



BID 2

2019 - 2024

THE HUER

St. Ives

Businesses Working Together

As we look forward to a happier, healthier year, Helen Tripconey, St Ives Business Improvement District Manager, looks back on a tumultuous 2020.

“Despite the many difficulties that have impacted us all since the start of the pandemic, it has been wonderful to see St Ives businesses adapting in the face of unprecedented hardships. From national lock-downs to tier restrictions, our shops and businesses have done their best to readjust and offer a safe and secure space for staff, customers and the local community to enjoy.

“This adherence to the ‘new normal’ saw us welcome visitors back to the town throughout the summer months as well as more recently with our festive late night shopping events. And even with the new Covid-secure restrictions in place, we continued to offer that unique St Ives experience that makes our town such a special place to visit.

“I think we can all agree that 2020 was not the year we were hoping it would be. But I am sure that the strong community spirit that thrives in St Ives and has helped pull us all together at this most difficult time, will support us as we hope for a more prosperous 2021.”



Helene Tripconey

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



Coming out of Lock Down

This year BID took on a very different role to previous years, as did the whole world in response to COVID 19 and all the challenges it brought.

Of primary importance was to share information as and when it was available to all Levy Payers pertaining to businesses, government guidelines and COVID generally, virtually on a daily basis. Meetings with our MP, Cornwall Council, Town Council, and South West Bid Managers to ensure all information available at any one time was shared with Levy Payers. Bid also at the start of lock-down played a part together with a number of other groups in supporting the community as a whole, sharing the towns newsletters of what was available and where to get help, then to ensure that they were distributed that to every household in the parish. BID supported businesses reopening with signage, getting advice, help with grant applications, and generally staying in touch on regular basis for welfare and well-being of Levy payers in difficult circumstances.

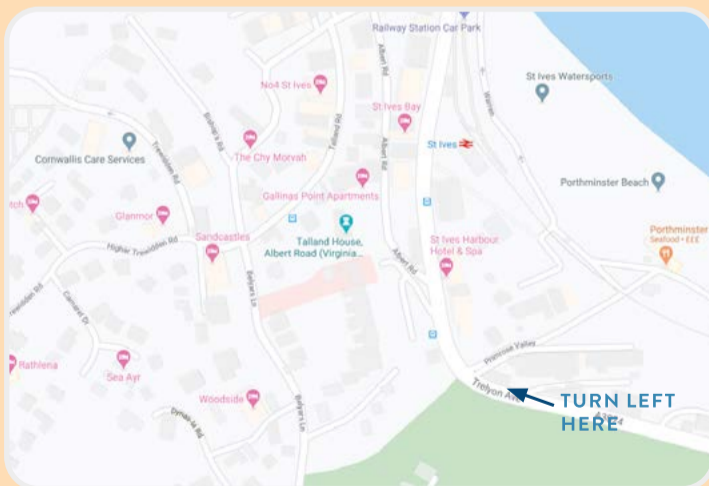
What was different this year?

A traffic control zone was introduced to the town centre to help allow residents and visitors to social distance and enjoy everything our town has to offer whilst feeling safe. Pedestrians were encouraged to keep to the left as much as possible, and holidaymakers were asked to make some small adjustments around travelling into town and check-in times.

DAILY RESTRICTIONS were introduced from 29th June, 11am-4pm each day.

A barrier was manned with trained traffic officers and only those with passes or making essential journeys were able to pass through into town. Detailed information about the

Street Signage



This season has been one of the busiest we have had in a while with many people choosing stay-cations in Cornwall and the UK over jetting off abroad. We have worked in collaboration with the Town Council and Cornwall Council to draw up the towns safety plan and put this in place, with ongoing weekly reviews to adjust to the current status. After helping the town to reopen on 4th July, our next challenge was to reassure and welcome people safely back to St Ives, including a short video to explain how that works. [Watch the video here.](#)

TO AID SOCIAL DISTANCING WE ARE ASKING PEDESTRIANS TO
PLEASE KEEP TO YOUR LEFT

Pedestrianisation Scheme

St Ives BID have submitted an expression of interest through the Town Deal Committee. The success of this summer's Pedestrianisation trial in response to assisting social distancing measures has shown how beneficial having such a scheme in place could be going forward. This would aide in future summers, events that require road closures such as the New Years Eve Fireworks, and greatly help in easing the obstacles faced by Emergency Services due to the narrow, and busy nature of St Ives streets.



St Ives Branch Works

This winter GWR are going to be carrying out another round of improvements to the St Ives Branch-line. The 5 weeks of work is set to be carried out during January and February 2021. It is scheduled to be completed by Sunday the 7th of February.

This work involves replacing the length of line between Carbis Bay and St Ives. This is to be carried out in order to allow GWR to run more modern faster trains on the line in the future.

