



Helpful banking



Marketing Derby Bondholder - NatWest

Arts bring £14.4m economic value to Derby



A new report launched last week to estimate the economic value of five arts organisations to Derby has revealed that they generate £14.4 million and support over 300 jobs.

The five organisations involved in the study were QUAD, Derby-based orchestra sinfonia VIVA, Derby LIVE, dance centre Déda and First Movement, which promotes arts for people who might otherwise be excluded.

More than 765,000 enjoy Derby's arts activities annually and for every £1 the city council invests there is a £11.33 return and for every £1 of funding from the Arts Council there is a £13.07 return. The study also revealed that £2.5m is spent with local suppliers, £7.3m by day visitors and £4.5m on overnight trips to Derby.

John Forkin, Director of Marketing Derby, said that perceptions of the city had changed dramatically in the last two years among both residents and visitors and that arts play a key role in the change. "Arts are good for the city. There's not a serious city of the 21<sup>st</sup> Century that doesn't see culture as important for the community. Derby is a city that's definitely moving on upwards. A healthy, wealthy arts community is vital."

Derbyshire MP calls for manufacturing support

Derby's balanced economy features nearly 12% of the workforce employed in high technology - 4 times the national average and number one in the UK. Many of these roles are within the manufacturing sector and as the "Planes Trains and Automobiles" report highlighted in last week's eShot, it is vital to the future success of both the local and national economy.

South Derbyshire MP Mark Todd highlighted how important the sector was in a question to deputy Labour leader Harriet Harman in the House of Commons last week. He called on the Government for assurances of support to improve the performance of export orientated manufacturing.



South Derbyshire MP, Mark Todd

Ms Harman replied that "We recognise the importance of manufacturing in Derby where between them, the aerospace, automotive and railways sectors in the area directly employ over 32,000 people and account for £10.3 billion of economic output. We look forward to strong growth in this sector ahead."

## The Times lists Derby as great for a quick getaway



Derby has featured in many national newspapers recently as a popular destination for tourists and a report in *The Times* on Saturday has revealed that Derby is in the top 30 places for quick getaways.

13 was certainly not an unlucky number as Derby was listed as 13<sup>th</sup> in their article, "30 Great British Weekends" ahead of other Midland towns and cities. The feature highlights the Cathedral Quarter's charm and the independent shops, bars and new arts centre (QUAD). The article continues: "There is no shortage of handsome buildings and the nightlife is lively and welcoming." Read the full list [here](#).

## Derby chef through to final of Chef of the Year competition



Marketing Derby Bondholder, The Finesse Collection, are celebrating after one of their chefs has made it through to the finals of the prestigious British Culinary Federation's national Chef of the Year 2010 competition.

Derby chef Dean Crews (left) is Executive Head Chef for The Finesse Collection and leads the kitchen at Derby's Cathedral Quarter Hotel. He was chosen as one of ten finalists after succeeding at a semi-final live cook off before a formidable line up of judges.

The ten finalists will now battle it out in a live kitchen at Hotelympia hospitality exhibition at ExCel London on 1<sup>st</sup> March. A 2 Michelin star French chef and member of the Toque D'or Lyonnaises will fly from France to join the judges to help choose the 2010 Chef of the Year.

## £1bn pledge to Midlands manufacturers



Marketing Derby Bondholder, Natwest-RBS, has pledged to make £1bn of new loans available on competitive, flexible terms to UK manufacturing business, 32,500 of which are located in the Midlands. The bank says it has ring-fenced a fund specifically for the manufacturing sector.

The bank is launching its dedicated manufacturing fund in response to feedback from customers in the sector who are anticipating growing demand for their products during 2010 and beyond. The fund will provide loans designed to help those businesses finance investment and ensure that they can take advantage of any opportunities that present themselves. Find out more [here](#).

## Marketing Derby Bondholder - NatWest



- Company Name: NatWest - Part of RBS
- Web Address: [www.natwest.com](http://www.natwest.com)
- Location: Commercial Office in Crompton House, Derwent Street, Derby DE1 2ED with Branches of both Royal Bank of Scotland and NatWest throughout the County
- What do you do/ what is your mission statement? Provision and advice

on Financial Services.

- **When did your business start?** The bank can trace its roots back to 1650 with the foundation of Smith's Bank in Nottingham.
- **Why have you become a Bondholder?** We are committed to supporting our customers, local businesses and the County, and see this excellent initiative as key to achieving this.
- **What do you hope to get out of it?** As a business that is committed to supporting customers and businesses in Derbyshire, being a bondholder is essential. This really is a great forum and we have certainly benefited from being a part of it by learning more about current and future developments at early stages. We are proud to be part of Derbyshire life. Being a bondholder really has helped us to know what is going on locally and to understand and respond to our customer's needs.
- **What do you think of the scheme?** It is important that we have a voice to promote all that is good about us in Derbyshire. We are in competition not only with other East Midlands locations but other national and, to an extent, International centres for inward investment and we cannot afford to hide our light under a bushel. Many other Cities already have organisations actively promoting them so it is important that we make every effort to highlight our great City! Derby has a great industrial and technology history, and we need to achieve more national and international recognition.
- **How do you see business shaping Derby's future?** Business is the lifeblood of our local economy. It creates employment and wealth. Supporting growing businesses and attracting new companies to the area will underpin the Local Government's desire to make Derbyshire the location of first choice for us all to live and work in..
- **What are your favourite things about Derby?** This is not only a City with great amenities and the glorious countryside; it is a place where people are made welcome by friendly people!

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Promoting the promise of our city

