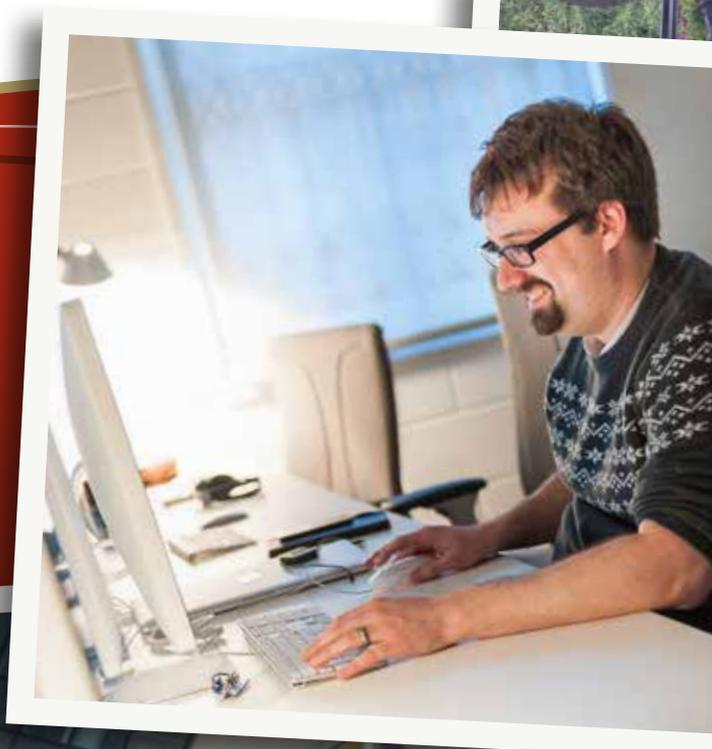


Q BUSINESS LIFE



INSPIRING GREAT BUSINESS

CATHEDRAL
QUARTER
DERBY

CATHEDRAL QUARTER DERBY

The map illustrates the Cathedral Quarter in Derby, showing its layout and key features:

- Streets:** KING STREET, ST ALKMUND'S WAY, CHAPEL STREET, CATHEDRAL ROAD, BOLD LANE, ST MARY'S GATE, STADLER GATE, CORNMARKE, VICTORIA STREET, ALBERT STREET, EAST STREET, MORLEDGE, ST PETERS STREET, ST PETERS CH'YARD, GREEN LANE, BECKETT STREET, WARDWICK, CHEAPSIDE, STRAND, SADDLER GATE, FRIAR GATE, AGARD STREET, FORD STREET, WILLOW ROAD, CATHEDRAL ROAD, CHURCH STREET, SOUTHER ROAD, FULL STREET, DERWENT STREET, CORPORATION STREET, ST JAMES ST, BECKETT WELLS LANE, COLYER ST, MACKLIN STREET, GERRARD STREET, LOVELL ROAD, and FLEET STREET.
- Landmarks and Buildings:**
 - A:** University of Derby - Friar Gate Square
 - B:** Derby Cathedral
 - C:** Silk Mill Museum
 - D:** Riverside Chambers
 - E:** QUAD
 - F:** Friar Gate Studios
 - G:** The Strand
 - H:** Sadler Gate
 - I:** Derby College
 - J:** Sadler Bridge Studios
- Other Features:** PARKSAFE, OLD BLACKSMITHS YARD, LOCK-UP YARD, and various parking areas marked with 'P'.

DERBY CATHEDRAL QUARTER – INSPIRING GREAT BUSINESS

Derby's Cathedral Quarter is not only a Business Improvement District (BID) but is the city's Central Business District.

There are more than 500 highly-respected, established local, regional and national businesses in the Cathedral Quarter. The professional services sector accounts for 37% of businesses in the area – making it the largest sector by number.

Home to a growing number of award-winning businesses and market leaders in their fields, the Cathedral Quarter continues to attract innovative and iconic businesses to the area – enticed by

the unlimited commercial potential, beautiful surroundings and fantastic lifestyle opportunities.

The Cathedral Quarter is an address which carries a kudos and value.

Businesses located in the Cathedral Quarter benefit from being part of an established BID which has helped to create an identity and brand which is nationally recognised and one which businesses are proud to be associated with.

The Cathedral Quarter has a number

of business sector strengths and this edition of CQ Business Life showcases some of the businesses in these sectors:

- **Commercial and residential property management**
- **Legal and Financial Services**
- **Recruitment, education and training**
- **Creative Industries**



For more information about all businesses in the Cathedral Quarter, please visit www.derbycathedralquarter.co.uk

📍 @DerbyCQ

📺 CathedralQuarterDerby

📷 @cqangers

📺 Derby Cathedral Quarter



AWARD-WINNING CQ

Derby Cathedral Quarter won two prestigious national awards in 2016 – the Association of Town and City Management National BID of the Year – and the best city location in the Great British High Street Awards.

As part of the prize for the latter, businesses across the Cathedral Quarter joined a digital skills workshop at QUAD, run by experts from Google. The focus of the workshop was on maximising a business' digital presence by improving websites, social media, online video and Google My Business.

This was followed by a session on

reaching new customers online through search optimisation, local listings and search engine marketing.

The Cathedral Quarter also received a cash prize of £5,000 from its success in the Great British High Street awards. Earlier this year businesses were consulted on a shortlist of options to ascertain what they would like the prize money to be spent on. Businesses voted overwhelmingly to spend the money on innovative advertising and promotional campaigns designed to both raise awareness of the quality of businesses in the Cathedral Quarter and to promote the award-winning area as a whole.

CATHEDRAL QUARTER LAUNCHES RENEWAL PLANS

Derby Cathedral Quarter has celebrated its tenth year as a Business Improvement District (BID) by launching the process to renew the area's improvement programme for a third term.

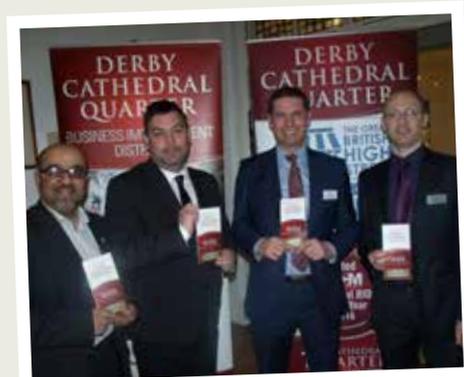
Cathedral Quarter businesses have attended a series of workshops to strategically review existing activities, provide feedback on the area and look at potential opportunities in the future.

The workshop outcomes and views expressed by the businesses in surveys and one-to-one meetings will shape the new business plan which will be launched this month with a postal ballot scheduled to take place in October.

In order for the BID to be renewed, more than 50% of the businesses who vote are required to register 'Yes' whilst

those in favour must also represent more than 50% of the combined ratable values of those who vote. If successful, the new Cathedral Quarter BID programme will commence in March 2018.

Picture shows, from left: Mo Suleman, Derby Museum and Art Gallery who hosted the renewal launch event; Cathedral Quarter Board members Cllr Martin Rawson and Martin Langsdale; and Cathedral Quarter BID Project Manager Ashley Lewis from Partnerships for Better Business (pfb UK).



PROPERTY MARKET FOCUS



With a buoyant residential property market and commercial property opportunities flourishing in the city, property experts in the Cathedral Quarter are confident of future growth.

