

THE HUER



Hello,

Christmas is nearly upon us and Paul Ford and his team have done an amazing job of organising a packed schedule of events for St Ives in December

Christmas trees are once again decorating the town from the buildings with brackets. It was a mammoth task to get them ready and I would like to say a huge thank you to the team of volunteers who turned up at the Guildhall on 24th November to prep them and cable-tie lights on to them and to Dave and his team for putting them up.

Thank you also to everyone who attended our Annual General Meeting in November. It was good to meet you. The next meeting you should have received a letter in the post is for an Extraordinary General Meeting, which is taking place on Wednesday 10th February, 6pm at Tregenna Castle. This meeting is to elect directors to the St Ives Business Improvement District Board. If you would like to become a Director and need information on what the role entails, please speak to me or any of the existing board members.

Kate Woodstock started in the role of part-time Administrator with St Ives Business Improvement District last month and has been doing a great job.

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 February.

Have a great Christmas and New Year.

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



What is St. Ives BID?

For the benefit of the new BID levy paying members, the St. Ives BID came about because it was felt that during this time of austerity there was a shortfall of funding available for things like the town appearance and support for events. The gap was being filled by local businesses in an ad hoc way.

The St. Ives BID levy ensures that every business contributes to a series of projects that were decided upon by the businesses during

the consultation period. For a copy of the final proposal please email info@stivesbid.co.uk

St. Ives BID is owned and funded by the businesses of St. Ives collectively coming together to fund projects that the businesses said they wanted. The more people that get involved with these projects the quicker and cheaper it will be to delivering them.

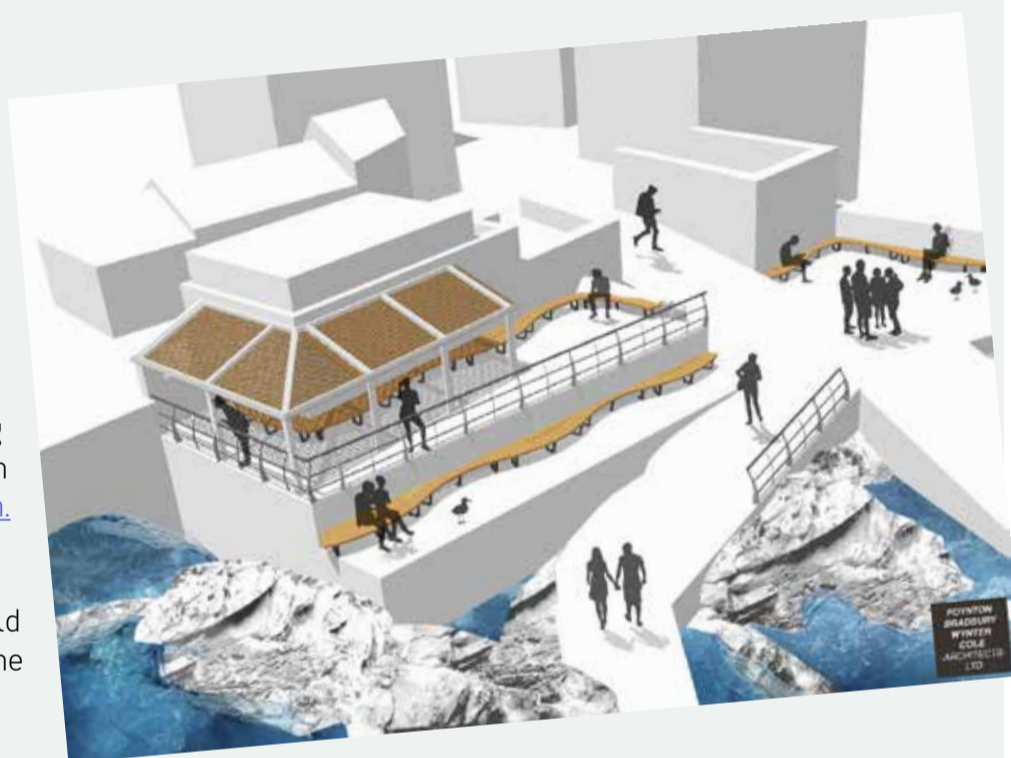
Coastal Communities New Pier Project

The St Ives Coastal Communities Team are delighted to announce that thanks to the concerted efforts of BID volunteer Heather Stubbs and Cornwall Council Community Link Officer, Vanessa Luckwell the town has been awarded £48,900 to redevelop the seating and shelter area round the back of Smeatons Pier.

