

Can Do More 2017-2022

Camborne Business Improvement District

Draft Proposal for 2nd Term Projects - Can Do More: 2017 – 2022

FEEDBACK FORM for BID Camborne Levy Paying Businesses
Please respond by Thursday 30th June 2016

Tell us what you think....

In January 2016 BID Camborne Directors gave their views on the success of BID Camborne and ideas for a second term of BID Camborne. A selection of Camborne levy paying businesses were interviewed in March and April and gave their views....We are now inviting all levy payers to get involved. How you do this is up to you.

- You can complete and return the tear off section of this feedback form;
 - BID Camborne Office, 12a Cross Street, Camborne, TR14 8EX (For postal returns)
 - Cross Street News, 43 Cross Street, Camborne, TR14 8ES (Returns box located here)
 - Tyacks Hotel, 27 Commercial St, Camborne TR14 8LD (Returns box located here)
- You can complete the form on-line at <https://www.surveymonkey.co.uk/r/CanDoMore2017-2022FeedBack>
- If you want to know more or talk about Can Do More then come along to one of 3 discussion sessions in June, all in the Lowenac Hotel, 34 Bassett Road, Camborne TR14 8SL.
 - Monday 13th June 5pm – 7pm Presentations and Q&A starts at 5.15pm – light refreshments
 - Tuesday 14th June 8am – 10am Presentations and Q&A starts at 8.15am – bacon roll or pastry
 - Tuesday 14th June noon – 2pm Presentations and Q&A starts at 12.15pm – light refreshments

www.cambornecando.co.uk

Camborne Can Do 2012 -17

The aim was to put Camborne back on the map. To help transform Camborne into a lively trading community and a place where others want to spend their time and money. BID Camborne has invested £459,000 of your money delivering projects in our town to improve Camborne Town. BID Camborne has also secured £41,000 of grant funding and voluntary contributions.

Projects Delivered for Camborne Can do (2012-17)

These are the projects delivered in the company's first term that we would like to consider continuing for Can Do More 2017-22.

Theme 1 – Improving Camborne Environment



Free Parking

Over 100 days of Free Parking in Camborne



Vacant Premises Displays

in long term vacant sites - 8 displays to date, some with partners



Graffiti Removal

from BID Camborne levy paying businesses - over 50 graffitis removed



Christmas Lights Displays

since 2012 when the volunteer group had folded



Christmas Tree

in Commercial Square since 2013



Bunting

In 2012 there was no town bunting. Over 10,000 metres (6 miles) has been installed and maintained by BID Camborne.



Worked with Safer Camborne

to make the town a safer place



Street Dressing & Signage

with flags in Cross Street, over the street banners, Trevithick Market signs, and welcome maps



Raising Standards of Cleanliness and Presentation

agreeing the baseline and working with the Councils to raise the standards of planting, presentation and cleanliness in Camborne

Theme 1 – Improving Camborne Environment



Branding Camborne - Real Cornwall

and the #Choose Camborne Campaign promoting a positive image of Camborne and promoting it as a destination town



Social Media

Facebook, Twitter, Instagram, Google Plus and YouTube accounts, all working to promote Camborne and its businesses.



#Choose Camborne Point of Sale

to promote Camborne and its businesses – drink mats and guide holders available to promote Camborne



CamborneTown.com

Camborne's first official town website.



Town Guides

4 editions - 150,000 distributed over West Cornwall.



Christmas in Camborne Guides

35,000 distributed to engage Camborne residents and visitors



New Events

to attract more people to Camborne – brought back the Christmas Lights Switch On Day, staged August Fun Fridays, Tough Dough Art Trail and in 2016 will bring the Man Engine through Camborne.



Events

supporting existing events to promote Camborne - Trevithick Day, Music Festival, Produce Market



Promotion of Camborne and businesses

working with a PR agency & BID Camborne West Briton page

Theme 3 Business Promotion (Best For Business)



Training Workshops

to help businesses. These included food hygiene, finance training, website support.



Lobbying

on behalf of BID Camborne businesses includes Value Parking offer in Rosewarne Car Park which ran for 14 months and saving Rosewarne Toilets from winter closure for 2 winters.

Camborne Can Do More 2017-22 Feedback form

Please invest a few minutes of your time completing this feedback form to help shape the second term of BID Camborne. If you want to know more or have questions, spare an hour and attend one of the three June discussion sessions. Alternatively contact Mel (BID Camborne Manager) or George (BID Camborne Chairman) who will be delighted to talk to you.

Email: mel@cambornecando.co.uk Tel: 01209 711419

The Vision for Camborne Can Do More (2017-22)

Continuing to improve Camborne Town by making it a welcoming, well promoted, attractive destination for both visitors and local customers.

