



Press Release - 7<sup>th</sup> March 2023

## **Jurassic News – The Dinosaurs are returning to Derby**

Europe's largest dinosaur, Zeus the T-Rex, and his dino friends are returning to the Market Place in Derby's Cathedral Quarter on Saturday, July 22 – and you are all invited! The dinosaurs are the star attraction at 'A Jurassic Day Out in Cathedral Quarter' – a free family fun day, organised by the Cathedral Quarter Business Improvement District (BID).

Special guests Tank the Triceratops and Emily Bronty, the brontosaurus, will be in attendance, with the chance for young visitors to train as Dino rangers and learn how to look after the dinosaurs.

Derby's St Peters Quarter Business Improvement District (BID) is also supporting the day with St Peters Cross being transformed into huge Jurassic Gates where visitors can snap their very own selfie with an impressive Dilong Paradoxus dinosaur.

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

Eve Taylor, BID Project Executive for Cathedral Quarter, said: "We love creating events that put a smile on people's faces when they visit the Cathedral Quarter. The event was so well attended last year, and we are really looking forward to bringing the dinosaurs back again to Derby in July.

"We work hard to bring a host of amazing projects to Derby, but 'A Jurassic Day Out in Cathedral Quarter' really is one of the best. We can't wait to let our Jurassic friends loose in the Market Place again."

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.

Brad Worley, BID Manager for Cathedral Quarter, said: "This event really is too good to miss. We encourage everyone to put it in their diary and come to Derby for a really amazing day. If last year's event is anything to go by, it'll be another terrific free day out in the Cathedral Quarter, and we look forward to seeing everyone there."

Save the date for 'A Jurassic Day Out in Cathedral Quarter' from 11am, on Saturday, July 22, in the city's Market Place.

**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>