



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

# BID Camborne

## Third Term Business Plan 2022 - 2027



Vote **YES** and  
vote **EARLY** from  
**9th November 2021**

Ballot papers can be returned  
until 9th December 2021

[www.cambornetown.com](http://www.cambornetown.com)



# Welcome from the Board



**Camborne has always been a place where ordinary people do extraordinary things and never has that been more evident than today as we witness ordinary people in our town go out of their way to make a difference despite the challenging economic climate.**

As the owner of a business in Camborne as well as the chair of BID Camborne, I am very proud to live and work in our caring and determined community. Over the last 18 months I have observed just how resilient our businesses are, how our community has come together to support each other through the pandemic, how everyone has adapted with optimism and hope that will aid our recovery.

I care deeply for Camborne and firmly believe that if our businesses flourish and prosper so does our whole town. You have told us that the BID has played a vital role in helping our town get back on its feet and that the support we have given our businesses has been exceptional; an exceptional response is needed in exceptional times.

I understand that you, like I, care deeply about the future of our town and its businesses. Working with our partners, we are committed to continuing to support you during the challenging times that lie ahead. Alongside challenges, there are many great opportunities to be grasped, including substantive new investment through the Government Town Deal. BID Camborne has been a lead player in Camborne's successful Town Deal bid,

securing £23.7 million, one of the highest UK awards. Here lies a real opportunity to further improve the fortunes of Camborne, with new investment to make a step-change for our businesses and wider community. Already, through BID Camborne, £259,000, with a further circa £170,000 matched by businesses wanting to invest in the town has been secured for business grants. For BID 3, your levy will be matched £1 for £1 by additional funds of circa £535,000 over the five-year term.

During the past five years we have worked hard to improve Camborne, fought your corner and worked alongside you to ensure that your opinion has been heard. We have delivered projects and services that have not only benefited our community but made Camborne a reliable destination to shop, eat, do business and enjoy.

We could not have delivered the many achievements set out in the business plan below without the support of you, our levy paying businesses, as well as the time and dedication given by BID directors and other business leaders in the town. We thank you for your support and your feedback, as well as the many new ideas you have put forward for the next five years.

Your views, together with your prioritised projects, have informed this business plan. I trust what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote. Like many other businesses, I have had the confidence to invest in Camborne and have chosen to grow my business here. By all businesses contributing funds through the levy and pooling our expertise, we can ensure Camborne thrives not only now, but into the future.

A 'No' vote will mean that all projects and services that the BID delivers will come to an abrupt end on 31st March 2022 – no other organisation will have the capacity or resources to step forward and continue with the projects that you have prioritised. It is the strength of the business community working together through the BID that gives us our power and our capability to realise larger opportunities. Together we are a stronger voice, and we can look forward to more shared success, grasping future opportunities and continuing to fulfil our vision of improving Camborne for all.

Please have your say and vote **'Yes'** and vote **early** from **9th November**. You can return ballot papers by post, or by returning to Cornwall Council at County Hall by 9th December at 5pm.

*Yours sincerely*

**Sharron Lipscombe-Manley**

Chair of BID Camborne and Owner of Delight 2 Bite

“  
I care deeply for Camborne  
and firmly believe that if our  
businesses flourish and prosper  
so does our whole town.  
”



## What is a BID?

BID Camborne is a business-led initiative, supported by government legislation, which gives businesses the power 'to raise funds locally to be spent locally' on improving a defined commercial area.

Businesses are consulted on what additional improvements they want to make and how they are going to manage and deliver those improvements, all of which goes into a business plan, along with a budget.

A BID is created when the majority of business ratepayers within that area vote to support the business plan and to invest collectively via a levy based on the rateable value of the business premises.

Most businesses view their BID levy as an investment rather than a cost.

There are now 322 BIDs across the British Isles and 8 operating in Cornwall. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

**BID Camborne first became operational in April 2012, investing levy payers' money into Camborne. During the past five years we have worked with you and partners to deliver a wide range of positive achievements for our town. These are set out in this business plan.**

# BID Camborne Business Champions



*“The various banners / flags through the town made a great difference and were very visible.”*

Chris  
Kernow Model Rail Centre



*“The advertising and promotions on social media. These have brought an awareness of the quality and quantity of businesses in the town.”*

Jo  
JoJangles



*“I feel that the Project A-Void scheme has certainly helped improve the appearance of the town and the running of it is to be congratulated.”*

Shaun  
Aldridge Cycles

Listen to our Business Champions podcasts and blogs by visiting [www.camborne.com/blog-news/](http://www.camborne.com/blog-news/) or search “Tales of Camborne Town” on your streaming service.

# BID Camborne Term 2 Successes

Based on its four main business plan themes, BID Camborne has achieved the following successes in its second term.

## 1. Special Events & Innovative Ideas for Camborne Town

### Christmas Lights & Tree

Funded by BID Camborne, this festive event is an enduring highlight of the business year. As well as organising the installation and subsequent public switch-on, the BID team also compiles and publishes a Christmas guide, arranges FREE parking, commissions public entertainment and activities, creates a grotto for Santa, sorts out community Christmas cards and runs window competitions.

### Project A-Void Grant Scheme

BID Camborne has had a key role in securing the award of Government Accelerator funding as part of a multi-million-pound Town Deal initiative. Only four towns in Cornwall were selected for Town Deal funding and, at £23.7m, Camborne has achieved the most. The Project A-Void scheme enabled local businesses to apply for a £5,000 grant to improve and transform their properties with new shop fronts, improved disability access, new signage and greater energy efficiency.

