



THE HUER

Hello and welcome to the winter edition of The Huer. The St Ives Shanty Shout started in 2016 with a small handful of groups singing in The Castle Inn. This proved to be very popular and many groups showed interest in coming to the next one, so it's happening again on Friday 24th and Saturday 25th November and it's much bigger than last year, so good luck to the organisers and venues and I hope it's going to be a great success.

Christmas is nearly upon us and the St Ives In December team have a fantastic month of activities planned, kicking off on Saturday 2nd December with Father Christmas' arrival in the harbour. Full details of all St Ives in December activities are in the update below.

It's almost time again when St Ives transforms into a bustling hub of Disney characters, superheroes, Father Christmases, ghosts, ghouls and pirates, as thousands of people head down to take part in one of the biggest fancy dress parades in the UK. As well as the spectacular fireworks, this year there will also be a laser countdown clock to count down to midnight and the start of a new year in St Ives.

Have a great Christmas and New Year.

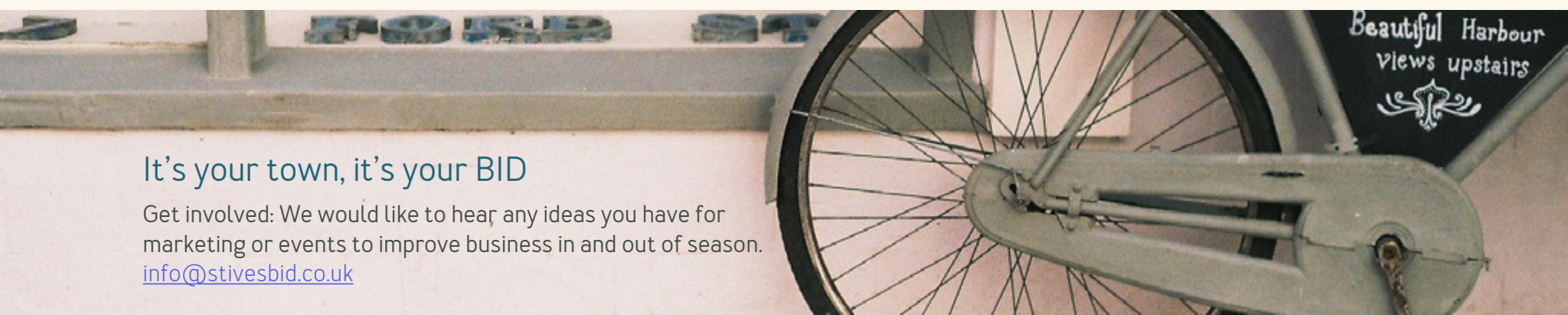
If you would like any further information on any of the BID projects please get in touch, otherwise the next newsletter will be sent out in February 2018. Give us a ring on 01736 792121 or send an email to info@stivesbid.co.uk.

