



Business Improvement District

BID Board Meeting

23rd April 2024 – Guildhall

Chaired by: Alex Ward (AW)

Attendees: BID Members: John Hill (JH), Simon Sharp (SS), Phil Barnett (PB), Justin Morgan (JM), Michael Evamy (ME), Erasmus Cloete (EC),

Others: BID Manager Sarah Hooper, Catherine Cooper, (Jackie Wetherill taking Mins), Nik Read (NR)

Apologies: Louise Bryan (LB), Chrissie Chard (CC), James Deseta (JD), Anthony Cornish (AC), Steve Cross (SC), Stuart Pitts (SP)

Minutes of last meeting approved by John Hill & Justin Morgan.

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

The Board were advised that Chrissie Chard has decided to resign, everyone expressed their thanks and appreciation for her work.

BID Manager update

Events In St Ives This Year

Sarah explained that due to closure of main venues there is a lack of events going ahead this year, including the Food Festival, Judo and Longboard competition.

I was proposed that as we have allocated money in this year's budget for the Longboard event, that instead we sponsor two surf events to encourage them to grow into regular events in St Ives. The suggestion is Surf School hosting Junior World Championship by £500 and re-introduce the Swell Board Shoot Out with £500 sponsorship. Publicity would be positive and the hope is to encourage footfall and have events at different times of the year.

JM and SS Sita Directors agreed to pay half of the sponsorship amount of £500.

Nik suggested that he could help with looking at other sponsorship options and would put them in touch.

Voted and agreed by JM, ME, AW, SS, RC

Re-usable Hot Drink Cups

The experiment with reusable cups has been a success with venues continuing to use. We have been asked by some smaller Levy payers to order some cups which they can all buy at cost, one levy payer Yalla aiming to stop using single use cups altogether.

Most venues are offering the 10% if cups are offered and they sell to customer at recommended price of £2. Cups can be recycled at end of life too.

There is not a final answer on sustainability funding yet, but if it does come through the Town Council will employ them.

Street Decoration

Sarah informed the Board that there would be an extra cost this year for essential renewal of wiring, but the company has agreed to spread this cost over 3 years at £2500 per year for the most urgent works. The Board discussed that this was Town Council liability and that we could contribute. The suggested 2D decorations will cost £1200 for 2 years, plus installation, these should last for 3 years to make more sustainable with possibility of being used in different areas of town.

The Board reviewed designs and agreed on a design and suggested to approach the Town Council for contribution towards costs for re wiring. Decision was Starfish, Shell and Jelly Fish.

These would be removed in October for the Christmas lights to be installed.

In addition, Sarah is looking into planting for Fore Street, banners to advertise out of way independent shopping areas however we can within the restrictions of building permissions and historical streets.

Vote: ME, EC, JM, AW, JH, PB, SS

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

Wharf Bins

Some bins have been removed as the business near did not approve and Town Council has mentioned the possible intention to remove 4 bins near the lodges. The Board discussed possible alternative locations, Sarah to report as information becomes available at next meeting.

The Board also discussed the issue of the Slipway business Stoned Pizza, who are contracted by lease to keep 10 Metre radius clean around their business. They do not seem to have resolved their waste problem and it was suggested that we need photographic evidence and write to them and Town Council to try to resolve waste issue.

Sarah advised there is a new Police Licencing Officer just started and not getting answers from Kay Roberts the link officer for BID and Town Council. Alex, Sarah, Louise and Guy will be at community meeting and will mention Michael to ask question to relevant people and report back.

Easter Bunny Promotion

The competition was a success and did raise a good amount of publicity.

However, now that Catherine has started her part time position, together with Sarah they are working on a marketing campaign for St Ives, the Gift Card and other events in the town.

Sarah to give update of draft plan at next BID meeting

Business Meeting

This went well and Wildernet attended to explain they have a government contract to roll out superfast internet to the public and if Businesses can respond that they need this, they can provide to them at a reduced price.

Sarah to gather expression of interest from Levy Payers

Budget

The Board were taken through the detailed latest draft budget and asked for their opinions. Including Britain in Bloom, Marketing Strategy, Extending Season, Events, etc. Gift card update and discussion on regular reviews through this year if it covers costs and the benefits to local businesses as a smaller BID, we do not have the marketing budget of towns such as Bath.

The Board also discussed Cornwall Councils charges for Late Levy payer fines and to enquire timetable for Levy Payers so we can try to avoid or reduce in coming years.

Jackie to enquire from Cornwall Council Collection office.

Disc App

It was discussed the lack of reporting of crime on Disc, possibly down to change of staff. BID to encourage businesses to report through Disc so we can prove the need of extra policing in St Ives, especially during peak season and events.

Sarah to add to newsletter and include in correspondence to levy payers, as well as when in meetings with businesses.

Porthmeor Suggestion for Signage Collaboration

This is progressing.

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

Recruitment & SITA

The Board was introduced to Catherine 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 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 will update the board with ideas and how it would work at next meeting

AOB

Transport meeting been delayed till this Thursday. Sarah will update everyone at next Board meeting. Town Deal to sign off first before going to Cornwall Council and planning consent.

Simon expressed concern about Road Works and ensuring that this does not collide with the busy Season. Sarah to pass on concern at next meeting with Louise as to how we can coordinate information ahead of time.

Next Board Meeting -21st May 2024

Dates for further meetings:

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

END