

# PROSPECTUS FOR CATHEDRAL QUARTER BUSINESS IMPROVEMENT DISTRICT

2018 – 2023



CATHEDRAL  
**QUARTER**  
DERBY

[www.derbycathedralquarter.co.uk](http://www.derbycathedralquarter.co.uk)

# CHAIRS INTRO'

It has been almost ten years since the Cathedral Quarter BID first came into existence. Since then there have been a huge number of changes and some challenging times for businesses, from the impact of the Westfield Centre opening, through a period of economic recession and then, more recently, the aftermath of the 'Brexit' vote and uncertainty created by a national election.

Through it all the Cathedral Quarter has developed into a quality lifestyle destination, outperforming regional and national trends and culminating in the BID's success in being named both ATCM BID of the Year and 'Best City Location' at the Great British High Street awards in 2016.

Such accolades serve as a timely reminder of what can be achieved when businesses come together for a common goal. Without businesses working together as part of the BID, the Cathedral Quarter would not exist, would never have been entered into the awards and would not be receiving the national recognition that it so richly deserves.

The projects and initiatives in this BID Proposal and Business Plan aim to address factors affecting both the day to day operations of businesses in the Cathedral Quarter as well as those impacting on the future success of the area, such as the development of a new cultural venue, redevelopment of key strategic sites, and attracting investment in retail, leisure and office space to cater for new businesses and to allow existing businesses to grow.

This BID Proposal and Business Plan has been created

by the Cathedral Quarter Board and Management Group consisting of business people like you and with a wide range of experience. They have listened to your feedback via the many surveys, workshops and one-to-one meetings undertaken as part of the research process and have incorporated your thoughts.

The activities contained within have been designed to be even more inclusive of businesses across the full extent of the BID area and with a greater emphasis on the growing early evening, evening and night-time economies. Provision has also been made to account for the continued changes in the way people use their towns and city centres as well as the growing use of digital media, ensuring that the Plan will remain relevant throughout the BID term.

We feel that the investment we are seeking from businesses in the BID is modest in relation to what collectively can be achieved. For the smallest business the daily cost is equivalent to less than half the price of a postage stamp and, even for larger businesses, the daily cost is less than that of a single cinema ticket.

Our cumulative investment will provide a business-driven

focus to ensure that our businesses not only survive, but prosper. This investment will set standards which reflect our own aspirations as businesses with a total budget over the five year BID lifetime of over £1.5 million. This is a realistic plan with realistic targets at a realistic cost and we feel it will really benefit your business.

Through working together as part of the BID you have helped create a Cathedral Quarter that truly is 'Great'. You now have the opportunity to be a part of something more than that, to help take the Cathedral Quarter and your business to another level and to create a destination which others aspire to be a part of.

We urge you to look carefully at the proposal and make it happen by voting 'YES' at the formal BID ballot in October.



## Martin Langsdale

Chair of Cathedral Quarter Board and Management Group  
Chartered Surveyor, Raybould & Sons

## List of Steering Group members

Martin Langsdale (Chair)\*  
*Raybould & Sons*

Ian Beardmore (Secretary)\*  
*Flint Bishop*

David Nelson\*  
*Smith Cooper*

James Hurdis\*  
*Canopy*

Mohammed Suleman\*  
*Derby Museums*

Carley Foster\*  
*University of Derby*

Debbie Jardine\*  
*Dream Doors*

Cllr Martin Rawson\*  
*Derby City Council*

Rachel Morris  
*Derby Cathedral*

Dr Alex Rock  
*Derby Cathedral*

Fraser Cunningham  
*The Smith Partnership*

Matt McGuinness  
*Furthest From the Sea*

Linda Aston  
*The Mecca*

Patrick Chapman  
*WDA Marketing*

Kate Martin  
*Derby College*

Asad Moghal  
*Marketing Derby*

\*Directors

This prospectus should be read in conjunction with the full Business Improvement District Proposal and Business Plan accessible on [www.derbycathedralquarter.co.uk](http://www.derbycathedralquarter.co.uk) or by phoning the Cathedral Quarter BID Development Team on **01332 419053** or email [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk).



A vision for Cathedral Quarter created by you, the businesses

To continue to support and enable all businesses to benefit from the Cathedral Quarter as a place which is attractive and vibrant with a sense of community and a lifestyle which is individual, diverse and inspiring.



## WHAT IS A BID?

- A Business Improvement District (BID) is a defined geographical area within which the businesses have voted to invest collectively to improve their trading environment.
- The lifetime of the BID is covered by regulations and is set at no more than five years
- A not-for-profit company is set up and run by the businesses in the area and is responsible for ensuring that the aims and objectives of the BID Proposal are delivered.
- BIDs are about additionality. They do not replace local authority or police services but have to provide additional resource and activities to benefit the area.

There's already over 270 BIDs operating across the country.

Locally, towns and cities such as Nottingham, Loughborough, Lichfield, Mansfield and Sheffield have already got successful BIDs.

There are more than 90 BIDs across the UK which have gone through one renewal and into their second five year period and more than 20 have gone into their third five year period. Those in their third term include Lincoln, Swindon and Birmingham Retail BID.