### Graffiti Removal

BID Camborne organised the removal of graffiti in and around the Trelowarren Street corridor, New Connexion Street, Moor Street, Gas Street, Gurneys Lane and on the footpath next to the bus station. An anti-graffiti coating was also applied.

### Street Dressing

It's important to provide a warm Camborne welcome to visitors. With that objective in mind, BID Camborne funds and organises annual displays of bunting and has bought new flags for Cross Street.

### Covid-safe Reopening

The pandemic hit everyone hard but BID Camborne has supported local businesses with a range of activities - including devising the Camborne Cleanliness Charter, making visitors aware of it, composing and achieving widespread media coverage for the Covid Trelawny song, creating the Rainbow Trail, and an easy to use risk assessment template.

*"Graffiti removal on the loading bay walls, and free parking on weekends in December have been successful projects."*

Stevan, Poundstretcher



## 2. Marketing & Promotion of Camborne Town

### Annual Town Guide

BID Camborne has been producing the guide since 2017 and delivering it to more than 900 businesses, campsites and attractions across Cornwall. A free postcard was also introduced in the 2019 edition.

### Social Media

BID Camborne runs Facebook, Twitter and Instagram platforms to promote the town and local businesses. Collectively they reach around 4 million users and are continuing to grow in popularity. Take up of the 'One in a Million' and community postcard campaigns was considerably boosted by social media interaction and posting.

### Annual Christmas Guide

Produced to provide details of the festive programme, the guide includes the Christmas lights and tree switch-on event and the FREE town parking available.

### Camborne Cares

BID has delivered a well-reported campaign to show how local businesses are becoming more environmentally proactive with free water refills and Fairtrade and plastic-free initiatives.



### Camborne Town Website

The BID team manages and regularly updates the website to promote the town, local businesses and events to residents and visitors.

### Tales of Camborne Town Podcast

A world first by any Business Improvement District, the podcast provides a regular opportunity to highlight different aspects of the town and its people.

### Welcome Maps

BID Camborne funds and organises maps in four key locations to help visitors and residents find their way around.

### Public Relations

BID works with a local PR agency to tell and manage Camborne stories through regular press releases and features in local, regional and national online and offline media.





### 3. Supporting Camborne Town Businesses

#### Pubwatch

BID Camborne administers and supports this scheme which aims to provide a safe drinking environment in all licensed premises.

#### Regular Email Newsletters

These provide local businesses with information, advice and news updates via email. Hard copy newsletters are also produced and distributed as needed.

#### Lobbying

The BID team mounted a highly successful campaign to oppose plans for out-of-town retail units at Polstrong.

#### Open Business Sessions

These were introduced before each BID Camborne board meeting to improve communication and open dialogue.

#### Annual Window Competitions

These have proved a popular and very effective way of brightening up the high street at Christmas and around Trevithick Day.

### 4. Flying the Flag for Camborne Town

#### Camborne Shopping Week & Fun Fridays

BID organises regular events like these to keep the town vibrant, increase footfall, engage local interest and showcase businesses.

#### Camborne Town Deal

Working alongside other organisations and agencies, BID played a key role in shaping a plan to forge an exciting new future for the town. £23.7million in promised government funding has been secured on the basis of the project outlines submitted and another £750,000 of Government Accelerator Funding has already been spent in the town.

#### Partnership Working

A landmark Memorandum of Understanding was signed between BID Camborne and the town council in summer 2020 to cement their positive working relationship. BID also collaborates with a range of other local organisations to further the town's best interests.

*"Stopping out of town developments, delivering Project A-Void business grants and the Covid support to businesses have all been a huge benefit."*

Tina, Sands at the Bank

# 10/10 for Camborne: 10 years of BID Camborne

SINCE 2012 approximately



**210,100**

town guides have been designed and printed which helped promote over 1,500 BID Camborne businesses.



And they have been distributed to over 1,896 campsites, hotels, tourist information offices and attractions across Cornwall.



**2 MILES**

of graffiti has been funded and removed from the various streets in Camborne including Gurneys Mews, Moor Street and Gas Street.



Funded and promoted over

**353 HOURS**

of FREE parking



Funded, installed and maintained

**3,087 PENDANTS OF BUNTING**



**RECORDED AND PROMOTED**

over 50 'Tales of Camborne Town' podcasts



**85**

blogs have been written promoting local businesses

**DIGITAL AUDIENCE**



**6,360**

posts on the Camborne Town socials with an estimated reach of over 6 Million users



Funded and organised  
**36** local events



approximately **317**  
press releases and features in local, regional and national news plus radio and TV



over

**774,000**

secured for the town on top of the BID levy



**7**

funding bids made



# Project A-Void

Celebrating the success of our first phase in revitalising the town centre

Transforming Camborne's town centre, offering non-repayable grants to renovate and refurbish commercial properties.



**4 weeks**

Applicants discovered if their application was successful within 4 weeks



**48 hours**

Applicants received payment of their grants within 2 working days of proof of completion



**£170,000**

in funding has been matched by the businesses who have applied, allowing some of them to undertake larger projects

**£259,000**  
worth of grants have been awarded

Grants of up to  
**£5,000**  
were available

The average grant award was  
**£3,750**

**65**  
Camborne businesses, employing over 170 people locally, have been helped by this scheme



**1,015**

The Project A-Void application pack web page has been viewed 1,015 times since it was set up



**967**

The application pack information page has been viewed by 967 individuals



**367**

The application pack has been downloaded 367 times

[cambornetowndea.com](http://cambornetowndea.com)

# Conversations about Camborne

*“Free Parking, Christmas in Camborne and social media support have attracted more customers and increased footfall in the shop and in the town generally.”*

