

Monthly Operations Update – June 2017



St Ives Food & Drink Festival

Over 12,000 food lovers poured onto Porthminster Beach over the weekend to enjoy the annual St Ives Food and Drink festival – twice as many as at last year’s event.

Festival goers on both Saturday and Sunday were spoilt for choice with the food on offer, which varied from crab nachos and gourmet mac and cheese to delightfully chocolatey churros. They were also treated to cooking masterclasses on the Chef Stage throughout the weekend, and there wasn’t a spare seat in the house for all of the celebrity chef demos.

Gracing the Chef Stage were the likes of Nathan Outlaw, who helped the audience perfect a hollandaise sauce; Great British Bake Off winner Frances Quinn, who built some edible sand castles; and last year’s MasterChef winner, Jane Devonshire, who cooked up some gluten-free mozzarella and mushroom muffins.

Other highlights of the weekend included a pop-up barbeque demo on the beach when chef Ben Quinn from Wood Fired Canteen served up fish tacos to those watching.

And the festival went on well into the night on Saturday with Kernow King performing and Sandy Acre Seven entertaining the crowds.

The dates have already been set for next year, and the festival will be held on Porthminster Beach on May 12th and 13th.

Christmas 2017

Christmas Trees & Lights

After the great job they did of replacing the town centre decorative lights, Event Power Engineering have been appointed to install the 2017 Christmas lights. This includes 150 lit Christmas trees on the buildings around town, a curtain of light along Fore Street and Happy Christmas cross-street displays on Gabriel Street/Royal Square, Fore Street and Tregenna Hill.

This is in addition to the light curtain on Royal Square which will return for December.

Christmas 2017 continued...

PUT SUPER SATURDAY IN YOUR DIARIES NOW

St Ives in December is organising an amazing day of events on Saturday 2 December 2017, which will bring thousands of visitors into the town:

- There will be road closures in the centre of St Ives from 2.30 – 8pm creating a traffic-free zone for families to shop, eat, drink and enjoy everything the town has to offer.
- The ever-popular Town Treasure Hunt and Shop Window Display competitions for this year will be launched.
- Father Christmas will arrive around 3pm and children will be able to visit him in his Grotto in the new Salvation Army Hall from 3.30-5.30pm.
- The magical St Ives Lantern Parade will leave from Barnoon Workshop at 6pm and head into town, parading through Fore Street onto the Wharf before heading to Royal Square for the official Christmas tree switch-on by the Mayor and Father Christmas.

This is a great opportunity for you all to promote your businesses in the run-up to Christmas. Make sure you're ready for Super Saturday 2017!

St Ives Workstation Project

Coastal Communities team awarded £3.25m!

St Ives has secured a £3.25m 'jackpot' to create a new enterprise hub. The cash from the Coastal Communities Fund is the largest amount given to any project in this funding round - 10 per cent of the national allocation. And the development of the former bus garage at the Malakoff will support jobs in the digital and creative industries.

Toploader booked to play September Festival

Since forming in 1997, *Toploader* have over two million album sales to their name and a string of top 20 hits both home and abroad. In 2000 the single '*Dancing in the Moonlight*' became a global hit spending over a year in European Airplay Charts transforming *Toploader* into a household name.

St Ives BID is working with the September Festival team to bring Toploader to St Ives on Sunday 17th September 2017. If you're unfamiliar with the band check them out [here](#).

BOOK [TICKETS](#) TO SEE TOPLOADER AT THE GUILDHALL.

Street Signage & Wayfinding

We are still waiting for planning confirmation from Cornwall Council. Keep up-to-date on this project and view current proposed locations [here](#).

New Destination Website

www.stives-cornwall.co.uk

Now the website is up and running and performing well, a working group has been set up to look at further development and making improvements to the site.

St Ives BID website

www.stivesbid.co.uk

The official St Ives BID website has had a refresh with more information on all BID projects now on the site.

Social Media

St Ives BID Facebook page:	976 likes, 952 followers
St Ives BID Twitter account:	617 followers
I Love Shopping in St Ives Facebook group:	1,872 members
St Ives Food & Drink Festival Facebook page:	4,360 likes, 4,323 followers
St Ives Food & Drink Festival Twitter account:	1,196 followers

Press Trips

This activity has now been put on hold and will recommence in October. If you would like your business to be included when we kick start the trips please let us know.

Town Centre Appearance & Facilities



Before and after: Fernlea Terrace

A big thank you to Gary and the St Ives Blooms team, who have done a fantastic job clearing the weeds from the wall along Fernlea Terrace. Work like this underlines the BID's commitment to improving the overall attractiveness of the town. Last year we renovated the lighthouse on Smeaton's Pier and this year we are building on the town centre planting scheme by clearing areas in need of some TLC.

Herring Gull Deterrents

The flags will once again be installed around the harbour to try and deter seagulls. The "Flock-off" anti-seagull spikes have been re-clipped into place and we are once again looking into alternative measures to deter Herring Gulls. If you have any ideas to help us tackle the Herring Gull problems in town please get in touch.

Help us improve St Ives' trading environment

The St Ives BID team are custodians of your BID money. Please speak to us if you have any ideas on how you would like to see the money spent. If you have an idea for a project to help our town, please do get in touch.

As well as Carl and Kate, who's contact details are below, you can contact any of the St Ives BID directors:

Damian Sargent damian@black-sand.co.uk

Damian is Chairman of the St Ives BID board

Simon Sharp simonsharp@stivesbid.co.uk

Simon is the St Ives Tourism Association (SITA) representative on the St Ives BID board

Alex Ward alexandunwell@hotmail.co.uk

Alex is proprietor of Mirror Image on Gabriel Street and represents St Ives Chamber of Trade & Commerce on the BID board

Sherry Seifken-Glossop enquires@atticcellar.co.uk

Sherry is proprietor of the Attic Cellar Treatment Rooms and is a Class B (levy payer) board member

Steve Cross stevix21@icloud.com

Steve is proprietor of Cross Estates on Tregenna Hill and is a Class B (levy payer) board member

Belinda Hanks castlebrumcorn@hotmail.co.uk

Belinda is proprietor of the Castle Inn on Fore Street and is also a Class B board member

James Deseta james@academy-clothes.co.uk

James is proprietor Academy Clothing on Lifeboat Hill. James is also a Class B board member

The next edition of *The Huer* quarterly newsletter will be sent in August and the next Operational Report will be sent out the first week of July.

Kind regards,

The St Ives BID Team

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