

# THE HUER



Photography credit: Lizzie Churchill

Hello!

Welcome to the Spring edition of The Huer, St Ives BID's quarterly newsletter. Well, a lot has happened since the January newsletter, including the replacement of the 40-year-old festoon lighting. I'd like to thank Dom and his team at Event Power Engineering, who replaced the system much earlier than anticipated and with minimal impact to the town.

The new electrical system that powers the festoon has now allows us to develop a proper Christmas lighting scheme for the town. I'll present the plans for the St Ives Christmas 2017 display in the Summer newsletter.

Another massive plus for St Ives was announced in April: The town has been awarded £3.25M from the Government Coastal Communities fund to develop an enterprise hub. A massive thank you to the project's manager; Rowena Swallow and Vanessa Luckwell; Cornwall Council Community Link Officer for all their hard work pulling the bid together.

I hope you have 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 August.

You can either give me a ring on 01736 792121 or send me an email to [carl@stivesbid.co.uk](mailto:carl@stivesbid.co.uk).

Carl Lamb  
St Ives BID Manager



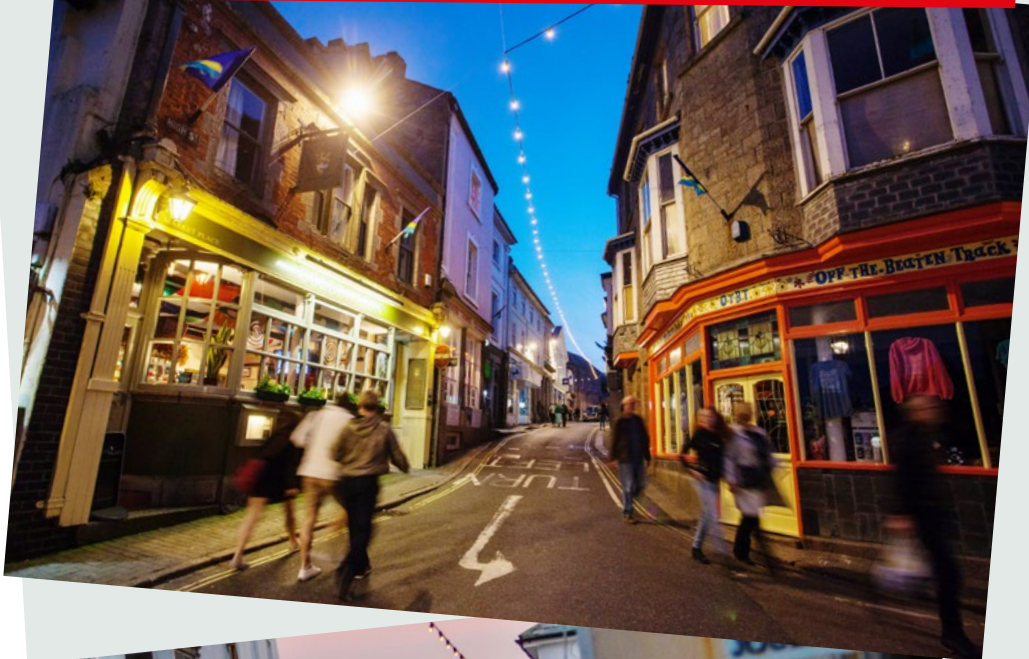
## It's your town, it's your BID

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](mailto:info@stivesbid.co.uk)





## Decorative Lights in St Ives



## Workstation Project

### Coastal Communities team awarded £3.25m!

St Ives has secured a £3.25m 'jackpot' to create a new enterprise hub. The cash from the Coastal Communities Fund is the largest amount given to any project in this funding round - 10 per cent of the national allocation. And the development of the former bus garage at the Malakoff will support jobs in the digital and creative industries.



## Press Trips

### Promoting St Ives throughout the Winter



Back in November we sent invitations to national travel writers and journalists, inviting them to visit St Ives. Click on the image to the left and you can read a story from Bath Life magazine.

Thank you to everyone who has offered accommodation, food and drink or any other offers to support this campaign.

The campaign has ended for this period and we will kick this off again in October for 2018.



## Festoon Lights

St Ives' historical festoon lights have now been replaced. A big thank you to Dominic and the Event Power Engineering team, who completed the project three days earlier than we expected. They have been extremely efficient and professional.

As well as replacing the festoon lights, Dominic's team have removed the old power system from most buildings in town, this system was condemned back in 2015. We are now looking at installing a brand new electrical system that will allow us to not only run power to all Christmas tree holders on around town, and install Christmas lighting around the town centre.

## Royal Square Lights

The Christmas lights canopy was removed to aid installation of the new festoon lights system. Now that has been completed, Spring bunting is going to be installed over the next week or two.



## Toploader booked to play September Festival

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. Carl Lamb, St Ives BID manager, said: "We have 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. If you're unfamiliar with the band check them out [here](#).

Tickets for this event are available [here](#).



## St. Ives FOOD & DRINK FESTIVAL



## Nathan Outlaw headliner chef – 13 & 14 May 2017

Planning is well underway for this year's Food & Drink Festival with [Jack Stein](#), [Nathan Outlaw](#) and [José Pizarro](#) already confirmed to appear! This year, we are printing 10,000 A6 Festival Guides, these will be distributed around Cornwall prior to the event, as well as handed out on admission to the festival site. Download the festival A4 poster [here](#).

### Food Festival Food Trail: 8th - 14th May

The 2017 Food Festival Food Trail is bigger and better than ever with many businesses taking part than last year. It is happening all around town. Check out what's going on this year by clicking [here](#) and reading our guide to the discounts!





## 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.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-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/>

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

<https://www.thetimes.co.uk/article/tate-and-the-art-of-being-a-neighbour-l08gtk0v6>

<http://www.cornwalllive.com/chefs-including-nathan-outlaw-jack-stein-mitch-tonks-star-in-st-ives-food-and-drink-festival-2017/story-30290493-detail/story.html>

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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Visit the new destination website: [www.stives-cornwall.co.uk](http://www.stives-cornwall.co.uk)

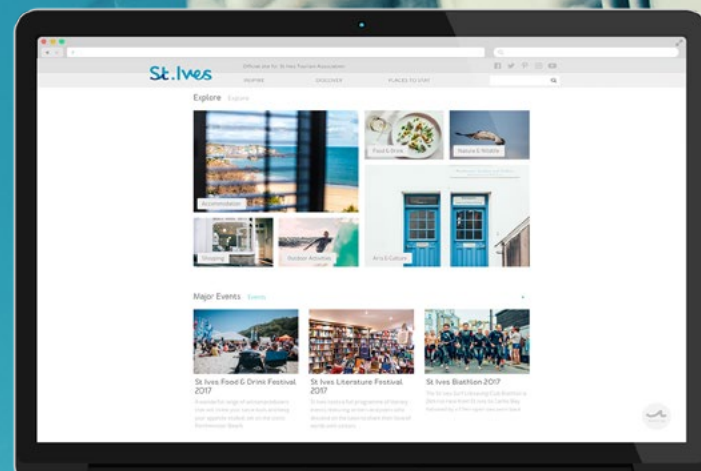
The St Ives Business Improvement District, Tourism Association and Visitor Information Centre have been working together to create the new website which showcases over 390 businesses in the seaside town including hotels, shops and restaurants.

The email for businesses to send their new events for listing on the new website is [info@visitstives.org.uk](mailto: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.

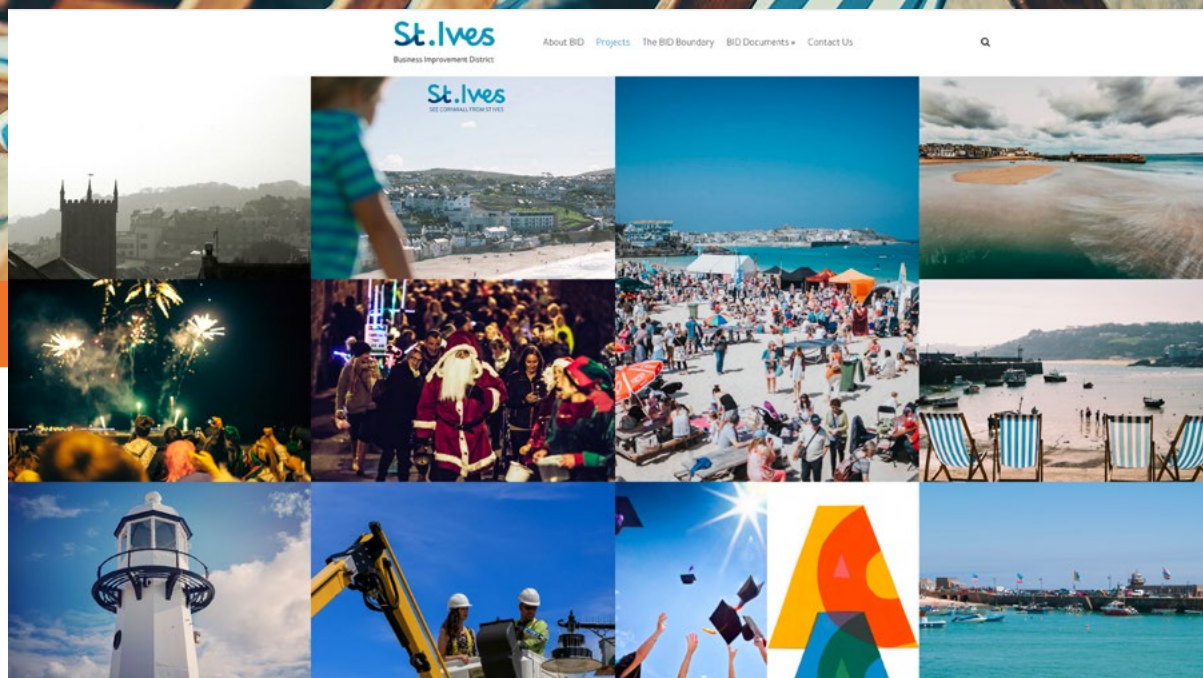
Membership details available from:  
[membership@stives-tourismassociation.co.uk](mailto:membership@stives-tourismassociation.co.uk)



