

# MARKETING DERBY Telegraph

ANNUAL REPORT 2025



The award-winning Investment Promotion Agency for Derby since 2006

**BH**  
BONDHOLDERS

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NUMBER ONE  
BUSINESS CLUB!**

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## Team Derby makes it happen!

MORE than a billion pounds of capital investment attracted – and more than 15,000 jobs either created or retained.

That is the impact that 'Team Derby' has had on the city's economy to date – thanks to its support for Marketing Derby, the city's Queen's Award-winning investment promotion agency.

Made up of 350 Marketing Derby Bondholders – and all those who share the notion of making the city a better place - Team Derby has grown to become a powerful proposition.

Working with Derby City Council, it has backed efforts to attract new investment to Derby – and it has campaigned to protect and preserve what we already have.

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**MORE THAN A BILLION POUNDS OF CAPITAL INVESTMENT ATTRACTED  
MORE THAN 15,000 JOBS EITHER CREATED AND RETAINED**



## Our Bondholders

# BH

BONDHOLDERS

**THANKS FOR YOUR SUPPORT!**

FROM SOLE-TRADERS TO THE REGION'S LARGEST FIRMS, MARKETING DERBY'S BONDHOLDER COMMUNITY IS A VAST AND VIBRANT COLLECTION OF WHAT MAKES THE DERBY AREA GREAT.

IF YOU'RE LOOKING TO RAISE YOUR PROFILE, JOIN OVER 350 OTHER BUSINESSES AT EXCLUSIVE EVENTS OR HELP SHAPE OUR PLACE, THERE'S NO BETTER TEAM TO BE PART OF.





Team Derby - Making It Happen!

# Team Derby

## Together we can make it happen

THE spirit of partnership that exists in Derby is continuing to drive the city forward – and the numbers speak for themselves.

More than 5,000 new jobs have been created, while at the same time, over 10,000 existing jobs have been preserved and retained.

An impressive £1.23 billion of new capital investment has been attracted to Derby, with new business arrivals generating an extra £40.4 million in business rates.

The city centre has genuine regeneration momentum, with several major schemes, designed to reinvent and reinvigorate the heart of the city, set to come online in 2025 – dubbed Derby's 'olympic' year.

The Derby City Council-funded Becketwell Live performance venue, the rejuvenated Derby Market Hall and the University of Derby's stunning new Derby Business School - the Cavendish Building - are all game-changing schemes for the city.

Running in tandem, Derby's residential revolution continues unabated, with major schemes rising out of the ground, bringing life back to our city centre.

Meanwhile, our major employers, such as Rolls-Royce, are firing on all cylinders, while international businesses continue to make Derby their home, further strengthening our economy.

And, thanks to the efforts of Team Derby, the city's long and proud association with train manufacturing will continue.

The hard work is by no means over though. Derby's ambitions go further.

Social mobility remains a major challenge for the city and the gap between the 'haves' and the 'have nots' has widened.

The mission now is to ensure that every person feels the benefit of this exciting journey the city finds itself on.

Through the partnership approach that embodies Team Derby, together we can make it happen!


Images:  
Becketwell Live,  
Derby Business School,  
Market Hall




**TEAM DERBY INCLUDES:**

Marketing Derby, its 350 Bondholders, Derby City Council and tens of thousands of Derbeians.





**£1.23 Billion**  
new capital investment attracted



**5,000**  
new jobs created

**10,000**  
existing jobs preserved and retained

### Marketing Derby Board

Bob Betts (Chair) Managing Director, Smith of Derby	Lisa Richards (Vice-Chair) Partner, Dains LLP	David Boutcher Partner, Reed Smith LLP
Professor Chris Bussell Pro Vice-Chancellor & Dean of the College of Life & Natural Sciences, University of Derby	Fraser Cunningham Partner, Smith Partnership	John Forkin MBE DL Managing Director, Marketing Derby
Steve Hall Director, Steve Hall Communications	Debra Martin Partner Geldards LLP	Beth McDonald Managing Director, Derbion
Cllr Nadine Peatfield Leader, Derby City Council	Donna Smith Sales Director, Wavensmere Homes	Mohammed Suleman Finance Director, Bloc Digital
Jake Thompson Director, Novel Nuclear & Special Projects, Rolls-Royce		

### Marketing Derby Team

John Forkin MBE DL Managing Director,	Andrew Lowe Marketing & Communications Manager
Kathryn Allen Head of Investment	Sarah McAllister Corporate Administration Officer
Amy Burton Inward Investment Executive	Adam Rodgers Inward Investment and Digital Executive
Lindsey Hatfield Commercial Development Manager	Christopher Tebbs Inward Investment Executive
Robin Johnson Press & PR Executive	



## Place Making

# Why Derby is on the pace when it comes to shaping place

## City puts people at the heart of place-making strategy

THE most important element of a city is not its buildings, but its people.

