

ST  
**Peters**  
**QUARTER**  
DERBY

# ANNUAL Report

2021-2022



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

 @SPQDerby   StPetersQuarterDerby

 St Peters Quarter  St Peters Quarter BID

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Helen Wathall

# Chair's INTRODUCTION

## Welcome to St Peters Quarter Business Improvement District's (BID) annual report for 2021-2022.

This year the challenges of operating within a pandemic have continued. St Peters Quarter BID has continued to operate throughout, delivering the projects you identified as your priorities and adapting its activities to offer businesses the support needed during the various restrictions and lockdowns. During the year we introduced a couple of new and exciting initiatives which our business community have taken advantage of alongside those which continue to be well valued year upon year.

The 'Derbyshire Business Crime Reduction Partnership' has seen a large number of businesses sign up allowing them to report low level crime directly to the Police and therefore helping to make the area a safer place for all; and the 'Too Good To Go' scheme which has allowed businesses to elevate their green credentials by selling surplus food to help reduce food waste.

The BID, jointly with the Cathedral Quarter BID, also secured additional funding, as part of the ARG Vibrancy fund, which will enable us to bring more vitality to the area courtesy of improved business frontages. We were also successful working alongside Marketing Derby, and jointly with the Cathedral Quarter BID and Derbion, in securing funds to promote the city to local people to encourage footfall.

Live events returned to the city in the summer with one of the highlights being the long-awaited Derby Ram Trail of which we were proud to be the Trail Partner. It encouraged people from all over the country to visit the works of art in our wonderful city.

The BID has continued to be the single point of contact for all the latest COVID information and working alongside Derby City Council and partners, we have played a key role in making the city centre a safer place to be and in helping businesses to implement safety measures. Throughout the year, the BID Rangers have continued with their patrols, checking premises, and notifying businesses of any issues. At various points this year, the BID has also continued to fund overnight security patrols to help protect the premises of those businesses that have not been open.

In December 2021 the St Peters Quarter BID renewed for a further 5 years thanks to 86% of voters saying yes in the ballot. We have achieved a lot together over the last ten years, with St. Peter's Quarter now being recognised as part of the city centre and a destination in its own right. The new business plan sets us up for the next five years and beyond with the new objectives representing your priorities for the area:

Objective 1 – Welcoming, will see the BID work towards providing a vibrant, safe, and positive experience for all.

Objective 2 – Celebrating, will see us continue to promote and celebrate all the great businesses, leisure, and heritage in our area, and aim to increase positive perceptions, loyalty, and pride.

Objective 3 – Supporting, will see the BID represent the interests of businesses, and to support and encourage their growth, development, and investment in St. Peter's Quarter.

There are exciting times ahead for St Peters Quarter with a number of regeneration projects fully underway in and around the area, most notably Becketwell and Nightingale Quarter. All of this brings the opportunity for many more visitors to the BID area and in turn, to our wonderful community of businesses.

Warm Regards,

**Helen Wathall MBE**

Chair of St Peters Quarter BID Board  
Managing Director of Wathall's

# 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.

If you are interested in joining St Peters Quarter BID Board, please contact the BID office for more information.



**Helen Wathall**

Chair of St Peters Quarter BID Board & Managing Director of Wathall's



**Simon Wildash**

Vice-Chair & Director,  
Nielsen McAllister Public Relations



**Russell Davies**

Partner, Smith Partnership



**Christopher Memmott**

Local Director,  
Nationwide Building Society



**Nadine Peatfield**

Derby Labour Councillor,  
Shad Cabinet Sustainability  
& Environment



**Jazzy Montague-Sayers**

Health & Safety Manager,  
Sally Montague Hair Group



**Matthew Eyre**

Cabinet Member for Place and  
Community Development

## 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.



**Karine Fowkes**

BID Project Manager



**Max Mackenzie-Cooper**

BID Project Executive



**Eve Taylor**

Social Media



**Pooja Sharda**

Administrator / Bookkeeper



**SPQ Rangers**

Dave Wilson and Nikki Matthews

## 2021-2022 DELIVERY AT A GLANCE

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.



