



Photography credit: Mike Newman

Welcome to the latest edition of The Huer, St Ives BID's newsletter. This year's Food & Drink Festival was another success, despite the showery weather, still drawing 12,000 people to St Ives. For the first time this year the festival was held over three days, giving food lovers even more opportunity to head to Porthminster Beach and enjoy the full line up of chef demos and entertainment.

The St Ives pedestrian signage project has now been signed off and the signs should be in-situ for the summer holidays. The town centre CCTV project is also underway

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 September. Give us a ring on 01736 792121 or send an email to info@stivesbid.co.uk.

Have a great summer,

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 Food & Drink Festival

Thousands enjoy the delights of St Ives Food and Drink Festival

Thousands of food and drink lovers descended on St Ives to enjoy a weekend of top culinary entertainment.

Around 12,000 people visited St Ives Food and Drink Festival over 11th – 13th May where they were treated to delicious produce, expert cookery demos from a range of high profile chefs and a fantastic line-up of music playing out throughout the day and into the evening.

For the first time, the festival, sponsored by Carbis Bay Holidays, was held over three days, giving food lovers even more opportunity to head to Porthminster Beach and enjoy the popular event.

Damian Sargent, St Ives Food and Drink Festival founder, said: “This year’s event

was a real triumph with a fantastic mix of food, drink and music on offer. Despite some changeable weather at times, we welcomed thousands of people to the beach and there really was a fantastic atmosphere throughout the three days.

“Thank you to everyone who helped to make it a success and reaffirm St Ives Food and Drink Festival as a highlight in the region’s culinary calendar.”

A selection of top celebrity and home-grown Cornish chefs took to the chef demo stage, with large crowds watching MasterChef winner Jane Devonshire, Michelin Star chef Simon Hulstone and the renowned Romy Gill and Helen Goh.

“The chef demos were once again a real draw for the crowds and we were proud to once again showcase the best produce on

offer right on our doorstep,” said Damian. “The festival was a real celebration of all that is great and vibrant about our region’s food and drink industry.”

The dates have already been set for next year, and the festival will be held on Porthminster Beach on May 10th, 11th & 12th 2019.

SAVE THE DATE
10, 11, & 12
MAY 2019



Herring Gulls Campaign

Every summer we are tasked with developing a low-cost, high impact campaign to help raise awareness amongst visitors of the need to not feed the seagulls and to help better educate people about how to avoid negative encounters with seagulls.

The campaign should have the dual effect of acting as a piece of PR to attract press and public attention to help promote St Ives as a destination, and demonstrate to visitors that the town is doing something to help reduce the number of seagull incidents.

Previous campaigns involved producing specially designed wrappers for fish and chip portions which contained educational information about seagulls, and a Snapchat filter for people to use when taking photographs.

The 2018 campaign involves large plastic seagulls placed at key locations around the harbour and in high footfall areas where visitors regularly sit to eat fish and chips/ice creams.

These seagulls would contain small electronic deterrent devices which give out a low, sonic frequency pulse designed to deter seagulls (but not affect people or dogs) and make the environment unappealing for seagulls to roost.

To further engage, the seagulls would be decorated – jointly between the famous art community and local schools and community groups. These groups will be asked to paint the seagulls in colourful designs of their choosing.

The seagulls will then be placed in the agreed locations, along with small metal letters mounted alongside. The letters when arranged together will spell out a phrase – “Seagulls rock.”



Small map guides will be designed and produced to be given out from St Ives businesses and the Visitor Information Centre (VIC) showing the locations of the seagulls with a trail map for visitors. Visitors can then follow the map trail around St Ives to visit the seagulls, noting down the letters at each seagull location to spell out the phrase.

When completed, they can fill in the phrase on a form (contained within the leaflet) and hand over at the VIC where they'll receive a small bag of rock pieces (sweets), branded with 'seagulls rock' in the centre.

The overall concept would enable visitors to engage, to visit St Ives businesses, and to 'win' a small gift, alongside being made aware of the seagull issue in our town.



Town Planting

The St Ives Blooms guys have been busy with the town centre planting; the Malakoff has already been planted up and they are now working on the hanging baskets. We have also purchased extra 20 hanging basket planters this year.

Wine Barrel Planters have also been purchased to be installed along the harbour. These have been requested by the businesses of St Ives to not only improve the appearance, but to also limit the spots where pedlars and street traders operate.



ST IVES IN December

www.stivesindecember.co.uk



Put December in your diary

The plans for **St Ives in December** are well underway, with the main focus this year over the first two weekends in December. As always there will be a full calendar of events throughout the month, which we'll be adding to the website later in the year. As well as being an opportunity for our community to celebrate together, this also brings hundreds of visitors to the town and creates a great atmosphere..

