

MARCH 2026

PETERBOROUGH
POSITIVE
Your Business Improvement District

Festival Vibes Are Back!



SAVE THE DATE FOR OUR AWARD-WINNING EVENT!

Our Glastonbury Weekender has won silver in the Best Event category at the National BID Awards and we're bringing it back even bigger and better this summer.

The awards celebrate the role of Business Improvement Districts in creating thriving city centres, delivering memorable experiences, and bringing communities and businesses together, while also providing a valuable benchmark to compare our work and learn from other BIDs across the country.

Winning a national award is a fantastic endorsement of the creativity, collaboration and hard work behind the event, and a brilliant reflection of the city centre's energy and ambition.

Glastonbury may be taking a break this year, but we aren't! The Peterborough Weekender returns on **Friday 19th to Sunday 21st June!**

Expect live music, iconic Glastonbury performances on the big screen, and a vibrant programme of activities across the city centre.

If you're a business that wants to take part, email contact@peterboroughpositive.co.uk



A MESSAGE FROM OUR CHIEF OPERATING OFFICER



We've packed a lot into the first three months of the year!

There's been drop-in sessions, walkarounds with our MP and city council, removing graffiti and hosting meetings like Peterborough Tourist Board, Pubwatch and our quarterly Police Engagement event.

We refreshed our city centre planters, launched our street art map and tours, created our dog-friendly directory, and represented the city centre as a panel member at the Chamber of Commerce Growth Summit.

From an events perspective, we held our big-screen Valentine's film event, launched our Easter film and trail, and hosted a networking event around mental health in the workplace.

In addition, we supported an arts trail and a cathedral exhibition through our 2025 Small Grant Scheme, launched our 2026 Small Grant Scheme, plus held our very first Paws & Discover dog-friendly event.

And there's lots more, some of which is included in this newsletter.

Our first five-year term officially comes to an end in a year's time - and you'll receive a ballot paper this June to ask for your vote for us to continue our work on improving our city centre.

We hope you will let us continue our journey in making a positive difference because our city centre deserves it.

Keep an eye out for our ballot campaign, which we hope you can be a part of and support.

Peter



Street art tour success!

We were delighted to attract visitors from Peterborough and beyond to enjoy our first city centre street art tour and we're hoping to organise more later this year. The free guided tour gave us an opportunity to showcase prominent pieces of street art painted by Nathan Murdoch and his team, alongside the launch of our new street art pocket map, which includes murals we've commissioned to help brighten the city centre.

Art fans were led through the city centre by our team, Nathan Murdoch, fellow artist Tony Nero and Peterborough Civic Society. It was a unique opportunity to understand why specific designs were chosen, explore the creative process behind each piece and learn more about the history of the locations where the artwork has been created. We are proud to have helped street art become an important part of our city centre's identity by transforming everyday spaces into cultural landmarks that contribute to the visitor experience, and add to the city's sense of civic pride.

Printed maps are available from the Tourist Information Centre at Peterborough Museum and Art Gallery, the Town Hall, and a digital version is available to download from peterboroughpositive.co.uk/projects.

UPDATE FROM EMMA

OUR BUSINESS CRIME & SAFETY LIAISON OFFICER



I was recently interviewed by ESP Magazine as part of our sponsorship of the spring issue and it gave me a chance to reflect on the progress I've made in supporting city centre businesses with their challenges around crime.

With the interview fresh in my mind, I thought I would use this opportunity in our newsletter to remind businesses of my role and introduce myself to anyone reading this for the first time.

On behalf of businesses, I report incidents, follow up with police officers, share updates and provide reassurance. Every case is handled sensitively because behind every report is an individual who wants to feel safe at work.

My close working relationship with the Neighbourhood Policing Team, the Spree Offender Team and the city council's Enforcement Team ensures a joined-up and collaborative approach.

I also manage Disc (Peterborough Business Crime Partnership), our secure, invite-only crime reduction app. It lets members report incidents, share intelligence, view galleries of prolific offenders and communicate in real time, including directly with police.

We have 280 members on Disc, plus 32 police officers. At the time of writing this we've recorded more than 6,000 logins in 30 days.

I have processed 50 incident reports during this period, which is a 33% increase from this time last year.

More importantly, Disc is providing information that's leading to arrests. An example of this is when a prolific offender was seen shoplifting in store and a Disc member shared this intelligence via the app. Due to this information, the police were able to act quickly and arrest the offender, recovering £200 worth of stock from the members business.

Alongside my Disc responsibility, I roll out crime prevention initiatives and safety campaigns, from supplying anti-drink spiking devices to the night-time economy, to organising conflict resolution training and distributing personal safety tools.

Success for me isn't just about arrests, it's about staff feeling empowered and supported, businesses operating safely, and visitors enjoying a welcoming and safe city centre.

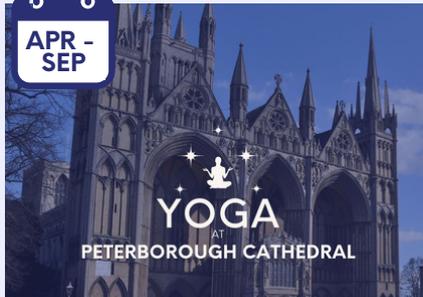
Emma

Email: emma@peterboroughpositive.co.uk

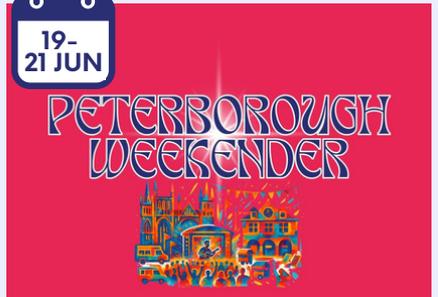
Events for everyone!



