- Hosting and serving as 'accountable body' for the Reading Climate Change Partnership (on whose Board REDA is also represented), particularly in development and delivery of the Reading Climate Emergency Strategy.
- Developing and delivering the Council's corporate Carbon Plan and projects arising from this to decarbonise Council assets and services.

- Initiating or participating in strategic initiatives designed to help Reading meet its net zero ambitions (e.g. developing green energy projects, heat network proposals or strategic sustainable transport initiatives).
- Raising awareness of climate change issues and encouraging positive action to reduce carbon emissions by staff, partner organisations, residents and businesses.
- Helping communities, residents and businesses understand and prepare for the impacts of a changing climate and to become more resilient to those impacts.

Planning, Transport and Public Protection

Planning, Transport and Public Protection Services, Reading Borough Council

- Being responsible for planning policy, planning applications, building control, enforcement and pre-applications services.
- Managing licensing policy and regulation of licensed premises – public houses/restaurants etc where the sale of alcohol or regulated entertainment takes place.
- Licensing of late night (after 11pm) food providers and street trading consents.
- Licensing of taxis.
- Being lead body for pollution matters which include noise (industrial and commercial noise/licensed premises), air and land pollution.
- Being the lead body for consumer protection including product safety, fair trading, weights and measures, counterfeiting, food standards, underage sales of alcohol and tobacco; food safety, health and safety at work, including registration of new businesses; inspections in terms of food safety compliance (targeted at high risk businesses).
- Licensing of large Houses in Multiple Occupation in the private rented sector.
- Ensuring private rented sector accommodation meets minimum housing standards.
- Overseeing transport strategy, all modes of travel, including active travel, public transport and other vehicle journeys.
- Managing Council parking assets (Broad St Mall, Queens Road, Pay & Display), including civil enforcement.
- Being responsible for animal welfare and dog wardens.

Finance

Revenues & Benefits Manager, Reading Borough Council

Provision of Business Rates and BID Levy processing and reporting systems.
 Collection, administration and enforcement of Business Rates and BID Levy.
 Administration of reliefs and exemptions of the above, where applicable.
 Application for Liability Order at Magistrates Court, enforcement of Business Rates and BID levy debtors.
 Financial accounting and payment of levy income to the BID, quarterly.
 Annual and previous year reconciliations of BID payments.

Policing Services

Chief Inspector & Deputy LPA Commander, Thames Valley Police

- Engaging with local residents and business communities to understand their needs and priorities
- Work with our partners by sharing information, to identify and manage risk and vulnerability.
- Work in partnership (to include Neighbourhood Policing Teams, BID wardens, CCTV) to engage with the community to problem solve our shared priorities.
- Working with our partners (Including Reading Business Against Crime – RBAC) to problem solve issues of crime and disorder and manage persistent offenders.
- Have an increased focus on prevention and disruption of Neighbourhood crimes, Violence Against Women and Girls and Knife crime.
- Increased visibility through targeted patrols in hot spot areas
- Take an active involvement with PubWatch to prevent persistent offenders from frequenting licensed premises within Reading.
- Work with our partners to create Safer Spaces for Women and Girls across Reading
- Support bystander training in support of the Violence Against Women and Girls agenda
- Taking an active role with Reading's BID Committees to address the needs of the business community.