

Date of interview/survey:

Initials of interviewer/surveyor:

DERBY BID BUSINESS SURVEY 2026

St Peters Quarter BID and Cathedral Quarter BID are exploring an exciting proposal to come together with businesses in the Becketwell area to create one stronger, unified Derby BID, while retaining and celebrating the unique identity of each area. Whether your business is in St Peters Quarter, Cathedral Quarter or Becketwell, your views will help shape its future priorities, projects and activities. Please take a few minutes to complete this confidential survey and tell us what matters most to your business.

If you would like to discuss your views and complete the survey form with a member of the BID team please contact the BID office on **01332 419053** or via email at info@derbybid.co.uk and we will arrange a meeting at a time that is convenient for your business. Alternatively please complete and return to the BID office via one of the methods outlined at the end of this survey.

SECTION 1 – Contact details – or please attach a business card

Business name:	Please complete head office details below (if applicable)
Contact name:	Contact name:
Position:	Position:
Business address (inc postcode):	Head office address:
Tel no:	Tel no:
Mobile no:	Mobile no:
Email address:	Email address:

Which area is your business located in? ☐ St Peters Quarter ☐ Cathedral Quarter ☐ Becketwell

SECTION 2 – Awareness and assessment of current BID activities

Were you aware of the following BID achievements and projects, and how beneficial do you consider them to be to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial Score 1-5	Comments
A SAFE, WELCOMING AND VIBRANT CITY CENTRE			
Provided BID Rangers who work with partners to address crime and ASB, engage with businesses and public and report cleansing and maintenance concerns			
Provided Storewatch radios free of charge			
Provided anti-counterfeit note checkers			
Organised a number of Safer Neighbourhood days in partnership with the Police to obtain feedback and offer crime prevention advice to businesses			
Work with partners to tackle substance abuse, rough sleeping and begging in the area			
Provided support for extended CCTV monitoring in the city centre			
Working in partnership with the Police and Crime Commissioner, provided knife trauma kits and training to businesses			
Partnered with East Midlands Chamber of Commerce to introduce free membership to the Derbyshire Business Crime Reduction Partnership			
Provision and installation of bunting for the summer months			
Installed hanging baskets and floral planters in the summer			
Purchased new Christmas lights and worked with the Council to provide coverage throughout the BID areas			
Funded the installation of a number of window vinyls and boardings for empty units to make them look more attractive			
Provided sponsorship to city events such as Derby Cathedral's Museum of the Moon and Gaia installations, St George's Day, Derby Festé and Derby Folk Festival			
Funded or supported a number of events including Jurassic Day Out, Celebrate Sadler Gate, Character Meet & Greets and Christmas events including Santa's Grotto and the Ice Rink			
Organised a number of Tidy Days and Deep Cleans to encourage businesses to take pride in their surroundings and to target cleansing hot spots			
Organised the Golden Ticket prize draw to encourage footfall to the BID areas			

Were you aware of the following BID achievements and projects, and how beneficial do you consider them to be to your business? (Where 1 equals a little and 5 equals a lot)	Aware Y/N	Beneficial Score 1-5	Comments
THE BUSINESSES			
Production of material to promote the BID areas and its businesses to visitors			
Regular newsletters and annual reports to keep businesses informed of BID activities			
Professional photography to showcase and promote the area, which businesses have access to			
Website with separate platforms for both the public and businesses			
Promoting the BID areas and its businesses via social media channels including Instagram, Facebook and TikTok			
BUSINESS GROWTH & INVESTMENT			
Worked with partners and key stakeholders in the city and to influence city centre developments			
Funded footfall counters that provide real time figures for benchmarking performance and produced weekly sales and footfall monitor reports distributed to participating businesses			
Undertaken quarterly vacancy surveys to assist in evaluating the economic health of the area and inform future projects and initiatives			
Worked with the Council to promote car parking campaigns to encourage more visits and greater dwell time			
Represent BID businesses at meetings, summits and conferences to help build the BID's profile locally and nationally and support business priorities			
Worked with the Council to retain Purple Flag status – the award for a safe evening economy			

Did you know that all these initiatives are funded and delivered by the BID and without it, they would likely not happen? ☐ Yes ☐ No

SECTION 3 – Your thoughts on Derby city centre as a whole

Please rate the way you feel about Derby City Centre using a scale of 1 to 5 (1 = very poor and 5 = very good).

Part A. Please indicate how you perceive the different aspects of Derby city centre. Tick as applicable (one tick per question) by selecting very poor to very good. Part B. Please rank on a scale of 1 to 5 how important it is for your business for these issues to be addressed.	Part A					Part B
	Very poor	Quite poor	Okay	Quite good	Very good	How important would it be to your business to improve this aspect? (Scoring 1 – 5 where 1 = not important and 5 = very important)
ATTRACTIVENESS						
Street cleansing and litter control						
Condition of street furniture						
Green and attractive spaces and floral displays						
Lighting levels						
Appearance and state of the buildings						
ACCESS						
Road signage in and out of the city centre						
Road signage around the city centre						
Pedestrian signage and information						
Availability of business/customer parking						
Cost of parking						
Bus services in and out of the city centre						
Delivery access, loading and unloading						
CRIME AND SAFETY						
Crime and safety generally						
Personal safety during the day						
Personal safety evenings/night						
Street begging and rough sleepers						
Drug and drink issues on the streets						
Crime and safety issues in private car parks, back yards and alleys						
Business Crime/Shop theft						

	Part A					Part B
	Very Poor	Quite Poor	Okay	Quite good	Very good	How important? Score 1-5
Police support for your business						
Sharing of crime related intelligence						
REASONS TO VISIT						
Things to do for the family, visitors and local people during the day						
Leisure and culture facilities						
Things to do in the evening and night time						
Range of shops						
Range of cafés, pubs and restaurants						
Events and animation on the streets						
Promotion and awareness of reasons to visit						
BUSINESS COMMUNITY						
Interest shown by the Council						
Interest shown by landlords						
The way businesses work together						
Support from the BID						
Feeling part of the city centre and its activity						
Hotel facilities for visitors and business use						
A place to set up an office-based business						

SECTION 4 – What new/additional projects do you think the BID should consider delivering in the future?

Please rate how beneficial the following projects would be for your business, using a scale of 1-5. (Where 1 equals a little and 5 equals a lot).	Rank 1-5	Comments
MARKETING AND PROMOTION		
Competitions to engage the public and promote the BID area		
Seasonal Window vinyl applications		
Improved use of streets and open spaces for events, animation and installations		
Annual footfall driving events i.e., giant interactive dinosaur event		
Increase marketing across print media channels		
Increase marketing across digital, online and mobile channels		
Monthly calendar of events in association with city centre partners – BID role to co-ordinate business participation within these events (e.g. street party) & marketing of events		
ACCESS AND ENVIRONMENT		
Targeted cleaning and litter control (in addition to Council provision)		
Additional landscaping, greenery and planting		
Improved/extended festive/creative lighting in areas where it does not already exist – (please specify where)		
Promote environmental initiatives		
Improved appearance of derelict, vacant buildings and sites		
More parking initiatives for the public		
Parking initiatives for staff		
Improved signage and visitor information		
CRIME AND SAFETY		
Continue to fund membership of the Derbyshire Business Crime Reduction partnership and access to DISC for all levy payers		
Night time security patrols at key seasonal periods		
Continued provision of intervention support such as providing support for CCTV monitoring, bleed kits, defibrillators, anti-spiking devices etc.		
COMMUNITY AND WORKING TOGETHER		
Leverage grant funding wherever possible		
Develop improved methods of communication between the BID and its businesses		
Integrate key developments in and around the city, strengthening the relationship with the BID area and its businesses		
Provide business support for new businesses moving into BID area		

Please provide suggestions on any other projects that you would like the BID to deliver
1.
2.

SECTION 5 – Final thoughts about the joint BID

How would you be inclined to vote for the joint BID proposal?	☐ Yes	☐ No	☐ Don't Know
If your answer was 'No' or 'Don't Know' what would change your mind?			
Are you aware that if businesses do not vote in favour of the proposed joint BID, the current SPQ and CQ BIDs will cease at the end of their respective terms?	☐ Yes	☐ No	
Would you like to get more involved in the BID? (attend working groups/meet the BID Manager etc)	☐ Yes	☐ No	☐ Don't Know

SECTION 6 – General details

Number of years trading in Derby city centre	☐ 0 – 5 yrs	☐ 6 – 10 yrs	☐ 11 – 20 yrs	☐ 21+ yrs
Does your business have charitable status?	☐ Yes	☐ No		
What type of business do you operate? (please tick one)				
☐ Independent	☐ Part of a small independent group (1-5 units)	☐ Part of a larger national organisation		
☐ Other (please state)				
Business Sector and Category (please tick one)				
☐ Cultural Venue	☐ Local Government	☐ Food and Drink/Hospitality	☐ Health/Beauty	
☐ Leisure Venue	☐ Place of Religious Worship	☐ Professional Services	☐ Retail/Shopping	
☐ School, College, University				
How many employees in city centre premises?	☐ Full time	☐ Part time	☐ Other	
How do you envisage your staff numbers will change in the next year?				
☐ Stay the same	☐ Increase moderately	☐ Increase significantly	☐ Decrease	
What do you anticipate your commercial performance will be over the next 2 to 3 years?				
☐ Close down	☐ Decline	☐ Stay the same	☐ Moderate Growth	☐ Significant Growth
What key changes do you anticipate to your business over the next 2 to 3 years? (you may tick more than one)				
☐ Stay the same	☐ Change products	☐ Change services	☐ Change methods of delivery to customers	
☐ Increase use of digital services to reach customers				
Will your business?				
☐ Stay in the same premises	☐ Relocate within the area	☐ Relocate out of the area	☐ Close down	
☐ Other (please state):				

Thank you for your time and effort in completing this survey

Once you have completed this form you can return it to the BID office in the following ways:

- Email completed digital survey to the BID Team at info@derbybid.co.uk
- Contact the BID office on **01332 419053** and we will arrange for collection

If you have any questions relating to this form or its future use, please contact the BID Team on **01332 419053** or via email at info@derbybid.co.uk.

Use of this information

The data we collect from this survey remains entirely confidential and will be amalgamated with feedback from other surveys from other businesses in the area being considered as a Business Improvement District. The information provided on this survey helps us to understand the key issues and opportunities which affect businesses in Derby city centre and therefore contribute towards the preparation of the Business Improvement District (BID) proposal and business plan. There is a legal obligation to consult with businesses in the potential or actual area of the Business Improvement District. In order to fulfil this requirement, we will collect your personal contact details and retain them for future use to ensure that you remain informed of the progress of this consultation and the ballot.

DERBY BID
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