



Press Release – November 2023

Cathedral Quarter and St Peters Quarter BIDs launch Golden Ticket Prize Draw to win a share of £2000 this Christmas

The Cathedral Quarter and St Peters Quarter Business Improvement Districts (BIDs), will give away a whopping £2,000 help Derby shoppers boost their budgets before Christmas.

The Golden Ticket Prize Draw launches on Monday, November 6th, and tickets will be available in shops across Derby. To enter, shoppers need to fill one out and post it in one of the 20 post boxes located in businesses across the two BID areas.

Four lucky entrants will each win £500 of shopping vouchers to spend in businesses in the Cathedral Quarter and St Peters Quarter area.

Entry tickets will also be inside the Festive Derby Guide, which will be distributed to households in early November. The guide showcases everything that's happening in Derby during the run up to Christmas.

The deadline for Golden Ticket Prize Draw entries is Sunday, December 10th, and the draw will take place on Wednesday, December 13th. Four winners will be picked at random from all entries received.

Locations of the postboxes are listed on the back of the tickets, or can be found by visiting www.derbycathedralquarter.co.uk and www.stpetersquarter.co.uk

Brad Worley, BID Manager, said: "The Golden Ticket Prize Draw always attracts a huge number of entries, and it is no surprise when there's £2,000 up for grabs.

"Imagine how our four winners will feel to receive £500 to spend in shops across Derby City Centre right before Christmas.

"All people have to do is pick up a Golden Ticket, fill it in and post it in one of the special branded post boxes – it really is as simple as that."

In the past, more than 5000 people have entered the Golden Ticket Prize Draw in Derby. The initiative was set up by the BIDs to encourage more people to shop local and visit their city centre in the run up to Christmas.

Helen Wathall MBE, chair of St Peters Quarter BID said: "The Golden Ticket Prize Draw always attracts a huge number of entries.

"The BIDs work extremely hard to support local businesses and we have some exciting plans this Christmas, of which this is just the start! Good luck to everyone who enters their ticket into the prize draw."



For more information about the businesses in the BID areas, visit www.derbycathedralquarter.co.uk and www.stpetersquarter.co.uk

Ends

CAPTION: Derby Rangers, Nikki Matthews and Scott Harris, with one of the Golden Ticket Prize Draw boxes

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Notes to Editor

- BIDs are regulated and were first introduced in the UK in 2004 as part of the Local Government Act 2003
- BIDs are an investment in the local trading environment through the provision of added value services.
- BIDs are funded by local businesses through a regulated levy; therefore, all beneficiaries pay.
- They see improvements to business profitability and turnover which would not have happened without a BID.
- Businesses identify the area and the issues and put together a proposal which should include delivery guarantees, performance indicators and management structure.
- The plan voted for has a lifespan of 5 years and further proposals will have to be reaffirmed through a further vote.
- There are now over 320 BIDs across the country.
- There are two criteria which must be achieved for the vote to be successful: more than 50% of the number of businesses who vote have to say yes and more than 50% of the rateable value of the businesses who vote have to say yes.

BID information: <https://www.gov.uk/guidance/business-improvement-districts>