

ANNUAL REPORT 2019



CATHEDRAL
QUARTER
DERBY

INDIVIDUAL : DIVERSE : INSPIRING

www.derbycathedralquarter.co.uk

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The National Monument Against Violence and Aggression – The Knife Angel

Chair's INTRODUCTION

Welcome to Cathedral Quarter Business Improvement District's (BID) annual report for 2019.



Martin Langsdale

As we complete our second full year of the third term of the Cathedral Quarter BID, the BID team has been the driving force behind numerous projects and activities which you, the businesses, have identified as being important to you.

Despite difficult trading conditions, there are many reasons for Cathedral Quarter businesses to remain full of positivity as new developments commence. The Museum of Making is due to open in September this year, work has begun on the Nightingale Quarter, and we have supported the Becketwell scheme which would provide a much-needed boost for the city centre.

We have also collaborated alongside Derby City Council and partners to submit an application which offers the potential of being awarded part of the governments £1bn Future High Street fund to be used towards the transformation of the high street, bringing new people and breathing new life into the city centre.

I would urge all businesses to get involved, and benefit from the projects and investment that has taken place. 2020 will present opportunities, old and new, all of which will be openly available for your participation and we can continue to work together to transform our city for the benefit of all.

Martin Langsdale – Chair of Cathedral Quarter BID Board

Chartered Surveyor, Raybould & Sons

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 EXPERIENCE

The Cathedral Quarter BID has been created, funded and led by the local business community since 2007 with the aim to make the area a more individual, inspiring and diverse place for visitors and workers alike. We continue to invest your levy payments into making the area a safer, more attractive and more entertaining place for all.

THE EYES AND EARS OF CQ

• In 2019, **Cathedral Quarter Rangers** Jon and Scott have continued to be a welcome presence in Cathedral Quarter. Supporting the BID businesses on a daily basis by keeping them abreast of developments and events in the area, they also communicate projects that the businesses can engage with to help shape the future of the area.

The BID Rangers continued to work closely with the Police, sharing intelligence and building confidence in tackling crime and anti-social behaviour. The Police also joined Jon and Scott on three **Safer Neighbourhood Days**, visiting businesses to offer crime prevention advice, obtain feedback and provide guidance on reporting issues

ENSURING YOUR SAFETY

• The BID continues to attend monthly **Proactive Engagement and Enforcement Partnership**

(PEEP) meetings. PEEP is designed to improve efficiency and effectiveness in the management of identified offenders through the co-ordination of services in the city. We also continued to work with the **Re-housing Engagement Support Team** (REST) and other agencies to help address homelessness and rough sleeping in the city.

- The **Storewatch** radio scheme has been further strengthened this year with over 30 businesses from across the two BID areas now using the scheme on a regular basis. By having a radio, businesses have contact not only with each other but also the BID Rangers, Derby City Council Public Protection Officers, CCTV and Derby City Safer Neighbourhood Team.
- The Cathedral Quarter BID worked with the Police & Crime Commissioners Office to provide **trauma kits** to businesses in the area as well as provide training for staff members.

STATS

3400
hours on duty

2435
detailed interactions with the public

4166
interactions between our Rangers and businesses

56
cleansing and environmental issues reported

256
anti-social issues reported

33
number of Storewatch radios in use across the BID areas



Safer Neighbourhood Day

OBJECTIVE ONE

The Cathedral Quarter EXPERIENCE

This year the BID funded the installation of a number of hanging baskets in the area with some large additional planters, helping to decorate and brighten up the streets during the summer months.



Saulier Gate Bunting

CREATING THE RIGHT IMPRESSION

- We also funded the installation of **bunting** to provide additional decoration for the Festival Season. The bunting was in place from early May through to October.
- The BID played an integral part in the renewal for the sixth consecutive year of Derby's **Purple Flag** Accreditation, working with partner organisations and businesses to ensure the effective management of the night time economy.

AN EVENTFUL YEAR

- Fourteen CQ events were funded by the BID throughout the year starting with our first ever **Easter trail** in April. The Summer saw **CQ Saturdays** providing free entertainment during the key retail hours and **CQ Cinema** bringing families into the City centre during midweek evenings of late summer. **Christmas** in CQ entertained Saturday shoppers with traditional

Christmas music across three stages whilst there was also a festive visit from **Peppa Pig** which saw over 1300 families attend!

- The Cathedral Quarter BID sponsored or provided support for a range of other major city events including **Derby Festé**, **Derby Folk Festival**, **Made in Derby Phase II** and the **Furthest from the Sea Festival** thus ensuring additional activities and footfall in the BID area. The arrival of the Museum of the Moon and the Knife Angel at Derby Cathedral during September and October also showed a dramatic increase in footfall in the area compared.
- 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. We also assisted the Council with its festive window display competition, inviting businesses to decorate



Peppa Pig visit



their windows in line with the theme Christmas Past, Christmas Present and Christmas Future. Well done to all that took part and congratulations to CQ winners Alice and the Hair and The Wonky Table.

- The Cathedral Quarter BID was announced as the Presenting Partner for the **Derby Ram Trail 2020**. The trail will see thirty ram statues decorated by chosen artists and distributed across the city and has been hugely successful elsewhere, seeing significant increases in footfall and sales for businesses. The BID will be working with Derby Museums this year to deliver a number of projects and initiatives and BID businesses are encouraged to get involved as much as possible to maximise the benefits.

IMPROVING YOUR JOURNEY

- The BID has this year been working together with Derby City Council

to provide some attractive rates for **parking** in a number of city locations. By downloading the MiPermit app to your smartphone, locations and prices can be determined before your arrival with offers changing regularly to accommodate all budgets.

- The Cathedral Quarter BID continues to work 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.

STATS

42

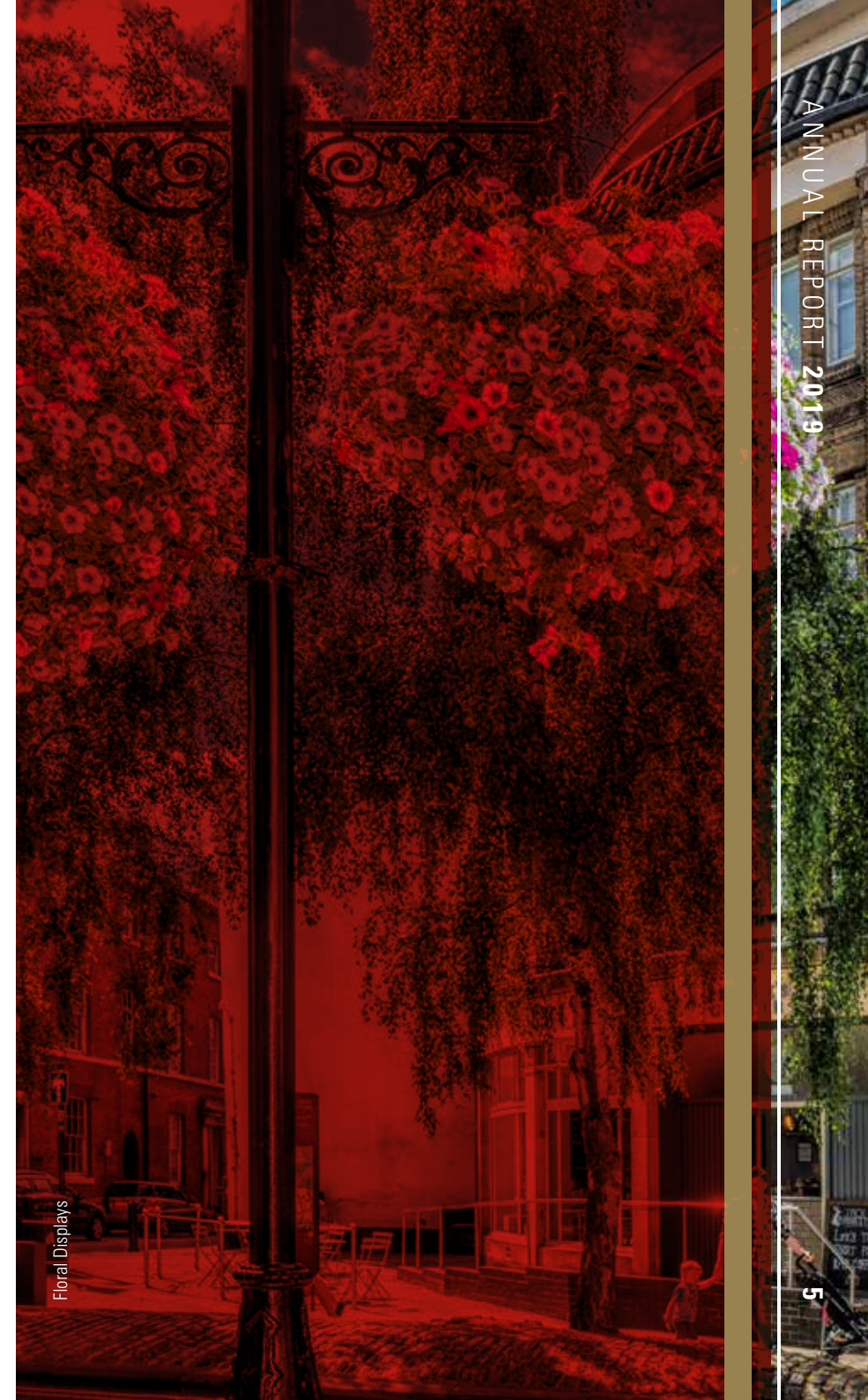
number of hanging baskets and planters installed

6

number of years Purple Flag Status has been awarded

1300

number of families in attendance to the Cathedral Quarter presents Peppa Pig event



Floral Displays

OBJECTIVE TWO

The Cathedral Quarter BUSINESSES

By utilising a variety of mediums we continue to build the local, regional and national reputation of the Cathedral Quarter brand. We are helping to attract new visitors into the city increasing footfall, dwell time and spend.

STATS

69,000

number of CQ Life magazines distributed

12,000

number of Food and Drink Guides distributed

45,000

number of Christmas Events leaflets distributed

30,000

number of mini-guides distributed

2446

combined number of I Love and I Work loyalty cards in circulation

RAISING YOUR PROFILE

- Representatives of Cathedral Quarter BID provided a number of interviews for regional and national radio and TV this year, raising awareness of the area and its businesses.
- Three **CQ Life Magazines** were published in 2019 providing additional publicity opportunities whilst promoting the area as a destination. CQ Summer and Winter Life were distributed via a targeted mailing to households across the city whilst CQ Business Life was included in Agenda Magazine.
- This year the BID produced a **Food and Drink booklet** which contained details of all relevant businesses in the Cathedral Quarter alongside recipes and other articles supplied by establishments in the BID area.
- The eleventh edition of the popular **CQ mini-guide** was produced to reflect the current offering available in the Cathedral Quarter. 30,000 copies were produced and distributed via businesses in the area and art boxes across the county.
- The BID teamed up once again with St Peters Quarter to produce the **'Welcome to Christmas in Derby' leaflet**. Containing information on events across the BID areas over the festive period, the print run was extended to 45,000 copies this year and were distributed in school book bags, via the Derby Telegraph, to businesses and via Art boxes across the County.
- The BID sent out a number of **press releases** during the course of the year, generating a significant amount of advertising equivalent coverage in printed media at time of going to press.
- **Adverts and editorials** were also placed in Cathedral Quarter sponsored/supported events booklets and magazines, including Derby Folk Festival, Derby Book Festival, Furthest from the Sea Festival and Derby Festé further promoting the area to visitors.
- The Cathedral Quarter Rangers attended the **University of Derby Fresher's Fair** once again this year, promoting the Cathedral Quarter area and its businesses to students.
- New **photography** was taken of the Cathedral Quarter this year, focussing primarily on the professional services sector. There is an extensive gallery of photos which businesses can use for promotional purposes – contact the BID for further details.
- Over 2400 **CQ I Work and I Love loyalty cards** have been issued since June 2018. At time of going



JSA Architects



Freshers Fair



CQ Loyalty Cards

to press, there were over 90 active offers from 80 different businesses available through the scheme. Employees of CQ-based businesses can get their card free of charge by visiting the website – one more benefit of being part of the BID.

- The Cathedral Quarter BID have negotiated opportunities with Rolls-Royce to promote the CQ loyalty scheme internally to their employees and graduates.
- The BID also gained some valuable local radio exposure when presenter Andy Twigge took on **'A day in the life of a Ranger'**. Twiggy joined Jon and Scott for a piece that ran over 5 days explaining the Ranger role and also giving insight to the projects we deliver and how the businesses in the area benefit.

INCREASING THE DIGITAL FOOTPRINT

- The Cathedral Quarter BID **website** continues 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 11,000 unique page views and almost 6,000 new visitors to the site per month.

- The BID issued almost 900 tweets (excluding re-tweets) and had over 4900 Facebook page visits during the course of the year. The BID now has over 9.6k Twitter followers, over 2.2K Facebook likes and 1.3K Instagram followers.
- The BID ran a number of proactive **social media campaigns** involving CQ businesses throughout the year including Valentine's Day, Easter, The CQ Pet Project, Small Business Saturday, Purple Flag, Halloween and Christmas.
- This year has also seen us build

upon our YouTube and LinkedIn channels further ensuring the online presence of the BID area.

- The BID has become a **'Google Local Guide'** allowing us to review business profiles to ensure all information is correct. It also allows the Cathedral Quarter to receive reviews and update Google Maps with photos and information relevant to visitors to the BID area.

KEEPING YOU INFORMED

- 58 BID **ebulletins** were issued providing you with weekly updates on business, projects and opportunities and special events.
- Two Cathedral Quarter **Newsletters** were issued during the year keeping you up to date on BID projects and activities.
- 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.

STATS

792.9K

Tweet impressions

227.6K

Facebook impressions

94.3K

Instagram impressions

231.6K

Facebook event reach

10.6K

Facebook event responses

46K

visitors to the BID website



Derby Festé

CQ Business GROWTH & INVESTMENT

A considerable amount of work has taken place behind the scenes this year to continue to encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.

The BID have met regularly with key stakeholders to discuss the future of the area and to review opportunities and developments which the BID may be able to capitalise upon. There have also been moments to shout about with award-winning businesses in abundance in the area.

CELEBRATING YOUR ACHIEVEMENTS

- Cathedral Quarter businesses won in five of the eight eligible categories at the 2019 **Food & Drink Awards** held in October, with The Palfrey winning in two of the

categories and The Coffee House at Derby Museums, The Bless and Squashed Tomato and Portobello all celebrating success too.

- Smith Partnership and Oviso Financial Services also won in their respective categories at the **Derby Business Awards** held in June.
- There were many more awards for Cathedral Quarter businesses in 2019, 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.

THE FUTURE OF THE CATHEDRAL QUARTER

- The BID has been working alongside Derby City Council and other key partners to submit applications to central government with regards to the **Future High Street Fund** (FHSF). FHSF is a pot of money which has been set aside to help towns and cities address the challenges facing the High Street. Potentially this funding could be worth up to £25m for the city. We were notified in July that our initial application had been successful and we are currently

working with the local authority to draft and submit a business case later this year.

- The BID held a workshop with key stakeholders in the city to look at how the area prepares for and takes advantage of, the changes that are taking place in towns and cities across the country. A '**Mini Masterplan**' is currently being developed for the area which aims to inform projects and initiatives to increase attractiveness of the area for office, leisure, culture and retail use
- 2019 has seen a number of high-profile planning applications submitted for key developments in and around the Cathedral Quarter. The BID continues to work closely with investors, developers and partners to encourage responsible development and new business to the area, and where appropriate have submitted letters of support in this regard.



Smith Partnership



Becketwell



Footfall monitoring

LOBBYING AND INFLUENCING

The BID has been represented at a variety of meetings, summits and conferences over the course of the year. This not only helps build the profile of the Cathedral Quarter both locally and nationally but also ensures that the views of the BID and its businesses are taken into account. Examples include:

- Representation on the **BID Foundation Council**, the body which provides leadership and governance for BIDs nationwide.
- Cathedral Quarter BID hosting the **ATCM 'Homelessness and ASB' conference**.
- Attendance at **City Centre Summit** meetings aimed at addressing crime and ASB



ATCM event

- Attendance at **Vibrant City Partnership Groups**, looking at master-planning, investment and development in the city centre
- Position on the **Future High Street Fund** and **Heritage Action Zone** boards
- Attendance at Marketing Derby's Economic Development Advisory Committee

PERFORMANCE MONITORING

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

- 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.



