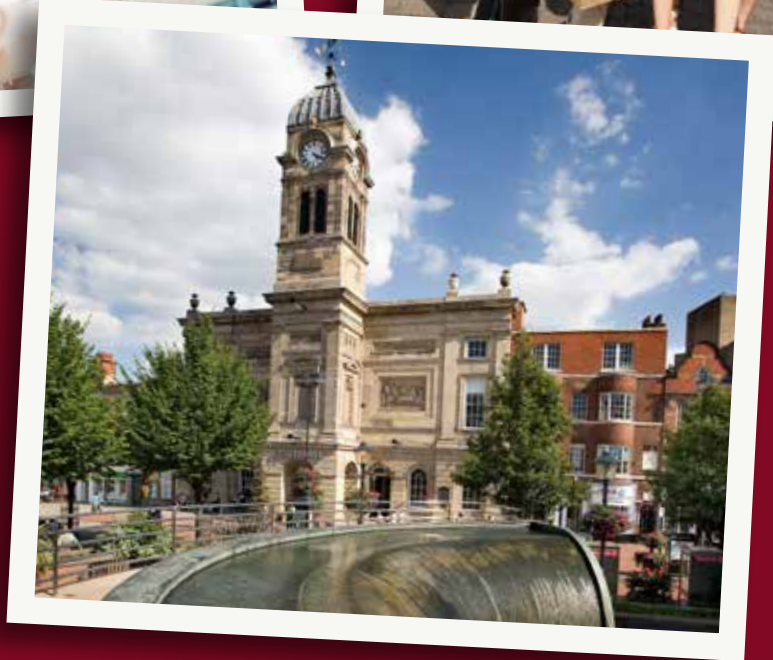


QLIFE

BUSINESS

SUMMER 2018



INSPIRING GREAT BUSINESS

CATHEDRAL
QUARTER
DERBY

DERBY CATHEDRAL QUARTER – INSPIRING GREAT BUSINESS

Derby's Cathedral Quarter has been established as a Business Improvement District (BID) for the past ten years and has achieved a great deal in supporting the wide range of businesses in the area.



There are more than 500 highly-respected and established local, regional and national businesses in the Cathedral Quarter.

The professional services sector accounts for 37% of businesses in the area – making it the largest sector by number.

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 surrounds and fantastic lifestyle opportunities.

The Cathedral Quarter is an address which carries 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 that is nationally recognised and with which businesses are proud to be associated.

CQ Business Life, produced by the BID, showcases some of the businesses in key sectors: property, legal and financial services,

recruitment, education and training and the creative industries.

For more information about all the businesses in the Cathedral Quarter, please visit our new website at www.derbycathedralquarter.co.uk

@DerbyCQ

CathedralQuarterDerby

@cqangers

Derby Cathedral Quarter

THE WAY FORWARD

Businesses in Derby Cathedral Quarter recently voted to renew the area's status as a Business Improvement District (BID).

There was a strong turnout for the ballot (49%) with 85% of businesses and 77% of the aggregate rateable value voting in favour of the BID – giving a clear mandate to continue building upon the achievements of the BID over the next five years.

The new BID officially launched on March 1 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.

The new BID vision is to continue 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.

Three key objectives have been developed following feedback from businesses. These are:

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

LOYALTY REWARDED

A new Cathedral Quarter loyalty scheme has been launched – giving people who live, work and visit the area special offers and benefits from a wide range of businesses.

Everyone who works in the Cathedral Quarter qualifies for a free CQ I Work card. Otherwise, there is a one-off payment of £5 for the CQ I Love card which does not expire until March 2023.

Simply visit the website www.derbycathedralquarter.co.uk/loyalty-offers and use the secure online payment via Paypal. The card will be delivered within ten working days.



ALL YOU NEED TO KNOW

The Cathedral Quarter has launched a new website www.derbycathedralquarter.co.uk which includes extensive information about the area.

Visit the website to find out the latest news of what's happening in the award-winning Cathedral Quarter, details of events and activities, a directory of all the businesses in the area, details of CQ loyalty card promotional offers and discounts as well as information about parking and transport links.

Cathedral Quarter businesses can also access information on the BID, its activities and all the latest news by clicking on the 'Business Resources' tab.

CREATIVE FLAIR

Businesses and organisations specialising in creative services are a particular area of strength in the Cathedral Quarter – working with a wide range of local, regional, national and international clients.

The Cathedral Quarter is also home to several of the city's leading arts organisations which are active

members of the business community – sharing their expertise on a wide range of projects.



HUUB ANNOUNCE FURTHER EXPANSION PLANS

Leading triathlon kit designers **HUUB** in Park Bikeworks, Full Street, are planning major expansion and increased research

and development in its ranges following another year of sales growth. HUUB founder and owner Dean

Jackson created the company in 2011 as a new sporting brand which utilised technology and research in the design of its clothing and accessories to deliver performance enhancing products.

The initial focus was on wetsuits which are now sported by some of the world's top triathletes including Olympians Alistair and Jonny Brownlee.

This phenomenal success amongst elite and non professional triathletes alike has resulted in HUUB securing a 30% share of the UK wetsuit market in just five years. The company now has a presence in 20 other countries and sales are forecast to top £4.1 million this year.

Dean Jackson explained: "Growth has come from direct sales in

the UK and greater penetration through the distributor network in countries such as Japan, France and Norway where we are now selling a greater range of our products. We are also looking at the emerging international markets such as South East Asia, Japan and Australia.

"Having conquered the UK wetsuit market and created a strong brand, we can now expand into other areas of performance clothing and accessories – built on the same principles of Research, Science and Reality.

"Our attentions are particularly turning to R&D in cycling kit and to expanding our range to meet the entire clothing and apparel needs of triathletes whether they're competing, training or chilling out."



derbycathedralquarter.co.uk/directory/huub/



TRUE REFLECTION

Award-winning **WDA** in Friar Gate has two strings to its bow – WDA Automotive recently celebrated its 20th anniversary focusing on the automotive industry and sister company WDA Branding with a broader brief was launched seven years ago.

As Managing Director Lee Waterhouse explains, the company has thrived through hard work and combining its broad international

client base with support for community initiatives closer to home.

“We are proud to be part of the Cathedral Quarter business community and our on-trend approach to branding and marketing mirrors the unique vibe of this part of the city.

“Just as the Cathedral Quarter has worked hard to establish itself as a quality destination – we help our

clients to stand out from competitors in whatever field they want to excel.

“We’re pleased to have clients based in the UK, Europe and the United States and feel privileged to be able to work with these international businesses.

“However, we never forget our roots and giving back to the community in which we have very strong ties is important to us.

“We were delighted to be partnered

with Cycle Derby and more recently the Derby Book Festival for its second year.

