Collectively Camberley

#LoveCamberley



VOTE YES FOR CAMBERLEY!

ACHIEVEMENTS NEWSLETTER

2021 - 2026

CAMBERLEY, OUR TOWN, OUR BID...

We are in the final year of our current BID term in 2026 and want to work with you and hear your ideas and proposals as we ask you to vote later this year for a new BID term. We've learned that shaping the future together ensures everyone's needs are heard. Collectively Camberley is here to represent your voice and your ambitions!

We'd be hugely grateful if you could please take a moment to read this newsletter and to share your views by completing our survey. You can also email us your views and feedback with more details on how to get in touch included in this update. Your views and feedback will help shape the proposed new business plan that will be shared with everyone ahead of the new BID term ballot.

Who Are Collectively Camberley...

We are a not-for-profit organisation who are funded by and work for over 350 businesses within the Camberley Town Centre BID area. Our mission is to make Camberley a destination of choice for shoppers and visitors, as well as a thriving location for residents and businesses alike.

What Does Collectively Camberley Do...

Collectively Camberley have been operating for 15 years over 3 BID terms and are responsible for delivering large town centre events such as the Collectively Camberley Car Show, Armed Forces Day Celebrations and Summer Celebration Events. We also manage and work with partners to coordinate seasonal activities such as school holiday programmes, hanging baskets & floral displays, the annual Business Awards and Christmas Lights installations. We also promote the town via social media and our website.





A WORD FROM THE CHAIR...

I am immensely proud at how we've all come together to deliver such amazing things for Camberley. It's us, the people running the different businesses in the Town Centre, who have rolled up our sleeves, got stuck in, and have done great things!

Over the last 5 years, we've all invested over £1m back into our town, delivering projects that directly support our local businesses, improve the trading environment, and making Camberley a more vibrant place to live, work, and visit. Can you imagine how quiet Camberley would be if we weren't able to do the things we do?

We know that costs have increased for all of us and running a business is so much harder these days. But, by working together, we've found more efficient ways of delivering the Collectively Camberley initiatives that the businesses need. Individually, we've all contributed small amounts to Collectively Camberley each year – but the effect of being able to spend over £1m in the last 5 years have dramatically improved how Camberley feels.

Everything Collectively Camberley delivers is over and above what the local council provides; from marketing and events to safety initiatives, street improvements, and business support. We're not a large organisation – at the heart of our organisation is a collection of volunteers working on your behalf to make our town busier.

But, by working together, we've become a strong, local voice that speaks up for you and your businesses, which is more important now than ever as we understand further Local Government reorganisation and changes to rates and values set out by National Government.

Not everyone is able to volunteer to help run Collectively Camberley, and that's fine. But, as we approach the end of our current term, we ask for your continued support so that we can keep driving investment into our Town, championing your interests, and making sure Camberley doesn't get left behind.

Together, we've achieved a lot—and with your support, over the next five years, we can do even more!

STEVE COBURN

CHAIR, COLLECTIVELY CAMBERLEY BOARD



FREQUENTLY ASKED QUESTIONS

WHAT IS A BUSINESS IMPROVMENT DISTRICT (BID)?

A BID is a defined area where businesses invest in improvements beyond those provided by local authorities. Each eligible business located in the designated BID area, pays a small percentage of their business rateable value to a collective pot administered by the BID Company and overseen by the levy-paying volunteer Board of Directors.The revenue generated is ringfenced and invested into the BID area in line with the 5-year business plan. BIDs operate under legislation and are carefully regulated. There are over 340 BIDs across the UK, including neighbouring ones such as Guildford, Staines, Bracknell and Reading.

THE BID HAS BEEN RUNNING FOR 5 YEARS, WHY CAN'T IT JUST CARRY ON?

BIDs last for a maximum of five years and once that term is over, the BID is legally required to review its projects and produce a new business plan, stating it's 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 New Term Ballot.









INVESTING IN YOUR BUSINESS...

This document reflects on our progress over the last term and welcomes your ideas to help shape our future term together. Maintaining Collectively Camberley BID means an investment of more than £1m into Camberley over the next five-year term, helping to preserve footfall, sales, and cost-saving initiatives, investing for the future of our town centre.

VOTING...

A BID only comes into being if businesses vote for it. If you pay the BID levy, you are eligible to vote. A majority "Yes" vote (by number and rateable value) will renew the BID for another five years, making the levy mandatory for all eligible businesses in the area.



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

If you **do not** vote "YES" in the New Term Ballot later this year, then Collectively Camberley will simply **cease to exist** in its current form on 18th October 2026. All of the services that are funded by the BID will also cease at that time.

