

Collectively Camberley

#LoveCamberley



YES FOR CAMBERLEY!

BUSINESS PLAN

2021 - 2026

20

Collectively
Camberley
#LoveCamberley

EVENT DATES

16th - 18th July

Collectively Camberley Rooftop Film Festival

Saturday 24th July

Celebrate Camberley

Saturday 14th August

Collectively Camberley Car Show

Friday 17th September

Collectively Camberley Business Awards

Saturday 20th November

Collectively Camberley Christmas Light Switch On

Upcoming Projects...

- Farmers Markets - Monthly
- Vegan Market - Monthly
- Networking Events - Monthly
- Gift Card Competitions
- Spotlight Articles - Monthly
- Little Book of Offers - September
- Halloween Haunt - October
- Reindeer Hunt - December
- Town Centre Flowers Scheme
- Monster Hero Safari
- First Aid Training Courses
- Sign Language Courses
- Disability Awareness Training
- Police Partnership Training
- Small Business Saturday
- Industry Insider Card
- Independent Business Month
- Christmas Lights Scheme
- CTAC Radio Scheme
- Best Dressed Business

All events & projects are subject to date changes*

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A MESSAGE FROM THE COLLECTIVELY CAMBERLEY BOARD

It's an exciting time for the businesses in Camberley Town Centre. It's time to commit to another five years of working together to bring great events, marketing initiatives and business support to our Town Centre.

It is a privilege to serve as the Chair of Collectively Camberley and, on behalf of the whole Board, it's time to introduce the Business Plan for the next five years.

Like you, I run a business in the Town Centre and I wouldn't be successful without the help and support that Collectively Camberley gives. I get to see, firsthand, the difference that our BID brings to the Town Centre.

But, it's also a difficult time for many of us. We've suffered from a year of disruption, caused by Covid-19, on a scale that I never would have thought possible. Your tenacity and courage has shown through. Working together to overcome the challenges, adapt our business models, and find new ways to deliver what our customers want. It's been fascinating to see the many ways we've all had to adapt.

And, it's been great seeing Collectively Camberley act as a focal-point in delivering information and support to our businesses.

This is the third time that we've had the opportunity to vote for the BID. Many of you will know of the great work that our BID, Collectively Camberley, do and the fantastic support that we receive from Jodie and Kyle. But, this Business Plan will help explain it in more detail – from how the funds are raised, who can serve on the Board, how the vote works and, most importantly, what we hope to deliver in the next 5 years.

We have achieved a lot in the last 10 years and the following pages will show you the impact that we can have when we work together. It will also show what will be lost if we didn't have Collectively Camberley. Can you imagine what our Town Centre would be like without Christmas Lights, a Farmer's Market or the Camberley Car Show?

So, it's time to vote. A 'YES' vote from you will secure the investment and collaboration that we need to recover from the pandemic and grow our presence in the local area. There's never been a time where this support is needed more.

On behalf of the Board, and the wider Collectively Camberley team, I urge you to vote 'YES' and ensure we have the support we need to prosper as business returns to a 'new normal'.

Thank you!

STEVE COBURN
CHAIR, COLLECTIVELY CAMBERLEY BOARD



WHAT IS A BID?

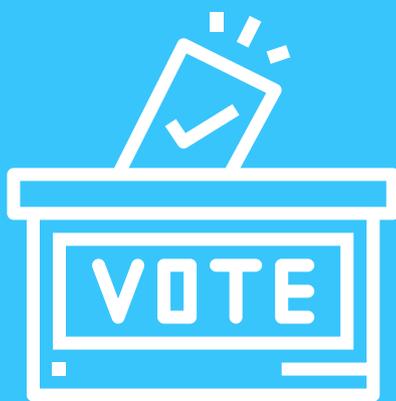
A Business Improvement District or BID is an arrangement under which you plan how to improve your own trading environment.

Businesses identify projects or services that will add value to their business and agree how to manage it and how much they are prepared to pay. The funds collected are ring-fenced and used only to deliver a structured and guaranteed set of activities voted on by the businesses within the BID.

The BID and the projects it will carry out DO NOT and CANNOT replace those services statutorily provided by the public agencies such as the Police and the Council. The BID can only provide projects and services over and above those and lasts for a maximum of five years.



