

Vote  
**YES**

From 19 March  
to 18 April 2019

# St. Ives

## Businesses Working Together

BUSINESS IMPROVEMENT DISTRICT RENEWAL BUSINESS PLAN 2019 - 2024

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# St. Ives

BUSINESSES WORKING TOGETHER

## What is a BID?

St Ives BID is a business led initiative supported by government legislation which gives businesses the power to raise funds locally to be spent locally on improving a defined commercial area. A BID is created when the majority of business ratepayers within that area vote to invest collectively in local improvements.

There are now over 300 BIDs across the British Isles and 8 operating within Cornwall. The BID is independent from local authorities and other statutory agencies and delivers projects over and above the baseline service provided by them.

St Ives BID first became operational in June 2014 and has been operating for five years. Over that time, the BID has invested levy payer's money into St Ives; the resulting achievements are documented in this business plan.

“ St Ives Town Council is exploring more ways to work in partnership with the BID, to deliver projects and services that make a difference to the business community in St Ives. Talks have already been held to think about how resources could be maximised to help deliver real improvements in its second term.

St Ives Town Council

## Welcome from the Chair

I am proud to have been Chair of St Ives BID for the past 5 years and to have worked alongside my fellow Directors and businesses in our town to deliver a range of projects and services throughout the BID's first term.

Reflecting back over the last five years, it is evident to me that St Ives has come a long way. Our achievements are outlined in this business plan and include a fabulous New Year's Eve event, acclaimed annual Food Festival, new pedestrian signage and marketing and PR campaigns including a new destination website driving more visitors to St Ives.

We could not have delivered any of these initiatives and others without the support of our levy paying businesses, without so much time given voluntarily by BID Directors and other business leaders in the town. Thank you all for your support.

I know how difficult trading is in the current climate; with additional costs including a hike in rates, it is not easy running a business in town. However, we have a fantastic asset in St Ives; by continuing to contribute and working collaboratively, I believe that we can help our town prosper not only now, but long into the future.

To ease the burden of additional costs, we have reduced the levy from 2% to 1.5% for BID 2, so most businesses will pay far less in the next five years than they have previously.

It's important that St Ives BID delivers a return on investment for businesses hence we have consulted widely with you last year to make sure we have your views and feedback. We had an excellent response to our summer survey with over half of all business participating. I want to thank everyone who contributed their thoughts and ideas and to assure you that your views have shaped this final business plan.

Despite having a superb asset in St Ives, we still have work to do and it's clear from your feedback that improvements are needed particularly around the facilities our town provides and its upkeep and appearance. You also told us that the visitor season needs to be extended.

Understandably, you don't want St Ives BID to simply duplicate or replace what you, as businesses, should reasonably expect in return for your non-domestic rates. So, strengthening our partnerships with our statutory agencies to make maximum use of our collective resources as well as generating additional contributions via grants and sponsorship will be a key part of our second term. Indeed, we have already started to do this.

Your views together with prioritised projects have informed this final business plan so I really hope that what you read resonates with you and that the proposals are ones that you will support when it comes to casting your vote in March/April 2019.

A 'no' vote will mean that all project and services that the BID has been responsible for, as well as the new proposals outlined in this business plan will finish on 31st May 2019. It is unlikely that any other organisation will have either the capacity or resources to step forward.

Please have your say and vote 'yes' in our postal ballot by 18th April 2019. Look out for your ballot paper which will arrive on or around 19th March 2019.

With your support, we can build on the success of our first term and continue to keep St Ives ahead of the competition ensuring our town boasts an environment we can all be really proud of.

**Damian Sargent**

# What has St Ives BID Achieved?

## 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 St Ives 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
- Helped establish the St Ives Shanty Shout Festival which is growing in popularity every 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



# St. Ives





## Town Appearance

- Funded the installation of the annual Christmas Lighting scheme throughout town, including the light curtains, 150 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 the town
- Carried out weekly weed clearance around the town centre
- Our Historic lighthouse on Smeaton's Pier was restored to its former glory by using Epoxy Primer and Hammerite paint which prevents rust from bleeding through
- Installed new pedestrian signage to encourage footfall in the quieter areas
- Installed vibrant festival flags around the harbour front
- Worked in partnership with St Ives Town Council to replace the 40-year-old Festoon lights with brand new LED bulbs. The lights ran through nine streets making this the largest set in Europe



## 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 to advise visitors not to feed the gulls
- Created 'The Daily Gull,' newspaper wrapping for the use of 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. The Geo-Filter was viewed over 24 thousand times in the first month
- 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

“ Fantastic job - big thank-you from us and our guests too! Visible town improvements including street lights, clean streets, summer flags, innovative seagull campaign, Xmas - trees, lights and great New Year's Eve & fireworks.

Sue S, No4 St Ives (B&B)

## Town Safety and Representation

- Worked in partnership with St Ives Town Council to ensure CCTV was installed throughout the town centre
- Working closely with the town council to lobby for St Ives to become the first town in Cornwall to have a Public Space Protection Order

**89%** of businesses in St Ives said they wanted a CCTV system

**BID PLEDGED £25,000**

## Highlights from Our First Term

Without St Ives BID the future success of these projects would not happen

**£70,000**  
SUPPORT EACH YEAR ON

events

**EXPOSURE** JOURNALIST PR VISITS 2017/18  
Press trips promoting our town generated  
**£211,000** Advertising Value Equivalent (AVE)  
REACHING **1.5M** PEOPLE  
ALL HELPING BUSINESSES TO THRIVE

St. Ives  
**FOOD AND DRINK FESTIVAL**

**1 WEEKEND 12K VISITORS**  
**30 CHEFS 75 TRADERS**

**£1,830** RAISED BY SHANTY SHOUT

This shoulder month festival features 30 groups singing in venues across town.



**£25K**

Towards New  
**PEDESTRIAN  
SIGNAGE**  
in the Town

**TOWN WEBSITE**

Ongoing financial contribution to updating the website & content for businesses in St Ives

[www.stives-cornwall.co.uk](http://www.stives-cornwall.co.uk)

**St Ives in December**

draws people into the town

**£15,000**  
**FESTOON LIGHTS**

St Ives BID ensured the festoon lights were replaced making it the longest set in Europe!

## Highlights from Our First Term



**£10,000** INVESTED

PLANTS, WEEDING, FLAGS,  
REPAINTING SMEATON'S  
LIGHTHOUSE, FESTOON LIGHTS,  
SEAGULL DETERENTS AND MUCH,  
MUCH MORE!



