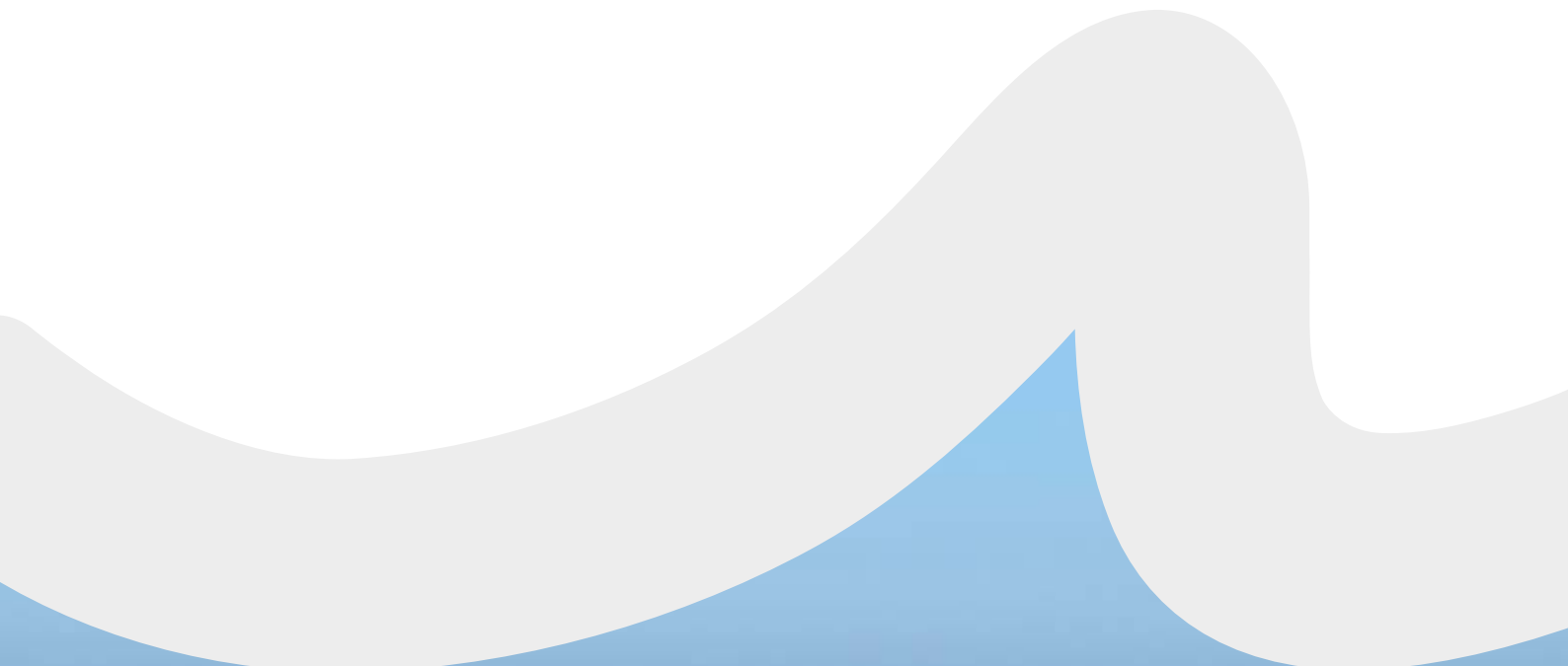


St. Ives

Business Improvement District



ACHIEVEMENTS
THROUGHOUT OUR FIRST TERM



Business Improvement District

For the benefit of the new BID levy paying members, St. Ives BID came about because it was felt that during this time of austerity there was a shortfall of funding available for key services within the town such as appearance, marketing and support for events. The gap was being filled by local businesses in an ad hoc way.

The St. Ives BID levy ensures that businesses contribute to a series of projects that were decided upon by the businesses during the consultation period.

