

**Camborne Town Crier Column  
November 2007**



**by Matt Powell, Business Growth Manager,  
CPR Regeneration**

Hello everybody. I would like to take this opportunity to introduce myself as the new Business Growth Manager. I have been employed by CPR Regeneration to work with businesses across Camborne, Pool and Redruth, with my main aim being to concentrate on improving the offers of the two town centres.

Having been in the job for about a month, my first impressions are that, while there are many challenges ahead, there are also some great opportunities to build on existing strengths.

The first, and most timely of these, is the upcoming Christmas trading period. As you will see elsewhere in this issue, the threats to our local high streets are as strong as ever, but Christmas offers an opportunity to entice people back to their local high streets – the residents of Camborne could get everything they need for this time of year from the high street - from Christmas dinner, to decorations, to presents for the whole family. The question is, what are you, the businesses, doing to attract them here and to encourage them to keep coming back?

I am currently organising a radio advertising campaign that will encourage the people of Camborne, Pool and Redruth to think, and shop, locally this Christmas, so make sure that you take advantage!

While the over-arching aim of my job is to work with you to improve the town centre as a whole, a large part of this will be achieved by working with you on a one-to-one basis. Over the course of the coming months, I hope to get out and meet as many business owners as possible and am happy to talk about any issues that you are facing at the moment, from advice on staffing, growth and finance to marketing and the role business plays as a community stakeholder.

There are lots of exciting developments in the pipeline over the coming years, working together, we can make sure that the town centres take full advantage of them and that we put ourselves in the best possible position to make success a reality!

I look forward to meeting you all. Please call me on: 01209 722099 or 07792 908856, or e-mail [mp@cprregeneration.co.uk](mailto:mp@cprregeneration.co.uk) if you want to get in touch.

A handwritten signature in blue ink, appearing to read "M Powell".