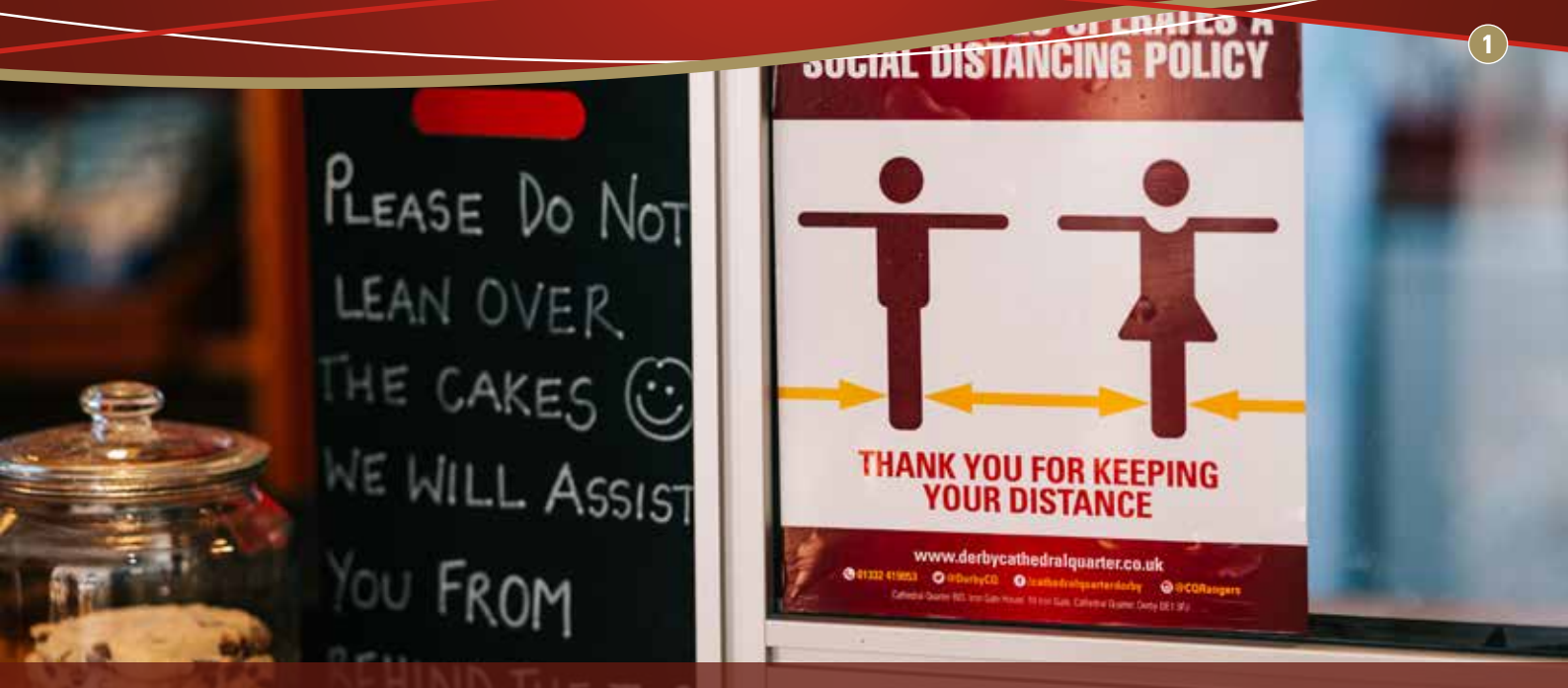


CQ BID UPDATE

AUTUMN 2020



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COVID-19 has brought unprecedented changes to towns and cities across the UK and beyond. We recognise that this has been an extremely difficult time for businesses and

have endeavoured to support you wherever possible by delivering a series of projects and activities to enable you to continue to operate successfully moving forward.

A SAFER CITY CENTRE

The BID has worked closely with Derby City Council and partners as part of the Derby Economic Recovery Taskforce to introduce a variety of measures to make the city centre a safer place to visit.

These have included:

- Addressing pinch points and hot spot locations to promote social distancing
- Installation of 5 x sanitisation stations
- Additional cleansing
- Traffic Management in hotspot locations
- Reduced car parking charges
- Guidance signage in line with Government regulations
- Working with businesses on queue management
- Management of outdoor space, including street cafes and temporary seating areas
- Promotion of the 'Good to Go' industry standard
- The opening of the Market Place Food Court

BID FUNDED BOLLARD COVERS

The Cathedral Quarter BID has funded a number of **information bollard covers** to help remind visitors to the area to socially distance themselves from others.



2

1 COVID 19 Business Recovery Pack Signage

2 Social Distancing Bollard Covers



BUSINESS SUPPORT DURING COVID-19 RESTRICTIONS



THE RANGERS

Our **BID Rangers** are SIA trained, and as essential workers they have continued working throughout lockdown, providing a daily patrol of the BID areas, external security checks on premises and liaising with businesses via telephone and social media. Now lockdown has eased they are working to cover the busiest periods of the day, to support businesses and to liaise with the public.



