

Press Release – Monday, October 28, 2024

Shoppers could win a share of £2,000 this Christmas after Cathedral Quarter and St Peters Quarter BIDs launch their 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 11th 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.

It is the 4th 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 5000 people took part.

As well as in Derby shops, entry tickets will also be inside the Derby City Council 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 Saturday, December 21st, and the draw will take place during the week commencing Monday, January 6th. 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, thousands of people took part in the Golden Ticket Prize Draw and that's because we were giving away £2,000.

"It is wonderful that four winners receive £500 to spend in shops across Derby. You just have to 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: "Christmas is always an extremely busy time in the city and our Golden Ticket Prize Draw really sets the tone for all the wonderful events that are



scheduled. 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 attracts a huge number of entries, and we are so pleased that shoppers love it so much."

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

Ends

CAPTION: Derby Rangers, XXX and XXX 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>