

BUSINESS IMPROVEMENT DISTRICT

# A YEAR IN REVIEW

2020 – 2021

END OF BID TERM 2



Collectively  
Camberley  
#LoveCamberley

[WWW.COLLECTIVELYCAMBERLEY.CO.UK](http://WWW.COLLECTIVELYCAMBERLEY.CO.UK)

## FOREWORD | CHAIRMAN OF COLLECTIVELY CAMBERLEY - STEVE COBURN

It's a really positive time to be a business in Camberley. When you look at our town, there's a lot to celebrate. From the new retail start-ups, or the recovery of the evening economy, to the fantastic flagship events.

But, it's been a very difficult year for everyone. It was heart-breaking to see the effect that Covid-19 and lock-down had on our Town Centre - but it was refreshing to see different businesses showing resilience and adapting to the needs of our residents and customers.

Of course, there's still some real challenges. We're struggling to get footfall back to pre-pandemic levels. Recruiting staff is a challenge. And, don't get me started on the Supply Chain!

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, first-hand, the difference that our BID brings to the Town Centre. And that support was evident in the fantastic work that Jodie and Kyle did in supporting us as we emerged from lock-down.

You would have noticed that the renewal vote took place this year. It was a proud moment when we received such a ringing endorsement, with 96% voting YES for a third term. So, we'll be here for another five years!

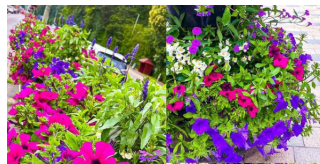
Thank you for being part of what makes Camberley special. We have such a strong business community in the town, and it's really nice to see such friendly faces and welcoming support when I walk through the Town Centre. I look forward to seeing you at some of the amazing events that are planned for 2022.



## COLLECTIVELY CAMBERLEY | OUR KEY OBJECTIVES 2016 - 2021

- Marketing, Promotion & Events
- Attractiveness
- Business Support
- Access

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



## WHO ARE COLLECTIVELY CAMBERLEY?

### **Collectively Camberley Team:**

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

### **Board of Directors:**

Made up of 13+ volunteers from the Retail, Business and Service sectors of Camberley.

The key role of the board is to ensure the BID is delivering on the objectives outlined in the business plan. They are also responsible for the governance of spending for BID income.

## ACHIEVEMENTS | WHAT HAS BEEN DELIVERED THIS TERM?

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 after our successful YES vote in June 2021!

Below are the themes Collectively Camberley BID has focused upon over the last year, and more particularly 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



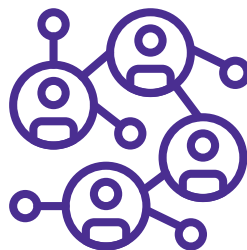
# ACHIEVEMENTS | WHAT HAS BEEN DELIVERED THIS TERM?

## 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
- 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



## 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



COLLECTIVELY CAMBERLEY ROOFTOP FILM FESTIVAL



CELEBRATE CAMBERLEY



COLLECTIVELY CAMBERLEY CAR SHOW



COLLECTIVELY CAMBERLEY TOWN CENTRE BUSINESS AWARDS



# BID TERM 3: NEW OBJECTIVES...

## OCTOBER 2021 – 2026

### KEEPING IT VIBRANT

- 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

### KEEPING IT SAFE & WELCOMING

- 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

### KEEPING IT TOGETHER

- 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

**TO VIEW OUR FULL BUSINESS PLAN VISIT:**  
**[COLLECTIVELYCAMBERLEY.CO.UK/BID-RENEWAL-BALLOT](https://collectivelycamberley.co.uk/bid-renewal-ballot)**

## INCOME VS EXPENDITURE | 19TH OCTOBER 2020 – 18TH OCTOBER 2021

Income	Value
Levy Payer Income	£ 181,000.00
Income - Other	£ 49,929.00
CTAC Subscriptions	£ 6,612.00
Carried forward from previous FY	£ 104,082.00
<b>Total</b>	<b>£ 341,623.00</b>

Expenditure	Spend	Percentage Representative
Management*	£ 72,610.00	22%
Operating Costs**	£ 35,383.00	11%
Marketing & Events	£ 125,194.00	38%
Access & Attractiveness	£ 37,587.00	11%
Business Support	£ 17,053.00	5%
BID Contingency Fund	£ 44,051.00	13%
<b>Total</b>	<b>£ 331,878.00</b>	

## PROPOSED INCOME VS EXPENDITURE | 19TH OCTOBER 2021 – 18TH OCTOBER 2022 CHANGES TO NEXT YEARS BUDGET

Income	Value
Levy Payer Income	£ 218,000.00
Income - Other	£ 35,000.00
CTAC Subscriptions	£ 6,000.00
Carried forward from previous FY	£ 55,000.00
<b>Total</b>	<b>£ 314,000.00</b>

Expenditure	Spend	Percentage Representative
Management*	£ 73,000.00	23%
Operating Costs**	£ 38,000.00	12%
Marketing & Events	£ 132,000.00	42%
Access & Attractiveness	£ 36,000.00	11%
Business Support	£ 25,000.00	8%
BID Contingency Fund	£ 10,000.00	3%
<b>Total</b>	<b>£ 314,000.00</b>	

- \*Management costs include 2 members of full time staff, NIC, HMRC and company pension contributions.
- \*\*Operating Costs consist of Company Insurance & Legal Fees, BID Levy Recovery Fees, SHBC Admin Fee (for BID Levy collection), Collection Software licence, Annual BID Licence Fee, Bank Charges, Office Costs and Staff Training.
- The BID levy will continue at its current rate of 1.5% of your RV during the next financial year. The Levy Payer Income is a prediction and allows for changes in reevaluation of rates.
- To reduce accountancy fees, at the beginning of the second BID term, our financial year was changed and brought inline with the BID term dates. Our financial years now run 19th October - 18th October.
- The BID must have contingency money available for the 2026 BID Renewal. This fund will be accumulated over the BID term and will be included in the carried forward value.
- Due to Coronavirus, our BID Levy collection was put on hold throughout the 2021 lock down. At the time of printing, we have reinstated collection (August 2021) and we will continue to do so for the outstanding BID levy for our 2020/21 financial year.

## FINANCE | REPORTING AND TRANSPARENCY

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

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

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

## KEY DATES FOR YOUR DIARY

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### **November 2021**

20th - Collectively Camberley Christmas Light Switch On

### **December 2021**

All month - Find Camberley's Christmas Reindeer

1st - Talk of the Town Networking @ Conquest Consultancy

4th - Camberley's Vegan Fiesta

18th - Camberley Farmers' & Artisan Market

### **January 2022**

15th - Camberley Farmers' & Artisan Market

### **February 2022**

19th - Camberley Farmers' & Artisan Market

### **March 2022**

19th - Camberley Farmers' & Artisan Market

### **April 2022**

4th-18th - Find Camberley's Easter Bunnies

16th - Camberley Farmers' & Artisan Market



\*ALL DATES ARE SUBJECT TO CHANGE.

**All 2022 - Talk of the Town Monthly Networking will take place on the 1st Wednesday of each month.**

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



### **CONTACTING COLLECTIVELY CAMBERLEY**

**15B CAMBRIDGE WALK, CAMBERLEY, GU15 3SW**

**WEBSITE: [WWW.COLLECTIVELYCAMBERLEY.CO.UK](http://WWW.COLLECTIVELYCAMBERLEY.CO.UK)**

**EMAIL: [INFO@COLLECTIVELYCAMBERLEY.CO.UK](mailto:INFO@COLLECTIVELYCAMBERLEY.CO.UK)**

**TEL: 01276 25588**

### **THE COLLECTIVELY CAMBERLEY BOARD OF DIRECTORS**

**CHAIRMAN: STEVE COBURN. PROJECTFIVE**

**VICE CHAIRMAN: MARK SCHWEIZER. MCDONALDS**

**VICE CHAIRMAN: PAUL FOLEY. WESTWOOD DEVELOPMENTS**

**ALAN MCCLAFFERTY. SURREY HEATH BOROUGH COUNCIL**

**RHODA JOSEPH. THE SQUARE MANAGEMENT**

**JONATHAN DOWSETT. THE ATRIUM MANAGEMENT**

**ALAN FARMERY. NO ORDINARY SALON**

**GERARD MCSHARRY. HIGHERGROUND**

**MALCOLM MACADAM. RISENEN LIMITED**

**IAN HAMILTON. TRU NIGHTCLUB**

**CHRIS JEFFERSON. PIRATES LANDING**

**MIKE THOMASON. HIGH CROSS CHURCH**

**MATTHEW STIFF. SPECSAVERS**

**INTERESTED IN JOINING THE COLLECTIVELY CAMBERLEY BOARD?**

**CONTACT THE TEAM USING THE DETAILS ABOVE.**

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