

## 6: Theme 4 - Flying the Flag for Camborne Town

For each of the options below, please tick to indicate whether you think this is Essential, Important, or Less Important

Projects	Essential	Important	Less Important
Lobbying on issues important to Camborne (such as Polstrong out of town retail park)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with local partners to benefit the town and deliver value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helping shape delivery of Camborne's Town Deal award from the Government	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Seeking and applying for funding opportunities to benefit Camborne town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are any of the project ideas above not important at all and why?

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If you have any new ideas or other comments, please list them below:

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## Your Support

Based on what you have read and your priorities, would you vote 'yes' for BID Camborne to continue for a third term?

Yes  No  I Need Convincing!  Not my Decision

Please use space below to add any further comments:

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## Your Details

Name:  Position:

Company Name:

Company Address:

Postcode:

Telephone Number:

Email:

## Voter

Will you be the person voting in the BID Camborne ballot?

Yes  No

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

Name:  Position:

Company Name:

Company Address:

Postcode:

Telephone Number:

Email:

## Newsletter sign up?

Yes  No  Email

## Timetable

April 2021	Consultation with a cross-section of levy paying businesses
July 2021	Survey (this document) issued to all levy payers within the BID Camborne boundary
July 2021	23rd July 2021 – closing date for all questionnaires
August 2021	Analysis of your feedback and final business plan drafted in response to your views
October 2021	Final business plan published and circulated to all levy paying businesses
November 2021	BID ballot papers issued and voting starts (28-day postal ballot)
9th December 2021	Close of postal ballot on Thursday 9th December 2021 at 5pm with result announced on Friday 10th December 2021
1st April 2022	If the vote is successful, the third term of BID Camborne will commence

## How to return this form

Please return this form by 23rd July 2021. You can respond in a number of ways:

- 1) Complete this questionnaire and return it to BID Camborne at the BID Office at Suite 11, Camborne Business Centre, College Street, Camborne TR14 7DB or contact smile@camborntown.com to arrange collection
- 2) Contact Anna Pascoe, BID Camborne Manager and arrange to discuss your feedback face to face or over the phone.
- 3) Complete the form online at smart survey - www.smartsurvey.co.uk/s/Camborne3rdTermSurvey/.

## Thank you for contributing your time and expertise

If you have any questions or comments about BID Camborne and the renewal please contact smile@camborntown.com or 07445 366412 and we can arrange to pop round.

## Testimonials about BID Camborne

“Keep doing what you are doing so well. BID Camborne has generated more customers and increased footfall in the shop and in the town generally.”  
**Nikki Perryman, Camborne Games, Treloarwarren Street**

“BID Camborne has done a tremendous job with everything but especially with adapting to the new 'new' and taking positive action quickly”  
**Peggy Colclough, Colclough & Canine, Cross Street**

“Overall coverage of different businesses and highlighting them on social media is a great help”  
**Helen Tripconey & Tracy Lucioni, Stems Florists, Cross Street**

“BID Camborne is brilliant. The support & communication throughout covid has been great and the night street patrols were very reassuring”  
**Rosie Blake, Ekam Yoga Studio, Treloarwarren Street**

“We were very grateful to receive our grant through Project A Void, a great initiative. The new doors have certainly improved the look and security of the garage”  
**Stephen Glasson, Glasson's Garage, Treswithian Road**

“The various banners and flags through the town made a great difference and were very visible”  
**Chris Trerise, Kernow Model Railway Centre, Treloarwarren Street**



## 3rd Term Consultation Questionnaire 2022-2027

Please respond by 23rd July 2021



BID Camborne has been operating successfully for ten years delivering projects and services to support businesses in our wonderful town.

BID Camborne's second term finishes on 31st March 2022 but can be renewed subject to a new business plan being published and a ballot held where every levy paying business has a vote. Ahead of this process, we want to hear from you.

Camborne is your town and importantly, it is where you have chosen to invest your business; this survey is your chance to tell us what you would like to see delivered as part of a third five-year term.

