

CATHEDRAL QUARTER DERBY

PROSPECTUS



CATHEDRAL
QUARTER
DERBY

INDIVIDUAL : DIVERSE : INSPIRING



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THE CATHEDRAL QUARTER BUSINESS DISTRICT

Derby is the UK's most central city with a catchment area home to 2.1m people within 45 minutes and where 6m people live within an hour of its centre. A city with the highest proportion of professionals in the Midlands and with 20% more wealthy achievers than the national average.

A city renowned for its hi-technology, innovation and entrepreneurship; a city whose University has one of the highest graduate retention rates in the country plus three of the top ten accounting and finance universities within an hour of its boundaries. A city chosen as one of the UK's twelve super-connected internet

cities and with an unparalleled vision for the future. The **Cathedral Quarter Business District** is at the very heart of this ambitious city. With a rich history complemented by the highest-quality developments, the Cathedral Quarter combines old and new beautifully, retaining its character and unique atmosphere

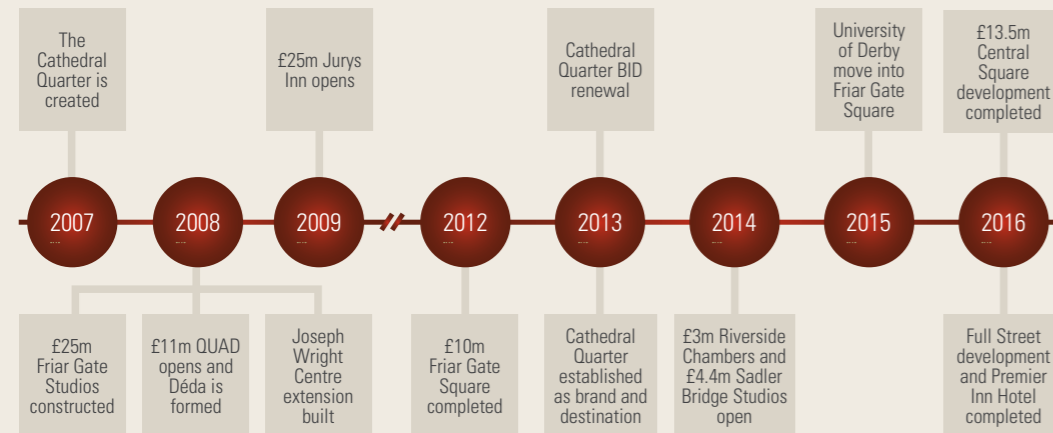
whilst serving as the central business district of Derby. With over 450 highly respected independent and national businesses across the professional and retail sectors, the Cathedral Quarter is at the forefront of commerce in the city providing businesses with the ideal environment in which to flourish.



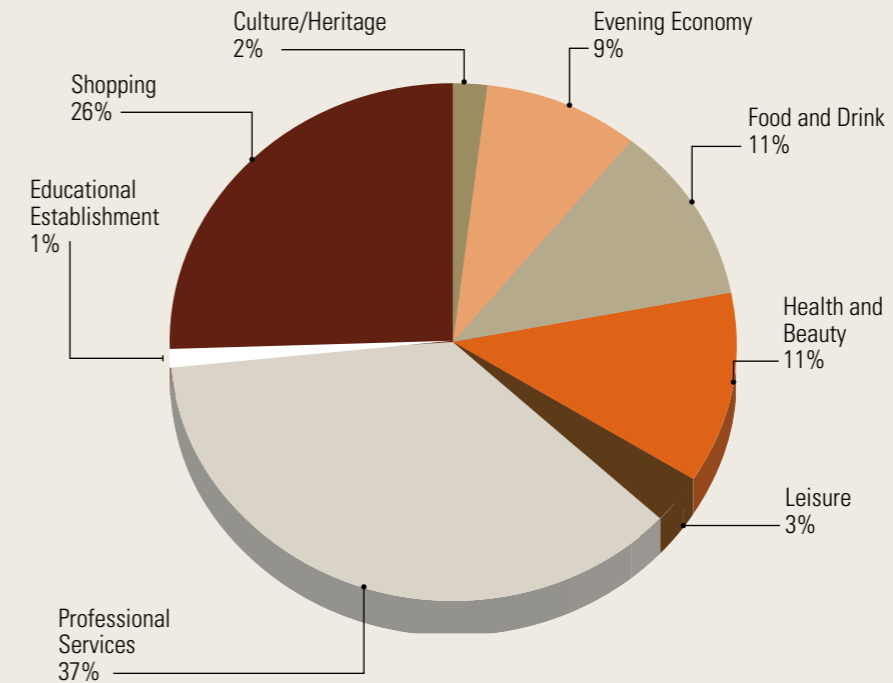
"The Cathedral Quarter has reinforced its reputation as the heart of the city's professional services sector, providing existing companies with the platform to expand and new businesses to join them. The Cathedral Quarter has a real sense of community and offers all the facilities that employees need to live, work and socialise within a vibrant and fashionable community."

Martin Langsdale
Chair of the Cathedral Quarter BID and a chartered surveyor in the city for more than 20 years.

The Cathedral Quarter timeline



Businesses by type in the Cathedral Quarter



248,700
Total population of Derby City
Source: Census 2011

776,400
Total population of greater Derby

7%
Percentage population growth of Derby between 2004–2013
Source: Centreforcities.org 2015

450+
Number of businesses in the Cathedral Quarter

THE CATHEDRAL QUARTER – INSPIRING GREAT BUSINESS

The Cathedral Quarter is an address which carries a kudos and value. Businesses located in the Cathedral Quarter benefit from being part of an established BID which has helped to create an identity and brand which is nationally recognised and one which businesses are proud to be associated with.

Home to a growing number of award winning businesses and market leaders in their fields, the Cathedral Quarter continues to attract innovative and iconic businesses to the area, enticed by the unlimited commercial potential, beautiful surroundings and fantastic lifestyle opportunities.

A new chapter is being written in the history of the Cathedral Quarter and your business can play a leading role in this ongoing success story.

Cathedral Quarter Derby

- High quality cost-effective office and retail accommodation
- A fantastic mix of businesses providing a comprehensive support network
- First-class connections to the rest of the UK and beyond
- Excellent conference and business support facilities
- Access to a highly-qualified talent pool of employees
- The latest digital and broadband technology
- Unparalleled lifestyle opportunities
- Great living and beautiful countryside within minutes of the Cathedral Quarter
- Exciting development and investment opportunities



90%
of Cathedral Quarter
businesses reported that
they expect commercial
performance to increase
or stay the same over the
next five years

Source: BID Business Plan 2013–18



“We are proud to be in the Cathedral Quarter and we are actively involved in supporting other businesses through the BID. Our business is based on client trust and confidence and we believe in the work of the BID to support us in this great location, from which to promote our business and serve our valued clients both locally, regionally and nationally.”

