

Collectively Camberley Business Improvement District



RENEWAL SURVEY RESULTS

— NEWSLETTER —

collectivelycamberley.co.uk

Collectively
Camberley

AN INTRODUCTION FROM OUR BID MANAGER

Welcome to the first Collectively Camberley Business Improvement District newsletter for 2016.

The team has, over recent weeks, undertaken the first stages of the consultation with BID businesses to understand what your priorities are for the next 5 years for Camberley Town Centre. As part of this consultation, BID businesses were sent a survey that could either be completed by hand or online.

The aim of the survey was to understand which projects have been successful, where there is room for change and to ask BID businesses for their ideas and thoughts in order to continue improving the Town Centre over the next 5 years.

Here we will share with you the results of that survey to understand how the BID may move forward and continue the momentum it has built, whilst identifying new exciting projects that could be supported.

Having been in operation for 5 successful years, the Collectively Camberley BID is now looking to renew for a second mandate of 5 years and the BID renewal ballot will be held from June - July this year.

Thank you to all businesses that completed the survey - for those still wishing to share their views and ideas, do not hesitate to get in touch with myself or one of the team using the contact details on this newsletter.

Lucy Boazman
BID Manager



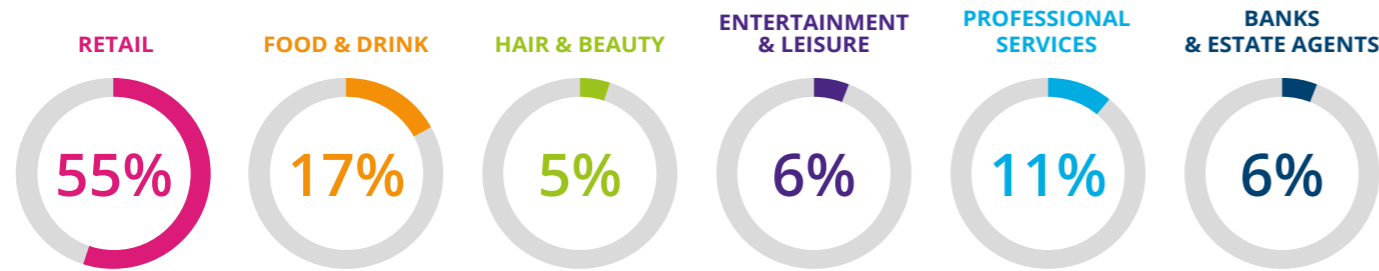
“The BID provides a wonderful opportunity for businesses, working together, to have greater influence and play a larger part in what happens in their town centre.”



A BREAKDOWN OF THE FEEDBACK

27% of BID businesses completed the survey...

These responses break down into the following sectors:



8%
OF BUSINESSES
that completed the survey were
REGIONAL

50%
OF BUSINESSES
that completed the survey were
INDEPENDENTS

42%
OF BUSINESSES
that completed the survey were
MULTIPLE TRADERS

6%
OF BUSINESSES
have been trading in
Camberley Town Centre
**FOR LESS THAN
A YEAR**

