

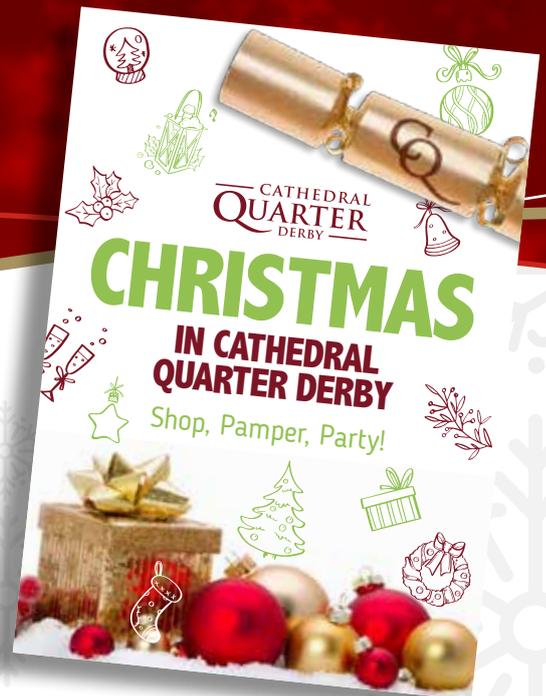
CQ BID UPDATE

WINTER 2021

CATHEDRAL
QUARTER
DERBY

CQ CHRISTMAS GUIDE

The new **CQ Christmas Guide** was released in November, packed with details of all retail, health and beauty businesses and features on Christmas entertainment, gift ideas and festive fashion trends. 27,000 copies of the full colour glossy booklet have been distributed via a targeted mailing to households in Derby, through key outlets in the city and via the Cathedral Quarter Rangers.



GOLDEN TICKET PRIZE DRAW

This Christmas we have partnered with St Peters Quarter BID to deliver the **Golden Ticket prize draw**.

Four lucky entrants will win £500 of shopping vouchers each to spend in Cathedral Quarter and St Peters Quarter Businesses. The aim of the Golden Ticket Prize Draw is to encourage and drive footfall into the city centre as entrants can only enter by picking up a ticket from businesses and posting it in one of 20 post boxes located in businesses across the two BID areas.



CHRISTMAS ENTERTAINMENT

Cathedral Quarter BID have organised **free festive entertainment** taking place every Saturday from the 27th November until 18th December. The four Saturdays will welcome traditional Christmas music acts situated on Iron Gate beside Derby Cathedral.

CHRISTMAS WINDOW DISPLAYS

We have worked alongside Derby City Council and St Peters Quarter BID to assist businesses in creating **Christmas window displays** this year. A limited number of small grants were available to businesses to assist in window displays with the option to also become part of a Gingerbread themed trail.



CHRISTMAS LIGHTS

The BID has once again worked with Derby City Council to ensure an extensive coverage of **festive lights** and **mini Christmas trees** for business frontages in the Cathedral Quarter. A Christmas Lights Switch On event organised by Derby City Council was held on Saturday 13th November, with a lantern parade organised by Surtal Arts leading from The Spot to the entertainment on Corporation Street before the big switch on at 6pm.

2021 AT A GLANCE



BID Ranger service



Christmas Guide



CQ Annual Report 2020



CQ Loyalty card scheme



CQ website business profiles



Crime Prevention Scheme



Defibrillator



Derby Ram Trail



Derbyshire Business Crime Reduction Partnership



Ebulletins and business comms



Event support and sponsorship



Floral displays



Food & Drink Fortnight



Food & Drink Guide



Footfall cameras



Google Garage



Purple Flag Accreditation



Retail Sales Monitor



Social media support and business promotion



Storewatch radio loan scheme



Street bunting



Too Good to Go Scheme



DISC App



1

BID RANGER SERVICE

Your **BID Rangers**, Jon and Scott, remain on hand to support you, providing information and guidance on BID projects and initiatives. The Rangers also continue to work with partners to address crime and ASB in the area.

CQ LOYALTY CARD SCHEME

The CQ Loyalty Card scheme

has amassed almost 3000 cardholders. During the Derby Ram Trail and Food and Drink Fortnight we offered the 'I Love' card to the public for a discounted price of £2.50 to capitalise on the increased footfall in the area and to encourage people to shop local.