[Go to the GWR webpage](#) for all the information about the schedule of the works, the replacement bus service, and how you can plan around the line closure.

Winter Planting

The summer planting this year helped make a beautiful welcome to St Ives for residents and visitors alike. Now with the season changing, we are moving towards the winter flower project, which is plant scape units placed in various locations throughout the town, including Trewyn Gardens, Memorial Gardens and The Malakoff flower bed and wall.

All unit beds will be planted will have various winter plants and a selection of bulbs to keep the town looking beautiful during winter.





The Happiest Place to Live

This year St Ives has been voted the happiest place to live.

The results of Rightmove's Happy Home Index 2020 found that St Ives residents considered access to the beaches and plenty of green spaces a top priority out of the ten happiness factors surveyed. Rightmove's 2020 study, with over 21,000 respondents, found that coastal areas stand out amongst the pack when it comes to residents feeling happy about where they live.

Our idyllic coastal town, with its picturesque beaches and vast spaces, has always been a draw to holidaymakers, indicated by the swelling numbers come summertime, but it's the residents themselves that have been most appreciative of St Ives this year. This year's lock-down period allowed for only one hour of exercise, but the people of St Ives found that they could make the most of it by getting out and enjoying the numerous walks and activities that the town has become known for.

The results also showed that our neighbours were considered to be the friendliest in the UK. This year has shown that, as a community, we come together during times of adversity to support the town and those most vulnerable. This very neighbourly spirit also prompted a record number of volunteers in our community, from making regular calls to check in on people to delivering food and medicine for those who may not have had a wider support network around them during a time when it was needed most.

With social distancing and lock-down measures, it is easy for people to become lonely through isolation, especially those at greater risk from corona-virus. St Ives may be known for its touristic reputation, but it is its community spirit that has highlighted why it is such a happy place to live.



Call for Cornwall to support Feed Cornwall

We know that some people in Cornwall are in danger of going hungry this Christmas. Please help us by supporting the campaign.

Two weeks ago the CHAOS Collective, a group of amazing individuals and organisations from across Cornwall, joined together to record a special Cornish version of the 'Do They Know it's Christmas' charity single made famous by Band Aid.

The Feed Cornwall song and video is part of a new campaign aimed at increasing awareness of the problems caused by food poverty in the country and raising money to help families who are struggling to put food on the table.

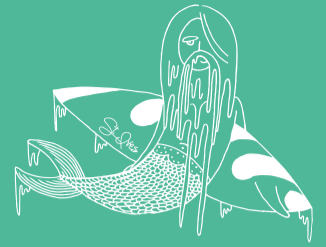
If you own a business or manage an organisation please encourage your staff, volunteers, suppliers and any others you work with to watch the video and support our campaign.

You can find out more about the campaign – and what you can do to help – on the [CHAOS website](#)

Every single penny of the money raised by the song and video will be used to support food banks and other projects to tackle food poverty in Cornwall. Donations are being managed by the Cornwall Community Foundation who will work alongside local organisations, including the Cornwall Food Access Alliance, Transformation Cornwall and the CHAOS Group, to ensure funding is targeted at helping vulnerable people.

You can support Feed Cornwall by:

- Posting messages of support on your own social media channels and encouraging your family and friends to share them [#FeedCornwall]
- Re-sharing or re-tweeting the messages on the CHAOS Twitter, Facebook and Instagram channels
- Recording your own mini videos supporting the campaign and posting them on social media
- Making a donation on our Crowd funder page : <https://www.crowdfunder.co.uk/feed-cornwall>



St Ives in December 2021 Appeal



COVID meant that we are unable to do our usual fund raising during Santa's visit via Lifeboat, lantern parade, and other magical St Ives Christmas celebrations so Christmas 2021 is in danger of not being able to happen.

St Ives In December is a voluntary group who run Christmas events in St Ives and we think it's probably more important than ever to make sure 2021 is full of festive cheer and things to enjoy for both locals and visitors alike.

If you have visited St Ives at Christmas time, or live locally, please give a little to make sure our special town is able to entertain the children and create special memories for Christmas 2021.

We would be very grateful to see this tradition survive. Funds will go towards equipment and materials needed for events to run smoothly and safely. The more we raise, the more we can do in December 2021.

[Find the go fund me page here.](#)

'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.

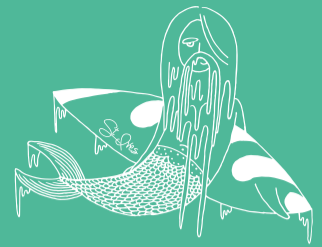
Contact us at: hello@stivesindecember.co.uk
www.stivesindecember.co.uk
www.facebook.com/stivesindecember

ST. IVES IN

St. Ives
Business Improvement District

★ DECEMBER ★

stivesindecember.co.uk



Christmas is looking a little different this year and arriving a little early.