'We are very lucky to be in a great spot directly opposite Derby Cathedral. Thanks in no small part to the branding the BID has created, the area has become not only a great leisure destination but has attracted a lot of professional services to the area. We really benefit from this and it is great to be a part of a real community where everybody seems to know each other'

**Steve Owens**  
Manager, Jack Rabbits.

# YOU SAID, WE DID 2013-2018

The Business Plan for 2013–18 was very much about building on the initial success of the BID by promoting the great lifestyle experience within the Cathedral Quarter and building awareness on a wider scale of both the area and its businesses. What follows is a summary of some of the projects and activities which were delivered by the BID in response to the priorities you identified.

## The Cathedral Quarter Experience

### Businesses asked the BID to:

- Tackle anti-social behaviour and crime issues
- Develop and organise events
- Improve the 'parking experience'
- Create roles for Cathedral Quarter Rangers
- Enhance the physical attributes of the Cathedral Quarter
- Operate a loyalty scheme and joint business initiatives
- Work with Police and other agencies to tackle crime and ASB
- Encourage and promote a feeling of 'community' and 'belonging'

### Cathedral Quarter BID Delivered:

- Two full-time Rangers working with partners to address crime & ASB issues and welcome visitors
- Safer Neighbourhood Days three times a year with Police
- Continuous recording and live monitoring of CCTV at key periods
- CQ Saturdays range of events
- Annual investment in Christmas lights with displays across the CQ
- Christmas entertainment programme including the Cathedral Quarter 3aaa Christmas Ice Rink
- Hanging baskets and street bunting during the summer and autumn
- Business car parking survey and input into city strategic review



Photo: Graham Whitmore



# YOU SAID, WE DID 2013-2018

## The Cathedral Quarter Businesses

### Businesses asked the BID to:

- Build the profile of the Cathedral Quarter
- Identify commercial opportunities from Cathedral Quarter activities
- Develop effective communications between businesses
- Develop the use of PR, digital and social media channels
- Design and co-ordinate campaigns at key retail trading periods
- Develop the Cathedral Quarter loyalty scheme
- Enable professional service businesses to raise their profile
- Support professional service businesses with events
- Encourage and support collaborative working
- Raise the profile of the culture and leisure economy
- Ensure greater integration between key events

### Cathedral Quarter BID Delivered:

- National recognition through the ATCM BID of the Year and Great British High Street awards
- Cathedral Quarter Mini Guide – 150,000 distributed across the region
- Regular business updates – bi-yearly newsletters, 400 ebulletins, annual Highlights & Achievements report, working groups and breakfast meetings
- CQ Life magazines – over 300,000 copies distributed county-wide
- A high-quality, professional photo gallery to promote the area
- Cathedral Quarter website with individual business profiles
- Press coverage equating to over £500,000 in advertising equivalent
- Promoting the CQ on social media with over 10,300 followers on Twitter, Facebook and Instagram
- Targeted advertising and promotional campaigns for individual sectors
- Over 3600 loyalty card holders encouraging repeat spend and providing benefits for CQ employees



# YOU SAID, WE DID 2013-2018

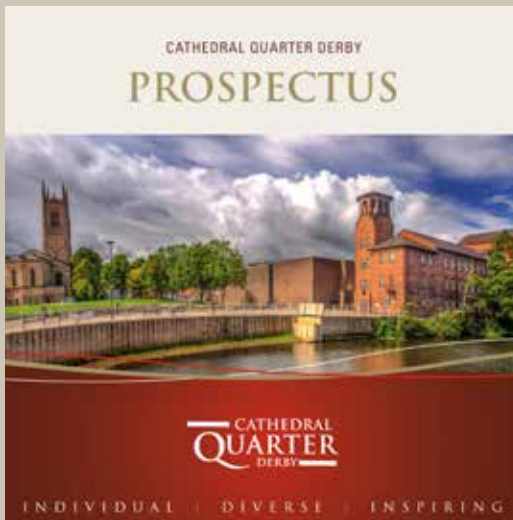
## Business Growth and Investment in the CQ

### Businesses asked the BID to:

- Continue to develop the CQ as a quality destination and respected business district
- Encourage a coherent use of properties and sites
- Provide short term and interim solutions to vacant properties
- Support and encourage plans for new buildings and developments
- Support the development of skills
- Identify opportunities where working together will reduce overheads
- Monitor footfall and commercial performance
- Provide regular reports and performance updates for businesses

### Cathedral Quarter BID Delivered:

- Training courses, networking and social events for CQ businesses
- A Cathedral Quarter Prospectus for use in attracting additional investment
- Installation of window vinyls to reduce the negative impact of vacant shops
- Footfall cameras to monitor performance and identify key trends
- CQ one of 34 BID's selected for the Healthy High Streets programme
- CQ representation at key events on a local, regional and national level
- Weekly Retail Sales Monitor reports informing businesses on performance
- Year-on-Year increase in average sales turnover reported across all sectors



## More to come...

At the end of February 2018 the Cathedral Quarter BID will have been in existence for ten years. A considerable amount has been achieved over this period with the Cathedral Quarter now established as an award-winning destination. We cannot afford to rest on our laurels, however, and it is now time to take the Cathedral Quarter to the next level.





