



## **Press Release – October 2023**

### **Unearth spook-tacular surprises as St Peters Quarter BID launches haunting Halloween-themed adventure in Derby**

A unique Halloween-themed trivia trail launches in Derby's St Peters Quarter this month – and it's free to take part.

Unearth 'spook-tacular' surprises on a ghoulish interactive Halloween walk around the city that will send shivers down your spine and give you the chance to win some wickedly wonderful prizes.

The St Peters Quarter Business Improvement District (BID) has partnered with money-saving app, LoyalFree, to bring the event to life.

The Halloween Trivia trail, which launches on October 13 and runs until October 31, invites visitors to search out eerie locations and uncover Halloween-themed questions. As you tread cautiously along the Derby trail, scan the QR code on each poster to unlock answers and discover some spooky facts.

Brave souls who conquer the entire trail, which means visiting every location and scanning all of the QR codes, will be entered into a prize draw to win a hamper full of prizes.

Along the way, keep a watchful eye for cryptic hidden anagram letters. Those who manage to find all the letters and unravel the eerie anagram can submit their answers through the LoyalFree app for an additional chance to win even more sweet treats donated by businesses in the BID area.

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 we do to promote the area and improve the visitors experience here.

"This Halloween-themed event is completely free to take part, there are prizes, and I imagine lots of people will enjoy this activity and enjoy having a go. We have also created a fun activity sheet for children to take away with them which will be available in each business hosting one of the posters."

Sophie Carrick, LoyalFree's Partnership Manager, said: We are thrilled to bring this haunted trail to our partners. Whether you're a local resident or a daring visitor to St Peters Quarter, we invite you to enjoy this educational yet spooky adventure and discover the ghostly secrets that St Peters Quarter holds."

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](http://www.loyalfree.co.uk), and promotes money-off deals, local events, and other interactive listings.



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**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>