The team had already secured £10,000 funding towards creating an economic plan for the St Ives area. For more information on this please go to: www.stivescoastalcommunitiesteam.stivestowncouncil-cornwall.gov.uk

We are very excited about the Smeatons Pier project. If you would like to get involved please contact us either by dropping into the BID office or via email: carl@stivesbid.co.uk

Thank you to Dave from 20/20 Design and Simon from PBWC Architects and their teams for helping us to win this significant investment into our harbour front.



Christmas Trees & Lights

As well as the large trees in Royal Square and adjacent to the Fishermen's Lodge, 100 smaller trees have been installed throughout the town. We had planned to install them on every building with a fixing but unfortunately some of the brackets were considered unsafe due to damage and corrosion.

We would like to be able to offer these trees again for next year. If this is something you would like to see happen please get in touch with us at BID and we can help you make sure your fixing is suitable. Where a new fixing is required we can put you in touch with a company who will be able to replace it.



St Ives in December

The St Ives in December events have so far been extremely successful attracting lots of people to the town centre. Paul Ford from the St Ives in December team takes us through what's happened so far and what's still to come.



Image courtesy of Aspects Holidays

Fri 4 December: CAMELS GREET SANTA

An action-packed evening kicked-off with Boathouse Christmas Puppet Show at 4pm. St Ives Mayor Linda Taylor switched on the Christmas Tree Lights Switch on at 5.30pm alongside local fundraiser extraordinaire Madison Glynskiwith and Christmas Poster Competition winner Ethan Williams.

St Ives Concert Band performed carols and at 6pm Santa arrived in the Harbour courtesy of the RNLI. He was met by the Three Kings on their Camels and paraded through town on his Sleigh along with Puppets, Kidz R Us Pantomime Characters, Stilt Walkers, Jugglers and Musicians to his Magic Grotto. Late Night Shopping was promoted until 8pm with free parking from 4pm in the Stennack Car Park and the Surgery from 6pm.

Sat 5 - Sun 6 Dec: FAMILY FUN ALL DAY

All board the Party Train with Magician & Elves, Arts & Crafts Fair, Santa's Magic Grotto, Kidz R Us Bazaar, Vintage Christmas at the Drill Hall, Boathouse Puppet Show, Late Night Shopping, Phil & Friends Christmas Revue. Free parking all day Saturday.

Sat 12 - Sun 13 Dec: FABULOUS FESTIVITIES CONTINUE

With more treats on the Party Train, Arts & Crafts Fair, Santa's Magic Grotto, Boathouse Puppet Show. The first-ever St Ives Lantern Parade wended its way from Barnoon Workshop to the Harbour on Saturday 12th and lots of people turned out to watch.

Tue 15 - CAROLS AND MUSIC AT CARBIS BAY HOTEL

Get in the festive mood with a selection of seasonal music presented by a choir from Truro Amateur Operatic and Dramatic Society and guests. Including favourites from Rutter and Merritt and a host of Congregational carols.

Sat 19 - Sun 20 Dec: FESTIVE FOOD AND WINNERS ALL THE WAY

At the Guildhall for Christmas food and treats. Prizes for the Post-

er Competition, the House Lights and Shop Window Display Competitions at Saturday's annual Awards Evening plus Grand Auction, carol singing and the St Ives Concert Band. Eat your way around St Ives from 12pm Sunday with our popular Food Trail: you could win a meal for 2 or a magnum of champagne.

NEW YEAR'S EVE EXTRAVAGANZA

Take part in Cornwall's biggest Fancy-Dress Party in streets filled with revellers and musicians; celebrate the start of 2016 as St Ives BID's spectacular Firework Display lights up the sky.

PANTOMIME, COMPETITIONS, CAROL CONCERTS - all this and more – see our website www.stivesindecember.co.uk for detailed information about events and timings or follow us on Facebook or Twitter.

NEW YEAR - throughout December and January we intend to carry out comprehensive local and visitor research to establish what businesses want for St Ives in December 2016. The results will be published via email, on social media and in the next BID newsletter.

ST IVES IN
December

www.stivesindecember.co.uk

St. Ives
Business Improvement District



St Ives
Tourism Association

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St. Ives in the Press

St Ives in December has featured in the local press throughout November and December:

<http://www.cornishman.co.uk/Lantern-parade-star-St-Ives-December/story-28121886-detail/story.html>

<http://www.cornishman.co.uk/light-night-St-Ives/story-17457925-detail/story.html>

<http://www.cornishman.co.uk/Camels-headline-Christmas-St-Ives/story-28040897-detail/story.html>

<http://www.cornishman.co.uk/Christmas-lights-turned-St-Ives-Hayle/story-28248487-detail/story.html>

<http://www.cornishman.co.uk/pictures/Gallery-St-Ives-lantern-parade/pictures-28369280-detail/pictures.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

The St Ives Business Improvement District team would love to hear your views on the pedestrian signage in and around the town centre.

We want to replace the current signs with elegant new ones that will welcome visitors, inform and help them navigate, explore and point them in the right direction for public conveniences, shops, beaches to ensure they make the most of their visit to our town.

We are starting a public consultation period to run in early 2016. We are looking to formulate a clear plan to replace pedestrian signage throughout the town for Summer 2016. The aim is to improve pedestrian flow around the town. Giving visitors a clearer idea of what the town has to offer.

We need your help and views, during this consultation period. Please download and complete our questionnaire and return it to me as soon as possible; by email to carl@stivesbid.co.uk or by post/hand to St Ives Business Improvement District, 9 High Street, St Ives, TR26 1RS.

St Ives Pedestrian Wayfinding Project

St Ives is at a very important time in its development. From ancient fishing village to artistic haven, to number one UK holiday beach resort, St Ives is a place that has always embraced change. St Ives embodies constant creation and reinvention because it knows itself.

No longer just a summer holiday town, out of season, we offer a more personal, richer experience and the town's emerging new independent businesses reflect this. We are becoming a year round, 365 day place to flourish. To know St Ives is to know yourself.

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Please return by Friday 27th November 2015 to: carl@stivesbid.co.uk or St Ives Business Improvement District, 9 High Street, St Ives TR26 1RS

1 | Please tell us a little about yourself [business, individual, both]

2 | Please tell us about your St Ives [history, street names, points of interest, short walks, local character anecdotes...]

3 | What do you like about St Ives' streets and open spaces?

4 | What do you dislike about St Ives' streets and open spaces?

5 | Any general comments

6 | Would you like to be involved with this project?

7 | Please use the map below to mark your favourite locations or walks



INSPIRING INVIGORATING

SENSORY CONNECTED

UNIQUE LIFE-REAFFIRMING

WWW.STIVESBID.CO.UK



Flags and Seagulls



The seagull signage is now all signed off and we are in the process of appointing a company to produce and install it in time for Easter 2016.

We are also hoping to produce a number of posters and flyers to go in shops and takeaways throughout the town. If you would be able to put a poster up or have a place for flyers please get in touch with us. Email: carl@stivesbid.co.uk

St. Ives Arts Festival

Planning is under way for a festival to take place in Spring 2017. The next steering group meeting will take place in mid-January.

Everyone who has expressed an interest in taking part in the steering group will be contacted early January with the meeting date.

If you would like to be involved in this project please email me at carl@stivesbid.co.uk

We will be updating the BID website with information as a when it becomes available: www.stivesbid.co.uk



ARTS + CULTURE FESTIVAL . ST IVES



ARTS + CULTURE FESTIVAL . ST IVES



St. Ives Food & Drink Festival

We have pencilled in the 14th and 15th of May 2016 for The St Ives Food & Drink Festival. We are aiming to have a bigger festival than 2015 which will hopefully include areas of the town.

There is a steering group meeting planned for Tuesday the 5th of January 2016 - 5.30 at the Hidden Kitchen, which is located at the bottom of Skidden Hill.

We are looking for anyone interested in getting involved with this project at any level. Please contact: carl@stivesbid.co.uk



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Annual Meetings

The St. Ives BID Annual General Meeting took place on Wednesday 4th November at Tregenna Castle Hotel.

The next scheduled meeting is an Extraordinary General Meeting taking place on Wednesday 10th February, 6pm at Tregenna Castle Hotel to elect directors to the St Ives BID board.

If you would like to become a director and take an active part in seeing projects delivered in the best way for our town's businesses

please take a look at the Articles of Association, Director's Duties and Skills Required of Directors on the BID website www.stivesbid.co.uk.

You will also need to complete and return a Director Nomination Form (also available on the website) which will need returning to the BID office by Monday 4th January.



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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St. Ives

Business Improvement District



St Ives Bid Ltd
9 High Street
St Ives
TR26 1RS

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www.stivesbid.co.uk

MEOR