

Date of interview/survey:

Initials of interviewer/surveyor:

# CATHEDRAL QUARTER

## BID BUSINESS SURVEY 2022

Since 2008 businesses trading within 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 on 28th February 2023 and we value your views on what you wish to see the BID deliver on behalf of the CQ businesses over the next five years (2023-2028). 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 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 at a time that is convenient for your business. Alternatively please complete and return to the BID office via one of the methods outlined at the end of this survey.

### SECTION 1 – Contact details – or please attach a business card

Business name:	<b>Please complete head office details below (if applicable)</b>
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head office address:
Tel no:	Tel no:
Mobile no:	Mobile no:
Email address:	Email address:

### SECTION 2 – Your thoughts on Cathedral Quarter (BID area)

Please rate the way you personally feel about Cathedral Quarter using a scale of 1 to 5 (1 = very poor and 5 = very good).

Part A. Please indicate how you perceive the different aspects of Cathedral Quarter. <b>Tick as applicable</b> (one tick per question) by selecting very poor to very good.  Part B. Please rank on a scale of 1 to 5 how important it is for your business for these issues to be addressed.	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect? (Scoring 1 – 5 where 1 = not important and 5 = very important)
<b>CRIME AND SAFETY</b>						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings/night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime and safety issues in private car parks, back yards and alleys						
Business Crime/Shop theft						
Police support for your business						
<b>ACCESS</b>						
Road signage in and out of Cathedral Quarter						
Road signage around Cathedral Quarter						
Pedestrian signage and information						
Availability of business/customer parking						
Cost of parking						
Bus services in and out of Cathedral Quarter						
Delivery access, loading and unloading						
<b>ATTRACTIVENESS</b>						
Street cleansing and litter control						
Condition of street furniture						
Green and attractive spaces and floral displays						

SECTION 2 Continued – Your thoughts on Cathedral Quarter (BID area)	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important ? (Score 1 – 5)
Festive Lighting						
Lighting levels						
Appearance and state of the buildings						
<b>REASONS TO VISIT</b>						
Things to do for the family, visitors and local people during the day						
Leisure & culture facilities						
Things to do in the evening and night time						
Range of shops						
Range of cafés, pubs and restaurants						
Events and animation on the streets						
Promotion and awareness of reasons to visit						
<b>BUSINESS COMMUNITY</b>						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of Cathedral Quarter and its activity						
Hotel facilities for visitors and business use						
A place to set up an office-based business						

## SECTION 3 – Awareness and assessment of current BID activities

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial Score 1-5	Comments
<b>3.1 THE CATHEDRAL QUARTER EXPERIENCE</b>			
Provided BID Rangers who work with partners to address crime & ASB, engage with businesses and public and report cleansing and maintenance concerns			
Provided Storewatch radios free of charge			
Introduced the Wandsafe scheme			
Organised a number of Safer Neighbourhood days in partnership with the Police to obtain feedback and offer crime prevention advice to businesses			
Work with partners to tackle substance abuse, rough sleeping and begging in the area			
Provided support for extended CCTV monitoring in the BID area			
Provided essential support during the COVID-19 pandemic such as COVID recovery packs and additional security patrols by a private security company			
Working in partnership with the Police and Crime Commissioner, provided knife trauma kits and training to businesses			
Partnered with East Midlands Chamber of Commerce and SPQ BID to introduce free membership to the Derbyshire Business Crime Reduction Partnership (DBCRP)			
Provision and installation of Bunting for the summer months			
Installed hanging baskets and floral planters in the summer			
Installation of Christmas tree planters, enhancing the public realm and festive feel			
Purchased new Christmas lights and worked with the Council to provide coverage throughout the BID area			
Co-funded Festive light projections onto the Cathedral Tower alongside QUAD and the Council			
Funded the installation of a number of CQ branded window vinyls and boardings for empty units to make them look more attractive			
Provided sponsorship to city events such as The Derby Ram Trail, Derby Feste and Derby Folk Festival			
Funded a number of CQ events such as CQ Saturdays, CQ cinema & Christmas in CQ			
Organised and supported various trails to encourage the flow of footfall to and around the area. Examples are Easter Trail, Window Wonderland and the Elf Trail			
Organised the Golden Ticket prize draw in conjunction with SPQ BID to encourage footfall to the city centre			

Are you aware of the following BID achievements/projects and how would you rate them in terms of how beneficial they are to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial Score 1-5	Comments
<b>3.2 THE CATHEDRAL QUARTER BUSINESSES</b>			
Provision of the CQ Loyalty scheme to encourage repeat spend in participating businesses			
Production of promotional material to promote the BID area and its businesses to visitors			
Regular newsletters and annual reports to keep businesses informed of BID activities			
Professional photography of the area to showcase and promote CQ which businesses have access to			
Website with separate platforms for both the public and CQ businesses			
Promoting the BID area and its businesses via social media channels including Instagram, Facebook, Twitter & LinkedIn			
Supported the provision of the Derby Food Court in order to provide extra seating space for restaurants throughout the summer during periods of COVID restrictions			
Partnered with the Too Good To Go Scheme to offer businesses the chance to sell reduced price food at the end of each day to reduce food waste			
<b>3.3 BUSINESS GROWTH &amp; INVESTMENT IN THE CQ</b>			
Worked alongside the Council and other partners as part of the Derby Economic Recovery Taskforce to address the recovery of the city post COVID			
Worked with partners and key stakeholders in the city and to influence city centre developments			
Funded footfall counters that provide real time figures for benchmarking performance and produced weekly sales and footfall monitor reports distributed to participating businesses			
Undertaken quarterly vacancy surveys to assist in evaluating the economic health of the area and inform future projects and initiatives			
Worked with the Council to promote car parking campaigns to encourage more visits and greater dwell time			
Launched a discount travel club in conjunction with Arriva, offering CQ employees great value offers on local Arriva Midlands bus travel			
Represent BID businesses at meetings, summits and conferences to help build the BID's profile locally and nationally and support business priorities			
Worked with the Council to retain Purple Flag status – the award for a safe evening economy			

Did you realise that without the BID none of these initiatives would happen? Yes ☐ No ☐

## SECTION 4 – What new/additional projects do you think the BID should consider delivering for the next 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
<b>CRIME AND SAFETY</b>		
Continue to fund membership of the Derbyshire Business Crime Reduction partnership and access to DISC for all levy payers		
Night time security patrols at key seasonal periods		
Continued provision of intervention support such as Knife Trauma Packs, Defibrillators, anti-spiking devices etc.		
<b>ENVIRONMENT</b>		
Targeted cleaning and litter control (in addition to Council provision)		
Additional landscaping, greenery and planting		
Improved/extended festive/creative lighting in areas where it does not already exist		
Work with businesses to introduce more sustainable and environmentally-friendly working practices		
Promote environmental initiatives		
Light projections and augmented trails to enhance animation in the area		
<b>MARKETING AND PROMOTION</b>		
Competitions to engage the public and promote the BID area		
Seasonal Window vinyl applications		
Entertainment and installations to interact with visitors		
Annual footfall driving event i.e., giant interactive dinosaur event with key stakeholders i.e. Museum		
Monthly calendar of events in association with city centre partners – BID role to co-ordinate business participation within these events (e.g. street party) & marketing of events		
<b>COMMUNITY AND WORKING TOGETHER</b>		
Leverage grant funding wherever possible		
Establish new ways of working together as part of and within the CQ community		

Please provide suggestions on any other projects that you would like the BID to deliver

1.

2.

## SECTION 5 – Final thoughts about the BID

How would you be inclined to vote for the BID to continue?

☐ Yes

☐ No

☐ Don't Know

If your answer was 'No' or 'Don't Know' what would change your mind?

Would you like to get more involved in the BID? (attend working groups/meet the BID Manager etc)

☐ Yes

☐ No

☐ Don't Know

## SECTION 6 – General details

Number of years trading in Cathedral Quarter

☐ 0 – 5 yrs

☐ 6 – 10 yrs

☐ 11 – 20 yrs

☐ 21+ yrs

Does your business have charitable status?

☐ Yes

☐ No

What type of business do you operate? (please tick one)

☐ Independent

☐ Part of a small independent group (1-5 units)

☐ Part of a larger national organisation

☐ Other (please state)

Business Sector and Category (please tick one)

☐ Cultural Venue

☐ Local Government

☐ Food and Drink/Hospitality

☐ Health/Beauty

☐ Leisure Venue

☐ Place of Religious Worship

☐ Professional Services

☐ Retail/Shopping

☐ School, College, University

How many employees in Cathedral Quarter premises?

☐ Full time

☐ Part time

How do you envisage your staff numbers will change in the next year?

☐ Stay the same

☐ Increase moderately

☐ Increase significantly

☐ Decrease

What do you anticipate your commercial performance will be over the next 2 to 3 years?

☐ Close down

☐ Decline

☐ Stay the same

☐ Moderate Growth

☐ Significant Growth

What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one of the following)

☐ Stay the same

☐ Change products

☐ Change services

☐ Change methods of delivery to customers

☐ Increase use of digital services to reach customers

Will your business?

☐ Stay in the same premises

☐ Relocate within the area

☐ Relocate out of the area

☐ Close down

☐ Other (please state):

## Thank you for your time and effort in completing this survey.

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

- Email completed digital survey to the CQ BID Team at [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk)
- Contact the BID office on **01332 419053** and we will arrange for collection

### Use of this information

The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Cathedral Quarter and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

If you have any questions relating to this form or its future use, please contact the CQ BID Team on **01332 419053** or via email at [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk). For further information regarding the BID please visit the Cathedral Quarter BID website at [www.derbycathedralquarter.co.uk](http://www.derbycathedralquarter.co.uk)

CATHEDRAL  
QUARTER  
DERBY