Ian Beardmore
Managing Partner, Flint Bishop and
Director of the Cathedral Quarter BID

Strong Cathedral
Quarter Business
Community and
Network

Global clients
served by
Cathedral Quarter
businesses

Formal, informal and
chance meetings
lead to great
business in the
Cathedral Quarter

Cathedral Quarter
brand and identity
recognised
nationally

Some of the global clients served by Cathedral Quarter businesses



SIEMENS



FUJIFILM

national express



BOMBARDIER



SONY



OFFICE SPACE IN THE CATHEDRAL QUARTER

The Cathedral Quarter is THE city centre business destination. Home to over 200 highly respected, established local, regional and national businesses, the professional services sector accounts for 37% of businesses in the area, making it the largest sector by number.

With over 550,000 sq ft of commercial office space ranging from 80 sq ft to 50,000 sq ft across all grades of accommodation, the Cathedral Quarter has the right location for your business. Average rental price for Grade A office accommodation in Derby is currently £16.50 sq ft, comparing very favourably with neighbouring cities and other commercial centres. As with almost all city centre locations rents are often negotiable, with landlords in the Cathedral Quarter prepared to be flexible to secure the right tenant.

The Cathedral Quarter leads the way in serviced office accommodation with four purpose built Connect Derby complexes ideally suited to micro businesses,

entrepreneurs and SMEs, providing high quality flexible workspace alongside comprehensive business support services.

Cathedral Quarter Business Sector Strengths

- Legal services
- Creative Industries
- Financial services
- Commercial and residential property management
- Education, training and support services
- Marketing
- Digital services



"We are delighted to trade from offices situated within the heart of Derby's Cathedral Quarter. The benefits of being in a central location amongst a wide range of other professional companies are enormous. This historic part of the city simply has a character and vibrancy that cannot be replicated in modern out of town business parks. An excellent range of accommodation remains available, suitable for a variety of professional and commercial businesses at rental rates that are a fraction of those charged in out of town locations."

David Brown BSc MRICS
Director, David Brown Commercial





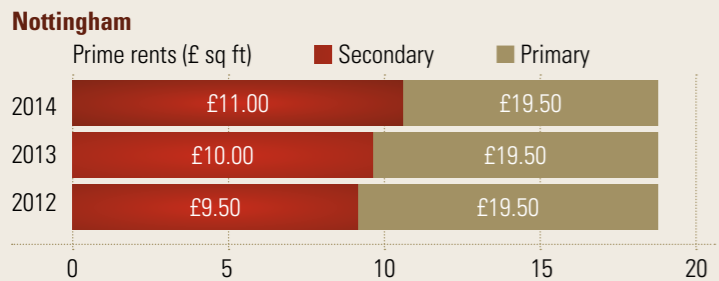
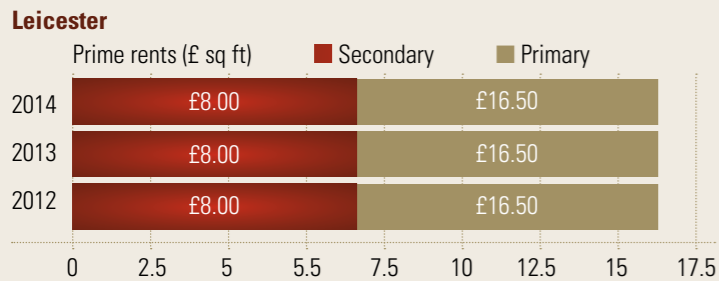
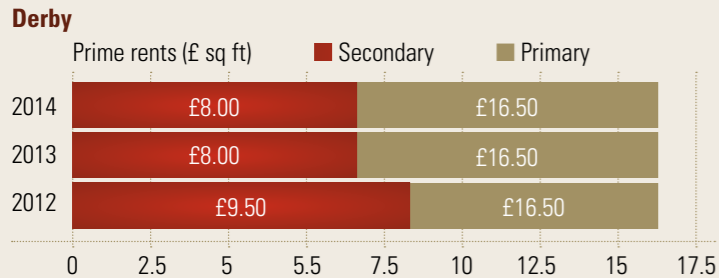
**550,000
SQ FT**

Amount of commercial office space within the Cathedral Quarter

238,800

Amount in sq ft of office space transactions completed in Derby in 2014

Source: Innes England 2015



Source: Innes England 2015



Connect Derby in the Cathedral Quarter

A unique range of serviced office spaces tailored to the needs of micro businesses, entrepreneurs and SMEs. Boasting market leaders in the fields of software development, gaming, graphic design, marketing and digital services, the Connect Derby system is designed so that as your business grows, you can move seamlessly between buildings and to larger premises as you expand.



Friar Gate Studios

Launched in Spring 2007 in response to the rapid growth of the creative sector in Derby – and is now home to some of the city's most exciting creative businesses.

- Recently upgraded with £800k refurbishment
- 40 offices
- Offices Range from 275 sq ft to 1190 sq ft
- Full programme of business mentoring and support
- Meeting rooms and conference facilities
- Award winning café on site
- Public parking on site
- Co-working spaces and hot-desk facility
- Superfast 1GB Broadband



Sadler Bridge Studios

A £2.4m three-storey building targeting small businesses in the creative sector.

- First step in creative business development
- Ideal for new start-ups and sole traders
- 35 offices
- Offices range from 150 sq ft to 550 sq ft
- Full programme of business mentoring and support
- On-site café and break out area
- Meeting rooms and conferencing facilities
- Co-working spaces and hot-desk facility
- Superfast 1GB Broadband



Riverside Chambers

27,000 sq ft of mixed use office space, ideal for established businesses looking for a city centre base with extensive facilities.

- Suitable for established businesses
- Offices range from 80 sq ft to 1800 sq ft
- Full programme of business mentoring and support
- On-site café bar and break out area
- Business support services
- Flexible rental options
- Meeting room and conferencing facilities
- Co-working spaces and hot-desk facility
- Superfast 1GB Broadband



Kings Chambers

Providing new and developing businesses with affordable city centre office space on flexible monthly terms.

