

CQ BID UPDATE

SPRING/SUMMER 2021

CATHEDRAL
QUARTER
DERBY

Welcome
back!



WELCOME BACK TO THE CATHEDRAL QUARTER

It has been great to see Cathedral Quarter so busy again following the latest easing of national restrictions.

Footfall has returned to the streets bringing with it the buzz of shoppers and visitors. We recognise that COVID-19 will continue to bring some challenges and pressures for businesses and the area as a whole, but your BID is here to continue to provide support to levy payers, delivering projects designed to promote the area and your business.

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

Payment of the BID levy enables the Cathedral Quarter BID to undertake projects and initiatives to support businesses in the area and to ensure that the objectives you voted for in the Business Plan come to fruition.

Your BID team have worked throughout the periods of COVID restrictions and lockdowns and will continue to help support recovery. The BID levy is a legal obligation and prompt payment will assist the BID in delivering it's activities.

NEW BUSINESSES

A number of **new businesses** have recently opened or relocated within the Cathedral Quarter. We wish them all the very best for a successful future.

- **Tiffany Jordan Couture** – Queen Street
- **Feed Me Burgers** – Victoria Street
- **Skin HQ** – Victoria Street
- **In the Name of Love Bridal** – Sadler Gate
- **The Bear and The Hare** – Sadler Gate
- **The Wedding House** – Sadler Gate
- **Cindy Nails** – St James Street
- **Ashley's Tailoring** – The Strand
- **Quality Florists** – Sadler Gate

CATHEDRAL QUARTER AWARDED BID INDUSTRY STANDARDS KITEMARK

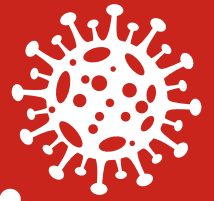
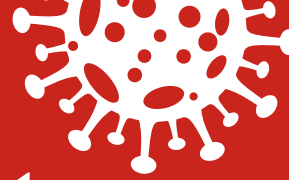
Derby Cathedral Quarter Business Improvement District (BID) has become one of the first in the UK to be awarded a BID industry kitemark for the quality of its work.

Its governance and quality have been scrutinised against 11 new standards which have been developed by The BID Foundation alongside

governments and BIDs to encourage transparency and responsible governance in the sector.



COVID RESPONSE OVERVIEW 2020-2021



The BID's response to **COVID-19** centred on providing clear information to businesses during uncertain times, supporting you in accessing much-needed funding, lobbying on your behalf for greater assistance and providing security during periods of restrictions and lockdowns. The BID also continued to work with partners to implement plans to assist the recovery of the local economy, both in the short and long term.



66

Ebulletins sent to businesses



42

Businesses featured on the new CQ Live platform, promoting them during the summer months



5

Webinars for businesses supporting you on COVID issues



403

Bottles of hand sanitiser distributed to businesses



5,400

Floor stickers and information signs issued to businesses



33,000

meters of distancing tape provided to businesses



591

hours of additional security patrols funded by the BID to help protect premises and businesses



3,585

hours of Ranger patrols, supporting businesses and keeping you informed during restrictions and lockdowns



1,600

CQ-branded face masks provided to BID businesses



30

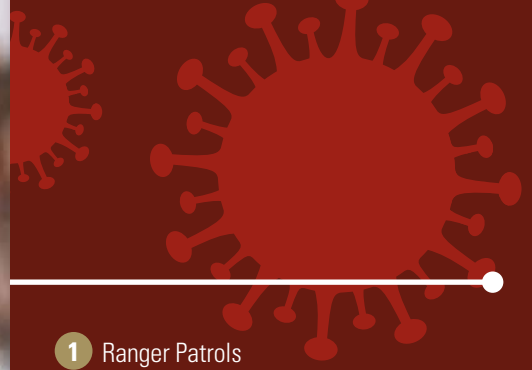
bollard covers installed in the BID area with COVID-19 information and to encourage social distancing



9,000+

messages across the BID's social media channels to help inform businesses and the public of government announcements and help available to them via the BID





- 1 Ranger Patrols
- 2 'Shop Local Online' campaign
- 3 COVID Support packs

SECURITY PATROLS

During the course of the third lockdown, Cathedral Quarter BID worked alongside St Peters Quarter BID to continue the overnight and early morning **security patrols** seven days a week to help protect business premises and quickly report any issues to the Police.

RANGER PATROLS

Our **BID Rangers** are SIA trained, and as essential workers have continued working throughout lockdown, providing a morning patrol of the BID areas, external security checks on premises and liaising with businesses via telephone and social media. They have also continued to support those businesses that remained open and provided advice and information to the public.

SUPPORT PACKS

We continue to supply levy paying businesses with items from the **COVID business support packs**. Items available include social distancing floor graphics and tape, washable face coverings, hand sanitiser, as well as a series of posters and window vinyls advising on COVID-19 prevention measures to assist businesses with reopening and instore safety.

EBULLETINS

Regular **ebulletins** 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 COVID19 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.

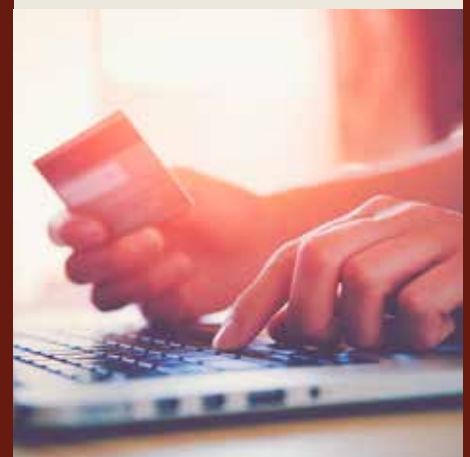
Businesses are urged to ensure they have paid any outstanding levy bills for 2020-2021 as soon as possible.



'SHOP LOCAL ONLINE' DURING LOCKDOWN

The Cathedral Quarter BID continued with the **'Shop Local Online' campaign** to encourage the public to support the businesses in the BID area during the third lockdown.

With many businesses still offering services for those unable to visit the area, we continued to keep the BID website up to date with all the different options available, including details of businesses remaining open, those trading online and those offering home delivery, takeaway and click and collect services.



FROM RESPONSE TO

RECOVERY

2021 will see the Cathedral Quarter BID team working hard to support your business as restrictions are eased and to assist you on the road to recovery. We will deliver projects which will improve the BID area and will continue to work with partners to improve the city centre, restoring confidence and driving footfall and sales.

BID RANGER SERVICE

Your **BID Rangers**, Jon and Scott, remain on hand to support you through the recovery process, providing information and guidance on BID projects and initiatives. They also continue to work with partners to address crime and anti-social behaviour in the area.

CQ LOYALTY CARD SCHEME

During the Derby Ram Trail we are offering the **'I Love' card** to the public for a discounted price of £2.50 to capitalise on the footfall that will be in the area throughout the summer and to encourage people to shop local. If your business wishes to promote an exclusive card holder offer, please get in touch with the BID office.



SOCIAL MEDIA SUPPORT & BUSINESS PROMOTION

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. Make sure you follow our channels and share wherever possible.

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 crime prevention solutions for installation within premises in the CQ BID area.

Following on from this, equipment will be purchased and provided to businesses.

RETAIL 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.

FOOTFALL CAMERAS

The BID continue to fund **footfall cameras** in the BID area 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.

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.

EVENT SUPPORT AND SPONSORSHIP

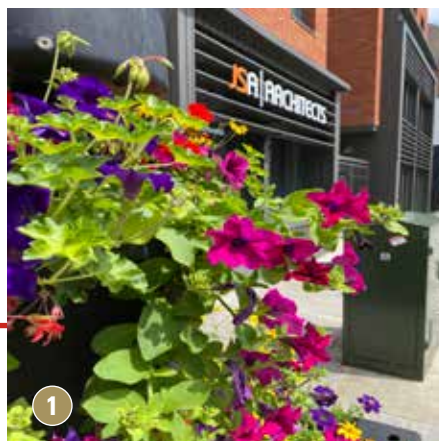
The BID continues to **support** a number of events which take place each year bringing visitors and vibrancy to the Cathedral Quarter. These include **Derby Festé**, **Derby Folk Festival** and the **FFTS Festival** amongst others.

FLORAL DISPLAYS

The BID have 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.

STREET BUNTING

Colourful **bunting** has been installed once more on suitable Cathedral Quarter streets to help improve the look of the area and to complement the upcoming events season.



- 1 Floral Displays
- 2 Street Bunting



DERBY MARKET PLACE

The **Derby Market Place** has returned to Cathedral Quarter following the success of the dining area during last year's COVID restrictions. The area provides much needed alfresco dining space for hospitality businesses across the city and a great entertainment space for family and friends to socialise.

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.

CITY CENTRE BUSINESS MEETINGS

Cathedral Quarter BID in partnership with Derby City Council, Derbyshire Constabulary and St Peters Quarter BID, now regularly

hold **roundtable meetings** with City Centre businesses. The meetings provide an opportunity for businesses to speak directly to representatives of these organisations to highlight any concerns and to obtain updates on current activities.

REPRESENTATION ON THE ECONOMIC 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.

CQ ANNUAL REPORT

The 2020 Cathedral Quarter **Annual Report** was posted out to businesses along with levy bills in March as well as being available to view on the CQ website.

The report featured a review of the work carried out by the BID during 2020, a financial summary and information on how you can get involved in your BID, thereby maximising the value for money you receive for your BID levy.

KEY DEVELOPMENTS

ASSEMBLY ROOMS & MARKET PLACE

In late March, Derby City Council announced how it plans to significantly remodel **Derby's Market Place**, to create a new cultural heart for the city. This strategy will encompass existing and planned cultural facilities, including the new Museum of Making, the transformed Market Hall, and the new performance venue at Becketwell. Options for the remodelled space will examine mixed use opportunities in the area and will also include the former Assembly Rooms venue, looking at the site in the wider context of the area.

BECKETWELL

Construction work is set to commence shortly on phase one of the £200m Becketwell scheme, the most significant development project in Derby city centre since the Westfield Centre in 2007. Phase one includes the construction of 259 build to rent apartments on the site of the former Debenhams store and a new public square which is set to be completed by early 2023. Work is already well underway to bring forward phase two, a new 3,500 capacity performance and conference venue which will be operated by ASM Global, a leading venue and event management company.

STREET IMPROVEMENT CONSULTATION

Derby City Council has unveiled its proposals for **street improvements** on Victoria Street, Albert Street and Corporation Street as part of the Transforming Cities Funding. The BID has submitted a formal consultation response.

MARKET HALL

Derby Market Hall temporarily closed its doors to customers on Saturday 5 June to commence the refurbishment of the iconic building. Once completed, The Market Hall will become a vibrant retail and leisure destination linking Cathedral Quarter to St Peters Quarter, Derbion and Becketwell.

1 Becketwell



MUSEUM OF MAKING

The long-awaited **Museum of Making** opened at Derby Silk Mill on Friday 23 May and celebrates the area's rich history of innovation.

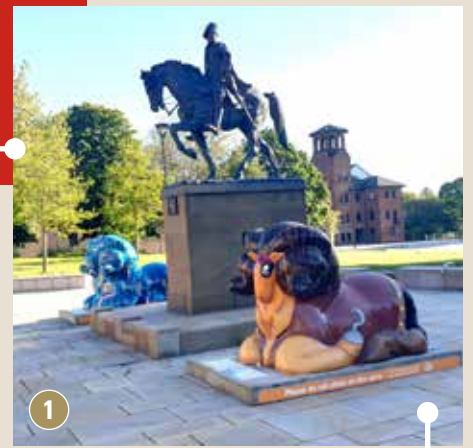
To book tickets visit:
www.derbymuseums.org/museum-of-making/visit/



1

UPCOMING EVENTS

Derby's cultural offer and events programme have never been more important. As our towns and cities adapt and the way in which people use them change following COVID-19, events can play a huge part in shaping identity, generating year-round footfall and in creating a more vibrant, safe, and attractive place for visitors. Cathedral Quarter BID are delighted to work with our partners to help deliver a unique events offer for the city.



DERBY RAM TRAIL

The long-awaited **Derby Ram Trail** is finally here! The Cathedral Quarter BID is very proud to be the Presenting Partner for the Trail alongside Derby Museums and Wild in Art. 30 brightly decorated Ram Sculptures are now in situ throughout Derby City Centre and will be in place until 22nd August. Once the trail has finished there will be a 'Ram-union' seeing them all brought together in one place for the weekend before being auctioned off to raise money for the Derby Museums endowment fund.



THE CATHEDRAL QUARTER RAM

The Ram that has been sponsored by the Cathedral Quarter BID is the '**Groovy Derby Ram**', designed by local artist Pea McCormack – a glittering jewel in the crown of the trail!

SUPPORTING BID ACTIVITIES

- Ram Trail Receipt Competition
- Great British Bake Off – Ram Themed Cake Competition

- Childrens Ram Themed Activities
- The Great Ram Sleepover
- BID branded stencils linking the trail
- Bunting decoration for business windows
- Ram Trail Guided walks with BSL interpreters

For further information on these and other activities, please visit the dedicated Derby Ram Trail page on the Cathedral Quarter Website.

This is a great photo opportunity for businesses in the area so make sure you tag your photos with **#DerbyRamTrail** and tag us in using the handles found on the back page.

DERBY FESTÉ

Derby Festé returns in September with the **Derby Well Re-Dressed** project. The event will lead visitors through much-loved and little-visited parts of the City, reconnecting them with it. The BID is once again proud to support this event.



event organised by Head High, returns to Cathedral Quarter on Saturday 4th September on Cathedral Green. Enjoy live music, talks and other interactive activities such as taster fitness classes.

one-day, free, outdoor festival celebrating and showcasing the best homegrown artists from Derby and its surrounds will take place on Cathedral Green on Saturday 17th July 2021.

FUNDAMENTAL

Fundamental, the annual music and wellbeing

FURTHEST FROM THE SEA FESTIVAL

The BID is happy to support the Furthest From The Sea Festival which is now in its 8th year. The



DERBY FOLK FESTIVAL

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

Alongside the concerts in the marquee all weekend, there will be events in The Old Bell Hotel and at Derby Cathedral on the Saturday.



- 1 Derby Ram Trail
- 2 Artist Paul (Pea) McCormack
- 3 Groovy Derby Ram

CATHEDRAL
QUARTER
DERBY



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