

THE HUER

Hello,

I'm sure you have heard about the tragic death of Paul Ford in April. Paul was instrumental in setting up the St Ives BID and the driving force behind St Ives In December. Our thoughts are with his family and friends.

This year's Food & Drink Festival was the biggest and best yet! There wasn't a spare seat in the house as the demo stage was packed out on both days, with the likes of Jack Stein entertaining the crowds, and the Fabulous Baker Brothers giving some tips on making homemade butter.

It was great to see the festival and the town so busy over both days. It was a real treat to have such a great line up of chefs grace the beach throughout the weekend, as well as some delicious local food and drink, showcasing the best of Cornwall.

I would like to say a big thank you to the local businesses who have supported and sponsored the event, and all the traders and suppliers who provided such amazing food and drink all weekend.

The iconic lighthouse on the end of Smeaton's Pier has been repainted just in time for the Summer Season and is looking amazing once again.

Talking of things being new and amazing, the old Penwith seagull signs have finally been replaced with the new ones commissioned by BID and are in place ready for the summer. Still on signs and the town pedestrian signage project is forging ahead, install dates to be confirmed.

If you would like to help out with any of the BID projects, please let me know. You can either give me a ring on 01736 792121. Send me an email to carl@stivesbid.co.uk. The next newsletter will be sent out in September.

Have a good Summer

Carl Lamb
St. Ives BID Manager



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



Smeatons Pier Lighthouse



In a project completely funded by BID the 126 year old lighthouse on Smeaton's Pier has now been painted and is looking resplendent once again.

St Ives's cast iron lighthouse stands at nine metres as a key part of the town's picture postcard vista. Between 1888 and 1890, Smeaton's pier, where the lighthouse stands, was nearly doubled in length and the lighthouse, which was first operated on the 29th September 1890, has overseen life at the harbour ever since.

Under the careful guidance of expert local painters and decorators, the structure, which was showing signs of rust and decay, has been restored to its former glory.

A word from Steve Bassett - "I am delighted that the lighthouse has been repainted. Although it is not a functioning lighthouse anymore, it is still one of the most recognised features in St Ives, sitting prominently on the end of the pier. I want to thank the BID for investing in restoring it, and once again making it look beautiful for locals and visitors to enjoy once more."

Thank you to Kevin Nankervis and his team for their hard work.



Coastal Communities New Pier Project

The New Pier Shelter is looking fabulous with its new roof and railings.

The new benches are currently being inscribed with various historical quotes about St Ives and will be in-situ before the Summer holidays.

This project has been funded 100% by the Governments Coastal Communities Fund which was applied for by BID volunteer Heather Stubbs and Vanessa Luckwell from Cornwall Council.



Town Centre Planting Scheme



For the second year running BID have funded St Ives' hanging baskets and floral installations. Over the past few weeks The St Ives Blooms team have been busy preparing and installing hanging baskets through-out the town centre.

This year the BID also has taken over the care of the Malakof flowerbeds and are creating a fabulous floral display to welcome the towns many visitors.

If you have any comment or suggestions for next years flowers please get in touch with us at the BID on:

kate@stivesbid.co.uk

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St. Ives FOOD & DRINK FESTIVAL



This year's Food & Drink Festival was the biggest and best yet! 5,000 festival goers were treated to a culinary delight over the weekend at the annual St Ives Food and Drink festival as crowds gathered on Porthminster Beach.

Next year's festival will take place on 13th and 14th May and we are already on the lookout for sponsors.

Please email carl@stivsbid.co.uk for full details of sponsorship opportunities.

If you missed this year's festival, the official Facebook page has lots of pictures from the weekend: www.facebook.com/stivesfoodfestival



St Ives in December



I am sure that you will have heard about the sudden and tragic death of Paul Ford in April. He was the inspiration behind St Ives in December and the team of volunteers who help organise the community events in the run up to Christmas and New Year are determined to make this year's St Ives in December a very special one in his memory. And this is where you all come in, as there are any number of opportunities for you to get involved and help make this happen.

St Ives BID is involved with the co-ordination of events as well as liaison with the council and various authorities for all required permissions. BID also helps fund the marketing and promotion of events to ensure that we bring in as many paying customers as possible into our town during December. However, we are looking for more sponsors to boost the funds available in order to roll-out the best-ever St Ives in December. So, any contributions will be an enormous help whether large or small; £1,000 donation would make you major sponsor with your logo on our website home page and feature on all publicity material but you can choose to sponsor individual events from £250.

The programme of events will be finalised over the next couple of months but will include many of the favourites. The highlight for children and their families is the arrival of Father Christmas into the harbour, courtesy of the RNLI and this year there will be reindeer! Father Christmas will be getting a magical new grotto. The lantern parade will be bigger and more phantasmagorical with extra lantern-making sessions for schools and families. We'll be running our popular Town Treasure Hunt and Window Display Competition again – and we're hoping for lots more entries for the House Lights Competition to add a real sparkle to the town.