'We relocated Bradley and Jefferies Commercial Solicitors to premises on St Mary's Gate in 2016 and it is great to be so close to all the amenities of the Cathedral Quarter. We are very happy in our new home and really appreciate the great efforts made by the BID team to develop and market this unique and vibrant area of our city.'

**Matthew Bradley** and  
**Amanda Jefferies**  
Directors, Bradley and Jefferies Solicitors



## YOUR FEEDBACK – WHAT YOU SAID

This proposal has been determined by you, the Cathedral Quarter business community.

Extensive research and consultation was undertaken by the BID development team between April and July 2017 to understand and highlight key issues for businesses and stakeholders and to explore potential future projects for the Cathedral Quarter BID. There has also been considerable work done visiting businesses and confirming priorities so that the plan reflects the views and aspirations of the businesses in the area.

Research consisted of one-to-one discussions, surveys and workshops whilst there were also over five hundred personal visits made to businesses across the BID area.



"The Cathedral Quarter BID has played an integral role in the regeneration of not only the historic Cathedral Quarter itself, but the wider city centre.

Marketing Derby is a BID levy payer and supporter of the BID, we are located in the Cathedral Quarter, and we will definitely be voting to renew the BID."

**John Forkin**  
Managing Director, Marketing Derby

**566** personal visits to businesses to discuss the BID



**8** Newsletters and ebulletins mailed to businesses



**6** Area vision and objective setting workshops



**4** Budget setting workshops



Twitter feed and website

**174** Detailed surveys completed by businesses



# YOUR PRIORITIES

Businesses identified key priority areas for a new BID which fall into three categories:

## **The Cathedral Quarter Experience**

To continue to develop the great CQ lifestyle experience for visitors and people working in the area to enjoy.

## **The Cathedral Quarter Businesses**

To continue to build the local, regional and national reputation of the Cathedral Quarter as a great place for the evening and night-time economy, retail, leisure, culture, and professional services.

## **Business Growth & Investment in the CQ**

To continue to encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.

There was one key element that stood out above all else in discussions with Cathedral Quarter Businesses and that was the expectation that the Cathedral Quarter be a safe, relaxing and enjoyable environment.

Businesses stated that issues such as ASB, street begging and rough sleeping may dissuade visitors from visiting the area and as such need to be addressed.

Access, parking and bus routes in and out of the cathedral quarter were also key issues raised by businesses during the research process.





# OBJECTIVE 1:

## The Cathedral Quarter Experience

To continue to develop the great CQ lifestyle experience for visitors and people working in the area to enjoy.



### AMOUNT THE BID WILL SPEND:

Initial budget per year: **£122,000**

Increased, by year 5, to: **£125,000**

Total over 5 years: **£618,000**



Street begging and rough sleeping as well as drink and drug issues leading to anti-social behaviour were the biggest concerns for businesses with 76% and 68% respectively rating these issues as quite or very poor in the Cathedral Quarter. It was clear from further discussions with businesses that they feel that these issues are dissuading people from visiting the area as well as causing them concern for their own personal safety at times.

Parking was the second biggest concern amongst businesses with 68% rating availability of parking for staff as quite or very poor followed by 67% for the current cost of parking. Parking initiatives for both customers and staff were popular choices for the new business plan with 75% and 68% of businesses requesting this. When exploring access issues in more depth, many businesses also felt that the Cathedral Quarter was not very well served by public

transport networks with bus stops and routes not adequately represented in the area.

The importance of maintaining a vibrant and animated atmosphere within the Cathedral Quarter **both day and night** was also evident in the responses received from businesses. Promoting the cultural offer, providing events and supporting external organisations' events and festivals all featured highly on the list of activities to continue in the new BID. Interestingly it was the work of the BID at Christmas which businesses said they particularly valued with Christmas lights, campaigns, events and entertainment the activities considered both the most beneficial during the current BID (56%) and those they would like to see continue into the new BID (76%).

**76%**

of businesses rated the issue of street begging and rough sleepers as poor or very poor

**76%**

of businesses stated that they would like the BID to continue working to provide Christmas lighting

**75%**

of businesses responded that they would like to see more parking initiatives for customers



# WHAT WE CAN DELIVER IF YOU VOTE

# YES

<b>A</b>	Working with key partners and stakeholders to address begging, anti-social behaviour and crime issues which impact negatively upon businesses and the visitor experience.
<b>B</b>	Establish and introduce a business crime reduction scheme whilst working with (and where appropriate) lobbying partner organisations such as Derby City Council and the Police to improve CCTV coverage and extend the period of live monitoring.
<b>C</b>	Employ uniformed Cathedral Quarter Rangers to: – work closely with the Police and other agencies in tackling anti-social behaviour and crime issues; – help promote the area, to welcome visitors and to provide support for the implementation of events and animation; – support businesses in tackling and communicating issues which affect their business on a day to day basis; – liaise with businesses on the benefits and opportunities which exist through BID projects and activities.
<b>D</b>	Work closely with, and where appropriate lobby, Derby City Council and private operators of car parks to improve the parking experience in the area, the availability of parking information and to encourage commercially sustainable pricing structures, schemes and payment methods.
<b>E</b>	Work closely with public transport operators to improve information about, and access to, the Cathedral Quarter, including a review of services and pick up and drop off points.
<b>F</b>	Continue to work with organisations and key partners to develop, organise, co-ordinate and promote events which create a more animated feel to the area and attract and extend the length of stay of visitors to the Cathedral Quarter.
<b>G</b>	Work with businesses and partners to improve the 'Christmas experience' for visitors to the Cathedral Quarter, developing a quality events and entertainment programme, expanding and updating festive lighting, and delivering effective promotional campaigns.
<b>H</b>	Improve the appearance and vibrancy of the streets and open spaces in the Cathedral Quarter by influencing the use of, or adding to, creative lighting, signage, street furniture, public art, floral displays, and street decorations.
<b>I</b>	Where appropriate, and to improve the appearance of the street scene and physical environment, provide cleaning services and/or targeted 'hotspot' cleaning in addition to those services provided by Derby City Council.