FOR A SUCCESSFUL 'YES' VOTE...



OVER

50%

OF BUSINESSES THAT VOTE MUST VOTE IN FAVOUR OF THE COLLECTIVELY CAMBERLEY BID. THE BUSINESSES VOTING 'YES' MUST ALSO REPRESENT A GREATER TOTAL RATEABLE VALUE THAN THOSE THAT VOTE 'NO'.

IN SUMMARY

THE OPPORTUNITY

All BIDs have to go to vote of the businesses, at least every five years in order to continue their work. Collectively Camberley already successfully did this once in 2016 and it is now time again. This is your chance to **continue investing over £1m over five years** to maintain and improve footfall, sales and values in the town centre, reduce business costs and simply make the town centre a better place to do business for you and your customers to visit.

THE FUNDING

Collectively Camberley is funded by those in the area paying a levy based on the rateable value of their business. This will be **1.5% of the rateable value** of all eligible businesses. The levy is all ring fenced and spent by the BID on projects and services agreed by you. It is actually nothing to do with your normal business rates which pass straight to the Government. It is simply a fair way to decide who pays what.

THE MANAGEMENT

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 then be put forward to serve as a Director of the BID.

THE VOTE

If you have to pay the levy, you will get a vote, so you decide. Of those that vote, if a majority of businesses vote in favour 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. A month long postal vote will be carried out independently between **27 May 2021 and 24 June 2021.**



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I have worked in retail management for over 30 years but i have never had the support that i receive from the Camberley BID team.

It's not just support but encouragement with anything that can help my business and myself grow. They help look at things from a different perspective and are one of the most important resources that we have!

At Julian Charles, we love the things like sign language courses, first aid courses as well as working with other organisations towards making our town multi-faceted and inclusive for everyone.

- Shell Baptie, Julian Charles

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WHAT HAPPENS IF IT IS A 'NO' VOTE

If you **do not** vote “YES” then Collectively Camberley will simply **cease to exist** in its current form on 19 October 2021. All of the services that are funded by the BID will also cease at that time.

Many services and events will be lost including:

- Over **£1m BID levy investment** in supporting Town Centre businesses **will be lost.**
- 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 Guildford, Fleet and Reading.
- Website and Social Media activity would **cease.**
- Popular events such as the Annual Car Show, Christmas lights 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 and the annual Awards will **cease.**
- Our competitors, Guildford, Fleet, Reading will continue to move forward with their BIDs.

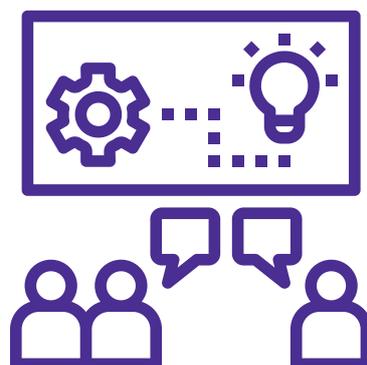
There is NO replacement body that will deliver these services. There is NO Plan B.

“

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

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OUR ACHIEVEMENTS AND FUTURE PLANS

Whilst we pride ourselves being part of the strategic development of Camberley, much of our work is operational and addresses the services you, our BID levy payers wanted to see delivered.

