



THE HUER

Photography credit: Nick Pumphrey

Hello and Happy New Year!

We start 2017 with many businesses concerned with the proposed increases in business rates due to come into effect this year. St Ives MP Derek Thomas, who has been concerned about the business rating system for some time, has agreed to take up the case for the traders saying that it was necessary to check that the valuation office has worked out the proposed new rateable values correctly.

A massive thank you to Lin Rogers, Chris and Angela from Raar Emporium, Sherry from St Ives Skincare, Pete and Zoe from Barnoon Workshop, the RNLI team from St Ives Lifeboat Station and everyone else who worked extremely hard to make St Ives in December a fantastic fun-filled month. Father Christmas' arrival on the new lifeboat was spectacular and the Lantern Parade was even bigger and better than the inaugural event in 2015.

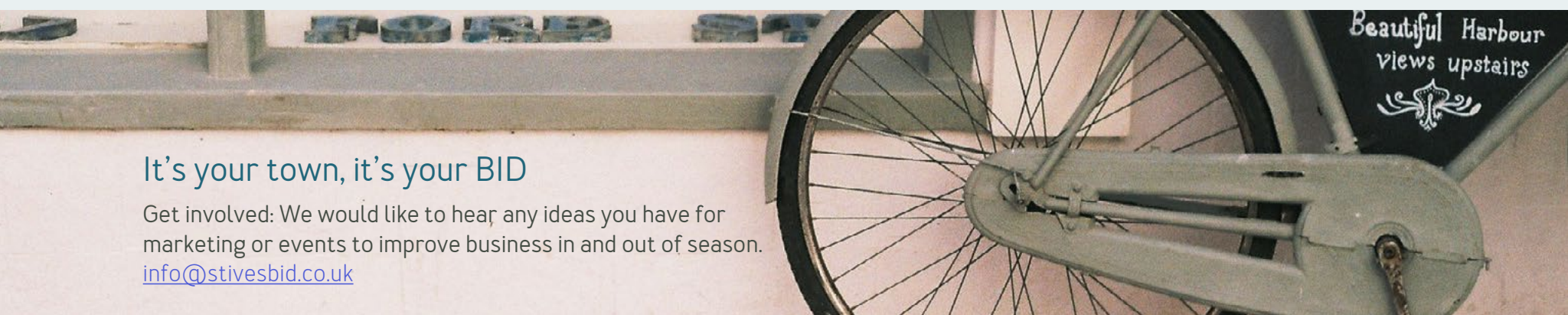
We received some amazing feedback about the New Years Eve Fireworks, with many people saying they were the best they have ever seen in the town.

Back in December, we sent invitations to national travel writers and journalists, inviting them to visit St Ives to promote it throughout the winter.

Thank you to everyone who has offered accommodation, food and drink or other activities.

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 before Easter.

