

# ANNUAL REPORT 2024-25



CATHEDRAL  
QUARTER  
DERBY

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## CHAIR'S INTRODUCTION

Welcome to Cathedral Quarter Business Improvement District's (BID) annual report for 2024-25.



Martin Langsdale MBE

As we conclude the first full year of the Cathedral Quarter BID's fourth, five year term, the project team has worked together to deliver a range of initiatives and projects identified by you, the businesses, as priorities.

This annual report provides a detailed summary of our efforts and accomplishments in preserving and enhancing the unique character of the Cathedral Quarter. Over the years, our BID has been instrumental in creating a vibrant community, supporting local enterprises, and enriching the cultural fabric that defines our city.

We have strengthened our collaboration with the Police to address crime and anti-social behaviour in the City Centre. The Rangers continue to provide crucial statements and evidence from their daily observations, supporting our efforts to create a safer environment. Additionally, our ongoing partnership with the Derbyshire Business Crime Reduction Partnership includes funding the DISC app, enabling businesses to report intelligence and contribute to a more secure atmosphere for visitors and workers alike.

To enhance the area's appeal, we continue to supply floral displays during the summer and festive lighting during the Christmas season, adding charm and vibrancy throughout the year.

During the course of the last year, we have organised events such as *A Jurassic Day Out in Cathedral Quarter*, *CQ Street Circus* and collaborated on the *Festive Light Trail* with Derby City Council and St

Peters Quarter BID. These initiatives, funded by your BID levy contributions, have showcased the area as a key destination for leisure and entertainment. We also sponsored other city events, including the *Derby Folk Weekender* and the *Furthest From The Sea Festival*, which attracted additional visitors and highlighted the Cathedral Quarter as a welcoming and lively destination.

Exciting changes are on the horizon during the next year, with the upcoming completion of significant projects. The new *Becketwell Live* entertainment arena, set to open in the Spring, will become a centrepiece for events and community activities. Similarly, the refurbishment of the historic Market Hall, also due for completion in the Spring, promises to create a dynamic space that merges tradition with modern functionality, reinforcing its role as a cornerstone for commerce and community life. These developments will undoubtedly enrich the experience for both businesses and visitors.

We are deeply grateful for your continued support and encourage you to explore this Annual Report to reflect on the achievements of the past year and the vision guiding our future. Together, we can continue to preserve the rich heritage of the Cathedral Quarter while evolving it into a vibrant and inclusive destination for generations to come.

**Martin Langsdale MBE**  
**– Chair of Cathedral Quarter BID Board**  
 Chartered Surveyor, Raybould & Sons

# CATHEDRAL QUARTER BID BOARD MEMBERS

The Cathedral Quarter BID Board is elected by members Cathedral Quarter Derby Ltd, drawn predominantly from those who pay a levy in the area and made up of a representative cross-section of businesses, stakeholders and key agencies associated with the successful delivery of the BID project.

The role of the Board is to safeguard the interests of the levy payers by ensuring that the BID operates in line with the Business Plan and offers consistent value for money in line with its targets.



**MARTIN LANGSDALE MBE**  
Chair of CQ BID Board and Chartered  
Surveyor, Raybould & Sons



**NDUKWE ONUOHA**  
Derby Labour Councillor, Cabinet  
Member for Streetpride, Public  
Safety & Leisure.



**CLLR JOHN WRIGHT**  
Derby Conservative Councillor



**DEAN PETER ROBINSON**  
Dean of Derby Cathedral



**DEAN JACKSON MBE**  
Owner and Founder, HUUB Design



**CRAIG BUNTING**  
Co-Founder and Marketing Director,  
BEAR



**FRASER CUNNINGHAM**  
Partner, Smith Partnership



**JAMES HURDIS**  
Owner and Director, Canopy



**CARLEY FOSTER**  
Head of the Centre for Business  
Improvement, University of Derby



**DEBBIE JARDINE**  
Director, Dream Doors

# CATHEDRAL QUARTER BID TEAM

Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd (pfbb UK), who are a BID Management Consultancy specialising in the delivery and development of BIDs and led by Ian Ferguson and Melanie Ferguson-Allen.



**BRAD WORLEY**  
BID Project Manager



**EVE TAYLOR**  
BID Project Executive



**CHARLOTTE FEARN**  
Administrator/Data Analyst



**POOJA SHARDA**  
Administrator/Bookkeeper



**SCOTT HARRIS**  
Cathedral Quarter Ranger



**JON MCKENZIE**  
Cathedral Quarter Ranger

## THE CATHEDRAL QUARTER VISION

"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."



## OBJECTIVE

# 1

### KEY STATS

**3760**

Hours of BID Rangers on Duty

**3963**

Business Visits undertaken

**367**

Ambassadorial engagements carried out by the Rangers

**40**

Storewatch radios provided together with St Peter's Quarter

**61**

Businesses signed up to the DISC business crime intelligence scheme

## THE CATHEDRAL QUARTER EXPERIENCE

Founded in 2007, the Cathedral Quarter Business Improvement District (BID) is a collaborative initiative funded and led by local businesses. Our mission is to create a distinctive, welcoming, and inspiring destination for visitors and employees by investing levy contributions into improving safety, appeal, and enjoyment for all.

### STOREWATCH RADIO

The Cathedral Quarter BID continues to provide the **Storewatch Radio** loan scheme for ground-floor businesses. These radios enable seamless communication between businesses, Rangers, and key partners, including the Police and CCTV, enhancing collaboration and safety across the area.



Storewatch Radio

### THE CATHEDRAL QUARTER RANGERS

Our **BID Rangers**, Jon and Scott, are here to assist with information and guidance on BID projects, initiatives, and opportunities that can benefit your business. They also work closely with partners to tackle crime and anti-social behaviour, ensuring a safer and more supportive community.

### BUSINESS CRIME MEETINGS

In collaboration with St. Peter's Quarter BID and the Derbyshire Business Crime Reduction Partnership we organised monthly **Crime and Business drop-in meetings**, providing businesses a valuable platform to discuss crime and anti-social behaviour concerns directly with Police, PCSOs, and PPOs. These sessions also facilitated the sharing of relevant intelligence. Keep an eye on our weekly ebulletins for 2025 dates.



### DERBYSHIRE BUSINESS CRIME REDUCTION PARTNERSHIP (DBCRP)

The Cathedral Quarter proudly supports the **Derbyshire Business Crime Reduction Partnership (DBCRP)** by funding access for levy-paying businesses. Through the DISC app, businesses can share information, report incidents to the Police, view offender galleries, and receive crime updates. Contact the BID office to join the scheme.







Safer Business Action Day

### CPR TRAINING

The BID funded lifesaving **CPR and Defibrillator training** in February, with businesses in attendance learning valuable lifesaving skills. East Midlands Ambulance service provided the training, teaching us to not only perform the skills on adults but on infants too.

### SAFER BUSINESS ACTION DAY

The **Safer Business Action Day** in November highlighted the power of collaboration between law enforcement and local businesses. With the support of Derbyshire Police and Crime Commissioner Nicolle Ndiweni-Roberts and Cllr Ndukwe Onuoha, the event brought attention to the challenges businesses face with anti-social behaviour (ASB). This collective effort emphasised the importance of proactive measures to create a secure and thriving business environment, setting a strong foundation for future initiatives to promote safety and community well-being.

### PURPLE FLAG ACCREDITATION

The Cathedral Quarter BID continues to collaborate with Derby City Council and other partners in annually submitting an application to the Association of Town and City Management (ATCM) to achieve the Purple Flag award. Initially attained in 2013, the **Purple Flag** is an international accreditation scheme that acknowledges a town's exceptional management of the evening and night-time economy.



BID Rangers, Jon and Scott



Summer 3-tier planters

## KEY STATS

30

Hanging baskets installed

18

Summer 3-tier planters

16

Solar hanging Christmas trees installed

600

meters of bunting installed across the area

Over the past year, the BID has contributed to enhancing the city's streetscape with floral arrangements and bunting, adding charm from late spring to autumn.

We also funded additional lighting, including installations for the Festive Light Trail, bringing a warm glow to the streets during the festive season.



Festive Light Trail



CQ Bunting



Solar Trees



Great British Spring Clean

## FOR THE SUMMER MONTHS...

This summer, the Cathedral Quarter BID brought vibrant charm to Iron Gate, Corn Market, and The Strand with festive bunting. Installed to celebrate the onset of events like **Celebrate Sadler Gate**, **A Jurassic Day Out in Cathedral Quarter** and the **Folk Weekender**, the **bunting** brightened the area until October.

The Cathedral Quarter BID also allocated funds for the installation of vibrant **3-tiered planters** and **hanging baskets** throughout the area. In partnership with Derby City Council, these stunning floral displays brightened the space from summer into the autumn season.

## AND FOR THE WINTER MONTHS...

In partnership with Derby City Council, Cathedral Quarter BID worked to keep the city beautifully lit for the festive season.

This included installing **cross-street lighting**, **mini trees on shop frontages**, and funding **solar-powered mini trees** suspended from hanging basket fixtures on Queen Street and Corn Market.

## GREAT BRITISH SPRING CLEAN

In March, the BID proudly supported Keep Britain Tidy's **Great British Spring Clean**. Alongside volunteers from local businesses, we collected over 15 bags of litter, removed outdated signage, and cleared fly posters. Derby City Council's Streetpride team also assisted with jet washing and cleaning vacant property windows.

## FESTIVE LIGHT TRAIL

The Cathedral Quarter BID collaborated with St Peters Quarter BID and Derby City Council to bring stunning large-scale installations to the city for the **Festive Light Trail**. The trail featured a giant gold star, a captivating Rudolph archway, and the UK's largest Santa, creating a festive atmosphere for all to enjoy.



# CATHEDRAL QUARTER DERBY

# S

CQ Street Circus

## KEY STATS

5

Events funded

4

Events sponsored

1

Events supported

## CELEBRATE SADLER GATE

In June, we teamed up once again with the Sadler Gate business community to bring back the popular **Celebrate Sadler Gate** event. With live music, Disney Princesses, choirs, DJs, and more, it was a fun-filled day of entertainment for all ages.

## A JURASSIC DAY OUT IN CATHEDRAL QUARTER

In July, we proudly hosted the third '**A Jurassic Day Out in Cathedral Quarter**,' bringing prehistoric fun to the city. Dinosaurs roamed the streets, and visitors enjoyed crafting, fossil digs, poetry workshops, and more. With around 6,000 attendees, the event was a huge success – mark your calendars for its return in 2025 and start planning how your business can get involved!



A Jurassic Day Out

## CQ STREET CIRCUS

In August, we were thrilled to welcome Yellow Bus Events for the **CQ Street Circus**, featuring a fantastic mix of street theatre, circus acts, and comedy. Families enjoyed hilarious performances from Granny Turismo, Maniax, and more, along with face painting, a circus workshop, and crazy golf. Around 3,000 visitors joined in the fun.



CQ Street Circus

## DERBY FOLK FESTIVAL

Once again, the BID proudly sponsored the **Derby Folk Weekend**, which took place from 11th – 13th October. Performances took place at The Old Bell Hotel with some free fringe performances along the streets of Cathedral Quarter throughout the weekend.



Derby Folk Festival



Celebrate Sadler Gate





Peregrine Watchpoints

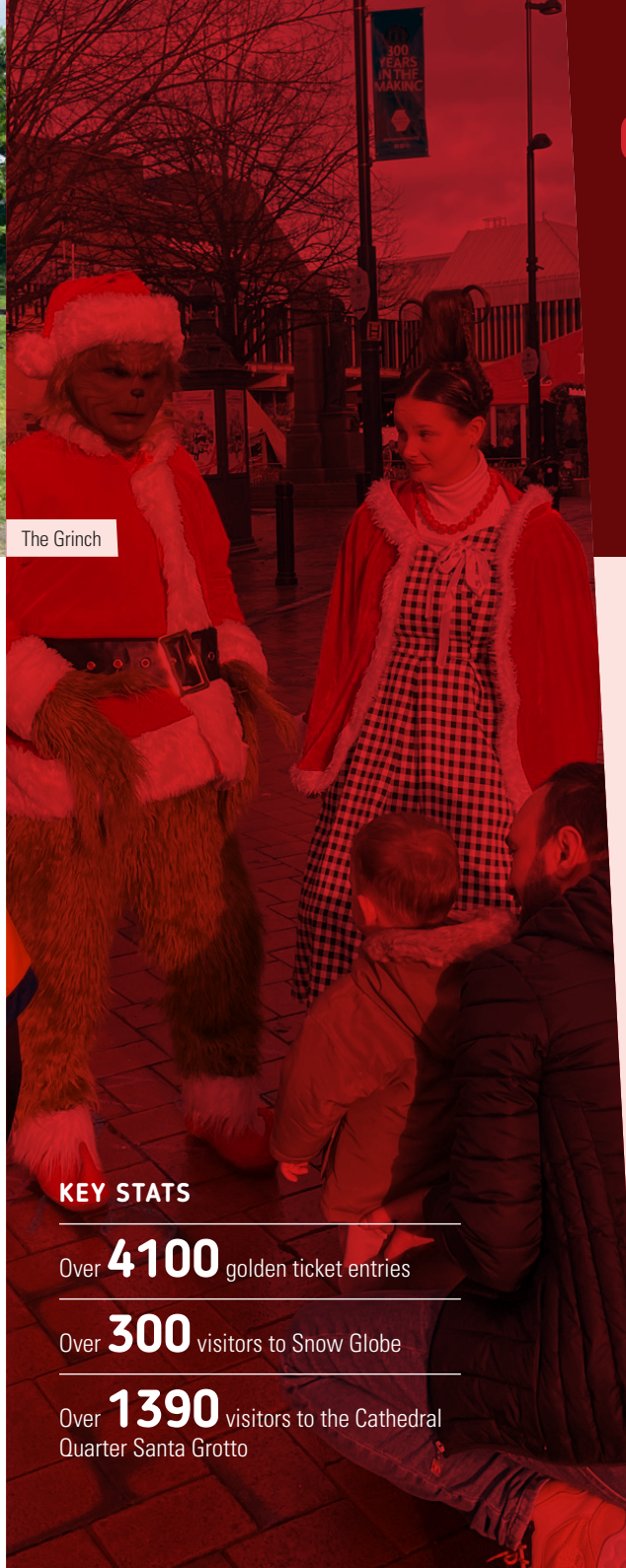
## FURTHEST FROM THE SEA FESTIVAL

The BID also sponsored the 9th annual **Furthest from the Sea Festival** this year. Taking place at Cathedral Green, attendees had the opportunity to participate in a variety of creative activities, while enjoying live performances from a diverse selection of musicians, dancers, and actors. A highlight of the event was the appearance of Eko, the 13-foot tall Sea Giant.

## PEREGRINE WATCHPOINTS

A staple of the yearly events calendar are the **Peregrine Watchpoints** at Cathedral Green. This year we were able to sponsor the events so they could continue following a lack of funding. Many people attended to view the Falcons and their chicks and learn more about these creatures.

The BID also supported events throughout the year such as the Love Sadler Gate Night Markets, St Georges Day, the Derby Poetry Festival and the Caribbean Carnival.



The Grinch

## KEY STATS

Over **4100** golden ticket entries

Over **300** visitors to Snow Globe

Over **1390** visitors to the Cathedral Quarter Santa Grotto

# CHRISTMAS ENTERTAINMENT

Cathedral Quarter BID funded free festive entertainment on Saturdays from the 30th November – 21st December. Each weekend featured a number of walkaround acts that interacted with visitors to the area including characters such as the Grinch, Gingerbread man and Bauble Heads.

## SANTAS GROTTO

This year we partnered with Derby Museums for the **Cathedral Quarter Christmas Grotto**. At a cost of £4.50 per child, visitors were eager to meet Santa, enjoying the cosy surroundings of the wood panelled Jacobite room. Each child also departed with a gift, provided by Derby Museums. During the 12 days that it was open, it welcomed over 1390 visitors.



Santa Grotto

## SNOW GLOBE

The BID funded the return of the large **snow globe** for the Christmas Lights Switch-On event. Set up at the Waterfall on November 30th, this inflatable installation offered a magical experience, inviting visitors to step inside and enjoy a winter wonderland. More than 300 people took part in this free attraction.







Merry Musical Christmas



Bauble Heads

## MERRY MUSICAL CHRISTMAS

The BID brought the spirit of the season to life with a **Merry Musical Christmas**, a day filled with live festive music for all to enjoy. The event featured a lineup of local talent, including the 100-strong Rock Choir, the Wildflower Community Choir, and Sing for Your Supper.

The Newhall Brass Band added a traditional touch, while Pure Steel brought a unique Caribbean flair to the festivities with a set of festive tunes played on steel pan drums.

## GOLDEN TICKET PRIZE DRAW

In Christmas 2024, we teamed up once again with St. Peters Quarter BID for the Golden Ticket prize draw. Four lucky winners each received £500 worth of shopping vouchers, redeemable at businesses in both Cathedral Quarter and St. Peters Quarter. The main goal of the **Golden Ticket Prize Draw** was to increase foot traffic in the city centre. To participate, entrants had to obtain a ticket from one of the participating businesses and drop it into one of the 20 designated post boxes located throughout the BID areas.

## CATHEDRAL QUARTER ICE RINK

Sponsored by the BID, the **Cathedral Quarter Ice Rink** made a comeback to the Market Place in December.

We also offered levy paying businesses the chance to take part in a special skating session followed by a free drink in the Nordic Bar. Thank you to those that attended.



Photo: ©AVIT media



Golden Ticket Prize Draw



## OBJECTIVE

# 2

### KEY STATS

**2** BID Newsletters issued

**10,000** Summer in CQ  
Magazines distributed across Derby

**9,000** Food and Drink Guides  
distributed across Derby

**119,000** Festive Guides  
distributed across Derby

**65** B2B E-Bulletins distributed to a  
mailing list of over 550 subscribers

**52** Whats On Guides distributed to  
a mailing list of over 1900 subscribers

**19%** Increase in Instagram  
followers

**76.5%** Increase in Facebook  
followers

**18%** Increase in LinkedIn  
followers

**52.3%** increase in Tiktok  
followers

# CATHEDRAL QUARTER BUSINESSES & ORGANISATIONS

Using a variety of communication channels, we consistently promoted the Cathedral Quarter brand's profile at local, regional, and national levels. Our initiatives told of the Cathedral Quarter as a premier destination while providing opportunities for business promotion.



CQ Summer Life



CQ Food & Drink Guide

### CQ SUMMER LIFE

The June edition of **CQ Summer Life Magazine**, with a print run of 10,000 copies, was distributed directly to households and city centre businesses. The digital version was also made available on the CQ website and actively promoted across multiple online platforms to maximize reach. The magazine highlighted information about businesses in the Cathedral Quarter, along with details on events and attractions for visitors to enjoy throughout the summer in the BID area.

### FOOD AND DRINK CAMPAIGN

During the summer, the BID released their 2024 edition of the popular **Food and Drink Guide**, showcasing all the hospitality venues in the Cathedral Quarter. Printed copies were distributed throughout the area and to Pride Park businesses, while the digital version reached over 46,000 people through targeted Facebook advertising.

In October, we launched a Food and Drink campaign to spotlight the fantastic businesses

in our community. The campaign leveraged social media to celebrate Derby's Purple Flag accreditation, recognising the area's commitment to promoting a safe and enjoyable nightlife.

### FESTIVE GUIDE

In November, we collaborated once again with Derby City Council to produce the **Festive Derby Guide**.

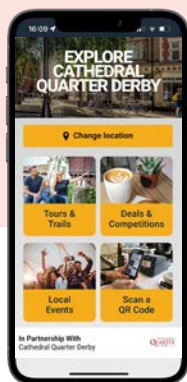
This comprehensive booklet featured a wide range of events and activities across the city and reached over 119,000 households in Derby and Derbyshire. Through this extensive printed mailing, we achieved wider promotion for the Cathedral Quarter area.





## CATHEDRAL QUARTER BID NEWSLETTERS

Throughout the year, the BID Project team compiled **two newsletters** to keep businesses informed about the latest updates and activities within the Cathedral Quarter BID.



### LOYAL FREE

We continue to fund the LoyalFree app, providing your business with free access to a wide audience of local app users. Through this platform, you can offer incentives, exclusive deals, and digital loyalty programs to engage customers. You can also promote your events and run in-app competitions effortlessly.



## EBULLETINS AND BUSINESS COMMS

Businesses receive important updates on BID projects, local developments, positive news, and more through our weekly communications. These updates can be extended to your staff, for invites to social and networking opportunities.

To stay informed and receive these updates, please contact the BID office by email at [enquiries@derbycathedralquarter.co.uk](mailto:enquiries@derbycathedralquarter.co.uk) and supply us with the necessary email addresses.

## SOCIAL MEDIA AND BUSINESS PROMOTION

The Cathedral Quarter has continually enhanced its digital presence, growing its follower base and actively connecting with audiences to encourage foot traffic to the City Centre. We regularly share relevant posts from businesses that tag the BID and encourage

your ongoing involvement. Together, we can showcase the area's outstanding offerings to a wider audience.

## CQ WEBSITE BUSINESS PROFILE

Each business in the Cathedral Quarter has its own dedicated profile page in the CQ website's business directory. If you'd like to make any updates to your page, please don't hesitate to get in touch.

## SMALL BUSINESS SATURDAY CAMPAIGN

**Small Business Saturday** was held on December 7th, and throughout November leading up to the event, we launched a social media campaign to spotlight as many of our independent businesses as possible. The goal was to encourage support for local companies during Christmas and beyond.



Small Business Saturday – Ruth Day Atelier



Small Business Saturday – Courtlands



## OBJECTIVE

# 3

## CATHEDRAL QUARTER GROWTH & INVESTMENT

Throughout the year, considerable efforts have been made behind the scenes to support the growth, development, and investment in businesses that complement and strengthen the Cathedral Quarter.



Osnabruck Square

### BECKETWELL LIVE

The **Becketwell Live** Entertainment Venue, is nearing completion, earmarked for an expected opening in the Spring. The venue will be a 3,500 capacity destination for concerts, family events, sports and conferencing. Names already booked to appear include *Wet Wet Wet*, *Miriam Margolyes* and *Bjorn Again*, with more being announced each month.



Becketwell Live

### DERBY MARKET HALL & OSNABRUCK SQUARE

**Derby Market Hall** is set to reopen in Spring 2025 after undergoing an extensive renovation. The transformed space will offer a carefully curated mix of traditional and themed stalls, including high-quality fresh produce. In addition to these, there will be make and trade stalls, creative spaces, a vibrant food court, and bars. The venue will also host a variety of events and pop-up activities, providing a dynamic and engaging destination for all visitors. In addition to the successful completion of the Derby Market Hall and the Albert Street & Victoria Street Improvements, Osnabruck Square is set



Derby Market Hall

for a transformation into a new public space designed for outdoor dining and relaxation.

### ALBERT STREET & VICTORIA STREET IMPROVEMENTS

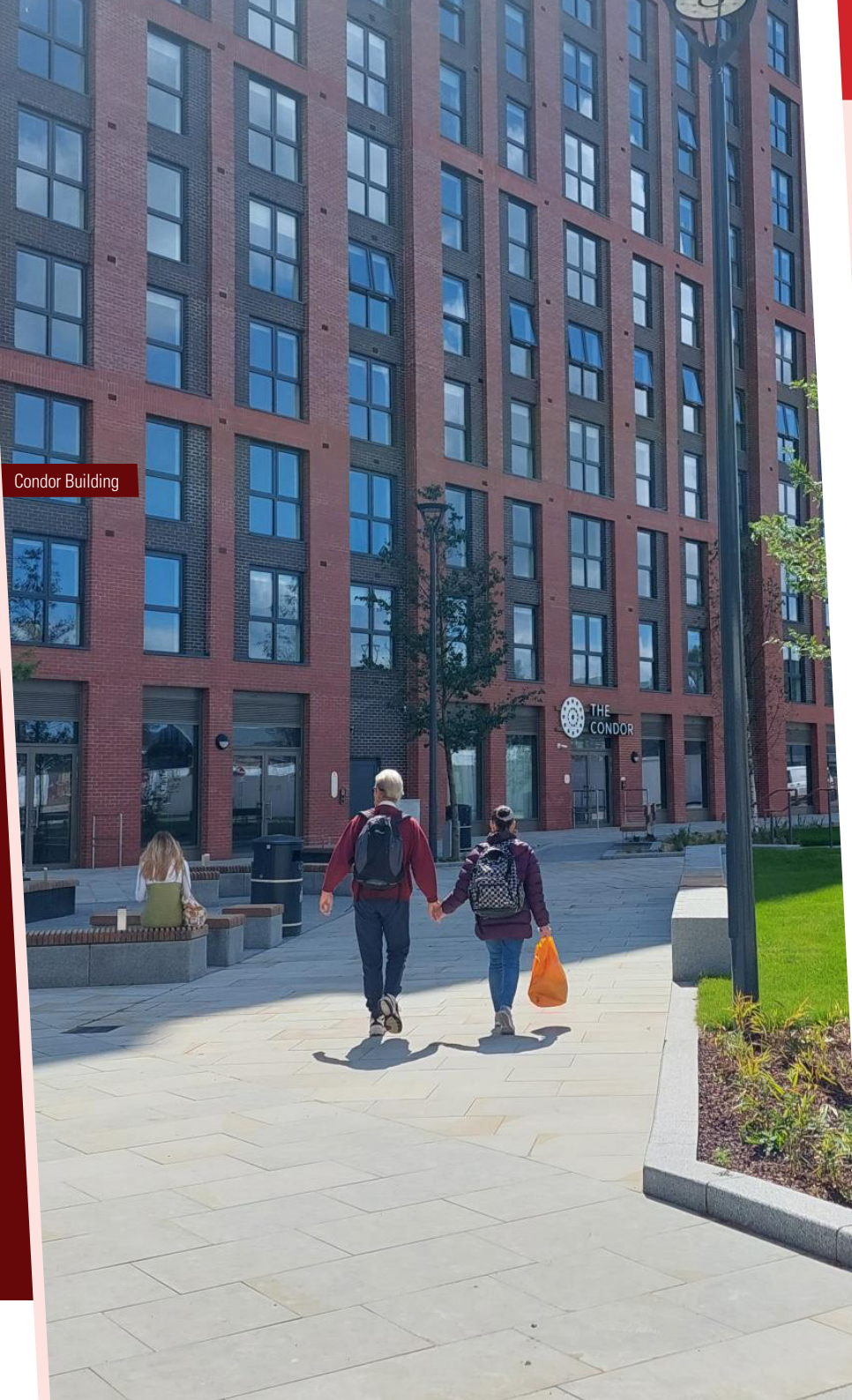
Construction is ongoing to improve **Albert Street** and **Victoria Street**, with the goal of reducing congestion, lowering pollution, and improving accessibility for both cyclists and pedestrians. The upgrades involve widening pathways, expanding cycle lanes, adding more cycle stands, and installing new paving to improve the street's appearance and overall cohesiveness.







University of Derby Business School



Condor Building

## UNIVERSITY OF DERBY BUSINESS SCHOOL

Scheduled to open in 2025, the **Cavendish Building** will offer state-of-the-art teaching facilities that enhance Derby's reputation for exceptional teaching and research, helping to shape the next generation of highly skilled business leaders.

Designed to achieve net-zero carbon emissions in both its construction and operational management, it will be the first net-zero business school outside of London.

## REPRESENTING CATHEDRAL QUARTER BUSINESSES

In addition to carrying out projects and organising activities within the Cathedral Quarter BID area, the BID has been actively involved in a wide range of meetings, summits, and conferences throughout the year. This **proactive involvement** helps raise the profile of Cathedral Quarter on both local and national platforms, ensuring that the views of the BID and its associated businesses are effectively represented.

Examples of these engagements include:

- City Centre Task Force
- Marketing Derby Bondholder events
- Association of Town & City Management conferences
- Pubwatch
- Proactive Engagement Partnership (PEP)
- City centre summit
- Destination Derby Board
- Derbyshire Business Crime Reduction Partnership (DBCRP)
- Derby Economic Development Advisory Committee (DEDAC)



# CQ BID FINANCIALS

Unaudited accounts including estimated accruals as at January 2025.

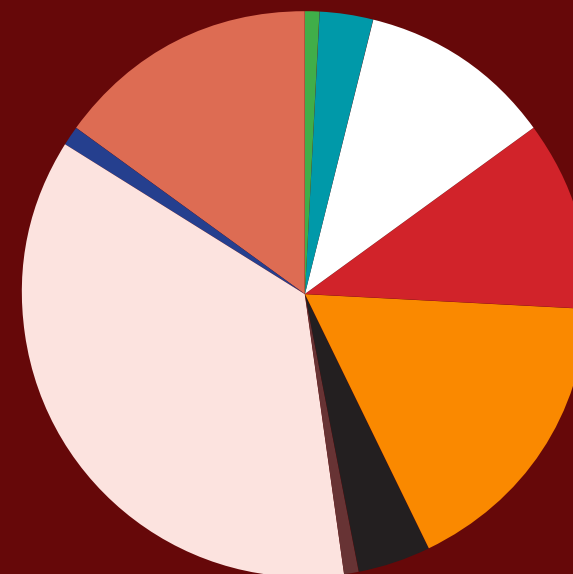
	Budget per objective £	Actual and estimated spend as at January 2025 £
Objective 1 – Experience	200,194	209,108
Objective 2 – Businesses	69,202	58,074
Objective 3 – Growth and Investment	33,844	31,622
Central Admin & Overheads	11000.00	13,112
Levy Collection costs	12,000	6,000
BID Renewal/accrual	15,000	15,000
Overheads	27,280	29,104
<b>Totals</b>	<b>368,520</b>	<b>362,020</b>

As of end of December 2024, £293,807 of levy had been collected by Derby City Council and we thank businesses for their prompt payment which has enabled the BID to continue providing support and delivering priority projects.

Over the course of 2024, the Cathedral Quarter BID was able to generate over £94,000 in savings and in-kind funding for projects and activities in support of Cathedral Quarter Businesses.

The BID has drawn on its cash reserves this year to supplement the budget.

## SECTOR BREAKDOWN



- CULTURE – 3%
- EVENING ECONOMY – 11%
- FOOD AND DRINK – 11%
- HEALTH AND BEAUTY – 17%
- LEISURE – 4%
- PLACE OF RELIGIOUS WORSHIP – 1%
- PROFESSIONAL SERVICES – 36%
- SCHOOL, COLLEGE, UNIVERSITY – 1%
- SHOPPING – 15%
- CHARITY SHOP – 1%



# GET INVOLVED IN YOUR BID

Maximizing your engagement and actively participating in various activities will significantly enhance the value you derive from your BID levy. Explore the following avenues to get involved:

- Stay informed about BID news and opportunities through Cathedral Quarter ebulletins and social media.
- Participate in Cathedral Quarter BID working groups and attend social events.
- Connect with your BID Project Manager, BID Project Executive, and Cathedral Quarter rangers for insights into ongoing projects and potential opportunities.
- Consider becoming a member of the Cathedral Quarter BID, granting you access to the AGM and the ability to vote on BID company matters.
- Explore the opportunity to join the Cathedral Quarter Board, contributing to the oversight of BID activities and ensuring adherence to BID regulations.
- Keep an eye out for chances to submit quotes for the supply of BID products and services.

St Georges Day



Furthest From The Sea Festival



Caribbean Carnival



Jurassic Day Out



## PAYING YOUR BID LEVY



Every business in the Cathedral Quarter is required to pay a levy which is in addition to Business Rates and needs to be paid separately (regardless of how you pay the Business Rates).

Prompt payment will help ensure that the objectives that were voted on in the Business Plan come to fruition.

You can pay your levy in the following ways. Please always quote your BID account reference. This is an eight digit number starting with a 5.

- **By debit or credit card** – telephone **0345 600 1982** or online – **[www.derby.gov.uk/payments](http://www.derby.gov.uk/payments)**
- **Online** – by creating a new payee for the Derby City Council and using the following account details: Lloyds Bank sort code **30 92 59** account number **00008503**

PLEASE NOTE: Derby City Council no longer accepts payment by cheque. Please use one of the alternative payment methods.

If you have any questions, please contact the Business Rates office at Derby City Council.

Tel: **01332 642428** or email: **[business.rates@derby.gov.uk](mailto:business.rates@derby.gov.uk)**

The Cathedral Quarter BID levy criteria can be found in the BID Business Plan, available to view online or on request from the BID office.

### CATHEDRAL QUARTER OFFICES

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Derby Cathedral Quarter BID is project managed by Partnerships for Better Business Ltd (p4bb UK)

