

CATHEDRAL QUARTER BUSINESS IMPROVEMENT DISTRICT ANNUAL REPORT 2017



CATHEDRAL
QUARTER
DERBY

INDIVIDUAL : DIVERSE : INSPIRING

WWW.DERBYCATHEDRALQUARTER.CO.UK



CHAIR'S INTRODUCTION

Welcome to Cathedral Quarter Business Improvement District's (BID) annual report for 2017.

2017 was a year in which the Cathedral Quarter BID looked to build on its successes having been crowned 'BID of the Year' at the ATCM awards and 'Best City Location' at the Great British High Street Awards in 2016.

Whilst the awards are a fitting recognition of all that the Cathedral Quarter and its businesses have achieved to date, this success would have counted for little if we had simply rested on our laurels. Instead, throughout the year, the Cathedral Quarter BID has continued to build awareness and promote businesses across all sectors, encourage growth and investment in the area and provide visitors and employees alike with a unique lifestyle experience.

Footfall to the Cathedral Quarter has bucked both regional and national trends with the number of visitors increasing on the year. Businesses reported encouraging sales despite uncertain times and rising inflation. Demand for commercial property in the area remains buoyant with quality new businesses arriving and significant investment in new commercial and residential developments.

Looking forwards, the mandate provided by the businesses in the area through your votes at the renewal ballot in October gives the BID fresh impetus and will help ensure that the Cathedral Quarter moves to the next level in its development, creating a destination of which businesses are proud and which others aspire to be a part of.

This cannot happen without your continued support and I would encourage all business owners to get involved and make a real difference to the future of the Cathedral Quarter over the next five years.

Regards,

Martin Langsdale – Chair of Cathedral Quarter BID Board
Chartered Surveyor, Raybould & Sons

CATHEDRAL QUARTER BID BOARD MEMBERS

The Cathedral Quarter BID Board is elected by members of Cathedral Quarter BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of businesses, stakeholders and key agencies associated with the

successful delivery of the BID project.

The role of the Board is to safeguard the interests of the levy payers by ensuring that the BID operates in line with the Business Plan and offers consistent value for money in line with its targets.



Martin Langsdale,
Chair of CQ BID Board
and Chartered Surveyor,
Raybould & Sons



David Nelson,
Partner,
Smith Cooper



James Hurdis,
Owner and Director,
Canopy



Carley Foster,
Head of the Centre for
Business Improvement,
University of Derby



Debbie Jardine,
Director,
Dream Doors



Mohammed Suleman,
Director of Resources,
Derby Museums



Fraser Cunningham,
Partner,
Smith Partnership



Martin Rawson,
Deputy Leader of
Derby City Council



Matthew Holmes,
Leader of Derby City
Conservative Group

CATHEDRAL QUARTER BID PROJECT TEAM



Ashley Lewis
BID Project Manager

Ashley is employed by Partnerships for Better Business Ltd (pfb UK) who support the BID team with their expert advice and in-depth

knowledge of Business Improvement Districts.

The Role of the Project Manager is to run, coordinate and deliver all BID projects, liaise with businesses and report back to the BID Board on progress. The Manager also acts as a conduit for the Board to work with partner organisations to consult and advise on issues that should be addressed in the Cathedral Quarter.



Eve Taylor
BID Project
Support

Eve is employed by Partnerships for Better Business Ltd (pfb UK)

and works alongside Ashley and the Rangers to provide project and administrative support for the Cathedral Quarter BID.

With a background in online marketing, Eve is also responsible for undertaking social media on behalf of the BID, increasing interaction and promoting the area.

**Cathedral Quarter
Rangers**

The Cathedral Quarter Rangers work closely with Police and other agencies to tackle anti-social behaviour and crime issues in the area whilst also supporting businesses with any issues. The Rangers are the 'eyes and the ears' of the Cathedral Quarter, helping to promote the area, welcome visitors and provide support for the implementation of events and activities.



HIGHLIGHTS & ACHIEVEMENTS 2017/18

Key performance indicators

Footfall

Footfall 2017 v 2016

Cathedral Quarter	↑ +0.3%
East Midlands	↓ -1.9%
UK – High Street	↓ -0.9%
UK – All Destinations	↓ -1.1%

New businesses

↑ 46

New businesses
opened

↑ 3

Net
gain

Sales

Sales 2017 v 2016

Overall Sales	↑ Up 39 weeks out of 52
Fashion	↑ Up 32 weeks out of 52
Hospitality	↑ Up 39 weeks out of 52
Discretionary	↑ Up 31 weeks out of 52

Social media coverage

Twitter	↑ 10% increase in followers
Facebook	↑ 21% increase in likes
Instagram	↑ 30% increase in follows

The CQ Experience

The Cathedral Quarter Rangers

Jon and Scott were on duty for over 3400 hours in 2017, patrolling the streets, recording incidents on their body worn cameras, liaising with businesses, undertaking ambassadorial work, supporting events and helping tackle anti-social behaviour and crime issues.

Addressing Crime and Anti-Social Behaviour

Working with the Police and partner agencies

The BID continued to work closely with the Police, sharing intelligence and building confidence in tackling crime and anti-social behaviour. The BID also worked with No Second Night Out and other agencies to help

address homelessness and rough sleeping in the city as well as publicising an alternative giving scheme through the Padley Centre.

Proactive Engagement & Enforcement Programme (PEEP)

The BID attends the fortnightly PEEP meetings alongside colleagues from the Police, Derby City Council and other partner agencies. PEEP is designed to improve efficiency and effectiveness in the management of identified offenders through the co-ordination of services in the city.

Public Spaces Protection Order (PSPO)

The BID was heavily involved in the development of the PSPO legislation which launched in late 2017. The PSPO is designed to give the Police and Local Authority Officers access to greater powers to address anti-social behaviour.

Safer Neighbourhood Days

Two separate days were held in May and December with over twenty-five businesses visited, providing crime prevention advice and information.

CCTV Monitoring

The BID has been instrumental in ensuring that the CCTV cameras in the city centre continue to be maintained adequately and monitored at peak times. The situation has improved to the extent that funding going forwards can be met by the local authority and without further contributions from the BID.

Street Champion & Pubwatch Radio Schemes

These schemes continue to enable shops, bars and nightclubs to contact the Police, Rangers and CCTV for the purposes of reporting and preventing crime and anti-social behaviour.

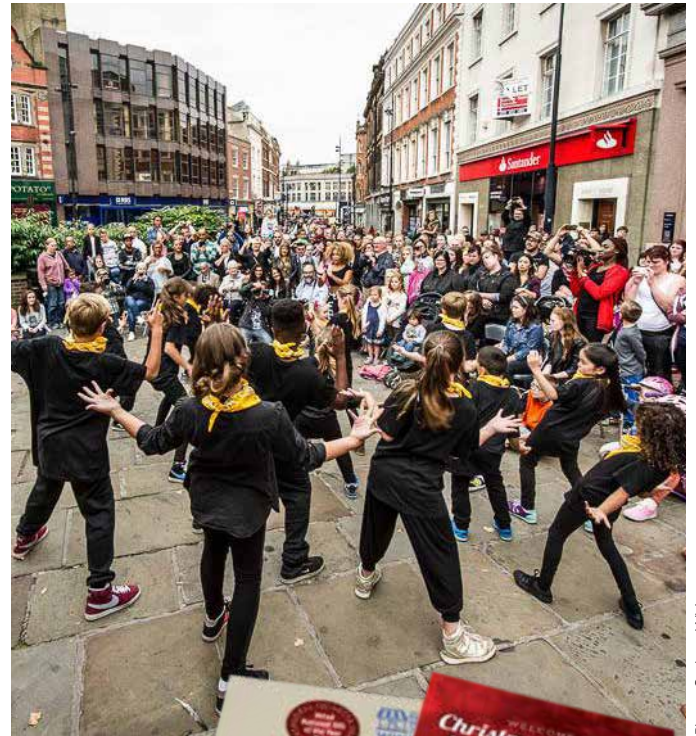


Photo: Graham Whitmore

Purple Flag

The BID played an integral part in the renewal of Derby's Purple Flag Accreditation, working with partner organisations and businesses to ensure the effective management of the night time economy.



Improving the public realm

Hanging Baskets

The BID funded the installation of hanging baskets on Iron Gate, Corn Market, St James Street and Market Place with almost 40 baskets installed on existing infrastructure.

Bunting Installation

Working alongside Derby Feste and Derby Folk Festival, the Cathedral Quarter BID installed bunting on streets with existing infrastructure to provide additional decoration for the Festival Season.

Animating the CQ

CQ Saturdays Programme of Events

Events in the Cathedral Quarter help generate footfall, extend dwell time, create an animated atmosphere and provide a great lifestyle experience for visitors and people working in the area.

A total of 30 CQ Saturday events were funded

by the BID throughout the year – 13 Knickerbocker Glorious, 7 Towers, Tunnels & Tales Tours, 5 Street Circus and 5 Street Theatre.

Event Sponsorship

The Cathedral Quarter sponsored or provided support for a range of other major city events including Derby Feste, Derby Folk Festival and the Furthest From the Sea Festival thus ensuring additional activities in the BID area.

Christmas Activities

Christmas Lights

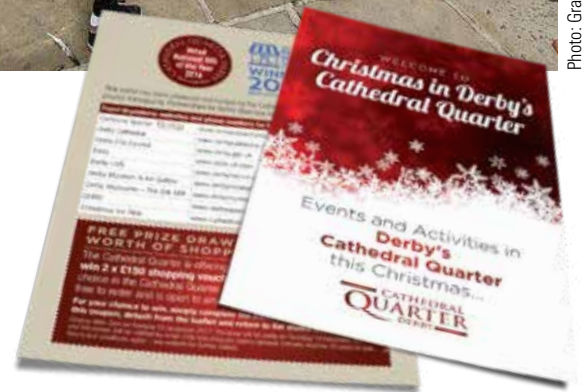
The BID worked alongside Derby City Council to ensure that festive lighting returned to the Cathedral Quarter with cross-street and lamppost displays, floodlighting and tree wrapping in locations around the area.

Christmas Entertainment

Festive entertainment provided by the BID included four additional Knickerbocker Glorious performances as well as musical entertainment from the Salvation Army Band, Derbyshire Constabulary Choir and Newhall Brass Band. Walkaround entertainment was also provided on Saturdays throughout December with Christmas characters and 'Oli and his Roving Piano' touring the streets of the Cathedral Quarter.

Cathedral Quarter 3aaa Ice Rink

The Cathedral Quarter BID once again



worked with Derby City Council, 3aaa and rink providers Christmas Ice Rinks to bring the Cathedral Quarter 3aaa ice rink back to the Market Place. The rink was used by over 15,000 visitors this winter, bringing additional money into the local economy.

'Welcome to Christmas in Derby's Cathedral Quarter' Leaflet

The Cathedral Quarter BID once again produced the 'Welcome to Christmas in Derby's Cathedral Quarter' leaflet in 2017. Containing information on events across the BID area over the festive period, 55,000 copies were printed and distributed with the Derby Telegraph, in school book bags, to businesses and via Art boxes across the County.

Christmas Free Prize Draw

Included in the Christmas leaflet was the opportunity for visitors to the area to win £300 worth of shopping vouchers. The draw attracted over 220 entries with Joan Clemens of Derby the lucky winner!

Promotion of CQ Businesses

CQ Advertising & Promotion

Targeted Adverts and Advertorials

A wide range of adverts and editorial were placed in local and regional media, including copy in the Derby Telegraph, DT supplements, Derbyshire Magazine, Derbyshire Life, Agenda, Country Images, Derby Live What's On Guide and digital adverts on the Derby Telegraph website.

Press Coverage

Over 30 press releases relevant to BID activity, business initiatives and events issued, generating over £100,000 advertising equivalent coverage in printed media.

Promoting the CQ Through Events

Adverts and editorials in Cathedral Quarter sponsored/supported events booklets and magazines, including Derby Folk Festival, Derby Book Festival, Furthest From the Sea Festival and Derby Feste as well as advertising hoardings surrounding the Cathedral Quarter 3aaa Ice rink.

Great British High Street Campaign

The BID instigated a marketing and advertising campaign to promote the Cathedral Quarter and its businesses following last year's success at the Great British High Street awards. The campaign

included, amongst other things, the creation and use of three new marketing videos, articles in local and national media, TV adverts at David Lloyd gyms and various digital advertising.

Sector-specific campaigns

CQ Life Magazines

Three CQ Life Magazines published providing businesses across all sectors with additional publicity opportunities. All editions were also available to read online via the website.

Evening Economy Leaflet

The BID produced 20,000 copies of an evening economy directory promoting businesses within this sector. Available at venues around the Cathedral Quarter, the handy pocket sized 'z-card' directory was also provided to over 3,000 University of Derby students via their welcome bags and at the Freshers Fair.

Developing the CQ brand

CQ Receives National Recognition

The success in the Great British High Street awards, coupled with the continued work of the BID in promoting the area, saw the



Cathedral Quarter feature in a number of high profile national publications.

- Best practice case studies in the Mayor of London's 'Improving Places' report and Historic England's 'Heritage Counts' report.
- Feature in Visit Britain's 'Shopping is Great' Guide
- 'The Ultimate Guide to a Weekend in Derby' on the Lines of Escape blog

Photographic Library

The Cathedral Quarter photography library was updated with new images of Christmas, CQ street scenes, evening economy venues and retail and leisure premises.

Digital and Social media

Proactive Social Media Campaigns

The BID ran a number of social media campaigns throughout the year including Valentines Day, Love Your Local Market and Small Business Saturday.



Social Media Coverage

The BID issued almost 2,500 tweets and compiled over 1,000 Facebook messages during the course of the year, excluding re-tweets and re-posts. The BID now has over 8,700 Twitter followers, over 1,100 Facebook likes and 1,000 Instagram follows.

Cathedral Quarter Website

Featuring individual business profiles and with enhanced search engine optimisation ensuring the website continues to rate highly on all major search engines.

CQ Loyalty Scheme

Over 3700 CQ I Work, I Love & CQ Mango I Love cards have been issued over the course

of this BID term, increasing frequency of visits and attracting new shoppers and clients. 52 Loyalty card ebulletins were also sent out this year promoting offers to subscribers.

Keeping You Informed

BID Newsletters

Four Cathedral Quarter Newsletters were issued throughout the year keeping you up to date on BID projects and activities as well as the renewal process.

BID Ebulletins

66 BID ebulletins were issued providing you with weekly updates on business, projects and opportunities and BID renewal.

Renewal Launch and Workshops

During the renewal process the BID held ten business workshops and a launch event to keep businesses informed of developments and to obtain the views of businesses on what they would like to see from the BID over the next five years.

Business & Retail In The City Meetings

12 Business & Retail in the City meetings were held over the course of the year providing businesses with insights on footfall and sales trends both locally and nationally as well as updates on BID projects and activities.

CQ Business Growth & Investment

Celebrating Awards

Cathedral Quarter businesses won in four of the seven eligible categories at the 2017 Food & Drink Awards held in October, whilst Liv and Sarah Pritchard of Bean Caffe scooped the Outstanding Achievement award in recognition of their service to the industry.

Healthy High Street Programme

2017 saw the Healthy High Street Programme come to a conclusion. For the past three years the BID worked closely with partners such as Santander and Greggs on projects and activities aimed at increasing footfall, reducing vacancies and stimulating the creation of new jobs in the city.

Developing skills and improving performance

Google Digital Garage

As part of the Great British High Street award prize, the Cathedral Quarter BID hosted the Google Digital Garage digital skills training workshop at QUAD in May.

Aimed at assisting business growth, career progression and confidence online, the workshop covered two main areas; 'Tell Your Story Online' and 'Reach New Customers Online'.



Dementia Friends

Along with a number of other CQ businesses, the Cathedral Quarter BID team became

'Dementia Friends' in 2017 thanks to a free workshop provided by Timms Solicitors.

As well as providing information on the condition and tips about how to make your business more dementia friendly, the scheme also has a commercial benefit, providing businesses with a unique selling point and helping to improve customer service.

Monitoring Performance

Footfall Cameras

Alongside Derby City Council, the BID funds footfall cameras which monitor the number of visitors to certain streets in the area. These statistics allow the BID to benchmark

performance and are also a useful KPI for potential investors.

Retail Sales Monitor

The BID's management company, Partnerships for Better Business (pfb UK) operate a weekly retail sales monitor which provides information on footfall, sales and car park usage in the BID area for participating businesses.

Vacancy Surveys

The BID undertakes a quarterly vacancy survey which assists in evaluating the economic health and performance of the area whilst also informing future projects and initiatives.



REVIEW OF 2013-2018

The first five years of the BID between 2008–13 established the Cathedral Quarter as a destination in its own right with a reputation defining quality and as an attractive environment with well-established and respected businesses across all sectors.

In 2012, on the back of this success, businesses voted overwhelmingly for a second BID term. There was a new-found confidence in the Cathedral Quarter and a positivity for the future following a period of recession.

You asked the BID to capitalise on this, enabling businesses to benefit from the Cathedral Quarter's values for quality, sense of community and as a place which is both attractive and vibrant.

Three key objectives were identified:

1. Provide a great lifestyle experience for visitors and people working in the area to enjoy
2. Build awareness and promote, locally and regionally
3. Encourage growth, development and investment in the Cathedral Quarter

1 Great lifestyle experience



2 Build awareness and promote



3 Growth, development and investment



FINANCIALS

Unaudited accounts including estimated accruals as at January 2018.

	BUDGET	ACTUALS
INCOME		
BID Levy Revenue	254,930	261,565
Other Income	28,688	2,043
Contingency	-12,747	
TOTAL INCOME	270,871	263,608
EXPENDITURE		
 The Cathedral Quarter Experience	89,209	98,771
 The Cathedral Quarter Businesses	79,487	113,659
 Business Growth and Investment in the Cathedral Quarter	39,231	16,295
 Central Management Costs and Admin	29,836	31,043
 Levy Collection Costs	20,655	11,998
 Renewal	41,000	40,733
TOTAL EXPENDITURE	299,418	312,499



Over the course of 2017, the Cathedral Quarter BID was able to lever in over £300,000 in savings and in-kind funding for projects and activities in support of Cathedral Quarter businesses.

PAYING YOUR BID LEVY

Every business in the Cathedral Quarter is required to pay a levy which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

You can pay the levy in the following ways. Please always quote your BID account reference. This is an eight digit number starting with a 5.

- **By debit or credit card**, telephone 0345 600 1982 or online – www.derby.gov.uk/payments.
- **By cash** and take it to the Payment kiosks located in the reception area of the Council House.

- **Online** by creating a new payee for the Derby City Council and using the following account details: Lloyds Bank sort code **30 92 59** account number **00008503**.
- **PLEASE NOTE: Derby City Council no longer accepts payment by cheque.** Please use one of the alternative payments methods.

If you have any questions, please contact the Business Rates office at Derby City Council. Tel: 01332 642428 or email business.rates@derby.gcsx.gov.uk

* The Cathedral Quarter BID levy criteria can be found in the BID Business Plan, available to view online at or on request from the BID office.



LOOKING TO THE FUTURE - CATHEDRAL QUARTER BID 2018-2023

In October businesses in the Cathedral Quarter voted to renew the area's status as a Business Improvement District (BID) for a further five years.

There was a strong turnout for the ballot with 85% of businesses by number and 77% of the aggregate rateable value voting in favour, giving a clear mandate to continue building upon the achievements of the BID.

The new BID officially launched on 1st March 2018 with a budget for the five-year programme of £1.5 million – made up of the levy payments and supplemented by voluntary, private and public-sector contributions.

BID VISION & OBJECTIVES FOR 2018-2023

The Cathedral Quarter Vision

“To support and enable all businesses to benefit from the Cathedral Quarter as a place which is attractive and vibrant with a sense of community and a lifestyle which is individual, diverse and inspiring.”

The Cathedral Quarter Objectives

1. The Cathedral Quarter Experience

To continue to develop the great Cathedral Quarter lifestyle experience for visitors and people working in the area to enjoy

2. Cathedral Quarter Businesses

To continue to build the local, regional and national reputation of the Cathedral Quarter as a great place for the evening and night time economy, retail, hair and beauty, leisure and culture and professional services

3. Business Growth and Investment in the Cathedral Quarter

To continue to encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.

New for 2018-2023

As well as continuing with the most effective projects and initiatives from the current BID, the new Business Plan also includes provision for:

- Developing a Business Crime Reduction scheme
- Facilitating better public transport links and information
- Targeted 'hotspot' cleaning
- Improvements to the CQ loyalty scheme
- A revamped CQ BID website
- Taking advantage of new digital developments
- Seeking match funding and alternative funding streams

GET INVOLVED IN YOUR BID

Business Improvement District's are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £2,000 or more is liable for a BID levy to contribute to the costs of the projects and activities undertaken by the BID.

The greater your involvement and the more activities you take advantage of, the better the value for money you will receive from your BID levy. The following are just a number of ways in which you can get involved:

- Keep abreast of BID news and opportunities by reading the Cathedral Quarter ebulletins and social media;
- Attend Cathedral Quarter BID working groups and/or social events;

- Liaise with your BID Project Manager and the Cathedral Quarter rangers for information on projects and opportunities;
- Become a member of the Cathedral Quarter BID enabling you to attend the AGM and vote on BID company matters;
- Join the Cathedral Quarter Board to monitor the effectiveness of BID activities and ensure compliance with BID regulations;
- Look out for opportunities to quote for the supply of BID products and services.





CATHEDRAL QUARTER DERBY

 @DerbyCQ  cathedralquarterderby  @CQRangers

www.derbycathedralquarter.co.uk

Cathedral Quarter Offices, Iron Gate House, 10 Iron Gate, Cathedral Quarter, Derby DE1 3FJ • Tel: 01332 419053 • enquiries@derbycathedralquarter.co.uk

Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd (pfbb UK)