

THE HUER

St. Ives



Hello

It is just over a year since St. Ives business improvement district (St. Ives BID) was voted in by the businesses in St. Ives it seems appropriate to use this as an opportunity to bring you an update...

Whilst it has been an extremely stressful year for all those involved with St. Ives BID the good news is that the court case brought about by a non-bid levy payer has now been resolved. The Criminal Prosecution Service took over and dropped the case and the courts awarded costs to us. This will now enable the volunteer directors and co-opted board members to focus on fulfilling the projects included in the final proposal. The decision has also had a positive effect on business owners coming forward and showing their desire to become more involved with the projects.

You may have heard through local press that Jess Golding the BID Manager has now moved on from St. Ives BID. The appointment of a replacement is imminent and we


have also employed a part time position to work alongside the manager. The appointments will allow us to bring the marketing of the town and event management in house as well as applying for additional money from grants, sponsorships and voluntary contributions.

Looking into year two and beyond there are still lots of projects that are in the early stages of being developed such as; Christmas lights and signage. Other projects will be delivered over the remaining 4 year period but we do need more people to get involved with delivering them, if you would like to come along and meet with the board members and have an informal chat about how you can contribute then please contact info@stivesbid.co.uk

If you want to get involved either on a board level or with an individual project then please contact info@stivesbid.co.uk

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



What is St. Ives BID?

For the benefit of the new BID levy paying members the St. Ives Business Improvement District (BID) came about because it was felt that during this time of austerity there was a shortfall of funding available for things like the town appearance and support for events. The gap was being filled by local businesses in an ad hoc way.

The BID levy ensures that every business contributes to a series of projects that were decided upon by the businesses during the

consultation period. For a copy of the final proposal please email info@stivesbid.co.uk

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 cheaper it will be to deliver them.

Flags and Seagulls



You may have heard or seen via local media coverage that we have installed flags on the harbour as part of a seagull deterrent trial and also as part of the final proposal plan to uplift the town appearance. Dependent on whether or not they prove effective and people's opinions of them we would perhaps look at installing more of them where the seagull problem is greater – the reason that this wasn't done in the first instance is because of the time needed to be invested in gaining permissions to erect them on Wharf road as oppose to the harbour property, we will of course do so if they prove popular and effective. The flags will be taken down for the autumn/winter period due to the severity of the weather.

Overall we have had a positive response on the flags themselves. The colour of the flags has been a tricky balancing act between choosing a colour in line with the brand and also a colour that has been researched to be effective in acting as a seagull deterrent. The harbour master, Steve Basset, has relayed to us the feedback from those working on the piers and has said that there has been a reduction in seagulls where the flags are positioned. He has also said that between 70-80% of those commenting on them are in favour of them. A few people have commented on the positioning of them along West Pier and we are looking to move one of the flags to the end to make the spacing more balanced.

Let us know what you think of them and if you have any ideas on how else we can attempt to tackle the seagull problem. Suggestions so far include yellow bunting, eagle owls, spikes and some other ideas that the RSPB would definitely not recommend! Contact Simon via info@stivesbid.co.uk with your ideas.

Flowers about town

St Ives in Bloom has been appointed to supply and maintain some of the flowers that you can now see around town. A voluntary group has now been established that will look at clearing, weeding and replanting areas of the town that are in need. So far they have tackled the Malakoff with the plants being financed from the businesses (BID).

If you would like to spend a couple of hours a month gardening around town or you know of an area that could do with a makeover then let us know.

Contact Angela via info@stivesbid.co.uk



Bins and Trade Waste

The public litter bins falls within the remit of Cornwall Council, however, a major issue for businesses within St. Ives was that of the appearance, location and overuse of them. We have to tackle this in a number of ways. We are looking to address the appearance of the bins as well as speak with Cornwall Council about the location of them. Cornwall Council have confirmed that St. Ives will be used for a trial of a new type of bin that compresses litter these should be appearing over the next few months. We are also in talks with a waste contractor to try and use our collective buying power to reduce the cost of bag collections and give us a bespoke service that accommodates our needs. This will also be combined with a push for all holiday let owner/businesses to use a waste collection service.



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 see [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)



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September Festival 2015

Included in the final proposal was a desire to support existing events like the September festival. This year St. Ives BID has given a financial contribution towards the festival as well as marketing support for the event.

