

## THE HUER



Hello,

I hope you have had a great Summer and are now able to have a bit of a rest! The majority of business owners/managers I've spoken to have reported a bumper Summer which is great news! I'm still waiting for some official visitor stats from Visit Cornwall and will disseminate them as soon as I receive them.

This summer we have been working on an ever growing number of projects. The town centre pedestrian signage project is forging ahead we are hoping to get spades in the ground in January 2017 and for it to be complete in March. The Coastal Communities project which BID helped initiate has been successfully completed and the team are now looking into funding for a new project.

The town appearance project is taking on a more all year round flavour with agreements to keep the flower beds tended all year, as well as having seasonal flags located throughout the town and we have just obtained permission to install catineries in Royal Square.

On top of all these projects work is continuing on the new town website. We are working with both the Visitor Information Centre and the St Ives Tourism Association to create one main destination site for St Ives.

If you couldn't make it to the AGM, there is an open meeting taking place on Wednesday 30th November, 6pm at Cohort Hostel.

Lastly, I would like to say a big thank you to everyone who attended last night's Annual General Meeting. The meeting was very positive with lots of welcomed feedback.

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](mailto:carl@stivesbid.co.uk). The next newsletter will be sent out before Christmas.

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](mailto:info@stivesbid.co.uk)





St Ives In December



Reindeer photo credit: www.gwelanmor.com

Please visit our website for up-to-date information and a full calendar of events. [www.stivesindecember.co.uk](http://www.stivesindecember.co.uk)



FAMILY FUN AND FROLICS THROUGHOUT DECEMBER

ST IVES IN DECEMBER has a fun-filled calendar for all the family in the run up to this year's Christmas and New Year celebrations.

The festivities begin on Fri 2nd December with the now-traditional arrival of Father Christmas into St Ives harbour with the help of the RNLI. He'll parade through the town on his sleigh to meet up with two of his faithful reindeer in Royal Square. Kidz R Us will also be holding their popular Christmas Bazaar with crafts galore and sneak previews of this year's pantomime Cinderella. A spiffing start to a fantastic December line-up.

Sat 3rd December is Christmassy Town in St Ives with the opening of a new Winter Wonderland Grotto for Father Christmas at Cohorts with free craft activities for children – also on Sat 10th and 17th December. There'll be live music plus festive food and drink at the first Etsy Makers Cornwall show at the Guildhall, which runs all weekend (preview on Fri evening), and street entertainment on every corner.

Swamp Circus is the main attraction on Sat 10th December as part of a Right Royal Knees-up. Bring the kids to a special ST IVES IN DECEMBER screening of Frozen at the Royal Cinema. The Drill Hall will be buzzing with loads of fun things to do, including a worst Christmas jumper parade. The Western Hotel will be opening its doors. St Ives Pizza Company will be on hand with their artisan pizzas. And don't miss the lantern-making workshops taking place at Barnoon Workshop.

Bring your lantern and join sea monsters and musicians for the second – and bigger and better – St Ives Lantern Parade on Sat 17th December. During the day, Mark Osterfield of Tate St Ives will be on walkabout to pick the winners of the much-coveted Shop Window Display Competition and there is still time for you to cast your vote at the Library or via our Facebook or Twitter pages. The entries for the House Lights Competition will be blinging around St Ives and all the family can take part in the Town Treasure Hunt.

For old-fashioned children's entertainment, there's the Christmas Puppet Show, Little Red Riding Hood, or a scary evening for adults with Ghost Stories for Winter Nights at the Boathouse Theatre. Why not brave the elements on Porthminster Beach for the Boxing Day Swim – or simply come for a bacon buttie and hot chocolate while cheering on the swimmers. And make sure that you have your costume ready for the biggest fancy-dress party in Cornwall on New Year's Eve, followed by a spectacular BID firework display to see in 2017.

All this and much, much more – for details visit the St Ives in December website, [www.stivesindecember.co.uk](http://www.stivesindecember.co.uk) or follow us on Twitter or Facebook.

