



## **Press Release – July 5**

### **Jurassic News – Dinosaurs will rampage through Derby this month**

Derby will turn into a prehistoric playground later this month when Europe's largest dinosaurs rampage through the Market Place.

Zeus the T-Rex will join Tank the triceratops and Emily Bronty, the brontosaurus, on Saturday, July 22 – thanks to the Cathedral Quarter Business Improvement District (BID).

These dinosaurs are the star attraction at 'A Jurassic Day Out in Cathedral Quarter' – a free family fun day which also offers young visitors the chance to train as Dino rangers and learn how to look after dinosaurs.

Last year, more than 4,000 people met Zeus and his pals as they entertained visitors – and this year's free event, which starts at 11am, is set to attract huge numbers.

Eve Taylor, BID Project Executive for Cathedral Quarter, said: "We know this event will put a smile on people's faces when they visit the Cathedral Quarter. Last year 'A Jurassic Day Out in Cathedral Quarter' was very well attended, and we are pleased to be bringing the dinosaurs back to Derby again.

"We take pride in the activities we organise in the Cathedral Quarter, and we are really looking forward to this. The Cathedral Quarter Business Improvement District works hard to bring amazing projects to Derby, and this is one of the best."

As well as Zeus, Tank and Bronty in the main arena, there will be several smaller dinosaurs roaming the streets of Cathedral Quarter throughout the day. With plenty of opportunities for 'meet and greets' and selfies with an array of different species, youngsters will also be encouraged to visit the hatchery to meet baby dinos in their first stages of life and learn about the evolution of the legendary creatures.

On the day, there will also be a replica Jurassic Park jeep, modelled from the hit 1993 film, parked in Derby's Market Place and for a small donation to charity, families can pose for photographs in it.

Tubo Gift Shop on Sadler Gate is also running a dinosaur hunt and prizes will be up for grabs. Visitors can pick up an entry sheet from the shop and set off to search out all the dino's which have been displayed in shop windows along Sadler Gate.

Finally, Derby QUAD is showing 'The Land Before Time' at 10.30am and 12.30pm on Saturday, July 22 – but the film is available at other times from July 21 to July 27.

Brad Worley, BID Manager for Cathedral Quarter, said: "We really want to encourage people to visit Derby on Saturday, July 22. This event is too good to miss and will give families a wonderful, free day out in the Cathedral Quarter."

**Ends.**

**Note to Editors**



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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>