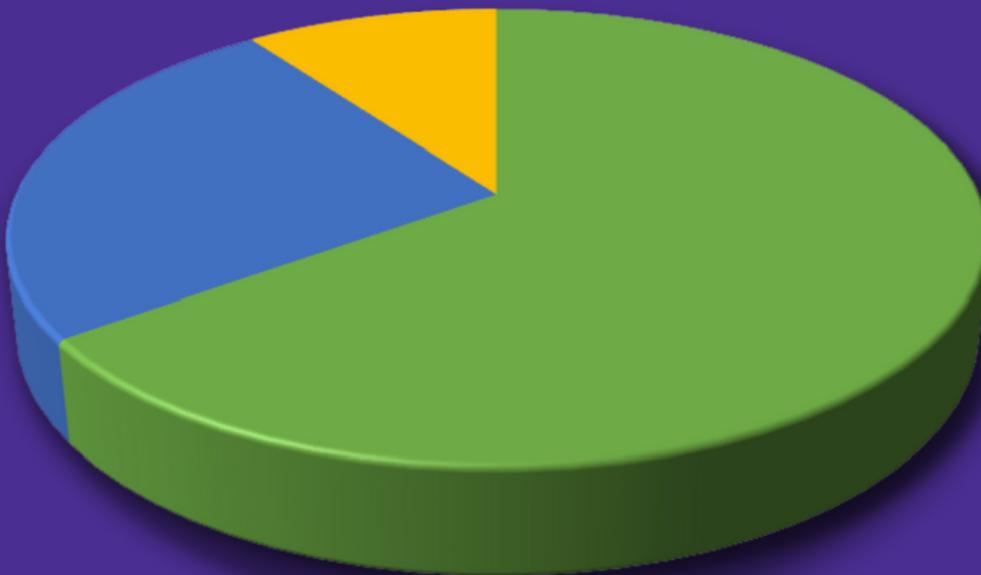
This document aims to both review Collectively Camberley's achievements over the last five years and set out what we would like to deliver in the next BID term, with the potential investment of over £1m in the next five years.

KEEPING IT SAFE & WELCOMING

£250,000 over the next 5 years

KEEPING IT TOGETHER

£100,000 over the next 5 years



KEEPING IT VIBRANT

£650,000 over the next 5 years

“

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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“

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

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“

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

”



“

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

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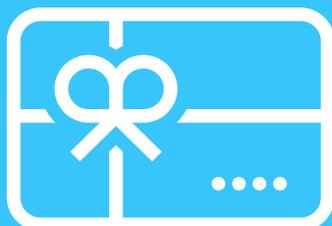


OUR 2016 - 2021 ACHIEVEMENTS...

MARKETING, PROMOTION & EVENTS

Increasing Footfall, Spend & Raising the Profile of Camberley Town Centre.
During the 2nd term, our achievements included...

- 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 6,000 Facebook followers and 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 (850)
- Christmas magazine to 60,000+ homes each year
- Little Book of Offers with over 200 businesses taking part
- Supporting Small Business Saturday
- Monster Hero Safari Hunt around town raising money for the NHS
- 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' feature for professional services
- Industry Insider Card for Town Centre Employees with 80+ businesses participating

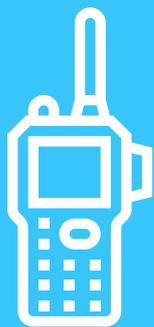
OUR 2016 - 2021 ACHIEVEMENTS...

ATTRACTIVENESS

Making Camberley Welcoming & Safe

During the 2nd term, our achievements included:

- 80 businesses on the CTAC 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 our 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



BUSINESS SUPPORT

Providing Real Support & Making Your Voice Heard

During the 2nd term our achievements included:

- Monthly business networking meetings
- Free first aid and sign language courses for businesses attended by over 150 staff
- Social media one to one training sessions with businesses and help with online presence and google analytics
- Cybercrime awareness training
- Annual Town Centre Business Awards
- Partnership Working with Surrey Heath Borough Council, The Square and The Atrium Shopping Centres
- Winter Pimms Events 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 scheme

OUR 2016 – 2021 ACHIEVEMENTS...

ACCESS

Making it easier to get around

During the 2nd term our achievements included:

- 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 parking during COVID and ongoing promotions within Knoll Road Car Park
- Signage provided for promotions plus social media sharing
- Updated website on visiting Camberley



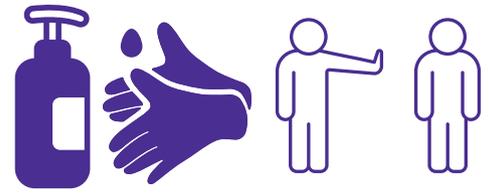
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The Camberley BID team have done a fantastic job of promoting local businesses and putting on events to bring people to Camberley. As Chairman of the local Pub watch group, we would like to thank them for their continued support for our scheme. They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

”

COVID-19 SUPPORT FROM COLLECTIVELY CAMBERLEY



For the majority of 2020 the UK has been battling with the coronavirus pandemic. Collectively Camberley has offered extensive hands-on support to local businesses affected, including:

- 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



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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

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**COLLECTIVELY CAMBERLEY
ROOFTOP FILM FESTIVAL**



**COLLECTIVELY CAMBERLEY
CAR SHOW**



**COLLECTIVELY CAMBERLEY
TOWN CENTRE BUSINESS AWARDS**



**COLLECTIVELY CAMBERLEY
CHRISTMAS LIGHT SWITCH ON**

WHAT HAVE WE DONE ABOUT THE RENEWAL SO FAR IN 2021?

