



Business Improvement District

Monthly Operations Update – February 2017

It's only been a week since *The Huer*, St Ives BID's official newsletter was sent out, but with lots going on at the moment, we thought we'd send a less formal operational update as well. This update will now be sent out to BID businesses on a monthly basis.

If you missed the January 2017 edition of *The Huer* you can download it here <http://bit.ly/2kZGxP3>

Business Rates revaluation

Although it is not yet certain how much it will add to next year's business rates, the results of last year's revaluation have shocked businesses in the town. Following a meeting St Ives MP Derek Thomas held with businesses on 13th January, Mr Thomas is concerned that the valuation office has applied the valuation formula incorrectly, and has agreed to take up case for the traders.

A member of Mr Thomas' team came back to St Ives on 23rd January to speak with individual businesses and a letter is to be sent requesting further information from each business. If you are going to be affected by the business rates increase, please contact Derek Thomas direct on derek.thomas.mp@parliament.uk with each individual case.

To find out more and check your draft rateable value go to

<https://www.gov.uk/government/news/business-ratepayers-clickfind-and-review-your-draft-rateable-value>

St Ives Decorative Lights

The town council has taken on responsibility for the lights, saving them from removal a few years ago when Cornwall Council relinquished ownership of them. Funds contributed by St Ives BID, the town council and the Decorative Lights Association mean there is currently enough money to replace Fore Street, High Street and Market Place.

For full details please visit <http://bit.ly/2kZGxP3>

Street Signage & Wayfinding

Planning permission for the new pedestrian signs has been submitted to Cornwall Council. To keep up-to-date on the project and view current proposed locations and examples of signs and finger posts, please visit <http://stivesbid.co.uk/st-ives-pedestrian-wayfinding-project/>

New Destination Website

A new destination website for St Ives is now live and ready for travellers to plan their next visit to the number one destination in Cornwall.

The St Ives Business Improvement District, Tourism Association and Visitor Information Centre have worked together to create the website which showcases over 390 businesses in the seaside town including hotels, shops and restaurants.

Please take a look at the new site at www.stives-cornwall.co.uk

Press Trips

We have been busy inviting national and regional press journalists to experience St Ives throughout the Winter months. This campaign has had a fantastic response with Editors/Travel Editors from the following booked in:

South Wales Argus	27 th – 30 th January
Western Daily Press	27 th February – 3 rd March
Bath Life Magazine	24 th – 26 th February
Bristol Post	TBC
Plymouth Herald	February TBC

We are also hoping to run a competition in Cornwall Living Magazine to give away a foodie weekend break in St Ives over the Food Festival. If you would like to offer accommodation and breakfast for three nights from Friday 12th – Monday 15th May please let us know?

St Ives Food & Drink Festival

Nathan Outlaw headlines St Ives Food and Drink Festival

Save the date – 13 and 14 May, 2017

Michelin-starred Cornish chef Nathan Outlaw is amongst the big names announced to showcase at this year's annual St Ives Food and Drink festival.

With restaurants in Port Isaac, London and Dubai, the [seafood connoisseur](#) will take to the stage at the weekend-long festival, alongside Spanish restaurateur [José Pizarro](#), and [Jack Stein](#), who wowed the crowds at last year's festival.

If you would like to sponsor the 2017 festival please visit <http://bit.ly/2kZtblQ>

St Ives businesses invited to get involved in Food & Drink Festival food trail

Local businesses are being invited to get involved in the St Ives Food & Drink Festival food trail around the town during the annual event.

The food trail will run in the week running up to and including the main festival – Monday 8th to Sunday 14th May – giving St Ives businesses that aren't directly involved with the food festival a chance to get involved.

Complementing the great food and entertainment on the beach, the food trail encourages visitors to wander into the town by offering exclusive deals in a number of shops, restaurants and cafes.

With over 5,000 people visiting the festival last year, the town was a hive of food and drink activity, and with big celebrity chefs names due to demo at the festival this year, it is expected to be even bigger.

St Ives businesses wishing to get involved in the food trail should email info@stivesbid.co.uk with details of their offer. All shops will be detailed in the official Food & Drink Festival programme.

For more information about the food festival, visit www.stivesfoodanddrinkfestival.co.uk

Town Centre Planting Scheme

We will meet with the St Ives Blooms team in the next week to start planning this year's summer plants, flowers and hanging baskets.

Next meetings

St Ives BID Extraordinary General Meeting (EGM)

The St Ives Business Improvement District is holding an Extraordinary General Meeting (EGM) on Wednesday 8th February 2017. The meeting will take place at 6pm at St Ives Library.

St Ives BID Open Meeting

The next St Ives BID Open Meeting takes place on Wednesday 22nd February 2017 at 6pm at Cohort Hostel. All BID members are welcome to attend and talk to the BID team about all current projects.

ENDS

The St Ives BID Team