A city is nothing without people – and that is why Marketing Derby, along with key stakeholder Derby City Council, have put them at the heart of their place-making strategy.

It's true that since the pandemic we have changed the way we think about our cities. We now demand more from them.

In order to be viable, they must be places where we can live, work, study and play.

But there is little point in having a plethora of shiny new regeneration projects for which there is no public demand. Communication is, therefore, absolutely key.

To this end, Marketing Derby and Derby City Council have put in place mechanisms to communicate with and listen to residents/communities and businesses to help create a place that meets their generational needs.

At the heart of these efforts is the Derby City Lab.



## Lab Experiment

Inspired by the concept of 'Urban Rooms' seen in Amsterdam and Shanghai, the Derby City Lab is a true public-private partnership, led by Marketing Derby partnering with Derby City Council, the University of Derby, Clowes Developments, Derbion and Lathams Architects.

It has one common goal – to engage people in Derby's future.

Derby City Lab first opened in July 2022 in an empty

retail unit on one of the city centre's most unloved streets and in 2024 moved into the busy Derbion.

It is a unique space, which tells of Derby's rich past, present and the exciting future that lies ahead.

It showcases the development pipeline of the city, hosting wide-ranging exhibitions and consultations on the theme of 'place'.

And it also provides the starting point for Marketing Derby's ever popular 'Insider' regeneration walking tours around the city centre.

## Challenging Perception

ONE of the key things the lab is doing is challenging the public's perception that 'nothing ever happens in Derby'.

Its dedicated team of staff communicate to visitors how the city is changing, with the help of a range of media to be found in the lab, such as information boards' and films.

But it by no means a one-way street. The lab actively encourages the public and the business community to engage in those changes.

Working closely with Derby City Council, all of this feedback from visitors is captured.

There are many ways in which lab visitors can register their feedback.

This includes talking to lab staff, taking part in workshops, leaving their observations in a comments book or on the lab's 'engagement wall'.

All of this feedback is then inputted to the council and other place-shaping stakeholders and decision-makers to allow them to better understand the customer voice.

And the beauty of the Derby City Lab is that it attracts the full spectrum of society – from residents and visitors to the city to students and businesses.







Derby City Lab

Award-Winning Derby City Lab

THE success of the lab was recognised in 2023 when the team behind it was awarded the Estates Gazette UK Public/Private Partnership Award.

The lab beat off competition from Liverpool, Manchester and Brent Cross London to win the title.

Awards are nice – but perhaps the greatest achievement of the lab to date is the fact that it has attracted an incredible 15,000 visitors.

Most importantly, when it comes to the city’s place-making strategy, it has obtained opinions and comments from hundreds of people in the process.

To find out more about the Derby City Lab and to plan your visit, go to

<https://derbycitylab.com/>.

ONE of the stars of the show at the Derby City Lab is a scaled 3D city centre model, which aims to help visitors visualise the city’s ongoing regeneration story.

The lab is also home to the University of Derby’s ‘Derby Urban Sustainable Transition’ project (DUST), which produces high-quality visualisations of a more

connected, accessible and sustainable city for future generations.

It has held exhibitions by the likes of Royal Crown Derby, the Rams Heritage Trust, and hosted a community of local makers and traders as part of a city-wide festival.

And on numerous occasions it has acted as a drop-off point

for second-hand children’s books to be re-distributed across the city to schools/ community groups through Derby Book Festival.

Most recently, the lab has played a key role in supporting city-wide consultations on things like community safety and the potential regeneration of the area around the railway station.



**15,000**  
PEOPLE VISITED THE  
DERBY CITY LAB SINCE  
OPENING TWO YEARS AGO

THE Derby City Lab held a special celebration to mark its 10,000th visitor. The landmark was achieved during a Derby Insider Tour event.

And it was one of the participants of the walking tour – Jessica Southworth, regional engagement partner at RIBA (Royal Institute of British Architects) – who became the lab’s 10,000th visitor.





## Social Mobility

# Tackling the challenge of social mobility head on

## Why inward investment is 'a means to an end, not an end in itself'

INWARD investment is helping the city tackle its social mobility challenges.

While Derby has the highest average salaries outside of any city outside of London, in contrast, the city has some of the worst social mobility scores in the UK.

The work Marketing Derby undertakes balances the attraction of high-value, high-skilled jobs with employment opportunities to benefit those with low qualification attainment and disadvantaged backgrounds.

Workforce is a key decision-making factor for businesses choosing a new location.

Marketing Derby helps potential investors find talent, as well as signpost local Higher Education and Further Education providers and private sector recruitment/apprenticeship specialists.

It has strong links with Derby City Council's Employment and Skills team, which helps the economically inactive and those leaving the care system find employment.