BID Ranger Service



DISC



Storewatch radio loan scheme



Footfall cameras



Social media support and business promotion



Ebulletins and business comms



Too Good to Go Scheme



Floral Displays



SPQ website profiles

## Objective 1 SAFE & INVITING

To provide a safe and inviting environment for visitors, workers and residents to enjoy.



### KEY STATS

**2243**

Hours of BID Rangers on Duty

**1835**

Business Visits undertaken by the Ranger team

**506**

Ambassadorial engagements carried out

**40**

Storewatch Radios provided together with Cathedral Quarter

**60**

Businesses signed up to the Derbyshire Business Crime Partnership

### THE ST PETERS QUARTER RANGERS

Dave Wilson and Nikki Matthews

## 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.

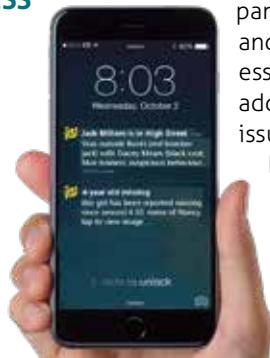
## STOREWATCH RADIO

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 BID purchased 40 Storewatch Radios in 2019 with funding secured through the Police and Crime Commissioners Office. The radios enable businesses to keep in contact with one another, the Rangers and other partners, such as the Police and CCTV.



## DERBYSHIRE BUSINESS CRIME REDUCTION PARTNERSHIP

St Peters Quarter and Cathedral Quarter BIDs have collaborated with the Chamber of Commerce to introduce



the **Derbyshire Business Crime Reduction Partnership (DBCRP)** to the city, 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.**

## CITY CENTRE BUSINESS MEETINGS

St Peters Quarter BID in partnership with Derby City Council, Derbyshire Constabulary and Cathedral Quarter BID, held a number of roundtable meetings with city centre businesses. The meetings provided 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

was welcomed by all partners involved and proved an essential part of addressing various issues around the BID area.



## COVID-19 SUPPORT

The BID has continued to provide support during the COVID-19 pandemic. Businesses have continued to be supplied with items from our support packs such as hand sanitizer, face coverings and information posters, and any new information which would affect businesses has been communicated via our ebulletins and the Rangers.

## TRAUMA KITS

The Police and Crime Commissioner, in partnership with St Peters Quarter and Cathedral Quarter BIDs, Derbyshire Constabulary and the East Midlands Major Trauma Centre, purchased and distributed trauma kits to businesses across the city to be used in an emergency if somebody has suffered life-threatening



knife injuries. Businesses in the area undertook trauma training shortly prior to the first lockdown in 2020. The kits form part of our ongoing programme of working with partners to improve safety and well-being in the city and are a sensible measure to provide emergency treatment should an incident occur.

## 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.



## PURPLE FLAG ACCREDITATION

Following an assessment prior to lockdown earlier in 2020, it was announced that Derby has retained its Purple Flag status for a seventh 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.



# Objective 2

## SMART & ATTRACTIVE

To make the area smart and attractive and encourage a sense of pride in St Peters Quarter.



### FOR THE SUMMER MONTHS

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

### FOR THE WINTER MONTHS

Working with Derby City Council, the BID once again ensured an extensive coverage of festive lights and mini Christmas trees for business frontages in St Peters Quarter. A Christmas Lights Switch On event organised by Derby City Council was held on Saturday 13th November, with a lantern parade by Surtal Arts leading from The Spot to the entertainment on Corporation Street before the big switch on at 6pm.





Becketwell redevelopment

## BECKETWELL REDEVELOPMENT

Work is well underway on phase one of the **Becketwell** scheme, with the construction of 259 one and two-bedroom apartments and the delivery of a new public square. Completion of this first phase is scheduled for Spring 2023. In October, detailed planning consent was also granted by Derby City Council for a 3,500 capacity performance venue, subject to a condition change. The performance venue will be delivered during phase two of the scheme with demolition work set to commence in January 2022. Expected to host over 200 cultural and commercial events each year and attract an additional 250,000 visitors to the city, construction will begin in January 2023, with completion and handover to the operator in late 2024.

