



Business Improvement District

**General Board Meeting  
5.30pm 20<sup>th</sup> April 2022  
Committee Room, Guildhall, St Ives**

Present: Alex Ward - Chair  
Steve Cross  
Sherry Siefken Glossop  
Ken Messenger  
Sarah Stevens  
Phil Barnett  
Justin Morgan  
Chrissie Chard  
John Hill  
Nik Read  
Simon Sharp  
Jackie Wetherill

Apologies: Roger Symons  
James Deseta

**Approval of Minutes:** Chrissie Chard/John Hill

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

**Matters Arising:**

1. **Waste Research Company Kovia** are taking on extra staff to reach their target research and make up time for delay. The Board suggested a target of 16<sup>th</sup> May for delivery.

**ACTION: Sarah to speak with Allister and make aware of target date.**

2. **SITA:** Alex informed the board that a good meeting was had with Justin/Simon re SITA/BID joining forces. John has drafted a suggested agreement and Alex to check and send to SITA.

**ACTION: Alex to check draft agreement and send to SITA to formalize agreement.**

1. **PSPO implementation** – Sarah has advised Levy payers of new rules. Some businesses can appeal if they are asked to remove
2. Alex advised that G7 took out bollards when resurfacing the road it may be that they have not been replaced - that prevented cars from backing into shop space.

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**ACTION: To await feedback from Levy Payers for any further action.**

**Managers Update:**

Sponsoring maintenance of town benches – Alex has been unable to draft but will draft guidelines as soon as possible.

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

**Digital Marketing**

Nik: Rescheduled date for Digital Marketing 17<sup>th</sup> May 2022. Nik suggested that other businesses should be invited, and it will be approx. 10 people 6pm to 9pm. Course guide will be someone extremely experienced working with such big companies as EDF.

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

**Town Flowers**

1. Quotes are in and scheduled in the budget.
2. Due to heavy schedule of Phil and Louise Dwelly, walk around town to be organized.

**ACTION: Phil will arrange walk around with Louise and advise Sarah when done**

**Budget & Events for 2022**

1. Budget update next meeting

**ACTION: Sarah, Jackie and Alex to work on budget and send out before next meeting for Board.**

**Rising Rent Issue St Ives**

2. John is researching issue. Charterwoods do have a personal property interest in St Ives, and suggested approach Cornwall Council MP to ask if due diligence has been done. Suggested to mention at public meeting on 21<sup>st</sup> April with Linda Taylor

**ACTION: John to continue research, and mention to be made at meeting and emphasis the problem will change the atmosphere of whole town, and lose independent shops.**

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## **Signage in Town**

1. No fingers found, will have to source.
2. QR codes suggested as possibility to help.

**ACTION: Sarah to look into finger signage if still available possible for BID 3. Nik to chase Porthmeor for information. Sarah to look into QR code**

## **Food Festival**

1. Contract now in place, food map looks impressive and spare maps to be shared with accommodation providers. Digital copy will also be available.
2. BID provide publicity nearer the event.
3. Contract and emails have been loaded onto google drive.

**ACTION: Sarah liaise with ILOW to get spare leaflets and distribute to accommodation providers with the help of SITA**

## **Jubilee**

1. Arrangements are being made for party along the Wharf. Currently over budget as security and wardens quite expensive. Sarah is applying for funding.

**ACTION: Sarah to update at next meeting**

## **Marketing**

To be discussed at next meeting

## **Town Crier**

1. Town Crier, Board was shown an email request for costume. It was discussed and decided without firm arrangements as to who would be Town Crier for size and how this would work we could not fund at this time. Additionally no costs were attached to the letter

**ACTION: Sarah to advise applicant.**

## **Commercial Waste**

1. Sarah still gathering information, but has cleared up issues around Harbour Fish and Chips. Rolf and Fire authorities have been advised, but Rolf thinks there are not enough resources to deal with it. Sarah has spoken to Sloop who have agreed to take up 2 car park spaces to cure their bin problem.

**ACTION: Sarah will update at next Board meeting.**

## **Pedestrianisation Letter and Police Petition**

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1. John has drafted and we have over 200 signatories from businesses for extra Police presence. Alex to sign and will be emailed over tomorrow before Business Support meeting with Derek Thomas and Linda Taylor.

**ACTION: Alex and John to coordinate sending email and to bring up at Business Support Meeting.**

### **Business Support – Staffing and Transport**

1. John suggested arranging a meeting for Levy payers to voice their opinion on how to improve the situation with Staffing so we can try to help and drive improvements.
2. Issue to be raised at Business Support meeting with Derek Thomas and Linda Taylor.

**ACTION: Sarah to email Levy payers, suggested date 18<sup>th</sup> May.**

### **Silver Frame – Art Event Sponsored by Sharps**

1. Sarah explained the project outline of putting art into windows as a trail to draw people around town in down periods. It was suggested that insurance might make it very difficult, the Board suggested using new artists. However, not an event we could organise as not enough staff.

**ACTION: Sarah to Speak with Maurice and explain our support and ask what he is asking from BID for the project.**

### **Decoration of Town Bunting**

1. Alex informed the Board that we now have quote for bunting throughout the town. The Board decided to adhere to advice that the Wharf would not be suitable for bunting due to the weather conditions, and vote unanimously for remained. Bunting will be Synthetic Recyclable paper in Red White and Blue to reflect Jubilee.

**ACTION: Sarah to place Order.**

### **AOB**

**Extinction Rebellion** posters have appeared around town. Sarah sent an email and they were quite rude. Sarah to follow up.

**Citizen of the Year** – The competition was a tie, so Board was asked to vote to provide another £50 towards prize. Voted in by Steve, Justin, Sherri and John.

September Festival – they have approached us for usual £1000 sponsorship, the Board advised that they should provide email with how it will be used this year.

**ACTION: Sarah to email.**

**Electronic Signs for Parking** – Chrissie asked why they display wrong amount of spaces available.

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**ACTION: Sarah to email and enquire about other alternatives to point to other car parks.**

**Sloop Market** – Sherri has had feedback that Sloop market is finding it extremely difficult now their signage has been removed by PSPO. Board advised they appeal, and speak to Osbornes owner who has run a successful media campaign and improved customer base.

**ACTION: Sarah to approach Osbornes to see if interested in giving advice**

**Damage at Malakov** – Justin advised of extensive damage at the Malakov and missing benches. Sarah has checked the Baseline agreement and will be arranging a meeting with Council to address. Justin also suggested perhaps recycled plastic into planks for benches could be used to last longer.

**ACTION: Sarah to arrange meeting and explore Baseline. Baseline to be added to next Agenda**

**Next Meeting: 10<sup>th</sup> May 2022 5.30pm at Library**

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