

AUGUST 2024

PETERBOROUGH  
**POSITIVE**  
Your Business Improvement District

# Big Screen Glastonbury Success!

## CITY CENTRE ENJOYS GLASTONBURY FESTIVAL

The city centre was rocking to the sound of music on the last weekend of June when we transformed St John's Square into a buzzing hub of music and merriment in celebration of the iconic Glastonbury Festival.

Hundreds of people watched big screen performances streamed from the festival, enjoyed live music from the Queen's Head pub, and tucked into a tasty barbecue hosted by Turtle Bay Caribbean Restaurant. Face-painting and street food vendors added to the festive atmosphere.

Feedback from attendees was overwhelmingly positive, with many revellers travelling from other areas to enjoy the festivities. We were also thrilled that business around the

square enjoyed an upturn in profit, thanks to an increase in footfall in the area.

Alex Hare, Deputy Manager from Turtle Bay said: "The Glastonbury event created a fantastic boost for all local businesses and we saw a 25% increase in sales on the Saturday and an 11% increase on the Sunday. The atmosphere was great all weekend and we're very excited to get involved in future events!"

A huge thank you to everyone that attended, and to the businesses that supported and helped bring this event to life. We are already planning for next year and it promises to be even bigger and better, so watch this space!

## A MESSAGE FROM OUR CHIEF OPERATING OFFICER



Wow it's been a sizzler! As I write this, summer has finally arrived and our events season is in full sunny swing.

Delivering events is one of the priority areas of our business plan.

Our monthly yoga sessions on the cathedral green are attracting new participants and it's lovely to see so many of them staying on in the city centre for coffee, lunch or a spot of shopping.

The big screen Glastonbury weekend not only boosted profits for the businesses we worked with in St John's Square, but it pulled in visitors from Suffolk and Essex,

which I was impressed with.

What was equally impressive was the number of football-mad children who turned up in the rain the month before, when we put on the Euros trail in partnership with the museum.

This month we've got the excellent Peterborough's Strongest to look forward to in Cathedral Square (Saturday 10th) and our Big Screen Family Film the following Sunday.

In the meantime, follow our socials for the latest news and pop into our business drop-ins on the last Friday of every month, from 4pm to 5pm in our Westgate Arcade office.

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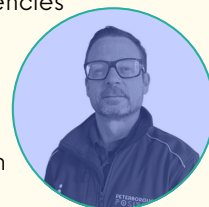
## A WARM WELCOME

We're delighted to introduce Terry Alton, Peterborough Positive's new City Centre Ambassador.

Many of you will have already met Terry over the past few weeks (he's made over 700 visits to more than 300 businesses since he started), but if he's not yet been to see you, he will!

Terry is already working with various agencies and groups around the city centre, such as the police and the city council enforcement teams.

He is actively encouraging collaboration between these important partners and providers to help improve safety and wellbeing for all.





# Football Fever!



In June, football fever hit the city centre as families joined us for our Euros-inspired football trail, hosted in partnership with Peterborough Museum and Art Gallery.

Despite the wet weather, spirits remained high as children made their way around six businesses, each representing a participating country. After completing a challenge and collecting a stamp for their passport, families headed back to the museum for a thrilling penalty shootout against Peterborough United's mascot, Peter Burrow!

A huge thank you to Parrotts Fish and Chips, The Café Amore, Heavenly Desserts, The Pizza Parlour and Music Café, Lush, and Double Bubble for getting involved and offering participants some fantastic deals. And a special thanks to the POSH foundation for donating Peterborough United tickets to our prize draw winner.

To get involved with Peterborough's Positively Ghoulish Trick or Treat trail, on Saturday, 26th October, please email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)

## DEDICATED BID POLICE OFFICER UPDATE

Our dedicated BID police officer, Jay, continues to engage with businesses across the city centre, with more than 2,000 visits since he has been in post.



He is working with businesses on a range of concerns including safety and security advice, crime liaison and supporting live investigations.

Jay has also been instrumental in identifying opportunities to tackle wider issues in the city centre such as anti-social behaviour, working with service providers and the local authority, while also representing the important views of businesses.

Since our last update, crimes filed without investigation (crimes filed without further action) in the city centre have now dropped below the Cambridgeshire Constabulary average, which not only demonstrates the importance of Jay's role within the city but also the value of reporting all crimes.

Crime reporting in the city centre has plateaued over the last month and a truer picture of crime is emerging, which is why the emphasis should always be to report crime.

Dialing 999 is for emergencies and calling 101 or online reporting online is for non-emergencies. Don't forget to also use the Peterborough Business Crime Partnership (Disc) app to share incidents and images of perpetrators.

A more accurate understanding of crime could impact the number of officers allocated to the city centre and also help the police make links, understand patterns and identify suspects.

If you need any support with crime reporting or investigations, including updates, email Jay [james.cullimore@cambs.police.uk](mailto:james.cullimore@cambs.police.uk) or contact the Peterborough Positive team.





# Our Summer Events



This thrilling event returns to the city centre, so join in the excitement on **Saturday 10th August**, as athletes go head-to-head in a bid to become Peterborough's Strongest!



Join us on **Wednesday 14th August** for a relaxing evening of yoga set amongst Queensgate Shopping centre's summer, safai event featuring life-size animals. This one-off session isn't to be missed!



Get the popcorn ready and enjoy a family film in Cathedral Square, as big screen entertainment returns to the city centre on **Sunday 18th August**. More details will be announced soon!

