

SEPTEMBER 2025

# Summer Events Show Pull Power!

## PETERBOROUGH'S STRONGEST MAKES HUGE GAINS

Peterborough's Strongest returned for its third year, once again drawing over 1,000 spectators for a thrilling day of family friendly action in the heart of the city.

This year's line-up saw athletes competing across several events, with highlights including the head-to-head truck pull, the ever-popular atlas stones, and a spectacular Viking log walk that had the crowd cheering.

With businesses surveyed reporting an increase in footfall and a rise in new visitors to the city centre, it's always great to see the impact that vibrant events can have.

A huge thank you to Royal's Gym for helping make this showcase of strength, skill, and spirit possible – we can't wait for next year! Watch the highlights here – [youtu.be/tjPmD6MY3Wc](https://youtu.be/tjPmD6MY3Wc)



## A MESSAGE FROM OUR CHIEF OPERATING OFFICER



What a fabulous summer of events we've had, and there's more to come! Our excellent Halloween trail promises to be another spooky spectacular, so please tell us if you'd like to get involved.

October (4<sup>th</sup>) is also when the city celebrates Black History Month. Thanks to a successful application to our grant scheme, organisers have been able to animate Cathedral Square with even more entertainment than in previous years.

Of course, the festive season isn't that far away, and we've added some extra seasonal sparkle to the cathedral's 'The Wonder of Christmas' experience. We're also going to be supporting the city council's Christmas offering in Cathedral Square – and adding a Christmas treat of our own for people to enjoy, so watch this space.

Supporting you with reporting crimes, understanding your safety concerns and providing crime reduction advice remains a priority for us. Emma, our Business Crime and

Safety Liaison Officer, continues to lobby your challenges with the police so that our city centre becomes a safer and more welcoming place.

There's a chance for you to shape policing priorities for the city centre at the Bull Hotel next month and do please take advantage of the free networking and training opportunities showcased within this newsletter.

Finally, congratulations to The Pizza House, Unity, Peterborough Cathedral and Heavenly Desserts for being selected for the first round of shortlisting to win a Peterborough Telegraph Business Award!

*Pepp*





# Sheep-tacular Family Fun!

Peterborough city centre came alive on Sunday 17th August as families flocked to Cathedral Square for a baa-rilliant afternoon of fun at our free big screen family film event.

This year's event, featuring the much-loved animated film Shaun the Sheep, built on the success of last year's Monster Sunday, offering even more activities to delight little ones.

Attendees enjoyed free face painting, goody bags, and a lively dance party before the film began.

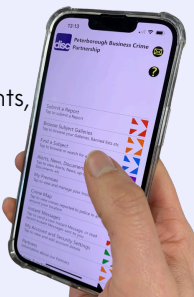
Feedback from families attending was overwhelmingly positive, with the event earning an impressive 4.9 out of 5 rating. Over half of attendees shared they wouldn't have visited the city centre otherwise, with many visitors popping into shops and restaurants while in the city. Watch the highlights from the event here - [youtu.be/uPm4n293AdM](https://youtu.be/uPm4n293AdM)

## CRIME REPORTING IS LEADING TO MORE ARRESTS

Since joining the team three months ago, our Business Crime and Safety Liaison Officer, Emma, has been using her retail experience to help businesses navigate crime reporting, understand safety concerns, and provide crime prevention advice. Emma can report incidents directly to the police on behalf of businesses, working with them to ensure appropriate action is taken.

After shoplifting concerns were raised during one of Emma's business visits at Søstrene Grene, Emma worked closely with the manager and the Neighbourhood Policing Team to ensure the issues were reported and followed up on, resulting in two individuals being arrested. This is just one example of how Emma's role supports businesses and highlights the importance of us working collaboratively with the police to tackle crime and create a safer, more welcoming city centre.

Our DISC platform continues to provide an essential tool for businesses in the city centre to share information, report incidents, and stay connected. DISC remains highly active, with over 160 messages and 82 images exchanged in August alone, and 36 new members joining in the past three months.



In addition to supporting crime reporting and managing the DISC system, Emma also leads key initiatives to support city centre businesses, from distributing anti-drink spiking caps to planning conflict resolution and retail security workshops.

Emma is available to provide guidance and support throughout the reporting process and is keen to remind businesses of the importance of reporting all crime, regardless of the value of the loss.

Reporting helps identify patterns, provide intelligence, and improve responses to keep the city centre safe for everyone.

To schedule a meeting with Emma or to find out more about the DISC system, please email [emma@peterboroughpositive.co.uk](mailto:emma@peterboroughpositive.co.uk)





Our free, family Halloween Trail is back! Taking place on **Saturday 25th October** join us at Peterborough Museum for plenty of tricks and treats, as we hunt for characters around the city centre.



Join us at ODEON LUXE in Queensgate Shopping centre in **November** for a free family screening of a classic Christmas movie. More information will be shared soon!

## NEW STREET ART MAP SHOWCASES OUR MURALS

We have produced a pocket map that showcases six of our commissioned murals that local street artist Nathan Murdock has created, plus nine of Nathan's other city centre works.

The map will be launched with a tour led by Nathan and the Civic Society to give people the opportunity to understand why specific designs were chosen, the painting experience by Nathan and the history of the locations where the artwork has been created.

