

**Camborne Town Crier Column  
August 2008**



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

Over the last few weeks, on two separate occasions, I have taken an hour or so to submit applications for potential sources of funding that will help Camborne (as well as Redruth and Pool).

On both occasions, it was mentioned that "CPR gets all the money, why should they get more!?" Yet each time, I have either been shortlisted or successful – partly due to a lack of applications from other towns or areas (which is great for us, but I'm unsure how much more work it'll mean for me!).

And I have to admit that I was both surprised and a little disappointed that other towns in Cornwall didn't see the value of taking a little time to take a chance on some funding. In a sense, and certainly when it comes to funding applications, these other towns, however they are represented, are my competition.

And I suppose that they find themselves in a similar position to me, and in fact to anyone running their own business, in that there are only so many hours in a day and they tend to get filled up pretty quickly – in my case with meetings, talking to businesses, even just answering the phone or responding to emails, not so different, in fact, to the time pressures business owners face. But how much new or extra business is potentially lost by spending too much time on the little things?

Having taken the time to look for new funding opportunities, inevitably, other things will fall off my to-do list (my "never-found-the-time-to-get-it-done" list is quite long!), but for me, it's all about priorities. Taking time to secure investment in the area in terms of great projects that can be used to promote the town (and ultimately bring more business), will hopefully reap greater rewards than making sure my filing is up to date (it will still need to be done, but it can wait for a quiet Friday afternoon!).

Ultimately, of course, we all need to find the time to get all of these jobs done – it's no good having a great range of products if your windows are too dirty for your customers to see them. Delegation and giving your staff the freedom to make certain decisions are two key ways of getting the job done. Equally, knowing where you get the best value for money from your time will help establish what to delegate and what decisions you can leave to others (and here's a catch-22 as you have to find the time to figure that one out too!).

And now, having written this piece, I'm off to try and complete 30 jobs in the next two hours before going off on holiday!

As always, please feel free to contact me on this, or any other aspect of your business, or to talk about any of the projects currently happening in the town.

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