

Green Lane Day

St Peters Quarter BID teamed with Derby City Council to organise Green Lane Day which took place on Saturday August 21st. Businesses from St Peters Quarter BID took centre stage at an event designed to encourage visitors back into the area. Attractions included several Green Lane businesses opening their doors with special offers and activities, including dance performances, face painting, food tasting and raffles.

Derby Festé

Derby Festé returned in September with a programme of vibrant, family-friendly fun bringing people back together. This year's compelling programme featured a host of world-known and exciting international and UK artists who brought the city centre's streets to life with modern and exclusive art installations, dance, music and street theatre performances. The BID is once again proud to have supported the event.



Google Garage

A series of free business workshops will be hosted in partnership with Google for St Peters Quarter BID businesses. The three sessions during October will cover **Increasing Visibility on Google, Advertising on Google and Getting Started with Google Analytics** – great key topics to help you really understand the most of the digital opportunities for your business.



Derby Market Place

The Derby Market Place Derby Loves You temporary venue continues to deliver an exciting and diverse year-round programme of live performances, events and festivals. The area provides much needed alfresco dining space for hospitality businesses across the city and a great entertainment space for family and friends to socialise.

Representing St Peters Quarter businesses

As well as delivering projects and activities within the St Peters Quarter BID area, the BID continues to represent businesses at a variety of meetings, summits and conferences. This helps build the profile of St Peters Quarter both locally and nationally, ensuring that the views of the BID and its businesses are taken into consideration.

Examples include:

- Derby Economic Recovery Taskforce
- Future High Street Fund
- Marketing Derby Bondholder events
- 300/Momentous steering group
- City Centre Summit
- Association of Town & City Management conferences



SPQ Annual Report 2020

The St Peters Quarter Annual Report was posted out to businesses along with levy bills in March as well as being available to view on the St Peters Quarter website. The report featured a review of the work carried out by the BID during 2020, a financial summary and information on how you can get involved in your BID, thereby maximising the value for money you receive for your BID levy.



Derby Ram Trail

St Peters Quarter BID was a proud trail sponsor of this year's RAMtastic summer art event in Derby. The Derby Ram Trail brought an amazing array of wonderfully decorated rams animating the city. The summer event was embraced by the people of Derby and visitors alike.

The final instalment of the Derby Ram Trail took place in the recently opened Museum of Making as all 30 sculptures went under the hammer at the final auction, hosted by celebrity auctioneer and TV personality Charles Hanson. The St Peters Quarter sponsored ram 'Woolly Rammy', a representation of Derby's heritage designed by Rebecca Morledge, which took pride of place on St Peters Cross during the three months of the trail was sold for a whopping £6,200. This was only a small part of the total amount the event fundraised for Derby Museums' Endowment, which was over £150,000 and will be matched by The National Heritage Lottery Fund.

The BID delivered...

St Peters Quarter BID delivered a number of projects to provide an opportunity to businesses to take the most out of the summer event.

Some of these included:

- The Ram Sleepover
- Health and Wellbeing webinar week
- Ram trail guided walks
- Receipt competition, installing bunting and floor stencils to signpost people around the trail and many more

These were supported by a huge **social media campaign** which engaged businesses in posts and encouraged visitors to St Peters Quarter.

News on Developments in and around St Peters Quarter

Castleward

The Castleward redevelopment on the outskirts of the BID area is making significant progress on enhancing an important gateway to the city, consequently providing wider benefits to residents and visitors to the BID area. The development is being undertaken in a number of phases with the third of these commencing earlier this year. The £100m development will see a final provision of about 800 new homes, whilst the completion of the 320-place primary school was announced in September.



Nightingale Quarter

Another residential development close to the border of the BID area is Nightingale Quarter, one of the largest city centre regeneration sites in the UK and covering more than 18.5 acres. The development has been sympathetically designed to incorporate the iconic Victorian "Pepper Pot" buildings and will incorporate nearly 800 city centre homes, the first phase of which was completed in the summer.