St. Ives BID is owned and funded by the businesses of St. Ives collectively coming together to fund projects that the businesses said they wanted. The more people that get involved with these projects the quicker and more cost effective it is to deliver them.

St. Ives town has a brand that is available for all businesses to use within their marketing material. Here are some of our achievements during our first term.

Carl Lamb, Bid Manager

It's your town, it's your BID

Get involved: We would like to hear any ideas you have for marketing, events or to improve business in and out of season.

info@stivesbid.co.uk | www.stivesbid.co.uk | 01736 792121



Project 1:

Appearance & Facilities

Pedestrian Signage

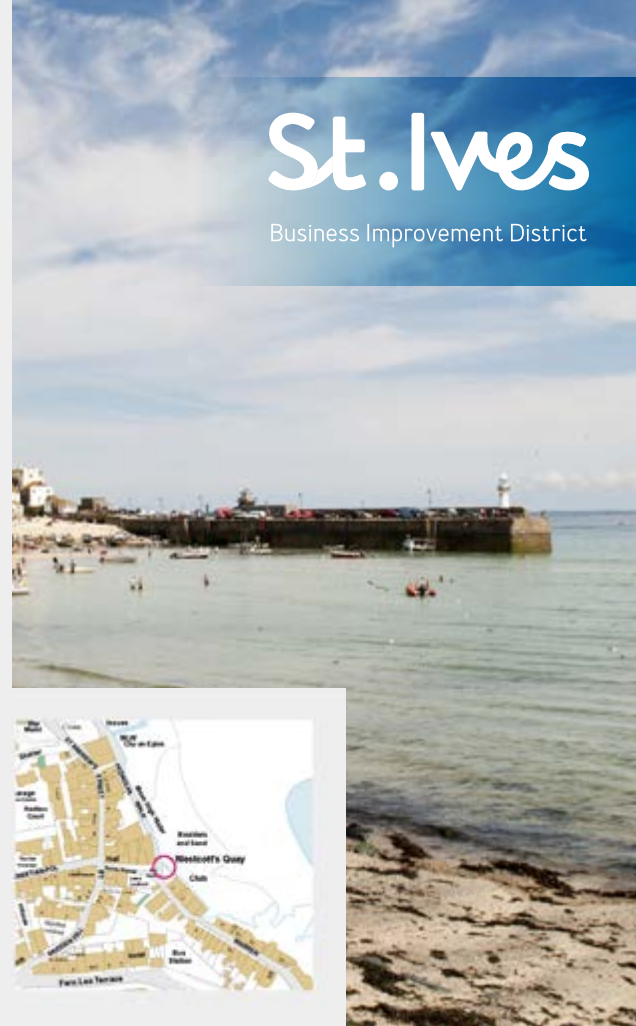
St Ives BID's aim to improve the pedestrian signage around the town is coming to fruition.

The signs should be installed throughout the town centre by Autumn 2018.



St. Ives

Business Improvement District



Christmas Trees & Lights

The St Ives Christmas lighting scheme has improved year on year over the past five years. The main 20ft Christmas Tree stands proud in Royal Square and over 100 other trees light up the streets throughout the town centre. Fore Street and Royal Square are both lit up by a curtain of light throughout December, something the BID hopes to roll out to more streets for 2018.



Project 1:

Appearance & Facilities

St. Ives
Business Improvement District

Herring Gull Deterrents

Every year St Ives BID creates a different campaign to tackle the issue positively by educating visitors to remove the unnecessary food source from the gulls, this included...



Spikes

St Ives BID collaborated with St Ives Town Council to invest in additional anti-seagull spikes around the town in preparation for the summer season.

Environmentally friendly "Flock-Off" perching deterrents were installed on lamp posts as well as hanging basket holders. These are manufactured from transparent U.V. stabilised polycarbonate that is discreet and doesn't harm the birds.