**BINS &  
RECYCLING  
ISSUES**

Opportunities to  
improve St Ives  
and add value for  
businesses

**NEW YEAR'S EVE FIREWORKS**

**30,000 PEOPLE**  
**SPECTACULAR 10 MINUTE DISPLAY**

The display gets bigger & better every year! Plus...  
Thanks to a new agreement between St Ives BID  
& Cornwall Council we can promote New Year  
in St Ives nationally & internationally.



**Secured  
Funding**

**£48,900**  
**Restoration & Shelter**

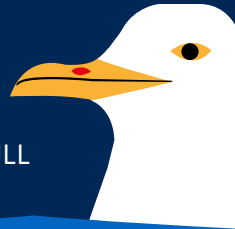


**Planting**

Hanging baskets,  
various planters, flower  
beds & town centre  
weeding

**13,000**

NUMBER OF PEOPLE  
WHO USED THE SEAGULL  
SNAPCHAT GEOFILTER



**SMEATON'S PIER**

For the 2nd time during this BID term, the  
120-year-old structure is being restored.  
Over the past five years the team has been  
extremely successful in securing £48,900  
from central government to regenerate the  
Smeaton's Pier seating area and £3.25M to  
create a new enterprise hub.



**St. Ives**

Business Improvement District

**We will lose these things if ST IVES BID  
is unsuccessful in securing a new 5 year term...  
VOTE TO KEEP YOUR BID OR LOSE IT**

## Our Partners

St Ives BID has worked in partnership with the following organisations to add value to your investment and to represent your interests:



St Ives Harbourmaster  
St Ives in Bloom

Through these partnerships, St Ives BID has influenced, supported and advised the following:

- Issues associated with pedlars
- Security in the town
- Events and traffic management
- New Year's Eve – Work with a professional events management company to ensure the safety of the thousands of people who come to celebrate the new year and watch the fireworks in St Ives
- Business to business networking events in partnership with Cornwall Chamber of Commerce
- Free social media and digital marketing courses for businesses in partnership with the Cornwall and IoS Growth Hub
- Opportunities to meet our local MP to discuss issues that may affect your business
- Promoting business offers
- Influencing town transport plans, major works and licensing issues

“ Our business is an architectural studio of 24 people located at the edge of St Ives. Arguably we don't benefit from many of the initiatives that St Ives BID delivers, however we see the benefits of supporting BID, both now and in the long term. We are passionate about St Ives and see our BID contribution as an investment in the big picture for our town. St Ives BID is an important partner in sustaining and improving St Ives as a thriving and successful town for one and all.

Cian Spowart, Director, PBWC Architects, Atlantic Studio

## What You Said



During the summer, St Ives BID undertook a comprehensive consultation process with the circulation of their second term questionnaire sent to circa 318 businesses locally and to head office addresses where appropriate.

Levy payers were given the opportunity to complete the survey in hard copy format or via survey monkey. Email reminders were also sent both locally and nationally throughout the consultation phase and businesses were contacted individually for their responses via:

- One-to-one meetings with business owners and managers
- Phone calls and emails with businesses



The engagement campaign included visits across the St Ives BID boundary, to every business type and liaison with the smallest to largest levy payer.

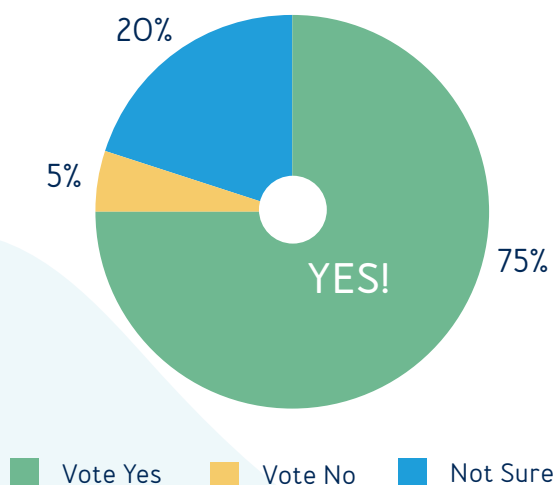
## Our Second Term Consultation

### The Results

54% (169) of levy payers actively engaged with the BID consultation process giving valuable information about how the levy income should be spent.

Of those that completed our survey, 75% said they would vote 'yes' to the BID with 20% either uncertain or would need to refer the decision elsewhere and 5% saying they would vote 'no'.

How Businesses Intend to Vote



The core projects and services identified by respondents as those that were 'Essential' or 'Important' included the following:

- Tidying up the environment to provide a better visitor experience – through improved cleaning, weeding, visitor facilities and recycling projects.
- Supporting events and festivals such as Christmas and the New Year's Eve Fireworks as well as facilitating new events in the shoulder months.
- Co-ordination of St Ives PR and marketing campaigns including the destination website and specific promotions aimed at encouraging visitors out of the main season.
- Representing the interests of businesses on the things that matter to them such as transport issues, planning and access including timings for deliveries.

## Our Second Term Consultation

### Your ideas to make St Ives even better – what will be key to BID 2

**A Town for All** – You are keen that the BID implements projects and services that benefit the town as a hub for the local community as well as improving St Ives for visitors. We have taken this on board and the new BID business plan prioritises its resources towards 'Town Appearance and Facilities' to ensure that everyone has the best possible experience whilst in our town. Promotional campaigns will also be aimed at a local audience and we are mindful of ensuring we deliver improvements for business across the entire BID boundary including the hidden corners of our town.

**Working in Partnership** – Understandably, when it comes to the public realm, you want St Ives BID to work in partnership with St Ives Town Council and Cornwall Council to use funds appropriately, maximise outcomes and deliver the best possible impact through efficient use of our pooled resources. We have already had productive meetings with both authorities and agreed how we might be able to do this in the second term.

Your BID levy will not go towards things that the authorities have agreed to fund as per the baselines prepared. The services provided by the statutory agencies that have a correlation to the projects that St Ives BID will deliver have been documented and

are available to download at <https://stivesbid.co.uk/st-ives-bid-renewal/>. St Ives BID will monitor these baselines to ensure that the services you are already paying for through your business rates are being delivered in line with agreed standards, just as we would expect you to be monitoring how St Ives BID is delivering against the pledges in this business plan.

