

St. Ives

Business Improvement District

Hello I'm Sarah Stevens,
St Ives BID Manager.

I started in October 2021 and have already met many of you and look forward to meeting many more over the coming year. Pop into the BID office at St Ives Guildhall for a chat or stop me if you see me out and about.



St Ives BID is a business-led initiative supported by government legislation which gives local businesses the power to 'raise funds locally to be spent locally' on improving their trading environment. A board of volunteers drawn from St Ives businesses, meet regularly to oversee the delivery of the business plan which identifies how the funds are spent in line with business priorities.

If you have any ideas for future projects, stories or if there is anything St Ives BID can do to support your business, please do get in touch.

March 2022

St Ives BID Board Directors

The Directors who held office during the year are as follows:

- Alex Ward (Chair): Mirror Image Framing
- Christine Chard: The Cornish Candy Shoppe
- James De Seta: Academy & Co
- Justin Morgan: The Olive Branch
- Philip Barnett: Kidz R Us
- Roger Symons: Porthgwidden Beach Café
- Sherry Siefken-Glossop: The Attic Cellar Treatment Rooms
- Steve Cross: Cross Estate
- John Hill: Tregenna Apartments
(new 2022)

Achievements in 2021

Supporting levy-paying businesses

The past 12 months have continued to be a roller coaster. However, the community spirit in the town remains strong as we move forward, putting COVID behind us.

The focus over the year was supporting businesses regarding government advice and guidelines during and after the lock downs. St Ives BID has worked hard throughout the past 12 months to support businesses, keeping channels of communication open and supplying a steady stream of information to business owners and BID is always happy to receive feedback or ideas from any of our levy paying businesses.

Despite the difficulties brought by the pandemic, St Ives BID is continuing to deliver projects and

services under four key themes **Town Appearance and Facilities, Marketing and Events, Accessibility and Security, and Supporting Levy-Paying Businesses.**

Covid-19 has impacted us all both professionally and personally. From the many conversations and emails received, St Ives BID appreciates just how challenging it has been for organisations navigating their way through the pandemic, keeping businesses afloat against all the odds.

Please turn over to see what we achieved last year and what we are planning to do over the coming year.





Supported by BID

The Food and Drink Festival

September Festival

Blu Surf Competition

St Ives BID - worked in partnership with St Ives Town Council and Cornwall Council to facilitate road closures as part of the governments Re-opening High Streets Safely ERDF Fund.

St Ives BID worked closely with the Town Council in collaborating with joint marketing and promoting St Ives as a responsible, and COVID safe place to visit.

Town Deal - St Ives BID has been represented on the St Ives Towns Fund Board. The proposals include pedestrianisation of St Ives town centre and a £1.7m capital grant fund for businesses. Further details can be viewed at www.stivestowndeal.org.uk

Christmas lights and late-night shopping - St Ives was one of the first places in the country to turn on its Christmas lights, which was well received by the local community. Late night shopping events took place, and were promoted widely by the BID.

Town Appearance - Working with the Town Council to maintain and improve the planting around St Ives.



Social Media Stats

The BID team are very proactive at raising the profile of St Ives by issuing news releases and responding to media enquiries and producing public facing marketing materials such as posters and flyers for Christmas in December.

Figures compare the last 12 months to the previous year.

	25,945 +5.2%	1,582 +6.9%
	Facebook Impressions	Facebook Followers
	1,935 +3.4%	942 +3.4%
	Twitter Impressions	Twitter Followers
	3,773 +0%	1,378 +0%
	Instagram Impressions	Instagram Followers



What's planned by BID For 2022

- Queen's Jubilee - Sunday 5th June road closure along the Wharf for the Big Lunch celebration and Firework finale.
- Tender for a Commercial Waste and Recycling contractor to meet the requirements of businesses in the town
- New BID Members Welcome Pack
- Lobbying on behalf of St Ives businesses
- St Ives BID will partner with St Ives Town Council and St Ives Tourism Association to promote the town
- Establish regular informal business networking opportunities and meeting with key stakeholders eg Police and MP
- Support the maintenance of benches in the town by working with businesses and Town Council on a 'Sponsor a bench' scheme
- Identify and secure sponsorship and funding opportunities
- Exploit and improve connections with current events and activities within the town
- Supporting September Festival and the New Taste St Ives Town Food Trail during the St Ives Food and Drink Festival
- Supporting St Ives in December to make Christmas & NYE 2022 celebrations extra special.
- Increase footfall throughout the town and during shoulder periods by promoting St Ives as a destination to visit, shop and stay
- Looking for climate action partners to work on environmental awareness and taking action to reduce our footprint where possible.

Thank you for your continued support and optimism and if you are new to St Ives and many businesses have moved here during 2020, welcome!

Summary of BID Financial Arrangements

St Ives BID overall levy income: c£127,000 per year.

Town Appearance & Facilities	£32,393
Marketing & Events	£17,030
Accessibility & Security	£15,642
Supporting Your Business	£8,325
BID Overheads	£32,559
Not Spent [carried over to 2022]	£20,438
Total Expenditure	£126,387

Any levy payer not receiving regular updates should contact Sarah Stevens at St Ives BID (contact info below) with an up-to-date email address. This will help us to avoid unnecessary use of paper.



Photo by John Chard