The Cathedral Quarter has always been renowned as a centre of excellence for residential and commercial property agents and is the go to destination for visitors when it comes to property.

This concentrated wealth of expertise is even more important as the Cathedral Quarter moves into an exciting new era with a number of new commercial and residential developments and property refurbishments

underway in the area bringing even more opportunities to the doorstep of the professionals in this area.

TRIPLE CELEBRATION

Justin Smith Architects, a RIBA chartered practice covering a broad spectrum of both services and sectors has expanded this year into newly-refurbished and purpose-designed studios in Queen Street.

Established by Justin Smith in 2002 and previously based in Friar Gate Studios, the practice proudly celebrates 15 years in business this year and was also highly commended as finalists in the 2017 Derby Telegraph Business Awards' Creative Industries category.

Justin Smith Architects handle all aspects of architecture including masterplanning and project management for projects ranging from new build to conservation and from Passivhaus to environmental schemes in sectors such as residential, commercial and sport and leisure.

The practice has gone from strength to strength adapting in the fast changing world of technology

and pride themselves on their streamline processes and software choices which allow them to be 100% cloud hosted and enables efficient communication with clients.

Justin Smith Architects' new home makes design and construction advice accessible to all in a visible high street location.

The 4000 sq ft premises is set over four floors and houses a spacious reception, consultation space, meeting rooms (one complete with astroturf!),

derbycathedralquarter.co.uk/JustinSmithArchitects



design studio and staff breakout space.

The 300-year-old building was taken back to the original structure, re-planned, extended and modernised to become fit for purpose and to make a telling contribution to the recently awarded Great British High Street award.



GEORGIAN RESTORATION

One of the Cathedral Quarter's most historic Georgian buildings and a neighbouring coach house has undergone a £1.5 million transformation into homes.

Capla Developments have redeveloped the Grade II* listed building Simpson House in St Mary's Gate. Part of the building has become a separate four-bedroomed town house with garden and the other half has been converted into five two-bedroom apartments with an office on the ground floor and communal garden. The coach house has also been restored into a two-bedroomed home.

Paul Stubbings, director of Newark-based Capla Developments, said: "The Cathedral Quarter is a beautiful location in the city centre. There is lots of regeneration happening in the area and

people want to live and work in the city centre.

"The building is stunning. It was dilapidated but you could see the opportunity with the original features."

The new development has been marketed by **Raybould & Sons** who also own and manage several properties in the Cathedral Quarter and particularly in the historic Strand.

Chartered surveyor Trevor Raybould said: "Capla have completed a fabulous restoration of the property which is one of the finest houses in Derbyshire, never mind Derby.

"It's a respectful restoration project in that it combines the building's original character with the needs of modern living."



BB&J ADVISE ON HISTORIC RE-DEVELOPMENT

Cathedral Quarter-based **BB&J Commercial** have advised on the purchase, refurbishment and sale of a major re-development project in the area.

St James Chambers, previously an historic hotel, has been used as offices for many years.

It has been converted into 20 luxury apartments and studios by local developer Bobby Nanua and is the latest stage in the successful city living renaissance in the Cathedral Quarter.

BB&J Commercial Director Mark Richardson said: "The Cathedral Quarter has seen some significant city living developments in recent years and this project in St James' Street is a particularly high quality and premium specification project.

"It has created the opportunity for residents to live in the heart of the Cathedral Quarter and we are confident that the apartments and studios will sell

very quickly.

Mr Richardson continued that the city living project was part of a growing client portfolio in and around the city for BB&J Commercial in Iron Gate.

BB&J Commercial was established in 2010 as a standalone commercial property division of the residential agency Boxall Brown & Jones, which was founded in 1990.

It was named as one of the top three most active agents in Derbyshire for 2017 – advising on purchases, sales, lettings and valuation of commercial property and development projects.

Mark concluded: "As the Cathedral Quarter's largest practice of commercial property surveyors, we are particularly proud of our expertise and knowledge in this area which is part of our varied caseload of private and public sector clients based locally, regionally and nationally."

derbycathedralquarter.co.uk/BBJCommercial



LEGAL AND FINANCIAL SERVICES CENTRE OF EXCELLENCE

The Cathedral Quarter has been at the centre of the judicial system for centuries.

Firms specialising in legal, accountancy and financial services continue to be a particular area of strength in the Cathedral Quarter with a wide range of national, regional and local firms based here.

In 2015, the university of Derby also relocated its Faculty of Law to the

area, taking up residence in Friar Gate Square off Ford Street. This has enabled the university to have a growing presence in the area and to strengthen its links with the high quality legal firms in the Cathedral Quarter.

SMITH PARTNERSHIP'S AWARD-WINNING ANNIVERSARY



Smith Partnership law firm in Heritage Gate have celebrated their 30th anniversary by clinching a top local business award.

The firm won the Sales and Marketing Award in the Derby Telegraph Business Awards announced recently and were highly commended in the Company of the Year and the Services categories.

Smith Partnership was formed on 1st October 1987 and now has 28 Partners and over 200 staff spread across its offices in the East Midlands. The teams are located in the three original centres of Burton upon Trent, Derby and Swadlincote and also in Leicester, which opened its doors in 1999.

Over the past 30 years, Smith Partnership has:

- Advised over 250,000 clients
- Secured over £5million in probate cases

derbycathedralquarter.co.uk/SmithPartnership

- Secured millions of personal injury compensation claims with the largest individual claim valued at £1.4million
- Been in the Legal 500 for 12 years
- Completed 41,000 house sales

Chief Executive Officer Steven Mann said: "Recognition at the Derby Telegraph Business Awards was made even more special as it is our 30th anniversary.

"Smith Partnership was founded in 1987 by six friends who had a vision of a law firm that would treat its clients as real people. Since that time the firm has expanded and diversified extensively, however it has never lost that basic vision.

"From its very beginning Smith Partnership has had a progressive culture which has built lasting relationships with clients and has driven growth and development.

"Smith Partnership is still managed by the people that founded the firm. We have been joined by a band of professionals who share their vision. This vision is centred on the needs of clients and has been the mainstay of the firm throughout its development.

"The firm is proud of its reputation for openness and friendliness but it is also a firm of the highest professional standards, holding and being one of the first law firms in the UK to achieve Lexcel accreditation – the Law Society's quality standard."



HOW READY ARE YOU FOR THE GENERAL DATA PROTECTION REGULATION?

The clock is ticking for businesses and organisations to get themselves ready for the General Data Protection Regulation (GDPR) which will come into force on 25th May 2018, according to Claire Tonks, Commercial Contracts Partner at **Flint Bishop Solicitors** in St Michael's Lane.

Claire explained it was vital for businesses and organisation to have the right systems in place to ensure compliance when collecting and storing vast amounts of personal information, much of which is sensitive.

The GDPR preserves much of the current regime under the Data Protection Act of 1985, but there are a number of significant changes which will have an impact.

These include the need for transparency about information

collected; additional consent requirements accountability; mandatory notification of breaches and obligations to appoint a data protection officer when processing large volumes of data.