**Off Season Promotions** – You would like there to be an emphasis on 'a year-round' economy and for the BID's focus on events and marketing to be centred around the low season and shoulder months. Our second theme focuses marketing and PR activities out of the main season, which you have told us looks after itself. Clearly, this can be changed during the lifetime of the BID if you tell us we need more visitors in July and August.

**Levy payer participation** – This is your BID and we want you to be involved in giving feedback and shaping the way we deliver projects and services whether that's through being on our Board or more informally through conveying your ideas to our BID team. So please do get in touch, pop in and see us if you are passing our office and give us your feedback whenever you wish – one of the more formal ways you will be able to do this is through responding to our annual survey.

**Performance Management** – The effectiveness of what we deliver will be regularly reviewed through our monitoring activities, which will include your valuable feedback and a **formal annual survey**. We want you to see a return on your investment irrespective of where you are located within the BID boundary, size or sector of business.

**Maximising BID levy income** – We have listened to your concerns around increased business rates coupled with the difficulties of trading in the current climate. We have reduced the levy percentage in the second term from 2% to 1.5%. We also want your money to go further – through careful project budgeting and negotiation, we will ensure that levy payer's income is maximised and that where possible, we will draw in additional contributions from funders and partners as well as bidding for grants where appropriate.

**Your feedback has shaped this final business plan and the projects and services St Ives BID plans to deliver in its second term.**

# Our Vision, Aims and Objectives

## Businesses Working Together

‘St Ives is a unique seaside town. Our vision is to ensure St Ives remains a leading visitor destination, supporting business, visitors and locals through a series of projects involving the local community and key organisations to create a strong and resilient economy that continues to thrive all year round’.

## BID Aims and Objectives for the 2nd Term

- 1** To create a clean and welcoming town through investing in floral enhancements, maintenance, signage and cleaning/waste initiatives within the Town working closely with partners to maximise resources – **through theme 1**
- 2** To create a vibrant Town by holding events during the low season and shoulder months to drive footfall to the town and businesses – **through theme 2**
- 3** To further enhance the profile of St Ives through our PR and marketing activities promoting businesses and the town's overall offering with a particular focus on the low season and shoulder months – **through theme 2**
- 4** To create a safer Town by working in partnership with key organisations to tackle anti-social behaviour and petty crime – **through theme 3**
- 5** To ensure the Town remains accessible to visitors, locals and businesses by working with Cornwall Council and other partners on transport and parking initiatives – **through theme 3**
- 6** To represent the interests of our levy paying businesses on the issues that are important to them and where appropriate, lobby on their behalf – **through theme 4**

## The BID projects

### Theme 1: Town Appearance and Facilities

Our consultation told us how important it is to you that St Ives is a clean and welcoming town and how creating a better environment is essential both for visitors and local people who use our town. You want St Ives to compete with other similar towns in terms of the standards of visitor experience offered and get the basics right! We will also tackle neglected areas of our town.

You also told us that whilst cleaning up St Ives is a priority; you wouldn't expect the BID to fund it entirely. You want us to work closely with partners to achieve this and make most efficient use of combined resources.

The projects listed on the right were all ranked as 'essential' or 'important' by between 72% and 92% of respondents.

#### The Basics – working with partners

- **Maintenance of town planting scheme and weekly weeding** through the appointment of a 'Town handyman' to keep on top of cleaning and maintenance issues, maintain communal areas, carry out weekly weed clearance and maintain the town centre planting scheme.  
*'Expanded from BID 1'*
- **Provision of recycling bins** for different types of waste for use by visitors, a project that 92% of respondents ranked as either essential or important. We are working closely with Cornwall Council to ensure recycling bins are installed throughout the town centre.  
*'New for BID 2'*
- **Introduction of additional cleaning measures** – Working with Cornwall Council to ensure our streets are clean, including litter picking, cigarette butt bins and deep cleans.  
*'New for BID 2'*
- **Public Conveniences** - Investigate options to assist with the running of toilets, refurbish and maintain them. St Ives BID will work closely with the Town Council and local businesses to look at funding options to ensure St Ives has operational, clean toilets all year round.  
*'New for BID 2'*



## The BID projects



### The Extras

- **Christmas lighting scheme** with light curtains on Royal Square, Chapel Street and stretching the full length of Fore Street, the main 25 ft tree in Royal Square and 150 lit trees on the buildings throughout town. *'Continue'*
- **Town dressing** – festoon lights, flags and bunting throughout the town. *'Continue'*
- **Plastic free St Ives scheme** – supporting the scheme to achieve 'Plastic Free' status. *'Continue'*
- **Dressing of vacant** units to improve their visual appeal. *'Continue'*
- **More 'greening'** of St Ives including additional planting and looking at sponsorship options to co-fund this. *'Expanded from BID1'*
- **Blue Flag status** working with relevant authorities to achieve Blue Flag status for the town's beaches. *'Continue'*
- **'Flock Off'** – campaigns and initiatives to handle the nuisance caused by gulls: *'Continue'*

### This theme will be monitored by:

- Attractiveness and tidiness of St Ives measured by levy payer or visitor feedback
- 'Before' and 'after' pictures of problem areas
- New or refurbished visitor facilities across the town
- Grant funding secured
- The quality and frequency of cleaning carried out
- Amount/volume of waste recycled
- Blue Flag Beach/Britain in Bloom awards
- Levy payer feedback on the nuisance caused by gulls
- Additional planting introduced and maintained
- Number, length and quality of flags, Christmas lighting, trees and bunting

“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.

Mark Hinton, LAFF Kids, Fore Street

## The BID projects



## Theme 2: Marketing and Events

Our consultation demonstrated that marketing and events is still a high priority for you. Promotion of St Ives during the low season and shoulder months scored 92% and almost as many respondents wanted new events in the off season to be facilitated by the BID too. Reintroducing a themed trail map was also highlighted and will be introduced for BID 2. The projects listed below were all ranked as 'essential' or 'important' by between 77% and 92% of respondents.