In collaboration with Gateway Film Festival and St John's Church, join us on **Wednesday 1st April** for a morning of free, big screen Easter fun and crafts for all the family!



Join us on the Cathedral Lawn for Kundalini and Hatha Yoga on selected Saturdays from April to September. These sessions are perfect for beginners as mats and blocks will be provided.



Festival vibes are back on **Friday 19th to Sunday 21st June!** Join us for our Peterborough Weekender, featuring classic big screen Glastonbury performances, comedy, art and live music!



Get the popcorn ready and enjoy a free family film and face painting in Cathedral Square, as big screen entertainment comes back to the city centre on **Sunday 2nd August!**



Our free, family Halloween Trail is back! Taking place on **Saturday 24th October**, join us for plenty of tricks and treats, as we hunt for spooky characters hidden around the city centre.



Join us at ODEON LUXE in Queensgate Shopping Centre in **November** for a family screening of a classic Christmas movie! More details will be shared on our socials later this the year!

PROMOTE YOUR BUSINESS ON BREAKFAST RADIO!

We're on the lookout for businesses to feature on our Monday morning sponsorship of the PCRFM breakfast show.

So far, we have showcased more than 80 business and events, dedicating more than 640 minutes of airtime to promoting our city centre. If you would like to be featured on the show, email contact@peterboroughpositive.co.uk

NEW TOURISM WEBSITE

Peterborough Positive is proud to be a founding member of the Peterborough Tourist Board, a city-wide partnership bringing together organisations to help showcase everything Peterborough has to offer.

At the heart of this initiative is **Discover Peterborough**, the city's tourism website, where businesses and organisations can share events and activities to help build a dynamic and ever-evolving picture of what's happening across the city. Visit discoverpeterborough.co.uk to discover more.

DOG FRIENDLY DIRECTORY

We are working on a new dog friendly directory 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!**



PAWS & DISCOVER EVENT

Dog lovers gathered on Cathedral Lawn a few weeks ago for our Paws & Discover Dog Event, a celebration of the city's four-legged visitors.

A specially curated trail guided participants to dog-friendly businesses, where pups were welcomed with plenty of treats!

A big thank you to the teams from Woodgreen Pets Charity and Pets at Home for joining us and making the day a success.



AN EGG'CITING EASTER IN THE CITY CENTRE!

Families can enjoy even more Easter fun in the city centre with a free Easter Egg Trail in collaboration with Peterborough City Council, until 16th April. Follow the trail across seven locations for the chance to be entered into a prize draw to win a £100 gift card, to find out more, visit peterboroughpositive.co.uk/events. Plus we've also installed an eye-catching Easter themed photo opportunity in Cathedral Square, so be sure to hop on and say cheese!



JOIN OUR LITTER PICK

We are looking forward to our next city centre litter pick which is taking place on Wednesday 15th April, 2pm - 4pm.

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



CYBERCRIME SUPPORT

If you use email, social media, websites, computer's or any internet-enabled device, the Cyber Resilience Centres can help strengthen your protection.

These centres provide practical, accessible training, tools and guidance to help identify and address vulnerabilities before criminals exploit them.

Support can help staff recognise risks, reduce disruption and assist with data protection and GDPR responsibilities.

Free membership provides access to guidance, updates on emerging threats and webinars explaining topics such as securing websites and understanding how criminals target organisations online.

For more information, visit ecrcentre.co.uk/join-us

PETERBOROUGH TOP 100

Do you know a business owner or employee that's made a real difference to our city? Here's your chance to shine a spotlight on them by nominating individuals for the Peterborough Top 100 Awards.

Launched by the Cambridgeshire Chamber of Commerce, the awards provide an opportunity for recognition to people whose contribution is helping drive our city forward. The top 100 will be invited to an awards presentation at the chamber's centenary dinner at the cathedral on 24 September.

You can nominate people in categories that include: Business Leader, Civic Leader, Rising Star, Innovator, Talent Champion, Environmental Impact Champion, Global Growth Champion, Workplace Champion and Community Impact. Visit cambridgeshirechamber.co.uk for more details on how to nominate.

ASSISTANCE DOG COUNCIL

Assistance dogs are not limited to guide dogs for visual impairments; they also support individuals with hearing loss, mobility challenges, and medical conditions such as epilepsy. For retail staff, recognising all types of assistance dogs is important to avoid discrimination and ensure everyone has access to your store.

To learn more check out the full guide - bit.ly/4suAluV

CHURCH SEEKS NEW ROLE

St John's Church in Cathedral Square is recruiting to a Head of Operations role, which will be responsible for coordinating, managing and integrating all parish activities.

The part-time post has the option of hybrid working and salary range is between £24,500 and £28,000 pro rata. The post is fully funded for the first year, with the expectation that the postholder will help secure funding for subsequent years.

For more information visit peterboroughstjohns.org.uk

50% OFF BUS TRAVEL!

We're working with Stagecoach to deliver a new travel initiative. Small groups of up to three people can now get 50% off* bus travel across the city by downloading the Stagecoach App and entering EAPBGROUP50.

The partnership aims to make city centre visits more accessible, encouraging residents and visitors to explore shops, attractions, and events throughout the day and evening to support our local businesses.

Whether it's a quick trip to the cinema, a visit to the cathedral, or an evening exploring the city, "you plus two" can jump on a bus and enjoy all that Peterborough has to offer. For details, visit peterboroughpositive.co.uk

*T&C's apply

JOIN OUR MAILING LIST!

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



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