

CATHEDRAL QUARTER
BUSINESS IMPROVEMENT DISTRICT
ANNUAL REPORT
2018



CATHEDRAL
QUARTER
DERBY

INDIVIDUAL : DIVERSE : INSPIRING

CHAIR'S INTRODUCTION



Welcome to Cathedral Quarter Business Improvement District's (BID) annual report for 2018.

2018 has been a year of great change amongst towns and cities across the UK. It would seem that one only has to pick up a newspaper or undertake a quick Google search to see the latest high street retailer to close or to read about the so-called 'death of the high street'. This, I feel, is somewhat misleading and, perhaps more worryingly, potentially damaging to the reputation of destinations which remain a key component of society today.

There can be no doubt that high streets are changing at a faster pace than ever before. What is also clear, is that towns, cities, businesses and organisations will all need to adapt to these changes to continue to be relevant to the needs of today's consumer. As such, there has never been a more pressing time for businesses to come together under the BID. It is my belief that the current Cathedral Quarter Business Plan has been designed in such a way that we are well prepared for these changes and, what's more, are in a position to be able to take advantage of new opportunities as they arise.

There are many reasons for Cathedral Quarter businesses to remain optimistic. Over the next three to five years there are a number of proposed developments in and around the Cathedral Quarter which should come to fruition, bringing many new people to the city centre and potentially changing the landscape of the city centre forever. These include key residential developments such as The Landmark and Castleward Phase Two as well as much-needed office developments at One Cathedral Green and Bold Lane. In terms of the cultural offer, increasingly important to modern-day city centres, the Assembly Rooms will be re-developed and the transformation of the Silk Mill into the 'Museum of Making' will be complete. Add to this list, the refurbishment of the Market Hall, the plans to redevelop the Becketwell area and the proposals for the old DRI site and these could be truly exciting times for the city.

The Cathedral Quarter BID will be working with the local authority and other partners to ensure that these developments benefit businesses in the area and deliver on their potential. As well as providing the day-to-day projects and activities which you, the businesses, have identified as being important to you, the BID will also continue to look towards the future, utilising the very latest research and working with industry experts to ensure that the Cathedral Quarter continues to cater for businesses and the modern-day visitor.

I would encourage all businesses to get involved in the BID and to continue to work together to ensure a prosperous future for the Cathedral Quarter and city as a whole.

Regards,

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

BID BOARD MEMBERS

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

successful delivery of the BID project.

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



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



David Nelson
Partner, Smith Cooper



James Hurdis
Owner and Director, Canopy



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



Debbie Jardine
Director, Dream Doors



Mohammed Suleman
Director of Resources, Derby Museums



Fraser Cunningham
Partner, Smith Partnership



Craig Bunting
Co-founder & Marketing Director, BEAR



Jonathan Smale
Cabinet Member for Neighbourhoods and Streetpride



Martin Rawson
Deputy Leader of Derby City Labour Group

BID PROJECT TEAM

Your BID Project Team is provided by Partnerships for Better Business Ltd (pbb UK) who are a BID Management Consultancy specializing in BID development and delivery. It is headed by Ian Ferguson and Melanie Ferguson-Allen



Ashley Lewis – BID Project Manager
Ashley oversees the implementation of the Cathedral Quarter BID Business Plan, working alongside the Project Executive and BID Rangers to deliver projects and activities, and reporting back to the BID Board on progress. Ashley also acts as a conduit for the Board to work with partner organisations and as a member of the BID

Foundation Council will continue to ensure that the Cathedral Quarter BID is represented at a regional and national level.



Cathedral Quarter Rangers
Scott Harris and Jon McKenzie are the 'eyes and the ears' of the Cathedral Quarter, helping to promote the area, welcome visitors

and provide support for the implementation of events and activities. The Rangers also work closely with Police and other agencies to tackle anti-social behaviour and crime issues in the area whilst also supporting businesses with any issues.



Eve Taylor – BID Project Executive
Eve works alongside Ashley and the Rangers to deliver projects and initiatives in accordance with the Cathedral Quarter BID Business Plan. Eve liaises with Cathedral Quarter businesses on a regular basis, keeping them informed of information relating to the BID and dealing with any issues which may arise. With a background in online marketing, Eve is also responsible for undertaking social media on behalf of the BID, increasing interaction and promoting the area.



Pooja Sharda
Administrator/Bookkeeper
Pooja undertakes the CQ database services and book-keeping.



Charlotte Fearn
Administrator/Data Analyst
Charlotte provides the footfall and retail sales monitor.