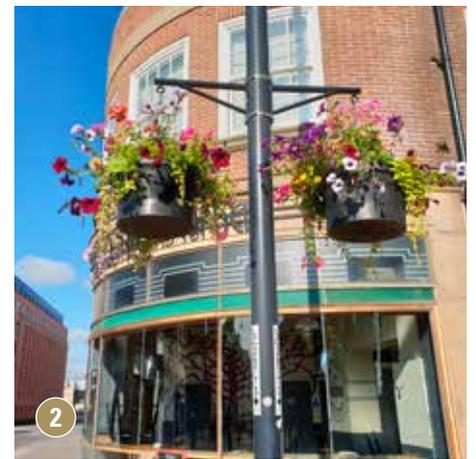
CQ WEBSITE BUSINESS PROFILE

Each business in Cathedral Quarter benefits from its own profile page on the **CQ website** business directory. Get in touch if you would like to update anything on your page.

SOCIAL MEDIA SUPPORT & BUSINESS PROMOTION

We continue to share appropriate posts from businesses in order for us to promote the quality offering in the Cathedral Quarter. This winter provides numerous opportunities for us to promote the area and our wonderful businesses with a fantastic calendar of events to drive visitors to the BID area. Make sure you follow our channels and share wherever possible.

- 1 CQ Rangers – Jon and Scott
- 2 Floral Displays
- 3 To Good to Go Scheme
- 4 Derby Festé
- 5 Defibrillator – Friar Gate
- 6 Derby Folk Festival



EBULLETINS AND BUSINESS COMMS

Weekly communications are sent to advise businesses of important and relevant information regarding BID projects, developments in the area, your good news and much more besides. To receive these updates, please email the BID office – enquiries@derbycathedralquarter.co.uk

CRIME PREVENTION SCHEME

Cathedral Quarter BID and Derby City Council joined forces to offer a **Crime Prevention Scheme** for CQ businesses, providing advice and solutions for installation within premises. Businesses were invited to apply for a visit from a crime prevention officer to ascertain what solutions would be best for their premises and, where needed and appropriate, funding and/or equipment was provided to help with crime prevention..

FOOTBALL CAMERAS

The BID continue to fund **football cameras** in the BID area alongside Derby City Council to enable us to gather crucial data regarding the number of visitors to the area which can then be used to aid the attraction of new businesses and investment in the Cathedral Quarter.

RETAIL SALES MONITOR

Partnerships for Better Business (pfbb 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.

STOREWATCH RADIO LOAN SCHEME

We continue to provide the **Storewatch Radio loan scheme** to help businesses share information and make the area safer. They enable businesses to keep in contact with one another, the Rangers and other partners, such as CCTV and the Police.

DEFIBRILLATOR

The BID has funded a **Defibrillator** which has been installed on Friar Gate providing much needed lifesaving equipment in the BID area. This is in a lockable cabinet and the code can be obtained by calling 999.

FLORAL DISPLAYS

The BID funded the installation and maintenance of **hanging baskets** and **floral planters** around the BID area once more this summer, creating a brighter and more pleasant environment for workers and visitors to the Cathedral Quarter.

STREET BUNTING

Colourful **bunting** was installed on Cathedral Quarter streets to help improve the look and vibrancy of the area.

EVENT SUPPORT AND SPONSORSHIP

The BID continues to provide **sponsorship and support** to a number of events which take place each year bringing visitors and vibrancy to the Cathedral Quarter. These include Derby Festé and Derby Folk Festival amongst others.

GOOGLE GARAGE

We partnered with Google and a number of other BID's in the UK to bring three free **Google Garage sessions** to our businesses. The sessions allowed business owners and their workforce to learn about increasing their visibility on the web and advertising online.

DERBYSHIRE BUSINESS CRIME REDUCTION PARTNERSHIP (DBCRP)

Cathedral Quarter and St Peters Quarter BIDs have collaborated with the Chamber of Commerce to introduce the **Derbyshire Business Crime Reduction Partnership (DBCRP)** to the city, providing levy-paying businesses with access to the county-wide scheme free of charge.

Users can also download the DISC app which gives them the ability to share intel, report incidents to the Police, view offender photo galleries, and receive crime alerts and newsletters.

If your business would like to join the scheme, please contact the BID office.





TOO GOOD TO GO SCHEME

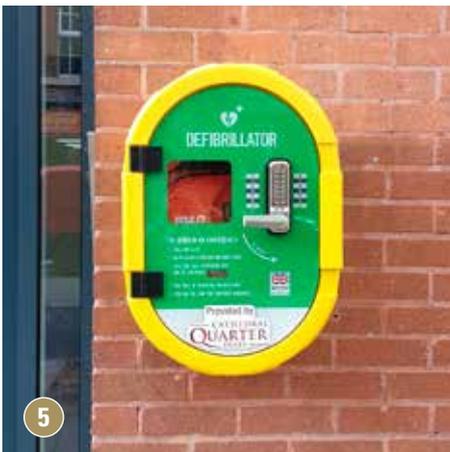
Cathedral Quarter BID is working in partnership with **Too Good To Go** – a social impact company and app fighting food waste. The project gives an opportunity to businesses from the food and drink sector to recover costs by selling their surplus food to new consumers and take tangible steps to help the environment. Please contact the BID office for more information on the scheme.

FOOD AND DRINK FORTNIGHT

To celebrate the release of our new Food and Drink guide, we promoted all hospitality businesses within the BID area as part of our **Food and Drink Fortnight** in October. Businesses submitted a number of exclusive discounts for the public to take advantage of over the two weeks, increasing visitors to the area and raising awareness of their offer.

FETS FESTIVAL

The **Furthest From The Sea Festival** took place for the eighth time this year on August Bank Holiday. The one-day, free, family friendly, outdoor festival showcased the best homegrown artists from Derbyshire with music, dance, theatre, and spoken word.



FOOD AND DRINK GUIDE

The BID produced a brand new **Food and Drink Guide** which was mailed to 15,000 households in and around Derby.

The guide also featured recipes and articles from a number of businesses in the area.

FUNDAMENTAL

Fundamental, the annual Music & Wellbeing Event organised by Head High, returned to Cathedral Quarter on Saturday 4th September on Cathedral Green. Visitors enjoyed live music, talks and other interactive activities such as taster fitness classes.

DERBY FESTÉ

Derby Festé made a welcome return in September with a number of performances taking place across the Cathedral Quarter and St Peters Quarter BID areas over the weekend. Crowds were wowed with juggling acts, dance performances, live music and artistic installations. The BID is once again proud to have sponsored this event.

ALTERED STREETS

Altered Streets – An Urban Transformation, brought Chapel Street and the surrounding area to life with public art, lighting design and outdoor performances. A large mural on Chapel Street was unveiled during the Derby Festé weekend to kickstart this exciting project by Déda.



DERBY FOLK FESTIVAL

After a very successful online event last year, the BID once again sponsored the **Derby Folk Festival** which returned to the Market Place from 1 – 3 October 2021.

Alongside the concerts in the marquee, a special 'Fringe Festival' saw events take place at The Old Bell Hotel and at Derby Cathedral across the weekend.



THE DERBY RAM TRAIL

The Cathedral Quarter BID were very proud to be the Presenting Partner for the Derby Ram Trail alongside Derby Museums and Wild in Art.

30 brightly decorated Ram sculptures were situated throughout Derby City Centre during the summer months and attracted visitors from far and wide to seek out all the different themed works of art. Once the trail had finished, the Ram sculptures were then auctioned off.

The Ram sponsored by the Cathedral Quarter BID – ‘Groovy Derby Ram’, designed by local artist Pea McCormack – raised £15,000 with an overall total of £300,000 being raised on the evening of the auction towards the Derby Museums endowment fund.

7840 App Downloads

43% of visitors walked the trail more than once

76% of visitors came to Derby specifically for the Ram Trail

16% of visitors travelled more than 50 miles to visit Derby



THE GREAT RAM SLEEPOVER

A number of plush Rams were given a **makeover** by our Project Executive, Eve Taylor. Taking on some new Ram personas such as Ed SheeRAM and Lewis RAMilton, the characters spent time in a number of Cathedral Quarter businesses providing the staff with plenty of social media opportunities.

RAM TRAIL RECEIPT COMPETITION

The public were invited to enter our joint **receipt competition** with the St Peters Quarter BID which ran for the duration of the Derby Ram Trail. Anyone spending £5 or more in any Cathedral Quarter or St Peters Quarter businesses could submit the details of the receipt for one entry into our prize draw. Two lucky winners received £100 of vouchers each to spend in businesses in both BID areas.

RAM TRAIL GUIDED WALKS

The BID partnered with Derby Museums to host some **guided walks** of the Cathedral Quarter. The morning tours took in a number of historical landmarks in the BID area, whilst the afternoon had a spooky twist with a ghost tour including some of Derby's most fabled scary stories.

DERBY RAM TRAIL DECORATION

The BID also funded **pavement stencils** and **decorative bunting** for shop windows to create a cohesive look to the BID area during the Derby Ram Trail. The pavement stencils led visitors around the different Rams in the area whilst also promoting the Cathedral Quarter.



- 1 CQ's Groovy Derby Ram
- 2 Ram Trail
- 3 The Great Ram Sleepover
- 4 Pavement stencils



KEY DEVELOPMENTS



FUNDING AVAILABLE FOR BUSINESSES AND LANDLORDS

Cathedral Quarter BID were successful in an application to the **ARG Vibrancy Fund** to deliver a number of projects in the BID area over the coming months.

BESPOKE ART TRAIL ON VACANT UNITS

Cathedral Quarter BID will be working with landlords, Derby City Council and cultural organisations to deliver interventions on vacant units to improve the vibrancy of the BID area. We will produce and install a series of window dressings to create a trail of bespoke artwork across the city centre to improve the street scene.

BUSINESS FRONTAGES

Cathedral Quarter BID will be working with landlords and business owners to deliver initiatives aimed at adding creativity and additional vibrancy to the

BID area. Look out for further details in upcoming ebulletins.

PROMOTING DERBY AS A CITY OF CHOICE

Cathedral Quarter BID is working in partnership with St Peters Quarter BID, Marketing Derby and Derbion to deliver a programme of interventions to tackle negative perceptions of the city and to promote the positive aspects and diverse offer available to residents and visitors to the city. The project will look at gateway signage, digital marketing campaigns and the creation of a cohort of 'City Champions' amongst other activities. Watch this space!

HOW CAN MY BUSINESS GET INVOLVED?

We will work with landlords and local artists collaboratively to design and install bespoke artwork on vacant premises which enhances the appearance of the unit and adds vibrancy to the street scene. This can be done in the form of external vinyls, boarding or internal displays installed in accordance with your needs and the requirements of the artist.

Vinyls and boarding are very easy and quick to install and remove whilst internal displays can be easily positioned to allow for continued access. If you are interested and would like further information on this project, please contact the Cathedral Quarter BID office on **01332 419053** or enquiries@cathedralquarter.co.uk



MUSEUM OF MAKING

The **Museum of Making's** official opening took place at the end of September and also marked the launch of Derby Festé. The museum which is located at Derby Silk Mill has also won a number of awards since it opened its doors for the first time in May 2021, most notably securing five trophies at the Constructing Excellence East Midlands Awards and "Project of the Year Under £25m" at the National Construction News Awards.

BECKETWELL

Work is well underway on phase one of the **Becketwell** scheme, with the construction of 259 one and two-bedroom apartments and the delivery of a new public square. Completion of this first phase is scheduled for Spring 2023. In October, detailed planning consent was also granted by Derby City Council for a 3,500 capacity performance venue, subject to a condition change. The performance venue will be delivered during phase two of the scheme with demolition work set to commence in January 2022. Expected to host over 200 cultural and commercial events each year and attract an additional 250,000 visitors to the city, construction will begin in January 2023, with completion and handover to the operator in late 2024.

EASTERN GATEWAY

Also in October, Derby City Council Cabinet approved the project delivery arrangements for the **Eastern Gateway** initiative to create a new public boulevard, urban green space and commercial units on East Street by the current Eagle Market entrance. Part of this scheme will be funded by the Future High Street Fund with construction due to begin in autumn 2022 and expected to be completed by March 2024.

- 1 Museum of Making
- 2 ARG Vibrancy Funding