Press Release – Monday, November 9

Derby's Golden Ticket £2,000 prize draw launches today (Nov 9) - thanks to the Cathedral Quarter and St Peters Quarter Business Improvement Districts (BIDs)

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

The free Golden Ticket Prize Draw launches today (Monday, November 9) and tickets are now available in shops across Derby. They have also been included within the Festive Derby guide which you can visit here https://www.festivederby.co.uk/whats-on/

To enter, shoppers need to pick up a golden ticket, fill it out and post it in one of the 20 post boxes located in participating businesses across the two BID areas. Four entrants will win £500 of shopping vouchers to spend in businesses within the Cathedral Quarter and St Peters Quarter area.

It is the sixth 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.

Gemma Pindard, Deputy BID Manager for both BIDs said: "The Golden Ticket Prize Draw is hugely popular with shoppers, and we are always pleased to bring it back.

"This is the sixth time we are giving shoppers the chance to win a share of £2,000 and the prize draw opens today. So, the next time you are shopping in Derby, look out for a golden ticket and fill one out."

The deadline for Golden Ticket Prize Draw entries is Saturday, December 19, 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 the initiative was set up by the BIDs to encourage more people to shop local and visit the city centre in the run up to Christmas.

He 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.

"Thousands of people took part in the Golden Ticket Prize Draw last year and it was our record year.

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 and I'd like to wish

everyone the best of luck. I am personally very pleased that shoppers love it so much and I am sure that finding out you have won a share of £2,000 in January comes as the best news."

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

https://www.festivederby.co.uk/whats-on/

Ends

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

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