



Monday, June 15 – Press Release

Free Sadler Gate street party returns for fifth year – thanks to Derby Cathedral Quarter Business Improvement District (BID)

An all-day, free party to celebrate Sadler Gate returns to Derby this summer after last year's event attracted hundreds of visitors.

The [Cathedral Quarter](#) Business Improvement District (BID) is working with the Love Sadler Gate group, representing resident businesses, to organise the Celebrate Sadler Gate on Saturday, June 27.

As part of the day, Derby people will be able to enjoy free street entertainment including a live show from high energy, five-piece roaming brass band, King Brasstards from 11.30am.

Singing princesses will entertain shoppers outside The Old Bell, there will be face painting for younger visitors, choirs, movie characters on the street, flash sales in some of the shops and new and exciting UV disco for children in Ryders in The Blacksmiths Yard.

During the day, there will also be some free, friendly competition where visitors can test their speed and agility on a Batak machine with some great prizes on offer.

Former Most Haunted star and Derby ghost expert, Richard Felix, will be offering historical tours and talks to explore the background and history of Sadler Gate.

The BID says the Celebrate Sadler Gate event will bring fun to the street and will mark everything that has been achieved on the historic city centre street in the last few years.

Resident businesses in Sadler Gate will also contribute to the celebration and entertain shoppers with a range of activities and special offers. Last year, there were live DJ sets, acoustic music, a kids disco and many more elements that continued into the evening, as the street swapped its daytime retail focus into its vibrant night-time atmosphere.

Brad Worley, BID Manager for Cathedral Quarter and St Peters Quarter, said: "Celebrate Sadler Gate is one of our favourites of the year.

"We are always excited about this free event, and we look forward to seeing everyone there.

"Last year, hundreds of people came along, and it was a brilliant day and evening."

Brad says the Celebrate Sadler Gate event allows the BID to showcase its tight knit, supportive community and shine a light on Derby's hard-working independent businesses.

He said: "After the success of the events we have held over the last few years, both businesses and visitors were keen for us to help organise another one. We are shouting about it now because we want it to be even bigger and better."



Celebrate Sadler Gate is one of three summer events announced by the Cathedral Quarter Business Improvement District (BID). On Saturday, July 18, Derby will see dinosaurs rampage through the city as part of a free, family fun day called 'A Jurassic Day Out in Cathedral Quarter', and on Saturday, August 15, families are invited to see 200 classic scooters when they go on display in Derby's Market Hall.

ENDS

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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>