The lead up to Christmas this year has been different to say the least. With social distancing measures still in place, even Santa Claus has had to make adjustments.

Usually, the Harbour would be packed full of families awaiting the arrival of Santa, with the lifeboat crew being called out to bring our special guest ashore to begin the festivities. Local businesses join in the festivities with the yearly treasure hunt, shop window decoration competition and lantern parade, leading to the switch on of the towns Christmas lights.

However, in true St Ives fashion, we haven't let the current year's events dampen our spirits.



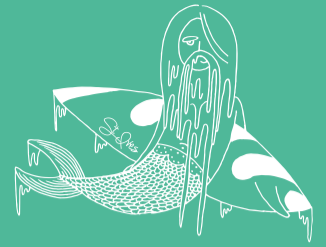
St Ives Christmas Lights Switch-on

Many were saddened by the news that Santa would have to social distance this year, missing out on his annual visit to St Ives so the decision was made by BID to turn on the Christmas lights on 28th October to lift peoples spirits as we came out of the second lock-down.

The announcement said: "As he is very old, Father Christmas has to keep at a distance this year and will not be able to arrive by lifeboat, but to cheer everyone up he has given permission for St Ives BID to put the Christmas lights on early from 28th October. He will be carrying out his important Santa duties in secret hours to avoid contact."

Local Hero Dale Perry, or as we all know him, 'DPD Dale', was nominated for the switch-on after residents were asked for the names of people who had gone above and beyond for their community.

This year, so not to miss out, we arranged for a 'virtual switch-on' to aid in social distancing, and was broadcasted live via St Ives in December Facebook page [which you can view here](#).



Christmas Shop Window Competition

This year's theme for St Ives in December Christmas Window Competition is 12 Days of Christmas.

The Christmas window competition opened on 3rd December to coincide with the start of Late Night Shopping. This year our guest judge is a renowned poet and artist Bob Devereux. There was one overall Judge's Award and 3 other categories to recognise all the hard work and effort St Ives shops have put into the competition this year, with a record number taking part in both the window competition and Late Night Shopping.

The Judges Choice for overall winning window is..... ACE CARS

The other category winners are;

Best Interpretation Of The Theme - The Craft Tree - Fore Street

Most Humorous Window - Colensos - Gabriel Street

Best Small Window - Shoreline Tattoo - Chapel Street

The Judges would like to Highly Commend a few special Windows that the Judges felt showed originality and Creativity.

Jay Sweets.....Fernlea Terrace

Sweetlime.....Wills Lane

New Craftsman Gallery.....Fore Street

Maxine Pharoah.....Sloop Craft Market

Cornish Candy Shop.....Fore Street



Meeting Friends & Family



From 2nd December to 23rd December

You must follow the guidelines for the tier in your area.

From 23rd December to 27th December

You may choose to form a Christmas bubble.

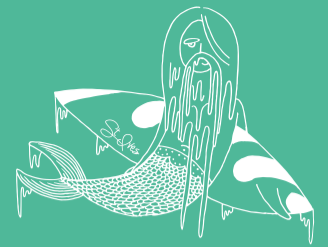
A Christmas bubble will be able to spend time together in private homes, to attend places of worship, or meet in a public outdoor place.

In all other settings, people should follow local restrictions in the tier in which they are staying.

If you do not form a Christmas bubble, you should continue to follow the guidelines for the tier in your area. You may still meet with your support bubble or childcare bubble.

From 28th December

You must follow the guidelines for the tier in your area. Christmas bubbles will no longer apply.



St. Ives in December Events Timetable 2020

Wednesday 28th October

St Ives Switch-on. Watch via the St Ives in December facebook page for the virtual switch-on.

Thursday 3rd December

ARRIVAL OF FATHER CHRISTMAS

Head into town for Late Night Shopping, 6pm - 8pm and see if you can spot Santa Claus in his secret Elf Workshop.

Thursday 3rd December

St Ives Farmers Market is back every Thursday throughout December, with a home delivery service also available.

Thursday 17th December

Last chance to visit Santa Claus before he gets too busy sorting out everyone's presents this year.

21st & 22nd December

Songs with Santa - Kidz R Us. A chance to see Santa Claus live at St Ives Theatre for an interactive family concert to get you in the festive spirit. Either 10:30am or 1pm.

21st & 22nd December

PHIL & FRIENDS - Kidz R Us Start Christmas this year with live entertainment on stage. Starts 7:30pm

Thursday 24th December

CHRISTMAS FARMERS' MARKET gets into the festive mood including seasonal local food and drink. 09:30 -14:00 at The Guildhall.

Tuesday 25th December - CHRISTMAS DAY!

