



CATHEDRAL
QUARTER
DERBY

BUSINESS IMPROVEMENT DISTRICT

2023-2028

www.derbycathedralquarter.co.uk

CHAIR'S INTRODUCTION



Martin Langsdale

MESSAGE FROM THE CHAIR, MARTIN LANGSDALE

In its 15 years existence the Cathedral Quarter BID has delivered a diverse, comprehensive, and very successful programme of projects and has played a critical role in raising awareness of the area and its offer, driving footfall and developing CQ's sense of place.

The last three years in particular have been extremely challenging for businesses. Besides providing whatever support we can today, we need to look to the future to what can be achieved in the next five-year term of the BID.

I'm delighted to share with you our BID Proposal for 2023-28 which is committed to using the strengths of this area to provide an exciting, attractive and vibrant place where business can thrive and people can enjoy themselves in living, working or visiting the Cathedral Quarter.

We are proud to be introducing this Proposal for the fourth term of Cathedral Quarter BID which – with your **YES** vote – will run for the next 5 years.

Following surveys, consultations and meetings, the BID Board have established clear objectives and identified how the BID will deliver these objectives, through ambitious initiatives and careful investment.

Your support, your **YES** vote, your involvement in the initiatives and your input in how the BID evolves will ensure the BID continues to celebrate, support, and promote Cathedral Quarter and its businesses. Please help us to continue serving you in 2023-28.

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

Cathedral Quarter BID BOARD MEMBERS

Martin Langsdale
(Chair of the Board)
Raybould and Sons

Craig Bunting
BEAR

Fraser Cunningham
Smith Partnership

Matthew Eyre
Derby City Council

Carley Foster
Derby University

James Hurdis
Canopy

Deborah Jardine
Dream Doors

Nadine Peatfield
Derby City Council

Carol Thomas
Derby Cathedral

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible at www.derbycathedralquarter.co.uk, emailing enquiries@derbycathedralquarter.co.uk or calling **01332 419053**.

www.derbycathedralquarter.co.uk

VISION

Through a business-led programme our vision is for:

The Cathedral Quarter to be seen as a vibrant destination where people feel welcome and comfortable, where businesses can thrive and prosper and which is recognised as a place which is 'individual, diverse and inspiring'.



WHAT IS A BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years.
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.
- There are over 320 BIDs in the UK. For more information about BIDs visit <https://www.placemanagement.org/the-bid-foundation/what-is-a-bid/>



“ Having only been open in Derby for less than a year, the support that the BID has offered us already has been invaluable. The BID team welcomed us into the area and gave us all the help and assistance we needed being a new business in the CQ. We will be voting 'YES' in the upcoming ballot to ensure this support continues.

Kay Samson – Owner
Tubo



Bringing businesses together

YOUR FEEDBACK

The last few months has seen extensive research undertaken across a wide range of businesses, organisations and stakeholders to ensure that the plan which has emerged has an in depth understanding of the views and aspirations of the businesses in the area as well as an appreciation of the perceptions of those who visit and also work in the Cathedral Quarter.

Research and findings from the surveys, interviews and interactions of businesses and organisations from across the CQ BID area has been considered, in shaping the ultimate vision, objectives and their associated activities.



All levy paying businesses in the BID area were provided with surveys either through fortnightly renewal ebulletins, during a visit from a BID representative or via the BID website. All businesses were also provided with the opportunity to meet with a member of the BID team in person, via telephone or video call.

55% of all businesses which meet the levy criteria had a personal visit to discuss the BID. There were 431 business visits in total, with 191 of these being unique visits.

134 detailed surveys completed by businesses.



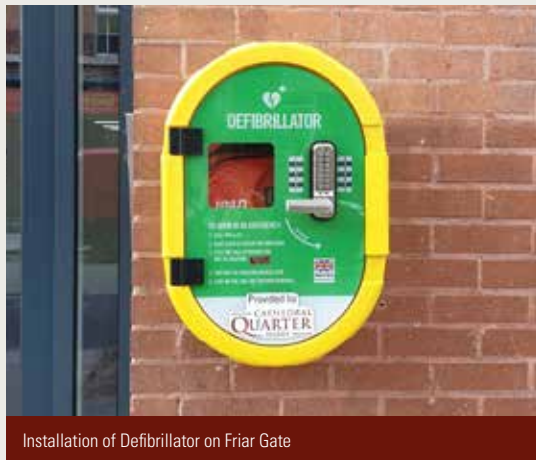
BID website for businesses with a dedicated BID renewal page giving businesses up to date information on the renewal of the BID, with links to the renewal survey.

BID ACHIEVEMENTS 2018–2023

Projects and activities to support businesses

The Cathedral Quarter Experience

- Provision of BID Rangers who:
 - Welcome and help visitors to the area
 - Are on hand to support and provide information and guidance on BID projects and initiatives
 - Are SIA trained to monitor and deter crime & ASB, working in partnership with Police and other partners
 - Attend weekly Re-housing Engagement Support Team (REST) meetings
 - Attend monthly Partnership Enforcement Programme (PEP) meetings
 - Support businesses in addressing day-to-day issues
 - Support events and entertainment
- Cyber security advice provided to businesses, in conjunction with the Police
- Working as part of the Partnership Enforcement Programme (PEP) to tackle substance abuse, rough sleeping and begging in the area. This provides a single cohesive approach to the management of individuals causing significant negative social impact within Derby City
- Shortlisted in the Partnership of the Year category at the Association of Town and City Management (ATCM) Industry Awards 2018 in recognition of work to address crime & ASB in the city
- Working with the Re-housing Engagement Support Team (REST) which helps homeless people find accommodation and works to prevent them from becoming homeless in the first place
- Working with the Police & Crime Commissioner (PCC), distributing trauma kits to businesses and providing training sessions in their use



Installation of Defibrillator on Friar Gate



Provision of Storewatch Radios



Safer Neighbourhood Days

- Continue to provide storewatch radios to businesses in conjunction with St Peters Quarter BID and PCC
- Working with Derby City Council (DCC) and other partners to ensure continuation of accreditation under the Purple Flag scheme for a seventh consecutive year
- Safer Neighbourhood Days in partnership with the Police, visiting businesses to address any concerns and provide information
- Provision of security wands as part of the 'Wandsafe Scheme' and in partnership with DCC, PCC and Pubwatch
- Collaboration with the Derbyshire Business Crime Reduction Partnership, providing businesses with free membership to the scheme and access to the DISC system
- Working with Derby City Council, Derbyshire Constabulary and St Peters Quarter BID to conduct city centre business meetings to provide an opportunity for businesses to speak directly to representatives of these organisations, to highlight any concerns and to obtain updates on current activities
- Installation of defibrillator on Friar Gate providing essential lifesaving equipment within the Cathedral Quarter area and publicising others in the BID area
- Installation of hanging baskets and planters, during both summer and winter to improve the public realm

The Cathedral Quarter Experience continued

- Continued working with DCC to ensure a comprehensive and co-ordinated festive lighting coverage
- Cathedral Quarter Discount Travel Club in association with Arriva, providing discounted travel to employees of CQ businesses
- Organised street days, such as 'Celebrate Sadler Gate', supporting and promoting businesses in this area
- Delivered the 'A Jurassic Day Out in Cathedral Quarter', a free family fun day which had an increase of footfall and sales in the area
- A programme of CQ Live events
- Supporting external providers in delivering key events e.g. Derby Festé, Derby Well, Derby Folk Festival and the opening of the Museum of Making etc
- Working in partnership with DCC on the Window Wonderland competition
- Provision of festive events and entertainment
- Presenting Partner for the Derby Ram Trail, with delivery of additional activities including:
 - Ram Trail themed bunting
 - Activities for visitors on CQ BID website
 - Social media coverage
 - Brand promotion in all Derby Ram Trail promotional material
 - The Great Ram Sleepover, dressing plush rams as celebrities and hosting them in business windows
 - Ram Trail Guided and Ghost Walks
 - Ram Trail Receipt competition



A Jurassic Day Out in CQ

The Cathedral Quarter Businesses

- Creation of marketing videos and promotional material
- Social media coverage and campaigns
- Keeping businesses informed with the provision of ebulletins, newsletters and annual reports
- Providing and maintaining the CQ BID website, promoting the area, its businesses and events as well as the work of the BID
- Cathedral Quarter I work and I love Loyalty Schemes, promoting business offers and events



Peppa Pig Meet & Greet

- Publication of a 'Useful Contacts Guide' for BID businesses
- CQ photographic library for marketing purposes and business use
- Regular press coverage generating significant advertising equivalent coverage
- 'Welcome to Christmas in Derby' leaflet, promoting events and cultural activities over the festive period
- Hosting of a GDPR seminar in conjunction with Smith Partnership and St Peters Quarter BID for BID businesses
- Holding working groups for businesses to attend and get involved in projects and activities
- Launch of the 'Too Good To Go' scheme, helping to cut food waste and provide businesses with another income stream
- Provision of contactless payment packs in partnership with Visa
- Launch of the 'Business Heroes' campaign, celebrating the people who make CQ area a special and unique destination
- Introduction of the Loyal Free app, making loyalty schemes free and accessible for all businesses and promotes a range of Trails and offers



Celebrate Sadler Gate



Presenting Partner for the Derby Ram Trail

Business Growth & Investment in the CQ

- Installation of window vinyls and boards on vacant units
- Working with partners on developments around Cathedral Quarter to improve the vibrancy and attract footfall and trade
- Funding of footfall cameras, providing data on number of visitors to the city
- Weekly 'Retail Sales Monitor' providing businesses, investors and key stakeholders with crucial information on the city's performance
- Quarterly vacancy survey, monitoring business premises in the BID area and benchmarking against other towns and cities
- Monthly 'Business & Retail in the City' meetings with BID businesses to discuss footfall and sales information and any matters arising
- Representing CQ businesses at meetings, summits, and conferences
- Providing CQ businesses with one voice with which to lobby and campaign on beneficial causes
- Securing of additional funding to supplement levy income and deliver an increased programme of activities e.g. PCC grants, The Big Lottery Fund
- Working with DCC and other key stakeholders on the Future High Street Fund – the city was successful in attracting £15m of additional investment
- Representation of Cathedral Quarter businesses at a variety of meetings, conferences and summits such as:
 - Derby Economic Recovery Task Force
 - City Centre Tasking Group
 - Future High Streets Funds
 - Association of Town & City Management



CQ Live Events



Purple Flag Accreditation

COVID-19 SUPPORT

Throughout the challenging period of the pandemic, the BID remained open and operational, supporting businesses throughout the pandemic wherever it could and ensuring that latest guidelines and information was available.



Crime and Safety

- As 'Key Workers', the Rangers continued to work throughout COVID lockdown and restriction periods
- Daily patrols by CQ Rangers, including security checks on premises
- Business crime updates issued via ebulletins
- Funded additional security patrols during periods of lockdown and overnight, designed to disrupt and deter criminal activity
- Regular briefings with Police and other partners
- Funded and installed COVID information bollard covers around BID area

Other aspects of BID activity to support businesses

- Liaised with Policy Advisers in MHCLG (Ministry for Housing, Communities and Local Government) and dialogue with BID Industry representatives who have been having direct contact with Ministers and policy advisors, on the challenges facing BIDs in respect of those coming towards the end of their current life and the issues surrounding revenue from levy bills
- Working with BID Industry Bodies - 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
- Letters were sent to our local MPs requesting support from the Government for BIDs
- Promotion of the 'Raise the Bar' campaign, lobbying the Government to increase support for businesses with a rateable value of more than £51k
- Business continuity log on the BID website, providing the latest business trading statuses
- 'CQ Lockdown Live' – provision of live virtual entertainment during lockdown periods
- 'Health & Wellbeing' and 'Working From Home' tips issued to BID businesses
- Shortlisted for the Marketing Derby Innovation Awards in recognition of the work undertaken to support businesses during the COVID-19 restrictions

Since March 2020, the BID has undertaken the following activities and support:

Working with the local authority

- The BID was a key partner on the Derby Economic Recovery Taskforce, working to ensure the safe re-opening of the city centre following the relaxation of restrictions and lockdowns as well as helping with the city's recovery

Communication

- A dedicated COVID-19 page set up on the BID website – containing the latest information on grants and links to sites such as Gov.uk, Public Health, Federation of Small Businesses etc
- Regular ebulletins, including sector specific guidance
- Social media coverage and campaigns – promoting businesses and providing advice and information
- Social media campaigns such as #lockdownlookback, #businessinthespotlight & #shoplocalonline



COVID-19 Business Recovery Support Packs

- Media interviews with Radio Derby to discuss impact of COVID and to support and promote BID businesses
- Multiple press releases advising on BID activities and support

Specific business support

- The BID team, including the Rangers, engaging with local businesses via phone calls, emails, social media messages and Zoom calls during social distancing measures
- Sector-specific webinars providing businesses with advice and support
- Supporting businesses in grant applications to the local authority
- Provision of COVID-19 Business Recovery support packs, which included items such as sanitiser, face masks, floor stickers, distancing tape etc
- Job Retention Scheme – the BID liaised with businesses about the furlough scheme
- 'Getting Your Business Ready' checklist for businesses as restrictions eased
- Publication of a 'Business Support Guide', updated following each Government announcement
- 'Businesses Supporting Businesses' Facebook group set up to help businesses support and trade with each other
- BID became a 'Google Local Guide', advising businesses on their profiles and recommending updates where appropriate
- Working with Visa to offer contactless payment packs to CQ businesses
- Provision of a 'PPE supplier' listing to help businesses source protective equipment
- Promotion of the Eat Out to Help Out scheme

YOUR PRIORITIES

Businesses from across Cathedral Quarter identified key priority areas for a new BID which fall into three objectives:

OBJECTIVE 1: CQ EXPERIENCE

To develop a welcoming, vibrant and attractive place, where businesses can thrive and where people want to spend time and enjoy themselves.



A vibrant Cathedral Quarter

OBJECTIVE 2: CQ BUSINESSES & ORGANISATIONS

To raise the profile of CQ, its businesses, organisations and all it has to offer through marketing campaigns and initiatives to attract new visitors and increase footfall, customers, clients, dwell time and spend.



An entertaining Cathedral Quarter

OBJECTIVE 3: CQ GROWTH & INVESTMENT

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

OBJECTIVE 1: CQ EXPERIENCE

To raise the profile of CQ, its businesses, organisations and all it has to offer through marketing campaigns and initiatives to attract new visitors and increase footfall, customers, clients, dwell time and spend.