The team provides a range of free services to aid recruitment by providing tailored support through a range of recruitment activities and brokerage support, enabling employers to recruit the talent they require.

Its service also includes advice on apprenticeships, navigating the Apprenticeship Levy, supporting on delivering against social value, helping businesses become more Disability Confident and a more inclusive employer and school engagement.

Marketing Derby supports the Employment and Skills team by promoting its activities and

publicising its services.

Another example of Marketing Derby's support in this area is Upbeat Clean, a social enterprise, which combines a cleaning service with life-changing employment.

It was launched to enable refugee women to access training and rebuild their lives through real living wage employment.

Following attraction by Marketing Derby of new businesses, Getinge and Vaillant, to new facilities on Indurent Park Derby, Upbeat Clean has secured new contracts with them both.

This, in turn, has allowed Upbeat Clean to take on more staff – and help change the lives of more individuals and families.



IN 2023, Upbeat Clean was named Marketing Derby's Rising Star, receiving a year's complimentary membership, access to 350 local business leaders and support from Marketing Derby's events and communications channels.

Michael Gladwell, head of enterprise at Upbeat Clean, said: "It's been amazing since being named as Marketing Derby's Rising Star. As a result, we have doubled the number of people we employ to 30, the majority of whom are from

refugee backgrounds. This has resulted in many refugees and survivors of modern-day slavery getting employed for the first time.



Michael Gladwell and Upbeat Clean employees at the Marketing Derby ABE 2024



Addressing Market Failure

# Helping Derby raise its game

Making sure the city grasps its opportunities with both hands

THE most successful Olympians are those who take full advantage when the opportunity for victory presents itself.

And as we stand at the beginning of what has been dubbed as Derby’s ‘olympic’ year, making the most of the opportunities that lie ahead is absolutely crucial for the city

And Marketing Derby has been playing its part to ensure that those opportunities are maximised.

One key example is Great British Railways.

Back in 2023, Derby was chosen as the new home of this new national rail body, beating off competition from five other shortlisted cities from across the UK, following a concerted campaign led by Derby City Council and backed by Marketing Derby and its army of Bondholders.

Since then, Marketing Derby has supported the GBR Transition Team, Derby City Council, LCR and the Rail Forum in the preparation for GBR’s new HQ in Derby and wider Rail Campus Derby plans.

Rail Campus Derby aims to become a key hub for the UK’s rail industry, supporting collaboration across all facets of the sector.

And its official launch in November explored opportunities for railway businesses and organisations from across the country to co-locate businesses or key personnel alongside the new headquarters for Great British Railways at the proposed campus.



Speaking at the launch, Councillor Nadine Peatfield, leader of Derby City Council, said: “Rail Campus Derby will not only preserve our rail heritage but will also be a catalyst for future economic growth, bringing together all aspects of the railway industry, attracting more investment, and creating further opportunities for collaboration across the sector.

“By working together, we can make Rail Campus Derby the beating heart of the UK’s rail network.”

John Forkin, managing director at Marketing Derby, said: “The city is already home to the largest cluster of rail companies in Europe and the rail campus concept levers the new GBR headquarters to further extend our hub of excellence as we shape the railway of the future.

“We sense there will be many inward investment opportunities as a result.”

# Engaging Business

MARKETING DERBY has also been convening groups of businesses/investors on key themes and in deprived city centre neighbourhoods to understand their challenges and create a shared vision and sense of community.

For example, in Becketwell – an unloved area where the city’s new 3,500-capacity performance venue will open in 2025 – focused work has been undertaken to attract investment.

Local businesses and landlords are working with Marketing Derby to help create a vibrant, interesting and welcoming feel to Becketwell.

Among them is Jai Sandhu, owner of independent coffee house Nixon Coffee, in Abbey Street.

Marketing Derby is providing intelligence and support to Jai and other landlords in the area to ensure the opportunity presented by Becketwell is fully leveraged.

Jai believes there has already been a huge benefit from being part of the landlord group that Marketing Derby has assembled, gaining a better understanding of what other businesses are planning in the area and being able to work in a unified way to achieve progress.

And at the same time, Marketing Derby is working to link those interested in investing in the area with empty properties.

Marketing Derby is also helping to ensure that the city retains businesses, who may find themselves displaced as a result of major regeneration schemes. For example, it is supporting Derby City Council on the regeneration of Castleward



into a new urban village, liaising with existing businesses as part of CPO processes to help relocate and retain them in the city.



Castleward is one of many large-scale developments taking place in the city.

Making sure future major developments coming down the pipeline are right for Derby is DEDAC (the Derby Economic Development Advisory Committee) .

DEDAC brings together more than 100 local businesses/ investors to provide professional and customer insight on large-scale planning applications and place-shaping consultations.