New Years Eve



It will come as no surprise to hear that we have had to make the difficult decision to cancel the New Years Eve fireworks. Following advice from the Police and Council Safety bodies, and government guidelines in place regarding track & trace, rule of 6 and 11 pm closing, it was felt that putting on the firework display would only encourage people to gather in the streets. We will be relying on our local businesses and residents to support these changes, and treat New Years Eve like any other night. Roads will be open to traffic this year, and businesses will be encouraged to operate a bookings only, or ticketed event system. This will allow for the safe use of track and trace and the rule of 6.

It is with our sincerest hope that by this time next year we will be in a position to plan the best New Years Eve party St Ives has ever seen.

Thank you all for your ongoing support and due diligence in keeping St Ives safe this year.

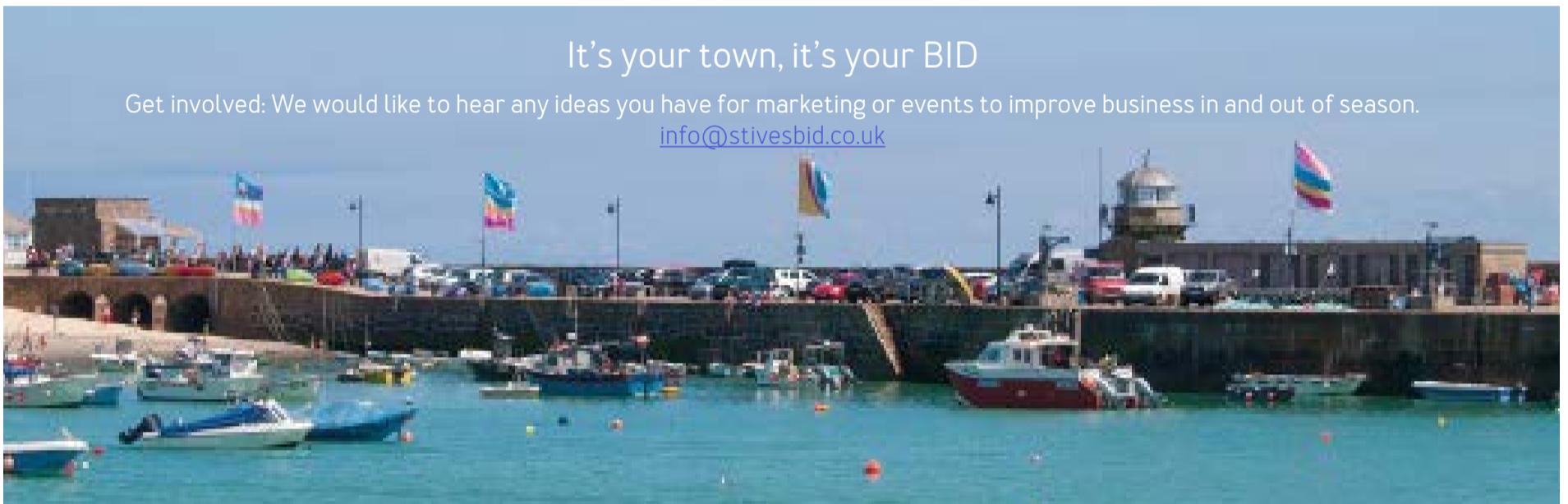
St Ives in the Press

We've had a fantastic response from businesses offering accommodation, food and drink and experiences for visiting travel writers over the off-season. Thank you everybody who has got in touch.

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

Get involved: We would like to hear any ideas you have for marketing or events to improve business in and out of season.
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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.

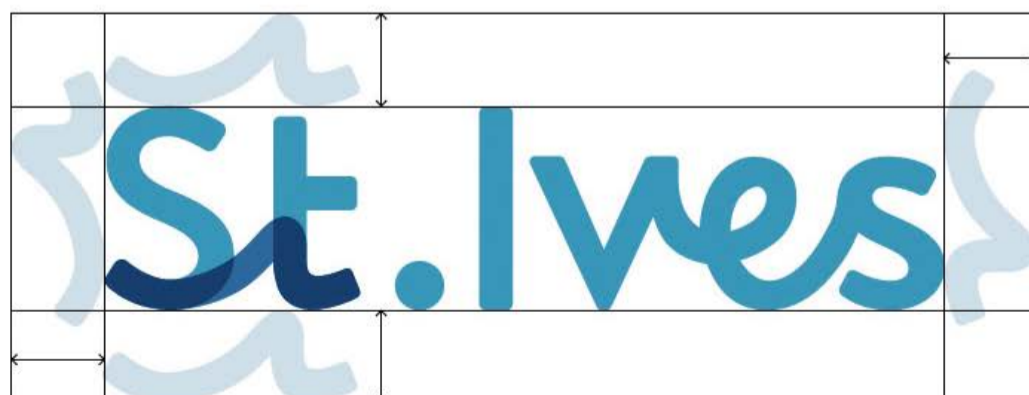
Space:

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



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