- Ideal for new and developing businesses
- Office space and retail units
- 25 offices
- Offices range from 105 sq ft to 300 sq ft
- Meeting rooms and IT support facilities
- Full programme of business mentoring and support
- Co-working spaces and hot-desk facility
- Flexible rental options
- Superfast 1GB Broadband



RETAIL SPACE IN THE CATHEDRAL QUARTER

The Cathedral Quarter maintains a unique retail offer with a large proportion of independent retailers alongside established national chains. Retailers located in the Cathedral Quarter have access to a customer base with the highest wages and corresponding levels of disposable income of any UK city outside of London.

Around 26% of businesses in the Cathedral Quarter are retail and the area is home to the highest density of premium retail brands in the city.

Demand for space remains high, with the highest density of units around Corn Market, Sadler Gate, Iron Gate, Strand and Wardwick. Occupancy rates remain consistently around 90%.

Available retail premises range from 143 sq ft to 3950 sq ft with an average rental price for prime zone A retail premises currently around £150 per square foot, comparing very favourably with neighbouring



Photo: Visit England

cities and the national average.

The variety of retail premises in the Cathedral Quarter often sees rents lower than this average with landlords prepared to be flexible to secure the right tenant.

Footfall in Derby consistently averages over half a million people per week with Saturdays regularly

attracting over 110,000 people into the city.

The Cathedral Quarter BID are committed to driving footfall and dwell time in the area and undertake a large number of events and promotional activities to help achieve these objectives.



"The historic Cathedral Quarter is becoming increasingly popular and offers a very unique setting drawing both high end independent and national retailers as well as an excellent mixture of new bars and restaurants."

Darren Severn
Surveyor, FHP Property Consultants

3,498,476

Derby Train station
footfall in 2014

12,000,000

Derby Bus station
footfall in 2014

13M+

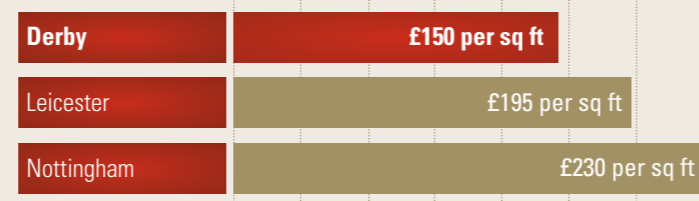
Footfall through the
Cathedral Quarter in
2014





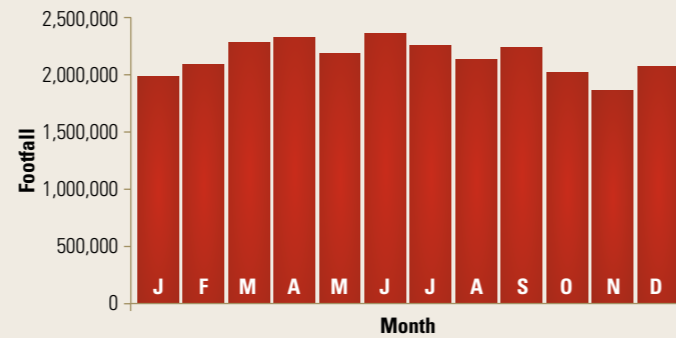
Photo: Visit England

Retail Rents (Prime Zone A) by city in 2014

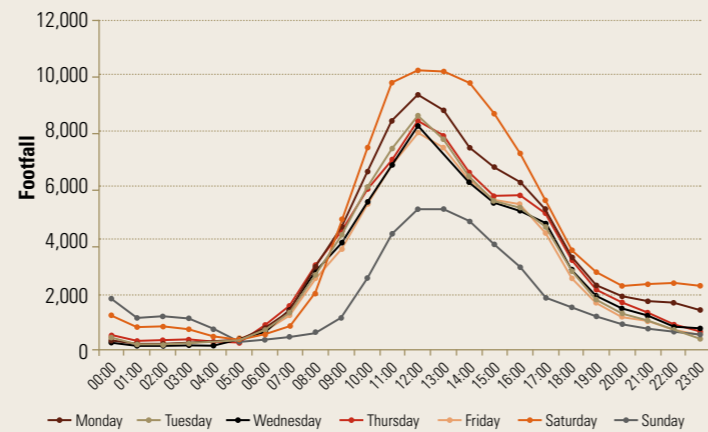


Source: Innes England 2015

Derby Footfall by Month (2014)



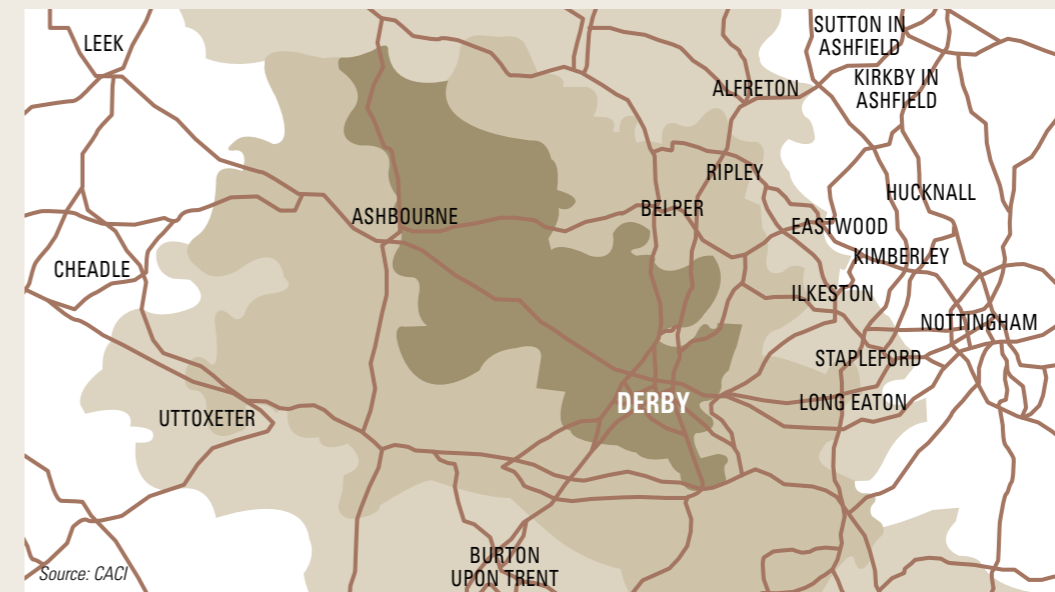
Derby Average Hourly Footfall (January – July 2015*)