All of these initiatives share a common strand – partners working together for the betterment of Derby.



## Marketing Derby Food and Drink Awards

# SUPPORTING DERBY'S FANTASTIC FOOD AND DRINK SECTOR

Marketing Derby Food and Drink Awards shine a light on our best places to eat and drink

THE hospitality sector has had to deal with many trials and tribulations over the years, from the impact of the pandemic to the cost-of-living crisis.

Despite these headwinds, there are establishments out there who continue to thrive and raise the bar when it comes to offering an exceptional dining/drinking experience.

The hospitality sector forms an important part of Derby's 'live, work and play' message.

That's why every year these businesses are celebrated at the Marketing Derby Food and Drink Awards, shining a light on our food and drink scene as a key part of the city's offer.

Celebrating categories such as Best Café, Best Pub, Best Newcomer and the prestigious Restaurant of the Year title, the awards are part of the proactive work Marketing Derby undertakes to support this key sector.

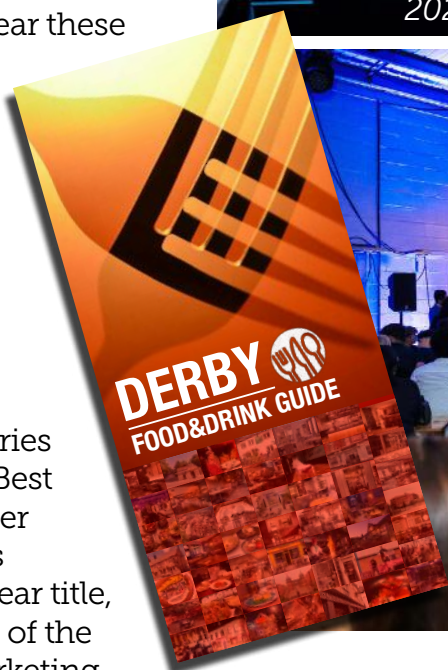
2024 was the 16th year Marketing Derby held the awards.

More than 4,500 nominations were received – and hundreds of people turned out to see the 11 awards presented at a ceremony, which took place at the Chocolate Factory.

As well as organising the awards, Marketing Derby also produces a special Food and Drink Guide, listing winners



2024 Marketing Derby Food and Drink Award Winners



The ceremony is held at The Chocolate Factory

past and present, with physical copies distributed to the public and a digital version created on the awards' website.

Andrew Allsop, managing director of Morley Hayes, said:

“

“The event showcases the best of our local culinary community, and it is always inspiring to see so many passionate businesses and individuals recognised for their hard work and innovation.”

“The Marketing Derby Food and Drink Awards is always a great event, which celebrates the incredible talent and dedication of Derby's food and drink scene.

At the 2024 awards, Morley Hayes' Dovecote restaurant carried off the Restaurant of the Year title, while the business itself was the recipient of the Outstanding Achievement Award.



ALSO among the 2024 winners was OMOMO, which won Best Newcomer.

Following support from Marketing Derby to a local entrepreneur working with Hong Kong nationals migrating to the UK and settling in Derby, OMOMO opened in early 2024 in Derby city centre.

The restaurant was founded with two primary goals in mind: to serve delicious and authentic Korean street food and to create meaningful employment opportunities.

Staff members may not be professionally trained chefs or waiters, and many speak English as a second language, but they all share a common commitment to hard work, providing for their families, and making a positive impact on society.

Owner Lesley So said: “Business – especially small businesses – have a vital role in adding colour, diversity and vibrancy to Derby.

“It's essential for shaping the city's future and we're proud to be part of this!”



# Giving a helping hand to our up-and-coming entrepreneurs

Marketing Derby’s **Rising Star** competition proves a game-changer for fledgling enterprises

TRYING to get a new business idea off the ground or take an existing fledgling venture to the next level can be tough.

It can also be incredibly lonely as you try to build your network and get your name out there.

This is where Marketing Derby’s Rising Star competition comes in.

Each year, the city’s inward investment agency gives the opportunity for a new business to receive a complimentary year of Bondholder membership, along with local publicity, invitations to must-attend events and access to 350 local business leaders.

As result, winning the Rising Star accolade can be a serious game changer to the winner and their business.

Since the competition began, Marketing Derby has seen a number of its Rising Star winners flourish.

The most recent example is the 2024 winner Two Chevrons Group, which supports and empowers veterans and the blue light community.

Army veteran Joshua Leach-Aslam was among those who founded the organisation.

He said: “We help veterans and blue light staff make the transition to the civilian world.

“We partner with businesses, allowing us to focus on education, mentoring and transitioning.

“As a veteran, I have first-hand understanding of the challenges you face when you leave the armed forces.

“At this moment, there are 5,000 ex-armed forces personnel who are currently homeless or live on the streets.

“And one in five in the blue light community will turn to drugs, alcohol or attempt to take their own life.”

Speaking about the impact winning Rising Star has made, Joshua said: “We were incredibly honoured to receive the Marketing Derby Rising Star Award.

“This recognition has played a pivotal role in bridging

communications within Derbyshire and across the UK, allowing us to connect with businesses, community leaders, and residents in ways we never imagined.

“The award has given us a platform that not only raised awareness about our services but also made it easier for other organisations to discover and collaborate with us.”

According to Joshua, winning the Rising Star accolade was instrumental in the successful launch of its charity arm, Two Chevrons CIC, which directly supports veterans and service leavers in Derbyshire and across the UK.

He said: “Through this initiative, we have been able to raise awareness about free education opportunities, provide mentoring, offer support, and help service leavers transition into full-time employment.

“We’re proud of the impact we’ve made so far and excited to continue growing our efforts, thanks to the visibility and trust this award has brought us.”



## Previous Rising Star Winners:

- 1. MiniAperture
- 2. Darley Dance
- 3. Code 56
- 4. Parry Creative
- 5. Gold Box Productions
- 6. Derby Swap Shop





## Putting Derby on the Map

# Putting Derby on the map

## Local, regional and international events spread Derby's message far and wide

WHAT do Cannes, Leeds, Derby and London all have in common?

The answer is that they are all places where Team Derby pitches the city to potential investors.

Attracting new investment is a highly competitive business.

Towns, cities and regions – not just in the UK but all over the world – are all clamouring for the attention of investors.

However, thanks to its innovative approach, Derby is well and truly in the mix.

At one time, the city's football team – Derby County – were one of the best teams in Europe.

Today, the city is certainly among Europe's elite when it comes to its strategy for attracting international investment.

In 2024, Derby was placed third within the Top 10 Small European Cities for FDI Strategy category in the prestigious Financial Times' fDi European Cities and Regions of the Future rankings.

The rankings recognise cities who have devised the best strategy for attracting foreign direct investment, and in its category, Derby was the highest ranked UK city.

The only cities placed higher than Derby this year were Cork, in Ireland, and Braga, in Portugal.

Team Derby accepted its accolade at an awards ceremony that took place during MIPIM.

Held in Cannes, MIPIM is regarded as the world's largest property investment show – a sort of World Cup for inward investment.

It attracts investors from all over the globe and Team Derby – made up of members of Marketing Derby's inward investment team, along with Derby City Council and private sector officials, fly the flag for the city.

Marketing Derby leads on the co-ordination of Derby's public and private sector partners at major property investment events such as MIPIM, with a tried and tested approach combining receptions, stage events, roundtables, one-to-ones and media opportunities.

It does the same at the UK Real Estate Investment and Infrastructure Forum, better known as UKREiIF.

Held in Leeds, UKREiIF, aims to connect people, places and businesses, while unlocking sustainable, inclusive and transformational investment across the UK.

But as well as promoting the city's own current developments and pipeline

projects at UKREiIF, Team Derby also supports the activities of its regional partners.

For example, 2024 saw Team Derby support many events involving the East Midlands Combined County Authority (EMCCA) and the region's first ever elected Mayor, Claire Ward.

In recognition that it is often better to pitch to national and international investors at a regional/sub-regional level, Marketing Derby has a history of working with partners.

They include the Department of Business and Trade, Midlands Engine, Derbyshire County Council, Invest in Nottingham and Invest in Leicester.

It has also worked with its partners on strategic trade and investment missions to places like China and Japan.

And it has produced prospectuses of investable opportunities, in partnership with others.



MIPIM



UKREiIF



ANOTHER important showcase in the city's calendar is the annual London Embassy.

Attracting more than 200 guests every year, including civic leaders, Bondholders, investors and ambassadors, the event showcases to potential investors, sometimes attending unbeknownst to other guests, the strength of Team Derby and the city's offer.

Over the years it has been held at prestigious venues including The Houses of Parliament, Downing Street, Lambeth Palace, Lancaster House and the National Gallery.

In 2024, the embassy was held in the stunning surroundings of Mansion House, home and office to the Lord Mayor of London.

Keynote speakers included East Midlands Mayor Claire Ward and Alice Hunt, Corporate Affairs Director, Rolls-Royce plc.

And as well as outlining the strength of Derby's economy, the 2024 embassy also paid tribute to Marketing Derby's Bondholder community – with the MD of sponsor, Smith Partnership, toasting the 500th Bondholder event..

# LONDON EMBASSY SALUTES AND CELEBRATES THE TEAM DERBY SPIRIT



The London Embassy, Mansion House

The Embassy was the 500th Bondholder event

CLOSER to home, the annual **Derby Property Summit** is an opportunity for the city to really set out its stall.

Every year, it attracts more than 300 delegates from across the UK property sector who come together to enjoy thought leadership from national and international speakers and receive updates on the city's regeneration pipeline.



The Derby Property Summit



## Derby's Voice in a Crowded Market

# Making Derby's voice heard above the noise

Multi-channel approach gets city's message across in a crowded market

THE digital world can be a busy, crowded and noisy place where it can often be difficult to get your voice heard.

This is where Marketing Derby comes in – with its suite of digital and print products, which help fly the flag not just for Derby as an investment prospect, but also raise the profile of its Bondholders.

However, the starting point when it comes to getting your voice heard is having a good story to tell in the first place.

In terms of the investor audience, Derby has a well-honed investment narrative drawing on the city's industrial heritage, natural assets, economic and demographic strengths and innovative DNA.

The Invest in Derby website provides a welcoming red carpet, providing key information and points of contact to assist investors in their investment decisions.

And the monthly Invest in Derby e-news bulletin helps keep up to date with the latest developments and deals.

The bulletins also contain engaging and informative 'thought pieces', which provide a deeper insight into the market, alongside important testimonials from those who have already invested in Derby.

The content of each bulletin is also shared far and

wide through Marketing Derby's extensive social media presence – therefore maximising the exposure of the Derby message.

All this activity helps to demonstrate to investors that Derby is a business city with ambition and a collaborative approach.

## NEWS SERVICE

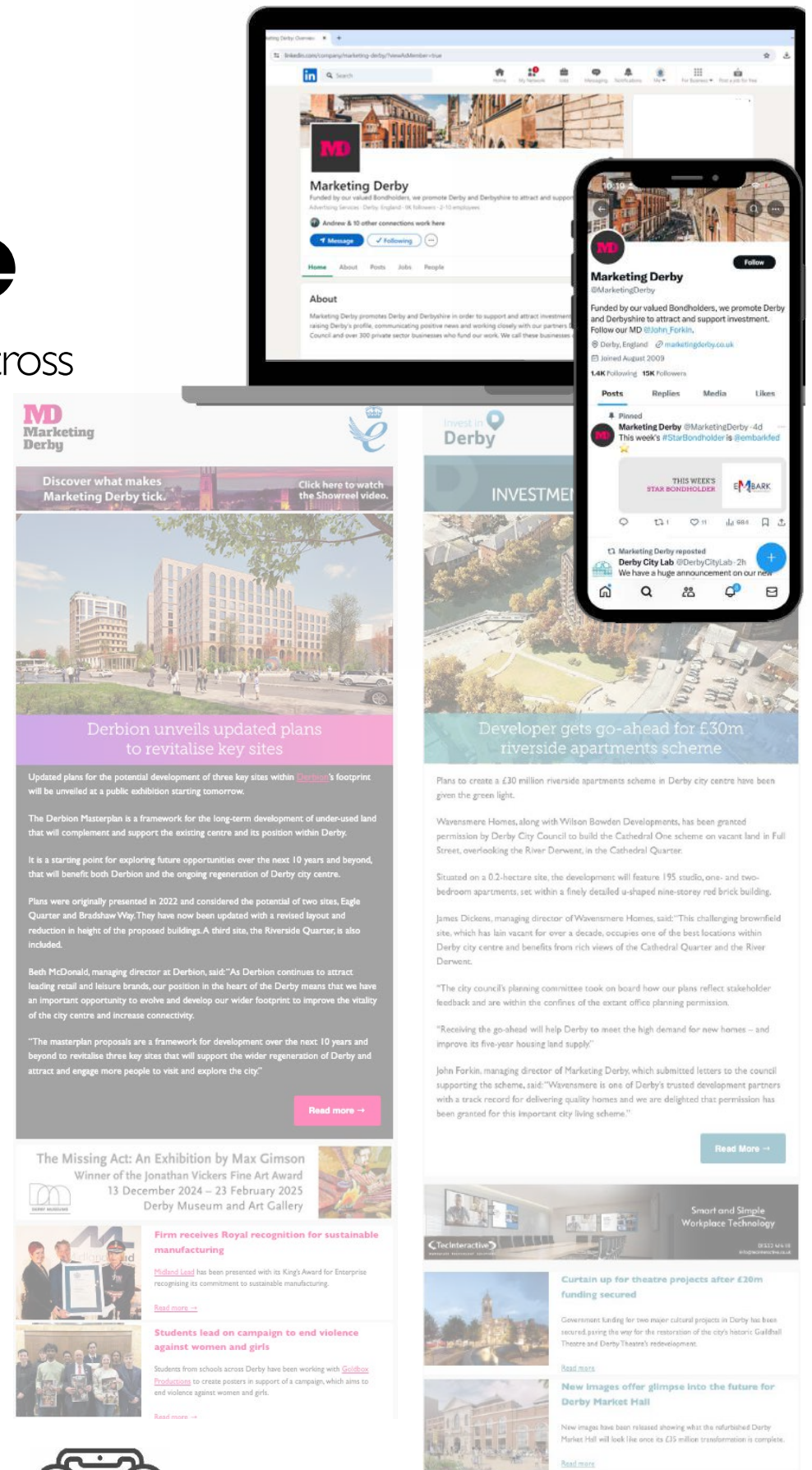
Meanwhile, the Marketing Derby website showcases its range of activities and services – one of which is its very own news channel.

Thrice-weekly e-news bulletins, packed full of stories about Bondholders and their successes, are distributed to an audience of more than 4,000 recipients.

Each bulletin contains 11 stories, which means 33 stories a week are published.

And, as with the Invest in Derby e-news bulletin, as well as appearing in the news section on the Marketing Derby website, these stories are shared through its social media channels.

In addition to the e-news bulletins, Marketing Derby produces special monthly features, including The Big Read, which is written by its Bondholders, and the Friday Morning Takeaway, which rounds up the news from each month.



**33,667**  
SOCIAL MEDIA FOLLOWERS



**207** | **859,874**  
eSHOTS SENT | eSHOT RECIPIENTS  
2024 | 2024



**121,100**  
WEBSITE VISITS IN 2024



## Derby's Voice in a Crowded Market

**PRINT MATTERS**

WHILE digital is considered by some as the be-all and end-all, print still forms a very important part of our efforts to raise profile – evidenced by the very publication you are holding right now!

A prime example is **Innovate Magazine** – Marketing Derby's glossy quarterly business magazine, which showcases the positive work of its Bondholders and local stakeholders.

Launched in 2020 as part of Marketing Derby's post-Covid recovery plans, as well as being one of the most impressive business magazines around in terms of its quality – Innovate acts as an important tool, with its articles seeking to change the perception of Derby and respond to gaps in knowledge, which surface through interactions with businesses and the wider public.

**PROMOTING INVESTMENTS**

Print is also the primary medium of choice when it comes to many of Marketing Derby's promotional materials.

In 2023, the **Derby Investment Guide** was launched, which provides potential investors with all the information they need when considering investing in the city.

The guide is also aimed at local businesses to inform their narrative with clients and employees.

It showcases major investments the city has landed in recent years, outlines exciting opportunities and includes important information around the city's economy and talent pool.

The guide is seen as an invaluable tool when it comes to attracting investment to Derby as it not only sets out the opportunities that exist – but also helps to answer questions investors often ask around 'live, work and visit'.

Such is the pace of the city's transformation that in 2024, Marketing Derby produced an updated version of the Derby Investment Guide.

**MULTI-MEDIA APPROACH**

Another important piece of promotional material in the Marketing Derby arsenal is the **Derby Development Map**.

This is updated annually to reflect the progression of the city centre investment pipeline.

And in 2023, Marketing Derby launched a new newspaper called **Engage** to help raise awareness and promote the activities of the Derby City Lab.

Free to city lab visitors, a second edition of Engage was produced in 2024 to mark the Derby City Lab's second edition, inside the Derbion shopping centre.

Marketing Derby tries to ensure its output is easily accessible to all.

That's why as well as printed versions, it creates online versions of these promotional materials.

Finally, film is another key medium for Marketing Derby. It has amassed a bank of promotional films and photography, available via open access on its website and for Bondholders/stakeholders, on request to support their marketing and business cases.

**INNOVATE  
MAGAZINE****6,000**

HARD COPY READERS

**28,789**

ONLINE READERS





# Team Derby



The 2024 London Embassy was the 500th Marketing Derby Bondholder event - this montage captures a small selection

# Bondholder Contribution

Shining a light on our biggest supporters

MARKETING Derby  
Bondholders are a vibrant community of local companies and organisations which, together, provide a supportive business network, celebrate each others' achievements and engage in the shaping of our place.

From sole traders, through a huge variety of SMEs, to the area's largest employers, Bondholders are an essential part of Marketing Derby's successful business model, providing its largest income stream, and form a genuine public-private partnership with a common goal.

Demonstrating pride in their place, Bondholders back the activities of Marketing Derby to promote the city as a place for investment to regional, national and international audiences.

They also act as an extension of the Marketing Derby staff team in offering professional expertise and local insight to investors – who appreciate the warm welcome as the city rolls out the ‘red carpet’ and often end up becoming Bondholders themselves.

## LOCAL ALLIES

More than a business club,  
our Bondholders support

each other to succeed - a bit of useful advice, a referral to a trusted contact or just a friendly face to share your news with. Sometimes it's the simple things that mean the most!

**The Annual Business Event,** which attracts over 500 businesses each year to Derby Theatre embodies this collaborative spirit and celebrates Derby's success.

The Annual Business Event also provides an opportunity to thank and acknowledge those Bondholders reaching ten years' contribution, as well as to welcome new members to the family.

Bondholders are also invited to a wide-ranging programme of events held annually – from VIP previews, roundtable discussions, professional insights into key issues and a range of social events to build support networks and make friends.

We were delighted that so many could join the celebration at our 500th Bondholder event in 2024 - the London Embassy at Mansion House. And look forward to the packed 2025 calendar of events!



Stronger Together

# STRONGER TOGETHER

WHAT truly sets Marketing Derby apart is its ability to harness Team Derby to tackle challenges and seize opportunities for the benefit of place.

There are many examples of this in action.

For instance, it worked closely with Barclaycard following the purchase of Egg (and loss of 2,000 jobs in Derby) to attract HeroTSC Sky and more than 2,000 jobs.

Of course, one of the greatest challenges for all of us was the Covid-19 pandemic.

During that time, Marketing Derby worked tirelessly to support its existing investors and Bondholders in an unprecedented CRM campaign.

It did not furlough staff but repurposed all roles to stay in contact with businesses, providing intelligence on local grants and ensuring those eligible received funds, helping local PPE efforts and sometimes just providing a friendly voice in tough personal situations.

## FIGHTING SPIRIT

Post-pandemic, Team Derby supported Derby City Council in winning the competition to bring the new Great British Railways HQ to the city by harnessing Bondholders into the campaign and public vote.

Team Derby was also a key participant in the campaign, and behind the scenes, to save Derby County Football Club from administration in 2022.

And it mobilised businesses to be part of the successful lobby to prevent the closure of Alstom's Litchurch Lane site in 2024, and, in 2011, a similar proactive approach to keep Bombardier in the city after the loss of the Thameslink contract.

During his maiden parliamentary speech, Baggy Shanker, MP for Derby South, singled out Marketing Derby's contribution to that campaign.

He said: "Marketing Derby, our city's award-winning inward investment agency... were integral in securing the support of hundreds of businesses around Derby in the campaign to save that train manufacturing plant."

## Celebrating Partnership

SO, it was fitting that Marketing Derby's 2024 London Embassy, which was held at Mansion House, celebrated the contribution Team Derby has made to the city to date.

The event paid tribute to Marketing Derby's Bondholder community – and the spirit of partnership that exists within what has become collectively known as Team Derby.

Councillor Nadine Peatfield, leader of Derby City Council, perhaps summed it up best in her speech to the 200-plus audience.

She said: "Team Derby is not just a concept, it's a force to be reckoned with."

“  
.....  
The ethos is simple. Together as one team we can achieve extraordinary things for our city. Go Team Derby!

"Being part of Team Derby is not just about being from Derby – it's about being ambitious for, proud of and a collective advocate of Derby.





# ESPRESSO

## Derby Business Games makes triumphant return!

2024 saw the successful return of the Derby Business Games, which saw local companies and organisations come together to take part in a series of fun challenges based on the traditional school sports day.

AFTER a six-year hiatus, this year's event, which took place at Derby Rugby Club, saw teams of eight compete in a rounders tournament followed by individuals and pairs going head-to-head in mini events, from wheelbarrow races to the egg and spoon.

It finished with a tug of war and welly wanging finale before the team which had accrued the most points was crowned. That honour went to Flint Bishop.

The event was organised by Will Evans who was behind the original Business Games in 2017.

It was backed by main sponsor Smith Partnership, and supported by Marketing Derby, with a percentage of the profits donated to Derbyshire's specialist child exploitation charity, Safe and Sound.



## RAMS EXCLUSIVE KICKS OFF EVENTS

OVER 200 Bondholders attended the first event of 2024 - an exclusive breakfast at Derby County's Pride Park Stadium.

Speakers included CEO Stephen Pearce and then Head of Derby County

Community Trust, Simon Carnall.

Men's First Team Head Coach Paul Warne was then interviewed by Owen Bradley of RamsTV before taking questions from Bondholders and Paul reflected on his time with the club so far, and what he looks for in his players plus



how the team works to create a collaborative and caring environment.

Guests were given the opportunity to go pitch side and view the newly installed digital advertising inventory and take a tour of the club's conference, exhibition, and matchday hospitality facilities.

## Cricket club starts the season in fine style

THERE was a bumper turnout of Bondholders for Derbyshire County Cricket Club's 2024 'Start of the Season' event.

Always a popular event, it saw people descend on the County Ground in their droves to hear from the staff, players and management.

Jimmy Drew, commercial manager at Derbyshire County Cricket Club, said: "Our annual event is a real highlight for us, and provides us with a fantastic platform to share with the local business community all the exciting cricket and non-cricket events we have on offer each season."



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