The December Offers booklet last year was very successful and we've already had a lot of interest for this year. The booklet is self-funding and costs are likely to be £25 for a half page and £50 for a full page with artwork to be supplied (prices to be confirmed). There will be a limited number of pages for offers and advertising so to register your interest, please email hello@stivesindecember.co.uk as soon as possible.

And one last and very important point: we are always looking for more people to join the St Ives in December team. If you like Christmas, you'll love being involved with St Ives in December. If you have any ideas for new events or want us to publicise something that you're organising in December, do please get in touch.

We meet in Café Art in the Drill Hall, Royal Square at 6pm on the last Wednesday of the month. Email hello@stivesindecember.co.uk to make sure you're on the mailing list and/or come along to the next meeting on Wednesday 29 June.

Thank you!

St Ives in December Team



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St. Ives in the Press

Although the referendum on second home ownership has been the focus of St Ives in the national press recently, there have been some other more positive stories too:

www.telegraph.co.uk/travel/destinations/europe/united-kingdom/england/cornwall/articles/sandpiper-st-ives-cornwall-cottage-review/

www.mirror.co.uk/lifestyle/travel/british-breaks/st-ives-castle-hotel-perfect-7750673

www.express.co.uk/travel/articles/663503/British-seaside-holidays-summer-holiday-2016-increase-in-British-holidays

www.plymouthherald.co.uk/St-ives-residents-asked-feedback-designs-new/story-29284471-detail/story.html

www.independent.co.uk/travel/uk/cornwall-st-ives-holiday-surfing-places-to-stay-cohort-hostel-review-a7039186.html

www.cornishman.co.uk/event-week-st-ives-food-drink-festival/story-29253055-detail/story.html

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 nearly 900 Facebook likes and almost 500 Twitter followers.



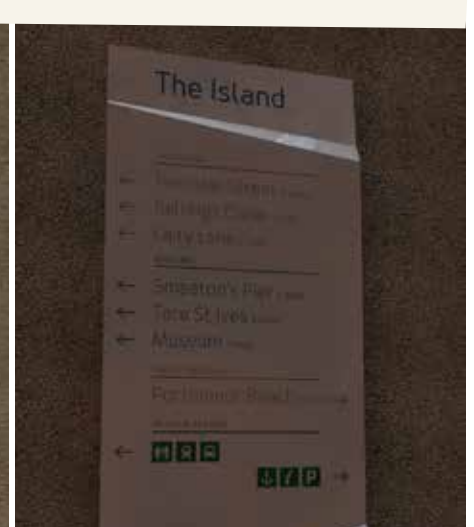
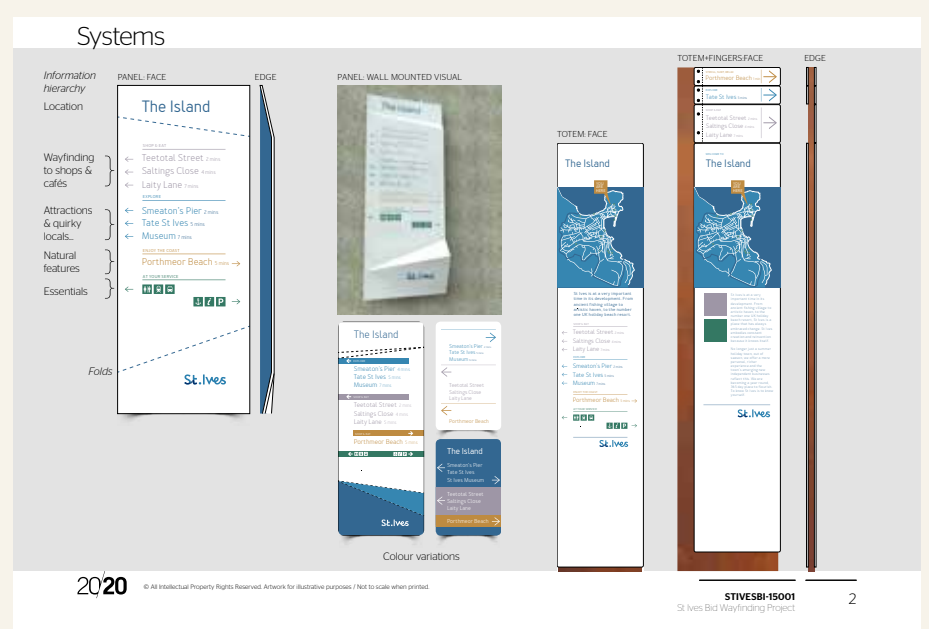
Street Signage and Wayfinding

This is our biggest on-going project and we held a public consultation day on Tuesday 24th May which was very successful. Lots of interested people dropped into the Hidden Kitchen to have a look at the proposed new signs. Comments were very positive and we are now moving forward with this project.

Currently we are creating a detailed location plan which we can then use to obtain planning consent from Cornwall Council. We are aiming to have the whole project completed by December 2016.

