

## DATES FOR YOUR DIARY

**14th December**  
Christmas Market, 9am till 6pm. Stalls & Holman Climax Male Voice Choir at 3pm.

**20th December**  
Childrens Lantern Parade, 5.30pm till 7.20pm. Pirate FM, parade & music by Truro Pipes & Proper Job.

**22nd December**  
Nativity Scene from 11am in Camborne Town Square.



For all you tweeters out there! Our twitter account is up & running & we would be delighted to support our levy payers by spreading your news. Find us & follow us:

**@BIDCamborne**



## Camborne at Christmas

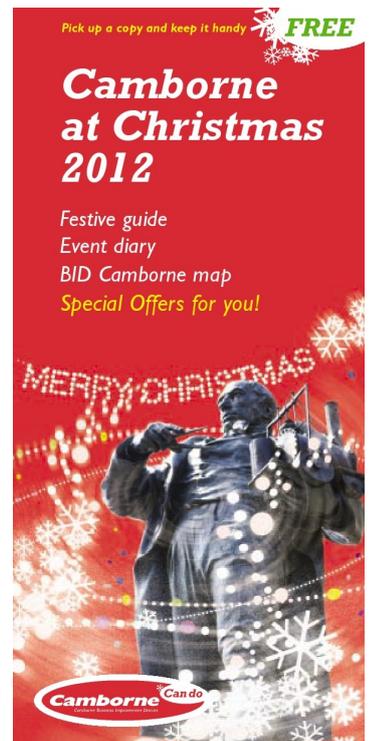
As well as organising the lights display and producing the festive guide, BID Camborne has invested in advertising on Pirate FM, in the West Briton and Packet newspapers, to promote Camborne at Christmas.

This is being supported by promotion on Twitter, Network Cornwall, event promotion on Facebook and further support with media press releases throughout December.

## The Festive Guide

Over 10,000 copies of the Camborne at Christmas 2012 Festive Guide have been distributed to 8,500 TR14 homes via the Packet newspaper. Copies have been delivered to Tourist Information Offices in Mid and West Cornwall and local popular visitor attractions.

Featured special offer spaces went to the first 17 businesses who responded to the email request. Feedback on the guide will be welcomed so we can improve it for future years. Email: [mel@cambornecando.co.uk](mailto:mel@cambornecando.co.uk) .



**Seasons Greetings  
to all in  
BID Camborne**



Daytime 2012 tree in Commercial Sq

## The 2012 Christmas Lights

Switched on for the first time on Wednesday 28th November, the lights are on 3pm to midnight daily until 6th January 2013.

Without BID Camborne there would be no Christmas lights in town this year as the voluntary Christmas Lights group who used to do this work has unfortunately folded. Everything has been organised on a very tight timeframe.

Camborne Town Council, Cornwall Councillors, Camborne Regeneration Forum and Chamber of Commerce are all thanked for their funding and help. The switch on event will be back in 2013.

## Some key achievements to date

### Site Improvements

The old Co-op had a face lift in July thanks to it's owners.

The old Holman's building opposite the train station was also improved thanks to Coastline and THI scheme in Camborne.

### Free Parking

We offered 2 hours free parking in Trevithick Car Park during September and October and supported the offer with promotion of the town. This offer was very popular with customers to Camborne and a report will be published in January. BID Camborne continues to promote the available free parking in Camborne.

### Activities and promotion for Camborne

As well as investing in press and radio advertising promoting the town, BID Camborne organised children's activities in August on Commercial Square, created links with Heartlands and supported Camborne Music Festival in November.

Loads more to come in 2013, including a new town guide, a new website for Camborne (mobile enabled) and street dressing projects.



Before (June 2012)



After (August 2012)



Before (June 2012)



After (September 2012)



Chloe the Clown (August 2012)



Heartlands

## Some Customer Information

Pirate FM invests in ongoing customer survey's keeping Pirate up to date with customer trends. We have permission to pass on some interesting facts from recent surveys. When survey participants were asked the following questions, this is how they responded:

- 'What **products & services** do you look for with **money off vouchers**—**79%** of **females** answered '**Eating Out**' and **43%** of **males** answered '**Hotel Stays**';
- 'How much **on-line shopping** they did—**42%** of **females** said between **1%-20%** and **11%** of **males** answered **40%**;
- 'What made them **choose a high street retailer**—**64%** of **males** answered **price** and **34%** of **females** said it was because they are a '**local shop**'.

**Note:** Between 17% and 20% of local people answered the survey over a period of 6 months. Answers from above were taken from the Pirate FM Opinion Minion surveys between December 2011 & June 2012.

## Message from Mel, BID Camborne Manager

'As well as thanking all the Directors and businesses for their support to date, I would like to welcome all the new businesses who have opened in Camborne in the last few months and wish you all a successful Christmas trading period and a prosperous 2013. I hope to meet as many of you as I can next year'.

BID sends out an email update every fortnight to levy payers. To get on this email distribution list please contact [mel@cambornecando.co.uk](mailto:mel@cambornecando.co.uk).