

CQ BID UPDATE

SUMMER 2018



CATHEDRAL QUARTER BID COMMENCES THIRD TERM



Following the successful renewal ballot in November 2017, the new five-year Cathedral Quarter BID programme officially launched on Thursday 1 March.

Aiming to build on the successes achieved over the past ten years, the new Business Plan contains a number of new projects and initiatives alongside those which proved effective in the previous two terms.

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

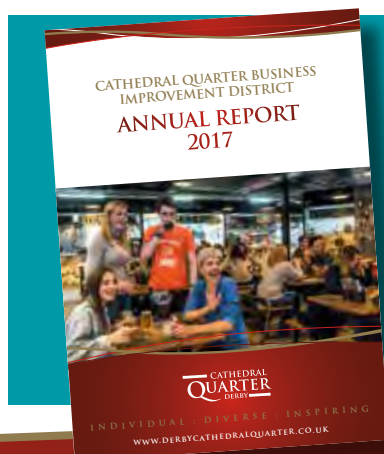
To continue to encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.

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

The full Cathedral Quarter BID Proposal and Business Plan can be read by visiting the Cathedral Quarter website www.derbycathedralquarter.co.uk



CQ ANNUAL REPORT 2017

The Cathedral Quarter Annual Report was posted out to businesses along with the BID levy bills in March as well as being available to view online via the Cathedral Quarter website.

The report featured a review of the work carried out by the BID during 2017, activities over the previous five years as the second BID term came to an end and an overview of the vision and objectives for the third term covering 2018-2023.

ADVERTISING AND KEY MEDIA FEATURES THIS YEAR

April

- Full page advert in The Student Pocket Guide



- CQ Saturdays advert in I'm Savvy magazine



June

- Full page advert in 3 x Derby magazines



- Full page advert and double-page spread in I'm Savvy magazine



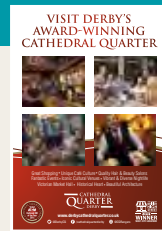
- Bus advertising in conjunction with Derby Market Hall

July

- CQ Summer Life with in IN Derby magazine



- Full page advert in the Elvaston Festival Food & Drink Magazine

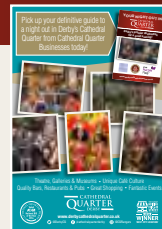


September

- CQ Business Life in Agenda Magazine



- Full page advert in The Student Pocket Guide



November

- Ice Rink advert in IN Derby Magazine



- Sponsorship of I'm Savvy magazine, including double-page spread



Christmas

- Ice Rink Advertising banners



- CQ Winter Life Magazine



CATHEDRAL QUARTER RANGERS



As well as tackling ASB and crime issues, the Cathedral Quarter Rangers continue to work on helping to promote the area, liaising with visitors on a daily basis, providing support for businesses and highlighting the benefits and opportunities which exist through BID projects and initiatives.

Over the course of the last twelve months Jon and Scott have amassed over 3,400 hours patrolling the streets of the Cathedral Quarter dealing with everything from major first aid incidents and evacuations to supporting events and rescuing injured animals!

TACKLING SUBSTANCE ABUSE, HOMELESSNESS & ASB

The Cathedral Quarter Rangers continue to work with the police and other partners in tackling substance abuse, rough sleeping and begging in the area. The BID is an active partner in the Partnership Engagement and Enforcement Programme (PEEP) providing a single cohesive approach to the management of individuals causing significant negative social impact within Derby City.

Through PEEP 48 individuals have been targeted for intervention, of which 28 were confirmed as homeless or rough sleepers with issues of problematic substance misuse. 21 clients have entered drug and alcohol treatment services and 12 have sustained accommodation for 4 weeks or more and are no longer homeless.

PURPLE FLAG ACCREDITATION



The Cathedral Quarter BID worked alongside Derby City Council to submit the city's application to the Association of Town and City Management (ATCM) to retain its Purple Flag status for a further year.

First achieved in 2013, Purple Flag is an international accreditation scheme which recognises excellence in managing the evening and night-time economy. Those cities in receipt of this award benefit from more visitors, lower crime and anti-social behaviour and improved perceptions.

A final decision on whether Derby have been successful in retaining their Purple Flag status will be announced in July.

FLORAL DISPLAYS IN THE CATHEDRAL QUARTER



The Cathedral Quarter BID have funded the installation and maintenance of hanging baskets in the area again this year to create a brighter and increasingly pleasant environment for workers and visitors alike.

Investment by Derby City Council in new brackets has allowed the BID to implement an extended program this year with baskets installed on Queen Street, Cathedral Road, Iron Gate, Market Place, St James Street and Corn Market.

