Invitation to the Launch of the BID

Monday 16th January 5.30 pm
At Sally Montague Salon, Old Hall, St Peters Churchyard, Derby

As a business in St Peters Quarter, you are invited to get a first look at the Business Improvement District proposal for a new future for the St Peters Quarter area. A presentation will be followed by networking.

5.30pm – 5.45pm
Arrival, drinks and networking
Welcome
Background to the BID
Key Findings
The Business Plan
‘The St Peters Quarter BID’
Key Dates
Drinks, networking and feedback

6.15pm – 6.30pm
Drinks, networking and feedback

Please r.s.v.p to Ian Hinds BID Development Manager on 01332 419051 or email enquiries@stpetersquarter.co.uk website www.stpetersonquarter.co.uk

The Vision and area of St Peters Quarter

Chair of St Peters Quarter Board, Helen Wathall says, ‘St Peters Quarter forms an essential part of Derby city centre’s overall offer and has an important role to play in its future.’

The vision for the area is: ‘To establish the area as a destination by providing an alternative and complementary shopping, leisure and commercial area to Intu and the Cathedral Quarter’

The BID area covers the commercial area of the city centre between the Cathedral Quarter and Intu. It is an area with a wide range of different environments from the modern Riverlights bus station and leisure area to the more traditional high streets of St Peters Street and East Street and the specialist areas of Green Lane, Babington Lane and Osmaston Road. It no longer includes the Eagle Market and Theatre Walk which will become part of Intu in 2017.
**Objective 1: Safe and Inviting**
To provide a safe and inviting environment for visitors, workers and residents to enjoy.

- 60% of businesses ranked the area as being quite or very unsafe.
- 97% of businesses said that crime and anti-social behaviour was the most important issue in the St Peters Quarter area.
- 96% of businesses said that this had to be addressed in the BID Business Plan.

**Amount the BID will spend:**
- £63,000 in year 1.
- Increasing to over £64,500 in year 5.
- A total of £319,000 over the 5 years.

**Activities:**
- More police
- Return of the Rangers
- Business Crime Reduction Scheme
- Better lighting and controlling access to private yards and alleyways
- CCTV coverage
- Improving perception and feeling of safety in the area

**Objective 2: Smart and Attractive**
To make the area smart and attractive and encourage a sense of pride in St Peters Quarter.

- 87% of businesses thought the environment of the area was important to their business.
- 87% of businesses thought that activities to address the environment should be in the BID business plan.
- 83% of businesses said that ‘Improving the appearance of derelict, vacant or old buildings’ was a specific activity which should be in the plan.

**Amount the BID will spend:**
- £25,000 in year 1.
- Increasing to over £25,500 in year 5.
- A total of £126,500 over the 5 years.

**Activities:**
- Targeted and additional street and deep cleaning
- Supporting landlords to smarten up properties
- Street furniture, floral displays and festive and creative lighting
- Smart and tidy vacant premises or derelict properties
- Encourage plans and proposals for new buildings, building refurbishments and public realm developments

**Objective 3: Welcome and Accessible**
To create an enjoyable and easily accessible place to explore for visitors, workers and residents.

- 70% of businesses said that improving the parking experience around the area was important.
- 67% of businesses said that the peddlers, charity collectors and other traders on the street had to be managed much better.
- 42% of businesses considered access to St Peters Quarter to be poor or very poor.

**Amount the BID will spend:**
- £25,000 in year 1.
- Increasing to over £25,500 in year 5.
- A total of £126,500 over the 5 years.

**Activities:**
- Work with, lobby and influence Derby City Council, the Police and others to improve:
  - the ‘parking experience’
  - traffic flow, cycle routes and pedestrian safety
  - the management of peddlers, charity collectors, buskers and other traders.
  - information and signage to improve pedestrian flow around the area.

**Monitor Results:** footfall, commercial performance, parking statistics and customer perceptions; provide regular reports for businesses.

**Objective 4: Entertaining and Promoted**
To celebrate and promote the area and build the reputation of St Peters Quarter as a great place to shop, relax and be entertained.

- 78% of businesses said that it was really important to promote St Peters Quarter.
- 77% of businesses said that markets and events were very important to the area.
- 85% of businesses said that promotion of the area should be in the BID business plan.

**Amount the BID will spend:**
- £26,500 in year 1.
- Increasing to over £27,500 in year 5.
- A total of £136,000 over the 5 years.

**Activities:**
- Focussed events in specific areas to create an animated feel
- Promotion of St Peters Quarter, its business sectors and its events
- Targeted campaigns for key retail and leisure trading periods such as Christmas
Key finance facts

- More than £1 million available for businesses to spend over the five year BID
- Average annual income £200,000
- Most businesses will only pay between 58p and £1.90 per day
- The BID money will be used to lever in more investment.
- The last St Peters Quarter BID obtained an extra £3.7 million of investment

The ballot has to meet two tests to succeed:
A simple majority of those who vote must register a **YES**
AND
The aggregate rateable value of those that vote **YES**
must be greater than that of those that vote **NO**

Countdown

- **Mon 16th Jan 5:30 pm** – Launch of Business Plan
- **Thurs 26th Jan** – Ballot papers issued
- **Thurs 23rd Feb** – Ballot closes at 5pm
- **Fri 24th Feb** – Ballot results announced
- **Sat 1st April** – Operations of the new BID start

It’s Your BID

The St Peters Quarter Business Improvement District is a business led and a business run initiative and your views are essential. To discuss your thoughts with any of the Steering Group members or pfbb UK’s BID Manager, Ian Hinds, please call **01332 419051** or email **ian.hinds@pfbbuk.co.uk**.