## Measures and Results:

- Regular flow of information and sharing of intelligence to support business crime and ASB prevention
- Reduction of incidents of crime and anti-social behaviour
- Increased number of events and street entertainment
- Increased numbers of cars using car parks and street parking in and adjacent to the Cathedral Quarter
- Improved perception of the 'parking experience' in the Cathedral Quarter
- Improved perception of physical attractiveness of the area measured through surveys of visitors and those who work in the Cathedral Quarter.



## OBJECTIVE 2:

### The Cathedral Quarter Businesses

To continue to build the local, regional and national reputation of the Cathedral Quarter as a great place for the evening and night-time economy, retail, leisure, culture, and professional services.



#### AMOUNT THE BID WILL SPEND:

Initial budget per year: **£71,000**

Increased, by year 5, to: **£73,000**

Total over 5 years: **£360,000**



Building on the success of the Cathedral Quarter to date and increasing the BID's profile locally, regionally and nationally was a recurring theme in discussions with businesses throughout the consultation process.

Continuing to establish and promote the Cathedral Quarter as a destination was viewed by 73% of businesses as an important activity under the new BID. 65% of businesses felt that using digital and social media to continue to build the area's profile was important whilst sector-specific marketing campaigns were also considered worthwhile with 60% of businesses wishing to see the CQ Life magazines continue and 62% valuing additional advertising and dedicated features in local media publications and online.

77% of businesses felt that the rise in residential accommodation in and around the Cathedral Quarter would have a positive impact on their business. Together with the increasing presence

of both Derby College and the University of Derby in the Cathedral Quarter, this is an important consideration going forwards and discussions with businesses indicated a desire to target this wider demographic.

Businesses continue to see the value in a Cathedral Quarter loyalty scheme with 58% stating that they would like to see the I Work scheme continue and 51% the I Love. Further discussions with businesses have indicated that you would like to see the scheme improved to increase business engagement and to enable data on usage to be collated for business use. There was a similar theme with the Cathedral Quarter website where 56% of businesses said they would like to see this continue. Discussions in workshops, however, indicated that businesses would like to see the website updated to encourage more visitor traffic and make it more interactive and user-friendly for businesses.

**77%**

of businesses thought that the rise in residential accommodation in and around the Cathedral Quarter would have a positive impact

**73%**

of businesses felt that work to establish the Cathedral Quarter as a destination should continue as part of the business plan

**66%**

of businesses replied that they would like the business plan to include provision for increased digital and social media to attract new customers and clients



# WHAT WE CAN DELIVER IF YOU VOTE

# YES

- |          |  |
|----------|--|
| <b>A</b> | Build on the success of the Cathedral Quarter to date to increase the BID's profile locally, regionally and nationally, as a place to visit and experience at all times of day and night.  |
| <b>B</b> | Review and develop the use of PR, digital and social media channels to ensure that they appeal to all those that would appreciate the Cathedral Quarter lifestyle.   |
| <b>C</b> | Continue to develop the Cathedral Quarter's online and mobile presence, enabling the discovery of businesses, events and leisure experiences through targeted campaigns which take advantage of the latest digital media trends. |
| <b>D</b> | Develop and expand the Cathedral Quarter loyalty schemes, both online and offline  |
| <b>E</b> | Develop improved methods of communication between the BID and its businesses, utilising new technology and the latest methods to keep businesses across the whole of the Cathedral Quarter engaged and informed.                 |

## Evening & Night-time Economy

- |          |   |
|----------|---|
| <b>F</b> | Continue to develop the early evening, evening and night-time economy which appeals to a broad range of people in a safe, vibrant and accessible environment. |
| <b>G</b> | Design and co-ordinate promotional campaigns which highlight the strength and diversity of this sector.   |

## Retail and Health & Beauty

- |          |  |
|----------|--|
| <b>H</b> | Assess the requirement for a Digital High Street Strategy taking into account the revolutionary impact of digital technology and the changing demands of consumers.                                    |
| <b>I</b> | Design and co-ordinate campaigns which focus on key retail trading periods, highlight the particular strengths of the sector in the Cathedral Quarter and take advantage of new trading opportunities. |

## Professional Services

- |          |   |
|----------|---|
| <b>J</b> | Develop specific campaigns to enable the Professional service businesses in the Cathedral Quarter to raise their profile locally, regionally and nationally and to benefit from their association with the award-winning Cathedral Quarter brand. |
| <b>K</b> | Host events which support professional service businesses and provide an opportunity for networking, promotion and developing working relationships whilst also promoting the strengths of the different sectors to clients.                      |