WEBSITE COVID PAGES & SUPPORT GUIDE

The **BID website** has a dedicated page for information relating to Coronavirus. This is also reflected in our **Business Support Guide**, containing all the latest Government advice and information plus useful links to assist businesses in easily obtaining the information they need regarding the furlough scheme, grants, funding and other relevant advice. The **Business Directory** has also been updated on a regular basis to enable visitors to the area to understand which businesses are open, those trading online and those offering delivery.

SOCIAL MEDIA SUPPORT

Posts on **social media** have continued with a mixture of advice, promotion and information for businesses and members of the public. Specific projects such as **#Lockdownlookback** and **#businessinthespotlight** have been launched, promoting businesses and BID activities to followers of the BIDs social media channels. A dedicated Facebook Group for levy-paying businesses has been set up to encourage communication between businesses and to promote opportunities to work together.

WEBINARS

The BID have hosted a series of **COVID-19 business support webinars** offering advice and guidance for businesses in the BID area. A dedicated webinar for the hospitality and evening and night-time economy businesses was held by the BID ahead of re-opening.



BUSINESS RECOVERY SUPPORT PACKS

These **Covid -19 Business Recovery Support Packs** have proved very popular for businesses during reopening. The packs contained essential items such as floor stickers, distancing tape, masks, sanitiser and signage which has enabled businesses to open with the correct measures in place to make their premises safe for visitors and staff alike.

E-BULLETINS

Regular **e-bulletins** have been sent out providing advice and useful information, including links to the latest Government guidance. We also produced sector specific ebulletins for Retailers, Hospitality, Hair Salons and Barbers, Beauty services and Tattoo Parlours, and Gyms and Sports venues which offered guidance for reopening, in line with opening dates announced by the government.

WORKING WITH INDUSTRY BODIES

Our BID Management Company pfbb UK Ltd, have been providing, supporting and reviewing the **latest advice and guidelines** on a daily basis, liaising with the BID Foundation,



Institute of Place Management (IPM) and Association of Town & City Management (ATCM) to ensure compliance. We have also been closely monitoring what BIDs elsewhere are introducing to ensure that we incorporate best practice.



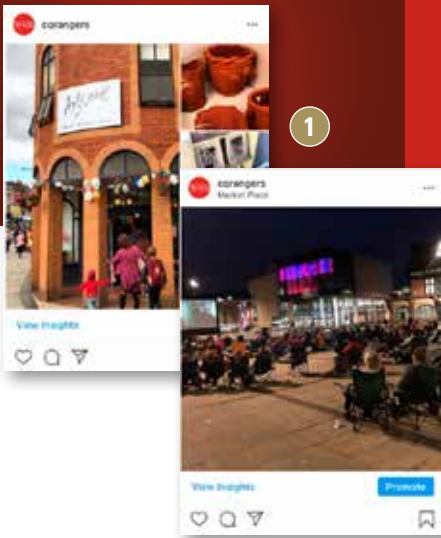
LOBBYING FOR BUSINESS SUPPORT

Cathedral Quarter joined many other BID's and industry bodies to lobby the government for **additional support for businesses** who were exempt from the grant scheme. The **'Raise the Bar'** campaign urged the Government to expand the rateable value threshold for all retail, hospitality and leisure businesses. Letters were also written by the BID to the local MP's urging them to get behind the campaign and support these businesses.



- 1 CQ Ranger, Scott Harris
- 2 Website COVID pages
- 3 CQ Social Distancing floor stickers
- 4 Business Recovery Support Packs
- 5 Businesses Supporting Businesses
- 6 #Businessinthespotlight
- 7 #RaiseTheBar campaign

PROMOTING THE CATHEDRAL QUARTER



SOCIAL MEDIA

The Cathedral Quarter has continued to build its **online presence**, generating a larger network of followers and interacting with audiences to encourage footfall back into the city centre post lockdown. We continue to share appropriate posts from businesses where the BID is tagged and encourage your business to keep doing so in order for us to promote the quality offering in CQ. Before lockdown we ran campaigns for Veganuary, Dry January, Valentines Day, National Pizza week and National Story Telling week amongst others.



GOOGLE LOCAL

The BID has become a **Google Local Guide** enabling us to review existing business profiles on Google Maps, suggesting updates to information and corrections where applicable to ensure the profile of businesses in the area have the correct information for the public to view.

EAT OUT TO HELP OUT SCHEME

Every Monday, Tuesday and Wednesday from 3 – 31 August customers were entitled to a **50% discount** on food or non-alcoholic drinks to eat or drink in. The BID helped businesses to complete their application for the scheme and helped in promoting it to the public to encourage visitors back to restaurants in the area.

WELCOME BACK TO DERBY VIDEO

A **video** showcasing the safe welcome awaiting visitors to Derby city centre this summer has been produced by Derby's Cathedral Quarter and St Peters Quarter Business Improvement Districts (BIDs) in conjunction with Derby City Council. The video was commissioned as part of the partnership work initiatives spearheaded by the Derby Economic Recovery Taskforce.

The video can be viewed on the Cathedral Quarter BID website.



CQ LOYALTY SCHEME

The **CQ loyalty scheme** continues to grow with over 2500 card holders currently. We would encourage all CQ businesses to take advantage of the additional custom which can be generated through the 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.

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.

Apply for your I Work Card

Applying for your **FREE** I Work Card could not be easier. Simply log on to www.derbycathedralquarter.co.uk/loyalty-offers, click the 'I Work' tab and complete your details.

- 1 Social Media Coverage
- 2 Welcome back to Derby Video
- 3 Eat Out to Help Out
- 4 CQ Business Heroes Campaign



CQ BUSINESS HEROES

The BID have launched a **Business Heroes** campaign as a thank you to the dedication, courage, determination, and commitment of people working and trading in the area, ensuring that the Cathedral Quarter continues to be a special and unique destination. The project recognises and celebrates the most inspiring individuals in our city centre – our 'Business Heroes'.



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- 1 Floral Displays
- 2 Summer Bunting
- 3 CQ Ranger Jon undertaking Trauma Training
- 4 Derby Market Place Food Court

IMPROVING THE CATHEDRAL QUARTER EXPERIENCE

FLORAL DISPLAYS

The Cathedral Quarter BID has funded an increased number of **floral installations** in the area again this year. The large tiered planters and hanging baskets help to create a brighter and increasingly pleasant environment for workers and visitors alike.

BUNTING INSTALLATION

The Cathedral Quarter BID installed **bunting** on Corn Market, Iron Gate, Sadler Gate and The Strand throughout the summer months this year. The bunting was installed at the start of July in time for the lockdown being eased and will continue to be in place until October.

PURPLE FLAG ACCREDITATION

Following an assessment prior to lockdown earlier this year, it was announced that Derby has retained its **Purple Flag status**. Cathedral Quarter BID supported Derby City

Council and other partners in its application to the Association of Town and City Management (ATCM). First achieved in 2013, Purple Flag is an international accreditation scheme which recognises a town's excellence in managing the evening and night-time economy.

INSTALLATION OF DEFIBRILLATORS

Following a successful application for funding from the British Heart Foundation, The BID has installed a **defibrillator on Friar Gate** providing essential lifesaving equipment within the Cathedral Quarter area. The cabinet is situated on Norman House, next door to Smith Partnership. The BID has also contributed to the costs of the installation of a Defibrillator outside QUAD.



3

TRAUMA TRAINING

The Rangers, alongside businesses from the city centre, undertook a **trauma training** course earlier this year. During the session they learned about the equipment and how to use it should an emergency occur. Delivery of packs has been delayed slightly due to COVID, but should be provided to businesses during September.



4

DERBY MARKET PLACE FOOD COURT

The BID has worked alongside the Derby Economic Recovery Task Force to bring the **Derby Market Place Food Court** to the City Centre. Providing extra socially distanced seating space for restaurants and cafes in the area, the eye-catching, alfresco dining space has been a welcome addition for the summer months.



GROWTH & INVESTMENT IN THE CATHEDRAL QUARTER

DERBY ECONOMIC RECOVERY TASKFORCE

Cathedral Quarter BID are an integral part of the **Taskforce** set up to lead Derby's economic recovery from the effects of the coronavirus crisis. Working alongside Derby City Council and partners, the Taskforce has assessed the economic impacts facing businesses in Derby and liaised with Central Governing to access support.

The taskforce also aims to drive existing planned developments in the city and to take advantage of new opportunities.

FUTURE HIGH STREET FUND

Cathedral Quarter BID worked closely with Derby City Council and other partners to submit a business case earlier this year to Government as part of the a **£1bn initiative to help local areas** to respond and adapt to changes taking place in towns and city centres.

Whilst a decision on funding has been delayed due to COVID-19, we remain optimistic that

Derby will be successful in its application and will keep businesses posted on further developments

BECKETWELL & ASSEMBLY ROOMS

In July, Derby City Council announced plans to deliver a new **3,500 capacity venue** in Derby's Becketwell area in conjunction with developer St James Securities. Over 200 new local jobs are expected to be created and the scheme is set to generate more than £10m per year for the area, giving the city centre economy a significant boost. At the same time



it was announced that Derby City Council will kick start the process of re-developing the former Assembly Rooms by clearing the site and pursuing new development opportunities that will contribute to Derby's future prosperity.

FOOTFALL & SALES MONITOR

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

This data has been crucial in helping to monitor the performance of the city during lockdown and the period of restrictions and will assist decision-making during the recovery and transformation of the city.

The data is also a vital tool in helping to attract new businesses and investment into the Cathedral Quarter.

- 1 Becketwell Development
- 2 Footfall & Sales Monitor
- 3 Assembly Rooms