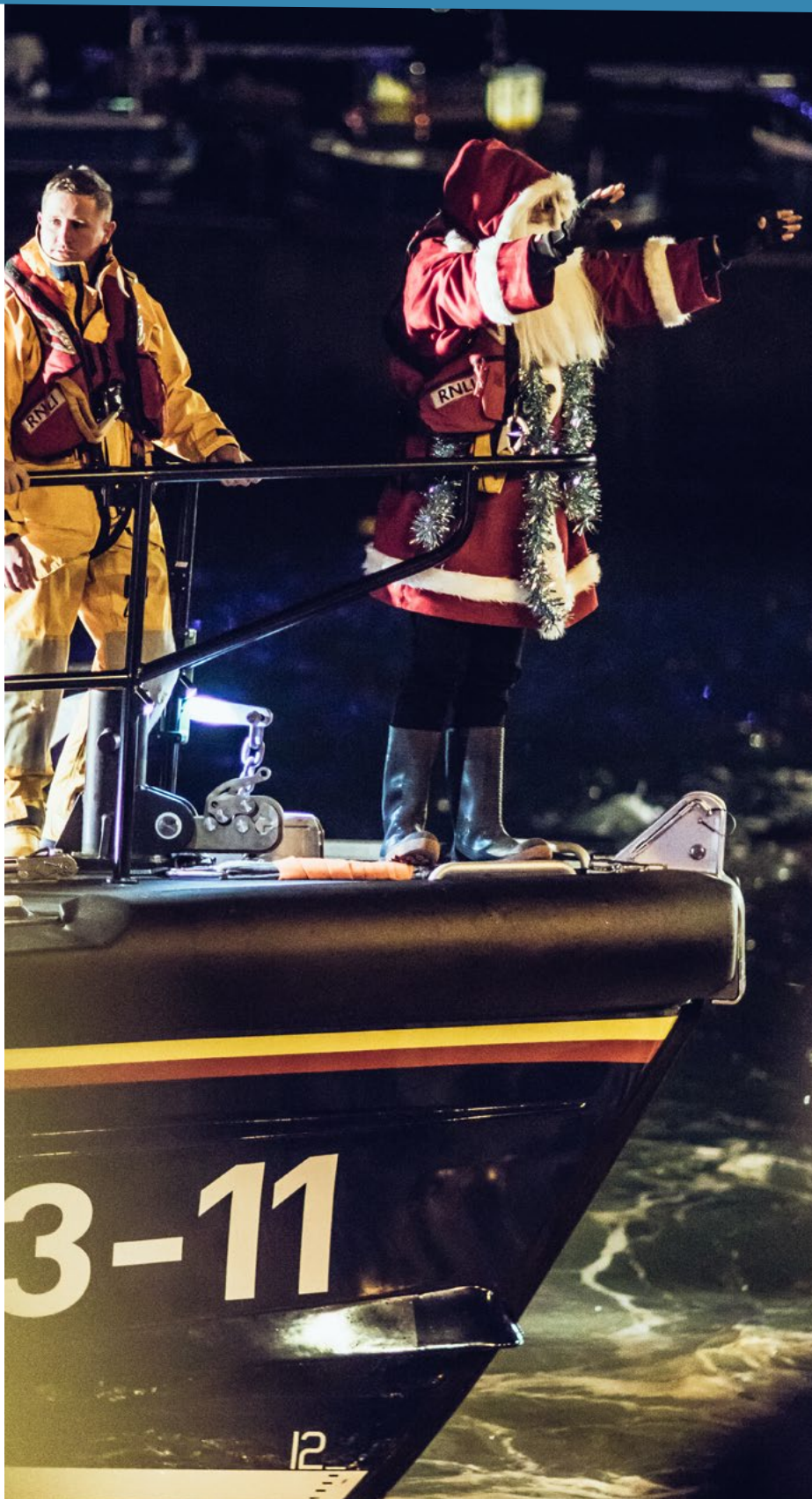
Carl Lamb
St. Ives BID Manager



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 In December



THANK
YOU

From all at St Ives in December

We would like to say a big thank you to everyone who joined in or took part and particularly to our major sponsors - St Ives BID and St Ives Chamber of Trade and Commerce. We rely entirely on the generosity of local businesses and organisations, and, without their support (St Ives Tourism Association, St Ives Town Council, Aspects Holidays, Sail Lofts, Coodes, Cornwall Councillors Andrew Mitchell, Tim Andrewes and Liz Penhaligon), St Ives in December simply would not happen. We're also grateful for the Christmas donations from the local Co-op and Wyevalle Garden Centre.

But we have to make a special mention to Danny and Lee Strickland for letting us take over Cohort Hostel for the Winter Wonderland Grotto, to Peter Charnley in his first year as Father Christmas and to Calvin Ward of Mirror Image, who built a magnificent chair for the Grotto.

It's only just over 10 months until the next St Ives in December programme kicks off. We're already planning some great events for the whole community but we need more volunteers to get involved. We'll be posting updates on our Facebook page so make sure you stay in touch. Even better, come along to the next meeting in February - date TBC.

Lin Rogers, St Ives in December

Christmas Trees & Lights

A 20ft Christmas tree has been rebooked for Royal Square. This will again be installed and decorated by a professional company. With work starting on replacing the festive lights this year, there will also be a power supply to allow us to install Christmas lights as well.



Business Rates revaluation

Although it is not yet certain how much it will add to next year's business rates, the results of last year's revaluation have shocked businesses in the town. Following a meeting St Ives MP Derek Thomas held with businesses on 13th January, Mr Thomas is concerned that the valuation office has applied the valuation formula incorrectly, and has agreed to take up case for the traders.

A member of Mr Thomas' team came back to St Ives on 23rd January to speak with individual businesses and a letter is to be sent requesting further information from each business.

