



Collectively Camberley Business Improvement District

BUSINESS PLAN 2016 - 2021

Collectively
Camberley



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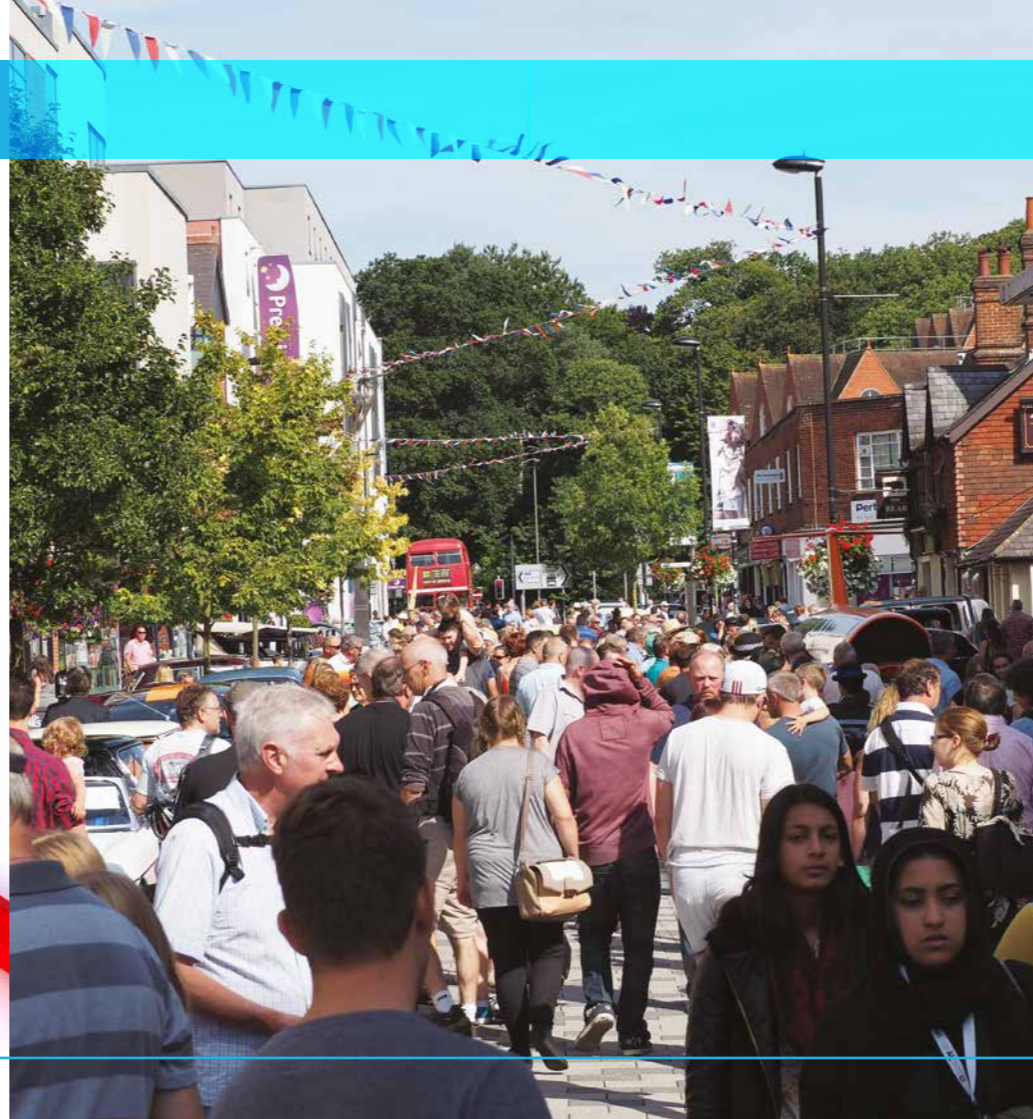
WHAT IS A BID?

A Business Improvement District pools the buying power and influence of a group of businesses within a certain area. Through the collection of an annual levy, the operation of a BID is directly paid for by businesses that are within that geographical area and they decide how they want their money spent. BIDs have enjoyed a great success in the UK and there are now over 240 BIDs in operation across the country supporting our towns and cities.

BIDs are voted on by all those that would have to pay. If there is a majority vote in favour of Collectively Camberley Renewal BID, all businesses within the area mapped out on page 7 will pay an annual contribution that is used to deliver the planned projects in this proposal.

