



Business Improvement District

## BID Board Meeting

Wednesday 4<sup>th</sup> March 2026

Tregenna Castle 5.30pm

Chaired by	Alex Ward (AW)
Attendees	BID Members:, Steve Cross (SC), Frankie Pyecroft-smith (FPS), Phil Barnett (PB); Louise Bryan, Simon Sharp (SS)
Others	Sarah Hooper BID Manager(SH), Catherine Cooper Business Liaison (CC);
Apologies	John Hill, Michael Evamy, Nik Reed, Justyn Morgan (JM), Kirsty Bridgewater,

**Declaration of Interest** – AW, PB Kidz R Us, AW, CC, SH St Ives in December, SC Town Deal

AW welcomed everyone to the meeting.

### Project Update:

**Job Fair (CC):** Taking place on Thursday 12<sup>th</sup> March in The Salvation Army. It has been confirmed that The Job Centre Plus, Porthminster Beach, Recovery College, Cornish Masters and Blue Fin boats will all be attending. Also attending will be the National Careers Centre to support CV writing. Social media is underway to advertise the event. It will run from 12.30 – 7pm to ensure candidates from college can attend.

**Gold Card (CC):** We have now sold over 600 cards sold since launch of the new card on November 26<sup>th</sup> 2025. AW confirmed we can start to pay some of the BID sponsorship monies now rather than wait until the end of the year. These will initially be Longboard Competition and Judo Competition.

**Food Festival (SH):** SH confirmed there will be 5 businesses able to attend the Food Village element of the weekend. This is the same as last year. More businesses can be part of the overall festival by choosing a discounted stand.

Concerns were raised by AW that the Food Festival events team will expect BID to continue to increase their funding, all of the board are in agreement that we monitor what happens next year. SH confirmed that BID give a lot of support in administering and promoting the event therefore there should be no reason for an increase.

SH advised there has been a request for fireworks at the event; SH has a meeting with the Pedn Olva planned and will raise this request to sponsor fireworks.

**Seedl (SH):** SH advised Seedl will be launching on 10<sup>th</sup> March. All businesses will be notified via the newsletter. SH & CC will receive training on the platform ahead of launch to monitor usage. So far there has been very positive feedback from the businesses.

## Managers Update:

**Rebranding of SITA Website:** CC gave a presentation on the new branding for Visit St Ives. The presentation detailed the rationale behind the move and the next steps.

There are costs associated with the branding change. AW requested the board to vote on BID contributing £3k to support the redesign of the logo and the work required by MEOR Design to ensure all the links continued for the social and website.

AW advised it had been a hard winter and the website is needed by businesses to attract visitors to them. The rebrand will give more sales opportunities outside of the town. AW & SH will redo the budget to put more into 'marketing'.

SH advised that we will look at different membership options with the Visit St Ives directors and opens opportunities with collaborators.

The VSI directors are currently checking the ownership of the URL visitstives.co.uk. SS has been asked to check.

PB confirmed he was happy to support but suggested a clause be given that should the new website become profitable, then the money be paid back. AW confirmed this clause should be added.

All directors present agreed to the support the £3k.

**AOB: Green Box Decorations:** CC confirmed the costs have been received for the two green boxes near the Tate. The costs are £350 for materials. AW requested a vote via whats app after the meeting - Directors: LB,PB,KB,FPS, SC, SS & JM agreed to the costs.

Due to time, no other points from the agenda were covered.

Post meeting and prior to the minutes being issued, AW sent a note to the Directors via what's app regarding the purchase of a laptop for the BID office to support the administration within the office. Costs to be split 50/50 with VSI. PB, SC, KB, ME, JM & SS confirmed. AW requested this is logged within these minutes.

The next meeting to be held on Tuesday 21<sup>st</sup> April 2026.

Meeting closed.

