GREENIT? WE MEANIT!

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CITY'S BOLD PLAN TO REDUCE ITS CARBON FOOTPRINT, TRANSFORM ITS ECONOMY AND ENVIRONMENT.

CELEBRATING THE CREATIVITY AND SUCCESS OF BUSINESSES IN DERBY AND DERBYSHIRE

SPRING 2021

IT'S A FACT

DERBY HAS BEEN IDENTIFIED AS BEING IN THE POST-COVID19 TOP TEN CITIES FOR ECONOMIC RECOVERY

(PWC-DEMOS, GOOD GROWTH FOR CITIES, JAN 2021)

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RADIO DERBY



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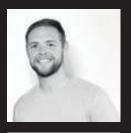
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FUTURE FUELS AMBITION TO TRANSFORM ECONOMY AND REDUCE CITY'S CARBON FOOTPRINT



Derby has already helped lead one industrial revolution. Now it hopes to be at the forefront of another.

And, this time, it's determined that things will be a lot cleaner!

The city, which proudly celebrates being home to the world's first factory, now wants to harness its advanced manufacturing expertise to become the UK's leading centre for future fuels technologies.

It hopes to transform the way low-carbon energy is used by businesses and also for transport and in homes.

It believes Derby's high-tech companies are uniquely placed to develop the equipment and infrastructure that will allow communities to generate cleaner power and to capture, store and utilise by-product or waste energy.

And it wants to adopt the technologies in Derby so the city can become a living showcase of what can be achieved.

Those behind the plan say it will create new jobs, reduce energy costs, assist with UK energy security and support key pillars of Derby's coronavirus economic recovery plan by diversifying the economy and decarbonising the city.

The proposals build on the

city's status as one of the UK's leading centres for advanced manufacturing and recognise work already underway locally to harness the potential of nuclear, hydrogen and battery power.

The initiative is being led by Derby City Council but discussions have involved more than 140 potential partners in industry and academia.

The council has commissioned a study to look at the potential of hydrogen as part of the future fuel landscape in the region covered by the D2N2 Local Enterprise Partnership.

It is also considering the purchase of a city site where an integrated energy approach can be launched and demonstrated, linking clean energy and byproduct power sources to commercial and domestic users. This would also include a lowcarbon public transport hub.

Council leader Chris Poulter said the city's strengths in innovation and engineering meant it was wellplaced to lead on development of this new technology.

"We are driving this forward because we believe this is a genuine opportunity to sustain and grow our economy and make a huge leap forward in the commitment to deliver decarbonisation," he said.

"Derby is uniquely placed with the existing research, development and manufacturing skills to make and deliver market-ready products for the integration of future fuels into an energy system. Key partners are here in the city and surrounding region.

"Our ambition is for Derby to become the leading centre for development, manufacturing of energy equipment and infrastructure. We will be the first to showcase future developments in transport, commercial and domestic energy systems, maximising local low-carbon power generation, capturing and using by-product energy and reducing energy waste.

"This will be something that Derby is famous for making for the next 100 years."

Councillor Poulter said the city's focus would be on producing the technology to enable widespread use of future fuels rather than as a large-scale generator of the fuels themselves.

Energy sources being considered include renewables, advanced micro nuclear, advanced gas, friction, batteries and hydrogen – with consultants ARUP already appointed to look at a detailed roadmap for hydrogen across Derbyshire and Nottinghamshire over the next five years and an outline plan for a further 15 years.

ARUP says that hydrogen is already recognised as a critical enabler for decarbonisation that will accelerate the trajectory towards net zero emissions. "Hydrogen is a means to store the variable energy produced from renewable sources which are already competing with fossil fuels in terms of price per kilowatt, in addition to the resiliency that hydrogen can provide to energy systems," says the company.

"The price of hydrogen is set to fall rapidly and there is a huge role for innovation which could take place in existing institutions. We believe that industries, universities, government and institutions within the region have a significant role to play."

ARUP's study, which will be published in the coming weeks, will consider:

- Hydrogen production, storage and transfer - looking at the balance of hydrogen production locally in the short term, through small scale electrolysis coupled with renewable energy, as well as hydrogen importation to the region in the longer term.
- Hydrogen for transport focussing on the heavy-duty, longer range, vehicle fleets
 like HGVs and buses - as well as reviewing the infrastructure required to enable hydrogen car production on a greater scale and the potential uses of hydrogen in the aerospace and rail industries.
- Hydrogen for heating considering how the gas could be used to decarbonise heating requirements in domestic and commercial buildings.
- Hydrogen for industry reviewing the opportunity to replace natural gas with hydrogen in combustion processes and also the potential to capture carbon dioxide at those sites, combining it with hydrogen to produce syngas for use as jet fuel. It will also consider the requirements industry may have for hydrogen fuel test beds and associated infrastructure and skills.
- Hydrogen jobs, skills and research - reviewing how the hydrogen economy could present an opportunity to increase jobs, particularly in low-carbon transport, advanced manufacturing and heating/energy engineering.

The city council has been delighted with the enthusiastic response since

WE BELIEVE

THAT

INDUSTRIES, UNIVERSITIES,

GOVERNMENT

AND

INSTITUTIONS WITHIN THE Region have A significant Role to play.

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first revealing its aspirations late last year.

Its economic recovery strategy has been configured to include new projects, such as SmartParc and an advanced Manufacturing Research Centre, that will further enhance the city's credentials in future fuels and low-carbon technologies.

SmartParc is a £300 million food campus, planned for the former Celanese chemical plant site, and is an idea founded on the principles of sustainabilty.

The development will bring food producers together to cluster knowledge and investment, with the aim of lowering carbon outputs, reducing food waste and improving UK food security.

Its campus will include a shared power plant, using renewable sources and designed to reduce energy consumption, and will harness the latest technology, such as vertical farming, to improve production efficiency. Water onsite will be harvested, treated and recycled.

The plan will transform a 112-acre brownfield, contaminated site and create up to 5,000 jobs. A planning application has already been submitted and it is hoped that construction work can commence later in the year.

Derby is also seeking to develop a new £15 million Manufacturing Research Centre, at Infinity Park, as a partnership between the city council, the University of Derby and Nuclear AMRC.

The centre is expected to create up to 70 high-value jobs and will be operated by the Nuclear AMRC, which helps companies develop new techniques and processes to win work in the nuclear sector and tackle manufacturing challenges in automotive, rail, aerospace and renewable energy sectors.

It will also become a base for the university's Institute of Innovation in Sustainable Engineering, which has developed an international reputation for innovation in design, manufacturing, product lifecycle management and the application of new and smart materials.

It is hoped that a planning application for the scheme will be submitted in the spring, with construction getting underway later in the year.

While these schemes will add

credibility to Derby's ambitions for the future, there is plenty of innovation already underway within its existing businesses and institutions – including the development of the UK's first hydrogen-powered train by engineers from rail-leasing company Porterbrook.

Its team has been working alongside the University of Birmingham's Centre for Railway Research and Education since 2018 to create HydroFLEX, a vehicle that will be able to utilise gas stored in on-board tanks to create electricity for propulsion.

Porterbrook is investing more than £20 million in technologies to decarbonise rail travel, including the development of low-emission diesel-electric and battery-electric hybrids.

Its hydrogen project is creating real excitement, with Transport Secretary Grant Shapps on board as the prototype train underwent its first mainline operational trials in September last year.

Porterbrook Innovation and Projects Director Helen Simpson believes the best way of decarbonising the rail industry is through electrification. "But there are many parts of the network where that is difficult or going to take a long time and so you need to consider what else you can do," she says.

"We're cleaning up exhaust emissions. We are working on battery technology and hybrid options and one of the pieces of the jigsaw is hydrogen."

Following the success of the initial HydroFLEX trial, Porterbrook is now working to produce a full production prototype and exploring bi-mode electric/ hydrogen options.

It hopes to showcase the next iteration of the train later this year, with interest in exploring hydrogen rail systems already being expressed in Scotland, Teeside and the East and West Midlands.

The company is a firm supporter of the city's ambitions around future fuels.

"Porterbrook is a high-profile member of the Rail Forum Midlands, so we are excited about the local council's aspirations to build a cluster of businesses that can serve the low-carbon economy, of which transport is key. As a Derby-based firm, we will be watching that with great interest," Helen adds. Another of Derby's major rail companies, Alstom, is also backing the city's ambition, describing it as "an exciting and ambitious initiative for a city that has been at the centre of technological innovation for hundreds of years and a maker of trains for 180 years."

Shortly after completing the takeover of the Derby Bombardier Transportation design and production facility in January, the company's new Managing Director for UK and Ireland, Nick Crossfield, said he would like to see hydrogen trains being produced at the plant in future.

Alstom has already gained approval for its hydrogen fuel cell vehicle, the Coradia iLint, to operate on Austrian and German rail networks.

It says the acquisition of Bombardier will help it achieve its goal of becoming a global leader in smart and sustainable mobility.

"Alstom is already a pioneer in mobility, with leading innovations such as the recent hydrogen train, autonomous train operation, energy efficient rolling stock and infrastructure," the company said.

"Bringing together 17,500 engineering and R&D talents from both groups, consolidating a rich legacy of 10,000 patents and incorporating significant additional technologies from Bombardier Transportation, for example in predictive maintenance, signalling and digital operations, the group will be able to develop solutions at a faster pace and on a larger scale to make mobility of tomorrow a reality."

One of those solutions will involve a new monorail production line in Derby - the only one in the UK – after the company won a major deal with the Egyptian government. The monorails are part of Egypt's plans for a sustainable transportation system that can cope with its growing population while reducing carbon emissions.

The deal was secured after a \$1.7 billion guarantee from the Government's UK Export Finance, which meant the company could invest in its manufacturing centre in Derby, where 100 jobs will be supported.

"The Cairo Monorail export win, against international competition, shows that the UK rail sector can fight and win in key growth markets such as sustainable transport," said the company.







Rolls-Royce, of course, has long been at the forefront of providing nuclear technology for the defence sector but its engineers are now pioneering its use in civilian energy-generation settings. Additionally, its aerospace team is leading efforts to make the aviation sector more sustainable.

The civil aerospace division recently completed the first engine run on the Derby campus' Testbed 80, which will be the largest and `smartest' indoor testbed in the world. Bigger than a Premiership football pitch, it has taken three years to develop at a cost of £90 million.

Chris Cholerton, President of Rolls-Royce Civil Aerospace, said: "This is an important landmark in our journey towards a more sustainable future for aerospace and aviation.

"Testbed 80 will not only test engines such as the Trent XWB – the world's most efficient aeroengine in service – but also the engines and propulsion systems of the future, which will see us take another step towards decarbonisation."

The company recently completed successful tests using 100 per cent sustainable aviation fuel in both a Trent 1000 engine and a Pearl 700 business jet engine. This new fuel has the potential to reduce CO2 emissions by more than 75 per cent compared to conventional jet fuel.

R-R engineers are also celebrating the latest milestone in their efforts to create the world's fastest allelectric plane. The company's Spirit of Innovation aircraft has taxied along a runway as part of trials ahead of flight-testing.

It is hoped the aircraft will take to the skies later this year and that its electrical powertrain and advanced battery system will allow it to reach a velocity of more than 300mph – setting a new world speed record.

Rolls-Royce continues to lead a consortium which is developing compact nuclear power stations, known as small modular reactors. The group, which also includes Nuclear AMRC, is working with the Government to secure a commitment for a fleet of factorybuilt nuclear facilities, each providing enough electricity to power a city of 450,000 homes, to be operational within a decade.

Tom Samson, interim Chief Executive Officer of the UKSMR consortium, said: "Nuclear power is central to tackling climate change, economic recovery and energy security. To do this it must be affordable, reliable and investable and the way we manufacture and assemble our power station brings its cost down to be comparable with offshore wind.

"It also stimulates jobs and growth and with the flexibility to power alternative low-carbon fuels manufacture as well as providing grid power, it is the best option for underpinning decarbonisation strategies around the world."

The company's nuclear aspirations even extend to outer space. It has signed a contract with the UK Space Agency for a study into future nuclear power options for space exploration.

Dave Gordon, UK senior vicepresident of Rolls-Royce Defence, said: "We are excited to be working with the UK Space Agency on this pioneering project to define future nuclear power technologies for space. We believe there is a real niche UK capability in this area and this initiative can build on the strong UK nuclear network and supply chain."

Dr Graham Turnock, chief executive of the UK Space Agency, described space nuclear as a game-changing concept that could unlock future deep-space missions to Mars and beyond. And Science Minister Amanda Solloway, the MP for Derby North,







01. DERBY'S GIANT WIND TURBINES 02. MONORAIL CARS FOR CAIRO WILL BE BUILT IN DERBY

03. ROLLS-ROYCE'S NEW £90 MILLION TESTBED 80 04. ELECTRIC FLIGHT IS BEING PIONEERED BY R-R 05. CHRIS CHOLERTON, PRESIDENT OF ROLLS-ROYCE CIVIL AEROSPACE 06. SMARTPARC'S PLANNED DERBY FOOD CAMPUS

hailed the initiative as a partnership that would create jobs and bring forward pioneering innovations to advance UK spaceflight.

Closer to the ground, Toyota is collaborating with the city and county councils and D2N2 on ideas to transform mobility in the region.

Tim Freeman, Deputy Managing Director of Toyota Manufacturing UK, described how the organisation was transitioning from a carmanufacturer into a mobility company. He said a range of mobility solutions was required, including hybrid, plug-in hybrid, battery electric and hydrogen, to support the journey to zeroemissions.

And Toyota's Beyond Zero campaign goes further than just reducing emissions, with a goal of actually improving the environment.

The company is also developing its Kinto mobility services "dedicated to new ways to access and use mobility". This will include car sharing, car leasing and car pooling, with other options, such as ride hailing via mobile app, being evaluated.

"We are increasing our engagement and collaboration with a variety of stakeholders including Derby city and the county council and D2N2 and we are heavily involved in a variety of projects related to regeneration and mobility in the region," he said.

"Key on the agenda is the Transforming Cities initiative and we are exploring a number of options about how we can support a mobility transformation in the region, including a strong link to hydrogen technologies.

"We see hydrogen playing a key role in achieving zero emissions and beyond in the East Midlands but our ultimate goal is to go beyond mobility and into the creation of a totally sustainable environment.

"And, with that in mind, Toyota is developing an eco-system powered only by hydrogen, where people, buildings and vehicles will all be connected and communicating with each other through data and sensors."

The University of Derby is also playing a leading role in delivering advances in technology to help the city achieve its future fuels aims.

Professor Warren Manning, Provost – Innovation and Research, said the city's initiative was a natural extension of Derby's heritage as a centre of ingenuity in transport, engineering and power generation.

"It builds on the work already being done here which fuses together the expertise the university has in advanced manufacturing and decarbonising technology, with the industrial strengths of our city," he said.

"Whether it be working with our SME sector to reduce its carbon footprint, through the De-carbonise Project, driving innovation and efficiency in rail transport, or working alongside colleagues from the Nuclear AMRC, when it establishes its new base here at Infinity Park, the university is already making important contributions.

"The future fuels vision is something we can embrace with the confidence that we already have the knowledge and desire here to make it a reality."

The Chancellor's recent Budget also contained a further boost for the Derby region's plans, with the announcement of the creation of a new East Midlands Freeport – including the 440-acre East Midlands Intermodal Park, near Toyota on the A50, described as having the potential to become `the next generation of rail-connected business parks'. "With a strong focus on advanced manufacturing and logistics, and the opportunity to create a hydrogen hub on the site, the development would support innovation in alternative fuels and support the future growth of engineering and advanced manufacturing in the region," says the LEP-led consortium which made the Freeport bid.

"The proposed investment would also enable a significant modal shift, from road to rail freight, reducing carbon emissions for businesses within the region.

"Based around the East Midlands Airport and Gateway Industrial Cluster, in North West Leicestershire, Uniper's Ratcliffe-on-Soar power station site, in Rushcliffe in Nottinghamshire, and the East Midlands Intermodal Park in South Derbyshire, the Freeport will bring significant investment to develop and drive innovation, alternative energy sources and green technology supporting SMEs and large regional employers, including Rolls-Royce, Toyota and Alstom," it adds.

It is entirely fitting that a city which has been renowned for innovation for more than 300 years should be positioning itself to play such a key role in shaping the future.

It is a point not lost on Tony Butler, Executive Director of Derby Museums Trust, whose team is preparing to launch, later this year, the exciting new Museum of Making at Derby Silk Mill – home of the world's first factory.

Tony believes that the museum represents the soul of the city, as a place for discovery, innovation and enterprise.

"Here in 1721, on the banks of the Derwent, industrial society was born. Emboldened by the spirit of scientific curiosity and a belief that man might subdue nature, Derby's river was harnessed by those first industrialists to drive the huge water wheel which powered Derby Silk Mill, " he says.

"Over the next 300 years, water power was replaced by fossil fuels, as the city fed the world's hunger for industrial infrastructure and manufactured goods. Unlike the makers of yesterday, who thought the growth of new products and possibilities were limitless, we hope the Museum of Making will inspire new generations to show the same ingenuity and optimism to help us all live well within a sustainable ecological footprint." **0**





"WE HOPE THE MUSEUM OF MAKING WILL INSPIRE NEW GENERATIONS TO SHOW THE SAME INGENUITY AND OPTIMISM TO HELP US ALL LIVE WELL WITHIN A SUSTAINABLE ECOLOGICAL FOOTPRINT." TONY BUTLER, DERBY MUSEUMS TRUST



HOW MOVING AROUND CITY COULD BECOME MUCH CLEANER

AND EASIER



01/02. PORTERBROOK'S EXCITING HYDROFLEX TRAIN UNDERGOING TESTING

03. DERBY HAS SET OUT ITS AMBITION TO BECOME A LEADING CENTRE FOR FUTURE FUELS TECHNOLOGY

04. AN ELECTRIC RAPID TRANSIT SYSTEM COULD HELP MOVE PEOPLE AROUND THE CITY CENTRE

Derby's focus on future fuels will be linked to ambitious plans to transform mobility in the city.

The city council has commissioned a study to assess the feasibility of creating an electric Rapid Transit service that could connect the city centre, Cathedral Quarter, bus and rail stations and Pride Park.

"The proposed route will run directly through the heart of the city centre, linking key intra-city destinations and public areas, and will be a key investment in revitalising the public transport offer in the city, providing a new and innovative service and experience, which will include extensive, trafficfree routing," says the authority.

The scheme would be funded from a £161 million allocation made by the Government jointly to Derby and Nottingham as part of the Transforming Cities initiative, which is designed to improve connections between major employment sites and promote active travel and public transport.

The authority is also proposing to create a number of mobility hubs, ranging in size from small community sites, which might be a place to access public bikes or a car club, right through to major interchanges, providing links to sustainable public transport, charging points for electric vehicles, cycle parking, lockers and changing facilities.

A mobility app is being considered, which would present commuters with all options for their journeys, allow accessing of timetables, booking of vehicles and purchase of tickets. This could be configured to promote active travel choices and display the savings - in both cost and carbon - of taking these options.

A demand-responsive transport scheme is also being assessed, where users can summon ondemand minibuses, powered by clean fuels and utilising ride-sharing software to connect passengers who want to travel in similar directions at similar times. •



CITY'S NEW GREEN



HOW DERBY'S WATERWAYS COULD HELP SHAPE A BRIGHTER, CLEANER, MORE PROSPEROUS FUTURE

Derby may have ambitions to turn its economy green - but the city could also be on the verge of a transformation that is more blue in colour.

A new riverside public park, pleasure craft operating along the Derwent, a marina and a giant mechanical lift that would transfer boats from a restored Derby Canal and allow them to navigate along the river into the heart of the city are among proposals gaining momentum.

There is growing acknowledgment among regeneration experts of the role that waterways can play as a catalyst for investment, supporting employment and improving quality of life.

As an example, the canal redevelopment in central Birmingham is estimated to have brought £1 billion into the city, creating 2,500 jobs and attracting three million visitors each year.

By contrast, over recent decades, Derby has largely turned its back on its river and canal, despite the major roles that both played in shaping its fortunes.

The Derwent influenced the name given to the city by the Vikings - with Derby derived from a shortened version of `Derwent by'. It then helped power the world's first factory at the Silk Mill as Derby innovation drove the industrial revolution.

However, as the city flourished there was little attempt to further capitalise on this magnificent, natural asset and, rather than continuing at the centre of Derby life, the river became a metaphorical backwater.

The 14 mile-long Derby Canal, designed by Benjamin Outram and opened in 1796, helped secure the city's status as a major industrial centre, allowing the bulk transportation of goods manufactured here to the rest of the country.

But, by the end of World War 2, commercial traffic had ceased and the canal was eventually closed and largely filled in.

Now, as Derby grapples with challenges around its environment, its economy and its appeal as a place to live, visit and do business in a post-Covid, low carbon world, thoughts are returning to its neglected waterways.

"We have an opportunity to take a natural asset – the river – and an industrial asset – the canal – and use them to make a major difference to life in the city," says Mike Wingfield, Riverside Project Manager with the Derby and Sandiacre Canal Trust.