Stickers & Posters

The BID took decisive action, and distributed stickers and posters for businesses to display encouraging visitors to help break the gull's association between humans and food.

Flags

Flags were installed on the harbour and the harbourmaster reported a reduction in the number of gulls where flags were positioned.

Signs

St Ives BID replaced the old Penwith Borough Council signs with new aluminium ones in the town asking visitors not to feed the gulls.



Project 1:

Appearance & Facilities

The Daily Gull

A creative approach to educating visitors in gull talk was rolled out during the summer of 2016.

'The Daily Gull' newspaper is a large printed sheet of greaseproof wrap for takeaways on the sea front. It has been produced by St Ives BID in collaboration with Dr Viola Ross-Smith, a seabird expert from the British Trust for Ornithology (BTO).

The wrapping has offered visitors hints and tips on understanding gulls, especially their warning calls, to keep people safe while they enjoy their fish and chips. It followed many incidents of food-swiping by Herring Gulls.

The Daily Gull was awarded best Low Budget Campaign at PRCA DARE Awards 2017 for its innovative approach and achieved media coverage in titles such as The Sun, The Express, The Daily Star, The Metro, BBC Spotlight and various local and regional papers.

Model Gulls

For the summer of 2018, St Ives BID rolled out a fun campaign involving large model gulls created and placed at 12 key locations across St Ives seafront and in front of key businesses – in high footfall areas where visitors regularly sit to eat fish, chips and ice creams.

These gulls contained small electronic deterrent devices which give out a low, sonic frequency pulse designed to deter gulls (but not affect dogs) and make the environment unappealing for them to roost.

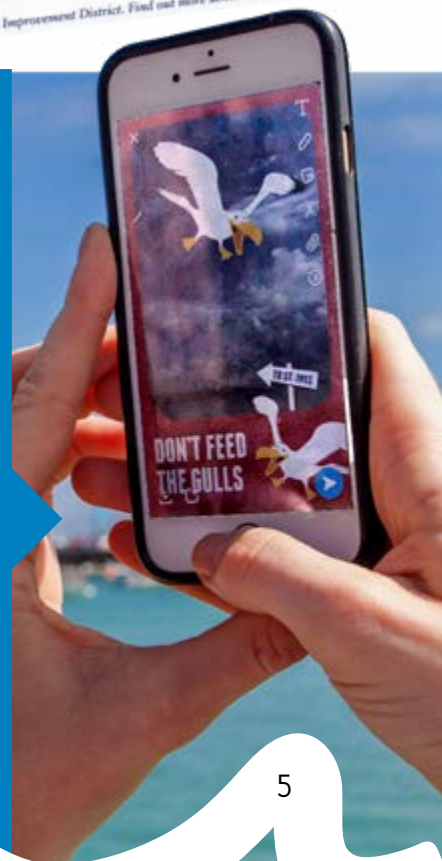
To further engage, the seagulls were decorated jointly between St Ives famous art community and local schools/community groups. The overall concept enabled visitors to engage and take part in a competition, to visit St Ives businesses, and to 'win' a small gift, alongside being made aware of the seagull issue.



Geofilter

A new digital approach to educate tourists on seagulls was launched in St Ives for the summer of 2017. The BID supported the cutting-edge approach to educate tourists by launching a Snapchat Geofilter, which is a clever overlay to capture the where and when of a Snap in a fun way.

The 'Don't feed the gulls' Snapchat Geofilter was active on the Wharf when using the Snapchat app, a prime area for visitors in the town and reached more than 13,000 people.



Project 1:

Appearance & Facilities

St. Ives
Business Improvement District

Lighthouse Restoration

The historic lighthouse on Smeaton's Pier got a facelift thanks to the businesses of St Ives as part of one of the BID's key objectives to improve the appearance of the town. Under careful guidance of expert local painters and decorators, the 120-year-old structure, which was showing signs of rust and decay was restored to its former glory.



