



Communicating with potential customers



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Westfield Derby bucks national trend



Some good news on the retail front this week as two retailers new to Derby have announced they are to open stores within Westfield Derby.

Spur Steak & Grill, a restaurant group originating from South Africa, will open its fifth outlet in the UK, and the first to open in the Midlands. Spur are famous for their mouthwatering ribs and offers a varied menu of burgers, steaks, chicken, salads and seafood options. The restaurant is due to open in April this year.

Exclusive ladieswear fashion store, Country Casuals, which has rebranded all its UK stores as CC, is due to be complete in March. It will be the first store the company has opened in the city.

This all follows from BBC News coverage of Westfield Derby last week as bucking the national trend - the centre's January footfall rose 11.6% compared to last year.

Hospitality and catering returns to Derby College

Catering and hospitality courses will return to Derby College in September 2009 with state of the art training facilities at the stunning new Roundhouse campus on Pride Park.

The purpose-built £2.5m facility will have the capacity for 170 full and part time catering and hospitality students who will learn the business in a purpose built suite incorporating three glass fronted kitchens, 80-seat restaurant and



bar.

The provision of high quality local training in the catering and hospitality industry was also welcomed by John Forkin, Director of Marketing Derby, who said: "The recent growth of hotel and restaurant provision in Derby has been an important aspect of the city's regeneration and marketing success. This provision is therefore vital to enhance the city's skills base in this growing industry and I know that the local and regional hospitality industry will therefore welcome Derby College's investment."

Celebrate inspirational Derby



Derby City Partnership brings you Inspiring Derby 2009 a week of events for everyone, to showcase what's best about our city.

We want you to help us to demonstrate how Derby is inspiring and how your partnership work can inspire everyone who lives and works here.

This is a great opportunity to showcase your organisation's activities, partnership projects and initiatives to the public and organisations locally and regionally by putting on events and tours between Monday 22 and Sunday 28 June.

Last year all tours sold out, as did most of the events with 10,000 visitors.

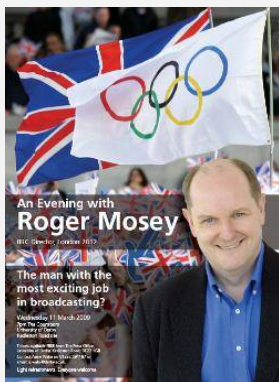
Yet, with your help we can do better and you can be part of making Inspiring Derby 2009 the best attended and the most inspirational week yet!

See the website for booking forms and further information:

www.derbycitypartnership.co.uk

The deadline for returning booking forms is Monday 16 March. For more information call Jas Clarke on 01332 258509.

Olympic man comes to University



The man with the most exciting job in broadcasting? Roger Mosey, BBC Director of London 2012 Olympics come to the University of Derby to outline his plans for live coverage to millions of viewers worldwide. The presentation will be held at The Courtroom, University of Derby, Kedleston Road site on Wednesday 11th March at 7pm.

Be part of the first audience in the country to hear the man voted the 15th most influential person in British sport talk about the massive challenge of showing the best of Britain when the London Games begin in just over three years.

Tickets are available free from Anne Wake at the Press Office on 01332 591187 or email a.wake@derby.ac.uk

Light refreshments will be available and everyone is welcome.

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

Film director returns to his roots



Film director, Tom Wadlow

This is your chance to join the Hollywood Buzz following Slumdog Millionaire's Oscar success.

Tom Wadlow, who studied at the University of Derby, and then went on to further developing his unique skill at Universal Studios in Los Angeles, is looking for people to star in his next project, to be filmed on location around Derby.

Tom has written, directed, filmed and produced several short films as well as being involved in some major independent film projects throughout the UK.

The film sees a newly married professional couple, Alec and Emma, delighted to move into their new "bargain" apartment. Soon the couple find troubles arise between them, when the apartment's history begins to force its way into their lives.

The castings will take place over the weekend of 28th February 2009 for the 4 parts available within the short film. The film will then be shot in early March.

For more information about the film project, castings or premier please contact Chrissa Maund - chrissa.maund@googlemail.com or call 07846997003

Marketing Derby Bondholder - Moggs



- Company Name: Moggs Marketing Communications Ltd
- Web Address: www.moggs.org and also www.cmcoe.co.uk
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- Locations: The Mill, Lodge Lane, Derby, DE1 3HB
- What do you do/ what is your mission statement? We are an award-winning full service marketing communications agency with a unique business concept that delivers exceptionally high quality marketing solutions to our clients' briefs. We help businesses of all types and sizes grow through developing business strategy, the design and production of powerful advertising, PR, Web marketing, direct marketing, graphic design and sales collateral.
- When did you start? In April 2001, when Roger Moggs left his position as the Worldwide Brand Director for JCB at agency Brookes and Vernons. The business was established initially in a studio from home and has grown significantly since then.
- Why have you become a Bondholder? Derby undoubtedly has great potential for growth and commercial success. We want to be a visible contributor to building the inertia. By attracting high quality clients we will help Derby to become a recognised centre of creative excellence.
- What do you think of the scheme? Excellent, pro-active, supportive and focused. These are values that Moggs closely identifies with.
- How do you see business shaping Derby's future? Derby's brand will evolve as it continues to grow and attract high profile businesses and commercial talent. We need to constantly add value to the city's proposition in order to create tangible benefits to investors.
- What are your favourite things about Derby? It's a small, friendly, accessible city that thinks BIG!

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To request a Bondholder Scheme Information Pack please e-mail tina.hartley@marketingderby.co.uk.

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Promoting the promise of our city

