



Collectively  
**Camberl3y**  
#LoveCamberley

**VOTE YES  
FOR CAMBERLEY**

**OUR ACHIEVEMENTS IN BID TERM 2  
2016 - 2021**





## THE STORY SO FAR...

Collectively Camberley BID (Business Improvement District) is an organisation whose aim is to keep the town centre vibrant, safe, clean and friendly, so that customers will want to visit, and businesses have the chance to prosper. The Collectively Camberley BID has become increasingly popular with local businesses, residents and consumers over the last 10 years. It has played an essential part in raising awareness of the town and its offer, driving up footfall and spend, and developing pride of place.

The services and projects provided to date by Collectively Camberley BID were as a result of an extensive consultation process in 2016 with you, the local businesses. This focused upon the success of projects delivered by the BID in its first 5 year term after initially being voted in back in 2011. The Collectively Camberley BID is business run and led and responds directly to your needs and wants.

Working in collaboration with a range of other partners, Collectively Camberley BID's Board of Directors (drawn from local business representatives and who work on a voluntary basis) have diligently, over the past years, delivered the business plan projects. They have also been proactive in seeking new avenues for funding and these efforts have added substantial value to the investment of local businesses.

Your BID levy raises over £250,000 each year to deliver the projects that you, the businesses voted for. When this is coupled with additional income, it totals a spend of well over £1m in 5 years.

In 2021 Collectively Camberley BID will be asking you to continue your support for the BID. The time has come for you to review and assess our work to date and to build upon the successes, by helping us to formulate a new business plan for the next 5 years and by voting "YES" to renew the BID for a further 5 years.

Remember, if you choose for the BID not to continue, all the work and cumulative achievements detailed in this document will wind down and eventually cease from October 2021.

The last decade has seen towns across the UK experiencing a massive metamorphosis as peoples shopping habits move and their choices change. This has been exacerbated this year further by the pandemic, and having to meet the unprecedented challenges that has brought. In this undeniably tough trading environment, Camberley Town Centre must continue to adapt and refocus in order to thrive.

Camberley Town Centre must be fit for purpose and able to compete with other places. Not only in recovering from Covid-19 and its impact, but the ever growing and ever present online challenge remains. Town Centre businesses must move with the times and offer consumers what they want, when and in the way they want it. It is crucially important to not only have a plan but to be aspirational for our businesses and our town. You can do this by showing you still support your BID. Vote "YES" in the Collectively Camberley BID ballot later this year.

I remember how amazed I was to discover that the Collectively Camberley team consisted of only two full time staff! The work they do is really impressive and covers a huge range of events, business workshops, and social media campaigns.

One of the things that really worked well for us was the Video with Santa - which allowed us to explain what made us different from regular High Street shops, and why it's so important to shop local.

- Deborah Jones, Craft Coop



## A MESSAGE FROM THE CHAIRMAN...

I've been running my business from Camberley for the last 15 years, and I've been involved with the BID since the very beginning. I've always supported the reasons that we need a BID, and love the great work that we've done over these years. But, Town Centres have changed a lot in that time - and there has never been a greater need for our Collectively Camberley team than right now.

I'm sure you'll agree that the achievements demonstrated on these pages are fantastic. From the Car Show, to the Christmas Lights, and the Farmer's Market to the Covid Signage. Let's be under no illusions... if the BID was to disappear, so would these projects and events. Imagine our town centre without any Christmas Lights. It would be awful to lose them.

So, let's come together as a business community, and continue to offer our support to the BID team. Another 5 years of their hard work is essential in ensuring the success of our own businesses, and protecting the livelihoods of the people we employ.

And, I urge you to complete the survey (mentioned on the back page). It's our way of making sure the plans for the next five years deliver the benefits that you need. With your input, we can make the next five years better than ever!

Thank you for your continued support.

Steve Coburn

## ABOUT THE BID...

### What is a Business Improvement District (BID)?

A Business Improvement District or BID is an arrangement whereby businesses collaborate to decide what services and improvements (in addition to those already provided by public agencies) they wish to make in their location, how they are going to manage and deliver those improvements and what they are prepared to pay to make them happen. This information forms a business plan that will be voted upon by all prospective levy payers. If the majority vote YES by both number and rate able value a BID exists for a maximum of 5 years and must spend the funding raised within the BID area and in accordance with the agreed business plan.

