

Derby LIVE

OUTDOOR EVENTS

PROGRAMMING CITY CENTRE STREET TRADERS AND STREET ENTERTAINMENT

Principles and Guidelines

Derby LIVE seeks to enhance people's experience of the city centre and to drive customer footfall. It endeavours to provide balanced programmes of activity for cultural, social and economic benefit. Derby LIVE provides a simple, single point of entry for those wishing to provide or to know about outdoor entertainments, trading and activities in Derby city centre.

When assessing whether to agree to a proposal for street trading or entertainment within the city centre, Derby LIVE assesses the proposal against each of the four following criteria. The proposal is not assessed solely on its own merits, but also with regard to how it contributes to an overall, year-round provision which achieves the desired breadth and balance. The proposal does not, of course, necessarily have to score highly against each and every criterion in order to be deemed acceptable.

1. **Quality.** Will the proposal help to improve the quality of what is currently being offered within the city centre?
2. **Innovation.** Does the proposal provide something which is new and different or, conversely, does it merely duplicate what is already provided in the nearby vicinity?
3. **Diversity.** Does the proposal help to recognise and raise the profile of one or more of Derby's under-represented communities?
4. **Economic.** Will the proposal generate income and/or help to increase secondary spend within the city centre?

Anyone wishing to know more about Derby city centre street trading and entertainment should contact:

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