- **Promotion of St Ives** via local, regional and national campaigns focussing on generating business during the low season and shoulder months. The campaigns will include the 'I love ..' themes in relation to shopping, art, surfing, eating out etc. *'Enhance'*
- **New Events** – Facilitate new events for St Ives for the shoulder months. *'New for BID 2'*
- **Existing Events** – Supporting events such as the St Ives September Music and Arts Festival, Food and Drink Festival, Shanty Shout. *'Continue from BID 1'*
- **Themed Trails/Maps/Guides** – Covering heritage, art and food to encourage visitors to explore the hidden parts of St Ives. *'New for BID 2'*
- **St Ives in Winter** – Co-ordinating and funding the New Year's Eve fireworks and supporting St Ives in December events, as well as promoting the winter offer to a Cornish audience. *'Expanded from BID 1'*
- **Website** – Content creation, SEO, maintenance and upgrading of St Ives destination website in conjunction with St Ives Tourism Association and Visitor Information Centre. *'Expanded from BID 1'*



### This theme will be monitored by:

- Website and social media analytics on views and social reach
- Value of PR generated by the BID's PR and Marketing campaigns
- Number of trail maps distributed
- Number of articles published and their impact
- WiFi usage figures
- Footfall counts from events held
- Levy payer surveys and visitor feedback following events
- Media coverage
- Number of events supported and the impact on businesses

## Theme 3: Accessibility and Security

Our consultation proved that the recently installed CCTV is welcomed by businesses; 82% of respondents said that it is essential to maintain the CCTV and where necessary, expand the number of cameras. We will work with St Ives Town Council to ensure that the CCTV works for the town and its business community.

We will continue with our programme of maintaining and where needed, expanding pedestrian signs and will of course, consult with you on the designs and locations of any new signs. We will listen to our levy payers and respond accordingly to ensure that signs enhance rather than detract from the visitor experience.

- **CCTV** to be maintained and where needed, extended. BID will work closely with the Town Council and relevant authorities to look at funding options. *'Expanded from BID 1'*
- **Signage** – Maintenance and expansion of pedestrian signage in key locations. *'Expanded from BID 1'*
- **Additional Security** – Explore options and opportunities for adding security measures in the town which may include Shopwatch or Pubwatch depending upon your on-going feedback. *'New for BID 2'*
- **Transport** – Explore options to work with First Bus Devon and Cornwall to deliver an evening transport solution to enable employees to work in St Ives from outlying areas – this project is subject to there being a business case for an enhanced service. *'New for BID 2'*



### This theme will be monitored by:

- Feedback from the Police on crime/anti-social behaviour incident reports
- Requests to St Ives Town Council to view CCTV footage and outcomes
- The number, quality and maintenance of signs installed within the BID boundary
- Solutions delivered to address evening transport issues

## The BID projects



“As the new manager at The Hain Line I would like to work with BIDs and help as a large organisation should with your future plans. I am looking forward to getting involved with the team.”

Dan Horler, Pub Manager, The Hain Line

# The BID projects

## Theme 4: Supporting Your Business

Representing business interests on key issues was one of the services that you have told us you really appreciate.

In particular, 95% of respondents said it was 'essential' or 'important' for the BID to explore introducing a commercial refuse recycling scheme so an early project for the second term will be to do just that.

It's important that we use the power of the BID working as a collective of businesses to lobby for change and to secure opportunities. This is partly up to you to tell us what support you need and when.

- **Commercial Refuse Recycling** – Working with Cornwall Council to explore options for introducing a commercial refuse recycling scheme with a better deal negotiated for BID levy payers. *'New for BID 2'*
- **Representation** – representing the views of businesses on things that matter to them such as access, parking, planning, timing of deliveries. *'Continue from BID 1'*
- **Welcome Pack** for new businesses to support them in relocating to St Ives and making a success of their new venture. *'New for BID 2'*



*St Ives would be much poorer without BID; there have been improvements which given the reduced level of spending by the local authorities, are desperately needed.*

*I don't believe it is coincidence that in the five years of St Ives BID visitor numbers have increased markedly, resulting in a significant increase in trade for many. The summer season is now longer and the peak for the Christmas and New Year period is clear – as 30,000+ visitors shows. It seems that most weeks St Ives appears in the local and national press travel supplements thanks to BID.*

*Without BID to organise events I believe our town would look much poorer, as the harbour flags, the herring gull campaign and planting schemes would not happen as the local authorities have neither the capacity or budget to do so.*

**Neil Whitham, The Balancing Eel**

### This theme will be monitored by:

- Levy payer feedback and actions taken
- Number of representations made and their impact
- Number of new businesses supported



## Finance - The Cost to Your Business

St Ives BID is projected to raise circa £128K per annum based on 1.5% of the rateable value of all premises with a rateable value of £7,500 or over, approximately 318 ratepayers. The levy for BID 2 has been **reduced** from the first term in recognition of the hike in rateable values following the publication of the 2017 ratings list.

The chart below shows some typical contributions based on a 1.5% levy:

| Rateable Value of Property | Annual Levy | Weekly Cost |
|----------------------------|-------------|-------------|
| £7,500                     | £113        | £2.16       |
| £10,000                    | £150        | £2.88       |
| £15,000                    | £225        | £4.33       |
| £25,000                    | £375        | £7.21       |
| £50,000                    | £750        | £14.42      |
| £100,000                   | £1,500      | £28.85      |
| £300,000                   | £4,500      | £86.54      |