If you are going to be affected by the business rates increase, please contact Derek Thomas direct on derek.thomas.mp@parliament.uk with each individual case.

To find out more and check your draft rateable value go to <https://www.gov.uk/government/news/business-ratepayers-click-find-and-review-your-draft-rateable-value>

Decorative Lights

The 16th January saw the relaunch of fundraising for new festoon lights in the town with a well-attended open meeting that clearly showed the community wants the streets lit up at night. The Decorative Lights Association is now embarking on a renewed round of fundraising to meet its target of replacing all the existing festoon lights with new LED lights. The new lights will be brighter, more reliable, use much less energy and will make the town look much more looked-after than the current, neglected string.

The town council has taken on responsibility for the lights, saving them from removal a few years ago when Cornwall Council relinquished ownership of them. Funds contributed by St Ives BID, the town council and the Decorative Lights Association mean there is enough money to replace Fore Street, High Street and Market Place, which is scheduled for late October 2017.

Safety concerns about the lights in Tregenna Place, Tregenna Hill, Street An Pol, St Andrews Street, Gabriel Street and Chapel Street mean that they will be removed during

April. However, it is hoped that a new festoon lighting system will be installed in the nine streets this autumn – if the money can be raised by then. Ambitious – but doable if residents and businesses pull together!

BID members have already contributed £10,000 to the lights project through the BID levy and this contribution has been welcomed by those wishing to save the lights.

All businesses are now being asked to raise more funds so that the lights can be replaced this year. The Tourism Association is looking into a 'buy a bulb' scheme, the Castle Inn has already held some fund-raising events, and Kidz R Us hope to hold a fund-raising show later in the year. A short, concerted effort will give the town back lights that should last another thirty years.

To find out how to help, and for more ideas and information, check out the 'St Ives Decorative Lights Association' facebook page.

Peter Curnow, Facilities Manager,
St Ives Town Council



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St. Ives FOOD & DRINK FESTIVAL

Nathan Outlaw headlines St Ives Food and Drink Festival

Save the date – 13 and 14 May, 2017

Michelin-starred Cornish chef **Nathan Outlaw** is amongst the big names announced to showcase at this year's annual St Ives Food and Drink festival.

With restaurants in Port Isaac, London and Dubai, the seafood connoisseur will take to the stage at the weekend-long festival, alongside Spanish restaurateur **José Pizarro**, and **Jack Stein**, who wowed the crowds at last year's festival.

The festival, which is held in the stunning seaside town of St Ives, will celebrate the very best Cornish produce on the iconic Porthminster Beach in May.

Now in its ninth year, the hugely popular St Ives Food & Drink Festival is a must for food lovers. With national TV faces taking to the stage, culinary experts, local street food and artisan producers, the festival is sure to excite and delight the taste buds.

As well as great food, the festival will have an abundance of activities and entertainment, promising a fun-filled day out for all the family.

Tickets: £2 for a weekend wrist band gives full access to all events and demos - children under 12 go free.

A full page A6 advert in the 2017 Food and Drink Festival programme costs £75 +VAT. To advertise your business

please email info@stivesbid.co.uk. There will also be a downloadable version available on the website.

The St Ives Food Festival team have scheduled two dates for open meetings to discuss the plans for this year's event. The dates of these meetings are:

Thursday 26th January 5.30pm at Una, Laity Lane, Carbis Bay
This session is an opportunity to input to/comment on the plans for this year's Food Festival, including the chef demo stage, traders and festival as a whole.

Tuesday 28th March 5.30pm at Una, Laity Lane, Carbis Bay
This session will focus on marketing, promotion and any operational queries.

We look forward to seeing you on the above dates.

Festival Sponsorship Opportunities 2017

2017 St Ives Food Festival Food Trail

The Food Trail and associated events will be running from Monday 8th to Sunday 14th May. We have set up the food trail through the town so people can visit the numerous local artisan shops in St Ives and taste many a local delight. All stops will be detailed in the official program with many places offering free tasters, or discounts off drinks and meals when mentioning the festival.