For a successful **YES** vote:

1. **Over 50%** of businesses that vote, must vote in favour of the Collectively Camberley BID.
2. Of the businesses that vote, **those voting YES must represent a greater total rateable value** than the ones that vote NO.



INTRODUCTION FROM YOUR CHAIR

We asked all the businesses trading within the Business Improvement District what you wanted from Collectively Camberley, beyond the renewal date and throughout the next five-year term. Responses have been exceptionally positive and we have been inspired and encouraged by your ideas and engagement. As such, you have now told us 'loud and clear' what you would like us to provide moving forward.

Working from this, we will deliver what you have asked for, including the continuation of innovative, high impact and quality marketing and promotional campaigns; ways in which to make the town more attractive, alongside the organisation of local events - from the much admired 'Camberley Car Show' to smaller local business training and networking forums.

Collectively Camberley works incredibly hard with you, for you, at the forefront and behind the scenes, to see that Camberley keeps improving as a 'destination'. Based on what you have asked us to do, we will continue to increase momentum and deliver your Collectively Camberley business plan.

Lorna Dane

Collectively Camberley Chairman



THE LAST 5 YEARS IN SUMMARY

Collectively Camberley was established after their successful BID ballot and has been overseeing the management of the Town Centre since 2011. Over its first term, the BID has implemented many successful projects and initiatives in order to show each business a financial return for their investment and improve the overall trading environment for BID businesses, residents, employees and visitors.



Love Camberley Social Media

The #LoveCamberley peaked at a potential reach of over **1 million twitter users**. The Love Camberley profiles boasts over **5000 local followers on both Facebook and Twitter**.



Town Centre Website

Over **450,000 page views** and **112,000 individual users**.



The Camberley Car Show

Increased footfall by an **average of 18.8%**. Put Camberley 'on the map' for events and is now a key attraction during the Summer.



Market Street Festival / Big Day Out

40 market traders, live local music, free children's activities resulting in **increased Sunday footfall by 34%**.



Camberley Rooftop Film Festival

Over **1500 tickets sold since 2014**. 64% of guests visiting the towns restaurants and bars before and/or after the event. **Generated over £15,000 in additional income**.



LinkedIn For Business Training

Free of charge training for any BID business to understand how to utilise LinkedIn. Saving those who attended **a total £4130 in training costs**.



Christmas Lights Scheme

85 brand new locations and motifs for the town centre.



Floral Displays

Introduced 124 baskets, barrier baskets and flower towers. There was no floral scheme in the town centre prior to the BID.



Camberley Town Centre Business Awards

190 businesses, 1700 annual votes cast. 12 winners.



Christmas Lights Switch On

In 2015, **41% of businesses saw an increase in sales** during the event. Social media around the event saw messages about Christmas in Camberley make over 135,000 impressions on users twitter feeds.



Sponsorship of Surrey Life Magazine Business Pages for Professional Service BID Members

Providing free of charge marketing to office based, professional services in Camberley, giving them exposure to **over 177,000 Surrey Life readers**.



Camberley Business Forum

Monthly networking for Camberley Businesses. An opportunity for any BID business to discuss the BID with the team and board of directors, network with their peers and learn about how to get more involved in various projects/activities.



National Retailer Forum

Keeping our National retailers connected with what's happening in the town centre. Creating opportunities for national retailers to engage with the local community.



The Little Book of Offers

90,000 printed and delivered to local residents. **18% increase in redemptions in 2015**.



Customer Service Workshops

Free of charge training for any BID business or staff members to improve customer service skills. Saving those who attended more than **£8,000 in training costs**.



Industry Insider Card

4500+ transactions since its introduction in 2014. Over 2000 local employees now benefiting from exclusive discounts from fellow BID businesses. Helping to attract and retain local staff for the BID businesses. Acts as an added incentive for people to work in Camberley.



Partnership working with The Mall, The Atrium and Surrey Heath Borough Council

Supporting activities such as Tour of Britain and increasing the Christmas Light Scheme plus key stakeholders providing voluntary contributions towards certain events and BID activities.



Mystery Shopping

Free mystery shopping visits for any BID business. Saving each business around **£200 per business**. Also includes 1-2-1 feedback in order to help BID businesses develop further.



