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CQ1628 judges

## **Derby Cathedral Quarter Clinches Coveted Great British High Street Title**

Derby Cathedral Quarter has been named the city location winner of the prestigious Great British High Street Awards 2016.

Having consistently been in the lead in the public online vote and having hosted a judges' visit last month, the Cathedral Quarter beat off stiff competition from Broadmead in Bristol and the Castle Arcade district of Norwich to clinch the coveted title.

Businesses in the Cathedral Quarter will now benefit from a cash prize of up to £10,000, access to dedicated support and mentoring from Google's digital taskforce for shops, bars and restaurants; and social media skills gleaned from a trip to Twitter UK's London office.

The award was presented by the category's judge Ed Locke from retail property body Revo at a central London ceremony. It was collected on behalf of the Cathedral Quarter Business Improvement District (BID) by Ian Ferguson and Ashley Lewis from Partnerships for Better Business who are contract managers for the BID and submitted the award application.

Partnerships for Better Business Director Ian Ferguson said: "This award has capped off a fantastic year for the Cathedral Quarter.

"As contract managers for the BID, we entered the Cathedral Quarter into the Association of Town and City Management Awards earlier this year and were named best national BID.

"Collecting the Great British High Street award so soon afterwards shows just how far the Cathedral Quarter has come in the eight years since the BID was launched.

"This second national title will really help to put the Cathedral Quarter on the map for visitors and potential investors alike."

Martin Langsdale, chair of the Cathedral Quarter Board and Management Group, which drives forward activities under the area's BID status, continued: "This award proves that the BID programme over the past eight years to improve the visitor experience, promote the area and encourage inward investment has paid off.

"We need to remember that without the BID, the Cathedral Quarter as an identity would not exist and that all the projects delivered in its name have been delivered by the BID.

"The Cathedral Quarter is now a recognisable brand and a high quality lifestyle destination – combining the strengths of retail, leisure, culture and professional services and is valued by businesses and visitors alike.

"The businesses really got behind this campaign to be named as a Great British High Street and the award is testament to their hard work and loyalty to the area.

"We are all extremely grateful to the members of the public who voted for us and the judges who took the time to tour the area and meet some of our individual, diverse and inspiring business owners who make this area so great."

The Great British High Street Competition 2016 celebrates the great work that is being done to revive, adapt and diversify the nation's high streets. It is one of a number of initiatives to help champion high streets as the cornerstones of the community.

It is sponsored by British Land, the Post Office, Holland and Barratt, Boots UK, Google UK, Marks & Spencer, Wilko, Revo and Ellandi.

For more information about the Cathedral Quarter, please visit [www.derbycathedralquarter.co.uk](http://www.derbycathedralquarter.co.uk), like the Facebook page CathedralQuarterDerby and follow on Twitter @DerbyCQ.

**Ends**

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## **Note to Editors**

The Cathedral Quarter is an area at the south of Derby city centre and is defined by the Business Improvement District (BID) which covers this area of the city.

The BID itself is now in its second term having originally been voted into existence shortly after the opening of what is now the Intu Centre, a large retail and leisure complex in the north of the city centre. Key footfall drivers including Marks & Spencer's and Debenhams relocated to the Intu Centre, changing visitor patterns and, together with the recession prevalent at the time, led to a genuine concern amongst the remaining businesses that this area of the city would fall into a state of decline.

Projects undertaken in the Cathedral Quarter are split across three core objectives; providing a great lifestyle experience; building awareness and promotion, both locally and regionally; and encouraging growth, development and investment.

Example projects include:

- Producing a range of Cathedral Quarter magazines and media features in the local press showcasing all businesses in the area
- A comprehensive loyalty card scheme for visitors and those who work in the Cathedral Quarter
- An extensive range of high-quality family-friendly live street entertainment as well as sponsorship and support of external events
- Working with partners to achieve and retain Purple Flag status
- Funding of Christmas lights and entertainment
- Provision of floral displays and planters
- Leading on the re-instatement of CCTV monitoring following local authority budget cuts
- Publishing a Cathedral Quarter Prospectus aimed at attracting new investors and businesses
- Every business is given the opportunity to participate in BID initiatives
- The BID Rangers visit businesses on a daily basis, act as ambassadors for the area and work proactively with the police and other partners to combat anti-social behaviour.