



CHAIR'S INTRODUCTION

Message from the Chair, Helen Wathall

It is vital we continue to invest in the future of St Peters Quarter.

The events of 2020/21 are likely to have already changed your business and working practices. The Business Plan, shaped by the extensive consultation during and post lockdown with you our levy paying businesses, reflects the outcomes of those conversations and the priorities you have identified for St Peters Quarter.

For the past 10 years, St Peters Quarter Business Improvement District (BID) has contributed to the growth and transformation of the area and its identity is now established and recognised. Our focus for the third term will be to build on this work so that St Peters Quarter is considered to be the 'Heart of Derby', a welcoming place for visitors and an attractive place to do business.

Even before COVID, town and city centres were facing many challenges and changes have accelerated over the last eighteen months. Derby of course has not been immune to these. However, St Peters Quarter has much to look forward to, not least because of the major developments and investment which are taking place in and around the area.

The Becketwell scheme will transform a significant part of the city centre, parts of which have lain derelict for decades, and will provide opportunities across the wider St Peters Quarter area. The proposed eastern gateway as part of the Future High Street initiative will improve one of the key entrances whilst the residential

developments of Nightingale Quarter and Castleward will bring more people to the city centre.

The Business Plan is designed to enable the delivery of activities and positive change which will instil a sense of pride in visitors and businesses in St Peters Quarter. We will achieve this by working collaboratively with you the businesses and with key stakeholders. It's for this reason we can confidently commend this plan to take St Peters Quarter to the next level.

St Peters Quarter BID along with its steadfast support for our businesses is committed to making St Peters Quarter a destination in its own right, which complements the offer of Cathedral Quarter and Derbion. The Business Plan sets out our core priorities to benefit businesses for our next term.

We can only achieve this with your continued support, so I would urge all businesses to vote YES in the forthcoming ballot.

Helen Wathall
G Wathall & Son Ltd
Chair of St Peters Quarter BID



Helen Wathall

St Peters Quarter BID Board Members

Helen Wathall
(Chair of the Board)
Managing Director of
G Wathall & Son Ltd

Russell Davies
Partner, Smith Partnership

Carrie-Louise Holleran
General Manager at
Holiday Inn Derby Riverlights

Christopher Memmott
Senior Branch Manager,
Nationwide Building Society

Jazzy Montague-Sayers
Health & Safety Manager,
Sally Montague Hair Group

Nadine Peatfield
Derby Labour Councillor, Shadow
Cabinet Sustainability & Environment

Jonathan Smale
Cabinet Member for
Neighbourhoods & Streetpride

Simon Wildash
Director,
Nielsen McAllister Public Relations

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at www.stpetersquarter.co.uk, emailing enquiries@stpetersquarter.co.uk or calling **01332 419050**.

www.stpetersquarter.co.uk

VISION

Through a business-led programme our vision is:

To put St Peters Quarter at the heart of Derby, creating an area which is welcoming, celebrated and supportive to businesses and visitors alike.

WHAT IS A BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit www.placemanagement.org/the-bid-foundation/what-is-a-bid/

www.stpetersquarter.co.uk



“Nielsen McAllister strongly support the St Peters Quarter BID renewal. The BID is helping to change the perceptions of the city centre which is essential if we are to attract more businesses and encourage the best people to work here.

Simon Wildash – Director
Nielsen McAllister Public Relations



Bringing businesses together

YOUR FEEDBACK

The BID has undertaken extensive research across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and work in St Peters Quarter.

been considered, in shaping the ultimate vision, objectives and their associated activities.

Research and findings from the surveys, interviews and interactions with businesses and organisations from across the St Peters Quarter BID area has



All levy paying businesses in the BID area were provided with surveys either through an ebulletin, during a visit from a BID representative or via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team, either personally, via telephone or video call.

53% of all businesses which meet the levy criteria had a personal visit to discuss the BID. There were 193 business visits in total, with 105 of these being unique visits.



70 detailed surveys completed by businesses.



BID website with a dedicated renewal page giving businesses up to date information on the renewal, with links to the renewal survey.

