

A new portal for the city



[Click here to visit the new web portal - www.derbydoesit.org](http://www.derbydoesit.org)

Event showcases what is best about Derby



Inspiring Derby is a week of over 100 activities that showcase what is best about Derby. During the week, which is a Derby City Partnership initiative, organisations throw open their doors and invite the public to see how they operate.

Marketing Derby hosted a 'Start the Week' event in the new Derby Theatre at Westfield attended by over 100 people.

Presentations included Prof Michael Gunn from the University of Derby, who explained the University's vision for purchasing the theatre and announced a partnership with Derby Live, as well as an outline of the week's events given by Hazel Lymbery, the Director of the Derby City Partnership.

Finally City Council leader, Hilary Jones, launched the week which is expected to attract thousands of people for a hot and sunny week.

New portal opens doors to city information



The new Marketing Derby homepage

As part of Inspiring Derby a new website - www.derbydoesit.org - was launched to give visitors and investors better information about the city.

It is the first time that the sites for City Tourism, Invest in Derby and Marketing Derby have come together under one attractive and easy to navigate website. The site also contains interesting facts, exciting plans and short films about the city.

John Forkin, Director of Marketing Derby said: "The new portal will provide an effective entry point for people searching for information about Derby and then signpost them as appropriate."

New book and film highlight Derby as a global city



"FutureStory: Derby and the East Midlands" is the first in a series of books promoting a wider understanding of how globalisation is changing everyday lives and jobs in six cities and regions.

Leading independent think tank, the Centre for Cities, launched the book and a short film to showcase Derby's record of industry and inventiveness. Globalisation is brought to life by real examples of current issues at the heart of communities that highlight how they are connected to the changing world.

Lucy Parker, Chair of the government's Talent & Enterprise Taskforce, said: "The very idea of 'globalisation' often seems like something that is happening somewhere else but, in reality, its impact is already with us. *FutureStory Derby and the East Midlands* really brings alive how the cities we live in and the jobs we do are changing."

Centre for Cities has been commissioned to produce the reports by the Talent and Enterprise Taskforce. For a pdf copy of the book click on the [website](#).

Derby receives greetings from four continents



Derby is a business city that trades daily with the world and is the UK's leading city for export. It was therefore appropriate that the launch of Inspiring Derby received several messages of support from Mayors of cities spanning four continents, all who share the name "Derby" or with whom Derby has a twin relationship.

Podcasts from representatives in Derby, Kansas, USA, the Shire of Derby in West Kimberley, Australia, the city of Derby in Connecticut, USA and Toyota City in Japan were shown along with a message from Derby's twin city, Osnabrück in Germany which was delivered by the Derby Envoy, Alexandra Ward, in person.

All messages will be available to view at the new portal shortly.

The message from Mayor Staffieri, from the city of Derby in Connecticut can be viewed on You Tube at the following link: [Mayor Staffieri](#)

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Promoting the promise of our city

