

ST  
Peters  
QUARTER  
DERBY

# ANNUAL Report 2022-23



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

 @SPQDerby   StPetersQuarterDerby  
 stpetersquarterderby  St Peter's Quarter Derby BID



Helen Wathall MBE

# Chair's INTRODUCTION

Welcome to St Peters Quarter Business Improvement District's (BID) annual report for 2022-2023.

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This year saw the beginning of St Peters Quarter BID's third five-year term which started 1st April 2022. During this past year we have been delivering projects relating to the three new BID objectives.

#### Objective 1: Welcoming

#### Objective 2: Celebrating

#### Objective 3: Supporting

We have continued to improve the look and feel of the area, with enhanced floral displays in the summer, to solar powered Christmas trees in the winter. Our tidy days are becoming really popular and I am pleased to announce that these will now be a monthly occurrence and would encourage all to get involved when they can. We have also strived to keep you, our businesses safe with the continuation of the Derbyshire Business Crime Reduction Partnership (DBCPR), security patrols over the Christmas period and of course our Rangers; Nikki and Dave who continue to work on a inform and report basis.

It was great to restart live events this summer and during the festive period with bands, dance troupes and Snow Globes funded by the BID and we have supported and sponsored great events such as St George's Day and Derby Festé. As a result of introducing Loyal Free, the place promotion app, a number of businesses have

featured in trails throughout the year including our Halloween trail. We are looking forward to delivering more events and promoting our businesses this coming year.

Whilst we still face some challenges in business, there are many reasons for St Peters Quarter businesses to remain positive and there are exciting times ahead with a number of regeneration projects fully underway in the city centre, such as the Becketwell development which is making great strides with phase one due to be completed in Spring 2023, and the Transforming Cities Fund which is seeing great improvements taking place in Gower Street, Babington Lane and St Peters Street. There are also new developments set for the area such as the new Eastern Gateway with works starting this year. We at the BID will continue to keep you informed on all developments taking place and help to put your views to the developers.

If you would like to know more about how you can get involved or what benefits, advice or support we are able to provide you and your business, please do not hesitate to contact the BID team at any time.

Warm regards,

**Helen Wathall MBE**

**Chair of St Peters Quarter BID Board**

Managing Director of G Wathall & Son Ltd



# St Peters Quarter BID

## BOARD MEMBERS

The St Peters Quarter BID Board is elected by members of St Peters Quarter Derby Ltd, drawn predominantly from those who pay a levy in the area and made up of a representative cross-section of businesses, stakeholders and key agencies associated with the successful delivery of the BID Business Plan.

The role of the Board is to safeguard the interests of the levy payers by ensuring that the BID operates in line with the Business Plan and offers consistent value for money in line with its targets.



**Helen Wathall** MBE  
Chair of St Peters Quarter BID Board & Managing Director of G Wathall & Son Ltd



**Simon Wildash**  
Vice-Chair & Director, Nielsen McAllister Public Relations



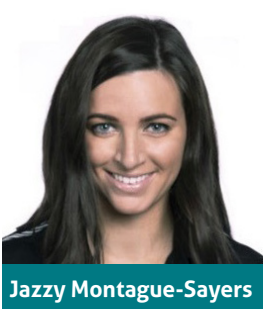
**Russell Davies**  
Partner, Smith Partnership



**Chris Memmott**  
Local Director, Nationwide Building Society



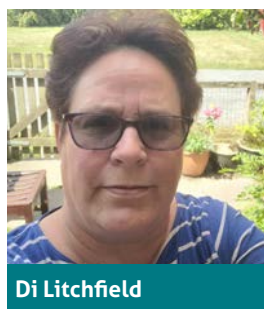
**Nadine Peatfield**  
Derby Labour Councillor, Shadow Cabinet Sustainability & Environment, Derby City Council



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



**Matthew Eyre**  
Cabinet Member for Place and Community Development, Derby City Council



**Di Litchfield**  
Business Manager, Padley Hub

## St Peters Quarter BID Team

St Peters Quarter BID is project managed by Partnerships for Better Business Ltd (pfbb UK), who are a BID Management Consultancy specialising in the delivery and development of BIDs and led by Ian Ferguson and Melanie Ferguson-Allen.



