



# Easter family-fun event

IN CATHEDRAL SQUARE

Peterborough Positive is excited to share that Dizzy O'Dare, a family-friendly circus and outdoor theatre company, will be coming to Peterborough on **Easter Saturday, 8 April 2023**.

They'll be bringing laughter, entertainment and education to Cathedral Square through three 30-minute performances between 12pm and 4pm.

As this is our first official event, we're busying away behind the scenes to ensure the shows are a complete success, enticing people of all ages to come into the city centre – aiming to increase dwell time and financial spending, along with interest in future events put on by Peterborough Positive.

The BID team are working to bring more exciting events to the centre, so watch this space for more information.



## POP-UP MARKET STALLS AVAILABLE – PROMOTE YOUR PRODUCTS ON THE BUSIEST DAYS OF THE WEEK!



Peterborough City Market is looking for established businesses and start-ups to run pop-up market stalls along Bridge Street on Thursdays, Fridays and Saturdays, giving business owners the option to promote their products across all three days or a combination that suits them.

This is a great opportunity for businesses to develop a market presence and get in front of new customers within a growing footfall area.

A total of 12 gazebo-style pop-up stalls will be available soon, so contact the City Centre team at [market@peterborough.gov.uk](mailto:market@peterborough.gov.uk) to find out more or book your place.





# Clear-up begins

## IN PETERBOROUGH'S MAJOR VISITOR GATEWAY

The first of many clean-up efforts within the city centre started this month, with help from the **Community Payback team and the City Council**.

One of the BID's key priorities throughout its first term is to accelerate efforts in making our city a cleaner place to be for both residents and visitors alike. Therefore, we've orchestrated a mass clean-up throughout one of the city's major visitor gateways: from the railway station, down Cowgate via the underpass, and through to Cathedral Square.

This is a high footfall route for many tourists, especially when flooded with football fans on match days, and the area has seen a build-up of litter, stickers and graffiti over time. We're collaborating with Peterborough's Community Payback team to change this.

We've snapped some pre-clean-up images and will provide updates across our social channels and in the next newsletter once work is complete.

*"We're determined to make the city centre a cleaner destination for everyone and this is something I'm very passionate about." - Pep Cipriano*



## INSPIRE EDUCATION GROUP WORK EXPERIENCE OPPORTUNITIES FOR BUSINESSES

Gaining relevant industry experience with employers is an essential part of the student journey for many Further Education providers. As the apprenticeship pathway continues to thrive, there is no better time to support a young person in their career journey.

Taking on an apprentice or a student studying towards a T-Level qualification will benefit you and your business too. Not only will a student arrive with a fresh perspective on your company's workings, but you'll also benefit from the extra resource for your projects and day-to-day operations.

You'll also build brand value and improve your corporate reputation; hiring a local young person helps to address the current and future

skills shortages in your industry, an example of Corporate Social Responsibility that you can share with your stakeholders and customers to raise the profile of your company. What's more, you'll demonstrate a commitment to diversity and better understand customer needs.

To enquire about the opportunities available for your business contact Peterborough College, part of Inspire Education Group, on **01733 762121** or [apprenticeships@peterborough.ac.uk](mailto:apprenticeships@peterborough.ac.uk)

## ALL BUSINESSES CAN HELP TO REDUCE ROUGH SLEEPING IN THE CITY CENTRE, HERE'S HOW



Peterborough Positive is supporting the Safer Off the Streets partnership. Safer Off the Streets is a registered Peterborough charity that aims to encourage rough sleepers to leave the streets for good and engage with the organisations trying to help them.

The partnership is formed of voluntary, faith, community and public organisations in Peterborough. It raises funds to keep the Garden House open, which is a day shelter started by The Light Project.

The Garden House is located in the cathedral grounds and is a hub for partnership working. It offers rough sleepers a friendly face, a cup of hot tea or coffee and offers services such as access to Housing Needs, training, employment, GP Services, chiropody, art classes and drug and alcohol support. It is staffed by volunteers who work with partner agencies.

Shockingly, the average life expectancy of a rough sleeper is just 47. Peterborough business can help by:

Referring a rough sleeper to Peterborough City Council via Streetlinks so they can engage with them ([www.streetlink.org.uk](http://www.streetlink.org.uk))

You, your employees or customers can donate to the Safer Off the Streets partnership by using the contactless card reader on Bridge Street (near the Food Hall) or online at: [www.saferoffthestreets.co.uk](http://www.saferoffthestreets.co.uk)



## GOT AN UPCOMING PROMOTION YOU WANT US TO SHARE?

With Mother's Day and Easter holidays right around the corner, we'd love to hear about any upcoming deals, promotions, or offers you'll be running during these holidays. We'll be looking to share a selection on our social channels over the coming weeks.

Please share any details, along with your social media handles, to [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)

We'll be shining a social media spotlight on as many businesses as possible throughout the year, so please bear that in mind when planning any holiday-related promotions. We look forward to hearing from you!



## HAVE YOUR VOICE HEARD BY THE LOCAL POLICING TEAM

The city centre neighbourhood policing team is keen to hear your views and concerns on the issues you experience in the city centre.

The information they receive from the local community informs and shapes their priorities for the quarter ahead, so be sure to complete the following short survey and have your say: <https://forms.office.com/r/LEC7cqAPWu>

The survey closes on 3rd March 2023.



# WOULD YOUR BUSINESS BENEFIT FROM A WORKPLACE FIRE SAFETY SESSION?

Cambridgeshire Fire and Rescue Service is **offering free fire safety sessions** for businesses to help them understand their responsibilities for relevant fire safety legislation.

The sessions will be presented by qualified Fire Safety Officers either face-to-face at a local fire station or remotely via Microsoft Teams. If similar business types apply, bespoke presentations will take place to concentrate on what is specific to them. Each session begins at 9am, lasts around 90 minutes and there will be opportunities to ask questions throughout.

We encourage our BID levy payers to book on to one these sessions, which will provide a better appreciation of the Fire Safety Order, the need for assessment of fire risk and the application of fire safety measures within the city centre.

To apply for a free workplace fire safety session, simply fill out the form on the link below:

<https://www.cambsfire.gov.uk/business-safety/free-workplace-fire-safety-sessions/>

For more information about business fire safety, please visit: <https://www.cambsfire.gov.uk/business-safety/>



# DO YOU KNOW ANYONE WHO WOULD MAKE A GREAT AMBASSADOR?



If you know someone who would make a perfect City Centre Ambassador for Peterborough Positive, please share the job description that's on our website.

These roles will involve supporting businesses and visitors of Peterborough city centre in a proactive and ambassadorial way by championing enthusiasm, passion and communication.

The Ambassadors will report to Peterborough Positive's Business Improvement Manager and will be based from our office in Westgate Arcade, Queensgate. As on-the-ground representatives of the BID, they will be important in representing the city in the best possible light. Working alongside the city centre's business community, the Ambassadors will also be the 'eyes and ears' of Peterborough, communicating any issues and liaising with the local authority and other key stakeholders.

## JOIN OUR DIGITAL MAILING LIST!

Keep up to date on Peterborough Positive's activities by signing up to our digital mailing list.

Email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk) to join the list.

You can also follow us on LinkedIn and Twitter @PboroPositive for the latest news.