Your ideas will inform a new five-year business plan to be published in October 2021 ahead of a ballot, where you will have the chance to vote 'yes' or 'no' for the continuation of the BID from April 2022 to March 2027. For the BID to proceed to a third term, there must be a majority voting in favour by number and by rateable value.

Feedback from businesses so far indicates that there is a strong appetite for the BID to be renewed to ensure that the activities of the BID continue; without a BID they will finish on 31st March 2022 and all the projects and services that the BID delivers will end.

Please help us shape the next five years' worth of investment in Camborne - remember it is your BID scheme and it is vital that it reflects your business needs whilst supporting Camborne's future prosperity.

There is excitement about the town following the announcement of £23.7million of Government funding for Camborne. By working together with you and local partners, we can pool our resources and expertise to address issues of concern and grasp new opportunities to improve and promote Camborne, driving footfall and new investment. The first ten years demonstrate what can be achieved by

businesses working together towards a common aim. With your support and involvement, we want to keep this momentum going.

### Reminder about BIDs

BID Camborne is one of 328 BIDs that operate across the UK, 8 of which operate in Cornwall. BIDs are business-led initiatives supported by Government legislation which gives businesses the power to raise funds locally, to be spent locally, on improving a defined commercial area in accordance with the priorities identified by those who contribute towards the scheme. A BID is created when the majority of business ratepayers within that area vote to invest collectively. For more information, go to [www.britishbids.info](http://www.britishbids.info)

### What we have heard so far

In April this year, we consulted with a cross-section of levy payers from across Camborne with the following results:

- Three quarters of all the respondents felt that the BID has benefited Camborne town and that there has been a direct and quantifiable benefit to their business.
- Benefits mentioned included increased footfall within the town, promotional support and help with accessing grants.
- 82% of respondents were broadly in support of BID Camborne continuing for a third term.
- 81% of respondents were happy with the support BID Camborne has provided since the pandemic started in March 2020.

We now want to hear if these views are shared by all levy paying businesses and to understand what your business and town needs from BID Camborne. We want to ensure that Camborne businesses of every size, across the BID boundary and from every sector benefit from the BID.

## Some of our achievements in the last five years

### Theme 1: Welcome to Camborne Town

- Christmas lights & tree
- Project A-Void grant scheme
- Graffiti removal
- Devising the Camborne Cleanliness Charter, Trelawny song and Rainbow Trail as part of Covid-safe reopening

### Theme 2: Marketing Camborne Town

- Annual Town Guide
- Camborne Town social media accounts
- Social media support to local businesses
- Annual Christmas Town Guide



### Theme 3: Supporting Camborne town businesses

- Campaign against Polstrong out-of-town retail park
- Pubwatch Camborne
- Open sessions for businesses at Board meetings
- Regular e-newsletters
- Hard-copy information mailouts as required
- Christmas Lights Switch-On
- FREE parking (at Christmas and other various points in the year)
- Santa's Grotto
- Lobbying on behalf of businesses e.g. Polstrong development & cleanliness in town



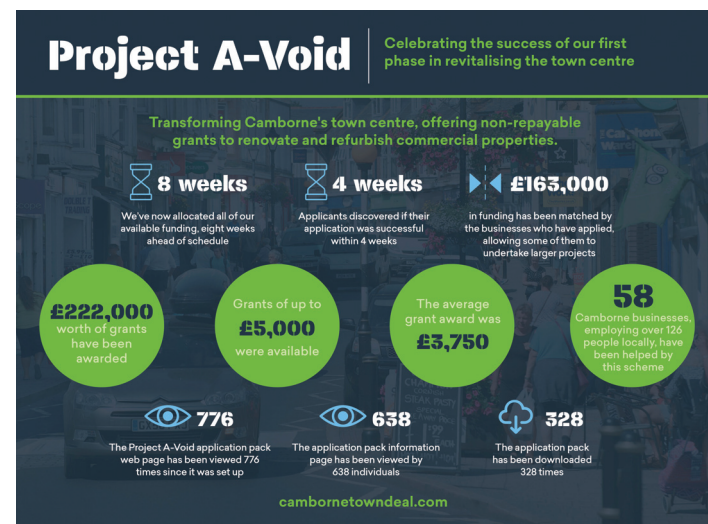
- ReFill Camborne Scheme
- Plastics Free Scheme
- Camborne Cares campaign
- Camborne Town website
- Tales of Camborne Town podcast
- PR – working with Sue Bradbury PR
- Town postcard
- Community Christmas cards
- Welcome Maps
- One in a Million campaign
- Tales of Camborne Town Blog



