

**COVID-19 has brought unprecedented changes to towns and cities across the UK and beyond.**

We recognise that this has been an extremely difficult time for businesses and endeavour to support you wherever possible to enable you to continue to operate successfully moving forward. Lockdown began on the 16th March forcing the closure of all non-essential businesses in the BID area. During

this time the BID adapted their usual range of projects to be more suited to the situation and provide you with the required support. This newsletter details the projects that the BID undertook to support businesses during the height of the pandemic, projects prior to lockdown and a selection of those coming soon.

## Your Rangers

Dave Wilson, Aston Taylor and Nikki Matthews

**1678**

Ambassadorials

**2389**

Business visits

**3082**

Hours on duty

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

@SPQDerby StPetersQuarterDerby stpetersquarterderby

# Business Support during Covid-19 restrictions



## The Rangers

Our BID Rangers are SIA trained, and as essential workers they have continued working throughout lockdown, providing a daily patrol of the BID areas, external security checks on premises and liaising with businesses via telephone and social media. Now lockdown has eased the Rangers are working to cover the busiest periods of the day, to support those businesses that are open and to liaise with the public.

## Business Support Guide

We compiled a Business Support Guide, updated regularly, containing all the latest Government advice and information plus useful links to assist businesses in easily obtaining the information they need regarding the furlough scheme, grants, funding and any other relevant advice.

## E-bulletins

Regular e-bulletins have been sent out providing advice and useful information, including links to the latest Government guidance. We also produced sector specific guidance for reopening, in line with opening dates announced by the Government.

## Webinars

The BID have hosted a series of COVID-19 business support webinars offering advice and guidance for businesses in the BID area. This included a dedicated webinar for the hospitality and evening and night-time economy businesses ahead of re-opening.

## Website Covid Pages

The BID website has a dedicated page for information relating to Coronavirus. This continues to be updated with the latest Government guidelines making it a one stop place for relevant information for your business. The BID also regularly updates the online business directory to provide the public with an understanding of which businesses are open, those trading online and those offering delivery services.



## COVID-19 Business Recovery Support Packs

These packs have proved very popular for businesses during reopening. The packs contained essential items such as floor stickers, distancing tape, masks, sanitiser and signage which has enabled businesses to open with the correct measures in place to make their premises safe for visitors and staff alike.





## A safer City Centre

The BID has worked closely with Derby City Council and partners as part of the Derby Economic Recovery Taskforce to introduce a variety of measures to make the city centre a safer place to visit.

These have included:

- Addressing pinch points and hot spot locations to promote social distancing
- Installation of 5 x sanitisation stations
- Reduced car parking charges
- Additional cleansing
- Guidance signage in line with Government regulations
- Working with businesses on queue management
- Traffic Management in hotspot locations
- Management of outdoor space, including street cafes and potential temporary seating areas
- The opening of the Market Place Food Court
- Promotion of the 'Good to Go' industry standard

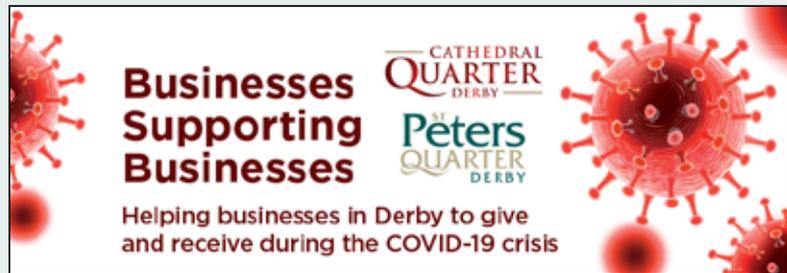
St Peters Quarter BID has also funded a number of information bollard covers to help remind visitors to the area to socially distance themselves from others.

## Derby Economic Recovery Taskforce

St Peters Quarter BID are an integral part of the Taskforce set up to lead Derby's economic recovery from the effects of the coronavirus. Working alongside Derby City Council and partners, the Taskforce has assessed the economic impacts facing businesses in Derby and liaised with Central Government to access support. The taskforce also aims to drive existing planned developments in the city and embrace new opportunities.

## Social Media support

Posts on social media have continued with a mixture of advice, promotion and information for businesses and members of the public. Specific projects such as #Lockdownlookback and #businessinthespotlight have been launched, promoting businesses and BID activities. A dedicated Facebook Group for levy-paying businesses has been set up to encourage communication between businesses and to promote opportunities to work together.



## Lobbying for business support

St Peters Quarter joined many other BID's and industry bodies to lobby the Government for additional support for businesses who were exempt from support via the grant scheme. The 'Raise the Bar' campaign urged the Government to expand the rateable value threshold for all retail, hospitality and leisure businesses. Letters were also written by the BID to the local MP's urging them to get behind the campaign and support these businesses.

## Working closely with industry bodies

Our BID Management Company pfbb UK Ltd, have been providing, supporting and reviewing the latest advice and guidelines on a daily basis, liaising with the BID Foundation, Institute of Place

Management (IPM) and Association of Town & City Management (ATCM) to ensure compliance. We have also been closely monitoring what BIDs elsewhere are introducing to ensure that we incorporate best practice.

# Improving St Peters Quarter's Experience

## Tackling Substance Abuse, Homelessness & ASB

The Rangers continue to work with the police and other partners in tackling substance abuse, rough sleeping and begging in the area. The BID is an active partner in the Partnership Engagement and Enforcement Programme (PEEP) providing a single cohesive approach to the management of individuals causing significant negative social impact within Derby City.



## Installation of defibrillator

Following a successful application for funding from the British Heart Foundation, The BID has installed a defibrillator on East Street providing essential lifesaving equipment within the St Peters Quarter area. The cabinet is situated on the outside of Castle and Falcon's premises.



## Monsterhero Safari Trail

St Peters Quarter BID launched the MonsterHero Safari trail in August, as part of the BID's wider fundraising campaign for the NHS.

The trail involves families hunting down 10 monster superheroes which are located at St Peters Quarter businesses and is designed to attract footfall to the area whilst allowing social distancing to be maintained.



## Derby Market Place Food Court

The BID has worked alongside the Derby Economic Recovery Task Force to bring the Derby Market Place Food Court to the city centre. Providing extra socially distanced seating space for restaurants and cafes in the area, the eye-catching, alfresco dining space has been a welcome addition for the summer months.

## Purple Flag Accreditation

Following an assessment prior to lockdown earlier this year, it was announced that Derby has retained its Purple Flag status. St Peters Quarter BID supported Derby City Council and other partners in its application to the Association of Town and City Management (ATCM). First achieved in 2013, Purple Flag is an international accreditation scheme which recognises a town's excellence in managing the evening and night-time economy.



## Fundraising for the NHS

St Peters Quarter BID launched a fundraising campaign for Royal Derby Hospital's Intensive Care Unit in August, with a number of businesses taking part, hosting collection pots and promoting the campaign to their customers. The BID has also set up a Just Giving page (<https://www.justgiving.com/fundraising/spqfundraiserfor NHS>) to enable people to donate online.



# Promoting St Peters Quarter

## Welcome Back to Derby video

A video showcasing the safe welcome awaiting visitors to Derby city centre this summer has been produced by St Peters Quarter and Cathedral Quarter Business Improvement Districts (BIDs) in conjunction with Derby City Council. The video was commissioned as part of the partnership work initiatives spearheaded by the Derby Economic Recovery Taskforce. Created by 'AV IT! Media, the video showcases the range of quality shops, salons and hospitality businesses in the city centre and highlights the key measures taken by both businesses and partners to address concerns around COVID-19. The video can be viewed on St Peters Quarter BID website.



## SPQ Business Heroes

The BID have launched the Business Heroes project as a thank you to the dedication, courage, determination and commitment of people working and trading in the area, ensuring that St Peters Quarter continues to be a special and unique destination. The project recognises and celebrates the most inspiring individuals in our city centre – our 'Business Heroes'.

## Google Local

The BID have become a Google Local Guide enabling us to review existing business profiles on Google Maps, suggesting updates to information and corrections where applicable to ensure the profile of businesses in the area have the correct information for the public to view.

We advise all SPQ based businesses to look over their profile on Google Maps, ensuring that the information is relevant, as often Google will be the first point of call for any potential customers to check if a business is open for trading.

## Social Media coverage for SPQ Businesses

St Peters Quarter has continued to build its online presence, generating a larger network of followers and interacting with audiences. We continue to share appropriate posts from businesses where the BID is tagged and encourage your business to keep doing so in order for us to promote the quality offering in SPQ.

Before lockdown we ran campaigns such as Veganuary, Dry January, Valentine's Day, National Pizza week and National Storytelling week amongst others.

Facebook **1,308** followers  
Twitter **3,003** followers  
Instagram **1,120** followers

Our Social Media links and handles can be found on the back page of this newsletter.

## St Peters Quarter website

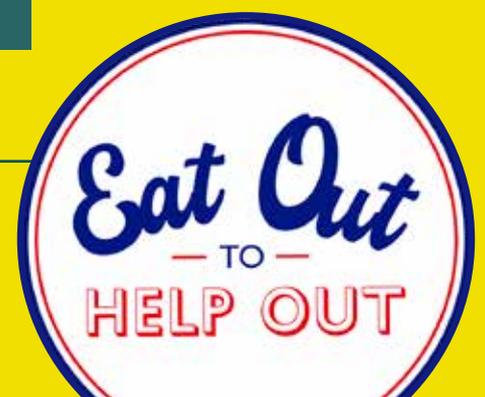
St Peters Quarter website continues to rank highly in internet searches and provides businesses with an additional online presence.

As well as accessing BID resources, businesses can also promote themselves by providing information for their profiles. If you would like any changes made, please contact the BID office with details and the BID team will be happy to do this for you.



## Eat Out to Help Out Scheme

Every Mon, Tues and Weds from 3rd August until 31st August customers were entitled to a 50% discount on food or non-alcoholic drinks to eat or drink in. The BID assisted businesses in completing their application for the scheme and helped in promoting it to the public to encourage visitors back to businesses in the area.



# Developments in St Peters Quarter

## Introducing Dani & Aston



**Daniela Ivanova** joined the team at pfb UK (contract managers for St Peters Quarter BID) in March as a BID Project Executive and has been working alongside the rest of the team delivering projects to support businesses.



**Aston Taylor** joined St Peters Quarter BID as a full time Ranger in August. Aston has an extensive security background and has a lot of knowledge and passion for the city.



## Becketwell & Assembly Rooms

In July, Derby City Council announced plans to deliver a new 3,500 capacity venue in Derby's Becketwell area in conjunction with developer St James Securities. Over 200 new local jobs are expected and the scheme is set to generate more than £10m per year for the area, giving the city centre economy a significant boost. At the same time, it was announced that Derby City Council will kick start the process of re-developing the former Assembly Rooms by clearing the site and pursuing new development opportunities that will contribute to Derby's future prosperity.

## Future High Street Fund

St Peters Quarter BID worked closely with Derby City Council and other partners to submit a business case earlier this year to the Government as part of the £1bn initiative to help local areas to respond and adapt to changes taking place in towns and city centres.

Whilst a decision on funding has been delayed due to COVID-19, we remain optimistic that Derby will be successful in its application and will keep businesses posted on further developments.



## Footfall & Sales Monitor

Partnerships for Better Business (pfb UK), contract managers for St Peters Quarter and Cathedral Quarter BIDs, have continued to operate a weekly sales and footfall monitor scheme covering both BID areas.

This data has been crucial in helping to monitor the performance of the city during lockdown and the period of restrictions and will assist decision-making during the recovery and transformation of the city.

The data is also a vital tool in helping to attract new businesses and investment into St Peters Quarter.

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St Peters Quarter Business Improvement District is project managed by Partnerships for Better Business Ltd (pfb UK)

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