“Our success has been down to staying current and in tune with marketing trends. We have expanded our team accordingly to have a full digital offering, including content marketing and PPC. We take care of the marketing details, allowing business owners to get on with running the business itself.”

derbycathedralquarter.co.uk/directory/wda-marketing/

SOCIAL MEDIA – GOOD FOR BUSINESS

The recent wave of international bad publicity for the various social media platforms should not deter the business community from taking advantage of this exciting and constantly evolving tool, according to Georgina MacKintosh, social media specialist at **Paskett Public Relations** in Friar Gate Studios.

“Well managed and responsibly created social media content is a positive communication in its own right and also forges strong links to other public relations and communications channels.

“Consumers and journalists alike view social media as an essential port of call when investigating brands, products and current affairs so absence from this platform could result in lower sales than otherwise possible.

“Although it can present challenges for businesses, opportunities provided by an effective social media strategy, spanning all the appropriate platforms, is key to enhancing brand reputation and value. It is also one of the marketing activities that has a direct influence on sales.

“At Paskett Public Relations we provide both stand-alone social media support for clients as well as campaigns that are fully integrated into broader PR and marketing activity.”

Here are Georgina’s top five tips to boost the performance of social media activity:

Identify the target audiences you wish to reach. The various platforms are used by specific

groups of people of differing ages and interests.

Make your content engaging and relevant to the audience. Put yourself in their shoes – would you be interested in that message?

Take time to talk to people. Share and respond to comments, engage in conversations relevant to your product/business.

Original content is vital. Quality photography, videos, blogs and campaigns all contribute to your audience’s experience of your brand, whether they are a potential or existing customer and help boost your position in search results too;

Finally, remember that social media is not a vehicle for over-zealous



sales pitches and should be about quality content and conversation.

derbycathedralquarter.co.uk/directory/paskett-pr-ltd/



DERBY FESTE



FESTÉ DESIGNS

Square One Creative in King's Chambers, Queen Street, have been appointed again this year to produce the marketing collateral for the cultural extravaganza that is Derby Festé.

The city's popular annual festival has been extended to three days for the first time this year – bringing a bag full of tricks and a sprinkling of magic to the city centre on Thursday 27, Friday 28 and Saturday 29 September.

derbycathedralquarter.co.uk/directory/square-one-creative/

Square One Director Mark Winson explained: "Festé represents Derby through and through, so once again, it's an honour to be involved.

"As designers, it's a fabulous job to work on – producing the brochures and accompanying literature. This year we have focused on Pantone's 'colour of the year' – purple – throughout the designs which is perfect to illustrate the vibrancy and energy of the festival."

This year's **Derby Festé** is inspired by the nationwide 250 years of Circus – marking the milestone anniversary of the first circus performance near London's Waterloo in 1768 by showman Philip Astley.

Headline acts include French company, Circa Tsuica, who will perform three shows called 'Now or Never' at Bass' Recreation Ground.

Friday night will see circus themed activities and performances. Street entertainment returns to the Cathedral Quarter on Saturday followed by mesmerising evening parade 'FierS á Cheval' which are beautiful larger than life glowing white horses.

Derby Festé is produced and presented by Déda, Derby LIVE, QUAD and Derby Theatre in association with the Without Walls Associate Touring Network. It is funded by Arts Council England and Derby City Council, with sponsorship from the University of Derby, Smith Partnership, Cathedral Quarter BID and Intu Derby.

www.derbyfeste.com

EARLY ADOPTERS

Tickety Boo IT have developed a new software application to make bespoke website and marketing platforms accessible and affordable to small and medium sized businesses.

Tickety Boo Business enables all businesses to benefit from this new software in an easy to use, all-in-one software application.

Working with Google for over 18 years has equipped Tickety Boo with the knowledge and expertise to put the key marketing elements together into a single software

solution. It enables anyone to create growth within their business through effective marketing and sales.

Google marketing is at the core of the new software, which also includes a website, lead and customer automation, Google G-suite, personalised domain, mail automation, SEO, blogs, social media and over 120 features designed to encourage business growth.

Director Ian Francis said: "With prices starting at only £30 per month and with no IT or marketing experience needed, Tickety Boo



Business is certainly going to be popular with new entrepreneurs and experienced business people alike. "We are currently looking for local

companies that would benefit from the new marketing software and are offering some great opportunities for any early adopters."

derbycathedralquarter.co.uk/directory/tickety-boo/

INTERNATIONAL DESIGN AWARD

Kieran Harrod, a creative graphic designer based at Connect Derby's Sadler Bridge Studios, has been awarded the prestigious Bronze Award for Visual Communication at the A' Design Awards.

Kieran received the award for the branding he created for Care In One Place, a Swindon-based start-up which provides a one-stop online care marketplace.

The Bronze A' Design Award is a prestigious award given to the top 10 percentile designs that exhibit an exemplary level of greatness in design.

Entries to the A' Graphic Design Awards are peer reviewed and anonymously judged by a grand expert jury panel of leading academics, influential press members and experienced professionals. Nominated graphic designs are voted on pre-

determined evaluation criteria to highlight only the top graphic design works.

Kieran's winning design is warm, welcoming and offers a clear design for this healthcare start-up. It combines three key elements; location, care and everyone, which are represented by three logo elements; map-pins, a heart shape and a rainbow colour.

Commenting on the award, Kieran said: "The creative world is highly competitive so it's great to know that an independent designer such as myself, can, with hard work, creative flair and passion, create work that exceeds customer expectations."



"I was very happy with the design I created for Care in One Place and to achieve international recognition for this work is the icing on the cake."

Kieran is a freelance graphic designer who specialises in logos and branding. He is skilled in print and web design and works with small and medium enterprises.

derbycathedralquarter.co.uk/directory/kieran-harrod-design/

POSITIVE SOCIAL

By Mark Saxby at **Status Social** in Friar Gate Studios – the winner of the Derby Telegraph Contribution to the Community business award 2018.

"How many likes do you need on an Instagram post to feel like you are really loved?"

How many views do you need to get on your

YouTube video to feel like a whole person?

Ask students these questions and some reply that thousands of likes and views are necessary to make us feel happy.

You can't stop young people using social media – it's become too ingrained in society. But can you help them use social media in

a way where their self-worth isn't affected; where their career prospects aren't damaged; where they don't use it to abuse others and where they use it for good?

This is why we created Positive Social – workshops in schools where young people are shown how to take back control of social media and use it for good. One teacher told us how they hardly have any social-media related issues since we started going in.

At Status Social, we're passionate about making a difference. We believe that businesses should look outwards, rather than inwards. Business owners are in a privileged position – they can have an impact on society by using their resources for good.

We hate the idea of being money-focused, although we know that a successful business helps us achieve our wider objectives. Status Social gives away up to 20% of its profits and we plan to part-fund Positive Social as we convert it into a charity.