Carl and Kate
St Ives BID Team



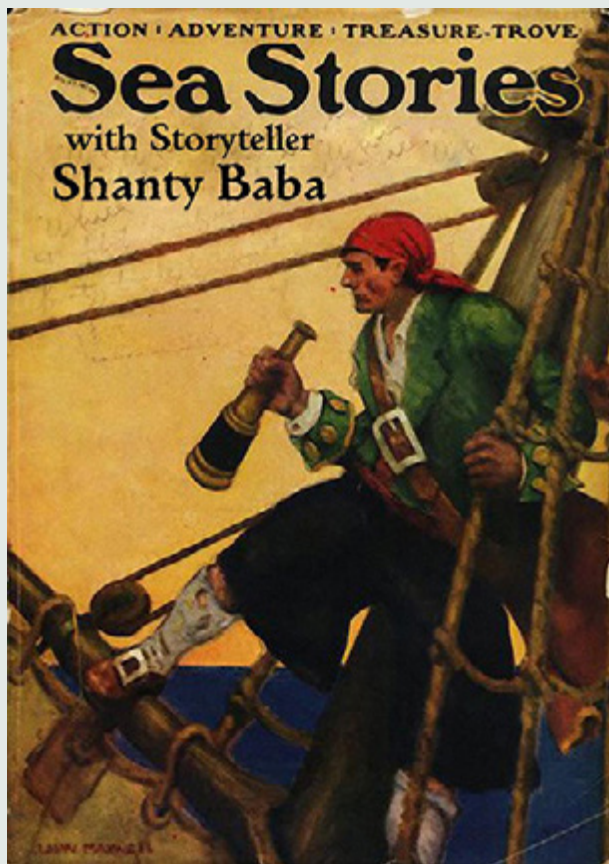
It's your town, it's your BID

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



St Ives Shanty Shout

SAVE THE DATE:
Friday 24th & Saturday 25th November 2017



Over 20 groups

St Ives Shanty Shout
24th and 25th November

The Castle Inn
The Golden Lion
The Surf Shack

Hosted by Bamaluz Bootleggers, the St Ives Shanty Group with sponsorship from local businesses the 2017 shout has over 20 groups, including Kimber's Men travelling down from Yorkshire, singing at multiple venues in the town.

Entry to all the venues is free so show your support by drinking their beer while you listen to Shanty groups with a diverse range of sizes and styles. Whether you like your singers dressed in Civvies, as Sailors or even Pirates there should be something special for you.

Plus, join master storyteller **Shanty Baba** on **24th and 25th November** for a breath taking hour of sea stories that will have even the most seasoned shellback enthralled. Friday 24th at 6pm and again at noon 12pm on Saturday 25th at Sir Richard Francis Burton Museum, 28 Trenwith Place (just behind the cinema).



ST IVES IN December

www.stivesindecember.co.uk



Hello from St Ives in December!

As part of the business community, I'm sure that you are aware of St Ives in December and the events that we put on to encourage more people to spend time (and money) in town in the run-up to Christmas and New Year.

Previous years' events include Swamp Circus, Father Christmas' arrival by lifeboat, the Reindeer, and the Christmas Lights Switch-On. Our aim is to make the town a really special place to visit in December for locals and visitors alike and with your help we can make it bigger and better than before.



We have a great timetable for St Ives in December 2017 for your enjoyment, but as always the available budget will make a big difference to the scale of these events. In the past we have relied heavily on a small number of donations and this year we are inviting more local businesses to consider sponsoring certain events / competitions, or even to make general donations. It all helps. This is a great opportunity to promote your business both to local residents and to the many visitors that our events attract.



Please get involved with the window competition as it makes the town look wonderful and will make your businesses stand out at this busy time. We always need volunteers so if you can spare some time during Sundays 19th and 26th November for lantern-making workshops in The Drill Hall, Royal Square, please get in touch. Maybe you could make one for your business and carry it in the Parade on the 2nd December!

We would encourage you to stay open until the Christmas Parade begins at 6pm. St Ives has new Christmas lights this year so the Lights Switch-on should be spectacular.





ST IVES IN December

www.stivesindecember.co.uk



Invitation to Join the Parade

Would you like to dress up and be part of the Christmas Parade? The theme this year is 'The Nutcracker'.

We also always need volunteers. Could you or someone you know help us with the following tasks on the 2nd December:

- Guiding the Parade
- Holding lanterns in the Parade
- Shaking collection buckets
- Being an Elf in the Grotto
- Handing out competition forms

Contact us at: hello@stivesindecember.co.uk

Please note road closures are in place on Saturday 2nd December between 2pm and 3.30pm and then from 6.30pm until 8pm. View the [daytime](#) and [evening](#) road closure maps.



St. Ives in December Events Timetable 2017

Sunday 19th & 26th November

Lantern-making workshops for all the family, £5 per lantern. 10am start time, all day, all materials supplied. At The Drill Hall, Royal Square.

Friday 1st December

Etsy Made Local Cornwall Christmas Fair. The Guildhall, late night preview evening, free entry. A modern Christmas Fair, opening at 6pm with live music and festive food and drink.

Month-long events

Shop Window Display Competition.

Theme: 'The Nutcracker'. Judging will take place on Saturday 16th December, public vote until 30th December.

Town Treasure Hunt

Find the clues hidden in shops all over town. Prizes galore! Closing date for entries 30th December.

Super Saturday 2nd December

Free parking all day at the Stennack Car Park. Enjoy doing your Christmas shopping, take part in the competitions and enjoy the festive vibe. Plus the 'Busk Stop' - busking/talent show in Fore Street during the daytime.