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for the new term. In addition to our usual newsletters and daily contact with businesses we have undertaken specific consultation and engagement with regard to renewing the BID that has included:

- **January 2021: BID Impact Assessment completed**
- **February 2021: Renewal Newsletter sent to all businesses**
- **February 2021: Renewal Survey sent to all businesses**
- **March 2021: 4 Business Workshops attended by 40+ businesses & 45+ one to one meetings**
- **April 2021 – Business Plan produced**
- **March 2021 to June 2021 – Continuous ‘one to one’ engagement with eligible businesses**

OVER **85%**
OF BUSINESSES
THINK THE BID
IS 'GOOD VALUE
FOR MONEY'



OVER **80%**
OF BUSINESSES VIEWED
THE ACTIVITIES OF
COLLECTIVELY CAMBERLEY
AS 'GOOD' OR 'EXCELLENT'

OVER **77%** SAID THEY WOULD VOTE YES FOR THE BID



(Source: Collectively Camberley Renewal Survey, April 2021)

THE FUTURE... VOTE YES FOR CAMBERLEY!

WHAT WILL COLLECTIVELY CAMBERLEY DO FOR THE NEW TERM?

You have told us you want Collectively Camberley to continue doing the things we do well such as the events, online projects, reducing business crime and our support and training work. Beyond that you have told us that you want help as we move towards, recovery, be involved in shaping what our town centre offers in the future and to make sure we welcome both our regular customers and new ones. At all times our work will be reviewed by our staff and board and we will also respond to the prevailing circumstances whether those be pandemic or economic in nature.



WHAT WILL A YES VOTE MEAN FOR CAMBERLEY?

A renewal of the Collectively Camberley for a further five years will mean:

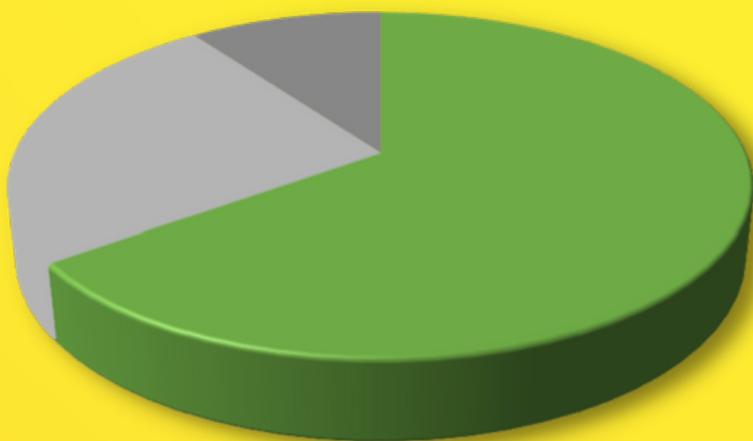
- Over £1 million of investment for Camberley Town Centre
- 350+ businesses will continue to be supported by the BID
- The continuation of the existing popular services including all our Events, Floral Displays & Christmas Lights, CTAC, Online & Social Media Campaigns & Training, Networking & Support

THE FUTURE... 2021-2026

KEEPING IT VIBRANT

We will continue our work to ensure that Camberley Town Centre remains a place that people know about and want to come to whether it's to shop, for businesses or just to meet and have a good time. Our campaigns and events will show the best of the town as we come out of recovery and grow. This will include:

- Keeping our new **Website** up to date and informative
- Increasing the profile of our **Social Media** platforms
- Continuing and developing our successful **Events Programme**
- Promoting our regular and specialty **Markets**
- Running **seasonal campaigns** at appropriate times
- Supporting our independent businesses through '**Celebrate Local Campaigns**'
- Providing support to our **Night Time Economy** to ensure our businesses and the town centre is a **safe and vibrant** place to visit
- Continue developing our **Love Camberley Gift Card** which supports all businesses, encourages repeat visits and keeps spending local



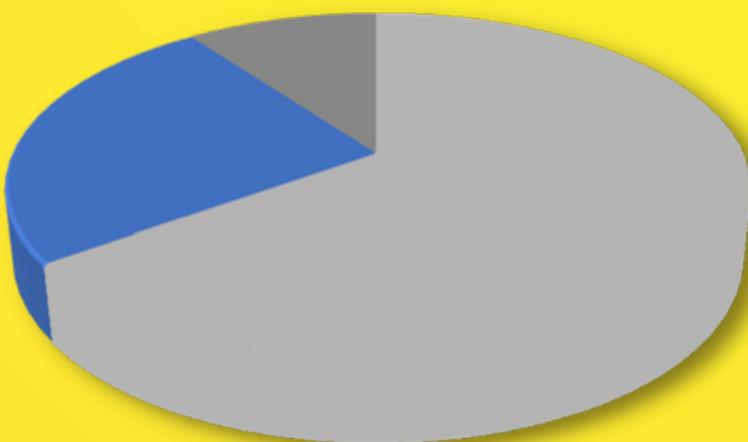
£650,000
OVER THE BID TERM

THE FUTURE... 2021-2026

KEEPING IT SAFE & WELCOMING

We want Camberley Town Centre to be a place for all to be able to come and enjoy. Making the town look attractive, feel safe and ensuring that we are supporting our community is a key objective over the next 5 years. This will include:

- Continuing to run and develop the **town link radio scheme** - Camberley Together Against Crime (CTAC) which helps **combat business crime** in the Town Centre
- Supporting **Parking & Public Transport** Promotions
- Continuing our **Pub Watch support** and membership
- Installing High quality summer **Floral Displays**
- Installing a brand new **Christmas Lights** scheme
- Offering our businesses **Inclusive Initiative Training** which could include:
 - *Dementia Friendly Training*
 - *Mental Health and Well being Courses*
 - *First Aid Training*
 - *Deaf Awareness Training*
- Continue to deliver **high quality communications** for our businesses and visitors
- Support **Community Safety Initiatives**
- Support Camberley in becoming a **'Green Town'**



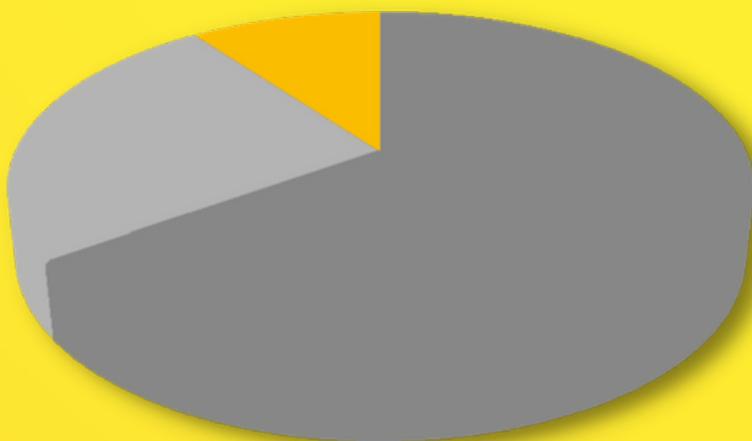
£250,000
OVER THE BID TERM

THE FUTURE... 2021-2026

KEEPING IT TOGETHER

We have made huge efforts to ensure we are engaged with our Business Community and key stakeholders. We will continue to ensure that Collectively Camberley remains at the forefront as the town recovers and grows and in representing your views and interests. Our work will include;

- Running regular **Town Centre Networking** Events
- Providing relevant **training** for Businesses
- Hosting the **Love Camberley Town Centre Business Awards**
- Developing **Community Pride**
- Supporting Businesses with **advice and information for COVID 19 recovery**
- Supporting Businesses with advice and **information on economic matters**
- Gather and disseminate information on **Town Centre Performance**
- Working to **attract additional funding** and support that will be available from organisations like the High Street Task Force as we move forward



£100,000
OVER THE BID TERM

THE BID LEVY

Every BID business in the area shown on the map on page 20 will continue to pay the BID levy which is calculated as 1.5% of its premises rateable value. This will not change throughout the duration of the BID term.

