

Press Release – Monday, July 22

Derby families will discover there *is* such a thing as The Gruffalo

Youngsters are invited to meet The Gruffalo in Derby to mark the 25th anniversary of the popular children’s picture book character.

Organised by the [St Peters Quarter](#) Business Improvement District (BID), the ‘meet and greet’ event is being held at St Peter’s Church on St Peters Street in Derby at intervals between 11am and 3:30pm on Saturday, August 17th.

Gemma Pindard, BID Project Executive for St Peters Quarter, says booking is essential as the event will attract a lot of interest.

She said: “We are excited to welcome The Gruffalo to Derby and we know families will want to come and meet this beloved character.

“These opportunities don’t come along very often so we hope as many families will enjoy this free day out. Families can also take their own photographs as a keepsake from the day.

“To avoid disappointment, we are advising parents to book a free time slot to guarantee meeting the character. On the day, we will be accepting walk-ins, but this is on a first-come, first-served basis. To secure a family ticket for four people, you only need to prebook one ticket.”

Brad Worley, BID Manager for St Peters Quarter BID, said: “The team puts in a lot of energy into bringing these events to Derby and we can’t wait to welcome The Gruffalo.

“We know that so many children love the book, The Gruffalo, and it is fantastic to think that the character has been entertaining us all for 25 years.”

Tickets can be prebooked using this link via
<https://www.tickettailor.com/events/stpetersquarterderby/1228810>

For more information about this event, visit www.stpetersquarter.co.uk/events

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>