**Brad Worley**

BID Manager



**Gemma Pindard**

BID Project Executive



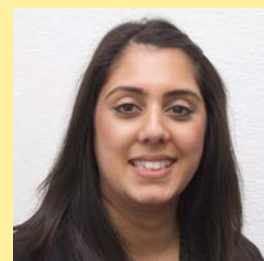
**Eve Taylor**

Social Media



**Charlotte Fearn**

Administrator / Data Analyst



**Pooja Sharda**

Administrator / Bookkeeper



**SPQ Rangers**

Dave Wilson and Nikki Matthews



Tidy Days

## Objective 1 WELCOMING

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



### THE ST PETERS QUARTER RANGERS

Your **BID Rangers**, Nikki & Dave, remain on hand to support you, providing information and guidance on BID projects and initiatives. The Rangers also continue to work with partners to address crime and ASB in the area.

### KEY STATS

**2688**

Hours of BID Rangers on duty

**1894**

Business visits undertaken by the Ranger team

**308**

Ambassadorial engagements carried out

**40**

Storewatch Radios provided together with Cathedral Quarter BID

**3**

Tidy days

**50**

Businesses signed up to the Derbyshire Business Crime Reduction Partnership

**23**

Businesses have poetry verses installed

**2**

Vacant units have artwork installed

**7**

Summer planters installed

**3**

Winter planters installed



Storewatch Radio

### STOREWATCH RADIO

St Peters Quarter BID continues to provide the **Storewatch Radio** loan scheme to businesses to help make the area safer and for businesses to share information. The radios enable businesses to keep in contact with one another, the Rangers and other partners, such as the Police and CCTV.





## FOR THE SUMMER MONTHS...

The BID funded the installation and maintenance of Planters on East Street, St Peters Street and Exchange Street over the summer, creating a brighter and more pleasant environment for workers and visitors to St Peters Quarter.



## DERBYSHIRE BUSINESS CRIME REDUCTION PARTNERSHIP (DBCRP)

St Peters Quarter and Cathedral Quarter BIDs have collaborated with the Chamber of Commerce to fund the **Derbyshire Business Crime Reduction Partnership (DBCRP)**, providing levy-paying businesses with access to the county-wide scheme free of charge. Users can also download the DISC app which gives them the ability to share intel, report incidents to the Police, view offender photo galleries, and receive crime alerts and newsletters.

**If your business would like to join the scheme, please contact the BID office.**

## DERBY CITY CRIME REDUCTION MEETINGS

We teamed with Cathedral Quarter BID and the DBCRP to run a **monthly meeting**. This presented a fantastic opportunity for businesses to speak face to face with the Police, PCSOs and PPOs and discuss any crime and ASB

related issues that businesses may be experiencing and to also share any intelligence that they may have. Look out for the announcements of dates and locations in our weekly ebulletins for forthcoming meeting dates.

## SECURITY PATROLS

The BID once again funded the overnight **Security Patrols** in the period between Christmas and New Year. This helped give businesses piece of mind that external premises were being regularly monitored.

## TIDY DAYS

Our Spooky **Halloween tidy day** was a big success, with volunteers encouraged to wear Halloween themed accessories. This was the third BID Tidy Day held this year. Thank you to those businesses who attended and our partners including members from the local police force, PCSOs, and PPOs. Thank you to our sponsors who continue to provide us with much needed refreshments during the sessions and

Street Pride for providing the equipment and support. In total over the three sessions, we have collected over 15 large bags of litter helping to make our area more presentable.

## MAINTENANCE OF DEFIBRILLATOR

In 2019, the BID installed a defibrillator on East Street, situated at the Castle & Falcon Public House. We continue to fund the maintenance of this unit, providing essential lifesaving equipment within the St Peters Quarter area.

## ARG ART AND POETRY PROJECT

Working with landlords of vacant units and owners of businesses, we have installed a number of window and poetry vinyls around the BID area.

The artwork was all provided by local creatives including Carla Dee who was involved with the Derby Ram Trail, and a number of artists from Artcore, based on Albert Street. The poetry was provided by James McNerny who runs the worldwide Poetry Project initiative. This work was funded via the Additional Restrictions Grant (ARG).



Window Vinyls

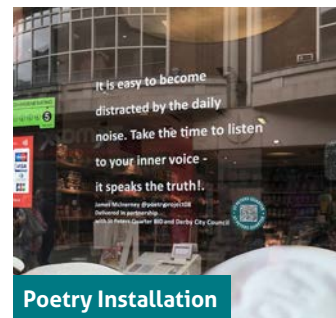


Defibrillator Maintenance

## PURPLE FLAG ACCREDITATION

Following an assessment in April, it was announced that Derby has retained its Purple Flag status for

a ninth consecutive year. 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.