This is an amount that is collected annually by Surrey Heath Borough Council on behalf of the BID Company.

This income is then ring-fenced and used to fund the projects outlined in this business plan. The table below shows examples of what you will pay:

Every eligible business in the BID area will pay the BID levy, which is calculated in the bands set out below. The rate will not change throughout the duration of the BID term.

The table below gives an example of what the BID levy could be for your business.

Rateable Value	Maximum Annual Levy	Maximum Daily Equivalent Cost
UNDER £2,000	Exempt from the levy but can pay voluntarily and be part of the BID	
£2,500	£37.50	£0.10p
£5,000	£75	£0.21p
£10,000	£150	£0.41p
£25,000	£375	£1.03
£50,000	£750	£2.06
£100,000	£1,500	£4.11
£200,000	£3,000	£8.22

ADDITIONAL INCOME

BIDs across the UK on average generate 15-20% in additional income through their lifetime. Collectively Camberley BID will endeavour to do this through sponsorship, grant funding and other income generating activities.



VOLUNTARY MEMBERSHIP

A voluntary investment can be made by businesses that are exempt such as those that have a rateable value under £2,000 and those outside the BID area. This will entitle them to all the projects and services outlined in this business plan as well as full rights as members in the management and governance of the BID company. Details and eligibility will be set by the Board.

BID BUDGET FORECAST 2021 – 2026

THE PROPOSED BUDGET FOR THE NEW TERM IS SET OUT BELOW.

	2021/22	2022/23	2023/24	2024/25	2025/26	Totals
Income						
BID Levy	£225,000	£225,000	£225,000	£225,000	£225,000	£1,125,000
Additional Income (15%)	£33,750	£33,750	£33,750	£33,750	£33,750	£168,750
Total Income	£258,750	£258,750	£258,750	£258,750	£258,750	£1,293,750
Expenditure						
Keeping it Vibrant	£130,000	£130,000	£130,000	£130,000	£130,000	£650,000
Keeping it Safe & Welcoming	£50,000	£50,000	£50,000	£50,000	£50,000	£250,000
Keeping it Together	£20,000	£20,000	£20,000	£20,000	£20,000	£100,000
Subtotal	£200,000	£200,000	£200,000	£200,000	£200,000	£1,000,000
Overheads						
Staff	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Office/IT support	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Insurance	£1,500	£1,500	£1,500	£1,500	£1,500	£7,500
Levy Collection Cost	£6,750	£6,750	£6,750	£6,750	£6,750	£33,750
Legal & Professional Fees	£500	£500	£500	£500	£500	£2,500
Total Overheads	£58,750	£58,750	£58,750	£58,750	£58,750	£293,750
Total Costs	£258,750	£258,750	£258,750	£258,750	£258,750	£1,293,750

ADDITIONAL INCOME

The BID Company has raised additional income in the previous terms and will of course continue to pursue income from sources external to the BID Levy. This additional income could be generated through the following means:

- Contract services
- Grant opportunities
- Voluntary contributions
- Sponsorship opportunities
- Income generation activities.



BID GOVERNANCE & AND MANAGEMENT

THE BID COMPANY AND BOARD

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

Board Director positions are unpaid and voluntary and includes a mix of sectors of business that operate within the BID area as well as the necessary skills and experience required to deliver Collectively Camberley's business plan.

All Board positions are voted on through an election process. Invitations will go out to all BID businesses and voluntary financial contributors to become members of Company (a legal requirement).

There will be regular updates via newsletters and e-bulletins. The annual reports and accounts will be produced at the end of each year and available to members.

One of the Directors will be voted in as Chair. The Chair of the Board will be voted for by the Directors.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of the Collectively Camberley. Levy funds will be strictly monitored by the board with all expenditure in line with this business plan.