23%
OF BUSINESSES
have been trading in
Camberley Town Centre
FOR 1-5 YEARS

20%
OF BUSINESSES
have been trading in
Camberley Town Centre
FOR 6-10 YEARS

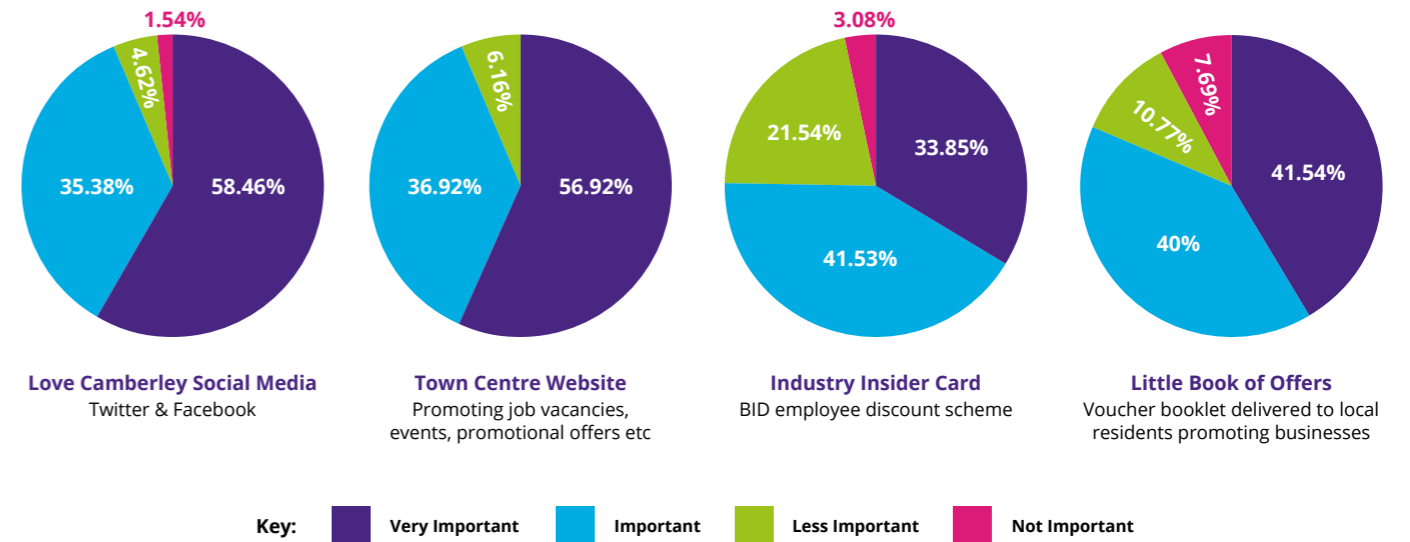
51%
OF BUSINESSES
have been trading in
Camberley Town Centre
**FOR MORE THAN
10 YEARS**

Where have we seen success over the last 5 years?

We asked BID businesses to rate how important current projects and areas of work were to them. This is where your money has been spent and where we have worked hard to provide a return for the investment you have made into Camberley Town Centre. Here is what you said...

MARKETING AND PROMOTIONS

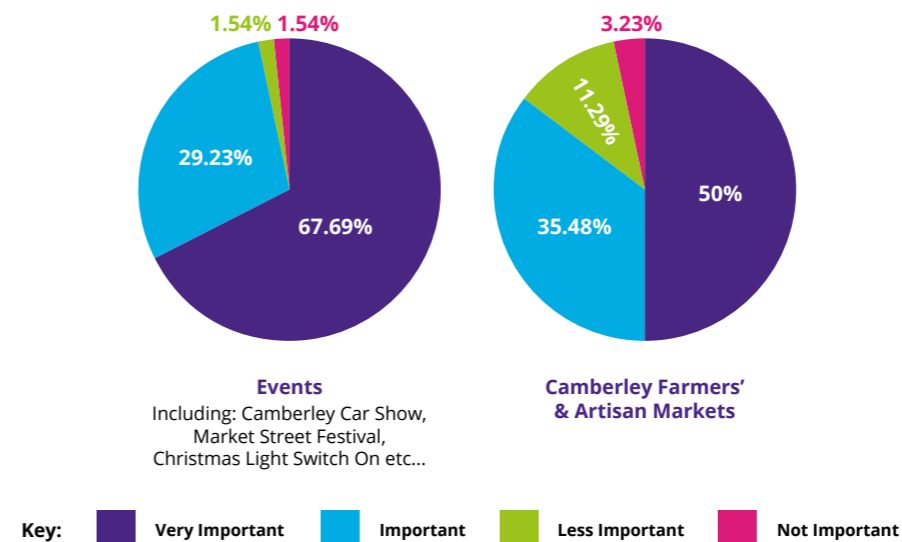
The BID has created an annual marketing strategy incorporating a website, social media, offers, promotions and discounts that has **generated over £180,000 in free advertising** for Camberley - where have the successes been?



“A focus on the Lunchtime Economy - essential for office workers!”

EVENTS

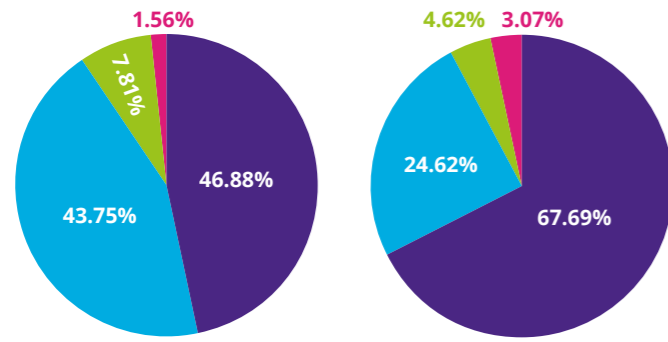
Collectively Camberley has developed and delivered an annual events programme that has seen great success and shown significant increase in footfall at these times. They have attracted new visitors and the events page on the website has had over 30,000 views! Here are your opinions...