We plan to start December with another **Super Saturday** on the 1st: it will mark the launch of the highly competitive **Shop Window Competition** – the theme for this will be announced over the coming months – as well as the very popular **Town Treasure Hunt**; **Etsy Makers Cornwall** will be at the Guildhall again; and, as darkness falls, the **St Ives Lantern Parade** will take to the streets once more.

The following Friday evening, 7th December, **Father Christmas** will arrive on the high tide with the help of our friends

at the RNLI and will be in his **Grotto** on Saturday 8th December. There's also the **Saffron Craft Market** at the Guildhall making this another great family day.

St Ives in December needs more help to make all this happen. First, we need more money through sponsorship of events or bespoke lanterns - or simply from donations. Details of how you and your business can help will be circulated fairly soon and will also be announced in the next issue of *The Huer*, but get in touch by emailing hello@stivesindecember.co.uk if you want to sponsor a specific event or want your business promoted at the Lantern Parade.

And, second and as important, we need more people! The organisation of **St Ives in December** events – lantern-making workshops, Lantern Parade, Lights Switch-on, the arrival of Father Christmas, the Grotto – and helping to promote all the activities around town in the run-up to



Christmas through advertising, marketing and on our website and on Facebook isn't done by magic or by elves. It's currently down to a small team of 8-10 volunteers, who have to put in a lot of time and effort to pull this off. If you love Christmas and St Ives – and would like to get involved – please get in touch by emailing hello@stivesindecember.co.uk.



Flags

The red, white and blue bunting was installed to celebrate the two Royal weddings in 2018. The harbour flags will also return along the Wharf and both piers this month.

Town centre CCTV scheme

St Ives Town Council have purchased the equipment and the electrical contractors are conducting a site survey on 11th June to confirm the exact location of each camera. Once this has been carried out we'll know when the contractors can install the cameras and transmitters. We'll keep you updated. The camera locations are:

- The Malakoff
- Top of Tregenna Hill
- Royal Square (Co-op building)
- High Street (Barclays)
- Fore Street (Mountain Warehouse)
- Wharf Road (Fishermen's Lodges)



The contractors will also be installing the microwave transmitter to the Coastwatch Station and a repeater on the Wetherspoons building.

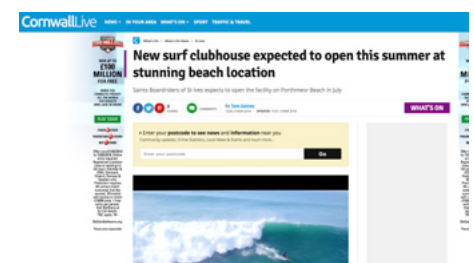
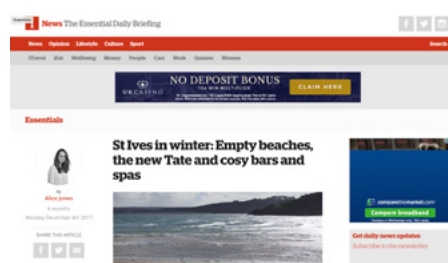
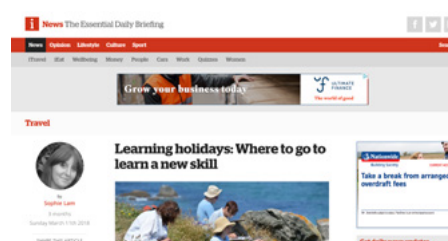
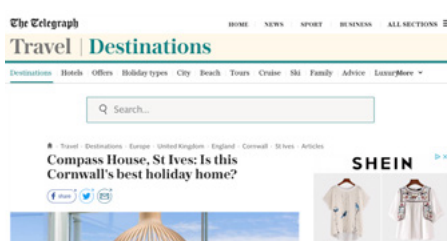


Street Signage and Wayfinding

Permission has now been obtained to place the new signs throughout St Ives town. The final amendments have been approved and the new signs are in production and due to be installed throughout July in time for the summer holidays.

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.

It's your town, it's your BID

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St Ives Hidden Gems

St Ives BID are working with our PR company to promote the lesser known parts of our town, including Cyril Noall Square, the Sloop Craft Market and The Drill Hall. A 'Hidden Gems' map is being produced to highlight the parts of St Ives that can easily be by-passed during a visit to our town.

Once the map has been printed it will be distributed to the Visitor Information Centre and to businesses throughout St Ives.



A Frame Signs

St Ives Town Council have given us a heads-up that they're going to write to all businesses, requesting they remove any A Frames and other signs from the footways, roads, railings and street furniture around St Ives. Businesses that fail to do so risk being fined.



