

Chairman's Chat

Camborne's famous **Trevithick Day** attracted thousands into town and a new world record was achieved on the number of 'Miners and Bal Maidens' in one place - pictures inside.

The **Chamber Trevithick Day Shop Window competition** was a great success – judged by Jeff Collins of the Trevithick Day Committee, the winning windows were:



1st

Cornwall Hospice Care



2nd

Stick With It



3rd

Stephen Alexander

'The times they are a changing'

Unfortunately, these days few people make it to our Chamber meetings, so we will no longer hold regular monthly meetings in the Tyacks function room.

At our April meeting there were only 6 of us so we sat in the bar and had a social drink and chat about Camborne - perhaps this is a way to meet unless there are major topics that you wish to discuss.

The Chamber is recognised as a strong lobbying voice for Camborne so it is important that we continue with that 'voice' but maybe, in this digital communication age, in different ways.

Let us know what you think by emailing cambornechamber@gmail.com and coming to our next meeting which will be our **AGM on Thursday June 4th, 6.30pm** at Tyacks function room.

Cafe Soul .

Cafe Soul has been open 6 months and it is a local independent business. We are a kitchen bar and are pleased to announce that lunchtime food has now started. We offer a wide range of drinks all at very competitive prices. Cafe Soul is situated in Cross Street next to the Celtic Cross and benefits from a large paved area outside where customers can sit and watch the world go by. We have quiz nights, music nights, and many theme days.

Our staff are always very welcoming and the bar offers something different in Camborne where families are welcome.



As a local business we do our best to source all of our products/ingredients locally.

You can find us on Facebook Cafe Soul and a Web site is under construction.

Come and give us a try - we hope you will enjoy your visit and give us your feedback

Next Meeting

There will not be a Chamber meeting in May

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CAMBORNE TREVITHICK DAY



CAMBORNE TREVITHICK DAY



How to compete with BIG brands on Search Engine Optimisation (SEO)

Small businesses *can* compete with big brands for organic search engine traffic. This is true even though Google favours big brands, even though big brands can spend tens of thousands on SEO without batting an eye, and even though small businesses are spread thin on budgets and staff. Here's how a small business can get its fair share of organic sales leads on Google:

Step 1: Take Inventory of Your SEO Assets

If your small business has a domain that goes back to the 1990s or 2000s, you're sitting on an SEO goldmine. Google is impressed with old domains because it signals a business is stable, reliable, and competent - just the sort of company Google wants to serve up to people searching for the products and services you sell. Don't abandon an old domain to pursue some sort of branding or URL/SEO tactic, as it will do more harm than good.

Review Google Analytics to see which pages of your website and blog get a lot of organic traffic, get a lot of overall page views, are popular entry pages, are infrequent exit pages, and have page views of three minutes or longer. These make good initial SEO target pages because they are already valuable to your website visitors. Google knows this, and will reward those pages with good visibility when they become part of a sustained SEO campaign.

Step 2: Whip Your Website into Shape

Before spending anything on an SEO campaign, make sure your website is communicating clearly to Google. This can be done by using [Google Webmaster Tools](#), which tells you exactly where Google wants

Step 3: Identify a Long Tail Keyword Strategy

Competing head on with big brands on high-volume keywords is usually a losing strategy. Instead, identify "long tail" keywords—longer search phrases with a high probability of conversion—and build your SEO campaign around them. You've got a better chance of securing high visibility, and even though raw traffic numbers may be lower than what the big keywords deliver, your traffic stands a great chance of converting.

Make sure your website has pages specifically designed to be relevant to your target long tail keywords. These are the pages you want to have links coming into. These pages should be maximally relevant to the keywords and have great conversion elements; that is, strong offers that inspire visitors to phone you, fill out a form, or place an order.

Step 4: Build Your SEO Campaign around Content Marketing

Producing high-quality offsite content is where most entrepreneurs can beat big brands, and beat them soundly in many cases. Anything an entrepreneur writes about his or her business or industry will be authoritative and useful. Big brands often delegate offsite content creation several rungs down the corporate ladder, making content written by actual small business owners all the more attractive to blogs and websites in your niche.

Create an editorial calendar for offsite content with topics you know are interesting to your prospects and publishers. Pitch your ideas to blogs and websites in your niche (you know who they are), and you're likely to find a great deal of interest. When your ideas are accepted, submit articles with links to your website home page and/or to those target website pages. Over time, Google will reward these efforts with greater visibility.