BID ACHIEVEMENTS 2017-2022

Projects and activities to support businesses

Safe and Inviting

- Provision of BID Rangers who:
 - Monitor and deter crime and ASB, working in partnership with Police and other partners
 - Support businesses in addressing day-to-day issues
 - Welcome and help visitors to the area
 - Support events and entertainment
- Installation of defibrillator on East Street and publicising others in the BID area.
- Cyber security advice provided to businesses, in conjunction with the Police.
- Fraud Awareness Days held in conjunction with banks, building societies and the Police.

- Working as part of the Partnership Engagement and Enforcement Programme (PEEP) to tackle substance abuse, rough sleeping and begging in the area. This provides a single cohesive approach to the management of individuals causing significant negative social impact within Derby City.
- Shortlisted in the Partnership of the Year category at the Association of Town and City Management (ATCM) Industry Awards 2018 in recognition of work to address crime & ASB in the city.
- Working with the Re-housing Engagement Support Team (REST) which helps homeless people find accommodation and works to prevent them from becoming homeless in the first place.



Installation of the Defibrillator on East Street



Ranger patrols



Provision of Storewatch radios

- Working with the Police & Crime Commissioner (PCC), distributing trauma kits to businesses and providing training sessions in their use.
- Provision of 40 storewatch radios to businesses in conjunction with Cathedral Quarter BID and PCC.
- Working with DCC and other partners to ensure continuation of accreditation under the Purple Flag scheme.
- Safer Neighbourhood Days in partnership with the Police, visiting businesses to address any concerns and provide information.
- Provision of security wands as part of the 'Wandsafe Scheme' and in partnership with DCC, PCC and Pubwatch.
- Collaboration with the Derbyshire Business Crime Reduction Partnership, providing businesses with free membership to the scheme and access to the DISC system.
- Working with Derby City Council, Derbyshire Constabulary and Cathedral Quarter BID to conduct city centre business meetings to provide an opportunity for businesses to speak directly to representatives of these organisations, to highlight any concerns and to obtain updates on current activities.

Smart and Attractive

- Working with businesses and partners on BID Business Tidy days and Keep Britain Tidy events
- Installation of hanging baskets and planters, during both summer and winter
- Working with DCC to ensure a comprehensive and co-ordinated festive light display
- Working with DCC and other key stakeholders on the Future High Street Fund – the city was successful in attracting £15m of additional investment
- Installation of window vinyls and boards on vacant units
- Working with DCC and partners on street days, such as 'Green Lane Day', supporting and promoting businesses in this area
- Working with partners on developments around St Peters Quarter to improve the vibrancy and attract footfall and trade



Purple Flag accreditation

Welcome and Accessible

- Funding of footfall cameras, providing data on visitors to the city
- Weekly 'Retail Sales Monitor' providing businesses, investors and key stakeholders with crucial information on the city's performance
- Quarterly vacancy survey, monitoring business premises in the BID area and benchmarking against other towns and cities



Monster Hero Safari Trail

- Monthly 'Business & Retail in the City' meetings with BID businesses to discuss footfall and sales information and any matters arising
- Supporting the NHS during COVID-19, with businesses across SPQ fundraising as part of a campaign
- Launch of the 'Monster Hero Safari' Trail to attract and encourage the flow of footfall to and around the area following the lifting of COVID restrictions
- Provision of contactless payment packs in partnership with Visa
- Holding working groups for businesses to attend and get involved in projects and activities
- St Peters Quarter Discount Travel Club in association with Arriva, providing discounted travel to employees of SPQ businesses
- Hosting of a GDPR seminar for BID businesses at Holiday Inn Riverlights
- Launch of the 'Business Heroes' campaign, celebrating the people who make SPQ a special and unique destination

