

Collectively
Camberley

YOUR CHOICE.
YOUR VOICE.

OUR ACHIEVEMENTS 2011 - 2016



INTRODUCTION FROM THE BID CHAIRMAN



Lorna Dane, Collectively Camberley Chairman

"Since starting back in 2011, the BID has played a major part in making our Town Centre a better place in which to live, work, shop and socialise. Through innovative, high impact and quality marketing, promotion and PR campaigns, alongside the organisation and delivery of exceptional events throughout the year, the BID is consistently building momentum and ensuring Camberley is very much 'on the map' for all the right reasons.

With higher office and retail occupancy, improved footfall, increased consumer satisfaction and positive feedback from businesses, residents and visitors alike, Camberley is continually improving and a destination of which we all should be proud.

As a local resident, business owner and recent addition to the Collectively Camberley Board, I have witnessed first-hand just how much our BID can make a difference - long may this continue."

A MESSAGE FROM THE BID MANAGER



Lucy Boazman, Collectively Camberley BID Manager

"As a collective team, we have strived over the last 5 years to create a Business Improvement District that reflected what our business community wanted to see achieved for Camberley Town Centre. Year by year we have learnt and developed a strong schedule of projects – events that have seen footfall grow, crime reduction, business support and an improved look for our town to name but a few.

I am excited about the next 5 years for Collectively Camberley and believe it is critical that we continue the momentum that has been built over our first BID term, develop what is working and look to introduce new, fresh ideas as well. With increased competition from other areas and online shopping, we should not rest on our laurels, but continue to work together to make Camberley the best it can be.

I would like to thank all the Collectively Camberley businesses for their input, support and combined spirit and voice over the last 5 years. BIDs are about partnership working and we have seen a coming together of business in the area that I would like to continue to grow.

We will look back on Camberley's achievements here and I hope you will join us in looking forward to 5 more years of success".



CAMBERLEY, YOURS COLLECTIVELY - THE LAST 5 YEARS



What is a Business Improvement District (BID)?

A Business Improvement District or BID is a partnership in which businesses from a defined area elect to make a collective contribution to the development and improvement of their commercial area. The funds from this contribution are ring-fenced and solely used to deliver a structured and guaranteed set of activities voted on by the businesses within the Business Improvement District over a 5 year term.



The Opportunity

The Collectively Camberley BID has been in operation for 5 years delivering improvements in projects and services on an annual basis that local businesses told us they wanted for their area. Camberley Businesses have **invested over £1.3 million** over five years to make Camberley Town Centre a destination of choice for shoppers and visitors as well as a vibrant location for businesses and residents alike.



The Management

The BID has been run by the Camberley Town Centre BID Company - 'Collectively Camberley'. This is an independent, not-for-profit company controlled by the private sector with 13 Board members that were elected by BID businesses and represent a spectrum of businesses in the BID area. A BID Manager and 2 members of staff have been employed, responsible for ensuring projects are delivered on time and on budget.



The Funding

The Camberley Town Centre Business Improvement District has been funded by a 1.5% levy on the rateable value of each business in the BID area and has been collected annually generating over £250,000 per annum for 5 years, making a total of over £1.25m. Successful BIDs will often generate additional income for their area through methods such as voluntary contribution or sponsorship and Collectively Camberley has generated over £81,000 in additional funding since 2012.



The Decision

All eligible BID businesses were given the opportunity to vote on whether they would like the BID to go ahead in Camberley. The vote was carried out independently by postal ballot and in July 2011, the Collectively Camberley BID was voted in favour of with the following figures 91% by number and 85% by Rateable Value.

In order for a BID ballot to be successful, two conditions must be met:

- 1) More than 50% of businesses who vote must vote in favour.
- 2) Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.



