

St Peters Quarter projects

Below is a summary of the key projects and activities which have taken place across the St Peters Quarter BID areas.

ACTIVITY	SPQ	
	2011-16	2017-current
<i>Addressing Crime & ASB</i>		
BID Rangers and all the activities which they deliver working with partners including: <ul style="list-style-type: none"> • Visible uniformed presence in the BID, regularly patrolling all areas • Active partner in PEEP and regular attendance at meetings • Working with REST and regular attendance at meetings • Liaising with CCTV, Police and partners to address issues and co-ordinate response where appropriate • Provision of statements and body worn camera footage to support dispersals and prosecutions • Early morning patrols to check city centre and move on homeless from business doorways • Provision of intelligence to Partner agencies via the PINS system to: <ul style="list-style-type: none"> ○ Report incidences of crime and ASB ○ Report safeguarding issues, either to individuals or the public ○ Provide information on breaches of dispersal orders or similar ○ Seek assistance from partner agencies for drug/alcohol treatment or housing 	✓	✓
2-3 Safer Neighbourhood Days per year in conjunction with Police, visiting businesses and providing crime advice	✓	✓
Provision of 40 Storewatch radios to BID businesses as well as continual monitoring and liaison via the scheme and training on usage		✓
Provision of cyber-security information in conjunction with Police and Counter-terrorism	✓	✓
Working with the PCC as a partner and contributor to the City Centre Summit		✓

ACTIVITY	SPQ	
	2011-16	2017-current
Working with the PCC to distribute trauma kits to businesses and hold training sessions		✓
Lobby and work with DCC to improve CCTV coverage	✓	✓
Fraud Awareness Days, held in conjunction with businesses in the BID area		✓
Cyber-Security Drop In Sessions with Derbyshire Cyber Crime Unit	✓	
Working with DCC and Police to get the PSPO introduced, including letters of support and provision of statistical evidence.		✓
Introduction of the Street Champion and Business Watch Schemes	✓	
COVID support		
BID Rangers and all the activities which they deliver including: <ul style="list-style-type: none"> • 7-day early morning security patrols and reporting any issues to businesses • Provision of COVID support packs • Providing advice to businesses on COVID and funding opportunities (in person or via telephone and social media) • Attending street briefings with Police and partners and working to address ASB 		✓
Provision of COVID Recovery Support Packs to businesses which included: <ul style="list-style-type: none"> • Hand sanitiser • Information posters • Social distancing Floor stickers and tape • Reusable face masks • Business checklist 		✓
Businesses supplied with BID-branded face masks for customers and staff		✓

ACTIVITY	SPQ
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	2011-16	2017-current
Compiled a list of local PPE suppliers available to businesses		✓
COVID-19 webpage created on BID website with all the latest advice and guidance		✓
2-3 ebulletins issued per week with COVID updates and latest guidance		✓
'Businesses Supporting Businesses' Facebook group to encourage support and inter-working		✓
Supporting businesses with funding queries and applications to DCC		✓
BID funded private security patrols during lockdown and high-level restrictions, liaising with Police and business owners in event of any issues		✓
Social media support provided for businesses		✓
Business continuity guide issued, advising the public of businesses trading, trading online or differently		✓
Funding of COVID information bollard covers		✓
Jointly-funding a 'Welcome Back to Derby' COVID recovery video with DCC		✓
Partner on the Derby Economic Recovery Taskforce, making the city safer and planning for recovery and beyond		✓
Lobbying through national bodies on behalf of businesses for the 'Raise the Bar' and 'Bounce Back Better' campaigns		✓
Letters sent to MP's requesting further support for affected businesses		✓
Holding a series of COVID support webinars for BID businesses		✓
Various press and media releases and interviews relating to COVID and supporting businesses		✓
'Business Heroes' campaign launched		✓

Twitter, Facebook, Instagram, You Tube and LinkedIn channels	✓	✓
Social media and promotional activities including campaigns and promotions at key trading periods such as: <ul style="list-style-type: none"> • Small Business Saturday • Shop Local • Shop Local online • Independents Day • Love Your Local Market • English Tourism Week • Purple Flag • CQ Pet project • Valentine's Day • Easter Trail • Christmas • Halloween 	✓	✓
Attendance at UoD Freshers and Spring Fairs to promote city to students		✓
BID's are 'Google Local Guides', reviewing business listings and recommending updates where applicable		✓
SPQ advertising at Derby Bus Station	✓	✓
SPQ advertising on Arriva buses	✓	
St Peters Quarter branding on street furniture and hoardings	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
<i>Direct Business Support</i>		
Rangers <ul style="list-style-type: none"> • Undertake ambassadorials with members of the public • Can undertake emergency first aid and liaise with emergency services 	✓	✓

<ul style="list-style-type: none"> Carry out business visits, answering queries, advising businesses of BID projects and encouraging involvement in city schemes and consultations When work is undertaken on behalf of a business, feedback on actions and follow-up Dealing with issues and, where necessary, reporting to partners to address e.g. highways and street cleansing issues Collect figures for, and distribute, the Retail Sales Monitor Engage businesses in social media campaigns, loyalty schemes and projects 		
Webinars and business meetings, open to all BID businesses, including: <ul style="list-style-type: none"> Monthly Business & Retail in the City Meetings SPQ Working Groups SPQ Area Groups City Centre Business Group 	✓	✓
Provision of training <ul style="list-style-type: none"> MS Aware sessions Dementia Friends sessions Google Digital Garage sessions BID GDPR seminars in conjunction with Smith Partnership and Holiday Inn Trauma Kit training sessions (in conjunction with PCC) 	✓	✓
Provision of Contactless Payment Packs to businesses in conjunction with VISA		✓
BID ebulletins, issued at least once weekly with the latest news and information	✓	✓
BID Newsletters, advising businesses of BID activities and news which may impact on them	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
Publication of a Useful Contacts Guide		✓
SPQ Street Days – events held on Green Lane and East Street to promote businesses on these streets.	✓	✓

Consultation with Businesses on DCC initiatives	✓	✓
St Peters Quarter window vinyl cut outs for businesses	✓	
St Peters Quarter flags for business frontages in the Lanes area	✓	
Working with businesses as part of their CSR schemes e.g. SPQ Corporate Community Project	✓	✓
Evening Economy specific		
Working with DCC to submit Purple Flag applications, including: <ul style="list-style-type: none"> ○ Provision of data and commentary ○ Attendance and active participation on judging days and reviews ○ Marketing and promotion to businesses and the public ○ Promotion and activities for Purple Flag month 	✓	✓
Wandsafe scheme		✓
Annual Food & Drink Guide published		✓
Too Good To Go Scheme ready to launch		✓
Attendance at Pubwatch meetings	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
St Peters Quarter International Cuisine Day	✓	
Events and events support		
Ranger support for events, including: <ul style="list-style-type: none"> ● Providing a uniformed presence and ensuring smooth operations ● Co-ordinate and assist with the setting up/packing away of equipment ● Distribute literature and promote activities for events in BID area ● Taking photos/videos for marketing and to promote BID area and events ● Promote events on BID website and encourage business engagement 	✓	✓

BID-Funded programme of Spring/Summer events - SPQ Live, including: <ul style="list-style-type: none"> • Vintage Art & Food Market and Cookstop • SPQ Live street music • SPQ Live events 	✓	✓
BID-Funded festive events programme, including: <ul style="list-style-type: none"> • Santa Post Boxes placed in SPQ businesses • Late Night Shopping music events 	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
BID-Funded trails including, SPQ Monster Hero Safari Trail		✓
SPQ NHS Fundraising campaign – more than 30 businesses took part, actively fundraising		✓
Partner in the Derby Museums-led 300/Momentous Scheme		✓
Supporting DCC with ‘Made in Derby’ (including sponsorship of launch event) and promoting to businesses		✓
Sponsorship and support for key city events including, but not limited to: <ul style="list-style-type: none"> • Furthest from the Sea Festival • Derby Book Festival • Fundamental • Derby Feste • Derby Folk Festival • Derby Poetry Festival This can include marketing, promotion, equipment provision, Ranger presence on the day etc.	✓	✓
Derby Ram Trail –SPQ are ‘Trail Partner’. Also additional activities provided including: <ul style="list-style-type: none"> • Business decorations provided, including bunting • Floor stencils installed throughout city centre • Receipt competition • Guided walks in conjunction with Derby Museums • Social media opportunities for businesses including Rams Sleepover 		✓

<ul style="list-style-type: none"> • Webinar series as part of wellbeing fortnight • Tidy Day as part of environment fortnight 		
ACTIVITY	SPQ	
	2011-16	2017-current
Partnering with DCC to deliver the annual Window Wonderland – activities including: <ul style="list-style-type: none"> • Encouraging business engagement • Part of the judging panel • Promotion of the competition to the public 		✓
Public Realm initiatives		
Installation of Spring/Summer three tier planters on an annual basis		✓
Installation of hanging baskets throughout SPQ during spring/summer every year	✓	✓
Installation of Defibrillators on East Street in 2020		✓
Installation of winter floral planters		✓
Mini Christmas trees for business frontages		✓
2-3 BID Tidy Days held each year	✓	✓
Participation, and encouraging businesses to take part in, DCC Deep Clean events		✓
Work with DCC to ensure correctly installed Christmas lights	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
St Peters Cross and The Spot public realm works – BID championed funding for the area	✓	
Restoration of flowerbeds and planters on St Peters Street, in conjunction with DCC		✓

Transport		
BID discounted travel schemes in conjunction with Arriva		✓
Promoting private car park operator offers, including working with NCP on special tariffs	✓	✓
Promoting DCC tariffs, discounted rates and MiPermit scheme		✓
Lobbying DCC and private operators for better car parking and public transport links	✓	✓
Liaising with businesses to provide advice on parking and business needs	✓	✓
SPQ signage and maps, both internally and externally, on car parks in the BID areas	✓	✓
SPQ logos on all bus stops in the BID areas	✓	✓
Car parking survey commissioned, a review into car parking facilities and tariffs in the city	✓	
Investment & Development		
Installation of window vinyls on vacant units in BID areas, including on: <ul style="list-style-type: none"> • Cornmarket • St Peters Street • Victoria Street 	✓	✓
ACTIVITY	SPQ	
	2011-16	2017-current
Liaising with potential new businesses and landlords to bring to the area	✓	✓
Partner on the Future High Street Fund application, regularly attending meetings, writing and reviewing application and providing key data.		✓
Written BID submissions (or opposition, where appropriate) for planning applications and developments, such as: <ul style="list-style-type: none"> • Assembly Rooms • Becketwell Scheme • Landmark building 	✓	✓

SPQ represented on the THI and Heritage Action Zone Board	✓	
Partner in Marketing Derby's Economic Advisory Development Committee (EDAC)		✓
Partners in the 'Healthy High Streets Programme' along with multi-nationals in the city such as Boots, Santander and Wilkinsons	✓	
Written BID submission supporting DCC's application to the 'Levelling Up Fund' for Becketwell Arena		✓
BID's are consultees for the Derby City Masterplan and attend meetings to provide input		✓
BID's submit written responses to highways and public realm consultations	✓	✓
Sourcing additional funding with which to supplement activities – examples include from the PCC, British Heart Foundation	✓	✓
<i>Performance monitoring and data provision/analysis</i>		
Weekly Retail Sales Monitor issued to businesses and key stakeholders	✓	✓
Funding of footfall cameras in the city centre which record all pedestrian traffic in six locations across the city	✓	✓
Provision of footfall data and analysis to: <ul style="list-style-type: none"> • Various DCC departments, incl. planning, regeneration, traffic & transport, Visit Derby, Derby Live etc • Prospective new businesses and investors in the city • Support grant and funding applications and to benchmark performance 	✓	✓
Quarterly vacancy rate surveys undertaken	✓	✓
Monitoring of business openings and closures	✓	✓
<i>Generating BID and City Recognition</i>		
Awards <ul style="list-style-type: none"> • Shortlisted alongside Cathedral Quarter BID in the 'Partnership of the Year' category at the 2018 ATCM awards • Shortlisted for the Marketing Derby 'Innovation Awards' for the BIDs' response to COVID 	✓	✓

ACTIVITY	SPQ	
	2011-16	2017-current
	Marketing Derby Bondholders and regular attendance at events to represent BID businesses	✓
Regional and National media exposure <ul style="list-style-type: none"> • Telegraph Love UK campaign • BBC East Midlands Today features • Best Practice Case Study for ATCM 'Addressing Homelessness' report • PsiCA Townscape Heritage Scheme report • Case Study in the Mayor of London's 'Improving Places' report • Presentation at the ATCM 'Violence & Vulnerability' conference in Birmingham • Hosted the ATCM 'Homelessness & ASB' conference at Smith Cooper in 2019 • Feature in Visit Britain's 'Shopping is Great Guide' • Featured on the <i>Lines of Escape</i> blog with the 'Ultimate Guide to a Weekend in Derby' • Times Newspaper voted CQ '13th Best Place in the UK for a Getaway' 	✓	✓