CATHEDRAL QUARTER DISCOUNT TRAVEL CLUB

The Cathedral Quarter BID have joined together with Arriva to offer employees of Cathedral Quarter businesses some great value offers on local Arriva Midlands bus travel.

The scheme allows users to travel by purchasing a yearly ticket but paying for it monthly with a direct debit and includes significant savings over the normal cost of travel. Tickets also allow for free child travel (for up to 2 children) at weekends and on bank holidays when travelling with a Club-Members Travel Club season ticket holder.



MS AWARENESS PROJECT

The Cathedral Quarter Rangers attended an MS Awareness training session in May. Multiple Sclerosis (MS) is a neurological condition which affects the nerves and can cause problems with vision, balance, muscle control, and other basic body functions.

MS Aware training sessions are also available for all businesses. As well as providing information on the condition and the impact it can have on people's lives, the sessions also highlight the commercial benefits of becoming MS Aware.

Further information on the scheme can be found at www.msaware.org.uk



BUNTING INSTALLATION



The Cathedral Quarter BID has once again funded the installation of bunting on Corn Market, Iron Gate, Sadler Gate and The Strand this year in advance of a number of events and festivals taking place over the coming months.

The bunting was installed in time for the Royal wedding in May and will be in place until the conclusion of Derby Folk Festival in October.

LOVE YOUR LOCAL MARKET CAMPAIGN



The Cathedral Quarter BID Rangers worked with traders on a social media campaign to promote Derby Market Hall during May as part of the Love Your Local Market celebrations.

Using Instagram, Twitter and Facebook, the campaign featured individual businesses and their stories, highlighting the quality and breadth of independent traders within the Market Hall.

CATHEDRAL QUARTER INTERNSHIP

Derby-based student Jennifer Flint joined the Cathedral Quarter BID on a five-week unpaid internship from the University of Chester in May. Jennifer undertook a research project looking at BID activities across the UK, identifying potential new projects in line with the new Business Plan and actively seeking match funding, grant opportunities and sponsorship to enhance the BID budget.

TELEGRAPH LOVE UK CAMPAIGN

The Cathedral Quarter received more valuable national recognition in March when it featured heavily in a video released by Visit Britain.

Derby was chosen as one of 12 locations to visit in the UK by The Telegraph's Travel team with the subsequent video featuring a Brewery tour at Derby Brewing Company, lunch at The Bookcafe, drinks at The Silk Mill and much more.

STUDENT ENGAGEMENT

Following on from business feedback during the renewal process, the Cathedral Quarter Rangers have attended two University of Derby Open Days so far this year, promoting the Cathedral Quarter area and its businesses to students.

The BID has also funded two adverts in the popular Student Pocket Guide (SPG), one of which went out in April and the next in the Fresher's edition in September. The SPG is available both in print format and online, maximising the exposure gained from the adverts.



GDPR SEMINAR



The Cathedral Quarter BID hosted a General Data Protection Regulation (GDPR) seminar in conjunction with St Peters Quarter BID in March with over 120 persons in attendance.

The seminar included a presentation by London-based solicitor Jane Sarginson on behalf of CQ-based Smith Partnership and provided businesses with an overview of the GDPR regulations introduced in May.

Thanks go to Holiday Inn Riverlights for providing the fantastic venue and to Smith Partnership for assisting in arranging the event.

FOOTFALL & SALES MONITORING

Partnerships for Better Business (pfbb uk), contract managers for the Cathedral Quarter and St Peters Quarter BID's, continue to operate a weekly sales and footfall monitor scheme covering both BID areas.

In return for submitting a weekly percentage sales figure, businesses receive a comprehensive report containing the latest information on weekly footfall, local and national footfall and sales trends, and sales in the city by business sector. The sales monitor is also a valuable tool, alongside the data collected from the footfall cameras, in helping to attract new businesses and investment into the Cathedral Quarter.

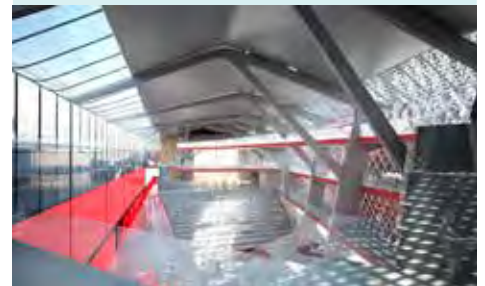


CQ REDEVELOPMENTS

A number of large redevelopment schemes are set to take place in and around the Cathedral Quarter over the next five years with the potential to have a huge impact on the area.