Nikki, Camborne Games

During July 2021, BID Camborne undertook a comprehensive consultation process with the circulation of the third term questionnaire, sent as a hard copy to over 300 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or virtually via Smart Survey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

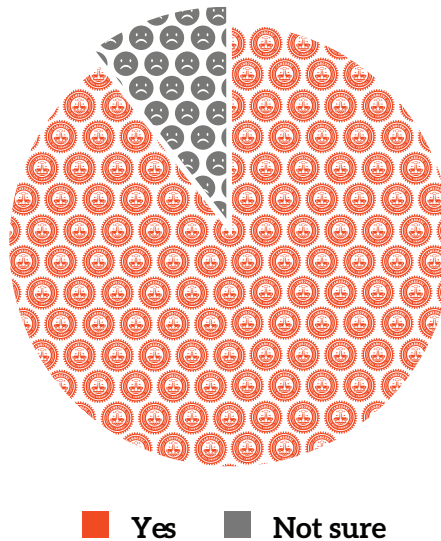
- One-to-one meetings with business owners and managers
- Phone calls and emails with businesses both locally and with national estate managers

## The Results

40% of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent. Engaged businesses comprised a good cross section of business sizes and types from across the BID

boundary to include shops, offices, charities, restaurants, cafes and pubs and the public sector. Of those who completed our survey, 90% said they would vote ‘yes’ to the BID with 10% uncertain or would need to refer the decision elsewhere.

How businesses intend to vote



## What you said about the Impact of BID Camborne

You told us that work of BID Camborne over the past years has had a positive impact on the town. Many businesses were particularly appreciative of the support offered throughout the pandemic. More than three-quarters of respondents said that there had been a direct and quantifiable benefit to their business through the work of the BID, through increased footfall and the opportunity to access grants. Positive feedback was also given about areas that the BID could prioritise and improve upon and we have been delighted to take this into account in determining the focus for BID 3. Comments have also influenced the selection of project and services alongside the corresponding budget, to be delivered over the next five years.

**The projects and services identified by 98% of survey respondents as ‘Essential’ or ‘Important’ fall under each of the four main themes and have all been included within the business plan.**

# 2022 - 2027 Vision for Camborne Town

## Vision for Camborne Town – supported by **100%** of survey respondents

- To create a vibrant town to attract more visitors and residents into Camborne to increase spend through *Theme 1, Special Events & Innovative Ideas for Camborne Town*
- To raise the profile of Camborne as a place to visit, stay and locate your business through *Theme 2, Marketing & Promotion of Camborne Town*
- To support levy paying businesses to promote their products and services through *Theme 3, Supporting Camborne Town Businesses*
- To secure funds for Camborne ensuring opportunities are grasped that benefit our businesses and working closely with partners to secure new investment through *Theme 4, Flying the Flag for Camborne*

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



One of the many benefits of a BID is the ability to listen and adapt to the current needs of the town and its businesses, in response to the challenges and opportunities that arise over the course of the five-year term. The development of these themes, to support delivery of the vision for BID Camborne Term 3, is formed from the learnings of the past 5 years, your feedback and is created with the overarching aim of achieving the very best value for money for your levy contribution.

Our Purchasing Policy cements our commitment to raising money locally and spending locally, with our first priority always to spend with BID Camborne member

businesses, looking then to the wider Camborne area or elsewhere in Cornwall only if a product or service is unavailable amongst current BID Camborne member businesses.

We are excited about the prospect of gaining maximum return on your investment, and additional grant income secured, over the proposed third term of BID Camborne. We look forward to receiving your further feedback and support on the plans set out in this Business Plan, so that together we can continue to grow what we believe to be the best little town in the West.

# Learnings & Priorities for a Third Term of BID Camborne

**Driving footfall** - You told us that driving footfall into Camborne through marketing and PR activities is a key priority and so this is where we will be directing much of our resources, with a particular push in the first year starting in April 2022. Like you, we want to make sure Camborne businesses thrive, not just survive. We will continue promoting our town with its unique range of businesses, including those in the professional services sector.

**Supporting all businesses** - We want all local businesses to benefit from being part of our BID, irrespective of sector or location, so this means we will be reassessing where we deliver our projects and services. We welcome your feedback. We want to use the power of our BID working as a collective of businesses to lobby for change and to secure opportunities. We will also work with agents and landlords to provide the best support and conditions to help them re-let empty properties swiftly.

**Summer in Camborne** - You said how important it is to ensure there are events that attract people into Camborne in the summer months as well as Christmas. We are excited to look at what we can deliver to entice more visitors and residents to explore our town in the summer. Based on your feedback, we will consider events around the theme of arts, music and wellbeing.

**Working with key stakeholders** - You told us that you want value for money and we agree that it is essential that BID Camborne works with statutory partners to ensure the town is attractive, clean and welcoming, so this will be a continuing part of our agenda. We already work closely with Camborne Town Council and Cornwall Council to ensure that all resources are maximised to benefit our town and businesses. Delivering our Town Deal is another area where we will continue to join up with statutory partners, whilst bringing the business voice to the table. We will ensure that your BID levy is not used to fund things that the authorities have already pledged to do. You can find out about the services which will be provided by the statutory agencies here <https://www.cambornetown.com/bid-camborne-renewal/>. We will monitor these baselines to ensure that the services you are already paying for through your business rates are being delivered in line with agreed standards, just as we would expect you to be holding us to account on how BID Camborne is delivering against the pledges

in this business plan. Many of our projects rely on the support of businesses and community organisations and our ethos is very much about working together to support each other, which will continue in BID 3.

**Increasing levy payer participation** - This is your BID and we want you to be involved. Some of you have told us that you want to be at the table contributing your ideas and expertise. We want that too and would welcome more businesses working with us to shape our town. There are many ways you can get involved - from taking part in informal discussions to being on our Board or putting forward your ideas at our annual meetings. Indeed, we have already created a new role and recruited Business Champions, who are keen to work with us and give us the benefit of their knowledge and expertise. Your feedback has already helped shape this business plan so let's keep the momentum going and let us know how you wish to be involved.



**Evaluating what we are doing** – We will be using a range of monitoring tools to check the effectiveness of the work being carried out, as well as ensuring that we are meeting the objectives outlined in this plan. We will also be staging regular surveys to invite your feedback and to ensure that businesses feel they are getting value for money. Of course, we welcome feedback at any time on how we are doing.

**Maximising BID levy income** – We want to ensure that we make the best use of your money. Careful project budgeting and negotiation will help to make every penny of income from levy payers count. We will also be working with partners and funders to draw in additional contributions as well as bidding for grants where appropriate; you will see from our budget that we have a strong track record of achieving this.

**Being Green** – We will consider our footprint on the planet carefully in whatever we do, supporting initiatives such as Plastic Free, Fairtrade, utilising digital and carrying out sustainability audits for our levy payers. Whilst we will continue to print some information that you have identified as a priority this will be under continuous review.

**Your feedback has shaped this final business plan and the projects and services BID Camborne plans to deliver in its third term.**

## COVID-19 Statement

As this business plan goes to print, we remain in a pandemic which started in March 2020 and has caused widespread economic and social hardship and continues to create issues and challenges for the everyday life of our businesses. BID Camborne has rapidly adapted to ensure that businesses were supported throughout the pandemic and will continue to provide and adjust that support according to the needs of businesses.



# CAMBORNE TOGETHER CHARTER

### HEALTH

**SPACE** - Stay at least 2 metres apart or 1 metre with a face covering, always.

Allow extra time for social distancing precautions such as queueing.

Stay at home if you experience any symptoms of COVID-19.

### HYGIENE

**HANDS** - Wash or sanitise hands regularly.

**FACE** - Wear a face covering in enclosed spaces e.g. shops & restaurants & on public transport.

\*Please be considerate to those who are exempt from wearing a mask.

### HELP OTHERS

Use contactless wherever possible.

Prepare shopping lists in advance and buy several days' worth of items per trip.

PRODUCED BY BID CAMBORNE

# The BID Projects

## Theme 1

### Special Events & Innovative Ideas for Camborne Town

Our consultation clearly demonstrated that creating a vibrant town through events, which in turn drive footfall, is really important to you.

Managing Camborne's Christmas lights and tree scored high amongst the feedback, with 98% of respondents saying that these initiatives were essential or important, alongside Christmas free parking, which was rated at 96%. We also heard that Camborne should be a town for all seasons. Businesses supported an enhanced focus on summer events, hence we will be continuing with our Fun Fridays and exploring other activities to bring in additional footfall during the school holidays and summer months.

1

Fun Fridays – Summer activities to bring children and families into the town

2

Funding and managing the Christmas lights

3

Funding and managing the Christmas tree

4

Christmas Lights Switch-On Day entertainments

5

Christmas Saturday free parking

6

Project Locomotive, an art and 3D sculpture trail and new events for the town



#### This Theme will be Evaluated by:

- Media coverage
- Footfall counts from events held
- Levy payer surveys and visitor feedback following events
- Number of events supported and the impact on businesses

## Theme 2

### Marketing & Promotion of Camborne Town

You told us just how important it is to you that we continue to promote Camborne town and your business. Our Marketing projects scored higher than any other with our website, social media and promotion of your business via other channels all receiving top marks of 100% when asked if these were essential or important.

Street dressing, signage and maps also scored 98%, indicating that businesses are interested in ensuring the town is looking good and is accessible; this was evidenced by the complimentary comments we received about the flags and banners.

Despite the digital era, there is still a high degree of support for hard copy publications alongside digital channels so our support for Camborne guides will continue for now but we will be mindful of the need to review and to minimise our impact on the environment.

1

Street dressing, maps and signage

2

Camborne Town website including business directory and What's On guide

3

Camborne Town social media accounts

4

Design and produce Camborne Town Guide

5

Design and produce Christmas in Camborne Guide

6

Tales of Camborne Town podcast

7

Tales of Camborne Town business blog

8

Promoting Camborne town businesses in local newspapers, online and on the radio



#### This Theme will be Evaluated by:

- Website and social media analytics on views and social reach
- Value of PR generated by the BID's PR and Marketing campaigns
- Number of guides distributed
- Number of articles published and their impact
- Media coverage
- Number of podcasts, blogs created and page views
- The number, quality and maintenance of welcome, wayfinding and information signage installed within the BID boundary

# Theme 3

## Supporting Camborne Town businesses

You told us how much you valued this theme and how appreciative you were of the support and communication provided by BID Camborne during the pandemic.

This theme was ranked as highest overall. The Project A-Void grants and graffiti removal were categorised as essential or important by 100% of respondents. Ensuring Camborne is safe and clean is clearly important to you and we will continue to work with statutory partners and Pubwatch to keep our town tidy and address anti-social behaviour.



**1** Project A-Void business improvement and new businesses for empty premises grant scheme

**2** Graffiti removal and improving the appearance of the town

**3** Administering Camborne Pubwatch

**4** Creating templates and training sessions for businesses to use

**5** Regular email newsletters

**6** Hard-copy information packs on current business issues and latest projects

**7** Trevithick Day shop window competition

**8** Christmas shop window competition

**9** Making your business more sustainable audits for every levy payer



**This Theme will be Evaluated by:**

- 'Before' and 'after' pictures of problem areas
- New or refurbished business premises across the town
- Grant funding secured
- Levy payer feedback on support given
- Number of sustainability audits undertaken and resulting action



## Theme 4

### Flying the Flag for Camborne Town

There is no doubt from your feedback that you really support the role that BID Camborne has played in working with stakeholders to improve Camborne for all and to secure additional investment. All projects under this theme scored over 95% in terms of being essential or important. Many respondents particularly praised the role the BID has played in working with others on the successful Town Deal application and in representing their interests through lobbying. Working with local partners to benefit the town and deliver value for money and applying for funding opportunities was rated at 100% in terms of your priorities.

It's important that we use the power of the BID working as the collective voice of businesses to lobby for change and to secure opportunities. This theme can be flexible and is partly up to you to tell us what support you need and when.

1

Lobbying on issues important to Camborne town

2

Working with local partners to benefit the town and deliver value for money

3

Helping shape delivery of Camborne's Town Deal award from the Government

4

Seeking and applying for funding opportunities to benefit Camborne town

#### This Theme will be Evaluated by:

- Levy payer feedback and actions taken
- Number of representations made and their impact
- Value of grant funding secured
- Investment opportunities for Camborne developed

*"I honestly feel BID have been doing a tremendous job with everything especially with adapting to the new 'new' and how quickly they took things into action during the pandemic."*

Peggy, Colclough & Canine



## What is the cost to your business & how will we spend your money?

BID Camborne is projected to raise approximately £107,000 per annum, based on 2% of the rateable value of all premises with a rateable value of £5,000 or over and a flat fee of £100 per annum for those premises with a rateable value of £4,999 or less. The minimum payment of £100 means that every business contributes, has a stake in the BID and plays a vital role towards improving Camborne. There are around 300 levy payers.

**The levy of 2% has been in place for 10 years with no inflation and this will continue to be the case for another 5 years.**

Cornwall Council will contribute £8,767 per annum from their 9 hereditaments\* generating £43,835 over a five-year term, money for Camborne that simply won't be available if the BID doesn't proceed. The current BID Camborne term comes to an end on 31st March 2022.

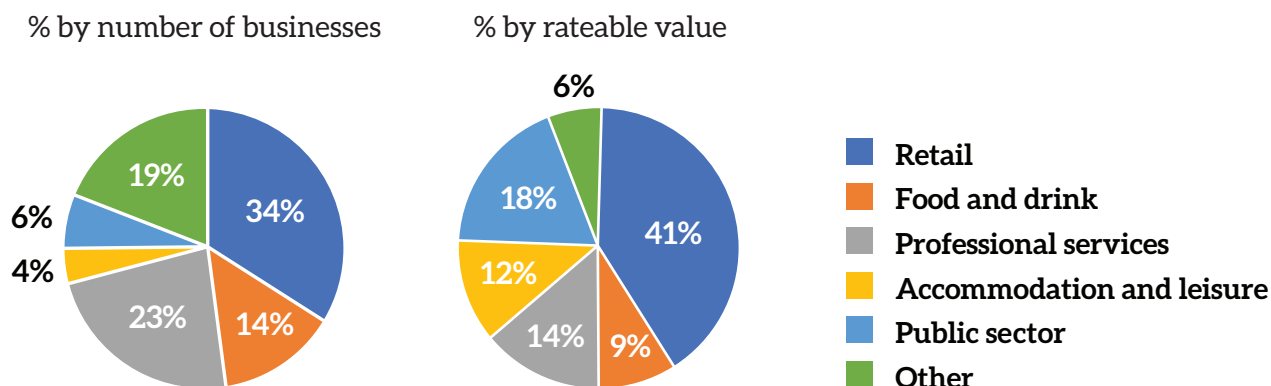
Voting 'Yes' means that our collective hard work can continue, this business plan can be delivered and together we can achieve our vision for Camborne over the next five years.

\*correct at the time of writing – September 2021.

## The chart below shows some typical contributions based on a 2% Levy:

Rateable Value of Property	Annual Levy	Weekly Cost	Average <b>weekly</b> cost of commercial advertising*
£5,000 or less	£100	£1.92	£200
£10,000	£200	£3.85	£200
£15,000	£300	£5.77	£200
£25,000	£500	£9.62	£200
£50,000	£1,000	£19.23	£200
£100,000	£2,000	£38.46	£200
£200,000	£4,000	£76.92	£200
£300,000	£6,000	£115.38	£200
£700,000	£14,000	£269.23	£200

\*based on average for radio, newspaper, digital and poster advertising rates at time of going to press - September 2021



# BID Camborne 2022 - 2027 Indicative Budget



\* Markedly higher 2022/23 figure refers to the Project A-Void Phase 2 monies awarded to BID Camborne through Camborne's Town Deal. Where expenditure varies from year to year, this relates to spend of grant monies, anticipated receipt and expenditure of future grant monies and costs that do not recur annually.

Income	2022-23	2023-24	2024-25	2025-26	2026-27	Total
BID levy at 2% (98% collection rate) 0% inflation	£106,821	£106,821	£106,821	£106,821	£106,821	£534,105
Additional Contributions such as grants, sponsorship	£507,000*	£7,000	£7,000	£7,000	£7,000	£535,000
<b>Total Income</b>	<b>£613,821</b>	<b>£113,821</b>	<b>£113,821</b>	<b>£113,821</b>	<b>£113,821</b>	<b>£1,069,105</b>
<b>Expenditure</b>	* NB some costs are not incurred annually, such as Town Guides or grant expenditure					
Project Theme 1 - Special Events and Innovative Ideas for Camborne Town	£35,500	£35,500	£37,000	£35,500	£37,000	£180,500
Project Theme 2 - Marketing & Promotion of Camborne Town	£50,250	£19,250	£23,250	£19,250	£23,250	£135,250
Project Theme 3 - Supporting Camborne Town businesses	£485,100*	£5,100	£6,600	£5,100	£6,600	£508,500
Project Theme 4 - Flying the Flag for Camborne Town	£5,000	£2,000	£5,000	£0	£5,000	£17,000
<b>Sub Total BID Project Expenditure</b>	<b>£575,850</b>	<b>£61,850</b>	<b>£71,850</b>	<b>£59,850</b>	<b>£71,850</b>	<b>£841,250</b>
<b>Delivery and Running Costs</b>						
BID Management Core Costs (not project related)	£14,000	£14,000	£14,000	£14,000	£14,000	£70,000
Insurance, levy collection, professional fees, office, IT	£16,000	£16,000	£16,000	£16,000	£16,000	£80,000
Contingency/Renewal/Reserves (5% until final renewal year)	£10,682	£10,682	£10,682	£10,682	£10,682	£53,410
<b>Sub Total Delivery and Running Costs</b>	<b>£40,682</b>	<b>£40,682</b>	<b>£40,682</b>	<b>£40,682</b>	<b>£40,682</b>	<b>£203,410</b>
<b>Total Expenditure per Annum</b>	<b>£616,532</b>	<b>£102,532</b>	<b>£112,532</b>	<b>£100,532</b>	<b>£112,532</b>	<b>£1,044,660</b>
<b>Sub Total (plus or minus)</b>	<b>−£2,711</b>	<b>£11,289</b>	<b>£1,289</b>	<b>£13,289</b>	<b>£1,289</b>	<b>£24,445</b>
<b>Carry forward from previous year</b>	<b>£7,950</b>	<b>£5,239</b>	<b>£16,528</b>	<b>£17,817</b>	<b>£31,106</b>	<b>£7,950</b>
<b>Balance</b>	<b>£5,239</b>	<b>£16,528</b>	<b>£17,817</b>	<b>£31,106</b>	<b>£32,395</b>	<b>£32,395</b>

## BID Delivery & Running Costs

BID Management costs are split between the four project themes according to the estimated time resource required for each theme, acknowledging that none of the projects or services can be delivered without a management resource. A proportion of the BID Management time is also apportioned to delivery and running costs covering the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of March 2027 will be carried forward into the next term.

## Alterations Policy

The BID projects, costs, timescales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary subsequent to the boundary shown in this business plan or to the levy rate would require an alteration ballot. BID Camborne will adhere to the 2017 ratings list throughout the five-year term to the end of March 2027.

## Voluntary or Additional Contributions

Indicative additional contributions of circa £535,000 are shown in the budget, with £507,000 secured for project A-Void 2. This demonstrates that BID Camborne has secured more than its five-year levy, so for every £1 of levy there is another £1 of match funding. These contributions cannot be guaranteed and may be less or more than the outline budget. Since 2017, BID Camborne has shown a strong track record of drawing in additional funds via sponsorship/sales and successful grant applications. Indicative additional income shown is based on actual performance during the BID's second term. Further opportunities to generate additional funds including sponsorship and grants will be proactively explored during the five-year term.



# Governance & management of the BID

## The BID Proposer

The BID proposer is BID Camborne, a not-for-profit company limited by guarantee set up in 2012 (registered in England and Wales company number 07900674) to oversee BID Camborne. Their registered offices are within Camborne Business Centre and the BID itself is a levy payer. BID Camborne will deliver this business plan should the BID be voted in for a third term.

The Local Authority, Cornwall Council, is in full support of BID Camborne's business proposals for a third term and has formally approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of BID's Camborne's intention to hold a BID ballot for its third term on 12th May 2021. In accordance with BID

regulations, on 9th September 2021 a further letter was sent to Cornwall Council, formally requesting the BID proposals to be put to a ballot.

Under its Articles of Association, BID Camborne has positions on its Board for up to 15 elected Directors who voluntarily support BID Camborne; there are currently 10 Directors drawn from levy payers and stakeholders across Camborne. BID Camborne engages a management resource who report to the Board ensuring the projects and services in this business plan are delivered.

The BID is business-led for business benefit and levy payers are automatically members of the company. All members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request.

*"Supporting local businesses is essential in Camborne and in my view, the BID seems like the perfect mechanism to do that. For a modest contribution, we can all be part of something which will drive positive change."*

Dave, Uptown 21

## Communications

BID Camborne is your voice at the table. You can contact the team by email, phone or request a visit, and the Board is always open to hearing your feedback or ideas.

We will also issue regular newsletters and updates to keep you informed of projects and services and will communicate via social media including Facebook, Instagram and Twitter. We are the eyes and ears of our BID members, keeping on top of events as they unfold and making sure we keep our members fully briefed and, when necessary, alerted to problems that could affect the smooth running of the town.

Annually, with your bill, you will receive information on how your levy has been spent and members will be invited to attend our annual general meetings and entitled to be nominated to become a Board Director, subject to available places. Alternatively, we also have places for BID Business Champions, who help support the town as the next graphic illustrates:

## Performance & Monitoring

We want to measure the impact of what we do to make sure that the money we spend is making a difference in the areas that matter to you; all money raised in Camborne will be spent locally for the benefit of our economy. We want you to see a return on your investment. As well as supporting on the ground improvements, being part of the BID also gives local businesses a stronger voice and more influence.

We have indicated in this business plan how we will evaluate performance for each of our project themes which will include how many people are using our car parks, media coverage, website and social media visits and interaction. This will enable us to keep abreast of how BID Camborne is performing and what we need to do to remain competitive.

Most importantly, we will be asking you how we are doing. Regular surveys of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money, as in BID Term 2. BID Camborne will also undertake a mid-term review of its delivery against the Term 3 business plan.

# What is a BID Business Champion?

Camborne has a great sense of community and people do pull together as Covid has proved. We have a wide range of businesses, provide good customer service and will always do our best to go the extra mile.

Can you help us spread the word? We know you're busy

so we're not asking for a lot of time – just a commitment to do what you can to stand up for local businesses and help our town prosper.

This can be as easy as sharing our posts on social media, recommending your fellow Camborne businesses to

others or letting others know that you have joined projects like Fairtrade or Plastic Free Camborne, or given time to events BID organises. Everything helps our town gain the recognition it deserves.

If this is of interest, please get in touch and become a Camborne BID Business Champion!

Someone who wants to do their bit for businesses in Camborne but can't commit to a full BID directorship.

Someone prepared to lead from the front because they believe in our town and all it has to offer.

Someone willing to help develop ideas, support BID initiatives and be part of a team aiming to drive Camborne forwards.

Someone enthusiastic, proactive and wants to make a difference.

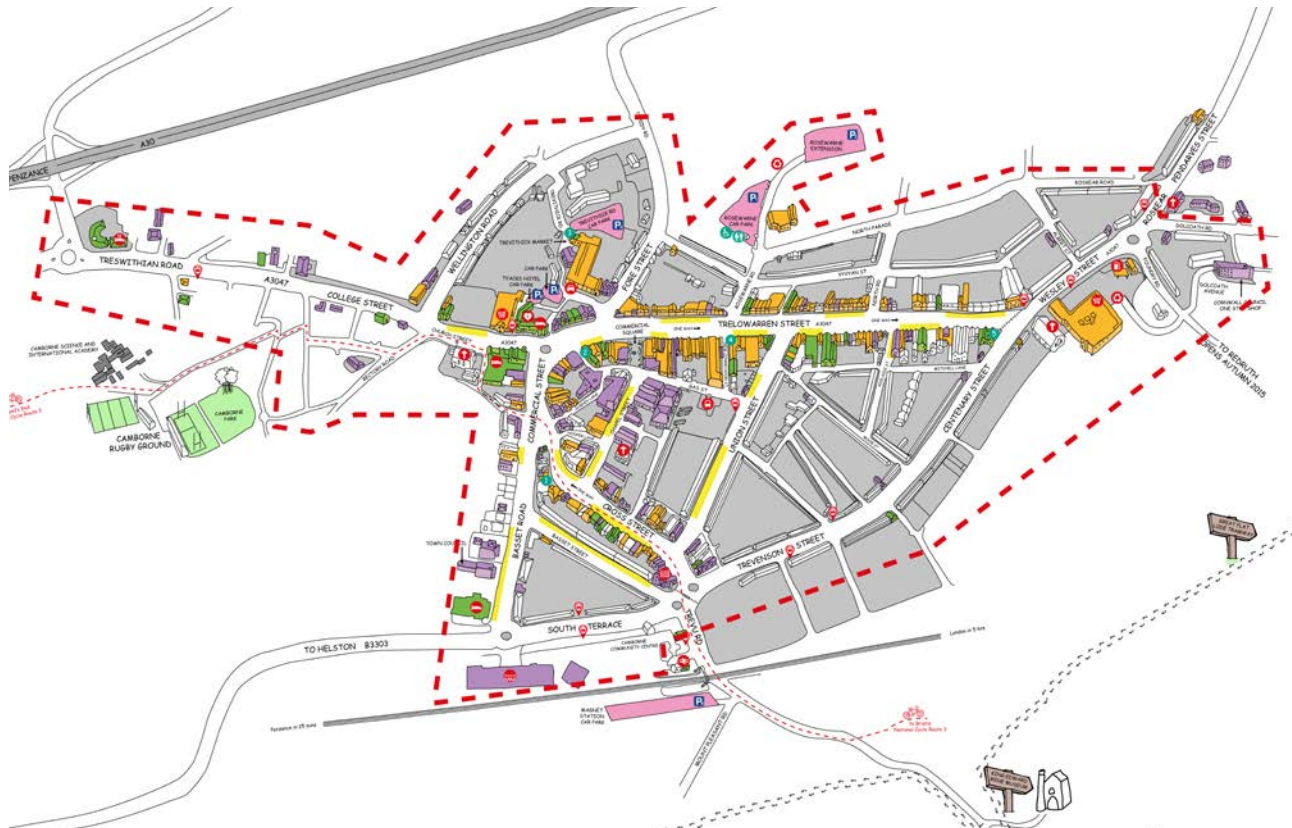
**Someone like you?**

# Where will the BID Operate?

BID Camborne operates within the definitive boundary shown on the map which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map, which shows the detailed parameters of the BID boundary:

## BID Camborne Boundary – Street List

- Adelaide Street
- Albert Street
- Basset Road
- Basset Street
- Carnarthen Road
- Centenary Street
- Chapel Mews
- Chapel Street
- Church Lane
- Church Street
- College Street
- Commercial Square
- Commercial Street
- Cross Street
- Dolcoath Avenue
- Dolcoath Road
- East Charles Street
- Fore Street
- Foundry Road
- Gas Street
- Gurney Lane
- Gurney Mews
- Hooper Lane
- Kerrier Way
- Mitchell Lane
- Moor Street
- New Connexion Street
- North Parade
- North Road
- Rectory Road
- Rosewarne Road
- Roskear Road
- South Terrace
- Stray Park Road
- Tehidy Road
- The Glebe
- Tolcarne Street
- Trelowarren Street
- Treswithian
- Treswithian Road
- Trevenson Lane
- Trevenson Street
- Trevithick Road
- Union Street
- Victoria Street
- Vyvyan Street
- Weeth Lane
- Wellington Road
- Wesley Street
- West Charles Street
- William Street





# What you need to know about the Rules on Business Improvement Districts and the Ballot

## The BID Ballot

1. The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (25th October 2021) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

### For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour.
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast.

Under the legislation, if these conditions are fulfilled, payment of a levy of 2% of rateable value each year for five years until 31st March 2027 becomes mandatory for all eligible businesses, regardless of how they voted. Businesses with a rateable value of £5,000 or less will pay a flat fee of £100 per annum (p.a.).

- 2. The ballot will be conducted independently by Cornwall Council and will be a twenty-eight day confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 9th December 2021) to return their ballot paper. A proxy vote is available, if needed and details will be sent out with the ballot papers.
- 3. If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- 4. If the BID is approved through both tests being met, it will operate for five years from 1st April 2022 to 31st March 2027, delivering the projects outlined in this business plan.
- 5. The number of hereditaments liable for the levy is 305 (at the time of writing – September 2021).
- 6. The results of the ballot will be announced on Friday 10th December 2021.

*“My business is on the edge of town so arguably I don't benefit from many of the initiatives that BID Camborne delivers. However, I can see the bigger picture and am a passionate advocate of investing in our town which reaps rewards for the local community overall and feels like the right thing to do. Since the BID came in, Camborne is undoubtedly a better place”*

Stephen, Glassons Garage





## The BID Levy

1. The levy rate to be paid by each hereditament or rateable premises with a rateable value of £5,000 or more will be calculated at 2% of its rateable value p.a. using the 2017 non-domestic ratings list throughout the BID's third term. For premises with a rateable value under £5,000, a flat fee of £100 p.a. (lower threshold) will be payable. The maximum levy payable on a single hereditament will be £15,000 p.a. (upper threshold). The first BID levy under the third term will be due on 1st April 2022 with subsequent levies due each year until 31st March 2027. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk).

2. Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of BID Camborne and as with the previous two terms, these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to BID Camborne on a regular basis. Cornwall Council will charge a collection fee for this service of 1.3% (as of April 2022) of the total levy due. BID Camborne is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.

3. Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.

4. Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished and it has a rateable value on Cornwall Council's ratings list, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.

5. Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply.

6. The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount. The only exception that will apply will be to tenants located within Trevithick Market on Trevithick Road or Camborne Market on Wesley Street. The occupiers of these buildings are market traders and due to their transient nature, will be exempt from paying the levy individually. Instead, the landlord of each building will be approached to make a voluntary contribution towards BID Camborne. If the building reverts to an alternative use during the lifetime of the BID term, the ratepayer will be obliged to pay the appropriate levy.

7. Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.

8. The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub-division, extensions and refurbishment where the hereditament has no entry in the 2017 list but enters a subsequent ratings list during the BID term.

9. The BID levy will have to be paid by a new ratepayer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st March 2027, even if they did not vote on the business plan, in the same way as if a person moved into a domestic address but had not voted to elect the current councillor or MP. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.

10. The ratings list will be updated for any changes in ratepayer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.

11. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property known as 'daily charging'.

13. Services provided by statutory organisations within Camborne that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://www.cambornetown.com/bid-camborne-renewal/>. The purpose of this is to ensure that BID Camborne is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'Yes' vote, has been reached with Cornwall Council, Camborne Town Council and Devon and Cornwall Police that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the Town Council staff, localism team at Cornwall Council or Inspector of Police as appropriate and as and when they occur.

## What Happens Next?

### October 2021

- Voting list is prepared to ensure that ballot papers reach the correct recipient
- Final business plan published and circulated to all named voters of levy paying businesses
- Notice of ballot to be issued on 25th October 2021

### November 2021

Ballot paper to be despatched on 8th November 2021 signifying the start of the 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



## What Happens if I Vote

# Yes?

A 'Yes' vote means that BID Camborne can continue delivering services and projects that businesses have said are important to them.

- ✓ Essential marketing and promotion to drive footfall and engage interest
- ✓ Exciting summer and Christmas activity programmes
- ✓ Increased funding and future building opportunities
- ✓ A bright, welcoming environment to work and trade in
- ✓ Having your say on the things that matter
- ✓ **£1 million raised to invest in the town over the 5 year period**

## What Happens if I Vote

# No?

A 'No' vote means that **none** of the projects outlined in the business plan will be delivered and BID Camborne will cease to exist from 1st April 2022.

- ✗ No marketing or promotion
- ✗ No managed media coverage
- ✗ No town website
- ✗ No town social media
- ✗ No Christmas lights or tree
- ✗ No events programme
- ✗ No event support
- ✗ No maps, flags, bunting or guides
- ✗ No political representation



Vote **YES** and  
vote **EARLY** from  
9th November 2021

**Don't make the mistake of thinking another  
organisation will pick up the shortfall.**

## Get in Touch

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✉ smile@cambornetown.com

🖱 [www.cambornetown.com/bid-camborne-renewal/](http://www.cambornetown.com/bid-camborne-renewal/)



**Remember: look out for ballot paper arriving from  
9th November 2021**