### An Investment in Your Business

This document aims to both review the success of Collectively Camberley BID and offer the opportunity to all in the BID area to secure a third term for the BID. A chance to invest over £1m million over the next 5 years to secure the firm foundation we have laid and to build upon it. Together we can recover from the current challenges and continue to improve footfall, increase sales, reduce business costs and not only sustain the Town Centre, but be aspirational for it and our businesses.



We have been delighted to work with the Collectively Camberley BID team for the last 5 years in organising the monthly Camberley Farmers' Market. The support and dedication they show both to the town and the individual businesses is exemplary and we look forward to working with them to build on their success in the future. Both myself and our stallholders love coming to Camberley - there is a great community spirit between the businesses and the residents and this is a testament to the dedication of the BID team.

- Andy Willmott, Surrey Markets



### The Funding - Your Money, Your Say

A vast number of Town Centre's have adopted or continue this private sector management model called BIDs, to better fulfill the wishes and wants of their business community. Collectively Camberley BID is an example of this and is funded by businesses in the area that pay a set levy based upon their rateable value. This investment is ring-fenced and can only be spent within the BID area on the ideas and themes agreed and voted upon in the business plan. It is important to note that the levy has nothing to do with normal business rates which pass straight to the government.

### The BID Company

The Collectively Camberley BID is managed by a Board of Directors (on a voluntary basis) drawn from local, large and small businesses from within the BID area. The BID is a private, not for profit, independent company. Any local levy payer is eligible to become a member of the BID Company and can be put forward to serve as a Director of the BID.

### The Vote

If you are eligible to pay the levy, you are eligible to vote, so you decide if the BID continues. Of those that vote, if a majority of businesses vote in favour of the BID by number and by total rateable value, the levy will be mandatory on all businesses in the BID area apart from those that are exempt.

## WHAT HAPPENS IF IT IS A 'NO' VOTE

If the vote is 'NO' then Collectively Camberley will cease to exist on 19 October 2021. All the services provided by Collectively Camberley will stop at that time.

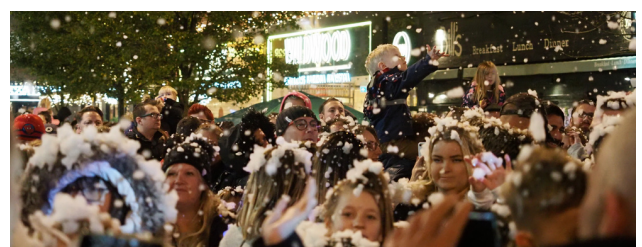
Many services and events will be lost...

- Over £1m BID levy investment in supporting the Town Centre will be lost over the next five years
- Funding and services that the BID leverages will be lost
- There are over 300-plus BIDs in the UK now and Camberley would lose ground with other competitor BID locations such as Bracknell, Guildford, Fleet and Reading
- The Town Centre website and all @LoveCamberley social media activity would cease
- Popular events such as the annual Car Show, Christmas Light Switch On and Rooftop Film Festival will stop
- Marketing activities such as the Little Book of Offers & Industry Insider Card will cease
- Christmas lights and floral displays will not continue
- CTAC Radios will no longer be subsidized
- Business support such as for COVID 19, Training Workshops, Centralised Procurement and the annual Business Awards will cease

Collectively Camberley have been absolutely world class to our charity Chloe's and Sophie's Special Ears Fund during the last year. They have made it their passion to make Camberley Deaf Aware. They've done this through organising Deaf Awareness Sessions, putting subtitles onto their Social Media videos, getting out Clear Panel Facemasks to 200 shops and businesses and continuing to shout out about CSSEF.

Kyle and Jodie have also been a tower of strength to our charity shop 'Just4Kids' in this Pandemic. We needed posters and resources to reopen and be Covid friendly. They had already thought of these things and it was no trouble for them to drop them off. To me, that really was something special as there was so much to think and factor in to make everything Covid friendly.

- Karen Jackson, Just4Kids





## OUR ACHIEVEMENTS...

### VOTE YES FOR COLLECTIVELY CAMBERLEY BID 3 TO SEE THESE SERVICES AND PROJECTS CONTINUE.

Much of our time and effort is operational and addresses the services you, our BID levy payers want to see delivered, in addition to those the local authority provide. Collectively Camberley BID will have invested over £2.5 million delivering business initiatives by the end of its second five-year term. Your BID is having a significant impact on the profile, marketing and management in our Town Centre. The challenges of COVID 19 has also demonstrated our specific support benefits and the benefits of partnership working.

