

THE HUER



Hello,

I can't believe it has been 2 months since I started as the St. Ives BID Manager. It has gone extremely quickly. Getting up to speed with all the projects that are running, meeting the people involved and dodging the Summer traffic has proved to be a bit of a baptism of fire!

My main focus has been to move forward with the projects set out in the BID business plan, including planning an Arts Festival, water-based events and a marketing campaign aimed at bringing in more visitors to St. Ives throughout the quieter months and Christmas. To do this, I'm hoping to set up a Marketing Working Group, made up of local business people with marketing experience, who could spare a couple of hours a month to help plan and implement such a campaign.

As well as doing the day job I have been trying to get out and meet as many businesses as possible. Unfortunately, I simply haven't had the time to meet everybody, so please

accept my apologies if I haven't made it to your business yet! I am hoping that I will find time over the next couple of months to properly introduce myself to everyone.

In the mean time if you would like to get involved in any of the BID projects currently running or have ideas for new ones, please get in touch. You can either give me a ring on 01736 792121. Send me an email to carl@stivebid.co.uk or go the old fashioned way and drop in and see me in the BID office, above Lanhams on the High Street.

Carl Lamb
St Ives BID Manager



It's your town, it's your BID

Get involved: We would like to hear any ideas you have for marketing or events to improve business in and out of season.

info@stivesbid.co.uk



What is St. Ives BID?

For the benefit of the new BID levy paying members, the St. Ives BID came about because it was felt that during this time of austerity there was a shortfall of funding available for things like the town appearance and support for events. The gap was being filled by local businesses in an ad hoc way.

The St. Ives BID levy ensures that every business contributes to a series of projects that were decided upon by the businesses during

the consultation period. For a copy of the final proposal please email info@stivesbid.co.uk

St. Ives BID is owned and funded by the businesses of St. Ives collectively coming together to fund projects that the businesses said they wanted. The more people that get involved with these projects the quicker and cheaper it will be to delivering them.

St Ives in December

St. Ives in December this year is going to be bigger, better and more exciting than ever. There's enough trees and lights to make the town sparkle. On the 4th of December, Christmas is commencing down at Harbour with the Lights-Switch on, the BIG Santa's Arrival and Parade [complete with Camels and Kings!], the start of the Treasure Hunt, the Window Competition, the Boathouse Panto and entertainment and buskers. Santa will arrive in his Grotto.

Saturday starts with the Party Train running from St Erth to St. Ives, Kidz R Us Bazaar, Victorian Christmas in the Drill Hall, and Late Night Shopping. The following week is our inaugural, spectacular

Lantern Parade around the Harbour. Residents will judge on our first House Lights Competition. Along with Food Trails, Christmas Carol Concerts, the Kidz R Us Pantomime and we still have some surprises, finishing with our BIG night of Fireworks on New Years Eve.

We're advertising far and wide this year, with help of St. Ives BID. It's going to be spectacular! However, we still need sponsors to come forward otherwise we'll struggle to have sufficient funds. A full timetable will be issued, so nothing should be missed.

For further details please visit our new website:

www.stivesindecember.co.uk.

Events Calendar *Confirmed so far*

Puppet Panto – Dec 4th at 4:45pm. Boathouse Theatre.
Go to the St. Ives in December website for additional dates.

Lights Switch On – Dec 4th from 5:30.
Poster Competition winner and Town Mayor.
Along with entertainers, music etc., from 5:00

Santa's Arrival – Dec 4th about 6:00pm.
Courtesy RNLI – Tractor/Lifeboat arrives. 'Camels and Kings' in parade, along with children/music etc. Finishing up at Glass Tree shop.

Treasure Hunt – Dec 4th starts and ongoing until Dec 30th.
Clues and entry information in shops.

Window Display Competition – Dec 4th.
All shops welcome to take part.

Late Night Shopping – on Dec 5th.
With as many Shops/Galleries/Cafés/Restaurants to take part

Party Train – Starts Dec 5/12/19 from 11:00 to 2:00 trains. St Erth to St. Ives.
Decorate train. Magician/music/boxes to give out. 'Elves' to host.

Kidz R Us Bazaar – Dec 5th. Starts at 11am until 4pm. Selling gifts/crafts/food.

Drill Hall Vintage Christmas – Dec 5th. Starts 11 am.
With fun/games/shopping for all.

Lantern Parade – Dec 12th. Parade from Island Centre to the Harbour.
6:00 to 7:00 pm. Themed Sea creatures/Mermaids/Fish etc.
All made at Barnoon Workshop/Schools.

Carbis Bay Hotel Carols Evening – Dec 15th.
Mixed choral entertainment at the Carbis Bay Hotel.

December In St. Ives Awards Evening – Dec 19th at the Crypt Gallery.

Food Trail – Dec 20th – Starts 10am – Food Trail around food shops in town.
Hamper to be awarded. Finishing up at The Castle.

Christmas Food Market – Christmas Eve Dec 19/Dec 24th.
Guildhall from 9:30. Music/Buskers/Carol Singers and Santa.

Kidz R Us Panto – Robin Hood and Babes in the Wood. Performing on Dec 22/23/27/28/29 at 2:30 and 7:30 each www.kidzrus.net for more information

ST IVES IN
December
www.stivesindecember.co.uk

St. Ives
Business Improvement District



St Ives
Tourism Association

Christmas Trees & Lights

We have purchased two large trees for the Wharf and Royal Square and 100 small trees for the buildings in town. New LED lighting has also been purchased for all trees and we hope to get the electric supplies for the small trees sorted as well. We will keep you posted on the BID Facebook page and in the next newsletter.



Flags and Seagulls



The flags have now been taken down for the winter and we need your feedback on whether they return again next year. We have had feedback, both positive and negative, about the effectiveness of them as a seagull deterrent and also for the look of them. Let us know your views on them.



One of the best measures taken to disrupt the seagulls along the Wharf has been the installation of spikes on the hanging basket posts. Feedback has been 100% positive and food retailers along the wharf have come to us to let us know that they have had an impact in reducing the attacks. Next year we plan to extend the spiking along the Wharf and we will be speaking to the food outlets to get their advice.



We also have an educational campaign ready to launch for next season which attempts to educate people about how to avoid a seagull attacking your food as well as the obvious don't feed them. The campaign will consist of new signs, window stickers for food outlets and posters on transport links as well as information that will be available to download for use where you think appropriate.



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Bins and Trade Waste

Cornwall Council's trial of the 'Big Belly Bins' has now concluded and the old wheelie bins have returned. We are now waiting for Cornwall Council's evaluation and feedback on the trial.

Feedback from the businesses along Wharf Road has been very positive about the trial and Neil Whitham, from the Balancing Eel / Chamber of Trade commented in the local press: "I think the new bins are great, they look wonderful and there is a lot less rubbish about, which has helped to tidy the road. I hope if the trial is successful we can keep them and not have to suffer with the old bins again."

While we are waiting for feedback from Cornwall Council it would be great to hear your comments - did the bins keep seagulls out? Do you think there less litter on the street?

Please email your thoughts to carl@stivesbid.co.uk.



St. Ives in the Press

St. Ives Food and Drink Festival featured in the Western Morning News, West Briton, Cornish Guardian as well as our local newspapers. Both BBC Radio Cornwall and Pirate FM have run stories on the trial of the Big Belly Bins and are as eager to see Cornwall Council's report on the six-week trial as we are.

<http://www.cornishguardian.co.uk/St-Ives-Food-Drink-Festival-returns-splash/story-26323834-detail/story.html>

<http://www.westbriton.co.uk/Putting-St-Ives-food-festival-map-month/story-26364393-detail/story.html>

<http://www.westernmorningnews.co.uk/St-Ives-food-drink-festival-returns-sixth-year/story-26343547-detail/story.html>

<http://www.cornishman.co.uk/New-bins-St-Ives-help-battle-seagull-rubbish/story-27592917-detail/story.html>

If you have an event happening in town or have any offers or news stories that you like publicised then please send me the details and (ideally) a picture to carl@stivesbid.co.uk. I can share this information via social media and send it the local and regional press and broadcast media.



Street Signage and Wayfinding

We have now instructed 20/20 Design Consultants to plan, consult and design a pedestrian signage project for St. Ives. We plan for it to be much more than a finger post system and will also include trails and experience days if you want to get involved in any aspect of this project then please keep an eye on our facebook site where further details about the consultation will be posted over the coming weeks.



Coastal Communities New Pier Project

With the advent of the Government's Coastal Communities Initiative, a St. Ives Coastal Communities Team has been formed with representatives from St. Ives BID, St. Ives Town Council, the Chamber of Trade, St. Ives Tourism Association and Cornwall Council all working together to access funding which will help develop an economic plan for the area.

The team has already secured £10,000 funding towards creating the economic plan and have also submitted an application to the Coastal Communities Revival Fund team for up to £50,000 to regenerate the 'New Pier' seating area at the back of Smeaton's Pier.

Thank you to Dave from 20/20 Design and Simon from PBWC Architects and their teams for all their help in developing the project to this stage. We all have our fingers crossed for a successful bid!



St. Ives Arts Festival

St. Ives' rich cultural heritage needs celebrating and plans are now under way for a brand new festival for the town. The launch date has been set for Saturday 7th April 2018 with the festival running for two weeks until Sunday 22nd April 2018. These dates have been chosen so not to clash with Easter, but to ensure the Tate is fully open and operational again following their refurbishment and development project.

We need as many businesses to get involved as possible and as many ideas as we can to make this event a success. Please register your interest and forward any ideas to carl@stivesbid.co.uk. We will then get back in touch with dates for a meeting to discuss the ideas.



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Annual General Meeting

The St. Ives BID Annual General Meeting takes place on Wednesday 4th November 2015 at 6pm at Tregenna Castle Hotel and all BID businesses are welcome to attend. A formal notice of Annual General Meeting and Statement of

Accounts for the first year of the BID will be posted out to all BID businesses before the meeting. Thank you to Tregenna Castle for the use of their meeting room for the annual general meeting and other meetings throughout the year.



St. Ives Town Brand Guidelines

St. Ives town now has a brand that is available for all businesses to use within your marketing material. Meor Design have produced a brand that has been developed with the use of your feedback from the survey.

For a copy of the brand guidelines please [Click here to download the Brand Guidelines](#).

SPACE AND POSITION

St. Ives Brand identity information

The logo will be the most visible element of the St Ives brand. Its usage must be clear and consistent at all times.

Space:

Our logo needs space to breathe. Using the element of the wave, the space should never be less than the height of the wave on every side of the logo.

Protecting the logo also means:

- No distorting
- No changing elements
- No rearranging
- No recreating

(master artwork is available on request)



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St. Ives

Business Improvement District



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MEOR