

What can you do?

You've already taken the first step by reading this booklet. Please also read the enclosed booklet 'BIDs, An Opportunity for businesses in Cornwall?'

If anything is unclear then please contact Mel Richardson, BID Development Officer (contact details under Further Information).

Complete the enclosed survey remembering to fill in your contact details. These details will remain confidential and will not be passed onto a third party.

Finally, come along to the Launch! Your invitation is enclosed, please return it - by post, email or hand - so that we can cater accordingly.

There are already 3 approved BIDs in Cornwall - Truro, Falmouth and Newquay - and 110 nationally. Plenty of other Cornish towns are expressing an interest in the BID process. Let's work together and make Camborne the 4th successful Cornwall BID!

So, what happens next?

Camborne's outline BID timetable will be:

9th May 2011

Presentation and discussion evening. Find out more about BIDs and tell us what you think.

May 2011

Survey responses to identify priorities and ideas.

July 2011

Newsletter communicating results of survey and next steps.

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.



Cornwall Council are supporting the development of the Camborne BID through staff time and a budget provided by the Growth Points Initiative.



Can do

Further information:

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Rateable values - www.2010.voa.gov.uk/rli/

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

UK BIDs - www.britishbids.info or www.ukbids.org

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

If you require this information in a different format - for example, large print or
language translation - please call 01872 224733

What area will the BID cover?

Have a look at the map. If your business is located within the boundary, then you are included in the BID area. If the Camborne BID is successful then every business, within that 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). You owe it to yourself to find out more and we would like to hear your views and work with you to get Camborne back on the map.



Camborne BID
area map



Does a BID mean anything to you?

***Does Camborne need to change
or improve?***

***Do you wish to work with other
businesses to create a lively trading
environment?***

***Do you want to bring more business
to Camborne?***

***Would you like Camborne to benefit from
approximately £120,000 a year
for 5 years to help to do this?***

***If you have an opinion on any of
these questions then read on...***

A large, stylized logo featuring the word "Can do" in a bold, yellow, sans-serif font. A red asterisk is positioned above the "C". The logo is set against a red oval background that is part of a larger red graphic element at the bottom of the page.

Can do

Camborne BID launch

Why a BID for Camborne?

Camborne...what does the name mean to you? Your home town? The place where you work? To many it was the heart of the Cornish mining industry, formerly one of the richest mining areas.

As a group of local business people, we would like to put Camborne back on the map. We want to transform Camborne into a lively trading community and a place others want to spend their time and money. We have all invested in our businesses and are proud of our town.

Would you like to contribute and help to control an annual pot of money exclusively for Camborne?

What BIDs 'Can do'

** BIDs are business led schemes underpinned by 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.*

Camborne BID steering group

*George Le Hunte
Daren Wilkinson
Alan & Glynis Charlesworth
Tracia & Paul Bradley
Reg Bennett
Wayne Richens
Michelle Macklin
Zoe Hall
Alan Honeybone
Richard Goldring
Eric Pascoe
Chris Trerise
Robert Cope
Emma Moyse
Mel Richardson*

*Camborne Chamber of Commerce
Tyacks Hotel
Cross Street News
Bradley Stoves
Kieve Mill Workshops
Richens Global Trading
The Fireplace
Beaver Blinds
Specsavers
Goldring Yates
Pascoe & Sons
Kernow Model Rail Centre
Walters & Barbary
Tesco
Cornwall Council*

Let's talk figures

Camborne could generate around £120,000 each year based on a 2% levy on all non-domestic 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 don't know your rateable value then you can find out at www.2010.voa.gov.uk/rli/.

The purpose of this survey

This survey is the first step towards assessing whether businesses in Camborne wish to consider developing a Business Improvement District (BID).

It has been prepared jointly by businesses in Camborne with help from officers at Cornwall Council who are supporting the process through staff time and a budget.

In-line with the ethos of BIDs - 'business led for business benefit' - a scheme will only be developed if the majority of businesses give us positive feedback during this initial stage.

** A map of the BID area is on the back cover.*

Why do we want a BID?

'Camborne needs a BID to improve footfall in the town and put Camborne at the front of business development.'

**Chris Trerise,
Kernow Model Rail Centre**

'A BID for Camborne would mean all businesses working together to make a difference. That has to be good for the town and anyone in it.'

**Alan Honeybone,
Specsavers**

'A BID is exciting because it's a relatively new idea. We're waiting for a miracle to happen to get Camborne on the world stage. Rather than waiting, we can create our own miracle.'

**Paul Bradley,
Bradley Stoves**

'A BID is not just a one off project, it'll go on for 5 years, raising over half a million pounds for us to invest in our town.'

**Glynis Charlesworth,
Cross Street News**

'What excites me about a BID is that it's run by businesses to promote businesses and we're in total control.'

**Daren Wilkinson,
Tyacks Hotel**

What other businesses say...

'The Truro BID has been great for my business! I have received back over four times the cost of my BID levy, an excellent return on my investment. The 'Hang on Friday' campaign to encourage employees to stay in the City Centre after work on the last Friday of the month, pay day for many people, has provided a cost effective way of reaching over 400 businesses every month.'

**Brett Holmes,
Partner, One Eyed Cat bar and brasserie**

'The Falmouth BID is really galvanising businesses to think about what they want, to work together and make changes. The total sums are not large but the effects help us all feel that we are making a difference. And it is happening without bureaucratic interference. No-one likes paying out more money but even some doubters are now convinced and helping to make it work.'

**Jonathan Griffin, Director,
National Maritime Museum Cornwall**

'Falmouth BID has not only benefitted the retailers and hoteliers but also the business service providers. Our clients have benefitted through increased footfall and occupancy levels whilst our staff enjoy living and working in a re-energised town.'

**James Hodgson,
Partner, Chartered Accountants and Business Advisors**

'Newquay's move towards BID status is a positive step in the right direction, enabling Newquay businesses to have far greater influence on the way money is spent within the town. This will surely help us to compete with other resorts.'

**James Nettleton,
The Esplanade Hotel, The Bay Hotel, Fistral Spa
and The Quiksilver Surf School**

'We are delighted that Newquay BID was approved in March 2011. It's exciting to have the opportunity to work with other businesses to boost visitor numbers to Newquay through effective marketing, PR and events. Cornwall Hospice Care supports BIDs and our shops have experienced increased sales since the Truro and Falmouth BID schemes were approved.'

**Rose Wiltshire,
Community Fundraiser, Cornwall Hospice Care**



Camborne Can do...

...what you've always wanted, extraordinary events,
dynamic marketing, better business...

...but businesses have to vote YES.