## St Ives BID Website

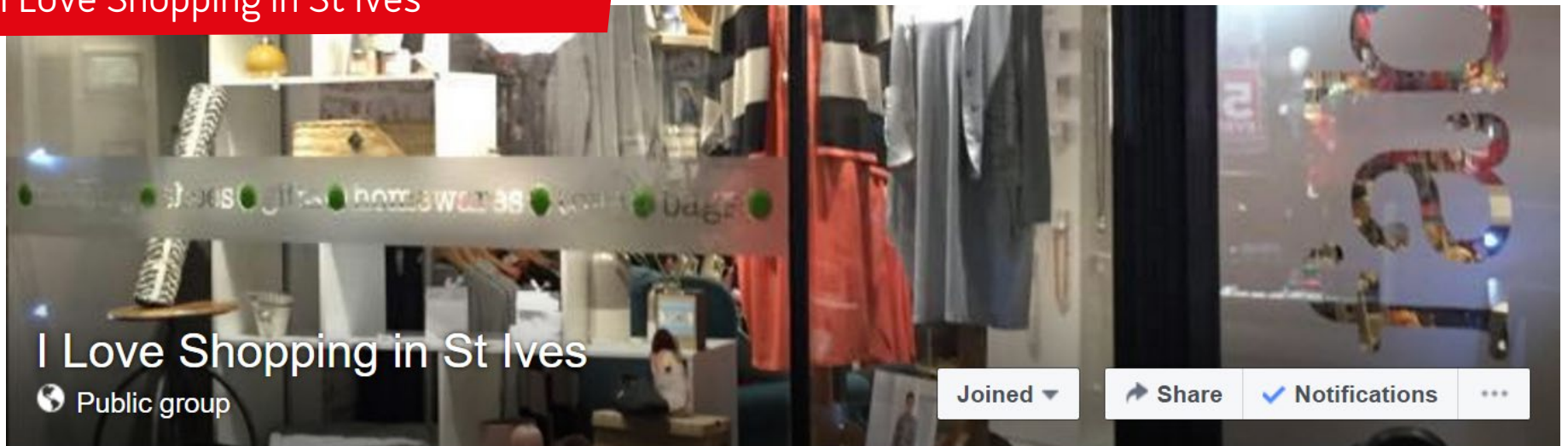
The official St Ives BID website has had a refresh with more information on all BID projects now on the site. If you wish to check these out, click [here](http://www.stivesbid.co.uk).

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

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/](http://www.facebook.com/groups/ILoveShoppinginStIves/)



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## Town Centre Planting Scheme



### Fernlea Terrace wall before & after

The St Ives Blooms Team have been reappointed and are once again out on the streets making our town look glorious. One of their first jobs was to clean up the wall on Fernlea Terrace.

## 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.

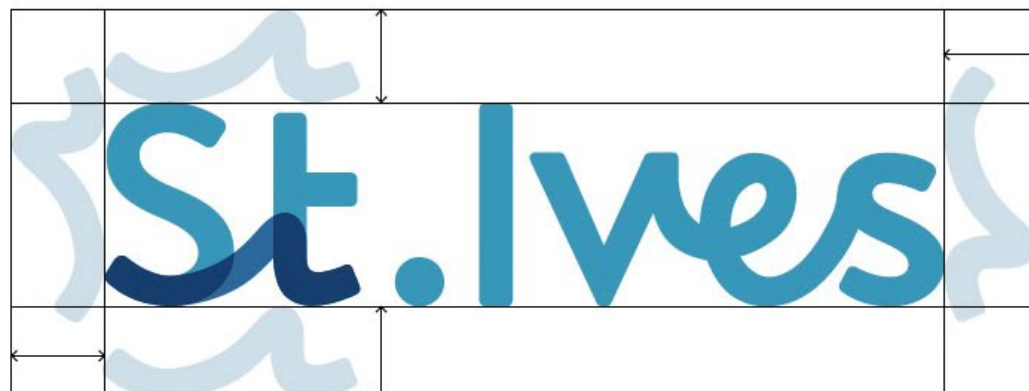
Space:

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)



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



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