

ST  
Peters  
QUARTER  
DERBY

# Annual Report 23-24

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



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Helen Wathall MBE

# Chair's INTRODUCTION

## Welcome to the St Peters Quarter Business Improvement District's (BID) annual report for 2023-24.

During this past year we have been delivering projects relating to the three 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. This year we brought to the city the UK's Largest Post box.

Our monthly tidy days are becoming increasingly popular with more businesses taking part and I am pleased to announce that these will continue to be a monthly occurrence and we would like to involve businesses even more with having tidy sessions partnered with businesses within the BID area. We have also

strived to keep you, our businesses safe with the continuation of the Derbyshire Business Crime Reduction Partnership (DBCRP), and of course our Rangers; Nikki and our new Ranger Ian Rollett who continue to work on an inform and report basis.

Throughout the year we hosted our first meet and greet event, sponsored and supported great events such as St George's Day and Derby Festé and once again funded festive entertainment including Snow Globes and walk around entertainment with some new faces including the Grinch. As a part of our Loyal Free app, a number of businesses have featured in trails throughout the year including our summer and 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 with the first phase being completed in Spring 2023, with the performance venue well underway and the Transforming Cities Fund which has seen great improvements take place in Gower Street, Babington Lane and St Peters Street. Works have now started on Victoria and Albert Street. 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 to 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 projects.

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 Memrott**

Local Director, Nationwide Building Society



**Nadine Peatfield**

Deputy Leader & Cabinet Member for City Centre, Regeneration, Culture and Tourism, Derby City Council



**Jazzy Montague-Sayers**

Health & Safety Manager, Sally Montague Hair Group



**Matthew Eyre**

Shadow Cabinet Member for Leisure, Culture & Innovation, Derby City Council



**Kerry Collyer**

Marketing Manager for Padley at YMCA Derbyshire.

## 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 Project Manager



**Gemma Pindard**

BID Project Executive



**Eve Taylor**

Social Media



**Charlotte Fearn**

Administrator / Data Analyst



**Pooja Sharda**

Administrator / Bookkeeper



**Nikki Matthews & Ian Rollett**

St Peters Quarter Rangers



Tidy Days

## TIDY DAYS

**7** tidy sessions

**70** large bags of rubbish collected

**Over 100** needles removed from the BID area

Thank you to all the businesses and partners who have contributed to our tidy sessions. Keep an eye out on our socials for future tidy days taking place and ways you can get involved.

# Objective 1 WELCOMING

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



## MEET OUR NEW BID RANGER

Ian joined us towards the end of 2023 and is currently working his way around levy paying businesses to introduce himself as well as becoming acquainted with partners such as the Police and the REST team with whom he will be working closely with going forwards. We hope you will join us in making him feel welcome as he settles into the role.

Feel free to reach out to our BID Rangers, Nikki and Ian, for assistance, information, and guidance regarding BID projects, initiatives, and opportunities that can positively impact your business. The Rangers are active in collaborating with partners to address and combat crime and anti-social behaviour in the area as well.



Ian Rollett

## BUSINESS CRIME MEETINGS

We collaborated with the Cathedral Quarter BID and the Derbyshire Business Crime Reduction Partnership (DBCRP) to organise a monthly **Crime and Business drop-in meeting**. This provided an excellent platform for businesses to engage in direct discussions with the Police, PCSOs, and PPOs, addressing any crime and anti-social behaviour (ASB) concerns they might be facing. It also offered an opportunity for businesses to share relevant intelligence. Stay tuned for announcements of dates and locations in our weekly ebulletins for events in 2024.

## KEY STATS

**2400**

Hours of BID Rangers on duty

**2280**

Business visits undertaken

**185**

Ambassadorial engagements carried out by the Rangers

**40**

Storewatch Radios provided together with Cathedral Quarter BID

**75**

Businesses signed up to the Derbyshire Business Crime Reduction Partnership

## PURPLE FLAG ACCREDITATION

After an evaluation in April 2023, it was declared that Derby has successfully maintained its **Purple Flag status** for the tenth consecutive year. St Peters Quarter BID collaborated with Derby City Council and other partners in submitting the application to the Association of Town and City Management (ATCM). Initially attained in 2013, the Purple Flag is an international accreditation scheme that acknowledges a town or city's expectational management of the evening and night-time economy.