## St Ives in December - Christmas Offers Booklet

### *Promote your Business with a Christmas Offer*

We have a very exciting line-up of events for this year's St. Ives in December and great opportunities for businesses to make the most of winter visitors in town. We are giving a real push to Saturdays, with events around town all day on the 3rd/10th/17th December 2016 – see our website for more details – [www.stivesindecember.co.uk](http://www.stivesindecember.co.uk).

5,000 copies of the December Offers booklet are circulated to homes, businesses and holiday lets in the St Ives area and it has proved really successful for businesses taking part. We want to make this year's edition, a bumper bundle of exciting offers to attract as many people as possible to our shops and eateries. It also includes all the information about venues and events taking place during the month. So make sure that you promote your business by advertising in the 2016 December Offers booklet and boost your sales.

Here's some ideas of different options to help you decide what's best for your business:

- all Christmas products are 10% off until 15th December 2016
- buy two get one free on stocking fillers
- spend over £50, get ...% off
- in-store offers available
- 10% off on Saturdays in December
- 10% off on ... (a certain product type)

So even if you only run an offer on one day or on one product, you will still get the benefit of advertising in the December Offers Booklet for the whole month. A full page advertisement costs £30 if you provide your own artwork or £60 if you'd like us to sort the artwork for you.

If you would like to book a space in the SID Christmas Offers Booklet, please Email Angela Roberts at [raaremporiumsocial@gmail.com](mailto:raaremporiumsocial@gmail.com) by Friday, 21st October and send completed artwork by Friday 28th October.

## Christmas Trees & Lights

We are looking for maximum involvement in this year's festivities and once again will be supplying small trees to businesses who have a suitable holder and an electrical supply. For those without a suitable electrical supply we have an alternative festive flag.

As is becoming the norm around this time of the year we are beginning to carry out an audit into the condition of the Christmas tree and now flag, holders throughout the town.

This year the BID are in a position to arrange replacement holders for a nominal fee of £25+VAT each. If you would like to ensure you have a shiny new holder please get in touch with us in the BID office.

As well as the small trees, there will be one magnificent Christmas Tree located in Royal Square. The 20ft tree will be professionally decorated with 1,000 white LED lights and silver decorations, will be in place for Father Christmas' arrival in St Ives on Friday 2nd December

(Please see St Ives in December update above for full details).

If you would like to be part of the working group for this project, or require a holder, please email [carl@stivesbid.co.uk](mailto:carl@stivesbid.co.uk).

EMAIL THE BID TO  
GET YOUR TREE  
[CLICK HERE](#)

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## Street Signage and Wayfinding

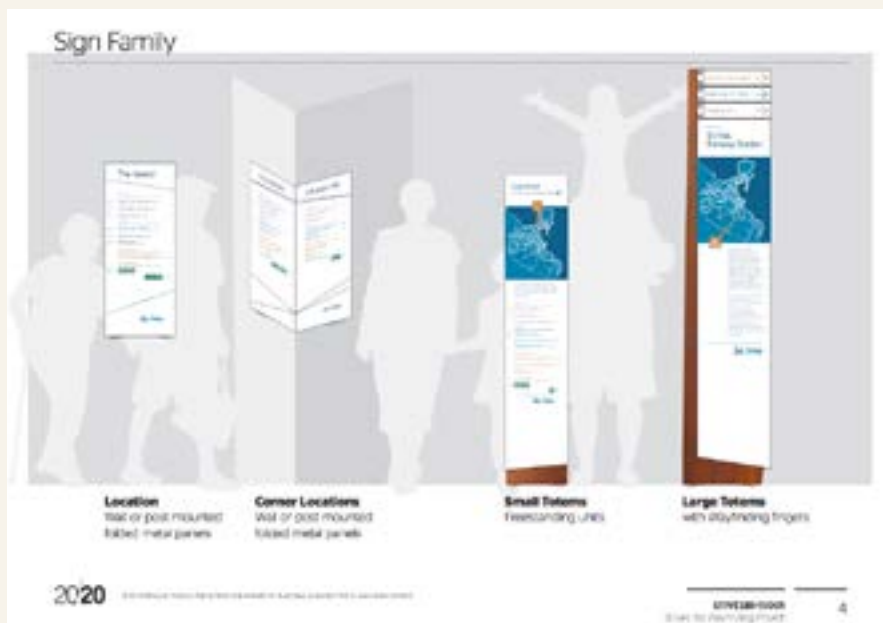
After several unforeseen hold-ups with this project we are now back on track. A detailed location plan has been created and all the relevant applications have been now submitted to Cornwall Council for planning permission.