Our satisfaction in Status Social comes from knowing we are making a difference. Our hope is that everyone who comes into contact with us is impacted positively."

derbycathedralquarter.co.uk/directory/status-social/



RISING THROUGH THE RANKS

Jason Brooks, Managing Director of **UK Linkology** in Sadler Bridge Studios, highlights the key factors to boost a business' Google rankings.

The world of Google is a mystery for most but in reality, there are three key aspects you need to be aware of. All are crucial but – just like bread won't rise without yeast – the same goes if you ignore one of these ingredients.

1. Content

Your content, including web copy, images and video, is crucial for defining what you offer. Research your customers and build a comprehensive list of questions they'd ask, then answer them better than other sites that are ranking for those questions. Textual content is a great basis, but be sure to add video and images – Google loves it when a site offers content for the needs of different users.

2. Rank Brain

This is an algorithm that learns what users want and adjusts the Google search results accordingly. Use keywords that are popular to define the topics of your pages. Then cover that topic comprehensively using keyword variations e.g. your title could be 'how to fish for carp' and the page would have lots of subheadings such as 'what tackle to use'. This allows the page to rank for many different keyword searches.

3. Links

Links from relevant websites are used by Google to understand how authoritative your website is. Good links are powerful and crucial to ranking well. Look for websites that cover your topic but don't compete and get in touch for a link.

derbycathedralquarter.co.uk/directory/uk-linkology/



CAPTURING THE MAGIC

Photographer Laura Folkes opted to develop her business **AF1 Photography** in the Cathedral Quarter to give her a prime position and access to neighbouring businesses who could benefit from her services.

As well as providing a wide range of commercial services both at her studio in Queen Street and at business' own premises, Laura is fast establishing herself as a 'go-to' event and wedding photographer.

Most recently she was hired as the official photographer at the Mayor of Derby's charity ball and at the Derbyshire Institute of Sport's seminar in Pride Park and she has further expanded her equipment range by investing in a unique photo booth which is bespoke for each venue or occasion.

Laura explained: "After 15 years of capturing images for friends

and families' weddings I decided to set up by own business. Last year I moved to Queen Street to give me a prime position to display a variety of creative projects that I love to produce.

"My aim has been to offer a wide range of photographic services at affordable prices both inside and out of my studio from special occasions and weddings to commercial photo shoots.

"My true photographic passion is in wedding photography where my non-obtrusive approach is to freeze these special moments as an observer – not a director.

"To add to the magic of the day, I am also now able to offer special props from LED letters to candy carts and I work with a wide range of complementary businesses from drone specialists to florists."

derbycathedralquarter.co.uk/directory/af1-photography/

LEADING THE WAY

Renowned lacemaker **Louise West** has introduced digital technology to make the lives of bobbin lacemakers easier.

Louise, who is based at Friar Gate Studios, has developed a way to use digital files of lace patterns and produce them as a work-ready pattern using a laser cutter which was installed following a successful crowdfunding campaign.

This is a first for the lacemakers in the UK and the patterns are now being posted out worldwide as the demand for Louise's designs increase after the publication of her first book in 2017.

The benefits of this method are the accuracy of the pattern and a huge time saver to the lacemakers who previously had to laboriously prepare the pattern prior

to starting to make the lace.

In addition, the difficulties experienced by older lacemakers with eyesight and hand problems have been solved and it is also engaging younger lacemakers who are time-poor with work or families. It therefore gives more choice and accessibility to the very traditional heritage craft.

Louise explained: "The preparation stages often discourage people to take up this craft but this will help to encourage them and help people continue to make lace for longer, prolonging their involvement with the activity."

Louise regularly runs classes and workshops across Derby, Nottingham and Leicester, in addition to travelling to teach throughout the UK and Europe.



derbycathedralquarter.co.uk/directory/LouiseWestLaceDesign/



CONNECT DERBY BUSINESSES WIN BIG AT MAINFRAME AWARDS

Connect Derby tenants **Codemakers** and **Archer Hampson** were both winners at this year's Mainframe Awards, which celebrate some of Derby and Derbyshire's most talented digital and creative businesses.

Web and mobile app developers Codemakers, based at Friar Gate Studios, scooped the award for Best Digital Innovation, whilst Jack Williams of creative digital marketing agency Archer Hampson from Sadler Bridge Studios won Digital Ambassador of the Year and Best Digital/Creative Individual.

Digital solutions and mobile app development agency **Greendog Digital** and social media specialists **Status Social**, which are both based at Friar Gate Studios, were also nominated at this year's awards.

Codemakers were awarded the Best Digital Innovation trophy for their work with delivery management platform Shipmate. The award celebrated companies or individuals who have demonstrated an element of newness in a project or come up with something that's not been done before.

Managing Director Antony Stevenson said: "We are thrilled to win the Best Digital Innovation award for launching our Shipmate product. We were up against two very worthy contenders but winning is a huge boost to our team and testament to the hard work everyone at Codemakers puts in to delivering the best possible solutions and products.

"Mainframe is a fantastic organisation that finally puts Derby's

creative digital talent on the map and I hope these inaugural awards are the first of many to come, helping attract and retain talent in our city by showcasing the wealth of ideas and gifted individuals in the creative industries."

The Best Digital/Creative Team or Individual award celebrates people who go the extra mile. Archer Hampson's Jack Williams won this award and was also named Digital Ambassador of the Year for leading the way in digital application and development and helping inspire others in the community.

Jack beat off competition from Greendog Digital's Jonathan Gray

for the Digital Ambassador award. Jonathan was recognised for playing a key role in making the digital economy of Derby more successful.

Commenting on the success of Connect Derby tenants at this year's Mainframe Awards, Ann Bhatti, head of Connect Derby, said: "To see so many of our tenants nominated is absolutely brilliant and reflects the tremendously creative atmosphere that exists at Friar Gate Studios and Sadler Bridge Studios.

"Our creative workspaces and package of business support and mentoring really helps them to grow and flourish."

derbycathedralquarter.co.uk/directory/archer-hampson/
derbycathedralquarter.co.uk/directory/codemakers/
derbycathedralquarter.co.uk/directory/green-dog-media/
derbycathedralquarter.co.uk/directory/status-social/

CO-WORKING SPACE LAUNCHED



Connect Derby

Connect Derby, the managed workspace scheme that operates seven buildings across the city, has launched 'ConnectTogether' – a new co-working space at Sadler Bridge Studios in Bold Lane.

ConnectTogether aims to give Derby's creative business people a dedicated space in which to work alongside a community of like-minded individuals.

Based at Sadler Bridge Studios, which comprises of 36 purpose-designed offices for the creative sector, the new co-working space is in the heart of Derby's creative community.

ConnectTogether offers a variety of flexible co-working packages to suit the changing needs of modern-

day businesses. Desk space is available to rent for a morning or a week, or on a full-time basis.

The space is perfect for freelancers and new start-ups looking for a professional base for a couple of days, or for home workers who fancy a change of scenery for a few hours a week. It's also ideal for people who are in the city overnight and need a place to work.

Connect Derby leads the way in delivering world class connectivity

and since it was launched, more than £2m has been invested on the installation of Enterprise ICT services and a full fibre network.

Workspaces benefit from superfast 1GB (1000mb) broadband for connectivity, which co-workers can access as part of their rental packages.

They will also have access to the Connect Derby mentoring and

business support programme too, along with regular events and networking opportunities.

Ann Bhatti, head of Connect Derby, said: "We offer independent workers the environment they need to connect, collaborate, exchange ideas and share experience, plus the conditions, tools and support needed to allow people to work at their creative, productive and innovative best."

derbycathedralquarter.co.uk/directory/connect-derby/



£8,000 RAISED FOR DERBY CHARITIES

Twelve local business leaders, many of whom are based in the Cathedral Quarter, have taken part in a 'torture' filled prison sentence in the cells at Riverside Chambers in Full Street – raising more than £8,000 for the Mayor of Derby's chosen charities.

The five charities to benefit from the fundraising appeal are **Safe and Sound; Children First; Derbyshire Children's Holiday Centre; The British Red Cross** and **Derby Museums Trust**.

Prior to the day of the lockup, friends, colleagues and the public were encouraged to donate to the inmate who they thought had committed the worst crime, with misdemeanours ranging from aggravated assault on dress code to cattle rustling, arson and crimes against fashion.

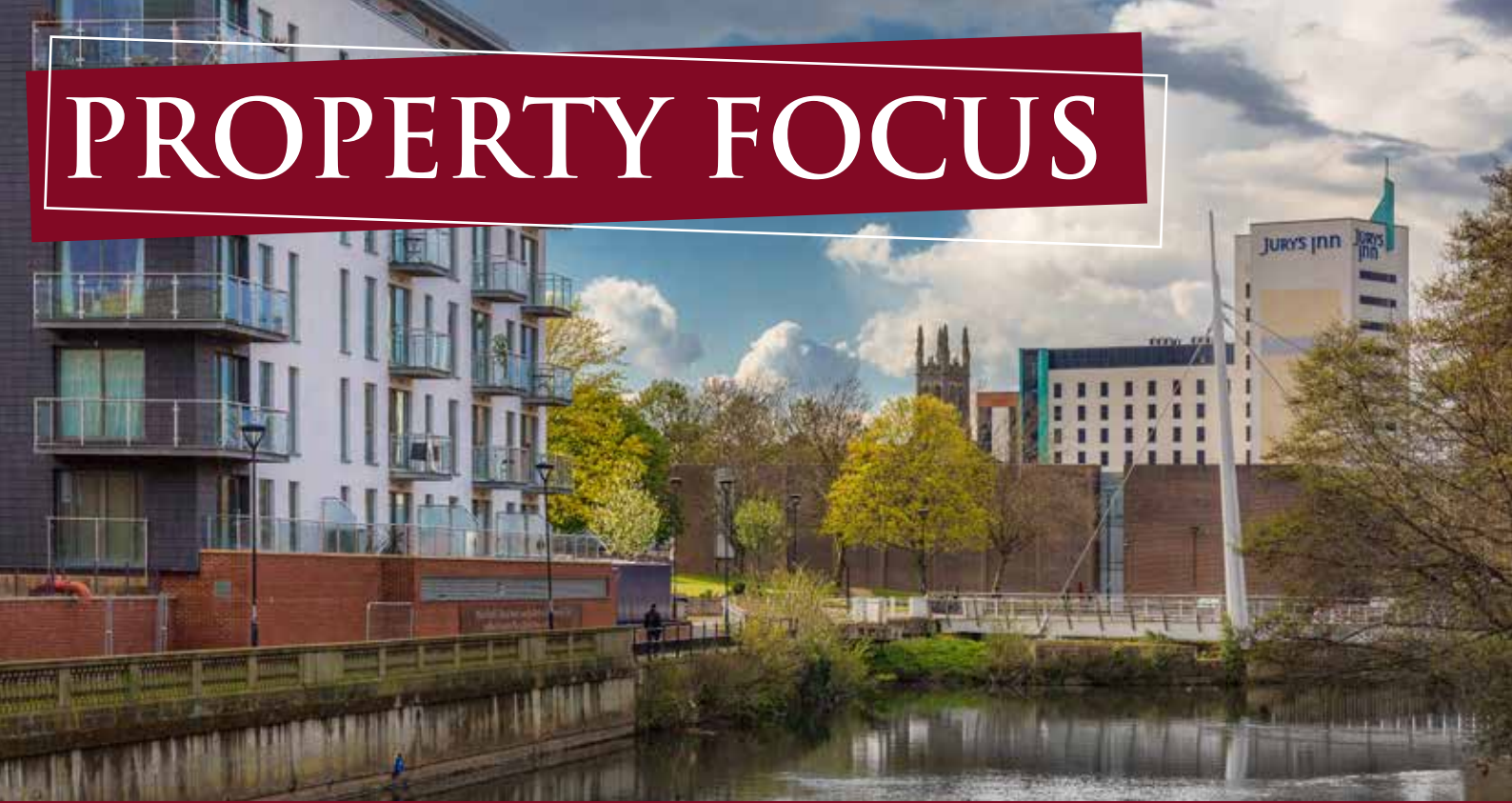
They also had the chance to nominate individuals to be 'tortured' in return for more donations. Challenges included eating ten donuts in ten minutes, placing a tarantula and scorpion on an inmate's face and going in the stocks.

Dean Jackson, owner of HUUB Design, ended up topping the leaderboard, raising a massive £2,055, with Connect Derby's Ann Bhatti, in second place, raising £1,350.

Other well-known names from the Cathedral Quarter include Jonathan Gray from Greendog, Olivia Pritchard from The Docks and Hide Burger Bar, Marketing Derby's Lindsey Hatfield, David Nelson from Smith Cooper and Mo Suleman from Derby Museums.



PROPERTY FOCUS



DE1 – and particularly the Cathedral Quarter – is seeing a resurgence in city living and transformational regeneration schemes – with major projects under consideration from the Market Hall to Queen Street leisure centre.

Driving the buoyant residential and commercial property markets is the wealth of expertise within the Cathedral Quarter professional services sector.

AWARDS RECOGNITION

Justin Smith Architects located in Queen Street have recently been awarded both Best East Midlands Residential Architecture Project and Best Sustainable Design Practice at the BUILD 2018 awards.

The residential project was Marsh Flatts Farm which was designed to Passivhaus Plus standards – the German term referring to a rigorous, voluntary standard for energy efficiency in a building which reduces its ecological footprint and has an extremely high energy efficiency rating.