The Food Trail gives all businesses the opportunity to get involved. For further details please email carl@stivesbid.co.uk

For further details of the St Ives Food and Drink Festival, please visit:

www.stivesfoodanddrinkfestival.co.uk



Street Signage and Wayfinding

Planning permission for the new pedestrian signs has been submitted to Cornwall Council. To keep up-to-date on the project and view current proposed locations and examples of signs and finger posts, please visit <http://stivesbid.co.uk/st-ives-pedestrian-wayfinding-project/>

St Ives in the Press

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

<https://www.theguardian.com/money/2016/nov/10/st-ives-moves-step-closer-to-restricting-second-home-ownership-cornwall>

<https://inews.co.uk/essentials/lifestyle/travel/st-ives-cornish-seaside-town-endowed-simple-pleasures/>

<http://www.bbc.co.uk/news/uk-england-cornwall-38541917>

http://www.thisisthewestcountry.co.uk/news/cornwall_news/15026291.New_website_launched_to_bring_more_visitors_to_St_Ives/

<http://www.cornwalllive.com/st-ives-residents-applaud-record-breaking-new-year-s-eve-and-ready-look-forward-to-next-year/story-30044347-detail/story.html>

<http://www.bbc.co.uk/news/uk-england-cornwall-38541917>

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

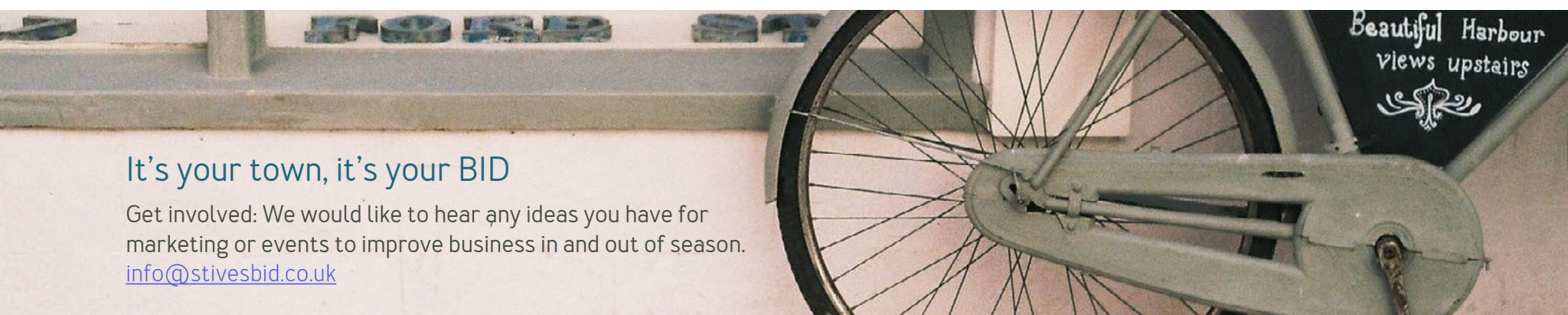
St Ives BID social media presence continues to grow with over 900 Facebook likes and over 500 Twitter followers.



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New destination website for Cornwall's top seaside town

A new destination website for St Ives is now live and ready for travellers to plan their next visit to the number one destination in Cornwall.

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

The website caters mainly for tourists, although locals will also find the site useful with regular updates on events and places to eat. The website also features a hotel booking function, acting as a one stop shop for all.

Carl Lamb, St Ives BID Manager, said: "The feedback from the businesses in the town was that there wasn't one main site for them to suggest for people to visit, and that is why we decided to invest into this, teaming up with St Ives Tourism Association and St Ives Visitor Information Centre.

"We wanted something fresh and modern to reflect the feeling of the town, whilst staying true to the history and seaside feel to the town."

The website aims to encourage more visitors especially in the quieter months, with suggestions of things to do on rainy days in St Ives, history and heritage of the town.

Louise Bryan, Chair from St Ives Tourism Association said: "When we teamed up with the BID and Visitor Information Centre to develop a destination website for St Ives, we were delighted. The Town needs one website to represent St Ives and I think the website team at Meor have done a fantastic job!"

The website has been designed by local St Ives design company Meor, who have created a clean and fresh website design that showcases the town's character and beauty. The site has been designed to be easy to navigate, and will feature regular seasonal content ideas.

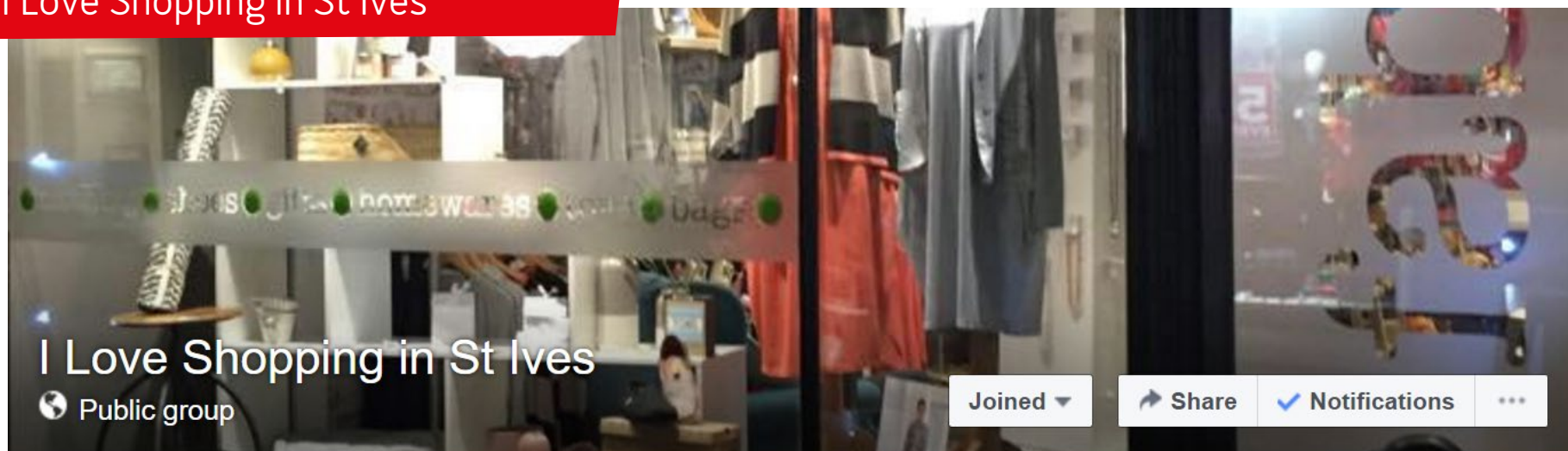
Visit the site: www.stives-cornwall.co.uk

Follow us on facebook St Ives Tourism Association and Twitter @stivestourismassociation

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.

*Photo L-R: Carl Lamb, St Ives BID manager; Simon Sharp; Nik Reed, Meor Design; Andy Dale; Louise Bryan, Chair from St Ives Tourism Association.
PR on behalf of St Ives BID: DCA Public Relations, Tom Cowle, Tom.cowle@dca-pr.co.uk 01208 77900*