Pep, our Chief Operating Officer said: "Art plays a vital role in placemaking and has the power to transform ordinary spaces into extraordinary experiences. The tour provides a unique opportunity to chat to Nathan about what has inspired him through his career whilst also discovering the history behind some of our city centre landmarks.

"We've commissioned Nathan to help reflect some of our city's cultural history, including a recreation of the iconic Beatles Abbey Road album cover on the side of Poundland at Hereward Cross, and our tribute to one of Peterborough's most colourful characters, Walter Cornelius."

The new maps will be available in October from the Tourist Information Centre at Peterborough Museum and the Town Hall, as well as a digital version which will be available to download on [peterboroughpositive.co.uk](http://peterboroughpositive.co.uk). Tour details and ticket information will be shared on our socials over the next few weeks.



## LITTER PICK SUCCESS

A huge thank you to the amazing volunteers from Holiday Inn West who joined our last litter pick, helping us collect 30 bags of rubbish and make the city centre a cleaner, more welcoming place for all.

And a special thanks to Heavenly Desserts on Cowgate for the delicious hot drinks to warm us up after!



## FREE BUSINESS NETWORKING LUNCH

Join us for our next business networking event on **Wednesday 1st October** from **11am to 1.30pm** at Wildwood, Cathedral Square.

This free event is delivered in partnership with SEEDL learning platform, which we fund to support levy-paying businesses with training and development support and opportunities.

This interactive session will include a live demo of SEEDL's learning platform, pizza lunch, relaxed networking with other local businesses and merchandise giveaways.



Scan the QR code to book your ticket or visit [peterboroughpositive.co.uk/events](http://peterboroughpositive.co.uk/events)

## BID EXCLUSIVE OFFER



The Park Inn by Radisson is making Christmas parties even more special this year. As a valued BID member, when you book a festive table of 10 or more, the booker goes free of charge!

To find out more visit [bit.ly/4pt4CPd](https://bit.ly/4pt4CPd)

Offer T&C's: Available on all Christmas party nights, table must be booked by **10th October**.



## £5 UNLIMITED BUS TRAVEL

Whether you're commuting to work, going shopping, or meeting friends and family, an all-day Day Rider is now only £5 on the Stagecoach Bus App when using a special discount code until 30th November 2025.

Visit [bit.ly/4mqX4Kb](https://bit.ly/4mqX4Kb) to find out more.

## HOMELESSNESS DIGITAL SUPPORT HUB

'Safer Off the Streets' have launched a new digital support hub providing a 'one-stop-shop' for homelessness support services across Peterborough. The site offers signposting for anyone who is homeless, at risk of homelessness, supporting someone affected, or looking to help.

Visit [saferoffthestreets.co.uk](https://saferoffthestreets.co.uk) to find out more.

## FREE RADIO PROMOTION!

We're offering 10 levy-paying businesses the chance to record a free radio advert to air on the Peterborough Positive Radio station.

Adverts will be allocated on a first come, first served basis, please email [contact@peterboroughpositive.co.uk](mailto:contact@peterboroughpositive.co.uk) to register your interest.

## SHAPE POLICE PRIORITIES

Join us at The Bull Hotel on **Tuesday 21st October** from **2pm to 4pm** for our second Police Engagement Meeting.

This is a great opportunity to shape the future of policing in our city centre and help set the police agenda on the issues that matter most to the city centre business community.

## PROMOTE YOUR BUSINESS ON BREAKFAST RADIO!

Our Monday morning sponsorship of the Kev Lawrence Breakfast Show on PCRFM is back and it's an opportunity to promote your business to thousands of listeners.

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

## BUSINESSES AGAINST ABUSE SCHEME

Businesses across Peterborough are joining the Businesses Against Abuse (BAA) scheme to show their commitment to being safe spaces for customers in need.

BAA accredited businesses pledge to challenge Violence Against Women and Girls, maintain a zero-tolerance policy toward predatory behaviour, and ensure their staff are trained to spot and respond to risks.

Staff training is essential for accreditation and is available via Peterborough City Council at Sand Martin House in Fletton Quays.

Businesses that complete the training officially become BAA accredited, helping to make the city a safer place for everyone.

To attend a training session and join the scheme, please visit [bit.ly/4gvb0Bd](https://bit.ly/4gvb0Bd)

## DOG FRIENDLY DIRECTORY

We are working on a new dog friendly campaign to support our city centre businesses. Please complete the quick form via the QR code to let us know if you are a dog friendly business or venue and we will feature you in our new directory!



## DIGITAL SWITCHOVER INFORMATION SESSIONS

Business across the UK are currently going through one of the biggest transitions in the recent UK telecoms history - the Analogue to Digital Switchover. It is affecting numerous devices within businesses, from telephone lines to lifts, alarms and payment machines.

Connecting Cambridgeshire, in partnership with FarrPoint, is hosting a free webinar on Wednesday **8th October** from **2pm** until **2.45pm** to help local businesses adapt to the switchover, ensuring a smooth transition.



Book your place at [tinyurl.com/3czp66jd](https://tinyurl.com/3czp66jd) or by scanning the QR code.

## 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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