

St Peters Quarter Business  
Improvement District

# Annual Report 2018



[www.stpetersquarter.co.uk](http://www.stpetersquarter.co.uk)

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**Peters**  
**QUARTER**  
DERBY



## CHAIR'S INTRODUCTION

Welcome to St Peters Quarter Business Improvement District's (BID) annual report for 2018.

2018 has proven to be a challenging year in many respects with the continued uncertainty surrounding Brexit, low consumer confidence, the changing use of the high street and the good old British weather all having an impact on trading conditions.

There was also some extremely sad news with the passing of both Ian Hinds and Stephen Jeffery. Ian was employed by Partnerships for Better Business (pbbb UK) and worked for St Peters Quarter BID since 2008. Ian was immensely proud of St Peters Quarter and was committed to delivering improvement projects within the area. Stephen previously owned an Estate Agency in St Peters Quarter and was instrumental in the development of St Peters Quarter BID, serving as Board chair throughout the first five-year programme from 2011-2016. Both Ian and Stephen have had a lasting impact on St Peters Quarter and will be greatly missed.

There was also, however, a considerable amount of good news to celebrate and many reasons to be positive.

The BID was successful in securing over £20,000 in grant funding from the Big Lottery Fund and Police & Crime Commissioner's Office for a programme of events and to refresh the Storewatch Radio scheme. There was the completion of the long-awaited public realm works on St Peters Street, whilst the interactive Made in Derby 'Walk of Fame' was launched celebrating inspirational Derby people past and present. Working alongside the Derby City Safer Neighbourhood Team and other partners, much progress has been made on addressing some of the anti-social behaviour issues which have afflicted not just St Peters Quarter but town and cities across the UK in recent times.

Looking forwards, the BID will not only work with businesses and partners to address both the immediate and long-term challenges faced by businesses, but also look to take advantage of opportunities as they arise. It is imperative that the BID supports and encourages plans and proposals for new developments, particularly that of Becketwell which has the potential to transform this part of the city centre. We will also continue to work with the Police and other agencies to tackle some of the social issues which negatively impact upon the city centre and strive to make St Peters Quarter an increasingly pleasant place to be for visitors.

A real highlight of this year for me was the involvement of businesses in projects and activities within the BID area, from Tidy Days and group meetings to SPQ Live events and street days. The work undertaken by the BID cannot happen without your continued support and I would encourage all business owners to get involved and make a real difference to the future of St Peters Quarter over the forthcoming year and beyond.

Regards,

**Helen Wathall**

Chair of St Peters Quarter BID Board  
Managing Director of G Wathall & Son Ltd

# ST PETERS QUARTER BID BOARD MEMBERS

The St Peters Quarter BID Board is elected by members of St Peters Quarter Derby Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of businesses, stakeholders and key agencies associated with the successful delivery

of the BID project. The role of the Board is to safeguard the interests of the levy payers by ensuring that the BID operates in line with the Business Plan and offers consistent value for money in line with its targets.



**Helen Wathall**

Chair of St Peters Quarter BID Board and Managing Director of G Wathall & Son Ltd



**Rachael Thomas**

University of Derby in BID Area



**Richard Bradbury**

Business Manager, National Car Parks Ltd



**Hayley Fisher**

Area Manager, Greggs



**Russ Hamer**

Partner, Carpet Square



**Eddie Leligdowicz**

Director, Lemaca Ltd (McDonalds)



**Rev. Canon Paul Morris**

St Peters in the City



**Martin Rawson**

Deputy Leader of Derby City Labour Group



**Jonathan Smale**

Cabinet Member for Neighbourhoods & Streetpride

## ST PETERS QUARTER PROJECT TEAM

St Peters Quarter Business Improvement District is project managed by Partnerships for Better Business Ltd (pbb UK), who are a BID Management consultancy specialising in the delivery and development of BIDs and is led by Ian Ferguson and Melanie Ferguson-Allen

### Ashley Lewis

#### Senior BID Project Manager

Ashley oversees the implementation of the St Peters Quarter BID Business Plan, working alongside the Project Executive and BID Rangers to deliver projects and activities, and reporting back to the BID Board on progress. Ashley also acts as a conduit for the Board to work with partner organisations and as a member of the BID Foundation Council will continue to ensure that St Peters Quarter BID is represented at a regional and national level.



### Ryan Anderson

#### BID Project Executive

Ryan works alongside Ashley and the Rangers to deliver projects and initiatives in accordance with the St Peters Quarter BID Business Plan. Ryan will liaise with St Peters Quarter businesses on a regular basis, keeping them informed of information relating to the BID and dealing with any issues which may arise.



### Eve Taylor

#### Social Media

With a background in online marketing, Eve is responsible for undertaking social media on behalf of the BID, increasing interaction and promoting the area.



### Pooja Sharda

#### Administrator/ Bookkeeper

Pooja undertakes the St Peters Quarter book-keeping and database services.



### Charlotte Fearn

#### Administrator/ Data Analyst

Charlotte provides the Footfall and Retail Sales Monitor.



### St Peters Quarter Rangers

Dave Wilson, Nikki Matthews and George Sims are the 'eyes and the ears' of St Peters Quarter, helping to promote the area, welcome visitors and provide support for the implementation of events and activities. The Rangers also work closely with Police and other agencies to tackle anti-social behaviour and crime issues in the area whilst also supporting businesses with any issues.

# KEY PERFORMANCE INDICATORS 2018/19

## Sales 2018 v 2017

In a year which saw some high profile business closures and a fall in town centre sales nationally, sales locally showed greater resilience with businesses reporting figures up on the year in 50% of the weeks. Interestingly, 2018 saw online sales rise at their lowest rate since 2009.



## Social media coverage



## New businesses



## Rangers



## Footfall

Nationally, 2018 saw the worst footfall figures since 2010. Weather, high levels of consumer debt, low consumer confidence, the uncertain political environment and changing customer behaviours all impacted heavily on visitor numbers whilst locally, the ongoing public realm works on St Peters Street and the A52 and OCOR schemes created access issues, further exacerbating the problem.

# PROJECTS AND ACTIVITIES 2018

## Objective 1 – Safe & Inviting

### The St Peters Quarter Rangers

Dave, Nikki and George were on duty for over 3000 hours in 2018. Over the course of the year, the Rangers have made in excess of 1650 visits to businesses and made ambassadorial contact with more than 1350 visitors to St Peters Quarter. The Rangers have also provided support at eight SPQ Live events in the BID area.

Additionally, the Rangers have taken part in extensive training this year, from dealing with difficult situations and individuals to Counter-Terrorism courses. All of the Rangers are now SIA trained and certified.

### Working with the Police and partner agencies

The BID Rangers continued to work closely with the Police, sharing intelligence and building confidence in tackling crime and anti-social behaviour. The BID also worked with the Re-housing Engagement Support Team (REST) and other agencies to help address homelessness and rough sleeping in the city.

### Proactive Engagement & Enforcement Programme (PEEP)

The BID attends monthly PEEP meetings alongside colleagues from the Police, Derby City Council and other partner agencies. PEEP is designed to improve efficiency and effectiveness in the management of identified offenders through the co-ordination of services in the city.

### Safer Neighbourhood Days

The BID accompanied the Police on six Safer Neighbourhood Days (SND's) in 2018, visiting businesses to offer crime prevention advice, obtain feedback and provide guidance on reporting issues. In total over 50 business visits were made as part of the SND's.

### Storewatch Radio Scheme

In April it was confirmed that the Derbyshire Police and Crime Commissioner would provide up to £11,000 from the Community Grant Fund to support the St Peters Quarter BID Crime Prevention Scheme. The scheme was aimed at reviving the use of the Store Watch radios through on the ground training by the BID Rangers and SNT and providing upgraded digital radios for use by BID levy paying businesses.

The scheme was designed to complement the success of the work currently undertaken in partnership with the Derby City Police Safer Neighbourhood Team (SNT). To date 28 radios have been issued, helping businesses to report issues and keep in contact with each other, the Rangers and partner agencies.



### Wandsafe Scheme

The BID funded metal detecting wands for evening and night time economy businesses in the St Peters Quarter BID area as part of an initiative also involving Derby City Council, Derbyshire Constabulary and Pubwatch.

The aim of the initiative was to provide licensed venues with the equipment required to help them make Derby a safer place to be in the evening.



### St Peters Quarter BID receives awards recognition

St Peters Quarter BID received national recognition when it was jointly shortlisted alongside Cathedral Quarter BID in the Partnership of the Year category at the Association of Town and City Management (ATCM) Industry Awards 2018 – in recognition of the pioneering work undertaken with key partners in the city to address crime and anti-social behaviour. The application for the prestigious award was made by pfb UK Ltd who are project managers for both the Cathedral Quarter and St Peters Quarter BIDs.



### Purple Flag

The BID played an integral part in the renewal of Derby's Purple Flag Accreditation, working with partner organisations and businesses to ensure the effective management of the night time economy.





## Objective 2

### – Smart & Attractive

#### Made in Derby & St Peters Street Public Realm works

The first phase of the Made in Derby Walk of Fame was unveiled along Albion Street and Exchange Street in May. The plaques commemorate ten famous names from Derby's history and are inlaid into the highway.

Visitors to the stars are able to bring the plaques to life via a smartphone app allowing them to see a two-dimensional image representing the person, take a selfie with them, read biographies and access further information on their lives.

Also completed in May were the substantial public realm works on St Peters Street which saw new paving laid, lighting columns installed and new benches, bins and cycle racks fitted.



#### THI initiative

The work under the Townscape Heritage Initiative (THI) scheme continued during 2018 with projects taking place on St Peters Church Yard and Green Lane.

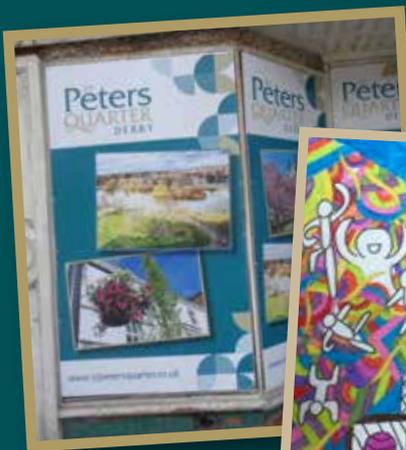
The funding through the THI scheme supports the conservation and sympathetic restoration of historic buildings, improving the streetscape and bringing vacant floorspace back into use.

#### Window Vinyl Competition & Boarding on Morledge

St Peters Quarter business, Workpays, ran a competition amongst their students to design artwork capturing the street entertainment and positive vibes of the city.

A design by Christian Diones was selected as the overall winner; as well as receiving vouchers to spend in St Peters Quarter businesses, Christian will see his design printed onto window vinyls and displayed on vacant units in St Peters Quarter to improve the look of the area.

The BID also funded the installation of SPQ-branded boarding on the exterior of the old Savoy Fish & Chip shop on Morledge. The property had been empty for a number of years and subject to vandalism, having a negative impact on the street scene.



#### BID Tidy Days

The BID organised three Tidy Days during the course of the year with St Peters Quarter businesses and BID partners turning out in force to take part in the events. Special thanks go to Tidy Day sponsors McDonalds and Greggs as well as the Streetpride team who assisted with the supply of equipment and disposal of the refuse collected.



## Street Days

In June and August respectively, businesses in East Street and Green Lane got together to host to street days, an initiative that emerged from the BID's Group meeting programme.

The days included a 'Tidy Up' carried out by business volunteers and supported by Streetpride, the installation of window vinyls on vacant premises, business visits, advice from the Police Safer Neighbourhood Team and tours of the Townscape Heritage Initiative (THI) area.

Businesses in the area supported the initiative by displaying window posters and providing offers, whilst, in the case of Green Lane Day, Trinity Baptist Church hosted a series of events, an art exhibition, craft workshops and provided refreshments and gifts to visitors who collected Green Lane Hearts from participating businesses.

