

LoyalFree

The BID continues to fund the **LoyalFree** app which 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 City Centre Events

The BID sponsored a number of city centre events again this year including **Derby Feste, Derby Poetry Festival, Derby Folk Weekend** and the return of the **Museum of the Moon** at Derby Cathedral. All of these events bring footfall and vibrancy to our area.



Summer Magazine

CQ Summer Life magazine was released at the beginning of the summer and 17k copies were distributed via a targeted household mailing and to city centre businesses.

The magazine was also promoted digitally with a reach of over 21k via Facebook advertising.



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

Safer Business Action Day

The **Safer Business Action Day** in Derby saw collaborative efforts between law enforcement and businesses. Joined by the Police and Crime Commissioner for Derbyshire, Angelique Foster, and Cllr Hardyl Dhindsa, businesses highlighted the amount of ASB they are experiencing, emphasising the need for proactive measures for a secure business environment, setting a positive precedent for future initiatives.



Food & Drink Guide Campaign and Purple Flag Celebration

During the Summer the BID released an updated version of the popular **Food and Drink Guide** featuring all the hospitality venues in the Cathedral Quarter area. Printed versions were distributed around the Cathedral Quarter, whilst a digital version gained a reach of over 20k via Facebook advertising.



We also ran a Food and Drink campaign throughout the month of October, using social media to highlight all the wonderful businesses we have in our area and to celebrate Derby's Purple Flag accreditation which is awarded to areas that promote a safe night out.

GEO-Sense

The BID uses a 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.

Developments in and around the Cathedral Quarter

Derby Market Hall

Derby's Market Hall has moved to its next phase, inviting traders to show interest for its 42 stalls. Hemingway Design spearheads the project, urging both startups and established businesses to join the creative community. Expected to open in Spring 2025 the Market Hall promises shopping, dining, and entertainment. The meticulously restored Victorian structure flaunts an impressive cast iron and glass roof, with a adaptable interior to allow the space to be changed to suit a range of events.



Osnabruck Square

To compliment the completion of the Derby Market Hall and the Albert Street & Victoria Street Improvements, **Osnabruck Square** will be redeveloped into a new public area perfect for outdoor dining and relaxing.



Becketwell

The 259-apartment block 'The Condor' officially opened this Summer along with the new public green area named '**Springwell Square**'.

Construction has now begun on Phase two of the Becketwell Development, which is the Entertainment arena which is expected to be completed in Early 2025.



Albert Street & Victoria Street Improvements

Work has recently commenced on upgrading **Albert Street** and **Victoria Street** to reduce congestion, pollution and to make travel easier for cyclists and pedestrians. The improvements will include creating wider pathways, improved cycle lanes, and more cycle stands will be introduced, as well as new paving which will make the streets more coordinated. The works are expected to last until Autumn 2024.



CATHEDRAL QUARTER DERBY

BID UPDATE

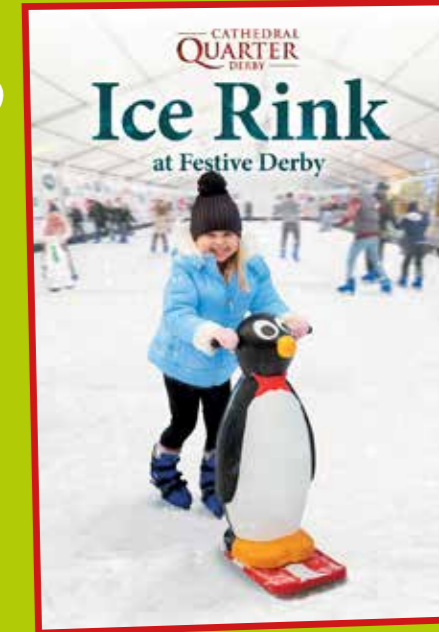
November 2023

Cathedral Quarter Grotto at QUAD

Following the success of last year's **Cathedral Quarter Grotto**, we have partnered with QUAD to bring a bigger and better experience for families this year. Working with the Tech Squad, families can enjoy a "Northern Lights" experience, an immersive 360-degree environment that transports you straight to Santa's magical grotto in the North Pole. Whilst waiting to meet Santa himself, families can capture the visit at the specially designed photo station before venturing into the Cathedral Quarter Grotto for an audience with Santa and receiving an arts based gift.

This year's grotto will be at a cost of **£4 per child** and **booking is required** via the QUAD website.

Opening times – Weekends 9th, 10th, 16th and 17th 11am – 5.30pm. Weekdays 18th – 22nd 12noon – 7pm



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. The rink will be covered to protect skaters from the elements allowing frosty fun in all weathers! The rink opens on **Saturday 2nd December** and will be open until **31st December**.



Get Involved this Christmas!

Golden Ticket Prize Draw
6th November – 10th December

Window Wonderland competition
24th November – 17th December

(see inside for details)

Also funded the BID this Year

- BID Ranger Service
- Social Media & Business Promotion
- Floral Displays
- Defibrillator upkeep
- Ebulletins and Business Communications
- Storewatch Radio Loan Scheme
- Visitor Activity Report
- CQ Website Business Profile
- Kings Coronation Trail
- Bunting Installation
- New Window Vinyls



CATHEDRAL QUARTER DERBY

Cathedral Quarter BID Ltd, 2nd floor, 12 The Strand, Cathedral Quarter Derby DE1 1BA
Tel: 01332 419053 • enquiries@derbycathedralquarter.co.uk
www.derbycathedralquarter.co.uk

f i d cathedralquarterderby @DerbyCQ



Festive Guide

We have again 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 130,000 households in Derby & Derbyshire giving the Cathedral Quarter area a fantastic reach via the 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.

Snow Globes

The BID has once again funded some huge **snow globes** this year which will be in place in the Market Place on Saturday 2nd and 16th December. A huge hit last year, the inflatable installations allow people to climb inside and be whisked away into a winter wonderland – perfect for Christmas photo opportunities!



Window Wonderland Competition

This year we have once again partnered with **St Peters Quarter BID** to run 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. 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 and will be provided with an Elf to place in the display if you so wish.

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 £100 in shopping vouchers. 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.

There will be three categories to be judged in this year, the 'Judges Panel Choice', the 'Public Vote' and the 'Best use of the Elf in a Window Display'.

The winning displays will be announced on **21st December** – trophies will be awarded to those businesses, with runners up receiving certificates.



'Christmas in the Cathedral Quarter' Entertainment

Each Saturday in December in the lead up to Christmas Day, the main shopping streets in Cathedral Quarter will welcome a number of **Festive Walkaround Acts**. Families can enjoy Christmas encounters with the Grinch, Gingerbread Men and dancing elves, amongst others.



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 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 shop.

The competition starts on **6th November** and closes on **10th December**. Tickets will be delivered to all businesses shortly before the start date.



Christmas Lights

In addition to the usual contribution towards the Christmas lighting provided by Derby City Council in the Cathedral Quarter, The BID has funded a **'Ceiling of Light'** to bring some sparkle to Iron Gate this Christmas. We have also funded some mini solar powered Christmas trees which will hang from existing infrastructure in the BID area.



Delivered by the BID this summer

Business Crime Meetings

We have teamed with St Peters Quarter BID and the **Derbyshire Business Crime Reduction Partnership (DBCPRP)** to run a quarterly Business Crime meeting. This presents a fantastic opportunity for businesses to speak face to face with representatives from the BID, DBCRP, 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.

The BID also funds the DISC app which is available FREE to all levy paying businesses to allow reporting of low level crime.

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 Pulled Pork Sandwiches, Ice Cream, cakes, and other delights, whilst there was face painting, a stilt walking ring leader and a brass band to entertain visitors on the day. A huge thank you to the business community of Sadler Gate and beyond for helping to make the event a great success!



CQ Carnival Day

In August we held our first ever **CQ Carnival Day** which was a fantastic mix of street theatre, circus acts and comedy. Families enjoyed performances by Circo Rum Baba, Angie Hula Hooper and more, as well as meeting a giant puppet elephant which paraded around the Market Place. Lots of free activities were also on offer including crazy golf, face painting and crafting.

Footfall on the day increased by 20.4% compared to the previous weekend.



Jurassic Day Out in Cathedral Quarter

In July we welcomed back a number of prehistoric friends to the BID area for **'A Jurassic Day Out in Cathedral Quarter'**. Despite the rain on the day, the City Centre came alive with Dinosaurs roaming the streets and parading the Market Place, entertaining the families that flocked to see them.

Footfall on the day increased by 8% compared to the previous weekend and a roaring good but soggy day was had by all!