KEY PERFORMANCE INDICATORS 2018/19

Sales

In a year which saw some high profile business closures and a fall in town centre sales nationally, sales locally showed greater resilience with businesses reporting figures up on the year in 50% of the weeks. Interestingly, 2018 saw online sales rise at their lowest rate since 2009.

2018 v 2017



New businesses

New businesses
opened

Businesses
closed

Net
Loss



Rangers

3405 Hours on Duty

4717 Business visits

4391 Ambassadorials

Footfall

Nationally, 2018 saw the worst footfall figures since 2010. Weather, high levels of consumer debt, low consumer confidence, the uncertain political environment and changing customer behaviours all impacted heavily on visitor numbers whilst locally, the ongoing A52 and OCOR schemes created access issues, further exacerbating the problem.

Social media coverage



PROJECTS AND ACTIVITIES 2018-19

The CQ Experience

The Cathedral Quarter Rangers

Jon and Scott were on duty for over 3400 hours in 2018. Over the course of the year, the Rangers made over 4700 visits to businesses, ambassadorial contact with almost 4400 visitors to Cathedral Quarter and have also provided support at fourteen CQ Saturdays and 'Christmas in the Cathedral Quarter' events in the BID area.

The Rangers have also taken part in extensive training this year, from dealing with difficult situations and individuals to Counter-Terrorism courses. All of the Rangers are now SIA trained and certified.



Working with the Police and partner agencies

The BID Rangers continued to work closely with the Police, sharing intelligence and building confidence in tackling crime and anti-social behaviour. The BID also works with the Re-housing Engagement Support Team (REST) and other agencies to help address homelessness and rough sleeping in the city.

Proactive Engagement & Enforcement Programme (PEEP)

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

Safer Neighbourhood Days

The BID accompanied the Police on two Safer Neighbourhood Days (SND's) in 2018, visiting businesses to offer crime prevention advice, obtain feedback and provide guidance on reporting issues.

Wandsafe Scheme

The BID funded 15 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 of the initiative 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 benefited from the receipt of a free 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.

MS Aware Training

The Cathedral Quarter Rangers attended a Multiple Sclerosis (MS) Awareness training session in May. As well as providing information on the condition and the impact it can have on people's lives, the sessions also highlighted the commercial benefits of becoming MS Aware.



Purple Flag

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



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 subject to conditions.



Improving the public realm

Hanging Baskets

This year the BID funded the installation of an increased number of hanging baskets in the area with over 50 baskets installed on existing and new infrastructure. Baskets were installed on Cathedral Road, Queen Street, Iron Gate, Corn Market, St James Street and Market Place, helping to decorate and brighten up the streets during the summer months.



Bunting installation

The Cathedral Quarter BID funded the installation of bunting on streets for the Festival Season. The bunting was in place from early May through to October and was taken down in preparation for the installation of Christmas lights.

Animating the CQ

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

CQ Saturdays Events

Ten CQ Saturday events were funded by the BID throughout the summer months with CQ Saturdays Knickerbocker Glorious and CQ Saturdays Street Circus providing free entertainment during the key retail hours.

Peregrine Project

The BID continued to work alongside Derby Cathedral, Derby City Council and Derbyshire Wildlife Trust to promote the Peregrine Project. The Peregrines first made their home on the Cathedral tower in 2006 and are now a regular sight (and sound!) in the Cathedral Quarter. Visitors from all over the world view the birds both online via the webcams and in the city itself via the regular watchpoints on Cathedral Green.



Event sponsorship

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

Christmas Activities

Christmas Entertainment

The BID funded traditional Christmas entertainment in the form of 'Christmas in the Cathedral Quarter' events every Saturday in December, featuring three stages on the Market Place, The Strand and Iron Gate.

The free family-friendly entertainment was designed to animate the area and featured acts such as Newhall Brass Band, Derbyshire Community Male Voice Choir and Derby Concert Band.



Cathedral Quarter Ice Rink

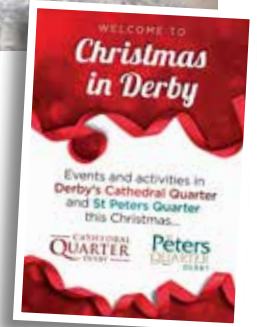
The Cathedral Quarter BID once again worked with Derby City Council and rink providers Christmas Ice Rinks to bring the Cathedral Quarter Christmas Ice Rink back to the Market Place. The rink was used by almost 14,000 people this winter which brought additional money into the local economy.