Becketwell

Construction work is well underway on phase one of the £200m Becketwell scheme, with the initial steelwork of the 259 build to rent apartments now visible above the surrounding hoardings.

In addition to the residential aspect, a new public square will also form phase one of works, which are set to be completed by early 2023. Work is already well underway to bring forward phase two, with a planning application already submitted for a new 3,500 capacity performance and conference venue which will be operated by ASM Global, a leading venue and event management company.

More than 2,000 jobs are expected to be created by the development whilst it is also hoped the scheme will kick-start further investment in surrounding areas of the city centre.

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St Peters Quarter Business Improvement District is project managed by Partnerships for Better Business Ltd (p4bb UK)

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Update

AUTUMN 2021

St Peters Quarter BID

Renewal 2022-2027

Working together over the past 4 years with local businesses and partners, St Peters Quarter BID have delivered many benefits to the area and have provided significant support to the business community.

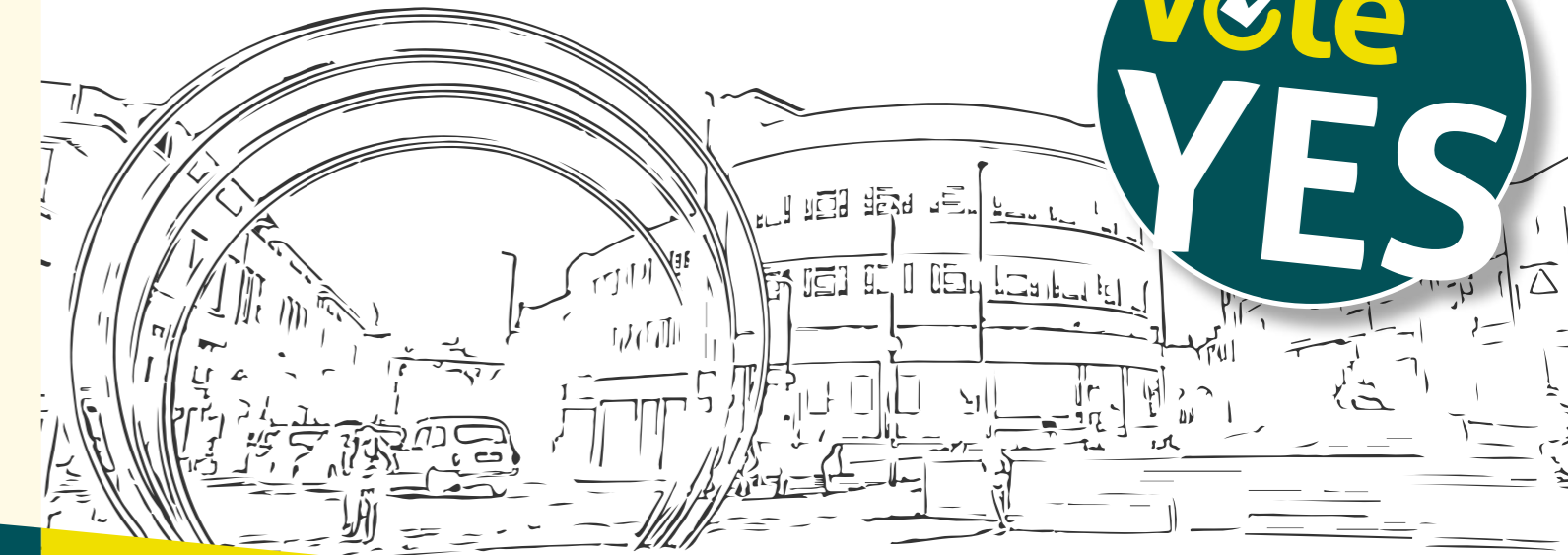
St Peters Quarter BID provides a single voice for businesses and the additional projects and services that we provide are essential to the future success of the area. We have worked towards making the area a safe and more inviting place for businesses and visitors alike but now is the time to take St Peters Quarter to the next level, working with the Council, Police, businesses, investors, landlords and other organisations to create a destination in its own right and to drive long-term, sustainable investments and improvements.

Being part of a BID enables businesses to have a say in St Peters Quarter, allowing us to lobby and lever in more support from others than would be possible as individual businesses. COVID-19 has highlighted the value of the BID in being able to respond quickly to the needs of the businesses. During the recent economic uncertainty, we hope that this has given you the confidence in the BID to deliver lasting change.

With a host of exciting developments in and around St Peters Quarter over the next few years, this is a really exciting

time for the area, providing businesses with opportunities from which they can directly benefit.

We are now in the process of evaluating business priorities which will help shape the new business plan for the next five years and beyond and there is still time to make your view known. Please contact the BID Manager Ashley Lewis on **01332 419050** or email enquiries@stpetersquarter.co.uk



www.stpetersquarter.co.uk

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Checking business priorities

Over the last few weeks we have been revisiting businesses to see how views have changed since COVID started and to make sure that the new BID Business Plan for 2022-2027 addresses the new needs and priorities.

The renewal survey, workshops and one-to-one conversations with businesses have helped to understand the issues and needs in St Peters Quarter, and identify priorities for the future:

Tackling crime and safety

The top issues for SPQ businesses are still street begging, rough sleepers and drug and drink issues on the streets. Although feedback from businesses on St Peters Street say that the situation is better now than it used to be, 83% of businesses said that these issues were still either very poor or quite poor. The BID has continued to work hard with key partners to address these issues. This work has included lobbying for enhanced CCTV coverage in the BID area and sharing information and intelligence with the Police and others about substance abuse, rough sleeping and begging in the area. 86% surveyed said that this work has helped their business.

Driving more footfall to the area

With 96% of businesses saying they will remain in the area, the top suggestions for future projects were about developing the identity of the area even further, improving the commercial attractiveness of the area, making it more animated and improving the way the place looks and feels.

St Peters Quarter and New Opportunities

With building work now underway in Becketwell, the new exciting development which includes an entertainment venue, offices and apartments will see more people coming to St Peters Quarter.

Helen Wathall, Chair of St Peters Quarter BID, said that this will generate a lot of confidence in the area for other businesses, giving them confidence in the future of St Peters Quarter and will have a huge positive impact on footfall in the future.



Covid Support

The BID's response to COVID-19 centred on providing clear information to businesses during uncertain times, supporting you in accessing much-needed funding, lobbying on your behalf for greater assistance and providing security during periods of restrictions and lockdowns. The BID also continued to work with partners to implement plans to assist the recovery of the local economy, both in the short and long term.

- Earlier this year, St Peters Quarter BID worked alongside Cathedral Quarter BID to continue the overnight and early morning external security patrols seven days a week to help protect business premises and quickly report any issues to the Police.
- COVID business support packs were supplied to businesses to assist them with reopening and instore safety.
- We also continued with the 'Shop Local Online' campaign to encourage the public to support the businesses in the BID area during all lockdown restrictions.



Countdown to Ballot

The time is getting close for the all-important ballot. Look out for the prospectus and full BID Proposal and Business Plan which will be available to everyone from the beginning of November.

Ballot papers go out **18 November**

Ballot vote deadline **5pm on 16 December**

Ballot announcement **17 December**

To find out more about St Peters Quarter BID, please contact the BID office on **01332 419050** or via email on enquiries@stpetersquarter.co.uk. Please note, information about the ballot with the Prospectus and your ballot paper will be posted next month to the address where your business rates bill is normally sent. If you require your ballot paper to go to an alternative address, please contact the BID Manager Ashley Lewis on **01332 419050** or email enquiries@stpetersquarter.co.uk who will advise you how this can be arranged.



2021 DELIVERY SUMMARY



BID Ranger Service



DISC



Storewatch radio loan scheme



Footfall cameras



Social media support and business promotion



Event support



Ebulletins and business comms



Too Good to Go Scheme



Floral Displays



SPQ website profiles

The St Peters Quarter BID project team continue to work to support your business on the road to recovery from COVID-19, working with partners to deliver projects to improve the city centre, restore confidence and drive footfall and sales.

The BID Rangers

Our BID Rangers continue to ensure visitors to the city centre feel welcomed and enjoy a safe, secure and inviting environment. They act as the eyes and ears of the BID, dealing directly with a defined range of issues and escalating and reporting any unusual activity to the appropriate authority.



City Centre Business Meetings

St Peters Quarter BID in partnership with Derby City Council, Derbyshire Constabulary and Cathedral Quarter BID, now regularly hold roundtable meetings with city centre businesses. The meetings provide an opportunity for businesses to speak directly to representatives of these organisations to highlight any concerns and to obtain updates on current activities. The insights and feedback are much welcomed by all partners involved and are an essential part of addressing various issues around the BID area.

Storewatch Radio Loan Scheme

We continue to provide the Storewatch Radio loan scheme to help businesses share information and make the area safer. They enable businesses to keep in contact with one another, the Rangers and other partners, such as CCTV and the Police.



St Peters Quarter, in partnership with Cathedral Quarter BID have launched a new collaboration with the Derbyshire Business Crime Reduction Partnership (DBCRP), a county-wide crime reduction scheme. DBCRP provides levy-payers with access to the DISC platform where businesses can share intel, report 'low level' offences direct to the Police and receive crime alerts via a single easy to use and GDPR-compliant platform.

Membership to the partnership is completely FREE for levy-paying businesses for the first twelve months starting from 1st October. St Peters Quarter BID will be covering the costs of the scheme for at least the first year*, thanks in part to grant funding received from the Police & Crime Commissioners (PCC) office. Contact the BID office to find out how to become a member.

*subject to successful renewal

Defibrillator

The St Peters Quarter BID has funded a Defibrillator which has been installed on East Street providing much needed lifesaving equipment in the BID area.



Footfall Cameras

The BID continue to fund footfall cameras in the BID area to enable us to gather crucial data regarding the number of visitors to the area which can then be used to aid the attraction of new businesses and investment to St Peters Quarter.



Social Media Support and Business Promotion

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. The period before Christmas provides numerous opportunities for us to promote the area and our wonderful businesses with a fantastic calendar of events to drive visitors to the BID area. Make sure you follow our channels and share wherever possible.



Ebulletins and Business Comms

Weekly communications are sent to advise businesses of important and relevant information regarding BID projects, developments in the area, your good news and much more besides. To receive these updates, please email the BID office – enquiries@stpetersquarter.co.uk

Floral Displays

The BID have funded the installation and maintenance of hanging baskets on St Peters Street and London Road this summer, creating a brighter and more pleasant environment for workers and visitors to St Peters Quarter.



Too Good to Go Scheme

St Peters Quarter BID is working in partnership with Too Good To Go – a social impact company and mobile app fighting food waste. The project gives an opportunity to businesses from the food and drink sector to recover costs by selling their surplus food to new consumers and take tangible steps to help the environment. Any business interested in the scheme should contact the BID office for more details.



SPQ Discount Travel Club

Employees of businesses in St Peters Quarter can take advantage of reduced rate travel with Arriva buses. See the BID website for further details.



SPQ website business profiles

Each business in St Peters Quarter benefits from its own profile page on the SPQ website business directory. Get in touch if you would like to update anything on your page.



Purple Flag Accreditation

St Peters Quarter play an integral part supporting Derby City Council each year in the process to retain the Purple Flag Accreditation. The status recognises excellence in managing the evening and night time economy in a town or city.



Event Support and Sponsorship

The BID continues to provide sponsorship and support to a number of events which take place each year bringing visitors and vibrancy to St Peters Quarter. These include Derby Feste and Derby Folk Festival.