Amount the BID will spend:

An average of **£101,000** per year.

A total of **£508,000** over five years.



From the survey results it is clear that reducing crime and enhancing safety is important to businesses in Cathedral Quarter and is something that needs to continue to be addressed. Two out of the top four issues that were ranked as very poor or quite poor were crime and safety related issues. 'Crime and safety generally' was also ranked as the joint highest aspect in terms of importance.

Another factor in ensuring visiting and working in the Cathedral Quarter is a great experience is the access to the area. In the survey 'Cost of parking' was ranked as the worst issue for businesses, with 58% saying that this was either very poor or quite poor.

An important part of making the Cathedral Quarter experience a welcoming one is the attractiveness and cleanliness of the area. In the survey, 'Street cleansing and litter control' was ranked as joint top in terms of importance.

88%

of businesses are aware of the CQ BID Rangers

79%

of businesses said that 'Street cleansing and litter control' was important to them

77%

of businesses said 'Provided support for extended CCTV monitoring in the BID area' was beneficial to them

What can be delivered if you vote YES

**VOTE
'YES'**

1	<p>Crime and Safety</p> <p>Work with key partners and stakeholders in the city, including Derby City Council, Police and voluntary organisations to address begging, anti-social behaviour and crime issues which impact negatively upon businesses and the visitor experience.</p>
2	<p>Work with Police, Derby City Council, Derbyshire Business Crime Reduction Partnership and others to maintain and develop CCTV monitoring and an effective business crime reduction scheme and maintenance of Purple Flag Status.</p>
3	<p>Rangers</p> <p>Uniformed Cathedral Quarter Rangers to:</p> <ul style="list-style-type: none"> • Support businesses in addressing and communicating issues which affect their business on a day-to-day basis. • Welcome everyone, encourage exploration of our area with visitors giving advice or recommendations where appropriate, provide support for events and entertainment in the streets and open spaces and help promote the area. • Work closely with the Police, and other agencies to share intelligence and information which supports the reduction of crime and anti-social behaviour. • Liaise with businesses on the benefits and opportunities which exist through BID projects and activities.
4	<p>Parking and access</p> <p>Through proactive lobbying and key partnerships, address parking, access, and public transport provision to meet the needs of the businesses and city users for both day and night-time economies, by influencing plans and schemes across the Cathedral Quarter and those that directly impact our surrounding area.</p>
5	<p>Events</p> <p>Encourage, support, develop, and promote events which create an animated feel to the area, benefits businesses and attracts and extends the length of stay of visitors to the Cathedral Quarter and to provide businesses increased opportunities for participation.</p>
6	<p>Attractiveness</p> <p>Improve the appearance and vibrancy of the streets and open spaces in the Cathedral Quarter by influencing the use of, or adding to, creative or festive lighting, signage, street furniture, public art, floral displays, window dressing and street decorations in such a way as to complement and develop the character of the Cathedral Quarter.</p>
7	<p>Cleanliness</p> <p>Where appropriate improve the appearance of the street scene and physical environment to provide targeted 'hotspot' cleaning in addition to services provided by Derby City Council.</p>

Measures and results

- Improved perceptions of visitors of physical attractiveness
- Improved perceptions of those who work in the area of the crime and safety issues generally
- Improved perception of parking and access
- Increased reporting of incidents and crime and anti-social behaviour
- Improved perception of reduced levels of crime and anti-social behaviour
- Footfall to the area which is stronger than national high street trends
- Increased dwell times measured through digital sensors
- Regular flow of information and intelligence to support business crime prevention
- Increased number of events and street entertainment and a greater perception of things happening
- Retention of the Purple Flag status for the evening and night time economy



A Jurassic Day out in CQ

OBJECTIVE 2: CQ BUSINESSES & ORGANISATIONS

To raise the profile of CQ, its businesses, organisations and all it has to offer through marketing campaigns and initiatives to attract new visitors and increase footfall, customers, clients, dwell time and spend.

Amount the BID will spend:

An average of **£80,000** per year.

A total of **£403,000** over five years.



In the workshops, the second most discussed topic was ‘Marketing and Promotion’ and suggestions for improvements included targeting certain demographics of people more such as the neighbouring residential areas and students. Other comments included moving towards having a more dynamic online presence through spontaneous social media, such as the Rangers showing more of their day through social media stories. It was also suggested it would be a good idea to review what the social media channels are that businesses and visitors are using more frequently than others.

Another important factor within this objective is helping to develop effective business to business communication and the importance of this was shown in the workshops as the most discussed topic was ‘Business Community’. Comments alluded to the fact that there isn’t enough interaction between the businesses here and that businesses need to understand that they aren’t competing but instead sharing ideas would be more productive. Suggestions for improving business community in the Cathedral Quarter included facilitating businesses to mix through more social events on a regular basis, such as an open day on how businesses can support each other better.

79%

of businesses said that ‘Establish new ways of working together as part of and within the CQ community’ would be beneficial to them

75%

of businesses said that ‘Promotion and awareness of reasons to visit’ was important to them

72%

of businesses said that ‘Feeling part of Cathedral Quarter and its activity’ was important to them

What can be delivered if you vote YES

**VOTE
'YES'**

- 1 **Profiling the Cathedral Quarter**
Continue to develop the Cathedral Quarter's profile locally, regionally and nationally, as a place to visit and enjoy, day and night.
- 2 Develop destination marketing campaigns, extensive PR, social media, and use of digital and printed marketing to increase the profile of the Cathedral Quarter, its businesses, organisations, events and all it has to offer to attract more visitors.
- 3 **Promoting all the Cathedral Quarter has to offer**
Develop the Cathedral Quarter's online and mobile presence, as well as PR, printed marketing and social media to profile its businesses, organisations, events, leisure and cultural offer to increase visitors, clients, spend and loyalty to the area.
- 4 Promote and support award schemes which profile businesses and individuals and celebrates, recognises and promotes excellent customer service and a great experience.
- 5 **Communication with businesses**
Communicate between the BID and its businesses and organisations, to keep businesses engaged and informed of BID activities and opportunities and issues which may affect their environment and to keep the BID informed of business needs and priorities.

Measures and results

- Increased awareness of Cathedral Quarter
- Numbers of businesses and organisations actively engaged in award schemes
- Increased levels of sales activity and footfall across Cathedral Quarter
- Positive media exposure locally and regionally measured through numbers of articles, publications, reach, click-throughs on digital media and value through using advertising value equivalent. (a.v.e)
- Numbers of businesses and organisations actively engaged in BID activities and the use of and their association with Cathedral Quarter BID in their own marketing and promotion



“As an independent business the marketing the BID does through ebulletins, newsletters, social media and the BID's website is a great help to us. We are proud to be part of the Cathedral Quarter and its activities such as the poetry trail which has brought positivity and vibrancy back into the area.

Hannah Heeley – Owner
Portobello



CQ Publications

OBJECTIVE 3: CQ GROWTH AND INVESTMENT

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

Amount the BID will spend:

An average of **£33,000** per year.

A total of **£165,000** over five years.



In the survey, when asked to suggest beneficial future projects the joint second most suggested projects were to do with 'Commercial Attractiveness'. Comments related to commercial attractiveness highlighted the need to focus on filling the empty units by creative thinking and options for more flexible use and also working with the Council and landlords to fill vacant premises. This was also echoed in the workshops and comments included the need to attract more businesses to open in the Cathedral Quarter which in turn would help to bring more footfall the area.

The importance of the BID working with the Council and landlords was also highlighted when businesses were asked to rank certain aspects from very poor to very good, and both 'Interest shown by the Council' and 'Interest shown by landlords' appeared in the top five.

81%

of businesses said that 'Leverage grant funding wherever possible' would be beneficial to them

68%

of businesses said that 'Funded the installation of a number of CQ branded window vinyls and boardings for empty units to make them look more attractive' was beneficial to them

53%

of businesses said that 'Interest shown by the Council' was either very poor or quite poor

What can be delivered if you vote YES

**VOTE
'YES'**

1	<p>Investment</p> <p>Work with Derby City Council, Marketing Derby and others to influence and encourage a range of cultural, retail, leisure, office and residential developments which continue to rejuvenate the Cathedral Quarter as a desirable place to visit, live, work and enjoy.</p>
2	<p>Representation</p> <p>Represent businesses across all sectors and organisation's interests in planning and delivery of developments and the use of the public realm and the buildings of Cathedral Quarter which complement the area and any other issue which may affect their interests.</p>
3	<p>Collaboration</p> <p>Develop relationships between the Council, businesses and organisations in Cathedral Quarter and those outside the area (in particular with the St Peters Quarter BID and Derbion) who have an interest in seeing a vibrant and successful Cathedral Quarter.</p>
4	<p>Performance</p> <p>Work with others to provide and report on a range of indicators which monitor the economic performance of Cathedral Quarter including: footfall and foot-flow, commercial performance and customer perceptions.</p>
5	<p>Funding</p> <p>Seek match funding, grant opportunities and other sources of revenue, both financial and in-kind, both for the BID and others, to increase the BID's ability to achieve its vision and objectives.</p>
6	<p>Support in the unexpected</p> <p>Work closely with emergency services, the local authorities' statutory services and other key stakeholders during times of national or local incidents, emergency situations or economic or logistically challenging periods to maintain a safe and positive experience for visitors and workers and support businesses in Cathedral Quarter.</p>



“ A Business Improvement District provides us with a collective business voice and a point of contact that we wouldn't have if the BID wasn't running. I urge you to get involved and work together for our future by voting 'YES' in the ballot in November.