## SAFER BUSINESS ACTION DAY

The collaborative efforts between law enforcement and businesses were evident during the Safer Business Action Day (SaBA Day) in October. The event, attended by the Police and Crime Commissioner for Derbyshire, Angelique Foster,



Safer Business Action Day

and Cllr Hardy Dhindsa, showcased a united front against anti-social behaviour (ASB).

Businesses underlined the extent of ASB they encounter, underscoring the urgency for proactive measures to ensure a secure business environment. This initiative not only addressed current challenges but also set a positive precedent for future endeavours aimed at fostering a safer business community.

### The BID continues to fund and provide:

- Storewatch Radio
- Derbyshire Business Crime Reduction Partnership (DBCRP)
- Maintenance of Defibrillator



## For the summer months...

St Peters Quarter BID allocated funds for the placement of numerous **3-tiered planters**, **wooden planter displays** and **hanging baskets** within the BID area. Collaborating with Derby City Council, these captivating floral displays adorned the area throughout the summer and extended into the autumn season.

## KEY STATS



## GREAT BRITISH SPRING CLEAN

In March, the BID supported the Keep Britain Tidy initiative – **The Great British Spring Clean**. Joined by volunteers from a number of local businesses we collected over 20 bags of litter from around the BID area as well as removing out of date signage from lamp posts. Derby City Council's Streetpride team also performed a number of tasks

in support with gum removal, jet washing and cleaning the windows of vacant properties.

## And for the winter months...

We worked closely with Derby City Council and Cathedral Quarter BID to install festive lighting. This included the installation of **cross street lighting** and **mini trees** on shop frontages. The BID also contributed to the festive ambience by funding **solar-powered mini trees**, suspended from hanging basket fixtures leading all the way along St Peters Street.

In partnership with Derby Live, we also funded a festive installation at the Spot – the **UK's Largest Postbox** running through the festive period from 29th November until 2nd January.

52

Hanging baskets installed

4

Summer 3-tier planters

3

Wooden planter displays

52

Solar hanging Christmas trees installed

215

Letters posted to Santa



Christmas Post Box



Hanging Solar Christmas trees

## DERBY FESTÉ



## 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

7

Events funded

1

Events sponsored

2

Events supported

37

Businesses interacting in BID trails

### A JURASSIC DAY PHOTO OPP IN ST PETERS QUARTER

In July we supported the Cathedral Quarter's event '**A Jurassic Day Out in Cathedral Quarter**' with a Jurassic photo opportunity with large gates. Despite the rain on the day, the City Centre was busy with visitors to the event. Footfall on the day increased by 8% compared to the previous Saturday proving a roaring good but soggy day was had by all!

### CORONATION CELEBRATIONS & CORONATION TRAIL

To commemorate the Coronation of King Charles III, we organized a family-friendly **poster trail** from May 2nd to 14th. Ten posters, each featuring a different letter and a fun fact about the King, were strategically placed in business windows. Participants utilised the LoyalFree app to locate the posters, collecting letters along the way. The challenge was to unscramble the letters to reveal the word 'Coronation'.



### DERBY FESTÉ

September marked the much-anticipated return of **Derby Festé**, featuring a myriad of captivating performances spanning the St Peters Quarter BID and Cathedral Quarter areas throughout the weekend. Enthusiastic crowds were treated to mesmerising acrobatic acts, dynamic dance performances, live music, and intriguing artistic installations. The BID takes pride in once again supporting this event.



### ST PETERS QUARTER'S FIRST MEET AND GREET!

St Peters Quarter hosted their first **meet and greet with Bluey** this summer, despite the wet weather the event was a real success with just over 300 children and accompanying family members coming to meet the much loved character, hosted at St Peters Church.



### SUMMER AND HALLOWEEN TRAILS

Thank you to the businesses who hosted a poster as part of our **Summer Safari Trail** and/or 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 prizes.





Christmas Entertainment

## CHRISTMAS ENTERTAINMENT

St Peters Quarter BID funded **free festive entertainment** each Saturday from the 2nd -23rd December. Each weekend featured a number of walkaround acts that interacted with visitors to the area including characters such as the Grinch, Ice King and Queen Stilt walkers and a Gingerbread man.