The BID will work in partnership with Surrey Heath Borough Council and other business and interest groups, to deliver this business plan and agreed services. The BID will not replace the existence or services of any of these organisations.

If successful at renewal ballot the new term will commence on 20 October 2021. It will run for five years and then be required to seek renewal through a new ballot.



MEASURING PERFORMANCE

Collectively Camberley BID and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against its objectives. The board will set the key performance indicators (KPIs) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall figures
- Rental levels
- Car parking usage
- New business activity
- Annual surveys
- Business feedback
- Consumer feedback
- Media coverage
- Website/social media interactions.

Performance measurement will be carried out at regular intervals and the results will be reported back to levy payers through the following channels:

1. Annual meetings
2. Networking events
3. Direct communications (for example: e-bulletins, newsletters and face-to-face meetings)



The BID is essential in ensuring that town centre business is linked into the local community, the two mutually supporting each other. For us at High Cross, the BID has enabled us to link into and support the local business community. Networking events and 'community give back days' have been very important to us as a business and supports our values as a Church. We love being involved in the BID events and projects and look forward to developing this relationship more over the coming years.

- Mike Thomason, High Cross Church



FREQUENTLY ASKED QUESTIONS

THE BID HAS BEEN RUNNING FOR FIVE YEARS, WHY CAN'T IT JUST CONTINUE?

BIDs last for a maximum of five years, once that term is over the BID is legally required to review its projects and produce a new business plan, stating its objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

IS THIS JUST ANOTHER TAX AND WILL IT SUBSTITUTE THOSE SERVICES THAT SURREY HEATH BOROUGH COUNCIL IS RESPONSIBLE FOR PROVIDING?

A BID cannot replace or substitute local authority services i.e. those covered by your business rates. Surrey Heath Borough Council has provided baseline statements as part of the BID renewal for both its statutory and discretionary services. These can be viewed on request and are:

- Grounds Maintenance
- CCTV
- Public Conveniences
- Street Cleansing
- Parking
- Policing

Collectively Camberley can choose to enhance and add to these services using BID levy income.



HOW MUCH WILL I PAY?

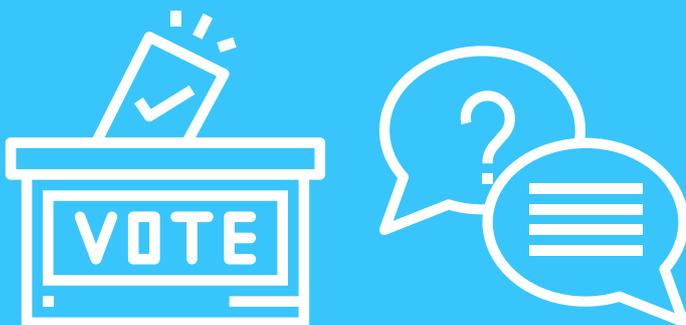
On behalf of Collectively Camberley, Surrey Heath Borough Council will collect a levy from each eligible BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy as set out on Page 21. This is collected annually. Those below £2,000 in rateable value will be formally exempt.

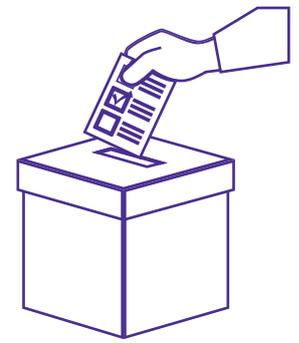
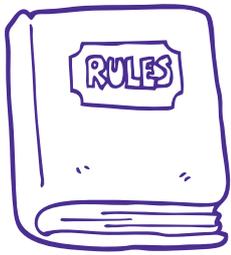
MY BUSINESS IS NOT A PART OF THE BID AREA, CAN I STILL TAKE PART?

Yes, any businesses that are formally exempt from paying the BID levy or not in the BID area can contribute voluntarily. If you join the BID in this way, you have exactly the same rights to the governance and management of the company as any other business. To discuss voluntary contributions please contact the BID Team using the details in this document.

WHEN WILL THE NEXT MANDATE PROJECTS BE DELIVERED?

