



THE HUER

Hello!

Welcome to the Summer edition of the Huer, St Ives BID's quarterly newsletter. Our 2017 Herring Gull awareness campaign is well underway with special "Beware the Gulls" napkins being distributed to eateries around town, as well as a Snapchat Geofilter warning visitors about shielding their food. The harbour flags are now also in-situ after several attempts to install them had to be aborted due to the wind!

I'm happy to report that our scheme to replace the old pedestrian signage around town is now progressing with the approval of St Ives Town Council. The next stage is for Cornwall Council Highways to approve the proposed locations for the new signs, we will then have the green light to start installing them. So hopefully, the new signs will be ready to welcome visitors to the town for Easter 2018.

I hope you are enjoying a busy and successful season and if you would like any further info on any of the BID projects please

get in touch, otherwise the next newsletter will be sent out in November. You can either give me a ring on 01736 792121 or send me an email to carl@stivesbid.co.uk.

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



September Festival



Toploader will be playing live at the Guildhall, St Ives on Sunday 17th September 2017 with doors opening at 6.30pm. Tickets will be £22.50 each (including booking fee) available online or by calling 01726 879 500. The tickets will also be available from the St Ives Visitor Information Centre.

Save the Date: Sunday 17th September

Indie rock legends, Toploader, will take to the stage at this year's St Ives September Festival as part of a 15-day celebration of music and art.

Toploader will be performing live on Sunday 17th September at the St Ives Guildhall as part of their UK tour and one of their Europe-wide festival appearances to mark the launch of their new album.

The band will also be supported on the night by the popular Cornish based band Blue Eyed Candy.

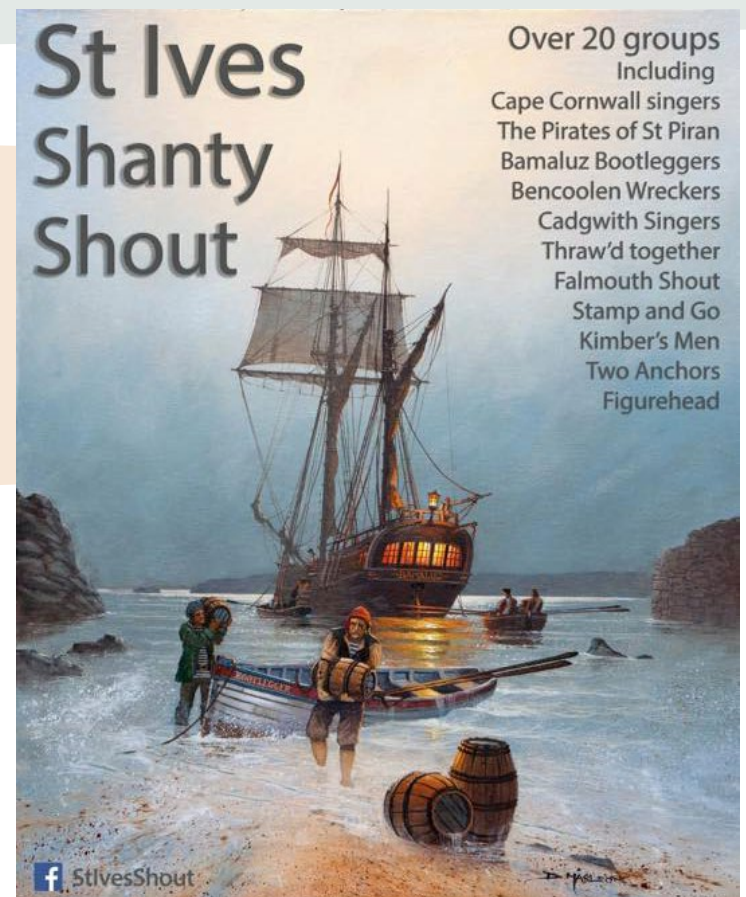
The event has been supported by the St Ives Business Improvement District (BID) as part of their contribution to the September festival. St Ives BID has supported the St Ives September Festival since the BID was launched, and we're delighted to hosting our own event this year at the Guildhall.

It will be great to see a high profile band as Toploader performing at this year's festival, and we hope it will be a sell-out event. The festival brings a lot of business and footfall for the town and is a great celebration of our fantastic art and music we have here in St Ives.