*excluding Intu Derby



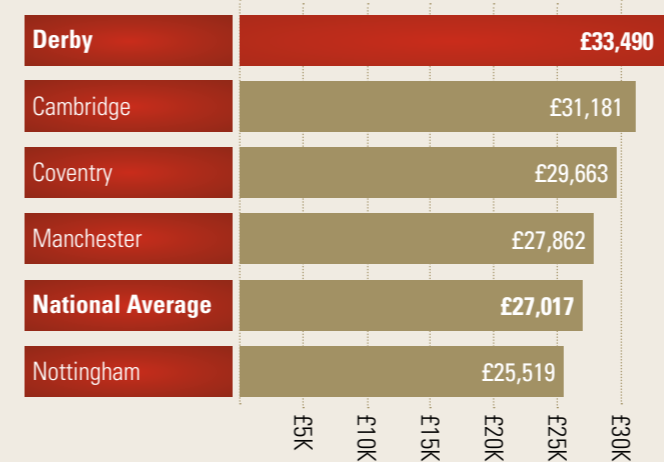
Derby's Retail Catchment



Source: CACI



Affluent Working Population



Source: ONS 2014

Derby's retail catchment increased by over £121m between 2006 and 2012, moving it up 35 places in the UK rankings
Source: CACI

7.856M
Total number of visitors from outside the catchment area to the city in 2014–15
Source: TIC

50%
Amount unique visitors are increasing by per month year on year
Source: TIC

HOTELS AND CONFERENCE FACILITIES

The Cathedral Quarter offers the highest quality hotel and conferencing facilities with a variety of venues available to suit all of your client and business needs.

The Cathedral Quarter is home to three major hotels housing over 350 rooms whilst a further 222 rooms are available in the Hampton by Hilton and Holiday Inn located a five minute walk away in neighbouring St Peters Quarter. You will also find the Cathedral Quarter the ideal location for

conferences, presentations, meetings or training events with all hotels offering flexible business packages along with meeting rooms seating anywhere from 5 to 100 people available on request. Looking for a unique and memorable venue for a large corporate event? QUAD has three

cinemas available for private screenings seating anywhere from 60 to 232 people as well as a fully equipped digital studio whilst Déda's theatre and studios are ideal for screenings, team-building or training sessions.



"Visitors to the Cathedral Quarter, whether for business or pleasure, are spoilt for choice when it comes to quality hotel accommodation with a number of well-known establishments located in and around the area. There is also an excellent range of unique conference facilities with venues that cater for every business eventuality providing flexible options for meetings, training, functions and events."

Paul Hurst
Owner, Old Bell Hotel & Restaurant Zest

- Jury's Inn**
- 213 rooms
 - Free wi-fi
 - Gym
 - Restaurant, bar and lounge



- Premier Inn**
- 118 rooms
 - Riverside views
 - Bar and café lounge
 - Free wi-fi



- Cathedral Quarter Hotel**
- 38 rooms
 - Grade II Listed Boutique Hotel
 - Free wi-fi
 - Beauty rooms
 - Restaurant and cocktail bar



Conference Facilities in and around the Cathedral Quarter

Jury's Inn

- 5 meeting rooms
- Facilities for 14 to 70 people
- Flexible layouts
- Business and catering packages
- Event organisation



QUAD

- Three cinemas
- Private screenings
- Digital studio
- Two meeting rooms
- Facilities for 14 to 234 people



Cathedral Quarter Hotel

- Four meeting/function rooms
- Facilities for 12 to 100 people
- Flexible lay-outs
- 'Build Your Own' packages
- Discounted car parking



Déda

- Theatre
- Meeting rooms
- Dance studios
- Facilities for 20 to 132 people
- Flexible layouts



Premier Inn

- Day delegate packages
- Chargeable to business accounts
- Flexible layouts



Riverside Chambers

- Two meeting rooms
- Facilities for 12 to 49 people
- Superfast 1GB Broadband
- Flexible layouts
- On-site café bar for informal meetings



Venues in neighbouring St Peters Quarter (5 minutes walk)

Holiday Inn – 5 fully-equipped rooms with flexible layout, seating up to 90 people.

Hampton by Hilton – Fully-equipped meeting room, seating up to 25 people

Genting Casino – Fully equipped conference room, seating up to 100 people

TRANSPORT AND ACCESS

Derby is the UK's most central city ensuring that businesses located in the Cathedral Quarter have quick and efficient transport connections to the rest of the midlands and beyond.

Located adjacent to the inner ring road and with easy access to the main trunk roads and the M1, the Cathedral Quarter is easily reached by car. Once here, you will find excellent parking facilities including three multi-storeys, whilst discounted season tickets make employee parking simple and affordable.

The Cathedral Quarter is served by an extensive public transport network covering the East Midlands and beyond whilst Derby's modern bus station is only a 5 minute walk away in nearby St

Peters Quarter. Derby also has two park and ride sites within a few miles of the city centre with buses every 10–15 minutes.

The compact nature of the Cathedral Quarter and the extensive network of cycling paths makes cycling an excellent way to commute and get around the city. You will also find the award-winning Park Bikeworks, an excellent, modern facility providing showers and free secure parking.

Derby has outstanding rail connections with the city a key stop on the midland

mainline. Journeys to St Pancras International take under 90 minutes. The train station is a 15–20 minute stroll or a short taxi ride from the Cathedral Quarter. Also nearby is East Midlands International Airport with direct flights to over eighty destinations throughout Europe, Central and North America and connections worldwide via Paris and Amsterdam.



"As a Director of a company managing Business Improvement Districts across the UK, quick access to an excellent transportation network is of paramount importance to us. The Cathedral Quarter is ideally positioned to allow easy travel across the UK and beyond whatever the form of transport used. The Cathedral Quarter also has an ample supply of parking at very reasonable prices."

Ian Ferguson
Director, Partnerships for Better Business Ltd (pfbb UK)



35
Number of fast daily train services to London St Pancras

23, 45 & 75
minutes' drive to East Midlands, Birmingham and Manchester International Airports respectively

82
Destinations throughout Europe, North and Central America direct from East Midlands International Airport



Mode	Destination	Distance	Time
Drive Time	Airport	16 miles	20 mins
	Birmingham	46 miles	57 mins
	Leeds	74 miles	96 mins
	Manchester	98 miles	116 mins
	London	130 miles	159 mins
Train Time	Airport		12 mins
	Birmingham		34 mins
	Leeds		78 mins
	Manchester		87 mins
Flight Time	Edinburgh		1hr 10m
	Amsterdam		1hr 25m
	Paris		1hr 30m
	Barcelona		2hr 30m
	Warsaw		4hrs
	New York		8hrs



Parking in and around the Cathedral Quarter

<p>6,000+ parking spaces in the Cathedral Quarter or within a 10 minute walk</p>	<p>3 Community Car ranks in the Cathedral Quarter</p>	<p>£68 Costs from per month for annual parking in multi story car parks <i>Source: Derby City Council</i></p>	<p>2 Park and Ride sites with buses to the City Centre every 10–15 minutes</p>
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Cycling and public transport



Photo: Cactus Images

<p>£1.40 Price of Unlimited bus travel per day with an annual bus ticket <i>Source: Derby Connected</i></p>	<p>6TH Derby's ranking in the UK for quality and uptake of public transport <i>Source: Campaign for Better Transport</i></p>	<p>100KM+ Distance of on and off road cycle routes in Derby <i>Source: Cycle Derby</i></p>	<p>FREE Secure cycle parking at Park Bikeworks in the Cathedral Quarter</p>
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SUPER-FAST CATHEDRAL QUARTER

The Cathedral Quarter benefits from access to superfast broadband, significantly improving your business performance by giving greater capacity to send and receive data electronically.

The city's broadband connection speeds perform exceptionally well when compared to other UK cities, with the average speed significantly faster than the UK average*.

Connect Derby's Friar Gate Studios located on Ford Street was the first building in the city to be equipped with the next generation broadband and now all Connect buildings come with 1GB broadband as standard.

Broadband speeds can make a huge difference to the success of your business. The Internet has revolutionized the way the world does business on both a local and global level and will only

become more crucial to business performance going forwards. An impact study commissioned by the UK Government in 2013 estimated that the availability and exploitation of faster broadband would lead to a net annual GVA impact of approximately £17 billion by 2024 through enhancing the productivity of broadband-using firms†.

The facts speak for themselves. A 4500MB film takes approximately 20 minutes to download at UK average speeds compared to less than a minute at the speeds available in the Cathedral Quarter.

Businesses in the Cathedral Quarter

can also apply for assistance in meeting upfront capital costs of connecting to a better broadband service through the 'Super Connected Derby' programme administered by Derby City Council, giving businesses the ability to access high-grade broadband and wireless connectivity at a reduced cost.

*OFCOM 2012
†Source: SQW, November 2013



"When we made the decision to set up Square One Creative we knew we wanted to be in the Cathedral Quarter. Fast, effective and reliable broadband is essential to the success of our business and the availability of super-fast broadband in the Cathedral Quarter was a key factor in our decision to locate here. It has helped us enormously in achieving our objectives and has enabled our business to flourish."

Maggie Lucas
Sales & Marketing Director
Square One Creative



Download Speed Comparisons

Length/type of media	Approx. Size	1Mbps	5Mbps	10Mbps	10Mbps	1000Mbps (gigabit)
4-minute song	4 MB	30s	5s	3s	0.3s	00.3s
5-minute video	30 MB	3m	40s	26s	2.5s	0.2s
9-hour audiobook	110 MB	10m	2m	1.5m	9.2s	0.9s
45-minute TV Show	200 MB	20m	5m	3m	16s	1.7s
45-minute TV Show	600 MB	1h	15m	8.5m	50s	5s
2-hour movie	1.0–1.5 GB	2h	24m	21.5m	1.5m	8s
2-hour HD movie	3.0–4.5 GB	6h	72m	60m	4.5m	25s

Source: fastmetrics.com

Superfast Broadband – Benefits to Cathedral Quarter Businesses

- Boosts Productivity through increased download speeds
- Provides a better service and increased reliability
- Allows superior access to online data storage
- Improves business communications
- Reduces software and licensing costs
- Increases flexible working options
- Aids business expansion



UNIVERSITY & COLLEGE IN THE CATHEDRAL QUARTER

The Cathedral Quarter is at the forefront of education in the city with Derby College and the University of Derby both selecting the area in which to locate key campuses.

Derby College caters for around 25,000 learners each year across their four campuses, ensuring that the local workforce is equipped with the skills, education and behaviours that employers require to compete in a challenging economic environment.

Prominent in the Cathedral Quarter is the Joseph Wright Centre, a purpose-built sixth form centre providing A-Level tuition and vocational programmes, whilst the Roundhouse Campus, located a fifteen minute walk from the Cathedral Quarter, houses the Engineering Academy, a state-of-the-art facility which equips

learners with skills across a variety of engineering disciplines.

The University of Derby meanwhile, caters to almost 29,000 students with the main campus only a twenty minute walk from the Cathedral Quarter. An award winning educational establishment providing wide-ranging support to local businesses, the University of Derby has one of the highest graduate retention rates in the country with 96.7% of its students in employment or further study within 6 months of leaving, putting it in the UK's top ten universities.

The Cathedral Quarter is also home to the University of Derby's Law School, one of the leading centres for the study and teaching of law in the UK. The school occupies premises at Friar Gate Square alongside the International Policing and Justice Institute, further strengthening the Cathedral Quarter as the number one location for legal firms in the city.



"Derby College is an outward looking organisation, taking the lead in ensuring that young people are prepared for the working environment. We work with businesses in designing our curriculum to ensure that the training we deliver is in line with the skills they require – both now and in the future. A key development in our commitment to the local economy has been the launch of Employer Academies, enabling us to forge ever stronger links with the local business community."

Mandie Stravino
Chief Executive, Derby College



25,000
Number of Derby College students across all campuses
Source: Derby College

98%
Derby College A Level pass rate in 2014/15
Source: Derby College

University Graduate Retention Rates

Derby	96.1%
Nottingham Trent	92.6%
Nottingham	93.9%
Leicester	92.9%
Cambridge	94.9%
Oxford	92.0%

Source: Guardian 2014



28,964
Number of UoD students in 2014
Source: UoD 2014

3,000+
Number of UoD staff, helping to create an additional 2,100 jobs elsewhere in the economy
Source: UoD 2014

£262.16M
UoD Contributes £262.16m to the regional and wider economy each year
Source: UoD 2014

17
universities within 1 hour producing a talent pool of 400,000 students for businesses to source from



THE CATHEDRAL QUARTER LIFESTYLE

The Cathedral Quarter lifestyle inspires great businesses, attracts highly qualified people and impresses valuable clients.

A business location in the Cathedral Quarter, in the very heart of the city centre, introduces a whole host of possibilities when it comes to entertaining clients, networking with other businesses and providing the quality of life your employees demand.

The Cathedral Quarter is individual, diverse and inspiring having everything one could need for a rich and varied lifestyle in a truly magnificent setting; High-quality independent and national retailers; a large range of cultural and leisure opportunities; historic

streets alive with events and animation; a safe and inviting family environment; fantastic opportunities for city living as well as lying in close proximity to picturesque towns and villages all within a thirty minute commute; and easy access to a whole host of unique attractions with the beautiful Derbyshire countryside just minutes away.

When it comes to lifestyle, the Cathedral Quarter really does have it all.



SHOPPING

With a reputation for first class customer service, premium brands and quality produce, the Cathedral Quarter is a fantastic retail destination which provides visitors with a unique and memorable shopping experience.

A wander around the Cathedral Quarter's magnificent historic streets and hidden courtyards is a real voyage of discovery with a delightful mixture of independent stores and national brands. Choose from designer fashion, vintage clothes, shoes, gifts and crafts from across the globe or visit contemporary art galleries and interior design stores, intermingled with specialist retailers, including music, electrical and gadget shops. The Cathedral Quarter also boasts Britain's first purpose built Market Hall, a bustling Victorian gem selling everything from flowers and magazines to locally sourced fresh fish, meat, fruit and vegetables.

You will also find a number of specialist delicatessens and eateries selling produce not to be found anywhere else in the city. Within a five minute walk from the edge of the Cathedral Quarter is the 1.3m sq ft Intu shopping centre, complete with multi-screen

cinema and food court, whilst neighbouring St Peters Quarter is the traditional high street of the city, boasting a fine selection of local and national retailers.



"For Ink & Thread the Cathedral Quarter is the part of Derby we really want to be in. It celebrates the interesting and independent, offering a unique shopping experience for visitors in a beautiful part of the city and is the place to shop for that something special."

Emily Baker
Owner of Ink and Thread,
located on The Strand

120+

Number of independent and national retailers in the Cathedral Quarter



CAFES, BARS AND RESTAURANTS

The Cathedral Quarter is the perfect environment in which to relax and enjoy the city at its most vibrant and very best. Whatever the time or day, with over one hundred establishments you'll find it the ideal environment in which to meet associates, entertain clients or to relax after a hard day at the office.

You will find a lively café culture, with outdoor seating set amongst the historic buildings and attractive streets whilst in the evening, the area is transformed into a hive of activity with a wide variety of restaurants, bars, pubs and nightclubs.

Eateries range from independent cafés and bistros to award-winning restaurants. Many establishments use fresh, seasonal, locally sourced produce whilst there is an unparalleled choice in domestic and international flavours with

cuisine from around the world. The Cathedral Quarter has an eclectic range of bars and nightclubs with a venue to suit all tastes and moods. Home to a large number of wine, spirit, cocktail and Champagne bars, the area lends an air of sophistication to proceedings and is the ideal environment in which to network or entertain clients.

Derby is also renowned for its real ale, with Lonely Planet recently voting the city as the 'best place to drink real ale in the

world'. The Cathedral Quarter is home to a large number of these establishments including pubs and coaching inns dating back to the sixteenth century.

The Cathedral Quarter is the heart of the evening economy in Derby which is very proud to have Purple Flag accreditation, an international scheme recognising excellence in the evening and night-time economy.



"When we took the decision to open our own champagne, wine bar and bistro, the Cathedral Quarter was the logical choice in which to locate. It is at the heart of the city's evening economy, a safe, vibrant and attractive setting for a business such as ours. Furthermore the values of the Cathedral Quarter, in particular those of quality and excellence, resonate with those of Embers and we are extremely happy to be part of the Cathedral Quarter community."

Barry & Nicola Britland
Managing Directors, Embers



ARTS, CULTURE AND LEISURE

With a wealth of cultural and entertainment venues in the area, the Cathedral Quarter is the heartbeat of the city with a unique and vibrant atmosphere. There is always something happening in the Cathedral Quarter with a wide range of events taking place throughout the year.

Situated on the Market Place, Grade II listed Guildhall Theatre is a delightfully intimate venue hosting touring theatre, comedy and music events. Here you will also find the architecturally striking QUAD, Derby's centre for art and film whilst nearby Déda is a unique venue offering dance-focussed arts performances, classes and dance development activity.

Derby's Silk Mill Museum stands on the site of the world's first factory and is part of the UNESCO World Heritage Site whilst Derby Museum and Art Gallery, established in 1879 and situated on the beautiful crescent of The Strand, is home

to a fascinating and diverse range of internationally recognised collections. For those craving exercise, Queen's Leisure Centre houses a swimming pool and multi-purpose gym and fitness suites, whilst the recently refurbished Willows Sports Centre is a popular multi-sports venue with facilities catering for indoor cricket, football, netball and many other fitness activities.

The Cathedral Quarter is also home to a large number of events throughout the year including the Furthest From the Sea Festival, the internationally acclaimed FORMAT photography Festival, Derby City Charter Summer Beer Festival,

Derby Comedy Festival, Caribbean Carnival, Derby Folk Festival, Derby Festé, Christmas Ice rink and much, much more.

Elsewhere, and within a mile of the Cathedral Quarter, you will find Derby Theatre, Showcase Derby Cinema DeLuxe and Pickford's House Museum whilst Derby Arena, Derby County Football Club, Derbyshire County Cricket Club, Powerleague Soccerdome, Virgin Active and David Lloyd's gym are all within an additional two miles.



"Déda is delighted to be a part of the historic Cathedral Quarter, the cultural heart of the city of Derby. Aside from running our own schedule of classes and events, we are proud to programme performances elsewhere in the Cathedral Quarter, not least as part of Derby Festé, the nationally and internationally renowned outdoor arts festival. The wealth of venues and cultural partners in the city ensures there is always something happening in and around the Cathedral Quarter."

Stephen Munn
Director, Déda

Part of the
UNESCO
Derwent Valley
Mills World
Heritage Site

Known as the
'Ghost Capital
of England'

'The best place to
drink real ale in
the world'

Lonely Planet 2011



Photo: M.LeFournier

GREAT LIVING

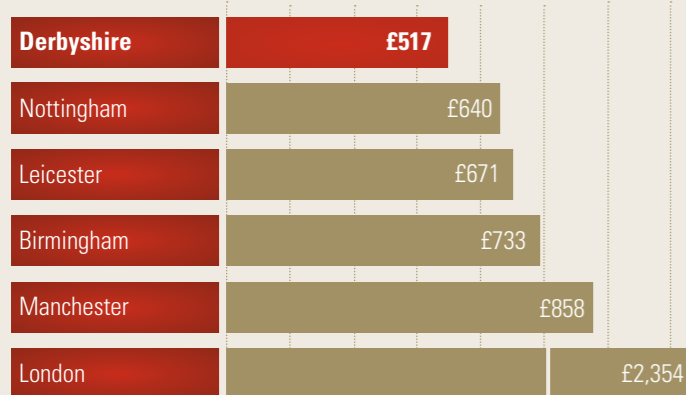
The city of Derby and the surrounding countryside provides some of the highest standards of living in the country and yet offers remarkable value for money when it comes to buying or renting property. Whether its city living you prefer or the relaxed pace of village life, rest assured that the perfect home is waiting for you here.

Average UK Property Selling Prices

	Average	Flats/ Apartments	Terraced	Semi	Detached
Derbyshire Postcodes	£170,516	£104,232	£123,650	£141,632	£254,768
Nottinghamshire Postcodes	£162,075	£123,335	£106,508	£138,068	£234,880
Leicestershire Postcodes	£195,410	£121,165	£136,928	£163,778	£286,029
Birmingham Postcodes	£157,974	£122,400	£134,686	£154,644	£391,193
Manchester Postcodes	£161,007	£143,803	£137,364	£176,998	£279,379
East Midlands Average	£176,896	–	–	–	–

Source: home.co.uk May 2015

Average UK property rental prices (PCM)



Source: home.co.uk August 2015

3RD
Instagram voted Derby
third happiest place to
live in the UK

Source: Instagram 2014



"I've lived and worked in Derbyshire for more than 50 years and I think there's nowhere better to live. At our heart we have a lively and prospering city centre which is surrounded by thriving towns and communities, only a short drive to the beautiful rolling hills of the Peak District. Recent regeneration across the city has seen both new build and converted properties going on the market, as well as new entertainment facilities, bringing new residents to Derby and with them a new vibrancy for the city."

Graham Penny
Director – Graham Penny Auctions

Within a thirty minute commute of the Cathedral Quarter, the stunning countryside of Derbyshire contains a large number of beautiful towns and villages. If leisurely strolls, local traditions and peace and tranquillity are your thing, the following towns and villages may be just what you're looking for.



Belper

An historic market town within the Derwent Valley Mills World Heritage site.

- Population: 20,500
- Average House Price: £169,081 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 9.8 miles
- Drive time to Cathedral Quarter: 19 minutes



Melbourne

A rural idyll, voted as the 15th best town in Britain to live by the Times newspaper in 2013.

- Population: 5,000
- Average House Price: £223,801 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 11.6 miles
- Drive time to Cathedral Quarter: 19 minutes



Etwall

Famous for its annual well dressing and historic almshouse, located midway between Derby and Burton-on-Trent.

- Population: 2,500
- Average House Price: £275,689 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 6.9 miles
- Drive time to Cathedral Quarter: 15 minutes



Repton

A thriving village with Anglo-Saxon roots, located to the south-west of the city.

- Population: 2,500
- Average House Price: £311,767 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 9 miles
- Drive time to Cathedral Quarter: 18 minutes



Ashbourne

A traditional market town, set in the Derbyshire Dales and the gateway to the Peak District.

- Population: 7,000
- Average House Price: £230,024 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 13.1 miles
- Drive time to Cathedral Quarter: 26 minutes

There has been a resurgence in demand for city centre living recently with the drive for a more varied lifestyle, the influx of creative industries and a preference for flexible working contributing to this trend.

Residential accommodation in and around the Cathedral Quarter, whilst not currently in abundance, is available at very reasonable prices and with the introduction of the city centre living initiative and ongoing development on the increase, provision is only set to improve.



Chester Green

Derby's most historic suburb, a former Roman settlement surrounding a picturesque green and with Darley Park on its doorstep.

- Conservation area due to historic interest and architectural merit
- Average House Price: £132,770 (Rightmove, July 2015)
- Distance from Cathedral Quarter: 0.7 miles
- Walking time to Cathedral Quarter: 14 minutes



Castleward

New development on the edge of the city centre with fantastic access to transport connections.

- £100m redevelopment
- High quality 1–4 bedroom apartments and houses
- Prices start from £102,500 for a one bed apartment to £242,950 for a four bed detached
- Distance from Cathedral Quarter: 0.5 miles
- Walking time to Cathedral Quarter: 10 minutes



Riverside Apartments

Selection of locations with luxury apartments overlooking the beautiful River Derwent, a stones throw from the Cathedral Quarter.

- Luxury 1 and 2 bed apartments
- Average Apartment Price: £130,000 (Rightmove, July 2015)
- Fantastic views across the river to the Cathedral Quarter
- 2 minute walk to Cathedral Quarter shops, bars and restaurants

INSPIRING SPACES

Derby's location at the heart of the UK ensures that the beautiful English countryside is never far away.

Thirty minutes by car or public transport, the magnificent Peak District National Park is a haven for walkers, cyclists, climbers and day trippers whilst the surrounding countryside is home to historic estates and stately homes of national and international significance. The magnificent grandeur of Chatsworth Estate, neo-classical Kedleston Hall, the baroque splendour of Calke Abbey, and the 17th century Sudbury Hall are all within an hour's drive.

Derby is also one of the greenest cities in the UK with approximately 278 hectares of parks within the city boundary, equivalent to 550 football pitches. Many are within

easy walking distance of the Cathedral Quarter including Darley Park, site of the UK's biggest classical music concert; the 319-acre Allestree Park with its 18 hole golf course and lake; and the grade II listed Arboretum, Britain's first public park renowned for its fine collection of trees from around the world.

Derby is also a fanatical sporting city and within a twenty minute walk of the Cathedral Quarter you will find the 33,000 seater I-Pro Stadium, home of Derby County Football Club, and the 3aaa's County Ground, the residence of Derbyshire County Cricket Club. Alongside the I-Pro Stadium, the

iconic £27.5m Derby Arena stands, a state of the art multi-sports arena complete with a 250m indoor cycle track and large sports hall. The Arena also serves as a cultural venue, hosting concerts, exhibitions and performances with a capacity of up to 5,000 people.



"The Cathedral Quarter's location makes access into the surrounding countryside quick and easy. The Peak District National Park provides a stunning back drop for walking, camping, sailing and cycling with some great locations for the more serious mountain biker. There are also some fantastic routes for road bikes, with roads gradually rising to the north and yielding some wonderful hills with stunning views."

Simon Ingham
Managing Director,
Park Bikeworks and Bennetts



YOUR FUTURE IN THE CATHEDRAL QUARTER

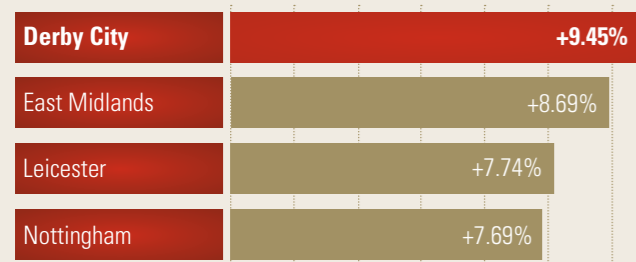
If history be the great indicator of the future, the Cathedral Quarter business district will not only remain resilient but continue to go from strength to strength. Over £1.25bn has been invested in the city centre over the last eight years and with Derby currently rated as one of the best places to invest in the UK this trend shows no signs of abating.

The Derby City Centre Masterplan 2030 sets out a strategic context for investment opportunities in the city centre over the next 15 years. As the heart of the city centre and the central business district, the Cathedral Quarter features heavily, with a number of sites earmarked for further investment opportunities and regeneration which will continue to transform this part of the city.

Investing in the Cathedral Quarter

- Significant population growth projection for the city
- Affluent working population – Derby has the highest gross disposable income of any UK city outside of London
- Excellent connections to the East Midlands and the rest of the UK
- An established Cathedral Quarter Business Improvement District
- Ongoing city centre regeneration with key sites identified and a fifteen year vision for the future
- Strong and increasing demand for city centre office and retail accommodation
- A desirable location with plentiful lifestyle options and excellent quality of life

Population Growth Projection : 2014–28



Source: ONS 2012

12,500
New homes to be built across the city by 2028

Source: Invest in Derby



“The Cathedral Quarter is a first class location with it’s beautiful architecture, vibrant atmosphere and reputation for quality. It is in a period of renaissance and the time for businesses and investors to act is now. I urge you to jump on board and move quickly to take the opportunities which still exist before others do.”

Trevor Raybould
Principal Chartered Surveyor,
Raybould & Sons



Central Square

Cathedral Road

- Currently under construction
- 2,500 sq m
- A £13.5m development of 350 bed, high-quality student accommodation



Full Street

- Currently under construction
- 5,160 sq m
- 118 bed Hotel recently with additional consent for 47 apartments and 90,000 sq ft of office space



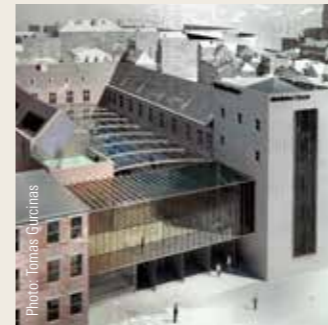
Market Hall

- Development opportunity
- 3,379 sq m
- Grade II listed building with potential for a rejuvenated, quality market offer



City Gate House

- Development opportunity
- 2,922 sq m
- Planning approval given for 7,700 sq m of office space and 350 sq m of retail



Sadler Square

- Development opportunity
- 16,075 sq m
- Mixed use development opportunity at the heart of the Cathedral Quarter



Queens Leisure Centre

- Development opportunity
- 13,143 sq m
- Opportunity for mixed use development and/or cultural venue



Market Place and Assembly Rooms

- Development opportunity
- 5,059 sq m
- Providing potential for a redeveloped cultural or mixed use venue



Friar Gate Square Phase II

- Development opportunity
- 3,356 sq m
- Planning approval for offices and retail

Development opportunities close to the Cathedral Quarter

There are also a large number of current developments and future opportunities within 15 minutes' walk of the Cathedral Quarter which will create a virtuous circle of vibrancy and economic growth set to reinforce Derby's position as a global city.

44.6

Business start-ups per 10,000 people, greater than that of Nottingham and Sheffield

Source: Guardian 2013

20%

Business growth 2004-2013, greater than that of Nottingham, Leicester, Sheffield and York

Source: Centre for Cities



Castleward

- 153,097sqm
- A £100m mixed use development with planning consent for 800 homes and commercial and retail opportunities



Becket Well

- 22,319sqm
- Mixed use development opportunity in neighbouring St Peters Quarter



Nightingale Quarter

- 81,298sqm
- Mixed use, predominantly residential led development of over 400 homes



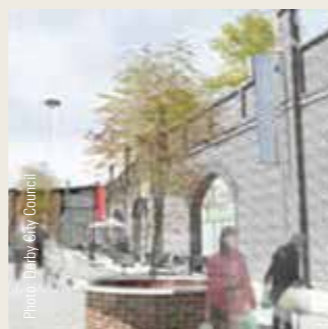
One Derby

- 73,355sqm
- Mixed use development including residential, offices and hotel



Riverlights

- 14,071sqm
- Mixed use development including 140 apartments, retail and leisure use a five minute walk from the Cathedral Quarter



Friar Gate Goods Yard

- 58,446sqm
- Mixed use development including supermarket and up to 500 dwellings on the edge of the Cathedral Quarter

FURTHER INFORMATION

Useful Websites

Cathedral Quarter BID: www.derbycathedralquarter.co.uk

Connect Derby: www.connectderby.co.uk

Connected Derby: www.derbyconnected.com

Derby City Council: www.derby.gov.uk

Derby College: www.derby-college.ac.uk

Discover Derby: www.visitderby.co.uk

Marketing Derby: www.marketingderby.co.uk

University of Derby: www.derby.ac.uk

Contact

Cathedral Quarter BID

Iron Gate House

10 Iron Gate

Cathedral Quarter

Derby DE1 3FJ

01332 419053

enquiries@derbycathedralquarter.co.uk

www.derbycathedralquarter.co.uk

[/cathedralquarterderby](https://www.facebook.com/cathedralquarterderby)

[@DerbyCQ](https://www.instagram.com/derbycq)

All information correct at time of going to press.

Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd

CATHEDRAL QUARTER DERBY



INDIVIDUAL : DIVERSE : INSPIRING