



Business Improvement District

Monthly Operations Update – March 2017

Festoon Lights – Fantastic news!

A partnership between St Ives BID, Town Council and Decorative Lights Association will see the whole town centre festoon lighting system replaced before Easter!

There was originally only enough money in the pot to replace the system on three streets – Fore Street, Market Place and High Street – by Easter, but at the request of the St Ives business community, St Ives BID has pledged an additional £10,000 to get this project completed across the whole town! The lights on all nine streets is going to be replaced in time for the official launch of the 2017 holiday season.

Work is being carried out to replace the decorative lights between 27th March and 7th April 2017.

Business Rates revaluation

Neil Whitham from the Balancing Eel has been working extremely hard to get the case for St Ives businesses on the regional and national news agenda. A second meeting has been set up with Derek Thomas MP on Friday 17th March 2017, 12pm – 2pm at:

Wharfside Shopping Centre
Market Jew St
Penzance
TR18 2GB

The meeting has been set up by the Federation of Small Businesses. Their meetings are usually open to FSB members only, but on this occasion all businesses are welcome to attend to support the cause. **Please note:** You need to [register](#) to attend this meeting.

Derek Thomas can also be contacted directly on this issue at derek.thomas.mp@parliament.uk.

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>

Street Signage & Wayfinding

Planning permission for the new pedestrian signs has been submitted to Cornwall Council and the content for each sign is being completed at the moment. 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

www.stives-cornwall.co.uk

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.

St Ives BID website

www.stivesbid.co.uk

As well as the new destination website for the town, the official St Ives BID website is currently undergoing a refresh. Acting on feedback from BID members, the current site isn't informative enough about the current BID projects, therefore the new, improved site, due to live mid-March will have much more information than the current one.

Press Trips

We have been busy inviting national and regional press journalists to experience St Ives throughout the Winter months. The list of is getting bigger 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
Bath Life	17 th – 19 th March
Swindon Advertiser	TBC

Following the South Wales Argus editors stay in January, the following review was published in both print and digital editions of the newspaper:

http://www.southwalesargus.co.uk/leisure/escape/escape/15088292.Discovering_a_real_jewel_of_Cornwall/?ref=rl&lp=1

St Ives Food & Drink Festival

Nathan Outlaw headlines St Ives Food and Drink Festival

Save the date – 13 and 14 May, 2017

Planning is well underway for this year's Food & Drink Festival with [Jack Stein](#), [Nathan Outlaw](#) and [José Pizarro](#) already confirmed to appear! This year, we are printing 10,000 A6 Festival Guides, these will be distributed around Cornwall prior to the event, as well as handed out on admission to the festival site – and we have a limited number of advertising spaces available in the publication.

The cost of an advert is just **£100 for a full-page ad** and **£50 for a half-page ad** and goes towards printing costs. As space is limited these are available on a first come-first served basis. (Festival [sponsors](#) automatically receive a free ad in the guide).

Please take a look at last year's Guidebook [here](#) and if you are interested in advertising please let us know by Friday 3rd March 2017.

Food Festival Food Trail

We are still planning this year's Food Trail which runs from Monday 8th – 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. If you would like to get involved please let us know.

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

The St Ives Blooms team are once again going to be looking after the town centre planting scheme this year. This includes: the Malakoff flowerbeds and hanging baskets.

Seagull Deterrents

The flags will once again be installed around the harbour to try and deter seagulls. Some of the anti-seagull spikes need re-clipping in place and this is going to be done within the next month.

We are once again looking into alternative measures to deter seagulls and if anyone has any ideas, please let us know.

ENDS

The next St Ives BID Operational Report will be sent out on 3rd April and the next edition of *The Huer* quarterly newsletter will be distributed mid-April.

The St Ives BID Team

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Please note: Both Carl and Kate are part-time and usually work Monday - Thursday