



THE HUER

Photography credit: Mike Newman

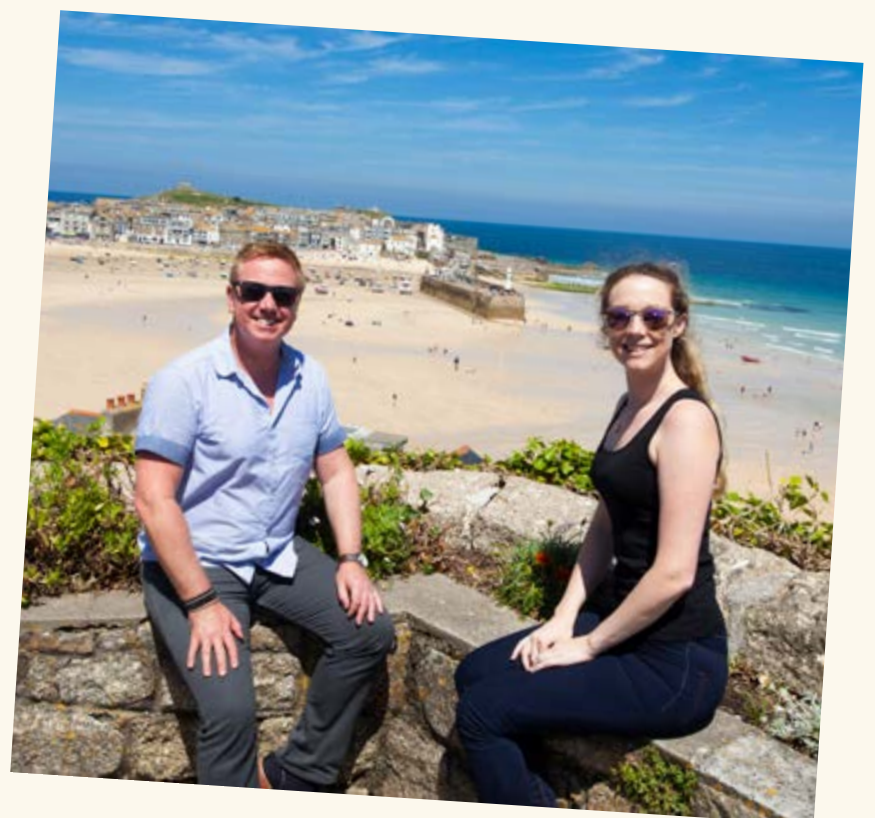
Welcome to the Winter edition of The Huer, St Ives BID's newsletter. Firstly a big thank you to all the businesses that have offered a room, food and drink or an experience for visiting travel writers over the off-season. We'll share the reviews with you as they're published.

Another successful summer has been had by all and feedback has been that business was as good in September as it was during the summer months. The signage is now all insitu and being used regularly. The CCTV has now been up and running since July. Planning for the St Ives BID second five-year term is now well underway.

If you would like any further information on any of the BID projects please get in touch, otherwise the next newsletter will be sent out in the Spring. Give us a ring on 01736 792121 or send an email to carl@stivesbid.co.uk or kate@stivesbid.co.uk.

Wishing you all a very festive season.

Carl and Kate
St Ives BID Team



It's your town, it's your BID

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



St Ives Shanty Shout

SAVE THE DATE:
Friday 23rd & Saturday 24th November 2018



The event is being held over the weekend of 23rd and 24th November starting at 5:30pm in the Castle Inn. This years shout is spread over seven venues, being the Castle Inn, the Golden Lion, The Surf Shack, The Pilchard Press, Queens Hotel, The Lifeboat Inn and the Rum and Crab Shack. Carbis Bay Holidays are supporting the event alongside The St Ives Brewery.

As last year we are fortunate to have groups from all over the UK attending. These include Kimbers Men from Yorkshire, The Longest Johns from Bristol, Bone Idol from Scilly, plus many local Cornish groups. i.e. Falmouth Shout, the Bamaluz Bootleggers, Cadgwith Singers, Cape Cornwall Singers, Figurehead and Bencoolan Wreckers.