## DISC FEATURES EXPANDED



We're excited to share that our Peterborough Business Crime Partnership (Disc) system has reached a significant milestone, with more than 160 businesses signed up and individual memberships now exceeding 300.

Over the past few weeks, we have expanded some of the features to give members even more information, including details on activities and events in the city centre which may impact on businesses.

Users now have access to a new instant message feature, which supports faster communication within a specific group or area. This tool is already proving invaluable, allowing users to quickly alert each other about active, known criminals in the city centre.

The system now features an integrated direct link to the Cambridgeshire Police online reporting system, helping users save time and streamline the reporting process.

We have also recently added 'public realm' reporting, for issues like graffiti, broken or damaged public property and fly-tipping. The reports come directly to our team and we forward them to the relevant agencies or partners for action. While not published in the app, reporters can track the status of their submissions.

If you would like to join this growing community of businesses working together to help reduce crime in the city centre or would like to find out more, please email [terry@peterboroughpositive.co.uk](mailto:terry@peterboroughpositive.co.uk) or visit [peterboroughpositive.co.uk/disc](http://peterboroughpositive.co.uk/disc)

## CHEERS TO OUR SUMMER DRINKS EVENT!

Last month we hosted our Summer Drinks event at the Chalkboard.

It was great to see so many businesses come along and enjoy a few drinks by the river - and the team at the Chalkboard even made us our own Peterborough Positive Fizz cocktail!

We'll be organising a couple more events for you to network at this year (including our annual Christmas one), so keep an eye out in your inbox.



## NEW CITY CENTRE MAP

We have been working with the Peterborough Civic Society to create an updated version of our free City Centre Map. It'll be available from us this month and you can also view it here [peterboroughpositive.co.uk/city-centre-map](http://peterboroughpositive.co.uk/city-centre-map)

## FREE RADIO PROMOTION FOR YOUR BUSINESS!

We're on the lookout for businesses to feature on our Monday morning sponsorship of the Kev Lawrence Breakfast Show on PCRFM.

So far this year we have showcased 18 diverse businesses and events, dedicating more than 110 minutes of air time to promoting the vibrant business community in our city centre.

If you would like to be featured on the show, please email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)

## JOIN OUR LITTER PICK

Following the success of our litter pick in March, we are planning our second litter pick of the year on Wednesday 11th September.

To get involved and support our efforts to make our city centre a cleaner and more enjoyable place to be, please email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk)



## NEW CULTURAL STRATEGY FOR OUR CITY

Peterborough's Cultural Strategy was launched in June, marking a pivotal moment in the city's cultural scene.

We attended the launch alongside dozens of likeminded stakeholders who are encouraging investment and support in showcasing the city's rich tapestry of culture and heritage.

With the aim of increasing pride, inclusivity and connection throughout Peterborough, we're excited to be working with the team at the Peterborough Cultural Alliance to support them in the delivery of their cultural strategy by representing the views and needs of our city centre businesses.

## WALK ON THE WILD SIDE

Queensgate Shopping Centre invites you to step into an extraordinary world of exotic animals with its exciting free event, Summer Safari.

Until Sunday 1st September, little ones can not only walk amongst life-sized animal sculptures but also join in with free activities and entertainment.

For more information including the full schedule, visit [queensgate-shopping.co.uk/events/summer-safari](http://queensgate-shopping.co.uk/events/summer-safari)

## SHARE YOUR BID OFFERS!

We'd love to hear about any offers, deals, or benefits you'd like to offer to other businesses in the BID area.

Email us at [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk) so we can include them in our newsletters.

## SUPPORT FOR CREATIVE BUSINESSES IN CITY CENTRE

Creative East's 'Growth Programme' is looking for creative sector businesses in and around Peterborough to join their free business support programme.

Launching in September, the programme is designed to connect creative businesses with the resources, experts and knowledge they need to grow. For more information visit [creativeeast.org.uk](http://creativeeast.org.uk)

## CITY CENTRE RUN CLUB

Snap Fitness in Queensgate has launched a free weekly running club open to all fitness levels and abilities. Join the team every Friday at 5:30pm for a 3km run through the heart of our city centre.

To find out more email [peterborough@snapfitness.co.uk](mailto:peterborough@snapfitness.co.uk)

## SPONSOR CHRISTMAS IN THE CITY?

It's never too early to mention Christmas!



Peterborough City Council has a number of sponsorship packages available for this year's Christmas light switch-on event. Packages start from £1,000 and they all offer great branding opportunities. For more details please email [communications@peterborough.gov.uk](mailto:communications@peterborough.gov.uk)

## LOOKING FOR EVENT SPACE?

Did you know that the Peterborough Museum and Art Gallery has rooms available to hire for 12 to 80 delegates? For more information please email [museum@peterboroughlimited.co.uk](mailto:museum@peterboroughlimited.co.uk)

## EXCLUSIVE BID OFFER!



Our friends at Krispy Kreme Queensgate are celebrating the launch of their new range of doughnuts (which will be in store from 12th August) and are kindly offering 10% off for all levy paying businesses in store when you show valid ID.

And if you want to raise some dough for charity, Krispy Kreme also offer a 50% discount on orders of 5 Fundraising Dozens or more!

For more information visit the Krispy Kreme stand in Queensgate or visit [krispykreme.co.uk/fundraising](http://krispykreme.co.uk/fundraising)

## JOIN OUR MAILING LIST!

Email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk) to join the list and stay up-to-date.



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