

**by Matt Powell, Business Growth Manager,
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Royal Cornwall was a success, what do we do next year?

Well, the dust has now begun to settle on the Royal Cornwall Show 2009, and inevitably, thoughts are already beginning to turn to how we make the 2010 show bigger, better and more of a draw than this year.

Firstly, a word of thanks to both Redruth and Camborne chambers who produced a fine display and demonstrated that where there is a will for the two towns to work together, there is a way! Thanks to those of you from the chamber who gave up your time to represent the town's business community at the show, and to those of you who took advertising space on the dvd, I hope it brings dividends.

The show was a first for CPR Regeneration and while we were very happy with the way it went, it's not until one is in the marquee at the show that it's really possible to see how things will look and where there is room for improvement.

From the point of view of CPR Regeneration, the map which we had produced (for those of you who haven't seen it, it was essentially a 12-foot long Google map) proved to be a real draw and enabled us to engage thousands of people in conversation about the regeneration of the area. We also signed up 100+ visitors to the Heart of Cornwall Card, which is really growing in popularity now.

And the feedback that we have had from other partners involved in the show has been generally very positive also, with suggestions already coming in for how our marquee could be made even better next year.

At the various debriefs that have been held already since the show, we have talked about measuring success. As a marquee that wasn't generally involved with selling, it's hard to know if we, our partners, or the stand as a whole "made a profit".

From our point of view, we have estimated that we spoke to 1500-2000 people over the three days, and without exception, they left with either a greater understanding or better impression of CPR Regeneration, when you extrapolate that out to conversations that they will then have with family, friends and colleagues, that's an enormous amount of goodwill generated that will undoubtedly pay dividends for us.

So, what do we do next? Well, it's clearly too early to know exactly how the CPR marquee will look next year, but we are already putting ideas together. I personally was very interested by the Wadebridge chamber of commerce's "high street" and would love to replicate that (it's about time they had some competition!).

As much as the show provides an opportunity to showcase and promote products, services, projects, etc., it is equally an opportunity for businesses to sell their wares and make profit – visitors to the show clearly go there with the intention of spending money. I would be interested to know, at this early stage, what interest there would be from the business community of Camborne in taking some commercial space at the show next year – as with the mystery shopper, the Heart of Cornwall Card and other initiatives, there are economies of scale that we can provide by working together to make the whole greater than the sum of its parts. Imagine being able to walk down Trelowarren Street or Cross Street at the Royal Cornwall Showground in 2010.

Wadebridge watch out!