To keep up-to-date on the project please visit

<http://stivesbid.co.uk/st-ives-pedestrian-wayfinding-project/>



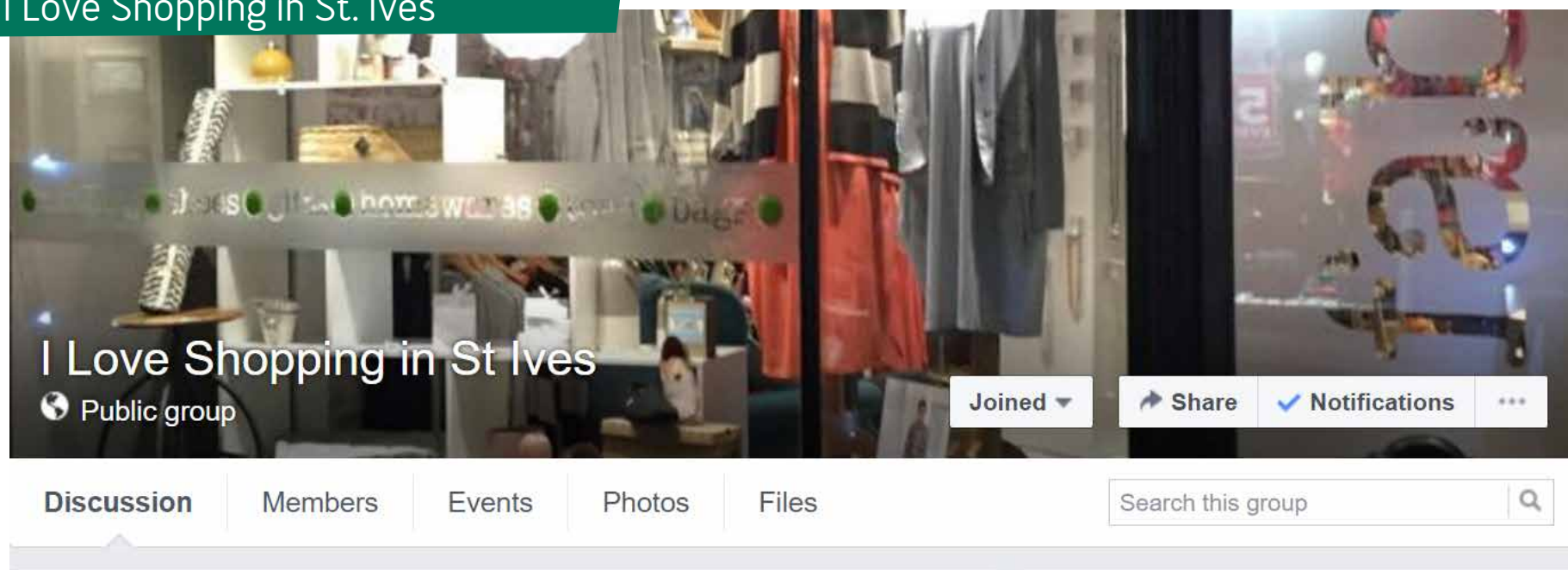
Flags and Seagulls

The new signs have finally replaced the old tired Penwith Council ones along the Wharf. We had hoped to have more positioned across the wharf and around town, and are currently in negotiations to do so.

We would appreciate any support you can give us with this endeavour and in the mean time there are posters and stickers freely available from the BID office. Please contact kate@stivesbid.co.uk.



I Love Shopping in St. Ives



The "I Love Shopping in St Ives" Facebook page now has over 1,300 members!

This page has been set up as a place for the businesses of St Ives to let customers know what they offer and to enable them to work together to show the world via the medium of Facebook that we are here and open for business 364 days a year... 365 for some of them!

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

www.facebook.com/groups/IloveShoppinginStIves/



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St. Ives BID open meeting for all members

The St Ives Business Improvement District is holding an open meeting and proprietors/managers of all BID member businesses are welcome.

The meeting will be held at the Town Library from 6pm and will be an opportunity to meet the new BID board and discuss the plans for the BID over the next three years.

MONDAY

11th
July



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)



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| PRIMARY PANTONE SOLID UNCOATED - 2703 U SOLID COATED - 7453 C CMYK 49 19 8 27 RGB 57 151 186 HTML #3997b6 | SECONDARY PANTONE SOLID UNCOATED - 641 U SOLID COATED - 7483 C CMYK 72 34 0 39 RGB 44 103 156 HTML #2c679e | SPRING PANTONE SOLID UNCOATED - 673 U SOLID COATED - 686 C CMYK 63 18 11 RGB 218 171 178 HTML #dabada | SUMMER PANTONE SOLID UNCOATED - 341 U SOLID COATED - 555 C CMYK 99 0 22 54 RGB 118 92 HTML #01765c | AUTUMN PANTONE SOLID UNCOATED - 124 U SOLID COATED - 7564 C CMYK 0 29 81 14 RGB 215 141 49 HTML #d97a39 | WINTER PANTONE SOLID UNCOATED - 7648 U SOLID COATED - 7668 C CMYK 6 12 0 38 RGB 154 144 164 HTML #9a9da1 |
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