Justin Smith Architects also won the Creative Industries Award in the 2018 Derby Telegraph Business Awards – going one better than last year after being in the final three in the same category in 2017. The company are also finalists in the Midlands Residential Property Awards for Architectural Practice of the Year.

Director Justin Smith said: “I am extremely proud of the team here at Justin Smith Architects and am very humbled to be winners and finalists of such prestigious awards.

The team has developed considerably in 2018 and this year we are looking forward to bringing our innovative, inspiring and sustainable design approach to some challenging and exciting projects in both the residential, commercial and leisure sectors.”

derbycathedralquarter.co.uk/directory/justin-smith-architects/





INVESTOR INSIGHT

Each week **Marketing Derby**, based at Riverside Chambers, hosts enquiries from investors interested in learning more about Derby.

Marketing Derby takes them on a journey to show them what Derby has to offer which includes a presentation and a walking tour of the City.

Marketing Derby is now offering Derby business people the opportunity to take this tour themselves to see the city and Cathedral Quarter through the eyes of investors.

The Derby Insider Tour is a morning course which is designed to give insider knowledge about Derby, learn about the city's regeneration priorities, and why its 300 years of industrial heritage make it the UK Capital for Innovation.

This is the perfect way to learn about Derby's heritage and future development and get the inside track on how the city is developing.

For more information and to book contact Helen Hydes on 01332 201 860 or email helen@marketingderby.co.uk

derbycathedralquarter.co.uk/directory/marketing-derby/

SUMMER SALES

Century 21 estate agents in The Strand report summer 2018 as a record breaking period for new instructions and residential viewings – resulting in impressive property sales and lettings.

Senior Sales Negotiator Sam Rashid explained: "The good weather has coincided with some of our busiest weeks ever this summer with properties in many Derby suburbs selling within days of being advertised.

"We continue to have a diverse range of stock including properties, development sites and investment opportunities so there is something for everyone.

"We always go the extra mile to bring our clients the best results and the late spring in particular saw the incidence of simultaneous multiple offers on properties which resulted in sales over the asking price.

"Although there is some uncertainty about Brexit and its effect on interest rates, this has not translated so far in the growth of the residential property market but it is vital that buyers get the right advice on budgeting and planning ahead.

"We also have a great team of advisors to help and advise both buyers and sellers through the whole process."

derbycathedralquarter.co.uk/directory/century-21/

REGENERATION SUPPORT

Based on Iron Gate right in the heart of Derby's Cathedral Quarter, **BB&J Commercial** are the city centre's largest team of commercial property surveyors acting in the sale and letting of retail units, offices and industrial premises throughout Derby and across the East Midlands.

They have recently brought to the market a variety of property offering great opportunities to those businesses looking to locate to Derby's Cathedral Quarter – winner of 2016's 'Best City Location' at the Great British High Street awards.

These include the former Little Frankie's restaurant/café premises on the Corn Market available to let; a prominent former beauty salon on the Market Place, and bringing to the market a

variety of newly-refurbished serviced offices on Iron Gate.

Partner Mark Richardson commented: "As proud supporters of the Cathedral Quarter we are delighted to be involved in bringing new businesses into the thriving independent heart of Derby. "We have been involved in numerous schemes such as the conversion of St James' Chambers into city living apartments, and our city centre location puts us in the perfect spot to be assisting our business colleagues."

Fellow partner Graham Bancroft added: "We have worked very closely with a number of businesses throughout the Cathedral Quarter – offering professional advice on issues such as acquisitions, lease renewals, valuations and other business matters."

derbycathedralquarter.co.uk/directory/bbj-commercial/



NEW LEASE OF LIFE

By Michael Green, Surveyor at
David Brown Commercial in Iron Gate.

“City centres are changing and the Cathedral Quarter is no different but this area is certainly benefiting from the change of use of buildings which have stood empty for too long.

Some notable changes in the area include Georgian office buildings on St Mary’s Gate being converted back to residential dwellings, and Bear Coffee successfully setting up shop in the former Lloyd’s Bank building.

Although many of our deals comprise larger, out of town office buildings and purpose-built warehouses, we have been consistent advocates for the

Cathedral Quarter.

We play an active role in the local retail and office markets, working collaboratively with small business occupiers and pragmatic landlords, to get vacant space in the area let.

This includes 1-5 Iron Gate, which, under our instruction, now houses a creative cluster of independent

businesses including The Escape Room Guys, GSE Media, Crocstar, Ms Umeh Fashion Design and ph9 Ltd.

This has given a historical building on our high street a new lease of life, and put the long-vacant space to good use. A busy and prospering community of businesses has been

created within the building, increasing footfall on our streets and benefiting a multitude of local industries.

Although, at face-value, the revenue from these small business rents is modest, we take a longer-term view that it is worthwhile.

The benefits of bringing these businesses in, and utilising available space are numerous.

Schemes such as this create the buzzing centre we all want – attracting more occupiers and encouraging further investment.”

derbycathedralquarter.co.uk/directory/david-brown-commercial/



ESTABLISHED EXPERTISE

Established for over 27 years, **Boxall Brown & Jones** are an independent firm of chartered valuation surveyors and estate agents – offering the highest standards in residential property sales and lettings.

Based on Iron Gate in the heart of the Cathedral Quarter with offices in Allestree and Belper, the experienced team provides a wealth of knowledge and local expertise.

For total peace of mind, Boxall Brown & Jones are members of and regulated by the Royal Institution of Chartered Surveyors, the National Association of Estate Agents and are part of the Ombudsman scheme for Estate Agents to assure full consumer protection for their clients.

Partner Christopher Birds said: “We have a really buoyant housing market in Derby with motivated buyers looking for their next home. Sensibly priced properties are always in high demand and we are here to guide you through the sales process.”

derbycathedralquarter.co.uk/directory/boxall-brown-jones/





LEGAL & FINANCIAL SERVICES

Firms specialising in legal, accountancy and financial services continue to be a particular area of strength in the Cathedral Quarter with a wide range of national, regional and local firms based here.

INVESTING IN UNCERTAIN TIMES



By Dan Smith Financial Planning Adviser at **Professional Financial Centre** (East Midlands) Limited in St Michael's Lane

"The past 15 years have provided some excellent growth within investment and whilst 2018 has seen some turbulence, we are currently seeing record high levels in many financial markets.

However, rising inflation, the unwinding of Quantitative Easing in the US and Brexit could be a recipe for uncertainty.

Whilst no one can predict what will happen in the short term, we always recommend that this does not allow anyone to be 'frozen' into not developing a long term and preferably a life time plan.

This plan will take into account your objectives and requirements as well as your current savings, investments, pensions, properties, business assets and any known changes to these holdings. Sometimes simply using these assets in the right way and order

can make a significant financial difference.