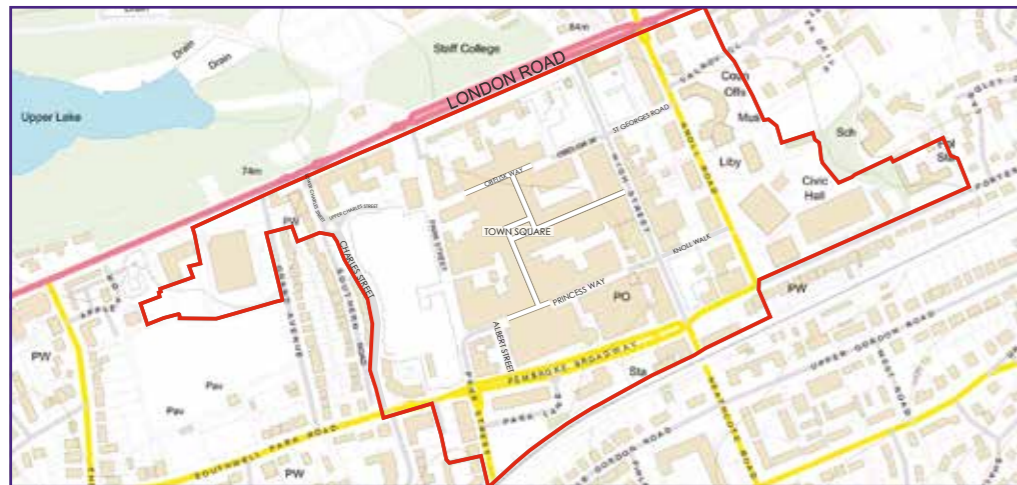
What Happens if it is a 'NO' Vote.

If you do not vote "YES" then Collectively Camberley BID will simply cease to exist from 17th October 2016. All of the services, projects and additional funding, along with all the marketing, events and promotional activities will stop immediately at that time.

CAMBERLEY, YOURS COLLECTIVELY - WHAT'S NEXT?

Having almost come to the end of its first 5 year term, Camberley businesses now need to decide if they would like to continue the good work and solid foundations that Collectively Camberley has built and delivered by **voting in favour** for the BID to continue for a further 5 years. In this document, we will show you all the projects that your money has helped fund.

Over the coming months through research, face to face meetings and group workshops, we will be speaking to you to understand which projects have worked for your business and where there is room to improve or replace things.



Once these conversations and ideas have been collated and themes identified, we will produce a full Business Plan containing all the information and services that the BID will deliver and show the governance and management structures that will form the basis for this. The formal ballot for the next term of the Collectively Camberley BID will be in Summer 2016.

Collectively
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MARKETING AND PROMOTIONS

You told us...

With falling visitor and footfall figures, 5 years ago Camberley Town Centre was facing huge competition as a retail and leisure destination. Neighbouring towns were investing in marketing to promote their Town Centres; Camberley Town Centre did not do as much as it could, we needed to tell people where we are and what we have to offer! Without a comprehensive and targeted marketing strategy focused on promoting the fantastic mix of retail, commercial and leisure that is Camberley Town Centre, we could have lost out.

We promised...

Collectively Camberley will develop a comprehensive marketing strategy, specifically designed to bring visitors to Camberley Town Centre.

We delivered...

Over 5 years, more than **£180,000 in free advertising** was generated for the Town Centre by Collectively Camberley's marketing activities.

Social Media and The Web!



#LoveCamberley peaked at a potential reach of over 1 million **Twitter** users and our profile now boasts more than 2160 local followers.



Over 2500 people like our **Facebook** page which has provided a portal to share information about businesses, schemes and events going on in Camberley throughout the year and really shout about our area!



The Town Centre website was created in 2013 and includes:

- Local business directory - giving links and contact details of your business.
- Regular news updates and press releases
- What's On guide
- Job vacancy listings
- General information about the town
- Links to social media accounts

The website has seen **400,000+ page views** since its creation and **100,000 individual users** visiting the page. The vacancies list has allowed Camberley businesses to advertise to local talent in order to provide employment from within the local area. **This page has had over 40,000 views.**

Youtube - With over 7000 views on Facebook, our **Independent Retailer Month & Small Business Saturday** videos provided a platform for businesses to really shout about independent trade in Camberley as well as connecting with local residents to promote their products and services. In addition to this, 40 businesses were interviewed and our podcast stream was launched!



Offers and Promotions

We have created a number of consumer and industry offer schemes that really allow local people and BID members to take advantage of every offer and promotion available in Camberley, driving footfall into our shops!

These have included:

- **The Little Book of Offers** - over 90,000 printed and delivered to local residents. Providing a great opportunity to promote businesses in Camberley.
- **Industry Insider Card** - our employee discount scheme has generated more than 4000 transactions since its introduction 2 years ago, is a fantastic way to encourage employees to shop locally as well as attract and retain staff for each BID business.
- **Heroes Welcome Military Discount** - Camberley has welcomed the armed forces and provided discounts for them and their families. This has helped to generate awareness and promotion of the town's military heritage.

COLLECTIVELY CAMBERLEY - EVENTS

You told us...

Camberley Town Centre currently host a number of small events when finances are available but with too little funding they are inconsistent and could be so much better.

We promised...

Collectively Camberley will develop and deliver a regular programme of high quality events and festivals focused on creating a more vibrant, exciting Town Centre and thereby encouraging a greater number of visitors to the Town Centre.

We delivered...

We are proud to have developed and delivered an extensive events schedule that has added vibrancy and new visitors to the town. Our town centre events are a great opportunity to showcase Camberley to those who may choose to shop elsewhere. They draw local residents into the town and provide a great platform for BID businesses to promote themselves.



Some of our highlights are:

The Camberley Car Show - increased footfall by 18.8% and raised money for the South West Thames Kidney Fund. Camberley hosts 220 classic and vintage cars displayed across the town attracting people from near and afar! This event has consistently been the second busiest day of the year for Camberley and BID businesses have shown great support for this event, with outdoor selling, live bands and street theatre.

Market Street Festival - new for 2015!

-  40 market traders!
-  32 live bands
-  9 street performers
-  'The Golden Dish Awards'
-  Saturday footfall increased by 12.9%
-  Sunday footfall increased by 34%

THE CAMBERLEY CAR SHOW - INCREASED FOOTFALL BY 18.8%





Camberley Rooftop Film Festival - A unique way to promote all that Camberley's evening economy has to offer with 64% of guests visiting the town's restaurants and bars before and/or after the event. Set on the rooftop of Main Square car park, we sold over 1000 tickets utilising a fantastically unique space in the town! **96% of guests said they would be likely to return to Camberley following their experience at the film festival!**

64% OF GUESTS VISITING THE TOWN'S RESTAURANTS AND BARS BEFORE AND/OR AFTER THE EVENT.

Supporting Local Events - Surrey Heath Borough Council brought **The Tour of Britain** to the streets of Camberley in 2014. The BID team provided on-going support and increased dwell time of visitors by providing a full day of free family activities on High Street.

21% INCREASE IN LOCAL RESIDENTS VISITING THE TOWN CENTRE

Christmas Light Switch On - Consistently Camberley's busiest day of the year, the lights span the whole town and the event includes live local choirs, bands, street performers, Christmas food market and fireworks.

- **41%** of businesses saw an increase in sales during the event
- **65%** of businesses said the event brings new shoppers and visitors to the Town Centre who may have chosen to shop or visit elsewhere and that the event is an important way of marketing the Town Centre.

Easter Event on High Street - Shoppers were immersed into a world of Alice in Wonderland for Easter with free children's interactive games and face painting. This event saw a **15% increase in footfall for the High Street.**

The Big Curry - The BID have supported Deepcut Army Barracks who have run this event in Camberley Town Centre since 2012, promoting the military heritage of the town and raising money for the Army Benevolent Fund.

Our website events pages
have had over 30,000 views!



ACCESS

You told us...

For some, the extent of Camberley Town Centre can be difficult to identify if accessing the town from the London Road and many people visiting Camberley Town Centre find it difficult to locate many of the great retailers and services that the town has to offer. There is nothing to encourage a flow of footfall around Camberley Town Centre.

We promised...

Collectively Camberley will install a number of 'you are here' maps at strategic locations in the Town Centre to help people find their way around the town and locate and highlight that Camberley Town Centre has much more to offer. Better signage will encourage people to visit all areas and businesses in Camberley Town Centre.

We delivered...

Collectively Camberley is currently undertaking a **signage review in partnership with Surrey Heath Borough Council** to deliver a new consistent signage programme for the town. For the last 5 years, Collectively Camberley has had a detailed section online about how to get around town and where to park.



Free Parking for Late Night Shopping!

In partnership with The Atrium and Surrey Heath Borough Council, **free parking is organised by the BID** during late night shopping on Thursdays in November and December after 3pm. This has really aided footfall into the Town Centre post 3pm.



ATTRACTIVENESS

You told us...

Camberley Town Centre needs to be an attractive and safe place for its visitors and people who work in the town. Dressing the town at times like Christmas is important but it also has to look good all year round.

Camberley Town Centre also needs to develop and promote itself as a safe and welcoming place and therefore be more attractive to investors, shoppers, residents and employees.

We promised...

- Floral Displays
- Christmas Lights
- Camberley Together Against Crime

We delivered...

Christmas Lights installations - The annual Christmas lights display included **85 brand new locations and motifs** and has been supported in 2015 by Surrey Heath Borough Council to include Knoll Road and extension on A30.

Floral Displays - Collectively Camberley introduced **124 baskets, barrier baskets and flower towers** into the Town Centre that were showcased between May and September each year to enhance the appearance in the town.

Camberley Together Against Crime:

- The town link radio scheme was adopted by the BID in 2012
- There are currently 74 active members on the scheme
- The BID subsidises the cost per radio and BID members pay £3 per week as opposed to £8 per week. This presents a cost saving to the scheme members of **£19240 per year!**
- Surrey Police have reported that **CTAC members are 5.25 times more likely to have their crime solved than non-members**
- The radios link businesses and lone workers with security and local police teams
- There is a regular transfer of up to date information to help stores and security teams reduce crime in Camberley

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BUSINESS SUPPORT

You told us...

Businesses want to know what's happening in the town. *"We need to access data so we can plan business activities more effectively. We would also like to be part of a definite business community - schemes like networking events, business awards and training would be a major asset"*

We promised...

Collectively Camberley will introduce the following:

- Networking Events
- Centralised Procurement
- Small Business Advice
- Annual Business Awards

We delivered...

Monthly Camberley Business Forum - Collectively Camberley has, since January 2015, organised an informal meeting for BID businesses to come along, meet each other and the BID team and board. This has proven to be an extremely useful opportunity with between 20 and 30 businesses attending each month.

National Retailer Forum - meeting quarterly, this event provides an opportunity for National retailers in the town to come together, meet each other, discuss best practise and get a better understanding of how the BID can support them. Our long term aim with these meetings is to negotiate a permanent Late Night Shopping day(s) for Camberley Town Centre with the store managers.

Annual Camberley Town Centre Business Awards - Now in it's second year and attracting 190 BID businesses, this annual event comprises of 6 awards. 2 of the awards are decided on by a public vote and over **1700 votes** have been cast to decide the winner over the 2 years of the event's lifetime! This has been a great success and a perfect way to celebrate and showcase everything that Camberley businesses have to offer!



Digital Business Skills Training, Mystery Shopping and Workshops

- Over 20 BID Businesses successfully passed the Digital Business Skills course in 2015!
- Our BID manager Lucy Boazman is a qualified Digital Business Skills trainer enabling the BID to run FREE of charge workshops for businesses.
- This training provides BID businesses across all sectors with essential information to market themselves digitally on social media, online and e-marketing.
- The BID commissioned Storecheckers to conduct over 140 mystery shopping visits in order to give Store Managers and Business Owners 1-2-1 feedback on the shopping experience at their business in order to learn and make any changes necessary.
- Following on from the results of the Mystery Shopping Project, over 40 businesses also attended Customer Service and Sales and Management training provided FREE by the BID.



Visitor Surveys and Partnership Working

- Businesses now have access to survey data that is collected annually from visitors to understand their experience and perception of Camberley in order to make adjustments to their own business activity where needed. An important result for the town is that the survey showed a 20% increase in local residents using the Town Centre!
- Partnership working is an important part of Town Centre life and the BID has worked alongside The Mall, The Atrium and Surrey Heath Borough Council to help make Camberley Town Centre a destination of choice.

Tell Us What You Want for the Next Five years

We want Camberley Town Centre not only to sustain it's current level of success but to be a leader and example of best practice as a Town Centre. As a starting point it is important we know what has worked well for you to date and what needs further improvement. It is your ideas and feedback that will form the basis and content of our next BID business plan.

We will be sending you out a survey soon and would appreciate your feedback.

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