1 Do you agree with this vision? Yes No

If No, please make your suggestion: _____

The Projects that could continue into 2017 – 2022

Seeking your views on whether these projects should continue in the second term of BID Camborne.

Theme 1: Improving Camborne Environment

The following projects were all undertaken in our first term of BID Camborne. We want your views on whether or not you would like to see each project in the second term.

| | Essential | Important | Non-Essential |
|---|--------------------------|--------------------------|--------------------------|
| 2 Street Bunting | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 Vacant premises displays on long term vacant windows | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Graffiti removal from levy paying businesses | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Christmas Lights | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 Christmas Tree | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 The Christmas Saturday Free Parking offer in Rosewarne Car Park | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Street Dressing & signage | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 Raising Standards of cleanliness and presentation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Any comments or suggestions about the above projects: _____ | | | |

11 Your suggestion for a new project to improve the trading environment: _____

Theme 1: Improving Camborne Promotion

The following projects were all undertaken in our first term of BID Camborne. We want your views on whether or not you would like to see each project in the second term

| | Essential | Important | Non-Essential |
|--|--------------------------|--------------------------|--------------------------|
| 12 Promoting the new town image – Camborne Real Cornwall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 Social Media for the town | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 CamborneTown.com website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 #Choose Camborne Point of Sale | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 Camborne Town Guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 Christmas in Camborne Guide | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18 Promotion of Camborne – working with a PR agency | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 Promotion of Camborne – the monthly West Briton Page | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 Promotion – supporting existing events to drive footfall | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 Bringing back events – eg Christmas Light Switch on Event | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 Any comments or suggestions about the above projects: _____ | | | |

23 Your suggestion for a new project to improve the promotion of Camborne: _____

Theme 2: Cost Savings

Work on cost savings projects was undertaken in our first term and is published on the company website. This theme has proved difficult to deliver significant benefits to your businesses for a number of reasons. However we know that saving money is important to all businesses so if you have a project for this theme you would like to see delivered in the second term, then please give us your idea here...

24 Your suggestion for a project that would save money for businesses in town: _____

Theme 3: Best for Business

Some projects delivered under this theme in our first term are included in questions about promotion. We are therefore only asking for your views on training workshops and lobbying here.

| | Essential | Important | Non-Essential |
|--|--------------------------|--------------------------|--------------------------|
| 25 Workshops - promoting value workshops offered by local providers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 Workshops - organising workshops or training sessions that BID Camborne levy payers have requested. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 Lobbying on issues important to Camborne businesses. | | | |
| 28 Any comments or suggestions about the above projects: _____ | | | |

29 Your suggestion for a collaboration project that would benefit your business and other businesses in Camborne: _____

Possible new projects for Can Do More 2017-22

During the consultation work done to date, the following project ideas have been suggested as topics that BID Camborne should consider for delivery in a second term.

| | Essential | Important | Non-Essential |
|---|--------------------------|--------------------------|--------------------------|
| 30 Developing a visitor attraction in Camborne that celebrates Richard Trevithick and / or Holmans | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 31 Developing a new summer event for Camborne to attract visitors and residents | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 32 ShopWatch Scheme ShopWatch is not currently active in Camborne and there are currently issues with accessing CCTV footage. Re-introducing ShopWatch has been suggested as a good idea. Do you agree? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 33 Town Centre Management Whilst our Councils have a role to play in delivering services within Camborne, there isn't an organisation whose remit is to manage Camborne town centre on a day to day basis handling operational issues. Should BID Camborne do this role? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 34 Bringing Beacon technology to Camborne Beacon technology works with smartphones and will come live during 2016 and is supported by Google. Should BID Camborne work with this technology on your behalf for the benefit of our town? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 35 Camborne Business Awards A competition for levy paying businesses voted for by customers. This would help with building loyalty and promoting the town | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 36 Introducing a loyalty card to the town for those businesses who do not have their own scheme | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 37 Introducing a town e-newsletter to promote your events and special offers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 38 Consult with residents and visitors about the town centre and what they like / would like to change We propose this consultation should be useful to existing trading businesses and in planning our town centre for the future. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

39 Please give any feedback on any of the above project suggestions: _____

40 Please suggest any other new project ideas you would like to see considered for Camborne Can Do More 2017-22: _____

We do anticipate proposing new themes for our next term in the final proposal document. These will be agreed by BID Camborne Board based on the projects supported through this consultation work.

