



THE HUER

Hello,

Welcome to the first BID newsletter of 2016. As I write this update the town centre pedestrian signage project is underway with public consultation planned for April. Details of the consultation will be in the press and on social media closer to the time.

St. Ives Business Improvement District held an Extraordinary General Meeting on 10th February to elect a new board of directors to oversee the running of the BID over the next twelve months. There will be an opportunity to meet the new board and ask any questions about the BID's projects at an open meeting scheduled for Tuesday 19th April at 6pm. New board member James Watson has kindly offered to host the meeting at the Hidden Kitchen restaurant on St Andrews Street.

The feedback from the New Year's Eve fireworks has been very positive with some people saying they were the best yet. The BID team is already planning this year's display which promises to be bigger and better again.

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 or go the old fashioned way and drop in and see me at the BID office, above Lanhams on the High Street.

The next newsletter will be sent out in June.

Have a good Easter.

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





St. Ives Food And Drink Festival

The seventh St. Ives Food & Drink Festival to be held on the 14th and 15th of May 2016, is set to be the biggest and best yet! The full line-up is yet to be announced but, this year alongside some of our talented Cornish chefs, we have enlisted the help of Laura Field & Kim Somauroo to invite a selection of celebrity chefs who will appear on Porthminster Beach to demonstrate their cooking skills. This year's line-up includes Jack Stein, Channel 4 stars the Fabulous Baker Brothers, Gizzie Erskine, Sophie Michell and Romy Gill as well as Great British Bake Off 2014 semi-finalist Chetna Makan. More big names will be announced over the coming weeks.

With live music and entertainments from local bands including the Bamaluz Bootleggers and the fabulous Kids R Us Theatre, cookery talks and masterclasses, children's activities, face painting and bouncy castle, there's something for all the family.

The St. Ives Food & Drink Festival is still seeking sponsors for this years event. For full details of sponsorship opportunities please contact claire@mackerelskyevents.co.uk or click the link below to download the sponsorship pack.

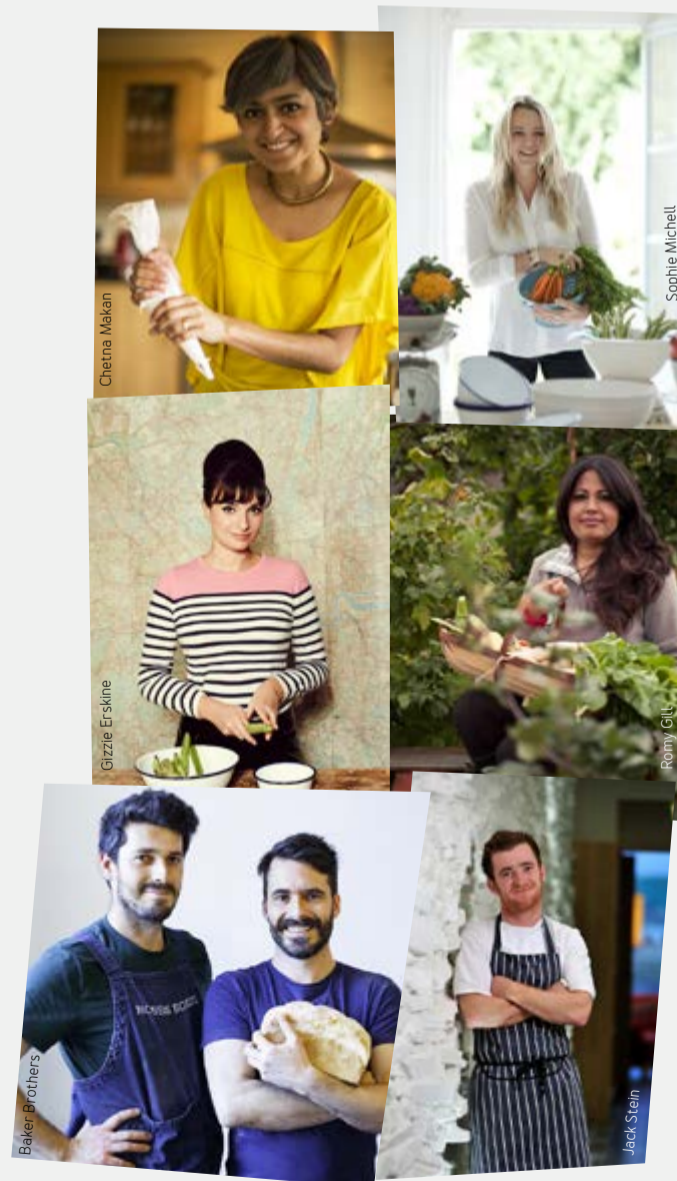


For full details, please visit the official website <http://www.stivesfoodanddrinkfestival.co.uk/>

and follow us on social media:

Twitter: [@stivesfoodfes](https://twitter.com/stivesfoodfes)

Facebook: www.facebook.com/stivesfoodfestival



New directors for St. Ives BID

The St. Ives Business Improvement District held an Extraordinary General Meeting at Tregenna Castle Hotel on 10th February. The EGM was held under the BID's Articles of Association that requires directors to step down from their office after one year.