Therefore, Claire outlines the following preparation requirements:

- Start thinking about this now. Review current data protection policies and procedures and seeing what gaps need filling.
- Work out who is best placed to be the Data Protection Officer and identify training requirements.
- Design a 'privacy impact assessment process' to demonstrate compliance if challenged.
- Get a data plan in place to set out what steps should something go wrong.

derbycathedralquarter.co.uk/FlintBishop



Changes in legislation will soon make it possible for a couple to pass on up to £3 million to their descendants, according to Richard Shanks, Chartered Financial Planner at the **Professional Financial Centre** (East Midlands) Ltd in St Michael's Lane.

LEGISLATION CHANGES AFFECT TAX FREE BEQUESTS

Mr Shanks explained that the two key changes were the introduction of the new main residence nil rate tax band and the changes in pension rules. He said: "Since 6 April 2017, every individual living in the UK is entitled to claim a main residence nil rate band of £100,000 if they pass a main residence worth at least that amount to a direct descendant. This amount will rise to £175,000 on 6 April 2020. "As each individual already has a £325,000 nil rate band that is free from inheritance tax, the

main residence nil rate band of £175,000 would increase their total inheritance tax free amount to £500,000 each and £1 million if they are a married couple or in a civil partnership. "The main residence nil rate band will be reduced for those with estates worth more than £2 million and so if you are likely to breach this threshold it is worth taking expert advice on whether there are any sensible ways of retaining this valuable allowance." Mr Shanks continued: "With

regards to the changes in pension rules, whilst they have been around somewhat longer, the bottom line is that they allow each individual to hold up to £1 million in a tax free environment." Professional Financial Centre (East Midlands) Ltd is the only Independent Financial Adviser in Derbyshire listed in the SIFA Professional Directory of IFAs, which is endorsed by the Law Society and are also one of a select group of Chartered Financial Planning firms.

derbycathedralquarter.co.uk/ProfessionalFinancialCentre

THE NATIONAL LIVING WAGE AND YOUR BUSINESS

With news of the National Living Wage ("NLW") and National Minimum Wage ("NMW") dominating headlines over the past 12 months, Laura Parr, Head of Employment Tax at **Smith Cooper** in St Helen's House, King Street, says employers need to be vigilant to ensure workers are paid correctly.

NLW was introduced from 1st April 2016 for workers aged 25 or over and those not in the first year of an apprenticeship. It has stood at a top line rate of £7.50 since 1st April 2017 with plans to increase this further. NMW, which currently has a top line rate of £7.05, still applies for workers aged 24 and under.

The Government is taking

measures to ensure that the NMR and NLW are followed as part of its bid to tackle tax non-compliance. Laura, a former HMRC Employer Compliance Inspector, commented that many instances of non-compliance were unintentional. "These include contractual recovery of costs via payroll from employees when they leave which often relate to training costs borne by employers, and deductions from payroll with the employees consent to cover the cost of goods or services provided by the employer to the employee. "Establishing and verifying working time for NLW/NMW can also be problematic if the

employee has travelling time, waiting time or on call time as part of their role. "Even inadvertent errors that have resulted in staff being paid below the relevant rates can be expensive as the employer is required to make adjusted repayments to staff based on the current rates and a minimum penalty of 100% of the amount underpaid is also levied. "In addition, each quarter HMRC publish the full business names of the NLW/NMW offenders, as part of their naming and shaming campaign, and these are regularly picked up by the local press as news items, which can be very damaging to businesses

and their reputation. "Our recommendation is that all employers should review the arrangements in place to ensure that the relevant NLW and NMW limits are not breached in respect of any of their employees."



derbycathedralquarter.co.uk/SmithCooper



CQ REFLECTIONS

Matthew Bradley and Amanda Jefferies, from law firm **Bradley and Jefferies** reflect on professional life in the Cathedral Quarter a year after moving to St Mary's Gate.

"We relocated Bradley and Jefferies Commercial Solicitors to premises on St Mary's Gate in August 2016 having previously been located on Friar Gate since we established the practice in 2005.

The first thing everyone in our office comments on is how great it is to be so close to all of the amenities in the City Centre.

Beyond this, we have been pleasantly surprised that clients and contacts alike have found our new offices on St Mary's very accessible. Parking in and around the Cathedral Quarter never seems to be too difficult, and we have received many compliments on our new home on such an iconic road as St Mary's Gate.

St Mary's Gate was traditionally occupied by lawyers, and shortly after our return, VHS Fletcher acquired the premises next door, so together we are helping to retain and rebuild a tradition within the Cathedral Quarter and the city centre as a whole.

All in all, we feel we made the right decision to move our business into the Cathedral Quarter. We are very happy here and really appreciate the great efforts made by the Cathedral Quarter BID to develop and market this unique and vibrant area of our city."

derbycathedralquarter.co.uk/BradleyJefferies

DEMENTIA FRIENDS SUPPORT

Timms Solicitors is aiming to develop Derby Cathedral Quarter into a dementia friendly community by raising awareness of the condition amongst its fellow businesses.

Timms, which celebrates its 125th anniversary this year, is based in St Michael's, Queen Street.

The firm has six trained Dementia Champions led by Wills and Probate partner Darren Perry under the Alzheimer's Society national programme.

They give their time voluntarily to hold 45-minute workshops to raise awareness of the challenges facing those living with dementia and promote simple steps that can be taken to better communicate with clients and customers.

Darren Perry explained: "Our aim is to organise a series of free workshops with fellow customer-facing businesses from cultural venues and restaurants to shops and professional firms and, in the future to apply for the area to be recognised by the Alzheimer's Society's Dementia Friendly Communities initiative.

"As a high street business ourselves, we are keen to work with our neighbours here in the Cathedral Quarter to share information, increase understanding of the issues facing people living with dementia and to discuss ways that we can all work to better accommodate and communicate with our clients and customers.

"Dementia touches the lives of millions of people across the UK and this national initiative was

launched by the Alzheimer's Society to tackle the stigma and lack of understanding that means many people with the condition experience loneliness and social exclusion.

"We need to create more communities and businesses that are dementia friendly so that people affected by dementia feel understood and included.

"A better understanding of dementia and how our services and actions affect people with this condition is therefore more than just ticking the Corporate and Social Responsibility box.