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.

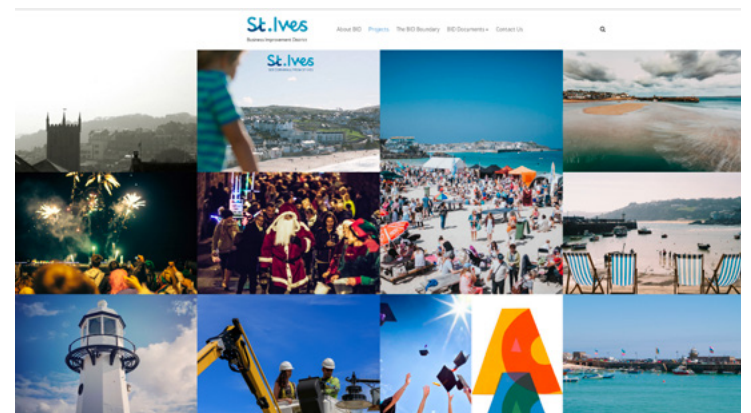
Membership details available from:
membership@stives-tourismassociation.co.uk



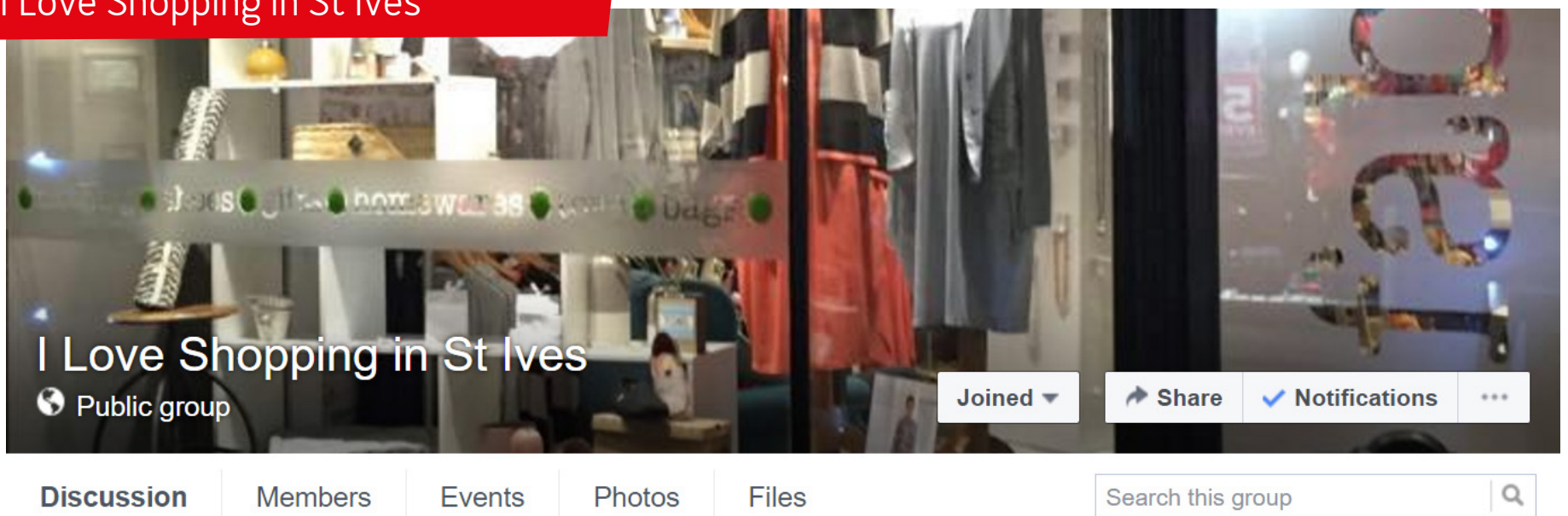
St Ives BID Website

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](#).

www.stivesbid.co.uk



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/

GDPR

LINKS

<http://stivesbid.co.uk/privacy-policy/>
<http://stivesbid.co.uk/data-protection-policy/>

As I'm sure you've heard, the **General Data Protection Regulation** (GDPR) went into effect on May 25th, 2018. St Ives BID strongly believes in the rights of members to control their data. We have updated our privacy policy and Data Protection Policy to reflect that belief.

In summary, we never sell your data to third parties directly or via advertising. We also minimize the amount of personal data that we process and store.

If you have questions, please contact carl@stivesbid.co.uk or call 01736 792121.



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 BID Ltd
9 High Street
St Ives
TR26 1RS

01736 792121

info@stivesbid.co.uk

www.stivesbid.co.uk