Town Centre Planting Scheme Flowerbeds & hanging baskets

St Ives BID invested in the flora and fauna of St Ives as part of a project to improve the appearance of the town. Local gardening company St Ives Blooms were appointed to install and maintain hanging baskets and continue the upkeep of various flower beds around the town.



Weeding

St Ives BID committed funds to weekly weeding after several businesses voiced their concerns about the appearance of some of the streets in the town. Weeding now takes place in the town with a summer and winter planting scheme in place.



Project 1:

Appearance & Facilities

St. Ives

Business Improvement District

Town Centre Decorative Lights

Thanks to a joint initiative between St Ives BID, St Ives Town Council and St Ives Decorative Lights Association, Festoon Lights were put up in nine streets across St Ives, which was welcomed by businesses in the area who were concerned about a lack of lighting.

St Ives BID contributed £15,000 to the installation, which are the longest set of festoon lights in Europe.



Before



Coastal Communities

St Ives BID is a key stakeholder on the St Ives Coastal Communities team. 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. This was the largest amount given to any project during that funding round - almost 10 per cent of the national allocation!



After



Wi-Fi Benches

The St Ives BID team originally looked into the possibility of providing free town centre-wide Wi-Fi, but this proved to be very costly. They then discovered Strawberry Energy's Smart Benches allowing visitors to stay connected on the move with mobile charging and Wi-Fi.



Project 1:

Appearance & Facilities

St. Ives

Business Improvement District

Empty Shop Wraps

St Ives BID monitors empty shop premises and looks at ways to improve their appearance. No 6 Tregenna Hill had been lying empty for a while when we asked for permission to place vinyl wraps on the windows and doors to help promote St Ives in December.

As well as improving the appearance of the shop, it also acted as an information board for events coming up in the town. The shop was wrapped with information about the 2017 Food & Drink Festival and Food Trail and then to promote Toploader performing at the September Festival.



Blue Flag Scheme

Blue Flags and Seaside Awards are only awarded to coastal destinations that boast the highest qualities of water, facilities, safety, keep clean programmes, environmental education and management. St Ives BID has helped fund St Ives entry into the scheme to ensure the town's beautiful beaches obtain and retain the prestigious Blue Flag status.



Porthminster Play Area

St Ives BID is currently in partnership with the owners of Porthmeor Beach Services to create a small play park on the grass adjacent to the beach. The park will benefit local families as well as visitors to St Ives, and will be open all year and free to use.



Project 1:

Appearance & Facilities

Town Centre CCTV

St Ives BID worked hard to ensure a CCTV system would be set up throughout the town. In 2016, 89% of businesses in St Ives said they wanted a CCTV system in the town with the police viewing it as a valuable tool in a time of funding cuts.

St Ives BID pledged £25,000 towards the project and, alongside the 'Cameras for St Ives' group, the BID team successfully persuaded the St Ives Town Council to commit £7,500 to the project.



St. Ives
Business Improvement District

Safe Harbour Scheme

When local business owners Sharon and Andy Livermore launched the St Ives Safe Harbour Scheme in January 2018, St Ives BID paid for the stickers and posters to be printed and agreed to help with any ongoing costs.

Tesco and Co-op supermarkets, and many of business in the town took part in the initiative to offer safety to children being bullied on the streets of St Ives.



Project 2: Marketing

St Ives Brand

One of the first BID achievements was the creation of a new brand for St Ives. This was made available for businesses in the town to use in their marketing materials.

The guidelines help ensure consistency by providing standards and specifications for the use of St. Ives corporate identity in a variety of situations. It should be followed for all printed and multi-media communications, from stationery, forms, websites, publications and signage.

St.Ives

Primary Logo

St.Ives

Secondary Logo

St.Ives

Events Logo

ALTERNATIVE VERSIONS

The logo mark can work in many ways to help convey the wide variety of options that St. Ives has to offer.

THE PRIMARY LOGO

In this primary form it is two tone blue, which signifies the sea that surrounds us.

THE SECONDARY LOGO

The secondary logo works well in black or reversed out of an image or photograph.

THE EVENTS LOGO

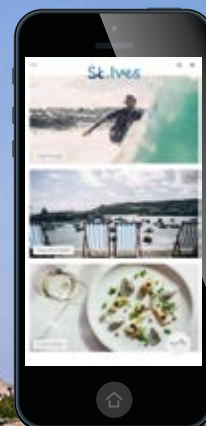
The events logo is to give an event its own identity. The block colours can be chosen by the organisers to represent their event.



St Ives Online New Destination Website

St Ives BID worked with the St Ives Tourism Association and Visitor Information Centre to create a new destination website for St Ives. It showcases more than 390 businesses in the seaside resort including hotels, shops and restaurants.

The website aims to encourage more visitors to the town, particularly in the quieter months, and is a one stop shop for all, including a reservation function for accommodation providers.



Project 2: Marketing



I love Shopping in St Ives

St Ives BID launched the I Love Shopping in the St Ives Facebook group. It was set up to act as a hub for independent shops to highlight and promote offers and deals to locals and tourists.

The scheme is used daily by St Ives businesses and has over 2,500 followers.



2

southwalesargus.co.uk

Tuesday, February 14, 2017

Holiday firm expands cruise portfolio

Edwards Holidays is expanding its existing cruise portfolio by welcoming P&O Cruises and Cunard Cruises on board.

P&O Cruises and Cunard Cruises are the largest cruise lines sailing out of Southampton and offer an extensive programme year round.

Andrew Jeans, cruise product manager at Edwards Holidays, said: "We are very excited to be working with P&O and Cunard Cruises and expanding our cruise holiday offering to our customers."

"As a brand, P&O and Cunard are well suited to Edwards' customer demographic and their current holiday programme. Selected sailings will feature the unique door to port service that the UK coach operator of the year now provides."

Cruising is one of the fastest growing industries and by working with P&O and Cunard Cruises, allows Edwards to offer a first class service for all cruise takers.

Edwards is currently working on its first cruise brochure due out later this year, offering a varied selection of cruises with door to port service for 2017 and 2018.

Escape editor:
Jo Barnes
Tel: 01633 777240
Email: jo.barnes@gwent-wales.co.uk
Advertising: Sandra
Regulski
Tel: 01633 777114

A real jewel of Cornwall



MAIN: Tregenna Castle Resort
INSET: St Ives, Cornwall

By Iwan Davies

TOWERING over the picture post-card pretty Cornish seaside town of St Ives, the Tregenna Castle Resort hotel is the ideal place to use to explore its many charms, as Iwan Davies discovered recently.

AS a big fan of Cornwall who has become increasingly familiar with its many delights, I was very much looking forward to visiting St Ives for the first time.

After years of happily travelling down the A30 to discover a new jewel, I was confident of being on to a winner at the end of my latest journey.

And St Ives certainly didn't disappoint: its great beaches, quaint cobbled streets, cosy pubs, cracking places to eat, art galleries and craft shops making it another destination that came up trumps. I was fortunate enough to stay for a weekend at the Tregenna Castle Resort (www.tregenna-castle.co.uk).

It's a family-friendly hotel that's also the ideal place for couples to unwind, as I did with my wife late last month.

Set on a 72-acre estate with stunning views of the coastline, the Tregenna has its own 18-hole golf course, 81 hotel bedrooms and 70 self-catering properties; outdoor swimming pool and an on-site creche/nursery.

Even on days when the weather isn't too kind, as it was for us on one day during our break in late January, there is always plenty to do indoors with its swimming pool, fitness suite and beauty treatment rooms for anyone looking to pamper themselves.

There's a cracking restaurant

here too, the Brasserie, which prides itself on its locally sourced fare.

It is high quality stuff. The stone baked scallops with smoked bacon in a parmesan cream to start come highly recommended as does the sublime fillet steak as a main.

The restaurant staff, like all the hotel employees we met, were wonderful and this is a friendly place where we felt at home.

We stayed in one of the enormous gorgeous two bedroom bay view apartments which have super self-catering facilities and comfy beds.

When the sun did come out on a glorious Saturday, we did have a chance to explore outside and took the woodland walk in the lovely grounds, going through the sub-tropical gardens, with its waterfall, down to the centre of St Ives which is about ten minutes away.

For a full picture of what you can get up to in the town, the St Ives Tourist Association runs a slick website (www.stives-cornwall.co.uk).

There are several places well worth visiting to eat out. Going to the highly rated Cornish Deli and Cafe (www.cornishdeli.com) on Chapel Street was a real treat.

With impeccable service and

top local food and drink, it is also tremendous value for money.

The Cornish Deli Burger with blue cheese was superb as was the marvellous Betty Slops Cornish beer they have stocked which is from Skinner's Brewery, just up the road in Truro.

It is a venue that is patronised by the townspeople which was a good sign as to how good it is. We also had a fabulous Sunday roast at the Albany Hotel (www.chrysalisalbanymotel.com) on Albany Terrace, which is popular with both locals and tourists alike.

Pub wise there is plenty of choice. The Castle Inn (www.castleinnstives.co.uk) on Fore Street is a gem with its beamed ceiling, slate floor and a magnificent stained glass. The beer's not too bad either.

And any visit wouldn't be complete without checking out the historic Slops Inn (www.slopsinn.co.uk) on The Wharf at the harbour, a former fisherman's boozery which dates back to around 1312.

All in all, a memorable weekend at a charming and friendly resort. Can't wait to go back.

Tregenna Castle Resort, Trelyn Avenue, St Ives, Cornwall TR26 2DE. 01738 795254, email: hotel@tregenna-castle.co.uk, website: www.tregenna-castle.co.uk.

For more information on St Ives, see www.stives-cornwall.co.uk

PR for new businesses

When a cluster of new businesses opened up in the town, a feature was sent to local press to promote their openings. Lesser known parts of St Ives have also been promoted under the "Hidden Gems of St Ives" campaign.

Travel

LOW DEPOSITS
Book by 28 February

Reader Offer
Newmarket Holidays

The Italian Lakes
8 days from £899 Flying direct from Cardiff, 21 May, 4, 18 June, 2 July, 3, 17 September, 1 & 15 October 2017

This wonderfully relaxing tour begins with a three-night stay at Lake Garda, Italy's largest and most popular body of water. In addition to the included tour of its sun-kissed shores, there's the opportunity, on an optional excursion, to visit historic Mantova, the world's most romantic city. Continue on to beautiful Lake Maggiore, with its exquisite lake houses. Enjoy a tour of these stunning offshore islands and a day exploring Lake Como and its elegant resorts.

Tour highlights:

- ✓ Enjoy a full-day tour of Lake Garda
- ✓ Enjoy a guided tour of Maggiore and the beautiful Borromean islands
- ✓ Spend a day exploring Lake Como
- ✓ Sirmione, situated on Garda's sun-kissed southern shore
- ✓ Fully escorted by a friendly, experienced tour manager
- ✓ Seven nights' four-star half-board hotel accommodation, return flights and transfers

Call 0330 160 7753

Visit www.newmarket.travel/ncw17142

These holidays are organised by Newmarket Travel Ltd, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

St. Ives
Business Improvement District

PRESS INVITATION
A special welcome to St. Ives

St. Ives
Business Improvement District

St. Ives BID is a not-for-profit organisation that works to improve the town of St. Ives. We are currently seeking members to join our team and help us to make a difference to the town.

Project 2:

Marketing

St. Ives
Business Improvement District

National Journalist Visits

As part of an ongoing aim to promote St Ives as a destination for visitors year round, St Ives BID works alongside internationally recognised PR agency DCA to secure national level press trips.

The teams have worked in partnership to organise a number of journalist press trips from key media titles, both online and in print, which are scheduled throughout the beginning of the year to promote the town as a tourist destination all year round.

A number of journalists from key titles visited the town at the start of the year including from Bath Life, South Wales Argus and Western Daily Press. Great coverage results were achieved for businesses in the town, both in print and online. The feedback was really positive, with direct bookings being made off the back of press trips.

Want to get involved?

St Ives BID is always looking for new members and fresh ideas to help our town and improve its trading environment all year long. We also have an open door if anyone wants to pop in for a chat.

Press Trips

organised over the winter 2017/2018 period generated £211,000 Advertising Value Equivalent (AVE) with a PR value of £625,000 reaching over 1.5M people

Project 2:

Events

St. Ives

Business Improvement District

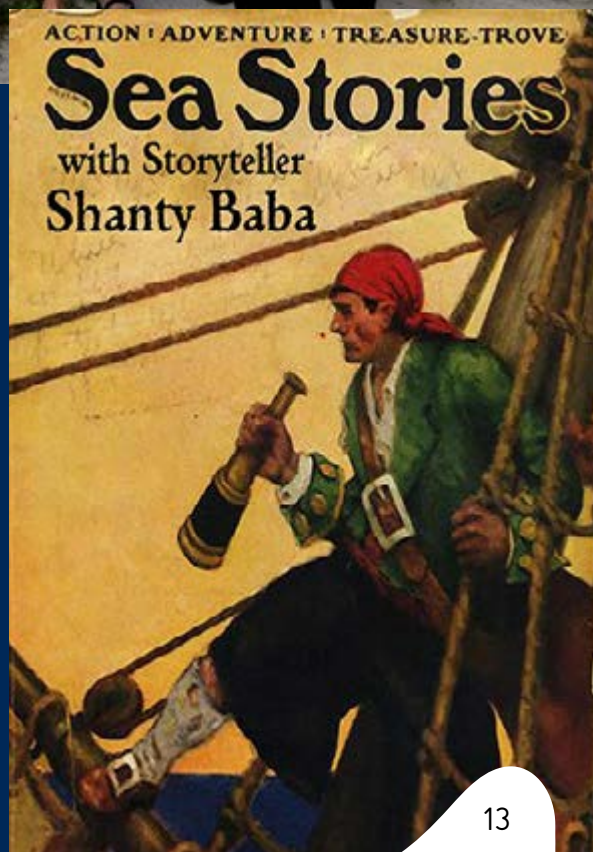


St Ives Shanty Shout



After the staggering popularity of the 2017 Shanty Shout, there were plenty of groups interested in playing at the next event. With funding from St Ives BID, the event went on to feature over 20 different groups singing at multiple venues throughout the town.

The event raised £1,830 for charity which was split between the RNLI and Children's Hospice South West.



Project 2:

Events

St Ives Food and Drink Festival

St Ives Food & Drink Festival takes place on Porthminster Beach in May to showcase local offerings and culinary talents. In 2017, footfall to the festival more than doubled from the year before, attracting over 12,000 visitors. Celebrity Chefs Nathan Outlaw and Jack Stein were joined by Masterchef winner Jane Devonshire, Great British Bake-off winner Frances Quinn and a whole host of local chefs over the past few years.

For the first time in 2018, the festival was held over three days, giving food lovers even more opportunity to head to Porthminster Beach and enjoy the extra day of chef demonstrations.

As well as food and drink, popular music acts Sandy Acre 7, Roustabouts, The Correspondents and Electric Swing Circus all took to the stage, alongside an eclectic mix of performers to entertain the crowds throughout each day and into the evening.

