

# THE ST.IVES JUMBO ASSOCIATION

Registered Charity No. 1142930

A request for support from the business community.

## ***What's so special about the Jumbo?***

The Jumbo is very much 'a St.Ives thing.' It's our very own type of fishing boat!

The originals were developed here in the mid 1880s specifically to meet local conditions. Today's Jumbos are based on a design by William Paynter, a local boatbuilder whose reputation stretched way beyond Cornwall.

Since their reintroduction in 2007, the Jumbo has made quite an impression on the boating community featuring in numerous publications here and in the USA. Readers of Classic Boat voted the humble Jumbo (almost unknown before 2007), 24th out of the world's top 50 classic boats!

Meanwhile, back in St.Ives, the Jumbo has been quietly working its way into the consciousness of the community, appearing increasingly in paintings, postcards and, more significantly, in publicity material and websites with links to the town. This is no accident. Clearly, they represent something of value which is appreciated by many more than the people who sail them.

Let's consider the benefits these two luggers have brought to the town –

- We recognise something reassuringly 'correct' on seeing their red sails in the bay - familiar from photographs displayed in pubs or from paintings by Alfred Wallis. Their elegant hulls prove an irresistible draw to photographers as they lie high and dry at low water.
- They represent the skill, know-how and integrity of a bygone era and provide a focus for the dissemination of this know-how and these values for future generations. In this way they make heritage engaging and relevant for today.
- Their introduction has brought kudos to the town. International yachting hero, Pete Goss MBE, has twice addressed a sell-out audience at the Guildhall to help pay for their building costs.
- They provide emission-free recreation, available to anyone, for a sustainable future.
- Of those that care for St.Ives, most would agree that, in some small yet profound way, the Jumbos can be said to improve our experience of the town and that St.Ives would be worse-off without them.
- *They would, then, be the ideal icon for St.Ives to officially adopt to symbolise an acknowledgement of the town's heritage and its commitment to a low-carbon future.*



## The Problem.

Jumbos have become so intrinsic to the harbour that their existence is frequently taken for granted yet there is a very real cost to keeping them there which has increased considerably recently. A breakdown of this cost in 2019 was

|              |               |
|--------------|---------------|
| Storage      | 1500          |
| Insurance    | 1031          |
| Harbour dues | 544           |
| Maintenance  | <u>500</u>    |
| <b>Total</b> | <b>£ 3575</b> |

*For the last 12 years the presence of the Jumbos, and all associated benefits they bring, have been provided free of charge – thanks largely to the generosity and enthusiasm of a small number of individuals. Recently these fees have escalated and now, owing to the pandemic, we are unable to raise funds. Our position has become unsustainable.*

Once our story is heard, we believe that the business community, particularly those that depend on the image of the town, would be proud to support a charitable initiative that is so intrinsic to St.Ives. This, in turn, would help generate a sense of ownership of the Jumbos and all they represent within the wider community: afterall *'The Jumbo is St.Ives' very own fishing boat!* The reason this is not happening already is that the business community have never been asked.

## A solution. *'Proud to support the St.Ives Jumbos' scheme.*

So that is what we're doing now. We wish to open a dialogue with the business community to look at ways of encouraging them to make a small ongoing contribution. The cost could be passed on directly to the customer. One method could be a *'Proud to support the St.Ives Jumbos'* scheme, whereby participating businesses add a small percentage (say 1%) to their hotel or restaurant bills. The Jumbo story and explanation of the scheme could be told on a free-standing presentation that may be left in hotel rooms and on restaurant tables, such as this:



Contributing businesses could advertise their support to their clients by means of a specific logo.

Although the Jumbo project began in 2006, we believe its need has never been greater. We look forward to a favourable response and suggestions regarding our next steps.

*Jonny Nance*

Jonny Nance  
Secretary

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