

QUALITY  
CITY

**QUALITY  
OPPORTUNITY**

FLINT BISHOP ★ **TOYOTA** ★ BATES WESTON ★ BAKEWELLS SOLICITORS  
★ INNES ENGLAND ★ CEDAR HOUSE INVESTMENTS ★ **ROLLS-ROYCE** ★  
COOPER PARRY LLP ★ RIGBY & CO ★ **HRMC** ★ PENNINE HEALTHCARE  
**DEPARTMENT FOR WORK AND PENSIONS** ★ SMITH COOPER ★ **EGG**  
★ NETWORK RAIL ★ NORSEMAN HOLDINGS LTD ★ **VOSA** ★ ARMSONS ★  
**HANDELSBANKEN** ★ SALLOWAY ★ **FREETH CARTWRIGHT LLP** ★ ORI  
THE FINESSE COLLECTION ★ **GELDARDS LLP** ★ ROYAL CROWN DERBY  
FHP ★ DERBY COUNTY FOOTBALL CLUB ★ **BOMBARDIER** ★ NATWEST  
**LEARNING AND SKILLS COUNCIL** ★ SMITH OF DERBY ★ S&A FOODS  
★ INTERFLEET TECHNOLOGY ★ EAST MIDLANDS TRAINS ★ **CITIBANK** ★  
THORNTONS ★ **RAIL ACCIDENT INVESTIGATION BOARD** ★ ORCHID  
★ SILKTIDE LTD ★ **WESTFIELD** ★ SCIENTIFICS ★ ORIGINATION ★ FREETH C  
★ LATHAMS ★ YORKSHIRE BANK ★ **CROWN PROSECUTION SERVICES**

**“Why aren’t there more  
cities like Derby?”**

*– Jeremy Paxman  
2009*

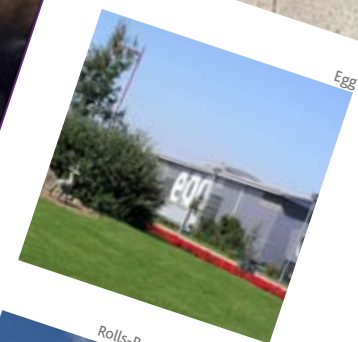
“Derby offers a different vision of Britain’s future.” – *The Economist*



Civil Aerospace, Rolls-Royce



Bombardier



Egg

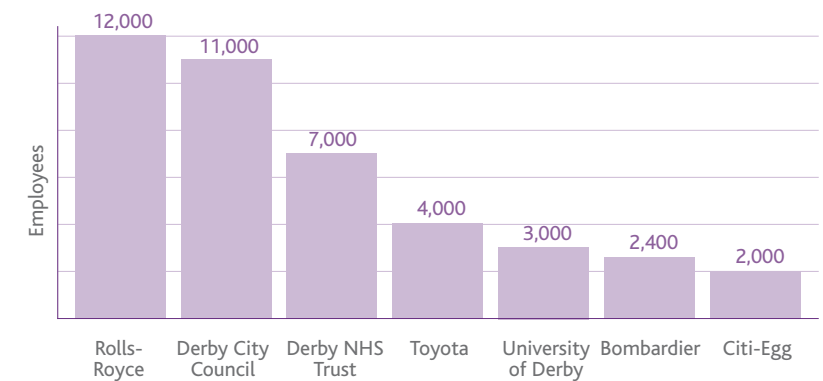


Rolls-Royce Headquarters

Home to global brands including Rolls-Royce, Bombardier, Westfield, Citibank and Toyota, Derby has an economy that balances high technology, financial services and retail alongside the public sector.

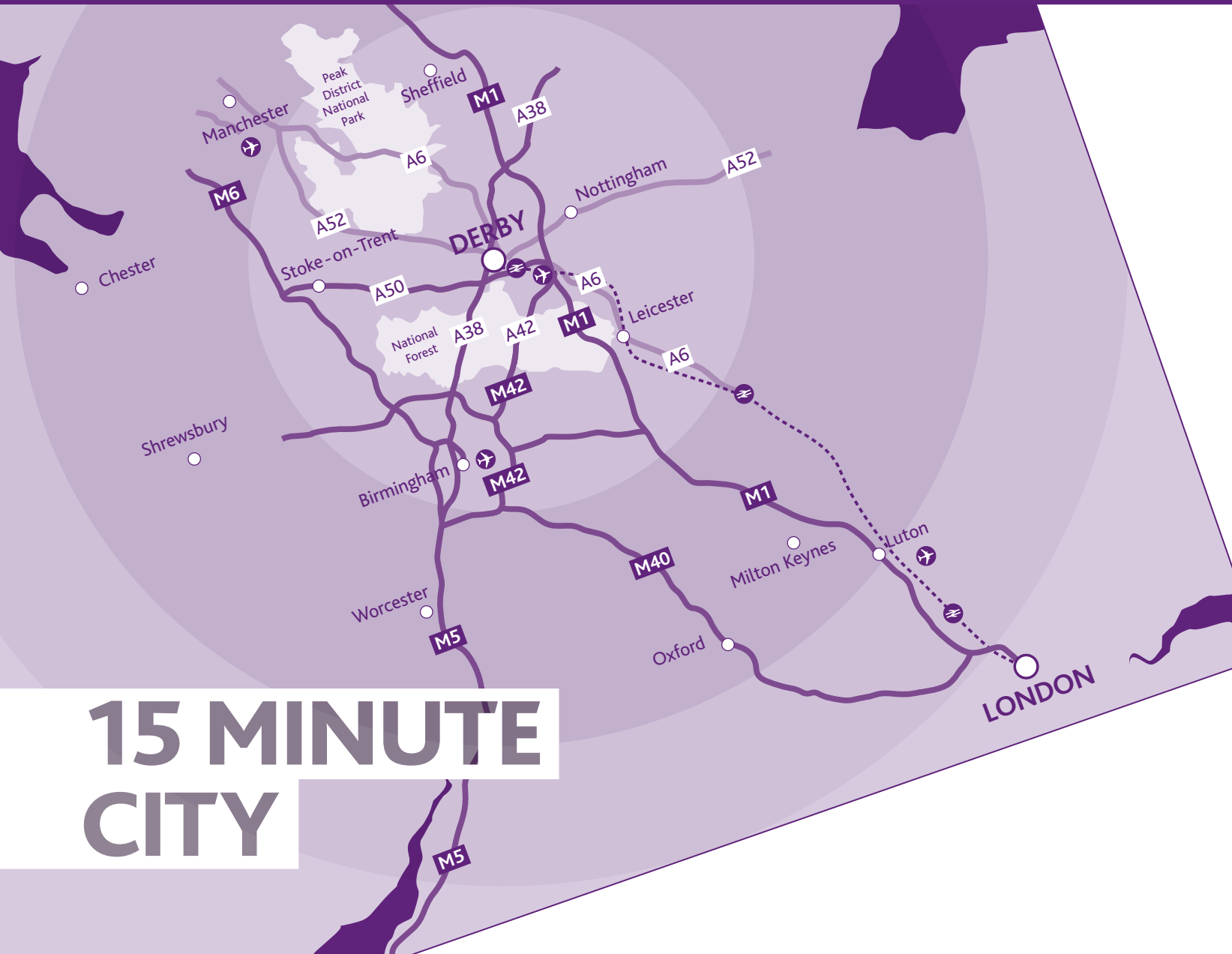
Derby offers a significant improvement in your quality of life and great employment opportunities for partners, making it an ideal choice for public sector headquarters or back office relocations.

### Derby's Top Employers



**BALANCED  
ECONOMY**

“Derby: Marvel of the Midlands.”  
 – *The Independent*



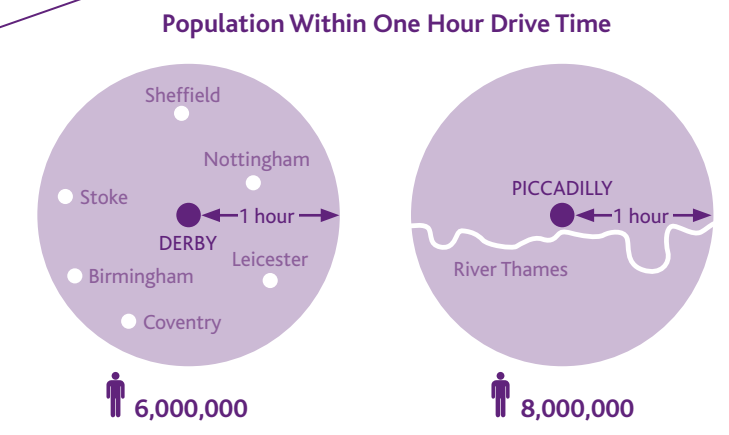
# 15 MINUTE CITY

Derby is situated within beautiful countryside nestled between the Peak District National Park and the National Forest.

As the country’s most central city, Derby has excellent transport links with average commute times of just 15 minutes within its travel to work area of 1.5 million people. Six million people live within one hour of Derby providing a massive recruitment pool.

Derby has 35 high speed direct train services to London St. Pancras International each day – just a one and a half hour journey.

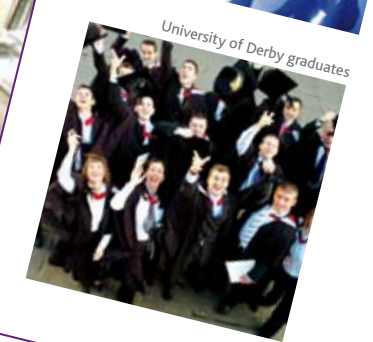
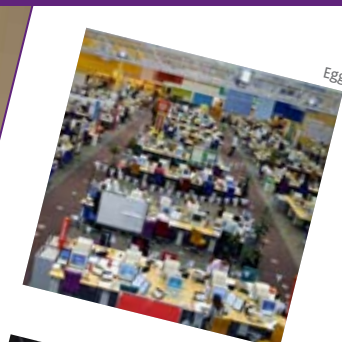
“Transport connections are good too, with easy road access to East Midlands Airport and strong rail links, while families are attracted by the good reputation of local schools.”  
 – *The Financial Times*



Moving from London to Derby supports your business continuity with access to a large workforce.  
 Source: CACI ONS

“Derby is attracting an influx of well-qualified professionals seeking a higher quality of life.” – *The Financial Times*

# QUALITY PEOPLE



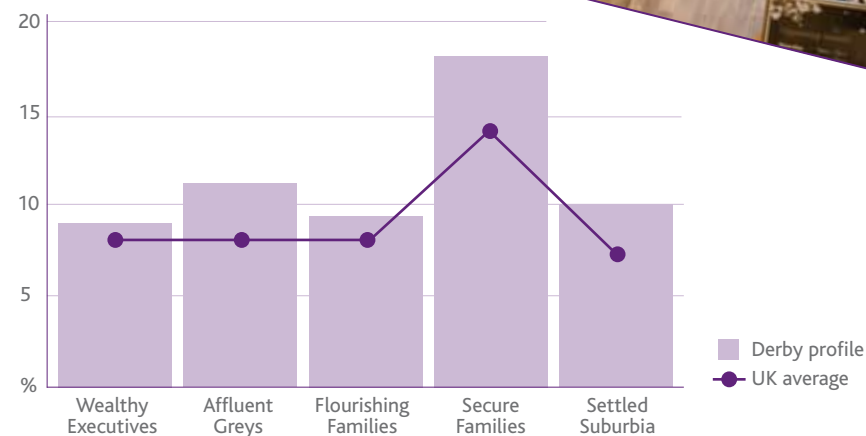
Making the right relocation move is not just about finding the most suitable offices; it is also about finding the right people.

Derby’s balanced economy delivers a highly skilled workforce and is one of the city’s main strengths.

15 universities are based within one hour of the city, offering wide access to a skilled workforce.

Derby has quickly become a place for both young professionals and families and this is evident as the biggest increase in the local population is that of 25-34 year old professionals.

Demographic Profile



Derby supports an above average number of professionals.  
Source: CACI ACORN group profile

Westfield Derby

Egg

Rolls-Royce

University of Derby graduates

"In Derby, wages are above the national average. So are grades in local schools for subjects such as maths and science." – *The Economist*

# LEARNING AND EDUCATION



University of Derby graduates

Employers such as Rolls-Royce and Citibank require talented people and Derby's education provision has evolved to meet this.

Derby's pupils scored the city's best ever results in 2008 achieving scores above the national average.

£231 million is being invested into Derby's secondary schools through the Building Schools for the Future programme.

Derby College is in the UK's top five Further Education institutions and the University of Derby has invested heavily in making it one of the most innovative in the country. Derby attracts around 35,000 students each year to add to the pool of talent available.

"There can be few universities with a more modern perspective than Derby." – *The Sunday Times*



University of Derby



The Roundhouse, Derby College



Joseph Wright College

“A cluster of narrow, atmospheric streets and the Market Place, where everything and everyone converges.” – *The Independent*



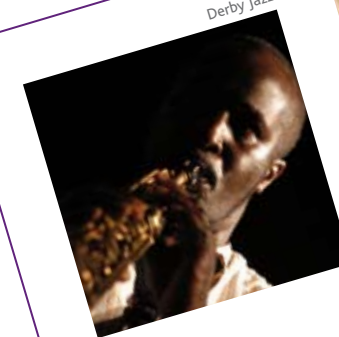
Described as the 'safest city in the Midlands' Derby offers a wealth of opportunity. Professionals are attracted by the quality of life, affordable housing and job prospects.

The Westfield Derby shopping centre has repositioned the city as a major retail destination in the East Midlands. This is balanced by the historic Cathedral Quarter offering a range of quality independent stores and a wide selection of restaurants, cafés and bars.

Derby is a modern city and benefits from its proximity to the Peak District and National Forest, as well as a number of surrounding rural towns and villages. The city centre hosts many cultural events and festivals throughout the year.

# YOU AND YOUR FAMILY

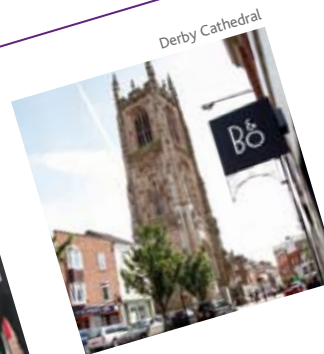
Derby Festé, Market Place



Derby Jazz



Cathedral Quarter



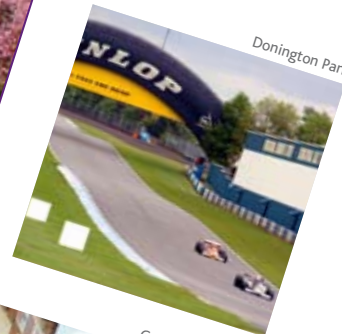
Derby Cathedral

“The Cathedral Green area marks the start of the World Heritage Site.” – *The Independent*

# QUALITY TIME



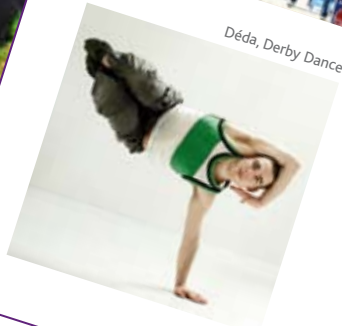
Mother Cap, Peak District



Donington Park



Cathedral Quarter



Déda, Derby Dance

Derby has easy access to beautiful towns and villages such as Ashbourne, Bakewell, Buxton, Melbourne and Wirksworth, all of which are great places to live, spend quality time or just relax and explore.

The city has an established leisure and tourism offer including:

- The UNESCO Derwent Valley Mills World Heritage Site – the birthplace of the Industrial Revolution
- QUAD – visual arts and film centre showing great independent films and art exhibitions
- Cathedral Quarter – a maze of streets in the city’s historic heart
- Donington Park – home to the British Formula One Grand Prix
- Déda – the region’s premier dance centre.

“Derby is the jewel in the crown of our global aerospace operation.” – *Rolls-Royce*



# OFFICES READY TO GO

The following Grade A office developments all have planning permissions and are ready to go.

Offering flexibility and high BREEM ratings, each of the offices featured benefit from prime central locations in a growing 21st century city.

### Grade A Office Locations

Central Square	①
City Gate House	②
Number One Cathedral Green	③
One Derby	④
Riverlights	⑤

### Key Locations

Cathedral Green	⑥
Derby Cathedral	⑦
Market Place	⑧
QUAD - Arts and Film Centre	⑨
UNESCO World Heritage Site	⑩
Westfield Derby Shopping Mall	⑪

# CENTRAL SQUARE



The distinctive design offers Grade A space over five storeys with large open plan floor plates, providing greater flexibility and environmental credentials.

Developer	Bolsterstone
Agent	Salloway, King Sturge
Location	Cathedral Road
Size	50,000 sq. ft.
Expected £ per sq. ft. (ex vat)	£17.00
BREEAM Rating	Excellent
Availability	18 months
Status	Full planning permission granted
Contact	Steve Salloway at Salloway Tel: 01332 298000 King Sturge Tel: 0115 908 2120
Further information	Large open plan floor plates offering up to 12,600 sq. ft. on a single floor. Car parking available on site with two substantial multi-storey car parks within close proximity. Incorporating a rooftop garden the accommodation also offers excellent views over the city and its historic Cathedral Quarter. <a href="http://www.centralsquarerby.com">www.centralsquarerby.com</a>

# CITY GATE HOUSE



Located in the Cathedral Quarter area this modern contemporary design offers flexible Grade A office space over four storeys with retail and leisure space on the ground floor.

Developer	Cedar House Investments
Agent	Rigby & Co
Location	Cathedral Road
Size	60,000 sq. ft.
Expected £ per sq. ft. (ex vat)	£17.50
BREEAM Rating	Very good
Availability	12 months
Status	Full planning permission granted
Contact	Russell Rigby at Rigby & Co Tel: 01332 203377
Further information	Additional 3,200 sq. ft. of complementary retail/leisure space within the ground floor. Private and secure on-site parking available with two substantial multi-storey car parks in close proximity including the safest car park in the world. <a href="http://www.cedar-house.co.uk">www.cedar-house.co.uk</a>



# NUMBER ONE CATHEDRAL GREEN

This Grade A accommodation is located on the banks of the River Derwent, overlooking Derby's World Heritage Site and ancient Cathedral.

Developer	Wilson Bowden
Agent	Salloway, Fisher Hargreaves Proctor
Location	Full Street
Size	95,000 sq. ft.
Expected £ per sq. ft. (ex vat)	£18.50
BREEAM Rating	Excellent
Availability	24 months
Status	Full planning permission granted
Contact	Contact joint agents Steve Salloway at Salloway Tel: 01332 298000 John Proctor at Fisher Hargreaves Proctor Tel: 0115 950 7577
Further information	Double height fully glazed atrium and reception overlooking Cathedral Green. Prime riverside location. Restaurants and fine dining will be available on the ground floor. On-site parking available with a major multi-storey car park in close proximity. <a href="http://www.wbdevelopments.co.uk">www.wbdevelopments.co.uk</a>



**ONE  
DERBY**

This development will be Derby's largest ever office scheme and its scale will establish a new business district within the city's Castleward regeneration area.

Developer	Norseman Investments
Agent	Salloway, Colliers CRE
Location	Siddals Road / Copeland Street
Size	400,000 sq. ft.
Expected £ per sq. ft. (ex vat)	£20.00
BREEAM Rating	Excellent
Availability	Phase one - 24 months
Status	Full planning permission granted
Contact	Contact joint agents Steve Salloway at Salloway Tel: 01332 298000 Craig Satchwell at Colliers CRE Tel: 0121 265 7520

**Further information** Six inter-communicating buildings providing total flexibility and large floor plate options. Integrated hotel and café/restaurant/convenience facilities around an attractive piazza. Adjacent to new bus station, Westfield Derby shopping centre and three minutes walking distance to railway station (direct to London 1 hour 33 minutes).

# RIVERLIGHTS



Phase one of this development has started and includes two hotels (Hampton by Hilton and Holiday Inn) together with mixed retail, leisure and a new transport hub.

Developer	Derby Riverlights
Agent	Salloway
Location	Morledge
Size	184,000 sq. ft.
BREEAM Rating	Excellent
Availability	18 months
Status	Full planning consent
Contact	Steve Salloway at Salloway Tel: 01332 298000
Further information	Located on the banks of the River Derwent in the heart of the city centre incorporating a new bus station, adjacent to Westfield Derby and within five minutes walking distance to the railway station (direct to London 1 hour 33 minutes). Phase one of this major mixed development commenced in 2008 and will be completed in 2010. <a href="http://www.derbyriverlights.com">www.derbyriverlights.com</a>

# Lower costs

## Lower Annual Salary Costs

Public sector grade	Est. London salary	Est. Derby salary	Saving
AO	£20,285	£16,465	£3,820
EO	£26,035	£22,235	£3,800
HEO	£30,890	£27,230	£3,660
SEO	£37,415	£33,490	£3,925
Grade 7	£52,810	£48,340	£4,470
Grade 6	£64,485	£59,400	£5,085

20% saving

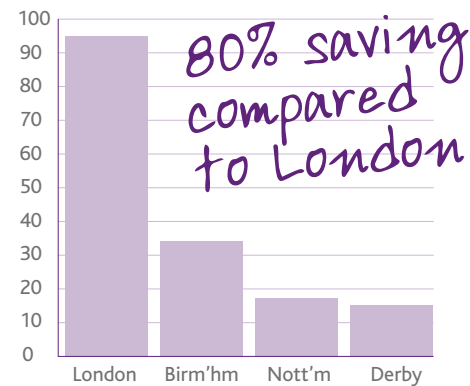
## Lower House Prices

House prices	London	Derby
Detached	£758,000	£240,000
Semi detached	£385,000	£124,000
Terraced	£348,000	£105,000
Apartment	£295,000	£95,000

Save 70%

Source: Land Registry Feb 2009

## Prime Office Rent



80% saving compared to London

Public sector relocations can expect to make substantial savings on annual labour costs, Grade A office rent costs and attractive house prices by relocating to Derby.

If you would like to learn more about how a move to Derby can help with your business continuity then contact:

John Forkin on 01332 201860  
 john.forkin@marketingderby.co.uk  
 www.marketingderby.co.uk



**CONTACT**



Quality city

**Derby**  
*does it*