

Let's get down to business

Following the launch of Peterborough Positive's Business Plan on 17 August 2021, this issue focuses on what the Business Improvement District (BID) can do for those working in the professional services sector in the city centre.

The BID is not just for the hospitality and retail sectors. Financial services, estate agents, legal services, recruitment agencies, to name a few, will also benefit from the activities outlined in our Business Plan.

The BID ballot is fast approaching. Ballot papers will be issued from Tuesday 21 September 2021 and the voting period will close at the end of the day on Thursday 21 October 2021. More information on how to submit your vote is included later on in this newsletter.

PETERBOROUGH POSITIVE'S BUSINESS PLAN LAUNCHED!

Our launch event held on 17 August 2021 had a fantastic turnout and we would like to thank everyone that came along to our presentation of Peterborough Positive's Business Plan. The Plan outlines the priorities of the BID as determined via consultation with city centre owners and managers over the past couple of years.

A copy of the Business Plan has been sent to each business within the BID area and hopefully you have received your copy. A digital copy of the Business Plan has also been published on the Peterborough Positive website.

To request a copy of the Business Plan, please email contact@peterboroughpositive.co.uk providing your name and address, or contact Jay Wheeler on 07951 942995.

It is vital that all business owners read the Business Plan ahead of submitting their vote in the BID ballot.



Abbie Hughes

Member of the Peterborough Positive Marketing and Communications Group and Assistant Branch Manager of Yorkshire Building Society, Cathedral Square

“ The BID will bring more community engagement initiatives to the city. As a mutual building society, Yorkshire Building Society is committed to creating a lasting positive impact in the communities of our members and colleagues.

The work of the BID will create more opportunities for colleagues to support our volunteering and financial wellbeing programmes. With new investment in the city, increased footfall will result. As a mutual our Society is run to benefit our members and customers. Increased footfall will allow us to deliver greater value to our members, by providing flexible products and competitive rates with an efficient and friendly customer service.

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HOW THE BID WILL BENEFIT...

PROFESSIONAL SERVICES IN THE CITY

- ✚ Improving the public image of Peterborough through effective marketing will keep the city competitive and attract a more talented workforce.
- ✚ As part of the BID, professional services will have a leadership role in shaping the future of the city centre.
- ✚ The BID will develop a calendar of high-quality networking events that will provide real benefit to businesses.
- ✚ Working towards a more sustainable Peterborough will benefit all businesses by future-proofing the city and potentially providing financial savings on services such as waste collection.
- ✚ Promoting the Peterborough Positive brand across the city and beyond will draw business investment opportunities.
- ✚ By building a business community within the city centre, the BID will ensure communication between businesses, the City Council and stakeholders is improved and news and opportunities are shared.



BACK THE BID... VOTE YES!

The BID ballot – how to vote

Ballot papers will be issued to all businesses located in the BID boundary from 21 September 2021. Voting closes at 5.00pm on 21 October 2021.

There are a few ways you can submit your vote:

1. **Seal your ballot paper into the envelope provided** and post at any Royal Mail mailbox.
2. **Walk to our ballot box at Peterborough Town Hall** on Bridge Street and post your vote there (if the building is closed your vote may be posted through the letterbox where it will be collected and transferred to the ballot box).
3. **We can visit your premises** to collect your vote and courier it to the Town Hall ballot box. To arrange collection, please email us at contact@peterboroughpositive.co.uk or phone 07951 942995.

BALLOT TIMELINE

Ballot votes issued
from **21 September 2021**

Ballot Day
21 October 2021

Count and Declaration
22 October 2021

Remember to get your vote in by Thursday 21 October and make it count. The result of the vote will be announced as soon as practically possible after the close of the ballot.

KEEP IN TOUCH WITH PETERBOROUGH POSITIVE:



@PboroPositive



www.linkedin.com/company/peterboroughpositive



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.