If you have either a business website or use social media then it would be great if we could all help to promote the town by linking to the September festival and reposting their events.

Information about the individual acts and the festival itself can be [seen here](#).

St. Ives Art Festival We are currently in the very early stages of planning for an Art Festival within St Ives. If you are interested in being involved with this then please email Denise via info@stivesbid.co.uk



St. Ives and Crime

Within the final proposal there is a section that requires us to “monitor the effectiveness of current measures and develop further measures as necessary” with regards to the safety and security of the town.

The CCTV is no longer in operation in town but have you noticed an increase in anti-social behaviour? Do you think that St. Ives has a problem with crime and would you like St. Ives BID to look into schemes that may reduce it?

Your feedback on this will help to inform how the BID Levy income is budgeted so please let your views be heard, contact info@stivesbid.co.uk

St. Ives in the Press

The marketing and PR campaign for St. Ives over the past few months has seen press coverage in all local media including, Western Morning News, Affinity Magazine and Pirate Fm. Online highlights include posts in Good Housekeeping, Love Food, Homes & Gardens and retweets from Coast Magazine.

Every business within St. Ives can make a difference if we all collectively come together to promote St. Ives out of season by showcasing what we have to offer. Let's shout about it on social media, websites, blogs and actually talking to customers.

If you know of any events happening around town or have any offers or news stories that you would like other businesses around town to promote then please send us the details. We can then share this information via Facebook and other businesses can help to advertise it by reposting on their website/social media.

Please feel free to use the St. Ives BID Facebook page as a resource for information that you can then use in your own marketing and also use it to get in touch with any director or about any ongoing project.





Food Festival 2015

The Food Festival 2015 was supported by the businesses of St. Ives via the BID and additional income was also generated to support the festival from sponsorship and stall holders. The Food festival was included within the final proposal as being an existing event that St. Ives BID would support. The festival itself attracted over 5000 visitors over the weekend and the feedback from those that attended was excellent.

From a St. Ives business perspective and taking on board their suggestions for next year, we plan to have events in the town centre and focus on bringing more of the visitors into town. The array of stall holders was not as varied as it could have been and again this is something that we need to look at and expand upon, in particular we need to focus on having local traders exhibit at the festival. The press coverage for the event was fantastic and marketed St. Ives on a national level as a place to visit out of season with an emphasis on being the place to visit for 'foodies'. Everyone that gave feedback agreed that May was the best month to host the event and dates for next years' festival will be released soon.

Planning for next years' event will start to take place over the coming months. A big thank you to those local traders who have already stepped forward to work on this project and please get in touch if you would like to be involved in next years' festival either as an organiser or a stall holder: info@stivesbid.co.uk



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St Ives in December

Over the last 4 months the St. Ives in December group have been busy planning, what they hope to be, the best St. Ives in December to date!

The group which is formed wholly of volunteers representing businesses, residents and local community groups met in February this year with a summary of the small offer that they did in 2014 this was due to unavoidable circumstances. The team is now back, although more volunteers are always welcome, and they are looking to implement a much fuller time table this year.

The group is partly funded by the businesses of St. Ives via the BID. The commitment to support this event can be found in the final proposal of St. Ives BID and it is hoped that by putting on a Christmas events calendar it will give tourists and locals a reason to visit St. Ives in the run up to Christmas. Some of the events listed below have been organised by other groups but by collating them into one schedule it increases the appeal of the town to visitors and helps market the individual events – if you know of anything happening around St. Ives in December that you would like to include, then please contact info@stivesbid.co.uk



St. Ives in December Events Calendar - confirmed so far

4th December	Santa's arrival by RNLI Boat House Theatre Puppet Show Launch of the Town Treasure hunt Launch of the House Lights competition Launch of the Window Display competition- theme 'Christmas in St. Ives'
5th ,12th , 19th December	Party Train – the branch line between St Erth an St Ives will be transformed for 3 weekends to bring you a magical Christmas experience.
5th December	Kids R Us Bazaar – craft market food and general goods on sale.
10th December	Awards evening and Carols
11th December	Lantern Parade – Procession to Harbour from Island Centre
19th-20th December	Food market and Food Trail

Back by popular demand the St. Ives December offer/voucher booklet is being produced for 2015. For more information on how you can be included please contact info@stivesbid.co.uk

St. Ives

Business Improvement District



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