“We love street events, more please”

ACCESS

The Collectively Camberley website provides information on how to get around town and where to park. In addition and in partnership with The Atrium and SHBC, free parking is organised by the BID during late night shopping on Thursdays between November and December after 3pm. How important was this to you?

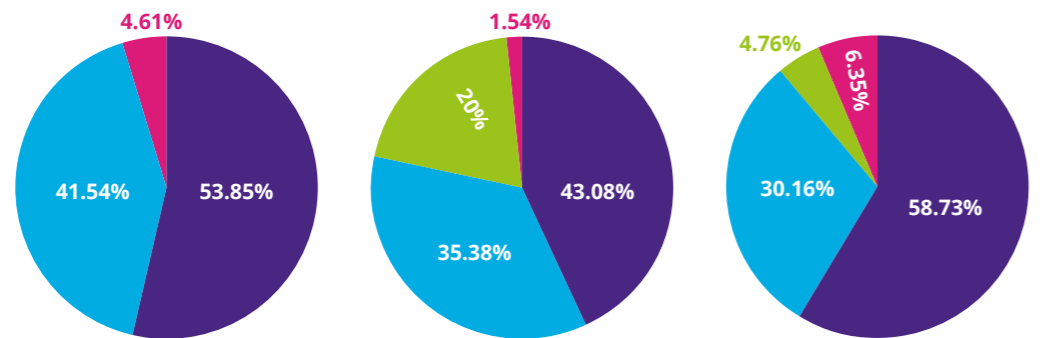


“Information on signs and screens in town might help to let visitors know what else is in town”

Key: ■ Very Important ■ Important ■ Less Important ■ Not Important

ATTRACTIVENESS

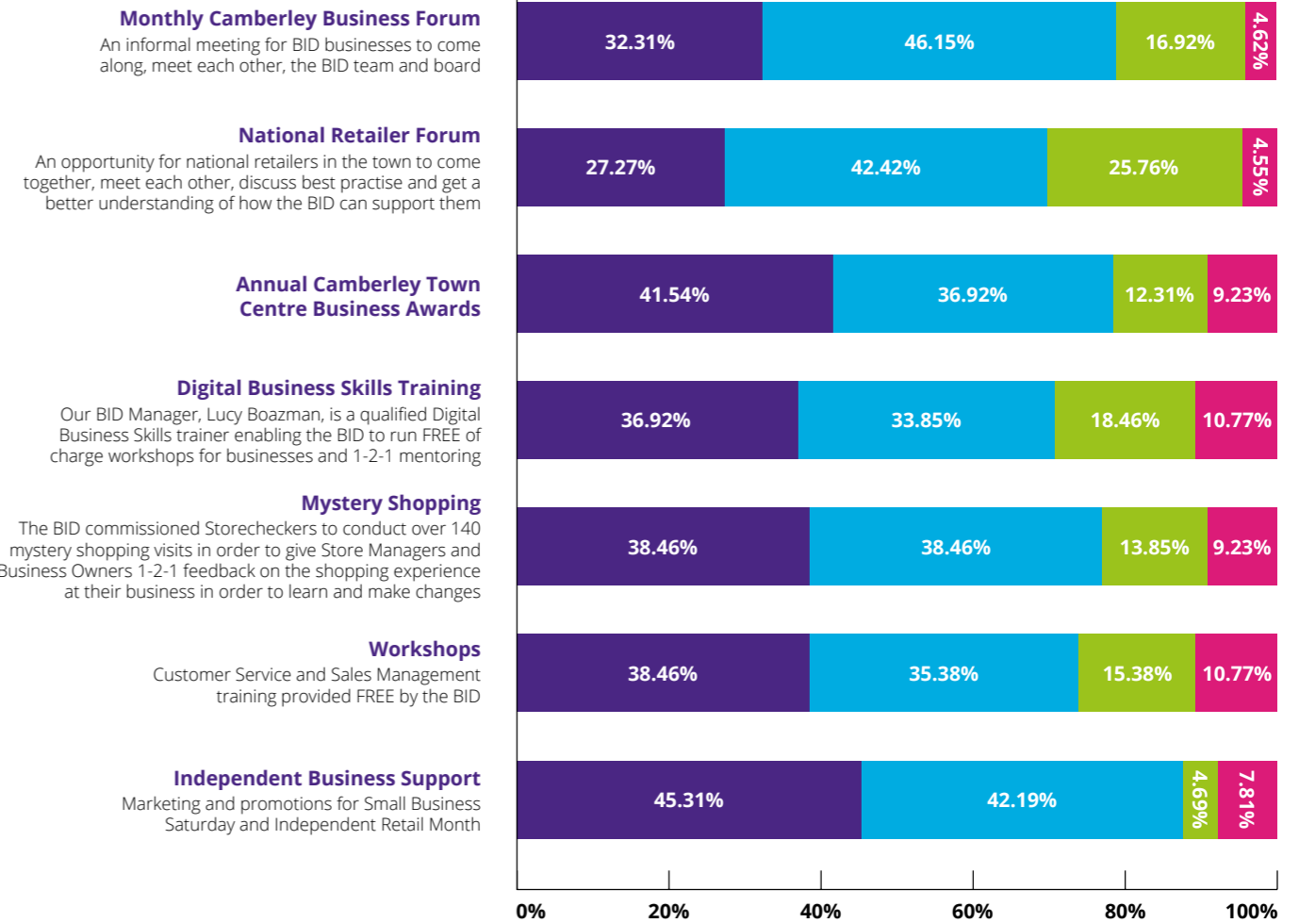
Annual Christmas lights and floral displays are funded by the BID and improved the look and vibrancy of the Town Centre. The Christmas lights switch on attracted the most footfall the town saw all year. What did you think?



Key: ■ Very Important ■ Important ■ Less Important ■ Not Important

BUSINESS SUPPORT

The BID has delivered networking forums, an annual awards ceremony and direct training and workshops for businesses that wished to take part. Has this been helpful for your business?

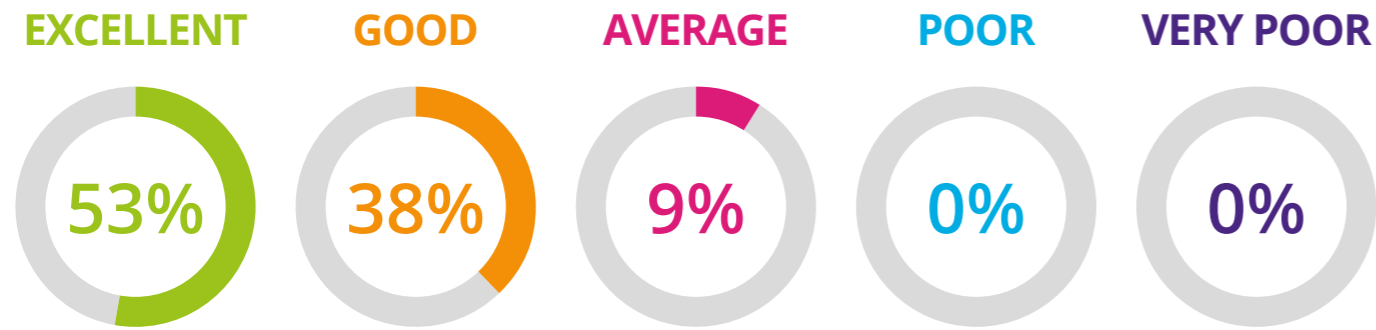


Key: ■ Very Important ■ Important ■ Less Important ■ Not Important

“Paper shredding service, advice for start ups”

