

Press Release – July 24, 2023

Celebrate the wonders of the wild as St Peters Quarter BID launches exciting new African-style safari-themed trail

A unique African-style safari-themed trail launches in Derby City Centre this summer – and it's free to take part.

The St Peters Quarter Business Improvement District (BID) has partnered with LoyalFree to bring visitors the new interactive Summer Safari Trail, which launches on Friday, August 11.

Visitors can experience the wonders of the wild in this immersive African-themed trail and uncover fascinating facts about Africa's remarkable wildlife.

Participants can search for posters which feature educational questions about African wildlife, which will be displayed in business windows in St Peters Quarter. Then, using the money-saving app, LoyalFree, scan QR codes on each colourful poster to reveal the correct answer.

Each poster will have letters which you then need to put together to create a word, once you have revealed the right answer enter this into the Loyal Free app, and you will be automatically entered into a prize draw to win a huge hamper of sweet treats donated by businesses in the BID area. Each time you find and scan a QR code on the Summer Safari Trail, you will be entered into the prize draw, more scans equal more entries!

Gemma Pindard, Project Executive for the St Peters Quarter Business Improvement District (BID), said: "Running these activities is a key part of the BID's objective to bring an animated and vibrant feel to the BID area.

"Organising free family fun events continues to be an important part of the work to promote the area and improve the visitors experience here.

"This Summer Safari Trail is completely free to take part, there are prizes, and it falls in the middle of the school holidays. I imagine lots of people will enjoy this activity and enjoy learning more about some of Africa's magnificent creatures."

The LoyalFree app gives visitors the chance to discover new interactive trails, find local events and enter exclusive competitions in the area. Once downloaded onto your smartphones, you will have access to a host of individual offers and discounts by way of a simple QR code scan. This allows you to make the most of your experience in the St Peters Quarter.

The free app can be downloaded by visiting www.loyalfree.co.uk, and promotes money-off deals, local events, and other interactive listings.

Ends.

Note to Editors:



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- 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 have to 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>