Camberley Together Against Crime

£19,240 annual saving for the BIDs retail crime partnership.



Independent Retail Month

7000 views on short film on Facebook. We also launched our podcast channel to help further promote independent businesses in Camberley.

THE FUTURE - YOUR CHOICE, YOUR VOICE

What will a YES vote mean for Camberley?

- ✓ **396 businesses** being given the opportunity to vote
- ✓ **Over £1.5 million of investment** for Camberley Town Centre
- ✓ **The continuation of projects, events and promotions** for BID Business and the town

What the BID will do...

Our aim is to continue to deliver initiatives in four key areas:

- Marketing & Promotion of the Town Centre
- Improved Town Centre access
- Improving the attractiveness of the Town Centre
- Business Support

Our vision...

Collectively Camberley want to ensure that our Town Centre is:

A destination of choice for shoppers and visitors and a vibrant location for businesses and residents alike.

The impact of a NO vote

If a YES vote is not secured on the 7th July 2016 then all the investment into the town centre from the BID will end and all BID projects will be stopped as of **17th October 2016**.

A 'No' vote will mean Camberley Town Centre losing all Christmas lights, town events (*such as The Car Show & Christmas Light Switch On*), a dedicated website, floral displays, business support programmes and much more.

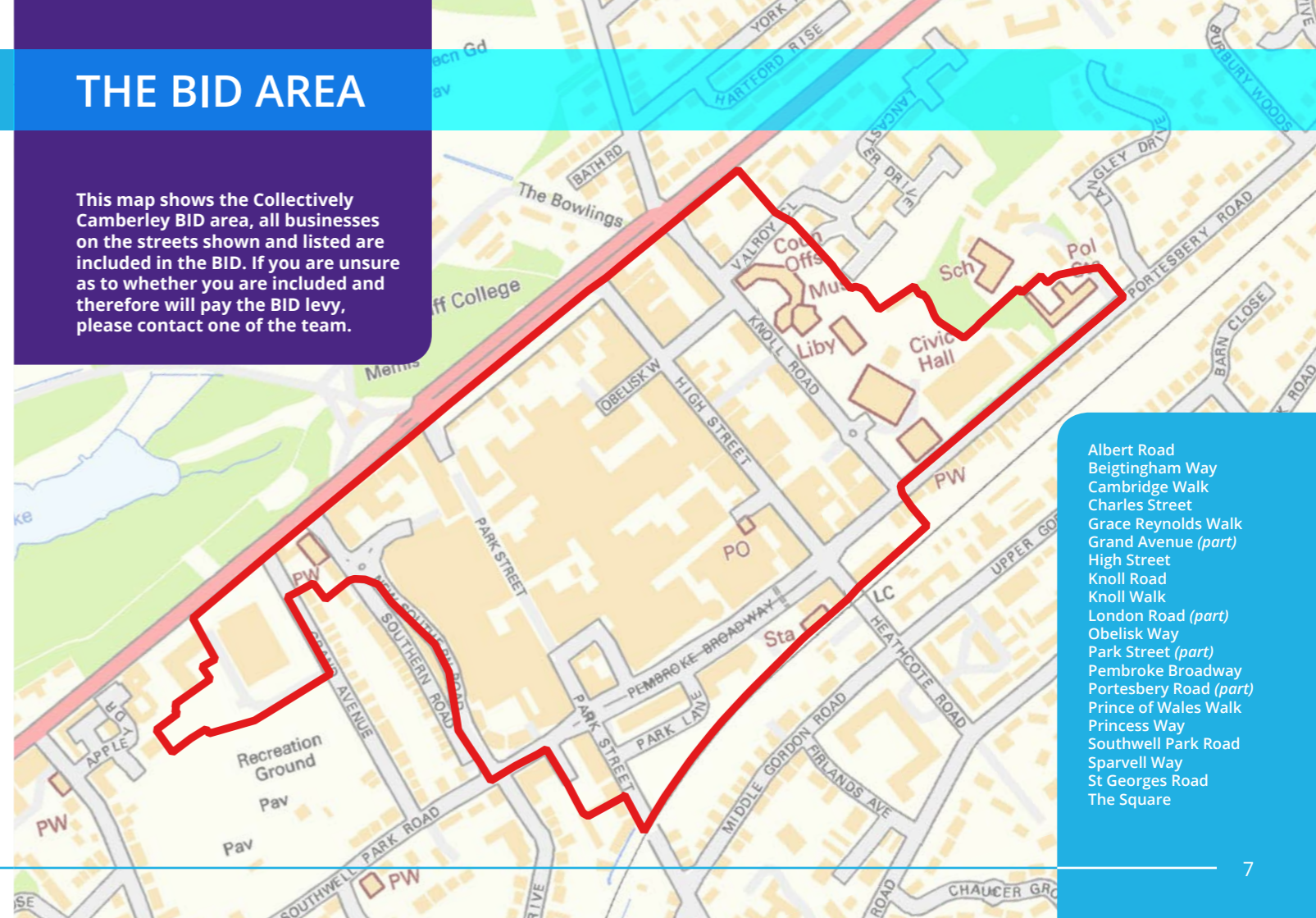
There is NO replacement body who will deliver these services or indeed a Plan B.