## Derby City Council Deep Cleans

The BID joined forces with Derby City Council and volunteers to undertake two 'Deep Clean' days in St Peters Quarter. Businesses including NCP Derby, Greggs and McDonalds took part with activities such as litter picking, chewing gum removal, planting and painting of street furniture all helping to brighten up the area.

The Derby City Deep Clean is an ongoing project from Derby City Council that will see improvements progress throughout the City.

## Hanging Baskets

This year the BID funded the Installation of an increased number of hanging baskets in the area with over 90 baskets installed on existing and new infrastructure. Baskets were fitted on St Peters Street, The Spot and London Road, helping to decorate and brighten up the streets during the summer months.



## St Peters Quarter Discount Travel Club

St Peters Quarter BID have joined together with Arriva to offer employees of St Peters Quarter businesses some great value offers on local Arriva Midlands bus travel.



The scheme allows users to travel by purchasing a yearly ticket but paying for it monthly with a direct debit and includes significant savings over the normal cost of travel. Tickets also allow for free child travel (for up to 2 children) at weekends and on bank holidays subject to conditions.



## Christmas Lights

The BID worked alongside Derby City Council to ensure that festive lighting returned to St Peters Quarter with cross-street and lamppost displays, floodlighting and tree wrapping in locations around the area.

## Christmas window Display Competition

St Peters Quarter BID assisted Derby City Council with its festive window display competition in October, inviting businesses to decorate their windows in line with the theme Christmas Past, Christmas Present and Christmas Future.



There were cash prizes and trophies on offer with the winners announced at the Christmas Lights Switch On event. Thanks go to all those St Peters Quarter businesses who took part and helped to create a fantastic festive atmosphere.

## Objective 3 – Welcome & Accessible

### Monitoring Performance

#### Footfall cameras

Alongside Derby City Council, the BID funds footfall cameras in the BID area which monitors the number of visitors to certain streets in the area. These statistics allow the BID to benchmark performance and are also a useful KPI for potential investors in the area.

#### Retail Sales Monitor

The BID's management company, Partnerships for Better Business (pfbb UK) operate a weekly retail sales monitor which provides information on footfall, sales and car park usage in the BID area for participating businesses.

#### Vacancy Surveys

The BID undertakes a quarterly vacancy survey which assists in evaluating the economic health and performance of the area whilst also informing future projects and initiatives.

### GDPR seminar hosted by Holiday Inn

St Peters Quarter BID hosted a General Data Protection Regulation (GDPR) seminar in conjunction with Cathedral Quarter BID in March with over 120 attendees.

The seminar included a presentation by London-based solicitor Jane Sarginson on behalf of Smith Partnership and provided businesses with an overview of the GDPR regulations. Thanks go to St Peters Quarter business Holiday Inn Riverlights for hosting the event and providing refreshments.



## Objective 4 – Entertaining & Promoted

Events in St Peters Quarter help generate footfall, extend dwell time, create an animated atmosphere and provide a great lifestyle experience for visitors and people working in the area.

### Funding success for SPQ events



It was announced in April that St Peters Quarter BID had been successful in an application to The Big Lottery Fund for a grant to be used on an enhanced programme of free street entertainment. The funding was for a total of £10,000 which was used to put on eight SPQ Live events throughout the year.

The events were designed to reflect the community nature of St Peters Quarter and, wherever possible, sourced entertainment acts from the City and the County area. As well as two festive-themed Christmas events, there was also a 'Halloween Spooktacular' held in October and a further five during the spring and summer months.

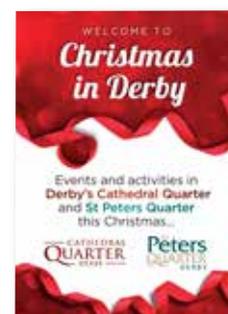
#### Event sponsorship

St Peters Quarter BID sponsored or provided support for a range of other major city events including Derby Feste and Derby Folk Festival, thus ensuring additional activities in the BID area.

### SPQ Advertising & Promotion

#### 'Welcome to Christmas in Derby' Leaflet

The St Peters Quarter BID teamed up with Cathedral Quarter BID to produce the 'Welcome to Christmas in Derby' leaflet in 2018. Containing information on events across the BID areas over the festive period, 30,000 copies were printed and distributed in school book bags to businesses and via Art boxes across the County.



## Promoting SPQ through events

The BID arranged for adverts and editorials in St Peters Quarter sponsored/supported events booklets and magazines, including Derby Folk Festival and Derby Book Festival.

## Press Coverage

The BID sent out a number of press releases during the course of the year, generating over £30,000 advertising equivalent coverage in printed media at time of going to press.

## SPQ Loyalty Offers E-shot

Loyalty schemes can increase frequency of visits, attract new shoppers and clients and increase basket spend. In April, the BID launched the St Peters Quarter Loyalty Offer E-shot allowing businesses to promote offers and discounts to contacts on the BID database. Ten e-shots in total were sent out in 2018 with almost 130 offers from businesses taking part in the scheme.

## Social Media coverage

The BID issued over 650 tweets (excluding re-tweets) and accumulated over 1,300 Facebook page visits during the course of the year. The BID now has over 2,650 Twitter followers, over 720 Facebook likes and 520 Instagram follows.

The BID ran a number of proactive social media campaigns involving SPQ businesses throughout the year including Valentine's Day, Small Business Saturday, Purple Flag, Halloween, Purple Tuesday and Christmas.

## Keeping You Informed

### SPQ Group Meetings

The St Peters Quarter Group meetings focus on issues specific to individual locations and streets and are attended by the BID Manager, BID Rangers and the Police City SNT. The meetings provide businesses with the opportunity to raise issues, provide feedback and suggest ideas for BID activities. 25 Group meetings were held in 2018 covering seven different areas of St Peters Quarter.

## BID eBulletins

54 BID eBulletins were issued providing you with weekly updates on business, projects and opportunities and BID renewal.

## BID Newsletters

4 St Peters Quarter Newsletters were issued throughout the year keeping you up to date on BID projects and activities as well as the renewal process.

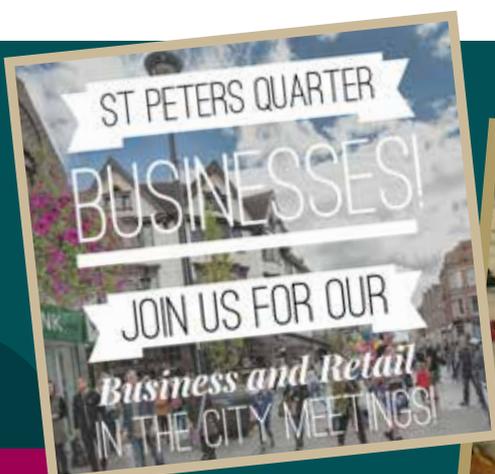
## Business & Retail in the City meetings

11 Business & Retail in the City meetings were held over the course of the year providing businesses with insights on footfall and sales trends both locally and nationally.

## Representing St Peters Quarter Businesses

As well as delivering projects and activities within the St Peters Quarter BID area, the BID has been represented at a variety of meetings, summits and conferences over the course of the year. This helps build the profile of St Peters Quarter both locally and nationally and ensures that the views of the BID and its businesses are taken into consideration. Examples of such occurrences include:

- Attendance at City Centre Summit meetings aimed at addressing crime and ASB
- Presenting at the Marketing Derby Safer City event
- Compiling a best practice case study for the Association of Town & City Management (ATCM) Homelessness Report
- Attendance at Vibrant City Partnership Groups, looking at masterplanning, investment and development in the city centre

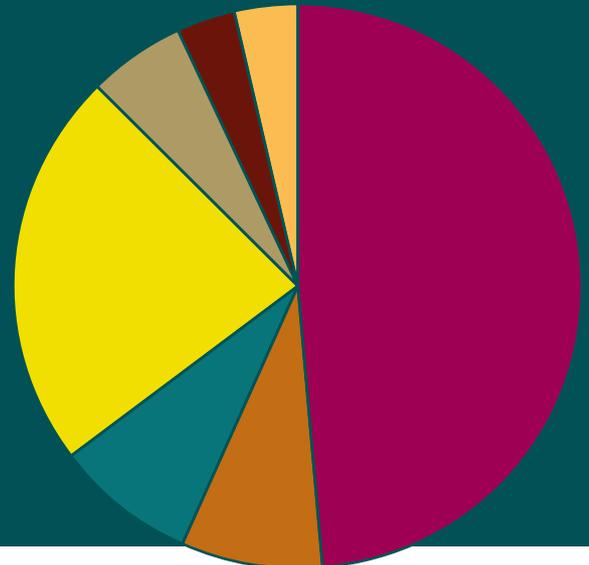


# FINANCIALS

Unaudited accounts including estimated accruals as at January 2019

Income	Budget	Actual
BID Levy Revenue	176,287	146,033
Other Income	25,500	10,216*
Contingency	-8814	
<b>Total Income</b>	<b>192,973</b>	<b>156,249</b>
Expenditure		
Safe and Inviting	76,630	73,147
Smart and Attractive	22,100	11,747
Welcome and Accessible	17,360	12,245
Entertaining and Promoted	32,920	34,227
Central Management Costs and Admin	21,826	8,138
Levy Collection Costs	5,235	5,235
Renewal Provision	5,000	5,000
<b>Total Expenditure</b>	<b>181,071</b>	<b>149,739</b>

\*Over the course of 2018, St Peters Quarter BID was able to lever in almost £31,000 in savings and in-kind funding for projects and activities in support of St Peters Quarter businesses.



## PAYING YOUR BID LEVY

Every business in St Peters Quarter BID area occupying or owning a business premises with a rateable value of £12000 and above is required to pay a levy which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment of the levy will enable the strategies set out in the BID proposal to proceed.

You can pay the levy bill in the following ways. Please always quote your BID account reference number. This is an eight digit number starting with a 5.

**By debit or credit card** – telephone 0345 600 1982 or online at [www.derby.gov.uk/payments](http://www.derby.gov.uk/payments)

**By cash** – and take it to the **Payment Kiosks** located in the reception area of the Council House

**Online** – by creating a new payee for Derby City Council and using the following account details: Lloyds Bank sort code 30 92 59 account number 00008503

**PLEASE NOTE:** Derby City Council no longer accepts payment by cheque. Please use one of the alternative payment methods.

**If you have any questions, please contact the Business Rates office at Derby City Council. Tel. 01332 642428 or email: [business.rates@derby.gcsx.gov.uk](mailto:business.rates@derby.gcsx.gov.uk)**



# ST PETERS QUARTER BID VISION & OBJECTIVES

## The St Peters Quarter Vision

'To establish the area as a destination by providing an alternative and complementary shopping, leisure and commercial area to Intu and the Cathedral Quarter.'

## The St Peters Quarter Objectives

### 1. Safe and Inviting

To provide a safe and inviting environment for visitors, workers and residents to enjoy.

### 2. Smart and Attractive

To make the area smart and attractive and encourage a sense of pride in St Peters Quarter.

### 3. Welcome and accessible

To create an enjoyable and easily accessible place to explore for visitors, workers and residents.

### 4. Entertaining and Promoted

To celebrate and promote the diversity of the area and build the reputation of St Peters Quarter as a great place to shop, relax and be entertained.



## GET INVOLVED IN YOUR BID

Business Improvement Districts are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £12,000 or more is liable for a BID levy to contribute to the costs of the projects and activities undertaken by the BID.

The greater your involvement and the more activities you take advantage of, the better the value for money you will receive from your BID levy. The following are just a number of ways in which you can get involved:

- Keep abreast of BID news and opportunities by reading the St Peters Quarter eBulletins and social media;
- Attend St Peters Quarter BID working groups and/or social events;
- Liaise with your BID Project Manager and the St Peters Quarter rangers for information on projects and opportunities;
- Become a member of St Peters Quarter BID enabling you to attend the AGM and vote on BID company matters;
- Join the St Peters Quarter Board to monitor the effectiveness of BID activities and ensure compliance with BID regulations;
- Look out for opportunities to quote for the supply of BID products and services.





# ST Peters QUARTER DERBY



[www.stpetersquarter.co.uk](http://www.stpetersquarter.co.uk)

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