Four directors stood for re-election and four new representatives of the St. Ives business community were appointed to the board. The newly elected BID board, made up of four existing directors: Sherry

Siefken-Glossop from St. Ives Skincare, James Deseta from Academy Clothing, Damian Sargent from Una St. Ives and Simon Sharp, who represents the St. Ives Tourism Association (SITA) on the BID board.

Hidden Kitchen proprietor James Watson joins Belinda Hanks from the Castle Inn, Ryan Wilce from The Hain Line and Alexandra Ward who will represent St. Ives Chamber of Trade & Commerce on the newly formed BID board.

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 an opportunity to meet the new BID board and discuss the plans for the BID over the next three years.

The meeting will take place on Tuesday 19th April 2016, 6pm at the Hidden Kitchen Restaurant, St Andrews Street, St. Ives.

Tuesday
19th
April



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 in the Press

The New Years Eve Fireworks, festoon lights and Food & Drink Festival have featured in the press recently, and here are some more stories:

<http://www.standard.co.uk/news/uk/revealed-britains-best-beaches-according-to-tripadvisor-a3182076.html>

<http://www.westernmorningnews.co.uk/Local-s-Guide-St-Ives/story-28467725-detail/story.html>

<http://www.westerndailynews.co.uk/Rare-sighting-humpback-whales-St-Ives/story-28469150-detail/story.html>

<http://www.westernmorningnews.co.uk/Works-St-Ives-artist-Hepworth-listed/story-28590445-detail/story.html>

If you have an event happening in town or have any offers or news stories that you would like publicised then please send me the details and (ideally) a picture to carl@stivesbid.co.uk. I can share this information via social media and send it to the local and regional press and broadcast media.

St. Ives Business Improvement District social media presence continues to grow with over 700 Facebook likes and 376 Twitter followers.

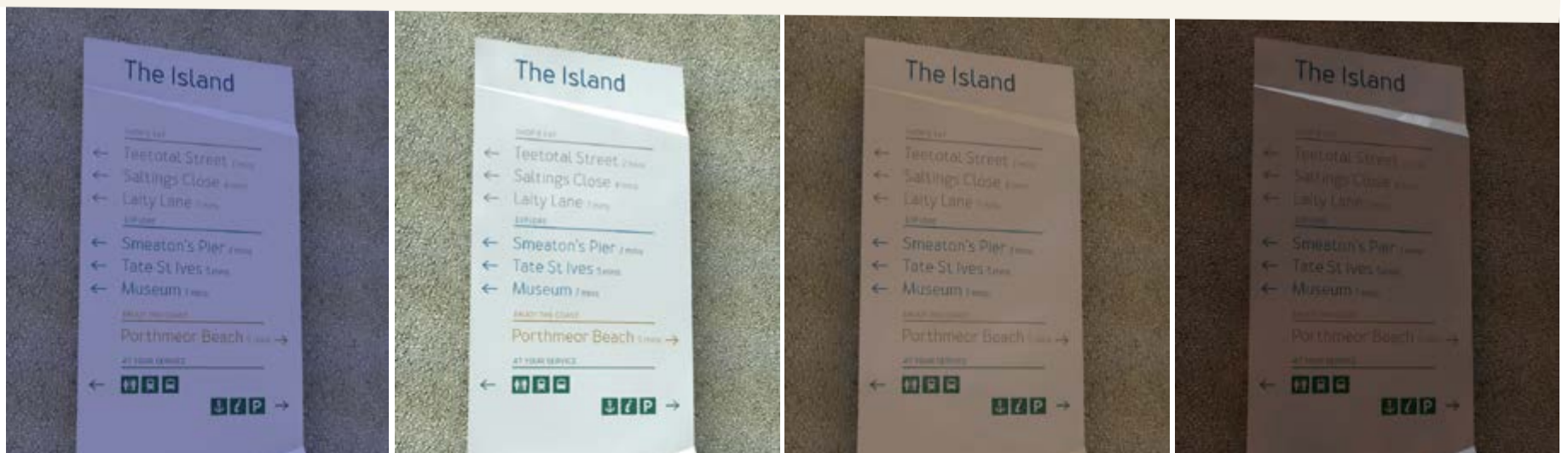
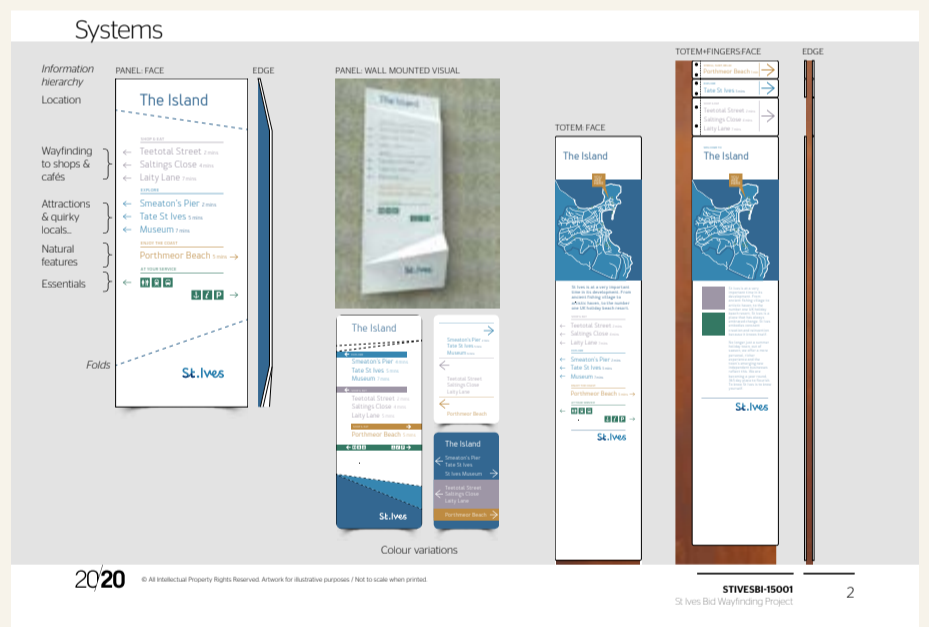