41 Based on the projects listed above and your priorities, would you vote Yes for BID Camborne to continue for a second term: Yes No Dont Know

Any other comments or questions: _____

Your Details:

Name: _____ Position: _____ Company Name: _____

Company Address: _____

Post code: _____ Email: _____ Tel: _____

42 Will you be the person voting in the BID Camborne renewal ballot? Yes No

If NO, please provide the contact details for the person who will vote below:-

Name: _____ Position: _____ Company Name: _____

Company Address: _____

Post code: _____ Email: _____ Tel: _____

43 How do you find out what BID Camborne is doing for Camborne Town?

BID Camborne News (fortnightly e-newsletter)

sign up by entering your email address on the home page of www.cambornecando.co.uk

Can do News (quarterly hardcopy newsletter)

Cambornecando.co.uk website

Local media

Social media

Other

Stay up to Date

Check out our website for further details on BID Camborne Projects to date.

You can also sign up to our fortnightly e-newsletter on the home page www.cambornecando.co.uk

Promote your business by maximising your business listing on www.cambornetown.com

Finally, if you have any questions, comments or feedback about the current BID or the proposal for the next BID Camborne,

please contact Mel Martin, BID Camborne Manager. Call 01209 711419 or email mel@cambornecando.co.uk

Please return all feedback forms to the BID Office.

Camborne Business Improvement District, 12a Cross Street, Camborne, Cornwall, TR14 8EX / Company number 7900674

“ It’s not just me that thinks Camborne is vastly improved, my customers tell me too. I love what the BID has done to create a festival type atmosphere with projects such as the banners; it makes Camborne feel like a happening vibrant place. My sales are up by 40% on last year so I’m happy that having my business based in Camborne is really working for me ”

Craig Hall, Beaver Blinds, Cross Street

“ My garage is on the edge of town so whilst I don’t necessarily benefit from many of the projects designed to promote town trading, I fully support the work that BID Camborne does. I’m passionate about improving Camborne and since the BID came in, the town certainly has a better profile which is great for business overall ”

Stephen and Sandra Glasson, Glassons Garage, Treswithian Road

“ I’ve recently visited other towns particularly up north; in comparison Camborne is thriving. That must be in part down to the good work of BID Camborne. The BID has definitely made a difference – the Christmas lights are particularly impressive, colourful hoardings to the fronts of empty shops, banners and parking initiatives are all good. There is always room for improvement – I’d like to see more done to tackle drinking on our streets which can discourage or intimidate our customers ”

Bob Kerr, Rodda & Hocking, College Street

“ BID Camborne has made some great strides to improve Camborne. It’s the start of a journey and there is further to travel. I’d like to see discount schemes introduced for all Camborne employees with the aim of supporting each other’s businesses keeping the money in our town. If the BID didn’t renew, what would happen? There is no credible alternative ”

John Dack, Dack’s Deli, Trelowarren Street

“ Retail businesses in Camborne could always benefit from more customers. BID Camborne is doing its bit to encourage footfall into the town. Without the BID, our trading prospects would be much worse. Let’s face it, most good initiatives designed to promote and improve our town would fold. I am an advocate for the BID continuing ”

Roy Clemens, Pooley’s Meat Pantry, Trelowarren Street

“ In very difficult economic times, BID Camborne has enabled Camborne to hold its own and fare better compared with other towns. We may not always identify the BID behind our survival but we may not be here without it ”

Ian Gilbert, Go Mobile, Commercial Square

“ Camborne is better with the BID than without it. BID Camborne has our best interests at heart and it is great to know that someone is there as third party representing us. The BID team are always really helpful when I have contacted them. It would be good to do more to drive traffic to the new website now it is up and running ”

Christian Morris, Reloved Cornwall, Trelowarren Street

Where are we now?

The current Camborne BID is due to cease on 31st March 2017 and all delivery will come to an end. This consultation exercise is seeking your views on a second term – Can Do More 2017-22 and the work the company could undertake on behalf of the town and your businesses. Have your say....get involved...

The Consultation Process Can Do More 2017- 22

Where to return this form

BID Camborne Office
12a Cross Street, Camborne
Cornwall, TR14 8EX
Either by Post or through letter box.

Return boxes located in:

Cross Street News, 43 Cross Street, TR14 8EX

Tyacks Hotel, 27 Commercial Street, Camborne, TR14 8LD



January 2016

BID Camborne Directors consulted



March & April 2016

Interviews with a selection of BID Camborne Businesses



June 2016

Questionnaire and 3 discussion sessions for all levy payers to give views on the Draft Proposal for second term Can Do More 2017-22



July 2016

BID Camborne Board decides whether to progress further with Can Do More 2017-22



Yes

No – company will close on 31st March 2017



August 2016

Results of Consultation published in August
Hardcopy Newsletter



October 2016

Issue of the Final Proposal for Can Do More 2017 - 22



November 2016

Voting starts



December 2016

Voting ends 1st December and result known on
2nd December 2016



The future 2017 onwards....