Father Christmas Comes To Town St Ives Harbour, 3pm.

Make sure you are there to greet Father Christmas when he arrives at West Pier by boat.

The Candyland Christmas Grotto Salvation Army 3:30 - 5:30pm.

Come and see Father Christmas in his Grotto!

Plus St Ives Mermaid will be there too! Entry to Grotto: £3 including gift.

The Christmas Parade Join the amazing Lantern Parade starting at 6pm and parading through the streets. The route goes along Fore Street, to the Harbour, along Wharf Road, collecting Father Christmas from his Grotto and making its way up to Royal Square.

The Christmas Lights Switch-On Entertainment from the Phoenix Singers, 7pm. Royal Square.

Etsy Made Local Cornwall Christmas Fair The Guildhall, 10am to 5pm.

Fair Mo St Ia Parish Church, 10am to 5pm. Originally a pig fair dating back to 1490.

Kidz R Us Bazaar St Ives Theatre, The Stennack, 5pm to 8pm,

History Walk with Tony Mason Leaving from The Malakoff at 12pm. Tickets £5.

(All proceeds in support of the St Ives Archive)



St. Ives in December Events Timetable 2017

Sunday 3rd December

Etsy Made Local Cornwall Christmas Fair: 10am to 5pm

Saturday 9th December

The St Ives Christmas Market by Saffron at the Guildhall, with Grotto.

Saturday 16th December

Christmas Window Display Competition Judging Day with our special guest judge Bob Devereux on a walk-around to see all the entries.

History Walk with Tony Mason

Leaving from The Malakoff at 12pm. Tickets £5.

Thursday 21st December

Christmas Farmer's Market The Guildhall, 9:30am – 2pm
A special Christmas-themed Farmers' Market with seasonal local food and drink.

Monday 25th December

Christmas Day!

Tuesday 26th December

Boxing Day Swim: Porthminster Beach, time 12 noon.
Brave the waves or cheer on the swimmers at Porthminster Beach by joining the Boxing Day Swim. Bacon butties and hot drinks available from the beach café.



Sunday 31st December

History Walk with Tony Mason
The Malakoff at 12pm. Tickets £5.

New Year Celebrations

St Ives biggest street party of the year! Fireworks from the Harbour at midnight. Fireworks Sponsored by St Ives BID.
[Details correct at time of print, please check website]

'St Ives In December' is a not-for-profit group entirely run by a dedicated group of volunteers and is self-funded through sponsorship and fundraising efforts throughout the year. It has been running since 2012 and there are several reasons why we feel it is important to continue:

- To keep a sense of community in the town so that the people that live here can get involved.
- To promote St. Ives and attract people from nearby areas to show and remind them what we have to offer.
- To encourage visitors in the quieter months.
- And finally as a big 'Thank You' to all who live and work in St. Ives.

Would you like to be a part of this effort? Have you got any events happening that we can promote for you? If you would like to join our team and help to continue our work please get in touch.

Contact us at: hello@stivesindecember.co.uk

www.stivesindecember.co.uk

www.facebook.com/stivesindecember



St. Ives in December Lantern-Making Workshops
Create your own willow and paper lantern for this year's Christmas Parade.

Workshop dates

Sunday 19th & 26th November inside the Drill Hall, Royal Square, St Ives.

10am - 4pm. £5 per lantern, all materials supplied.

All ages welcome. Young children will need to be accompanied and assisted by an adult. As this is a pop-up event please be aware there may be a wait time. If you're planning to come as a large group please let us know so that we can make suitable arrangements.

Feeling more adventurous and want to make a larger lantern with your friends? Evening workshops are available for groups to book please email: hello@stivesindecember.co.uk

The Parade is on December 2nd, please see website for details
www.stivesindecember.co.uk

All the best,
Angela and the St Ives in December Team.



ST IVES IN *December*

www.stivesindecember.co.uk



NYE Fireworks

St Ives to ring in New Year with biggest firework display yet

The annual St Ives New Year's Eve firework display will be bigger and better than ever thanks to generous contributions from local businesses in the town.



