



Business Improvement District

**Minutes of Board Meeting 05/01/2021  
Zoom Meeting**

Sherry Siefken-Glossop

John Hill

Helen Tripconey

Alex Ward

Roger Symons

Jackie Wetherill

Steve Cross

Simon Sharp

Belinda Hanks

Justin Morgan

Nik Reed

Henry Symons

James De Seta

Christine Chard

Philip Barnett

**Welcome & Apologies for absence**

None

**Minutes of last Meeting.** Alex and Belinda approved Minutes of last meeting.

**Open Meeting by Introducing New Directors**

Alex asked new Bid Directors Chrissy Chard and Phil Barnett to introduce themselves.

Both Chrissy and Phil explained their history in the town, their business experience and their passion for St Ives which was their motivation to join. With strong opinions, and extensive experience, they are keen to contribute.

Alex welcomed them to the board, and look forward to their ideas and opinions.

**BID Managers Update**

**Closure of Town**

Recent events have taken us from Tier 1 to Tier 3 to lockdown. Bid aims to get out information on what is open as soon as possible. More Grants have been announced today and Levy payers have been made aware. Helen is acutely aware that there is a large fear factor with this shut down, but the town has been resilient and pulled together throughout the year, so Bid will use the time to look to future opening.

The Council have applied for funding which we hope to use for technology, such as a Loyalty App, which we hope will provide information on parking, events, special offers in shops, trails, and loyalty bonuses for businesses. Once we hear if funding successful, hopefully will show the Board options next meeting.

### **Food Festival**

Dates initially decided last meeting to be May, with current lockdown it has been suggested in recently meeting with some businesses in town, which perhaps we should look at holding it in September this year. Mainly because of uncertainty if we will be open much before May, so unable to do planning, and also that we could maybe straddle the September Festival and make it a big month to rival August. The licence is still being checked. We could also include the Surf competition that was planned for last year to draw people around the town more to encompass more businesses.

### **Eat out To Help Out**

Helen has been looking into an option of this held locally with restaurants and take away for January. Unfortunately with lockdown, this will have to be delayed, but in principle some businesses are interested and it would be nice to show incentives just for the locals. If it was for later in the year ie September Sherry voiced concerns that maybe staffing might be an issue after busy summer months, but Phil and Roger thought that it would be good for students for extra work as they do not return to university until end of September. The general feedback from accommodation providers is that bookings are cancelled right now and it does seem to be quiet in town.

### **Budget**

Jackie explained that we have just over 66% of Levy in and reminders go out in January. Helen will email a gentle reminder to businesses this week, before the Council send out their final warning for payment which if unpaid leads to summonses & fees. Still a great achievement of the town businesses who have paid in these difficult times.

### **Marketing and PR**

We have had great publicity provided by Nik Meor and Sarah, which meant we had a Huer last month and St Ives Local article, Radio interviews in November and December, alongside radio & online campaigns. Turning on the Christmas lights early got great publicity. We still have time in lieu with Debra Clark Associates which we can utilise this year once we know opening times.

There is a virtual shopping event shortly on the I love Shopping St Ives Facebook page, which seems to be working for some business

New Year's Eve ended up quiet as we had all hoped. There was some local fireworks on the beach, and police attended within 10 mins. All finished friendly, the town and publicity that there was no event did well at keeping people away.

### **Christmas lights**

The Fisherman's Lights have been taken down due to bad weather to be serviced, and waiting for date for main lights hopefully later this week or next. There is also banner fallen down so this will be dealt with at the same time.

### **Application to New Towns Fund for Flexible Pedestrianisation**

New Towns Fund is looking at our application and Sarah Stevens called to say that the application is progressing but needs to go through Transport. Sarah will inform us of progress.

### **Any Other Business**

James mentioned that there is rubble not cleared outside the Harbour View Hotel. Helen to call Anthony to enquire when it is likely to be cleared .

Roger mentioned the unsightly bins at The Wharf. Helen to meet with Rolf on site to see if there is a possible way to find alternative place that suits both the rubbish clearance and clearing the bins that obscure the view. Sherry mentioned the bins near Pednlova hotel need to be moved. Justin offered to move to rotary garden, but Alex pointed out that it needs to be done by the council, to ensure they are emptied. Helen to speak with Rolf.

Alex suggested that maybe as a new project we could look at having some kind of lighting around the harbour all year as the lights look so good at Christmas. Helen to speak with Stuart and ask him to do a couple of designs for the board to look at, approximate costs, and whether it would be possible to do with harbour masters permission.

Chrissy mentioned that we should investigate not only the bins mentioned, but waste management in the town as often in the morning the bigger chains have rubbish left outside on Fore Street, often in plastic bags that get attacked by sea gulls. Jackie to look into how we could do a survey. Alex mentioned that if we do a survey we could look at collective contract so that the town could have more leverage re extra collections. It was suggested that all Directors make a list as they walk around town at rubbish issues to be reviewed for next meeting.

**Next Zoom meeting online 26<sup>th</sup> January 2021**

**Steve to send out Invite Please**