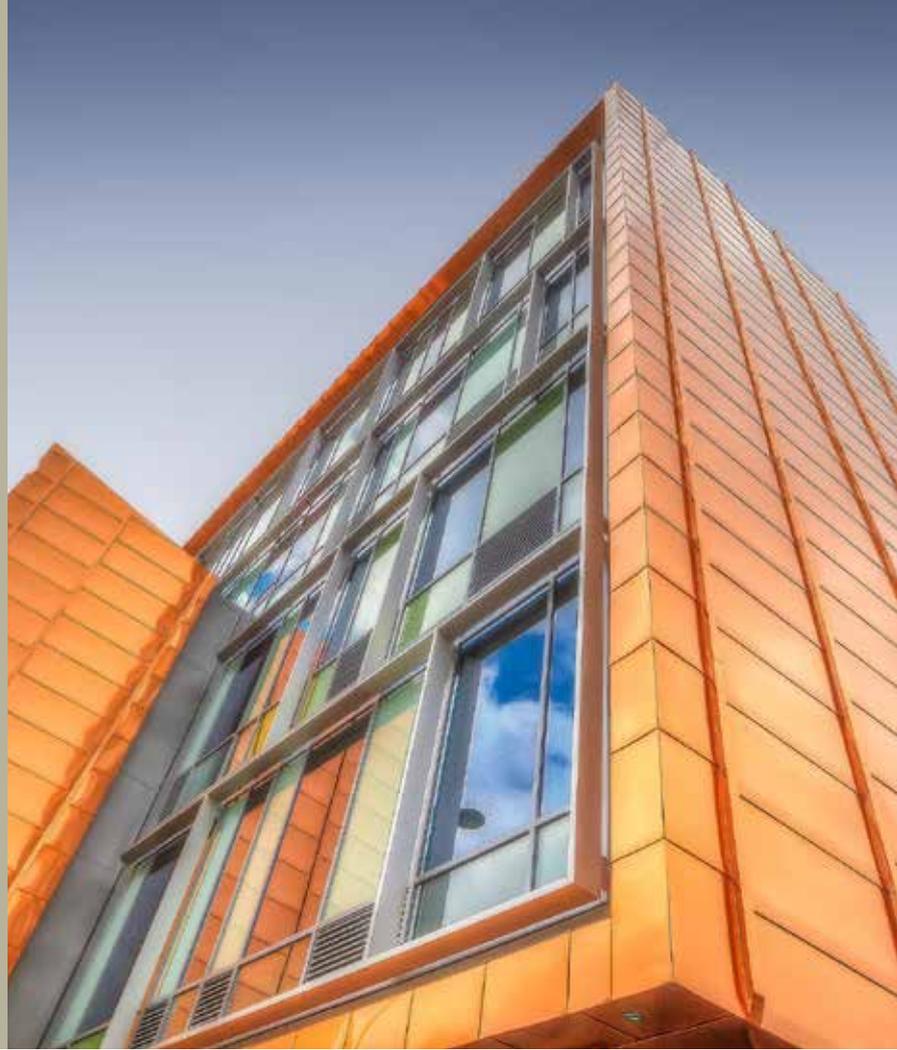
"It is at the heart of providing excellent customer service, providing a welcoming environment and encouraging repeat business – hence it makes sound commercial sense."

derbycathedralquarter.co.uk/TimmsSolicitors



RECRUITMENT AND TRAINING SECTOR SUPPORTS WIDER ECONOMIC GROWTH

Recruitment, training and apprenticeship providers are a key sector strength in the Cathedral Quarter and the diversity of the companies and organisations within the area ensure that the needs of a wide range of clients can be effectively met, supporting growth and job creation across the UK with their extensive knowledge and resources.



SKY HIGH COMMITMENT TO SKILLS DEVELOPMENT

Sky Recruitment Solutions, a multi-sector recruitment agency based in Riverside Chambers, is putting into practice the skills development measures that it recommends to its own clients.

With an excellent reputation for supplying permanent, temporary and contract staff into a variety of roles in diverse sectors, the company has supported its growth to nine full time members of staff through apprenticeship programmes.

This is in line with Sky Recruitment Solutions' unique partnership with Derby College to give businesses the benefit of fulfilling all of their recruitment needs with one point of contact from apprenticeships to

senior and director level roles.

Earlier this year recruitment consultant Megan Morris was awarded the Apprentice of the Year Award at the East Midlands Chamber 'Enterprising Women Awards'.

The company has also appointed its first digital marketing apprentice, Max Pitt to raise its profile through digital media platforms with the ultimate aim of progressing into a sales and business development role within the company.

Sky Recruitment Solutions Managing Director David Torrington explained: "We strongly believe in the importance of apprenticeship schemes, which is why seven of our nine employees have all progressed

through apprenticeship schemes.

"They provide a first class service to our portfolio of clients in a range of sectors from manufacturing and engineering to warehouse and distribution.

"We moved to the Cathedral Quarter in 2015 because of its central location and work with a wide range of businesses in this area – offering discounting rates to our neighbours.

"We are also embedded into the county's businesses community through Marketing Derby and East Midlands Chamber and have sponsored the Derby Telegraph Business Awards and Heroes of Derbyshire Awards this year."



derbycathedralquarter.co.uk/SkyRecruitmentSolutions

ROUNDHOUSE CORPORATE LAUNCH RESPONDS TO BUSINESSES' NEEDS

The opportunities through the new apprenticeship levy have prompted businesses to re-focus their recruitment, workforce development and training strategies, according to **Derby College**.

April Hayhurst, who is Deputy Principal of Employer and Economic Affairs at the College, explained that businesses of all sizes and in a wide range of industries were now reviewing their recruitment and training strategies to ensure they can grow a skilled and sustainable workforce to gain a competitive edge.

In response to this growing and changing need, Derby College – whose employer engagement work was rated as 'Outstanding' by Ofsted last year – has launched Roundhouse Corporate.

Roundhouse Corporate's re-

focused and expanded range of services has been designed to meet the needs of businesses locally, regionally, nationally and globally with support and training from entry level to executive and management delivery.

April explained: "The apprenticeship levy system puts employers in the driving seat and is geared around delivering apprenticeship training that is fit for purpose to meet business' needs and address current and future workforce skills gaps.

"The levy is not just about recruiting young people – it is also an opportunity to train existing staff to improve quality, productivity and retention."

To service these growing business needs, Roundhouse Corporate has refocused across six key strands and already works with more than 3,000 companies of all sizes.

Roundhouse National Apprenticeships: The College is working in key industries nationally on extensive apprenticeship programmes including retail and automotive.

Derby College Apprenticeships: The College works with businesses across ten sector disciplines to match young people with apprenticeship opportunities.

Roundhouse Recruitment: The team works in partnership with Derby-based Sky Recruitment Solutions to provide a full recruitment service to employers and learners for part time, full time, sessional, seasonal and apprenticeship vacancies.

Roundhouse Thinking: A range of open courses and bespoke training programmes has been developed

www.roundhousecorporate.com

in leadership and management.

Roundhouse Events: The team organised and delivered a total of 100 events in the past year with a range of organisations and welcomed 70,000 visitors during the same period.

Roundhouse Work Experience: This incorporates the nationally recognised Employment and Skills Academies and the Employer Academies which draw on the experience and expertise of business leaders to co-design and co-deliver curriculum and workforce development programmes.



A POSITIVE IMPACT

By Professor Kathryn Mitchell, Vice-Chancellor of the award-winning University of Derby

"The **University of Derby** is situated in a thriving city, located in the middle of the UK, and only ten minutes from the countryside with 700 acres of open space on our doorstep.

University of Derby students play an important part of the city and community. We are highly confident that when prospective students walk through the doors of the

University at one of our Open Days, we can entice them to live and study here.

They are also impressed by the impact the University has had on the regeneration of the city, employing thousands of staff and bringing ever-increasing numbers of students to Derby. More than 5,000 jobs are supported by the £270m worth of spending generated each year by the University in the region.

The University was ranked 6th for overall student growth between 2015-16, with an 11% increase. This was extremely impressive in a flat and competitive marketplace.

We believe this increase was due to not only us providing exceptional facilities and providing real-world learning experiences for our students and delivering degree

courses which answer employers' needs and students' aspirations.

Many of our students combine their studies with employment opportunities, such as part-time work and placements, as well as getting involved in many additional activities such as sports and volunteering. We also run the Derby Internship Programme – an exceptional initiative for employers to access the talent of our students and graduates to complete short-term valuable projects.

A key feature for the University is to retain our students in Derby once they graduate and we have forged great links with many local businesses, who offer work experience to our students and often employ them as graduates.

The majority of the University's

locally recruited students also find work locally – only 17% of working graduates recruited from the Derby, Derbyshire, Nottingham, Nottinghamshire (D2N2 region) did not remain here for work post-study in 2014-15.

The University enhances the economy of the city and we hope to see the development of the University Quarter, which is a key feature of our plans so we plan to grow into and around the spaces we currently occupy between Kedleston Road and Friar Gate.

We believe that the University Quarter will not only help boost the city's economy, but the University's profile – both of which are vital for the continued regeneration of the city."

www.derby.ac.uk

INTERNSHIP OPPORTUNITIES

#paystobeaderbyintern



Since launching in 2013, the Derby Internship Programme has successfully placed over 250 students and graduates with local employers to gain practical, paid work experience whilst supporting our local business community.

Aimed at supporting Small and Medium Enterprises in the Derby and Derbyshire area, the programme support businesses by part- ERDF funding the intern's wages up to £500 and providing a free full recruitment service.

With a minimum commitment of

only 100 hours work, the University's Employer Engagement Team will help you create and promote an Internship, and manage the applications and interviews for you. Our last round of Internships proved the most popular yet, with over 750 applications received for nearly 60 internships.

If you are thinking about how an intern could benefit your business, please contact the team on 01332 592939, employerteam@derby.ac.uk or www.derby.ac.uk/dip

ASTUTE GROWTH

Astute Recruitment in St Michael's Lane was launched in 2009 by Sarah Stevenson and Mary Maguire who decided to set up their own bespoke accountancy recruitment business.

With nearly 40 years recruitment expertise plus unrivalled knowledge of the Derbyshire and Nottinghamshire accountancy recruitment markets at all levels, this was once in a lifetime opportunity that they couldn't miss.

The company deals with positions ranging from VDU clerks, ledger clerks, part qualified and qualified accountants on a temporary and permanent basis.

Starting in the middle of the recession within 12 months the business has gone from strength to strength to be recognised as the go to financial recruitment specialist in the area.

Wins at the IOD Director of the Year Awards and the Derbyshire Time's Business Awards have been recognition of all that's been achieved to date and their growth plans for the future.

derbycathedralquarter.co.uk/AstuteRecruitment



DÉDA CREATIVE ARTS ACADEMY FOCUSES ON EMPLOYABILITY SKILLS

Derby College has teamed up with regional dance house **Déda** in the city's Cathedral Quarter to broaden students' employability skills and career opportunities across the creative arts industry.

The Déda Creative Arts Employer Academy is the latest in the Derby College initiative to match students with local businesses and organisations – providing them with work experience, special projects, masterclasses and mentoring.

Performing Arts students, based at the nearby Joseph Wright Centre, already use the studio facilities at Déda which is the region's dance house focused on fusing dance with contemporary circus and

outdoor performance.

As well as rehearsing and performing as part of their BTEC level two and three courses, students have been involved in various projects including the annual Derby Festé.

They have gained teaching experience with Déda Youth groups and opportunities to learn more about various job roles from marketing to technical production.

Those wanting to progress onto Higher Education have received help with their UCAS applications and support to apply for the University of Derby BA Hons Dance degree which is based at Déda and has a clear focus on employability in the industry.

derbycathedralquarter.co.uk/deda



CREATIVE FLAIR

Businesses and organisations specialising in creative services are a particular area of strength in the Cathedral Quarter – working with a wide range of local, regional, national and international clients.

The Cathedral Quarter is also home to several of the city's leading arts organisations which are active members of the business community – sharing their expertise on a wide range of projects.

Here we highlight some of these creative industry businesses, including those based at the purpose-built Friar Gate Studios in Ford Street (pictured).



UNLOCKING THE POWER OF DATA

Data analytics company **Aquila Insight** has expanded into Derby – opening a further office in Sadler Bridge Studios to take advantage of the growth opportunities in this field.

Directors John Brodie and Warwick Beresford-Jones launched Aquila Insight in 2012 with a head office in Edinburgh.

Through advanced analytical techniques, cutting-edge technology and a team of passionate analysts, Aquila Insight helps brands and businesses unlock and realise the value of their customer data.

After next opening a London base, it soon became clear that the company needed another office location to satisfy the growing demand for its services.

Aquila Insight's consultancy director, Chris Dobson (pictured), saw Derby as a prime opportunity. He said: "Derby has the potential to grow at the same speed as our

other offices. With a great talent pool of experienced analysts in the Midlands, it makes us well placed to reach new clients from Manchester to Birmingham.

"Data is playing an ever-growing role in our everyday lives and big data is forecast to add over £241 billion to the economy by 2020. The UK has a real opportunity to be a world leader in big data and analytics.

"With the impact of digital, the proliferation of consumer devices and explosion in the number of social media channels, organisations are finally waking up to the power of data – to help them improve their businesses and optimise relationships with their consumers."

Technology clearly plays an important role in Aquila Insight's business success. With its own 'Discovery' data analytics platform processing large volumes of data securely and



rapidly, its location in Sadler Bridge is ideal – delivering some of the fastest internet speeds in the country.

In 2016, Aquila Insight won the prestigious DataIQ prize for Transformation Through Data for its work with Sony Mobile. The company also achieved 12th place in the 2016 Deloitte UK

Technology Fast 50, and ranked 64th in its EMEA Fast 500 – the leading technology award programme celebrating innovation and entrepreneurship. It also made it onto the Sunday Times Best Companies 2017 list, and Chris was honoured on DataIQ's 2017 100 influencer list as one of the top data enablers.

derbycathedralquarter.co.uk/AquilaInsight



DESIGNING BRANDING THAT LASTS

Kieran Harrod, brand designer with an office at Friar Gate Studios and tent folder extraordinaire discusses the issue facing many businesses looking to re-brand. "As I packed away our tent in heavy drizzle after camping at a family festival in Manchester, I noticed a good few folks piling their tents on the rubbish bins.

It struck me that there are tents which, although cheap enough, are often too much effort to pack up correctly and therefore are just thrown away.

My thoughts focused on an upcoming project. I was the second designer the client had instructed, and we'd chatted about their previous experience with an online service who'd provided a capable design, but one that they had no confidence in putting their name to. The brand, like so many tents around me, was disposable, cheap

and unremarkable, likely to be scrapped within 18 months.

With some consideration, it was decided that they needed to invest in a memorable solution from the start and asked me to work with them to achieve this.

Carefully wrapping the guide ropes I thought of the work I'd recently completed for Ashbourne-based Henmore Health who were looking to bring a modern, professional look to the services they provided at their GP Practice.

They were seeking a brand that would survive in the ever uncertain healthcare sector, and something all of their stakeholders could get behind.

Creating memorable brands is hard work, I don't want my designs to be thrown out like a cheap tent after brief use, but to be cherished and looked after so they can be used year after year."

derbycathedralquarter.co.uk/KeiranHarrod

THE RIGHT MOVE

Four years ago, **Longbow Design and Marketing** upped sticks and moved from Berkshire to a new home in the Cathedral Quarter.

Here Longbow's Managing Director Stephen Piddington reflects on that important decision.

The move was primarily about lifestyle. We wanted to live in an area that had scenery and open spaces, but was not too remote. Derbyshire ticked the right boxes.