## EASTERN GATEWAY

Also in October, Derby City Council Cabinet approved the project delivery arrangements for the Eastern Gateway initiative to create a new public boulevard, urban green space and commercial units on East Street by the current Eagle Market entrance. Part of this scheme will be funded by the Future High Street Fund with construction due to begin in autumn 2022 and expected to be completed by March 2024.

## MUSEUM OF MAKING

The Museum of Making's official opening took place at the end of September and also marked the launch of Derby Festé. The museum which is located at Derby Silk Mill has also won a number of awards since it opened its doors for the first time in May 2021, most notably securing five trophies at the Constructing Excellence East Midlands Awards and "Project of the Year Under £25m" at the National Construction News Awards.



## FUNDING AVAILABLE FOR BUSINESSES AND LANDLORDS

St Peters Quarter BID were successful in an application to the ARG Vibrancy Fund to deliver a number of projects in the BID area over the coming months.

## BESPOKE ART TRAIL ON VACANT UNITS

St Peters Quarter BID will be working with landlords, Derby City Council and cultural organisations to deliver interventions on vacant units to improve the vibrancy of the BID area. We will produce and install a series of window dressings to create a trail of bespoke artwork across the city centre to improve the street scene.

## BUSINESS FRONTAGES

St Peters Quarter BID will be working with landlords and business owners to deliver initiatives aimed at adding creativity and additional vibrancy to the BID area. Working alongside the Poetry Project and Derby City Council, we will be installing window vinyls in both vacant and occupied units to create a Poetry & Art Interactive Trail that will make people stop, think and explore our city with an aim to inspire and motivate.

SPQ Window Vinyl



## PROMOTING DERBY AS A CITY OF CHOICE

St Peters Quarter BID is working in partnership with Cathedral Quarter BID, Marketing Derby and Derbion to deliver a programme of interventions to tackle negative perceptions of the city and to promote the positive aspects and diverse offer available to residents and visitors to the city. The project will look at gateway signage, digital marketing campaigns and the creation of a cohort of 'City Champions' amongst other activities. Watch this space!

# Objective 3

## WELCOME & ACCESSIBLE

To create an enjoyable and easily accessible place to explore for visitors, workers and residents

### KEY STATS

**3** Footfall Cameras funded

**4** Vacancy Surveys undertaken

**52** Retail Sales Monitors distributed



### 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 during periods of restrictions and will assist decision-making during the recovery

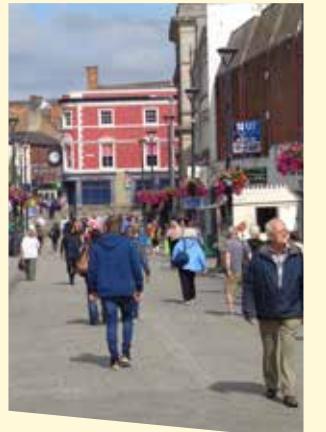
and transformation of the city. The data is also a vital tool in helping to attract new businesses and investment into St Peters Quarter.

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.



## 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.



## 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:

- 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



# Objective 4

## ENTERTAINING & PROMOTED

To celebrate and promote the diversity of the area and build the reputation of St Peters Quarter as a great place to shop, relax and be entertained.

### KEY STATS

**2** Events Supported

**1** Event Sponsored

**4** BID funded Events

### THE DERBY RAM TRAIL

The St Peters Quarter BID were very proud to be the Trail Partner for the Derby Ram Trail alongside Derby Museums and Wild in Art.

30 brightly decorated Ram sculptures were situated throughout Derby City Centre during the summer months and attracted visitors from far and wide to seek out all the different themed works of art.

Once the trail had finished, the Ram sculptures were then auctioned off.

The Ram sponsored by the St Peters Quarter BID – 'Woolly Rammy', designed by local artist Rebecca Morledge – raised £6,200 with an overall total of £300,000 being raised on the evening of the auction towards the Derby Museums endowment fund.

### Ram Trail Stats

- **7840** App Downloads
- **43%** of visitors walked the trail more than once
- **76%** of visitors came to Derby specifically for the Ram Trail
- **16%** of visitors travelled more than 50 miles to visit Derby





## THE GREAT RAM SLEEPOVER

A number of plush Rams were given a makeover by our Project Executive, Eve Taylor. Taking on some new Ram personas such as Freddie MercuRAM and RAMbo, the characters spent time in a number of St Peters Quarter businesses providing the staff with plenty of social media opportunities.