I Love Shopping in St Ives

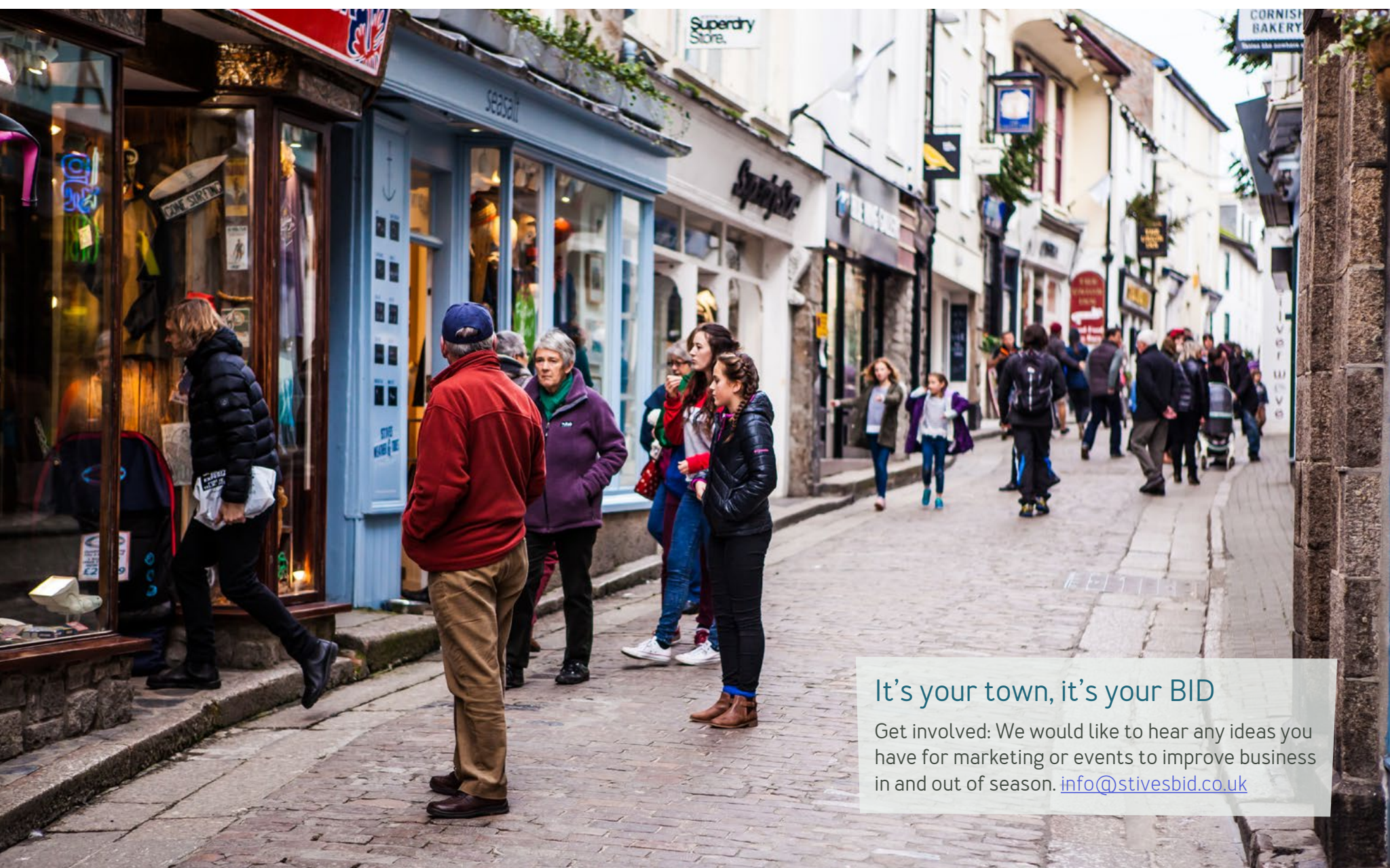


To help promote Christmas shopping in St Ives, throughout November and December, we ran display ads on Facebook to drive traffic to the I Love Shopping in St Ives Facebook page. This helped increase the number of members to over 1,700. The page has been created to showcase the fantastic shops, eateries 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.

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/



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WEDNESDAY

8th

February

St Ives BID meetings

St Ives BID Extraordinary General Meeting

The St Ives Business Improvement District is holding an Extraordinary General Meeting (EGM) on [Wednesday 8th February 2017](#). The meeting will take place at 6pm at St Ives Library.

St Ives BID Open Meeting

The next St Ives BID Open Meeting takes place on [Wednesday 22nd February 2017](#) at 6pm at Cohort Hostel. All BID members are welcome to attend and talk to the BID team about all current projects.

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.

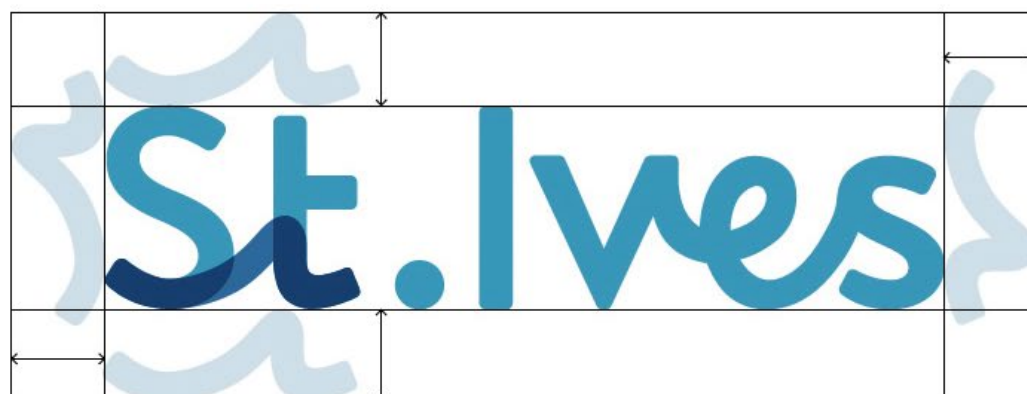
Space:

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

St. Ives

Business Improvement District



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MEOR