

Food and Drink Guide & Monthly Focus

During the Summer the BID released an updated version of the popular **Food and Drink Guide** featuring all the hospitality venues in the Cathedral Quarter area. Printed versions were distributed around the Cathedral Quarter, whilst a digital version gained a reach of over 20k via Facebook advertising.



We also ran a **Food and Drink campaign** throughout the months of September and October, using social media to highlight all the wonderful businesses we have in our area.

How YOU can get involved with your BID

To discover the most effective means of utilising your levy payments and exploring engagement opportunities, we highly recommend subscribing to our **weekly ebulletin**. This serves as your primary resource for staying informed about upcoming publications, events, networking opportunities, community collaborations, and much more.

To start receiving these invaluable updates, simply email enquiries@derbycathedralquarter.co.uk or call **01332 419053**.

Also funded by the BID this year

- BID Ranger Service
- Ebuletins and Business Communications
- CQ Website Business Profile
- Social Media & Business Promotion
- Bunting Installation
- Defibrillator upkeep
- Storewatch Radio Loan Scheme

Summer Magazine

CQ Summer Life magazine was released at the beginning of the summer and 10k copies were distributed via a targeted household mailing and to city centre businesses. The magazine was also promoted digitally with a reach of over 34K via Facebook advertising



SaBA Day

The **Safer Business Action (SaBA) Day** in Derby saw collaborative efforts between law enforcement and businesses. Joined by the Police and Crime Commissioner for Derbyshire, Nicolle Ndwendu-Roberts, businesses highlighted the amount of ASB they are experiencing, emphasising the need for proactive measures for a secure business environment, setting a positive precedent for future initiatives.



Developments in and around the Cathedral Quarter

Assembly Rooms

Pre-demolition work is taking place on the **Assembly Rooms** site with actual demolition expected to start mid-November. Early suggested plans for the area propose cultural and commercial space, including a multi-functional building and redesigned Market Place. Partnering with VINCI Developments UK and ION Developments, the development aligns with the Council's vision to transform Derby into a dynamic cultural hub.



Becketwell Live

Progress is rapidly advancing on Phase two of the **Becketwell Development**, the Becketwell Live Entertainment Venue, earmarked for completion in early 2025 with an expected opening in the Spring. The venue will be a 3500 capacity destination for concerts, family events, sports and conferencing.

Albert Street & Victoria Street Improvements

Construction continues on enhancing **Albert Street** and **Victoria Street** with the aim of alleviating congestion, reducing pollution, and enhancing accessibility for cyclists and pedestrians. The upgrades include widening pathways, enhancing cycle lanes, installing additional cycle stands, and introducing new paving to enhance street aesthetics and coherence.



Derby Market Hall

Derby's Market Hall is scheduled to unveil in Spring 2025. Spearheaded by Hemingway design, the Market Hall assures a delightful fusion of shopping, dining, and entertainment experiences. Renovated with meticulous care, the Victorian edifice showcases a striking cast iron and glass roof, complemented by a versatile interior adaptable to accommodate a diverse array of events.

Osnabruck Square

In addition to the completion of the Derby Market Hall and the enhancements to Albert Street & Victoria Street, **Osnabruck Square** will undergo redevelopment, transforming into a vibrant public space ideal for outdoor dining and leisure.



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BID UPDATE November 2024

Festive Derby launches on **30th November** with the Christmas Light Switch On. This will start with Surtal Arts leading a Lantern Parade through the city from outside St Peters Church, culminating in the main event on Corporation Street, outside the Council House.

The BID has planned additional street entertainment in the BID area on weekends leading up to Christmas (see page 2 for details).



Cathedral Quarter Ice Rink & Nordic Bar

The **Cathedral Quarter Ice Rink** returns to the Market Place this Christmas with tickets already on sale via the Derby Live website. The rink will be covered to protect skaters from the elements allowing frosty fun in all weathers! The rink opens on **Saturday 30th November** and will be open until **31st December**.

The **Nordic Bar** will also be returning to the Market Place and will host regular live entertainment.

Cathedral Quarter Christmas Grotto at Derby Museums

This year have partnered with Derby Museums to bring a more traditional **Santa experience** for families this year. Wind your way through the various rooms of the Museum and Art Gallery to the Jacobean room on the 2nd floor where Santa is waiting to greet his guests and receive his letters full of Christmas wishes. All children visiting will receive a gift.

This year's grotto will be at a cost of **£4.50 per child** and booking is required via the Derby Museums website. It launches on **30th November** and opens on various dates until **22nd December**.



Festive Lighting Trail

We have partnered with St Peters Quarter and Derby City Council to organise a **Festive Lighting trail**. A number of locations from The Spot to Cathedral Green will each host a large lighting installation. The aim of the trail is circulate people between the Derbion, St Peters Quarter and Cathedral Quarter areas resulting in a flow of pedestrians through the City Centre.

Snow Globe

The BID has once again funded a huge **snow globe** this year which will be in place in the Market Place on Saturday 30th November from 12pm – 5pm. The inflatable installation allows people to climb inside and be whisked away into a winter wonderland – perfect for Christmas photo opportunities!



Golden Ticket Prize Draw

This Christmas we have again partnered with St Peter's 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 Peter's 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.

The competition is a great opportunity to engage with your customers by handing out an entry ticket to them and explaining that they could win vouchers to spend in your shop. The competition starts on 11th November and tickets will be delivered to all businesses shortly before this date.

Festive Guide

We have again collaborated with Derby City Council to produce the **'Festive Derby' Guide** this Christmas. Featuring all City-wide events and activities, the booklet is being distributed to over 120,000 households in Derby & Derbyshire giving the Cathedral Quarter area a fantastic reach via the printed mailing. The guide features all of the BID's Christmas events, LoyalFree app, Golden Ticket competition, and an advert for shopping, eating, and drinking in the area over the festive season.

PLEASE NOTE: The **Festive Derby Guide** was printed prior to the relocation of the activities back to the Market Place and therefore the location of Festive Derby in it is incorrect. All information in this Cathedral Quarter newsletter, as to where everything is taking place this Christmas, is correct.



'Christmas in the Cathedral Quarter' Entertainment

The main shopping streets in Cathedral Quarter will welcome a number of **Festive Walkaround Acts** again this year. Families can enjoy Christmas encounters with characters on the 30th November and the 14th & 21st December including the Grinch, Gingerbread Men and festive stilt walkers.



A Musical Merry Christmas

The BID have funded brass bands, contemporary choirs, steel pan drummers and more for **"A Musical Merry Christmas!"**. The Waterfall area and Corn Market will welcome these acts to bring some festive joy on 14th December 11am – 4pm.



A Jurassic Day Out in Cathedral Quarter

The **Dinosaurs** returned in July for a third year and was definitely the most successful year yet! Families got to meet with many different species of dinosaur, as well as take part in a Dino Dig, crafting and an augmented reality smartphone trail.



Event support and sponsorship

The BID supported a number of city centre events again this year including **The Furthest from the Sea Festival, The Peregrine Watchpoints, Derby Poetry Festival** and the **Derby Folk Weekender**. All of these events bring footfall and vibrancy to our area.



Cathedral Quarter Street Circus

August saw us welcome the Yellow Bus and their **Street Circus**. Crowds were entertained by over 10 different acts in the Bus Circle as well as a number of other acts roaming the streets. Families could also take part in a circus activity workshop and crazy golf.



Celebrate Sadler Gate

In June we celebrated everything **Sadler Gate** for a third year in partnership with the Love Sadler Gate group. Visitors on the day enjoyed sampling some wonderful food and drink from businesses and were entertained by musical acts, walkaround characters and more.

A huge thank you to the business community of Sadler Gate and beyond for helping to make the event a great success!



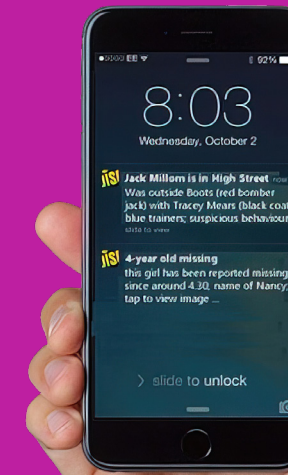
Delivered by the BID this summer

Derbyshire Business Crime Reduction Partnership (DBCPRP)

The Cathedral Quarter and St Peter's Quarter Business Improvement Districts (BIDs) maintain their partnership with the Chamber of Commerce, working together to introduce the **Derbyshire Business Crime Reduction Partnership (DBCPRP)** to the city. This initiative offers levy-paying businesses access to the county-wide program at no cost. Through the DISC app, users can share information, report incidents to the police, browse offender photo galleries, and receive crime alerts and newsletters.

We also hold monthly meetings in person with representatives from the scheme, the police and PPO's which users are welcome to attend and give their feedback.

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



Floral displays

Once more, the BID has funded **hanging baskets** and **floral planters** throughout the BID area during the summer. This initiative enhances the ambiance of the Cathedral Quarter, offering a more vibrant and welcoming atmosphere for both employees and visitors.



Purple Flag Month

During October we celebrated **Purple Flag Month** highlighting all the standards and processes that count towards the accreditation. As well as the evening economy businesses that help us to achieve the accolade each year, we also praised the Street Pastors, Taxi Marshalls and other partners that help keep our city a safe place to enjoy of an evening.



Small Business Saturday

Small Business Saturday takes place on 7th December and the BID has been running a social media campaign throughout the month of November highlighting many of the independent businesses in our area, raising awareness and encouraging people to shop local.

LoyalFree CQ LoyalFree scheme

The **LoyalFree app** is accessible to all levy payers, serving as a promotional tool for your business. With a wide user base of over 120,000 individuals across the nation, businesses can integrate their offers and loyalty programs into the platform, allowing users to capitalise on them while shopping in their local area. For further details, reach out to the Rangers or get in touch with the BID office.