'Welcome to Christmas in Derby' Leaflet

The Cathedral Quarter BID teamed up with St Peters Quarter to produce the 'Welcome



to Christmas in Derby' leaflet in 2018. Containing information on events across the BID areas over the festive period, 30,000 copies were printed and distributed in school book bags, to businesses and via Art boxes across the County.



Christmas Lights

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

Christmas window Display Competition

The Cathedral Quarter BID assisted Derby City Council with its 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 Milk & Honey, Selena's Contemporary Flowers and Lighthouse Charity Shop and to all those businesses who took part for their fantastic displays.





Promotion of CQ Businesses

CQ Advertising & Promotion

CQ Life Magazines

Three CQ Life Magazines were published in 2018 providing businesses with additional publicity opportunities whilst also promoting the Cathedral Quarter as a destination. CQ Summer and Winter Life were distributed with IN Derby and Derbyshire Life magazines respectively whilst CQ Business Life was included in the Autumn edition of Agenda Magazine. As well as print copies, all editions were also available to read online via the CQ website.



Targeted adverts and advertorials

The BID placed a wide range of print and online adverts and editorials in local and regional media, including copy in Country Images, Derby Local magazines, Elvaston Food & Drink Festival brochure, I'm Savvy, IN Derby and Student Pocket Guides. Promotions covered a range of business sectors with magazines and websites chosen carefully to ensure maximum exposure for budget and the targeting of key demographics.

Press Coverage

The BID sent out a number of press releases during the course of the year, generating over £33,000 advertising equivalent coverage in printed media at time of going to press.

Promoting the CQ through events

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

Promoting the Cathedral Quarter to Students

The Cathedral Quarter Rangers attended 4 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.



CQ Loyalty Scheme

In June the Cathedral Quarter BID launched its new and improved loyalty card scheme alongside the redesigned website. The loyalty scheme aims to increase the frequency of customer visits, attract new shoppers and clients, and increase basket spend.

Over 1750 CQ I Work and I Love cards have been issued since June 2018 with this number growing on a daily basis. At time of going to press, there were over 80 active offers from 70 different businesses available through the scheme. Employees of Cathedral Quarter-based businesses can get their card free of charge by visiting the website – one more benefit of being part of the Cathedral Quarter BID.



New CQ website

The Cathedral Quarter BID launched a new website in June, designed to be more visually appealing and simple to use whilst continuing to develop the Cathedral Quarter's online and mobile presence.

As well as providing information to visitors to the area, each business also has its own profile page on the website which provides further opportunities for promotion. Businesses can also access resources and other information relevant to BID activities. At time of going to press the website was receiving over 8,000 unique page views and almost 4,000 new visitors to the site per month.



Digital and Social media

Social Media coverage

The BID issued almost 800 tweets (excluding re-tweets) and had over 2,500 Facebook page visits during the course of the year. The BID now has over 9,200 Twitter followers, over 1,400 Facebook likes and 1,150 Instagram follows.

The BID ran a number of proactive social media campaigns involving CQ businesses throughout the year including Valentine's Day, Love Your Local Market, CQ Loyalty Card, Small Business Saturday, Purple Flag, Halloween, Purple Tuesday and Christmas.

Developing the CQ brand

National Recognition for the Cathedral Quarter

The Cathedral Quarter BID continued to be featured and recognised nationally with articles and coverage in national media and studies. These include:

- The Telegraph LoveUK campaign
- BBC East Midlands Today feature on the start of the third BID term
- Best practice case study for ATCM Addressing Homelessness report
- PsiCA report into the Townscape Heritage scheme
- The Mayor of London's Improving places report

Representing Cathedral Quarter Businesses

As well as delivering projects and activities within the Cathedral Quarter BID area, the BID has been represented at a variety of

meetings, summits and conferences over the course of the year. This helps build the profile of the Cathedral Quarter both locally and nationally and ensures that the views of the BID and its businesses are taken into consideration. Examples of such occurrences include:

- Presentation of partnership working in the city at the Marketing Derby Safer City event
- Presentation of CQ case study at the ATCM Evening Economy Conference in London
- Presentation at the ATCM 'Violence & Vulnerability' conference in Birmingham
- Attendance at City Centre Summit meetings aimed at addressing crime and ASB
- Attendance at Vibrant City Partnership Groups, looking at master-planning, investment and development in the city centre



Keeping You Informed

BID ebulletins

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

BID Newsletters

Two Cathedral Quarter Newsletters were issued throughout the year keeping you up to date on BID projects and activities.

Business & Retail in the City meetings

11 Business & Retail in the City meetings were held over the course of the year providing businesses with insights on footfall and sales trends both locally and nationally.

