



Press Release – Monday, November 10

Shoppers could win a share of £2,000 this Christmas after Cathedral Quarter and St Peters Quarter BIDs launch Golden Ticket Prize Draw

Derby shoppers could win a share of a whopping £2,000 this Christmas – thanks to the Cathedral Quarter and St Peters Quarter Business Improvement Districts (BIDs).

The free Golden Ticket Prize Draw launches on Monday, November 10 and tickets will be available in shops across Derby. To enter, shoppers must fill out a golden ticket and post it in one of the 20 post boxes located in participating 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.

It is the fifth consecutive year that the [Cathedral Quarter](#) Business Improvement District (BID), and the [St Peters Quarter](#) Business Improvement District (BID) have launched their Golden Ticket Prize Draw and last year more than 4000 people took part.

As well as in Derby shops, entry tickets will also be printed in the Derby City Council Festive Derby Guide, which will be distributed to households in early November. The guide showcases everything that is happening in Derby during the run up to Christmas.

The deadline for Golden Ticket Prize Draw entries is Saturday, December 20, and the draw will take place during the first week of January. Four winners will be picked at random – and entries are limited to one per person.

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, Manager for both the Cathedral Quarter and St Peters Quarter BIDs, said: “Last year, we had a record number of entries. Thousands of people took part in the Golden Ticket Prize Draw, and we gave away £2,000 to four lucky shoppers.

“In January, four winners will receive £500 to spend in shops across Derby. It is simple to enter – just pick up a golden ticket, fill it in and post it in one of our special post boxes – it really is as simple as that.”

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.

Martin Langsdale, long-standing chairman of Derby Cathedral Quarter Business Improvement District (BID), said: “Our Golden Ticket Prize Draw is always really popular with shoppers, and it sets the tone for all of the other wonderful things that are happening in



Derby this Christmas. We know from past years just how many people enter this prize draw and that's because shoppers can win a share of £2,000."

Helen Wathall MBE, chair of St Peters Quarter Business Improvement District (BID), said: "It is amazing how many people enter the Golden Ticket Prize Draw when the prize draw is announced. It does attract a huge number of entries, and we are so pleased that shoppers love it."

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

Ends

CAPTION: Derby Rangers invite you to enter the Golden Ticket Prize Draw.

Note to Editors

Media enquiries: Wendy Roberts at Nielsen McAllister Tel: 01332 293939; Email: wendy@nmpr.co.uk

BID Project Enquiries: Brad Worley at Derby Cathedral Quarter BID Tel: 01332 419053, Email: BIDmanager@derbycathedralquarter.co.uk

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>