Frequently the financial plan will involve the use or review of investments that are either held directly or perhaps within a Pension or an ISA.

We look at many aspects and particularly the timeframe that the investment is being made for. We only arrange portfolios that are likely to be held for the long-term, recommending that no risk is taken with assets that will be required in less than five years' time.

Make no mistake about it, there are going to be market falls ahead. Although different types of assets should perform differently in market downturns – offering a cushion from severe market falls,

some have now become more closely correlated – meaning that even diversified portfolios can suffer from a market downturn.

In our experience the best protection is an experienced financial planner, who ensures clients have enough cash reserves to cope with this ahead of time.

As the only Independent Financial Adviser firm in Derbyshire listed in the SIFA Professional Directory of IFAs, which is endorsed by the Law Society, we specialise in providing clients with bespoke financial plans that work no matter what the market conditions."

Professional Financial Centre (East Midlands) Limited are authorised and regulated by the Financial Conduct Authority.

derbycathedralquarter.co.uk/directory/professional-financial-centre/

TIMMS SOLICITORS ANNOUNCE PARTNER APPOINTMENTS

Three new Partners have been announced by **Timms Solicitors**, the long-established firm which has offices in Queen Street as well as Burton-upon-Trent, Swadlincote and Ashby.

Lisa Collett, Tessa Dunleavy and Matt Rice have joined the firm's existing partners Fiona Moffat and Jason Burnett.

Lisa Collett is Head of Residential Conveyancing at Timms. She joined the firm in February 2016 and has more than ten years' experience in Residential Conveyancing.

Tessa Dunleavy joined Timms' Childcare team in January 2018 having worked in Derby and Derbyshire for the past 18 years.



She is a member of the Law Society's Children Panel and the Local Family Justice Board in Derby.

And Commercial Property solicitor Matt Rice joined the firm in 2015, having previously worked in Leicester and Northampton.

derbycathedralquarter.co.uk/directory/timms-solicitors/

LAW FIRM CELEBRATES



A trainee solicitor at **Derbyshire Family Law** in King's Chambers has achieved full qualification.

Irena Stavrinidou is now a fully qualified Solicitor working in the private client team where she specialises in matters relating to private law, children, care proceedings and injunctions.

The qualification is the culmination of several years' hard work for the 29-year-old who joined the firm three years ago.

Simon Leach, Director at Family Law Group, added: "We would like to congratulate Irena on her achievement. Right from when we met Irena over three years ago, we knew she was the sort of person who really saw family law as a vocation."

derbycathedralquarter.co.uk/directory/family-law-group/



FLINT BISHOP AWARD

Flint Bishop solicitors in St Michael's Lane has been recognised for its excellence by winning the coveted 'Law Firm of the Year' at the annual credit industry awards.

With a total of 98 companies being shortlisted, this flagship awards programme celebrates innovation and the achievements of firms across the UK.

In winning this award, Flint Bishop faced stern competition from other large firms and had to successfully demonstrate their high performance in debt recovery for clients.

The commercial debt recovery function at the multi-million Top 200 law firm has continued to excel, increasing in size and is now the debt recovery partner for a number of leading UK brands across a number of industries, as well as some Government agencies.

Qamer Ghafoor, Chief Executive at Flint Bishop said: "To win this award for a second time in three years along with our other recent national debt recovery and credit management award wins signifies the quality of the work we do."

derbycathedralquarter.co.uk/directory/flint-bishop/

SMITH COOPER SCOOP TWO INDUSTRY ACCOLADES

The Corporate Finance division of accountancy and business advisory firm **Smith Cooper**, whose head office is in St Helen's House, has clinched two Awards at the Insider East Midlands Dealmakers Awards.

The awards place the Corporate Finance division firmly on the map, and represents the growing recognition and reputation of Derby's professional services.

As well as winning the coveted Advisory Team of the Year award, Smith Cooper also won SME Deal of The Year for the fourth consecutive year for the £3m development funding for 200 Degrees, a Nottingham based specialist coffee company.

Head of Corporate Finance John Farnsworth commented: "Smith Cooper Corporate Finance has been on an upwards trajectory during the last year, completing a record



breaking number of deals, and we're incredibly proud to be recognised as an industry leader, particularly in the Derby market place.

"The type of deals completed were

varied and included acquisitions, sales, management buy-outs and buy-ins, as well as several development capital deals. Confident of continued growth in activity, we

invested heavily in additional team members across the Midlands in 2017."

derbycathedralquarter.co.uk/directory/smith-cooper/

MAKING TAX DIGITAL

*Simon Oates, a Director at **The Tax Partnership** Accountants in Cheapside outlines the impact of MTD.*

"Making Tax Digital (MTD) is the UK's biggest tax shake-up in a generation. If you file a tax or VAT return, you'll soon be required to do it in an MTD-compliant way. That's because the UK government is moving HMRC to a fully digital-based tax system.

The Making Tax Digital requirements will initially apply to all VAT registered businesses for their VAT obligations from April 2019 where their turnovers are in excess of the VAT threshold (currently £85,000). It is envisaged that MTD for Income Tax will apply from April 2020.

At present businesses can use manual records, spreadsheets, accounting software or a combination of all three to comply with record keeping requirements. Under MTD, businesses must keep digital records in compatible software.

VAT Returns must be submitted to HMRC through the MTD compliant software and not by entering figures onto the HMRC portal.

In practice this will mean that many businesses will have to review their



systems to ensure that they comply with the new requirements. Those that are currently using software for their accounting requirements should contact their software providers to ensure that it will be compliant by April 2019.

Business still keeping manual records or using spreadsheets will need to transition to keeping digital records using compatible software."

The Tax Partnership Accountants have teamed up with QuickBooks Online to offer a solution for businesses to comply with Making Tax Digital."

derbycathedralquarter.co.uk/directory/tax-partnership/



A STEP IN THE RIGHT DIRECTION

Smith Partnership have moved to new premises from their current home at Celtic House to nearby Norman House – remaining within Heritage Gate and more importantly staying within the Cathedral Quarter.

Partner Fraser Cunningham explained: “Both management and staff are delighted to be remaining within the Cathedral Quarter which is ideally placed for clients but also with immediate access to a plethora of local shops, restaurants and other fantastic amenities.

“We are committed to building on the fantastic work which has already been done in developing the Cathedral Quarter and offering our staff a truly state of the art workplace.

“Our vision, as it always has been with our brand, is to be different from

any other conventional law firm and we hope our clients and contacts agree having seen the new office.

“Celtic House, which has been our head office for nearly two decades, is being converted into residential apartments and will be ideally located for both local residents but also students who wish to take advantage of the good transport links to the University and be in close proximity to the diverse hub of culture that is the Cathedral Quarter.