Entertaining and Promoted

- Representing SPQ businesses at meetings, summits and conferences
- Providing SPQ businesses with one voice to lobby and campaign on beneficial causes
- A programme of SPQ Live events
- Supporting external providers in delivering key events e.g. Derby Feste, Derby Well, Derby Folk Festival etc
- Working in partnership with DCC on the Window Wonderland competition
- Provision of festive events and entertainment
- Creation of marketing videos and promotional material
- Social media coverage and campaigns
- Keeping businesses informed with the provision of ebulletins, newsletters and annual reports
- Providing and maintaining the SPQ BID website, promoting the area, its businesses and events as well as the work of the BID
- St Peters Quarter loyalty scheme, promoting business offers and events
- Publication of a 'Useful Contacts Guide' for BID businesses
- SPQ photographic library for marketing purposes and business use
- 'Welcome to Christmas in Derby' leaflet, promoting events and cultural activities over the festive period
- Launch of the 'Too Good To Go' scheme, helping to cut food waste and provide businesses with another income stream
- Securing of additional funding to supplement levy income and deliver an increased programme of activities e.g. PCC grants, The Big Lottery Fund
- Regular press coverage generating significant advertising equivalent coverage



SPQ Live events



Trail Partner for the Derby Ram Trail



- Trail partner for the Derby Ram Trail, with delivery of additional activities including:
 - SPQ Ram located on St Peters Square
 - Ram Trail themed bunting
 - Activities for visitors on SPQ BID website
 - Social media coverage



Community events in St Peters Quarter

- Brand promotion in all Derby Ram Trail promotional material
- School competition display in Nationwide Building Society

Derby Ram Trail activities



COVID-19 SUPPORT

Throughout the challenging period of the pandemic, the BID remained open and operational, supporting businesses throughout and ensuring that latest guidelines and information were available.



Since March 2020, the BID has undertaken the following activities and support:

Working with the local authority

The BID was a key partner on the Derby Economic Recovery Taskforce, working to ensure the safe re-opening of the city centre following the relaxation of restrictions and lockdowns as well as helping with the city's recovery.

Communication

- A dedicated Covid-19 page set up on the BID website – containing the latest information on grants and links to information sites
- Regular ebulletins, including sector specific guidance

- Social media coverage and campaigns – promoting businesses and providing advice and information
- Media interviews to discuss impact of COVID and to support and promote BID businesses
- Press releases advising BID activities and support

Specific business support

- The BID team, including the Rangers, engaging with local businesses via phone calls, emails, social media messages and Zoom calls during social distancing measures
- Sector-specific webinars providing businesses with advice and support
- Supporting businesses in grant applications to the local authority
- Provision of COVID-19 Business Recovery support packs, which included items such as sanitiser, face masks, floor stickers, distancing tape etc
- Job Retention Scheme – the BID liaised with businesses about the furlough scheme.
- 'Getting Your Business Ready' checklist for businesses as restrictions eased
- Publication of a 'Business Support Guide', updated following each Government announcement
- 'Businesses Supporting Businesses' Facebook group set up to help businesses support and trade with each other
- BID became a 'Google Local Guide', advising businesses on their profiles and recommending updates where appropriate
- Working with Visa to offer contactless payment packs to SPQ businesses



- Provision of a 'PPE supplier' listing to help businesses source protective equipment
- Promotion of the *Eat Out to Help Out* scheme.

Crime and Safety

- As 'Key Workers', Rangers continued to work throughout COVID lockdown and restriction periods
- Daily patrols by SPQ Rangers, including security checks on premises
- Business crime updates issued via ebulletins
- Funded additional security patrols during periods of lockdown and overnight, designed to disrupt and deter criminal activity
- Regular briefings with Police and other partners
- Funded and installed COVID information bollard covers around BID area

Other aspects of BID activity to support businesses

- Liaised with Policy Advisers in MHCLG (Ministry for Housing, Communities and Local Government) and dialogue with BID Industry representatives for further support for BIDs
- Working with BID Industry Bodies – providing, supporting and reviewing the latest advice and guidelines on a daily basis
- Letters were sent to our local MPs requesting support from the Government for BIDs
- Promotion of the 'Raise the Bar' campaign, lobbying the Government to increase support for businesses with a rateable value of more than £51k
- Business continuity log on the BID website, providing visitors with the latest information on businesses trading and/or trading differently
- 'SPQ Lockdown Live' – provision of live virtual entertainment during lockdown periods
- 'Health & Wellbeing' and 'Working From Home' tips issued to BID businesses
- Shortlisted for the Marketing Derby Innovation Awards in recognition of the work undertaken to support businesses during the COVID-19 restrictions

YOUR PRIORITIES

Businesses from across St Peters Quarter identified key priority areas for a new BID which fall into three objectives:

OBJECTIVE 1: Welcoming

Provide a vibrant, safe and positive experience for visitors and workers in St Peters Quarter.