The September Festival will run from September 9th – 23rd in a variety of venues with hundreds of events planned in the town.

St Ives Shanty Shout

The St Ives Shanty Shout takes place on Friday 24th and Saturday 25th November 2017 in various venues including The Castle Inn, The Golden Lion and The Surf Shack. With over 20 groups taking part including Falmouth Shout, Figurehead, Kimber's Men, Bencoolen Wreckers and many more!



Friday 24th November and Saturday 25th November
 The Castle Inn, The Golden Lion, The Surf Shack
 Charities The RNLI and Childrens Hospice South West

Sponsored by

Press Trips

Promoting St Ives throughout the Winter

We are now thinking about the 2017 Winter promotional campaign to attract more visitors to St Ives during the quieter months. If you would like to offer accommodation, food or activities for visiting journalists, please get in touch with Carl or Kate at the BID Office.



Summer Planting Scheme

St Ives is blooming once again thanks to the businesses in the town. One of the main aims when the BID was brought into St Ives was to play a role in the town's appearance, and invest in various projects to make the town shine all year round. As well as the hanging baskets that greet visitors along The Terrace, the BID team also look after various hanging baskets around town, the popular Malakoff flowerbeds and the planters next to St Ives Library on Gabriel Street.

Herring Gulls Campaign



St Ives BID has already invested in 'don't feed the gulls' signs and seagull spikes around the town, working alongside the new initiatives aimed to increase human awareness of gulls and limiting the birds' chances of an opportune swoop for food.

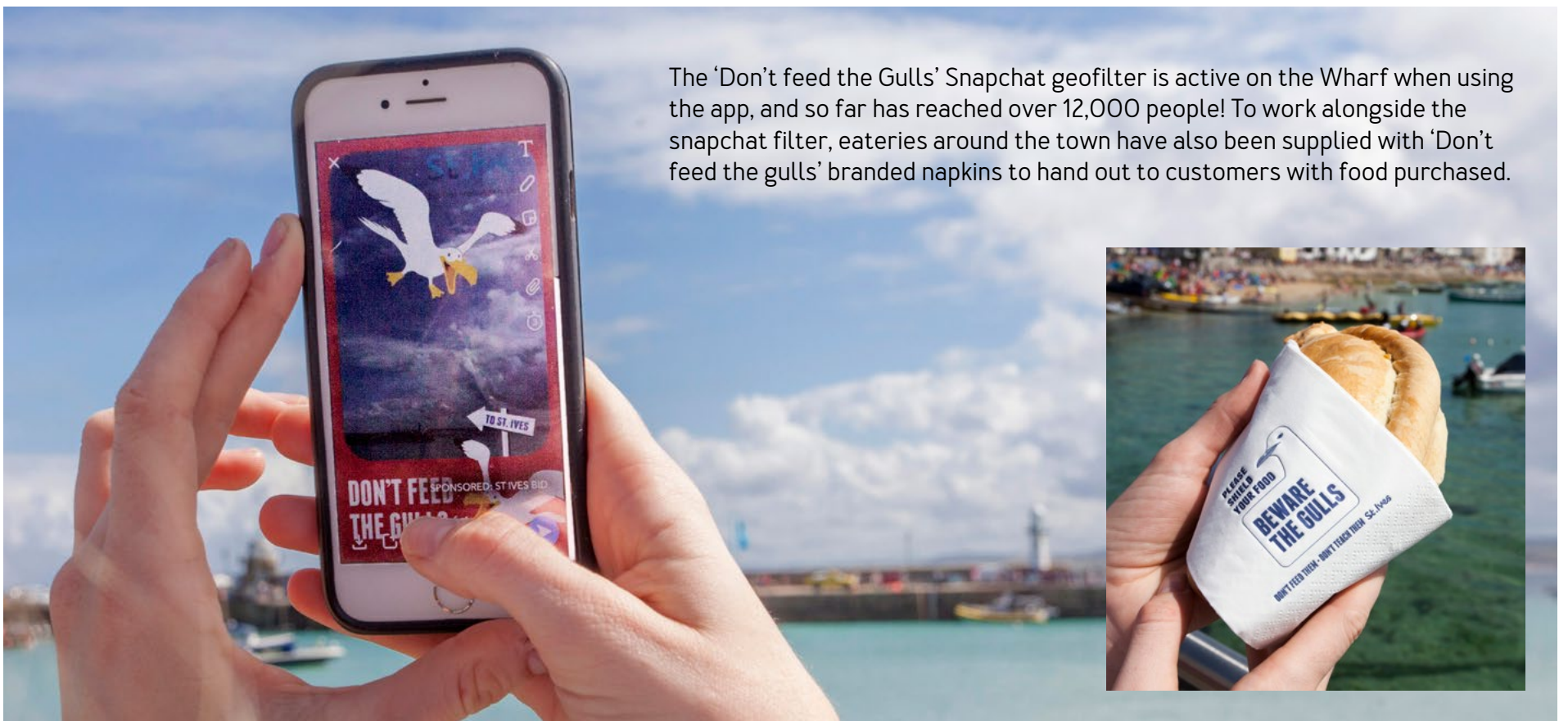
Last year the BID launched 'The Daily Gull' newspaper, a large printed sheet of greaseproof wrap for takeaways on the sea front which won an industry award at this year's PRCA awards for its creative approach.



