



Business Improvement District

**General Board Meeting  
5.30pm 15<sup>th</sup> February 2022  
Committee Room, Guildhall, St Ives**

Present: Alex Ward - Chair  
Steve Cross  
Sherry Siefken  
Glossop  
Ken Messenger  
Sarah Stevens  
Phil Barnett  
Jackie Wetherill  
Justin Morgan

Apologies: Nik Read  
James Deseta  
John Hill  
Simon  
Roger Symons  
Chrissie Chard

**Approval of Minutes:** Sherry/Alex

**Declaration of Interest:** as in previous minutes.

**Matters Arising:**

1. Sarah: Introduced Waste Research Company – Allister gave his progress report mid-way through the project. Explaining that they have had a team of two come to St Ives and speak to businesses that were open, but much more work needs to be done to reach percentage needed, although with a good sample they are able to calculate businesses usage for waste from similar business that have been surveyed. Including the larger businesses which have not completed the survey to target urgently.

The Board asked that the target should be reached before next update, and that it includes ideas of Fire Risk Assessment, and take away waste which is a grey area. Incentives for Recycling, food waste quantities etc.

Delivery anticipated 14<sup>th</sup> March, draft by 7<sup>th</sup> March.

**ACTION: Allister to share who has been surveyed and Sarah to suggest larger businesses to target urgently.**

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2 Justin/Simon: SITA/BID joining forces - next SITA meeting is next week and it is for discussion there and will organize a meeting with Alex once they have answer after 6<sup>th</sup> March.

**ACTION: Simon and Justin to take to meeting and arrange meeting with Alex and John after 6<sup>th</sup> March.**

3. Sarah: PSPO implementation – Meetings are ongoing and taking time. Some problems still to be resolved.

**ACTION: Sarah to update once resolved and in readiness for implementation in April 2022.**

### **Managers Update:**

Sponsoring maintenance of town benches – Alex is to draft guidelines as soon as possible.

**ACTION: Alex to devise written policy agreement**

### **Digital Marketing**

Sarah shared detailed on Digital Marketing training

**ACTION: Sarah to follow up with email to Directors to secure numbers**

### **BID Directors Training**

Sarah informed the board that Directors training will take place online on 7<sup>th</sup> March, 6-8pm which will go through roles and responsibilities.

**ACTION: Sarah to follow up with email to Directors and secure attendee numbers.**

### **BID AGM**

Sarah and Alex reminded the Board of the BID AGM on 28<sup>th</sup> February and asked as many as possible to attend.

**ACTION: Jackie to send out reminder near the AGM**

### **Town Flowers**

1. Still waiting on quotes for 2022 and details from Council. He cannot provide a service to water flowers in Chapel Street as not able to get easy access.

2. Phil mentioned that planting might be good around the toilets

**ACTION: Sarah to look into places where we can water plants for**

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parts of town that do not have.

### **Budget & Events for 2022**

1. Quotes are being sought to confirm spend for NYE and Christmas, St Johns have increased and Sarah to liaise with Police re licensing for events so town is aware.

Budget update next meeting

**ACTION: Sarah to update the board once quotes and further information in, when approved ensure formal contracts are put into place with all. Sarah, Alex and Jackie to work on budget draft for next meeting.**

### **Signage in Town**

Some business have asked for further signage in town so people can find their way around.

**ACTION: Sarah to look into finger signage if still available or if possible to add onto current signs.**

### **Food Festival**

2. It was discussed what support we should give the Food Festival if any. With the new project of Food Trail which would show businesses top dish and pull tourists around the town, support was suggested at £2000 to pay for this on the condition that all contracts were signed and in place.

3.

**ACTION: Sarah to chase Nik and Mick to ensure in place.**

### **Jubilee**

4. Events have started to be explored, including a lunch on the wharf with tables and chairs, a band at the Sloop car park. Agreed in principal but to be discussed at next meeting when more information in place.

**ACTION: Sarah to gather details for next meeting**

### **Marketing**

To be discussed at next meeting

### **AOB**

1. Town Crier

**ACTION: To be added to next Agenda**

**Next Meeting: 15th march 2022 5.30pm at Guildhall Committee Room**

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