

A fresh approach to press and PR



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## £155m deal awarded to Bombardier



Derby-based train maker Bombardier has been awarded a £155m contract which is welcome news following the decision in February to award the Intercity Express Programme to Japanese firm, Hitachi.

The construction of the 120 carriages for the Stansted Express service is significantly smaller than the £7.5bn Intercity contract and it is hoped that Bombardier will be able to win other contracts in the future, in particular the £2billion Thameslink contract. The new carriages will be delivered between March and June 2011.

Worldwide profits released last week from the parent firm of Bombardier showed an increase in profit for the year ending 31 January from £614m to £950m.

## Swedish bank tops customer satisfaction poll

### Handelsbanken

Marketing Derby Bondholder, Handelsbanken, is celebrating after the bank topped a national opinion poll for customer satisfaction. The survey by EPSI Rating is the first of its kind for the UK banking sector.

Founded in Sweden, Handelsbanken, was ranked top by both its business and personal customers in terms of satisfaction and for customer loyalty. The Derby branch on Pride Park was the 60<sup>th</sup> UK branch to open in 2008 and is now one of the 62 across England, Wales and Scotland.

## QUAD attracts 100,000 visitors and Hollywood star



Derbyshire born actor John Hurt CBE, made famous for his roles in The Elephant Man and Alien, was announced as the Quad's patron in February and made his first official visit to the centre at the end of March (pictured left).

QUAD, Derby's new centre for art and film, has welcomed its 100,000<sup>th</sup> visitor to the venue in just 6 months since the opening in September last year - well on the way to achieving 200,000 visitors in the first year.

QUAD also featured in The Guardian's arts and culture review on Saturday as part of the Shakes in the City festival - a programme of Shakespeare-inspired live performances, film and community workshops taking place at various venues across the city. QUAD is to show Throne of Blood, West Side Story, Silent Shakespeare and Hamlet on various dates from 8<sup>th</sup> April until 3<sup>rd</sup> May. See [www.derbyquad.co.uk](http://www.derbyquad.co.uk) for details.

Meanwhile, the International Photography Festival, FORMAT taking place in venues across the city, has received thousands of visitors, including many from abroad as well coverage in the Japanese press among others.

## Progress and development of Derby

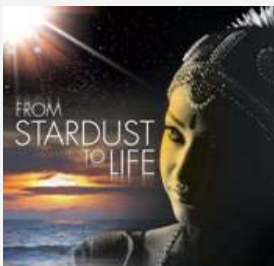


The next Derbyshire and Nottinghamshire Chamber of Commerce City Leader Luncheon, sponsored by the LSC, takes place on Friday 24<sup>th</sup> April at Pride Park Stadium from 12 - 2pm.

The speaker for the event this month is John Cadwallader, Chief Executive of urban regeneration company Derby Cityscape and his presentation will discuss an overview of progress in the City Centre and an outline of the property development challenges to be faced in the current economic climate.

To book, or for further information, email [events@dncc.co.uk](mailto:events@dncc.co.uk) or call 01332 851280 [www.dncc.co.uk](http://www.dncc.co.uk)

## Spectacular Indian dance brought to Derby



An innovative mix of classical Indian dance combined with evocative imagery, multimedia projection and spectacular lighting design is brought together by Chitraleka Dance Company in their presentation entitled "From Stardust to Life" promoted by Surtal Asian Arts at Déda, Chapel Street on Saturday 25<sup>th</sup> April, 8pm.

The choreography, music and visuals take you back in time to when the universe first began. The classical Indian dance style of Bharanatyam blends with western contemporary movements to create a stunning performance. Box office 01332 370911 or for more details visit [www.deda.uk.com](http://www.deda.uk.com) or [www.surtalarts.co.uk](http://www.surtalarts.co.uk)

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- Location: Pride Park, Derby
- What do you do/ what is your mission statement? We aim to provide the highest level of professional PR and associated marketing services to clients across consumer, trade and business to business sectors. We strive to provide each client with a dedicated package of services, which will raise their profile within their target audiences and achieve tangible

business benefits.

- **When did your business start?** 1992
- **Why have you become a Bondholder?** To show our support for the regeneration of the city and play our own, very small part in raising Derby's profile on the national stage.
- **What do you think of the scheme?** It is a fantastic opportunity for Derby's business community to contribute towards raising the city's profile. We are very impressed with what Marketing Derby has achieved to date and the benefits that it has already brought to our business. And in the current economic climate, it is refreshing to see so many companies willing to support each other through the exchange of intelligence and contacts.
- **How do you see business shaping Derby's future?** Derby has always been a great place to live and work, as exemplified by the large numbers of graduate who leave Derby University and decide to stay in the city. However, the current regeneration of the city and the launch of schemes such as Westfield, QUAD and the Cathedral Quarter have created a new vibrancy around the city, which is clear for all to see. We need to continue to encourage inward investment to the city and work together to ensure that Derby continues to thrive..
- **What are your favourite things about Derby?** Despite all the regeneration work that is taking place across the city, Derby still retains its 'small town' feel, which is very important, as is the fact that you can work in the city centre, but be out in the countryside in a matter of minutes. Lastly, and most importantly, there is Derby County. Despite the Club's ups and downs, it remains the one constant in so many people's lives and binds us together as a city.

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