Of course, the business needed a new home too and we could see that Derby had a lot to offer, and that Friar Gate Studios in the Cathedral Quarter was a hub for our kind of business.

Longbow provides all manner of design and marketing services to clients large and small – branding, product literature, copywriting,

web design, packaging and display graphics, to name a few. We maintain a small core business and bring in extra expertise when we need it, which keeps us cost effective and flexible.

"Another part of that formula is location and premises. Derby is a thriving city with a can-do attitude. It has the highest average workplace salary outside London and is the best place in Britain to start up a business – beating 68 other cities to this honour.

At the heart of all this is the Cathedral Quarter which owes its existence to the highly successful Business Improvement District programme.

All this leaves me in no doubt that our choice of the CQ as a location for Longbow was the right one."

derbycathedralquarter.co.uk/LongbowDesignandMarketing



DRIVER FOR GROWTH

Detailed professional photography posted online has the potential to change the face used car sales, following the success of a pilot project instigated by a city studio.

Averill Photography, based in Iron Gate has worked recently with premium car dealerships in Derby and Loughborough.

The company has produced at least 25 images of each used car,

including detailed shots of special features, which are then posted online by the dealership.

This has resulted in a marked return on investment with a faster turnaround of stock and higher website rankings.

Managing Director Mark Averill explained: "Working with pilot dealerships, we combined high end hero images of each vehicle with

creative shots showcasing special exterior and interior features of the cars. This has resulted in a faster turnaround of stock and an expanded customer base."

"Having proven the return on investment, we are planning to roll out this service to dealerships across the region initially and then nationally as we expand our own business."

derbycathedralquarter.co.uk/AverillPhotography





DERBY FESTE

COMMISSION FOR SQUARE ONE

Square One Creative in Kings Chambers have been appointed to handle the creative work for this September's Derby Festé.

The first piece of work has been the colourful event brochure which has been distributed across the city and beyond to help people plan their enjoyment of the popular two-day annual festival.

Mark Winson and Maggie Lucas from Square One Creative explained: "With more than 30 years' experience we are extremely proud to be based in the Cathedral Quarter which hosts such a vast range of the city's flagship events including Derby Festé.

"Our clients range from Blue Chip companies and public sector

organisations to SMEs and charities. We also work for various arts and events organisations and were therefore delighted to have been chosen to handle the design and print for this year's Derby Festé.

"Festé has helped to put Derby on the map and develop its reputation as a festival city. As a business embedded in the city's community, we are honoured to be part of this year's event."

Visitors to Derby Festé will be able to enjoy the very best of different cultures in a two-day outdoor entertainment spectacular.

Derby Festé will open on Friday September 29 at Bass' Recreation Ground which will be transformed into 'Circus World'

from late afternoon.

The ticketed event will feature a wide range of contemporary circus acts from across Europe including 'The Altitude Show' by Gorilla Circus with visitors also able to enjoy food and drink from around the world in the food village.

Saturday September 30 will see the return of the popular free programme of street entertainment across the Cathedral Quarter with dance, street theatre, comedy and contemporary circus acts performing throughout the day at various locations.

Then late afternoon, the focus will

www.derbycathedralquarter.co.uk/SquareOneCreative

For more information about Derby Festé and all the upcoming events in the Cathedral Quarter, visit www.derbycathedralquarter.co.uk/events

be on South Asian style cultural celebrations and the crowds will gather for the 'Colour of Time' procession, choreographed by French company Artonik.

Dancers and musicians will move through the city centre in a choreographed parade towards Cathedral Green with the audience invited to join the finale – painting the sky with an explosion of Gula powder.

Later in the Market Place, dancers will lead the traditional Garba dance which is performed as part of the Navratri Festival and originates from the state of Gujarat in India.

MAINFRAME SUPPORT

Mainframe is a new initiative that has been launched to develop and grow Derby's digital and creative community through a programme of free help and support.

Based at QUAD, Mainframe is supported by Big House, a programme for the Creative and Digital Industries funded by the European Regional Development Fund and The Arts Council England,

Mainframe will host free monthly events covering topics from inspirational and futurist ideas to business growth.

Mainframe Marketing Manager Hana York said: "Those of us who live and work locally, know that some of the UK's most talented digital & creative businesses have been born, bred and continue to thrive here. "Our hopes for Mainframe are that it will become a sustainable community of our local talent, sharing their knowledge and inspiration and lasting well beyond our current three years of funding."

www.mainframederby.co.uk





SOCIAL MEDIA SALES APPROACH ONE MILLION

A social media agency based in Derby's Cathedral Quarter says it is closing in on generating sales worth a million pounds through social media.

Status Social, based at Friar Gate Studios, trains and manages social media accounts mostly in the business-to-business sector.

The company has so far seen itself and its clients generate more than £700,000 in sales for companies in a variety of sectors including manufacturing, finance, glazing, relocations and design by using platforms such as LinkedIn and Twitter.

Director Mark Saxby said: "It's really encouraging to hear how our B2B clients are putting our training into practice and seeing the rewards.

"One client in the IT sector told us he was generating about £30,000 a year in sales through LinkedIn, while another has generated at least £200,000 in

sales through Twitter.

"We've recognised that 55% of the effectiveness of a workshop is in the follow-up so we insist all our delegates become accountable to us – meaning we call them to ensure they're putting our training into practice for at least the next three months. As a result, we're hearing many more success stories."

Mark concluded: "We recently ran a campaign for an exhibitor at a national glazing conference, inviting potential visitors to come to their stand. Even before the event itself, our personalised invitations generated leads which have since turned into sales."

Status Social, which was one of the UK's first specialist social media agencies when it began life in 2011, has also worked with national companies such as Vision Express, Booker and Saniflo.

derbycathedralquarter.co.uk/StatusSocial

VIDEO SERVICE LAUNCH

An exciting new video production concept has been launched by a Cathedral Quarter business in response to the growing demand from SMEs to expand their brand into the digital world.

'Hello Video' is the brainchild of Gary Freeman, founder of award-winning independent production company **Redeye**, which produces photography and larger-scale video for brand communications.

The new service offers a professional video-shooting service to businesses looking to exploit digital marketing and communications.

Based at Friar Gate Studios, the home of the city's creative industries, Hello Video offers SMEs and entrepreneurs to benefit from the latest high-end equipment and complementary services such as CGI.

Businesses can choose from

one of three starter packages, which are designed to meet their changing needs.

The team at 'Hello Video' shoots a range of films and video material – from videos for websites, blogs and social media channels – using some of the most sophisticated equipment available.

Gary Freeman explained: "With our top-of-the-range equipment, professional experience and eye for a good shot, we can shoot and edit a video for use on website landing pages and social media channels with really fast turnarounds.

"I've shot for some of the biggest name brands in the world of motorcycling and fashion and 'Hello Video' is a chance for me to share my skills and experience with smaller businesses who are looking to showcase what they can offer to their audiences."

www.derbycathedralquarter.co.uk/RedEyeLtd



BUSINESSES BENEFIT FROM ARTISTIC EXPERTISE



TECH:SQUAD is based at QUAD in the Market Place and is the brainchild of the organisation's technical team, including artists, designers and digital technicians who specialise in cinema projection, sound, visuals, structural build and multimedia formats.

Pulling high level creative technical skills directly from the contemporary arts and cinema industry means the team are not only highly specialised but are at the cutting edge of the latest digital innovations, researching, developing and utilising emerging technologies.