"The events & activities all bring excitement and vitality to the town centre, creating a great environment which in turn encourages more visitors to come to Camberley. These bring long-term benefits to our retailers by helping make Camberley the destination of choice."

Glen Fulton - General Manager, The Mall

THE BID AREA

This map shows the Collectively Camberley BID area, all businesses on the streets shown and listed are included in the BID. If you are unsure as to whether you are included and therefore will pay the BID levy, please contact one of the team.



Albert Road
Beigtingham Way
Cambridge Walk
Charles Street
Grace Reynolds Walk
Grand Avenue (part)
High Street
Knoll Road
Knoll Walk
London Road (part)
Obelisk Way
Park Street (part)
Pembroke Broadway
Portesbery Road (part)
Prince of Wales Walk
Princess Way
Southwell Park Road
Sparvell Way
St Georges Road
The Square

WHAT HAVE WE BEEN DOING?

BID Renewal Development

January 2016

Information regarding the second mandate for the BID was posted in the BID member section of the Collectively Camberley website.

29th January 2016

A fact sheet was sent to BID businesses outlining the achievements of the BID over the last 5 years to inform businesses of the work that has been undertaken and successful.

4th February 2016

BID businesses were sent a consultation survey in order to understand what has been working in Camberley and to identify new areas of work.

January - May 2016

Many face-to-face meetings, emails and phone calls have taken place with the BID team and businesses to discuss the future of Camberley and what the BID could provide for the next 5 years.

Week commencing 4th April 2016

A newsletter outlining the results of the survey that was sent to businesses.

12th and 13th April 2016

2 workshops were held where BID businesses were invited to come along and hear about potential plans for the BID, to ask questions and to give feedback.

Week commencing 16th May 2016

Business Plan sent to all BID Businesses.



BUILDING THE FUTURE

From the 9th June 2016, all businesses included in the BID area will be sent by post a ballot paper from Electoral Reform Services (ERS). This is the organisation that carries out the BID ballot and this is conducted independently of Collectively Camberley. Businesses can then complete the ballot paper and return it using the details given.

At 5:00pm on the 7th July 2016 the ballot closes. All completed ballot papers must be returned to ERS by this time or the vote will not be counted.

On the 8th July the BID result will be formally declared by the Returning Officer at Surrey Heath Borough Council. The venue for this will be posted on the Collectively Camberley website.

“As someone who has lived and worked in Camberley for all my 43 years, I can feel the difference the BID have made in raising standards and bringing Camberley alive. Wonderfully imaginative events such as the car show, rooftop cinema, along with beautiful flower baskets and improved Christmas lights has given the town a lift, and even dare I say, in some cases made it slightly ‘cool’. A positive process has started that engages with people. Losing the BID would be a step back backwards. We look forward to this work continuing into the next five year term and beyond.”

Gerard McSharry - Higherground Flooring, Knoll Road

Marketing, Promotion and Events

Website

Collectively Camberley have built and developed a Town Centre website that houses information such as news, special offers, event information, business directory, job vacancies and BID member information. This website will remain and be continuously updated. Funds will be invested in year 1 that will upgrade the functionality and speed at which consumers can navigate the website in a more user friendly way making it easier to access information on the go.

Social Media

The Collectively Camberley social media accounts on Facebook and Twitter will continue to be utilised. This new term for the BID will see more money invested into social media advertising on Facebook which will be used to push Town Centre promotions and events. This is a proven cost effective and measurable advertising method as opposed to traditional, more expensive, print methods.

