

**by Matt Powell, Business Growth Manager,
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Reasons to be cheerful

As well as working in Camborne, I also live in the town, and last week I got to thinking about how much fantastic stuff there actually is going on here.

In spite of an incredibly difficult trading environment, the town centre is doing reasonably well, there are fewer vacant shops in Camborne than in Falmouth or Truro, for example, and even without the "anchor store" that was Woolworth's, there is still a feeling of hustle and bustle in the town.

More than this, though, the shopping offer in the town centre is only a part of what it means to live and work in Camborne.

In the last 12 months, for example, Camborne has:

- Had an Olympic athlete turn on the Christmas lights
- Won an award in Britain in Bloom
- Strengthened links with a mining community in Mexico
- Launched the shop Camborne website
- Been the home of Cornwall's top rugby team
- Seen its town band win national awards
- Exhibited at the Royal Cornwall Show
- Been the first town in Cornwall to be "mystery shopped"
- Celebrated 25 years of Trevithick Day
- Pioneered a brand new loyalty card scheme
- Launched Street Pastors
- And much else besides

All of which, as far as I'm concerned, makes Camborne stand out, in Cornwall and further afield, as an example of doing things right to make your town a better place. However, I have 2 issues with all of this:

Firstly, we (and by this, I mean anyone who has any involvement with these things) are great at promoting this message across Cornwall, but I wonder if the people who live in the town could be better engaged with to help them play a greater part in the future of the town.

And secondly, it would be much easier to do this, and to make the town even better if these things were perhaps better co-ordinated – it's the "much else besides" bit above – I'm sure there is loads more fantastic stuff going on - how much better could the annual Rectory Road Fun Run and Sponsored Litter Pick* be if people outside of Rectory Road actually knew it was taking place?

But that is, perhaps being slightly picky. The point I'm making is that we are all part of a great, forward-thinking town that is continuing to invest in its future, and it's up to us all to keep Camborne ahead of the pack.

** The above event is entirely made up, any resemblance to existing events is entirely coincidental, and just goes to prove my point, really!*

