

# Welcome

## to Issue 4 of the Peterborough BID newsletter!

It's great to see the city centre opening up after what feels like a long lockdown. It is particularly exciting that the rule of six outdoors allows hospitality venues to offer outdoor seating, and to see the new 'café culture' within the city is really coming to life.

There has never been a better time to invest in a Peterborough BID (Business Improvement District). This issue of the newsletter includes details of our upcoming consultation with local businesses/organisations. We are inviting you to come and find out more about the proposed BID and tell us what changes you would like to see in Peterborough's city centre.

## THE CITY REAWAKENS!

The end of lockdown is here and spring is in the air. Peterborough city centre is ready to welcome back consumers via a range of long- and short-term initiatives to boost footfall and ensure a safe return for all.



Phase one of the European-style café culture concept has launched in Cathedral Square, with similar initiatives at Bridge Street and St John's Square soon to follow. Covid-19 safe pods and outdoor seating areas will protect patrons from any spring showers and enable drinking and dining in all weathers, day and night.

Peterborough City Council offered free parking at council-owned car parks from 12-18 April to coincide with lockdown lifting as a further incentive for people to head into the city.

Additionally, the Government's Towns Fund deal is on track to bring £22.9million of investment into the city, with a number of projects planned for the city centre, including The Vine - the library culture and community hub, riverfront improvements, expanding the city's museum, and a pedestrian and cycle bridge over the river.



### Dave Cramp

Dave lives in Northborough with his wife Philippa and son Charlie and is Commercial Director at Peterborough Cathedral and Vice Chair of the BID team.

“ If the BID was important before Covid-19, then it is critical now. Our city has spectacular potential to bounce back and punch its weight; we know we have much to offer visitors and as this year is expected to be a 'staycation special' our business community are working hard to be ready to capitalise on it. I'm passionate about the BID because it is our businesses that influence what is done; they have a real say on what will make the difference.

For me it's about attracting investment. Whether that is new retail or hospitality outlets taking space on Peterborough's high streets, shoppers coming here for the day, or tourists exploring our city as they discover Cambridgeshire, it all matters. Therefore, giving them a safe, welcoming and vibrant place in which to spend their time has to be high on our list of priorities. It's time to build back better, time to back the BID.

”

# FREE WI-FI COMING TO PETERBOROUGH CITY CENTRE

Free, secure public access Wi-Fi will be launched across the city centre in May, thanks to CambWifi. The initiative was brought about by a partnership between Cambridgeshire & Peterborough Combined Authority, Peterborough Positive, Peterborough City Council, and Cambridgeshire County Council.



Window stickers and flyers will be available for local businesses to display in their premises, please email [Rebecca.Mills@opportunitypeterborough.co.uk](mailto:Rebecca.Mills@opportunitypeterborough.co.uk) to request these.

## Join the Wi-Fi in 5 easy steps

1. Find 'CambWifi\_Public' in your Wi-Fi settings and connect
2. Enter your name and email, accept the terms, then 'Register'
3. A new web page will open. Click the 'Login' button
4. Check your email within 10 minutes and click on 'click here'
5. A new login page will open up. Click 'Connect'

Previous users will be connected automatically whenever they are in a CambWifi location.

## LATEST NEWS

Here's what the BID team have been up to over the past month...

- + We coordinated a visit from Cambridgeshire & Peterborough Combined Authority Mayor James Palmer on 19 March. Mayor Palmer met with City Councillors and local business owners to discuss the café culture plans and issues the city faces. The Mayor is supportive of Peterborough Positive's ambitions for the city.
- + The plans for free Wi-Fi in the city centre were finalised and signage has been rolled out across the city centre to notify visitors how to join the network.
- + Peterborough Positive met virtually with the British BIDs team who will be advising on and supporting our proposal up until the ballot takes place in Autumn.

## BENEFITS OF A BID

### THE FUTURE OF PETERBOROUGH CITY CENTRE – HAVE YOUR SAY



The major benefit of a Business Improvement District (BID) is that it delivers on the priorities of the businesses in the trading area. You can have your say on what you feel the priorities should be at our online business workshops. Taking place in May, the workshops will explain the BID concept and how a BID is developed, how the model works successfully across the UK and how it could work for Peterborough to enhance the town centre for all users.

There is a choice of dates and times available as follows;

- Session 1:** Tuesday 11 May 2021, 9am-10:30am
- Session 2:** Thursday 13 May 2021, 1pm-2:30pm
- Session 3:** Tuesday 18 May 2021, 4pm-5.30pm

We ask business owners to register in advance to attend the workshops. Please go to <http://pboropositive.eventbrite.com> to register your attendance to one or more of the sessions.

## KEEP IN TOUCH WITH PETERBOROUGH POSITIVE:



@PboroPositive



[www.linkedin.com/company/peterboroughpositive](http://www.linkedin.com/company/peterboroughpositive)



[contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)

Email us to sign up for electronic BID updates or to request to be added to our Peterborough Positive WhatsApp group, where advice and updates are regularly shared amongst local businesses.