"All the events put on by Collectively Camberley give the town a heart, a sense of identity. That's great, not just for business, but for the whole community."

Richard Stiles - Owner, El Pic - London Road

Marketing and Events

For its second mandate, the BID will continue to deliver promotions and events that profile Camberley as a destination of choice. In addition to this, the BID will look at promotions that support the night time economy and will investigate the introduction of either the Purple Flag Scheme or Best Bar None.

The aim will be to support the improvement of the overall offer that the night time economy currently has and in turn will encourage visitors and local people to use the day, evening and night time economy to enhance the overall experience of coming to Camberley.

The BID will also help facilitate late night shopping provided this has been agreed with BID businesses. The aim here would be to look at a year round scheme supported by not only the BID, but key stakeholders such as The Mall, Atrium and Surrey Heath Borough Council.

The events in Camberley have been well received and have driven footfall to the Town Centre.



Collectively Camberley will continue to implement a yearly calendar of events to include:

- The Camberley Car Show
- Christmas Lights Switch On
- Camberley's Big Day Out
- Camberley Rooftop Film Festival
- Camberley Farmers' and Artisan Markets

Over the first term of Collectively Camberley, the BID delivered over £180,000 in free PR for the Town Centre as a result of its projects and events.

The team will continue to maximize the impact of events and projects through continued promotional activity and PR. We will also continue to support national schemes such as Independent Retail Month and Small Business Saturday.



Access

Signage Review

The easy navigation of a Town Centre strongly contributes to perception and experience for those living and visiting an area. The BID has undertaken a signage review in partnership with Surrey Heath Borough Council to improve the signage around the Town. In the second term, the BID will look to deliver a partnership project with the local authority to improve and upgrade the signage within and on entrance to the town centre. In order to achieve this, the BID will look for external funding from organisations such as Local Enterprise Partnership (LEP), Enterprise M3 and so on. It is this funding that will be used to enhance the signage.

Car parking

The BID will continue to work with its partners to deliver free or heavily reduced parking during promotional times. The BID will also work to negotiate reduced cost parking as part of the promotion of a permanent late night shopping offer for the town.



COLLECTIVELY CAMBERLEY PROJECTS: 2016 - 2021

Attractiveness

Floral Displays & Christmas Light Installations

The BID has provided floral displays and Christmas lights for the last 5 years. The renewed BID would see these continue to be delivered and possibly expanded. For 2016 onwards, the BID will refresh ALL the Christmas lights installations and will add new elements and motifs across the town.

Similarly, the BID has delivered 124 baskets, barrier baskets and flower towers which will be maintained for the next BID term.

Following on from consultation with the BID businesses, there is a need to improve the general town centre environment. The BID will use external funds and additional income to make physical enhancements to the town including street furniture and street art installations.

These physical improvements to the Town Centre ensure that Camberley looks smart, vibrant and seasonally there is always a reason for residents and visitors to spend time in the town.



Camberley Together Against Crime

In 2011 the BID adopted the town link radio scheme which has been taken on by 74 businesses in Camberley. Instead of the prior rate of £8 per week, the BID has subsidised the cost to make this £3 per week for businesses taking part. The BID will continue to manage the Camberley Together Against Crime (CTAC) scheme and encourage more users to save money this way in the Town Centre.

The purpose of the radio is to link businesses and lone workers with security and local police teams to tackle crime within Camberley.

This communication initiative allows information to be shared and Surrey Police have reported that CTAC members were 5.25 times more likely to have their crime solved compared to non-members.



"Primark Camberley has been a member of the CTAC scheme for a number of years. It is invaluable to my business, primarily because it ensures the safety of my staff and customers, by utilising close links throughout the town with the other businesses and users of CTAC"

Al Lye - Store Manager, Primark - The Mall / Park Street

Business Support

Bi-monthly Business Forum

An informal meeting for BID businesses to come along to meet each other, the BID team and Board.

National Retailer Forum

An opportunity for the National businesses in Camberley to come together and meet each other to discuss issues within the town, industry trends and information.

Annual Camberley Town Centre Business Awards

A celebration of the achievements of our BID businesses each year.

Free Training workshops

Visitor Surveys

Annual surveys allowing us to understand the visitor trends and aspirations.

