

APRIL 2023

PETERBOROUGH
POSITIVE

City centre map

AVAILABLE NOW



Peterborough has been without a city centre map for a few years now, and the BID team decided it was time to create one – **free for all to use** – to help visitors find anything from a car park or taxi rank to the nearest tourist information or WC.

To encourage people to spend longer in our centre, we've also detailed the names and locations of every blue plaque in the area, along with fun facts and background details on eight historical buildings across the city centre.

The new maps are available to pick up from the Tourist Information Centre at Peterborough Museum and the Town Hall. Alternatively, if you'd prefer a handful to offer out to your customers, please email us at contact@peterboroughpositive.co.uk and we will bring them to you.

You can also download a digital version of the map on our website www.peterboroughpositive.co.uk/city-centre-map.

SPONSOR ARMED FORCES DAY?

Peterborough's Armed Forces Day Committee is looking for sponsorship of their Armed Forces Day event in Cathedral Square on **Saturday 24th June**.

This is a good opportunity for city centre businesses to raise their profile while supporting the invaluable contribution made by our armed forces. The day will include performances on a stage, stalls and other family themed attractions.

For sponsorship enquiries, email john.fox@peterborough.gov.uk or call councillor Fox on **07540 358396**.



A message from the Chair...

The last six months have seen increased pressure on businesses as the cost-of-living crisis has taken hold. Businesses are faced with ever-increasing cost, which erode margin and profits.

Peterborough Positive has recognised these challenges and has taken a positive step not to increase the BID levy in line with CPI. This proactive stance supports all the businesses within our boundary, and coupled with the adjustment in commercial rates many will be receiving, will go some way to ease the burden.

As a result of this adjustment, we will need to work hard and smarter this year with less funding than was originally outlined in the Business Plan. But we remain confident that our focus on safety, events, marketing and community will not waver, albeit with a reduced budget.

Your BID team will keep you informed of these initiatives. Email contact@peterboroughpositive.co.uk for any updates you need or support they can help you with.

Mark Broadhead

Easter weekend THEATRE FUN!



Cathedral Square was bursting with feathery fun on Easter Saturday as hundreds enjoyed Peterborough Positive's first event.

Professional outdoor theatre company, Dizzy O'Dare, provided laughter and education with three performances of their latest show, Falconry Dismay!

Large crowds gathered to enjoy the free family-friendly entertainment in the sun, with many giving positive feedback and hoping for similar events for us to organise in the future. Keep an eye on our social media for future events!



Free taxi digital advertising offer for businesses

Local marketing company AdverDrive is offering businesses an opportunity to advertise for a month on a tablet in taxis for free. The company will create a graphic design of your promotion, message or service and will provide engagement data at the end of the trial. For more information, contact Baqir at baqirdatoo@adverdrive.uk

COULD YOU PROVIDE REFRESHMENTS FOR OUR SUMMER EVENT?

After the success of our first event on Easter Saturday, we're in the early stages of planning for the next one: a big screen event in St John's Square to watch the Wimbledon finals.

We're looking for businesses to organise refreshments to sell – whether that be sticking to the theme of strawberries and cream, or providing something different.

If you're interested, please email contact@peterboroughpositive.co.uk





OUR VISION FOR A CLEANER CITY CENTRE CONTINUES...

As you may have seen on our social channels, we're well underway with our clean-up project along one of the city's main visitor gateways. This work is being led by Peterborough Positive, working in collaboration with the Community Payback team and Peterborough City Council.

For more than two months, the team have been out on the streets every Friday picking litter, painting and removing graffiti and stickers to help make the city a cleaner and more enjoyable place to be.

So far, they've worked their way from the train station down through the subway and up to the entrance of Cowgate. After only six days, Community Payback collected five bin bags of litter, used three 2.5 litre tins of paint and removed countless amounts of stickers from signage and lamp posts.

Over the next couple of months, the team will be moving down Cowgate and into Cathedral Square. We'll continue to share regular updates, so keep an eye on our socials!



TRUE PICTURE OF CRIME IS IN THE REPORTING

Almost 500 incidents have been logged onto the Peterborough Business Crime Partnership (Disc) since we launched the scheme to businesses in November - and we encourage you to continue to help us build a true picture of crime in our city centre.

Membership is currently at 150 businesses and we can't emphasise enough how crucial it is to regularly log-in, view galleries, identify unknown offenders and view all the current news and alerts.

It's also very important that you continue to submit incidents of business crime to the partnership system. Disc allows you to legally and GDPR compliantly share information with our members of offenders' images.

So far, Peterborough Business Crime Partnership statistics read:

- > Member logins: **6,492**
- > Incidents received: **495**
- > Total losses reported: **£31,175**
- > Total losses recovered: **£17,877**
- > Known offenders: **266**
- > Unknown offenders: **150**

There is a lack of reporting of business crime throughout the UK and we can buck this trend by increasing membership to the Peterborough Business Crime Partnership.

If you haven't signed up yet, email daselittoralis.com and follow the instructions in your welcome email. To enable access from your mobile, once logged in, you can download the Disc app (with a recently updated logo, see below) from the App Store or Google Play Store.

For existing members who've forgotten their log-in details, click to www.disc-net.org/peterborough/cant_login, enter in your username (email address) and you will be sent a link to reset your password. The resetting of passwords must be done through the desktop version, not the app.

For more information about Disc, visit www.discagainstcrime.com



SIGN UP NOW TO BECOME AN OFFICIAL 'BUSINESS AGAINST ABUSE'



Cambridgeshire police are encouraging businesses to complete a training scheme designed to tackle Violence Against Women and Girls (VAWG) following a successful first workshop.

The training, delivered by the police, was funded by the Home Office's Safer Streets 4 scheme and accredited those that attended as an official 'Business Against Abuse' with stickers, plaques and lanyards to showcase their commitment to tackling predatory behaviour. Businesses also received a full training pack to train new employees as staff members come and go.

If you would like to become an official 'Business Against Abuse', please contact nicky.peacock@cambs.police.uk for more information.

JOIN OUR DIGITAL MAILING LIST!

Email contact@peterboroughpositive.co.uk to join the list and stay up to date.

You can also follow us on LinkedIn, Twitter (@PboroPositive), Facebook (Peterborough Positive) and Instagram (peterborough_positive).