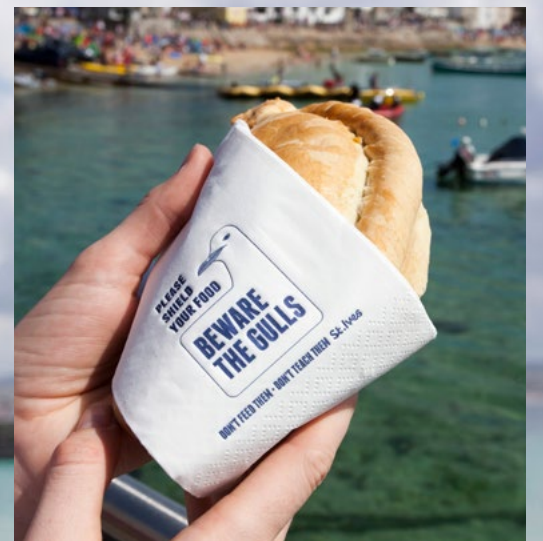
Royal Square Summer Bunting



The Summer bunting in Royal Square is looking great, with businesses in the area receiving positive comments from visitors to the area.



The 'Don't feed the Gulls' Snapchat geofilter is active on the Wharf when using the app, and so far has reached over 12,000 people! To work alongside the snapchat filter, eateries around the town have also been supplied with 'Don't feed the gulls' branded napkins to hand out to customers with food purchased.





Street Signage and Wayfinding

Permissions are being sought from landlords of buildings where it has been proposed to install a sign, and content for each sign is being completed while we wait for planning confirmation from Cornwall Council. Keep up-to-date on this project and view current proposed locations [here](#).

St Ives in the Press

St Ives has been in the regional and national press over the past few months.

<http://www.telegraph.co.uk/food-and-drink/features/food-festival-every-taste/>

<http://www.telegraph.co.uk/food-and-drink/features/britains-20-best-food-festivals-2017/>

<http://www.cornwalllive.com/8203-11-reasons-not-to-miss-the-st-ives-food-and-drink-festival/story-30312094-detail/story.html>

<http://www.cornwalllive.com/legendary-90s-indie-band-toploader-to-lead-music-acts-at-st-ives-september-festival-2017/story-30292848-detail/story.html>

https://lissuu.com/mediaclash/docs/bl337_final/80

http://www.swindonadvertiser.co.uk/news/15364142.TRAVEL__St_Ives_is_the_perfect_place_to_be___/

<http://www.plymouthherald.co.uk/st-ives-3-25million-enterprise-jackpot-creating-jobs-over-the-tamar-too/story-30261182-detail/story.html>

<https://www.thetimes.co.uk/edition/home/st-ives-the-art-y-heart-of-the-north-cornish-coast-s9k8p9m7g>

<https://www.thesun.co.uk/news/3303277/monster-28-stone-8-foot-long-shark-caught-by-two-stunned-fishermen-a-few-hundred-metres-off-coast-of-cornwall/>

<https://www.thetimes.co.uk/article/tate-and-the-art-of-being-a-neighbour-l08gtkOv6>

<https://www.businesscornwall.co.uk/news-by-industry/retail/2017/06/call-to-action-for-st-ives-businesses/>

<http://www.bristol-business.net/best-of-south-west-s-pr-recognised-at-prestigious-awards/>

If you see any good or interesting stories about St Ives please send us the link so we can share it here.

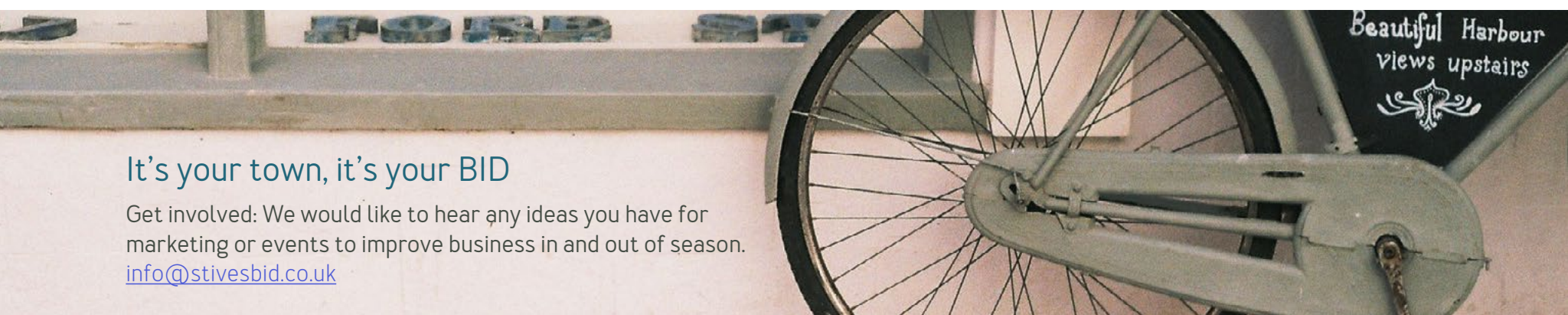
St Ives BID social media presence continues to grow with over 900 Facebook likes and over 600 Twitter followers.



It's your town, it's your BID

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info@stivesbid.co.uk



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

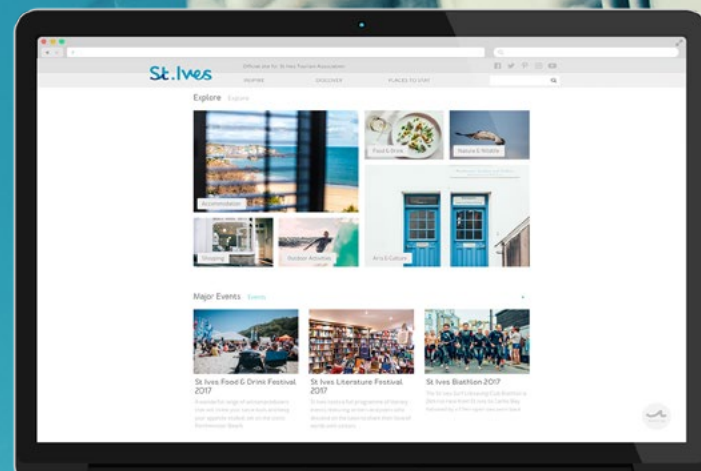
The St Ives Business Improvement District, Tourism Association and Visitor Information Centre have been working together to create the new website which showcases over 390 businesses in the seaside town including hotels, shops and restaurants.

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.