OBJECTIVE 2: Celebrating

Promote and celebrate all the great businesses, leisure and heritage, to increase positive perceptions, loyalty and pride in St Peters Quarter.

OBJECTIVE 3: Supporting

Represent the interests of businesses and support and encourage their growth, development and investment in St Peters Quarter.



Celebrating St Peters Quarter



A busy St Peters Quarter

OBJECTIVE 1: Welcoming

Provide a vibrant, safe and positive experience for visitors and workers in St Peters Quarter.



Amount the BID will spend:

An average of **£73,720** per year.
A total of **£368,602** over five years.

From the survey results it is clear that reducing crime and enhancing safety is important to businesses in St Peters Quarter and is something that needs to continue to be addressed. Six out of the top seven issues that were ranked as very poor or quite poor were all crime and safety related issues. These issues were also top of the list in terms of importance for businesses, with all of the top six aspects being in this category.

After crime and safety, the second most discussed topic was around the environment, with comments being made about the need to improve the vibrancy of St Peters Quarter with aspects such as floral displays and creative lighting.

The cleanliness and appearance of St Peters Quarter was also seen as an important issue to be improved, and this was especially highlighted in the conversations the BID team had when completing individual business visits.



88% of businesses said that 'Providing support for CCTV monitoring' would be beneficial to them.

87% of businesses said that 'Supporting businesses in the introduction of crime prevention measures' would be beneficial to them.

67% of businesses said that 'Improved landscaping, greenery and planting' would be beneficial to them.

What can be delivered if you vote YES



A	Employ uniformed Rangers to: <ol style="list-style-type: none"> I. Support businesses in addressing and communicating issues which affect their business on a day-to-day basis. II. Welcome everyone, provide support for events and entertainment in the streets and open spaces and help promote the area. III. Work closely with the Police, and other agencies to share intelligence and information which supports the reduction of crime and anti-social behaviour.
B	Enhance the area through the provision of floral displays, public art and festive and creative lighting to improve the appearance and vibrancy of the streets and open spaces where appropriate.
C	Support the reduction of anti-social behaviour and crime issues by continuing to develop and maintain business crime reduction schemes.
D	Work with others to enhance wherever possible the standards of street cleaning to improve the appearance of the streets and open spaces.
E	Explore and implement where appropriate initiatives and schemes which support environmental sustainability which benefit businesses and those who visit and work in St Peters Quarter.



“ We have seen some fantastic work take place because of the BID – the Rangers keeping businesses regularly informed of ongoing projects, a calendar of events promoting St Peters Quarter and attracting people to the city throughout the year. The BID also provides businesses with many opportunities for promotion. All of these reasons mean we will be voting to keep the St Peters Quarter BID running for the next five years.

Beth Wesley – Service Manager
Holiday Inn

Measures and results

- Improved perceptions of visitors
- Footfall to the area which is stronger than national high street trends
- Improved perceptions of safety for visitors and those who work in the area
- Regular flow of information and sharing of intelligence to support business crime prevention
- Reporting of incidents which impact upon business operations



Welcoming visitors to St Peters Quarter

OBJECTIVE 2: Celebrating

Promote and celebrate all the great businesses, leisure and heritage, to increase positive perceptions, loyalty and pride in St Peters Quarter.

Amount the BID will spend:

An average of **£46,106** per year.

A total of **£230,528** over five years.



In the conversations the BID team had with businesses the need for marketing and promotion was a frequent topic.

Businesses felt that promotion through social media was important, and many expressed interest in opportunities for advertising.

Businesses also highlighted the strength of St Peters Quarter's heritage, suggesting that this was not currently widely acknowledged.

The need to celebrate and promote the history of the area and its architectural heritage was prominent in discussions.

In the workshops, the joint most discussed topic was to do with 'Events and Things to Do'. Comments were made about the need to have more events that celebrate the city's diversity, as well as more seasonal festivals and celebrations to complement Christmas.

There were also suggestions that there is a need to create attractions to bring more people to the area, such as organising pop-up shops or markets and organising themed activity trails.