With the ability to transfer new digital technologies such as Projection Mapping, Augmented Reality, Apps and Virtual Reality applications from the heart of the creative sector into the corporate world, **TECH:SQUAD** offer businesses innovative and creative solutions for events, product launches or PR events.

Clients include Aston Martin, Pinewood Studios, Nottingham University, National Trust, NHS, Derby Festé as well as QUAD Summer Nights Outdoor Film Festival as well as a range of local businesses including Timms Solicitors who hired the team for an event at its offices in Queen Street.

Timms Marketing Director Sharon Jeffery said: "Our experience of working with the **TECH:SQUAD** on outdoor projection was fantastic.

"We knew exactly what we wanted to achieve and they were so accommodating, even suggesting ideas to make it even bigger and better. We have such a unique building so outdoor projection was definitely our WOW factor and helped contribute to our corporate event success, it also made passers-by stop and generated plenty of attention."

www.tech-squad.co.uk

20 YEARS OF WDA, PRIDE PARK AND CARS

Branding specialists **WDA** in Friar Gate celebrate their 20th anniversary this year – sharing the important milestone with Derby County Football Club's move to the Pride Park stadium.

Here WDA Managing Director Lee Waterhouse highlights the importance of branding for them and all businesses.

"Most people are unable to fully explain their real love for their favourite brands. In fact, this is the hallmark of a truly brilliant brand which is able to create what in branding circles is known as 'loyalty beyond reason'.

A similar 'loyalty beyond reason' defines die-hard football fans. Given only a handful of trophies are won each year, why else would 9/10 supporters turn up every week, spending a fortune on tickets and apparel with clubs that don't win anything?

Over the last two decades, football and branding have merged. Clubs

now big businesses and big brands too, with marketable identities and personalities.

Arguably, Derby County's move to Pride Park from The Baseball Ground in 1997 was the real foundation of its transition from football club to a big business and brand.

Core income generation, excluding TV, has grown exponentially from mainly match day revenue (twice a week, 40 weeks a year), to commercial revenue, sponsorship and merchandise (24/7/365), with the club now a distinctive and marketable brand, with a clear Premier league goal.

Significantly 1997 not only opened up a host of new business and branding opportunities for the Rams, it was also when WDA Marketing was launched. Starting out as a specialist automotive sector agency, we have successfully combined my love of everything with two and four wheels with a 'blue chip' design, marketing and

branding agency experience.

Twenty years on and the automotive specialism remains a key part of the business and we equally have a thriving non-automotive business with local, national and international clients across many sectors from finance, food and pharmaceuticals to professional

services, property and public sector.

To celebrate our 20th anniversary, we have launched our own updated brand identity – signifying that the next 20 years look equally as bright for our businesses as it does for the Rams – albeit in rather different fields but with all our sights set on achieving fantastic goals."

derbycathedralquarter.co.uk/WaterhouseDesignAssociates





CONNECT DERBY CELEBRATES ITS THIRD ANNIVERSARY



The Connect Derby managed workspace scheme, which has four buildings in the Cathedral Quarter, is celebrating its third anniversary with the news that it has created 22 new jobs for local people and contributed to the creation of more than 220 jobs amongst the 2,700 businesses and entrepreneurs it has supported.



Since it was launched in Spring 2014, **Connect Derby**, has expanded from its four original buildings in the Cathedral Quarter – Friar Gate Studios, Kings Chambers, Sadler Bridge Studios and Riverside Chambers – to seven, and now includes the iconic Marble Hall on Nightingale Road and the exciting new iHub innovation centre, which forms the centre piece of Infinity Park.

The team, headed up by Ann Bhatti, provides micro businesses, entrepreneurs and SME's with the high specification working environment, IT infrastructure and business support they need to fulfil their potential.

A team of 22 experienced operations, administrative staff and business support advisers have been recruited who support the businesses operating in the seven managed workspaces across the city.

Over the past three years, 106 new businesses have been attracted into Connect Derby workspaces, 28% of which have relocated into Connect Derby buildings from outside the city. The scheme now supports some 229 SMEs across the professional services, creative industries and technology sectors, many of whom operate in the Cathedral Quarter.



Each building has a unique offering for existing businesses, or anyone considering self-employment or starting a new business. One of its strengths is its co-ordinated centre management and business support structure, which enables tenants to benefit from a planned pathway of development.

Opportunities available for tenants include business development, mentoring and coaching opportunities, along with a programme of events aimed at sharing skills and encouraging collaboration.

Ann Bhatti, Connect Derby manager, said:



“Over the past three years, Connect Derby has single-handedly breathed life into Derby’s office market through the skilful reuse and development of a range of new facilities.

“We’re consistently hitting, and exceeding all our targets, which in no small part contributed to Derby being named as the start-up business capital of the UK last year.”

Councillor Martin Rawson, deputy leader of Derby City Council and Cabinet Member for Regeneration and the Economy, added: “Connect Derby project offers a high level of economic regeneration and job creation, backed by business development support and digital communication.

“Over the past three years it has succeeded in creating a community that values skills, knowledge and collaboration.

“The Connect Derby scheme is contributing to the economic prosperity of the city and supporting many new and existing businesses and I would like to congratulate Ann Bhatti and her team for all their hard work over the past three years.”



AN INSPIRING LOCATION

The Cathedral Quarter is more than just a business address. It is a lifestyle that inspires great businesses, attracts highly qualified people and impresses valuable clients.

A business location in the Cathedral Quarter introduces a whole host of possibilities when it comes to entertaining clients, networking with other businesses and providing the quality of life that employees demand. The Cathedral Quarter is individual, diverse and inspiring – having everything a business

could need for a rich and varied lifestyle in a magnificent setting:

- High quality independent and national retailers
- A large range of cultural and leisure opportunities
- Fantastic opportunities for city living
- Historic streets alive with events and animation
- Vibrant café culture
- An eclectic range of quality eateries and places to enjoy a drink
- A safe and inviting family environment

A CHARMING, HISTORIC SETTING

The Cathedral Quarter has proudly preserved its charm and character over the centuries and mirrors the city's rich tapestry of culture and heritage.

Many buildings date back to Tudor, Georgian and Victorian times with some outstanding architectural examples.

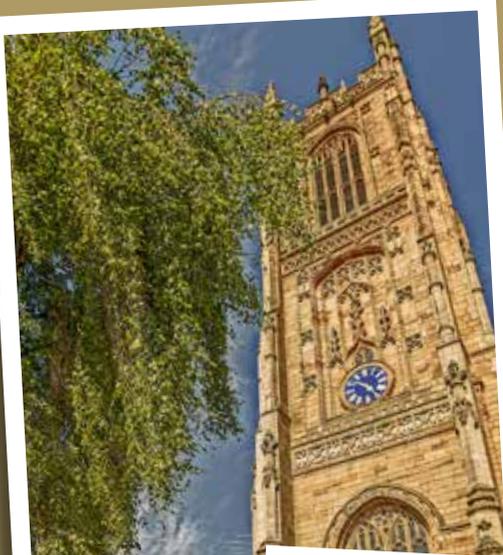
The resplendent and recently refurbished Derby Cathedral features the 212ft tower which dates back to the 16th century and remains one of the tallest church towers in England.

