

CQ BID UPDATE

WINTER 2020

CATHEDRAL
QUARTER
DERBY



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We know this year has been very difficult for everyone and things have had to change considerably from what we all had planned.

We also recognise that COVID-19 continues to bring challenges and pressures for our businesses. We will continue to provide support to our levy payers, delivering projects designed to promote the area and your business and to help with continuity (albeit by delivering differently) through these difficult times.

Your BID Team is here for you. If you have any queries, please contact **01332 419053** or **enquiries@derbycathedralquarter.co.uk**

CQ LIVE IS LIVE

Cathedral Quarter BID has launched a new digital platform **www.cqlive.co.uk** to showcase local businesses at this crucial time in the run up to Christmas.

CQ Live replaces the BID's annual CQ Winter Life magazines which have been popular with visitors for the past 12 years.

The digital platform focused on how businesses were trading online and operating takeaway, delivery and click and collect services during the second lockdown period – and will be updated to safely welcome back visitors to physical stores as well once lockdown restrictions are lifted.

The platform features a host of Cathedral Quarter businesses, allowing the visitor to see the latest information and view goods

and services by accessing business websites and/or social media platforms from a single location, whilst sections highlight Christmas gift ideas; fashion, hair, health and beauty, food and drink and future events.

If you would like your Cathedral Quarter based business to be featured, please email your wording and some high resolution images to **enquiries@derbycathedralquarter.co.uk**

1 CQ Live digital platform



COVID SUPPORT

‘SHOP LOCAL ONLINE’ DURING LOCKDOWN

We understand that the run up to Christmas is one of the busiest periods for most businesses and keeping the public’s attention on local traders is absolutely crucial for our business community.

Therefore, in November, Cathedral Quarter BID launched a ‘Shop Local Online’ campaign to encourage the public to continue shopping locally and support the businesses in the BID area during lockdown.

SOCIAL MEDIA

We continue to share appropriate posts from businesses where the BID is tagged and encourage your business to keep doing so in order for us to promote the quality offering in the Cathedral Quarter.

During October, we showcased many of the evening economy venues in the BID area as part of the **Purple Flag month** celebrations. As the Purple Flag award is given to places that offer a safer night out, we focused on promoting the safety measures that these venues had in place.

The BID also launched the **Business Heroes** campaign as a thank you to the dedication,

courage, determination, and commitment of people working and trading in the area, ensuring that Cathedral Quarter continues to be a special and unique destination. The project recognises and celebrates the most inspiring individuals in our city centre – our ‘Business Heroes’. If you would like to nominate someone (or even yourself!), please don’t hesitate to contact us.

Our Social Media links and handles can be found on the back page of this newsletter.

E-BULLETINS

Regular **e-bulletins** continue to be sent out providing advice and useful information, including links to the latest Government guidance. We have also sent dedicated ebulletins with details regarding the grants that your business can apply for due to the COVID-19 pandemic.

CQ WEBSITE

The **BID website** has a dedicated page for information relating to Coronavirus. This is also reflected in our Business Support Guide, containing all the latest Government advice and information plus useful links to assist businesses in easily obtaining the information they need regarding the furlough scheme, grants, funding and other relevant advice.

The BID team put together a business continuity list and kept the Cathedral Quarter website Business Directory updated on a regular basis to enable visitors to the area to understand which businesses are open, those trading online and those offering delivery, takeaway or click and collect during the Christmas period.

- 1 Purple Flag Month
- 2 CQ Business Heroes





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- 1 CQ Rangers – Jon and Scott
- 2 Friar Gate Defibrillator
- 3 Security Patrols
- 4 CQ Footfall

SAFETY AND SECURITY

INSTALLATION OF DEFIBRILLATOR

Following a successful application for funding from the British Heart Foundation, The BID installed a **defibrillator on Friar Gate** providing essential lifesaving equipment within the Cathedral Quarter area.

The cabinet is situated on Norman House, next door to Smith Partnership and has already been used to deliver life-saving treatment.

Thanks also go to Smith Partnership for their contribution to the costs of this project.

FOOTFALL & SALES MONITOR

Partnerships for Better Business (pfb uk), contract managers for Cathedral Quarter and St Peters Quarter BIDs, have continued to operate a **weekly sales and footfall monitor scheme** covering both BID areas.

This data has been crucial in helping to monitor the performance of the city during periods of restrictions and will assist decision-making during the recovery and transformation of the city. The data is also a vital tool in helping to attract new businesses and investment into Cathedral Quarter.



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SECURITY PATROLS

During the course of the second lockdown, Cathedral Quarter BID worked alongside St Peters Quarter BID to introduce overnight and early morning security patrols seven days a week to help protect business premises and quickly report any issues to partner agencies such as the Police and Derby City Council.

The patrols were in addition to those undertaken by the BID Rangers and enabled us to swiftly contact businesses to feedback on any issues or to provide an update on premises during the lockdown.



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TACKLING ASB, SUBSTANCE ABUSE, HOMELESSNESS

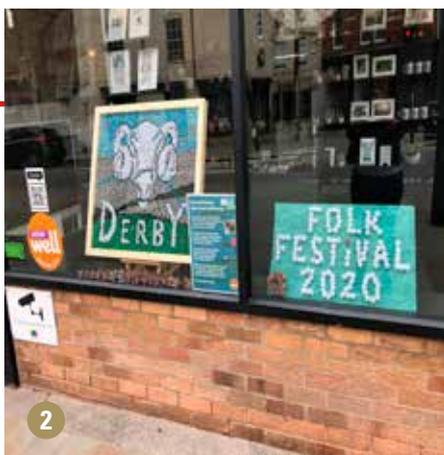
The BID Rangers work alongside the police and other key partners towards tackling substance abuse, rough sleeping and begging in the area. The BID is an active partner in the Partnership Engagement and Enforcement Programme (PEEP) providing a single cohesive approach to the management of individuals causing significant negative social impact within Derby City.

THE CATHEDRAL QUARTER EXPERIENCE



DERBY WELL

The Cathedral Quarter BID were proud to sponsor the **Derby Well** initiative, which was launched with Derby Well Re-Dressed by Deda, a city arts trail that took place in September. During the event Derby city centre and the surrounding area were transformed into a street gallery with artwork, performances and contemporary well dressings from artists, performers, writers and craftspeople from across Derby.



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DERBY FOLK FESTIVAL AT HOME

The BID once again supported the **Derby Folk Festival** which this year had to move online due to the pandemic. Running from the 2nd – 4th October, the festival was broadcast live into the living rooms of audiences with a number of performances free to watch via Facebook live and also via ticketed sessions. The weekend attracted visitors from all over the UK, to Denmark, USA, Canada and Australia.



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CQ LOYALTY SCHEME

The **Cathedral Quarter Loyalty Scheme** has seen continued growth this year, with extensive promotion from the BID.

We would encourage all CQ businesses to take advantage of the additional custom which can be generated through the scheme. Businesses who wish to promote an offer simply need to email details to the BID office for addition to the website.

Apply for your I WORK CARD

Applying for your FREE I Work Card could not be easier. Simply log on to www.derbycathedralquarter.co.uk/loyalty-offers, click the 'I Work' tab and complete your details. Once approved, your card will be delivered to your place of employment within 10 working days.

THE DERBY WITNESS

The BID was also proud to sponsor **The Derby Witness**, a poetry street art trail written in response to the Coronavirus Lockdown. Poet Dan Webber commissioned the piece which was made up of 49 lines of text, submitted by members of the public, one for each day of the UK nationwide lockdown between March and May 2020. The lines of text were created as stencils and painted at 49 locations across Derby City Centre as part of the Derby Well/ Festé weekend on Saturday 26th September 2020.

- 1 Derby Well Initiative
- 2 Derby Folk Festival at Home
- 3 The Derby Witness

CHRISTMAS IN CATHEDRAL QUARTER

CHRISTMAS & WINTER PLANTERS

The BID has funded 20 **winter planter displays** for throughout the Autumn and Winter months. In order to create a festive feeling throughout the city centre, the BID organised the installation of small Christmas trees with lighting in twenty locations through to January.

These can be seen across the city to complement the fantastic lights display and provide additional decoration as you navigate the festive trails! They will then be replaced by winter floral displays taking us into the Spring.

WINDOW WONDERLAND

The BID has once again worked with Derby City Council to launch the **Window Wonderland competition** this year, which is now live and we hope you are taking part!

This year Window Wonderland not only gives you the chance to make your shop window wonderfully festive and be in with a chance of winning a cash prize, but your business will also feature on the Visit Derby website and through the BID's social media channels – making sure you receive extra publicity this Christmas!

ELF TRAIL

Along with Window Wonderland, Derby City Council and Cathedral Quarter BID provided an opportunity to the businesses in the area to take part in the **Festive Derby Christmas Elf trail** by either including an Elf on the Shelf or displaying a Christmas elf window sticker. The elves form part of the Christmas Elf trail, which works its way around the city centre encouraging shoppers to move around safely visiting all areas, but also provide an added attraction for families.



CHRISTMAS IN THE MARKET PLACE

A series of **Festive Markets** are planned for Derby Market Place throughout the month of December, giving Christmas shoppers the chance to support local and regional businesses by buying some unique gifts.

There will also be performances of 'Elf Encounter' by the Babbling Vagabonds from Friday 4th – Wednesday 23rd December and Walkabout entertainment each Saturday throughout December.



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NEW CQ-BRANDED CHRISTMAS LIGHTS

Cathedral Quarter BID purchased six new **CQ-Branded Christmas light displays** for Friar Gate, Victoria Street and Full Street this year and has worked with Derby City Council to ensure that the city continues to have substantial festive lighting coverage. Although there was not an official lights switch on this year, it is hoped that the lights continue to provide a positive experience for visitors throughout the festive period.

- 1 CQ Christmas light displays
- 2 Christmas & Winter Planting

- 3 Window Wonderland 2020
- 4 Christmas in the Market Place



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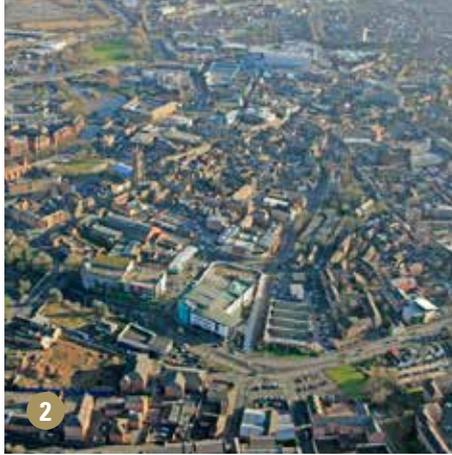


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CATHEDRAL QUARTER DEVELOPMENTS



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DERBY ECONOMIC RECOVERY TASKFORCE

Cathedral Quarter BID continue to be an integral part of the **Taskforce** set up to lead Derby's economic recovery from the effects of the coronavirus crisis. Working alongside Derby City Council and partners, the Taskforce has assessed the economic impacts facing businesses in Derby and liaised with Central Government to access support.

The taskforce also aims to drive existing planned developments in the city, retain and create new employment, embrace new opportunities and work to increase the vibrancy of the city centre.

The Taskforce and partners are now working on a new project to target vacant retail units in St James's Street, Market Place and Iron Gate. It aims to encourage makers, artists, designers and those in creative digital businesses to cluster along the route, linking with the development of the new £17m Museum of Making at Derby Silk Mill.



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ASSEMBLY ROOMS

A planning application requesting permission to demolish the existing **Assembly Rooms** and adjoining car park has been submitted by Derby City Council, with work ongoing to develop these plans. Illustrations have also been revealed for the temporary use of the area; this includes re-landscaping with the space being used for pop-up markets, including food and drink stalls with seating areas, entertainment spaces and car parking. Cathedral Quarter BID have submitted a letter to the planning authorities giving its conditional support for the plans. A caveat of the letter is that the BID and its businesses work with Derby City Council on the new plans for the area and to ensure that alternative car parking solutions are introduced.

BECKETWELL

Earlier this year Derby City Council announced plans to deliver a new 3,500 capacity venue in Derby's **Becketwell** area in conjunction with developer St James Securities. A reserved matters application was submitted requesting planning consent for apartments, offices, commercial space and a new public square as part of an investment of more than £200m.

Meanwhile, work began on the demolition of the former Debenhams store which occupied part of the site and this was subsequently completed in August. With redevelopment anticipated to commence next year, the plans are expected to bring a quarter of a million new visitors to the city and create around 200 new jobs..

- 1 Artist's Impression – Becketwell
- 2 Derby Economic Recovery Taskforce
- 3 Artist's Impression – Market Place



DERBY CATHEDRAL QUARTER CHAIR HONOURED IN QUEEN'S BIRTHDAY LIST

Chartered surveyor **Martin Langsdale**, who is the long-standing chair of Derby Cathedral Quarter Business Improvement District (BID), was awarded an MBE for his contribution to the city's economy in the Queen's Birthday Honours List.

Martin was one of the local business people who worked together to launch the Cathedral Quarter

BID in 2008 – creating a brand and identity and working to promote, improve and attract investment into the area.

"I hope that this honour will remind us all the journey that the Cathedral Quarter has travelled and that we must remain optimistic about the future of this iconic area."

CATHEDRAL
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Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd (pffb UK)