



Coaching - not just for sports



## Marketing Derby Bondholder - ActionCOACH

### Potential 15,700 new jobs for Derby



A new report entitled, 'Trains, Planes and Automobiles' forecasts that in a best case scenario an additional 15,700 new jobs could be created across three sectors in Derby.

Commissioned by Derby City Council, East Midlands Development Agency (emda) and Derbyshire & Nottinghamshire Chamber of Commerce, the report suggests that Rolls-Royce, Bombardier and Toyota and their supply chains account for over £10.3 billion of economic output, 46,000 jobs - over 36% of employment in Derby.

In a separate report, economists now fear a "public sector recession", sparked by spending cuts after the General Election. Economic think-tank The Centre for Cities says within the East Midlands Nottingham lost more than 15,000 private sector jobs in the decade before the recession and Leicester around 8,000. These were replenished with public sector jobs which could now be vulnerable.

In Derby, the private sector actually grew - by around 3,000 - thanks to the city's technology-based economy. The report speculates that Derby looks most resilient but recessions, private or public, are notoriously unpredictable.

### Derby coach picks up "best of the best" award



Marketing Derby Bondholder, Action Coach Neale Lewis, has received the Coaches Choice award for networking and promoting the Action brand at the company's annual European conference held in Portugal.

The award was presented at the ActionCoach awards dinner, attended by the top coaches from across Europe and South Africa. Neale commented "It is a great honour to be recognised by my peer group for this award. The Derby Business Community is fronting up these challenging times very well and it is great to see the effort that is being made by many business owners to take accountability for making improvements in their business and creating

Brad Sugars Founder and Chairman of ActionCOACH presenting Neale Lewis with Coaches Choice award for best Network Coach 2009

sustainable growth."

ActionCOACH is the world's number one business coaching franchise with more than 1,000 offices across 26 countries.

## Olympic star joins Derby's first pro-cycling team



Ed Clancy at the Manchester Velodrome

Derby is set to get its' first ever pro-cycling team with the launch of the Motorpoint Pro-Cycling Team next week. Led by Olympic Gold Medal Winner Ed Clancy MBE, the 10-strong team will compete in all of the premier UK cycling events, including the British Premier Calendar, Tour Series and the Tour of Britain.

Officially unveiled on February 3 in Derby, joining Clancy at the car supermarket giant will be fellow Team GB member Andy Tennant, together with Ian Bibby, Andrew Roche, Steven Burke and Malcolm Elliott, one of the most popular British pro-riders of the last 20 years. Director Sportif Keith Lambert will also be present. The action starts at 1pm.

Visit [www.motorpoint.co.uk](http://www.motorpoint.co.uk) for more details.

## Derby staff bag Westfield Achievers customer service gong



Staff at Westfield Derby are celebrating after the centre has been named the top-ranked Westfield shopping centre in the UK for customer service in 2009.

Centre Manager, Janine Bone, said: "Giving our customers a truly excellent customer service is something that we strive towards all year round, so the whole team are thrilled to be awarded with this accolade which recognizes their work."

Derby improved on its 2<sup>nd</sup> place standing from 2008 to win the award for 2009, beating other Westfield UK centres at Merry Hill, London, Belfast, Tunbridge Wells, Nottingham and Guildford to the award.

Centre Manager Janine Bone is pictured holding the trophy with Concierge Manager, Alison Burdis

## Private security firm set the standard



Marketing Derby Bondholder, UK Security Services Ltd, has recently been awarded the prestigious SIA (Security Industry Authority) Approved Contractor Status. Director Andy King and Operations Manager Paul Wilcox have spent last year working on the scheme and are delighted to receive the award.

The SIA is the organisation responsible for regulating the private security industry. The Approved Contractor Scheme has introduced a set of operational and performance standards for suppliers of private security services. The accreditation of UK Security Services Ltd provides purchasers with independent proof of a contractor's commitment to quality.

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**ActionCOACH**  
business coaching



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[stuartross@actioncoach.com](mailto:stuartross@actioncoach.com)
- Location: East Midlands offices in Derby and Nottingham
- What do you do/ what is your mission statement? ActionCOACH is the world's number one business coaching franchise across the globe with more than 1000 offices in 26 countries. The company was founded on the vision of creating world abundance through business re-education and our mission is to help business owners and companies achieve improved and more profitable businesses with a tested, proven and systemised plan for any type of company. Like an athlete needs a coach to give pointers, offer advice and keep attention focused on the game, more business owners are discovering a need for business coaching to listen, offer

advice, act as a confidante, and serve as a marketing manager, sales director, training co-ordinator and mentor.

- **When did your business start?** ActionCOACH was founded in 1995. The East Midlands office opened in January 2008.
- **Why have you become a Bondholder?** Our long term goal is to promote the overall wealth and success of all businesses in and around Derby, through providing all businesses with the vision, the goals, the plans and critically the desire to take Action. Derby has the potential to be a leading driver of commerce in the UK, specifically in the Technology sector, helping those companies to be the very best is something that we strive for.
- **What do you think of the scheme?** The scheme has been a massive eye opener to the business community around Derby from viewing close up the operations in Rolls Royce to the challenges of the new Royal Hospital. The commitment of the team at Marketing Derby to put the City on the UK map is very exciting.
- **How do you see business shaping Derby's future?** Derby has a massive opportunity to shape a blueprint for a dynamic, confident and forward thinking city built on a great infrastructure, an innovation culture focused on technology and investment into attracting and retaining top talent and entrepreneurial organisations.
- **What are your favourite things about Derby?** The city is compact enough to get around, has great business parks and national parks. The Cathedral Quarter has the opportunity to be a wonderful retailing and leisure environment. Most importantly it is the people and the desire to make a genuine difference to the City and the Community.

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