Partnership Working

BIDs are successful when they collaborate and partner with local businesses and authorities who all have the same passion to see the Town Centre thrive. The BID will continue to work with The Mall, The Atrium and Surrey Heath Borough Council on relevant projects.

Optional centralised contract savings

Using the power of joint purchasing, the BID will liaise with businesses to understand which areas for saving may be viable. These could include trade waste management, insurance, recycling, media space and professional services.



THE LEVY

Every BID business in the area shown on the map on page 7 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:

Rateable Value of Business	Annual Levy Payable
Under £2000	Not liable as the cost to collect the BID levy payable outweighs income collected.
£2,500	£37.50
£5000	£75
£10,000	£150
£20,000	£300
£40,000	£600
£60,000	£900
£100,000	£1,500
£250,000	£3,750
£400,000	£6,000
£600,000	£9,000

The Collectively Camberley BID will raise approximately **£265,000 per annum. £1.3 million over the 5 year BID term** plus any additional income raised.

Voluntary Contributions

Voluntary contributions for the first Collectively Camberley BID term totalled more than £25,000.

That equals extra money to be invested in your area!

The BID in its second term will focus on sourcing external businesses to make a voluntary contribution to the BID. They will be able to take advantage of all the projects and services offered. Voluntary contributors are also entitled to the same rights in the management and governance of the BID Company.

BID Membership

Any BID Levy Payer or equivalent financial contributor can become a member of the BID Company. This enables them to take part in the decision making process as well as stand for and vote in Board of Director elections. The Board of Directors will be renewed following a successful ballot in July.

BID INCOME / EXPENDITURE: 2016 - 2021

ITEM	2016/17	2017/18	2018/19	2019/20	2020/21	5 Year Totals
Income						
BID Levy	£265,000	£265,000	£265,000	£265,000	£265,000	£1,325,000
Voluntary Contributions	£15,000*	£15,000*	£15,000*	£15,000*	£15,000*	£75,000*
Sponsorship / Project generated income	£25,000**	£18,000**	£20,000**	£22,000**	£25,000**	£110,000**
Total Income	£305,000	£298,000	£300,000	£302,000	£305,000	£1,510,000
Expenditure						
Marketing, Promotion & Events	£130,000	£130,000	£130,000	£135,000	£135,000	£660,000
Access	£20,000	£30,000	£30,000	£30,000	£30,000	£140,000
Attractiveness	£70,000	£50,000	£50,000	£50,000	£50,000	£270,000
Business Support	£13,000	£15,000	£15,000	£15,000	£15,000	£73,000
Subtotal	£233,000	£225,000	£225,000	£230,000	£230,000	£1,143,000
Overheads						
Core Staff	£45,000	£45,000	£45,000	£45,000	£45,000	£225,000
Training	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Office and IT Support	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Insurance and Licences	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Recovery Fees	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
SHBC Admin Fee	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
Collection (WellData) Software	£2,600	£2,600	£2,600	£2,600	£2,600	£13,000
BID Licence Fee	£2,500	£2,500	£2,500	£2,500	£2,500	£12,500
Legal & Professional	£1,000	£1,000	£1,000	£1,000	£1,000	£5,000
Bank Charges	£100	£100	£100	£100	£100	£500
Contingency	£2,300	£3,300	£5,300	£2,300	£5,300	£18,500
Subtotal	£72,000	£73,000	£75,000	£72,000	£75,000	£367,000
Total Expenditure	£305,000	£298,000	£300,000	£302,000	£305,000	£1,510,000
Surplus/Deficit	£0	£0	£0	£0	£0	

*Amounts subject to confirmation

**These amounts forecast based on term 1

The budget is subject to annual review based on the evaluation of project results.

“Over the last 5 years, Collectively Camberley have worked tirelessly to help me promote our business to potential customers in the local area. I can honestly say that we’ve received fantastic value-for-money, as the level of exposure that we’ve had through Collectively Camberley has far exceeded the costs of our BID Levy. I look forward to seeing what they can achieve over the course of the next 5 years”

Steve Coburn - Managing Director projectfive - Knoll Road

ADDITIONAL INCOME

Collectively Camberley generated around £120,000 in additional income through outside sponsorship, CTAC subscriptions and other contributions.

Additional income allows BIDs to deliver over and above the projects outlined in the Business Plan and add extra value for businesses that can provide more return at no cost to them.