CQ Business Growth & Investment



GDPR Seminar in conjunction with Smith Partnership

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 business Smith Partnership and provided businesses with an overview of the GDPR regulations introduced in May.

BID Research

Derby-based student Jennifer Flint joined the Cathedral Quarter BID on an internship from the University of Chester during 2018. 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.

Celebrating Achievements

BID receives awards recognition

The Cathedral Quarter BID received more national acclaim 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.



Cathedral Quarter business success

Cathedral Quarter businesses won in five of the eight eligible categories at the 2018 Food & Drink Awards held in October, with BEAR, Suds & Soda, Squashed Tomato and Portobello all celebrating success. Air IT, Status Social and Justin Smith Architects also won in their respective categories at the Derby Business Awards held in June. There were many more awards for Cathedral Quarter businesses in 2018, demonstrating the quality and diversity of businesses in the BID area. Congratulations go to all those businesses who won or who were shortlisted for awards this year.

Installation of Window vinyls

As part of Derby City Council's Deep Clean event held in July on the Market Place and surrounding areas, the BID arranged for the design and installation of new window vinyls for the old Tomlinson Building under the Guildhall. The vinyls were designed to promote the Cathedral Quarter and improve the appearance of this vacant property and the Market Place as a whole.



Building & Street Design

The BID is working alongside Marketing Derby and University of Derby students to look at potential new designs for buildings and the streetscape in the Cathedral Quarter. The project will result in practical designs which can be used to inform decision-making on future investment and development within the Cathedral Quarter. A location brief together with information on the development of town and city centres were provided to architectural students in August. Students are now working on the designs which will be submitted as part of their degree portfolio.

Monitoring Performance

Footfall cameras

Alongside Derby City Council, the BID funded footfall cameras in the BID area which monitor the number of visitors to certain streets in the city centre. These statistics allow the BID to benchmark performance and are also a useful KPI for potential investors in the area.

Retail Sales Monitor

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

Vacancy Surveys

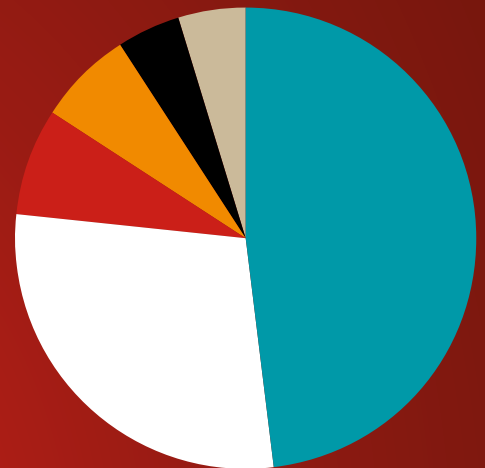
The BID undertakes a quarterly vacancy survey which assists in evaluating the economic health and performance of the area whilst also informing future projects and initiatives.



FINANCIALS

Unaudited accounts including estimated accruals as at January 2019.

	BUDGET	ACTUALS
INCOME		
BID Levy Revenue	265,131	278,960
Other Income	28,000	0*
Contingency	13,257	
TOTAL INCOME	306,388	278,960
EXPENDITURE		
 The Cathedral Quarter Experience	122,000	123,595
 The Cathedral Quarter Businesses	71,074	73,790
 Business Growth and Investment in the Cathedral Quarter	34,000	19,028
 Central Management Costs and Admin	40,800	17,384
 Levy Collection Costs	12,000	10,998
 Renewal		12,000
TOTAL EXPENDITURE	293,131	244,795



*Over the course of 2018, the Cathedral Quarter BID was able to lever in over £38,000 in savings and in-kind funding for projects and activities in support of Cathedral Quarter businesses.

PAYING YOUR BID LEVY

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

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

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

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

- **Online** by creating a new payee for the Derby City Council and using the following account details: Lloyds Bank sort code **30 92 59** account number **00008503**.

- **PLEASE NOTE: Derby City Council no longer accepts payment by cheque.** Please use one of the alternative payments methods.

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

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

CATHEDRAL QUARTER BID VISION & OBJECTIVES

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.

GET INVOLVED IN YOUR BID

Business Improvement Districts are driven by participating businesses working together to maximise benefits for the BID area and those businesses within it. Each business within the BID area with a rateable value of £1,999 or more is liable for a BID levy to contribute to the costs of the projects and activities undertaken by the BID.

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

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

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





THE GREAT
BRITISH
HIGH STREET
OF THE YEAR AWARDS
2016
WINNER
'BEST CITY LOCATION'

CATHEDRAL QUARTER DERBY



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