

BUSINESS IMPROVEMENT DISTRICT

A YEAR IN REVIEW

2019 – 2020



**Collectively
Camberley**
#LoveCamberley

WWW.COLLECTIVELYCAMBERLEY.CO.UK

FOREWORD | CHAIRMAN OF COLLECTIVELY CAMBERLEY - STEVE COBURN

This year is often described as 'unprecedented' but I think that's an understatement! Our Town Centre has been disrupted in a way that was previously unimaginable. With many of us forced to close for long periods, and re-opening with reduced footfall, expensive safety measures, and a huge variance in consumers attitudes and behaviours, it's safe to say that 2020 will be a year we remember for all the wrong reasons.

Some of our flagship events have been cancelled – but the support our businesses have needed has never been more valuable. And, Collectively Camberley have been at the forefront of providing that support.



So, when you look at all the things that we have been able to help out with, it's been really pleasing to see that Collectively Camberley continues to make a real difference to our Town Centre.

Whilst 2020 has been a real struggle, it is exciting to see some of the plans for 2021. Our High Street refurbishment will be completed, thanks to Surrey Heath Borough Council and the Enterprise M3 LEP. Meaning we'll have a nice new canvas upon which we can create some amazing Town Centre events.

It may be a long winter ahead of us, but next year will be an exciting time to run a business in Camberley.

Thank you for your support.

COLLECTIVELY CAMBERLEY | OUR KEY OBJECTIVES 2016 - 2021

- Marketing
- Events
- Business Opportunity & Support
- Access & Attractiveness
- Town Centre Partnership

We aim to be objective representatives of the towns private sector business community, working in partnership with our key stakeholders to achieve outcomes, in collaboration, that refine and improve what cannot be achieved alone.



WHO ARE COLLECTIVELY CAMBERLEY?

Collectively Camberley Team:

Made up of 2 staff members who are responsible for the delivery of all projects, events and promotions for the BID.

Board of Directors:

Made up of 10+ volunteers from the Retail, Business and Service sectors of Camberley. The key role of the board is to ensure the BID is delivering on the objectives outlined in the business plan. They are also responsible for the governance of spending for BID income.



**COLLECTIVELY CAMBERLEY TOWN
CENTRE BUSINESS AWARDS 2019**



**FIRST AID AT WORK
TRAINING COURSE**



**COLLECTIVELY CAMBERLEY
CHRISTMAS LIGHT SWITCH ON 2019**



**BRITISH SIGN
LANGUAGE TRAINING**



**MONTHLY FARMERS' &
ARTISAN MARKET**

ACHIEVEMENTS / WHAT HAS BEEN DELIVERED THIS YEAR?



MARKETING

- Love Camberley Social Media
- Yearly refresh of Industry Insider Card Offers
- Small Business Saturday - December 2019
- Online Little Book of Offers - Spring 2020
- Spotlight Articles highlighting town centre businesses
- Best Dressed Business Campaigns
- Monthly Camberley Farmers' & Artisan Market
- Monthly Camberley Vegan Market
- Heroes Welcome Military discount
- Virtual Events to support cancelled town centre events (Easter Bunny Hunt, Armed Forces Day & Car Show 2020)
- Camberley Halloween Haunt - October 2019
- Camberley Christmas Light Switch On Event - November 2019
- Find Camberley's Christmas Reindeer Event - December 2019
- MonsterHero Safari Hunt - July till September 2020

BUSINESS SUPPORT

- Welcome Back Business Packs during town centre re-opening
- Bollard Covers with welcoming and public health messaged supporting the town centre and its businesses re-opening
- Free hand sanitiser provided to all businesses
- Free Clear Face Masks handed out to BID Businesses
- #SupportLocal Campaign on social media for all businesses during re-opening
- Eat out to Help out promotion / base for all town centre businesses
- New Love Camberley Gift Card for entire BID area
- British Sign Language training for over 50 businesses
- First Aid at Work Training for over 80 town centre employees

BUSINESS OPPORTUNITY

- Free promotional stands at BID events
- Free leaflet handouts using the BID team at events
- Camberley Town Centre Business Awards - October 2019
- 1-2-1 social media and digital marketing training
- Local marketing support via Love Camberley social media
- Monthly Camberley Networking Breakfasts / Evenings
- Sponsorship opportunities at town centre events
- Free access to Surrey Chambers events and advice
- Subsidised places for the Projectfive Winter Pimms Networking Event

ACCESS & ATTRACTIVENESS

- Camberley Together Against Crime (CTAC) radio scheme
- Extended floral scheme to BID businesses (*on hold for 2020*)
- Christmas Lights Scheme across the town's streets

TOWN CENTRE PARTNERSHIP

- Monthly Town Centre Marketing Meetings
- Christmas in Camberley Magazine
- Safe & Inclusive Camberley Project
- Camberley Town Centre Pubwatch
- Free Town Centre Car Parking Campaign
- Poppy Appeal Campaign
- Late Night Shopping Campaign
- High Street Improvement Works Updates
- Support & sponsorship of other town centre projects

COVID-19 RESPONSE

COLLECTIVELY CAMBERLEY MARKETING & BUSINESS SUPPORT DURING COVID-19:

- 138 Business Re-Opening Packs hand delivered
- 617 New followers on @LoveCamberley social media pages
- 241% Increase in social media engagement with the public
- 149,256 Reach across Facebook posts
- 28,214 'Welcome Back' to Camberley emails sent to the public
- 3917 Posts shared for BID Businesses on social media
 - 42 Community engagement posts (Fun facts and questions)
 - 28 First Aid and Sign Language online tutorial videos shared
 - 13 Word searches including Camberley BID Business names
 - 6 'Spotlight' articles from BID Businesses from various industries



- An updated list of all BID Businesses open in the town throughout lockdown
- Daily social media search and shares for BID Businesses
- Welcome back promotions at each stage of re-opening
- Town wide Business Survey regarding reopening in the town
- 'Welcome Back' to Camberley video created, including #staysafe guidance
- Camberley Farmers' & Artisan Market re-opened
- Bollard covers put up around the town helping to make a bright, safe and welcoming space
- Virtual Armed Forces Day Event & Virtual Easter Bunny Hunt with businesses around the town
- Free mini hand sanitiser provided top town centre businesses
- #SupportLocal campaign to help promote Independent Businesses in the town
- Encouraging support and donations for Surrey Heath Prepared & Town Centre Charities with weekly updates, mailouts and social media posts
- Regular email updates including Government Guidance on re-opening plus Camberley specific advice
- Covid-19 support page on Collectively Camberley website
- Clear face masks handed out to all BID Businesses to help support Deaf Awareness across the town
- 'Eat Out to Help Out' town centre promotion
- Town Centre MonsterHero Safari Hunt
- *ALL NEW*** Camberley Town Centre Gift Card
- Monthly Vegan Farmers Market (1st Saturday of Every Month)

INCOME VS EXPENDITURE / 19TH OCTOBER 2019 - 18TH OCTOBER 2020

Income	Value
Levy Payer Income	£ 180,000.00
Income - Other	£ 76,600.00
CTAC Subscriptions	£ 4,000.00
Carried forward from previous FY	£ 61,150.00
Total	£ 321,750.00

Expenditure	Spend	Percentage Representative
Management*	£ 70,000.00	24%
Operating Costs**	£ 35,000.00	12%
Marketing & Events	£ 104,587.00	35%
Access & Attractiveness	£ 30,122.00	10%
Business Support	£ 20,100.00	7%
BID Contingency Money	£ 35,000.00	12%
Total	£ 294,809.00	

PROPOSED INCOME VS EXPENDITURE / 19TH OCTOBER 2020 - 18TH OCTOBER 2021

CHANGES TO NEXT YEARS BUDGET

Income	Value
Levy Payer Income	£ 220,000.00
Income - Other	£ 32,000.00
CTAC Subscriptions	£ 6,500.00
Carried forward from previous FY	£ 61,941.00
Total	£ 320,441.00

Expenditure	Spend	Percentage Representative
Management*	£ 70,000.00	22%
Operating Costs**	£ 35,000.00	11%
Marketing & Events	£ 125,000.00	39%
Access & Attractiveness	£ 35,000.00	11%
Business Support	£ 25,000.00	8%
BID Contingency Money	£ 30,000.00	9%
Total	£ 320,000.00	

- *Management costs include 2 members of full time staff, NIC, HMRC and company pension contributions.
- **Operating Costs consist of Company Insurance & Legal Fees, BID Levy Recovery Fees, SHBC Admin Fee (for BID levy collection), Collection Software licence, Annual BID Licence Fee, Bank Charges, Office Costs and Staff Training.
- The Marketing expenditure has been increased for this year due to the Renewal Ballot in 2021.
- The BID must have contingency money available for the 2021-2026 BID Renewal outcome. This is included in the Carried Forward value.
- The BID levy will continue at its current rate of 1.5% of your RV during the next financial year. The Levy Payer Income is a prediction and allows for changes in reevaluation of rates.
- To reduce accountancy fees, at the beginning of the second BID term, our financial year was changed and brought inline with the BID term dates. Our financial years now run 19th October - 18th October.
- Due to Coronavirus, our BID Levy collection was put on hold. At the time of printing we have reinstated collection and will be continuing to do so for the outstanding 19/20 BID bills.

FINANCE | REPORTING AND TRANSPARENCY

Managing the allocation of the BID levy and ensuring it is spent prudently is a key part of the Board's role. As part of our second BID term commitment, we have worked hard to increase the budget through external income sources - such as sponsorship, event ticket sales and voluntary contributors. We have also generated additional income by combining our budgets with town partners (The Square, Surrey Heath Borough Council and The Atrium) to deliver larger scale projects and going forward, be able to run more frequent town events.

In order to ensure we keep operating costs to a minimum, we receive in-kind support such as free of charge office hire, free Wi-Fi, free use of facilities as well as a number of people volunteering their time for free to help volunteer at our larger events. Our business overheads are therefore considerably lower than the national average and our BID Board is made up of unpaid volunteers. At the beginning of the new term back in October 2016, we reviewed various supplier costs and ensured that we are getting the most out of your BID levy, this is an exercise we carry out regularly across the BID term.

Like all private limited companies, we are required to annually file the BID statutory accounts with Companies House. A copy of these are available to view for any BID business at the Collectively Camberley office.

KEY DATES FOR YOUR DIARY

November

7th - Camberley's Vegan Market
21st - Camberley's Christmas Celebration

December

All month - Find Camberley's Christmas Reindeer
5th - Camberley's Vegan Market
19th - Camberley's Christmas Celebration Part 2!

January

16th - Camberley Farmers' & Artisan Market

February

6th - Camberley's Vegan Market
20th - Camberley Farmers' & Artisan Market
26th - Collectively Camberley Town Centre Business Awards

March

6th - Camberley's Vegan Market
20th - Camberley Farmers' & Artisan Market

April

3rd - Camberley's Vegan Market
4th till 19th - Find Camberley's Easter Bunnies
17th - Camberley Farmers' & Artisan Market

May

1st - Camberley's Vegan Market
15th - Camberley Farmers' & Artisan Market

June

BID Renewal Ballot Process...



WE LOOK FORWARD TO WORKING WITH YOU IN THE UPCOMING BID YEAR!



Contacting Collectively Camberley

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The Collectively Camberley Board of Directors

Chairman: Steve Coburn. Projectfive

Vice Chairman: Mark Schweizer. McDonalds

Vice Chairman: Paul Foley. Westwood Developments

Daniel Harrison. Surrey Heath Borough Council

Rhoda Joseph. The Square Management

Jonathan Dowsett. The Atrium Management

Alan Farmery. No Ordinary Salon

Gerard McSharry. Higherground

Malcolm MacAdam. Riseden Limited

Ian Hamilton. Tru Nightclub

Sarah Mather. Places For People

Chris Jefferson. Pirates Landing

Interested in joining the Collectively Camberley Board? Contact the team using the details above.

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