### Rams Sleepover



## NATIONWIDE RAMS DISPLAY

The BID worked with Nationwide on East Street, to create a display of all the Rams that were entered into a competition for local schools. The mini Rams were decorated by local pupils and were put on display together to showcase their talent.

## RAM TRAIL RECEIPT COMPETITION

The public were invited to enter our joint receipt competition with the Cathedral Quarter BID which ran for the duration of the Derby Ram Trail. Anyone spending £5 or more in any St Peters Quarter or Cathedral Quarter businesses could submit the details of the receipt for one entry into our prize draw. Two lucky winners received £100 of vouchers each to spend in businesses in both BID areas.



Nikki Stenciling

## DERBY RAM TRAIL DECORATION

The BID also funded pavement stencils and decorative bunting for shop windows to create a cohesive look to the BID area during the Derby Ram Trail. The pavement stencils led visitors around the different Rams in the area whilst also promoting St Peters Quarter.



## 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.



Derby Festé

## 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 MARKET PLACE FOOD COURT

The BID continued to support the Derby Market Place Food Court which had been transformed into a temporary event space throughout the Autumn and Winter months. As well as still providing extra seating space for hospitality businesses in the area, a large range of entertainment was available in the purpose built marquee.

## CHRISTMAS ENTERTAINMENT

St Peters Quarter BID funded free festive entertainment each Saturday from the 27th November until 18th December. The four Saturdays welcomed traditional Christmas music acts situated at St Peters Cross.

## CHRISTMAS WINDOW DISPLAYS

We worked alongside Derby City Council and Cathedral Quarter BID to assist businesses in creating Christmas window displays. A limited number of small grants were available to businesses to assist in window displays with the option to also become part of a Gingerbread themed trail.

## GOLDEN TICKET PRIZE DRAW

Christmas 2021 saw us partner with 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.



Green Lane Day



Christmas Entertainment

# Objective OUR BUSINESSES

By utilising a variety of mediums we continued to build the local, regional and national reputation of the St Peters brand and supported businesses during the pandemic, promoting the St Peters as a safe place to visit when restrictions allowed and providing opportunities for business promotion, including during lockdown periods.

## KEY STATS

**10%**

Increase in Facebook  
followers

**3%**

Increase in Twitter  
Followers

**12%**

Increase in Instagram  
Followers

**54%**

Increase in LinkedIn  
Followers

**70+**

e-Bulletins distributed

**3**

Newsletters distributed

## KEEPING YOU INFORMED

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

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

## TOO GOOD TO GO

St Peters Quarter BID is working in partnership with **Too Good To Go** – a social impact company and 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. Please contact the BID office for more information on the scheme.



## GOOGLE GARAGE

We partnered with Google and a number of other BID's in the UK to bring three free **Google Garage** sessions to our businesses. The sessions allowed business owners and their workforce to learn about increasing their visibility on the web and advertising online.



# ST PETERS QUARTER 2022-2027

In December, Businesses across St Peters Quarter voted in favour of renewing their status as a Business Improvement District (BID) – securing £1 million to be spent on continuing to improve the trading environment and represent business interests over the next five years.

This positive result followed several months of planning, in-depth interviews, surveys and a month-long ballot in which hundreds of businesses in the area were asked to vote on the proposals.

86% of votes cast voted in favour of the BID Renewal Ballot by total number of businesses, and 89% of votes cast voted in favour of the BID by Rateable Value.

As a result of the yes vote, the renewal of St Peters Quarter BID will commence on the 1st April 2022 and businesses with a rateable value of £12,001 or above will pay a levy based upon their rateable value, creating a collective fund of more than £1 million to spend over the next five years.

## The objectives of the new Business Plan

### 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.

St Peters Quarter BID will continue to work closely with Derby City Council and other partners, representing the business's interests and influencing and shaping the key plans for the area.