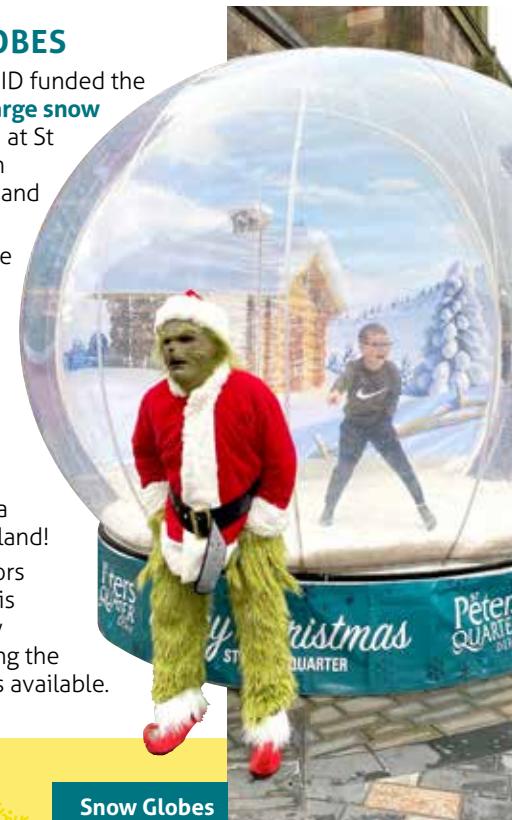
### KEY STATS

**Over 3500**  
golden ticket entries

**Over 600**  
visitors to Snow Globe



Window Wonderland



Snow Globes

## SNOW GLOBES

This year, the BID funded the return of the **large snow globes** located at St Peters Cross on December 9th and 23rd.

These inflatable installations provided an enchanting experience, allowing individuals to enter and immerse themselves in a winter wonderland!

Over 600 visitors delighted in this complimentary attraction during the two days it was available.



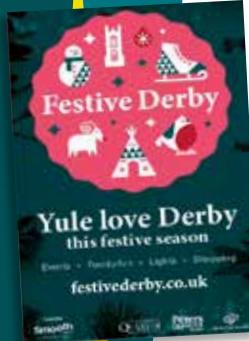
## WINDOW WONDERLAND COMPETITION

We partnered with Cathedral Quarter BID again for the **Window Wonderland competition**. 40 businesses took part this year bringing some very creative designs to the city centre. The public vote, which took place via the LoyalFree app as well as QR codes in the entrants windows, saw the Padley Hub scoop 1st place in our area, with The Orchard Garden Day Nursery and Hatchet Harry's securing 2nd & 3rd. An independent judging panel also chose their favourite display from each area with The Padley Hub winning the award in St Peters Quarter. A final category for 'Best use of an Elf on a Shelf' in a display saw Uniform Direct winning a trophy for their comedic efforts.

## GOLDEN TICKET PRIZE DRAW

Christmas 2023 saw us collaborate once more with the Cathedral Quarter BID for the **Golden Ticket prize draw**. Four winners each secured £500 of shopping vouchers each, redeemable at businesses in St Peters Quarter and Cathedral Quarter. The primary objective of the Golden Ticket Prize Draw was to stimulate and boost foot traffic in the city centre. Entrants were exclusively eligible by acquiring a ticket from participating businesses and submitting it into one of the 20 designated post boxes situated in businesses spanning both BID areas.

# OUR BUSINESSES



## FESTIVE GUIDE

In November, we once again joined forces with Derby City Council to craft the '**Festive Derby Guide**'. Encompassing a comprehensive list of city-wide events and activities, this booklet reached over 135,000 households in Derby & Derbyshire, extending the outreach of the St Peters Quarter area through a distributed printed mailing like never before.

## SMALL BUSINESS SATURDAY CAMPAIGN

**Small Business Saturday** took place on 2nd December and during November leading up to the day, we ran a social media campaign promoting as many of our independent businesses as possible to raise awareness of using local companies this Christmas and beyond.



Small Business Saturday

## PURPLE FLAG & DERBYSHIRE BUSINESS CRIME REDUCTION PARTNERSHIP

**Purple Flag** is the accreditation given to towns and cities with a vibrant and safe evening economy and each year the month of October is dedicated each year to highlighting the award and promoting awareness. Derby has retained its Purple Flag status for 10 consecutive years, proving that the businesses in the area create a welcoming, safe environment to enjoy a great night out.

Over the course of the month we ran a social media campaign highlighting the businesses and initiatives that contribute towards us retaining the accolade. This included the work we do together with the Derbyshire **Business Crime Reduction Partnership** (DBCRP)



## LOYAL FREE

We continue to fund the **LoyalFree app**, enabling you to showcase your business to a vast community of local app users at no cost. This is achieved through the provision of incentives, deals, and digital loyalty programs. Additionally, you can promote your events and organise in-app competitions. If you would like more information on the app for sign up please contact the BID team.



## SOCIAL MEDIA AND BUSINESS PROMOTION

St Peters Quarter has consistently strengthened its **digital footprint**, expanding its community of followers and actively engaging with audiences to drive foot traffic back to the City Centre. We consistently share relevant posts from businesses when the BID is tagged in and encourage your continued participation. By doing so, we collectively promote the exceptional offerings within the area.

## SPQ WEBSITE BUSINESS PROFILE

Every business in St Peters Quarter enjoys its dedicated profile page on the **SPQ website** business directory. Feel free to reach out if you wish to make any updates to your page.

## EBULLETINS AND BUSINESS COMMS

Businesses are regularly informed of crucial and pertinent details about BID projects, local developments, positive news, and more through our weekly communications. To stay in the loop and receive these updates, kindly reach out to the BID office via email at [enquiries@stpetersquarter.co.uk](mailto:enquiries@stpetersquarter.co.uk)

## KEY STATS

2

BID Newsletters issued

135,000

Festive Guides distributed across Derby

7%

Increase in Instagram followers

10%

Increase in Facebook followers

11%

Increase in LinkedIn followers

74

eBulletins distributed to a mailing list of over 500 subscribers



## ST PETERS QUARTER BID NEWSLETTERS

Throughout the year, the BID Project team released two **BID newsletters** dedicated to updating businesses on the latest developments and activities within the St Peters Quarter BID area.



## Objective 3 **SUPPORTING**

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

### KEY STATS

**52**

Visitor Activity Reports Distributed

**4**

Vacancy Surveys undertaken

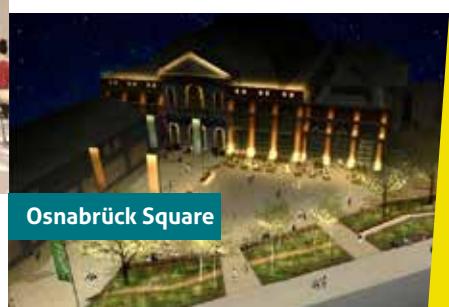


### DERBY MARKET HALL & OSNABRUCK SQUARE

The ongoing development of **Derby's Market Hall** has entered a new stage, with an invitation extended to traders expressing interest in securing one of its 42 stalls. Hemingway Design is at the forefront of this initiative, encouraging both startups and established businesses to become part of the vibrant creative community. Anticipated to open its doors in Spring 2025, the Market Hall is poised to offer a dynamic mix of shopping, dining, and entertainment experiences.

The Victorian structure, meticulously restored, showcases an impressive cast iron and glass roof. The interior is designed with adaptability in mind, allowing for flexible configurations to suit a diverse range of events. This innovative project promises to breathe new life into the historic Market Hall, creating a hub for commerce and culture in the heart of Derby.

In addition to the successful completion of the Derby Market Hall and the Albert Street & Victoria Street Improvements, **Osnabrück Square** is set for a transformation into a new public space designed for outdoor dining and relaxation.



### Albert and Victoria Street Improvements



### ALBERT STREET & VICTORIA STREET IMPROVEMENTS

Recently, the enhancement project for [Albert Street](#) and [Victoria Street](#) has commenced with the aim of mitigating congestion, reducing pollution, and facilitating smoother travel for cyclists and pedestrians.

The upgrades encompass the establishment of broader pathways, enhanced cycle lanes, and the installation of additional cycle stands. Moreover, new paving is set to enhance the overall coordination of the streets. These improvements are anticipated to continue until the autumn of 2024.

### Performance Monitoring



### PERFORMANCE MONITORING

Partnerships for Better Business (pfbb uk), serving as the contract managers for St Peters Quarter and Cathedral Quarter BIDs, maintain an ongoing [weekly sales and footfall monitoring](#) initiative encompassing both BID areas. This information plays a pivotal role in overseeing the city's performance, serving as a crucial tool for attracting new businesses and investments into St Peters Quarter. Additionally, the BID conducts a quarterly vacancy survey to assess the economic well-being and performance of the area, providing valuable insights for future projects and initiatives.

### GEO-SENSE

The BID remains committed to supporting the footfall monitoring system known as GEO-Sense. Specially designed sensors collect anonymised data, supplying valuable insights into unique visitor counts.

This data facilitates the generation of detailed reports, including precise visitor numbers, dwell time, visitor movements, and visit frequency. This essential information can be leveraged to attract new businesses and investments to St Peters Quarter.

### St Peters Quarter



### REPRESENTING ST PETERS QUARTER BUSINESSES

In addition to executing projects and organizing activities within the St Peters Quarter BID vicinity, the BID has actively participated in numerous meetings, summits, and conferences throughout the year.

This proactive engagement serves to enhance the visibility of St Peters Quarter at both local and national levels, guaranteeing that the perspectives of the BID and its affiliated businesses are duly acknowledged.

Illustrative instances of such engagements encompass:

- [City Centre Task Force](#)
- [Marketing Derby Bondholder events](#)
- [Association of Town & City Management conferences](#)
- [Pubwatch](#)
- [Proactive Engagement Partnership \(PEP\)](#)
- [City centre summit](#)
- [Destination Derby Board](#)
- [Derbyshire Business Crime Reduction Partnership \(DBCOP\)](#)
- [Derby Economic Development Advisory Committee \(DEDAC\)](#)

# FINANCIALS

Actual and estimated expenditure as at February 2024 for period up to end of March 2024.

	Budget per objective	Actual & Estimated spend as at February 2024
<b>Objective 1</b> – Welcoming	£79,207	£76,332
<b>Objective 2</b> – Celebrating	£52,174	£45,559
<b>Objective 3</b> – Supporting	£17,367	£16,778
BID Renewal/Accrual	£8,000	£8,000
Central Admin & Overheads	£27,079	£21,106
Levy Collection Costs	£5,400	£5,400
<b>Totals</b>	<b>£189,228</b>	<b>£173,175</b>

At the end of December 2023, £170,143 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.

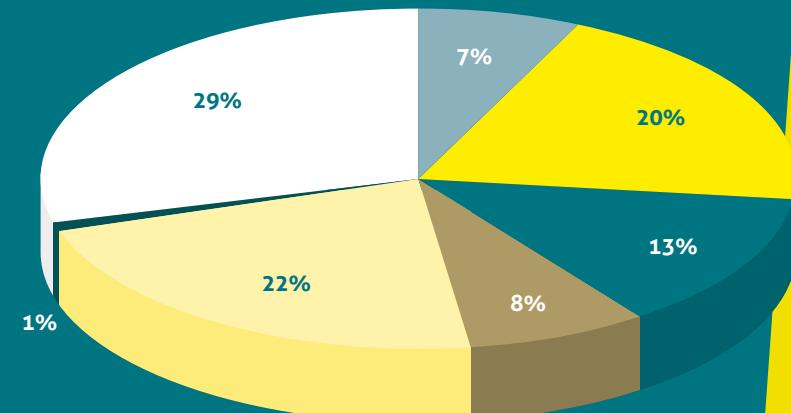
Over the course of 2023 St Peters Quarter BID was able to generate over £30,700 in savings and in-kind funding for projects and activities in support of the St Peters Quarter businesses.

The BID has drawn on cash reserves to supplement the budget.

Full annual accounts will be available at the AGM in September.

The BID will continue to deliver projects in line with the Business plan over the forthcoming year.

# SECTOR BREAKDOWN



Evening Economy	7%
Food and Drink	20%
Health & Beauty	13%
Leisure	8%
Professional Services	22%
School, College, University	1%
Shopping	29%

# PAYING YOUR BID LEVY

**Every business in St Peters Quarter 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 will help ensure that the objectives that were voted on in the Business Plan come to fruition.

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

**By debit or credit card** – telephone **0345 600 1982** or online – [www.Derby.gov.uk/payments](http://www.Derby.gov.uk/payments)

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

**PLEASE NOTE:** 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 642428** or email: [business.rates@derby.gov.uk](mailto: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.



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