

Q BID UPDATE

NOV/DEC 2018



A Cathedral Quarter Christmas

'CHRISTMAS IN THE CATHEDRAL QUARTER' EVENTS

This Christmas the Cathedral Quarter BID have organised an array of free festive entertainment taking place every Saturday throughout December. 'Christmas in the Cathedral Quarter' will see three stages around the BID area; on Iron Gate beside Derby Cathedral, on The Strand outside the Museum & Art Gallery, and by the waterfall on the Market Place.

CATHEDRAL QUARTER CHRISTMAS ICE RINK

The **Cathedral Quarter Christmas Ice Rink** returned to the Market Place on Friday 30 November. Last year's ice rink attracted over 16,000 users and their families to the area enabling businesses to benefit from the additional custom. The Rink will be in place until Sunday 6 January.



CHRISTMAS LIGHTS

The BID has once again worked with Derby City Council to ensure an extensive coverage of **festive lights** in the Cathedral Quarter. A Christmas lights Switch On event was held on Saturday 17 November, with a parade to the Market Place followed by entertainment and the big switch on at 6pm.



CHRISTMAS WINDOW DISPLAY COMPETITION

Derby City Council launched a festive window display competition in October inviting businesses to decorate their windows in line with the theme Christmas Past, Christmas Present and Christmas Future. There were cash prizes and trophies on offer with the winners announced at the Christmas Lights Switch On event. Congratulations go to the winners Milk & Honey, Selenas Contemporary Flowers and Lighthouse Charity Shop and to all those businesses who took part for their fantastic displays.



PROMOTING THE CATHEDRAL QUARTER

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



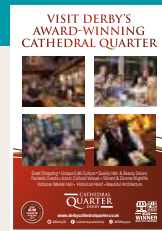
- Bus advertising in conjunction with Derby Market Hall

July

- CQ Summer Life within 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



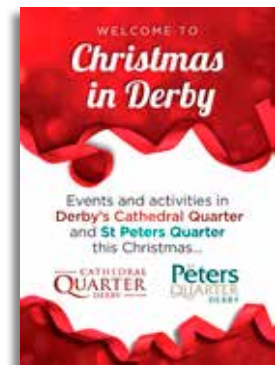
- CQ Winter Life Magazine



The Winter edition of CQ Life magazine was released in November, packed full of articles and features on Christmas entertainment, gift ideas, fashion trends and places to eat and drink.

20,000 copies of the full colour glossy magazine have been distributed with Derbyshire Life magazine, through key outlets in the city and county and via the Cathedral Quarter Rangers.

'CHRISTMAS IN DERBY' LEAFLET



The Cathedral Quarter BID produced the **'Christmas in Derby' leaflet** in conjunction with the St Peters Quarter BID which showcases the variety of entertainment and events taking place in the city this Christmas.

30,000 copies of the leaflet have been distributed via school book bags and Art Boxes across the county, whilst the Rangers have handed them out to businesses and members of the public.

CQ SATURDAYS EVENTS

The Cathedral Quarter BID hosted its regular programme of **CQ Saturday events** once again this summer.



CQ Saturdays Street Circus, produced by Déda, this year celebrated 250 years of circus with acts ranging from jugglers and escapologists to acrobatics and uni-cycling and was the perfect warm up for this year's Derby Feste.



CQ Saturdays Knickerbocker Glorious, produced by Furthest from the Sea Music, Comedy & Arts CIC, showcased some of the best local and regional talent in music, dance, street theatre and comedy acts.

As well as its own range of events, the Cathedral Quarter BID also provides in-kind support and/or sponsors a large number of other events which bring visitors to the area.

DERBY FESTÉ



This year's **Derby Festé** was a magical affair celebrating 250 years of circus with an extended program of events. Friday evening saw Bustler Market come to the Market Place, surrounded by 1950's sideshows, VR playgrounds and acrobatic dance shows whilst Saturday saw a plethora of on-street entertainment followed by an illuminated parade around the streets of the Cathedral Quarter.

DERBY FOLK FESTIVAL



The 12th **Derby Folk Festival** was once again a huge success attracting visitors to the Cathedral Quarter from far and wide.

This year the Festival took place over four days from Thursday 4 to Sunday 7 October with a marquee based on the Market Place, an eclectic mix of on-street entertainment and live music and theatre at a host of Cathedral Quarter venues.

CQ BUSINESS LIFE



This year's **CQ Business Life** magazine was included in the Autumn edition of Agenda magazine and featured articles on professional service businesses throughout the Cathedral Quarter.

Over 30 businesses and organisations were featured, providing a platform for them to celebrate their individual achievements in their respective industries as well as to further promote their business.

ATCM AWARDS



The Cathedral Quarter BID received more national recognition when it was jointly shortlisted alongside St Peters Quarter BID in the Partnership of the Year category at the **Association of Town and City Management (ATCM) Industry Awards 2018** – in recognition of the pioneering work undertaken with key partners in the city to address crime and anti-social behaviour.

The Cathedral Quarter BID were also voted Runner Up in the Best Event category for its CQ Saturdays programme of free street entertainment. Applications for the prestigious awards were made by pfbb UK Ltd who are project managers for both the Cathedral Quarter and St Peters Quarter BIDs.

FLORAL DISPLAYS IN THE CATHEDRAL QUARTER



The Cathedral Quarter BID 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 and weight testing 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.

BUNTING INSTALLATION



The Cathedral Quarter BID once again funded the installation of **bunting** on Corn Market, Iron Gate, Sadler Gate and The Strand through the summer months this year.

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

CATHEDRAL QUARTER DISCOUNT TRAVEL CLUB

Great News!
For everyone working in Cathedral Quarter Derby

Club Members Travel Scheme
SAVE ON FARES!
Discounted travel with Arriva buses

- Buy online
- Pay by Direct Debit
- Monthly tickets
- No photo required
- Valid 7 days a week
- No minimum contract

www.arrivabus.co.uk/cqbid

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.

CQ WEBSITE



The Cathedral Quarter's online presence was improved with the launch of the new **Cathedral Quarter website** in June. 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.

Businesses can access resources and other information relevant to BID activities by clicking the 'Business Resources' tab. Each business has its own profile page on the website which gives you further opportunities for promotion; if you would like any changes made to your profile, please contact the BID office with details and the BID team will be happy to do this for you.

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 LOYALTY SCHEME



The **Cathedral Quarter loyalty scheme** was relaunched in June 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.

At time of going to press there were over 1600 loyalty card holders with this number growing on a daily basis. We would encourage all CQ businesses to take advantage of the additional custom which can be generated through the loyalty scheme. Businesses who wish to promote an offer simply need to email details to the BID office and we will add this to the website.

APPLY FOR YOUR I WORK CARD

FREE



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.

PURPLE FLAG ACCREDITATION



Purple Flag is an international accreditation scheme which recognises excellence in managing the evening and night-time economy.

Cities in receipt of this award benefit from more visitors, lower crime and anti-social behaviour and improved perceptions.

The Cathedral Quarter BID worked alongside other city partners on the renewal application which was submitted by Derby City Council to the ATCM earlier this year. Originally awarded Purple Flag status in 2013, it was announced in July that Derby had been successful in retaining its status.

EVENING ECONOMY WANDS



The Cathedral Quarter BID and its partners are committed to providing visitors to the area with a safe evening and night out.

As such, the BID funded fifteen **metal-detecting wands** for evening and night time economy businesses in the Cathedral Quarter BID area as part of an initiative also involving Derby City Council, Derbyshire Constabulary and Pubwatch.

The aim was to provide licensed venues with the equipment required to help them make Derby a safer place to be in the evening.

STOREWATCH RADIO SCHEME



A number of Cathedral Quarter BID businesses have benefitted from the receipt of a **Storewatch radio** thanks to funding secured by St Peters Quarter BID through the Police and Crime Commissioners office.

The Storewatch scheme helps businesses report crime and incidents of ASB via an encrypted digital radio system, thereby helping to create a city centre that is safe and inviting.

SOCIAL MEDIA COVERAGE FOR CQ BUSINESSES

Over the course of the last six months the Cathedral Quarter BID have run a large number of social media campaigns aimed at promoting the Cathedral Quarter and its businesses. Social media continues to be an important method for improving brand awareness, engaging with customers and promoting visits to the area and by getting involved your business can take advantage of the extra exposure generated. Examples of recent campaigns include:

SMALL BUSINESS SATURDAY

A national campaign aimed at highlighting small business success and encouraging consumers to 'shop local'.

PURPLE FLAG

Purple Flag recognises excellence in managing the evening and night-time economy.

LOVE YOUR LOCAL MARKET

LYLM is a celebration of markets in the UK and promotes the work of local traders.

CQ LOYALTY CARDS

The CQ Loyalty scheme encourages patronage and repeat visits to CQ businesses.



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.

Since the beginning of June, Jon and Scott have amassed over 1,800 hours patrolling the streets of the Cathedral Quarter, logging over 1,000

ambassadorial interactions with members of the public and making over 2,500 separate visits to businesses in the Cathedral Quarter BID area.



TACKLING SUBSTANCE ABUSE, HOMELESSNESS & ASB

The 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.

The work of the PEEP formed the background for the BID's application to the ATCM awards earlier this year and was recognised for its impact through

being awarded runner-up status in the Partnership of the Year category. Indeed, the work taking place in Derby resulted in the BID being asked to present at a Diversification Workshop for industry leaders run by the Home Office and its partners in London in June this year.



PROMOTING CQ TO STUDENTS

The Cathedral Quarter Rangers attended two University of Derby Open Days and the Fresher's Fair this year, promoting the Cathedral Quarter area and its businesses to students.

The BID also funded two adverts in the popular Student Pocket Guide (SPG), one in April and the other in the Fresher's edition in September.


CATHEDRAL
QUARTER
DERBY

 @DerbyCQ

 cathedralquarterderby

 @CQRangers

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Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd (p4bb UK)