Recognise the Full Value of SEO

Writing and pitching content takes time, but it's time well spent depending on the lifetime value of a new customer reeled in from SEO traffic. Beyond that, optimizing your website, and then maintaining it, will require an investment, but keep this in mind: a well-optimised website not only helps SEO, it helps your effectiveness with prospects and customers no matter how they get to your website. For instance, page loading speed and clear navigation are highly valued by Google. If your site is slow loading and hard to navigate, human visitors will click off and buy from your competitor.

Following good SEO practices is good for conversions and good for business in general, because it forces your business to invest in a website that attracts business rather than just sits there or deters business. This is the "hidden value" of SEO a lot of entrepreneurs miss - one that you will benefit from immensely once you recognise it.

Camborne Redruth Lions Cow Pat Competition The winner of the competition was Mrs Angela Kent from Padstow who won £100. The £100 was sponsored by The White Hart, Pooley's Meat Pantry, Carn Brea Auction and Ken Taylor. All the proceeds of the Cow Pat Competition amounting to £534 has been donated to the Children's Hospice South West Little Harbour.



Dates for your Diary 2015



Friday May 1st
Friday May 8th
Friday May 15th
Friday May 22nd
Friday May 29th
Thursday June 4th

Camborne Produce Market
Chamber AGM



.Be proud of our town - Camborne Town

It is a pity that negative stories on Camborne hit the headlines when there is so much that Camborne Town can be proud of. Last month we reported on how the latest business survey showed trade in town really on the up. National companies see the great potential to invest in Camborne - Weatherspoons building their first hotel in Cornwall, Premier Inn planning to expand, and Subway opening in the middle of town.

We have a marvellous community rugby club with increased numbers of youth teams of all ages - including ladies teams. There are other great sports clubs in Camborne including Holman Sports Club that has the largest number of sports sections in any club in Cornwall.

Camborne Science and International Academy is the best secondary school in Cornwall. Camborne Town and Youth bands are UK champions

BID Camborne puts cheer into our town with bunting for our famous Trevithick Day that attracts thousands into Camborne, summer bunting to attract visitors, and marvellous Christmas lights with our famous Christmas tree.

Be proud of your town and help make it an even better place.

Camborne Green and Clean Team

The first organised event by the new voluntary Group **Green & Clean** coincided with Clean Cornwall Week.

Nineteen volunteers collected 56 bags of rubbish, most of which came from The Tramway and the back lanes. Thanks to everyone who helped, they did an excellent job, and are a credit to Camborne, and go to show there are people who are willing to give up their time to help tidy up their town. The event was a huge success, but they would like to stop Fly Tipping and Littering altogether. It's all very well to go out, pick it up, and clear it, but really they want to stop it once and for all. Please report any attempted Fly Tipping to Paul White on 07793880202 or pwhite@cornwall.gov.uk, or Cornwall Council on envmanagement@cornwall.gov.uk or 03001234202.

The next official Green and Clean team event is on Sunday June 7th but the team is continually going out clearing litter and weeds

If you would like to be part of the Green and Clean team where you live then give Paul a call to find out how you can help keep your town clean and tidy.

Policing Camborne

Below is a summary of recorded crime and anti social behaviour within the immediate Camborne area taken from the National Police UK portal for February 2015 compared to that for February 2014. The internet site can be accessed via <http://www.police.uk/crime/?q=Camborne.%20Cornwall.%20UK#crimetypes/2012-06> with crime and anti social behaviour data specific to Camborne available, as it is for the rest of the country. Please note that the anti social behaviour category includes personal, environmental and nuisance categories of ASB.

Crime Category	February 2015	February 2014
Anti social behaviour	27	17
Bicycle theft	0	0
Burglary	3	4
Criminal damage and arson	6	4
Drugs	0	1
Other crime	0	1
Other theft	7	9
Possession of weapons	0	0
Public order	2	3
Robbery	0	0
Shoplifting	2	1
Theft from the person	1	0
Vehicle crime	2	2
Violence and sexual offences	12	12
Total	62	54

If you have any issues you wish to discuss with officers from the Camborne Police Neighbourhood Team please use the email address camborne@devonandcornwall.pnn.police.uk or call them 01209 611247