

Delivered by the BID this summer

Crime and Business Meetings

We have teamed with St Peters Quarter BID to run a monthly drop in Crime and Business meeting. This presents a fantastic opportunity for businesses to speak face to face with the Police, PCSO's and PPO's and discuss any crime and ASB related issues that you may be experiencing and to also share any intelligence that you may have.

Look out for the announcements of dates and locations in our weekly ebulletins.



Celebrate Sadler Gate

In July, Sadler Gate brought back the party atmosphere to the Cathedral Quarter with **live music, Disney Princesses, Baby Dinosaurs, Dance Troupes, DJs** and more! Visitors on the day enjoyed tucking into some wonderful food from businesses that provided BBQ's, Ice Cream, Pizza, and other delights, whilst there was face painting, a magician and circus acts to entertain the kids. A huge thank you to the business community of Sadler Gate and beyond for helping to make the event a great success!

Picture: Kate Lowe ©



Sponsorship of Assemble

Assemble: Derby's Making Festival returned to the Museum of Making in October and was sponsored by the BID. The family-friendly showcase of invention, creativity, and resourcefulness brought together artists and makers to share their passion and skills with the public and to encourage them to have a go at making themselves. This year's event welcomed Aardman Animation as special guest makers and the BID also had fun giving away some CQ branded crayons and enjoying a colouring session with young attendees!

A Jurassic Day Out in Cathedral Quarter

In July we welcomed a number of prehistoric friends to the BID area for **'A Jurassic Day Out in Cathedral Quarter'**. The City Centre came alive with Dinosaurs roaming the streets and parading the arena at Cathedral Green, entertaining the crowds of people that flocked to see them.

Footfall on the day increased by over 25% compared to the previous weekend and a roaring good day was had by all!

LoyalFree

In September we launched our new partnership with **LoyalFree**, the place promotion app. This app will eventually replace the CQ I Love, and I Work loyalty card scheme when it expires in February 2023. The app allows you to promote your business for free to hundreds of local app users through offering incentives, deals and digital loyalty schemes, as well as advertising your events and running in app competitions.

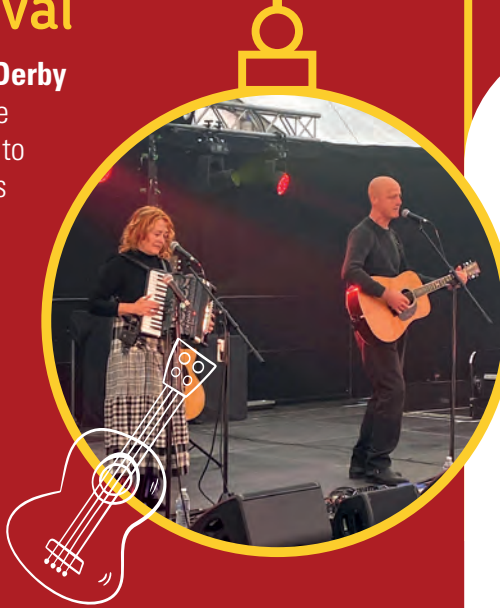
We have also created a number of trails within the app to encourage footfall around the BID area including a 'Family Friendly Places to Eat' trail and a 'Student Favourites' trail.

Search for **'LoyalFree'** in your smartphones app store to download and discover deals and more in the area!



Sponsorship of Derby Folk Festival

The BID once again sponsored the **Derby Folk Festival** which returned to the Market Place from 30th September to 2nd October. Alongside the concerts in the marquee all weekend, a special 'Fringe Festival' saw events take place at The Old Bell Hotel and at Derby Cathedral across the weekend. There were also a number of folk-dance acts performing across the central BID area providing animation to the streets.



GEO-Sense

The BID recently carried out the installation of a new footfall monitoring system called **GEO-Sense**. The dedicated sensors gather anonymised data providing information on unique visitor counts which provides enhanced reports such as accurate visitor numbers, dwell time, visitor movements and frequency of visits. This crucial data can then be used to aid the attraction of new businesses and investment to the Cathedral Quarter.

Crime Prevention Scheme

The **Crime Prevention Scheme** offered by Cathedral Quarter BID working in partnership with Derby City Council continues to provide funding towards crime prevention solutions for businesses in the BID area. If your business feels that it could benefit from the installation of a CCTV system, shutters, or other solutions, please contact the BID office to discuss on 01332 419053

Representation at Student Events

The BID recently attended the **Freshers Fair** at the University of Derby and an event at Derby College to promote the BID and the Loyal Free app to local students. We also helped to promote night-time safety in the area by informing students about the different schemes across the area such as Purple Flag and the Street Pastors.

Sponsorship of Derby Festé

Derby Festé made a welcome return in September with a number of performances taking place across the Cathedral Quarter and St Peters Quarter BID areas over the weekend. Crowds were wowed with Acrobatic acts, dance performances, live music, and artistic installations. The BID is once again proud to have sponsored this event.



CATHEDRAL QUARTER DERBY

BID UPDATE

November 2022



CATHEDRAL QUARTER DERBY

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Window Wonderland Competition

This year we have partnered with St Peters Quarter BID and will be taking over the reins from Derby City Council and running the popular Window Wonderland competition that has been in place since 2018.

If your business would like to get involved and register your **festive window display**, please let us know asap by emailing enquiries@derbycathedralquarter.co.uk or phone 01332 419053 or speak to our Rangers. All window displays must be in place before Friday 18th November to take part and participants will be given a circular window vinyl to put in their window to show that they are included in the competition.

Public voting will take place via the QR codes featured on the branded Window Wonderland signs or via the LoyalFree app and entrants will be entered into a

free prize draw to win £50 in shopping vouchers each week in the lead up to Christmas. If you tell your customers this, this could mean that they choose your shop to spend their vouchers in!

We will also be delivering leaflets to all businesses with the QR code featured so you can hand them to your customers to encourage them to vote for your display.

The winning window displays will be announced on 13th December and three cash prizes will be awarded. There will also be a 'Panels Choice' winner from each BID area chosen by a group of independent judges.



Santa's Grotto

The BID has arranged for a **Santa's Grotto** to be located in Sadler gate on the 3rd, 10th, and 17th December. It will welcome families for free. Timeslots must be booked online in order for the families to gain entry to the attraction where they will be able to meet Santa and his elves, leave Santa a letter in the post box and also take away a CQ branded goodie bag which will contain a Cathedral Quarter themed Colouring book which has been designed by local artist Carla Dee of Lovelalaland. Other items in the goodie bag will be CQ branded crayons, sweets and other items provided by local businesses.

If your business would like to include anything in the goodie bags, this is a great opportunity to give away items such as promotional items, discount vouchers to spend in January, sale leaflets etc... Please contact the BID office on 01332 419053 or email enquiries@derbycathedralquarter.co.uk or speak to our Rangers if you would like to give anything for inclusion.



Snow Globes

The BID has funded some **huge snow globes** this year which will be in place in at the Waterfall on the Saturday 10th & 17th December. The inflatable installations allow people to climb inside and be whisked away into a winter wonderland – perfect for Christmas photo opportunities!



Cathedral Quarter Ice Rink

The BID Sponsored **Cathedral Quarter Ice Rink** returns to the Market Place this Christmas with tickets already on sale via the Derby Live website. This year the rink is covered to protect skaters from the elements allowing frosty fun in all weathers! The rink opens on Saturday 5th December and will be open until 31st December.



Festive Guide

We have collaborated with Derby City Council to produce the **'Festive Derby'** guide this Christmas. Featuring all City-wide events and activities, the booklet is being distributed to over 155,000 households in Derby & Derbyshire giving the Cathedral Quarter area a greater reach than ever before via a printed mailing. The guide features all of the BID's Christmas events, LoyalFree app, Golden Ticket competition, Window Wonderland competition and an advert for shopping, eating, and drinking in the area over the festive season.



'Golden Ticket Prize Draw'

This Christmas we have again partnered with St Peters Quarter BID to deliver the **Golden Ticket prize draw**. Four lucky entrants will win £500 of shopping vouchers each to spend in Cathedral Quarter and St Peters Quarter Businesses. The aim of the Golden Ticket Prize Draw is to encourage and drive footfall into the city centre as entrants can only enter by picking up a ticket from businesses or the Festive Guide, and posting it in one of 20 post boxes located in businesses across the two BID areas.

The competition is a great opportunity to engage with your customers by handing out an entry ticket to them and explaining that they could win vouchers to spend in your business.

The competition starts on 7th November and tickets will be delivered to all businesses shortly before this date. The last date for entries to be received is Sunday 11th December.



Loyal Free

– help your customers win vouchers towards their Christmas Shopping

Please encourage your customers to sign up for the **Loyal free app**. Every week from 12th November to 11th December, the BID will give one lucky sign up £50 of vouchers to spend in a business /shop of their choice in Cathedral Quarter. This means your customer could choose your shop to benefit. Sign up is easy - Just download the LoyalFree app in your phone's app store



'Christmas in the Cathedral Quarter' Entertainment

Cathedral Quarter BID have organised **free festive entertainment** taking place on the 3rd, 10th, and 17th December from 11am – 4pm. Local arts organisation Furthest from the Sea will be providing festive musical entertainment based at the Waterfall with some comical elves to entertain the crowds.



Christmas Lights

The BID has once again worked with Derby City Council to ensure an extensive coverage of festive lights in the Cathedral Quarter. A **Christmas Lights Switch On** event will be held on Saturday 12th November, with a lantern parade organised by Surtal Arts leading from The Spot to the entertainment on Corporation Street before the big switch on at 6pm.



Security Patrols

Following the much-appreciated overnight **Security Patrols** that we funded last year, the BID will once again fund these over the period between Christmas and New Year. This should give all businesses piece of mind that their premises will be safe and secure over the festive period.



Reduced Rate Parking in Cathedral Quarter this Christmas

The Cathedral Quarter BID is delighted to announce that following discussions with Derby City Council, we have arranged for reduced rate parking over the festive period for you, your employees and customers to take advantage of at **Chapel Street Car Park**.

From 5th December to 31st December, parking will cost just **£3 per day**. Please share this information via your social media channels and communications to inform your customers of this special offer.



Friar Gate Friday

A night of fun is in store on Friar Gate on Friday 18th November! The street will come alive with roving entertainment, festive light projections and street food vendors, whilst in venues, you will find live music, DJ's competitions and more!

There will also be a Kids' Rave in the early evening at Gossip Bar!

The fun starts at 5pm and continues until late in the evening and there will also be the chance for attendees to win a £100 bar tab for future use at a Friar Gate Venue of their choice by completing the Friar Gate Friday trail on the LoyalFree app whilst in attendance!

CQ Business Plan 2023-28 now online

The new Cathedral Quarter Business Plan and Prospectus 2023-2028 are both now available to view online. This plan can only go-ahead if businesses vote 'YES' in the ballot held in November with the last chance to vote being on the Thursday 24th November.

Both publications have been put together as a result of feedback from businesses in the CQ to provide support and profile Cathedral Quarter as a great place to work, invest and grow. To make sure you have received your copy of the Cathedral Quarter Renewal BID Prospectus, please contact the BID office on **01332 419053** or via email **enquiries@derbycathedralquarter.co.uk**