"A lot of cities have centred their regeneration around water. We could do the same."

The trust has been working since the mid-1990s to achieve its aim of restoring the canal to use.

But it has an even greater vision that has really begun to excite interest – one that involves getting boats into the heart of the city centre, via a new lock and a giant mechanical lift that would transfer craft from the canal into the Derwent, creating huge tourism and business opportunities.

At the same time, the city council is leading a £95 million Our City Our River programme, to protect hundreds of homes and businesses from flooding but also to further unlock the economic and environmental potential of the river.









01. CONCEPT IMAGERY FOR THE DERBY ARM. 02. THE COMPLETED DERBY RIVERBOAT 03. AN ARTIST'S IMPRESSION OF BOATS OUTSIDE THE SILK MILL 04. A CGI SHOWS THE SITE OF THE PROPOSED RIVERSIDE PARK

This includes an ambition to create a one-hectare city centre park, which would run, on the east river bank, all the way from opposite Cathedral Green to level with the bus station.

There is even early exploratory work taking place to consider whether Markeaton Brook, which runs buried beneath city centre streets, could be re-opened in parts to form an attractive new feature.

This fresh enthusiasm for exploiting the city's waterways is music to the ears of the canal trust, which has been preaching a similar message for more than three decades.

During that time its members have been diligently working to reopen the route and reestablish its connections to the Erewash and Trent and Mersey canals, linking the city to the wider UK canal network.

Significant progress has been achieved.

This includes the more obvious, physical advances, such as restoration of bridges in Swarkestone and Borrowash, the excavation of Sandiacre Lock, the refurbishment of Canal Cottages in Draycott, the clearing of vegetation and the digging out of the channel in Spondon.

But there have also been thousands of hours of hidden work, arranging engineering and design studies to prove the feasibility of the project, acquiring control of land along the route, achieving outline planning permission for the venture – which took four years – and securing rights to abstract water from the Derwent to feed the canal.

"What might have felt like a bit of a pipe dream a few years ago has really started to change into something more tangible," says Mike Wingfield.

And a visible representation of this gathering momentum will come, Covid-permitting, later this year when the trust launches a riverboat sight-seeing service, taking passengers on a 45-minute round trip along the Derwent, from Exeter Bridge to Darley Abbey and back.

Boat-builders have spent the last 12 months preparing a purposedesigned vessel - powered by an environmentally-friendly electric propulsion system, with batteries being partially charged via onboard solar panels. The craft has been named Outram in tribute to canal engineer Benjamin.

From spring to autumn each year, 12 passengers at a time will be able to enjoy the delights of the river whilst listening to a commentary provided by Poirot actor David Suchet.

"We recorded the commentary at a studio on the Thames and David liked the project so much that he paid for the studio time," reveals Mike.

"Our aim is that the boat will not just be a great journey in its own right but it will also, hopefully, direct visitors to other places in the city. We talk in the commentary about Pickford House, the museum and art gallery and our fantastic pubs," he adds.

The launch will also help raise the profile of the wider scheme – and, particularly, encourage excitement about the prospect of bringing more boats right into the heart of the city centre.

Central to this ambition is the creation of a 30-metre-high mechanical lift, called the Derby Arm, that would be constructed across the river from Derby Arena and would allow narrow boats to transfer between the restored canal and the Derwent.

A new lock would also need to be built at the weir outside the Council House to allow craft to navigate right up to the River Gardens and beyond to the Silk Mill.

The trust further envisages the creation of a marina, downstream of Bass' Recreation Ground near Meadow Road, a waterside leisure development, hotel, restaurants and bars and a visitor centre for the hundreds of thousands of tourists it believes would be drawn to the development.

A design for the boat lift – celebrating Derby's engineering heritage – has already been created and a working model constructed by a team from Rolls-Royce.

"The Derby Arm would become one of only three big canal boat lifts in the UK but would be unique in design," says the trust.

"There are many similarities with the Falkirk Wheel in Scotland, which now attracts over 650,000 paying visitors a year. Given the success of the Falkirk Wheel, it is likely that the Derby Arm would become not only a regional landmark but also an international tourist attraction and something that Derby could be very proud of as a statement of the city's pioneering heritage in innovative engineering."

The Arm would be constructed on the riverside edge of Derby Triangle, near Pride Park, and would be linked to Derby Arena and Pride Park Stadium via a new footbridge.

"The idea has been around for a while but it's only been in the last few years that it has been polished into something that could be an economic success," says Mike Wingfield.

"We feel that the Derby Arm, in conjunction with other attractions like the arena and Derby County Football Club's Pride Park Stadium, with a footbridge linking them, could attract at least as many people as the Falkirk Wheel.

"We would hope that people would complement their holiday to the Peak District with a trip to the new Museum of Making and the Derby Arm boat lift," he adds.

The trust would like to see trip boats and floating restaurants operating in the area near the Council House and, further downstream, has identified an unused site which it feels would be ideal for a canal basin and potentially a marina.

"A canal basin in this location would have excellent boat, pedestrian and cycling links with both Derby railway station and the city centre. It is envisaged that the canal basin could host some exciting new venues, including an iconic 5-star hotel, short-term family apartments, family entertainment venues, such as aquariums and activity centres, as well as additional bars and restaurants, " it says.

"This location is naturally shielded from major roads at the same time as having good transport links. This would create a tranquil, leafy waterside zone, ideal for hotels, exclusive apartments and relaxed waterside dining."

The trust has already done work to show that its ideas are achievable from a technical and engineering perspective.

It estimates that delivering such an ambitious scheme – the canal restoration and waterside development - would cost in excess of £80 million and is just about to commission consultants to produce a detailed economic feasibility study to show the return that could be expected from such an investment.

It then hopes to be able to tap into a number of sources of funding – government, lottery and private sector – to make the dream real.

"The economic feasibility study is a right of passage that we have to go through," says Mike Wingfield.

"Once we have done that then people like the local enterprise partnership start to listen and you can look at applications for government funding.

"We've also started to have discussions with possible private investors. There's someone interested in operating the boat lift and there are people interested in the waterfront development."

The project has already secured some impressive advocates.

"This canal restoration project will result in a revitalised Derby city centre and a waterfront which will attract visitors, wildlife and investors," says James Burleigh, Divisional Director of Conservation, Welfare and Engagement with Merlin Entertainments, the company whose portfolio includes Sealife, the London Eye, Legoland and Alton Towers. "Derby's future potential is vividly demonstrated in Brindley Place, Birmingham, where the beautifully restored canal system has stimulated adjacent development in both commercial and leisure sectors. This is something that we hope the Derby and Sandiacre Canal Trust can emulate as part of its own exciting project. We are watching with interest, " he adds.

And Tim Smit, Chief Executive of Cornwall's Eden Project, is also a fan.

"The Derby Canal restoration project is hugely important because it brings people into nature in a way that was invented by humans. To be able to restore this superb watery artery will bring life, beauty and inspiration to all who will use it and, if our experience at Eden is anything to go by, it will create very significant long-term economic and social benefit and the most valuable gift of all – memories," he says.

While the initial investment required may be sizeable, the trust is confident that the payback will be equally significant, including the creation of up to 3,000 jobs in the construction phase of the project.

"The restored canal will attract a wide range of visitors to the communities along it," it states.

"In addition to the many boaters who will want to cruise along it, many others will visit it - some to take exercise along the towpath, others to just enjoy a drink or a meal at one of the pubs along its banks. Boaters will provision their larders at nearby shops.

"In addition, businesses that deal with outdoor activities will be encouraged to develop. The project is seen as a catalyst for waterside housing and business developments.

"The canal is significant in the urban environment in the way it provides a green corridor through much of Derby and alongside the villages and towns to the east. Its restoration will greatly enhance this environment both in aesthetic and functional ways.

"The reconstructed canal will create a linear water corridor and the associated canal-side green corridor, encompassing substantial lengths of hawthorn hedging on both the off-side of the canal and along the towpath. This will create habitat for bats, water voles, aquatic life and flora and fauna, stimulating the biodiversity along the corridor.



"The restored canal would create a substantial social asset. It will visually enhance the urban communities through which it passes. The proximity of water to living areas is seen by most people as very desirable."

Whilst the canal trust is waiting to see the precise numbers required to fund its ambitions, the city council already knows that it will take £95 million to fully deliver its Our City Our River initiative on the Derwent.

The scheme is designed to protect hundreds of homes and businesses from major flooding but those leading its implementation have even greater desires. They also believe it can be a significant enabler of economic regeneration and help to enhance the city's ecological and heritage assets.

The OCOR programme is split into three geographical phases.

The first works commenced in 2015 and dealt with the section of the river between Darley Abbey and the Silk Mill.

Attention has now turned to the stretch from Cathedral Green to

Bass' Recreation Ground and the final effort will involve the remaining downstream section of the river to Raynesway.

Phase one has already delivered huge benefits – enhancing protection for more than 800 homes and over 300 businesses from flooding. But, behind those headline numbers, there is also a less well-known story of careful archaeology, sympathetic construction and ecological innovation.

"We were very aware that we were dealing with an area which involved a World Heritage Site buffer zone, public open space, a conservation area, listed buildings, sports facilities and two scheduled monuments – a Roman fort and bathhouse, " says the city council's cabinet member for regeneration, planning and transportation, Councillor Matthew Holmes.

"Of course, the flood protection work was paramount in our thinking but it was also vital that we protected and, wherever possible, enhanced the sites that the programme touched." Around £1 million has been spent so far on digs at the sites of archaeological importance. The specialist team discovered the remains of a civilian village that supported the Roman fort. Finds from the excavations will eventually become part of a display at Derby Museum.

Working with Historic England, the team crafted flood defences so that they recreated the line of the fort, using reproduction Roman bricks and lime mortar and changing the colour of blocks to identify on the flood wall where the entrance to the enclosure would have been.

Elsewhere, glazed panels were inserted into defences to open up views, footpaths created, trees planted and a community orchard established.

Work has taken place to create new wildlife habitats and invasive species have been managed.

New tennis courts were created at Darley Fields, football pitches reconfigured and two multi-use games areas and an outdoor gym installed. Work to renovate the



historic cricket pavilion at Parker's Piece is also underway.

Further downriver, work has already commenced, with flood gates installed on Exeter Bridge and new, improved flood resilience landscaping at the Riverside Gardens, including the creation of an amphitheatre with a buried time capsule.

But the most visible and ambitious elements are yet to come – with three office blocks on Stuart Street and flats at Exeter House proposed to be demolished to allow for the creation of a new public park, which would also act as a conveyance corridor and be allowed to flood.

The authority hopes to achieve planning permission for this part of the scheme within the next 18 months and that work could be complete by 2026. Although it still needs to fill a gap in funding, that task has been made easier through a recent £10 million grant from the Environment Agency.

"This phase of the programme offers huge protection to areas of the city centre, Pentagon Island, homes in Chaddesden, business premises around Meadow Road and The Wyvern and also the former Celanese site, where the new SmartParc development is planned, " says Councillor Holmes.

"It will free up land for hundreds of new homes and for further commercial development, which could bring up to 1,000 new jobs. It will also create a fantastic new public park and enhanced river environment that will be a huge benefit to the city as a whole.

"The floods of November, 2019, highlighted the importance of the work that has already been achieved, with around 1,200 properties protected, but we know we need to do more. Our plans will deliver that enhanced protection and create significant regeneration opportunities.

"Historically, as a city, we've not embraced the River Derwent and have certainly not made the most of it as a natural asset. This proposed regeneration work will help Derby embrace and turn towards the river. I believe the proposals will change our city centre and open up new spaces and opportunities for residents, visitors and businesses." And the city's desire to enhance its waterways may not end there. Initial feasibility work has taken place to look at uncovering parts of Markeaton Brook, which runs underneath the city centre.

The idea would introduce an attractive new feature and create environmental and ecological benefits. It would also complement regeneration proposals and could generate commercial benefits, such as increased land values and higher rateable values.

Proposals are at an early stage but engineers say it would be technically possible to open up sections of the brook in two areas.

Cardiff is already moving ahead with a similar scheme, opening up a former canal that lies beneath <u>Churchill</u> Way in its city centre.

While Derby may have been guilty in recent history of failing to appreciate the potential of its waterways, it seems increasingly likely that they will play a big part in shaping the city's future. **•**

DUAL ROLE FOR CHRIS IN CITY'S QUEST FOR SUSTAINABILITY

DERBY'S DETERMINATION TO DECARBONISE ITS ECONOMY AND IMPROVE ITS ENVIRONMENT IS GOOD NEWS FOR DR CHRIS BUSSELL.

He has just been given the task of chairing Derby's newlyestablished climate change commission.

And, as part of his day job as Pro Vice Chancellor and Dean of the College of Science and Engineering at the University of Derby, he is also overseeing an exciting new project which aims to help transition Derby's urban landscape to a more environmentally sustainable future.

There's much to do but Chris believes there's a huge opportunity to affect positive change.

"We are at a pivotal moment," he says. "We are at a point where there's a more collective conversation taking place about what the world looks like post-Covid.

"It's critical that we define what the city looks like for future generations. The work we do in the next three or four years will shape Derby for the next 30 or 40 years."

He hopes the climate commission, which was launched in October,

will be a catalyst for action. It has four key aims:

- Co-ordinating the city's response to climate change by strategically joining up local expertise and resource
- Promoting a science-led, evidence-based approach to initiatives to reduce carbon emissions, climate change adaptation and resilience
- Making the economic case for project development and investment in low-carbon and climate-resilient projects
- Acting as a forum where organisations can exchange ideas, research findings and best practice

It aims to create a citywide climate change strategy and action plan, with an agreed date for achieving carbon neutrality. It will produce 12-monthly progress reports and present its work to the public through an annual symposium.

Action hubs have been created to look at key sectors – housing, transport, business and community.

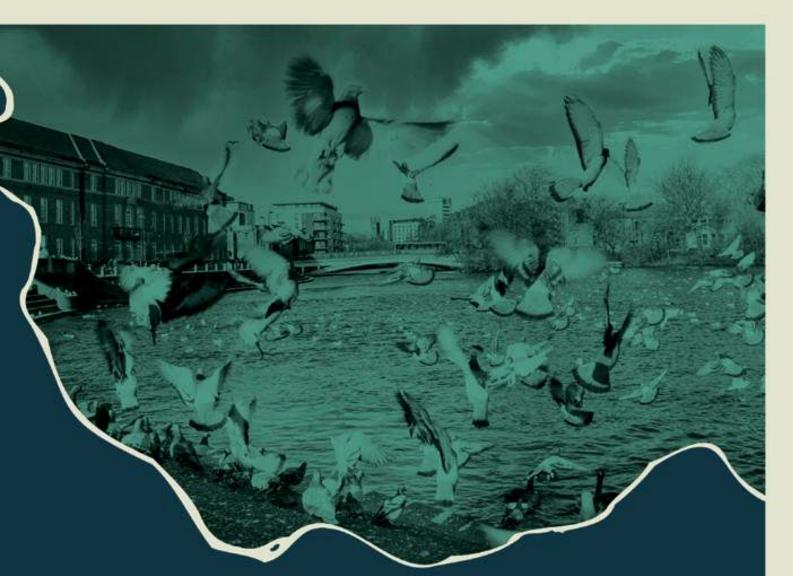
The commission will investigate opportunities to reduce carbon creation but also to step up carbon



capture – through both engineered and nature-based solutions.

"The city is conscious that we have some big industrial players, who we need as a city, who are involved in sectors that create carbon. They are all very mindful of their need to reduce their carbon footprint and are all involved in initiatives to do so.

"We need to reduce carbon load but also look at the net zero effect through carbon removal."



Chris hopes the commission can help scale-up the impact of work being proposed or undertaken by individual organisations.

"We are going to be looking at the top ten businesses in the city in terms of employees, examining their environmental strategies and seeing if there is any common intent in their tone. If so, can we as a commission help facilitate that and achieve things at scale?"

He's keen to work with colleagues in the wider county to consider the role of natural carbon sequestration, examine what that means for our stewardship of the countryside and look at opportunities for current 'grey spaces' to be turned green or blue.

Chris is also leading work at the university to create an augmented reality representation – a digital twin - of Derby in the future as part of a project called DUST – Derby's Urban Sustainability Transition. The DUST project is funded through a £640,000 legacy donation from Professor Richard Horsley Osborne, who passed away in 2018 at the age of 93. "We are enormously grateful to the Osborne family for their generosity and support in our research that reflects the expertise of the late Professor Osborne in economic regeneration of towns and cities within the East Midlands, particularly in Derbyshire and Nottinghamshire," says Chris.

"The work we do in the next three or four years will shape Derby for the next 30 or 40 years."

"The DUST project will explore how we reimagine our city, capitalising on our rivers and streams, greenways and parks and open spaces, to improve active transport, reduce transportassociated emissions and improve air quality."

The three-year project will lay the groundwork for the long-term development of Derby city and surrounding areas, addressing issues of climate change, human and nature habitat management, sustainable mobility and transport and integrated connectivity that enhances the lived experience of people in Derby.

It will involve university partners, including Derby City Council, Toyota Manufacturing UK and international collaborative partners in Toyota City, Japan.

The legacy will fund, among other things, two post-doctoral researchers, each for a period of three years, as well as capital investment by the university for equipment in connection with the DUST project.

"The project will bring together researchers in computer science, virtual and augmented reality, biodiversity and environmental scientists, city planning and urban design and physical and human geographers to, ultimately, produce an augmented reality of a reimagined city," says Chris.

"Professor Osborne was passionate about regional economic development and the DUST project will continue his legacy, using new technologies to reimagine the city through augmented reality towards a sustainable, vibrant, future." •



HOW REALISTIC IS THE REGION'S GREEN DREAM?



AS BOTH DERBY AND **DERBYSHIRE COMMIT TO A DECARBONISED FUTURE AND** THE UK PREPARES TO HOST THE **2021 UNITED NATIONS CLIMATE CHANGE CONFERENCE, WE GET** THE THOUGHTS OF A PANEL OF LOCAL BUSINESS LEADERS.

John Forkin: The pandemic has accelerated the decarbonisation agenda and every strategy has gone green. The Government doesn't have an industrial strategy anymore, it has a green strategy. Midlands Engine, D2N2, Derbyshire County Council and Derby City Council, they are all grabbing the decarbonisation agenda. This year, the UK hosts COP26, at which there will be a significant Midlands presence.

The questions I want to throw out today are what do we mean by decarbonisation, where is it real and where is it achievable? And where are our local USPs - the differentiators we might have in Derby and Derbyshire?

I'm going to start with Will at D2N2. What's your take on the reality of the agenda but also the uniqueness of this part of the world in relation to the agenda?

Will Morlidge: Well, the reality of the agenda is certain. I don't think there is a credible argument based on data that says that climate change is not a real and existential threat. What heartens me, though, is that, in our part of the world, we are blessed with a real political will to do something about it.

We have some very interesting competitive advantages. The Midlands Energy Hub is about to release some data that suggests that across the region we are second only to Birmingham in terms of the strength, by employment and sales, of our low-carbon and environmental goods and services businesses. We have a lot of expertise here. We have a large part of the supply chain. So, I think there is a lot of expertise to capitalise on.

One specific example is quarrying. If you were to draw a circle around Derby, you get a huge amount of quarrying in Derbyshire, Staffordshire and Leicestershire. Now, that's clearly a very energyintensive business but, with the work that has been done by our universities and people like Derby City Council and ARUP, you can start to see how we can deploy technologies relating to hydrogen and other future fuels to start decarbonising even those most difficult sectors.

I'm realistic that it's a really big challenge but I'm optimistic that we can have a really big role in tackling it.

JF: I saw some numbers from D2N2 that backed up the scale of what you were describing there. Can you share those?

WM: We have around 1,800 businesses in low-carbon and environmental goods and services. It's about 35,000 people and growing, with sales in 2019/20 of £5.3 billion and the top five things we are really good at are around wind, building technologies, alternative fuels, photovoltaic work and water and waste water treatment.

One of the interesting things is not just how we drive progress here in Derby, Derbyshire, Nottingham and Nottinghamshire but the overseas sales potential of some of that expertise because we really are world leading in some of it.

JF: I'm going to bring in Ashley at Ward. Your company's core business must be related to this but also you are now involved in development of land like the old Stanton Ironworks at Ilkeston, so, maybe, give us your take on the subject.

Ashley Oates: I'm head of sustainability at Ward and, obviously, as a materials recycling company, this all fits in with what we do on a day-to-day basis. For us, we're trying to encourage our supply chain to make some of those brave shifts across.

We, as an organisation, are looking at making that modal shift to







Chair: John Forkin, Managing Director, Marketing Derby

Verna Bayliss Director of Planning, Transport and Engineering, **Derby City** Council

Tom Erskine Business Development Director, Scenariio

Andy Leask Business Ambassador, **Rodgers Leask**

Daniel Lyth Director. Edwardsz

Will Tanner Communications **Director UK and** Ireland, Alstom



Stephen Salloway Managing Director, Salloway Property Consultants

Will Morlidge Head of Strategy and Policy, D2N2

Ashley Oates

Sustainability,

Head of

Ward





Martin Jinks Partner, Nelsons NELSONS Business Law Personal Law Investment

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"Procurement doesn't like innovation"

transporting things instead of on the roads across to using rail. Those modal shifts and making carbon savings by using rail are the big things we are looking at.

But we need the networks around us to work. For example, we have just implemented a green motoring policy. Since July last year all of our cars and small commercial vehicles had to be pure electric unless there was a really good justification for them being hybrid. And that's fine when they are close to our sites, where we have charging points, but as soon as they are out and about on the roads, we have been finding challenges where there is not enough infrastructure around to support us.

JF: And when you are taking forward a scheme like the Stanton works, how do you knit the green agenda into that?

AO: So, we are looking at all the biodiversity pieces around it. We are looking at putting renewables into the site and we are having reviews about the potential for things like wind turbines and putting in charging points for the infrastructure that we are putting into that site.

JF: Andy, you guys are acting as consultants on a lot of this kind of activity on the ground. Can you give your input on how you see this agenda?

Andy Leask: The ones we are

working on locally are the Market Hall, Duckworth Square and the Derby Triangle. So, they are all interesting projects. That's the core business but could I talk about our secondary business for a moment – Alchemy?

It has a context in relation to what Will was saying earlier about quarrying. Rather than bringing in fresh stone, Alchemy is about turning what's already there into a base for a road or working platform. As a local example, we have just done a car park for Toyota. Sixteen thousand metres of boggy field were turned into a car park without exporting any unsuitable material and without bringing any quarrying material in. And that's a Derby-based company.

But my point is that bringing these innovative ideas to market is difficult. There's a lot of market resistance, particularly from the quarrying people. We are trying to talk to Highways England and HS2 but meeting resistance because procurement doesn't like innovation, frankly.

JF: Procurement doesn't like innovation! That might be the quote of the day. Is it about the concept or the price?

AL: It's not price, it's concept. Prices are comparable and, because of HS2, aggregate prices have been climbing steadily. It's getting harder to acquire and more expensive and so we are hoping that's going to help us in the end.

JF: What you are bringing into the conversation there is innovation and shifting the paradigm. Martin, you have been doing some thinking around the subject in advance of today, do you want to give us your view?

Martin Jinks: Let me start by talking a little bit about Nelsons' approach to this. We've just appointed a facilities manager and one of the principal duties they will have is to introduce more green initiatives. We already have things like PIR detectors, so the lights automatically go off, we have switched to a sustainable energy provider, we have double-glazed the whole building and introduced a cycle to work scheme.

We are hoping the facilities manager is going to take it further - installing charging points for cars and introducing other measures that will reduce the carbon output.

To go back to what John was saying, my son-in-law is an engineer who specialises in carbon capture, so, in readiness for today, he and I really drilled down into this.

To really improve Derby, we think there are three things - we really need to reduce the carbon that we are producing into the atmosphere, we want to make Derby a more pleasant place with more trees and more grass and we want to take advantage of our engineering excellence and become a centre of excellence for developing future fuels, capturing carbon and not only helping Derby reduce its output of carbon but also develop an income stream for its businesses.

JF: Verna, the city is nailing its colours to the decarbonisation agenda moving forward. Tell us what that means.

Verna Bayliss: We have an economic recovery strategy which has three strands, which are ensuring business confidence, diversification and then decarbonisation is the big, final one.

From a Derby perspective, our big carbon emissions are energy for industry, energy for housing and transport and we are like any other urban place in that regard.

The ballpark we are in, is needing to lose around 13 per cent of our carbon emissions every year. The average CO2 tonnage for an individual is about 10 tons, so each individual would need to reduce their carbon by around a ton a year.

The big strides that have been made nationally have been through energy supply – wind, solar etc – so what we have to do is be big and bold. What we decided in Derby is that we should be exactly what Martin says, a centre for future fuels technology, because we have the skills and expertise here.

We have advanced manufacturing, high-tech engineering. We have companies that are already on this journey. How can we use the skills we have got, the work that companies like Alstom, Rolls-Royce and Toyota are already doing and really get organised?

For the city council, it's not something we can do but we can be facilitative of that. What we have done as a starter is commission ARUP to look at the hydrogen sector. We have huge potential and we have some real assets in the region.

JF: Will, Verna talked about advanced manufacturing. Alstom makes trains. Give us your take?

Will Tanner: The Treasury hasn't got much money, not least postpandemic and Brexit. They are going for schemes that give maximum bang for their buck – not only financially but also in terms of carbon saved.

The realism is, we have to, as a city, think that if the Government has lots of ideas in front of it, they need to understand what can be saved and when it can be saved, because with the 2050 net zero target, the value of what you save in carbon in 2021 is much greater than that you save in 2041 because it's about saving the carbon now.

For the transport sector, transport is increasingly seen as a big problem in the carbon world. About 17 per cent of global carbon emissions are from the transport sector. Twelve per cent of those are from road transport. So, the point about decarbonising is that you have to concentrate on roads and the car early and, indeed, the Treasury is doing that.

The two challenges we have as Alstom are encouraging people back on to public transport after the pandemic and then the longer-term challenge of how we decarbonise the railways.

The target in England is to decarbonise the rail sector by 2040 and in Scotland by 2035. We suspect both targets may move forward. The Government is due to publish its strategy later this year.

What we are doing at Alstom is keeping our options open. Bombardier was very good at battery technology. Alstom was very good at hydrogen trains.

The best option remains electrification but, as we all know, the Midland Mainline has missed out so far on electrification. We should all be arguing for it because, for heavy traffic routes, with busy volumes, electrification is still the best solution.

Hydrogen and battery really are for the routes where it is difficult, expensive or difficult to justify. Derby's role in all that will be key. Derby is the biggest factory anywhere in the global Alstom. We want to export and produce for domestic markets, future fuel-friendly vehicles - hydrogen, battery and electric as well. Also, at the moment, we are producing monorail cars for the Cairo monorail. So, the potential for the Alstom facility in Derby to be at the centre of this is huge. Obviously, the work that the city

council and others are doing in terms of turning Derby into a hub for this kind of activity is extremely important. Clearly, we have a great asset in terms of advanced manufacturing and the academic institutions we have here.

JF: Steve, talk to us about where things stand with the commercial property sector.

Stephen Salloway: The challenge, I guess, in terms of 'greening up' the property side of things, is that cost to the occupier is still important and we are finding that the majority of inquiries we get are for second-hand space because second-hand space is cheaper.

I think we can anticipate that new development will continue to move in line with green requirements, whether that's more smart buildings or smart use of energy, but that's going to come at a cost and I think at the moment it's difficult to find those, certainly SMEs, that are keen to accept a higher cost of property occupation.

I think where it comes to supply chain and companies feeding into the OEMs, it's the OEMs that really have to dictate, or at least be able to accept, that prices from their suppliers will have to increase if they are going to insist on meeting green targets.

If you look at the larger industrial market, which is incredibly strong, being driven by internet sales, the institutions who are going to invest in these buildings are looking for greener buildings. So, the developers have to react to that and provide what the institutions require.

I'm not saying there has been an immediate shift towards that and we still have to take into account that the occupier is still looking for best possible value but there is a balancing act to be done there and, I think, the challenge at the moment is that, to go green, it will come at a cost and somehow that cost has to be absorbed.

JF: Tom, with your Scenariio hat on, what's your take?

Tom Erskine: I think, for us, it's about making buildings more efficient and, in commercial real estate, buildings are often very inefficient. Smart technology can do so much to improve that.

There are two aspects to what

we do. There is the network infrastructure, where we put structured cabling into buildings. Then there is the smart technology.

One of the big projects we have carried out was at Gymshark, where we put about 500 sensors into their headquarters. They have used the information that comes from those to understand how employees use the building. They have found that their canteen, for example, wasn't big enough to serve everyone going through there. They have looked at their eight or nine meeting rooms and found that some were not very well used and they have been able to repurpose them for something which is more efficient for their building.

There are lots of different uses you can have for this technology.

During the pandemic, buildings were down to about 50 per cent occupancy at one point, especially in London. You would think that would have meant they would have saved about 50 per cent of their energy but they actually only saved about 16 per cent because they are so inefficient and don't have smart technology in them.

There's no doubt, as a nation, we are way behind. In many countries smart technology is the norm but in the UK it's still seen as this futuristic add-on that's nice to have if you really care about your building but it's not essential.

JF: Daniel, you are involved in air conditioning and, again, on the front line, so how's this agenda effecting you?

Daniel Lyth: A lot of the buildings we go into now, they are questioning the energy efficiency of the buildings and whether they can make any savings. There are two issues with anything to do with air conditioning and refrigeration. Technology has moved on but it's a lot more expensive.

With the industrial side, they write in the cost of that as part of the package they are selling. But on the domestic side, the cost of a heat pump system in comparison to a gas boiler system is probably five times as much. Now there are some tariffs available and government grants but the outlay in cost for a heat pump for a standard three-bedroomed house, you're looking at about £11,000, compared to a boiler at only £2,000. People are obviously going to go for the cheaper route rather than the low-energy route and when you consider that a heat pump system for a house is probably three and a half times more efficient than a boiler, it's ludicrous that a gas boiler is still fitted but it's just down to cost.

JF: That's a useful, pragmatic take on it. Will Morlidge, do you want to say something about the Government's support for business?

WM: They have set up a task force and an SME champion looking at how to help small businesses decarbonise. We have got in early as a LEP and have invited them up to see what this region already does.

In my view, we probably have many of the solutions we need to get to net zero. I'm not saying we should stop innovating because we can come up with even better solutions but we can get a long way towards net zero using what we already know. The question, I think, is how to do this as quickly and efficiently as possible?

And having secured a Freeport in the region, we do have a bit of a competitive advantage in being able to offer tax breaks to businesses who want to build things in a low-carbon way here.

JF: Is there a hearts and minds conversation that needs to be had with the wider public. Any take on that?

WT: There is an issue in Derby and Derbyshire with the car economy. It's very difficult to get people out of their cars unless they see the public transport and the cycling infrastructure there to encourage them.

Similarly, in Derby, Alstom has a city centre factory and almost all of our inputs come via lorry. Changing that is going to be very difficult and so we all have to do our bit.

One of the earlier speakers talked about the difficulties around charging infrastructure. Clearly that will improve as the technology develops but we still have a big job in Derby to encourage people out of their cars.

JF: We are dealing with a real example of that at the moment with a potential investment into the city but if they don't have the car parking they are not coming. In time it may be different but when they look at what's available in the short-term, their people have to come in by car. Is that something you have picked up, Steve, on the commercial property side?

SS: I think the whole idea of sustainable travel hasn't really broken through the culture barrier and we have found that demand for offices, in particular, is from those who want to park their cars outside their office and I'm not convinced that culture will be broken. I think it's going to have to be a case of electrification to get through that issue.

The office market has been interesting and we are all waiting to see what happens when

> Sometimes this agenda has been the purview of the academics and experts. Let's make it relevant to individuals and families. That's how you win hearts and minds.

lockdown is over. Will it mean there's a reduction in demand for offices or for different types of offices?

I think demand will change for the type of space people occupy and that is where smart technology can probably come into play and particularly as there may well be retro-fitting into existing buildings rather than a raft of new development.

TE: Just following on, in terms of the future office, it will be far more a meeting space, creative space and collaborative space and will be much more about touchpoints with people rather than just being sat at your desk doing your paperwork.





In terms of smart technology, before I joined Scenariio I would have said it sounded great but I can't understand it until I can see it and proof of concept is vital in that environment.

We are using our new office at the Chocolate Factory as a showcase. We are putting everything we do into our office so we can have people around and show them it works and talk through why their businesses should be doing it.

AO: I think the communication piece is really huge on this, so individuals can understand what they can do to have a positive impact. We need to look at the ways we share information and make it easy for people to understand the benefits that they can get from it and how they can contribute. **VB:** Picking up on the transport point, we are looking at demandresponsive transport, like an Uber minibus, and journey planning and mobility as a service options. We know we have to change public transport and make it attractive and I think innovations like that will make a big difference.

JF: With that, I'll pull together s ome conclusions. There are three I have taken from what you have been saying.

Firstly, around the economy, it seems the 21st Century industrial revolution is a decarbonised revolution. This area of the country was at the heart of the original revolution. We already have 35,000 people employed in this sector and we have advanced manufacturing, so, maybe, our economic platform is quite good for this transformation. Second is around innovation and infrastructure - there are the electric and hydrogen solutions, the idea of a centre for future fuel technologies, issues around design of homes and offices, charging points, broadband for communication and then Andy's really interesting Alchemy project, which was a real shift in paradigm for me. We are supposed to be good at innovation in this part of the world, so let's carry on being good at it.

And then, lastly, and in many respects the most important issue, it's the attitude and understanding. Sometimes this agenda has been the purview of the academics and experts. Let's make it relevant to individuals and families. That's how you win hearts and minds. **0**



JUSTIN SMITH, RIGHT, HAS SOLD HIS SHARES IN JSA ARCHITECTS TO GEORGIE RATHBONE AND CHRIS WOOD.

EXCITING NEW ERA FOR JSA ARCHITECTS FOLLOWING MBO

A new era has begun at JSA Architects after the Derby firm was sold in a management buy-out. Justin Smith, who founded the Sadler Bridge Studiosbased company in 2002, has sold his shares to two existing staff members.

The deal sees chartered architect Georgie Rathbone and chartered architectural technologist Chris Wood become co-owners and directors of the business, while Justin will remain as a consultant to the new management team. According to Justin, the change has been a couple of years in the making and is designed for the long-term continuity of the practice.

"I am really pleased to be able to transition the business to two very talented individuals who have proven to be a very good fit for the company," he said.

"I am also pleased to ensure long-term continuity for our clients and their projects, with Chris and Georgie in charge, and having spent a significant amount of time developing and implementing robust processes and knowledge bases."

Having joined JSA as an associate director, Chris Wood has been in full control of the practice's technical, project management and delivery services.

He has brought with him a new direction for the practice and a more diverse portfolio, including hotels, care homes and student residential developments, as well as ongoing commitments with EasyHotel, Bowmer & Kirkland and regional developers.

Chris said: "Nobody could have predicted the current economic challenges but the recent record-breaking financial year and increasingly robust client-base demonstrates this is still the right time to see in the company's new chapter."

Georgie has led planning and concept design at JSA on a diverse range of projects since she joined from CPMG Architects.

She said: "Both Chris and myself feel proud and honoured to have the opportunity to continue to shape the direction of the practice and build on its progressive values."

CHEVIN SEALS DEAL TO BUY STUNNING R-R PROPERTY

The parent company of housebuilder Chevin Homes has completed a deal to buy a stunning property in Derby from Rolls-Royce.

Chevin Group Holdings has bought the magnificent Litchurch Villa, on the corner of Osmaston Road and Bateman Street, from the engineering giant for an undisclosed sum.

Known as the Foreman's Club, the Grade II-listed regency villa extends to circa 5,000 sq ft and sits on a 0.74-acre site, which includes a bowling green.

The property is not far from the Nightingale Quarter regeneration site, where hundreds of new homes are being built on land formerly occupied by Derbyshire Royal Infirmary.

Following the deal with Chevin, Rolls-Royce will continue to occupy the property under licence. Chevin Group has a significant and varied commercial property portfolio.

The company offers a sale and leaseback proposition to companies seeking to raise capital from the disposal of their freehold offices / shops/ hospitality venues, while remaining in occupation.





A NEW CLOTHING RANGE CELEBRATES DERBY'S BREWING EXPERTISE

NEW FASHION RANGE INSPIRED BY CRAFT BEER LAUNCHED

Derby Brewing Company has teamed up with another business to launch a new fashion range inspired by craft beer.

The collection has come about thanks to a partnership between the business and a fashion brand called Mr Shaw, which was founded by Karl Shaw. It includes a limited-edition range of garments, including two T-shirt designs, a hoodie and sweatshirt.

Paul Harris, managing director at Derby Brewing Company, which owns five venues across the East Midlands, said: "I loved the idea of combining two Derby companies to make a fashion range that goes beyond standard brewery merchandise.

"Ever since Karl founded Mr Shaw, I've always

been a fan of the brand and knew the quality and design would match my ambition for Derby Brewing.

"Our aim has been to develop a collection that you would be happy to own and wear every day and has real high street appeal and quality. We think we've achieved that and more."

Karl, a graphic designer and founder of Mr Shaw, which counts Derby County lead presenter Owen Bradley as a brand ambassador, said: "Paul and I have kept in touch ever since we played football together over 18 years ago, so l was delighted when he approached me with the idea.

"I knew it was something special. To combine two Derby brands that hold dear the heritage of our city is a wonderful thing."

The limited-edition range is available from www.derbybrewing.co.uk.

DEVONSHIRE **GROUP TAKES CONTROL OF** WELL-KNOWN RETAIL VILLAGE

The Devonshire Group has completed a deal to buy a shopping village on the edge of the Peak District National Park.

Devonshire Property Group (DPG), which is part of the Devonshire Group of companies that represent the interests of the Duke and Duchess of Devonshire, has bought Peak Shopping Village for an undisclosed sum.

Situated at Rowsley, just three miles from Chatsworth, the shopping village was previously owned by a property investor.

But following several months of negotiations, the sale to DPG has now been completed.

The company intends to grow customers and jobs at Peak Shopping Village through a fresh approach based on its local expertise.

More than 30 shops currently operate at Peak Shopping Village, which employs between 80 and 100 people. National names such as Pavers Shoes,

Leading Labels, The Gift Company and Regatta operate alongside independents such as The Woolroom.

The site also hosts events, including regular Makers' Markets showcasing the talent of local artisans, and its biggest event, the `Peak Festive Spectacular' at Christmas.

By revitalising the customer experience at Peak Shopping Village, with more units occupied and stronger marketing, DPG aims to boost footfall for the benefit of all occupants. The Devonshire Group has strong experience in retail through its existing operations at Chatsworth and at Bolton Abbev and is a landlord to many retail outlets across its estates.

Lord Burlington, the Duke of Devonshire's son, and Stephen Vickers, chief executive of the Devonshire Group, have been heavily involved in the planning and negotiation of the purchase.

Lord Burlington said: "For us, it's an exciting, long-term investment in Derbyshire, at the gateway to the Peak District National Park and the Chatsworth Estate.'

DNS CELEBRATES KEY LANDMARK

Managed services provider Document Network Services is celebrating 25 years in business. The firm, based on Pride Park, began trading in a small office in Macklin Street.

It has since grown from solely selling printers and copiers to nationally solving business process problems for organisations by supplying them with managed print, IT,

document management and communications services.

Managing director Darren Marsh said: "It's crazy to think we have reached 25 vears already - it only feels like yesterday that I was sat behind my very sparse desk in Macklin Street.

"It's a fantastic achievement for me and the DNS team and I wouldn't have been able to get here without them. I'm very proud of where the company is today."



PEAK SHOPPING VILLAGE HAS NEW OWNERS, THE DPG



DERBY COLLEGE GROUP IS THRIVING UNDER THE LEADERSHIP OF MANDIE STRAVINO. WE QUIZ THE PASSIONATE AND HIGHLY-RESPECTED CHIEF EXECUTIVE ABOUT THE CHALLENGES AND SUCCESSES OF HER ROLE.

Q: Your association with Derby College stretches back a number of years. Tell us how it all started and about your journey since.

A: Thirty-four years ago, I chose to continue my post-16 education in, what is now, one of the largest urban further education colleges in the country.

This experience had a positive impact on my life as, not only did I achieve high grades across the board, I also developed aptitudes and attributes which enabled me to succeed in future work and higher education ventures.

The impression that this aspect of my education had on me was so significant that twenty-five years ago I decided to re-train and commenced my career in further education, lecturing whilst studying teacher training as a part-time adult college student.

In 1998, I moved to Wilmorton College, where I spent four years in various management and leadership roles and, during this time, I enrolled as a part-time PGCE student at the University of Nottingham. In March, 2002, at its conception, I joined Derby College - now Derby College Group - and in 2009 I achieved my MBA from Nottingham Business School.

In 2012, I was promoted from my senior leadership team strategy

role to CEO, with a clear mandate to transform all aspects of the business.

I am certain that it was my decision to study in colleges, both as a post-16 student and then as an adult student, that resulted in my success in work.

I truly believe I am a product of FE, which allows me to empathise with the needs of our students, and my personal experience has been a key driver in shaping DCG's vision 'to create world class, accessible education opportunities that enrich the lives of all our students, stakeholders and communities we serve'.

Q: How did you feel when you were asked to become chief executive?

A: To be honest, I did not think I was ready, although the board had been succession planning with me for a significant period of time, and I was certainly not prepared for the enormity of absolute accountability.

However, performing the role of CEO in any organisation is a pure privilege. Only a small percentage of the working population are given the opportunity to lead their organisations to positively impact on the lives of their communities and, in my case, students, staff and stakeholders.



I feel fortunate every day to work alongside a team of inspiring professionals, innovative employers and energising students.

I feel as honoured today, over eight years on, as I did when I was appointed to be leading our amazing colleges, with the sole purpose of providing our students with an exceptional education as a catalyst for them to be successful in work, life and society.

Q: How is the college different today to the organisation you first joined?

A: It's very different.

Derby College was formed as the result of a three-way merger which resulted in the dissolution of three former colleges, Mackworth, Wilmorton and Broomfield, followed, in 2010, by a further merger with South East Derbyshire College. The strategic focus around this time was to create one sustainable institution and to invest in modernising buildings and infrastructure.

This phase was completed, in the main, by the time I was appointed as CEO in October, 2012. By this time the institution included four main colleges: The Roundhouse, The Joseph Wright, Broomfield Hall and, shortly after, the Ilkeston College. On appointment, I was given a clear mandate, from the board, to transform educational standards - specifically to improve the Ofsted rating - and improve financial performance.

The use of ambitious strategic priorities and associated aspirational KPIs, underpinned by establishing and driving a culture of continuous improvement, has been at the core of the journey.

In addition, I focused on designing the required structures, including the professional roles required to achieve the strategy, and populating these roles with talented people who could make the strategy a reality.

By 2018, the organisation had developed into a large, diverse institution, meeting the needs of various communities and markets, from local post-16 students to an expanding national business market, through the introduction of the apprenticeship levy and devolution.

Therefore, following a strategic review, the corporation decided that a new, more flexible, name and associated branding was required for its institution. In November, 2018, following approval by the Secretary of State, the corporation's name changed to DCG.

Fast forward to 2021 and DCG is now one of England's largest colleges, with around 19,000 students, £49 million turnover and 1,300 employees.

Our mission is clear; to predict and serve the needs of our business and civic communities by forecasting workforce requirements and co-creating, with employers, education and skills programmes, which will generate the talent pipeline our businesses require to flourish. Our job is to prepare students for the next phase of their lives; the world of work, entrepreneurship, advanced study, career progression and to contribute as positive citizens.

Q: How has the educational landscape in Derby changed during that time?

A: The UK education eco-system has traditionally seen schools, colleges and universities working in silos and addressing this culture has been a key achievement in the city and county.

There is now far more focus on communication and collaboration to better serve the needs of our local communities, which has been spearheaded by the local authorities and enhanced in the city by the Opportunity Area Board. For example, we now have much closer links with secondary schools in the city and county to facilitate effective post-16 transition for young people.

We also work in collaborative partnerships with universities, particularly the University of Derby, to provide a high-quality higher education offer to those students who chose to progress to degree level learning within the college.

Q: Where are the biggest opportunities and how is the college helping to equip students with the skills to exploit them?

A: Our goal is that DCG students will be the employees of choice for local businesses in the city and county.

DCG utilises comprehensive business intelligence to inform a responsive curriculum plan, designed to meet the future skills needs of our employers. This information includes the strategic priorities set by the D2N2 Local Enterprise Partnership, which has identified key growth areas including digital transformation, engineering and manufacturing and construction – which are already amongst our largest curriculum areas for students and apprentices.

Our early adoption of the T-Levels programme roll-out is just one of the ways that we ensure that young people benefit from the opportunities available to them.

T-Levels are the new 'gold standard' vocational qualifications, which are the equivalent to A-Levels. Developed in partnership with employers, there is a strong focus on industry placements to better prepare young people for the world of work.

We were the first college in the East Midlands to launch all three of the first tranche of T-Levels in digital, professional construction and education and childcare and further programmes will start this September in these areas as well as health and science.

The science T-Level is particularly innovative as it responds to the increased requirement for laboratory technician skills – highlighted most recently with the success of the vaccines developed in labs across the world.

The T-Levels programme has also























provided us with the opportunity to upgrade facilities for students - from a virtual reality suite in Broomfield Hall to a new laboratory, complete with sterile clean room, at the Joseph Wright Centre, which mirrors the facilities that students will use in the future workplace.

We also have a clear focus on developing entrepreneurial skills – recognising that this generation will not necessarily 'consume' jobs but will have the appetite and vision to create jobs. This not only applies to those who will set up their own businesses but also those who will be construction sub-contractors and creative freelancers, for example.

We, therefore, work with a broad range of entrepreneurs in the city and county who share their passion and creativity with the whole student body, from post-16 to adults returning to further and higher education.

Q: By contrast, what are the biggest challenges facing the city's youngsters today? How is the college helping them to meet those challenges?

A: The pandemic is obviously uppermost in everyone's minds at present and there has been wide-spread concern about the impact of this crisis on young people's education. Our teaching and support teams have done an amazing job to successfully take teaching online and to support the young people who have been most vulnerable to the practical and emotional effects of the pandemic.

We have continued to provide on-site support for young people whose parents and carers are key workers, as well as those who have needed to come into college during lockdown for a variety of reasons. We have now seen the return of the majority of staff and students back into our colleges and the positive feedback from both students and teachers makes me confident that students are well placed to successfully progress to the next phase of their lives.

Moving forward, as the country deals with the significant long-term economic and social implications of the pandemic and its impact on education, skills and employment, we recognise that we have an even more critical role in mobilising our resources to manage recovery and continuity.

We must not allow our students and communities to get left

behind and we are determined to play our part in ensuring all that we do is relevant, fit for purpose and will have maximum impact for the benefit of all of our local communities.

By broadening young people's minds, we can hopefully help them when they face crossroads decisions in their lives, both now and in the future. We have a broad enrichment and tutorial programme, which includes events and projects highlighting many of the issues that our culturally diverse community faces.

Social mobility continues to be a major challenge for large parts of our local communities and colleges have a major role to play in the broader work to raise aspirations and create a level playing field for all.

Q: How much of a difference is the city's Opportunity Area status making?

A: Our Vice Principal represents DCG on the Opportunity Area Board. This engagement reflects the vital role that DCG has in providing opportunities that stimulate aspiration, widen horizons and help shape positive futures for young people in the city.

A key theme under discussion is `city wide, community deep', which reflects the shared belief that we can only improve the citywide outcomes and productivity if all ages and whole families benefit from education and training, as well as increased health and wellbeing.

Progress is being made in raising academic standards but there is still much that needs to be done. We are still seeing too many young people choosing to continue their post-16 education with us, progressing with lower-thanexpected grades in GCSE English and/or maths.

Our innovations with this cohort have included holiday revision workshops and inviting employers into college to showcase the importance of these core skills in the workplace.

I hope the legacy of Derby Opportunity Area will be the continuation of the collaborative working relationships that have been established, glued together by the shared ambition of improving opportunities for the people of Derby.

Q: How supportive is the city - and

its businesses - of the college's work?

A: We are so fortunate to have the support of political and civic leaders in the city, county and thousands of our local businesses and I continue to be amazed by the time, energy and resources that they dedicate to preparing our students for success in work and life.

Our employment and skills advisory boards are made up of groups of employers from specific sectors who come together to advise our technical and vocational teams on current and future skills needs - genuinely co-creating our technical and professional education with us.

Our wider employer community consists of thousands of employers who are committed to the advancement of our students and engage with us via a plethora of activities and interventions.

These include embedded workplacements and internships, specialist talks, problem-based and work-related projects, apprenticeship co-delivery, upskilling of adult students, vital governance and mentoring roles, as well as, in some cases, regular co-teaching.

Some of our employers have exceeded our expectations by establishing their own employer academies, which support specific groups of students to transition effectively from education to employment.

This partnership work has been recognised nationally by Ofsted and we have also welcomed visitors from the highest level, including Downing Street and the DfE, who have all been keen to see for themselves the work we are doing in partnership with business and to meet with many of the employers who have devoted their time and energies to invest in their future workforce.

There is no substitute for seeing how the work done in the classroom translates to the workplace. Work placements enable students to work alongside professionals whom they aspire to emulate and that is why we have invested so much time and resources into developing relationships with businesses and organisations through our workexperience structure.

Furthermore, many students involved in this interaction have progressed into apprenticeships



01. ANDREW LIGHTOLLER FROM DB ESG AND MORVEN HARRISON FROM PROGRESS RAIL SET DERBY COLLEGE STUDENTS A CHALLENGE

and trainee positions at these companies and are now flying up the career ladder and returning to the college to inspire the next generation to follow in their footsteps.

Q: What have been the biggest successes in your time as chief executive?

A: I tell new recruits, during induction, that my job is simple: I am accountable for ensuring that our students receive an excellent education experience every day, which leads to success in their work and life. This, in turn, results in us generating an effective talent pipeline for our employers and social justice for our communities. There is also the small job of ensuring the institution remains solvent and that all legislation is complied with.

I explain that I do this by implementing the three Ss:

Creating Strategies - and not only ensuring that everyone is clear about our purpose but also the story of our strategic visioning work and what we aspire to be in the future.

Developing Structures - and then populating these roles with 02. Former PM Theresa May has been Amongst the high profile visitors to DCG 03. Employers are recognised annually in

talented people who can make the strategies a reality.

Ensuring Success - knowing and communicating how we are progressing towards strategic enactment by monitoring our KPIs and celebrating our successes

The college has achieved 'Good' status in terms of its financial health.

Significant improvements were also reflected in the March, 2016, Ofsted inspection, which awarded a 'Good' overall grading with 'Outstanding' features for employer engagement and provision for students with high needs.

The organisation was hailed `a valued resource for the city of Derby and the county of Derbyshire' following an inspection of its higher education provision by the Quality Assurance Agency for Higher Education.

We retained our 'Good' rating from Ofsted during a short inspection in December, 2019, with leaders, managers and governors praised for embedding a positive culture, the quality of teaching, training and assessment commended and the excellent links that staff have with local employers and high education providers praised. THE DCG ACADEMY AWARDS 04. SKILLS MINISTER GILLIAN KEEGAN MEETS T-LEVEL STUDENTS

Finally, and probably most importantly, my success and the success of the organisation as a whole, is measured by the achievements of students, colleagues and stakeholders.

Celebrating success has been at the heart of the institution for many years and the three highlights of my year are the awards we run for our students, staff and employers. Every year I am amazed by the commitment and dedication of everyone receiving awards, as well as the people who have nominated and supported them in their learning and personal journeys.

Q: How has the college and its students coped with the Covid crisis?

A: This has, without doubt, been one of the most challenging years in DCG's history but we have faced up to those challenges with resilience, flexibility and optimism.

I have been extremely proud of everyone in our community for their professionalism, co-operation and kindness in these challenging times, regardless of whether they have been on-site or working from home.

Everyone has stepped up to the

mark and contributed to ensuring the continuation of high-quality teaching, learning and support and our students have engaged brilliantly to ensure they do not miss out on the education and training they need to progress onto the next phase of their lives.

In transferring teaching online, DCG achieved substantial student engagement. Teachers trialled different delivery methods, constantly improving their practice. Laptops were provided for students finding remote access difficult. Many students harnessed technology to showcase their skills. Creative students, for instance, launched a digital exhibition to replace their end-of-year shows.

As well as staying connected with staff and students, DCG also managed to maintain links with its employer partners and our success is due in no small measure to the strength and diversity of the partnerships we have forged with stakeholders from across the communities we serve.

Employer engagement activities were taken online for students, including imaginative approaches to virtual work experience. Staff also liaised with employers to reduce disruption to apprenticeships, including support for over 90 healthcare apprentices in hospitals, many of whom juggled frontline roles with their studies. Meanwhile, Roundhouse Thinking - DCG's commercial arm - expanded its suite of e-learning opportunities to include Covid-19 secure training that helped businesses manage the return to work.

Moving forward, we have learnt so much during the pandemic and achieved a great deal which will hold us in good stead.

Although we welcome the opportunity to return to faceto-face learning, we have embraced the opportunity for blended learning and many of the virtual teaching strategies will be embedded in practice for the long-term.

Q: How much of an impact has the pandemic had on the life chances of young people?

A: This unanticipated global pandemic has significantly impacted all of our lives and we will no doubt be feeling the effects for many years to come.

Young people aged 12 to 24 have been identified as one of the worstaffected groups. Recent data identified that one-in-10 lack private space in their home to study.

Data from UCL found that unemployed young people are more than twice as likely to suffer from mental health disorders compared to those with jobs.

Youth unemployment can have significant long-term effects, with periods of unemployment scarring future employability and wages. Therefore, enacting our strategic aims in this area becomes even more crucial for their future success in work and health.

We must continue to co-design and co-deliver our career pathways with business, to enhance our students' exposure to the world of work and manage them through the seamless transition from education to employment.

Although we all recognise that many sectors will feel the impact

"Young people's abilities to embrace new ways of working using digital technology are definite positives in their favour"

of this crisis for many years to come, young people's abilities to embrace new ways of working using digital technology are definite positives in their favour.

And such measures as increased support, announced in the March budget, for employers investing in apprenticeships and traineeships will, hopefully, have a positive impact on young people's career progression.

Q: What is your view of Derby as a city and the college's role in helping the city to develop and thrive?

A: The college is one of the city's anchor institutions and, therefore, exists to support Derby to develop and thrive. Indeed, this is woven through the fabric of our institution, from our mission to predict and serve the needs of our business and civic communities through to our day-to-day meetings and relationships. Derby is renowned as the City of Innovation and it is heartening, therefore, that Derby's economy is expected to bounce back stronger than anywhere in the East Midlands, according to the latest UK Powerhouse report.

With new schemes and investments announced and in the pipeline, I think there is real confidence across the city and county that businesses and the labour market are in a good position to take advantage of the post-pandemic world.

We are particularly optimistic about the positive impact on the local and regional economy and the job creation opportunities that will be created through key initiatives, such as the creation of the Freeport at East Midlands Airport, progression of the SmartParc food production campus and the investment to create a new permanent home for the Nuclear Advanced Manufacturing Research Centre on Infinity Park, Derby.

Continued investment in creating new communities in the city and the progress underway for Becketwell will not only create jobs but will greatly enhance the city's sense of wellbeing and vitality – encouraging further inward investment in the city.

These exciting developments will not only create local jobs and apprenticeships for our students but will also boost the confidence and appetite for workforce development across the business community.

Our partnerships with business – particularly in the city and county – are truly transformational, based on quality, innovation, trust and respect and DCG will continue to develop and grow a responsive offer to meet local priorities and skill needs and co-create education pathways with employers to generate the talent pipeline sorely needed in today's rapidly changing economy.

Q: How did you feel to be awarded the OBE in the 2020 Queen's Birthday Honours List for your services to education?

A: I felt extremely privileged, honoured and humbled to be recognised, particularly in these unprecedented times and in the company of so many altruistic citizens, who had such a significant impact on our communities.

The work that was recognised by this honour would not have been



01. THE ARCHBISHOP OF CANTERBURY MEETS APPRENTICES AT ATLAS GROUNDWORKS 02. PUBLIC SERVICES STUDENTS START

possible without the immense support of my remarkable partners at work and home. As I did at the time, I would once again like to thank them sincerely for the opportunity to engage in this work and their unwavering support, which resulted in this personal accolade.

Q: What remaining ambitions do you have?

A: My ambitions are firmly embedded with the ambitions of the organisation. Therefore, until we have delivered educational excellence for every student, every day; made social mobility a reality for all by challenging perceptions and removing barriers and enabled economic prosperity for our business community by co-creating future talent, my work is not done!

Q: If you could go back in time, what advice would you give the younger Mandie starting out on her career at the college?

A: The quote on my office wall says, 'The greatest danger is not that our aim is too high and we miss it but that it is too low and we reach it'. MARSHALLING WORK EXPERIENCE AT DERBY ARENA VACCINATION CENTRE 03. DERBY COLLEGE GROUP CEO MANDIE

It's my favourite quote of all time. If I could go back in time, I would tell myself to stay true to this principle and don't allow the naysayers to chip away at your aspiration to achieve beyond the impossible for your college community.

Q: If you were appointed Education Secretary, what would be the one thing you would do to make the biggest difference to learners and the education system?

A: Having welcomed many senior politicians to the college over the years, including Gavin Williamson quite recently, I certainly have no aspiration to become Education Secretary and I just want the best education system in the world that our citizens deserve.

Having said that, if I did have a magic wand, I would simplify the education and skills ecosystem of our nation; removing the complexity which so often gets in the way of educationalists doing the right things for their communities.

I would decide on the institutions

STRAVINO WITH STUDENTS AT LAST YEAR'S PEAK AWARDS ANNUAL CELEBRATION 04. GAVIN WILLIAMSON'S VISIT

required to meet the needs of both business and civic communities, for example specific schools, colleges and universities, and give each of these elements of the sector based on stage not age - a clear purpose, removing duplication and then fund these institutions to work together to meet local needs.

This would remove the current complicated funding methodology, predominantly based on head count, which would, in turn, remove harmful competition between institutions, paving the way for pure independent careers advice, with clear progression and aspirational routes through from entry to level seven – previously referred to as the skills escalator.

The biggest stakeholder to benefit from the removal of complexity and funding complexity would be the employers, as for far too long the answer to the question has been, 'Yes we can, however, there is no government funding attached to that - only to this option,' and this may not meet their needs. **O**

BECKETWELL'S FIRST PHASE GETS GO-AHEAD FROM CITY'S PLANNERS

Development work on Derby's £200 million Becketwell regeneration scheme will begin this spring after detailed planning permission was granted for the first phase.

At a meeting of the Derby City Council planning committee, councillors voted unanimously in favour of developers St James Securities' landmark scheme.

The company will now be able to start work on phase one of the scheme, which includes the construction of 259 build-to-rent apartments on the site of the former Debenhams store on Victoria Street.

Paul Morris, development director at St James Securities, said: "We are delighted that planning has been granted for what will be a landmark regeneration scheme for the city."

A new public square, on the site of the former Central United Reformed Church, remains the centrepiece of the development and will also be delivered as part of the first phase. Work is already underway to bring forward a further phase to comprise a new 3,500-capacity performance and conference venue on the site of Laurie House offices and the former Pink Coconut nightclub.

Future planned phases of the scheme include a range of other complementary uses of the site, including up to 25,000 square metres of grade A offices and commercial space, a hotel and a multi-storey car park.

More than 2,000 jobs are expected to be created by the development.

Mr Morris said: "To receive a unanimous decision from the planning committee is a vindication that our scheme is the right fit for the city and will provide the impetus to kick-start further investment.

"Gaining detailed approval will mean that we can now get onto site. At present, the programme is showing a start of works in May, with completion at the start of 2023."

Funding for the Becketwell project includes £8.1 million in Local Growth Fund investment from the D2N2 Local Enterprise Partnership.



THE BECKETWELL SCHEME HAS TAKEN A MAJOR STEP FORWARD



DIRECTORS STEPHEN PINCHBECK AND CHRIS MCDERMOTT

BAYTREE APPOINTED AS AGENT FOR SUPERCAR BEING BUILT IN DERBY

Prestige and performance car dealership Baytree Cars has been appointed as the UK agent for a new Derby-built supercar.

The company, in Chequers Lane, has been chosen to market Mulholland Automotive's Legend 480, a supercar that is scheduled to complete production in Derby this year.

The appointment comes as Baytree reveals it doubled its turnover in 2020, despite the impact of the Covid-19 pandemic.

The firm, which specialises in prestige brands such as Ferrari, McLaren, Porsche and Bentley, saw turnover rise from £750,000 to £1.5 million a month.

It also doubled the size of its showroom to accommodate the increase in cars it now has available.

Director Stephen Pinchbeck said: "Extra investment in the company has meant that we went to the next level in 2020.

"We have a passion for high-quality cars and were delighted recently to become recognised as a true Supercar dealership by the Supercar Driver Club.

"This is the Bible of the prestige and performance car industry and shows that we are one of the leading dealerships in the country."

Speaking about being selected as an agent for the Mulholland Legend 480, fellow director Chris McDermott said: "It is another feather in our cap that we have been chosen by Mulholland Automotive to market their Legend 480.

"This is a really exciting product and it will be a real buzz for a Derby team to be the first to sell a Derby-built car."

EMR REVEALS MORE DETAILS ABOUT ITS NEW INTERCITY FLEET

East Midlands Railway has unveiled more details about the interiors of its forthcoming new fleet of InterCity trains.

The Derby train operator has been working with city-based design firm DGDESIGN to come up with unique seats, specifically designed for its new Aurora trains.

It has taken the proven FISA Lean seat and refined it to offer enhanced comfort and support, as well as improving its appearance.

The seat rework has included increasing the size of cushions, headrests and armrests and making sure that high-quality durable materials are used throughout.

At the same time, EMR has also ensured the seats include all the practical and technological features that customers require, such as power and USB points, generous legroom, coat hooks, seat-back tables for all airline seats and space to stow a cabin-bag under each seat.

Rachel Turner, EMR's head of new trains, said: "We know the FISA seat has a good level of comfort but we wanted to further enhance this by providing additional support in key areas, developing something that looks comfortable, inviting and unique to EMR.

"All this has been done while ensuring we still meet the latest seat safety standards."

When they start entering into service in 2023, the Aurora trains promise to offer significant advances on the existing fleet, with passengers benefiting from more seats and modern interiors.

The trains will also include features which passengers have said they want to see, including air conditioning, free WiFi throughout, plug sockets and better passenger information screens.



EMR HAS ORDERED A NEW INTERCITY FLEET



RECRUITMENT FIRM REVEALS EXPANSION PLANS AFTER STELLAR YEAR

Sky Recruitment Solutions has revealed plans to open three more UK offices following `phenomenal' growth in 2020.

The firm, based in The Strand, in Derby, with additional offices in Ripley and Huddersfield, is planning to open the new sites by the autumn.

The locations for the new offices are not yet being revealed as commercial negotiations are still ongoing.

The move follows Sky's biggest ever year since it was founded in 2014, with 2020 seeing a 50 per cent increase in turnover and similar growth in both staff and client numbers, based on its previous year's figures.

Over the next 12 months, the firm is planning to double its 14-strong workforce. Managing director David Torrington said: "The last 12 months have genuinely been phenomenal, with 2020 being by far the most successful year we've ever had.

"We have more staff and clients than we have ever had and businesses still want to hire, despite the challenges of the pandemic.

"We want to repeat our success in 2021 with another record year." The company's latest growth news comes hot on the heels of other expansion plans announced before Christmas.

Sky, which specialises in providing personnel for industrial roles, announced the launch of sister brand Capella Professional in Nottingham, which will specialise in office-based recruitment.

Transforming the city centre

8

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PROJECTS COMPLETED

- HERITAGE GATE £10M

- ROMAN HOUSE \$6.5M FRIAR GATE SQUARE PH2 \$20M FRIAR GATE SQUARE PH 1 \$20M FRIAR GATE STUDIOS \$15M

- FRIAR GATE STUDIOS £15M WILLOW ROW £1M WEAVERS POINT £10M JOSEPH WRIGHT CENTRE £20M THE CROFT £23M KINGS CRESCENT £25M ST HELENS HOUSE £1.3M JURYS INN £25M CATHEDRAL ROAD £20.3M CATHEDRAL QUARTER HOTEL £3.8M SADLER BRIDGE STUDIOS £3.2M PREMIER INN £10M

- SADLER BRIDGE STUDIOS £3.2 PREMIER INN £10M RIVERSIDE APARTMENTS £10M MUSEUM OF MAKING £17M RIVERSIDE CHAMBERS £2.3M QUAD £11M

- COUNCIL HOUSE £38M RIVERLIGHTS £50M SHOT TOWER £1M ST PETERS HOUSE £10M

- ST PETERS HOUSE £10M DERBION £585.5M CASTLEWARD PH 2 £4.4M CASTLEWARD PH 1 £20M DERBY STATION REMODELLING £235M THE ROUNDHOUSE £48M

ON SITE

- BECKETWELL
- **GUILDHALL / MARKET HALL** 2.
- NIGHTINGALE QUARTER

PIPELINE

- FRIAR GATE GOODS YARD MIXED USE 1. SITE
- **AGARD STREET 148 STUDENT UNITS** 2
- AGARD STREET 32 STUDENT UNITS
- 4
- 5.
- 6
- AGARD STREET 63 STUDENT UNITS EASY HOTEL 111 BEDROOMS ASSEMBLY ROOMS MIXED USE CATHEDRAL GREEN, 37,500 SQ FT GRADE A OFFICE SPACE DERBY WATERSIDE - 105 APARTMENTS THE LANDMARK - 202 BTR APARTMENTS
- 8.
- 10
- COPELAND STREET 163 APARTMENTS LIVERSAGE STREET 180 APARTMENTS
- CASTLEWARD PH 3,4 AND 5 500 RESIDENTIAL UNITS, MIX OF HOUSE AND APARTMENTS 12
- **MIDDLETON HOUSE 54 APARTMENTS** 13.
- DERBY RIVERSIDE PARK RECREATION AND LEISURE 14.

Thriving, sustainable city centres are necessary to support successful local economies and to foster a sense of pride and place.

The Derby City Centre masterplan aims to help create:

- A city of choice with attractive destinations such as the £17m Museum of Making; A living city with a range of residential accommodation and the facilities to support successful city living; A business city with a resilient and diversified local economy and a support system to help companies •
- launch and grow;
- A connected city where local, regional and national mobility is enabled in an effective and sustainable way.

Our graphic shows key schemes which are helping to transform the city centre.

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No. 084 500



How vision, commitment, determination and a whole heap of patience - turned one man's dream of opening Derbyshire's first whisky distillery into reality

It's a little ironic that Max Vaughan's favourite poem should be 'Now' by Hugh Laurie.

'There is almost no such thing as ready. There is only now. And you may as well do it now. Generally speaking, now is as good a time as any,' the author writes.

For Max, the poem symbolises his 'just do it' moment, when he took the leap to launch his business creating Derbyshire's first whisky distillery in a former wire works alongside the River Derwent at Ambergate.

"In mid-2016, we had no premises, no partners or staff, no permits or consents, nowhere near enough funding and no track record in the drinks and spirits industry. But I had a dream that I had been carrying for years, of making whisky and other spirits in Derbyshire.

"I was fortunate to find some investors who liked my ideas. I met two great distillers and I found the perfect premises. I decided I'd reached my now," says Max.

But, from that point onwards, rather than 'now', it is probably 'patience' that has characterised the White Peak Distillery journey.

Whisky production takes time. And lots of it.

Five years on from Max's 'now' moment and drinkers are still

waiting in anticipation for their first tot of White Peak single malt. The first batch is continuing its allimportant aging process within oak casks and will be ready for sale in October.

Not that Max and wife Claire have been twiddling their thumbs in the meantime. Far from it. They have had to take Max's dream and make it real – an undertaking of considerable ambition and complexity.

"I had no background in drinks or spirits. I wasn't an expert but I had enjoyed whisky for many years – not just consuming it but I had visited quite a few whisky distilleries, " recalls Max.

"I always loved the romance of making whisky. It's a product that has to age for what can be many years in a cask; a product you're making that someone will be enjoying maybe five, ten or 15 years down the road.

"The world is run to a drumbeat of instant gratification and whisky cannot be more different to that – especially when you are making it."

It was a 2011 discovery of plans for an urban whisky distillery in Battersea that put the wheels in motion.

"I checked back over time and there had never been a distillery in Derbyshire, the area where I grew up. I have a financial background, so I started putting together a business plan on an Excel spreadsheet. I spent a long time tweaking it and finding out the size of the ask. After four or five years I convinced myself there was a business opportunity, with a whisky inspired by the region's brewing heritage and establishing a destination that could tap into the footfall already coming to the Peak District."

Max's wife Claire was on board to help realise his "crazy dream" - but could the couple find investors who were also prepared to support the venture to the initial tune of £2 million?

A 20-year career in finance, including time in accounting, banking and as finance director of a Canadian gold mining company, meant that Max had been used to helping raise money for other people's businesses.

"It was difficult in that I was not pitching an opportunity in a sector that I knew much about or in which I had experience," recalls Max.

"But, on the flip side, because of my background, I had raised money for lots of different companies. I understood that I needed to have a targeted approach to individuals who might have the risk appetite for what was being presented.

"I approached 20 people I had either worked with over the years or were friends of mine or family members. They were people I





thought knew me well enough to take a risk with me as an individual – and 16 said yes!

"My first shareholder was someone I had worked with in the 1990s. He had put seed investment into various different businesses over the years. I approached him early with my plan, not because I was asking him to invest, but because he had probably seen 100-plus investment opportunities over many years and so I thought I would get some good feedback.

"I met him on the Friday for a bite to eat and by the Sunday I had an email with his feedback. He finished by saying, 'I'm not a whisky drinker but I'm in for ten per cent.' There's always a danger of getting too close to your own idea, so, at that moment, it gave me a real confidence boost."

Max and Claire were determined that the distillery would be in their home county of Derbyshire.

"Where was never in doubt. Derbyshire and the Peak District were at the heart of the dream from the beginning," says Max.

"Claire and I are from Derbyshire originally. At different times we both went to Ecclesbourne School. It's where all three of our children have gone. Derbyshire is a pretty special place. "I had a romantic view that a distillery should be on a river. We wanted a brownfield site, with a building that had history and personality.

"The former Johnson & Nephew wire works, by a river and in an ancient woodland, is an amazing location, with a rich history, so much so that the valley in which we make our spirits was inscribed as a World Heritage site in 2001.

"I knew of the wire works because I spent time mountain biking in the area in the early 90s. I knew who the owners were many years ago. I checked at Companies House to find out they were still the same and sent them a letter telling them of my plans.

"They had a building but it needed a lot of work. It was a real renovation project."

Max and Claire understood that transforming the former industrial premises into a distillery would be a major undertaking but also knew instinctively that they had found White Peak's perfect home.

The site had a rich heritage, operating as an iron forge in the early 1800s. It was developed into a wire works in 1876 and for 120 years Johnson & Nephew sent its pioneering products across the world – including supplying cable for the first sub-sea cross-channel telegraph service and for early suspension bridges.

"The distillery is now housed in the former maintenance and stores sheds, which once served a workforce of more than 500 people," explains Max.

"We have been lucky to inherit such beautiful buildings, rich with industrial heritage and links to the community. The buildings stand proud alongside the River Derwent and back on to Shining Cliff Woods, an ancient woodland and site of special scientific interest.

"The history of the site and the local area has been inspirational in our bringing the buildings back to life in a way that salutes the past but with a new purpose."

Not that the restoration process was without its challenges.

"With the buildings being of a certain age, we had a few surprises," recalls Max. "Most were resolved with hard work and unbudgeted expenditure!"

The team even had to deal with a few unexpected 'guests', following the discovery of a temporary bat roost in the gable end of one of their buildings.

"Working closely with Natural









01. RENOVATION WORK TAKING PLACE AT THE OLD WIRE WORKS

02. THE DUNNAGE AREA WHEN IT WAS EMPTY -THIS IS WHERE THE WHISKY IS STORED DURING ITS AGEING PROCESS

03. BOTTLES OF WHISKY PRODUCED FOR THE FIRM'S TEMPERANCE CLUB

04. BOTTLES OF THE FIRM'S SHINING CLIFF GIN

England and our ecology consultants, a plan was agreed and carefully implemented. We love our riverside and woodland location and part of this is sharing the space with other local inhabitants who were here before us, " says Max.

"Our beautiful hand-built 3,000 litre and 2,100 litre copper whisky stills now take pride of place in the middle of the still house, breathing life back into the building once again. The stores shed now plays host to our first dunnage area, where our single malt whisky has been laid down to rest.

"We like to think we have contributed to the heritage of the site through the sympathetic restoration of our buildings. The history of the site is in our DNA. We very much want to be an extension of the great period that the local area enjoyed during those years of the Industrial Revolution."

Another considered nod to the past comes from the distillery's use of water from the Derwent for cooling.

"We've been able to

incorporate some of the former pumping infrastructure into our condenser cooling system, so we're using the river water in the same way as the wire works once did. We love the fact that we've been able to build in this operational heritage and it's also good for our pockets and carbon footprint," reveals Max.

"Everything we've done in the realisation of the distillery and our spirits always comes back to our location – from the visitor experience to the yeasts we use in our whisky and the botanicals we use in our gins. Once we'd made a start we never looked back. Once we had our home, the belief and momentum started to build and continues today," he adds.

"The sense of place is a big part of the way we think about our whisky and our brand."

But, of course, location and bricks and mortar alone don't make a business. Max needed to add the right people into the mix.

Former teacher and interior designer Claire was working on branding and marketing but the couple needed to bring in expertise in distilling.

"I was passionate about starting this but knew I could not make whisky on my own. We had to find a head distiller," says Max. He reached out to Heriot Watt University in Edinburgh, which runs a degree course in brewing and distilling, to see if there were any likely candidates amongst its alumni.

The Professor in charge of the course said she knew of a former student who was working in a distillery in the Cotswolds but came from Macclesfield, just the other side of the Peak District, and might be keen to work closer to home.

She introduced Max to Shaun Smith and, just as with the discovery of the Ambergate site, there was an instant chemistry – and a certain serendipity.

"It turned out Shaun's best friend lives in Belper. Both are keen mountain bikers and they had done some biking in Shining Cliff Woods, behind our site. He knew exactly where I was planning to build the distillery."

With Shaun on board, work could begin in earnest on developing White Peak's spirit offer – and creating a distinct flavour of Derbyshire.

But the first taste that customers were going to get of their efforts was not the company's whisky. It was gin.

"When you look at the business plan for whisky, on average it's going to take about 18 to 24 months to build a distillery and the aging process is another minimum of three years. So, you are starting a business where you have no product to sell for five years," explains Max.

"That's a big ask. We had to look to bridge that gap. White spirits, like gin, don't need aging. Producing gin allowed us to have a product to sell, establish our distribution channels and start our distillery tours.

"Shaun had come from a distillery where they made a really successful gin. He understood how to work with botanicals and what works. We put together a style that reflects our location, with the ancient woodland of Shining Cliff the inspiration for our original Derbyshire dry gin.

"It's style of gin that reflects this beautiful location and the woodland and hedgerows we pass every day. And some things were destined to be, such as rosehip, which was flourishing on the roof of our once-dilapidated research and development bunker."

"Our vision is to create a premier English craft whisky brand through an uncompromising approach to product quality, a celebration of the craft of the distiller and a focus on the customer experience throughout all aspects of the business"

HEAD DISTILLER SHAUN SMITH AND DISTILLERY FOUNDERS CLAIRE AND MAX VAUGHAN.

The company's Floral gin is made from 13 botanicals, which are vapour-distilled to capture all the delicate flavours – producing a complex yet perfectly balanced, smooth, dry gin, with a wonderful floral nose.

The Shining Cliff range also includes Citrus, Spiced and Bakewell Pud varieties.

The look and feel for the gin range reflects the history and heritage of

the location in which it is made. The old entrance sign to the woods has influenced the bespoke bottle lettering and the Victorian flourishes are a reminder of the glory days of the old wire works.

White Peak concentrated their sales effort for the gin range on a regional market, capitalising on the local provenance of their spirit and a reputation that has developed from their popular distillery tours and tastings sessions. The range has been a hit with farm shops, specialist off licences, pubs, bars and restaurants. It's also sold via the distillery shop and, of course, via the company's website – a route which has become increasingly important during the Covid pandemic.

"In 2019, online sales were 25 per cent of our direct to consumer business. In 2020, that had risen to 75 per cent. Covid meant we had to reinvent ourselves and with that



came new challenges, such as order fulfilment and packaging, " explains Max.

Buoyed by the success of the gin range, and by winning a major tourism award for their popular distillery tours, the company decided to add a rum to its stable.

The process for producing rum has a number of parallels with whisky. And the team were learning all the time from their experience with developing their single malt.

"In our whisky-making, we have learned a lot about fermentation and yeast and decided that could be applied to rum," said Max.

"We wanted to see if we could do our own Derbyshire rum and do it in an authentic way. We made our first batch at the start of 2020. Similar to whisky, you put the spirit into a cask and you age it. Unlike whisky, which has to be aged for a minimum of three years, there are no rules – you just mature it until you are comfortable with the flavour and that it's ready to be bottled.

"We did a very limited bottling last year of unaged white rum. That sold out. But 95 per cent of what we made was put in barrels to age."

Of course, at the heart of White Peak's plans are its whisky – and its first release will go to market in October after completing the minimum three-year aging process.

Max is proud that it will be the county's first malt.

"There used to be a business in Wirksworth that was involved in whisky bottling. They would bottle Scottish malt and distribute it in England but the whisky was not made here, " he explains.

Max says the tipple will be distinctly Derbyshire.

It was important to him that the White Peak Distillery would be able to produce, age and bottle its spirit on the same site, ensuring it spent its entire life cycle in the same location.

The team has also taken inspiration from the region's proud beermaking heritage, studying the yeast used and approach taken by craft brewers to enrich their products.

"Fermentation and yeast are important elements to generate flavour. The first part of whisky making involves creating a 'wash' and it's basically a beer. In planning what was going to be different about our Derbyshire whisky, we looked at how the craft beer market has had this huge focus and explosion in flavours, much of which is driven by the yeasts they use," explains Max.

"We did a lot of research using live brewers' yeast obtained locally and, in particular, from a nearby



brewery in the Peak District. This approach to yeast and flavour is very unique. Yes, it links our whisky to that brewery but, more fundamentally, it also ties our approach to whisky, that has never been made in Derbyshire before, into the rich regional tradition of beer making.

"We set out to do something unique. This hasn't meant throwing out traditions that have stood the test of time but we're putting down our marker.

"We take time to create our unique spirit, using English barley. Long fermentations, unique yeast blends and hand-craffed copper pot stills all play an important role.

"With minimal automation, it's about developing a deep understanding of how all our equipment works and how each stage of the process contributes to the spirits that qualify for the bottle," he adds.

"We think cask choice is important – although we think putting our soul into what goes into the cask is more important – and we've selected our casks from family-owned businesses where relationships matter.

"Our spirits are distilled and aged on site. This is why we are in Derbyshire; a unique environment for the entire life journey of our whisky."

So, what will await drinkers eager for a taste of the White Peak single malt?

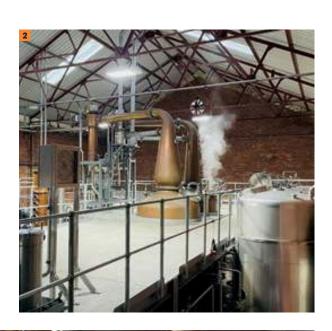
The company describes its "whisky expression" as lightly-peated with dried fruit and malt notes.

And early signs are good.

In the 2020 Wizards of Whisky awards, two `preview' entries from the distillery, a `new make' spirit







01. THE DISTILLERY PLANT 02. ONE OF THE COPPER STILLS 03. CLAIRE AND MAX WITH THEIR CHILDREN (LEFT TO RIGHT) MADDIE, ARCHIE AND TABITHA AND THE FAMILY DOG, CHESTER.

fresh from the still and an 18-month aged spirit, both won gold medals.

The company has also been winning rave reviews in online tasting sessions, organised as part of its Covid-mitigation strategy, where customers have been able to sample these early versions in packs sent to their homes.

"Those sessions have been really good for us," says Max. "We now have a lot more people who are knowledgeable about our approach to whisky making and who have been able to taste our aging samples."

White Peak will initially be concentrating its whisky sales efforts on the domestic market but, over time, will increasingly look to export overseas, with exciting opportunities in places like Germany, Austria and Scandinavia.

Max says there is a growing appreciation for `new world' whiskies.

"There are some consumers that have the view that whisky has to come from Scotland and has to be 12 to 15 years aged but increasingly people are discovering that new world whisky has a lot to offer and age isn't the sole arbiter of quality. People are starting to understand that good whisky is being made all over the world."

White Peak is already signing up members from far and wide for its Temperance Club – a "small community of whisky enthusiasts" which will be given exclusive access to limited edition bottlings of the distillery's spirits.

Max says establishing the group is another nod to the history of their Derbyshire site.

"Johnson & Nephew set up here in 1876 and was a major part of the community, offering employment and community activities. We're bringing a new community back to the former wire works," he explains.

Further acknowledgment of the importance of heritage comes with White Peak's decision to adopt the Johnson & Nephew company motto, Virtus Patienta Veritus – translated as the virtue of patience and truth - and feature it on the neck of each of its bottles. "This encapsulates our vision to create a premier English craft whisky brand through an uncompromising approach to product quality, a celebration of the craft of the distiller and a focus on the customer experience throughout all aspects of the business," says Max.

With such an incredibly ambitious project, Max, Claire and their team were always going to have to live up to that motto. Throughout the last five years they have remained true to their principles and to delivering the dream. They've certainly had to have plenty of patience.

But, with that first taste of White Peak single malt almost on the lips, 2021 is an exhilarating time for Derbyshire's first distillery.

Perhaps Max has found another `now'.

For more information or to book a virtual tasting session, visit www.whitepeakdistillery.co.uk ()





A LEADING LIGHT

AFTER A TRAIL-BLAZING CAREER IN THE POLICE, KUL MAHAY IS NOW INSPIRING OTHERS TO REACH THEIR POTENTIAL

Aged 10, a young Kul Mahay would sit on the wall outside his Wolverhampton house watching the football fans gather at Molineux Stadium; the home of Wolverhampton Wanderers.

He wasn't, though, interested in the thousands of Wolves supporters gathering to cheer on their team. Kul was mesmerised by the police on duty, ushering the fans safely to the game.

Kul, the middle child of seven - with three brothers and three sisters was different from his siblings; his dad, like many Asian parents at the time, believed that success for their children was about them becoming doctors, dentists or lawyers. Yet Kul delighted in watching police dramas, such as 'Z Cars' and 'Juliet Bravo'.

He shared with his parents his ambition to become a policeman and, by the age of 15, Kul knew exactly where he saw his future. "To me, that young wide-eyed boy, the police uniform represented safety, responsibility and respect," said Kul.

"But getting into the police wasn't that easy. I applied to 26 different forces before, at the 27th attempt, I was accepted by Derbyshire, where I rose through the ranks to become Superintendent then, finally, Temporary Chief Superintendent.

"My career in the police saw me oversee complex and varied departments and command major operational scenarios.

"At one time – and I'm very proud of this – I was one of the most senior Asian officers in the UK. I went on to become a co-founder of the UK Black Police Association and the Vice President of the National Black Police Association, which allowed me to advise the police service and government following the publication of the Macpherson Report; the investigation which followed the tragic death of teenager Stephen Lawrence in 1993. "I'm a big believer that, when you have a passion for something, you can achieve it. I've been persistent ever since and have also loved Derby and Derbyshire very much, which is why I have stayed here and made it my home.

"The police service gave me opportunities to test myself in a whole range of critical situations, from homicide investigation, through to leading officers on the frontline at situations such as the Bradford riots in 2001.

"I went on to become a Silver and Gold Commander for many major and critical incidents - such as the 2011 UK riots - and I have had the great fortune of seeing a vast diversity of situations that have helped me hone my leadership skills."

Since leaving the police six years ago, Kul, who lives in Derby with his wife Taj, an English teacher at Kingsmead School, has carved out a new business as an emotional intelligence specialist and leadership coach. He has worked with a wide range of organisations, ranging from multi-million-pound oil companies in Qatar and the United Arab Emirates through to police services, universities and the wider public sector.

During 2020, when many businesses struggled as a result of Covid-19 restrictions, Kul grew his business by quickly adapting to a new way of working. This agility and adaptability really defines Kul's persona.

His insight into leadership and mindset has seen him appear as an expert speaker in local and national media. Kul spoke to Channel 5 News about the police handling of the tragic death of George Floyd in the USA and featured in OK magazine and on BBC radio after TV presenter Phillip Schofield revealed that he was gay.

Kul has been in national newspapers, too, commenting on why people were panic buying at the height of the coronavirus pandemic and he held a soldout event with former criminal Stephen Gillen at Derby's DEDA discussing why, despite their similar upbringings, they chose very different paths in life.

An ardent supporter of people from black, Asian and mixed ethnicity origin, Kul recently set up a social enterprise company with friend and army veteran Samuel I Reddy. TriPotential CIC aims to encourage more people from these communities into the military, police and emergency services and works with the BAME staff of these important organisations to create future leaders.

"True representation for me is not just about numbers of people you employ from different groups but how they are spread across your organisation to bring true cognitive diversity, " said Kul.

"The only way that you can shape organisations to meet the challenges of a changing world is to create cultures where everyone feels comfortable and valued for thinking differently from the norm."

Kul is hoping to push TriPotential in 2021 and also plans to pen two books, pitch a `cosy' police drama set in Barbados and create a leadership academy to harvest talent across the UK.

He said: "When I left the police six years ago, after more than 30 years' service, I struggled to adapt in my new life. A programme like TriPotential, where the skills I had learned during my time with the police could have been identified and adapted to transition into other organisations, would have been perfect.

"BAME people make up only 2.6 per cent of officers and 10.3 per cent of other ranks in the UK regular forces, according to a recent Government survey. This needs to change. There are uncomfortable conversations surrounding race and equality which we still need to have.

"Over the past several decades, our important uniformed services have worked tirelessly to recruit more candidates from our BAME communities. Yet we still seem to find it challenging when trying to achieve this.

"Very often, the focus has been on the recruitment element and yet little has been done to advance

"WE HAVE ALL FACED CHALLENGES RECENTLY BUT I Always like to look Ahead and take in The positives"

retention and progression within the services, so we end up losing valued members of staff. We are committed to looking at the issue much more holistically, to help these important organisations recruit high-calibre staff from BAME communities and to support them to excel in our vital uniformed services.

"Only then can we truly see increased representation of our diverse communities across the UK.

"During my time with the police, as a minority ethnic member of the service, I worked hard on trying to get the best out of the minority staff and to improve the service for BAME communities.

"Race issues transcend across all organisations and societies and we must do whatever we can to create an inclusive and equal platform for everyone to thrive.

"There are some incredibly talented people of BAME in our uniformed services and TriPotential will help those leaving their professions to transfer their skills into public sector roles.

"It's a very exciting and important project and I can't wait to see how it grows in 2021."

The coronavirus pandemic means that, for now, plans to host Ignite Your Inner Potential – one of the fastest-growing personal development and leadership conferences in the UK - are on hold.

"Ignite Your Inner Potential will return bigger and better than before, " said Kul, "and I cannot wait.

"Ignite was an idea born out of a passion to create more leaders. It gave me a new direction after leaving the police and has grown from 70 attendees in 2017 to almost 400 in 2020, with people coming from all over the world, including the Netherlands and India.

"We've welcomed small business owners and those in charge of big organisations. People of all ages, from all walks of life, find the event inspiring – and they particularly enjoy the Bhangra dancing which we incorporate.

"Bhangra is a traditional Punjabi folk dance and you can't do it without smiling. It's a great way of raising your energy levels and I believe that you make better decisions when you're in a high state of energy rather than a low state.

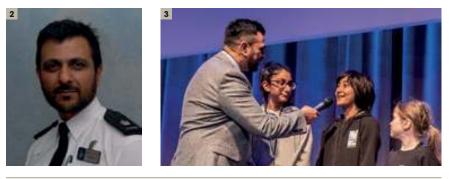
"The great thing about Ignite is that everyone has a different story to share and a reason to attend.

"A great success story is that of Diane Evans, someone who is now a good friend. She came to Ignite a couple of years ago with all these ideas on the direction in which she wanted her life to go in – but she wasn't sure what to do next.

"I helped Diane to realise that age is no barrier to success and happiness and that she should not compare herself to others. Her new-found confidence has helped to move her wellbeing business into a new direction - she is now a menopause consultant offering educational workshops."

The very first Ignite Your Inner Potential conference was held at a small hotel in Coventry but for the last three years the event has been staged at Derby County's Pride Park Stadium and the Riverside Centre. As part of its future growth plans, Kul and his team are now





01. KUL WITH SAMUEL T REDDY AT THE LAUNCH OF SAMUEL'S BOOK 02. KUL DURING HIS POLICE CAREER 03. KUL WITH YOUNGSTERS AT HIS IGNITE YOUR INNER POTENTIAL EVENT

considering Derby Arena as its future home.

"Derby is my home and I want to bring people to the city, to let them see for themselves how great it is – and to also to help boost our economy," said Kul, who appeared as a guest judge for the prestigious Mrs India UK event in 2020.

"Derby is a city with great heart and it's in a perfect location, right in the middle of the country. The people here are very grounded; they're very welcoming with bustling communities. I want people around the UK and internationally to recognise Derby as the home of personal development, something that I believe is possible."

Very much a people-person, Kul's sheer exuberance, his positive attitude and sunny disposition is infectious. And it has been a welcome tonic over the past 12 months.

"We have all faced challenges recently but I always like to look ahead and take in the positives," said Kul.

"All of my leadership sessions have taken place online and I have had great feedback. And, being at home more means that I've been able to spend more time with my family and really focus on my own wellbeing.

"I've turned my garage into a home gym and have been exploring the area around where I live and have found myself regularly walking 10 or 11 miles from my home.

"Getting out and about - close to home, of course - and inhaling that fresh air fills your lungs with more oxygen. This increased level of oxygen will see the amount of serotine - the happy hormone - in your body increase, making you feel happier and energized.

"At the end of 2020, I found walking around my own estate a real chore and now I'm enjoying walking over 10 miles in a single session whilst listening to an audiobook – I'm currently engrossed in Barack Obama's audiobook, 'A Promised Land', which is fascinating."

The mention of the former American president brings us to another of Kul's new-found interests; politics in the USA.

Like many, Kul has watched in shock and amazement the fall of ex-president Donald Trump and the two charges of impeachment which have been brought against him. He believes, though, that Joe Biden and vice president Kamala Harris can heal the divided country.

"Working from home has given me plenty of time to analyse global leaders from afar," he said. "The most fascinating is the story that has – and is – still unfolding in the USA.

"These are certainly unprecedented times. Never in recent times have they come across such an anomalous character as Donald Trump. I have been fascinated by his style as a leader.

"As a specialist in emotional intelligence, I see very little skills in empathy or social awareness in Trump. On the contrary, he is what we would call a dissonant leader, one that pushes people to doing things very often relying on a coercive leadership style.

"On the flip side, we see Joe Biden with a wholly different rhetoric – almost the polar opposite - with his continued emphasis on unity and bipartisanship. The really interesting thing, however, will be how he can work with a Republican party that has chasmic shifts among its own members. These are, indeed, historic times."

Kul has also scrutinised leadership here in the UK and highlights the changing style of approach taken by Prime Minister Boris Johnson over the past 12 months. He believes that, since contracting coronavirus himself, the PM appears more 'human' when taking part in Government briefings.

"Mr Johnson is communicating in a different manner to the way he communicated with the country prior to coronavirus," said Kul. "Particularly since his illness, he appears to be much more empathic in his style and all together more `human'.

"His language and tonality appear to be much more connected through a level of empathy than before and this will help him to connect with greater impact upon the general public during these uncertain times."

Boris Johnson has come in for criticism from many due to an apparent lack of clear direction and Kul has identified New Zealand Prime Minister Jacinda Ardern and her Canadian counterpart, Justin Trudeau, as senior politicians whose leadership style should be admired. *Communities around the world are seeking more empathy and understanding from their leaders, politically and within organisations, as we have gone through some of the biggest changes to our home and work lives in modern times.

"People want to know that their leaders understand them and their challenges and genuinely care. Adopting the right style of leadership is critical in achieving this.

"All governments would be well-served to ensure that all their senior figures have a greater grasp of the fundamentals of emotional intelligence and the power that it brings in connecting with others."

Kul believes that the most successful leaders understand emotional intelligence and how it is key to both personal and professional success.

He said: "Our understanding of emotional intelligence and how to use it with great success has been around since the 1980s yet many don't really understand its depth. I work with such a wide variety of leaders across all sorts of organisations which go deep into the 26 competency areas of emotional intelligence to create lasting change.

"Inclusive leadership, particularly in large organisations such as schools, universities and the police, is of vital importance. But it should not be reserved solely for senior leaders; it should proliferate throughout entire organisations to bring about an empowered culture where people feel valued and happy and, consequently, more productive over a longer term.

"During my time with the police, when working on big cases, an officer's emotional intelligence – whether the lack of emotional awareness or the inability to stay in control of emotions – would emerge; it's human nature.

"It is in such moments that the limbic part of our brain – the bit which controls our emotions and behaviour – is triggered. We go into what is often referred to as `fight or flight' mode, where the instinctive physiological response to a threatening situation is to resist forcibly or run away.

"Successful, emotionally intelligent leaders know how to deal with these emotions and engage the rational part of our brains, the prefrontal cortex."

We all, though, have moments during which we don't cover ourselves in glory. And Kul is no different; he cites a moment when he almost caused the evacuation of a stadium full of football supporters as one of the turning points in his life.

"I was the official in command of more than 20 police officers during a Premier League football match," recalls Kul. "At the time, smoking was one of my vices and, at halftime, I lit a cigarette whilst inside the stadium - completely unaware that I was standing directly underneath a smoke alarm.

"The alarm triggered an emergency response which almost saw 30,000-plus supporters being evacuated from the ground. Fortunately for everyone involved, the safety officials spotted me puffing away moments before forcing the evacuation. I was absolutely mortified and took a fair bit of stick for that. It did, though, force me to give up my 20-a-day habit and change my lifestyle.

"That incident made me reevaluate my whole life. I then went on to eliminate alcohol, meat, junk food and even tea and coffee from my diet and wrote my first book – called Smash The Habit, which was published in 2016 to help others.

"These days, my preferred drink is green tea – although I do have quite a sweet tooth and one of the best things to come out of the first lockdown was my wife Taj's newfound love of baking. Her cakes and bakes are pretty impressive!"

Kul speaks fondly of his wife and their home life - and the support which she has given him, particularly over the last couple of years.

"Taj is my biggest supporter and has always backed me," said Kul.

"I occasionally have `one of those days' and Taj is always there to remind me of just how far I have come over the last few years. She reminds me that the business has achieved so much and helps me to look forward.

"Every year, just before Christmas, we make a `vision board' where we plan for the coming year and list our priorities. They're not resolutions; we don't make resolutions as they're offen shortterm goals. It is far better to have firm targets which are really, really well thought through.

"Top of our vision board for 2021 was spending quality time together at home. The coronavirus pandemic has made us realise just how important home is to us - and I am excited to see just how much my business can grow this year.

"I disagree with the saying that you only live once. The truth is that you only die once, but for the rest of the time you can choose to live every day of your life to the full." \bullet



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NEWS



THE DERBION'S NEW BRANDING

NEW NAME REVEALED FOR DERBY SHOPPING CENTRE

Derby's premier shopping centre has unveiled its new name.

The former intu Derby centre, which has been under new management ever since real estate investment and finance firm Cale Street consolidated its ownership of the property, has been renamed Derbion.

According to its management, the new name not only reflects the centre's geographical location, but also "a sense

IT FIRM BOUGHT OUT BY ITS OWN MANAGEMENT

The management team at Cooper Parry IT has completed the purchase of the business, which has now changed its name to Bam Boom Cloud.

Brett and Vicky Critchley began their journey towards full ownership of the firm, which specialises of motion, inspired by Derby's history of ingenuity and innovation, coupled with an ambition to continually move forward and evolve".

The new name has been decided upon following months of consultation with customers and key regional stakeholders, including Marketing Derby.

Adam Tamsett, general manager at Derbion, said: "We're really excited to be unveiling our new name after months of customer

in providing technology services to businesses, in 2019.

Now, they have sealed a deal for the remaining 50 per cent of shares to become full owners.

Going forward, Vicky will be chief executive, while Brett takes up the role of executive chairman.

Meanwhile, the sevenmember ownership team engagement, research and collaboration with key regional stakeholders.

"We wanted a brand that was compelling and distinctive to Derby, reflecting the pride that we have in a city that has so much to offer."

John Forkin, managing director of Marketing Derby, said: "This is an important moment for Derby. We really welcome the Derbion as the centre's new identity, which feels suitably local.

"It is important to note

of CPIT will remain in place, along with its workforce of around 90 staff.

Vicky said: "We're looking forward to creating our own identity and accelerating our growth as one of the finest Microsoft Dynamics partners in the world.

"Our unique passion for empowering small and mid-sized businesses will continue and we look that Cale Street are now sole owners and they wish to invest further whilst playing a supportive role in the wider city centre. The Derbion will be a platform for attracting further jobs and investment."

Opened in 2007, the shopping centre attracts more than 21 million visitors a year, offering an extensive range of shops, eateries and entertainment, under one roof.

Its flagship brands include M&S, Zara, Next and H&M, with recent additions to the centre including Hugo Boss, Whistles, Hobbs and BEAR.

From March, new signage has been unveiled throughout Derbion, with exterior signage set to change in May.

But according to Adam, the ambitions for the centre go far beyond a change of name.

Going forward, it aims to introduce a host of new experiences across shopping, food and leisure.

Adam said: "This milestone is more than just a name, it signifies an array of changes that our visitors will see over the coming months, with further significant projects announced soon."

forward to expanding our offerings and services to a larger global audience in the months to come."

Brett said: "Our global accomplishments are rooted in the unwavering commitment we received from Cooper Parry.

"Together, we built a solid foundation for global success and we can't wait to embark on this latest part of the journey."



PENNINE HANDS OWNERSHIP OF COMPANY TO ITS STAFF

Medical manufacturer Pennine Healthcare has handed over ownership of the company to its workforce to help guarantee the firm's longterm future in Derby.

The business, which has operated in Derby for more than 50 years, has joined the growing band of forward-looking companies to set up an Employee Ownership Trust.

The privately-owned firm has been sold to the EOT for an undisclosed sum that is below its market value to ensure maximum benefit for the employee shareholders moving forward. Advisors on the deal were Dains and Geldards.

The trust, which represents the interests of the company's 200 employees, now holds 100 per cent of Pennine Healthcare's shares.

All employees with at least 12 months' service now have the opportunity to each receive up to £3,600 tax-free dividends from annual net profits.

Pennine Healthcare, in London Road, specialises in manufacturing singleuse, sterile medical devices and customised procedure packs for the NHS and the wider healthcare sector in the UK and 80 countries worldwide.

The current operations board, led by chief executive Luke Fryer, will continue to manage the company, reporting to the EOT.

Elizabeth Fothergill CBE, who is Lord Lieutenant of Derbyshire and whose father, Ivor Shaw, set up the company in the 1960s, has retired from the operations board to become a member of the EOT, which holds shares on behalf of the employees and will distribute the dividends equally.

She explained that the driving force behind the announcement was to ensure that Pennine Healthcare remained in Derby, recognised employees for their hard work and effort and retained capital in the business.

Mrs Fothergill said: "The success of Pennine

RAIL GIANTS ALSTOM SEAL \$6.7BN DEAL TO BUY BOMBARDIER

French train-maker Alstom has completed a multi-billion-dollar deal to buy the rail business of Bombardier, including its operations in Derby.

Alstom said the price for the deal to buy Bombardier Transportation, which included its train-making site in Litchurch Lane, was \$6.7 billion (£5 billion).

The acquisition makes Alstom the world's second largest trainmaker, behind China's CRRC.

The Derby site, which

employs around 2,000 people, is currently producing trains for a number of UK operators and recently received a £1.7 billion boost from the Government to help export trains to Egypt.

The completion of the takeover comes almost a year after Alstom and Bombardier agreed a memorandum of understanding. The deal was signed off by the European Commission in July.

Henri Poupart-Lafarge, chairman and chief executive of Alstom, said: "This is a unique moment for Alstom and the mobility sector worldwide, with the creation of a new global leader centred on smart and sustainable mobility." Alstom already has an established customerbase in France, Italy, Spain, India, South-east Asia, Northern Africa and Brazil. But the Bombardier deal now brings it closer to markets in the UK, Germany, the Nordics, China and North America.

Alstom has also announced the new boss of its Derby site following the takeover.

Nick Crossfield has been made the firm's managing director for the UK and Ireland, including the operation in Litchurch Lane.

Nick held the same role for Alstom prior to its acquisition of Bombardier Transportation. Healthcare today is due to the skills and commitment of our employees and I am delighted that we have taken the EOT route to take the company to the next chapter.

"Selling the company to our employees through the EOT will ensure that Pennine Healthcare remains rooted in Derby and continues to create and retain skilled and valued jobs and careers for local people.

"Everyone will take an equal share of a significant proportion of net profits generated, which recognises the important part that each individual plays in the success of the company.

"Furthermore, this new structure enables investment in the company's future in line with our long-held vision to be a worldclass UK manufacturer of healthcare products, serving global markets through exceptional customer service, innovation and continual improvement."

Matt Byrne, previously Bombardier's president for UK and Ireland, becomes Alstom's new global head of services.

Nick said: "Alstom UK and Ireland is in a great position to deliver even more for our customers as the Bombardier acquisition adds scale, a wider range of products and greater capability. I am delighted and honoured to be leading us on the next step of the journey."



A long way from the garden shed!

FROM HUMBLE BEGINNINGS, RHODES WEALTH MANAGEMENT NOW HAS A PROUD RECORD OF SUPPORTING ITS CLIENTS, ITS COMMUNITY AND HAS JUST WON A MAJOR AWARD FOR DEVELOPING ITS PEOPLE.

For Adam Rhodes, an award from East Midlands Chamber was the culmination of a long and arduous journey.

It was also a validation for his decision the leave a steady job with a bank to set out on his own nearly 15 years ago.

The added pride came from the recognition of his passion for developing people.

Adam went out on his own in 2007 to set up Rhodes Wealth Management as a practice of St James's Place, with whom he still partners.

But the early years were fraught and he feared that the business would founder.

Adam said: "I actually started up from the SJP offices on Castle Boulevard in Nottingham.

"However, after two years I was forced to move it to my garden shed because SJP paid an allowance to cover the cost of offices if the partner actually had one!

"At the time this £500 a month was a lifesaver, so I had no option but to move to the shed!

"I had very few clients so struck a deal with a business owner in Lincoln and spent long days driving to and from Boston, Lincolnshire, seeing anyone who would give me the time of day.

"I would leave home at 9am to avoid the traffic but my last meeting slot was often at 6.30pm or 7pm, which would see me returning home between 10pm and 11 pm. I would do my admin at the weekends."

Gathering clients and lack of cashflow were not Adam's only barriers to success.

"I am dyslexic and I had to rely on my mum to check my letters and reports for the first few years because I simply could not afford a personal assistant," he said.

Adam smiled as he added: "For the benefit of any client reading this, don't worry, I'm pretty good with numbers!"

Adam's key moment was when two former bank clients agreed for him to look after their finances. The business snowballed from there, thanks mainly to word-of-mouth recommendations.

