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## Premium retailers praise Derby's investment opportunities



All Saints' Retail Director, Brett Johnson

High profile retailers including Aurora Fashions, Esquires Coffee Houses and Crabtree and Evelyn attended last week's packed Derby Embassy event at the Institute of Directors on London's Pall Mall. Organised by Marketing Derby, the event was designed to help top brands consider Derby as an investment location. Some attendees have already signed up to visit the city and find out more about opportunities available.

All Saints' Retail Director Brett Johnson, Steve Devonshire - Development Director for Bang & Olufsen and Tom Glick - President and Chief Executive of Derby County all gave presentations and endorsements as established and successful brands within the city and the reasons why they chose to invest in Derby.



A packed audience at the IOD, Pall Mall

Ian Dudley the Property Director of Aurora Fashions Ltd, whose portfolio of brands includes Karen Millen and Coast, is planning to come to the city to see how it has changed. "Derby has come onto our radar due to its continuously improving retail rankings and we are really looking forward to seeing what the city has to offer."

Similarly interested is Michael Kelion of property specialists Kelion Sworn whose list of clients includes premier Italian café, food shop and restaurant chain Carluccios: "We have been closely looking at the city and plan to visit to look at the property available for our clients. Derby has a great profile which is backed up by the CACI report and retail rankings. Places change and it was great to hear honest views from other premium retailers such as B&O."

## Derby leads the way with innovative road safety system

Derby is firmly established as the UK's leading high technology city with 11.9% of the workforce employed in this sector - 4 times the national average. A project which aims to improve road safety and reduce accidents by alerting drivers when exceeding the speed limit has just been awarded an £83,000



(L-R) Nick Geraghty, CLC (UK) Ltd, Dr Georgette Hall, Transport iNet Advisor, Prof Shuang-Hua Yang representing the universities, Kevin Buckley, IDC Ltd

grant from the Transport iNet.

Derby based Intelligent Distributed Control (IDC Ltd), who specialise in providing solutions for real time tracking and have worked with Toyota UK, will manufacture a prototype of the in car device, whilst the mechanical engineering element is being refined by the University of Derby. The technology works by using a micro chipped transmitter attached to road signs to relay information to an in-car reader. The device then notifies drivers when their speed increases above the speed limit.

The aim of the grant from iNet, which also includes Loughborough University and a wireless technology company (CLC UK Ltd) also from Loughborough, is to share expertise and stimulate the research and development of new products, services and processes.

## Derby Telegraph awards double



Derby Telegraph Business Editor, Robin Johnson and Sarah Newton, Editor Derbyshire Magazine

Congratulations to Derby Telegraph business editor, Robin Johnson, who was named as Business Journalist of the Year at the Midlands Media Awards 2009 as the paper scored a double success in the region's top press awards.

Robin has been reporting on Marketing Derby since its inception and visited Hull, Lincoln and Glasgow as part of a study visit to see how other cities market themselves. He has also covered the recent campaigns "Derby Bites Back" as an innovative response to the credit crunch to support individuals and businesses through the recession and "Change Track" to put pressure on the government to reconsider awarding a significant rail contract to an overseas rail consortium and "Big Talk" - a quarterly, high profile, locally relevant debate which is then extensively reported on in the following week's Derby Telegraph Business Weekly.

The Derbyshire Magazine won the Magazine of the Year category and was collected by editor, Sarah Newton. Photographer Kate Burnett was shortlisted in two categories - Photographer of the Year and Sports Photographer of the Year.

To view the latest business news see the [website](#)

## Derby graduate celebrates novel debut with £10k cash prize



Ed Hogan (pictured left), University of Derby Creative Writing graduate, scooped first prize at a glittering award ceremony held last week in London. Ed, from Little Eaton, won the Desmond Elliott award for his first novel Blackmoor which he set in a small mining community in North Derbyshire. He wanted to discover more about the effect the closures of the mines had on the people employed in the industry. In the story the reader comes to understand and know the characters through the passage of time.

Chair of the judges Candida Lycett Green, author and daughter of John Betjeman said on [www.guardian.co.uk](http://www.guardian.co.uk): "It's an extremely profound book for someone so young and totally original".

## Chinese artist exhibition opens in Derby



'Waiting', by Zheng Li, is the new exhibition at QUAD Gallery, Derby, which opens on 4<sup>th</sup> July. Zheng Li, a contemporary painter from China has been the first 'Artist in Residence' at QUAD. He has been based at QUAD throughout June, working on material for exhibition, which will be on display in the QUAD Gallery until 6<sup>th</sup> September 2009.

Zheng Li will be holding an Artists Talk as part of the exhibition opening night, which is on Friday 3<sup>rd</sup> July from 6-7pm. The illustrated talk offers a chance to hear about his new exhibition in QUAD, past artwork and working as an artist in China. The talk is free, but booking is recommended. The illustrated talk will be followed by a preview of the exhibition from 7-8.30pm, with music by Erhu player Ling Peng and Chinese Whispers Ensemble from 7pm.

For more information, including Gallery opening times, please call the QUAD Box Office on 01332 290606 or visit the [website](#).

'Great Expectations' by Zheng Li

## Click here to visit Marketing Derby Bondholder - Silktide Studios



- Company Name: Silktide Studios
- Web Address: [www.silktidestudios.com](http://www.silktidestudios.com)
- Telephone number: 01332 224 800
- Locations: Pride Park, Derby
- What do you do/ what is your mission statement? Silktide Studios specialise in creative print and web design. We like happy clients and our 'Design, Build, Grow' process ensures we deliver the best possible service.
- When did your business start? Silktide was founded in 2001 and has 15 staff (and still growing!).
- Why have you become a Bondholder? We are passionate about what Derby has to offer and want to help spread the word.
- What do you think of the scheme? The scheme is an excellent platform for businesses in derby, and gives us all an opportunity to help shape the future of the city.
- How do you see business shaping Derby's future? With the wealth of companies in Derby we have exciting times ahead, especially when talking about the creative industries. We are looking forward to the day Derby becomes the creative capital of the UK.
- What are your favourite things about Derby? There are just too many to list! We love everything about our city and are proud of our heritage and excited about Derby's future.

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