



Draft Proposal

*BID Camborne 'can do' great things for your business.
This is your last chance to shape the final proposal, so
please respond by Friday 21st October 2011.*

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

*Vote YES for BID
Camborne and,
together, we...*

A large, stylized version of the "Can do" logo is positioned at the bottom of the page. It features a red asterisk to the left of the words "Can do" in a bold, sans-serif font. The text is set against a white background within a red oval shape.

**Can do*

BID Camborne

the Business Improvement District (BID)

Draft Proposal

This is your last chance - please respond by Friday 21st October 2011

In our spring survey, you told us what you thought were the priorities for improving the trading environment of Camborne. This draft 'BID Proposal' reflects what you said and contains the kind of initiatives which the BID Steering Group feels best responds to your needs and concerns. This is your last chance to shape the final proposal before you vote on BID Camborne.

The Proposal includes projects that reflect the priorities highlighted by nearly 80 businesses. We need you to tell us if these are the right projects because it's important that a Camborne Business Improvement District delivers what you want and need for Camborne.

Many of you felt that improving the range of shops and services and attracting new 'brand' names into Camborne were important goals for BID Camborne; we agree and believe that the range of projects BID Camborne will deliver is one way of achieving that end. As part of our promotional theme we will seek to match the needs of the 'brand' names in retailing with opportunities in Camborne as they arise.

How to respond - the Feedback Form

You will have received a single A4 Feedback Form with this Draft Proposal. Please study the detailed notes for each theme then complete the Feedback Form telling us what you think about the ideas and the 5 year budget allocated to them.

With your help we can get the proposal right before we ask you to vote 'yes' or 'no' to the establishment of the Camborne BID next spring. For each idea there are four options for feedback:

<i>Yes, it's a great idea</i>	<i>Yes, it's OK</i>
<i>Maybe, but I'm not sure</i>	<i>No, I'm not keen on that idea</i>

As you go through the Feedback Form, put a tick in the corresponding box that reflects your view of that idea.

You can respond in a variety of ways:

- 1) Talk to us:
Our representatives will be calling on businesses throughout this consultation period, please talk to them; alternatively, if you would prefer a confidential discussion phone Roger Radcliffe on 01872 224325*
- 2) Write to us:
Complete the Feedback Form with your contact details and either drop it into Cross Street News or Tyacks Hotel or post it to Roger Radcliffe, Partnerships Officer, Cornwall Council, Carrick House, Pydar Street, Truro TR1 1EB.*
- 3) Online:
Log on to www.cambornecando.co.uk and complete the Feedback Form on-line.*
- 4) Look us in the Eye:
Contact a Steering Group member to give your feedback directly - see back cover for list of members*

Our 5 year mission...

More customers

BID Camborne is about drawing visitors and customers into Camborne, something that is critical to business survival and success. It's about uniting all businesses within the town in a series of initiatives aimed at reaching new and established customers across Cornwall but especially from within a 10 mile radius of Camborne to instill a new sense of enthusiasm and loyalty based on targeted improvements and exciting new promotions. BID Camborne is also about local pride, encouraging local residents to work with and support their local businesses.

Clean and lively

Camborne is changing for the better. BID Camborne will allow us to embrace these positive changes and get behind a new vision for the future; a Camborne where we can open people's eyes to a tremendous new range of goods and services, show what a great town it is, how clean and well maintained it is; easy and convenient to use and a place where there is always something interesting to see or do. Achieving this vision of a vibrant Camborne will help everyone - if you live or work here, you will want to enjoy what the town has to offer; if you have a business here, you need people to spend their money with you year round. We will foster a good relationship with local people to achieve these shared benefits.

Ready for business

Camborne's population is growing, national brand names are demonstrating their confidence in the town by bringing new investment to Camborne; BID Camborne is about making the most of these new opportunities and preparing for new business in a modern context. 'Camborne' means different things to different people but there are common threads which unite us all - our industrial heritage; common-sense values and no-nonsense approach; a pride in our Cornish culture; resilience and determination in difficult times. Developing a shared sense of pride in our town draws on all of this and helps everyone adjust to change.

United and in control

BID Camborne offers the best chance of a united approach in this mission by placing the means for change and improvement into the hands of the people best placed to know what works - the businesses of Camborne.

If the BID is approved next spring, we will have approximately £120,000 each year for five years, enough money to make a difference but we do need to ensure that it is spent well and that we don't duplicate what other agencies are or should be doing. With the backing of over 350 businesses and a credible business proposal, we can deliver action on the ground putting us in a powerful position to negotiate the best deals for Camborne and to attract additional contributions.

Ballot Administration

Under BID Legislation, the responsibility for the ballot lies with Cornwall Council. The Councils Electoral Services team, based in Liskeard, recently handled the ballot for Newquay BID; the same team will handle the Camborne ballot.

The proposed allocation of funds is based on a 2% levy on the rateable value of your business premises or, if the rateable value is below £5,000, an annual payment of £100.

Camborne Can do...

...busy shops and businesses, thriving and energised public spaces, pride, change, strength...

...but businesses have to vote YES.

Camborne ^{*}Can do
Camborne Business Improvement District

Theme A

Promotions, Public Relations, Image and Culture

(60% of the budget - circa £360,000 over 5 years including delivery costs)



The Issue:

Camborne is often perceived by its weaknesses and not its strengths; it undersells itself and needs to improve its reputation.

The Solution:

Changing perceptions: A concerted marketing and public relations campaign matched by improvements and attention to detail in the presentation of the town will seek to dispel any negative messages that have been portrayed about Camborne and bring a renewed vigour and vitality to the town as part of a drive to increase 'footfall'.

Project Ideas - Marketing, Public Relations, Image and Culture

A1

1) Promotions and Public Relations - Projects could include:

Design and launch a 5 Year Marketing Plan: This will outline our ambitions and embrace the following projects:

Annual public relations campaign: Appoint a public relations company to design and deliver a campaign to get Camborne in the news to raise Camborne's profile, locally and regionally.

Special parking promotions and access related initiatives: Promotion of the existing free parking opportunities in the town, highlighting existing advantages (no hills, no excessive traffic queues to car parks) and recommending how and when to use the town for maximum convenience.

Promotion of music, cultural and family events: Supporting existing events such as Christmas in Camborne, Camborne in Bloom, Camborne Produce Market and seasonal and specialist festivals.

High quality publicity literature: Promote all the features of Camborne; the periphery of the town as well as the centre.

Large Screen: A large public screen in the town could be used to advertise events, businesses and to potentially show high profile events such as the Olympics.

Flags and banners: To provide colour and add to the vibrancy of the streetscape, flags will promote specific activities or events as well as creating a welcoming and energising street atmosphere.

Improved Signage: To and within Camborne as well as information boards to complement the 'Discovery Map' by promoting what businesses have to offer.

Media Pages: A regular Camborne advertising page in the local media sub-divided to promote the town, the businesses in it, events, even job opportunities.

A2

2) Collaboration and Training - Projects could include:

Business in Business (BIB) This project will utilise existing screens in waiting rooms around Camborne for advertising or promoting businesses, services or events to new and existing groups of customers. The project would encourage businesses to work together, in partnership, for the good of the town as well as themselves. Additional screens could be added in the long term, particularly in high volume premises such as food takeaways, chemists, doctors, dentists - anywhere with a queue or waiting time.

Free Business Workshops aimed at Camborne businesses and employees (provided by local colleges and trainers) to develop and enhance skills in sales, customer service and training in the use of software packages.

A3

3) Taking Pride in our Town's Environment - Projects could include:

Smart Shops - Working closely with the Townscape Heritage Initiative and town planners to develop or enforce improvements wherever possible. This could include shutter improvements, initiatives to assist in cleaning and painting shop frontages and lighting of prominent buildings, empty shop improvements such as window dressing, developing links to local colleges to utilise windows to showcase local training opportunities and student produced products or work.

Clean Camborne - Targeted extra street cleaning including occasional 'deep cleaning' purchased by BID Camborne as an extra to the Council's baseline service e.g. addressing chewing gum on pavements as part of a strategy for even higher standards.

Camborne Can do...

*...vigour and vitality, festivities, diversity, excitement,
enhanced skills and businesses working together...*

...but businesses have to vote YES.



Theme B

Improving Camborne's on-line presence

(30% of the budget - circa £180,000 over 5 years including delivery costs)



The Issue:

Not every business has an on-line presence; some businesses have a presence but don't always have the skill to make the most of it. There are several unrelated web-sites presenting information on Camborne or promoting aspects of the town, its businesses and services.

The Solution:

The BID's role would be to provide support, build on what the town already has, develop links and present a coherent Camborne on-line presence that draws people and business into Camborne from local, national and international destinations.

Project Ideas - Improving Camborne's on-line presence

B1

1. Develop a Camborne website:

All businesses working together to promote themselves, the town and everything that it has to offer. A high quality web-presence which helps the people of Camborne and surrounding areas to appreciate the range, convenience and great value that Camborne has to offer including up to the minute offers and promotions. Web-cam options could also be employed.

The project could include:

Links and Joint Projects with other web-sites such as ShopCamborne (which could be developed and improved in partnership with the Chamber of Commerce) as well as the web-sites of the Town Council, Heartlands, Pool Innovation Centre, King Edward Mine, Discovery website and others - all with aim of directing people to Camborne.

Camborne Can Do

Developing a Camborne 'brand' (on the web-site, B2B and in the public arena) will give every business the chance to be a part of BID Camborne and has the potential to put Camborne back on people's radar. The project would enable businesses to identify themselves with a forward thinking town sending a positive message to customers whilst promoting an ethos of mutual support and cooperation in the business community itself. The brand would represent a fresh approach to Camborne - a place with an enjoyable, relaxed environment where it had never been easier to do business or to go shopping; easy access and parking, a good range of shops, services and amenities. A spin-off to the development of the brand could be an initiative that combines the need to find new uses for empty shops with training and testing new business ideas; an initiative that offers opportunities to up and coming new businesses, encouraging the retailers of tomorrow and promoting best practice.

B2

2. Free Wi Fi node in the Square

Investigate free WiFi for the town centre. It could encourage people to stop and dwell in the square, in turn potentially self-policing any undesirable presence.

B3

3. Camborne "App."

A computer application that assists mobile phone users to make the most of Camborne by offering up to date, targeted advice and information on shopping, eating, events, things to do; containing maps, directions and information about Camborne's heritage or special promotions or anything that people might need directing to.

B4

4. Camborne Social Media Account

Camborne in greater detail and more interactive than ever before! The must-have accessory for any town.



Theme C

Cost savings

(10% of the budget - circa £60,000 over 5 years including delivery costs)

The Issue:

Running a business is expensive; not everyone can afford dedicated time to pursue optimum deals on utilities, recruitment and insurance; not everyone has the skill and experience to spot the best deals.

The Solution:

Using skilled and experienced specialists, BID Camborne will deliver a service to help reduce business running costs.

Project Ideas - Reducing the Cost of Running your Business

C1

1. Cutting Overheads

Initial pilot project with local firms is in hand to determine typical levels of cost savings that might be achievable for a number of different types of business in Camborne (office user, retailer, garage, warehouse etc.).

The project could include:

- * Carbon reduction
- * Analysis of current utility and related spend
- * Advice on 'open' contracts with staggered starts
- * Advice on how to 'break' contracts

The aim would be to achieve cost savings in purchasing gas, electricity, insurance and other services by a range of businesses in Camborne.

C2

2. Camborne Collective

A group purchasing initiative that would facilitate:

- * Communication between traders on purchasing needs and opportunities
- * Knowledge of how to group buy as a town
- * Group buying deals with a range of suppliers

C3

3. Waste not want not

Commercial waste collection, waste minimisation schemes and recycling initiatives developed in conjunction with specialist providers and advisors.

Camborne Can do...

...great things with its new brand, website, lower overheads, savings on utilities...

...but businesses have to vote YES.





Can do

If you do need to talk anything through, please contact a Steering Group member

BID Camborne Steering Group – October 2011

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

Ross Pascoe

Emma Moys

Lawrence Pavey

Amanda Mugford

Max Doble

Jon Willing

Francesca Lander

Chamber of Commerce

Tyacks Hotel

Cross Street News

Bradley Chimney Specialists

Kieve Mill Workshops

Richens Global Trading

The Fireplace

Beaver Blinds

Specsavers

Goldring Yates

R. Pascoe and Sons

Kernow Model Rail Centre

Nalders Solicitors

Tesco

Investments Mortgages and Pensions

Camborne Town Clerk

Roy Doble Jewellery

Wetherspoon

HSBC

For further information

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

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 – 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



What Happens Next?

October 2011 - Camborne BID Draft Proposal published - tell us if we are on the right track.

January 2012 - Camborne BID Final Proposal published. The BID proposal in print for you to read and consider

February 2012 - Ballot. You will have 28 days in which to cast your postal vote or submit it to the local polling station. The close of the ballot will be 29th February 2012.

1st March 2012 - Result declared

April 2012 - If the vote is successful, the BID goes live with delivery of a 5 year business led programme. Levy bills will also be due for the first year on 1st April 2012.

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

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