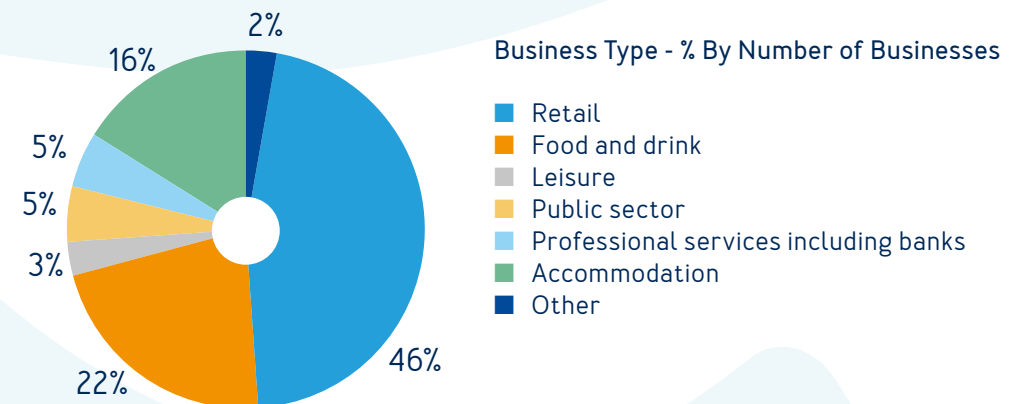
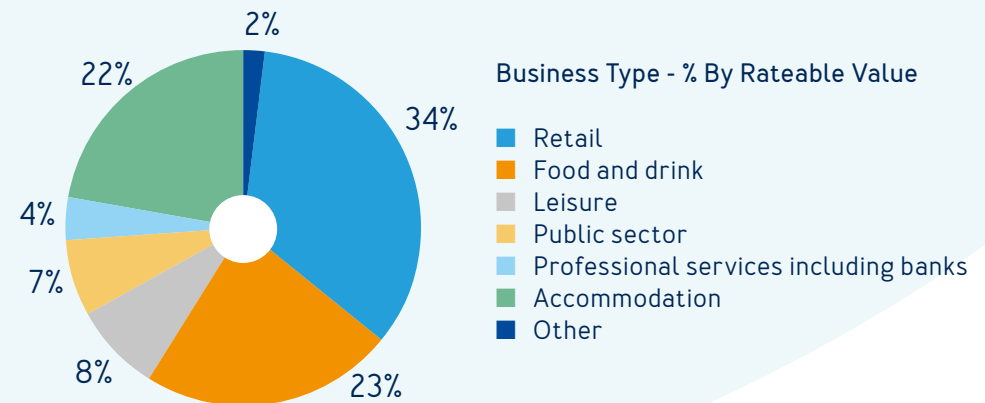
Cornwall Council will contribute £7,821 per annum\* towards St Ives BID from its 10 hereditaments within the St Ives BID boundary. That's circa £39,000 over a five-year term that simply won't be available if the BID doesn't proceed. Similarly, St Ives Town Council will contribute £861 per annum from 6 hereditaments and Devon and Cornwall Police will pay £503 per annum\*.

\*correct at the time of writing – January 2019

**'73% of existing levy payers will pay less in BID 2 than in BID 1 despite ratings increases and 23% of existing levy payers will pay no more than £100 a year more.'**

The current St Ives BID will cease trading on 31st May 2019. **Voting 'Yes' means that this business plan can be delivered and together we can achieve our vision for St Ives.**

The pie charts below illustrate a breakdown by business sector of those organisations contributing towards the BID.



# St Ives BID Indicative Budget 2019 -2024

## BID Delivery & Running Costs

St Ives BID Management salary costs are split between the four project themes according to the estimated time resource required for each theme acknowledging that none of the projects or services can be delivered without a staffing resource. A proportion of the BID Management time is also apportioned to delivery and running costs covering the time spent on running the BID Company and good governance such as communications, performance monitoring and financial management. Any reserves at the end of May 2024 will be carried forward into the next term.

## Alterations policy

The BID projects, costs, time-scales and budgets can be altered subject to Board approval providing the changes fall within the income of the BID and meet BID objectives. This enables the BID to operate flexibly to respond to changing demands of levy payers, the economic landscape and potential opportunities. Any change to the BID boundary or to the levy rate would require an alteration ballot. St Ives BID will adhere to the 2017 ratings list throughout the five-year term to the end of May 2024.

|  | 2019/20<br>10 months | 2020/21<br>12 months | 2021/22<br>12 months | 2022/23<br>12 months | 2023/24<br>12 months | 2024/25<br>2 months | Total<br>All Years |
|--|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|--------------------|
| BID levy at 1.5% 0% inflation<br>(based on 98% collection rate)  | £ 105,000            | £ 125,000            | £ 125,000            | £ 125,000            | £ 125,000            | £ 20,000            | £ 625,000          |
| Additional Contributions, grants,<br>sponsorship etc (confirmed) | £ 1,600              | £ 2,000              | £ 2,000              | £ 2,000              | £ 2,000              | £ 400               | £ 10,000           |
| <b>Total Income</b>  | <b>£ 106,600</b>     | <b>£ 127,000</b>     | <b>£ 127,000</b>     | <b>£ 127,000</b>     | <b>£ 127,000</b>     | <b>£ 20,400</b>     | <b>£ 635,000</b>   |
| <b>Expenditure</b>   |                      |                      |                      |                      |                      |                     |                    |
| <b>PROJECT THEME 1 - TOWN APPEARANCE<br/>&amp; FACILITIES</b>    | £ 41,000             | £ 49,000             | £ 49,000             | £ 49,000             | £ 49,000             | £ 8,000             | £ 245,000          |
| <b>PROJECT THEME 2 - MARKETING &amp; EVENTS</b>                  | £ 26,000             | £ 31,000             | £ 31,000             | £ 31,000             | £ 31,000             | £ 5,000             | £ 155,000          |
| <b>PROJECT THEME 3 - ACCESSIBILITY &amp; SECURITY</b>            | £ 8,000              | £ 10,000             | £ 10,000             | £ 10,000             | £ 10,000             | £ 2,000             | £ 50,000           |
| <b>PROJECT THEME 4 - SUPPORTING YOUR BUSINESS</b>                | £ 8,000              | £ 10,000             | £ 10,000             | £ 10,000             | £ 10,000             | £ 2,000             | £ 50,000           |
| <b>Sub Total BID Project Expenditure</b>                         | <b>£ 83,000</b>      | <b>£ 100,000</b>     | <b>£ 100,000</b>     | <b>£ 100,000</b>     | <b>£ 100,000</b>     | <b>£ 17,000</b>     | <b>£ 500,000</b>   |
| <b>Delivery and Running Costs</b>                                |                      |                      |                      |                      |                      |                     |                    |
| BID Manager Core Costs<br>(not project related)                  | £ 6,000              | £ 7,000              | £ 7,000              | £ 7,000              | £ 7,000              | £ 1,000             | £ 35,000           |
| Insurance, levy collection,<br>professional fees, office, IT     | £ 8,000              | £ 10,000             | £ 10,000             | £ 10,000             | £ 10,000             | £ 2,000             | £ 50,000           |
| Contingency/Renewal/Reserves<br>(5% until final renewal year)    | £ 5,000              | £ 6,000              | £ 6,000              | £ 6,000              | £ 11,000             | £ 6,000             | £ 40,000           |
| <b>Sub Total Delivery and Running Costs</b>                      | <b>£ 19,000</b>      | <b>£ 23,000</b>      | <b>£ 23,000</b>      | <b>£ 23,000</b>      | <b>£ 28,000</b>      | <b>£ 9,000</b>      | <b>£ 125,000</b>   |
| <b>Total Expenditure per Annum</b>                               | <b>£ 102,000</b>     | <b>£ 123,000</b>     | <b>£ 123,000</b>     | <b>£ 123,000</b>     | <b>£ 128,000</b>     | <b>£ 26,000</b>     | <b>£ 625,000</b>   |
| <b>Sub Total (plus or minus)</b>                                 | <b>£ 4,600</b>       | <b>£ 4,000</b>       | <b>£ 4,000</b>       | <b>£ 4,000</b>       | <b>-£ 1,000</b>      | <b>-£ 5,600</b>     | <b>£ 0</b>         |
| <b>Carry forward from previous year</b>                          | <b>£ 0</b>           | <b>£ 4,600</b>       | <b>£ 8,600</b>       | <b>£ 12,600</b>      | <b>£ 16,600</b>      | <b>£ 15,600</b>     | <b>£ 0</b>         |
| <b>Balance</b>   | <b>£ 4,600</b>       | <b>£ 8,600</b>       | <b>£ 12,600</b>      | <b>£ 16,600</b>      | <b>£ 15,600</b>      | <b>£ 10,000</b>     | <b>£ 0</b>         |

# Governance and Management of the BID

## Voluntary or additional contributions

Indicative additional contributions of circa £2,000 have been secured from voluntary contributions plus Cornwall Council/St Ives Town Council for the New Year's Eve fireworks and are shown in the budget. These represent 2% of additional income over and above the levy income. These contributions cannot be guaranteed and may be less or more than the outline budget. Further opportunities to generate additional funds including sponsorship and grants will be proactively explored during the five year term.



## The BID Proposer

The BID proposer is St Ives BID, a not for profit company limited by guarantee set up in 2013 (registered in England and Wales company number 08409718) to oversee St Ives BID. St Ives BID will deliver the renewed business plan should the BID be voted in for a second term.

The Local Authority, Cornwall Council, is in full support of St Ives BID's renewal business proposals and has formally approved this business plan in line with the legislation. The Secretary of State for Communities and Local Government was formally notified of St Ives BID's intention to hold a renewal ballot on 18th July 2018.

Under its Articles of Association, St Ives BID has positions on its Board for up to 9 elected Directors who voluntarily support St Ives BID; there are currently 6 Directors drawn from levy payers across St Ives.

St Ives BID employs a management resource reporting to the Board and ensuring the projects and services in this business plan are delivered.

The BID is business-led for business benefit and levy payers are automatically members of the company. All members will be invited to Annual General Meetings where past and prospective BID activities will be presented. Accounts are independently prepared each year and copies are available on request.

## Communications

Our BID team can be contacted by either phone or email and the Board are always open to hearing your feedback or ideas. We will also issue regular newsletters and updates to keep you informed of projects and services.

All our Board meeting minutes are available to view by levy payers who are equally welcome to request details of our BID policies and procedures. We will also communicate via social media including Facebook and Twitter.

Annually, with your bill, you will receive information on how your levy has been spent and members will be invited to attend our annual general meetings and entitled to be nominated to become a Board Director subject to places becoming available.



## Performance and Monitoring

### How do we measure the impact of St Ives BID?

We want to measure the impact of everything we do to make sure that the money we spend is making an impact in the areas that matter to you. We want you to see a return on your investment. We have indicated in this business plan how we will monitor performance for each of our project themes.

We will also be checking that we are meeting the objectives outlined in this plan. To gauge how we are doing, we will utilise any other third-party information we are able to obtain such as footfall research, occupancy rates, wi-fi and car park usage figures and a host of marketing data.

Most importantly, we will be asking you how we are doing. An annual survey of BID levy-payers will take place to invite your feedback and to ensure that businesses feel they are getting value for money. St Ives BID will also undertake a mid-term review of its delivery against the business plan.

## What you need to know – The Rules

### The BID Ballot

- 1 The person, organisation or registered company that is listed on the non-domestic ratings list as being responsible for payment of the rates of a property (also referred to in BID regulations as a hereditament) within the BID boundary on the day of the notice of the ballot (5th March 2019) will receive a ballot paper and ballot letter and will be entitled to vote in a secret ballot.

For the BID to be approved, two tests need to be met:

- a) More than 50% of those voting must vote in favour
- b) Of the 'yes' votes, they must represent more than 50% of the total rateable value of all votes cast

Under the legislation, if these conditions are fulfilled, payment of a levy of 1.5% of rateable value each year for five years until 31st May 2024 becomes mandatory for all eligible businesses (those with a rateable value of £7,500 or more within the BID boundary) regardless of how they voted.

