



Business Improvement District

BID Board Meeting

19th March 2024 – Guildhall

Chaired by: Simon Sharp (SS)

Attendees: BID Members: John Hill (JH), Simon Sharp (SS), Phil Barnett (PB), Steve Cross (SC), Justin Morgan (JM),

Others: BID Manager Sarah Hooper, (Jackie Wetherill taking Mins)

Apologies: Louise Bryan (LB), Chrissie Chard (CC), James Deseta (JD), Anthony Cornish (AC), Alex Ward (AW)

Minutes of last meeting approved by John Hill & Phil Barnett.

Declaration of Interest – SH & JM RNLI, AW Kidz R Us, AW & JW & CC St Ives in December, JW September Festival, NR Food Festival

BID Manager update

Food Festival

Tenders have been sent out for the new Food Festival Organisers. Two companies have expressed an interest and Sarah has a meeting at the end of April.

Action: Sarah will update the Board post above at the next Board meeting.

Re-usable Hot Drink Cups

Tate sustainability event went well, and Circular & Co provided 200 free cups to use as a test for local companies. Sarah will gather data from Bifa to calculate approximate savings on waste that we can provide to the new Sustainability employee of Town Council who is on a 12 month contract to pursue Sustainable St Ives. The businesses who were issued the free cups have given good feedback.

Action: Sarah to update Board when data is gathered and project progresses.

Business Meeting

Next business meeting will be at Sea of Coffee and we have arranged a 4G expert from Wildernet to attend who has been granted 36 million to roll this out over Cornwall. They will be doing a site visit to assess how it could work in St Ives.

It was noted that we had no reply from Cornwall Council to our questions re 5G legacy from Cornwall Council.

Action: Sarah will update the Board at the next Board meeting.

Street Decoration

The Board agreed that the larger banners work better and probably not worth the small winter ones this year. Possible themes were discussed including Cornish colours, Sarah to mock up design and send to Directors ready for next Board meeting.

Sarah has been speaking with suppliers and hopes to be able to put banners up the Terrace and around the Wharf, extra flowers are being investigated and an alternative to bunting for Royal Square. The Directors were shown some images of recyclable street decoration and discussed if it was more viable to buy or rent.

Action: Sarah will update the Board at the next Board meeting.

Application for Funding from Archive

The application was discussed, but unfortunately did not fit into BID criteria for funding and creating larger footfall for businesses, but it was agreed that we could help with our in house promotion through social media.

Action: Sarah will update the Board at the next Board meeting.

Porthmeor Suggestion for Signage Collaboration

St Ives Surf School has opened a sustainable shop at Porthmeor, with recycled wet suits, sustainable body boards that can be borrowed and the Town Council has offered to supply sheds for a beach library to re use toys and equipment on the beach. The café and Town council will take care of maintenance. Harry from the Surf School has approached BID to collaborate on signage project, similar to that at Royal Square that would inform tourist of facilities on beach, including the water fountain, toilets etc.

The board were in favour.

The Board discussed getting in touch with RNLI to perhaps blend in the container on Porthmeor beach as it is creating an eyesore. Sarah to speak with them and see what can be done.

Sarah to get more detail and update Board at next meeting.

Events

Sarah informed the Board that there will be no Long Board competition this year, but we have been approached to help introduce Youth Surfing Competition and help with Swell Board Shoot Out this year. The board agreed this would help this year and if within budget would be in favour.

Sarah to get more detail and update Board at next meeting.

Waste and Bins

Sarah will be having a breakfast meeting on waste that is being organised between Biffa and head of Waste at Cornwall Council.

Sarah to update Board at next meeting if any relevant information for St Ives is discussed.

Grant Applications

The BID office has applied from grants to help with Sita webpage and facilities to help businesses with possible enterprise village. This could help both businesses and revenue.

Action: - The Board will be updated if successful for approval.

Recruitment

We have found a candidate who will do 1 day for BID and 2 for SITA, 2 years fixed term and part of their job would be to create revenue to eventually pay for position for SITA.

Signature of a Short Form Agreement with SITA in next few weeks once Alex provides bullet point agreement of items for Sarah to coordinate signatures with Sita Board and BID.

Action: Sarah will update at next meeting

Cruise Ships

Sarah showed the board the list of Cruise ships that land in Falmouth, and outlined the idea to promote St Ives as a destination trip for shore excursions to gain stars on the cruise app and encourage day visitors.

Sarah will update the board with ideas and how it would work at next meeting

Painting Posts

Sarah is trying to get untidy posts at Royal Square re painted.

Action: Sarah will update at next meeting if there is anything to be decided.

SITA

Sarah has been approached by St Ives Local who are keen to work with Sita to populate the What's On part of the webpage.

With new member of staff joining, we will try and clean up and update the web site as much as possible,.

Sarah to update the board in April meeting

Gift Card

Numbers are increasing and once new member of staff has joined, marketing will be part of their remit.

Action: Sarah to update at next meeting

AOB

Next Board Meeting -23rd April 2024

Dates for further meetings:

21st May 2024, 18th June 2024, 23rd July 2024, 20th Aug 2024, 17th Sept 2024, 22nd Oct 2024, 19th Nov 2024, 17th Dec 2024

END