

Can Do More

2017 – 2022

Mel Martin – BID Camborne
Manager

June 2016 Discussion Sessions



What is BID Camborne?

- Not for profit company working on behalf of the businesses of Camborne – currently **322**.
- Voted in March 2012 - **Yes vote was 67.9% of voters & 79.58 % of rateable value**
- One part-time manager (now 25 hours per week)
- 12 Directors - all volunteers – estimate around **700 hours of volunteer time per year** working on behalf of BID Camborne. **3 Vacancies**
- **Currently 243 BIDs in UK & Ireland in total with 214 town centre BIDs – rest industrial.**
- By end of 2017 BID will have **invested £459,000** in projects & **secured at least £41,000 in grants & voluntary contributions.**

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Consultation to date

- **January 2016** – BID Camborne Directors gave their views on the first term and ideas for a second term....
- **March & April 2016** - A selection of BID Camborne businesses gave their views and ideas.....
- **June 2016** – We are asking all levy payers for your views and ideas...including these 3 discussion sessions.

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The Vision

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

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Theme 1 – Improving Camborne Environment

- Street bunting
- Vacant premises displays – long term vacancies
- Graffiti removal from levy paying businesses
- Christmas lights
- Christmas tree
- Christmas Free Saturday parking – Rosewarne
- Street dressing and signage
- Raising standards of cleanliness & presentation
- Comments on the above
- Suggestions for new projects for this theme...

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Theme 1 – Improving Camborne Promotion

- Promoting – Camborne Real Cornwall
- Social Media for the town
- CamborneTown.com website
- #Choose Camborne Point of Sale
- Camborne Town Guide
- Christmas in Camborne Guide
- Promotion of Camborne – working with PR agency
- Promotion of Camborne – monthly West Briton Page
- Promotion – supporting existing events to drive footfall
- Promotion – bringing back events eg Christmas Lights Switch On
- Comments on the above / suggestions for new projects

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Theme 2 – Cost Savings

Work undertaken during our first term is published on the company website.

We know saving money is important to all businesses so we are looking for your ideas for a project that would save money for businesses in town. It needs to be realistic and deliverable...

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Theme 3 – Best for Business

- **Workshops** – promoting value workshops or training offered by local providers
- **Workshops** – organising workshops or training sessions that BID Camborne levy payers have requested
- **Lobbying** on issues important to Camborne businesses
- Comments on the above / suggestions for new projects

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Possible new projects for next term....

- **Developing a visitor attraction in Camborne** – that celebrates Richard Trevithick and /or Holman
- **Developing a new summer event for Camborne** – to attract visitors and residents
- **Shop Watch Scheme** - Not currently active in Camborne....
- **Town Centre Management** – Both Council's have a role to play in delivering services within Camborne, but don't manage the town on a day to day basis. **Should BID Camborne do this role?**

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Possible new projects for next term....

- **Bringing Beacon Technology to Camborne** – technology works with smart phones and will come live in 2016. Will replace APPS...
- **Camborne Business Awards**– a competition for levy paying businesses voted for by customers
- **Introducing a loyalty card to the town-** for businesses who do not have their own scheme
- **Introducing a town e-newsletter** to promote your events and special offers
- **Consult with residents and visitors about the town centre** - what they like/ would like to change. This should be useful to existing trading businesses.

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Do you want BID Camborne to continue....

- Q41 asks you, based on the projects listed above and your priorities, would you vote **YES** for BID Camborne to continue....
- If BID Camborne ends in March 2017 then all the projects in your draft proposal will stop and nothing new will happen.....

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What are you likely to pay....

- We won't know until the desired projects are known but....
- Management cost target is **20% of budget** and overheads target is **10% of budget**. To comply the company needs to generate in excess of £110K per annum....
- **The Levy is likely to remain at 2%**..it will not be more than 2% of Rateable Value.
- The minimum payment level is being considered...
- Some small tweaks to businesses included are also being considered...

Can Do More 2017 -2022 Summary...

**“It’s your business, your town,
your money,so your
investment in Camborne....”**

**We believe Camborne Can Do
More – do you?.**

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Question & Answer Session



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Consultation - What next

If you want BID Camborne to continue to a second term then please spare some time to complete & return your feedback form **during June**.

- **July** - BID Camborne Board decides whether to progress further with Can Do More 2017 -22
- **August**– Results of consultation published in hardcopy newsletter
- **October** (if continuing...) Final proposal published
- **November** – **Voting Starts**
- **December Voting ends 1st December** – result known on 2nd December....