Many services and events will be lost with impact including:

- Over **£1m BID levy investment** in support ofTown Centre businesses over the next 5 years lost.
- Funding, grants and services that the **BID leverages** will be lost**.**
- There are over 340 BIDs across the UK, Camberley would **lose ground with other nearby BID locations** such as Guildford, Bracknell and Reading.
- Website and Social Media activity would **cease.**
- Popular events such as Armed Forces Day Celebrations, Collectively Camberley Car Show and Launch of Christmas in Camberley **will stop.**
- Marketing and promotions including Love Camberley Gift Card and Industry Insider Card schemes will **cease.**
- Town Wide Christmas lights & installations and floral displays and hanging baskets will **not continue**.
- Scheme Link and CTAC Radio Schemes will **no longer be subsidised.**
- Business support such as training and the annual Business Awards will **cease.**





OUR ACHEIVEMENTS THIS BID TERM...

Whilst we pride ourselves as 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.

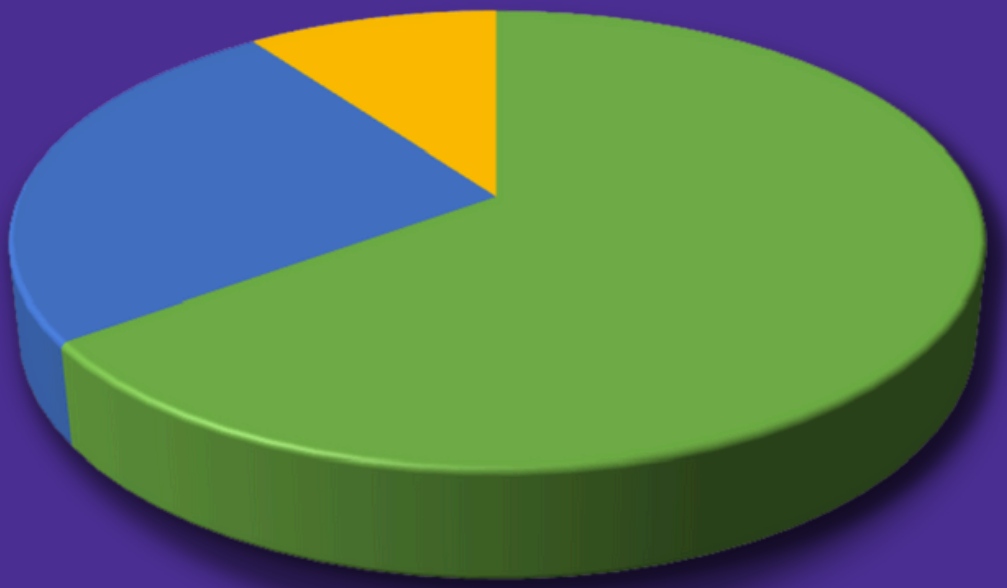
We are a small BID but with big ideas and a commitment to deliver high profile and quality projects and services. Below we outline, under our key themes, what has been delivered over the last 5 years of the current BID term.

KEEPING IT SAFE & WELCOMING

£250,000

KEEPING IT TOGETHER

£100,000



KEEPING IT VIBRANT

£650,000







OUR 2021 - 2025 ACHIEVEMENTS...

KEEPING CAMBERLEY VIBRANT...

Increasing Markets, Promotions, Footfall, Spend & Raising the Profile of Camberley Town Centre. During the 3rd term, our achievements included...

- Love Camberley website developed and kept updated thorughout with news, offers and business directory
- Grown our Social Media following with over 9,600 Facebook followers, over 3200 twitter followers and over 3,500 Instagram followers along with extensive public and business mailing lists
- Annual Town Centre Events attracting large crowds of thousands including the Collectively Camberley Car Show, Christmas Launch, Camberley Armed Forces Day and Summer Party Events
- Promoted the Love Camberley Gift Card with more than 70 businesses signed up
- Supporting Small Business Saturday
- Raised thousands of pounds for charities at various events









- Built strong working partnerships with two main shopping centres for joint promotions and programmes across the Town
- Supported Poppy Appeals and VJ Day Celebrations
- Monthly Farmers' & Artisan Markets
- Seasonal Town Centre Trails, Programmes and Marketing including Easter, Halloween & Christmas promotions
- Industry Insider Card for Town Centre Employees

Keeping Camberley Safe & Welcoming...

During the 3rd term, our achievements included:

- Floral displays with hundreds of hanging baskets, flower towers and barrier displays provided for the whole BID area each year
- Christmas Lights Scheme and installations for the whole BID area each year
- Inclusion of local schools, charities and community groups in our projects
- Bollard Covers with welcoming, public health & Christmas messaging
- Coordinated CTAC Radio scheme with more than 50 radios supplied across the town with Businesses, Local Authority and Emergency Services
- Two Town Centre Defibrillators maintained making our town safer for everyone
- Support of night time economy via Pub Watch and Scheme Link









Keeping Camberley Together...

