

## Background to the survey

The survey was prepared jointly by businesses in Camborne with help from officers at Cornwall Council who are supporting the process through staff time and a budget drawn from a grant aided housing initiative called Growth Points. The survey was introduced at the launch of the Camborne 'Can Do' BID at Camborne Rugby Club on the 9th May 2011. Every business in the area was then sent a survey to complete. As a follow-up during the process, we made contact with some 219 businesses (60% of the 365 businesses in the BID area) either by phone, e-mail or in person.

The responses received represented the views of 21% of all business rate payers by number and just over 30% by rateable value. There was a good response by area, type of business and size.

## What you said

For business sake, clean up and take pride in your town! This was the unequivocal message from businesses in the centre of Camborne revealed in the business survey.

It was clear that there was a general desire amongst businesses to see a shared responsibility and a coordinated approach to 'cleaning up' Camborne (in every sense) and taking pride in the town.

This desire didn't just stop at clean streets and easy parking. The survey shows that what businesses want also relates to shop-fronts, the way public areas are maintained, the range of goods and services available and the urgent need to improve the overall image of the town and what it has to offer the customer.

One significant concern revealed in the survey relates to the seemingly increasing number of individuals on the streets evidently suffering from alcohol or drug related problems.



**Camborne Can do**  
Camborne Business Improvement District

Designed and produced by Creame Rust www.greameandrust.co.uk 01872 552286

# We've been busy

Newsletter August 2011

Camborne Business Improvement District (BID)

**Camborne Can do**  
Camborne Business Improvement District

# Can do

# Can do

**You have had your first say in the survey; we now need more innovative ideas to make Camborne a better place**

Throughout the process we are keen to receive comments and ideas. If for some reason you were unable to complete the survey form or contribute your thoughts and ideas but would still like to do so, just contact us using the details at the end of this newsletter and we would be pleased to help.



## Introduction

The Camborne BID Steering Group asked you for your views on how you would like to see the money spent if we get a 'YES' vote for the Camborne BID to proceed. 81 written responses were received representing the views of 77 businesses in the proposed BID area; these people told us exactly what they thought! The main purpose of this newsletter is to report the findings of the survey and to tell you what will happen next.



### For further information

Roger Raddiffe, Partnerships Officer, Economic Development Service, Cornwall Council,  
Carrick House, Pydar Street, Truro, TR1 1EB  
01872 224325 raddiffe@cornwall.gov.uk

Tasha Davis, Town Centre Management Advisor  
07891 803914 Tasha.Davis@cornwall.gov.uk

Rateable values – www.2010.voa.gov.uk/rill

Beaver Blinds

Speckovers

Richard Goldring

Alan Honeybone

Eric Pascoe

Chris Terrese

Kernow Model Rail Centre

Quality Solicitors Nalders

Ross Pascoe

Emma Moys

Investments Mortgages & Fensions

Camborne Town Clerk

If you require this information in a different format – for example, large print or language translation – please call 01872 224325

For the interbank ratings forum or British Retail Consortium's view of BIDs, visit www.brf.org.uk/bids.asp or www.retailbids.org.uk

UK – www.britishtsbids.info or www.ukbids.org

Other BIDs in Cornwall – www.cornwall.gov.uk/businessimprovementdistrict or www.enjoytruro.co.uk or www.falmouth.co.uk

### BID Camborne Steering Group – August 2011

- George Le Hunte
- Chamber of Commerce
- Daren Wilkinson
- Alan & Glynis Charlesworth
- Tracia & Paul Bradley
- Bradley Stoves
- Reg Bennett
- Kieve Mill Workshops
- Wayne Richens
- Richens Global Trading
- The Fireplace
- Zoe Hall
- Michelle Macklin
- Richard Goldring
- Alan Honeybone
- Eric Pascoe
- Chris Terrese
- Kernow Model Rail Centre
- Ross Pascoe
- Emma Moys
- Lawrence Pavey
- Amanda McClure

The results of the survey will assist the BID Steering Group to formulate a draft BID Proposal which will then be circulated to businesses for further comment. The final Proposal will then form the basis of a ballot which will be held in February next year.

If the Camborne BID is successful then every business, within the BID boundary, will be liable for a 2% levy of rateable value (or a minimum £100 per year for any business with a rateable value of less than £5,000). This income will establish the BID's working capital of nearly £600,000 over five years.

The survey was the first step towards assessing whether businesses in Camborne really want to develop a Business Improvement District.

We know that the BID Camborne launch presentation in May gave a resounding 80% YES by businesses present to go for BID Camborne.

# Camborne BID Survey Results

## Theme A Increase Footfall (Image & Culture)

Top 12 Responses:

- More 'brand shops' (54)
- Improve range of shops & services (52)
- Promotion of Camborne (41)
- Promote Cross Street and top of Trelowarren Street (40)
- Window dress empty shops (39)
- Generate more activities (38)
- Support Camborne in Bloom, Christmas in Camborne, Camborne Market (38)
- Work closely with Pool Innovation Centre and Heartlands (32)
- Publish an annual events programme (30)
- Improve signage/directions into and within Camborne (29)
- Winter/Spring/Summer Festivals (28)
- Work with Townscape Heritage Initiative/Implementation Section 215 orders (27)

Note: Figures in brackets represent the number of responses in favour of this suggestion.

Top 12 Responses: Events, activities, festivals and drawing customers from the investments underway in Pool, represents a broad area of interest within which businesses clearly want the BID Steering Group to develop some firm proposals. Promotion and signage also ranked very highly as did improving the range and quality of shops and services available in Camborne.



## Theme B Virtual Camborne

A number of the options contained in this theme are inter-related. Development of a website could allow a number of the less popular suggestions to be incorporated. Several businesses mentioned the need for training and advice in managing and developing their own web-sites.

- Website (33)
- TV programme (32)
- Podcast, DVD, webcam (18)
- WiFi (25)
- Virtual Museum (20)
- Webcam our events (28)

## Theme C Decrease Costs

Predictably, both suggestions in this theme received strong levels of support.

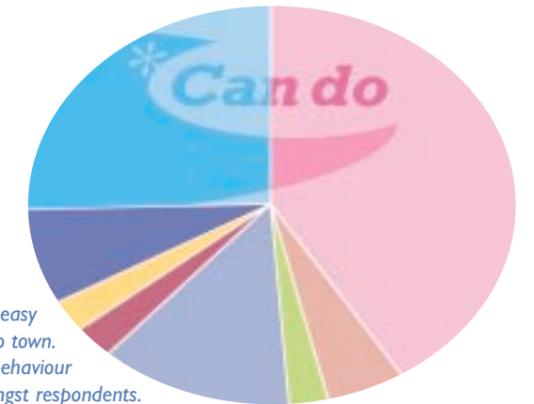
Group Procurement to reduce business costs (49).

Develop 'green' business projects that save businesses money and reduce carbon (35).

## Question 4 Other Suggestions

- Parking easier, cheaper or free (16)
- Better bus services from villages (2)
- Railway Station advertising (1)
- Adopt a lobbying role (5)
- Greater business collaboration (1)
- Survey customers (1)
- Youth initiatives (3)
- Reduce antisocial element (10)

Parking related issues clearly ranked highly in the responses; in general, businesses just wanted to make it as easy as possible to get their customers into town. Drug and alcohol related anti-social behaviour was another noticeable concern amongst respondents.



## What was your opinion of a Camborne BID? Here's what you said:

"The BID could be a good thing if the money is spent on the right things." "It is no good putting in flower beds if nobody comes into the town." "The BID committee will need to be strong and business-like and will need to lead by example." "I do hope it will go ahead - the more business led support for the town, the better it will be." "A great way to reduce costs and improve the footfall in Camborne." "I'm impressed with the idea, and will be fully supportive, however, it's going to be a lot tougher than Truro or Falmouth." "A positive development which involves the business people of the town to develop the town in a way they choose." "Should make a difference but don't dwell on Camborne's past!" "Focus should be on improvement first before promotion." "Heritage has limited appeal for repeat footfall." "Very Positive Prospect." "A superb idea which will work if all other retailers pull together." "I think its great - Camborne is a good town, it just needs more promotion." "Camborne is a lovely town, lets show its true potential!"



Am I in the revised BID area?

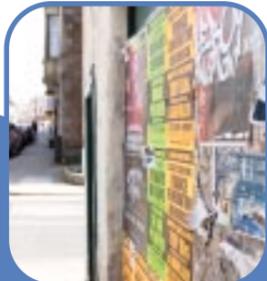
Have a look at this map. If your business is located within the boundary, then you are included in the BID area.

**'Can't do' is not an option.**

**Vote YES for Camborne BID and, together, we 'Can do!'**



"The top of Trelowarren Street needs to be improved and smartened up."



"Clean the place up, have more events for kids and more street events like Trevithick Day to 'warm' the place up."



"A face-lift for all shops, leaflets, press adverts, radio coverage (any publicity that will help all shops in town)."



## About what BIDs 'Can do'

A BID is Government legislation which gives local businesses the power to 'raise funds locally to be spent locally' on improving their trading environment.

A BID is an opportunity for the business community to launch new services and initiatives as well as enhance existing services to directly benefit their business.

BIDs are only possible where the majority of businesses want them. A BID is established following a majority vote in favour of the BID.

## What Camborne 'Can do'

Increase the real and virtual footfall in Camborne by promoting the image and culture of Camborne as a lively shopper/visitor experience.

Use the latest technology to invite the world into Camborne and promote Camborne sales opportunities to new markets.

Reduce business costs through collaborative marketing initiatives and joint purchasing schemes.

Deliver services that you really want or need but that statutory bodies are not obliged to provide.

Give you greater involvement in Camborne with a 'voice' and a stake in the BID programme.

## Don't forget

BIDs isn't about saving the Council money

Statutory services will be recorded

Cornwall Council will be the second highest levy payer if the BID is approved

You determine how the BID money is spent

You determine how the BID is delivered

It's up to you whether it goes ahead

## Let's talk figures

Camborne could generate around £120,000 each year based on a 2% levy on all business rate payers – including organisations in the public and voluntary sectors. That's a total fund of £600,000 for Camborne's businesses to control over a 5 year term! The contributions would be fair and modest and 72% of businesses would pay less than £5 per week.

If you do not know your rateable value then please go to [www.2010.voa.gov.uk/rli/](http://www.2010.voa.gov.uk/rli/) to find out.

## What happens next?

September 2011  
Draft Proposal published. Tell us if we're on the right track.

December 2011  
Final Proposal published.

February 2012  
BID Ballot. All businesses will have 28 days to cast their vote.

April 2012  
BID start, if successful.