CQ Saturdays presents Horrible Histories

CQ BID FINANCIALS

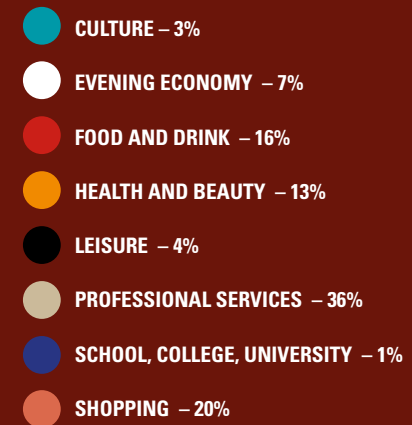
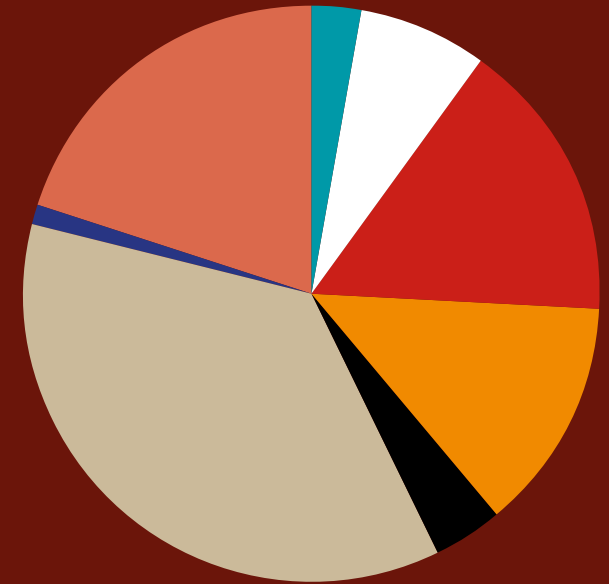
Unaudited accounts including estimated accruals as at January 2020

	Budget	Actuals
INCOME		
Levy	270,434	286,484
Other income	28,560	*
TOTAL	298,994	287,763

*Over the course of 2019, the Cathedral Quarter BID was able to lever in over £157,000 in savings and in-kind funding for projects and activities in support of Cathedral Quarter Businesses.

	Budget	Actuals
EXPENDITURE		
Objective 1: Experience	124,110	112,638
Objective 2: Businesses	85,620	81,455
Objective 3: Growth and Investment	19,250	26,322
	—	—
BID Renewal/Accrual	12,000	12,000
Central Admin & Overheads	24,620	19,335
Levy Collection costs	12,000	11,998
Contingency	12,240	12,240
TOTALS	289,840	275,989

Sector Breakdown



CQ 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



MOHAMMED SULEMAN
Director of Resources, Derby Museums



FRASER CUNNINGHAM
Partner, Smith Partnership



CRAIG BUNTING
Co-founder & Marketing Director, BEAR



CARLEY FOSTER
Head of the Centre for Business Improvement, University of Derby



DEBBIE JARDINE
Director, Dream Doors



JONATHAN SMALE
Cabinet Member for Neighbourhoods and Streetpride



NADINE PEATFIELD
Derby City Council

Your BID Project Team

Ashley Lewis – BID Project Manager

Ashley oversees the implementation of the Cathedral Quarter BID Business Plan, working alongside the Project Support 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.



ASHLEY LEWIS
BID Project Manager

Eve Taylor – Project Support Executive

Eve works alongside Ashley and the Rangers to deliver projects and initiatives in accordance with the Cathedral Quarter BID Business Plan. 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.



EVE TAYLOR
Project Support Executive

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.



SCOTT HARRIS
Cathedral Quarter Ranger



JON MCKENZIE
Cathedral Quarter Ranger

Pooja Sharda – Admin/Bookkeeper

Pooja undertakes the CQ database services and book-keeping.



POOJA SHARDA
Admin/Bookkeeper



CHARLOTTE FEARN
Admin/Data Analyst

Looking forward to 2020 and how you can benefit

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 bulletins 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

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 your 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

- 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.

This summer will see the arrival of the Derby Ram Trail. This is a hugely important event for the city of Derby. Similar events in other cities have seen increases in footfall across the city centre, greater spend in businesses, increased civic pride, as well as significant local, regional and national PR. We urge you to get involved at every opportunity that arises which will include window displays, events and much more. For further information on the Derby Ram Trail, visit www.DerbyRamTrail.org.



CATHEDRAL
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DERBY

INDIVIDUAL : DIVERSE : INSPIRING

 @DerbyCQ  cathedralquarterderby  @CQRangers

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