

# WE ♥ DBY<sup>SM</sup>

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**Derby**  
*does it*

## Marketing Derby Bondholder - Stimulating Minds

### University impacts the city



Derby University's  
Kedleston Road Atrium

Millions of pounds a year pour into the Derbyshire and wider economy due to the University of Derby's presence in the city, according to a new report.

The findings from the report, "The University of Derby's Impact On The Local Economy", have shown that £17.2m is spent on local suppliers and outside contractors from July 2008-August 2009, direct employment of 1,595 full time equivalent posts creating a 'knock on' additional 1,642 jobs elsewhere and that the impact of the "student pound" spent in the area is estimated as in excess of £30m a year.

Professor John Coyne, Vice-Chancellor of the University of Derby, said: "The amount that the University contributes to the local economy is very significant; through its day-to-day and long-term operations, and through the presence of thousands of students. Much of this happens behind the scenes and is largely unreported."

### New station interchange approved



The proposed transport interchange at  
Derby Train Station

Approval has been given to the next phase of the multi-million regeneration programme at Derby Railway Station.

Following the £21m platform and passenger improvements focus now moves to the front of the station. Funding of £1.8m from the East Midlands Development Agency and the European Regional Development Fund plus £500,000 from Derby City Council will create a transport interchange on the city entrance to the station.

It will improve access for those using public transport with a new bus terminus, a 32 space taxi rank, double the amount of cycle parking, dedicated space for cars to drop passengers off, and specific area for Blue Badge holders.

Work will start soon and be completed by 2011. It will tie in with works to create the first phase of Castleward Boulevard to link the station to the city.

## Derby road race is a world first



Around 6,000 runners from around the UK and across the globe will be descending on the Derby/Nottingham area on the weekend of the 14<sup>th</sup> March to take part in a world first.

The Kilomathon will be the first 26.2 kilometre road race, which equates to 16.3 miles, and was the idea of Derby man, Geoff Sims, who had the idea when hearing runners of Marathons saying that they found the last 10 miles the hardest. So he used the same numbers used in a Marathon (26.2) and applied them in Kilometres for runners looking for a different challenge.

The Kilomathon will start close to Nottingham University and runs through Beeston, Chilwell, Long Eaton, Draycott, Borrowash, Elvaston Castle before finishing in Alvaston park in Derby. It is expected to have an economic impact of over £1 million for the Derby/Nottingham area. The closing date for entries is 17<sup>th</sup> February and more information is on the [website](#).

## Innes England insight on market



Marketing Derby Bondholder, Innes England will be providing a comprehensive focus on Derby's commercial property market at a free breakfast event later this week.

The Market Insite will take place at Pride Park Stadium on Thursday 11<sup>th</sup> February from 8.15am to 10am. Now in their third year, the event provides information on the state of the current and future property market. This will be useful for businesses considering market opportunities within Derby.

Innes England experts will share their opinions and the firm has also teamed up with external specialists including Experian to discuss wider economic factors, Bank of England and Lloyds TSB to review the financial backdrop along. Derby City Council Chief Executive, Adam Wilkinson, will update delegates on the city's regeneration.

Places can be booked by emailing [ewebster@innes-england.com](mailto:ewebster@innes-england.com) For more information, see the [website](#)

## Love is in the air in Cathedral Quarter



Three successful Cathedral Quarter businesses are coming together to create a unique opportunity for a romantic night in on Valentine's Day. Red Zebra and Jack Rabbits, both on Queen Street, plus newcomer Serendipity on Sadler Gate, are bringing deliciously different dining where staying in is the new going out.

From freshly made meals prepared at Jack Rabbits (left) you can choose from Beef in Red Wine sauce, White Wine and Basil Chicken or Mushroom Stroganoff served with Dauphinoise Potatoes and Red Cabbage and Fine Beans. A decadent chocolate dessert from Serendipity followed by a carefully selected bottle of quality wine from Red Zebra - all for just £30 for two people.

To take advantage of this offer, simply pre-order with any of the participating businesses by Wednesday 10<sup>th</sup> February, purchase a voucher, and collect your chosen meal and wine either Saturday 13<sup>th</sup> or Sunday 14<sup>th</sup> February after 11am.

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- Location: 93 Friar Gate, Derby, DE1 1FL
- What do you do/ what is your mission statement? Creative and strategic thinking by creative and strategic people.
- When did your business start? Having worked for some of the country's leading design agencies and some of the country's most recognised brands, Stimulating Minds opened their doors in September 2006. With

humble beginnings, starting the business from the back garden of one of the directors, there was no time or space for prima donnas and that ethic still remains today.

- **Why have you become a Bondholder?** After moving our offices from Nottingham to the centre of Derby we soon came to realise that Derby has masses of business potential, with very little real creative pedigree to fulfil real business marketing objectives. Becoming a Bondholder gives us credibility and an excellent opportunity to work with some of Derby's elite businesses.
- **What do you think of the scheme?** We love the fact that the Marketing Derby Bondholder Scheme pulls together like-minded people who are passionate about their city and how things are looking for Derby's new generation of businesses.
- **How do you see business shaping Derby's future?** There's a real buzz when it comes to talking about great things happening in Derby. With the help of local businesses talking to each other and pulling together as one city we can see Derby having a great future ahead! Without successful businesses there will be no draw for other businesses to move into the city.
- **What are your favourite things about Derby?** A small city with a huge heart.

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Promoting the promise of our city