IN SUMMARY

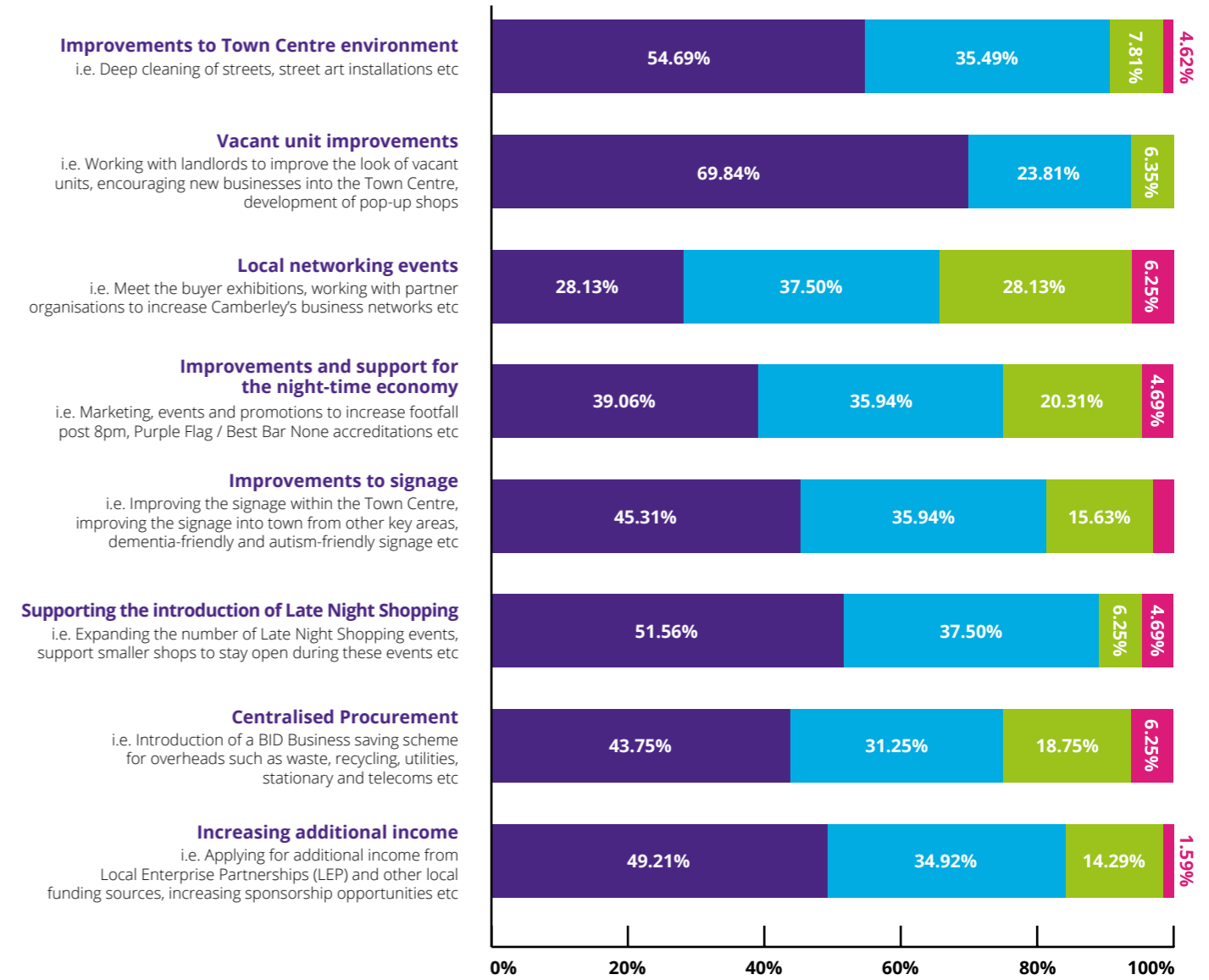
We asked you to let us know how you would rate the overall performance of Collectively Camberley and its work on the Town Centre:



“I think the plan to de-clutter street furniture is a good one to make the town as a whole more visually attractive”

THE NEXT FIVE YEARS

It's important for us to understand your views on our work so far, but even more crucial to see where we can add value for your investment for the next 5 years. Within the survey we suggested some new projects and areas of focus. We asked respondents to rank them in terms of importance for where they would like to see future levy income spent...



Key: ■ Very Important ■ Important ■ Less Important ■ Not Important

Ranking New Projects:

1. Vacant Unit Improvements
2. Improvements to Town Centre environment
3. Supporting Late Night Shopping
4. Increasing Additional Income
5. Improvements to Signage
6. Improvements & Supporting Night Time Economy
7. Centralised Procurement
8. Local Networking Events



WHAT HAPPENS NEXT?

There is still opportunity to let us know your ideas - we welcome all businesses to attend one of our BID workshops being held at the following times and dates:

Tuesday 12th April: 2:00pm - 3:30pm

Wednesday 13th April: 6:00pm - 7:30pm

Both workshops will be held at **Camberley Theatre, Knoll Road, Camberley, Surrey, GU15 3SY.**

Please RSVP using the contact details below.

This year BID levy payers will be asked to vote again on whether to continue with a Business Improvement District for Camberley...

78%

OF BUSINESSES

that completed the survey...

SAID THEY WOULD VOTE YES

for a second term of the Collectively Camberley BID.



For further information, please contact the Collectively Camberley BID Manager, Lucy Boazman using the following contact details:

Email: lucy@collectivelycamberley.co.uk

Tel: 01276 25588

www.collectivelycamberley.co.uk



All data compiled within this document is provided by Mosaic Futures Limited.

