

Date of interview/survey: Initials of interviewer/surveyor:

CATHEDRAL QUARTER BID SURVEY

Since 2008 businesses trading in Cathedral Quarter Derby have enjoyed the benefits of being part of an award-winning **Business Improvement District (BID)**. The current five-year BID term comes to an end in February 2018 and consequently we need to confirm with you that the BID is still meeting your requirements as well as establishing what you may wish to see from the BID over the next five years (2018–2023). This questionnaire will help us to do this. We would be grateful if you would spare a few minutes of your time to complete it. Naturally all responses will be kept **entirely confidential** and **not** shared individually with others.

If you would like to discuss your views and complete the survey form with a member of the Cathedral Quarter BID team please contact the BID office on **01332 419053** or via email at **enquiries@derbycathedralquarter.co.uk** and we will arrange a meeting with you. Alternatively please complete and return to the BID office via one of the methods outlined at the end of this survey.

Contact details – or please attach a business card

Contact name:	Position:
Business name:	
Business address (inc postcode):	
Tel no:	Email address:

Section 1 – General details

Do you rent or own your premises?	<input type="checkbox"/> Rent	<input type="checkbox"/> Own
If rent, who is your landlord?		
Does your business have charitable status?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
What type of business do you operate?	<input type="checkbox"/> Independent	
	<input type="checkbox"/> Part of a small independent group (1–5 units)	
	<input type="checkbox"/> Part of a larger national organisation	
	<input type="checkbox"/> Other – please specify	
How many employees in CQ premises?	Full time:	Part time:
Number of years trading in Cathedral Quarter		

Does your business use any of the following? (tick as many as appropriate and provide details where possible)		
<input type="checkbox"/> A dedicated website	<input type="checkbox"/> Online retail	<input type="checkbox"/> Click & Collect
<input type="checkbox"/> CQ loyalty scheme	<input type="checkbox"/> Own loyalty scheme	<input type="checkbox"/> Facebook
<input type="checkbox"/> Twitter	<input type="checkbox"/> Other social media – please specify	

What impact do you think the increase in residential accommodation in and around the Cathedral Quarter will have on your business?		
<input type="checkbox"/> Negative Impact	<input type="checkbox"/> No impact	<input type="checkbox"/> Positive impact

What is your perception of how the Cathedral Quarter has changed as a place to do business since 2013?		
<input type="checkbox"/> Stayed the same	<input type="checkbox"/> Better place to do business	<input type="checkbox"/> Worse place to do business

How do you think your commercial performance within the Cathedral Quarter will change in the next 5 years?			
<input type="checkbox"/> Stay the same	<input type="checkbox"/> Increase moderately	<input type="checkbox"/> Increase significantly	<input type="checkbox"/> Decrease

Section 2 – Your thoughts on the Cathedral Quarter

How do you rate the Cathedral Quarter in respect of the following?	Tick if very important to your business	Tick as applicable (one tick per question)					
		Very poor	Quite poor	Neither good nor poor	Quite good	Very good	Don't know
CRIME AND ASB							
Street begging and rough sleepers							
Drug and drink issues on the streets leading to ASB							
Business crime / Shop theft							
ACCESS							
Access to and from Cathedral Quarter by bus							
Cost of parking							
Availability of staff parking							
Visitor street signage							
ENVIRONMENT							
Street cleansing and litter control							
Condition of street furniture							
Landscaping and greenery/floral							
Lighting levels							
Appearance and state of the buildings							
COMMERCIAL ATTRACTIVENESS							
The Market Hall							
Things to do for the family							
Leisure & culture facilities							
Things to do in the evening and night time							
A place to set up an office based business							
THE FEELING AND ATTRACTIVENESS OF THE CATHEDRAL QUARTER							
Events and animation on the streets							
Public perceptions of safety during the day							
Public perceptions of safety during the night-time							
BUSINESS FACILITIES							
Internet speeds							
Conference and meeting facilities							
Quality of office accommodation							
Office accommodation of an appropriate size and layout							
BUSINESS COMMUNITY							
Feeling part of the Cathedral Quarter and its activities							
The way businesses work together							
Are there any issues not covered above which you think need addressing?							
Any further comments you wish to make about concerns you have for the area?							

Section 3 - Awareness and assessment of current BID activities

Derby Cathedral Quarter BID has delivered a range of different BID initiatives over the course of the second term (2013–2018). The following is a list of some of these initiatives. For each please tick:

- a) if you are aware of the initiative?
 b) if you think it was beneficial during the current BID 2013–2018
 c) if you would like to see the initiative continue should the BID be renewed for a third term?

3.1 THE CATHEDRAL QUARTER EXPERIENCE	Aware	Beneficial during the BID 2013–2018	Continue in a new BID	Comments
Rangers – working with police and other agencies to tackle ASB, provide an ambassadorial service to visitors and help and assistance for businesses				
Safer Neighbourhood Days in association with the Police				
Purple Flag accreditation				
Monitoring of CCTV cameras on Fri, Sat & bank holidays				
CQ Saturdays range of events (Knickerbocker Glorious, Street Circus, Street Theatre, Towers Tunnels and Tales)				
Lobbying to improve the parking experience				
Christmas lights				
Christmas campaigns, events and entertainment including Cathedral Quarter 3aaa Ice Rink				
CQ external banner on Chapel Street Car Park				
Hanging baskets				
Loyalty scheme – I work cards				
Loyalty scheme – I love cards				
Hosting CQ Socials, networking and breakfast events				
3.2 THE CATHEDRAL QUARTER BUSINESSES	Aware	Beneficial during the BID 2013–2018	Continue in a new BID	Comments
Establishing the CQ as a destination and promoting the Cathedral Quarter				
PR campaigns to promote key business sectors				
Advertising and dedicated features in local media publications and online				
Using social media to build profile, market and promote Cathedral Quarter				
Ebulletins and business newsletters to keep businesses up to date with BID projects & activities				
Cathedral Quarter website, with individual pages for each business				
CQ Life magazines				
CQ Mini Guide				
Provision of a photo gallery for use in marketing material and by Cathedral Quarter businesses				
Events leaflets to promote cultural offer				
Supporting external events – e.g. Derby Feste, Derby Folk Festival, FFTS Festival				
3.3 BUSINESS GROWTH & INVESTMENT IN THE CATHEDRAL QUARTER	Aware	Beneficial during the BID 2013–2018	Continue in a new BID	Comments
Work to attract new businesses to the area				
CQ branded window vinyls on vacant units				
Providing a collective voice for CQ businesses				
Entering awards & gaining national recognition				
Free seminars and subsidised training				
Provision of the retail sales monitor to enable businesses to benchmark performance				
Footfall cameras to monitor visitor numbers				

Did you realise that without the BID none of these initiatives would happen?

Yes

No

Section 4 – What additional projects do you think the BID should consider delivering for the new BID?

Please rate how beneficial the following projects would be for your business, using a scale of 1–5, where 1 equals a little and 5 equals a lot.		
	Rank 1–5	Comments
CRIME AND SAFETY		
Extended coverage of CCTV – please state when		
Providing support for evening Taxi Marshalls and Street Pastors		
Establishment of business crime reduction scheme		
Expand and enhance the Ranger Team		
Fund an enhanced policing service (e.g. additional PCSO support)		
ACCESS		
Increased information regarding car parking in and around Cathedral Quarter		
Parking initiatives for customers		
Parking initiatives for staff		
ENVIRONMENT		
Targeted or hot spot cleaning		
Additional litter picking or sweeping		
Improved landscaping, greenery and planting		
Up-lighting or lighting projection on buildings		
COMMERCIAL ATTRACTIVENESS		
Promote digital and online services for Cathedral Quarter businesses		
Increase digital and social media to attract new customers and clients		
New loyalty app for smart phones		
Promotions and marketing directed at students		
Promotions and marketing directed at city centre residents		
BUSINESS FACILITIES AND COMMUNITY		
Networking events and seminars		
A CQ Click & Collect service		
Scheme to encourage CQ businesses to trade with each other		

Please provide suggestions on any other projects that you would like the BID to deliver.
1.
2.
3.

Section 5 – Final thoughts about the BID

The answers provided by Cathedral Quarter businesses on these survey forms will be collated and analysed, with the results used to help develop a new Cathedral Quarter Business Plan for 2018–2023. Businesses will then have an opportunity to vote later this year as to whether they would like to see the new Business Plan implemented.

How would you be inclined to vote for a new Cathedral Quarter Business Plan?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?			

Thank you for your time and effort in completing this form.

Returning your survey

Once you have completed this form you can return it to the BID office in the following ways:

- Pass to one of the Cathedral Quarter Rangers, Jon or Scott
- Contact the BID office on **01332 419053** and we will arrange for collection
- Drop into the BID office at Iron Gate House, 10 Iron Gate, Cathedral Quarter, Derby DE1 3FJ

If you have any questions relating to this form or its future use, please contact the BID Project Manager, Ashley Lewis on **01332 419053** or via email at enquiries@derbycathedralquarter.co.uk. Alternatively, for further information regarding the BID please visit the Cathedral Quarter website at www.derbycathedralquarter.co.uk



CATHEDRAL QUARTER
DERBY