

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

Update from CPR Regeneration

Let's start with some good news this month – you are cheaper than Tesco's!

The thrust of the supermarket's advertising campaigns so far this year has been that each is cheaper than the others, and this prompted me to try and establish something I have felt to be true for some time, that actually, it is cheaper to shop in town than in any supermarket.

So, over the last few weeks, we have done our own "shopping basket" test. 15 everyday items such as bread, milk, biscuits, minced beef, etc., were price-compared at each of the three Tesco stores, Morrison's and Redruth and Camborne town centres. Lo and behold, the two town centres came in around 15% cheaper.

We hope to get some good mileage in the media about this, but in the meantime, whether you are selling biscuits, bananas or bikes, meat, magazines or MP3 players, let's make sure that everyone knows that in-town is cheaper than out-of-town, that independents CAN compete on price with the nationals!

(Later this year, I hope to reinforce this message by proving that not only is it cheaper in town, but that the quality is far superior also, and thanks to the mystery shopper project last year, we have already established that Camborne has exceptional levels of customer service.)

There are a couple of other things to update on this month. It was reported back in December that a market was coming to Camborne. This is certainly the case – I have been working with the town council and with Redruth town council to help set up a weekly market selling local produce that will alternate between the two towns. To begin with it will take place in Camborne every other Friday in the town square and there are about 10-12 stallholders selling a variety of Cornish produce waiting for the market to start. A few final details are being sorted out and we hope to have the first markets by the end of March.

You may also have seen in the papers that CPR Regeneration has booked space at the Royal Cornwall Show later this year. Again, we are working with the town councils to build on the success of the Camborne marquee at last year's show. The Chambers of Commerce will most definitely be invited to participate and we will all be working on a stand that showcases the best of everything that this area has to offer.

Finally, a word on My Heart of Cornwall Card. In the last month, the Civic Trust has decided not to progress with the My Card scheme nationally. This means that we will no longer be able to use the loyalty card as a "swipe card". However, the scheme continues (and thanks again to those businesses participating), and over the next month, cardholders will receive a new card and My Heart of Cornwall Card will be launching fully across the area.