During the renewal consultation there was a strong response from businesses that they would like the BID Company to look into additional streams of income in order to implement new projects and services further to those that the BID has provided for the last 5 years and those that will go ahead in the future.

Additional income could be generated through the following means:

- Local Enterprise Partnership Funding
- Voluntary Contributions
- Sponsorship Opportunities
- Ticket Sales for Events
- Camberley Together Against Crime (CTAC) radio scheme

If additional income can be secured Collectively Camberley would like to look at the following projects to be rolled out over the next 5 years:

- Vacant Unit Improvements
- Local Networking Events
- Improvements to Town Centre Environment
- Supporting Late Night Shopping
- Improvements to Signage



BID COMPANY STRUCTURE AND BOARD

BID Board

Collectively Camberley is a private sector led, not-for-profit company and has for the last 5 years been governed by a board comprising of BID levy payers or equivalent voluntary financial contributors. Board positions are unpaid and voluntary and include a mix of all sectors of business that operate within the BID area as well as the necessary skills required to navigate the BID through its second term. All Board positions will be voted on through an election process in Year 1.

Invitations will go out to all BID businesses and voluntary financial contributors to become members of Collectively Camberley. This entitles businesses to be able to stand for board positions and vote on company business. Board candidates for elections will be required to provide a 50 - 100 word justification of their suitability in terms of skills and experience. A vote will take place of all Company members to then determine the final BID Board. Directors will be asked to commit to attending a set number of meetings and contribute to the running of the BID. The board will be reviewed once a year; however, applications of interest can be received throughout the BID term.

18 positions plus an open seat for Surrey Heath Police.



One member of the BID Board will be voted in as Chairperson.

Collectively Camberley BID Team

The Collectively Camberley BID team will comprise of 3 full time employees who will be responsible for managing the day to day implementation of BID projects. Over the first BID term the team have built relationships with BID businesses and communication between businesses and the Board.

Moving forward, the BID Manager will continue to be the driving force behind securing additional funding for the BID in order to add additional projects and value over the next 5 years.

The BID Company structure is outlined below:



MEASURING RESULTS

Throughout its first term, Collectively Camberley has kept BID businesses up to date with all BID activity on an annual basis through newsletters, detail on the Town Centre website, face to face meetings and the annual statements.

You as a business will be kept up to date on all the projects that the BID will implement in its second term and demonstrate to you that it is delivering against its objectives. The board will set the key performance indicators (KPI's) and criteria upon which to measure the BID's performance. Examples of the criteria the BID will use include:

- Footfall Figures
- Vacancy Levels
- New Business Activity
- Annual Surveys
- Business Feedback
- Consumer Feedback
- Monitor Spend Figures
- Media coverage
- Website/Social Media Interactions



FAQ'S

Q. The BID has been running for 5 years, why can't it just continue?

A. BIDs last for a maximum of 5 years, once that term is over the BID is required to review its projects, produce a new Business Plan stating its objectives for the next 5 years and this plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal ballot.

Q. Is this just another tax and will it substitute those services that Surrey Heath Borough Council are responsible for providing?

A. A BID cannot replace or substitute local authority statutory services i.e. those covered by your business rates. These are; a level of street cleansing and maintenance, highways and roads and emergency services. Collectively Camberley can choose to enhance and add to these services using BID levy income.

Surrey Heath Borough Council have provided baseline statements as part of the BID renewal for both its statutory and discretionary services. This can be viewed on request.

Q. How much will I pay?

A. On behalf of Collectively Camberley, Surrey Heath Borough Council will collect a levy from each BID business that will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay 1.5% of their rateable value. This is collected annually.

Q. My business is not a part of Collectively Camberley, can I still be a part of the BID?

A. Yes, any businesses that are formally exempt from paying the BID levy 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 contact details on the last page.

Q. When will the second mandate projects begin to be delivered?

A. The first term of the BID is due to end on 18th October 2016. The second term will then start to be rolled out from 19th October 2016 and levy bills will be issued. If the renewal ballot is unsuccessful, all BID services will be stopped as of 18th October.



BID BALLOT AND RULES

Collectively Camberley BID Rules

1. The BID Regulations of 2004, approved by the Government, sets out a 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.
2. The term of the Collectively Camberley BID will be for a period of five years.
3. The levy is fixed and will not be subject to variation by the annual rate of inflation.
4. VAT will not be charged on the BID levy.
5. The BID levy will be applied to all eligible business ratepayers within the defined area of the Collectively Camberley BID with a rateable value of £2000 or more.
6. The following exemptions to the BID Levy apply:
 - Those with a rateable value of less than £2000.
 - Non-retail charities (head offices) with no paid staff, trading income, army or facilities.
 - Entirely, not-for-profit, subscription and volunteer-based organisations.

