Collectively Camberley

#LoveCamberley



VOTE YES FOR CAMBERLEY!

BUSINESS PLAN

2026 - 2031

WWW.COLLECTIVELYCAMBERLEY.CO.UK

2026 KEY DATES FOR YOUR DIARY

January 2026

17th - Camberley Farmers' & Artisan Market

February 2026

Half Term - Activities & Engagement

21st - Camberley Farmers' & Artisan Market

March 2026

21st - Camberley Farmers' & Artisan Market

April 2026

Holidays - Easter Programme of Activities

18th - Camberley Farmers' & Artisan Market

TBC - Spring Floral Displays

May 2026

16th - Camberley Farmers' & Artisan Market

June 2026

20th - Armed Forces Day Celebrations and Camberley Farmers' & Artisan Market

July 2026

18th - Camberley Summer Celebration and Camberley Farmers' & Artisan Market

August 2026

8th - Collectively Camberley Car Show

15th - Camberley Farmers' & Artisan Market

September 2026

19th - Camberley Farmers' & Artisan Market

PROPOSED NEW BID TERM

October *2026*

17th - Camberley Farmers' & Artisan Market

TBC - Town Centre Business Awards

November 2026

21st - Camberley Farmers' & Artisan Market

December 2026

19th - Camberley Farmers' & Artisan Market

*ALL DATES AND ACTIVITIES ARE SUBJECT TO CHANGE.







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ABOUT COLLECTIVELY CAMBERLEY









Collectively Camberley is a not-for-profit organisation who are funded by and work for over 380 businesses within Camberley Town Centre. 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.

We 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.

We are entering the final year of our current BID term in 2026 and are working through the New Term BID processes to hopefully continue for another 5 years!

@LoveCamberley

www.collectivelycamberley.co.uk

A MESSAGE FROM THE COLLECTIVELY CAMBERLEY BOARD

When I normally write an introduction, I like to include some Current Affairs anecdotes, however, I think anything that goes to print might not age well, and everything may have changed by the time you read this! But, one thing that won't have changed, is that it's a really difficult time to be running a business, isn't it?

That's why our participation in the upcoming BID ballot of Collectively Camberley, for another 5 years, is so important. As a Business Leader, we have the power to shape the next 5 years of prosperity, or business survival, in our Town Centre.

Can you imagine how difficult it would be to run our businesses if, this Christmas, there were no Christmas Lights or Decorations in the Town Centre? Or if the Markets and school holiday programmes stopped? Or we lost the big events like the Car Show or Summer Celebration? The loss would be significant. Social Media would be so full of negativity (even more than now!). We'd also lose some of the vibrancy that we've built up over the previous 15 years. Collectively Camberley will only continue if you take the time to vote 'yes' and support a new BID term.

The businesses in Crawley, last year, chose to ignore their BID's renewal and vote 'No'. They lost the vote and their BID was closed down. This had a huge impact, especially during the recent festive period with limited lighting displays and activities around the heart of their town. **Don't let that happen here!**

The initiatives that you see on the following pages can only happen if we, as the Business Leaders in the Town, actively contribute and support the BID. You don't have to be a fan of everything Collectively Camberley does – but all of us have some of the things the BID does that are a benefit to our own businesses. And the other things that Collectively Camberley does will benefit our business neighbours.

Thank you to everyone who provided feedback and helped shape the plans for the next 5 years - there will be something for everyone. Let's not waste it – vote 'Yes' and get involved!

STEVE COBURN

CHAIR, COLLECTIVELY CAMBERLEY BOARD



WHAT IS A BID?

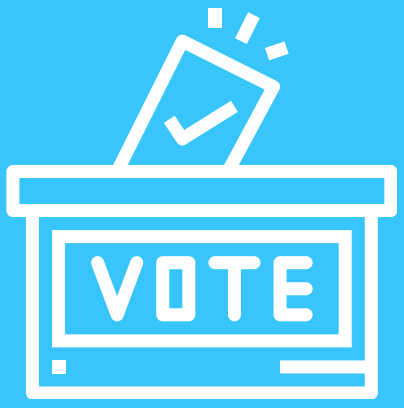
A Business Improvement District or BID is an arrangement under which you plan how to improve your own trading environment. Businesses identify projects or services that will add value to their business and agree how to manage it and how much they are prepared to pay. The funds collected are ring-fenced 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 CAMEBERLEY 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 have successfully done this for three terms and it is now time again. This is your chance to **continue investing more than £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 **2% of the rateable value** of all eligible businesses. The levy is 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 **28th May - 25th June 2026**.



> The Car Show Event is great for us as a business and showcases Camberley as a town at it's best.
>
> We also attend the Business Awards and it's a great night out and really good to network and meet other businesses from around the town centre.
>
> Calma Cafe

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

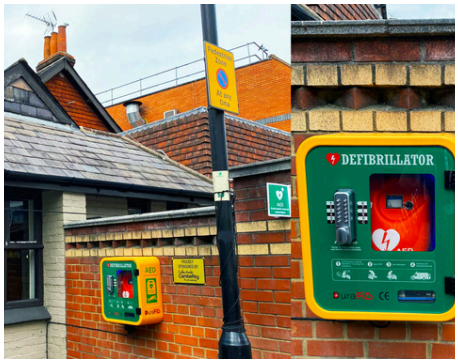
If you do not vote "YES" then Collectively Camberley will simply **cease to exist** in its current form on 18th October 2026. We wouldn't be able to deliver any events after July 2026 and **all** of the services that are funded by the BID will cease from October 2026.

Many services and events will cease entirely. This includes:

- Over **£1m BID levy investment** in supporting Town Centre businesses over the next 5 years **will be lost.**
- **Funding, grants 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 nearby BID locations** such as Guildford, Bracknell and Reading.
- **Website** and **Social Media** activity would **cease.**
- Popular **events** such as the Collectively Camberley Car Show, Launch of Christmas in Camberley and school holiday programmes and trails **will stop.**
- Marketing and promotions including the Industry Insider Card will **cease.**
- **Town Wide Christmas lights** and installaitons and **floral displays** will **not continue**.
- CTAC Schemes will **no longer be subsidised.**
- Business support such as **training** and the annual **Business Awards** will **cease.**

<u>There is NO replacement body that will deliver these services.</u>

> 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





OUR ACHIEVEMENTS AND FUTURE PLANS

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.

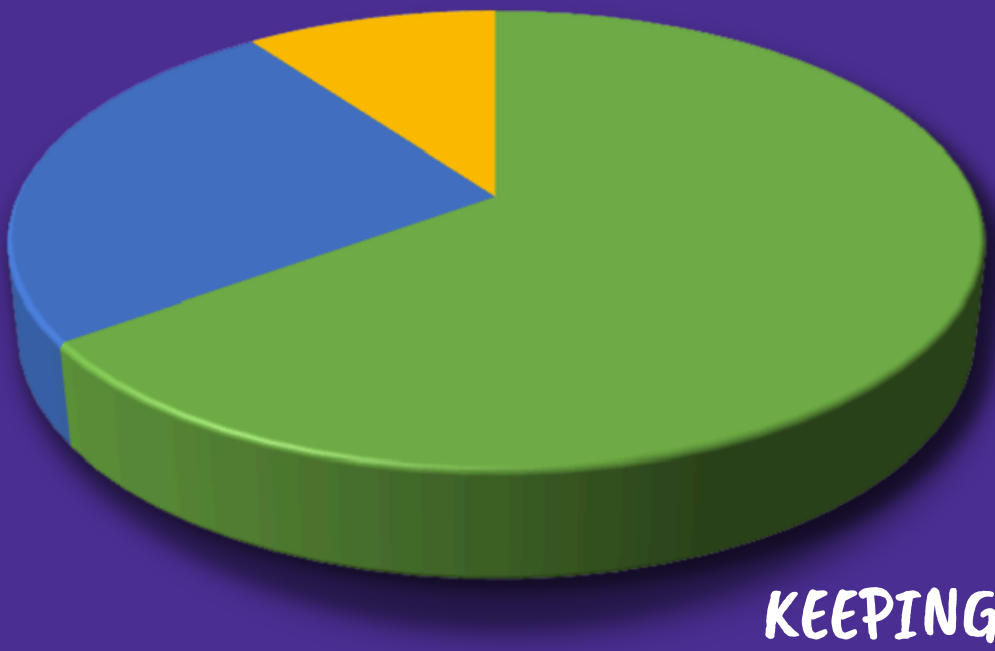
This document aims to both review Collectively Camberley's achievements over the last five years and set out what we would like to deliver in the next BID term, with the potential investment of over £1m in the next five years.

KEEPING IT SAFE & WELCOMING

£300,000 over the next 5 years

KEEPING IT TOGETHER

£145,000 over the next 5 years



KEEPING IT VIBRANT

£770,000 over the next 5 years

Collectively Camberley

#LoveCamberley

> Saw a massive increase in footfall – double to Saturday before
>
> Primark Camberley



> Wow! What a fab day. My restaurant achieved a new record sales hour and we were a few hundred pounds short of a new daily sales record!
>
> The town was buzzing with new and regular visitors. It was a truly excellent experience and the perfect showcasing of our wonderful Town
>
> McDonalds, Camberley High Street



> The training course organised by Colletively Camberley was really good. The trainer was great at getting everyone involved and made it fun and interesting using his own experiences to add context. He was knowledgeable and helped us feel confident. Would highly recommend
>
> FluidOne



> Such a brilliant day, so glad to have been a part of it! Well done Love Camberley
>
> 👏👏👏
>
> SpecSavers Camberley

OUR 2021 - 2025 ACHIEVEMENTS...

MARKETING, PROMOTION & EVENTS

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

- Love Camberley website developed and kept updated with news, offers and business directory
- Grown our Social Media following with over 9,900 Facebook followers, over 3200 twitter followers and over 3,600 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 Event
- 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' and Artisan Market
- Seasonal Town Centre Trails, Programmes and Marketing including Easter, Halloween & Christmas promotions
- Industry Insider Card for Town Centre Employees

> 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

JURASSIC CAMBERLEY
#LOVE CAMBERLEY

HALLOWEEN IN CAMBERLEY
#LOVE CAMBERLEY

Christmas IN CAMBERLEY
LOVE CAMBERLEY

Making Camberley Welcoming & Safe

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 serving the BID area each year
- Inclusion of local schools, charities and community groups in our projects
- Bollard Covers with welcoming and 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 managed and maintained making our town safer for everyone
- Support of night time economy via Pub Watch and Scheme Link





Providing Support To Business

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 Local Authorities, 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

> Overall the center was visibly much busier than a usual day. It was great to work the event, was a great day!
>
> BID MEMBER FEEDBACK

> It was lovely to see the families doing the dinosaur trail in the summer
>
> BID MEMBER FEEDBACK

> Collectively Camberley brings community together, makes stores feel supported and everyone's friendly
>
> BID MEMBER FEEDBACK





> Collectively Camberley brings the local community together through well thought out events that are inclusive
>
> BID MEMBER FEEDBACK

> Collectively Camberley engages with businesses and encourages them to network
>
> BID MEMBER FEEDBACK

COLLECTIVELY CAMBERLEY SOCIAL MEDIA IN NUMBERS...

We have really focussed on this area of business over the last 12 months of this BID term as social media has become a focal point for messaging and marketing to both local 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





> I'm so impressed with how much effort has been made with Christmas in Camberley this year. Always something going on and the decorations are amazing!! Well done whoever has been behind all the organisation. 🎄
>
> SOCIAL MEDIA COMMENT

The Massage Company has worked with The BID for 10 Years, from attending the Collectively Camberley Business Awards, to having a stand at the Car Show, Farmer's Market and Armed Forces Day. It's been a brilliant addition to Camberley Town centre as well as the business overall. It has allowed us to make meaningful connections with other business locally, as well as allowed us to get involved with community events in the town centre. We also benefit from the Industry Insider Card, as we have an exclusive discount code for members of the community. Without it, there definitely wouldn't be a buzz around activities in the town centre

THE MASSAGE COMPANY, CAMBERLEY

COLLECTIVELY CAMBERLEY ARMED FORCES DAY CELEBRATIONS



COLLECTIVELY CAMBERLEY CAR SHOW





COLLECTIVELY CAMBERLEY TOWN CENTRE BUSINESS AWARDS



COLLECTIVELY CAMBERLEY CHRISTMAS LAUNCH

WHAT HAVE WE DONE ABOUT THE PROPOSED NEW TERM SO FAR IN 2026?

We have kept our ear to the ground, listened and considered carefully your thoughts and wants for a 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 2026: BID Impact Assessment completed**
- **February 2026: Achievements Newsletter sent to all businesses**
- **February & March 2026: Renewal Survey sent to all businesses**
- **March 2026: Board Q&A Sessions hosted & one to one meetings**
- **April / May 2026: Proposed Business Plan produced**
- **Ongoing: Promotion & engagement with BID businesses**













YOUR BID, YOUR SAY, THE FUTURE... VOTE YES FOR CAMBERLEY!

> Give more information on how to become involved; help sheets, ideas or even incentives

BID MEMBER FEEDBACK

> More events to bring people into town

BID MEMBER FEEDBACK

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, trails, social media and promotions to make sure we welcome both our regular customers and new ones. We will also provide further information on how best to prepare and engage when we deliver town centre events to maximise opportunities for business. At all times, our work will be reviewed by our staff and board to ensure we are fair and representative of businesses in our town.

> Generate investment outside your "budget"

BID MEMBER FEEDBACK

> Outreach to other towns and boroughs, look outward to bring business and customers here

BID MEMBER FEEDBACK

You have told us you want Collectively Camberley to generate further income and investment in addition to the BID levy and learn from other BIDs best practice. We will continue to apply for grants and funding and will also offer more sponsorship opporuntities at activities and events. We will continue to strengthen our position with the Surrey BIDs working group and further work with the South East of England BIDS group to improve best practice and information sharing across the region.

THE FUTURE... 2026-2031

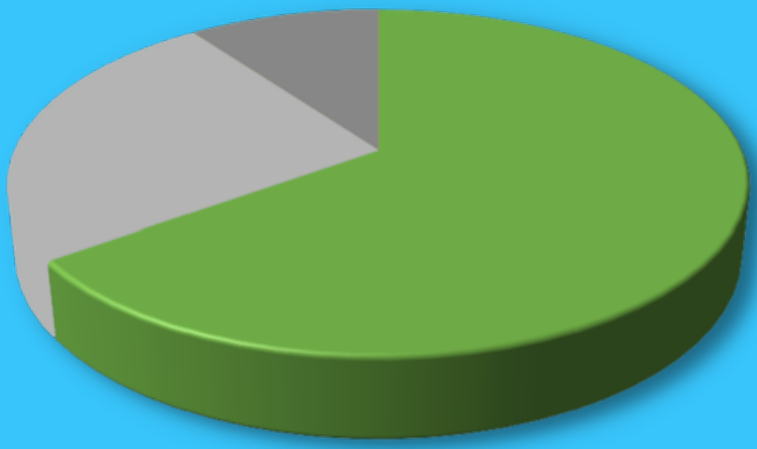
KEEPING IT VIBRANT

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 business or just to meet and have a good time. Our campaigns and events will show the best of the town. This will include:

- Refreshing and keeping our **Website** up to date and informative
- Further updating and promotion of the **Business Directory** for the BID area
- Increasing the profile and content of our **Social Media** platforms
- Evolve our successful **Events Programme** with two flagship events annually
- Promoting our regular and specialty **Markets**
- Delivering more regular programmes of **seasonal & holiday campaigns** to boost footfall including summer and festive seasons
- Supporting our independent businesses through **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







£770,000

OVER THE BID TERM

COLLECTIVELY CAMBERLEY WEBPAGE AND BUSINESSES DIRECTORY UPDATES...

The new design for the Collectively Camberley website will give a fresh new look and better usability across the site from the Business Directory to Events, Offers and News. The website will focus on actions to build community engagement, including encouraging newsletter sign-ups, showing business offers in an improved format, promoting future events and showing news, images and videos of past events.

Most importantly, we will update key areas of the site to create a new platform that allows greater scope for future innovation, enabling digital loyalty features, discount passes and potential app integrations that will continue to support BID members.





> The BID has been a fantastic support to my own business, particularly through promoting us on social media and giving us opportunities to perform at local events. Their support helps us reach new audiences and be part of the wider Camberley community. It's a great example of how the BID actively champions local businesses while bringing the town to life
>
> THE SECRET STAGE SCHOOL

YOUR BID, YOUR SAY, THE FUTURE... VOTE YES FOR CAMBERLEY!

> Better security measures for all of the crime and ASB ruining the town
>
> BID MEMBER FEEDBACK

You have told us you want Collectively Camberley to support business in tackling crime and antisocial behaviour. We will continue to work to ensure communication channels and peer support is available to business. We will also look at further mechanisms for strengthening crime reporting such as DISC. We will continue our partnership working with Surrey Police and the Town Centre PCSO walkabouts and visits. We will also act as a voice for town centre businesses on the Surrey Heath Partnerships Joint Action Group. We will continue to attend PubWatch and subsidise schemelink to support the night time economy.

> I feel that there are those that engage and then there's "the rest"
>
> BID MEMBER FEEDBACK

> Need to focus on building of a BID community
>
> BID MEMBER FEEDBACK

> Grow the number of businesses that you work with
>
> BID MEMBER FEEDBACK

You have told us you want Collectively Camberley to enagage with more buisnesses and build a greater network of partnerships. We will dedicate more time to connect people and busineses where we can. We will look to arrange more social events and gatherings for the business community at different times of the year. We will ensure mechansims remain available for all BID members to contact us regularily and feedback to us with their thoughts and requirements for the BID area.

This is YOUR BID and it doesn't happen without your support and engagement. We will ensure opportunities to volunteer and assit with the shaping and delivery of events and services remain in place and people feel listened to.

THE FUTURE... 2026-2031

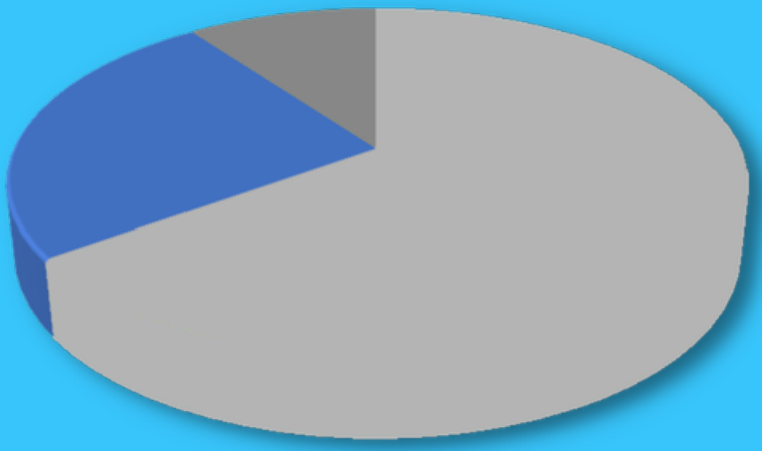
KEEPING IT SAFE & WELCOMING

We want Camberley Town Centre to be a place for all to be able to visit 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:

- Promoting communication and peer support to help **combat business crime** in the Town Centre and look at mechanisms such as DISC for reporting and recording crime
- Continuing our **Pub Watch support** and subsidising **Scheme Link** membership to support the night time enonomy
- Installing High quality spring / summer **Floral Displays** to keep our town attractive
- 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** and continue our partnership work with Local Authority and Police Services







£300,000

OVER THE BID TERM

YOUR BID, YOUR SAY, THE FUTURE... VOTE YES FOR CAMBERLEY!

> Make more people and businesses aware of the BID
>
> BID MEMBER FEEDBACK

You have told us you want more awareness of who Collectively Camberley are and the work that we do. There should be more visability of projects and businesses need more information on the projects and events and how to become involved. We will continue to build our social media following and marketing promotions. We will update and refresh the Collectively Camberley website and ensure that key pages with information on dates and events are more visible. We will look at new ideas for events and trails around the town centre throughout the year.

> Visit smaller businesses
>
> BID MEMBER FEEDBACK

> Visiting smaller businesses more and help them as much as possible
>
> BID MEMBER FEEDBACK

> Visiting shops regularly to support shops where they can
>
> BID MEMBER FEEDBACK

You have told us you want to see us more in person. We will look to designate more time each month to getting out and visiting premises and venues across our town centre. We will look to designate time monthly for drop in meetings and will always be open to arranging meetings to talk through issues or catch up on important topics for business and the town.

WHAT A YES VOTE MEANS FOR CAMBERLEY

A renewal of the Collectively Camberley BID for a further 5 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 Large Town Centre Engagement Events, Floral Diplays & Christmas Lights, CTAC Schemes, Online & Social Media Campaigns & Training, Networking & Support

THE FUTURE... 2026-2031

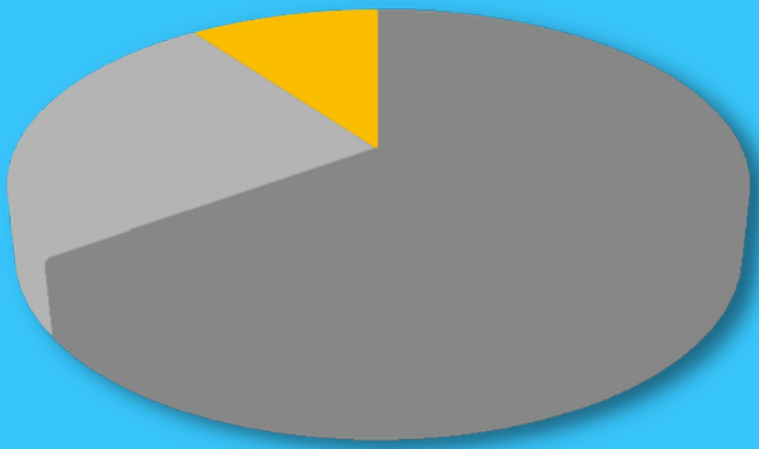
KEEPING IT TOGETHER

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 centre develops and grows and in representing your views and interests. Our work will include;

- Designated time for **regular visits** and drop ins to businesses
- Promoting **Town Centre Networking** Events
- Providing **social media training** and advice for Businesses where requested
- Hosting the **Love Camberley Town Centre Business Awards**
- Developing **Community Pride** through work with charities and community groups
- Supporting Businesses with advice and **information on economic matters**
- Gather and disseminate information on **Town Centre Performance**
- Working to **attract additional funding** for initiatives and support as we move forward





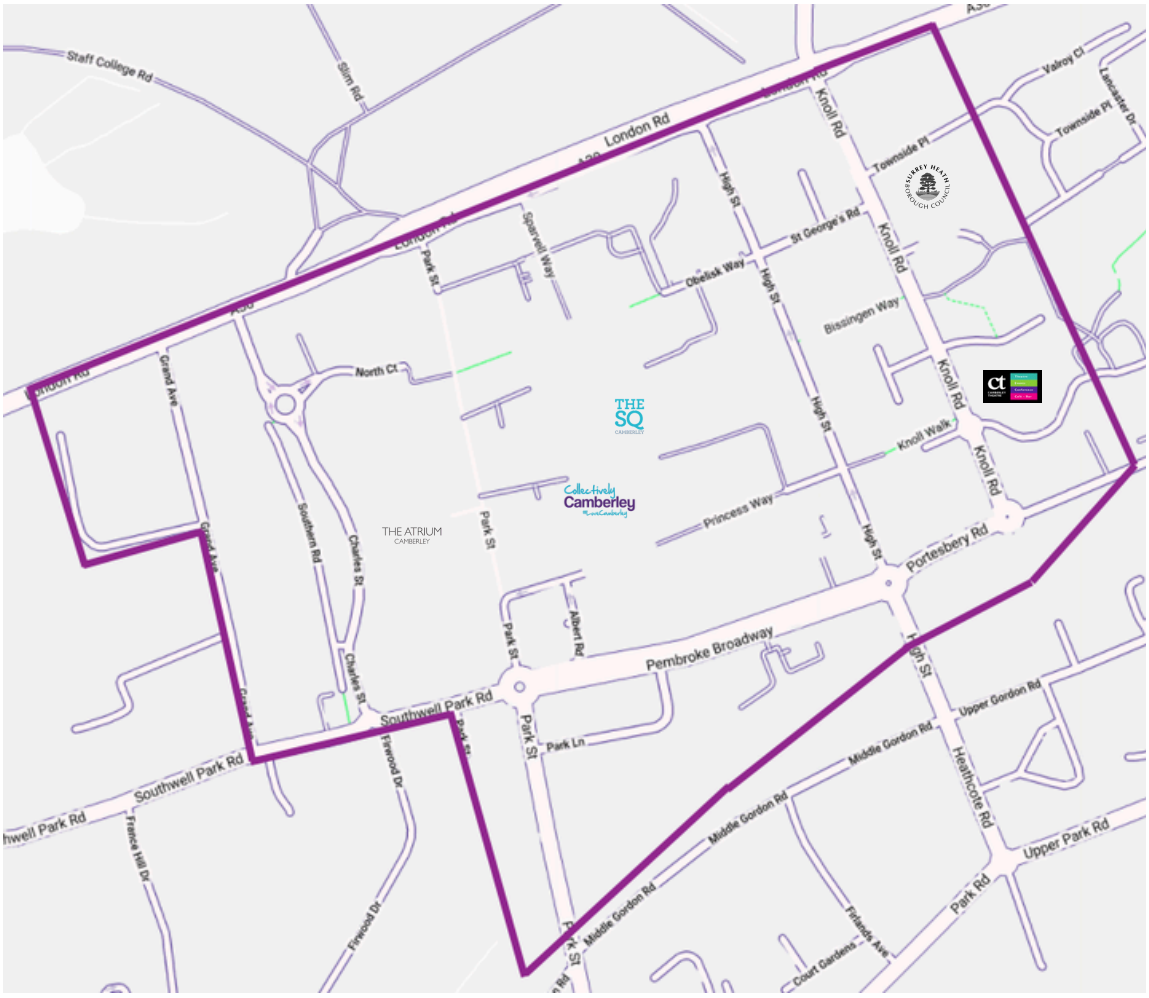


£145,000

OVER THE BID TERM

THE BID AREA

THE FOLLOWING STREETS ARE INCLUDED IN THE BID IN WHOLE OR IN PART.



- GRAND AVENUE
- SOUTHWELL PARK ROAD
- CHARLES STREET
- UPPER CHARLES STREET
- LOWER CHARLES STREET
- LONDON ROAD
- SOUTHERN ROAD
- PARK STREET
- PARK LANE
- PORTESBERY ROAD
- ST GEORGES ROAD
- ALBERT ROAD
- PEMBROKE BROADWAY
- PRINCESS WAY
- HIGH STREET
- KNOLL ROAD
- KNOLL WALK
- SPARVELL WAY
- OBELISK WAY

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 US USING THE CONTACT DETAILS ON THE BACK PAGE.

THE BID LEVY & BUDGET FORECAST 2026 - 2031

Every BID business in the area shown on the BID area map will continue to pay a BID levy which will be calculated as 2% of its premises rateable value. This will not change throughout the duration of the proposed BID term. This amount is collected annually by Surrey Heath Borough Council on behalf of the BID Company and is then ring-fenced and used to fund the projects outlined in this business plan.

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

Income Source	Year 1	Year2	Year 3	Year 4	Year 5	Totals
BID Levy	£282,000	£282,000	£282,000	£282,000	£282,000	£1,410,000
Additional Income	£35,000	£35,000	£35,000	£35,000	£35,000	£175,000
TOTAL INCOME	£317,000	£317,000	£317,000	£317,000	£317,000	£1,585,000

Expenditure	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Keeping it Vibrant	£154,000	£154,000	£154,000	£154,000	£154,000	£770,000
Keeping it Safe & Welcoming	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Keeping it Together	£29,000	£29,000	£29,000	£29,000	£29,000	£145,000
SUB TOTAL	£243,000	£243,000	£243,000	£243,000	£243,000	£1,215,000

Overheads	Year 1	Year 2	Year 3	Year 4	Year 5	Totals
Management & Operations	£60,000	£60,000	£60,000	£60,000	£60,000	£300,000
Levy Collection	£9,000	£9,000	£9,000	£9,000	£9,000	£45,000
Contingency	£5,000	£5,000	£5,000	£5,000	£5,000	£25,000
SUB TOTAL	£74,000	£74,000	£74,000	£74,000	£74,000	£370,000
GRAND TOTALS	£317,000	£317,000	£317,000	£317,000	£317,000	£1,585,000

ADDITIONAL INCOME

On average, Bids generate 15-20% in additional income through their lifetime. We have raised over £160,000 of additional investment over this current BID term and will look to continue generating additional investment through grants, sponsorship and voluntary contrinutions.







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 business sectors that operate within the BID area to ensure the necessary skills and experience required is available 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 the 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 BID 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. The Board will be made up of representatives from a number of different sectors including retail, leisure, food & drink, professional services, Local Authority, and property.

It will be a requirement that Board Members have all the necessary skills and knowledge to successfully drive the operational side of 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 the Local Authority 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 ballot, the new BID term will commence on 19th October 2026. It will run for five years before being required to complete another New Term Ballot process.

MEASURING PERFORMANCE

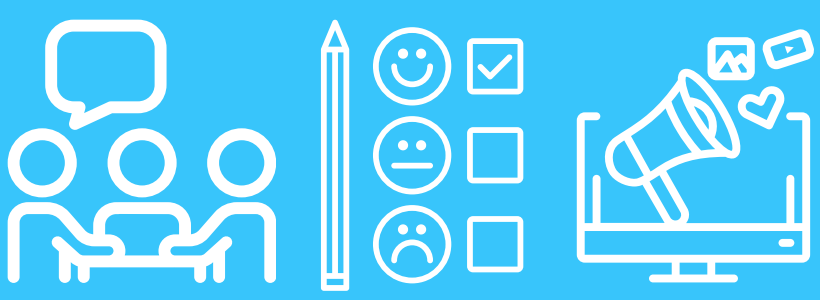
Collectively Camberley and its board will keep levy payers up to date on all the projects that the BID will implement over the 5 year term in a variety of ways. It will demonstrate that it is delivering against it's objectives. The board will set the key performance indicators (KPIs) and criteria upon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

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)

> Thank you and well done to you - it was a very good car show and you did an excellent job.
>
> The Rainbow cafe reported its best Saturday ever - doubling its usual summer Saturday business.
>
> SURREY HEATH AGE UK









FREQUENTLY ASKED QUESTIONS





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

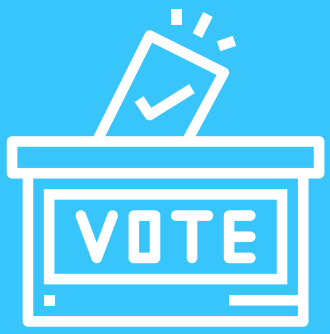
BIDs last for a maximum of five years, once that term is over the BID is legally required to review it's projects and produce a new business plan, stating it's objectives for the next term. This plan is then voted on by BID businesses that will be required to pay the levy. This is known as a renewal 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. Surrey Heath Borough Council has provided baseline statements 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?

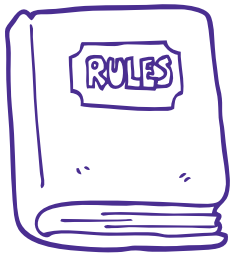
On behalf of Collectively Camberley, Surrey Heath Borough Council will collect a levy from each eligible BID business which will be transferred to the BID Company and used to implement the projects laid out in this plan. BID businesses will pay a levy that is collected annually. Those below £5,000 in 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.

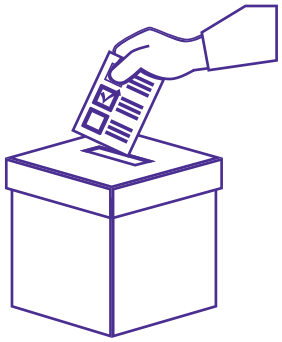
WHEN WILL THE NEXT MANDATE PROJECTS BE DELIVERED?

The current term of the BID is due to end on 18 October 2026. The proposed new term will then start to be rolled-out from 19 October 2026. If the renewal ballot is unsuccessful, services will wind down from July 2026 with all BID services ceasing immediately on 18 October 2026.









BID LEVY RULES & AND BALLOT

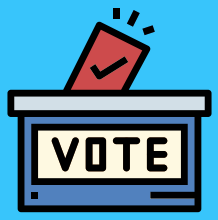
LEVY RULES

- 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 £5,000
  - 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 for the 28 May 2026 to be returned no later than 5pm on 25 June 2026
- 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 26 June 2026

NEXT STEPS...



MAY 2026

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

28TH MAY 2026

POSTAL BALLOT OPENS

25TH JUNE 2026

POSTAL BALLOT CLOSES

26TH JUNE 2026

DECLARATION OF RESULTS

LOVE Camberley

Collectively Camberley #LoveCamberley

GET IN TOUCH...

THERE ARE LOTS OF WAYS THAT YOU CAN GET IN TOUCH AND FIND OUT MORE INFORMATION ABOUT COLLECTIVELY CAMBERLEY...

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

YOUR COLLECTIVELY CAMBERLEY BOARD, MAY 2026...

CHAIRMAN - STEVE COBURN. LOGIN LOUNGE
VICE CHAIRMAN - MARK SCHWEIZER. MCDONALD'S
VICE CHAIRMAN - PAUL FOLEY. WESTWOOD REFURBISHMENT
CLLR. KEL FINAN-COOKE - SURREY HEATH BOROUGH COUNCIL
MATTHEW STIFF - SPECSAVERS CAMBERLEY
RACHEL BELL - THE SECRET STAGE SCHOOL
MATT GOLIGHTLY - ATRIUM DENTAL
NEIL FIELDS - PRIMARK CAMBERLEY
GAVIN VIDLER - THE SQUARE
RAY WALKER - THE ATRIUM
KAT DIGGINS-BARNES - LOVE FROM BETTY
CHARLES BARBOUR - SURREY HEATH AGE CONCERN