## Culture & Leisure

- |          |   |
|----------|---|
| <b>L</b> | Raise the profile and awareness of the quality and diversity of the culture and leisure offer in the Cathedral Quarter increasing the number of visitors to venues and events at all times of day, evening and night. |
| <b>M</b> | Ensure that there is greater integration and coordination between key events which provide businesses with increased participation opportunities and improves the overall visitor experience.                         |

## Measures and Results:

- Footfall to the area which is stronger than national high street trends
- Increased levels of sales activity
- Increased occupancy levels in hotels in Cathedral Quarter
- Increased visits to cultural venues
- Numbers of businesses actively engaged in BID activities, joint initiatives and the use of the Cathedral Quarter in their own marketing and promotion
- Positive coverage of the Cathedral Quarter in press and media
- Increased number of visits to the Cathedral Quarter website
- Increased number of active users of digital media promoting Cathedral Quarter and its businesses.
- Increased uptake by customers and increased business engagement in the loyalty scheme



## OBJECTIVE 3:

### Business Growth & Investment in the CQ

To continue to encourage growth, development and investment of businesses which complement and build on the strengths of the Cathedral Quarter.



#### AMOUNT THE BID WILL SPEND:

Initial budget per year: **£34,000**

Increased, by year 5, to: **£35,000**

Total over 5 years: **£172,000**



With the Cathedral Quarter now firmly established as a destination in its own right, discussions with businesses frequently touched on how the BID can increase support for, and encourage relationships between, existing businesses.

52% of businesses felt that the introduction of a scheme which would help businesses within the CQ work together would be a worthwhile new initiative. Interestingly, only 36% of businesses thought that networking events or seminars would be of benefit indicating that alternative means of developing working relationships need to be explored.

It was also acknowledged that the Cathedral Quarter needs to continue building on its strengths to encourage further investment and attract quality new businesses to the area if it is to continue on its upwards trajectory. 55% of businesses stated that they would like BID activities to continue in this respect whilst 65% thought that entering awards and gaining national recognition was a worthwhile initiative.

**65%**

of businesses felt that the BID should continue entering awards and gaining national recognition

**55%**

of businesses felt there should be provision in the business plan to work to attract new businesses to the area

**52%**

of businesses felt that a scheme to encourage Cathedral Quarter businesses to trade with each other would be beneficial



"This is the part of Derby that everybody is talking about. Winning the Great British High Award, new developments in the area and new residential accommodation being built are all contributing to making the Cathedral Quarter the place to be.

I am confident that the BID will continue to attract more people to live, work and visit the area making the Cathedral Quarter an even more attractive location to grow our business."

**David Torrington**  
Managing Director,  
Sky Recruitment Solutions



## WHAT WE CAN DELIVER IF YOU VOTE

# YES

- A** Work with Derby City Council, landlords and agents to provide short term and interim solutions to improving the appearance and marketability of derelict sites and vacant properties.
- B** Working with CQ businesses across all sectors, encourage greater inter-trading and the development of influential working relationships to achieve tangible improvements in business performance and drive future business development.
- C** Work with Derby City Council, Marketing Derby and others to influence and encourage a range of cultural, retail, leisure, office and residential developments which continue to rejuvenate the Cathedral Quarter.
- D** Work with other industry experts to monitor footfall and commercial performance, providing regular reports and updates for existing businesses and access to key data for potential new businesses and developments.
- E** Actively seek match funding, grant opportunities and sponsorship to increase value for Cathedral Quarter businesses and to enhance the BID budget, broadening the potential scope of projects and activities to maximise impact and benefits.



'We love working in the Cathedral Quarter. For us it is the best area to be in Derby, surrounded by fabulous eateries, bars and cafes in which we can meet with clients in a relaxed environment.

