

Make your mark



Derby
does it

★ Contents



04_England's Most Central City 08_The UK's Leading High Technology City
12_A Changing City 16_Gateway to the Peak District

Derby is a city with a fantastic heritage and exciting future.

Today £2 billion is being invested in Derby, ensuring the city's offer matches the quality of its wealth-creating economy.

Our research shows that those considering investing or moving to Derby sometimes have a perception of the city that is outdated.

Take a few minutes to see what our city has to offer
– you may find that Derby is the perfect place to make your mark!



“The UK’s central,
compact, high
technology city...”

“From my barn conversion to
my city centre office in less than
20 minutes - in how many
places can you do that?”



England's Most Central City

Derby is an attractive, compact and accessible city with an enviable quality of life. Home to 250,000 people and a hinterland of 1,500,000, Derby's central location means 6 million people can access the city in less than an hour. Its excellent road links via the M1 and M6 means that 80% of the population are within a two hour drive – great for visiting friends, family, customers and suppliers.



1_Friar Gate Restaurant Quarter 2_Cathedral Quarter 3_The Market Place 4_The Strand 5_Ferris Wheel, Market Place

did you know...

St Pancras International is now home to Euro Star servicing Paris, Brussels and beyond - making Derby an easy four hours from each city. Breakfast in Derby, lunch in Paris.

Derby is a famous rail centre with 31 fast daily services to London St Pancras International. Direct rail services connect Derby with Birmingham, Bournemouth, Bristol, Cardiff, Dundee, Edinburgh, Leeds, Leicester, Newcastle, Nottingham, Oxford, Sheffield, Southampton, Plymouth and many other destinations.

Both East Midlands and Birmingham International Airport are 15 and 45 minutes from the city respectively, providing extensive air links to most European and worldwide destinations.

did you know...

Derby is the UK's leader in employment per capita in high technology.

“Derby is a business
city that **trades daily**
with the world”

08

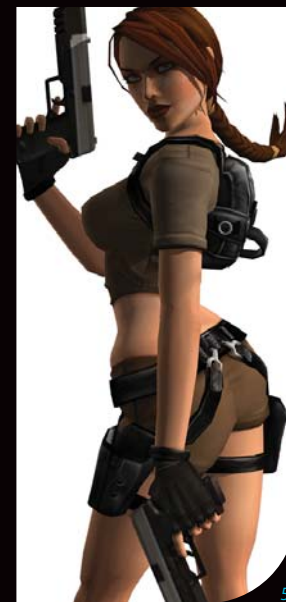
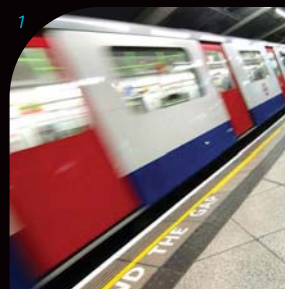
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The UK's Leading High Technology City

Derby's central location, skill base and superb access make it a magnet for major prestigious companies. Derby is the main UK centre for Rolls-Royce plc, Toyota Motor Manufacturing (UK), Citigroup's Egg operation and Bombardier. Derby has successfully transformed its traditional manufacturing capability into a high-skilled economy able to compete on a global scale. Almost 12% of Derby's workforce are engaged in high technology, four times the national average.

The Derby area hosts 16,000 companies providing a diverse range of employment and supplier chain opportunities.



1_Bombardier 2_Toyota in the Community 3_Friar Gate Creative Studios 4_Rolls-Royce 5_Lara Croft, Tomb Raider

did you know...

Derby is one of the world's top five aerospace cities – with strong links to the likes of Toulouse and Seattle.

did you know...

Derby is England's fastest growing city for wealth creation in growth by GVA.

Creativity and its application make-up Derby's DNA. Derby had the world's first factory and the country's first park. More recently Derby gave the world icons from the Spitfire engine to Lara Croft. Today the city excels in creative industries and is home to the world's leading clock makers, Smith of Derby and Royal Crown Derby. The city is leading the way in incubating new companies and in developing a wireless network in the city for free internet use.

As diverse as its economy is, Derby's heartbeat remains as a centre for design, technology and innovation in aerospace, rail technology and IT – indeed the city is rated number one in England for visible exports per capita – with three times the national average.

“A quick glance at the
cranes on the skyline
tells me that Derby
has a bright future.”



A Changing City

Derby is investing in a dramatic £2 billion transformation, with new retail, leisure, residential and commercial activities being attracted by an innovative masterplan – with £1 billion investment already secured.

In 2007, Westfield, the world's largest retail property group, opened its doors to a £340 million shopping centre, its first in Europe and the largest in the region. In its first year, Westfield Derby attracted 25 million customers and it has been recognised as one of the UK's top 10 centres by Property Week.



1_Derby Riverlights 2_Westfield, Derby 3_Cranes on the Skyline 4_Cathedral Quarter Pub 5_QUAD, Visual Arts and Media Centre. Photographer Graham Lucas Commons

did you know...

Derby is the safest city in the midlands.

The Quad, a £12 million visual arts and film centre, opened in 2008 and the city's riverside is being rediscovered as a place to live and relax, at the heart of which is the £50 million Derby Riverlights project.

Originally a Roman settlement, Derby's origins date back some 2,000 years. Indeed, part of our city centre is a UNESCO World Heritage site. The city centre has an attractive Cathedral Quarter hosting many independent niche retailers, bars, restaurants and cosy English pubs. New investment will build upon the fantastic amenities already in the city.

did you know...

Derby attracts the highest average salaries in the midlands

“Weekends are just great – fresh air,
walks in Derbyshire,
excellent sporting choice and
cosy country pubs
– all right on our doorstep”



Gateway to the Peak District

Derby is a modern city set in a stunning rural environment. The majority of our residential areas are 15 minutes from the bustling centre or 15 minutes from fantastic parks and open spaces, including the Peak District and the National Forest.

Living in and around Derby is affordable too with competitive prices and tremendous choice ranging from modern riverside apartments to countryside cottages. Derby has top schools, a top 5 Further Education College and a growing modern University which is gaining a reputation for the quality of its student experience.



1_Donnington Grand Prix Circuit 2_Annual Derby Festé 3_Cathedral Quarter street cafe 4_Eating out in Friar Gate 5_UK's biggest classical concert

did you know...

The Peak District is the UK's first National Park and the world's second most visited.

Derby is the safest city in the region but that's not all we can shout about. Our NHS Trust is one of the top ten in the country and both our City and County Councils are independently rated as 4* Excellent, among the best.

Derby is a passionate sporting city – home to Derby County and next to the Donnington Grand Prix race circuit. Our critically acclaimed Derby LIVE theatre and performance programme, regional Dance Centre, Derby Jazz and sinfonia VIVA the East Midlands regional orchestra are all based in the city. These are complemented by a mix of live music venues, from intimate bars such as Ryans where James Morrison was recently discovered, to the 33,000-seater Pride Park Stadium which hosts major events.

The city, the surrounding countryside and stunning market towns such as Ashbourne, Bakewell, Buxton and Wirksworth, offer an incredible range of places to visit, relax and socialise.

did you know...

Derby is one of only 5 cities in the UK with a UNESCO World Heritage site in its city centre.



Marketing Derby gratefully recognises the support of:



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