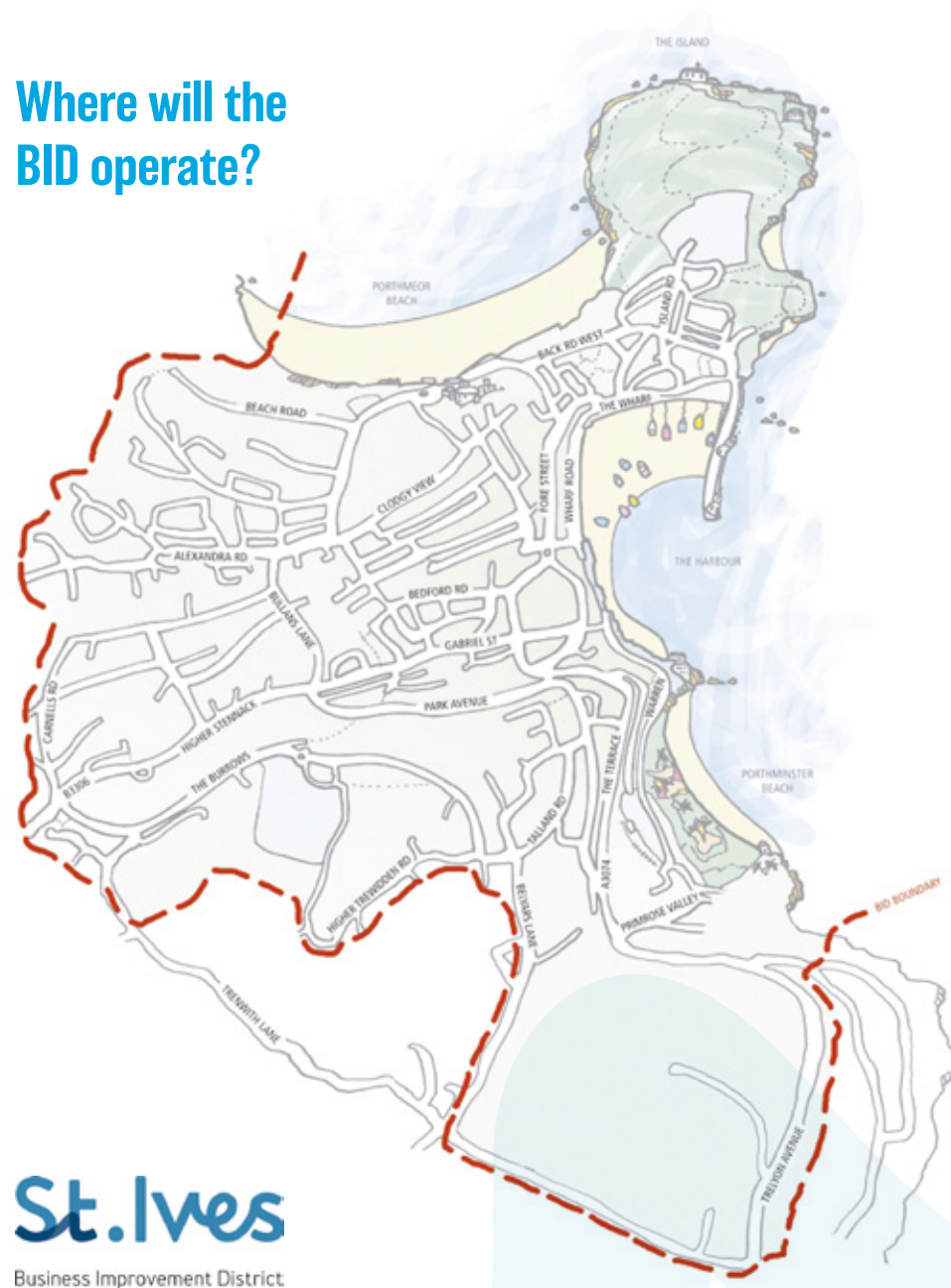
- 2 The ballot will be conducted independently by Cornwall Council and will be a twenty-eight day confidential postal vote. Voters will have until 5pm on the close of the ballot (Thursday 18th April 2019) to return their ballot paper. A proxy vote is available and details will be sent out with the ballot papers.
- 3 If a business has more than one rateable property it will receive a ballot paper for each property. Each returned paper counts as one vote.
- 4 If the BID is approved through both tests being met, it will operate for five years from 1st June 2019 to 31st May 2024, delivering the projects outlined in this business plan.
- 5 The number of hereditaments liable for the levy is 318 (at the time of writing – January 2019).
- 6 The results of the ballot will be announced on Tuesday 23rd April 2019.

## The BID Levy

- 1 The levy rate to be paid by each hereditament or rateable premises over a rateable value of £7,500 will be calculated at 1.5% of its rateable value using the 2017 non-domestic ratings list throughout the BID's second term. The first BID levy under the renewed BID will be due on 1st June 2019 with subsequent levies due each year until 31st May 2024. There will be no inflation charged on the levy. If you would like to know the rateable value of your premises, please refer to your rates bill or check [www.voa.gov.uk](http://www.voa.gov.uk)
- 2 Under the BID regulations, Cornwall Council will be responsible for collection of the levy on behalf of St Ives BID and these arrangements will be formalised in an operating agreement that both parties sign. The levy income will be collected in a single instalment, kept in a separate ring-fenced account and transferred to St Ives BID on a regular basis. Cornwall Council will charge a collection fee for this service of 1.25% of the total levy due. St Ives BID is also charged summons and liabilities costs that are incurred when chasing non-payers. This is included in the outline budget.
- 3 Collection of the BID levy carries the same enforcement weight as collection of the non-domestic rates.
- 4 Where a hereditament is untenanted, tenanted, part-occupied or vacant and is undergoing refurbishment or being demolished, the property owner or person responsible for payment of the non-domestic rates will be entitled to vote and is obliged to pay the BID levy with no void period. Hereditaments that are let for non-commercial purposes are also liable for the levy whilst they remain listed on the non-domestic ratings list.
- 5 Schools, hospitals, health centres and surgeries are exempt from paying the levy. This exemption does not apply to commercial nurseries. Charities and non-profit making organisations will also be liable to pay the full levy; the discretionary relief that charities can apply for aligned to their non-domestic rates payment will not apply. The exception to this is charities receiving 90% rates relief or over who will be exempt from paying the levy.
- 6 The BID levy will not be affected by the small business rate relief scheme and businesses who already pay service charges to landlords will not receive any discount.
- 7 Exemptions, reliefs or discounts prescribed in the Non-Domestic Rating (Collection and Enforcement) (Local Lists) Regulations 1989 made under the Local Government Act 1988, will not apply.
- 8 The BID levy will be calculated using the 2017 Non-Domestic Ratings list for the duration of the BID. The exception to this will be any change of use or physical change to a property including new construction, merger, sub division, extensions and refurbishment where the hereditament has no entry in the 2017 list.
- 9 The BID levy will have to be paid by a new rate-payer occupying an existing or new rateable property within the BID area up until the end of the five-year term on 31st May 2024, even if they did not vote on the business plan. Likewise, any new rateable property created during the lifetime of the BID will be obliged to pay the levy.
- 10 The ratings list will be updated for any changes in rate-payer, appeals, additions or removals and liability will be adjusted accordingly. There will be no refunds given for retrospective years as a result of successful appeals but changes in values will be reflected by a corresponding change to the levy for the year in which notification is received and for subsequent years.
- 11 If a business rate-payer occupies premises for less than one year, the amount of BID levy payable will be calculated on the number of days they occupy the property, known as 'daily charging'.
- 12 Services provided by statutory organisations within St Ives BID that have a correlation to the projects that the BID will deliver have been documented and can be seen at <https://stivesbid.co.uk/st-ives-bid-renewal/>. The purpose of this is to ensure that St Ives BID is adding value to current service provision and supporting businesses rather than replacing or duplicating existing services. An agreement in principle, subject to a successful 'yes' vote, has been reached with Cornwall Council, St Ives Town Council and Devon and Cornwall Police that these baselines will be reviewed each year and that issues associated with local baselines will be reported through the localism team at Cornwall Council or Inspector of the Police as appropriate and as and when they occur.