Poetry Installation

## FOR THE WINTER MONTHS...

The BID funded some winter floral displays through planters and worked with Derby City Council to ensure an extensive coverage of festive lights and mini Christmas trees for business frontages in St Peters Quarter. The BID also funded a number of solar powered mini trees which hung from hanging basket fixtures along the streets, helping to create the festive feeling. A Christmas light switch on took place on Saturday 12th November, organized by Derby City Council and included a lantern parade led by Surtal arts.







Platinum Jubilee Prize Draw

## Objective 2 CELEBRATING

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

### KEY STATS

3

Events supported

1

Event sponsored

5

BID funded events

61

Businesses interacting in  
BID trails

### THE QUEENS PLATINUM JUBILEE CELEBRATIONS

Working with the Cathedral Quarter BID, St Peters Quarter funded the **Platinum Ticket Prize Draw** which saw twelve lucky entrants win £100 of shopping vouchers each to spend in St Peters Quarter and Cathedral Quarter Businesses. Visitors to St Peters Quarter could also take part in a Beacon Trail which saw Jubilee themed characters come to life through scanning QR codes at different locations throughout the BID area.

### ST GEORGE'S DAY

The BID once again sponsored the **St Georges Day celebrations** which returned to the BID area on Saturday 23rd April. Our contribution helped to fund, 'Smoked' by Creature Encounter which performed three times, and was the focal point of the day's activities at St Peters Cross, the act provided animation to the streets during the celebrations.



Derby Festé

### DERBY FESTE

**Derby Festé** made a welcome return in September with a number of performances taking place across St Peters Quarter and the Cathedral Quarter BID areas over the weekend. Crowds were wowed with juggling acts, dance performances, live music and artistic installations. The BID is once again proud to have supported this event.

### CHRISTMAS ENTERTAINMENT

St Peters Quarter BID funded **free festive entertainment** each Saturday from the 3rd – 17th December. The first Saturday welcomed musical acts situated at St Peters Cross, whilst the second and third Saturdays featured a brass band and roaming entertainment in the form of mischievous elves.



Snow Globe

### SNOW GLOBES

The BID funded a **huge snow globe** this year which stood in place in St Peters Cross on the Saturday 10th and 17th December. The inflatable installation allowed people to climb inside and be whisked away into a winter wonderland! Over 300 visitors used the free attraction during the two days it was in place.





Christmas Entertainment



Window Wonderland



## GOLDEN TICKET PRIZE DRAW

Christmas 2022 saw us partner once again with the Cathedral Quarter BID to deliver the **Golden Ticket prize draw**.

Four lucky entrants won £500 of shopping vouchers each to spend in St Peters Quarter and Cathedral Quarter businesses.

The aim of the Golden Ticket Prize Draw was to encourage and drive footfall into the city centre as entrants could only enter by picking up a ticket from businesses and posting it in one of 20 post boxes located in businesses across the two BID areas.



## WINDOW WONDERLAND COMPETITION

This year we partnered with the Cathedral Quarter BID to take over the **Window Wonderland competition** that has been run by Derby City Council since 2018. A total of 53 businesses took part this year which is the biggest number since the competition started.

The public vote, which took place via the LoyalFree app as well as QR codes in the entrants windows, saw Airbrush Body UK scoop 1st place, with Hatchet Harrys in 2nd and Padley Hub in 3rd, each winning a cash prize.

An independent judging panel also chose their favourite display from each area with the Padley Hub winning the accolade in St Peters Quarter.

## HALLOWEEN

Thank you to the 15 businesses who hosted a poster as part of our **Halloween trail** in partnership with the Loyal Free app, and a big thank you to the businesses which contributed to the large hamper as the prize.





# OUR BUSINESSES

By utilising a variety of mediums we are helping to attract new visitors into the city, increasing footfall, dwell time and spend. We have continued to build the local, regional and national reputation of the St Peters Quarter brand.

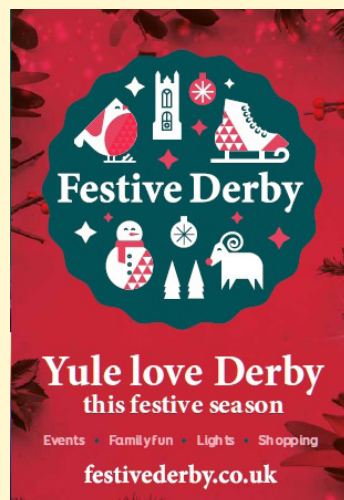
## LOYAL FREE

In September we launched our new partnership with **LoyalFree**, the place promotion app. The app allows you to promote your business for free to hundreds of local app users through offering incentives, deals, digital loyalty schemes and trails, as well as advertising your events and running in app competitions.