Our website stlvesshantyshout.co.uk has all the details together with a Facebook page [St Ives Shanty Shout](https://www.facebook.com/stlvesshantyshout). We are being supported by Yourselves, St Ives Brewery, St Ives Holidays and Jonny Cab.

Lighthouse

Last month the lighthouse was given another lease of life with another lick of paint. The paint contains a special resin that will slow down the erosion process. The rust has been removed and an epoxy primer was used alongside Hammerite paint to help prevent the rust from bleeding through.



ST. IVES IN

St. Ives
Business Improvement District

★ **DECEMBER** ★

stivesindecember.co.uk



Wonderful Weekends in December!

St Ives in December just keeps getting bigger and better! This year, there will be fun-filled entertainment for all the family taking place over three weekends – in December.

Ahead of this, on Sunday 18 November from 11am – 4pm, there is a **Lantern-Making Workshop** (sponsored by FEAST) in the Island Centre. This will give everyone a chance to make their own lantern and take part in the upcoming **St Ives Lantern Parade**.

The first **Fantastic Friday** sneaks into November. The **Etsy Made Local Christmas Fair** at the Guildhall starts at 6pm on Friday 29 November with handcrafted gifts and products on sale and is also open throughout the weekend.



**FREE PARKING IN CORNWALL COUNCIL CAR PARKS
ALL DAY ON SUPER SATURDAY 1 DECEMBER**

St Ives BID has made a major investment in the sparkling Christmas lights around town and the evening finishes with the official **Lights Switch-on** in Royal Square (sponsored by St Ives Tourism Association) – a sign that the festive season is really underway.

Fantastic Friday 7 December is the moment that all the children have been waiting for: **Father Christmas** arrives into the harbour on the high tide at 6pm, safely escorted by the RNLI and sponsored by Cornish Horizons. And then, on **Super Saturday 8 December** from 11am to 4pm, **Father Christmas** will be in his **Ice Palace Grotto** at the Salvation Army Centre with his Elves and presents from the North Pole – and a special visit from the **St Ives Mermaid**. Plus, there's also still time to find that special present at the **Saffron Christmas Market** at the Guildhall.

And there's another **Super Saturday on 15 December**. Join the famous **Food Trail** or the **History & Mystery of St Ives Walk**. The Judges will be making their decision about the winners of the **Shop Window Competition** although you've got until 31 December to cast your vote for the People's Award.

Visit www.stivesindecember.co.uk for a full calendar of events or keep up to date on Facebook or Instagram.



Super Saturday on 1st December

Super Saturday on 1 December has something for everyone and is made even more enjoyable with traffic-free shopping and street entertainment along Fore Street. It's the launch of the popular **Town Treasure Hunt** and the **Shop Window Competition** (sponsored by Greenwood Wilson). During the day it's a Christmas shopping bonanza since, as well as **Etsy**, there's **Fair Mo** – the town's traditional Christmas fete – at St Ia's Church plus there's the **Kidz R Us Bazaar** with a sneak preview of its sparkling pantomime, **The Snow Queen**. At 5.30pm, the **St Ives Lantern Parade** takes to the streets, dancing to the rhythm of Samba Celtica and their drums.

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Road Closures in December

Here's a head's up on the road closures around the town during December for those of you needing access for deliveries or with guests arriving. These have all been approved by and will be managed by Cornwall Council. We try to keep the closure times to a minimum but would ask that everyone respects the road closures signs for the safety of all those attending events around the town.

Super Saturday 1 December

Traffic-free shopping & street entertainment

12-8pm: Fore Street, Back Lane

St Ives Lantern Parade & Christmas Lights Switch-on

5-8pm: Gabriel Street, Chapel Street, Tregenna Hill, Tregenna Place, High Street, Back Street, Market Place, Lifeboat Hill, Back Lane, Fore Street

Fantastic Friday 7 December

The Arrival of Father Christmas on the high tide

5-7.30pm: Lifeboat Hill, Wharf Road, Fore Street



St. Ives in December Events Timetable 2018



Make sure you're in town for this year's St Ives in December events

Super Saturday 1 December

St Ives in December kick-starts the run-up to Christmas and New Year with a bumper bundle of activities and entertainment. See page 3.

Sunday 2 December

ETSY MADE LOCAL CORNWALL CHRISTMAS FAIR.
10:00 – 16:00 at The Guildhall

Fantastic Friday 7 December

ARRIVAL OF FATHER CHRISTMAS (sponsored by Cornish Horizons), with a little help from the RNLI, is something all the children have been waiting for.
18:00 at The Harbour.

WHODUNNIT? More murder, mystery and farce from the pen of Jason Calder. 19.30 at Boathouse Theatre (also on 14, 21, 28 & 29 December)

Super Saturday 8 December

Visit Father Christmas in his Ice Palace Grotto, with St Ives Mermaid and face-painting. £4 entry. 11:30 - 13:30 (Lunch break) 14:00 – 16:00 at Salvation Army.

Sunday 11 & 18 November

LANTERN-MAKING WORKSHOPS (supported by FEAST Cornwall and St Ives Rotary Club). Get ready for the Lantern Parade. £2 per lantern – all materials supplied. 11:00 – 16:00 at The Island Centre.

Fantastic Friday 30 November

ETSY MADE LOCAL CORNWALL CHRISTMAS FAIR 40+ stands selling handmade unique presents for Christmas. Free entry: live music and festive food and drink. 18:00 – 21:00 at The Guildhall.



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St. Ives in December Events Timetable 2018

Super Saturday 8 & Sunday 9 December

SAFFRON CHRISTMAS MARKET with 40+ stalls of art, craft and goodies, live music and food. 10:00 – 16:00 at The Guildhall.

Super Saturday 15 December

SHOP WINDOW DISPLAY JUDGING DAY

Guest judges Anthony Frost and Bob Devereux take a walk around town to view all the entries.

FOOD TRAIL Eat your way around St Ives with a chance to win a prize. From 11:00. See website for participating venues.

HISTORY WALK with Tony Mason. £5, proceeds to St Ives Archive. 12:00. Leaving from The Malakoff.

Thursday 20 December

CHRISTMAS FARMERS' MARKET gets into the festive mood including seasonal local food and drink. 09:30 -14:00 at The Guildhall.

Friday 21 December

THE SNOW QUEEN Kidz R Us presents its ever-popular Christmas panto – with a special Kidz-R-Us take on the story that inspired the Disney film Frozen. 14:00 & 18:30. St Ives Theatre (also on 22, 23, 27, 28, 29 & 30 December).

Sunday 23 December

THREE LITTLE PIGS AND FROSTY THE SNOWMAN Jo-Jo, Scruffy & Friends present their Christmas Puppet Show. 15:00 & 17:00 at the Boathouse Theatre (also on 30 December).

Tuesday 25 December - CHRISTMAS DAY!

Wednesday 26 December - BOXING DAY SWIM

Brave the waves or cheer on the swimmers. Bacon butties & hot drinks available. 12:00 on Porthminster Beach.

Thursday 27 December

HISTORY WALK with Tony Mason. £5, proceeds to St Ives Archive. 12:00. Leaving from The Malakoff.

Monday 31 December

NEW YEAR'S EVE CELEBRATIONS

St Ives' biggest street party of the year and one of the best places in the UK to welcome in the New Year. Fancy dress and fireworks at midnight. Sponsored by St Ives BID.

HISTORY WALK with Tony Mason. £5, proceeds to St Ives Archive. 12:00. Leaving from The Malakoff.

'St Ives In December' is a not-for-profit group entirely run by a dedicated group of volunteers and is self-funded through sponsorship and fundraising efforts throughout the year. It has been running since 2012 and there are several reasons why we feel it is important to continue:

- To keep a sense of community in the town so that the people that live here can get involved.
- To promote St. Ives and attract people from nearby areas to show and remind them what we have to offer.
- To encourage visitors in the quieter months.
- And finally as a big 'Thank You' to all who live and work in St. Ives.

Would you like to be a part of this effort? Have you got any events happening that we can promote for you? If you would like to join our team and help to continue our work please get in touch.

Contact us at: hello@stivesindecember.co.uk

www.stivesindecember.co.uk

www.facebook.com/stivesindecember



St. Ives
Business Improvement District

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★ **DECEMBER** ★



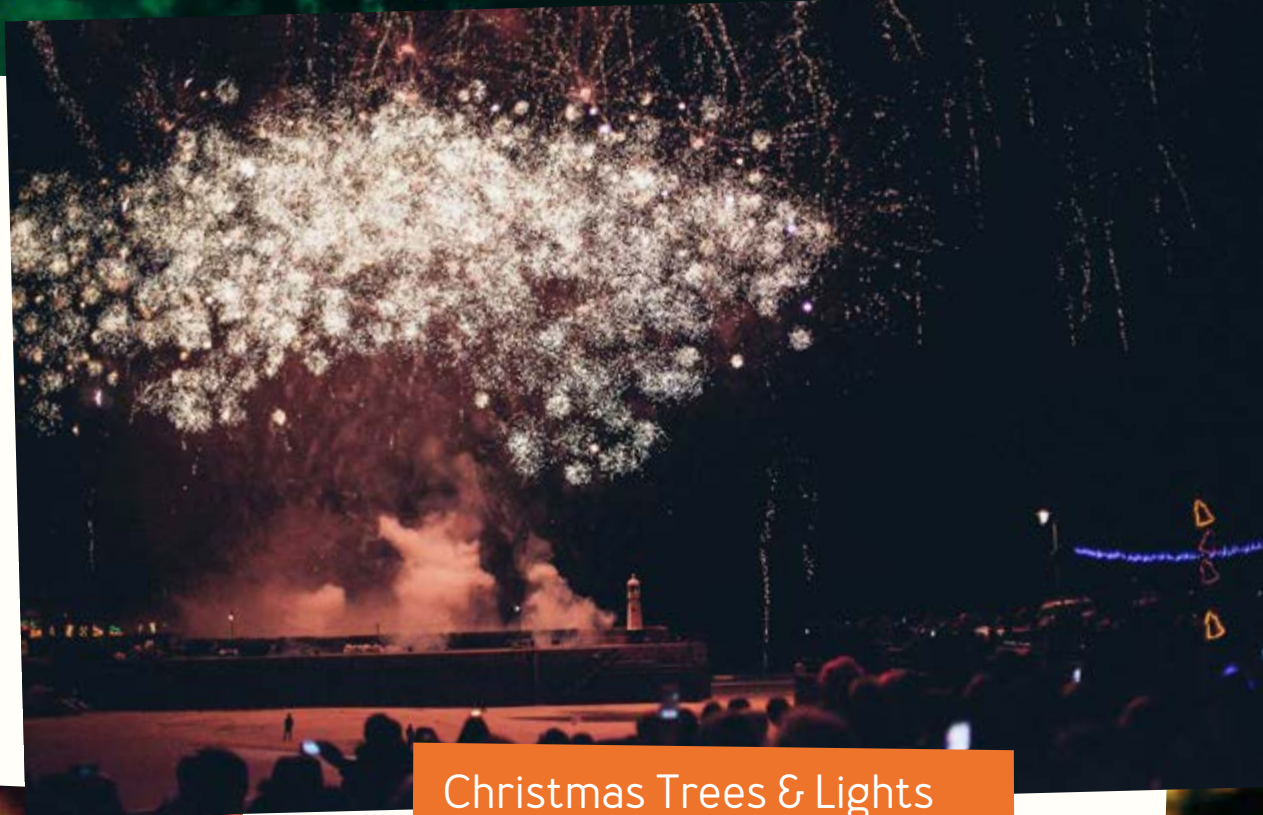
stivesindecember.co.uk

NYE Fireworks

St Ives to ring in New Year with biggest firework display yet

This year we have worked in conjunction with Cornwall Council and the Perfect Event Group to make this New year's Eve bigger, better and safer.

A special thanks to Linda Taylor, Richard Robinson & Andrew Mitchell for donating some of their 'Community Chest' fund towards the event.



Christmas Trees & Lights

After outstanding feedback about the Christmas lights we have decided to extend the curtain of lights from Royal Square down to the end of Chapel Street. This year, for the first time, it has been made possible for the whole of Fore Street to have the curtain of lights too.

The magnificent 6ft Christmas tree in Royal Square will make its appearance on 27th November, along with the little Christmas trees all around town.





St. Ives

Business Improvement District

Timetable

January to February 2018

Consultation with a cross section of levy paying businesses

July -August 2018

Survey 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

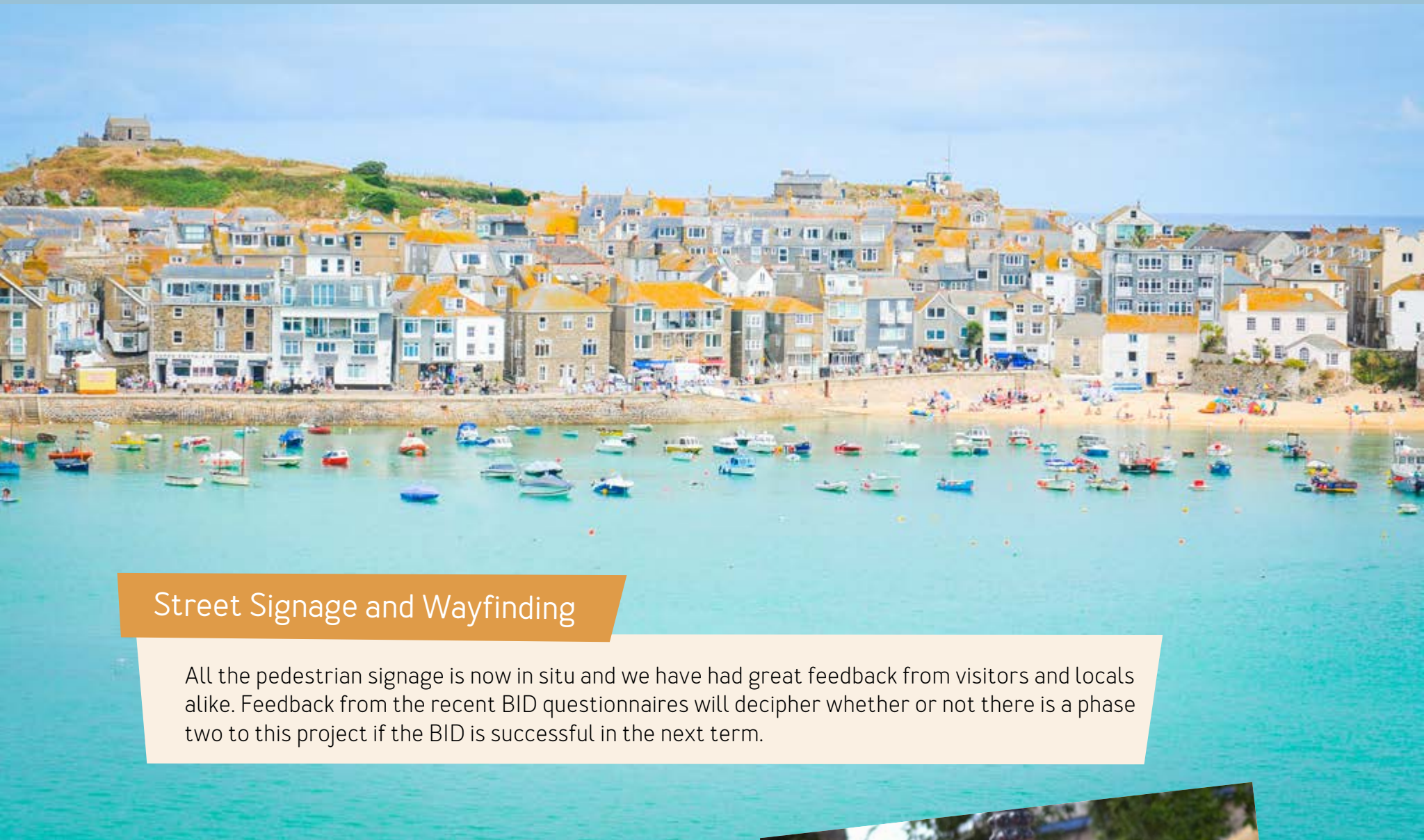
If the vote is successful, the second term of St Ives BID will commence

BID Renewal

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.

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





Street Signage and Wayfinding

All the pedestrian signage is now in situ and we have had great feedback from visitors and locals alike. Feedback from the recent BID questionnaires will decipher whether or not there is a phase two to this project if the BID is successful in the next term.

Planting Scheme

The barrels have now been removed from the harbour during the winter months to avoid wear and tear from the bad weather and Spring tides. But worry not, they will be back to brighten up our harbour once again in the Spring. A big thank you to Gary and his team at St Ives Blooms for doing such a fantastic job throughout the year.



Visit the new destination website: www.stives-cornwall.co.uk

The St Ives Business Improvement District, Tourism Association and Visitor Information Centre have been working together to create the new website which showcases over 390 businesses in the seaside town including hotels, shops and restaurants.

The email for businesses to send their new events for listing on the new website is info@visitstives.org.uk

Follow us on facebook St Ives Tourism Association and Twitter [@tourismStIves](https://twitter.com/tourismStIves)

To support the new destination website please join St Ives Tourism Association, the membership fee represents great value for money.

Membership details available from:
membership@stives-tourismassociation.co.uk



St Ives BID Website

The official St Ives BID website has had a refresh with more information on all BID projects now on the site. If you wish to check these out, click [here](#).

www.stivesbid.co.uk



I Love Shopping in St Ives



The I Love Shopping page has been created to showcase the fantastic shops, eateries and services that our wonderful town has to offer. A place for the businesses of St Ives to let customers know what they offer and to work together to show the world what a great place St Ives is to eat, drink and shop in.

We have been working hard to increase the number of users of our social media pages and the I Love Shopping in St Ives Facebook page now has over 2,000 members!

Please can we remind businesses to limit posting to one special offer or promotion per day.

If you are not already using the group to promote your business please sign up at:

www.facebook.com/groups/ILoveShoppinginStIves/

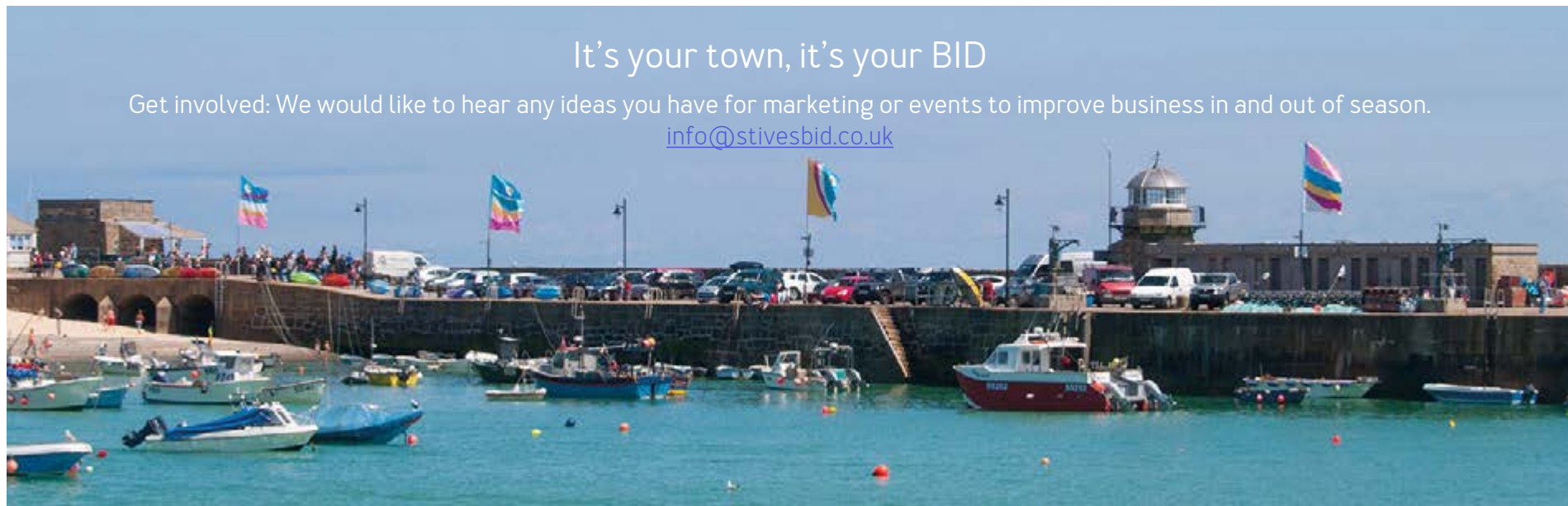
St Ives in the Press

We've had a fantastic response from businesses offering accommodation, food and drink and experiences for visiting travel writers over the off-season. Thank you everybody who has got in touch.

If you see any good or interesting stories about St Ives please send us the link so we can share it here. St Ives BID social media presence continues to grow with over 1000 Facebook likes and over 650 Twitter followers.

It's your town, it's your BID

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



St Ives Town Brand Guidelines

St. Ives town now has a brand that is available for all businesses to use within your marketing material. Meor Design have produced a brand that has been developed with the use of your feedback from the survey.

For a copy of the brand guidelines please [Click here to download the Brand Guidelines.](#)

SPACE AND POSITION

St. Ives Brand identity information

The logo will be the most visible element of the St Ives brand. Its usage must be clear and consistent at all times.

Space:

Our logo needs space to breathe. Using the element of the wave, the space should never be less than the height of the wave on every side of the logo.

Protecting the logo also means:

No distorting
No changing elements
No rearranging
No recreating

(master artwork is available on request)



PRIMARY	SECONDARY	SPRING	SUMMER	AUTUMN	WINTER
PANTONE SOLID UNCOATED - 7703 U SOLID COATED - 7459 C	PANTONE SOLID UNCOATED - 661 U SOLID COATED - 7683 C	PANTONE SOLID UNCOATED - 679 U SOLID COATED - 684 C	PANTONE SOLID UNCOATED - 341 U SOLID COATED - 355 C	PANTONE SOLID UNCOATED - 124 U SOLID COATED - 7564 C	PANTONE SOLID UNCOATED - 7660 U SOLID COATED - 7660 C
CMYK 69 19 0 27 RGB 57 151 186 HTML #3997ba	CMYK 72 34 0 29 RGB 44 103 156 HTML #2c679c	CMYK 0 21 8 15 RGB 215 171 198 HTML #d6a6c6	CMYK 99 0 22 54 RGB 1 118 92 HTML #01765c	CMYK 0 34 81 16 RGB 215 141 40 HTML #d67b28	CMYK 6 12 0 36 RGB 154 144 164 HTML #9b90c4



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