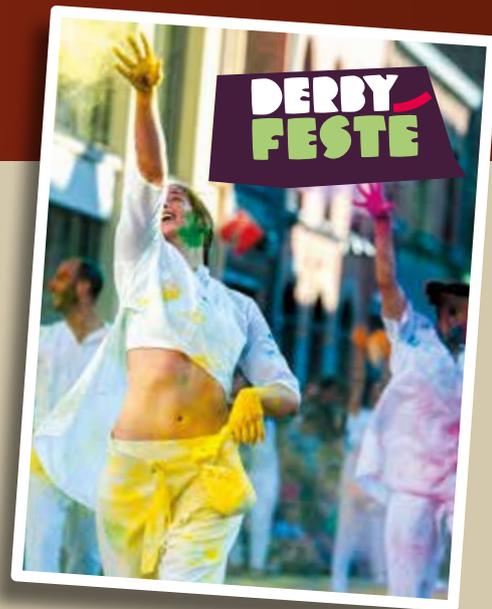
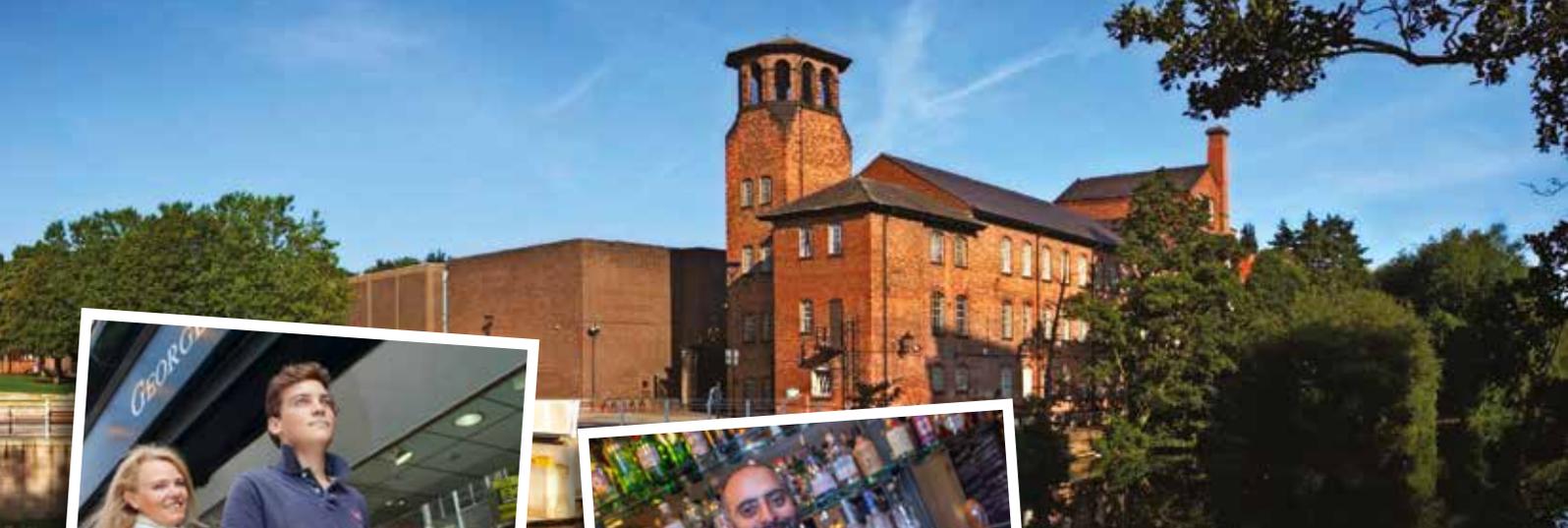
The stunning Silk Mill stands

on the site of the world's first factory and is part of the UNESCO World Heritage Site.

The Cathedral Quarter is also home to some of the region's oldest pubs and coaching inns.

The Dolphin Inn dates back to 1530 and is Derby's oldest pub whilst the Old Bell Hotel, built in 1650 is considered one of the most prestigious coaching Inns outside of London and is being lovingly restored to its former glory.





PREMIUM RETAIL

With a reputation for first class customer service, premium brands and quality produce, the Cathedral Quarter is a fantastic retail destination with a delightful mixture of independent stores and national brands.

The Cathedral Quarter also boasts Britain's first purpose-built Market Hall – a bustling Victorian gem selling everything from flowers and magazines to locally-sourced fresh fish, meat, fruit and vegetables.



QUALITY CAFES, BARS AND RESTAURANTS

The Cathedral Quarter is the perfect environment in which to relax and enjoy the city at its most vibrant and very best. Whatever the time or day, there is a choice of more than 100 establishments – providing the choice of environments to meet associates, entertain clients or to unwind after a hard day at the office.

There is a wide choice of award-winning restaurants, bars, pubs and nightclubs – offering everything from real ale to sophisticated cocktails and fine dining to international cuisine.

VIBRANT ATMOSPHERE

With a wealth of cultural and entertainment venues in the area, the Cathedral Quarter is the heartbeat of the city with a unique and vibrant atmosphere.

These include the distinctive QUAD cinema and arts venue in the Market Place, the Guildhall Theatre, Derby Museums and regional dance house Déda in Chapel Street.

The Cathedral Quarter is also home to a large number of events including the internationally acclaimed FORMAT photography festival, Derby Folk Festival and Derby Festé.



CATHEDRAL QUARTER DERBY

INSPIRING GREAT BUSINESS

CATHEDRAL QUARTER BID ACHIEVEMENTS

The Cathedral Quarter celebrates its 10th anniversary as a Business Improvement District this year. In the past year alone there have been a number of projects and activities aimed at supporting professional service businesses – here are just some of the highlights.



AWARDS

The Cathedral Quarter was crowned National BID of the Year and the best city location in the Great British High Street Awards 2016.

The awards were further recognition of the quality of businesses within the Cathedral Quarter and have raised the profile of the area to a national level.



NETWORKING EVENTS

The BID organises a number of events to enable businesses to network and develop their skills to have a positive impact upon their current business performance and future business development.



ADVERTISING AND PROMOTION

The Cathedral Quarter has developed a wide range of literature, advertising and promotions as well as a strong social media presence under the recognisable CQ brand.



LOYALTY BENEFITS

The Cathedral Quarter I Work Loyalty card scheme allows staff based in the Cathedral Quarter to benefit from some excellent offers at a variety of businesses in the area whilst also providing discounted fares on the extensive Trent Barton transport network.



TACKLING CRIME & ASB

Cathedral Quarter Rangers Jon and Scott were on duty for more than 3,400 hours in 2016 – carrying out a range of valuable duties and being an important link with the Police. Their partnership work has contributed to a fall in crime and anti social behaviour in the area.



INWARD INVESTMENT

Sixty five new businesses opened in the Cathedral Quarter in 2016 – representing a net gain of ten businesses. Vacancy rates continue to fall and commercial agents report high levels of demand for property in the area.



IMPROVED STREETSCAPE

Hanging baskets and bunting have been installed around the area as part of the BID objective to improve the experience for visitors to the area, including for staff and potential clients.



ONLINE AND SOCIAL MEDIA

Excluding re-tweets and shares, the BID issued almost 2,500 tweets and over 1,000 Facebook messages during the course of 2016–17, whilst all businesses have profiles on the CQ website to promote themselves and the area as a whole.

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All information correct at time of going to press. Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd