

BID Board Meeting

Tuesday 26th January 2026

The Hub (Top Floor) – 5.30pm

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

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

Previous minutes: Approved by JM & SC

AW welcomed everyone to the meeting and introduced Ben from Mission Code, project managers of the St Ives Food Festival.

1. St Ives Food Festival – Funding Request (Mission Code)

Ben presented an overview of the 2025 festival and plans for 2026:

Mission Code made significant investment into the festival and actively encouraged collaboration with the town.

The 2025 event did not cover the costs of additional activities.

Financial summary (excluding staffing costs):

- Total revenue generated: £2,602
- Total operational costs: £6,439

Request:

An increase in the BID contribution to £5,000 for 2026 to support:

- Continuation and expansion of the Food Village
- Extended Cookery School programme
- Local discounts
- Expanded PR and communications
- Free business listings

- Exploration of earlier engagement with businesses
- Potential extension to 9pm, with music and bars encouraging visitors back into town
- Any St Ives Business that is participating should be given a 10% discount in the Artisan tent

Discussion Points:

AW requested consideration of an earlier close (8pm if possible) to help the police. SH confirmed Ben is working closely with the Police.

13 businesses have expressed interest to date.

PB asked how overnight stays could be encouraged; Ben confirmed that St Ives Tourism Association (SITA) and BID would be tagged in all communications.

Additional funding is being requested from St Ives Town Council.

AW suggested a £1 entrance fee; Ben advised this would remove the benefit of the event being free to attend.

KB noted that not all retailers benefit; Ben agreed to explore flexible stand options (e.g. shorter participation rather than three full days).

AW confirmed a funding decision would be communicated within two weeks.

Ben and Nic then left the meeting.

Following discussion, AW proposed an increase in BID funding to £3,500 rather than £5,000.

Vote: All in favour.

The board confirmed this increase is intended to support the festival in getting established and is not a guaranteed ongoing annual increase.

2. Gold Card Update

CC confirmed the Gold Card winners had been announced.

As 2026 Gold Card sales have already exceeded last year's figures, It was agreed by Directors that going forward the profits should be spread around the community events that need funding and also community projects.

- £250 – St Ives Biathlon
- £250 – Longboard Competition
- £250 – St Ives Judo Club

3. Maritime Event – “Boats in the Bay”

CC and SH provided an update on the new maritime event, Boats in the Bay, scheduled for 30 May 2026.

The Board approved the enrolment of Gull Rock to support the BID team in delivering the project. The cost for Gull Rock is £1600.00. A new line will be created on the budget.

Vote: Approved unanimously.

4. SEEDL Training Platform

SH presented a demonstration of the SEEDL training platform for BID levy payers.

- BID has struggled to secure engagement in training over the past two years.
- Other BIDs have recommended SEEDL.
- SC commented that using this platform previously would have saved his business £800.
- The platform provides access to a full training dashboard and unlimited courses.

Costs:

- £7,000 for one year (unlimited training)
- £5,200 per year if committing to a three-year agreement

AW requested negotiation to £5,000 per year over three years with a one year break clause

SH provided log-in details to directors and requested feedback within two weeks.

5. St Ives Job Fair

CC confirmed that BID is organising a job fair again, due to take place early March.

The Board requested consideration of:

- A late evening event, or
- A Saturday event

This would enable participation from the local high school and college.

CC to confirm revised dates and times.

6. Cruise Ship Update

SH confirmed that the 2026 cruise ship calendar has been finalised.

This is expected to bring an additional 12,000 visitors to St Ives. KB advised she was unaware of when the ships were due into town, SH confirmed all dates are within the newsletter each month.

7. Visit Cornwall

CC and SH confirmed they are members of two steering groups for the new Visit Cornwall initiative; one for the tourism association and one for BID's.

Further details to follow.

8. 2026 BID Project Planner

CC presented the full 2026 BID Project Planner to the Board.

Date of Next Meeting: Wednesday 4 March at 5.30pm

Venue: TBC

Meeting closed.