72%

of businesses said that 'Developing the St Peters Quarter branding to attract more visitors' would be beneficial to them.

71%

of businesses said that 'Improved use of streets and open spaces for events, and specialist markets' would be beneficial to them.

What can be delivered if you vote YES



A	Lead and develop the use of digital and printed marketing, campaigns and initiatives and PR to inform and increase awareness of St Peters Quarter, its events and all it has to offer, in a way which is consistent with its identity.
B	Encourage, support and act as host to events, markets, heritage and cultural activity in St Peters Quarter which create a vibrant and attractive place at the heart of Derby, working with partners where relevant to maximise investment and impact of events.
C	Promote, develop and support award schemes which profile businesses and individuals and celebrates, recognises and promotes excellent customer service and a great experience.
D	Communicate between the BID and its businesses and organisations, to keep businesses engaged and informed of BID activities and issues which may affect their environment and to keep the BID informed of business needs and priorities.



We have appreciated all the work the BID has done to make St Peters Quarter a more attractive and welcoming place, such as window vinyls to tidy up vacant units. The BID has also run Tidy Days that have included additional street cleaning and litter picking which have been instrumental in making St Peters Quarter more appealing for visitors.

Christopher Memmott
– Senior Branch Manager
Nationwide

Measures and results

- Increased awareness of St Peters Quarter
- Numbers of businesses and organisations actively engaged in award schemes for customer care and business performance.
- Increased levels of sales activity and footfall across St Peters Quarter
- Positive media exposure locally and regionally measured through numbers of articles, publications, click-throughs on digital media and value through using advertising value equivalent.
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with St Peters Quarter BID in their own marketing and promotion.



A vibrant St Peters Quarter

OBJECTIVE 3: Supporting

Represent the interests of businesses and support and encourage their growth, development and investment in St Peters Quarter.



Amount the BID will spend:

An average of **£23,366** per year.
A total of **£116,832** over five years.

In the workshops, the joint most discussed topic was 'Commercial Attractiveness' which highlighted the need to bring in new businesses to occupy the vacant units and for the BID to work with landlords to consider options for more flexible terms of use.

It is also important to consider the relationships between businesses and organisations that are outside of the BID area. Numerous times in the workshops it was mentioned that St Peters Quarter BID needs to continue to work with other partners in the area who have a vested interest in making St Peters Quarter a more attractive destination, such as Derbion and the Cathedral Quarter BID. It was suggested that working together with these partners to collaborate on joint projects and initiatives will help to improve the city centre as a whole.



82%

of businesses said that 'Working with partners to attract investment to the city' was beneficial to them.

69%

of businesses said that 'The way businesses work together' was important to them.

67%

of businesses said that 'Feeling part of St Peters Quarter and its activity' was important to them.

What can be delivered if you vote YES



A	Work with partners, landlords and property agents to attract, engage and support potential investors in making commitments to invest, grow and develop in St Peters Quarter.
B	Represent business and organisation's interests in planning and delivery of developments and the use of the public realm and the buildings of St Peters Quarter which complement the area.
C	Develop relationships between businesses and organisations in St Peters Quarter and those outside the area who have an interest in seeing a vibrant and successful St Peters Quarter, in particular the Cathedral Quarter BID and Derbion.
D	Work with others to provide and report on a range of indicators which monitor the economic performance of St Peters Quarter including: footfall and foot-flow, commercial performance and customer perceptions.
E	Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, both for the BID and others, to increase the BID's ability to achieve its vision and objectives.
F	Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in St Peters Quarter.