## KEEPING YOU INFORMED

Over the course of the year the BID Project team published one St Peters Quarter **BID Newsletter** to update businesses on BID projects and activities.



## FESTIVE GUIDE

Christmas 2022 saw us collaborate with Derby City Council to produce the '**Festive Derby**' Guide.

Featuring all City-wide events and activities, the booklet was being distributed to over 165,000 households in Derby & Derbyshire, giving St Peters Quarter area a greater reach than ever before via a printed mailing.

## SOCIAL MEDIA

St Peters Quarter has continued to build its **online presence**, generating a larger network of followers and interacting with audiences to encourage visitors to the area.

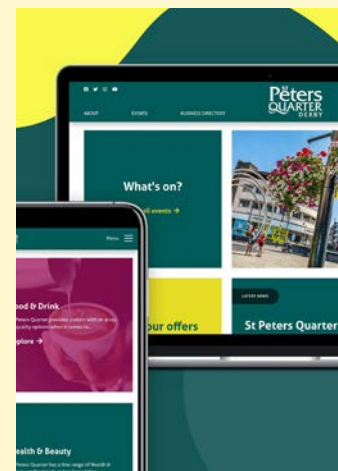
We continue to share appropriate posts from businesses where the BID is tagged and encourage your business to keep doing so in order for us to promote the quality offering in SPQ.

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



## SPQ WEBSITE BUSINESS PROFILE

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.



## 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.

To receive these updates, please email the BID office – [enquiries@stpetersquarterderby.co.uk](mailto:enquiries@stpetersquarterderby.co.uk)

## KEY STATS

**22%**

Increase in Facebook followers

**19%**

Increase in Instagram followers

**8%**

Increase in LinkedIn followers

**60+**

e-Bulletins distributed to over 400 subscribers

**165K**

Festive Guides distributed across Derbyshire

**76**

businesses promoted on Loyal Free

**7**

Loyal Free Trails





Performance monitoring

## Objective 3 SUPPORTING

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

### KEY STATS

2

Geosense sensors installed

4

Vacancy Surveys undertaken

52

Retail Sales Monitors distributed

GEO  
SENSE

### PERFORMANCE MONITORING

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. The data is also a vital tool in helping to attract new businesses and investment into St Peters Quarter. The BID undertakes a quarterly vacancy survey which assists in evaluating the economic health and performance of the area whilst also informing future projects and initiatives.

### GEO-SENSE

The BID carried out the installation of a new footfall monitoring system called GEO-Sense this year. The dedicated sensors gather anonymised data providing information on unique visitor counts which provides enhanced reports such as accurate visitor numbers, dwell time, visitor movements and frequency of visits. This crucial data can then be used to aid the attraction of new businesses and investment to St Peters Quarter.



### REPRESENTING ST PETERS QUARTER BUSINESSES

As well as delivering projects and activities within the St Peters Quarter BID area, the BID has been represented at a variety of meetings, summits and conferences over the course of the year.

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 of such occurrences include:

- City Centre Task Force
- Future High Street Fund
- Marketing Derby Bondholder events
- Association of Town & City Management conferences
- Pubwatch
- Proactive Engagement Partnership (PEP)
- Transforming Cities Project

The BID is also proud to support and assist with the liaison to business regarding the forthcoming city projects led by partners.



## BECKETWELL REDEVELOPMENT

With works almost complete on the 259 build to rent apartments named Condor, work now turns to the development of the multipurpose public space, Springwell Square.

This will be a place for people to relax between adjoining buildings and with both of these projects set to complete this spring, we won't have to wait long.

Focus is also now on the commencing of the 3,500 seater venue which will be operated by ASM Global. 2023 will be an exciting year for this £200m development.

## EASTERN GATEWAY

Planning was recently submitted for the first phase of the Eastern Gateway project including the installation of an indoor karting circuit and a supermarket in the location of the Eagle Market. Following on from this there are plans to develop up to 850 new homes with ground floor retail and leisure to service them. Reimagining Bradshaw Way will also create up to 5000 sq metres of office space, enhancing the city skyline as you enter the city from the south.

# TRANSFORMING CITIES

## – ST PETERS STREET, BABINGTON LANE AND GOWER STREET

The BID have been continuing engagement with the council on upcoming and current projects taking place in the BID area. The BID hosted a meeting this year before the works had started to give businesses a chance to meet with the council, and Eurovia to view and discuss the plans.

Works started on the 12th of September and will run until Summer 2023. Works are being conducted by Eurovia who previously carried out street refurbishment works along St Peters Street. The overall aim of the project is to improve connectivity/safety in the area and reduce the amount of traffic on the roads. The council's ambition is to revitalise walking, cycling, and public transport provision across the city.

Together with Nottingham City Council, Derby City Council have successfully secured over £162m from the Department for Transport's Transforming Cities Fund (TCF) and Active Travel Fund (ATF). This project is located in the Spot area of Derby City Centre and the

proposals hope to create:

- improved connectivity along St Peter's Street and Babington Lane that makes these streets pedestrian and disabled user friendly
- more attractive, unified, streets that strengthen the feeling of place and create local identity
- a contraflow cycle lane that is partly segregated from vehicles
- relocation of Blue Badge Holder parking provision to Gower Street that has level access onto the street
- wider pavements with tree planting and attractive new seating areas that incorporate disability accessible seats
- improved level crossing areas at the junction of London Road and Osmaston Road
- Improved level crossing areas at the junction of Babington Lane and Gower Street





# FINANCIALS

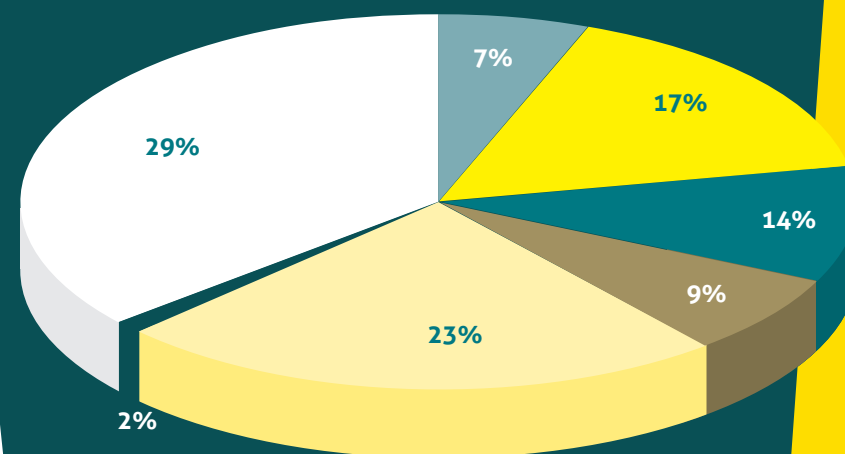
Actual and estimated expenditure as at January 2023 for period up to end of March 2023

	Budget per objective	Actual & Estimated spend as at January 2023
<b>Objective 1</b> – Welcoming	£72,602	£76,957
<b>Objective 2</b> – Celebrating	£55,340	£49,244
<b>Objective 3</b> – Supporting	£46,761	£42,687
BID Renewal/EOY Contingency Provision	£10,000	£10,000
Central Admin & Overheads	£24,573	£20,568
Levy Collection Costs	£5,235	£4,720
<b>Totals</b>	<b>£214,511</b>	<b>£204,175</b>

As at 31st December, £146,428 of levy had been collected by Derby City Council and we thank businesses for their prompt payment which has enabled the BID to continue providing support and delivering priority projects.

Over the course of 2022, the St Peters Quarter BID was able to generate £17,116 from the ARG Vibrancy Fund to deliver public realm and vibrancy projects, within the BID area.

## SECTOR BREAKDOWN



Evening Economy	7%
Food and Drink	17%
Health & Beauty	14%
Leisure	9%
Professional Services	23%
School, College, University	2%
Shopping	29%

# PAYING YOUR BID LEVY

Every business in the St Peters Quarter BID area occupying or owning a business premises with a rateable value of £12,001 and above is required to pay a levy which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment of the levy will enable the strategies set out in the BID proposals to proceed.

You can pay the levy bill in the following ways. Please always quote your BID account reference number. This is an eight-digit number starting with a 5.

**By debit or credit card** – telephone **0345 600 1982** or online at **www.derby.gov.uk/payments**

**Online** – by creating a new payee for Derby City Council and using the following account details: Lloyds Bank sort code **30 92 59** account number **00008503**

If you have any questions, please contact the Business Rates office at Derby City Council.

Tel: **01332 642 428** or email: **business.rates@derby.gov.uk**

The St Peters Quarter BID levy criteria can be found in the BID Business Plan, available to view online or on request from the BID office.



## ST Peters QUARTER DERBY

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