



FOR IMMEDIATE RELEASE

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St Ives BID Launches New Business Plan

St Ives Business Improvement District (BID) has launched its new Business Plan for the next five years outlining how it intends to work alongside business and other partners to create a strong and resilient economy that thrives all year-round utilising half a million pounds of funds.

The BID, which is run by a not for profit company with a Board comprising business people from across the town has been delivering projects and services since 2014. Amongst its achievements, the BID has facilitated the fabulous New Year's Eve celebrations, ran an acclaimed annual Food Festival and organised a wide range of marketing and PR campaigns including a new destination website driving more visitors to St Ives. In the last year, St Ives BID has made a significant contribution towards the town's CCTV which has been welcomed by many businesses.

Last summer, St Ives BID consulted with businesses who fund the BID via a levy on the rateable value of their premises. Around 170 businesses actively participated in the BID survey giving valuable feedback that the Board Directors confirm has helped shape the final business plan.

Damian Sargent, Chair of St Ives BID said: 'We were really encouraged by 75% of businesses telling us they would definitely support a second term. A lot of businesses took the time to tell us what they thought had worked well together with their ideas and aspirations for the next five years. We really appreciate this feedback and welcome the opportunity to work together to make St Ives a vibrant, clean and welcoming town.'

Under BID legislation, a BID can only continue for five years before a new business plan needs to be published and a ballot held where businesses vote 'yes' or 'no' to the BID. If the majority of businesses by number and rateable value, vote in favour of the proposal, the BID will go ahead and apply to all. It is just like a referendum and the majority view will prevail. Those businesses entitled to vote, circa 319 in the town, will be receiving a copy of the business plan in the post.

Steve Cross, Owner of Cross Estates on Tregenna Hill said: 'Going forward, our focus will be subtly different to the first term in that we will be working more closely with partners to improve the environment of St Ives, concentrating our marketing on the off season and making sure that we promote our town as a hub for the local community and not just visitors.'

If the BID is voted in, funds of circa £128K will be generated each year for five years but that is not the only source of income. Ahead of the ballot, the BID team have already secured additional funds from voluntary contributions, money that will be lost to the town centre if the BID doesn't proceed. Productive discussions have also taken place with statutory partners to explore how St Ives as a town, can pool its resources more efficiently in the future delivering the best impact for its community.

Alex Ward, Owner of Mirror Image on Gabriel Street said 'We are mindful of the hike in rateable values across our town and have responded by reducing the levy for the second term from 2% to 1.5% to ease the burden on businesses. However, that doesn't mean we will do less. Indeed, it is our intention to make our money go further by working in partnership and securing grants and sponsorship where there are opportunities to do so.'

The ballot is organised independently by Cornwall Council and ballot papers will be sent out to circa 319 voters on 18th March 2019. Business owners have until 5pm on Thursday 18th April to cast their postal vote.

Mark Hinton, Owner of LAFF Kids on Fore Street urges businesses to vote 'yes', 'No BID, no Christmas activities, no off-season marketing, no hanging baskets. Instead, lots of empty shops, unattractive streets and a loss of community spirit. Voting 'yes' is a no brainer.'

To find out more on what the BID has achieved and to read testimonials from businesses that support the BID, go to <https://stivesbid.co.uk/st-ives-bid-renewal/> or contact Carl Lamb, St Ives BID Manager, 9 High Street, St Ives, Cornwall, TR26 1RS. Email: carl@stivesbid.co.uk. Tel: 01736 792121.

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