



World-class, innovative healthcare manufacturers



Marketing Derby Bondholder - Pennine Healthcare

### City Pride? Derby does it!



Results from panellists who took part in a recent survey, have shown that Derby's residents feel a great sense of pride in their city and that it has a positive image than the previous year.

The Derby Pointer panel, commissioned by Derby City Council, focuses on a number of key topics and includes questions relating to the work of Marketing Derby in raising the profile of the city and also public perception of the image of Derby.

From over 500 returned surveys (a representative sample of the city demographic), completed either online or through a paper survey, the results have shown that there has been a year on year increase in the awareness of the Marketing Derby "Derby Does It" campaign and that the largest proportion of respondents (59%) agreed that Derby had a more positive image than 12 months ago.

Colourful ceremonies for University's graduates



Thousands of students enjoyed all the pomp, celebration and colour of the University of Derby's annual awards ceremonies. It was a chance for staff, families and friends to celebrate the academic achievements of loved ones receiving qualifications.

Hundreds of people also saw the ceremonies from outside the Assembly Rooms on Friday 23 and Saturday 24 January, as they were beamed on to the Big Screen in Derby city centre.

There were six ceremonies over the two days, and 2,300 graduating students wore mortarboards and robes bedecked in the Derby colours of red and pale blue, to collect their certificates.

On both Friday and Saturday, there was a procession to Derby Cathedral for a Thanksgiving Service. The Oriole Marching Jazz Band and the Heage Brass Band provided added interest for the crowds with performances en route on Friday and Saturday respectively.

The next Open Day for all students interested in studying at the University of Derby will take place on Saturday 31<sup>st</sup> January between 10am-3pm. Book your place at [www.derby.ac.uk](http://www.derby.ac.uk)

## Full steam ahead for new, green station



The Rt Hon Geoff Hoon,  
Secretary of State for Transport

It has been a busy week for train operator East Midlands Trains as they have proudly opened their newest and greenest multi-million pound station – East Midlands Parkway on Monday, and also their new head office on Derby's Pride Park on Tuesday.

The multi million pound station will give hundreds of thousands of people across the East Midlands easier and better access to train services. It will be served by over 100 East Midlands Trains services per day, with trains to and from London every 15-20 minutes at peak times. The journey time to London is around 1 hour and 30 minutes. The station was officially opened by The Rt Hon Geoff Hoon MP, Secretary of State for Transport.

Meanwhile, celebrity and rail enthusiast Pete Waterman officially opened its new Derby head office, Prospect House on Pride Park. Guests from key local businesses and the local media attend the ceremony.

## Advice, support and inspiration for business women



Marketing Derby Bondholder KC-Jones is running the 5<sup>th</sup> East Midlands Women in Business Conference on Thursday 5<sup>th</sup> March - working alongside two other Marketing Derby Bondholders - Max Conflict Management and Derby County Football Club.

The event will provide advice, support and inspiration to women looking to develop their businesses, skills, employment prospects and personal life. Max Conflict Management, will be taking part in 2 seminars alongside other seminars and keynote speakers, Karen Darke, Explorer; Kavita Oberoi, Oberoi Consulting; Maggie Philbin, TV presenter and broadcaster and Rachel Elnaugh, Entrepreneur and former dragon on BBC2's "Dragon's Den."

To ensure your place please book online [www.kc-jones.co.uk/wib09](http://www.kc-jones.co.uk/wib09)

In addition, Max Conflict Management is offering the opportunity to attend a free Employment Law & Health and Safety event at Pride Park Stadium from 9.30am-12.45pm on Friday 6<sup>th</sup> February. Places are very limited, to book please call 0844 8700 629

## Free German language school place

Following the piece in last weeks' eShot about the Mayweek trip to Derby's twin city, there is an additional opportunity from the city of Osnabrück and the University of Applied Science for a scholarship for the 17<sup>th</sup> International



Language School - open to anyone over the age of 18 (a basic command of the German is not a prerequisite for the scholarship).

The language course will take place between 17<sup>th</sup> August and 14<sup>th</sup> September and comprises of 90 hours of intensive German language training, offered at all levels and will be accompanied by a wide range of social events.

For further information, please contact the Osnabruck Envoy, Lea Arlt on 01332 255816 / [Lea.Arlt@derby.gov.uk](mailto:Lea.Arlt@derby.gov.uk)

## Priory looking for "Tiger" cubs



Following a highly successful year for its junior section, The Marriott Breadsall Priory Hotel & Country Club has announced a number of fantastic promotions designed to make golf more accessible to budding young golfers and, who knows, the next Tiger Woods?

From the 1<sup>st</sup> February, any adult taking up full-membership at Breadsall Priory will receive an additional complimentary membership for any children they have under 18 years of age. The club has also launched monthly junior memberships for youngsters without an adult member at competitive prices. For further details please visit: [www.marriottbreadsallpriory.co.uk](http://www.marriottbreadsallpriory.co.uk)

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- Company Name: Pennine Healthcare
- Web Address: [www.penninehealthcare.co.uk](http://www.penninehealthcare.co.uk)
- Telephone number: 01332 794880
- E-mail address: [r.a.malpass@penninehealthcare.co.uk](mailto:r.a.malpass@penninehealthcare.co.uk)
- Location: City Gate, London Road, Derby, DE24 8WY
- What do you do/ what is your mission statement? "To be a world-class, innovative manufacturer supplying the global healthcare market, with outstanding commitment to our people, customers and suppliers."
- When did you start? 1970s
- Why have you become a Bondholder? To show our commitment to Derby and its future.
- What do you think of the scheme An excellent way of involving local businesses in the promotion of the City.
- How do you see business shaping Derby's future? Inward investment and the sustainability of current manufacturing and commercial enterprises are essential to the future of Derby. Now is a fantastic opportunity to be part of an exciting re-birth of the city.
- What are your favourite things about Derby? Accessibility; wealth of industrial experience and expertise; historical associations; friendliness; access to major road and rail systems; access to the Peak District

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To request a Bondholder Scheme Information Pack please e-mail [tina.hartley@marketingderby.co.uk](mailto:tina.hartley@marketingderby.co.uk).

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Promoting the promise of our city