- Christmas window competition
- Trevithick Day window competition
- Great British High Street Award applications

### Theme 4: Future for Camborne Town

- Camborne Shopping Week
- Camborne Towns Fund survey
- Helping shape Camborne's £25million Towns Fund plans
- Camborne Town Council & local Church partnership
- Fun Fridays (Summer activities in town)



Further information on what the BID has achieved can be viewed at:  
[www.cambornetown.com/bid-camborne-renewal/](http://www.cambornetown.com/bid-camborne-renewal/)

## Please Give Us Your Views

### 1: The Vision for BID Camborne 2022 - 2027

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

Do you agree with this vision? Yes  No

If No, please give an alternative suggestion below:

### 2: Proposed BID Themes

#### Theme 1: Special Events & Innovative Ideas for Camborne Town



#### Theme 3: Supporting Camborne Town Businesses



#### 3: Theme 1 - Special Events & Innovative Ideas for Camborne Town

For each of the options below, please tick to indicate whether you think this is Essential, Important, or Less Important

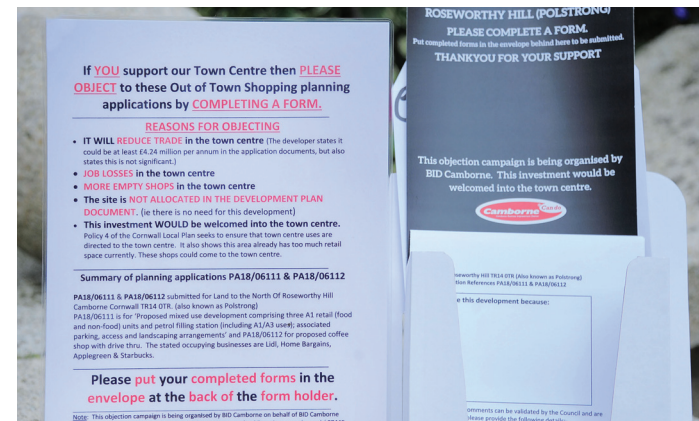
Projects	Essential	Important	Less Important
Fun Fridays - Summer activities to bring children and families in to the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding and managing the Christmas lights	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Funding and managing the Christmas tree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Lights Switch On Day entertainments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas Saturday free parking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Locomotive - an art and 3D sculpture town trail to celebrate the Tour of Britain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are any of the project ideas above not important at all and why?

#### Theme 2: Marketing & Promotion of Camborne Town



#### Theme 4: Flying the Flag for Camborne Town



If you have any new ideas or other comments, please list them below:

### 4: Theme 2 - Marketing & Promotion of Camborne Town

For each of the options below, please tick to indicate whether you think this is Essential, Important, or Less Important

Projects	Essential	Important	Less Important
Street dressing, maps and signage	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camborne Town website including business directory and What's On guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Camborne Town social media accounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design and produce Camborne Town Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Design and produce Christmas in Camborne Guide	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tales of Camborne Town podcast	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tales of Camborne Town business blog	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promoting Camborne town businesses in local newspapers, online and on the radio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are any of the project ideas above not important at all and why?

If you have any new ideas or other comments, please list them below:

### 5: Theme 3 - Supporting Camborne Town Businesses

For each of the options below, please tick to indicate whether you think this is Essential, Important, or Less Important

Projects	Essential	Important	Less Important
Project A-Void business improvement and new businesses for empty premises grant scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graffiti removal and improving the appearance of the town	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Administering Camborne Pubwatch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating templates and training sessions for businesses to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regular email newsletters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hard-copy information packs on current business issues and latest projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trevithick Day shop window competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Christmas shop window competition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Are any of the project ideas above not important at all and why?

If you have any new ideas or other comments, please list them below: