

NOVEMBER 2020



We know this year has been very difficult for everyone and things have had to change considerably from what we all had planned.

We also recognise that COVID-19 continues to bring challenges and pressures for our businesses. We will continue to provide support to our levy payers, delivering projects designed to promote the area and your business and to help with continuity (albeit by delivering differently) through these difficult times.

Your BID Team is here for you. If you have any queries, please contact **01332419050** or **enquiries@stpetersquarter.co.uk**

Business support during COVID-19 restrictions

COVID-19 Business Recovery support packs

The BID continues to provide **Recovery support packs**, which contain essential items such as social distancing tape, masks, and signage which has enabled businesses to put the correct measures in place to make their premises safe for visitors and staff alike.

Following the Government guidelines which made wearing face masks in shops, pubs and restaurants mandatory, the BID also provided businesses with free masks to offer to customers in order to avoid losing business from customers who have forgotten their mask. Along with these businesses were given free posters to warn customers they must wear a mask when on the business premises.



Business Support Guide

We have 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. The Support Guide can be accessed through the weekly ebulletins sent by the BID or via the BID's website COVID-19 pages.

Promotion of 'Shop Local Online'

We understand that the run up to Christmas is one of the busiest periods for most businesses and keeping the public's attention on local traders is absolutely crucial for our business community.



Therefore, in November, St Peters Quarter BID launched a **'Shop Local Online' campaign** to encourage the public to continue shopping locally and support the businesses in the BID area during lockdown. The BID team put together a business continuity list and kept the St Peters Quarter website Business Directory updated on a regular basis to enable visitors to the area to understand which businesses are open, those trading online and those offering delivery, takeaway or click and collect during the Christmas period.

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Business support during COVID-19 restrictions

Social Media Support

Posts on **social media** have continued with a mixture of advice, promotion and information for businesses and members of the public. The BID also ran social media initiatives for 'Halloween', 'Chocolate Week' and 'Remembrance Day'. 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 St Peters Quarter.

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



Website COVID Pages



The **BID website** has a dedicated page for information relating to Coronavirus which is broken down into advice for specific sectors making the information easily accessible for all types of businesses in our BID area. This continues to be updated with the latest Government guidelines making it a one stop place for relevant information for your business.

Safety and Security

Tackling ASB, Substance Abuse, Homelessness

The BID Rangers work alongside the police and other key partners towards 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.

Security Patrols

During the course of the second lockdown, St Peters Quarter BID worked alongside Cathedral Quarter BID to introduce overnight and early morning **security patrols** seven days a week to help protect business premises and quickly report any issues to partner agencies such as the Police and Derby City Council. The patrols were in addition to those undertaken by the BID Rangers and enabled us to swiftly contact businesses to feedback on any issues or to provide an update on premises during lockdown.

Installation of defibrillator

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



Ranger Patrols

Our BID Rangers are SIA trained, and as essential workers have continued working throughout lockdown, providing a morning patrol of the BID areas, external security checks on premises and liaising with businesses via telephone and social media. They have also continued to support those businesses that remained open and provided advice and information to the public.

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St Peters Quarter Initiatives

Fundraising for the NHS

Businesses in St Peters Quarter raised **£550** for Derby and Burton Hospitals Charity as part of the BID's campaign to support the work of the Intensive Care Unit at Royal Derby Hospital.

The BID would like to thank all of the businesses who took part, whether it was through hosting a collection pot, promoting the campaign or encouraging members of the public to donate.



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 involved families hunting down 10 monster superheroes which were located at St Peters Quarter businesses and was designed to attract and encourage the flow of footfall to and around the area whilst allowing social distancing to be maintained.



SPQ Business Heroes

The BID 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'. If you would like to nominate someone (or even yourself!), please don't hesitate to contact us.

Business Tidy Day

St Peters Quarter BID partnered with Derby City Council's StreetPride team to hold a '**Business Tidy Day**' in September in support of the Keep Britain Spring Clean event. The original event had to be postponed until later in the year due to COVID-19. The day was designed to meet all government guidelines around social gatherings and saw businesses help clean the city centre streets to make them more attractive for visitors.



Christmas in St Peters Quarter



Christmas lights

St Peters Quarter BID has been working with Derby City Council to ensure that the city continues to have a substantial **festive lighting** coverage. It is hoped that the lights continue to provide a positive experience for visitors throughout the festive period.



Along with Window Wonderland, Derby City Council and St Peters Quarter BID provide an opportunity to the businesses in the area to take part in the Festive **Derby Christmas Elf Trail** by either including an Elf on the Shelf or displaying a Christmas elf window sticker. The elves form part of the Christmas Elf trail, which works its way around the city centre encouraging shoppers to move around safely visiting all areas, whilst also providing an added attraction for families.

Christmas & Winter Planting

The BID has funded 20 **winter planter displays** for throughout the Winter months. In order to create a festive feeling throughout the city centre, the BID organised the installation of small Christmas trees with lighting in twenty locations in December and January.

These can be seen across the city to complement the fantastic light displays and provide additional decoration as you navigate the festive trails! They will then be replaced by winter floral displays taking us into the Spring.

Window Wonderland

The BID has once again worked with Derby City Council to launch the **Window Wonderland** competition this year, which is now live and we hope you are taking part! This year Window Wonderland not only gives you the chance to make your shop window wonderfully festive and be in with winning a cash prize, but your business will also feature on the Visit Derby website and through the BID's social media channels – making sure you receive extra publicity this Christmas!



St Peters Quarter Developments

Derby Economic Recovery Taskforce

St Peters Quarter BID continue to be an integral part of the Taskforce set up to lead Derby's economic recovery from the effects of the coronavirus crisis. 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, retain and create new employment, embrace new opportunities and work to increase the vibrancy of the city centre.



Assembly Rooms

A planning application requesting permission to demolish the existing **Assembly Rooms** and adjoining car park has been submitted by Derby City Council, with work ongoing to develop these plans. Illustrations have also been revealed for the temporary use of the area; this includes re-landscaping with the space being used for pop-up markets, including food and drink stalls with seating areas, entertainment spaces and car parking. St Peters Quarter BID have submitted a letter to the planning authorities giving its conditional support for the plans. A caveat of the letter is that the BID and its businesses work with Derby City Council on the new plans for the area and to ensure that alternative car parking solutions are introduced.



Footfall & Sales Monitor

Partnerships for Better Business (pfbb 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 periods 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.



Becketwell

Earlier this year 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. A reserved matters application was submitted requesting planning consent for apartments, offices, commercial space and a new public square as part of an investment of more than £200m. Meanwhile, work began on the demolition of the former Debenhams store which occupied part of the site and this was subsequently completed in August. With redevelopment anticipated to commence next year, the plans are expected to bring a quarter of a million new visitors to the city and create around 200 new jobs.

Getting Involved in St Peters Quarter BID

Become a Board Member for St Peters Quarter

St Peters Quarter BID is run by a Board of Directors whose main role is to safeguard the interests of levy payers by ensuring that the BID operates in line with the BID Business Plan.

The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively and provide formal approval for key projects and activities.

If you are interested in becoming a BID Board Director, please contact the BID Office via enquiries@stpetersquarter.co.uk or telephone the BID Project Manager, Ashley Lewis on **01332 419050**.

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2022 – 2027

The current St Peters Quarter BID term is due to end in March 2022. As such, we have now begun the process of renewal which will culminate in a vote by businesses in a ballot to be held late next year.

We have achieved a lot together over the last four years but in these challenging times we need to ensure that we create a new business plan which is fit for purpose for the next five years and beyond, so we can

build upon what we have already accomplished and ensure that our business community benefit from new opportunities and drive the future development of the area.

“The past few months have brought into sharp focus the importance of community and that is exactly what a BID is – a community of businesses who work together to support each other and for the greater good. “As well as deciding and actioning BID-specific projects, being part of a BID enables us to lobby and lever in more support from statutory agencies that we would never achieve as individual businesses. “This is an exciting time for St Peters

Quarter, particularly with progress being made on the re-development of Becketwell, but we also face continued challenges.

“I would appeal to everyone to engage with the business planning process ahead of the renewal date, express your views and think creatively about how we can all work together to make St Peters Quarter a better place to live, work and visit.”

Helen Wathall MBE, Board Chair, St Peters Quarter BID



We encourage businesses to get involved in the renewal process as much as possible. Please look out for further details in upcoming BID ebulletins or ask the BID Rangers and project team for further information.

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

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