Fireworks are set off annually over St Ives Harbour on December 31st to celebrate New Year's Eve, and are paid for by businesses in the area through the St Ives Business Improvement District (BID).

Last year's celebrations saw nearly 30,000 people pour into the seaside town for the lavish show, thought to be the biggest turnout since the Millennium, with fireworks set off to commemorate the arrival of New Year in the biggest firework display the town had ever seen.

This year, more than two and a half tonnes of fireworks are due to be released, meaning that the display will rival the displays taking place in some of the major cities in the UK.

Award-winning firework provider and local Cornish company, Celebration Pyrotechnics, will once again be supplying the fireworks for the event and delivering the show.

A laser countdown clock will also be on display on the night to count down the hours, and the minutes, to midnight and the spectacular display. The firework display will start at midnight over the St Ives harbour front.





Street Signage and Wayfinding

We are just waiting on permission from Cornwall Council Car Parks team for one location and can then, hopefully start installing the new signs. Installation is expected to take 4 – 8 weeks. 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. Click on the images to read the articles.



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 1000 Facebook likes and over 650 Twitter followers.

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Press Trips

Last Winter's press trips proved extremely popular and generated a lot of positive press for the businesses that offered accommodation, food and drink or a gift for visiting writers. This year we are in talks with Cardiff Life, Sainsbury's Life, Exeter Living, Bristol Life, the Sunday Express, The Telegraph, Guardian and loads more publications and need your help! If you would like to offer a room for a couple of nights or a meal, drinks, a workshop or any other experience, please let us know ASAP.

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.



Town Centre WIFI



We are currently looking into the possibility of providing free town centre-wide WIFI for visitors and need to form a working group to help move this project forward. If this project interests you and you would like to get involved, please email Carl at carl@stivesbid.co.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:

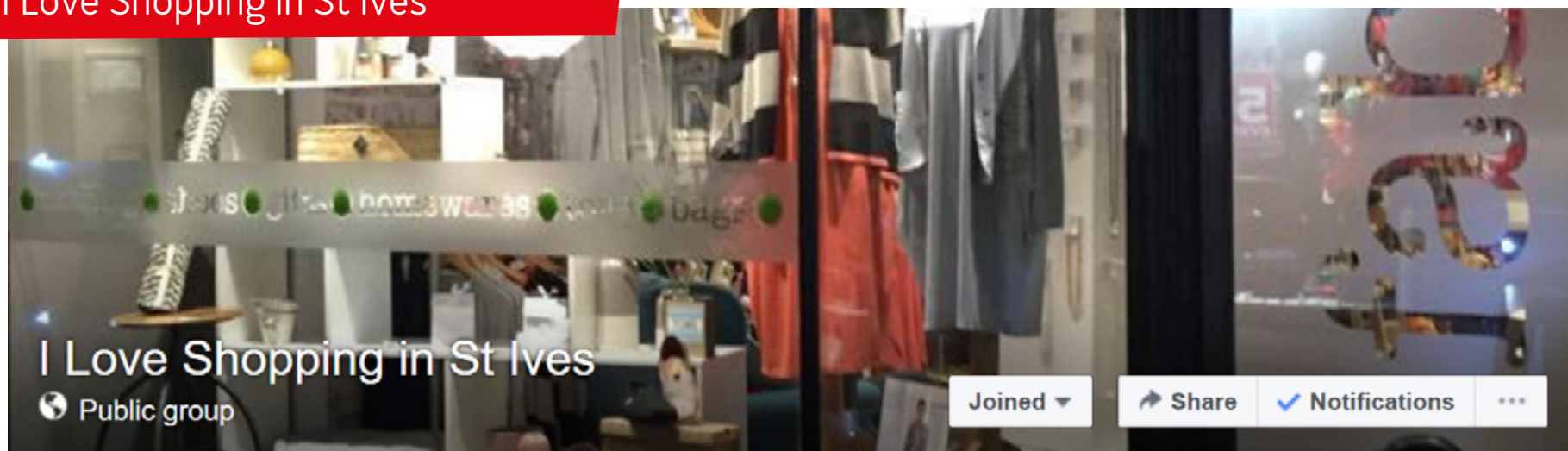
- No distorting
- No changing elements
- No rearranging
- No recreating

(master artwork is available on request)



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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 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