

JULY 2026

Weekender Success in City Centre!

Festival fun returned to Cathedral Square as the city centre came alive for this year's Peterborough Weekender. Across three vibrant days, visitors gathered to enjoy a packed programme of entertainment, from comedy and family activities to live music performances across a range of city centre venues.

Feedback from both visitors and businesses was overwhelmingly positive, with strong footfall and a noticeable sense of vibrancy across the city centre throughout the weekend.

A huge thank you to everyone who attended, and to the fantastic performers, artists, venues and businesses who helped bring the city centre to life.



A MESSAGE FROM OUR CHIEF OPERATING OFFICER



The team is still on a high from the success of our Peterborough Weekender! Thank you to everyone who supported the event and who came along to be part of it. We want to organise more events for the public and for businesses – and securing another five-year term will mean that we can.

Your 'YES' vote will lock in another term of investment into making the city centre safer, vibrant and welcoming. In less than four years we've established ourselves as a trusted and credible voice that lobbies on the city centre's behalf, turns ideas into action, connects businesses and drives momentum for change.

Like all Business Improvement Districts, as a place-making organisation, our overall objective is to improve our city centre visitor experience. It's an objective that continues to drive us and it's a narrative I continue to insist on when representing the city centre on a strategic level with key decision-makers in stakeholder organisations.

We want to build on the progress we've made by delivering even greater value for businesses. We believe in our city centre and securing another five years of investment allows us to continue to make a positive difference and shift perceptions towards a deserving identity for the centre of our city.

Peter

SAFER & RESILIENT

A Safer City Centre for All



VISITOR EXPERIENCE

Vibrancy, Perception, and Pride in Place



BUSINESS COMMUNITY

Championing, Lobbying & Connecting Local Businesses



Ballot Focus and Key Dates



All Ballot voting cards have now been posted, and you should have received one or more than one if you represent more than one business. This is your opportunity to vote on whether we continue to represent and invest on behalf of city centre businesses for a second five-year term.

A 'YES' vote will secure five more years of additional investment, support, and improvements for businesses across the city centre. It will help create a safer, more vibrant, and welcoming environment for businesses, employees, and visitors, ensuring the city centre we love continues to move forward.

Through strong partnerships with businesses, stakeholders, and the local authority, we have become a credible and influential voice, delivering real, tangible benefits for levy payers.

We have championed business priorities, introduced practical initiatives such as direct crime reporting through our DISC platform, and delivered award-winning events. These efforts have helped increase footfall, support the local economy, and positively shift perceptions of the city centre.

Below are two examples of levy-payers championing our work.

"We want residents, visitors and businesses to feel proud of the city and none of this is possible without the genuine partnership we have with Peterborough Positive." **Adrian Chapman, Director of Place and Economy, Peterborough City Council.**

"Peterborough Positive has helped unlock 'the art of what's possible' in the city centre, encouraging creative collaboration and inspiring new ways to engage visitors and businesses." **Sarah Wilson, Heritage Manager, Peterborough Museum and Art Gallery.**

To watch our ballot video or find out more, please visit peterboroughpositive.co.uk/ballot or email the team at contact@peterboroughpositive.co.uk.

A MESSAGE FROM OUR CHAIR



Over the past four years, Peterborough Positive has helped create a safer, cleaner and more vibrant city centre. Since the BID's inception, it has been a privilege to see the progress achieved through the dedication of our team, board members and levy-paying businesses.

By working closely with partner organisations such as, local authorities, police and businesses, the BID has become a respected voice for the city centre. We have introduced practical initiatives, including the DISC crime reporting platform, strengthening communication between businesses and the police. We have also delivered award-winning events that have increased footfall, supported local businesses and boosted the local economy.

Our second-term business plan sets out a clear vision for the next five years, building on the strong foundations already in place. We remain committed to advocating for businesses, strengthening partnerships and delivering projects that benefit the city centre. A successful vote is essential to maintaining this momentum. A vote in favour is a vote for continued investment, collaboration and progress, helping to ensure a positive future for Peterborough and its businesses.

Kelly

'STARMAN' HONoured BY STREET ART MURAL

We are proud of our latest piece of vibrant street art, which celebrates the rich musical heritage and one of the world's most influential artists, David Bowie.