The current term of the BID is due to end on 19 October 2021. The new term will then start to be rolled-out from 20 October 2021. If the renewal ballot is unsuccessful, all BID services will be ceasing immediately on 19 October 2021.





BID LEVY RULES & AND BALLOT

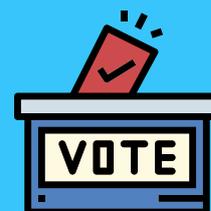
LEVY RULES

- The BID Regulations of 2004, approved by the Government, sets out the legal framework within which BIDs have to operate, including the way in which the levy is charged and collected, and how the ballot is conducted.
- The term of the Collectively Camberley will be for a period of five years.
- The BID levy rate will be fixed for the full term and will not be subject to variation by the annual rate of inflation. This will be set on the 1st of April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions, or removals.
- VAT will not be charged on the BID levy.
- The BID levy will be applied to all eligible business ratepayers within the defined area.
- The following exemptions to the BID Levy apply.
 - Those with a rateable value of less than £2,000
 - Non-retail charities with no paid staff, trading income, arm or facilities
 - Not-for-profit subscription and entirely volunteer-based organisations with no trading income, arm or facilities
- The BID levy will be paid by any new ratepayer occupying any existing hereditaments (a business rated property) within the BID area.
- New hereditaments will be charged from the point of occupation based on the rateable value at the time it enters the rating list, even though they did not vote on the initial proposal.
- If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
- Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
- The BID levy will not be affected by the small business rate relief scheme, service charges paid to landlords, exemptions, relief or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Finance Act 1988.
- Under the BID regulations 2004, Surrey Heath Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
- The levy income will be kept in a separate ring-fenced account and transferred to the BID on a monthly basis.
- Collection and enforcement arrangements will be similar to those for the collection and enforcement of non-domestic business rates with the BID Company responsible for any debt write off. The BID area and the levy rate cannot be altered without a further ballot.
- The BID projects, costs and timescales can be altered subject to Board approval providing the changes fall within the income and overall objectives of the BID.
- The levy rate or boundary area cannot be increased without a full alteration ballot. However, if the BID Company wishes to decrease the levy rate during the period, it will do so through a consultation, which will, as a minimum, require it to write to all existing BID levy payers. If more than 25% object in writing, then this course of action will not proceed.
- The BID Board will meet at least six times a year. Every levy paying business will be eligible to be a member of the BID Company and vote at Annual General Meetings.
- The Board will produce a set of annual accounts available to all members.

THE BID BALLOT

- All eligible businesses have the opportunity to vote.
- The ballot will be conducted through an independent, confidential postal vote conducted by the Returning Officer at Surrey Heath Borough Council which is the responsible body as determined by the BID legislation.
- Each eligible business ratepayer will have one vote in respect of each hereditament within the BID area, provided they are listed on the National Non Domestic Rates List for the defined area as provided by Surrey Heath Borough Council. Organisations occupying more than one hereditament will have more than one vote.
- A proxy vote is available, and details will be sent out by Returning Officer at Surrey Heath Borough Council
- Ballot papers will be sent out to the appropriate organisation from 27 May 2021 to be returned no later than 5pm on 24 June 2021
- For the BID to go ahead, two conditions must be met:
 - More than 50% of businesses that vote must vote in favour.
 - Of the businesses that vote, the 'yes' votes must represent more than 50% of the total rateable value of all votes cast.
- The results of the ballot will be declared on 25 June 2021

NEXT STEPS...



MAY 2021

**FINAL BUSINESS PLAN MAILED TO ALL ELIGIBLE
BUSINESSES IN THE BID AREA**

27TH MAY 2021

POSTAL BALLOT OPENS

24TH JUNE 2021

POSTAL BALLOT CLOSES

25TH JUNE 2021

DECLARATION OF RESULTS



Collectively
Camberley
#LoveCamberley

GET IN TOUCH

IF YOU HAVE ANY QUESTIONS OR REQUIRE FURTHER INFORMATION PLEASE CONTACT:

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FOR GENERAL INFORMATION ABOUT PLEASE VISIT OUR WEBSITE
WWW.COLLECTIVELYCAMBERLEY.CO.UK

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#VOTEYESFORCAMBERLEY