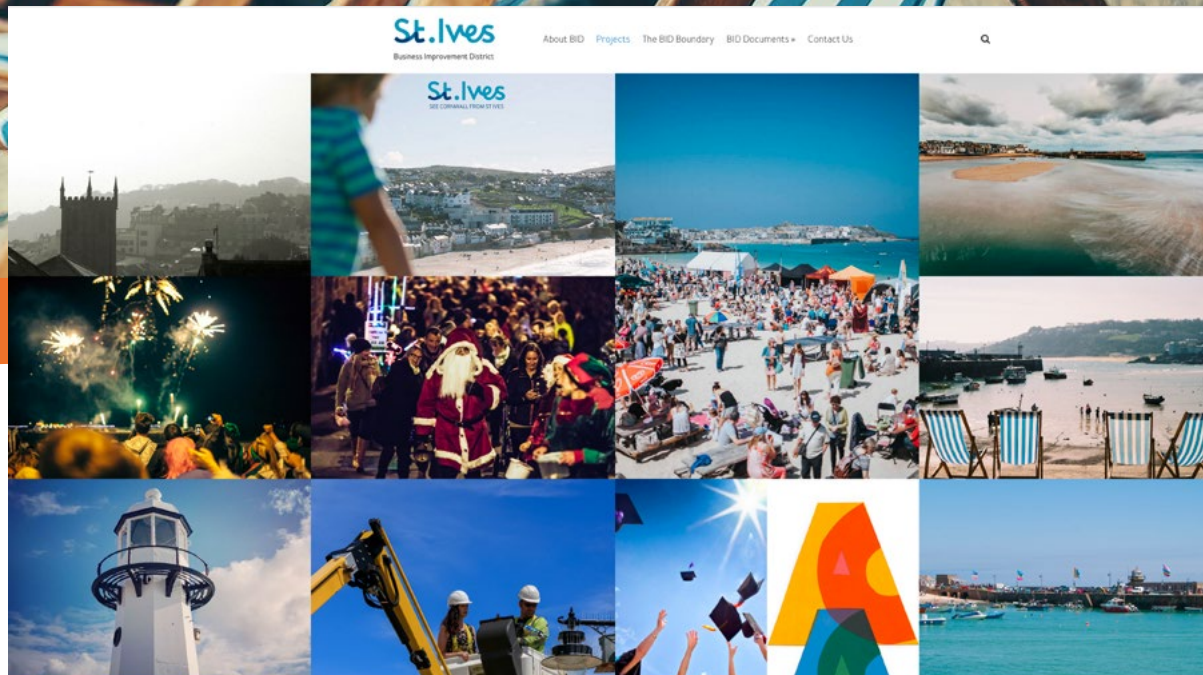
Membership details available from:
membership@stives-tourismassociation.co.uk



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](http://www.stivesbid.co.uk).

www.stivesbid.co.uk



New Tate St Ives Opening

On the 14th October, the four-year building project at Tate St Ives will be complete. The project will have added almost 600 square meters of gallery space and created new studios for workshops and family events. It will also give enough space to accommodate the quarter of a million visitors they welcome at Tate St Ives each year.

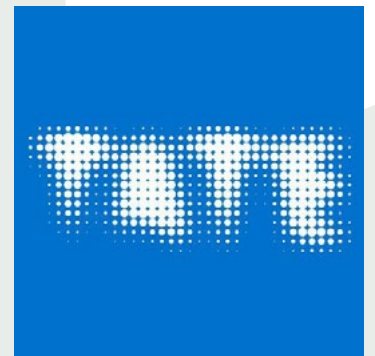
There will be a big community celebration over the weekend of the 14th and 15th October. The doors will be open and the gallery will be free for everyone to visit and see the new spaces and exhibitions, alongside a programme of activities.

We anticipate that the weekend will be extremely busy and would love you to take advantage of the buzz.

You can get involved in various ways such as dressing your windows (they will be running a competition, details to follow in our weekly updates), providing entertainment or even a special menu for the weekend. If you have any ideas, they would love to hear your thoughts.

We want to remind that the Tate St Ives will be closing on the 4th September (the current exhibition season *The Studio and the Sea* closes on the 3rd September) to get ready for the big launch. This will be the last time that the Tate St Ives will have to shut in between exhibitions as the new spaces means that it will be able to stay open all year round in future.

To find out more about the big launch please contact Nathalie.Morton@tate.org.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.

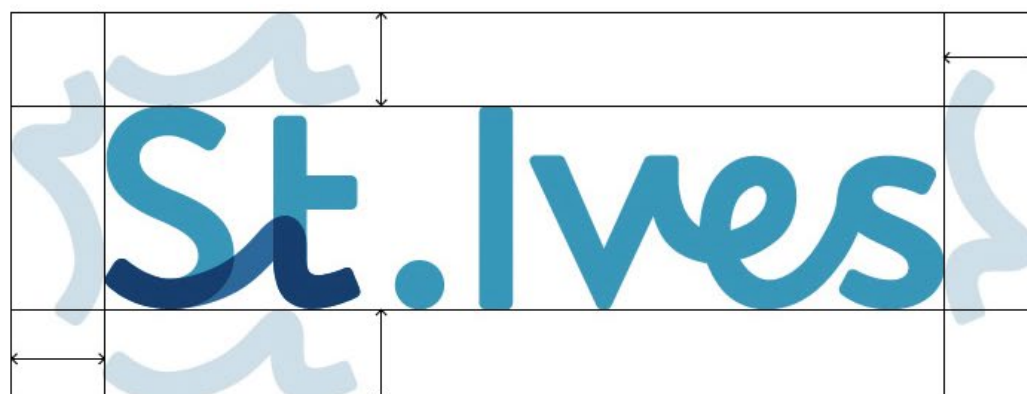
Space:

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:

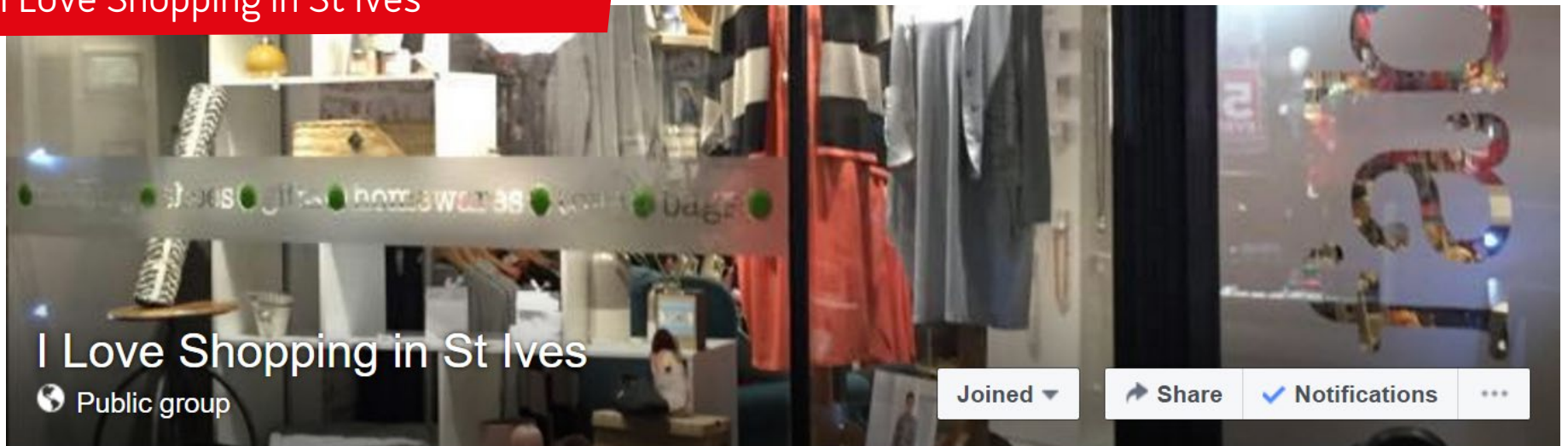
- No distorting
- No changing elements
- No rearranging
- No recreating

(master artwork is available on request)



PRIMARY PANTONE SOLID UNCOATED - 7703 U SOLID COATED - 7459 C CMYK 69 19 0 27 RGB 57 151 186 HTML #3997ba	SECONDARY PANTONE SOLID UNCOATED - 661 U SOLID COATED - 7683 C CMYK 72 34 0 39 RGB 44 103 156 HTML #2c679c	SPRING PANTONE SOLID UNCOATED - 679 U SOLID COATED - 686 C CMYK 0 21 8 15 RGB 216 171 198 HTML #d8abc6	SUMMER PANTONE SOLID UNCOATED - 341 U SOLID COATED - 555 C CMYK 99 0 22 54 RGB 1 118 92 HTML #01765c	AUTUMN PANTONE SOLID UNCOATED - 124 U SOLID COATED - 7564 C CMYK 0 34 81 16 RGB 215 141 40 HTML #d78d28	WINTER PANTONE SOLID UNCOATED - 7660 U SOLID COATED - 7660 C CMYK 6 12 0 36 RGB 154 144 164 HTML #9a90a4
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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 BID meetings

St Ives BID Open Meeting

The next St Ives BID open meeting for members is scheduled for **Wednesday 13th September**, 6pm at St Ives Library, Gabriel Street. All BID members are welcome to attend and talk to the BID team about all current projects.

St Ives BID Annual General Meeting

The St Ives BID Annual General Meeting will take place on **Wednesday 6th December**, 6pm at St Ives Library. All BID members are welcome.

WEDNESDAY

6th
December

St.Ives

Business Improvement District



Photography by Mike Newman

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MEOR