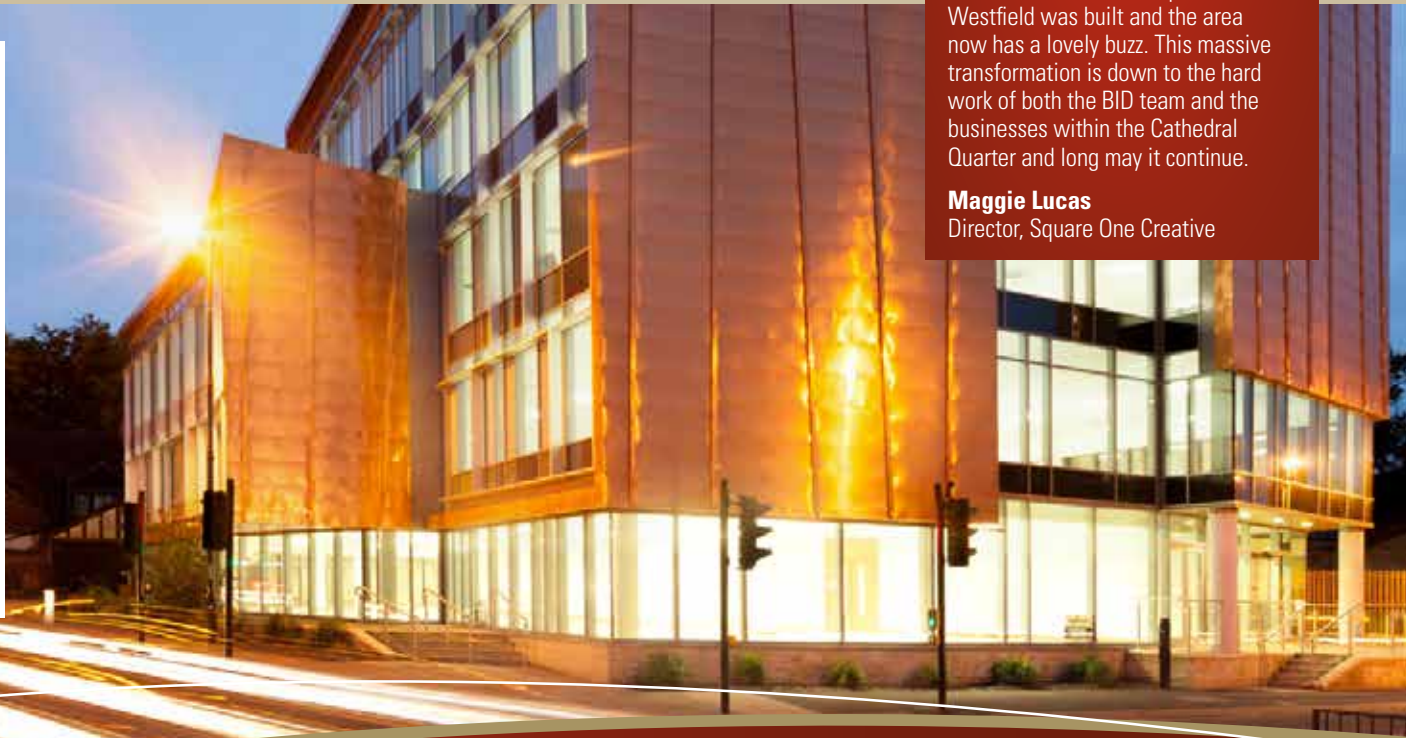
The BID has managed to turn around the situation that developed after Westfield was built and the area now has a lovely buzz. This massive transformation is down to the hard work of both the BID team and the businesses within the Cathedral Quarter and long may it continue.

**Maggie Lucas**  
Director, Square One Creative

### Measures and Results:

- Reduced levels of vacant and derelict properties in the Cathedral Quarter area
- Improved perception of physical attractiveness of the area measured through surveys of visitors and those who work in the Cathedral Quarter
- Monitoring of footfall and sales performances across the Cathedral Quarter with regular reports and feedback to businesses
- Number of businesses actively engaged in award schemes for customer care and businesses performance.

Photo: Matthew Jones



# THE BID AREA

The highlighted area represents the full extent of the proposed Cathedral Quarter Business Improvement District.

The BID area includes any road or street and all small business areas and courtyards located off roads that are located within the boundary of the defined BID area as per the shaded area on the map, even if they are not listed. For 2018–2023 the BID area will also incorporate the Council House and adjoining car park on Corporation Street.



"When choosing to relocate my hairdressing business five years ago, staying in the Cathedral Quarter was my top priority. The work the BID does is so important, creating a sense of community and a pride in the area. When I talk with my customers they say they feel safe, love the variety of independent and national businesses, and really like the vibrancy of the area."

**Rosin Clarke**  
Owner, Headquarters Salon



A full list of streets in the area can be obtained by calling the Cathedral Quarter BID Development Team on **01332 419053** or emailing [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk).





"The BID has encompassed an area that would probably otherwise have fallen by the wayside. It has brought unity and a sense of community amongst a wide variety of businesses and helped them to move forward collectively and individually. Over the past ten years, the BID has turned the Cathedral Quarter into a flourishing area and a location sought by many wanting to start, relocate and grow their business."

**Linda Aston**  
Owner, The Mecca



# BUDGET



**TOTAL ANNUAL LEVY**  
**£265,131**



**OBJECTIVE 1**  
**£122,000**



**OBJECTIVE 2**  
**£71,074**



**OBJECTIVE 3**  
**£34,000**

## Cathedral Quarter BID 5 year Budget: 2018-2023

	Year 1	Year 2	Year 3	Year 4	Year 5	Total	% to total
<b>Income</b>							
Bid levy revenue (Note 1)	£265,131	£270,434	£275,842	£281,359	£286,986	£1,379,752	90%
Other income (Note 2)	£28,000	£28,560	£29,131	£29,714	£30,308	£145,713	10%
<b>Total Income</b>	<b>£293,131</b>	<b>£298,994</b>	<b>£304,973</b>	<b>£311,073</b>	<b>£317,294</b>	<b>£1,525,465</b>	<b>100%</b>
<b>Expenditure</b>							
Objective 1: CQ Experience	£122,000	£122,816	£123,649	£124,498	£125,364	£618,326	41%
Objective 2: CQ Businesses	£71,074	£71,549	£72,034	£72,529	£73,034	£360,220	24%
Objective 3: CQ Growth & Investment	£34,000	£34,227	£34,459	£34,696	£34,937	£172,320	12%
Central Management Costs, administration, office (Note 3)	£40,800	£41,616	£42,448	£43,297	£44,163	£212,325	14%
Levy collection costs	£12,000	£12,240	£12,485	£12,734	£12,989	£62,448	4%
Contingency (Note 4)	£13,257	£13,522	£13,792	£14,068	£14,349	£68,988	5%
<b>Total Expenditure</b>	<b>£293,131</b>	<b>£295,971</b>	<b>£298,868</b>	<b>£301,822</b>	<b>£304,836</b>	<b>£1,494,628</b>	<b>100%</b>
Accrual for renewal (Note 5)	£-	£3,022	£6,105	£9,250	£12,458	£30,836	

