



A top ten UK shopping centre



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Derby flies up the retail rankings



New rankings released by leading research company CACI shows Derby has moved up significantly in the league table of retail centres in the UK. CACI's annual Retail Footprint study, which ranks retail destinations by consumer expenditure potential, shows Derby has jumped 15 places to 31st in the UK since the 2007 rankings.

Derby was one of the biggest movers on the list of 3,851 retail centres. And is now able to attract a retail spend of approximately £683m, up £245m on the 2007 rankings. John Forkin, Director of Marketing Derby, said, "Derby's climb up the retail centre rankings is a really significant endorsement of the city's ambitious £2billion masterplan. Westfield's £340m landmark centre was an investment of confidence in Derby and we're delighted that it is paying off."

Invitation to exclusive Derby economic debate



Insider Magazine's road show of big economic debates moves to Derby later this month where an audience of local and regional business players will debate the unique challenges and opportunities that this city faces.

The economic forum will take place at the Hallmark Hotel from 7.30am until 9am on 21 May, and will feature a panel consisting of John Forkin from Marketing Derby, Peter Gadsby from Miller Birch/Cedar House/Ark Capital, Andrew Hartley from the University of Derby and Russell Rigby from Rigby & Co. The quartet will be discussing the way forward for the city as it looks to position itself as a major centre of inward investment and build on its reputation as a magnet for a highly skilled workforce.

Places at this exclusive event are limited, so if you'd like to come along and take part, please contact Helen Power Helen.power@newsco.com as soon as

possible.

Derby hits the CNBC Squawkbox



This year Derby County Football Club is celebrating its 125th anniversary, one of the world's original football clubs. As part of this, last week club Chairman Adam Appleby hosted an event in the city of London for London-based executives with an affinity to the club. This initiative provided an opportunity for national media interest and over the next few weeks expect more coverage on Derby in the Financial Times among others.

Just follow the link below to see an interview with club CEO Tom Glick on the famed CNBC Squawkbox including some great shots of great goals.

<http://www.cnbc.com/id/15840232?video=1114345356&play=1>

Derby film director ready to film again



Director Tom Wadlow and Producer Chrissa Maund at the premiere of The Apartment

Following the success of *The Apartment*, the independent short film written and directed by Tom Wadlow and filmed in Derby, the film-maker is now set for his second short film of 2009. *The Apartment* received the full Hollywood treatment at a red-carpet premiere at the beginning of the month and is now set for submission to UK and International Film Festivals.

For the second film, called *The Musician*, Tom is hoping that local companies would be able to offer support in the form of funding in return for exposure through media coverage and a free advertisement - shot by Tom - to be screened at the premiere of the film.

In addition, crew and cast members are being sought - castings are to take place on 16th and 17th May.

For more information about the film or opportunities to support the project, contact chrissamaund@lightfilms.co.uk

University wins national marketing awards



Director of Marketing, Peter Allen

Marketing excellence at the University of Derby has once again been recognised and rewarded on the national stage at the annual HEIST awards in London last week, which celebrate excellence in education marketing.

The University's Director of Marketing Peter Allen scooped the bronze award for the Marketer of the Year award, Marketing Officer Tom Warsop picked up silver for the Digital Media Category and the undergraduate prospectus was shortlisted in the best prospectus category.

Peter said: "I couldn't have won this award without the support of our brilliant marketing team and everyone who has supported us across the University. Whenever we promote the University of Derby, we're promoting the city experience as well and the attractions across Derbyshire - so everyone benefits."

Click here to visit Marketing Derby Bondholder - Westfield Derby



- Company Name: Westfield Derby
- Web Address: www.westfield.com/derby
- Telephone number: 01332 366383
- Location: Centre Management Suite, Level 3, West Mall, Derby, DE1 2PQ
- What do you do/ what is your mission statement? The Westfield group are the largest retail property group in the world. The company designs, builds and operates shopping centres. We are focused on providing world-class retail design, supporting international, national and local retailers in the development of new retail concepts, innovative food retailing and setting new standards in customer service.
- When did your business start? The first Westfield Centre opened in Blacktown in NSW, Australia in 1959. Following its success the company expanded to open more shopping centres in Australia, USA and New

Zealand. The Westfield Derby development was the first Westfield centre to open in the UK, in October 2007.

- **Why have you become a Bondholder?** To join-up key businesses in the city that are committed to the city's success is very powerful, and something that we want to be part of.
- **What do you think of the scheme?** Marketing Derby do a great job of raising the profile of the city to help attract visitors, investment and stimulate growth which benefits the whole city.
- **How do you see business shaping Derby's future?** The strong and diverse business base in Derby mean that the city is well-placed to prosper and continue to grow.
- **What are your favourite things about Derby?** Derby is an up-and-coming city which is very well connected. The city centre is quite compact, which makes it easy for people to use the great range of shops across the city. It is also exciting to see so much investment in the city at places like QUAD and Riverlights, which keep the momentum and sense of optimism & excitement for the future.

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To request a Bondholder Scheme Information Pack please e-mail tina.hartley@marketingderby.co.uk.

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Promoting the promise of our city