Created by renowned local artists Nathan Murdoch and Tony Nero, the artwork captures the iconic musician in a bright and colourful style, honouring his legendary status in music history.

The mural celebrates Bowie's one and only performance in Peterborough, when he appeared at the Palais on Wentworth Street on 10th March 1966 with his short-lived band, The Buzz.

Long before becoming the global superstar known and loved around the world, Bowie took to the stage at the city's premier music venue as part of his early career, performing to Peterborough crowds for just 25p a ticket.

The Palais on Wentworth Street was one of Peterborough's most significant live music venues during the 1960s, welcoming some of the era's biggest acts including The Who, The Kinks, The Hollies and Manfred Mann.



The Lego Movie

BIG SCREEN FAMILY FILM

SUNDAY 2 AUGUST
CATHEDRAL SQUARE
3PM - 5PM



Join us on Sunday 2nd August for our **FREE** big-screen family film! We are partnering with Peterborough Cathedral as part of their Travelling Bricks exhibition, and showing 'The Lego Movie'. Visit peterboroughpositive.co.uk/events

Check out the exhibition here

peterborough-cathedral.org.uk/events

YOUR JOURNEY DURING STATION QUARTER WORKS

Construction work on City Link, the first phase of the Station Quarter regeneration, will begin on Monday, 6th July.

City Link will create a more direct walking and cycling route between the train station and city centre. The project will fill in two out of the three subways and create a modern and welcoming surface level route from the train station to the city centre (via Cowgate). The surrounding landscape will also be enhanced, making the route safer and more attractive.

The Queensgate roundabout will remain mostly operational throughout the project with all entrances and exits still in place. However, the lanes will be reduced to a single lane and there will be some full closures of Queensgate roundabout planned throughout the course of the project, which will be overnight to reduce disruption for motorists.

The subway system will be closed from Monday, 6th July and two diversion routes have been set up:

1. A route to the railway station around the roundabout from Thorpe Road, via the Priestgate entrance and across Bourges Boulevard.
2. A dedicated walk-through across the station car park to the station

Cyclists can either use Queensgate roundabout, or dismount from their cycles and use the pedestrian diversion routes. There are expected to be short delays to bus times.

You can find out more and sign up for a quarterly e-newsletter at peterborough.gov.uk/stationquarter or email: stationquarter@peterborough.gov.uk

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

DOG FRIENDLY DIRECTORY

Our dog friendly directory in collaboration with Queensgate Shopping Centre is now live, helping visitors and their four-legged friends navigate our city centre!

Scan the QR Code to be added to our directory.



DISC DIRECT CRIME REPORTING

Over the last few months, our Crime and Safety Liaison Officer, Emma, has been working very closely with the police to enhance the existing crime reporting and intelligence system Disc, with direct links into police systems, making it quicker, easier and more effective for businesses to report crime.

The enhancement follows extensive feedback from businesses and close collaboration between Peterborough Positive, Cambridgeshire Constabulary and British Transport Police.

Police use of the system has also grown, with more than 25 officers now actively using the platform to access valuable real-time intelligence that supports proactive policing, business priorities and ongoing investigations.

Information shared through Disc is already delivering tangible outcomes, from helping businesses identify and report wanted suspects to supporting same-day arrests, the recovery of stolen goods and successful prosecutions.

For more information about Disc or to join the platform please email emma@peterboroughpositive.co.uk



HELP SUPPORT VULNERABLE WOMEN

iCaSH, an organisation providing support and access to clinical services for vulnerable women in Peterborough, is appealing to city centre businesses and employees for donations to help those in need.

Items that would be greatly appreciated include, clothing, shoes, toiletries, makeup, and skincare products.

If you would like to donate, the Peterborough Positive team will be collecting items at their office. Please feel free to drop by or email the team to arrange collection.

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.

QUEENSGATE PARKING INITIATIVE

Queensgate Shopping Centre has launched a parking initiative which allows '4 hours of parking for the price of 2' in the Queensgate Car parks, if you are visiting the Cathedral or Museum.

For more information visit queensgate-shopping.co.uk/park-longer-pay-less

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.

From a quick trip to the cinema to 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.



Peterborough Positive



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