The schedule is to begin installing the signs in January 2017 once the applications have been approved. The project is due for completion by March in time for Easter.

It is imperative that the information on these signs is correct and I would like to invite everyone to have a look at the signage document, you will find it if you follow the link below, and let me have your feedback.

You can find all the documents, signage layouts and proposed locations on the BID website. Please follow the link below.

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





## Flags and Seagulls

After initially taking the decision not to reinstate the flags around the harbour this year, we received feedback from numerous businesses who thought they did play a part in keeping the seagulls away last year.



We decided to refit them in July, and are planning to install them again early next year.

This summer along with our new signs and window stickers we installed yet more seagull spikes. Last years installation on the hanging basket holders across the Harbour proved very successful so we have now added them to all the lamp posts as well. So far the seagulls don't seem to have figured a way round them.

In an effort to drum up some press interest over the summer months we launched the first edition our grease proof newspaper - The Daily Gull. A light hearted information sheet about Gulls, which we gave to the local takeaways to use for wrapping food.

We would appreciate any support you can give us with this endeavour and in the mean time there are posters and stickers freely available

## Coastal Communities

The St Ives Coastal Communities Team is made up of numerous town centre stakeholders including the town council, Cornwall Council, St Ives BID and the Chamber of Trade & Commerce.

Following the successful completion of the Smeatons Pier project and in line with the St Ives Economic Plan the Team has now applied for further funding for a second project codenamed The Workstation Project.

The application for £3million will see one of the towns great white elephants turned into a collaborative working space. The application has currently made it through to the second round. So fingers crossed.

If you would like more detailed information please visit the BID office or email [carl@stivesbid.co.uk](mailto:carl@stivesbid.co.uk).



## Town Centre Planting Scheme



This year we added to the town centre floral display with more hanging baskets on Tregenna Hill and took over the care of the flowerbeds on the Malakof.

The St Ives Blooms team have now taken down the hanging baskets and are looking into some suitable bloomage to decorate the town during the winter months.

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](mailto:kate@stivesbid.co.uk)

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## St. Ives in the Press

There has been plenty of national stories about St Ives throughout the summer, from seagulls to David Bowie's art collection:

[http://www.thenationalstudent.com/Student\\_Travel\\_Writer\\_2016/7\\_things\\_to\\_do\\_in\\_st\\_ives\\_cornwall.html](http://www.thenationalstudent.com/Student_Travel_Writer_2016/7_things_to_do_in_st_ives_cornwall.html)

<http://www.express.co.uk/news/uk/708175/st-ives-Restaurants-serve-newspaper-TIPS-avoid-seagul-attack>

<http://www.dailystar.co.uk/news/latest-news/543853/Seaside-town-St-Ives-Cornwall-new-weapon-fight-seagulls>

<http://metro.co.uk/2016/09/07/the-war-between-man-and-seagull-gets-serious-with-the-launch-of-anti-gull-chip-wrappers-6114711/>

<http://www.dailymail.co.uk/news/article-3827030/Oh-Pretty-Things-David-Bowie-s-entire-secret-10million-art-collection-displayed-online-time-ahead-auctions-Sotheby-s.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 over 900 Facebook likes and over 500 Twitter followers.



## I Love Shopping in St. Ives



The I Love Shopping in St Ives Facebook page has nearly 1,500 members! 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.

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

[www.facebook.com/groups/IloveShoppinginStIves/](http://www.facebook.com/groups/IloveShoppinginStIves/)



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## St. Ives BID open meeting for all members

The next St Ives Business Improvement District open meeting which is open to all proprietors/managers of St Ives BID member businesses.

The meeting will be held at Cohort Hostel on the Stennack from 6pm. It is a great opportunity to meet the BID board, discuss and get involved in the plans for BID over the next two years.



## 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)





# St. Ives

Business Improvement District



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**MEOR**