During the 3rd term our achievements included:

- Annual Town Centre Business Awards engaging thousands of voters and recognising hundreds of businesses, venues and services
- Partnership Working with Surrey Heath Borough Council, The Square and The Atrium Shopping Centres
- Representing businesses on working groups including Town Centre Operations and Community Safety networks
- Business networking meetings and events
- Free training courses for businesses including first aid
- Cybercrime awareness training
- Updates about High Street Public Realm works
- General ad hoc support to individual businesses
- Promotional and sponsorship opportunities at our events
- Free access to Surrey Chambers of Commerce events and advice

COLLECTIVELY CAMBERLEY SOCIAL MEDIA IN NUMBERS...

This has been a key focus area of business over the last 12 months as social media has become a focal point for messaging and marketing to both Camberley residents and visitors from further afield. From October 2024 to October 2025 we've seen;

Facebook

- 3.4 million impressions
- 34,000 profile visits

Instagram

- 406,000 impressions
- 4,500 profile visits









OUR LARGE TOWN CENTRE EVENTS HAVE GENERATED HUNDREDS OF THOUSANDS OF VISTS TO THE TOWN CENTRE AND PLAY A KEY ROLE IN PLACE MAKING AND PUTTING OUR TOWN ON THE MAP.

COLLECTIVELY CAMBERLEY
ARMED FORCES DAY



COLLECTIVELY CAMBERLEY
CAR SHOW





COLLECTIVELY CAMBERLEY
TOWN CENTRE BUSINESS AWARDS



COLLECTIVELY CAMBERLEY
CHRISTMAS CRACKER

> Went yesterday, busiest I've seen it, singing groups, loads of good stalls (farmers market), great dog stall with loads of different treats all sizes and very well organised
>
> Social Media Comment

> Took the kids yesterday to the town centre and wow – it was great. Well done Love Camberley
>
> Social Media Comment

> Lovely to see such a vibrant buzz in Camberley, great footfall and the Christmas lights in the town centre look absolutely magical!
>
> Social Media Comment





> Outstanding – A superb day and event. Respect to the organisers and staff on the day. Glad to be part of the day showcasing my car. Here is to next years event
>
> Social Media Comment

> It was a lovely day, lots of people, atmosphere was brilliant. Was our first visit, hope to come back next year
>
> Social Media Comment







HELP SHAPE THE NEXT 5 YEARS...

We are preparing for a fourth term ballot and to continue our work to make Camberley a truly attractive and exciting destination for all. We want to build on the solid foundations that have been laid over the last 15 years, but we can't do it without you!

All BID members are invited to complete our online survey throughout February 2026, to gather further feedback:

https://www.surveymonkey.com/r/CCBID2026

In addition to our survey, we are always open to feedback and input from all of our BID members. Let us know;

- What does Collectively Camberley do well?
- What could Collectively Camberley improve on?
- What would be something new or different that we should explore?

Your Feedback will directly shape the next BID business plan and we thank you in advance for taking the time to engage and feedback to us.

Collectively Camberley
#LoveCamberley

#VOTEYESFORCAMBERLEY

GET IN TOUCH...

IF YOU HAVE QUESTIONS OR QUERIES YOU CAN EMAIL US:

INFO@COLLECTIVELYCAMBERLEY.CO.UK

FOR LATEST UPDATES, OFFERS AND BID MEMBER INFO SEE OUR SOCIAL MEDIA @LOVECAMBERLEY

FOR GENERAL INFORMATION PLEASE VISIT OUR WEBSITE:

WWW.COLLECTIVELYCAMBERLEY.CO.UK







Collectively Camberley #LoveCamberley

#VOTEYESFORCAMBERLEY

THE COLLECTIVELY CAMBERLEY BOARD OF DIRECTORS

CHAIRMAN - STEVE COBURN. LOGIN LOUNGE

VICE CHAIRMAN - MARK SCHWEIZER. MCDONALD'S CAMBERLEY VICE CHAIRMAN - PAUL FOLEY. WESTWOOD REFURBISHMENT

CLLR. KEL FINAN-COOKE - SURREY HEATH BOROUGH COUNCIL

MATTHEW STIFF - SPECSAVERS CAMBERLEY

RACHEL BELL - THE SECRET STAGE SCHOOL

REV. MIKE THOMASON - HIGH CROSS CHURCH

NEIL FIELDS - PRIMARK CAMBERLEY

GAVIN VIDLER - THE SQUARE

RAY WALKER - THE ATRIUM

KAT DIGGINS-BARNES - LOVE FROM BETTY

CHARLES BARBOUR - SURREY HEATH AGE CONCERN

THE COLLECTIVELY CAMBERLEY TEAM

LUKE LLOYD - BID MANAGER

KATE DIXON - SOCIAL MEDIA MANAGER

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WWW.COLLECTIVELYCAMBERLEY.CO.UK