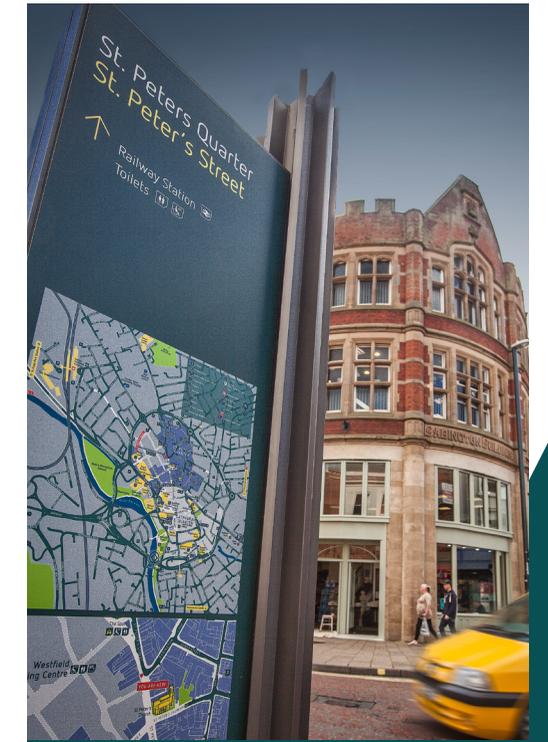


“The support when preparing for re-opening after the lockdown has been great as the BID provided us with COVID business recovery starter packs which included floor stickers, face coverings, window vinyls, posters and social distancing tape. This was a big help to us as we prepared for re-opening the business.”

Jo Hyde – Manager
Sally Montague Hair Group

Measures and results

- Increased level of investment in existing and new businesses.
- Increased range of businesses and organisations.
- Reduced levels of vacant and derelict properties.
- Increased number of new businesses and organisations.
- Increased interaction with and support from stakeholders including local authorities.



Wayfinding signage

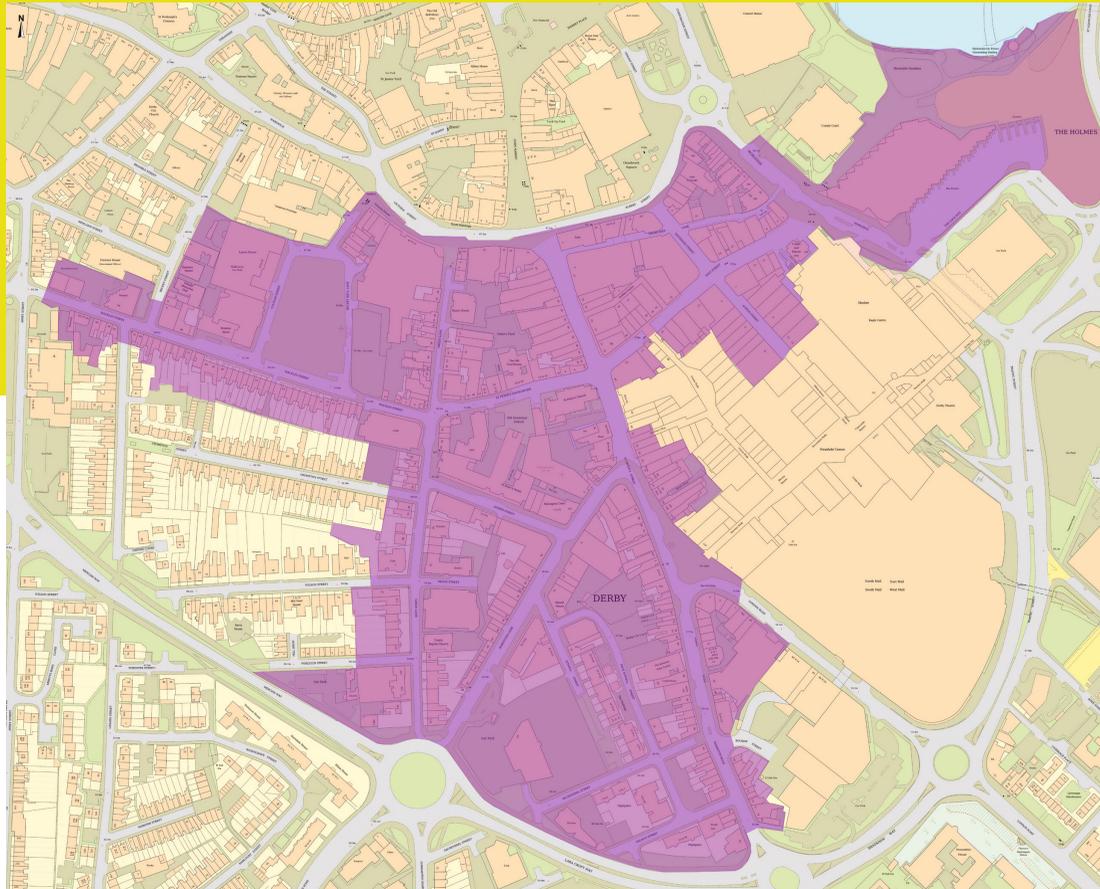
THE BID AREA

The shaded area represents the full extent of St Peters Quarter Business Improvement District.

The BID covers those businesses whose rateable value is £12,001 or greater.

The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix Two of the full Business Plan and Proposal.

Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.



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“As an independent business we really appreciate the work the BID does behind the scenes to liaise with the Council, Police and other public bodies to ensure that our voice as a local business is heard. Together we are stronger and I will be voting YES for the BID to continue.

Jillian Hart – Owner
Jillian Hart Fashions

WE NEED THE BID TO CONTINUE

“Riverside Baguette Company benefits greatly from being a part of the BID. The Ranger’s presence on the streets is a big help in ensuring there is a safe and welcoming experience, whilst the marketing the BID does through ebulletins, newsletters, social media and the BID’s website is a big plus. We are proud to be part of St Peters Quarter and are grateful for the support that the BID provides us as a business in the area.

Jagjit Ubhi – Owner
Riverside Baguette Company



“A Business Improvement District provides us with a collective business voice and a point of contact that we wouldn’t have if the BID wasn’t running. I urge you to get involved and work together for our city and our future by voting YES in the ballot in December.

Emma Moseley – Manager
Costa Coffee



“We support St Peters Quarter BID because when businesses speak with one voice, we can influence key decisions and play our part in shaping the future of the city.

Kooner Singh – Operations Manager
Work Pays



“The BID has given us excellent one-to-one support and updates us on all things business in the city. Without the BID we would not be as aware of everything that happens whilst together we are stronger than as individual businesses.

Carly Hill – Supervisor Greggs

“The BID has helped our staff to feel safer in the city with thanks to the Rangers and their physical presence in the area, vote YES for this support to continue.

Julie Schroder – Assistant Manager
Loughborough Building Society



“The BID team are always friendly and approachable, they keep us up to date with any matters or activities and are there to support with any issues we have, vote YES for this support to continue.

Mike Deakin – Duty Manager
Tesco Metro



the dedicated Safer Neighbourhood Days, provision of a storewatch radio or the Crime Reduction Partnership. BID partners along with all agencies must work together to tackle these issues.

Devin Ramsden – Manager
TK Maxx



THE BUDGET



Average Annual
Levy Income
£185,438



Objective 1
Annual Average
£73,720



Objective 2
Annual Average
£46,106



Objective 3
Annual Average
£23,366

St Peters Quarter budget: 2022 – 2027

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
INCOME						
BID levy revenue (Note 1)	£178,167	£181,730	£185,365	£189,072	£192,854	£927,188
Total Income	£178,167	£181,730	£185,365	£189,072	£192,854	£927,188
EXPENDITURE						
Objective 1 – Welcoming	£72,880	£73,292	£73,712	£74,141	£74,578	£368,602
Objective 2 – Celebrating	£45,580	£45,838	£46,100	£46,368	£46,642	£230,528
Objective 3 – Supporting	£23,100	£23,231	£23,364	£23,500	£23,638	£116,832
Central Management Costs, Administration, Office (Note 2)	£22,464	£22,913	£23,372	£23,839	£24,316	£116,904
Levy Collection costs	£5,235	£5,340	£5,446	£5,555	£5,667	£27,243
Contingency (Note 3)	£8,908	£9,087	£9,268	£9,454	£9,643	£46,359
Total Expenditure	£178,167	£179,700	£181,262	£182,857	£184,483	£906,469
Accrual for Renewal (Note 4)	£-	£2,031	£4,103	£6,216	£8,371	£20,721

Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Central admin, office and fixed overheads
3. Calculated as 5% of total levy billed

4. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

WHAT IT WILL COST YOU

The levy is based upon a property's rateable value. In the first billing cycle of the 1st April 2022, the levy will be charged at 1.95% of the rateable value for properties. With effect from the start of the second billing cycle commencing 1st April 2023 there will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 30th November of the year before the next billing process, whichever is the greater.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District the daily cost is less than the cost of a cup of coffee from a coffee shop and even for a larger business the daily cost is less than a light lunch a day.

How the cost breaks down

RATEABLE VALUE	Levy Rate	Annual	This equates to: Weekly	This equates to: Daily
£1 – £12,000	Zero	Zero	Zero	Zero
£12,001	1.95%	£234	£4.50	£0.64
£25,000	1.95%	£488	£9.38	£1.34
£75,000	1.95%	£1,463	£28.13	£4.01
£150,000	1.95%	£2,925	£56.25	£8.01
£200,000	1.95%	£3,900	£75.00	£10.68
£250,000	1.95%	£4,875	£93.75	£13.36

THE BENEFITS

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in.

By working together as a collective voice, you will be not only be benefiting your business but improving St Peters Quarter.

Additional funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £12,000 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.



This prospectus should be read in conjunction with the budget and levy criteria to be found in the full **Business Improvement District Proposal and Business Plan** accessible on www.stpetersquarter.co.uk or by contacting the BID team on **01332 419050** or enquiries@stpetersquarter.co.uk

MONITORING SUCCESS

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as property owners, local authorities, Police and other public bodies. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Derby City Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.

GOVERNANCE

The preparation of the Business Proposal has been managed by St Peters Quarter Derby Ltd which is a not for profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the 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 the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and includes two Councillors from Derby City Council.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to

represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well as coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.



BALLOT TIMETABLE

Ballot and voting

Businesses in St Peters Quarter will be asked to vote on whether or not they wish the St Peters Quarter BID to implement the business plan over the next five years 2022 to 2027.

Ballot papers will be sent out on Thursday 18th November 2021 to the person identified in the specially prepared register of potential voters held by Derby City Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm Thursday 16th December 2021.

The result will be announced on the following day.

TIMETABLE

Ballot period begins

Thursday 18th November 2021 – Ballot papers issued

Ballot period ends

Thursday 16th December 2021 – Ballot closes at 5pm

Friday 17th December 2021 – Ballot results announced

Friday 1st April 2022 – Operations of the new BID start

VO[✓]TE 'YES'

The importance of voting YES

If you want the BID, its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 31st March 2022 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:

- ✓ A simple majority of those who vote must register a YES vote.
- AND
- ✓ The aggregate rateable value of those that vote YES must be greater than that of those that vote NO.

Get involved – this is your BID.
Vote **YES** in the BID Renewal ballot

ST Peters QUARTER DERBY

“ Hunters of Derby will be voting for the BID to continue because the BID has been brilliant at promoting businesses, especially through difficult times.

Matthew Sheard – Owner
Hunters of Derby



FINAL THOUGHTS – VOTE 'YES'



Helen Wathall

I have been privileged, over the last ten years, to work closely with a group of business people who are all committed to creating new opportunities for the business community of St Peters Quarter and for those who live and work here. I believe St Peters Quarter is a place which has a good sense of community but needs a new direction, a renewed sense of purpose and a clearer identity in a rapidly changing world.

This is a unique opportunity to put funding directly back into St Peters Quarter, to be spent exclusively on projects that matter to you. We cannot afford to let this opportunity pass us by. St Peters Quarter is a great place to live, shop, relax and work and by investing a small amount individually, we can continue to stand together and create something really special for years to come.

The business plan provides a clear direction for the next five years of St Peters Quarter BID. The levy paid by businesses enables the BID to deliver a range of projects for the betterment of the area in which you trade and in line with the priorities which you identified.

St Peters Quarter BID will continue to be the collective voice for levy paying businesses and to provide opportunities to forge even stronger links between the business community and key stakeholders. The events of the last eighteen months have shown the need to work together and the benefits of a close and resilient business community.

The first step to this and in your involvement on the forthcoming journey is to vote YES in the ballot in December.

Helen Wathall

G Wathall & Son Ltd
Chair of St Peters Quarter BID

This prospectus should be read in conjunction with the full **Business Improvement District Proposal and Business Plan** accessible at www.stpetersquarter.co.uk, emailing enquiries@stpetersquarter.co.uk or calling **01332 419050**.



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St Peters Quarter



St Peters Quarter BID