# FINANCIALS

Unaudited accounts included estimated accruals as at December 2021

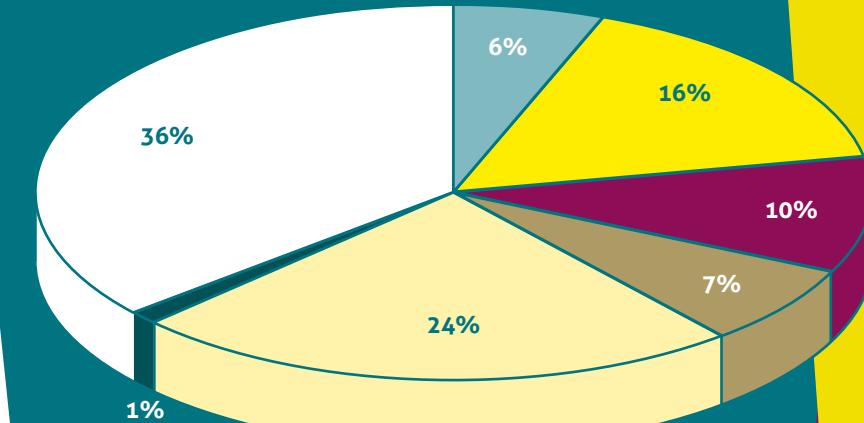
Estimated Committed Spend	Budget per objective	Actual & Estimated spend as at December 2021
<b>Objective 1</b> – Safe and Inviting	£53,930.00	£52,502.46
<b>Objective 2</b> – Smart and Attractive	£43,624.00	£44,335.83
<b>Objective 3</b> – Welcome and Accessible	£16,852.00	£14,632.71
<b>Objective 4</b> – Entertaining and Promoted	£26,910.00	£29,231.91
BID Renewal/EOY Contingency provision	£29,200.00	£29,222.76
Central Admin & Overheads	£22,165.00	£19,834.34
Levy Collection costs	£5,235.00	£5,235.00
<b>Totals</b>	<b>£197,916.00</b>	<b>£194,995.01</b>

As at 30 November, £146,756.70 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. During the course of the year, £65,241.69 was paid to Derby City Council, representing the difference between the levy underwritten previously paid to the BID in 2020/21 and the levy collected from businesses for that period.

Over the course of 2021, St Peters Quarter BID was able to lever in £84,034 in grants, savings and in-kind funding for projects and activities in support of St Peters Quarter Businesses. This included grants totalling £17,500 from the ARG Vibrancy Fund to deliver public realm and vibrancy projects, £29,648 from the ARG Fund and £3,000 from the Police & Crime Commissioner to assist with the implementation of the Derbyshire Business Crime Prevention Scheme within the BID area. The BID

project team continued to work with its partners to tackle the challenges brought by COVID-19, ensuring the city centre continued to be a safe and attractive place to visit whilst also implementing measures to aid recovery. St Peters Quarter BID also went through its renewal process in 2021, culminating in a 'YES' vote at ballot in December. The new BID term will start on 1 April 2022.

# SECTOR BREAKDOWN



Evening Economy	<b>6%</b>
Food and Drink	<b>16%</b>
Health & Beauty	<b>10%</b>
Leisure	<b>7%</b>
Professional Services	<b>24%</b>
School, College, University	<b>1%</b>
Shopping	<b>36%</b>

## PAYING YOUR BID LEVY

Every business in the St Peters Quarter BID area occupying or owning a business premises with a rateable value of £12,000 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](http://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**

**PLEASE NOTE:** Due to the implications of COVID-19, cash payments are unavailable for the foreseeable future.; Derby City Council no longer accepts payment by cheque. Please use one of the alternative payment methods.

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](mailto:business.rates@derby.gov.uk)

**St Peters Quarter BID,**  
**2nd Floor, 12 The Strand, Derby DE1 1BA**  
**Tel: 01332 419050** [enquiries@stpetersquarter.co.uk](mailto:enquiries@stpetersquarter.co.uk)

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

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 St Peters Quarter  St Peters Quarter BID



### FUTURE PROJECTS

The St Peters Quarter BID will continue to deliver projects during 2022 – 2023 in line with the new Business plan, commencing the third term of the BID which runs from 2022 – 2027.