

Can do news



What do I get for my levy?

For your BID Camborne levy your business benefits from the following:-

Choose Camborne Campaign –

- **Town Guide – Edition 5** – 50,000 copies printed and distributed around Cornwall;
- **Town website www.cambornetown.com** on which every BID Camborne levy payer can have a listing;
- **Social media** – Facebook, twitter, and Instagram accounts to promote our town;
- **Point of Sale** – the drinks mats and town guide holders;
- **PR for Camborne;**
- **Christmas in Camborne leaflet** - 10,000 copies distributed locally.



Street Dressing

- **Cross Street Flags** & new Basset Road flags;
- **Town welcome maps** at key arrival points;
- **Town Christmas Lights display** which includes Santas' Bench & the town Christmas Tree.

Events

- **Supporting existing town events** which encourage footfall to the BID Camborne area ie Trevithick Day / Music Festival/ Produce Market;
- **Delivery of Christmas Lights Switch on Day;**
- **Santa's grotto** on December Saturday's leading to Christmas.



Parking Offers - Free parking on the 6 weekends leading to Christmas in Rosewarne Car Parks.

Graffiti removal from BID Camborne Levy paying businesses.

Town Safety - Supporting Pubwatch and working towards the return of Shopwatch and Safer Camborne.

Lobbying – Most recently this was opposing the proposed out of town development at Polstrong & completing Cornwall Council's parking consultation. Camborne parking prices have not increased.

5 ways to get better value from your BID Camborne levy.

- **Sign up to the fortnightly e-newsletter** to keep informed, visit: www.cambornecando.co.uk
- **Improve your business listing on the town website** – are your contact details complete?
- **Tell us when you are doing stuff** and we can help you promote it;
- Use the enclosed **Service Contacts Card** to report issues in town;
- Talk to us – Open session prior to each board meeting – next is **5.30pm – 5.45pm on 15th May** in Tyacks conference room.

Service Contacts Card
Please use your enclosed service contacts card for reporting any issues in town

Please remember to pay you bill by 30th April 2018

Cornwall Council does the BID Camborne billing. Bills were sent out in March and are due for payment on 30th April 2018.

Reminders bills will be sent out in May to anyone that has not paid. Please pay your bill on time to avoid any additional costs being incurred by both your business and BID Camborne. Last year BID Camborne spent £3,600 chasing unpaid bills.

Promote your business

www.cambornetown.com is the official town website developed by BID to promote Camborne to the world. Every BID Camborne business is entitled to a listing, but many could be improved. Take a look at yours and contact chantelle@cambornecando.co.uk if you would like to make changes. Our town social media feeds are growing on a daily basis...make use of them too.

Year 2 Work Programme

This year we are focusing on improving Partnership working in Camborne. This is essential for Camborne if we want to progress our Future Camborne Theme 4 projects, which includes delivering a summer event. We have put the summer event on hold for 2018, but hope to bring it back in 2019, with more support.

What we are doing to improve partnership working

- **Representing businesses at Safer Camborne –launched on 19th April 2018.** Developing Shopwatch & Pubwatch are on this delivery plan.
- **Leading on Plastics Free for Camborne.** We want to work towards Plastics Free for Camborne. Following the approach laid-out by Surfers -Against -Sewage. **We would like to recruit 12 town businesses who also want to achieve this. If this is your business – get in touch.** BID will be asking for Camborne Town Council support at June Full Council meeting.
- **A Real Christmas Tree for 2018?** We are working with the Commercial Square landowners to make it possible to have a real tree in Camborne this year. We aren't saying we can do it yet...but we would like too.
- **Consultation with commercial estate agents** will happen in early summer to see how we can attract more investment to our town.
- **Consultation with residents and visitors** in later summer to get a better understanding of what they want from Camborne Town and your businesses.



Town Promotion

Working with a Sue Bradbury PR for the summer.

We are introducing a new campaign – Camborne Cares to run alongside #Choose Camborne. **If your business has a story to tell,** let us know so we can help you spread the word.

Camborne Original/ Camborne Independent window stickers - have been developed to help customers understand your businesses. Camborne Original means the business is only in Camborne, Independent means only in Cornwall. **Please display any stickers enclosed with this newsletter on your window.** If you have not received a sticker and think you should have one – let us know.

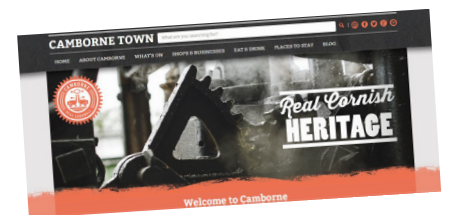


Town Guide Edition 6

will be out by June. This publication is aimed at visitors to Cornwall & will be distributed by Publicity South West in their leaflet stands. It will also be available through town businesses. The What's-on page will feature businesses or business activities that may appeal to visitors.

The Town Website

is being refreshed and will re-launch in summer 2018. Make the most of your business listing on our official town website.



Christmas Lights Switch-On Day is Saturday 24th November 2018

May National Awareness days

11th Eat What You Want Day

14th-20th National Vegetarian Week,

20th-26th British Sandwich Week,

21st - 27th British Tomato Week & 28th May-3rd June National BBQ Week.