He later moved to Pride Park and now the company employs 27 people and is based at a stylish and environmentally-friendly converted barn in Brailsford.

Adam is focused on making sure the right staff are hired and then helping them on a journey at work and in life.

He said: "For the first ten years of running this business, bringing onboard new wealthy clients was what really gave me a buzz but for the last three years, and going forward, I get much more satisfaction from seeing the youngsters in the team progress in their careers.

"We invest a lot in developing the team but it makes complete commercial sense. It creates loyalty among our amazing staff and leads to our clients receiving the great service that they deserve.

"I know some companies worry that if their staff earn more qualifications, they will be off to pastures new but I don't buy this. We invest in our staff because, ultimately, it benefits the business.

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"Our team members join us from a range of backgrounds; some may have gone to university and some have chosen more practical development paths in the workplace, or apprenticeships.

"We have taken great pride in nurturing and encouraging our team to understand all aspects of the business and strive to reach professional and personal goals.

"It is our philosophy that happiness and fulfilment at work will positively impact personal and family life.

"The people we have recruited bring energy, dynamism and a real



ADAM RHODES



appetite to get things done. By having the right people and giving them continuous training, we achieve success," he added.

Adam and his senior management team have created an environment which encourages talent.

In 2019, they launched a new leadership structure involving a panel of five people managers across the business.

With this new approach, the business has become a far smoother model, with input from all areas, from marketing to paraplanning.

Team members currently employed as client support specialists or paraplanners study towards their financial advice exams to work towards becoming advisers.

Meanwhile, advisers are also continuously looking for opportunities to broaden their skills and several have passed exams in 2020 to further enhance the experience provided to clients.

The Covid-19 pandemic has presented challenges for managing the team as they have adjusted to working in everchanging circumstances.

Adam said: "Wellbeing surveys have provided an insight into team morale and areas of strength and development and enabled us to tailor our people management to meet their needs. "Although this last year has been a rollercoaster, the one thing that has held strong is the team's ability to collaborate and support one another, across business areas."

Indeed, the truth is that, like all businesses, the Covid pandemic caught Rhodes Wealth Management off guard.

Adam said: "I have to be honest and admit our initial response was 'how are we going to cope if we can't see clients face to face and be able to reassure them when they need us most?"

"I worried that staff would not be as focused as they are when they are in the office and I feared that clients who were new to RWM might not fully appreciate us if we couldn't explain our services in person

"Actually, the team has been great and we have clients in their 70s, 80s and even 90s using Zoom for meetings and really enjoying doing so.

"We have been there when clients have been bereaved, divorced and been through business difficulties.

"They rely on us to keep a cool head and offer support, which they may not find elsewhere.

"For example, after Boris Johnson announced the first lockdown, our marketing team contacted vulnerable and elderly clients to ensure they had a support structure around them to provide assistance with food shopping and medical care.

"The next priority was ensuring that the line of communication was kept open with clients, and a team effort has resulted in the creation of a new monthly bulletin.

"The publication includes market updates, practice information and contributions from the wider team and is available on the Rhodes Wealth Management website.

"The feedback for this has been excellent so far and it has proven popular with the client base.

"Obviously, people have seen stock markets falling and have been worried about investments, so it has been our job to allay their fears.

"Therefore, we brought in Tim Knight, Head of Investment Consultancy at St James's Place, as a guest speaker at a digital event with more than 100 attendees tuning in.

"It has been a significant change for us to move to a remote way of working across the board.

"From paraplanners to advisers, everyone has adapted quickly and keenly to the necessary changes that have been made to how we work on a day-to-day basis.

"We appreciate that this is a difficult and worrying time for many people and we are pleased to say that our office opening hours, contact details and availability for consultations remain consistent during this period. I'm really proud of how the team have pulled together.

"Interestingly, many of our clients have found video conferencing more convenient and events such as the webinar have proven to be so popular that we will certainly be continuing with them when we return to the office and our standard way of working.

"If anything, we will emerge from this with an enhanced and improved digital experience for our clients, which is a real positive."

Rhodes Wealth Management's expansion had been impressive before Covid struck.

It recorded 135 per cent growth in the calendar year from January, 2019, to January, 2020, and its activities have been published in the international media, being featured in 'International Adviser' and 'Merger Markets', as a result of its growth

It has enjoyed record year after record year and the number of staff has more than doubled during the past three years.

Meanwhile, the company was a finalist in the East Midlands Chamber Awards' Excellence in Customer Service category.

Adam added: "Client service is paramount to the nature of our business; relationships with our clients are built over time and our work on their financial planning often spans multiple decades and multiple generations.

"As a result of this and the impact our recommendations can have, trust, honesty and clear communication are essential.

"Without excellent levels of customer service delivery, our advice and recommendations may not be trusted or fully understood.

"As a result of doubling in size in 2019 with the merging of Rhodes Wealth Management and Hale Wealth Management, we understood that a client base of twice the size could place pressure on our infrastructure and ability to maintain consistent levels of client excellence.

"With this in mind, we created the new role of Client Service Manager and her role is completely dedicated to gaining client feedback and ensuring that client needs are being consistently met on a day-to-day basis.

"The metric used to measure client satisfaction is the globally recognised 'Net Promoter Score', used by businesses such as Apple and Amazon. We are proud to share that our current score sits in the ranking of a 'World Class' level of client excellence.

"We work daily to not only maintain but increase this, with each adviser receiving a report on a weekly basis containing their client feedback and any room for improvement identified.

"This has strengthened our retention rates significantly, creating an environment where clients feel like their feedback is valuable and being taken seriously.

"They rely on us to keep a cool head and offer support, which they may not find elsewhere"

"Retention is particularly crucial within the financial services industry, with client engagement often stretching over 10, 20 or 30 years. The overall cost of losing an existing client is far higher than the cost of missing out on a new opportunity.

"Great customer service and running events for clients make great business sense because it reassures them and going the extra mile generates referrals.

"In the long term, we have attracted about 70 per cent of our clients from personal introductions from existing clients.

"As a business, we focus on a strategic approach called Kaizen, that centres around continuous improvement in small ways, and practice this throughout the whole business.

"Of course, it would be wrong of me to suggest that everything is plain sailing.

"A big struggle for us in 2020 was our mortgage business. We decided to expand into mortgages in 2019 and hoped to really get some traction with this in 2020.

"Unfortunately, the dynamic of our team was not right and led to a number of clients being let down, leaving me embarrassed by the level of service that they received.

"However, we have reflected on this, we have a new mortgage advisor starting in the next few weeks and we are excited about expanding into that market."

Adam believes in corporate social responsibility and his desire to help others was heightened after a trip to Tanzania.

Now Rhodes Wealth Management helps change the lives of impoverished young children by sponsoring a charity based in the African country.

Pamoja Leo was founded by Georgina and Ed Hill, who were told by local police to take home two children they found on the streets while on their honeymoon.

Their charity has helped transform care for vulnerable children by protecting their well-being, providing education to assist families to care for them and preventing separation from their extended families if they lose their parents.

Adam said: "Having visited, it is very clear how much can be achieved with what in the UK seems a relatively small amount of money.

"Supporting a charity run by intelligent, entrepreneurial individuals who have made this their life and donate their time for free gives me the confidence that Pamoja Leo is here to stay and is making a very big difference to scores of children and their families."

Rhodes Wealth Management's sponsorship has paid for the renovation of a day centre where 25 children are taught every day, as well as the monthly salary of a teacher.

When the coronavirus crisis struck, Rhodes Wealth Management stepped in to pay for food to be delivered to 370 people every two weeks.

The charity's director Georgina Harris-Hill said: "Many of our children were underweight but were getting healthier after we delivered food.

"This would not have been accomplished without the





amazing staff that Rhodes Wealth Management support at Pamoja Leo, who packed and sent the food out every two weeks.

"The day lockdown was announced we also distributed over 200 bars of soap and we carried out training for all caregivers. The training included the best ways to keep hygienic and safe, as well as how to protect their children and their community.

"During the following weeks, we distributed 250 reusable masks to the community as well as hundreds to all social workers and community workers within the Tanga region with handwashing stations and sanitisers.

"To ensure the children's education was not impacted by coronavirus, we printed thousands of worksheets, which were given out every two weeks, purchased toys to distribute to ensure they were playing during lockdown and we bought 25 MP3 players and distributed them with pre-recorded lessons to ensure all children were supported through their learning.

"The past three months were some of the most challenging I have experienced since we have opened the centre. I am forever thankful that I have such an amazing team who brought together our Covid-19 response plan.

"The consistent monthly support of our business partners means we are able to respond to the families and children's needs.



01. ADAM AT WORK WITH JASON HALE. 02. THE TEAM'S OFFICES IN A CONVERTED BARN. 03. ADAM WITH THE LIVESTOCK HE NURTURES IN HIS SPARE TIME.

"We know that times are hard but we also have felt the true spirit of togetherness through the support of a large global community that continues to show up for children."

Adam added: "My life was changed when I visited Tanzania to see the impact we can have in helping vulnerable children and their families.

"I vowed then to do all I could to help this incredible charity and I am proud that many of our staff and clients have now joined me in that effort."

Meanwhile, Rhodes Wealth Management is also helping young people closer to home after it agreed to sponsor YMCA Derbyshire in 2021.

It is making a donation from all new clients, who are given the choice of whether the money goes towards a new home pack for a previously homeless young person, a food parcel, health and wellbeing session or clothing for a job interview.

Adam said: "We think YMCA Derbyshire does a brilliant job in providing help for young people who find themselves at their lowest ebb for many different reasons and then helps them back on their feet.

"This has been particularly important during 2020 when Covid-19 has left them isolated and even more vulnerable. We were very keen to partner with an organisation which is both close to home and whose ethos is close to our hearts. "Our contributions are small compared to some big companies but it's nice to know that we are having a positive impact in the small way that we can."

Adam believes that giving clients the best advice in terms of investment, tax, pensions and other financial matters can be combined with a wider world view.

In his eyes, money cannot work in isolation from people and that is why Rhodes Wealth Management goes the extra mile for its clients, its staff and the communities both near and far.

This empathy is passed down to his team who consequently garner confidence from clients.

As Adam says: "We work with our clients during the times of most upheaval, from moving to a new house, to leaving work or dealing with the affermath of bereavement, and we are with them as their families grow up and children go through university, get married and have children of their own.

"These are the crucial moments in their life and they need to know they have a financial advisor who is plugged into their thinking.

"Therefore, building long-term relationships is essential to their and our success. It is what makes us tick and, hopefully, stand out." •

Rhodes Wealth Management Ltd is an Appointed Representative of and represents only St. James's Place Wealth Management plc (which is authorised and regulated by the Financial Conduct Authority) for the purpose of advising solely on the group's wealth management products and services, more details of which are set out on the group's website www.sjp.co.uk/products

DCG COMMITTED TO WORKFORCE DEVELOPMENT

Derby College Group (DCG) is one of the largest colleges in the East Midlands, supports around 19,000 students a year, turns over £49 million per annum and employs 1,300 people.

DCG's expertise spans a wide range of sectors and the organisation works in partnership with nearly 3,000 local, regional and national employers from SME's to large organisations to fulfil their recruitment, training and future workforce needs.

APPRENTICESHIPS AND TRAINEESHIPS

Apprenticeships are a cost-effective way to invest in future managers, increase business growth and attract new talent. Apprentices are widely regarded as eager, reliable and loyal – and DCG works with employers to train them to suit specific workplace procedures and systems.

Traineeships are also an excellent way to prepare young people for an apprenticeship, supporting them to be 'work-ready' and contribute to the productivity and profitability of an organisation.

Our dedicated Business Consultants work with employers to maximise their return on investment with advice and guidance on the apprenticeship levy and traineeship incentives, support with developing a training needs analysis, workforce planning and support, recruitment service for new apprentices and upskilling and reskilling of existing staff.



RECRUITMENT

DCG offers a range of free recruitment services to match employers with the right applicants from apprentices to part time and seasonal staff sourced from the DCG student community.

The team advertises the vacancy at no cost to the employer, carries out screening and interviews, delivers employment training from Health and Safety to employability skills and arranges interviews/selection days.

The team also supports employers to access funding to support them and their apprentice and delivers the qualification framework to ensure both the employer and apprentice gains maximum benefit throughout the programme.

WORKFORCE DEVELOPMENT

DCG and its Roundhouse Thinking division works with a wide range of employers of all shapes and sizes who trust the organisation to develop their workforce with a wide range of training available from compliance and IT skills to leadership and management.

The organisation works with the European Social Fund to offer funding for a range of different qualifications and courses and works with businesses and organisations to determine eligibility for funding to help more local people stay in work and support employers to up-skill their current employees.





DEVELOPING THE FUTURE WORKFORCE

DCG has won national recognition for its partnership work with hundreds of businesses and organisations to ensure young people are equipped with the skills, behaviours and attitudes that employers need both now and in the future.

Employers across all sectors are involved in the co-design and co-delivery of the College curriculum through the Employment and Skills Boards and Employer Academy programme.

This gives employers the opportunities not only to shape further education but also to nurture and earmark future talent through mentoring, work placement and specialist lecture programmes.

T-LEVELS

These collaborations are being taken to the next level with the development of T-Levels. DCG was the first FE provider in the East Midlands to offer all three T-Levels in the first tranche in Digital, Professional Construction and Education and Childcare sectors and is part of the second stage roll out in September 2021 with further T-Level programmes in these and other sectors including Health and Science.

For more information about how DCG is working with employers in this region and beyond and to get in touch about how the College can provide support for your business, please email: Businessenquiries@derby-college.ac.uk or call 01332 387421 www.derby-college.ac.uk/employers DCG_Employers



SARAH MARKHAM HAS CHANNELLED HER OWN BATTLES WITH STRESS AND ANXIETY TO CREATE A BUSINESS INSPIRING OTHERS TO LIVE HEALTHIER LIVES



They say that calm comes before a storm - but Sarah Markham is proof that sometimes the opposite can be true.

The Derby mum faced a series of personal and professional challenges which tested both her body and soul.

The experience made her rethink her priorities and perform a successful reset on her life and career.

Having weathered her individual storm, Sarah has now found a place of calm. And she's passionate about encouraging others to do the same.

Her business, Calm In A Box, is already helping clients to make time for themselves, to deal more effectively with stress and anxiety and to lead happier and healthier lives.

And now she's also working with companies who want to do the same for their staff.

Her company supplies wellbeing gifts, runs online courses, provides one-to-one coaching, organises workshops and retreats and offers wellbeing consultancy to corporate clients.

It's quite a personal transformation for a woman whose previous career in HR involved helping businesses to navigate major change.

"I worked in HR for 20 years and did lots around leadership development," explains Sarah.

"I worked with big businesses, dealing with transformation, cultural and behavioural change but then, personally, things started to shift in terms of what I wanted.

"I had my little girl, Amelia, four and a half years ago and then I did my professional coaching qualification and those two things, quite close together, were quite transformational and I started to realise I was probably performing at life rather than living my life.

"I probably squeezed myself into a box where I thought I was going to be happy - getting the job, the house and the marriage - but then started to realise that I had done that to tick boxes rather than because it was what really mattered to me. "Fast forward two years and my marriage had broken down and I entered a really stressful period. I left home with my little girl and was trying to keep everything together. Obviously, it was really upsetting, stressful, with lots of anxiety, and I knew that the stress and anxiety was going into my body and I didn't really know how to stop it."

That mental turmoil had a major impact on Sarah's physical health.

"I tend to hold a lot of tensions in my body because I don't face into how I'm feeling. I kind of shut my emotions out," she explains.

"As a result of that I ended up having a slipped disc. I could feel it coming and it became quite serious. I had a scan and the doctors were very concerned because my disc was prolapsed to such an extent. They told me I was at risk of something called Cauda Equina.

"I lost a lot of feeling in the lower half of my left leg - most of my foot and up to my knee. I had a lot of numbness. I couldn't walk properly but I was determined to keep going, determined to be there for my little girl, to keep working and keep everything together."



While Sarah waited for surgery, she began to research wellbeing and, to channel her energy into something positive, she created boxes of small, personal gifts for women she knew who might need an emotional lift.

"I could see other women dealing with a lot in their lives. Everyone has a story and me having my story helped me unlock that story in other people. So, I started gifting boxes to friends and family," Sarah recalls.

The boxes contained treats and products that encouraged the recipient to take a little time out for themselves – things like luxury soaps, bath salts and candles.

"They weren't just a gift box. They were almost trying to give people permission to slow down, which is something we all find incredibly hard - even when those warning signs start to crop up. It's how do you deal with everything that goes around your head and take that time for you without feeling guilty about it?

"And that started the whole ethos of Calm In A Box. Gifting those boxes was such a great feeling and it really helped me. When I used to put them together, it used to make me feel so happy. It was ticking a lot of those boxes in terms of what my purpose was about."

Sarah's interest in wellbeing flourished and she researched the subject in more and more detail. She quickly recognised that her skills helping companies tackle behavioural and cultural change could be utilised to help individuals create healthier, more balanced lives.

"I started a blog and a newsletter and then I started to have lots of conversations with people and to do some informal coaching," she recalls.

"And then came 2020! My personal bad year was the end of 2018 into 2019. That was my awful, dark time. And then, obviously, everybody's dark time was 2020, when Covid hit and people were trying to figure out how to deal with everything that was happening.

"I lost my work role through Covid and, so, I started to consider whether I could turn Calm In A Box from a side hustle, my pet project, my second baby, could I turn it into a business?

"I was trying to secure another HR role but it was proving really difficult. I like to think it was the universe telling me that I was meant to do this."

Sarah's gift boxes – carefully collated, using hand-made artisan products, sourced from small, local suppliers - had given her a platform from which to build the whole Calm concept.

"When I first started gifting boxes it felt like I was giving a piece of calm in a box. I thought the idea was cute and, at the time, I had never come across anything like it.

"I checked whether the domain name was free - and it was. I thought that was a sign!"

She built her own website, began blogging and launched an Instagram account for the business.

Within a matter of weeks, she had secured her first gift box sales, built a sizeable social media following and won a competition to get her business featured in a popular podcast hosted by Not On The High Street founder Holly Tucker.

Progress continued at pace.

The gift boxes developed into a whole range, including 'Good Luck In Your New Job', 'We'll Miss You' and 'Thinking Of You' editions.

And Sarah devised a suite of services that would allow her to utilise her coaching and change skills to help individuals and businesses.

All of them have, what Sarah describes as, the CALM model at their heart.

"The mission of Calm In A Box is to help individuals and organisations live calmer, happier and healthier lives to find work/life brilliance in the right way for them," Sarah explains.

"All of our work is underpinned by the CALM model, which has been created from extensive research into what helps people become more resilient, deal more effectively with stress and anxiety and develop a life or a culture in the workplace which supports better wellbeing for themselves and for others."

So, what does the CALM model actually stand for?

"The C is all about connecting with yourself and others through supportive conversations," says Sarah.

"First we need to understand and connect with ourselves and figure

out what really matters to us – what are our values and have we shaped our life and work around them?

"Building trusted connections with others who have similar values and working in groups where we feel the purpose is aligned helps us to feel we are able to share openly and contribute to something positive.

"The A stands for all of me matters.

"We hear many stories from people who feel they have either lost sight of their true selves or spend much of their time hiding who they are in order to fit in and to achieve material success.

"This can be hugely draining and create deep levels of stress and anxiety. As people, we need to feel that we don't have to fit into a box to be able to contribute but that we can be accepted for who we are as well as what we do.

"The L is a reminder to let me have time for rest and recovery.

"The modern world and modern work mean information overload - and often overwhelm. Our brains are bombarded with so much from the moment we wake up to the moment we go to sleep.

"We are all starting to acknowledge the challenge in allowing space and time for our minds to restore and rebalance. At work, jobs now require increasing levels of creativity, innovation, problem solving, resilience and agility.

"To be effective, it's no longer about being productive in the traditional sense during traditional working hours. We need time to think – and our best ideas often come to us when we are not sat at a desk in front of a computer or in meetings. It's critical that leaders build in time out for their people, individually and collectively, for their minds to be able to function effectively and to avoid burnout.

"The M is the challenge to motivate and inspire me to take care of myself and others.

"It's not enough to have intermittent wellbeing interventions and activities that we engage with on and off. Wellbeing is much more than a lunchtime yoga session.

"For individuals, it's about developing a mindset which recognises that you matter and building up the strength to put yourself first. For organisations, it's about placing wellbeing at the heart of cultural and leadership development, to unlock all of the human potential that so offen goes to waste."

Sarah is keen to ensure that wellbeing is accessible to all and not just a pursuit for the affluent.

"Wellbeing can be as simple as slowing down your breathing while the kettle is boiling. It can be walking down the street and back. If you've not got access to a green space, can you buy yourself a plant and put it in the kitchen?

"Working on the inside is free and available to all of us – it's just knowing where to start."

From Calm In A Box's start point as a kind of personal therapy, the business is now blossoming and Sarah has begun working with organisations like Derbyshire Police to improving wellbeing in the workplace.

"Calm In A Box offers a range of people solutions to help organisations develop calmer, happier and healthier people and get the right balance between delivering commercial goals and making a positive difference in the



world," explains Sarah.

"These include wellbeing consultancy, executive coaching, online courses, retreats and workshops and calm gifts.

"Managing our wellbeing is increasingly important given the design and demands of modern work. Employees now expect their employers to care for their wellbeing equally alongside commercial outcomes and to be supportive in balancing their work and personal outcomes.

"The business case is compelling, with Deloitte reporting that the return on investment of workplace wellbeing interventions is overwhelmingly positive, with an average ROI of 4:1."

Modern life appears to be creating plenty of need for the approach that Calm In A Box promotes.

Sarah believes that stress and anxiety often stem from a pursuit of material gain and a `for me to win, you have to lose' philosophy that has been hard-wired into much of society.

She also highlights the dangers that social media can pose.

"The business model of the main social media platforms is pretty well understood these days. However, what is scary, is how the technology is configured to lead you into making more and more choices which can potentially take you further and further away from a calm, happy and healthy life," she says.

"We are being proactively manipulated by a technology which is now much more effective than our own brains at controlling and feeding our emotions. When it comes to social media, we are not on a level playing field."

Sarah points to four `myths' that social media creates that users need to `reframe'.

Myth #1 – To feel fulfilled and successful, we need as many followers and likes as possible

"Followers and likes give us a hit of dopamine – the feel-good hormone which makes us repeat our behaviour for more hits, " explains Sarah.

"It's highly addictive and it's what can lead us into doing more and more to seek out that positive affirmation from the social media community, despite the fact that we may not even know many of these people.





01/02/03 CALM IN A BOX SOURCES LOCAL, HIGH-QUALITY, ARTISAN PRODUCTS TO MAKE UP ITS GIFT BOXES

04. SARAH MARKHAM HAS SUCCESSFULLY TURNED HER PASSION INTO HER BUSINESS



"We are being proactively manipulated by a technology which is now much more effective than our own brains at controlling and feeding our emotions. When it comes to social media, we are not on a level playing field." "True connection comes from spending time with people that we love and care about, building trusted relationships through showing compassion and acts of kindness."

Myth #2 - It's how things look on my feed that matters, especially compared to other people

"We all know feeds are curated around life's highlights - but knowing this doesn't mean that our brains don't react emotionally to it in ways which result in feelings of inadequacy, followed by possibly unhelpful choices to try and restore our egos. How often have you done something to make your feed look good rather than what will serve you positively in real life?" she asks.

Myth #3 - Screen time is down time

"We offen reach for our phones when we have gaps of time that can be filled. Who can resist checking their phone when it's sitting there in front of us? We need to know what information it might have for us. But it's not the information that we really need but the hit of dopamine.

"In today's world, where we are surrounded by information coming at us from all directions, our brains need regular time out so they can continue to function properly. By plugging every spare moment with screen time, we are becoming more and more overwhelmed, leading to problems with healthy cognitive functioning, feeling tired and anxious and even leading to burnout."

Myth #4 - The technology knows what's best for us



"The technology feeds us what it learns we will respond to. This makes us feel like it is helping us live the life that our ego believes is the road to happiness. The technology is simply feeding us information that is likely to tempt us to buy something, whether that is aligned with our actual dreams and passions or not. We are being trained away from taking the steps to live a life where we can focus on what's really important for our wellbeing in a sustainable way," Sarah says.

So, as a single mum, balancing building a new business with caring for a young daughter – Sarah is taking a break from Lockdowninduced home schooling as we chat – how good is she at maintaining her own wellbeing?

"I'm like everyone else, " she admits. "Some days I'm a complete mess. Other days are good. But I guess I'm much more aware of what I need and how to get it."

Is there a danger, though, that the business she is working so hard to build, the one that has helped her successfully refocus her own life, might, ironically, be a driver of stress as it becomes more successful?

It's clearly something Sarah has considered and is taking steps to balance. She is looking forward to the future with huge positivity.

"I'm doing Calm In A Box for me and Amelia. It's my passion," she says.

For more information about Sarah's business, visit www.calminabox.co.uk 0

Rising stars on course for a bright future Inspiring NEW COMPANIES SHINE THROUGH THE GLOOM OF COVID

Covid may still be casting its shadow over the economy but enterprising local businesses are shining brightly amidst the gloom.

And their determination and success has now been recognised through the Marketing Derby Rising Star awards for 2021.

A new venture, The Swap Shop, which was launched as a way of helping SMEs and charities to survive the pandemic, has been named as overall winner.

But so impressive was the depth and calibre of entries that Marketing Derby decided, for the first time, to select a 'galaxy' of six honourees alongside their Rising Star.

MiniAperture Photography, Goldbox Productions, Divine Box, Parry Creative, The Crinkle Project and Crafty You Crafty Me will each receive a year's free Bondholder membership of Marketing Derby.

The Swap Shop will enjoy similar benefits, along with 12 months of PR and communications support from Derby-based Neilsen McAllister.

Lindsey Hatfield, commercial development manager at Marketing Derby, said: "The coronavirus pandemic has presented a huge challenge for us all – but out of adversity has come some brilliant new businesses and we're delighted to support them."

The idea for The Swap Shop came from a Marketing Derby Talking Business Live webinar in April last year.

Tracy Harrison, chief executive of charity Safe and Sound, suggested the idea of somewhere businesses and organisations could `swap' goods and services.

The idea was subsequently developed by bid-writing

consultancy Ask the Chameleon, triathlon kit specialist HUUB and creative design agency think3.

Initially launched as Derby Swap Shop, the free-to-use online platform has proven a huge success and expanded into other geographical areas. Recently, the concept went national and the business rebranded itself as The Swap Shop.

Co-founder Rachel Hayward, managing director of Ask the Chameleon, said: "We are totally bowled over to be this year's Rising Star.

"We were created following the very first Marketing Derby Talking Business Live Zoom call back in April, 2020. To think that we now have over 450 members clearly shows how a business borne through community and collaboration is just what we need moving forward."

Laura Firth, from MiniAperture Photography, said: "Becoming a part of the Marketing Derby family will ensure I can continue to help people sell their homes and their brands through beautiful photography, as well as support my family sustainably long into the future."

Ben Collison, from GoldBox Productions, said: "To receive this award from a highly-established agency like Marketing Derby means the world for us at GoldBox Productions."

Danielle Dunn, from Divine Box, said: "This recognition means the world to our growing company, especially during recent times. It will enable us to have our names heard, to hopefully grow further and support others."

Sarah Hodgkinson, of Crafty You, Crafty Me, said: "To be recognised in this way means a huge amount for myself and my business. To have the opportunity to network with a whole range of other businesses will no doubt bring fresh ideas and new ways of working into my company and assist in taking it to the next level over the next year."

Laura Parry, of Parry Creative, said: "I'm absolutely made up to have been highly commended by Marketing Derby. I have always valued the organisation and to now have membership with my own business will provide me with a fantastic opportunity to network and build my brand."

Charles Malapitan, of The Crinkle Project, said: "Marketing Derby has an amazing collective of likeminded individuals and, barring the recent pandemic affecting the events sector, its events are perfect opportunities to create connections for businesses and it would be a mistake to not take advantage of this great opportunity."

Neilsen McAllister said it was looking forward to working with the Rising Star winner.

"For some time, as a company proud of our city and it's thriving business community, we have been looking for ways to support it, so the chance to work so closely with Marketing Derby on their Rising Star campaign seemed a perfect opportunity" said director Simon Wildash.

"We are delighted that The Swap Shop has been announced as the worthy winner and look forward to providing marketing and communications support to help the team build this fantastic scheme right across the UK in 2021."

Because of the impact of the Covid-19 pandemic, Marketing Derby is continuing its support of last year's Rising Star, Katie Lavis, of Little Starts Gift Cards, by extending her complimentary Bondholder membership into 2021.

Meet the winning businesses overleaf

Spotlight on the winning businesses



The Swap Shop

Conceived in the early weeks of lockdown, The Swap Shop is a free-to-use platform to help small businesses and charities survive by enabling the swapping of services, goods and skills.

"Our reason for starting and driving Swap Shop was simple. Covid-19 has pushed all our limits and we wanted to help those who needed us the most – the excluded, the forgotten, the startups, the unsure, the furloughed and the side-hustlers. We are borne of business for business," says co-founder Rachel Hayward.

Taking inspiration from the 1970s children's TV programme of the same name, Swap Shop quickly expanded from its Derby roots across the rest of the East Midlands and then nationally.



Shop revolution.

"We want to employ a team of people, based in Derby, supporting swapping, whilst creating a commercial element to the platform to broaden its appeal. We have ambitious plans.

It believes securing Rising Star

"Our vision is a strong, value-led

Derby, across the UK, that is used

swapping revolution, started in

status will help it continue its

positive momentum.

"We just want to give back and fly the Derbados flag – here, there and everywhere!"



GoldBox Productions

GoldBox Productions was launched by four film production graduates from the University of Derby and describes itself as a video production company for the digital age, providing cinematic, energetic and enticing content, which is targeted to generate results.

"Our passion for film-making, a talent for creativity and the ability to collaborate well with others are what brought us here today. It started when we all got involved

Parry Creative

Parry Creative works with growing companies to elevate their branding and creatives. Founder Laura Parry describes herself as a builder of bridges and says: "I listen to and absorb a company's business strategy, then translate it visually, to make sure the business is presented in the best possible light. In a nutshell, I tidy up and transform messy brands by providing ideas, guidance and fresh creative thinking."

After a 15-year career working for others in the creative industries sector, Laura decided to start her own enterprise in July of last year.

"If I could build a company during a global pandemic, surely the rest would be easy," she jokes. "I started with two clients and an intention to work part-time. However, word soon spread! I now have 16 clients, became full-time in December, and have taken on a freelance associate to help me with the design work. I am exceptionally proud of this."



in a student film, which went on to win a number of awards, but, more importantly, made us realise that this is something we wanted to pursue together more than anything, " says chief executive Joshua Spaticchia

"Since graduating and moving into a house together, we have been firing on all cylinders, despite these difficult times, and have been able to stay positive and build lasting working relationships with a number of clients, such as Bear Grylls, Energie Fitness and the British Army."



Crafty You Crafty Me

Sarah Hodgkinson enjoyed a 14year career in engineering before setting up her business, designing and manufacturing craft kits and running craft workshops, in July last year after leaving Rolls-Royce. "Craft has huge mental health benefits, which I feel are overlooked a lot of the time, and as craft is often seen as something for children it doesn't always get the recognition it deserves. I really want to remove that association and bring craft to the widest audience I can," explains Sarah.

"Having spent 14 years in engineering, I felt it was time for something different. I'm incredibly proud to be able to call myself an engineer, however, I wanted to challenge myself further by setting up an entrepreneurial business of my own whilst doing something I love - and I love craft, so Crafty You Crafty Me was born."



MiniAperture Photography

Laura Firth launched MiniAperture Photography with the aim of helping small and independent businesses to put themselves on the map.

"The businesses that I would like to help the most are those who, maybe, get overlooked because they lack the finances required to bring the quality of their marketing materials in line with their larger competitors," she explains.

"The people behind these businesses are fuelled by a passion for their trade but maybe need a helping hand to show how they stand out above the rest. I am able to offer professional commercial photography at extremely competitive rates to help these businesses to really show themselves in their best possible light. I also create Google Tours which sync with Google Maps Street View. It increases exposure and also helps to boost the SEO of the business' website".



Divine Box

Danielle Dunn's business creates hand-made pamper and self-care products, including bath bombs, soap, candles and body wash. It was set up at the height of the pandemic – but is now making 2,000 products a day to keep up with demand.

"I left my full-time job as an assessor in the care sector and moved into a workshop just five days before the UK's first lockdown – forcing me to move my business back into my Swadlincote home, " recalls Danielle.

"Although I feared the company might fail before it had even begun, I stuck at it and now have been overwhelmed with orders - including one for 22,000 bath bombs. This means I have been able to provide employment for seven people so far."



The Crinkle Project

The Crinkle Project is a social enterprise, selling a range of clothing, made from sustainable materials, with proceeds being used to support families in poverty in the Philippines, Ghana, Jamaica and Brazil.

"This journey started three or four years ago, at the University of Derby, whilst I was completing my business management degree," says founder Charles Malapitan.

"I completed a Be the Boss programme, where I was given expert advice in creating and nurturing this idea of showcasing how, as Filipinos, we have an amazing culture of giving and helping as many people as possible. However, I wanted to also show that there are still issues in my home country that aren't getting better. This includes the war on drugs and the continual widening of social classes."

"The coronavirus pandemic has presented a huge challenge for us all – but out of adversity has come some brilliant new businesses and we're delighted to support them."

Lindsey Hatfield, Marketing Derby







'Wright' time to fully acknowledge our brilliant Joseph



John Forkin, Managing Director, Marketing Derby

Let me start straight-up with a question, have you ever heard of Vincent Van Gogh?

Thought so.

How about Leonardo da Vinci, Monet or Turner? Maybe Botticelli or Holbein?

Yep, thought so too.

In fact, I'd go on to hazard a guess that you have probably even seen the work of some of these artists whilst visiting a gallery during a holiday somewhere in the world.

So, here is another question then.

If Derby was hosting the greatest paintings of say, Michelangelo

da Caravaggio, do you think you might want to pop into town and catch the exhibition? Maybe even make a special visit to see his art right here on your own doorstep?

I only ask as last month the National Gallery – one of the most celebrated art museums in the world – revealed their top 20 works of art, based on global viewings during lockdown.

The line-up was a veritable `who's who' of the greatest artists and their paintings.

It was a Hall of Fame that featured not only all the names mentioned above, but also – and you know where this is going and what I'm about to say – it included that of Joseph Wright of Derby. Yes, Derby's own 18th Century Enlightenment genius is listed in the top 20 pantheon of household names by none other than the National Gallery.

We should be so proud of this as his work is clearly revered around the world, except possibly, it might be said, here in his home town, where he lived and worked for most of his life. Sadly, too many locals have little or no idea of the significance attached to the work of Wright of Derby.

Maybe it's time to change this.

Joseph Wright was born on Irongate in 1734 and died on neighbouring Queen Street, 63 years later. You couldn't get more local. But Wright was no provincial; he lived and worked in London,



"As Derby creates its 21st Century post-Covid purpose and seeks to reimagine our city centre, I ask is this not the time to celebrate our global superstar?"

Liverpool and Bath and went on the ubiquitous grand tour to Naples.

However, his magnetic centre was always Derby – its people, its innovations and its countryside.

Wright's streetscape is familiar to us today – All Saints' Church (now Derby Cathedral), the Silk Mill factory (now the Museum of Making), even the Dolphin and Old Bell pubs would have been known to him.

The recognition from the National Gallery, placing him in this club of artistic geniuses, is a reminder that the art of Joseph Wright is collected across the world; at Yale University, the Getty Museum in Los Angeles, the Louvre in Paris.

Of course, many of his greatest works are held in Derby and so you don't need to go to London, Paris or further afield to see his art - as lockdown lifts, you can visit him, for free, at the Derby Museum and Art Gallery. I urge you to do so and promise that if you spend some time absorbing his insights you will be astonished.

We ran this year's Marketing Derby Annual Business Event online as a film with the theme 'From Darkness, through Light onto Hope.'

We felt the need to recognise the pandemic, its impact on lives and livelihoods but also to offer optimism for the future. Covid-19 legal restrictions made its creation a real challenge (met brilliantly by Avit Media and our numerous contributors) and an impressive 531 people attended the event live one March Friday morning.

Each year the Dare to Dream slot is a personal pitch on a chosen theme and we have had some fantastic and memorable moments delivered by our guests from the stage.

This year I took the slot and felt the time was right to propose a dedicated home, in Derby, for Wright of Derby.

The basis for my case was the undisputed quality of his work, the relevance of his message 300 years on (most especially how it might contribute to our ambitions to increase social mobility) and that this Derbeian superstar could play a role in reshaping our postpandemic city.

Many cities across the globe celebrate their home-grown talent, providing homes for collections to attract visitors and support regeneration.

Think of the Andy Warhol Museum in Pittsburgh or the Picasso Museum in Malaga.

Our twin city Osnabruck in Germany hosts the stunning Daniel Libeskind – architect for projects such as the World Trade Centre in New York City - designed museum, dedicated to the work of Felix Nussbaum.

Nussbaum was a Jewish artist, who was born and worked in Osnabruck and killed in Auschwitz. I'm lucky enough to have been to the museum and can only describe it as a visceral experience and one of the primary reasons to visit Osnabruck.

Closer to home, the Hepworth in Wakefield attracts half a million visitors each year.

I believe that the Derby Museum and Art Gallery is a wonderful custodian for the work of Joseph Wright but, as Derby creates its 21st Century post-Covid purpose and the seeks to reimagine our city centre, I ask is this not the time to celebrate our global superstar?

It was in the 18th Century, during the life of Joseph Wright, that Derby became a place of innovation.

The city hosted the world's first factory and subsequently led the world in rail, aerospace and nuclear technology. Now, 300 years later, we seek new purpose, a catalyst for hope and ambition.

As we seek to place culture and experience at the heart of the city, maybe we should listen to the people of the world, as expressed through the National Gallery poll, and place Joseph Wright of Derby at its core? **0**



PRIME MINISTER BORIS JOHNSON MET THE SURESCREEN TEAM DURING HIS VISIT TO DERBY

PRIME MINISTER HAILS 'HOME OF INNOVATION' DURING VISIT TO DERBY

Prime Minister Boris Johnson has hailed Derby as the "home of innovation" during a visit to the city.

Mr Johnson was in Derby to visit SureScreen Diagnostics after the company landed a contract with the Government to supply 20 million rapid Covid-19 testing kits.

The Prime Minister also took time to visit the vaccination centre at Derby Arena, where he spoke to staff and patients.

Speaking during the visit, he said: "Derby is an amazing place. It is the home of innovation.

"You look at the things that go on in just 15 minutes from here, you've got Bombardier, you've got Rolls-Royce, all sorts of things happening in Derby." Speaking about its contract with the Government, David Campbell, director at SureScreen, said: "We are delighted to be working with the Department of Health and Social Care on this project and that our tests have been recognised by the Government and its scientists.

"We look forward to doing all we can to help the UK going forward in 2021."

SureScreen has said it will create another 200 jobs in Derby as a result of the deal.

The lateral flow antigen tests will be used to support the Government's drive to deliver rapid testing to those without symptoms in order to break chains of transmission.

The tests devised by the city-based firm, which

can return results in less than 30 minutes, are the first British-made lateral flow tests validated for asymptomatic testing.

The latest contract comes hot on the heels of a deal secured by SureScreen for two million of the same rapid antigen tests to support the Government's Community Testing Programme.

The new order will be used to test NHS and care home staff, as well as in targeted settings including schools, universities and to allow key workers to continue their vital work during lockdown.

With up to a third of individuals with Covid-19 not displaying symptoms, broadening asymptomatic testing is essential in finding positive cases who may unknowingly pass on the virus in order to break chains of transmission.

Health Secretary Matt Hancock said: "Rapid lateral flow tests strengthen our national response to the virus significantly, helping us to identify the around one in three people who are asymptomatic and break chains of transmission in our workplaces and communities.

"It is excellent to be working with a UK firm to deliver millions more of these rapid tests. The brilliant work done by SureScreen, and the contribution it will make to our rapid testing programme, is another example of the homegrown talent, ingenuity and industry that exists right here in the UK."

Surescreen has taken space at Derby's Alfreton Road Business Park to enable expansion of its operations.





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The time has come for Derby to move from being a place of amazing potential to a place of action. As we emerge from the pandemic, the city centre needs to become a showcase for the hi-tech, innovative and sustainable thinking we have been known for for centuries. To do this, we need to embrace the future through the use of smart technology, regeneration and a bolder use of greenery that makes Derby the place to be. That is my hope as we move forward.

> **Rob Pritchard** Managing Director, Scenariio

A HI-TECH CITY FOR 300 YEARS

Marketing Derby is a unique, public-private Investment Promotion Agency which has attracted 5,000 jobs and £500m of capital investment into the city of Derby and county of Derbyshire.

Derby, a compact city - 90 minutes from London St Pancras International - is a hotbed of innovation, set in some of the most stunning countryside the UK has to offer.

Since the birth of the industrial revolution, our community has embraced the challenge of change and - just as we did with Messrs Rolls and Royce 100 years ago, or with Toyota 20 years ago - we roll out the red carpet to those seeking investment opportunities.

We are proud to receive the Queen's Award for Innovation and look forward to creating new relationships to advise and support businesses and investors whether from the UK or global - in the future.

Top Ten City for Post-Covid Economic Recovery

(PwC-Demos Good Growth for Cities, Jan 2021)

25% GVA Growth in Second Quarter of 2021 (UK Powerhouse Report, Irwin Mitchell and Centre for Business Economics Research, Dec 2020)

Top Ten Best Places for Business

(The Sunday Times 2020)

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1908

2021

2016

1992

1721

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