### Notes

1. Assumes a 95% collection rate and 2% per annum inflation
2. Including income from landlords, associate members of the BID and other sources (including in-kind)
3. Central admin, office and fixed overheads

4. Calculated as 5% of total levy billed
5. Accrual retained from levy revenue to provide for costs of renewal of the BID for any further term, otherwise they will be spent on additional projects in the final year



# WHAT IT WILL COST YOU

## How much will you pay?

Following a successful ballot the payment of the levy by each business in the Cathedral Quarter BID is compulsory and is set in legislation. The BID levy payment is made regardless of whether the business chooses to vote or if it votes against the BID. The levy is regulated in a similar way to business rates.

The investment being sought from businesses in the BID area is still modest in relation to what can be achieved. For the smallest business in the Business Improvement District, the daily cost is less than half the cost of a postage stamp and even for a larger business; the daily cost is less than the cost of a cinema ticket.

With a 2% levy, the indicative daily costs to a business are:

## Daily Indicative Costs

Small Independent or office based business



Independent retailer



National branch



Large national branch



## Finance and budget

There will be an annual inflationary increase of all levy charges year on year for the duration of the Business Improvement District. This will be a minimum of 2% increase year on year or the inflation percentage as determined by the Consumer Price Index as at the 1<sup>st</sup> December of the year before the next billing process, whichever is the greater. Inflation will not apply for the first billing cycle in 2018.

## Sources of additional funding

The BID Company is committed to seeking additional funding where possible to increase the benefits that can be delivered by the BID to businesses.

Other possible income sources will include grants where the criteria matches the aims of the business plan, voluntary contributions from property owners, companies and organisations outside the BID area and those not liable for the levy. It is estimated that this could be at least £145,000 over the five year period.

Through discussion, developers, property owners and other stakeholders in the area will be invited to participate in the Business Improvement District and improve delivery against the business plan objectives even further.



"We have seen a real change in the Cathedral Quarter over the past ten years developing into the cultural and artistic heart of the city. The BID is crucial to the success of such outdoor performances as Derby Festé and CQ Saturdays Street Circus which have given the area and the city a national profile.

Déda benefits greatly from being a part of the BID. The Ranger presence on the streets ensures there is a safe, pleasant and family-friendly atmosphere whilst the marketing the BID does through publications such as the CQ Life magazine and events leaflet is a big plus. We are extremely proud to be part of the Cathedral Quarter and are grateful for the support that the BID provides us as an organisation."

**Stephen Munn**  
CEO and Artistic Director, Déda



# BALLOT TIMETABLE

## Ballot and voting

Businesses in Cathedral Quarter will be asked to vote on whether or not they wish the Cathedral Quarter BID Company to implement the business plan over the next five years 2018 to 2023.

Ballot papers will be sent out on Wednesday 4 October 2017 to the person identified in the specially prepared register of potential voters held by Derby City Council.

Each rateable property has one vote. A proxy vote will be available. Completed ballot papers are to be returned no later than 5pm Thursday 2 November 2017. The result will be announced on the following day.

## Mandatory Levy

Following a successful ballot the levy becomes mandatory on all defined ratepayers. Any necessary enforcement of payment is undertaken in the same way as it is for business rates.

**The ballot has to meet two tests to succeed:**



A simple majority of those who vote must register a **YES** vote

**AND**



The aggregate rateable value of those that vote **YES** must be greater than that of those that vote no.

## The Importance of Voting 'YES'

If you want the BID and its collective influence and all its associated benefits to continue and support your business you will need to vote for it. If the vote does not get sufficient votes in favour both by number and rateable value the BID and all its associated activities will stop as of 28 February 2018 and businesses will be left to face the challenges and uncertainties of the future alone.

### Timetable

Wednesday 6 September – 8am  
**Launch of Business Plan**

Wednesday 4 October  
**Ballot papers issued**

Thursday 2 November  
**Ballot closes at 5pm**

Friday 3 November  
**Ballot results announced**

Thursday 1 March  
**Operations of the new BID start**



"The BID has been fantastic at raising the awareness of the Cathedral Quarter and the businesses within it. The BID has really put independent businesses on the map through the valuable promotion work they have done and by winning the two national awards last year.

There is also a great sense of community in the area whilst annual events such as Derby Feste and Derby Folk Festival have been a major boost to The Old Bell and other businesses in the food and drink sector."

**Paul Hurst**  
Owner, The Old Bell, Sadler Gate



Get involved – **this is your BID**  
Vote **'YES'** in the BID Renewal ballot.





# MONITORING SUCCESS

## Working with key partners

In order to deliver exceptional value for money within the framework of the aims and objectives of the plan, the BID will work closely with other key stakeholders such as property owners, developers, the City Council and the Police. It will seek, wherever possible to influence and shape larger projects to the benefit of its own aims while supporting others to

achieve their own objectives.

In working with others, the overriding principle of the BID should not be compromised i.e. that the BID is providing services and benefits additional to those which would have happened if the BID had not been in existence.

## Monitoring of basic service provision

Derby City Council is committed to sustaining core or basic services to the area for the duration of the BID so that the activities of the BID will be totally additional and complementary.

Provision of Baseline Statements will allow the BID Company to regularly appraise the delivery of core services and compare them with the services identified in the statements. From

experience elsewhere we know this has an impact on that delivery and helps to guarantee that money provided to the authorities via the business rates mechanism is well spent and that standards are maintained.

So, local businesses have some direct control of Business Rates investment in their area and the quality of local authority service provision.

## Monitoring BID delivery

Cathedral Quarter BID will be fully transparent and accountable to the businesses paying the BID levy.

Monitoring and measuring the performance and effectiveness of the BID activities is an integral and essential part of the plan. Businesses need to be confident that their levy

money is being invested as productively as possible to maximise results.

The effectiveness of the measures undertaken will be gauged for each project area. They will include business surveys, photographic evidence, vacancy levels, new investment into the area and parking, sales and footfall data.



"The Cathedral Quarter BID has done an amazing job since its inception. More than anything I think it has created a specific identity for the older, historical part of the city. The BID has created the right environment to attract investment from a number of professional firms, and in turn the Cathedral Quarter has become the prime city centre location. The BID was a really important factor in our recent decision to sign a new lease on our premises and we wouldn't want to be anywhere else."

**Mark Richardson** – Partner, BB&J Commercial



# GOVERNANCE

Cathedral Quarter Co Ltd is a not for profit company, limited by guarantee and a business in its own right. It not only has all the attendant risks and responsibilities that go with this but also, subject to the vote in favour of the BID, has a mandate from the businesses in the area to deliver the BID Business Plan.

The Board is elected by the members of Cathedral Quarter BID Company, drawn predominantly from those paying a levy in the area and made up of a representative cross-section of the businesses and stakeholders of the area and key agencies associated with the successful delivery of the BID project. It will continue to be driven by the private sector and includes two Councillors from Derby City Council as a Director.

The main role of the Board is to safeguard the interests of levy payers by ensuring that the business operates in line with the BID plan, is professional, and offers consistent value for money in line with its targets. The Board will ensure that the implementation of the BID will be monitored and delivered cost-effectively, through keeping overheads to a minimum and using methods which will optimise the use of the revenue budget and add real value to the delivery of the plan.

All businesses are encouraged to be actively involved in the Board and associated working groups to represent the levy payers. Through specific working groups, the Board will be instrumental in prioritising

the requirements of the levy payers into deliverable projects which address their needs, within the framework of the business plan.

The Board will continue to provide a consistent, collective and effective voice for the businesses in Cathedral Quarter on all matters of concern to the levy payers.

The role of 'Director' on the Board and roles on the specific working groups are voluntary and undertaken with a commitment to represent the interests of all businesses in the BID area.

The Board will provide a consistent, collective and effective voice for the businesses in the Cathedral Quarter BID area.

Collaborative working will be actively encouraged to build upon the sense of the business community in the area and ensure that the skills and resources available for delivery of the BID are enhanced and deliver best value.

There will be hands-on dedicated Project Management to support the initiatives from the working groups. This management role will also provide administrative support and project delivery for the BID Company

as well coordinating activity with partner organisations and ensuring cost-effective delivery of projects through tendering and careful management of contracts.

The Cathedral Quarter BID financial accounts and governance arrangements will be audited annually and the effectiveness of the measures undertaken will be gauged by key performance indicators for each project area, including footfall, customer surveys, business surveys, photographic evidence, vacant properties and footfall trends. Full measures are identified in the plan for each objective.

Besides regular newsletters and other forms of bulletins, there will be an annual report providing details on activities and performance of the company against the objectives of the delivery plan for the previous year.

All levy payers shall be entitled to be members of the BID Company. There will be an annual general meeting at which all members are invited to attend and vote and at which Directors will be retired by rotation and new Directors elected in accordance with the articles of the company.







## HOW DO BIDS WORK?

- Businesses identify the area and the issues
- A BID Proposal is drawn up
- The proposed programme of services should clearly be additional to those set out in the Baseline Service Agreements
- Non-domestic ratepayers vote on the BID Proposal in a postal ballot conducted by the local authority. The vote must meet two tests – the 'dual majority'
- After a yes ballot the levy is mandatory on all defined ratepayers
- After five years a BID holds a renewal ballot based on a further proposal



Vote **YES**

Let's shape the future of the Cathedral Quarter together

This prospectus should be read in conjunction with the full BID Proposal and Business Improvement District Business Plan accessible on [www.derbycathedralquarter.co.uk](http://www.derbycathedralquarter.co.uk) or by contacting Ashley Lewis on **01332 419053** or email [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk)