

St. Ives

Business Improvement District

Please respond
by Friday 21st
September 2018

QUESTIONNAIRE

2ND TERM CONSULTATION 2019-2024

St. Ives

Business Improvement District

St Ives BID's first term finishes on 31st May 2019 but can be renewed subject to a new business plan being published and a ballot held where every levy paying business has a vote. Ahead of this process, we want to hear from you.

St Ives is your town and this survey is your chance to tell us what has worked in the first BID term, what hasn't and what should be part of a second five-year term.

Your ideas will inform a new five-year business plan to be published in the Spring ahead of a ballot in March/April 2019, where you will have the chance to vote 'yes' or 'no' for the continuation of the BID from June 2019 to May 2024.

For the BID to proceed to a second term, there must be a majority of businesses voting in favour by number and by rateable value.

Please help us shape the next five years' worth of investment in St Ives - remember it is your BID scheme and it is vital that it reflects your needs and supports St Ives' future prosperity.

What we have heard so far

The first five years demonstrate what can be achieved by businesses working together towards a common aim. We want to keep this momentum going.

Feedback from businesses so far indicates that there is a strong appetite for the BID to be renewed to ensure that the activities of the BID continue; **without a BID they will finish on 31st May 2019 and all the projects and services that the BID delivers will end.**

In February this year, we consulted with a cross section of levy payers from across St Ives – 72% of respondents said that they would be concerned if the BID finished and said that the projects and services delivered had benefited St Ives.

We now want to hear if this is a view shared by all levy paying businesses. We want to ensure that St Ives businesses of every size and from every sector benefit from the BID.

72% of respondents said they would be concerned if the BID finished...



First Term Successes

St Ives BID's first term finishes on 31st May 2019.

Here are some of our achievements so far:

Marketing

- Hosted off-season visits from regional and national travel writers and bloggers, resulting in great coverage and business generated for BID businesses over the shoulder/winter months. The 2017/18 winter campaign had a PR value of £625,000 and reached 1.5M people
- Created a new brand for St Ives for use in marketing materials
- Launched the 'I Love Shopping in St Ives' Facebook page that has over 2,500 members
- Created a new town destination website with hotel booking function in conjunction with the Tourism Association and Visitor Information Centre

Events

- Sponsored the annual New Year's Eve fireworks with 2.5 tonnes of fireworks lighting up the skies and drawing the celebrations to a safe conclusion
- Organised the St Ives Food & Drink Festival show-casing local produce and culinary talents which now attracts over 12,000 visitors a year
- Supported the September Music and Arts Festival
- Provided financial, planning and operational support for the St Ives in December month-long calendar of events
- Helped establish the St Ives Shanty Shout Festival which is growing in popularity every year

Town Appearance

- Funded the installation of the annual Christmas Lighting scheme throughout town, including the light curtains, 100 small trees and main tree in Royal Square
- Appointed St Ives gardeners 'St Ives Blooms' to maintain the town's planting scheme, including the Malakoff borders, hanging baskets and various planters around town
- Carried out weekly weed clearance around the town centre
- Repainted the historic lighthouse on Smeaton's Pier
- Installed new pedestrian signage
- Installed flags around the harbour
- Worked in partnership with St Ives Town Council to replace the 40 year old Festoon Lights in nine streets, the largest set in Europe
- Installed WIFI Benches in three locations across the town

Town Safety

- Worked in partnership with St Ives Town Council to ensure CCTV was installed throughout the town centre
- In the process of launching a Shop Watch scheme throughout town

Further information on what the BID has achieved can be viewed

on our town website:

www.stivesbid.co.uk

Gulls

Introduced initiatives to minimise the nuisance caused by gulls including:

- Replaced old Penwith Borough Council warning signs with bright new aluminium signs
- Created posters and stickers for businesses advising visitors not to feed the gulls
- Created 'The Daily Gull', newspaper wrapping for use by takeaway outlets which has subsequently won awards and attracted national media coverage
- Invested in additional anti-seagull spikes installed on lampposts and hanging baskets through working in partnership with St Ives Town Council
- Created a Snapchat Geo-filter to educate visitors about the seagulls
- Placed model gulls around town with electronic noise deterrents and created a fun campaign for families to visit businesses and learn about the seagull issue

How much levy payers will contribute

- The current levy rate is 2% for ratepayers with premises over £5,000 rateable value. However, in recognition of the hike in rateable values following the publication of the 2017 ratings list, the proposal for the second term will be to reduce the levy to 1.5% and set the threshold at £7,500 which will generate circa £130K per year. There will be no inflation applied on annual payments
- 73% of existing levy payers will pay less in BID 2 than in BID 1 despite ratings increases

The Vision for St Ives 2019 – 2024

St Ives is the dazzling jewel in Cornwall’s Crown. Our BID vision is to ensure St Ives remains a leading tourism destination, supporting business, visitors and locals through a series of projects involving the local community and key organisations.

Do you agree with this vision? Yes No

If No, please give an alternative suggestion below

Theme 1 – Marketing & Events

AIM To create a vibrant Town by holding events all year round that drives footfall to the town and businesses. Further enhance the profile of St Ives through our PR and marketing activities promoting businesses and the town’s overall offering.

ESSENTIAL IMPORTANT NON-ESSENTIAL

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

Current BID Projects

- | | | | |
|--|-----------------------|-----------------------|-----------------------|
| 1. Promotion of St Ives via local, regional and national campaigns focusing on generating business during the low season and shoulder months | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Hosting of journalist visits showing off the best of St Ives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Content creation, SEO, maintenance and upgrading of the official St Ives destination website in conjunction with St Ives Tourism Association and the Visitor Information Centre | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Continuation of the ‘I Love Shopping in St Ives’ campaign | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Organising the annual St Ives Food and Drink Festival | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Supporting the St Ives September Music and Arts Festival | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Co-ordinating and funding the New Year’s Eve fireworks which helps draw the New Years celebrations in St Ives to a safe conclusion | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Working with and helping to fund the St Ives in December events including Father Christmas’ Arrival on the lifeboat and lantern parade | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

If you support the idea of continuing with marketing and PR, please answer the following two questions:

9a. Please prioritise (from 1 – 4 - 1 being the highest and 4 being the lowest) the list below:

Radio Newspaper articles Leaflet distribution Online videos

9b. Please prioritise the following digital forms of communication in terms of their importance to your business (from 1-2 - 1 being the highest and 2 being the lowest):

Website Social Media (Twitter, Facebook, Instagram)



Potential New BID Projects

ESSENTIAL IMPORTANT NON-ESSENTIAL

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

- | | | | |
|---|-----------------------|-----------------------|-----------------------|
| 1. Introduction of other campaigns geared at particular business sectors i.e. 'I Love Eating Out in St Ives, I Love Art, I Love Surfing etc...' | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Business to business trading opportunities where St Ives BID provides a platform for levy payers to promote their services to each other | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Publication of fold out St Ives map/directory listing every levy paying business | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Reintroduce a town magazine featuring shopping and activities, popular spots and hidden gems to give readers a complete guide to St Ives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Introducing new events for St Ives for the shoulder months. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

What would you like to see?

Your ideas:

Is there anything we can do to promote your business?

Theme 2 - Town Appearance & Facilities

AIM To create a clean and welcoming town through investing in signage, planting flowers and cleaning / waste initiatives within the Town. St Ives BID will work closely with partners to maximise resources.

ESSENTIAL	IMPORTANT	NON-ESSENTIAL
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

Current BID Projects

- | | | | |
|---|-----------------------|-----------------------|-----------------------|
| 1. Maintenance of town planting scheme and weekly weeding of key areas | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Continuation of campaigns and initiatives to handle the nuisance caused by gulls | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Christmas lighting scheme with light curtains, main tree and 100 small trees | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Town dressing – festoon lights, flags and bunting, largest festoon lights in Europe | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Funding Plastic Free St Ives scheme to achieve “Plastic Free Coastlines Approval” | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Installation of further WIFI benches in town | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Pedestrian signage project | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Work with the relevant authorities to achieve Blue Flag status for the towns beaches | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |





Potential New BID Projects

ESSENTIAL
IMPORTANT
NON-ESSENTIAL

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

- | | | | |
|--|-----------------------|-----------------------|-----------------------|
| 1. More 'greening' of St Ives including additional planting | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. New infrastructure including benches, heritage/interpretation boards | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Additional cleaning measures such as litter picking, cigarette butt bins, deep cleaning? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Dressing of vacant units to improve their visual appeal | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Heritage and art trails to encourage visitors to explore St Ives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Provision of recycling bins for different types of waste for use by visitors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Appointment of part time 'Town Handyman' to keep on top of cleansing issues, maintain communal areas, water hanging baskets etc | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 8. Investigate options to take over the running of the harbour toilets, refurbish and maintain them | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Your ideas:

Theme 3 - Accessibility & Security

AIM Help create a safer Town by working in partnership with key organisations to tackle anti-social behaviour and petty crime. Ensure the Town remains accessible to visitors, locals and businesses by working with Cornwall Council on transport and parking initiatives.

ESSENTIAL	IMPORTANT	NON-ESSENTIAL
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

Current BID Projects

- | | | | |
|--|-----------------------|-----------------------|-----------------------|
| 1. CCTV to be maintained and where needed, expanded | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Provision of more directional signs in key locations across St Ives | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Potential New Projects

- | | | | |
|--|-----------------------|-----------------------|-----------------------|
| 1. Launch Shopwatch scheme | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Electric bicycle hire scheme for visitors | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Help St Ives Safe Harbour Team further develop the scheme which provides safe places for young people to retreat to | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Your ideas:



Theme 4 - Supporting Your Business

AIM To represent the interests of our levy paying businesses on the issues that are important to them and where appropriate, lobby on their behalf.

	ESSENTIAL	IMPORTANT	NON-ESSENTIAL
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PLEASE INDICATE YOUR VIEWS OF EACH OF THE FOLLOWING PROJECT IDEAS BY TICKING THE APPROPRIATE BOXES

Current BID Projects

- | | | | |
|---|-----------------------|-----------------------|-----------------------|
| 1. Representing the views of businesses on things that matter to them such as access, parking, planning issues etc | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Communicating information on external workshops and training e.g. financial planning, health and safety, risk assessments, IT, marketing etc | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Potential New BID Projects

- | | | | |
|--|-----------------------|-----------------------|-----------------------|
| 1. Making cost savings for businesses through a support-based company (rather than commission) with levy payers saving on telecoms, energy, merchant services etc. In some cases, this could make the BID levy cost-neutral. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. Facilitating networking opportunities in St Ives for mutual business and social benefit. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. Promoting St Ives to business investors through contact with head office chains and agents via a 'reasons to invest in St Ives' campaign | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 4. Commercial refuse recycling scheme with St Ives BID negotiating a better deal with regards to rates and service standards | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 5. Welcome pack for new businesses signposting them to sources of advice to help them get off to a good start | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 6. Organise subsidised training courses in First Aid, social media, computer skills etc. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 7. Launching a community chest fund to help support projects across the wider St Ives community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



Your ideas:

Your Reaction

Based on what you have read and your priorities, would you vote 'yes' for St Ives BID to continue for a second term?

Yes No Don't Know Not my Decision

Please use space below to add any further comments



St. Ives

Business Improvement District

Remember that
this is your BID and
needs to reflect
your priorities

Timetable

January to February 2018

Consultation with a cross section of levy paying businesses

July -August 2018

Survey (this document) issued to all levy payers over £7,500 rateable value within the St Ives BID boundary

September 2018

Closing date for all questionnaires: Friday 21st September 2018

October 2018

Analysis of your feedback and final business plan drafted in response to your views

February 2019

Final business plan published and circulated to all levy paying businesses

March 2019

BID ballot papers issued and voting starts (28-day postal ballot)

18th April 2019

Close of postal ballot on Thursday 18th April 2019 at 5pm with result announced on Tuesday 22nd April 2019

1st June 2019

If the vote is successful, the second term of St Ives BID will commence

Your Details

Name:

Position:

Company Name:

Company Address:

Postcode:

Tel No:

Email:

Voter

Will you be the person voting in the St Ives BID ballot?

Yes No

If No, please provide the contact details for the person who will vote below:

Name:

Position:

Company Name:

Company Address:

Postcode:

Tel No:

Email:

How to return this form

Please return this form by
Friday 21st September 2018

You can respond in a number of ways:

- 1 Complete this questionnaire and return it to Carl Lamb at the BID Office or ring Carl to arrange collection
St Ives BID Limited
1st Floor
Lanhams Building
9 High Street
St Ives TR26 1RS
- 2 Contact Carl Lamb, St Ives BID Manager and arrange to discuss your feedback face to face.
Telephone 01736 792121 or email carl@stivesbid.co.uk
- 3 Complete the form online at <https://www.surveymonkey.co.uk/r/StIvesBID2018>

Thank you for contributing your time and expertise. If you have any questions or comments about St Ives BID and the renewal please contact **Carl Lamb 01736 792121 or carl@stivesbid.co.uk**

List of St Ives BID Board

Damian Sargent (Chairman): Una St Ives
Alexandra Ward: Mirror Image
Justin Morgan: Market Place Tea Rooms & The Olive Branch B&B
Sherry Seifken-Glossop
The Attic Cellar Treatment Rooms
James Deseta: Academy Clothing & No 8 Clothing
Belinda Hanks: The Castle Inn
Steve Cross: Cross Estates