## Where will the BID operate?



St Ives BID operates within the definitive boundary shown on the map below which includes the following streets, either in whole or in part. Please note that the street list is not exhaustive and should be considered alongside the boundary map which shows the parameters of the BID boundary:

|                   |                     |                     |                  |
|-------------------|---------------------|---------------------|------------------|
| ACADEMY PLACE     | CARTHEW TERRACE     | NORWAY LANE         | TEETOTAL STREET  |
| ALBANY TERRACE    | CARTHEW WAY         | NORWAY SQUARE       | THE BELYARS      |
| ALBERT PLACE      | CASTLE APPROACH     | OLD STENNACK SQUARE | THE BURROWS      |
| ALBERT ROAD       | CHANNEL VIEW        | PARC AN ROPER       | THE DIGEY        |
| ALEXANDRA ROAD    | CHAPEL STREET       | PARC AVENUE         | THE ISLAND       |
| ALEXANDRA TERRACE | CHURCH PLACE        | PEARCE LANE         | THE MEADOW       |
| ALMA TERRACE      | CHY AN CHY          | PEDNOLVER           | THE STATION      |
| ATLANTIC TERRACE  | CLODGY VIEW         | PEDNOLVER TERRACE   | THE STENNACK     |
| AYR               | CLODGY VIEW TERRACE | PORTHGWIDDEN        | THE TERRACE      |
| BACK LANE         | COURT COCKING       | PORTHMEOR           | THE WARREN       |
| BACK ROAD EAST    | CUSTOM HOUSE        | PORTHMEOR BEACH     | THE WHARF        |
| BACK ROAD WEST    | PASSAGE             | PORTHMEOR HILL      | TREGENNA HILL    |
| BACK STREET       | CYRIL NOALL SQUARE  | PORTHMEOR ROAD      | TREGENNA PLACE   |
| BARNALOFT         | DIGEY SQUARE        | PORTHMEOR SQUARE    | TREGENNA TERRACE |
| BARNOON           | DOVE STREET         | PORTHMINSTER        | TREGWARY ROAD    |
| BARNOON HILL      | DRAYCOTT TERRACE    | PORTHMINSTER BEACH  | TRELAWNEY AVENUE |
| BARNOON TERRACE   | FERNLEA TERRACE     | PORTHMINSTER POINT  | TRELAWNEY ROAD   |
| BEACH ROAD        | FISH STREET         | PORTHMINSTER        | TRELYON AVENUE   |
| BEDFORD PLACE     | FORE STREET         | TERRACE             | TRENWITH         |
| BEDFORD ROAD      | GABRIEL STREET      | PRIMROSE VALLEY     | TRENWITH BURROWS |
| BELLAIR TERRACE   | GODREVY GARDENS     | QUAY STREET         | TRENWITH LANE    |
| BELMONT TERRACE   | GODREVY TERRACE     | RICHMOND PLACE      | TRENWITH SQUARE  |
| BELYARS LANE      | GRANGE LANE         | ROSE LANE           | TRENWITH TERRACE |
| BETHESDA HILL     | HICKS COURT         | ROYAL SQUARE        | TRERICE PLACE    |
| BETHESDA PLACE    | HIGH STREET         | SEA VIEW PLACE      | TRERICE ROAD     |
| BISHOP ROAD       | HIGHER STENNACK     | SEA VIEW TERRACE    | TREVERBYN ROAD   |
| BULLANS LANE      | ISLAND ROAD         | SKIDDEN HILL        | TREWIDDEN ROAD   |
| BULLANS COURT     | ISLAND SQUARE       | SLOOP CAR PARK      | UPPER MEADOW     |
| BUNKERS HILL      | LIFEBOAT HILL       | SMEATONS PIER       | VENTNOR TERRACE  |
| BURROW ROAD       | LOWER STENNACK      | SOUTHFIELD PLACE    | VIRGIN STREET    |
| BURTHALLAN LANE   | MARKET HOUSE        | ST ANDREWS STREET   | WESLEY PLACE     |
| CAPEL COURT       | MARKET PLACE        | ST IVES HARBOUR     | WEST PIER        |
| CARNCROWS ROAD    | MARKET STRAND       | ST NICHOLAS COURT   | WESTCOTTS QUAY   |
| CARNCROWS STREET  | MOUNT PLEASANT      | ST PETERS STREET    | WESTWARD ROAD    |
| CARNELLIS ROAD    | MOUNT ZION          | STREET AN GARROW    | WHARF ROAD       |
| CARRACK DHU       | NANJIVEY            | STREET AN POL       | WHEAL DREAM      |
| CARTHEW CLOSE     | NORTH PLACE         | TALLAND ROAD        | WILLS LANE       |



## If you vote 'No' what happens?

A 'NO' vote means that none of the projects outlined in the business plan will be delivered and St Ives BID will cease to exist from 31st May 2019. That means:

- X** No marketing or PR campaigns for St Ives or its businesses
- X** No improvements to the visitor facilities in St Ives
- X** No Christmas and New Year's Eve programme
- X** No off-season events
- X** No planting, bunting and other projects that improve the town's environment
- X** No organisation to represent your interests or fight your corner

Don't make the mistake of thinking another organisation will pick up the shortfall.

A 'YES' vote means that the BID can continue delivering services and projects that businesses have said are important to them.

# What Happens Next?

## JANUARY 2019

Voting list is prepared to ensure that ballot papers reach the correct recipient.

## FEBRUARY 2019

Final business plan published and circulated to all named voters of levy paying businesses and managers of businesses who are part of multiple chains.

## MARCH 2019

Notice of ballot to be issued on 5th March 2019.

Ballot paper to be despatched on 18th March 2019 signifying the start of the 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

## Get in Touch

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## Remember on 19th March 2019, your ballot papers will arrive

A comprehensive list of BID first term achievements can be downloaded from: <https://stivesbid.co.uk/st-ives-bid-renewal/>

## Vote 'YES' for:

- ✓ Improved facilities and a cleaner, brighter looking St Ives
- ✓ Marketing and PR campaigns to bring in more off season and local trade
- ✓ Events including Christmas and New Year's Eve
- ✓ Security measures to help keep St Ives safe and secure
- ✓ An organisation to represent your interests and fight your corner

# St. Ives

Businesses Working Together



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