These advances and benefits will continue along with new projects for 2021 to 2026 but only if businesses vote 'YES.' So please bear in mind if you do not vote or vote against the BID you stand to lose all those services and benefits virtually overnight.

Below are the themes Collectively Camberley BID has focused upon over the last 5 years...

#### Marketing, Promotion & Events

*Increasing Footfall, Spend & Raising the Profile of Camberley Town Centre*

During the 2nd term, our achievements include:

- A comprehensive website with over 2,500 page views per month (Brand new site launched in 2020)
- Social Media with over 3400 Twitter followers, over 6000 Facebook followers and over 1800 Instagram followers, along with an extensive public and business mailing list
- Annual Town Centre Events attracting large crowds with the Car Show (50,000), Christmas Lights (60,000), Camberley Armed Forces Day (25,000) and Rooftop Film Festival (1850)
- Christmas magazine to 60,000+ homes each year
- Little Book of Offers with over 200 businesses taking part
- Supporting of Small Business Saturday
- Monster Hero Safari Hunt around town raising money for NHS Charities
- Raised over £70,000 for charities at various events
- Supporting the Remembrance Sunday parade
- Annual Business Awards with over 50 businesses attending each year
- Monthly Farmers' and Artisan Market, plus new monthly Vegan Market
- Seasonal Town Centre Hunts including Easter, Halloween & Christmas, decorated by local schools and community groups
- Best Dressed Business promotions
- 'Spotlight' article feature for professional services
- Industry Insider Card for Town Centre Employees with 80+ businesses participating

#### Attractiveness

*Making Camberley Welcoming, Safe and Inclusive*

During the 2nd term, our achievements include:

- 80 businesses on the CTAC (Camberley Together Against Crime) Radio with updated training and crib sheet refreshers
- Christmas Light Scheme for the whole BID area
- Over 120 hanging baskets, 3 flower towers and 14 barrier displays provided for the whole BID area
- Clear face coverings provided to all front line businesses to support our Deaf Community
- Inclusion of local schools and community groups in our projects
- Bollard Covers with welcoming and public health/ Christmas messages
- Spring Clean events
- Support of night time economy via Pub watch and Scheme Link



The Love Camberley Team, Jodie & Kyle, are a real asset to the Businesses of Camberley. Opening a Bricks & Mortar store is a scary step especially in hard high street trading times so there efficient professional & welcoming support has been invaluable.

Through Love Camberley our business has been given many opportunities to promote & raise our local profile. I am excited to see what else the team have in store for Camberley going forward!

- Katharine Diggins-Barnes, Love From Betty



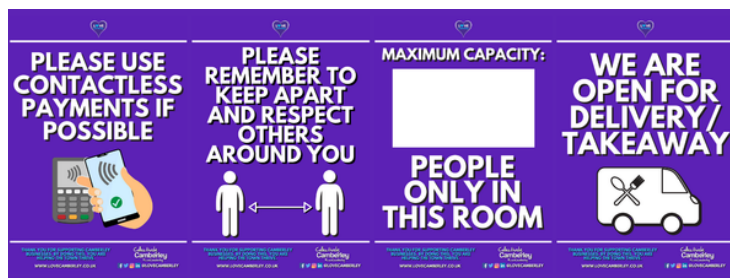




The Camberley BID team have done a fantastic job of promoting local businesses and putting on events to bring people to Camberley. As Chairman of the local Pubwatch group, we would like to thank them for their continued support for our scheme.

They have helped subsidise our membership of the national scheme, as well as continued support for the local radio network used by all the pubs and shops to keep in contact remotely. Their continued local support will be invaluable in the coming few years.

- Andrew Sully, The Bear



## Business Support

*Providing Real Support & Making Your Voice Heard*

During the 2nd term our achievements include:

- Monthly business networking meetings
- Free first aid and sign language courses for businesses attended by over 150 business staff
- Social media one to one training sessions with businesses and help with online presence and google analytics
- Cybercrime awareness training
- Independent Business month
- Annual Town Centre Business Awards
- Partnership Working with Surrey Heath Borough Council, The Square and The Atrium Shopping Centre's, meeting monthly
- Winter Pimms event for 150+ business staff
- Updates about High Street Public Realm works
- LinkedIn Page set up for sharing and promoting information
- General ad hoc support to individual businesses
- Promotion opportunities at our events
- Free access to Surrey Chambers of Commerce events and advice
- Love Camberley Gift Card - over 80 businesses signed up to the scheme



Love Camberley are an essential part of our community and support local and independent businesses from the ground up. Events they provide, such as 'The Big Switch On' play a vital part in bringing the community together to nourish our social environment.

We, at The Secret Stage School, feel extremely privileged to have worked alongside the BID on numerous occasions and really look forward to getting back on what we missed out on in 2020!

- Rachel Bell, Secret Stage School



## Access

*Making it easier to get around*

During the 2nd term our achievements include:

- Car parking promotions with the Council, The Square and The Atrium. This has been linked to late night shopping every Thursday with free parking after 5
- Support of free and reduced parking during COVID and ongoing promotions within Knoll Road Car Park
- Signage provided for promotions plus social media sharing
- Updated website on visiting Camberley



# THE ADDED VALUE THE BID BRINGS TO CAMBERLEY...

The BID works collaboratively with other local partners whenever we can. It is important for businesses to sit around the same table as others who deliver services and seek to positively promote or enhance the Town Centre to maximise the impact and outcomes to the benefit of all. As a result, Collectively Camberley BID has grown to be recognised as a fundamental part of both the current and future of the Town Centre. As such, we are able to influence and reflect the interest of both BID Members and Visitors.

This has never been more important than this year with the challenges that have been presented by the pandemic. We are proud to have been one of the leading partners in providing support and helping with recovery. A focused organisation like Camberley BID has been able to respond decisively and quickly. Our support included:

- 142 Business Re-Opening Packs (included posters, floor stickers, sanitiser, risk assessments) hand delivered
- Over 28,000 'Welcome Back' to Camberley emails sent to the public
- Nearly 150,000 reaches on Facebook
- Over 3,500 posts shared for BID Businesses across all social media
- Updated list of all BID Businesses open/offering click and collect or takeaway in the town throughout lockdown / reopening
- 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 'stay safe' guidance
- Camberley Farmers' & Artisan Market re-opened
- Bollard covers put up around the town helping to make a bright, safe and welcoming space
- Free mini hand sanitiser provided to town centre businesses
- Support Local campaign to help promote Independent Businesses in the town
- 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
- Virtual events online for the public to still enjoy
- Introduction of a monthly Vegan Market
- Launch of the Love Camberley Gift Card to support recovery
- Review a business and other gift card giveaways to encourage supporting local
- Tis The Season campaign run throughout December to encourage supporting and shopping local messages
- Car park promotions with Surrey Heath Borough Council
- Support of Black Friday and Cyber Monday promotions
- Small Business Saturday and extended campaign support with videos with Father Christmas and Independent Businesses plus 'meet our small business' campaign
- Find Camberley's Reindeer campaign running for December



We've been blown away with their constant ideas and encouragement at Collectively Camberley; a veritable unstoppable flow of projects to help promote any business here that takes a little time to be involved; and a smashing group of bright positive people to be involved with to boot; we heartily recommend them!

- Tim Foster, Foster Harrington Solicitors



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# TELL US WHAT YOU WANT FOR THE NEXT FIVE YEARS...

We want Camberley, not only to continue doing what it does well, but to be an example of excellence as we slowly reopen and recover, to ensure that we develop a thriving trading environment and keep pace with a marketplace that is in constant flux. As a starting point, it is important we know what has worked well for you to date, what needs further improvement and what new things we can do. It is your ideas and feedback that will form the basis and content of our next BID business plan.

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## PLEASE COMPLETE OUR SURVEY

We have produced a renewal survey for all BID Businesses to take part in (It should only take a few minutes.) It is vital for you to complete this in order for your business to shape the future BID in Camberley...

The link is: [www.surveymonkey.co.uk/r/CCLRenewalBallot21](http://www.surveymonkey.co.uk/r/CCLRenewalBallot21)

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Thank you for your time and if you would like further information or have any queries, please contact us at:

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