

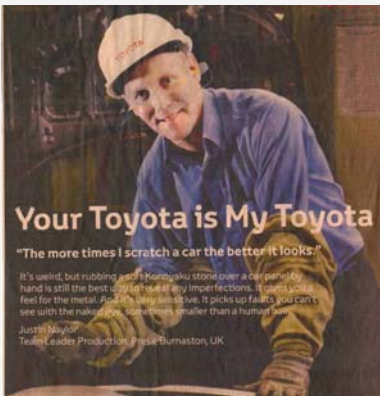


Bringing superfast broadband to the city

Derby
does it

Marketing Derby Bondholder - LightSpeed Derby

Toyota reports £1.53bn profit



Toyota has announced a dramatic change in fortunes as it revealed an increase in net income from a loss of £2.92bn last year to a net profit of £1.53bn for the year ended in April.

This is very good news for the Derby-based workforce who are now preparing for production to start on the hybrid Auris model this summer. This will be the first hybrid vehicle to be manufactured in the UK and is expected to be extremely popular considering recent price rises in fuel.

Also staff from the Burnaston plant have also featured in a promotional campaign which is running across key European markets. This includes spreads in the Financial Times (see left), You Tube and TV adverts to start in the UK in June.

Tony Walker, joint managing director at the Toyota plant near Derby, said: "It's good news for everyone who works for Toyota that the global business has returned a profit."

Quartet of Derby award winners



Four Derby businesses have been busy collecting major awards in recent weeks, including three Marketing Derby Bondholders.

The **Derby Telegraph** scooped an impressive four awards at the Midlands Media Awards - more than any other newspaper - including sports journalist of the year and business journalist of the year, Robin Johnson, who has covered many of Marketing Derby's activities over the years.

Fisher Hargreaves Proctor was awarded the East Midlands Property Adviser of the Year 2010 at the prestigious Estates Gazette awards and FHP has recently strengthened their Derby presence. FHP act for Westfield, Riverlights and are preferred agent for the Cathedral Quarter.

The new Music School and Sixth Form Centre at Derby High School (left) designed by architects Pick Everard was judged the best new building completed in Derby during 2009 by Derby Civic Society.

Finally, **BBC Radio Derby** collected one of the biggest awards in broadcasting when they were named as station of the year in the Sony Gold Awards - the second time they have achieved this accolade in three years.

Show your support for superfast broadband



Marketing Derby Bondholder, LightSpeed Derby, have launched its bid to attract millions of pounds of investment into the city to bring superfast broadband to the city and surrounding areas and is appealing for support from local residents and businesses.

A website www.lightspeedderby.com has been set up to raise awareness and where individuals, businesses and organisations can sign up to demonstrate their support for such investment. It is hoped that that the on-line campaign will help support LightSpeed Derby with its direct lobbying with major telecommunications providers.

Graham Bennett, chair of LightSpeed Derby said: "Our aim is for the whole of the city and surrounding areas to have access to affordable and reliable superfast broadband which is vital for Derby to make it an even better place for people to live, work and play."

Two-day jazz party comes to Derby



A jazz festival to showcase a top class selection of talented musicians and singers will take place at the end of the month in Derby Assembly Rooms.

Derby-Jazz is an organisation dedicated to bringing the best live jazz concerts to Derby throughout the year and the festival brings together some of the very best jazz talent in the country.

Derby's jazz scene will be celebrated in style with the two day Derby-Jazz festival called "Every Second" on Saturday 29th and Sunday 30th May. Attracting national recognition and reviews, the line up this year includes: Courtney Pine, Partisans, Curios, Tony Kofi Trio & Corey Mwamba, Dave O'Higgins/Chico Chargas Project and Jan Kopinski Mirrors.

For video clips, links and the full programme, see the [website](#) or call the Box Office on 01332 255800 or see the [website](#)

Kedleston Hall to host Food and Drink Fair



The 2010 Derbyshire Food and Drink Fair this weekend (22-23 May) promises to be the best yet with a wealth of activities for visitors of all ages. It will be set in the grounds of the spectacular National Trust Property of Kedleston Hall (left) - on the west side of Derby.

The 2009 event attracted more than 10,000 visitors through the gates and it is hoped that the 2010 show will have the capacity to attract even more as a warm sunny weekend is predicted. The Fair will include around 100 stall, arts and crafts and entertainment for the family plus an appearance by celebrity chef Brian Turner who will be demonstrating his culinary skills over the weekend in the cookery theatre marquee.

For more information visit the [website](#).

Marketing Derby Bondholder - LightSpeed Derby



- Company Name: LightSpeed Derby
- Web Address: www.lightspeedderby.com
- Email address: Graham.bennett@lightspeedderby.com
- Locations: Derby
- What do you do/ what is your mission statement? LightSpeed Derby is a partnership of organisations in Derby that aims to bring superfast broadband to Derby so that local businesses, residents and public and voluntary organisations can benefit from the latest technology.
- When did your business start? 2009
- Why have you become a Bondholder? Marketing Derby works closely with businesses throughout the city and the support and input from SME's to PLCs will be crucial to LightSpeed Derby's objective of attracting superfast broadband investment into the city and surrounding area. LightSpeed Derby also hopes to support the achievement of Marketing Derby's objective of attracting and growing investment into the city.
- What do you think of the scheme? The Bondholder scheme enables like-minded and proactive representatives from a wide of businesses to come together for the common good of promoting the city as a great place to do business. Our campaign strengthens the message that businesses are taking out to the market place and we look forward to working with businesses to secure this aim.
- How do you see business shaping Derby's future? Businesses create jobs, wealth and economic well-being for the city but they need to stay

ahead of technology in order to expand and remain competitive. Superfast broadband will enable businesses to explore new and exciting ways of operating and communicating with their customers and, once Derby has this technology, it will encourage new employers into the city to the benefit of all.

- **What are your favourite things about Derby?** Derby is a place where people are particularly good at communicating with each other - whether that is in their local communities for the common good or with businesses and organisations recognising the bigger picture working together to achieve progress. The partnership working under LightSpeed Derby illustrates this strength and has given a wide range of people a common goal to work towards.

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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

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