

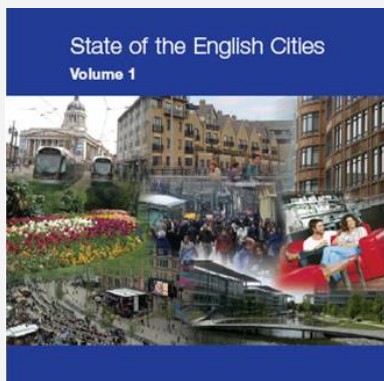


Recruiting and retaining talent



[Click here to visit Marketing Derby Bondholder - Optus](#)

Derby tops employment table



In a time of considerable uncertainty over jobs, the latest Centre for Cities report ranks Derby as one of the best in the country for job creation. Cities Outlook is an in-depth, independent analysis of the economies of 63 of the largest cities in the UK. The report shows that the growth in employment in Derby has increased by 7.5% during 2006-2007 and the city is now ranked as 2nd out of 63.

These results follow a well established trend as over the past few years Derby has risen from 7th (2005) to 4th (2006) and now 2nd. The 2007 figures reflect the opening of Westfield and further growth in Derby's core high-technology sectors.

The current report begins to show the very early impact of the credit crunch with a number of cities actually losing jobs in 2007. Bottom is near neighbour Stoke, which lost 4.3% of its employment base.

Free bus for city's shoppers



In response to feedback from traders and the public, a new, free bus service will be launched on 23rd February to help shoppers make the most of their time in Derby city centre.

The Shopper Hopper will transport passengers between Westfield and the Cathedral Quarter, with services running every 20 minutes. The service will

run from 9am to 5pm Monday to Saturday and 10am to 4pm on Sunday.

Last year Westfield Derby became a top ten shopping centre with over 25million visitors. The distinctive, black buses will provide a convenient hop-on, hop-off circular service across 11 stops moving people around the city.

First prize for QUAD building



QUAD, Derby's centre for art and film, has won a prestigious award. Derby Civic Society members have voted the QUAD as first prize in the New Build category of the George Larkin Brighter City of Derby Awards. The award will be presented to Keith Jeffrey, QUAD Director, by the Mayor of the city, Cllr Barbara Jackson at the annual ceremony on 13th February.

The team of architects who designed QUAD, Feilden Clegg Bradley, also won the prestigious RIBA Stirling prize in October 2008.

QUAD opened to the public on 26th September 2008 and has had over 80,000 visitors during the first four months.

Safest car park in the world!



It's not very often that a public car park makes the news unless it's bad but Derby's Parksafes Car Park at Bold Lane in the city's Cathedral Quarter has received unequalled national and international headlines and can claim to be the safest car park in the world.

Celebrating 11 years in the city, Parksafes remain the only operator in the UK to offer a guarantee against vehicle related thefts through individual bay security systems and automated CCTV control. In the year before Park Safe there were 171 cases of reported theft from vehicle together with 7 stolen vehicles.

From 1998 to 2008 there has been NO reported crime whatsoever!

The car park has picked up many awards and accolades culminating in national and international TV and news papers proclaiming the car park as the 10th Safest Place in the World along with places such as the Pentagon and Fort Knox.

Free technology advice



As the recession bites, you'll be working hard to ensure your business survives and thrives in tougher times.

Whatever sector you are in, it will be vital to use technology to make you more competitive, customer focused and cost effective. Companies who get to grips with the internet, communications and information technology, increase their ability to stay ahead.

To make sure you don't get left behind, Derbyshire-WellConnected has advisors on hand to answer all your questions about broadband, computers and ICT. For free advice and support visit www.derbyshire-wellconnected.co.uk or call 0845 058 6644

Marketing Derby Bondholder - Optus



- Company Name: Optus Consulting Ltd
- Web Address: www.optusconsulting.co.uk
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- Locations: Mallard Way, Pride Park
- What do you do/ what is your mission statement? Optus is a recruitment consultancy. We have significant expertise in Executive Search and Selection, Candidate Resourcing, Contract & Interim Management, HR Consultancy and Psychometric Profiling, Recruitment Process Outsourcing.

We aim to offer our clients a complete, well-rounded and coordinated recruitment solution and to become the recruitment partner of choice to our clients. We aim to be not just better, different.

- **When did you start?** Optus was formed in January 2008, following the merger of SHG Opportunity Management Ltd (started in 1989) and Marque Executive Resourcing (started in 1993).
- **How many employees do you have?** 15
- **Why have you become a Bondholder?** We see Derby as a city of high growth, with a highly skilled workforce and innovative businesses. As someone who has grown up in the City, the ongoing developments on Pride Park, Riverlights, Westfield, Cathedral Quarter are hugely exciting. I, and Optus, are passionate about the City, and want to play our part in making Derby an even more fantastic place to be, by helping our clients attract the right people to the right jobs every time. Marketing Derby is a tremendous opportunity for all of us to shout from the rooftops - bring your business to Derby!
- **What do you hope to get out of it?** From a purely business point of view, we hope to extend our network of key contacts, and to gain the most up to date and relevant information in order to put clients and candidates together. We also believe that because of the 1,000's of conversations our consultants have with employers and employees every week, we can really offer an insight into how Derby, and Marketing Derby's efforts are translating into the marketplace. All good relationships should be two-way!
- **How did you hear about the Bondholder scheme?** Colleagues from a number of existing Bondholder organisations recommended that I attend some Marketing Derby events to see for myself the work that was going on. Obviously, I was sold!!
- **What do you think of the scheme?** Just what our City needs - a focal point for all that is good to be conveyed to the masses! I think Derby has been a little anonymous on a national scale in the past.
- **How do you see business shaping Derby's future?** Significantly. It's a self-fulfilling cycle -any successful economy inevitably requires a healthy business community, not just in terms of wealth creation but also in terms of job and life satisfaction. Derby has an enviable track record of attracting innovative and highly skilled businesses, and combined with a growing academic offering it really can claim to cover all bases. What we must do now is to continue to develop and market Derby itself as an attractive place to be. Then the wealth created by this skilled workforce will be spent in our own retail and leisure businesses, and they will grow stronger and offer better employment prospects for local people....
- **What are your favourite things about Derby?** The quality of life! We are 10 minutes away from fantastic scenery and peace and quiet, yet we have excellent City nightlife and cuisine on our doorstep, and a great football team too!

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Promoting the promise of our city

Derby
does it