Extensive national coverage was achieved to promote the event in key national titles including *The Telegraph*, *Waitrose Weekend* magazine, *The Independent*, *Daily Mail* and *GWR Escape* magazine, as well as broad regional and local coverage, including foodie titles *Olive* magazine, *Delicious* and *Vegetarian Living*.



St. Ives FOOD AND DRINK FESTIVAL



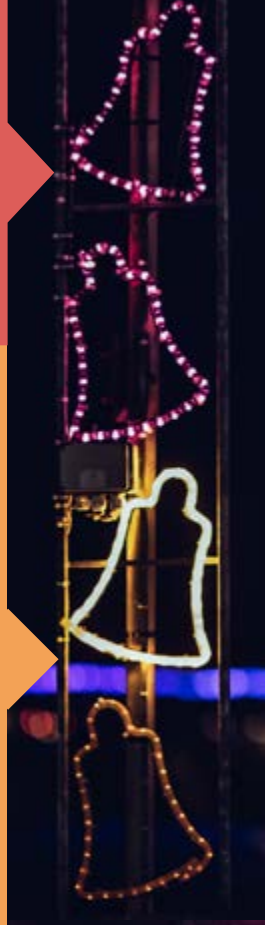
Project 2:

Events

St Ives in December

Without the support of St Ives businesses, St Ives in December would not happen. Planning starts in January and the St Ives In December team work tirelessly to put on great events for the whole community.

St Ives in December are a small team of volunteers and are always on the lookout for people to help. If you would like to get involved please email the St Ives in December team: hello@stivesindecember.co.uk



St Ives in December's month-long calendar of events includes:

- Father Christmas Comes to Town on the RNLI Lifeboat
- Super Saturday
- Lantern Parade
- Shop Window Display Competition
- Town Treasure Hunt
- Winter Wonderland Grotto
- Food Trail
- Etsy Made Local Christmas Fair
- Kidz R Us Christmas Bazaar
- Puppet Christmas Show
- Festive Farmers Market
- St Ives Theatre Christmas Revue Show
- Kidz R Us Christmas Pantomime
- Boxing Day Swim
- Fancy Dress & Fireworks



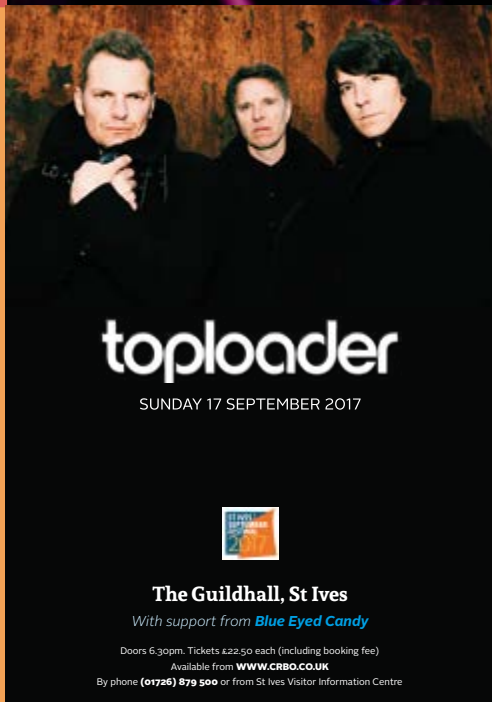
Project 2:

Events

September Festival

St Ives BID supports the St Ives September Festival with an annual financial contribution.

The BID also hosted its own event at the Guildhall in 2017 when indie rock legends Toploader headlined the festival.



toploader

Project 2:

Events

St. Ives
Business Improvement District



New Year's Eve Fireworks

St Ives BID sponsor the fireworks annually and has invested more money into the celebrations every year, rivalling the largest of displays in the UK.



St. Ives

Business Improvement District



St Ives BID Ltd
9 High Street, St Ives TR26 1RS

01736 792121
info@stivesbid.co.uk
www.stivesbid.co.uk