“The development of around 200 apartments will no doubt boost the evening economy and ensure that the Cathedral Quarter continues to go from strength to strength.”

derbycathedralquarter.co.uk/directory/smith-partnership/

PROBLEM SOLVING

Bradley & Jefferies Commercial Solicitors, based on St Mary's Gate, understand that running a business inevitably means that problems will be encountered along the way, but take the view that seeking legal advice should not add to those problems.

Services provided include buying, selling or leasing premises; buying and selling shares assets or a business; strategic business planning; drafting and negotiating agreements; employment law; GDPR advice and documentation; policies and procedures; debt recovery; civil litigation and mediation services.

Director Amanda Jefferies said: “Whether you are a sole trader, an owner-managed

business or a multi-million pound operation, we understand that the day to day issues are the same.

“Quite often, seeking legal advice early on can save time and money in the long run but we understand that doing so can often be a major worry in itself. That is why we will always do our best to provide our clients with a sensible commercial approach and transparent fixed fee structure from the outset.”

“Our goal is to help businesses solve their legal problems – making running their operations easier and more efficient.”

derbycathedralquarter.co.uk/directory/bradley-jefferies/



BIG KNIT DERBY

Sara Gration, owner of **Saylavy** book keeping and payroll services in King's Chambers, has launched an initiative to encourage people across Derbyshire to knit scarves for the homeless and vulnerable.

So far more than 350 scarves have been produced and donated to people across the county under The Big Derby Knit initiative.

The next project is to knit knee blankets and twiddle muffs to provide comfort for people living with dementia at Royal Derby Hospital and nursing homes.

derbycathedralquarter.co.uk/directory/saylavy/



EDUCATION AND RECRUITMENT

Education providers and recruitment companies within the Cathedral Quarter are core to the economic well being of the city, county and beyond. They ensure that employers' needs are effectively met – equipping them with the workforce to help them thrive and create further jobs.



INNOVATIVE PARTNERSHIPS



More than 300 people attended the first **Derby College Academy Awards** which were held at the Roundhouse.

The event celebrated the success, achievements and commitment of employers, staff and students who are involved in the College's innovative Employer Academies and Employment and Skills Boards.

Derby College works with around 3,000 businesses and organisations with a large proportion involved in helping to shape the curriculum for students and providing work placements, speakers and special

projects for students.

April Hayhurst said: "We now have Employment and Skills Boards working across all curriculum areas and a total of 28 different Employer Academies which have been recognised as innovative best practice nationally.

"Our first Academy Awards were a huge success and a fitting tribute to all the employers, staff and students who have all worked hard to make these partnerships so effective in bridging the gap between education and employment."

derbycathedralquarter.co.uk/directory/derby-college/

HOME GROWN TALENT

Sky Recruitment Solutions, which has recently moved to larger offices in The Strand, are a multi-sector recruitment agency who can accommodate all staffing needs whether temporary or permanent from blue collar industrial to senior level roles.

With experienced members of staff across the entire business, the company is expanding rapidly with home-grown talent and were finalists in the Derby Telegraph Business Awards' Employer of the Year and Services Award categories.

Managing Director David Torrington said: "Our business model is based on taking on young talent with a natural flair for recruitment and training them up to a high standard. In turn, they then train

the next apprentice in their role as they progress higher through the business.

"This led to one our apprentices winning the East Midlands Chamber's Apprentice of the Year award last year and further recognition this year.

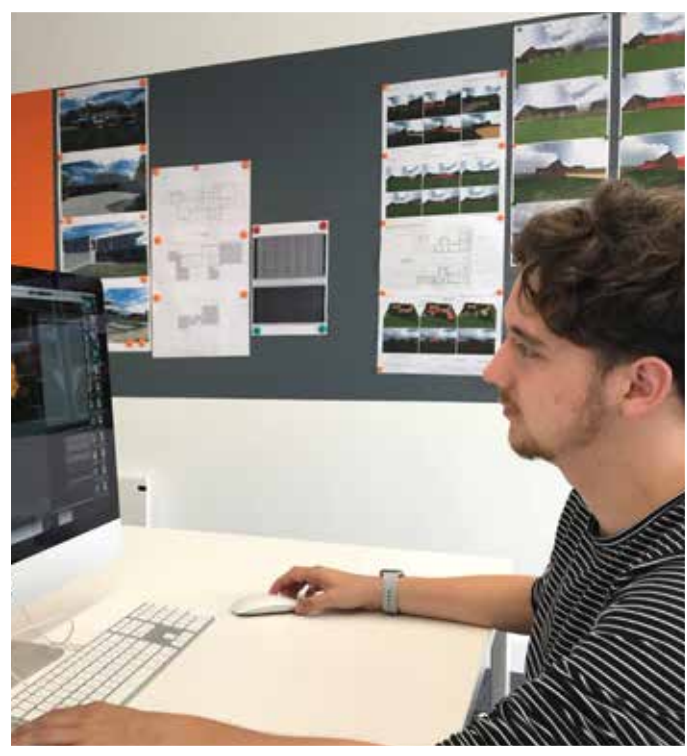
"We have also set up an employer academy with Derby College to highlight the wide range of career opportunities available in the recruitment industry from sales to finance.

"We have worked with several businesses and organisations in the Cathedral Quarter – including Derby Museums and offer special discounts in return for recommendations from our fellow businesses in this area."

derbycathedralquarter.co.uk/directory/sky-recruitment-solutions/



INTERNSHIP OPPORTUNITIES



Since launching in 2013, the **University of Derby** internship programme has successfully placed more than 350 students and graduates with local employers – many of whom are based in the Cathedral Quarter.

Employing an intern allows an organisation to focus on a specific business need and also enables university students to gain practical, paid work experience.

The internship programme supports businesses with a £500 subsidy and provides a full recruitment service. Internships last for a minimum of 100 hours and up to six months with flexible hours to meet the host business' needs.

To date a wide range of businesses have benefitted from students undertaking a variety of roles including digital marketing and social media management, sustainability research, bid writing, graphic design, financial services, video production, family support

and mentoring, sports coaching and web design.

The University's Employer Engagement Team work collaboratively with employers to address specific business needs and we have had many success stories over the years, with many students being asked to continue beyond their initial 100 hours.

Derby-based design and communication agency Threeguru took on an Intern on an initial 100 hour project, before offering their intern a further position.

They said: "The Employer Engagement Team at Derby University has allowed us to work closely with a pool of talented and progressive students who have proved to be an asset to our team.

"From an employer's point of view we have been able to throw projects at them to test how they respond and see how they work within our team. This process has been incredibly beneficial".

Please contact the team on 01332 592939, employerteam@derby.ac.uk or www.derby.ac.uk/dip.

INDUSTRY GAME CHANGER

Astute Recruitment in Queen Street is reinventing the way recruiters are seen with a unique 'triple point guarantee' which offers clients £500 in cash should their vacancy not be filled in time.