Street Signage and Wayfinding

An audit of the current town centre pedestrian signage has been carried out and 20I20 Design have come up with the initial signage designs.

A public consultation will follow over the next couple of months. To keep up-to-date on the project please visit:

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



Flags and Seagulls



New aluminium signs will replace the current Penwith Council signs along the Wharf over the next couple of weeks. Posters and stickers have been distributed to shops, restaurants and take-aways. If you would like a sticker and/or poster please contact kate@stivesbid.co.uk.

Following feedback from St. Ives businesses, it has been decided not to replace the flags along the Wharf this year and to look at alternative seagull deterrents instead.

I Love Shopping in St. Ives

St. Ives BID has launched a new Facebook page. The page has been created to highlight 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.

Although the group only went live on 24th February, it currently has over 800 members and new members are signing up every day. If you are not already using the group to promote your business please sign up at:

www.facebook.com/groups/ILoveShoppinginStIves/



For great offers and promotions join us at [Facebook.com/groups/ILoveShoppinginStIves](https://www.facebook.com/groups/ILoveShoppinginStIves/)

Christmas Trees & Lights

Planning has now started on the Christmas lights display for 2016. If you would like to be part of the working group for this project, please email carl@stivesbid.co.uk.



Coastal Communities New Pier Project

The project to refurbish the New Pier behind Smeatons Pier is going to schedule and should be completed by end of May 2016.



Smeatons Pier Lighthouse

St. Ives Business Improvement District has commissioned a local company to renovate the exterior surface of the lighthouse on Smeatons Pier.

The lighthouse is to be thoroughly cleaned and treated with anti-corrosive primer and repainted.



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.

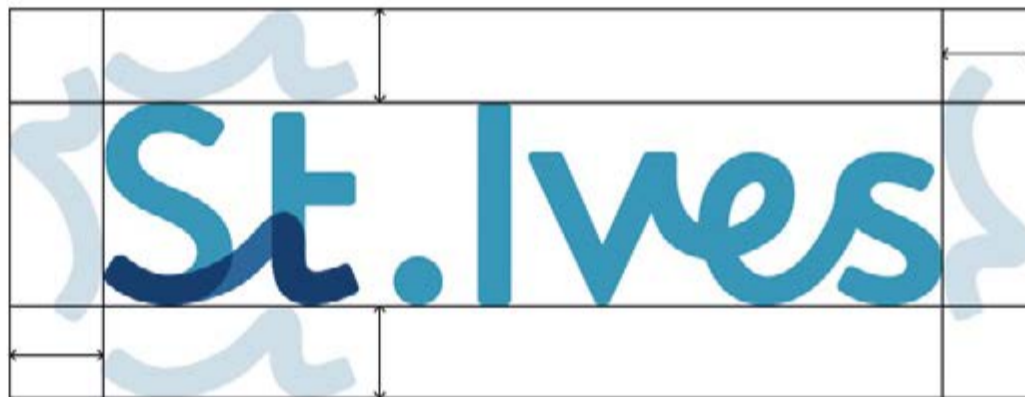
Space:

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)



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

Business Improvement District



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

01736 792121

info@stivesbid.co.uk

www.stivesbid.co.uk

MEOR