7. The levy will be a fixed rate of 1.5% based on the rateable value per hereditament as at 1st April each year using the most current Non-Domestic Ratings list. It will be updated for any changes in ratepayer appeals, additions or removals.
8. The BID levy will be paid by any new ratepayer occupying any existing hereditaments (*a business rated property*) within the BID area.
9. 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.
10. If a business ratepayer occupies premises for less than one year, the amount of BID levy payable will be calculated on a daily basis.
11. Empty properties, those undergoing refurbishment or being demolished will be liable for the BID levy via the registered business ratepayer with no void period.
12. 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.

13. Under the BID regulations 2004, Surrey Heath Borough Council is the only organisation that can collect the levy on behalf of the BID Company.
14. The levy income will be kept in a separate ring fenced account and transferred to the BID on a monthly basis.
15. 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.
16. 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.
17. 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.
18. The board will produce a set of annual accounts available to all members.



BID BALLOT AND RULES

The Postal Ballot

1. All eligible businesses have the opportunity to vote.
2. The ballot will be conducted through an independent, confidential postal vote by the Electoral Reform Services, on behalf of Surrey Heath District Council which is the responsible body as determined by the BID legislation.
3. 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 on the 12th May 2016 as provided by Surrey Heath Borough Council. Organisations occupying more than one hereditament will have more than one vote.
4. A proxy vote is available and details will be sent out by Electoral Reform Services.
5. Ballot papers will be sent out to the appropriate person/organisation on 9th June 2016, to be returned no later than 5pm on 7th July 2016.
6. 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.
7. The results of the ballot will be declared on 8th July 2016.

Under the legislation, if the BID is approved, all businesses regardless of how or if they voted will be legally obliged to pay 1.5% levy amount (*subject to minimum or maximum level contribution each year for five years*).



COLLECTIVELY CAMBERLEY BOARD

The current Board have been involved in the development of the renewal for the Collectively Camberley BID alongside the Collectively Camberley team:

Name	Business	Sector	Business Type
Lorna Dane (<i>Chair</i>)	Dane Partnership	Professional Services	Independent
Steve Coburn (<i>Vice Chair</i>)	Projectfive	Professional Services	Independent
Glen Fulton	The Mall	Retail	National / Landlord
Lee Papadopoulos	The Atrium	Retail / Food & Drink	National / Landlord
Al Lye	Primark	Retail	National
Alan Farmery	Glo Salon	Hair & Beauty	Independent
Brian Bannister	Morrison's Solicitors	Professional Services	Independent
Chris Board	Tru Nightclub	Night time Economy	National
Gary Gordon	Kitchen Kapers	Retail	Independent
Richard Stiles	El Pic	Food & Drink	Independent
Simon Green	The Little Gym	Entertainment & Leisure	Independent
Lateef Iqbal	Specsavers	Retail	National / Franchisee
Malcolm M'Adam	Riseden	Property Owner	Landlord
Cllr Richard Brooks	Surrey Heath Borough Council	Local Authority	-
Surrey Heath Police (<i>Open seat</i>)	Surrey Heath Police	Police	-



GET IN TOUCH

For further information, please contact the Collectively Camberley team using the following contact details:

Lorna Dane - *Chairman*

Email: lorna@collectivelycamberley.co.uk

Steve Coburn - *Vicechair*

Email: steve@collectivelycamberley.co.uk

Lucy Boazman - *BID Manager*

Email: lucy@collectivelycamberley.co.uk

Telephone: 01276 25588

"The BID supports our business development through their innovative communication & dedication to business improvement however it goes further than this. They focus on business network and relationships to ensure that together, the business community of Camberley can achieve their individual targets, together. This committed approach to growth is what makes Camberley a great place to do business, develop people and evolve skills. We are incredibly proud to work with Collectively Camberley BID"

Matt Case – Retail Development Manager, Costa Coffee

Also, visit our website at:
www.collectivelycamberley.co.uk



Collectively
Camberley

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www.collectivelycamberley.co.uk