Jason Marshall – Managing Director
Fould's Guitars

Measures and results

- Increased level of investment in existing and new businesses
- Increased range of businesses and organisations
- Reduced levels of vacant and derelict properties
- Increased number of new businesses and organisations
- Increased interaction with and support from stakeholders including local authorities

**VOTE
'YES'**



ARG Poetry Project

THE BID AREA

The shaded area represents the full extent of the Cathedral Quarter Business Improvement District.

The BID covers those businesses whose rateable value is £2,000 or greater. The area includes any smaller business areas located off the roads or streets that are located within the boundary of the BID area defined by the shaded area on the map and any other road or street, even if they are not listed in Appendix two of the full Business Plan and Proposal. Any new road or street which is developed or created during the life of the BID which is within the BID area will be included.



Ordnance Survey copyright © license number 100066043



“ The CQ BID team are always friendly, approachable, support us with any issues we have and help keep us up to date with any matters or activities. Vote ‘YES’ in the renewal ballot for this support to continue.

Dee Moynes – Owner
Love Hair

WE NEED THE BID TO CONTINUE



“ We will be voting YES as the BID has helped to maintain the Purple Flag accreditation for the city, which has helped in supporting our business in the evening and goes a long way to help visitors feel safe in the city.



Ashley Tillet – General Manager
Bistrot Pierre

“ Marketing Derby will be voting 'YES' for the BID to continue. We understand and appreciate the BID's commitment to the Cathedral Quarter. Especially ensuring an open and enduring relationship with city partners, e.g. Police and City Council, for the benefit of local businesses.



Amy Burton – Inward Investment Executive
Marketing Derby

“ We support the Cathedral Quarter BID because when businesses speak with one voice, we can influence key decisions and play our part in shaping the future of the city. Without the BID we would be left to face future challenges alone.



Carol Thomas – Chief Operating Officer
Derby Cathedral



“ Crime, safety and anti-social behaviour are key issues in Cathedral Quarter as they are everywhere. Without the BID we would not have had the dedicated Safer Neighbourhood Days, provision of Storewatch radios

or the Crime Reduction Partnership. BID partners along with all agencies must work together to tackle these issues.

Allan Hale – Store Manager
White Stuff



“ The BID has given my business excellent one-to-one support and updates us on all things that are happening in the city.

Without the BID it would be much harder to keep up-to-date with things going on that could affect my business.

Linda Dhamrait – Owner
Selena's Flowers



“ We have appreciated all the work the BID has done to make the Cathedral Quarter a more attractive place to visit and work. This includes window vinyls to tidy up vacant units as well as the installation

of hanging baskets and planters. The BID also provides excellent support to businesses, especially during challenging times.

Fraser Cunningham – Partner
Smith Partnership

THE BUDGET



Average Annual
Levy Income

£281,737



Objective 1
Annual Average

£101,725



Objective 2
Annual Average

£80,684



Objective 3
Annual Average

£33,137

CATHEDRAL QUARTER BUDGET: 2023 – 2028

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	TOTAL
INCOME						
BID levy revenue (Note 1)	£270,691	£276,105	£281,627	£287,259	£293,005	£1,408,687
Other Income (Note 2)	£20,000	£20,400	£20,808	£21,224	£21,649	£104,081
TOTAL INCOME	£290,691	£296,505	£302,435	£308,484	£314,653	£1,512,768
EXPENDITURE						
Objective 1 – CQ Experience	£101,305	£101,511	£101,720	£101,934	£102,153	£508,623
Objective 2 – CQ Businesses and organisations	£80,351	£80,514	£80,681	£80,850	£81,023	£403,419
Objective 3 – CQ Growth and Investment	£33,000	£33,067	£33,135	£33,205	£33,276	£165,683
Central Management Costs, Administration, Office (Note 3)	£50,500	£51,510	£52,540	£53,591	£54,663	£262,804
Levy Collection costs	£12,000	£12,240	£12,485	£12,734	£12,989	£62,448
Contingency (Note 4)	£13,535	£13,805	£14,081	£14,363	£14,650	£70,434
TOTAL EXPENDITURE	£290,691	£292,647	£294,643	£296,678	£298,754	£1,473,413
Accrual for Renewal (Note 5)	£–	£3,857	£7,792	£11,805	£15,898	£39,353

Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads
4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any additional term, otherwise they will be spent on additional projects in the final year

WHAT IT WILL COST YOU

The levy is based up a property's rateable value. For properties with a rateable value of £6,000 or greater, the BID levy for the billing cycles from the 1st March 2023 to 31st March 2024, will be 2.25% of the rateable value for properties. Properties with a rateable value of less than £6,000 but more than £1,999 will be charged £125.

The investment being sought from businesses in the BID area is modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the cost is equivalent to less than a cup of coffee a week at £2.40 a week.

How the cost breaks down

Rateable Value	Annual	This equates to weekly cost of	This equates to a daily cost of
£0 – £1,999	zero	zero	zero
£2,000 – £5,999	£125	£2.40	£0.34
£10,000	£225	£4.33	£0.62
£15,000	£338	£6.49	£0.92
£20,000	£450	£8.65	£1.23
£50,000	£1,125	£21.63	£3.08
£100,000	£2,250	£43.27	£6.16
£250,000	£5,625	£108.17	£15.41
£500,000	£11,250	£216.35	£30.82

THE BENEFITS

As a business which pays, whether through a levy or voluntary payment, you will have the opportunity to be directly involved in the decision making and action planning for everything the BID delivers based upon the BID's business plan.

As a business who pays into the BID this is an investment. The aim of the BID is to deliver as much value back in benefits, if not more, than the money you pay in. By working together as a collective voice, you will be not only be benefiting your business but improving Cathedral Quarter.

Additional funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Businesses with a rateable value of £1,999 or less will be invited to enter into a voluntary arrangement with the BID to receive their own direct benefits and services.



Details of the levy rules and criteria can be found in the full **Business Improvement District Proposal and Business Plan** accessible at www.derbycathedralquarter.co.uk, emailing enquiries@derbycathedralquarter.co.uk or calling **01332 419053**.

MONITORING SUCCESS

Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders and strategic partners such as St Peters Quarter BID, property owners, local authorities, Police and other public bodies. It will seek, wherever possible, to influence and shape larger projects to the benefit of its own aims while supporting others to achieve their own objectives. In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

Monitoring of basic service provision

Derby City Council are committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary. Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the details in the statements. From experience elsewhere we know this has an impact on delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is targeted appropriately and well spent. This means that local businesses have some influence over Business Rates investment in their area and the effectiveness of local authority service provision.

Monitoring BID delivery

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy money is being invested as productively as possible to maximise results. The effectiveness of the measures undertaken will be gauged by key performance indicators monitored and relevant for each project area. They will include business surveys, photographic evidence, vacancy levels and new investment into the area. These measures and key performance indicators are identified for each objective and need to be monitored on a regular basis throughout the life of the BID.



GOVERNANCE

The preparation of this BID Proposal has been managed by Cathedral Quarter Company Ltd which is a not-for-profit company, limited by guarantee. It is legally and operationally responsible to the businesses in the BID area for all BID activities and acts on their behalf.

The Board is elected by the members of Cathedral Quarter Company Ltd, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID projects. It will continue to be driven by the private sector and includes two Councillors from Derby City Council.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses will be encouraged to be actively involved in the Board and associated working groups to represent

the levy payers. Through specific working groups, the Board will be instrumental in prioritising the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan. All roles on the Board, and any working groups are voluntary and are undertaken with a commitment to represent the interests of all businesses in the area.

There will continue to be hands-on dedicated Project and Contract Management to support the initiatives from any working groups. This management role will also provide administrative support and project delivery for the BID Company as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.



BALLOT TIMETABLE

Ballot and voting

Businesses in Cathedral Quarter will be asked to vote on whether or not they wish the Cathedral Quarter BID to implement the business plan over the next five years 2023 to 2028.

Ballot papers will be sent out on Thursday 27th October 2022 to the person identified in the specially prepared register of potential voters held by Derby City Council. Each rateable property has one vote. A proxy vote will be available.

Completed ballot papers are to be returned no later than 5pm Thursday 24th November 2022.

The result will be announced on the following day.

TIMETABLE

Ballot period begins

Thursday 27th October 2022 – Ballot papers issued

Ballot period ends

Thursday 24th November 2022 – Ballot closes at 5pm

Friday 25th November 2022 – Ballot results announced

Wednesday 1st March 2023 – Operations of the new BID start



THE IMPORTANCE OF VOTING YES

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 1st March 2023 and businesses will be left to face the challenges and uncertainties of the future alone.

The ballot has to meet two tests to succeed:



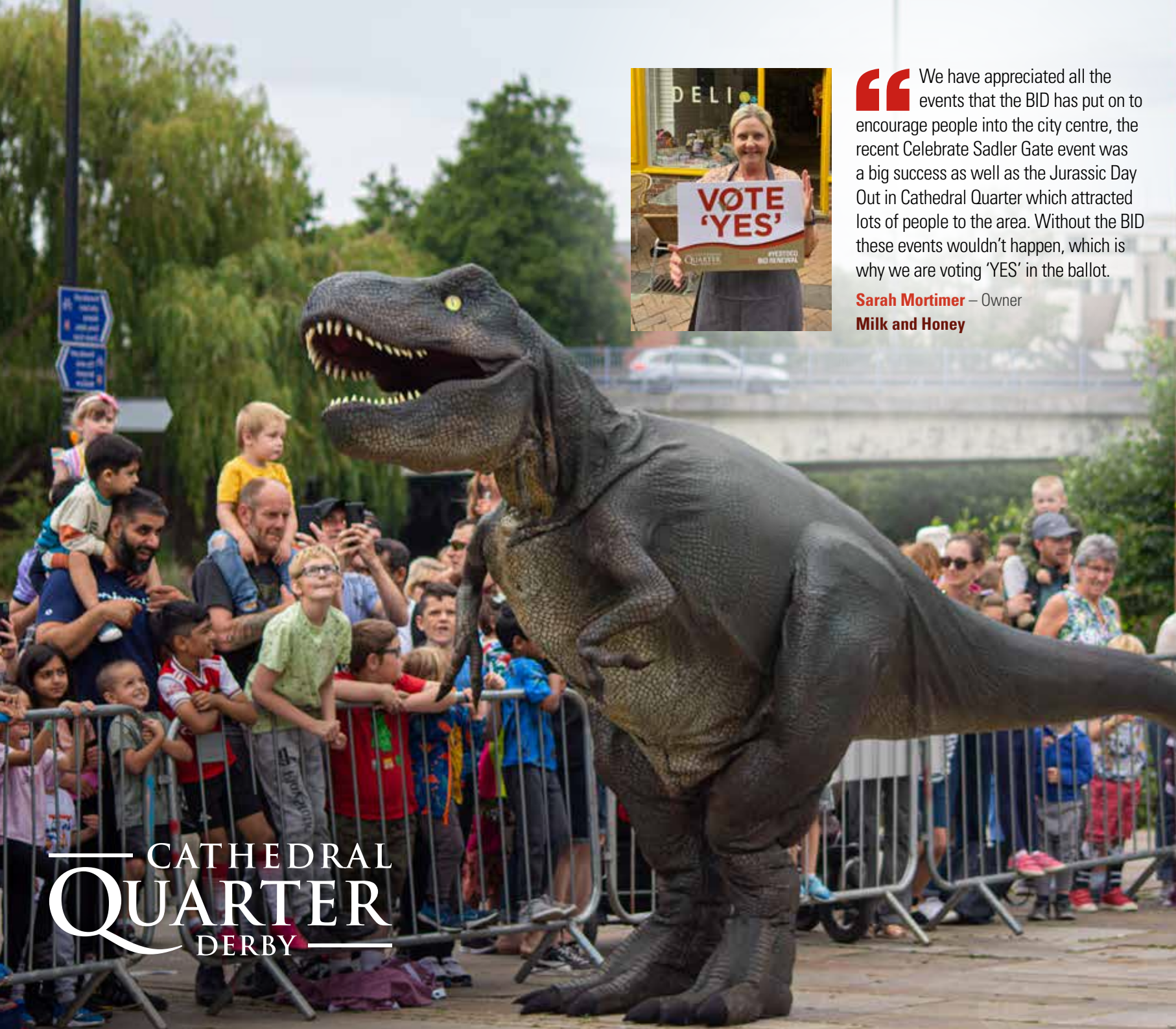
A simple majority of those who vote must register a YES vote.

AND



The aggregate rateable value of those that vote YES must be greater than that of those that vote NO.

Get involved – this is your BID.
Vote **YES** in the BID Renewal ballot



CATHEDRAL
QUARTER
DERBY



“ We have appreciated all the events that the BID has put on to encourage people into the city centre, the recent Celebrate Sadler Gate event was a big success as well as the Jurassic Day Out in Cathedral Quarter which attracted lots of people to the area. Without the BID these events wouldn't happen, which is why we are voting 'YES' in the ballot.

Sarah Mortimer – Owner
Milk and Honey



FINAL THOUGHTS – VOTE ‘YES’

Throughout the period of the BID being in operation we have continued to do all we can to support businesses and give them a sense of pride in the Cathedral Quarter. Your feedback has highlighted just how valuable this has been and how important it is that this work continues.

Without the BID, your interests and concerns as diverse businesses in the Cathedral Quarter, and the power of your collective voice would be lost.

Cathedral Quarter BID strives to improve the area by delivering new and refreshed initiatives, continuing in providing a voice for our businesses, influencing key local decisions and bringing about positive change where it's needed.

The business plan sets out how we will continue to provide opportunities to forge even stronger links between the business community and key

stakeholders. To be a vibrant economy and a place which attracts, feels safe and is perceived to be a great place to live, work and do business, we need to be brave and radical and work together collectively to ensure that we all benefit in the future.

The first step for you in making this happen is to vote YES in the ballot in November.

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



Martin Langsdale

This prospectus should be read in conjunction with the full **Business Improvement District Proposal and Business Plan** accessible at www.derbycathedralquarter.co.uk, by emailing enquiries@derbycathedralquarter.co.uk or calling **01332 419053**.

CATHEDRAL QUARTER OFFICES
2nd Floor, 12 The Strand, Cathedral Quarter, Derby DE1 1BA
Tel: 01332 419053
enquiries@derbycathedralquarter.co.uk

www.derbycathedralquarter.co.uk