Projects include the Assembly Rooms, Becketwell area, Silk Mill Museum and Middleton House; refurbishment of the Market Hall; building of a new office complex on Bold Lane and various residential schemes close to the boundary of the BID area.

The BID has been involved in discussions on the majority of these schemes and will endeavour to keep businesses up to date with the latest news and information in due course.



CATHEDRAL QUARTER EVENTS & ACTIVITIES LEAFLET

The Cathedral Quarter produced a leaflet earlier this year providing visitors with information on events and activities taking place in the area between January and May. The leaflets featured events at a variety of venues in the Cathedral Quarter including Derby Cathedral, QUAD, Derby Museums, Deda and Derby Live venues. Leaflets were available through Artboxes across the County, at Cathedral Quarter businesses, events, and via our Cathedral Quarter Rangers.



CQ SATURDAYS

The Cathedral Quarter's summer outdoor entertainment programme kicked off in May with CQ Saturdays Street Circus and CQ Saturdays Knickerbocker Glorious taking place at the Waterfall Stage on the Market Place.

CQ Saturdays Street Circus occurs on the second Saturday of each month between May and September. A 'taster' event for Derby Festé, CQ Saturdays Street Circus consists of a variety of street circus and theatre acts and is produced by Déda.

CQ Saturdays Knickerbocker Glorious event takes place on the third Saturday of every month. Organised by Furthest from the Sea, this year's program centres around themed weekends and includes an eclectic mix of music, dance, theatre, poetry and comedy – featuring some of the best local and regional talent.



OTHER FESTIVALS AND EVENTS IN THE CATHEDRAL QUARTER

As well as its own range of events, the Cathedral Quarter BID also supports and/or sponsors a large number of other events which bring visitors to the area. These include:

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| Saturday 10 March | International Women's Day Festival |
| Saturday 17 March | St Patrick's Day Parade |
| Saturday 31 March | Derby Market Hall Easter Activities |
| Sunday 15 April | Sporting Futures Derby 10k |
| Thursday 19 – Sunday 22 April | Little Ed's Fringe Festival |
| Saturday 21 April | St George's Day celebrations |
| Friday 4 – Sunday 13 May | Derby Film Festival |
| Sunday 3 June | Derby Half Marathon |
| Friday 1 – Saturday 9 June | Derby Book Festival |
| Saturday 16 June | Furthest from the Sea Festival |
| Sunday 15 July | Caribbean Carnival |
| Saturday 21 July – Saturday 18 August | Derby Beach |
| Thursday 27 – Saturday 29 September | Derby Festé |
| Thursday 5 – Sunday 7 October | Derby Folk Festival |
| Thursday 15 November | Derby Night Market |
| Date TBC | Christmas Lights Switch On Event |
| Friday 30 November – Sunday 6 January | Cathedral Quarter 3aaa Christmas Ice Rink |

NEW CQ WEBSITE

The Cathedral Quarter's online presence has been improved with the launch of the new Cathedral Quarter website. Designed for both visitors to the area and for BID businesses to use, the website now has a more modern mobile-friendly design, incorporating the latest features to enable ease of use and navigation.



The website is now split into two distinct sections. The initial landing pages are visitor-focussed with a business directory and information on aspects such as events, loyalty scheme and how to get to the Cathedral Quarter. Businesses can access resources and other information relevant to BID activities by clicking the 'Business Resources' tab; this will also be where businesses log on to update their profiles and update loyalty offers and events.

Businesses are encouraged to log on to the new website and update their profile information as soon as possible whilst also taking advantage of the opportunity to publicise their offers, promotions and events. If you would like some training on how to do this please contact the BID office and one of the Rangers will be happy to pop by to show you how.

CQ LOYALTY SCHEME

The new improved Cathedral Quarter loyalty scheme has now been launched with cards valid until the end of the current BID term in February 2023. Those who work in the BID area can obtain their I Work card free of charge whilst members of the public can purchase their I Love card for just £5.



The way businesses upload their offers to the website has now been simplified whilst the application process for the cards is much more straight forward. With these changes and the inclusion of the Council House in the BID area, we anticipate a significant growth in the number of card holders and would encourage businesses to take advantage of the additional custom which can be generated through the loyalty scheme.

Apply for your I Work Card

Applying for your FREE I Work Card could not be easier. Simply log on to www.derbycathedralquarter.co.uk/loyalty-offers, click the 'I Work' tab and complete your details. Once approved, your card will be delivered to your place of employment within 10 working days.

CATHEDRAL
QUARTER
DERBY



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