The service is being offered to companies with a permanent role available which choose Astute as their sole recruiter for an agreed time period, and is the first policy of its kind to be offered by a recruiter anywhere in the UK.

Mary Maguire, MD of Astute Recruitment said: "We really want to set ourselves apart from our competitors and demonstrate our commitment to offering value and high standards of service.

"We work across the East Midlands with a great number of SMEs locally,

so anything we can do to support our clients and make a real difference to their businesses, we will embrace and the triple point guarantee is exactly that.

"As well as the £500 payment, we also offer free replacements and pro-rata fee rebates if a candidate leaves the role in the first eight weeks of placement.

"We pride ourselves on being able to place the right people in the right roles – this policy demonstrates how confident we are in this and gives clients peace of mind."

Astute has worked to secure more than 1500 jobs for local businesses and is continuing to go from strength to strength, hiring three new consultants in the last six months and launching a highly successful commercial division.

derbycathedralquarter.co.uk/directory/astute-recruitment/



RECIPE FOR SUCCESS

By Martin Langsdale, Board Chair of the Cathedral Quarter BID

"March 1 saw the launch of the third five-year Cathedral Quarter BID programme which carries a mandate to essentially build on the incredible achievements over the past ten years and ensure the future of this wonderful part of the city centre.

"Having achieved a great deal since 2008 to reverse the fortunes of the Cathedral Quarter following the opening of Westfield and a period of recession, business confidence for the future in the Cathedral Quarter BID is strong and our new business plan provides us with a clear direction and a new exciting era for this individual, diverse and inspiring part of the city centre.

Our objectives over the coming five years are to continue the work and implement new programmes that will:

Develop the great Cathedral Quarter lifestyle experience for visitors and people working in the area to enjoy; 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;

Encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.

We have already announced some exciting new initiatives and there are many more in the pipeline so please connect with us on social media and sign up to our newsletters and loyalty card offers.

So what does the future hold for the Cathedral Quarter?

We were particularly heartened by the findings of the Grimsey Review 2 which Ian has touched upon in his article below.

The review has looked at changing trends in shopping habits, growth in city living, how issues such as planning regulations, business rates and parking affect areas and looked ahead at future challenges such as the impact that new technologies, including virtual reality shopping, will have on our high streets.

The conclusion was that only multi-functional town and city centres will survive – with city living, flexible office space, events and a healthy mix of retail, leisure and culture all contributing to the overall offer.

Does all that sound familiar? To my mind, they could have been talking about the Cathedral Quarter and the good news is that we have all the ingredients either in place or emerging for a sustainable recipe for success.



By working together, we have addressed the challenges faced by businesses head on and turned around the fortunes of this area. We have developed the Cathedral Quarter into a quality lifestyle destination that out-performs regional and national trends.

We now have the mandate to take the Cathedral Quarter to another level and to create a destination which others aspire to be a part of."



pfb UK Ltd is the project management company behind the Cathedral Quarter Business Improvement District (BID) – and many other BID programmes across the UK.

The company, based in Iron Gate, has grown steadily over recent years developing and supporting BIDs in towns, cities and industrial estates from Manor Royal Gatwick in the south to Halifax in the north and Colwyn Bay in the west.

BIDs are a recognised mechanism for regenerating and improving an area. When the Cathedral Quarter was launched just over ten years ago, there were only 65 BIDs in the UK. Now there are more than 300.

DERBY BASED COMPANY SUPPORTS TOWNS AND CITIES ACROSS THE UK

Director Ian Ferguson explained: "pfb UK is now one of the largest BID consultancies in the UK - specialising in the development and delivery of BIDs and place management strategies and has been responsible for the development and renewal of over 25 BIDs.

"Besides developing and project managing entire BID programmes we also offer ad hoc support for projects, technical support on running BIDs or strategic support on an on-going basis.

"Our first city centre BIDs were the Cathedral Quarter and St Peters Quarter in Derby which we continue to manage, but our work in other towns and even industrial estates has generated considerable inward investment and tangible benefits for businesses already based in these places.

"We were responsible for developing the two largest Industrial Estate BIDs in the UK, Manor

Royal Gatwick and Brackmills in Northampton and created the first district wide BID in the UK on the north Wales coast around Colwyn Bay.

"Recent announcements by Marks and Spencer and House of Fraser highlight the challenges and rapid changes facing many towns and city centres. It is vital to develop bespoke programmes that make a tangible difference and deliver benefits to both the businesses in that area and the places in which the BID operates."

Mr Ferguson continued that pfb UK also had an influential voice in the national debate about the future of town and city centres. The company sits on the Advisory Council of the Association of Town and City Management and has been involved in the creation of the new BID Foundation which forms part of the Institute for Place Management, of which Mr Ferguson is a Fellow. pfb UK also inputs into national

policy debate through the All Party Parliamentary Group for Town Centres and has contributed to the HCLG's consultation on the future of the High Street along with the renowned businessman Bill Grimsey who has recently published The Grimsey Review 2.

"This comprehensive review highlights the challenges and opportunities for town and city centres. It looked at the factors that have and will affect town and city centres and concludes that distinctiveness, diversity and flexibility of a town's offer is key to its economic success.

"It also made 25 different recommendations including a major overhaul of business rates – an area championed by pfb UK.

"Its findings very much reflect our approach to developing a BID – looking at the holistic nature of a particular place and working with partners to find sustainable solutions for the longer term."



CATHEDRAL QUARTER DERBY

AN INSPIRING LOCATION



Professional service businesses benefit from being part of a strong community with an established network and support services – all of which reaffirm this area’s credentials as the city’s central business district.

The Cathedral Quarter is well-connected with easy access to transport hubs and major routes whilst an increasing number of employees are taking advantage of the growth in city-living accommodation so they can live and work in close proximity.

You will find high-quality and cost-effective office accommodation in the area, including managed office space in the Connect buildings offering excellent digital connectivity and high-speed broadband.

There are also extensive conference and meeting facilities at various locations across the area whilst a wide choice of hotels cater for business visitors and clients.

Feedback from professional firms across the Cathedral Quarter during the re-ballot consultation process highlighted the particular value that business people place on the lifestyle that they, their staff and clients enjoy in the area.

The Cathedral Quarter boasts a unique combination of premier independent shops, hair, health and beauty salons, the widest choice of places to eat and drink – both during the day and in the evening, stunning arts and cultural venues and an inspiring environment with historical landmarks.

Martin Langsdale is chair of the Cathedral Quarter Board. He said: “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 widely recognised and one which businesses are proud to be associated with.

“This historic part of the city simply has a character and a vibrancy which cannot be replicated in modern out of town business parks.”

To find out more about what the Cathedral Quarter has to offer, please visit the website

www.derbycathedralquarter.co.uk



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All information correct at time of going to press. Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd