



ONE STRONGER VOICE FOR CITY CENTRE BUSINESSES

Derby is at an important moment, with a real opportunity for businesses to come together behind a shared vision for a stronger city centre.

For many years, St Peters Quarter BID and Cathedral Quarter BID have worked on behalf of city centre businesses, helping to create a cleaner, safer, more welcoming and more vibrant Derby. Together, they have supported traders, championed the city, delivered events, backed crime reduction initiatives, and helped businesses make their voices heard with investments and developments within the city.

Now, there is an opportunity to build on that success.

The proposal for one Derby BID is to bring the two existing BIDs together under one joined-up structure, creating a stronger, more unified voice for city centre businesses while protecting the distinct identity and character of Derby's different areas.

Why one Derby BID?

This is about building on what already works to create a BID that is:

- **Stronger**, with greater influence and a clearer voice.

- **More joined-up**, with less duplication and more shared impact.
- **More ambitious**, with the ability to deliver at a greater scale.
- **More effective**, with a wider footprint and a stronger city-wide presence.

A single Derby BID means businesses across the city centre are represented together, with one stronger platform to work with partners, champion priorities and shape the future of Derby.

What would not change?

Derby BID would build on existing strengths, not wipe them away.

St Peters Quarter and Cathedral Quarter have each developed their own identity, character and sense of place since the BIDs gave them this identity, almost 20 years ago.

Those identities matter and they will continue to matter. The proposed One BID area (which would also include the area around Becketwell) will

reflect this diversity, while gaining the benefits of being part of something bigger, stronger and better connected.

What would get stronger?

A unified BID would allow us to:

- speak with one stronger voice
- work across a broader footprint
- deliver larger-scale projects
- use economies of scale to deliver projects more efficiently
- strengthen partnerships with 'Team Derby' (council / Marketing Derby / tourism agencies / East Midlands Combined County Authority (EMCCA))
- support a more joined-up city centre experience
- greater ability to attract national or regional funding.

It would also create a stronger platform for promoting Derby, attracting footfall, supporting investment and ensuring businesses have a clear and influential voice in the city's future.

