

AUTUMN 2021

Derby

# THE STAGE IS SET



How culture  
can play a  
major role  
in Derby's  
renaissance.



# IT'S A FACT

IN THE PAST 10 YEARS, **£1.4BN HAS BEEN INVESTED INTO DERBY CITY CENTRE**, WITH A **FURTHER £576M** IN THE PIPELINE





An aerial photograph of Derby, UK, showing a dense urban landscape with a mix of residential and commercial buildings. A large blue circle is superimposed over the center of the image, containing white text. The River Derwent is visible on the left side of the frame.

# Innovate.

**WELCOME TO INNOVATE - A WINDOW  
INTO THE AMAZING AND INSPIRING DERBY  
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BRILLIANT BONDHOLDERS AND LOCAL  
COMPANIES AND PROFILES THE TALENTED  
INDIVIDUALS LEADING THEM. ENJOY!**



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The background of the entire page is a photograph of a large audience from behind, seated in a dark theater. They are looking towards a stage where several bright spotlights are shining, creating a hazy, atmospheric glow. The text is overlaid on this image.

# THE LEADING ROLE

**WHY CULTURE NEEDS TO  
TAKE CENTRE STAGE IN  
DERBY'S REGENERATION**



**Ask Adam Buss about the importance of culture to Derby's future and you might not immediately expect him to talk about inequality of life expectancy.**

You might also be surprised when he discusses social mobility or the environment and sustainability.

Adam doesn't, in any way, claim that culture can be a 'silver bullet' cure for all of Derby's ills.

But he does believe passionately that it can be a catalyst for helping to address many local and global challenges, for reimagining town and city centres after the Covid pandemic and for improving people's lives.

And it was this belief that prompted Adam's decision to step aside temporarily from his role as chief executive of Derby Quad to lead the city's efforts to secure UK City of Culture status for 2025.

"Culture is important to help our towns and cities build successful futures," he says.

"We know cities are changing. We know that people's habits and what they want from a city centre are different now. Arts and culture can help our city centres be the places where we, as society, come together, do things, enjoy things and have the kind of human experiences that we've all missed so much over the last couple of years.

"Culture can also play a major role in people's lives overall. It can be a point of reflection, giving people a chance to step back and think about where they are going, their role in society and what their place in supporting others might be.

"It can give people a different view of the world. I know this from my personal journey, growing up on a council estate, arts, culture and sport were my windows onto what, otherwise, could have felt like a very small world. It's incumbent on us to give agency to young people so they have an opportunity to gain a different perspective on life, to become more rounded.

"And, at its simplest, culture also gives people something to look forward to."

As someone who has worked in the sector for more than a decade, Adam is an unsurprising



ADAM BUSS HAS BEEN CHOSEN TO LEAD DERBY'S BID TO BECOME UK CITY OF CULTURE

ambassador for the importance of culture.

But its value is being appreciated and trumpeted by an ever-increasing lobby who see it as a channel to engage, reinvent and revitalise.

It's for those reasons Derby decided to enter the contest to be named UK City of Culture - a submission backed by more than 100 organisations - but also why developing the sector will remain a key focus of the city's master-planning regardless of the result of the bidding process.

It's an approach that sits well with the Arts Council.

"Museums, libraries, galleries, theatres, festivals and street performers all help support economic growth as well as bringing character, personality and vibrancy to our villages, towns and cities," says chief executive Darren Henley.

"The Arts Council has just published a report on the renaissance of our high streets which demonstrates that the presence of culture and creativity don't just drive additional footfall, they help to create a sense

of pride and ownership to a place. And people understand this.

"Seven out of ten of those surveyed for the report said they believed cultural experiences made their areas better places to live and half of adults would like to see more experiences on their high streets," he adds.

"High streets are the heart of our towns and communities but I believe they need a soul too. And I know creativity and culture can provide that soul."

The report commissioned by Darren's organisation researched the role played by cultural organisations in creating thriving town and city centres. In Derby's case, it calculated that 32 per cent of existing footfall into the city centre was driven by people attending events or entertainment venues.

A city council-commissioned study also found that 76 per cent of people were likely to visit the city more often if the cultural offer was improved.

Those respondents will, presumably, be cheered by efforts the city is already making to enhance its leisure appeal.





The £18 million Museum of Making is earning rave reviews after opening its doors earlier this year and a new £45 million city centre performance arena is planned as part of the regeneration of Becketwell.

Those two developments are expected to significantly boost the local economy. The museum is forecast to attract 140,000 visitors annually and generate £4.2 million and the new concert and exhibition venue will create 200 jobs, draw 250,000 additional visitors and inject £10 million into city coffers.

Derby is also moving forward with plans to transform its Market Hall, remodel its Market Place and redevelop the site of the Assembly Rooms as it pursues a strategy of culture-led regeneration.

Achieving City of Culture status could be a trigger for further financial reward.

Coventry, which holds the title this year, has already attracted more than £100 million of capital investment for cultural projects and in Hull, which held the title in 2017, an estimated £676 million of public and private investment was generated and 800 jobs created.

The University of Hull's Culture, Place and Policy Institute has examined the impacts – immediate and longer-lasting – across five key areas: arts and culture, place making, economy, society and wellbeing and partnerships and development.

And the institute's director, Professor Franco Bianchini, says the benefits have been clear and sustained.

"From attracting inward investment and tourists, to stimulating participation in a variety of social and cultural activities, the successes of Hull's year as City of Culture have been well documented and reported. There is no doubt that since Hull 2017, the city's image has changed for the better, both within Hull and externally," he declares.

Derby City Council leader Chris Poulter has visited Hull to see first-hand the impact that being City of Culture generated.

"The two cities are culturally very similar, including an arena similar to and run by the same people as the proposed Becketwell site in Derby," he says.

"And, whilst Derby has one the highest gross value added per



employee of any UK city, it also has communities that are among the highest deprived in the country. "The city's bid will recognise culture can play a huge role in supporting wellbeing and building aspiration.

"The city is at a turning point and this is an opportunity for Derby to come together with a collective focus like never before.

"We're already working to understand how culture-led recovery and regeneration can strengthen our communities and drive economic growth.

"Alongside these, and our recovery aspirations, the City of Culture offers a monumental opportunity for Derby to level up, to inspire local pride and attract new investment and tourism and to work as Team Derby."

Adam Buss is relishing his new challenge "to bring the city together and create a platform for development, no matter what the outcome of the 2025 shortlisting is".

He has been in charge of QUAD since 2014 and has been prominent in cultural initiatives including Derby Film Festival, Mainframe Derby, Feste and the FORMAT international photography festival.

"Derby is a city that has always had creativity and innovation at its heart but, more importantly, we believe that every resident and visitor should benefit from the power that arts and culture have to change people's lives for the better," he says.

"This is an incredible, once-in-a-lifetime opportunity to support Derby's bid for UK City of Culture.

"I feel privileged to have this opportunity and utilise the networks I have developed throughout my

time in Derby to show that Team Derby is ready and well-placed to show the world the great things that can happen here.

"It is my job to amplify the voices that are not always heard, to ensure our bid is inclusive, future thinking and builds on Derby's heritage of incredible creativity."

Adam believes the city has significant strengths to draw on.

"We are one of a few cities to have such a rich mix of contemporary art, independent film, digital media, contemporary dance, circus, carnival arts, jazz, classical music ... it goes on. And there's all the amazing heritage we have as well.

"We have a lot of expertise here. We have a great mix of people who have grown up here, been in the city a long time, but we also have a lot of people who have worked all over the world and they have gathered information and knowledge from all the places they have worked.

"So, we have a really good start point from the perspective of human resources, physical spaces and the art forms represented."

Adam also believes that Derby's heritage as a city of innovation and centre of The Enlightenment is a spirit that culture can tap – and then give a contemporary twist.

"The thing that categorised The Enlightenment was lots of people with different ideas coming together and talking about them, creating new solutions for challenges that had not been thought of before," he says.

"Can we bring together people from different parts of the community to talk about some of

the current challenges and then create things from that?"

"As a city, we have all of these brilliantly talented people, from the fields of science, maths, environment, health, arts and culture, business and education – why don't we bring them together and see what comes out of it?

"We have the HQ of one of the world's largest companies in Rolls-Royce, we have international bases for Toyota and Alstom and then we have a huge supply chain around engineering and manufacturing, which we know historically is something the UK struggled with. A lot of manufacturing disappeared. But Derby maintained it and also maintained an ideas culture.

"All of those companies are doing huge amounts of work around different types of fuel, greener energy and electricity and transport. Lots of those conversations are happening here in Derby.

"In terms of those big, global themes, around artificial intelligence, climate change, around how we bring together diverse communities, how we reduce economic disparity in places, how we improve the wellbeing and health of our populations, they are global challenges but we, as a city, have a knowledge base and opportunities to work on some of those that other cities don't have."

Adam also believes that Derby's diverse population can be a fantastic source of cultural inspiration and celebration.

"The fact that we have over 180 different nationalities represented in Derby makes us one of the most diverse cities in the country," he says.

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"There are something like 50 or 60 different languages spoken. That gives us a brilliant opportunity to work with, sample and experience the culture of people from all over the world here in our city. If we had 180 different days where each culture was doing something, whether that's food, an event or a performance or talking about their lives, that would be an amazing experience."

But why, particularly having opted out of the process previously, was it felt that now was the right time to submit a bid for City of Culture status?

"It feels like now is the time when we have the biggest opportunity and also the biggest challenges facing us as a city moving forward," says Adam.

"Some of them are not unique – like what's going to happen with the economy post-pandemic. But there are some unique challenges that Derby has. For instance, the wage disparity in Derby is massive. It's a big city issue in a small city. It makes more sense if it's New York or London but when it's Derby, it's off the scale and wrong.

"The director of public health talking about the fact that we have an 11-year gap in the life expectancy between certain wards in Derby is a major issue. I'm not saying culture is the answer to all of these things but it's certainly part of a solution."

But how does Adam think, culture can really play a part in addressing such major challenges?

"Let me give you an example – the skills that we need for the future are different to the skills that we have now.

"The jobs that will exist in the future, because of the increased use of artificial intelligence and computer learning, particularly in manufacturing and heavy engineering settings, which we have a lot of in Derby, will need different types of skills.

"But for young people, because of the changes that have happened to the curriculum over the past 10 years or so, the opportunity for them to learn and think that creative industry jobs and creative thinking is a key part of what will make them employable in the future has been reduced.

"If you go to any of the top private schools in the UK, you will find amazing cultural facilities, opportunities for people to engage with all art forms, whether that is directly as part of the curriculum or as extra-curricular activities, because those schools know that it's crucial for them for culture to be part of their education because even if pupils don't go on to work in the arts and culture scene, they may become a barrister, a doctor or a scientist, and the defining factor of pretty much every successful person in the history of mankind, is that they have thought laterally, creatively around a challenge.

"If you watch a Shakespeare play, and you go a classical music concert, and watch a rapper on YouTube, and you watch a

contemporary dance performance, the synapses in your brain come alive and start to develop.

"If you had asked me when I was nine or 10, do you want to watch a ballet, the opera or a black and white, foreign-language film, I would have said absolutely not. Those things were not part of my life. I didn't know what the benefits were. We have to find ways of giving people the opportunity so they can make the decision for themselves and give them the chance to find those moments that potentially will stay with them forever and change the way they think.

"One of my mentors had a brilliant phrase – talent is everywhere, opportunity is not. It's incumbent on us that have the opportunity and the voice to make sure that everyone has a voice and a place within that conversation."

So, what kind of long-term changes does Adam think culture can help bring about as Derby seeks to build for the future? In short, he'd like to think it can assist in making Derby a more vibrant and confident city – and in raising aspirations among the young.





"People look at what happens during Feste and ask why that doesn't happen every weekend in Derby and, while there are lots of reasons why Feste can't happen every weekend, I think there is something about Derby feeling like it's a place where you would just expect something to be happening," he says.

"You wouldn't need to pick up a brochure or look at a website, you would just know that if you went into Derby city centre, something interesting would be happening, that would surprise people and excite them.

"There's also the role that arts and culture plays in long-term regeneration and perceptions of the city. New York was a great example of this. People talk about the 'I love New York' campaign as a great campaign. And it was. But when they started it, New York was a place that no-one wanted to go to because there was massive crime and people in New York did not love New York at all. They needed to start saying it, start a campaign to get people on board and engaging with things.

"We, as a city, have the answers but I don't think we necessarily always find the way to get those answers out. Every day I work in Derby, pretty much, I meet someone new that's doing something brilliant. And most of the time it's a little bit like it's a secret. There's something about raising the confidence level to where these things can happen in Derby. That's the biggest change I want people to see.

"We also need to create a catalyst for change – to make Derby a place where young people have higher aspirations, where employment opportunities are better, where they feel safer and are healthier."

It may be a major challenge but it's one that Adam is relishing. And perhaps, given his upbringing and experience, this was a role that he was always destined to play. **1**

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# What is the UK

## City of Culture?

The competition is delivered by the Department for Digital, Culture, Media and Sport in collaboration with the UK's devolved administrations and is designed to use culture to 'level up' areas outside of London and put new parts of the UK on the cultural map internationally.

The title is awarded every four years and is held by a city for 12 months. The first winner was Derry in Northern Ireland in 2013. This was followed by Hull in 2017 and currently, in 2021, Coventry.

Entrants for the 2025 competition have been tasked with demonstrating that they can put culture at the heart of their efforts to recover from the Covid pandemic.

Derby considered applying in 2010 to become the first UK City of Culture but, ultimately, decided not to enter the race. But now, with culture a key part of the city's

coronavirus economic recovery plan, city leaders believe the timing is right.

Derby has successfully navigated the first stage of the bid process, with a shortlist of competing cities expected to be revealed in March and the winner announced in May.

Councillor Chris Poulter, leader of Derby City Council, said: "We're not suggesting that Derby bids as 'the best cultural city' in the UK; we're bidding as a city of aspiration and a city of potential, which we know Derby will be able to get behind."

Derby bid director Adam Buss said: "Our bid for City of Culture will draw together the heritage of the city alongside the voices of the young people of today to help us work together for a brighter future. Derby is a diverse, global city and our City of Culture bid will reflect both the unique qualities of the city and the unifying human qualities that bind us together."



## New theatre on site of Assembly Rooms discussed

Derby City Council and the University of Derby are exploring options to relocate Derby Theatre into a new building on the site of the former Assembly Rooms.

Earlier this year, the council announced plans to re-model the Market Place and create a new cultural heart for Derby. It's thought that relocating Derby Theatre to a new building next to the Market Place would help to realise this vision and provide a significant opportunity to boost the city's cultural offer.

Now, the council has agreed to fund an outline business case and options appraisal, which would allow the ambitious scheme to progress to the next stage.

"We are still at the exploratory stage of this potential project but

creating a new home for Derby Theatre in a new purpose-built facility is a fantastic opportunity," said Councillor Matthew Holmes, deputy leader of the council.

"It would have a truly transformational impact on Derby city centre and complement the new entertainment and events arena being built at Becketwell."

The outline business case will be essential for the council to be able to bid for external funding, including from the Government's Levelling Up Fund, which will be critical to enable delivery of the project.

Derby Theatre, part of the University of Derby, is examining options for relocating from its existing home as a way of building on current success and increasing the scale

of locally produced content, whilst attracting a variety of more commercial touring works.

Sarah Brigham, chief executive and artistic director of Derby Theatre, added: "We love our current home but, pre-pandemic, our audiences and community engagement were on a steep increase and so we are rapidly growing out of the current footprint.

"These initial talks to place us in the heart of the city, opposite QUAD and a stone's throw away from the Museum of Making and Deda, means we will be creating a Cultural Quarter which will, we think, help the city to regenerate and make the Market Place a buzzing location once again for entertainment and leisure."





# Ready to take centre stage

**ASM Global, the operator which will run Derby's new multi-million-pound performance arena, spells out what the venue will mean for the city.**

**Q:** It was announced in May that you had been awarded preferred bidder status to manage, operate and programme the new Derby entertainment and conference venue. How are things progressing and what are the key project milestones from this point?

**A:** We are incredibly excited to be working with St James Securities and Derby City Council on this fantastic regeneration scheme. We did a lot of research in putting our bid together and we believe Derby is a great city and a fantastic market for developing a new arena.

The scheme is at an early stage of design but we are delighted to be

involved with the architects and developer at such an early stage, in order to make sure the venue is as innovative and future proofed as it can be. We have supported the development of some of the world's most high-profile venues and we feel that the best customer experience comes when we are able to influence the building's design and be immersed in the project long before it opens.

Everything's progressing well. SJS submitted its planning application in July, which was a culmination of a huge amount of work from the team behind the project. This has now been approved by Derby City Council.

There is lots of work to be done in refining the design, securing the necessary licences, constructing the venue, building out our local team and getting things set up ahead of opening. There's obviously a way to go yet but we're really enthusiastic about the way things are progressing and we can't wait to open and start bringing events to the city from 2024.

**Q:** You operate venues all over the world and your portfolio includes some of the biggest and most iconic arenas. What attracted you to Derby?

**A:** Derby has a rich history of events and culture and the city represented an obvious choice for us in expanding our extensive global portfolio of over 300 venues, which will see us launching into the Midlands region for the first time.

We see Derby as a city with all the right ingredients to make an exciting new events destination and one that is perfect for this type of venue. The residents of Derby love events and it has a sizeable catchment, which forms the basis of significant demand.

We're excited to be part of one of the key projects in a fundamental regeneration of Becketwell and of Derby city centre. We've been inspired by the vision shared for the city and the growth and opportunities for the East Midlands economy more broadly. And beyond that, when we were doing our research and due diligence in preparing our bid for the project, it's clear that promoters and event organisers absolutely buy into that and consider it an attractive city to bring events to.

We were impressed with the

ambition and approach shown by SJS. They have created a strong professional team, which is essential for delivering a venue of this magnitude. Arenas are inherently complicated, so it's great to have experience amongst the team. We're really pleased to be operating this new venue, and we're looking forward to starting to book events and opening our doors to visitors.

**Q:** What kind of impact will the new venue have on our city and its economy?

**A:** We know from operating in other cities, both across the UK and internationally, the huge impact that these new venues can bring. In Derby, over 200 new local jobs are expected to be created, giving the city centre economy a significant boost. The analysis suggests the scheme is set to generate more than £10 million per year for the area, providing a massive stimulus to local businesses. From our recent experience of launching arenas in city centres like Leeds and Hull, it's clear that a new arena can be a significant catalyst for further development and a generally enhanced level of ambition within a region.

The leisure and retail experience will be greatly enhanced, invigorating the day and night-time economies, and boosting the vibrancy of the area. We're really excited to become part of the city, bringing events to Derby that residents and visitors will love and to start making a difference for the region.

**Q:** How have your operations helped boost regeneration in other global cities?

**A:** In the last decade we've been appointed to operate revolutionary new city-owned venues across the UK, including in Leeds, Hull, and Aberdeen, among others. All these projects have generated increased event activity levels and economic value and, in many cases, have acted as a substantial catalyst for regeneration and further development in the surrounding area.

We opened the Bonus Arena in Hull in 2018 and it's remarkable to see the impact the building has had on the city's economy and overall positivity. The events the venue hosts have really stimulated investment in Hull city centre – with new retail, bars and restaurants coming forward, new hotels being developed to

capture the increased demand and the adjacent shopping centre experiencing a real renaissance.

**Q:** How important do you consider leisure and entertainment will be to creating successful city experiences in a post-pandemic landscape?

**A:** The council and SJS have clearly recognised that venues and events are a critical part of the experience economy and the audiences they attract provide a huge economic boost for cities and businesses. We're really enthusiastic about the role the venue will play for Derby.

The pandemic hasn't dampened demand for events. Conversely, we're seeing that people crave the interaction and the shared experience that leisure, entertainment and sport offers.

As the retail market has shifted increasingly online, we see venues and events as being absolutely at the heart of cities, offering an attractive and compelling experience that appeals to residents, attracts visitors, and drives the local economy, never more so than post-pandemic.

**Q:** What kind of events programme should Derby people expect when the complex opens its doors?

**A:** With more than 2.7 million seats under our management across the world, ASM Global is at the forefront of content-development opportunities for our partners' venues. Our Content Development team leverages established relationships with premier global event producers to deliver a wide range of must-see concerts and other entertainment performances.

We're committed to delivering a busy events programme, with something for everyone - from concerts, comedy and family shows through to conferences and exhibitions - and everything in between.

The venue is being designed to be really flexible and enable us to attract and host this full range and we're expecting to host over 200 cultural and commercial events each year and attract 250,000 visitors to Derby.

Alongside Derby Arena, we hope our new venue can help the city to really strengthen its overall position and appeal and the number and range of events that can be attracted.



# We see Derby as a city with all the right ingredients to make an exciting new events destination and one that is perfect for this type of venue. The residents of Derby love events and it has a sizeable catchment, which forms the basis of significant demand.

**Q:** Derby has often struggled to attract the bigger names in entertainment to perform in the city. Will this change because of ASM Global's network and reputation?

**A:** Derby hasn't historically had the type and size of venue to enable it to compete with other cities to attract bigger name artists. This new project will help to address that, but our operating ability and experience should be a real difference-maker.

Our venues benefit from the block booking power of a central programming team, to support local general management in booking events. Our network of over 300 venues worldwide means we have fantastic relationships with event promoters and can help to shape and support event touring patterns, where we are invariably involved in the booking process before entertainment opportunities are available to the wider industry.

We'll be bringing this influence and experience to Derby. The types of show that play our venue in Hull give a good idea of the things we're expecting to bring to the city. In the coming months that building will be hosting concerts from Blossoms, Michael Kiwanuka, Craig David, Simply Red, Paul Weller and Jack Savoretti, stand-up comedy from Jimmy Carr, Nish Kumar and Jason Manford and a range of family and theatrical shows like the Strictly Come Dancing tour, Paw

Patrol, Diversity and Brian Cox.

We're expecting the venue to host over 200 cultural and commercial events each year, with something there for everyone. We're also here for the long-term, with a 30-year lease. So, while we can't know what shows we'll be bringing to Derby over that period, we know people will be excited to see the events we'll be hosting.

**Q:** The city is seeking to celebrate and leverage its arts and entertainment offer by bidding for UK City of Culture status. What do you think of Derby's credentials?

**A:** We're 100 per cent supportive of the city's bid. The fact that there are more bidders for the title than in any previous year shows how competitive the process will be but we think Derby has got really strong credentials and, with a compelling bid, is absolutely in with a chance.

As the operator of Bonus Arena in Hull, which was delivered as a legacy of Hull's UK City of Culture year in 2017, we know the tangible economic and social benefits it confers. Hull's tenure attracted a total audience of more than five million people for events, £220 million of investment and 800 new jobs.

Derby has a rich history of events and culture. We believe it has a very strong story that can translate into a highly competitive bid and, as partners in the city, we're fully

supportive and looking forward to playing a role in its cultural efforts.

**Q:** How will you seek to work with existing cultural partners to enhance the overall appeal of Derby as a leisure destination?

**A:** We're proud of our reputation, ability and experience in developing highly successful partner relationships with a wide range of stakeholders at all our venues. Like many of our previous projects, in Derby we'll be working with the council, Chamber of Commerce, destination marketing organisations, regional economic stakeholders, local neighbours and the Derby community.

We firmly believe in the importance of engaging with existing cultural groups in the city - and, really, one of the great strengths of Derby is the abundance of these organisations - to maximise Derby's overall appeal as a destination. The new venue is only one part of the overall venue ecology and we want a thriving event city that brings as many shows and attractions as possible. It's absolutely in the interests of all parties to be joined up and collaborative.

We will bring all our valuable experience to the city and we're looking forward to working with the council and all those who are passionate about the role that culture, events and entertainment can play for Derby moving forward. **o**

# TIME FOR AN ENCORE?





# HOW LEGACY OF MUSIC MAN MOZ IS INSPIRING A FEATURE FILM AND PIONEERING CHANGE PROJECT



**Perhaps it was a distraction from day-to-day life on the production lines of a Derby which clattered, banged and belched smoke in its heavy industrial heyday.**

Maybe it took inspiration from the discipline and ceremony of National Service or wartime conscription.

Whatever its precise origins, the marching band movement that began in Derby in the 1930s, provided the soundtrack to community life in the city for more than half a century.

And at its heart was Maurice 'Moz' Ward.

The short, feisty, bespectacled British Rail welder and riveter inspired thousands to step out of the everyday and into a colourful world of parades and pageants, flamboyant uniforms and, of course, music - joyful, celebratory, toe-tappingly unifying music.

Now Moz's story is to be told in a documentary feature film by his grandson, David Chabeaux, as part of a pioneering project to stimulate social change and re-

create that feeling of belonging that the band community so enjoyed.

David says he was just two days old when he first went out with the Derby Serenaders. The band had been started by his great-grandfather, Fred Ward, in 1936. David's parents, Brian and Shirley Bell, were both drummers and grandad Moz was its charismatic leader.

Indeed, David's entire family were members - aunts, uncles and cousins, including former Brighton, Nottingham Forest and England centre forward Peter Ward.

"My dad had been in the Spondon Legionnaires but he had to join the Serenaders when he met my mum. My other grandad, Harry Bell, was also in the Legionnaires, so it was in my blood from both sides," David recalls.

"The Serenaders were like one, big family to me. They were my whole world. It was not just about playing music. It was where I had a voice. And that voice was respected and it was heard."

While the North and North East had their colliery bands and the South delighted in jazz, carnival or marching bands were a peculiarly East Midlands movement and in

their golden era, from the 1950s to the 1980s, there were more than 100 bands and 10,000 members competing regularly.

"Carnivals were huge community events during that period. There would be road parades through the cities and there would be a band contest that would start early in the morning and go on until late in the evening. They had these all over England and the bands would travel to compete," remembers David.

"There was a big competition that would be held each August Bank Holiday in Lowestoft. There would be 12 to 15 bands and 5,000 to 6,000 people and we would take over the whole town for the weekend. It was the most glorious thing.

"All the bands would arrive on the Friday night and there would be lots of fun - the majority centred around the pub. We would compete all day on the Saturday and then, on the Sunday, there would be a parade."

Many of the bands represented working class areas and their members were keen to throw off the grey, monotony of their day-to-day lives and embrace the extravagant identities created by the likes of the Serenaders,



DAVID CHABEAUX TAKES A WANDER DOWN MEMORY LANE IN MARKEATON PARK

the Ilkeston Treaders, the Long Eaton Militaires or the Breaston Highlanders.

"Most of the band people worked in heavy industry. They were looking for purpose and a release from an environment where it felt like they were being squashed," says David.

"They bought Army and Navy Stores uniforms and adapted them. The Serenaders originally wore white shirts and red head scarves and, after the second world war, that developed into something more Latin as that influence came through."

The driving force behind the Serenaders and the wider marching band movement during this special period was Moz, a magical, fierce but huge-hearted, whisky and cigar-loving music man, with a lifelong obsession for creating the best band in the world.

Even as a young man, Moz's talents and determination were clear to see. He was born into the Serenaders and by the age of nine was the drum major. Before he was 20, he had been offered – and rejected – professional contracts with a major Big Band, a dance troupe and to play football for Preston North End.

Instead, Moz spent his days toiling in

Derby's railway works and devoted virtually every other waking moment to the 'Super Seres'.

"He would stay up until 3am or 4am writing music and then get up at 6am to go to work because he wanted everything to be right.

"We practised hard and we were the best band around for a long time because we treated it very seriously. Moz was an exceptional leader. He was firm but fair and he would flash you a smile when you did something right that would just melt you," David recalls.

Under Moz's leadership, the Serenaders became repeated national champions and won three European titles. They appeared at the Royal Albert Hall and in front of a TV audience of 19 million on The Generation Game – and Moz gained the respect – and devotion – of the entire band movement.

"He was a father figure to so many. In fact, on his grave is the inscription 'A father to more than his family'. He meant that much to people," David remembers with pride.

It is that gravestone inscription that, five years ago, became the catalyst for David's quest to turn his grandfather's story into a film – Moz's Band – and to use the movie as inspiration to create social change.

"It was a chance conversation with a fellow band geek that sparked the idea. He told me that he always carried a photograph of Moz's gravestone with him and that, as a lecturer of social pedagogy, he told all his students about Moz.

"He said that, had Moz been an academic, he was convinced that the world would talk about him, his leadership and social philosophy, in the same way they do Maria Montessori or Kurt Haan. He described Moz as the greatest community leader he had ever seen."

David decided to use the skills he had learned as an actor, musician and singer and also as a development and leadership consultant to bring the project to life.

The former St Werburgh's and Spondon School pupil has appeared with some of the UK's leading orchestras and Big Bands and composed music for film. He has also acted in TV dramas such as Channel 4's Hollyoaks and Sky Atlantic's Bulletproof and will appear in the final series of Peaky Blinders – "I can't say much about the role because I've signed an NDA but the scenes I am involved in are quite memorable," he discloses.

He also worked for the organisation created by global change guru





01. DAVID'S INSPIRATIONAL GRANDFATHER, MOZ WARD

02. THE SERENADERS AT ONE OF THE MANY EVENTS WHERE THEY PERFORMED

03. THE BAND PREPARES FOR AN APPEARANCE IN FRONT OF MILLIONS ON TV'S THE GENERATION GAME

04. HAVING FUN WAS A MAJOR PART OF LIFE IN THE 'BAND FAMILY'

Stephen R. Covey, US author of seminal book 'The 7 Habits of Highly Effective People', facilitating leadership programmes for some of the world's biggest brands and for the last 12 years has been offering similar services internationally through his own consultancy for clients including Cisco, Sky, IBM and Coca Cola.

"I've been attracted to the idea of this project for a long time because the subject matter has never left me," David says.

"We all want to belong, to have purpose in our lives, and in this hyper-materialistic world, the more we discover that trying to fill the void inside us with 'stuff' doesn't work, the more there's a tendency to search for authentic ways to find belonging and purpose without it.

"My grandfather's story is obviously very important to me and I'm interested in the journey he took – as a musician, leader and a working-class man – inspiring me and so many others, with the promise of money and 'stuff' nowhere in sight.

"The film is an exploration of what it really means to belong and what that might mean in today's world."

David has been joined in producing the film by Darren Hutchinson, a former freelance ITV

and Sky director and producer, and ex-BBC commissioning executive Marc Jaffrey.

Marc said: "Belonging and community are vital now more than ever and this film speaks directly to universal themes of isolation, depression, anxiety and loss of community, while actively seeking to reignite belonging today."

"Our vision is that Moz's Band will protect and preserve the precious East Midlands voice and heritage that is 'banding', yet also act as a catalyst – a spark to ignite a wider social change in the East Midlands that stretches out globally."

"This is not just a film. It's never been just a film," adds David, who is already working with the Creative Communities Fellowship, backed by the University of Pennsylvania Centre for Social Impact Strategy, to map a theory of change.

"To me, it's a robust strategy for long-term change. Something that has the spirit and philosophy of the banding culture could be reborn if there is somewhere and some way for people to engage.

"For instance, what would it take to recreate the Derby Carnival of old across Markeaton Park for two days, where we have tens of thousands of people there

and a real sense of community belonging?" he asks.

One of the organisations that David is already looking to work with is The Roots of Music in New Orleans.

"They have a big marching band and they bring young kids who have nothing to do, they teach them the instruments, feed them when they are there, and they have a fleet of minibuses so that transport for the kids is not an issue.

"They use the marching band to empower the children of New Orleans, which, of course, is a place where music is a major part of their heritage."

The team has already raised an initial £25,000 of seed funding for Moz's Band and pre-production is almost complete.

It is now fundraising for £250,000 for the production, post-production and distribution of the film, which is earmarked for a UK cinema release and submission to major international film festivals perhaps as early as summer 2022.

Sponsorship and film credit packages are being offered to businesses that offer financial support.

"We're actively looking for strategic partners to come on

board who, like those pledging support already, see this homegrown yet globally-reaching project as a great community engagement opportunity," says David.

East Midlands Chamber chief executive Scott Knowles is amongst those to throw his support behind the project.

"We're hugely excited about the opportunity this film offers for the region by showcasing another great element of our heritage that people may not know about. It's a film made for, with and about our community and we feel it could act as a force that galvanises our region around a common purpose," he said.

Other organisations that have backed the project – with support ranging from offering expertise to promotion – include Severn Trent Water, Alstom, Derby Quad, Derby City Council, Derbyshire County Council, the University of Derby and BBC Radio Derby, while Culture Minister Caroline Dinenage and Mid Derbyshire MP Pauline Latham have also endorsed it.

Mrs Latham said: "As a champion for the arts, I see both the content and the creation of this film as great examples of the region's creativity, innovation and community spirit."

David believes that the popularity of banding internationally means the potential audience for the film – and the opportunity to create partnerships for change – is huge.

"It's great that we can share this with the whole world but it's a movement that started here in Derby. It started in the roots of the people who made this city what it is. It's a film about the spirit of the real people of this city, what the city achieved and what it can achieve again."

But while creating change is a prime motivator for David, honouring his grandfather's legacy – and repaying a debt of guilt that he feels – will always be fundamental.

"He asked me to take over the music from him when I was 17 but we had a bit of a row and I said I didn't want to do it. I wanted to be a rock star instead.

"This was just after we had come back from the world championships in Spain. The travel agent we had gone with collapsed and everyone was thrown out on



01/04/05: TALENTED MUSICIAN DAVID APPEARING ON STAGE

02/03: THE SERENADERS IN ACTION DURING THE BAND'S HEYDAY

the streets. My grandad took it all on all himself. Three weeks later he had a massive heart attack and died. I didn't get a chance to tell him that I didn't mean it," a clearly emotional David recalls.

In the years following Moz's death in 1994, the banding movement went into decline. Carnivals were cancelled. Changing business practices meant some band members had to work at weekends and, therefore, both opportunities to play and musicians dwindled.

But David believes the banding spirit has never been forgotten, that it remains cherished and that it could be re-created.

"This film will be a portal through which contemporary UK society can journey and be met by a bygone culture filled with joy, laughter, tears, purpose, passion and a lifelong fellowship that shines a light on the need in all of us to belong and the enormous power – and huge emotional and societal challenges – of trying to find connection and a way to apply old community ways and bonds in a new world," he says.

"Moz's Band is a story of hope that offers a possible way forward to

those searching for a more fulfilling way of life.

"The word 'Band' in the film's title could refer to the bond that Moz created in his own band, The Derby Serenaders. Or it could be the wider 'band' he inspired in the UK's larger carnival band movement. But I like to think it could just as easily be the wider, fundamental, human 'band' of kinship that binds us all together. After all, why not?"

"What if we prioritised people and community over GDP and economy once again? Can we?"

"Now, more than ever, this is a story that needs, and deserves, to be told. And, as Moz's grandson, it's a story I am compelled to tell."


But what would Moz have made of David's passion project?

"I think he'd just tell me, 'Well, better get on wi' it then'."

To view the Moz's Band sizzle reel trailer, visit [www.davidchabeaux.com/mozsband](http://www.davidchabeaux.com/mozsband).

For more information on supporting the project, contact **David on 07590 850266** or [davidchabeaux@gmail.com](mailto:davidchabeaux@gmail.com)





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# SETTING THE PACE

**HOW A UNIQUE DERBYSHIRE  
PROGRAMME IS PREPARING THE  
SPORTS CHAMPIONS OF THE FUTURE**



## **Chloe Maudsley is passionate about developing elite athletes.**

She and her colleagues at Derbyshire Institute of Sport are good at it.

Ten of the Team GB competitors at the Tokyo Olympics and Paralympics went through the DIS programme and there are others coming through the ranks who are already being prepared for Paris in three years' time and Los Angeles in 2028.

But DIS don't coach sport. That's left to an athlete's own trainers.

Instead, they focus on the human being behind the performance, providing world-class support services that are designed to give an individual the competitive advantage they need to become a champion.

Each member of the DIS team has either been a top athlete themselves or is regarded as a leader in their field.

They concentrate on performance mentoring, performance lifestyle, strength and conditioning, nutrition, physiotherapy and psychology, aiming to improve motivation, self-awareness, self-regulation, resilience and communication.

It is a programme informed by comprehensive research into the qualities displayed by previous sporting champions.

And DIS are now developing these strengths in competitors as young as nine-years-old.

But while managing director Chloe and the team aim to equip their athletes with the skills and mindset for success, for them, it's definitely not about winning at any cost.

"All we want for the athlete is that they get to the start line knowing they have done everything possible to be the best they can be. If someone else is better on the day, we can't control that," Chloe says.

Consequently, DIS don't focus on outcomes. Instead, they concentrate on the process an athlete needs to go through to achieve their best performance. Get that right and, hopefully, the desired result will follow.

It's an approach designed to relieve some of the pressure on the young people they work with who, by their nature, are already fiercely committed and determined to achieve. If they weren't, they wouldn't be on the DIS programme.

DIS hopes this more holistic view will prepare their young charges

not only to do well in their chosen disciplines but also in life away from the sports arena.

"We are a performance family and we care for all our athletes as individuals," says Chloe.

"The DIS academy brings them together to learn from each other and support each other to be the best they can be. All this happens under the expert guidance and tuition of a world-class support services team.

"The tools and knowledge they acquire will give them the confidence to achieve at high level, whether they stay with sport or take another career path.

"All our specialist performance services work in sync with one another to provide the unique help and support that an athlete, their family, their coach or teachers need," she adds.

"Elite sport is almost an obsession. It pretty much has to be that way. It's your whole life and one of the biggest roles we play is to try to calm that obsession a little and make athletes realise that they can have a dessert every now and again, they can go out and have friends.

"Our athletes are training very hard but we offer a space and support



to bring them away from that pressure.”

This approach recognises the huge mental challenges that can go with performing at the very top level – highlighted in recent months by the experiences of tennis player Naomi Osaka and gymnast Simone Biles.

And it aims to give athletes the best chance of achieving their goals but also, importantly, the skills to cope if things don’t go to plan.

It’s something that Chloe wishes had been around when she was competing internationally at karate.

In a seven-year career, she won world championship silver and “five or six” European golds.

But, despite such obvious achievements, Chloe struggled to come to terms with not winning a world title.

The fact she cannot recall exactly how many European titles she amassed, betrays the single-minded focus she had on the global crown.

“It was all about the world championships. I really wanted to win gold – and I lost out by one

point,” she recalls.

“I really struggled with it. It was a feeling that I had not achieved. All the hard work that I had put in, the pressure that I had put on myself, all the hours of training and the pain I put my body through.

“It was everything to me. I put so much in and felt like I had not got anything. Luckily, I had a really good coach and my family but, knowing what I know now, I wish at that time I’d had someone to support me psychologically to know that what I’d done was a success.”

Chloe was so scarred by her experience that she moved away from karate completely, eventually taking up other sports she admits she wasn’t particularly good at, just to rediscover the joy of participating and competing.

“I just wanted to fall back in love with sport again rather than seeing it as a pressure. Now we try to instil into our athletes that it’s not all about the stress and the winning, you have to learn how to enjoy it as well.”

DIS supports athletes not only during their sporting career but also as they transition afterwards.

The team is currently working with one former competitor whose sense that he didn’t achieve his full sporting potential is impacting on his new work life.

“That’s why we employ people that have been there and done it because these issues are real and we have to give people the right advice,” Chloe says.

DIS also wants to be there for athletes’ families.

“We encourage them to just be the parent – don’t be the coach. And we tell them that it’s okay not to have all the answers,” Chloe reveals.

But while there are huge challenges involved in making it to elite level, DIS has an impressive track record of helping athletes to reach that goal.

World Junior Champion and Commonwealth Games bronze medalist Niamh Emerson, Great Britain tennis player Jay Clarke, cyclists from the world record-breaking HUUB Wattbike track team and five-time world champion para cyclist Katie Toft are amongst their alumni.

More of their athletes enjoyed





success in Tokyo, with swimmer Abbie Wood missing out on bronze by a fingertip in the women's 200m individual medley and finishing seventh in the 200m breaststroke. Fellow DIS athlete Molly Renshaw was sixth in the same event.

Abbie also represented Team GB in the 4x100m freestyle relay, while Jacob Whittle swam in the same event for the men. At 16, he was the youngest member of the British swim squad and also made the semi-final in the 100m individual freestyle.

Elsewhere in the pool, Sarah Vasey made the semi-final of the 100m breaststroke.

In athletics, despite injury, Jess Turner qualified for the semi-finals of the 400m hurdles and Jess Piasecki and Ben Connor competed in the marathon.

Liam Pitchford appeared at his third Olympics in the table tennis and Charlie Tanfield rode in the men's cycling team pursuit. Former DIS athlete Dan Bigham was also at the Games as performance engineer for the Denmark cycle team.

At the Paralympics, Jack Shephard competed in the men's singles SH6 in para-badminton.

"We are so proud of all our athletes who competed in Tokyo. They showed real character and determination and some of them faced immense challenges and setbacks," said Chloe.

"Some of our current athletes will have trained with some of these Olympians over the years. I hope that it inspires them to believe that this could be them in the near future.

"It's only three years until the next Olympics in Paris and we are confident that many DIS alumni will build on what they achieved this year - and we hope that more of our athletes will join them. We also have the 2022 Birmingham Commonwealth Games to look forward to, so there is so much to be excited about!"

Chloe is hugely enthusiastic about the talent pool in Derbyshire.

"We have some incredible coaches working in our county and, ultimately, success breeds success. We have real role models now. People will know someone who has been an Olympic athlete, live near them or have been to the same school. It's a knock-on effect.

"We found it with heptathlon. First, we had Niamh Emerson, now

we have another very talented athlete, Ella Rush, and there are two others coming through," she says.

It was precisely that kind of talent production line that David Joy, the then director of Derbyshire Sport, the county's sports partnership, wanted to encourage when he asked Chloe and Andy Wood, the former GB, Australia and Bulgaria national badminton team coach, to set up a development programme in 2011.

They researched the science of winning - analysing the strengths that had allowed champions across multiple sporting disciplines to achieve success.

Twelve months later, in the same year as the London Olympics, the Derbyshire Institute of Sport was launched.

Initially, it was based at the University of Derby and jointly funded by the university and Derby city and Derbyshire county councils.

But at the same time as the organisation was developing, public sector finances began to be squeezed and Chloe had to create a new model - DIS became

a community interest company in 2017 – and identify fresh sources of income to ensure work could continue. The organisation also moved to an impressive new home at Derby Arena.

The journey has been challenging and Chloe counts as one of the team's biggest successes the fact that DIS is now sustainable.

Central to that has been the sponsorship support of more than 30 local businesses, who, in return for backing DIS to develop young athletes, also get to benefit from the institute's health and wellbeing expertise.

Chloe is hugely grateful to firms like HUUB, Hodgkinson, Wytech, Cosy, Invictus, JKE Fire and Security, Blue Arrow, Code 56, Customer Plus, Katapult and PWC who help to ensure that direct coaching contributions from athletes can be kept to a minimum.

"We have amazing sponsors – and some of them are already committed to us right the way through to Paris. That's the benefit of being in Derbyshire because we have such a supportive business community," says Chloe.

Those businesses are empowering an organisation which, despite operating for nine years, is still unique in the country.

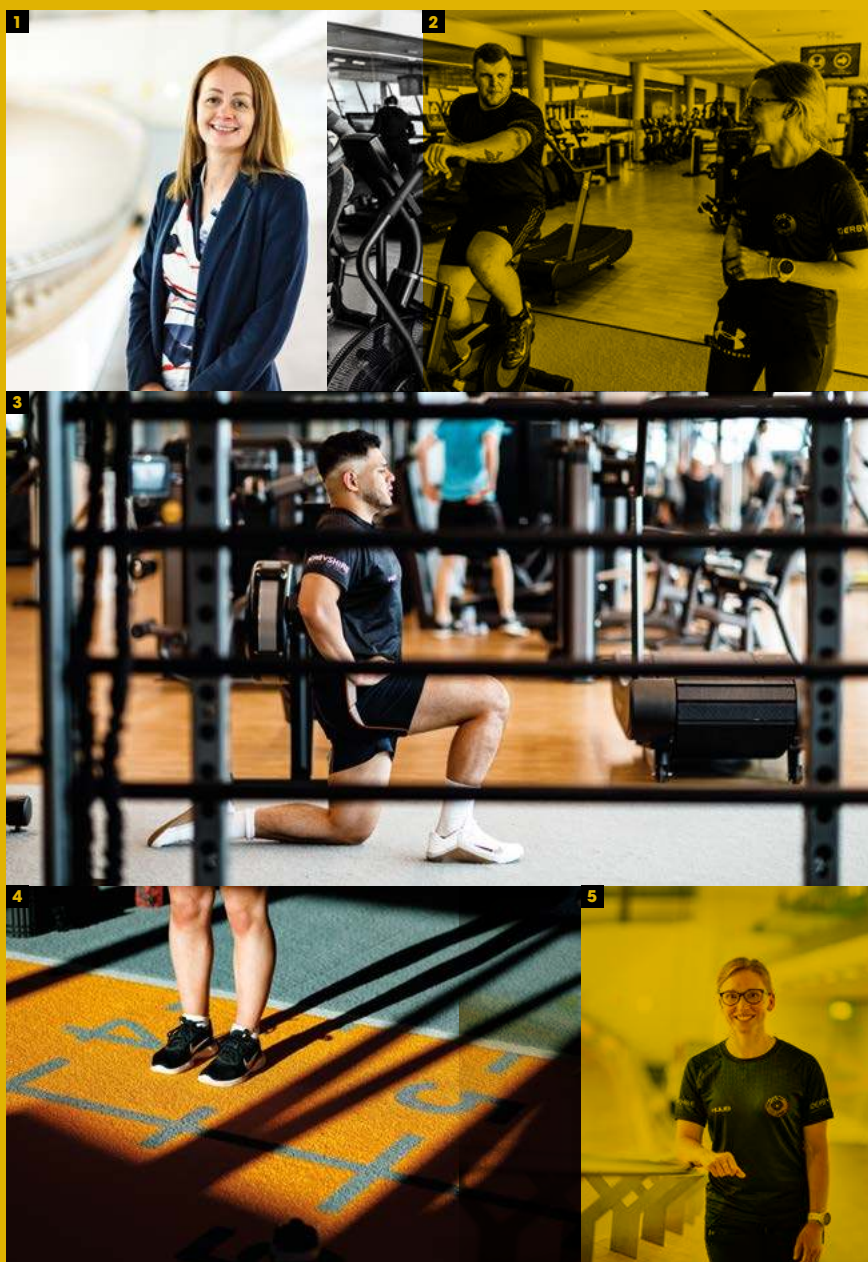
"I hope that we are a trailblazer and that, now we are proving the business model, other counties will feel able to do it," says Chloe.

"The point was to bring all the experts together under one roof so that the athletes only have one voice to listen to. Our staff are consistent. They all talk to one another. That means they can problem-solve together.

"Our cross-sport, sharing environment is also completely unique, where elite athletes from different sports are all together. They get to learn so much from each other from their different backgrounds. They get to talk freely without being judged by other athletes.

"We are a performance family. That's the culture we try to breed and it helps the athlete to be free to perform.

"We don't give the athletes any targets. We want to be free from that. We just want to look into the person, into their soul and see how we can help them," she reveals.



01: DIS MANAGING DIRECTOR CHLOE MAUDSLEY IS PASSIONATE ABOUT PREPARING FUTURE GENERATIONS OF ELITE ATHLETES

02/03/04/05: DIS ATHLETES ARE PUT THROUGH THEIR PACES BY COACHES WHO ARE ALL LEADERS IN THEIR FIELDS

"They have to work hard every single day. They have to commit to being an athlete physically, psychologically and nutritionally. They have to do all of those things but they don't have to do them alone. That's what we're there for – to support them."

And that support is certainly appreciated by the young competitors on the programme.

"It's just great peace of mind to know that you have a full team of experts behind you who actually care," says young England rugby player Corey Beck.

"The DIS has helped me in so many

ways. As a judo athlete it's essential for me to create the right physique for my weight category and so having a clinical dietician and strength and conditioning coach working together is incredible," adds junior Commonwealth champion Jamie Spencer-Pickup.

"A big part for me is the performance psychology, learning how to cope under pressure and still be able to perform medal-winning techniques.

"The best thing is that the team works together so I can just enjoy competing. It's a great feeling to get on the mat knowing that I've worked with an expert team to do





everything I can do to be the best I can be.”

DIS teaches its athletes how to cope with adversity and it had to follow its own mantra when the coronavirus outbreak hit – bringing face-to-face coaching to a stop. The team developed an online learning model that was such a success, they now offer it to athletes based outside of the region. It’s already proving a major success.


But, perhaps unsurprisingly for someone who teaches continuous improvement, Chloe isn’t resting on her laurels. She’s hugely proud of what DIS has achieved to date but is hungry for more.

“We’ve been successful in bringing together the right people with the right mindset – the best in what they do. That means we are able to create world-class, special moments for people,” she says.

“It was very special watching our athletes in Tokyo – especially knowing the individuals and their stories. I was in tears a lot and had an overwhelming feeling of pride that they had allowed us to be part of their exciting journey.

“To have ten in Tokyo was phenomenal. But now we move forward. I think Paris will be very successful for our athletes.

“And then there’s LA. It may seem like a long way off for most people but for us it’s not. We are already working with athletes who are looking to 2028. They have to live and breathe it for the next seven years.”

Those young prospects may face a gruelling slog in pursuit of their dreams but Chloe and the DIS team will be there for them every step of the way. 

## Why it's the right time for Derby to join the...



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# A PANEL FROM THE CITY'S BUSINESS COMMUNITY DEBATES THE QUESTION: DERBY – CITY OF CULTURE. REALLY?

**John Forkin:** The topic for today is City of Culture. Really? And the really in that can be said in different ways and mean different things.

This isn't about the City of Culture bid itself but that has acted as a catalyst. I think it's fair to say that Derby threw its hat into the ring quite late compared to others but it's also fair to say that the decision was incredibly well-received and, I think, it plays to a sense of confidence and ambition that is around the place, particularly in the grassroots of the city.

I think there is some misunderstanding about the whole concept of City of Culture. Some people believe if you are City of Culture, you are the most cultural place in the UK, as opposed to someone who has an ambition to use culture in the development of its place and people.

I remember Glasgow being European City of Culture and people just fell off their chairs when they heard that was going to be the case, but they used it so, so well. It was a game-changer for them.

In the sense of how culture can be used as part of a post-Covid recovery strategy, most places are thinking of themselves quite differently and, I think, culture is much more central than it ever has been. And in Derby, that is particularly the case.

What I would like to do is to explore the case – although not necessarily our pitch – but, probably more important than that, City of Culture or no City of Culture, where are our strengths at the moment and where are our opportunities?

But we will start with the bid, so over to you Adam. Tell us why Derby should be City of Culture?

**Adam Buss:** This is a time, in the UK and the world, where arts and culture have suddenly been lifted

to a new level, partly because of economic factors, whereas we in arts have always believed it is absolutely crucial to people's lives, whether that is health and wellbeing, education, recovery or economic regeneration. The City of Culture bid is about all of those elements and, if you want to be a City of Culture, you have to address all of them and show where culture plays a part in all of those agendas.

The difference between now and when I came to Derby 16 years ago is that this conversation would not have happened then, let alone a bid for City of Culture, because the cultural organisations, the practitioners and the individuals were working very intensely but by themselves a lot of the time. And, if you did try to raise your head above the parapet, there was this sense that you're not welcome at the table or part of the conversation.

That has changed completely in Derby and I think the pandemic is one marker of that. The sense of Team Derby is something we talk about quite a lot but, I think, we underestimate the power of it because I talk to people all over the country and, in cities that are already supposedly cultural cities, cultural organisations will say that they are not involved in all the agendas, that they don't speak to key partners and there isn't much collaboration.

Derby is not like that. There is a history of partnership working which stands us in really good stead.

In terms of our bid, a key theme that is relevant is building from within. It's not necessarily the most glamorous of themes but it's saying we are taking cues from all of those cities that have been European and UK Cities of Culture and, normally where there is criticism, it's that a lot of cultural professionals and artists, events and activities are brought into a



**Chair:**  
**John Forkin,**  
Marketing Derby



**Martin Jinks**  
Nelsons Solicitors



**Steve Slater**  
Deda



**David Chabeaux**  
Moz's Band



**GeZ Addictive**  
Alpha Pro  
Creative



**Jon Eno**  
Hot House



**Ruchita Shaikh**  
Artcore



**Adam Buss**  
Derby City  
of Culture



**Sharon Stevens-Cash**  
Gravity Digital



**Jay Dean**  
Dubrek Studios





## City of Culture is a great prize and, if we win it, it makes a massive difference in lots of different areas

city for a year and then go away, and the legacy is not long-term because what has happened during that time is that the artists and organisations have not been supported to develop their practice and grow so that, when City of Culture finishes, the city continues to thrive artistically and culturally.

So, for us, building from within is a key theme and my appointment, I guess, is the start of that. I haven't worked on the Olympics, I haven't worked on the Commonwealth Games, I haven't got an OBE – some of those things that bid directors for these types of things tend to have.

I'm someone who has worked for a long time in the cultural sector in Derby and, fortunately, has been able to build up a network of contacts and understanding of what is going on in the city, not just in terms of cultural activity.

I want our bid to be about people in the city and to amplify the voices that currently aren't being heard.

City of Culture is a great prize and, if we win it, it makes a massive difference in lots of different areas but we shouldn't just see that as the only prize because, the work we have done in a short space of time to put that bid together, the incredible, positive reaction we have had from people, there's a galvanising factor in that, which means we can use some of those

thematics we have started to explore and just carry that on anyway.

It's installations on buildings, it's murals on walls, it's pop-up activity happening on streets, it's gigs in venues, it's big exhibitions, it's films. It's all of those things and, if people start to see that and feel that in a city, it creates a different buzz about what that place is.

That for me should be our prize. City of Culture might be a part of that but we shouldn't lose track of that in the midst of a bid.

**JF:** I want to pick up on the thing you mention about Team Derby. You do wonder what it might be like in other places. Where are our differentiators and where can we get better?

**AB:** So, I guess in terms of differentiators, one is a practical thing in the fact that we are relatively small. There is very little ability to not bump into people and, if you stay in the city long enough, you will meet everyone one way or another.

Again, if we go back five years, those conversations were not being turned into actions. That's the difference right now. We are starting to see, say, the local authority, who have, from the top, made a very clear statement that they are not the people who should be delivering everything in the city because there are experts

in the city who are very good at what they do.

Around this table there are incredible cultural experts in all of their fields and that also goes for the likes of Rolls-Royce, Toyota, Alstom – some of the best in the world are in Derby. And there is a realisation, I think, over the past few years, that we need to find ways of getting that expertise into working in the city.

Things like the economic recovery group for the pandemic has been a good example of that. I was in that group representing culture, but you had the director of public health, a senior economic development guy from Rolls-Royce, community groups – you had a wide range of people who made it that there were no stones left unturned.

And rather than pointing a finger at the local authority, people were asking what they could do and how they could help. I don't think that happens in a lot of cities. Sometimes, it's because they are really successful and they don't need to, so people just sit in their boxes, and sometimes it's because there are significant personalities in leadership positions in a city who create silos and blockages. Neither of those things exist in Derby.

**JF:** I'm interested to explore a bit more about the City of Culture bid. Anyone else want to say anything on that?





**Sharon Stevens-Cash:** I think Adam's points are really important and the strength of the city is definitely in the businesses, the communities and the cultural organisations that exist but the blockages you mention in the local authority are real and they are not going to be easy to break down.

We are starting to see it because we have the buy-in for the City of Culture bid but, on the ground, working with a lot of the cultural events that happen, it's very difficult to break down those barriers, so political buy-in is absolutely essential.

That goes also for bars that have bands and need licences - it's all-encompassing. We are starting to break it down but there is a long journey ahead.

**JF:** Is that a co-ordinated breakdown or are people just having their individual battles?

**DC:** It feels like both. It's interesting, I'm on a number of Facebook groups that are about Derby past and present and one of the narratives you get all the time is, 'Derby used to be ...' There's a sense that Derby used to be great and it's not now. It's almost a resignation that Derby's not as good as it used to be.

**Steve Slater:** It's interesting you say that. We have a project in the wings at the moment called Glitch. We commissioned a couple of

artists from outside of Derby to look at Derby. We were conscious of the history - the ring road that was ploughed through in the late sixties and seventies and all the roads that were lost. Part of that project is an historical thing to look at who were those communities but also to look at the future as well. So, it's not always anchored in the past. We want to look ahead. We want to imagine a different sort of Derby.

To go back to what Adam was saying, that gift is with the people. They have to start thinking about the future. While acknowledging the past and a past they may feel very grumpy about, because things have been knocked down and cleared and things have been built they don't like, that's all very architectural, that conversation. It also needs to be about aspiration and what this city could be and it's in their hands, in a sense. We can deliver some of that, but it's got to be about them, as well, imagining a better kind of city.

It's also about the city itself being relaxed enough to let that happen because there's an element of control that stops things happening, as well.

To go back to Glasgow, I visited a few weeks ago and it has changed dramatically since I was last there. It feels like there has been a visual explosion on the streets. They have a massive sign in pink neon letters that says 'People make Glasgow' and it's become a thing. It's on

t-shirts, socks and you see it all over the place. It gives the people a sense of ownership of the city. That's what you have to instil - a pride in being from the city or county and being able to express that on the streets.

**Jay Dean:** People are really lacking that at the moment, though. I think part of the problem is that people blame the council for ruining the city and they see the council as having ultimate control for everything that happens here and they feel they have no control. I think the battle will be making people feel like they can be part of it.

**SSC:** It's about winning hearts and minds. That's what arts and culture is. It's appealing to the hearts and minds and pride because I do think people in the city and surrounding areas have pride. It's about employability, the economic future. It's about going out and enjoying yourself and being proud. The council aren't to blame for everything but they need to unblock.

**JD:** But I think the perception is that they are. The council may not have had any influence on an issue but, in the public's mind, it's their fault.

**DC:** But that's quite an easy conversation though, isn't it? It takes accountability and responsibility away from each individual.



**JF:** Ruchita, you wanted to come in.

**Ruchita Shaikh:** It's the first time in many years that we have seen the council loosen up and say, 'We are not going to do everything. We want everybody to be involved.'

We talked about having public art. The biggest hurdle is the controversy and that is what the council is a bit sceptical about. That's where we as cultural partners and people of Derby can play a role and share the ownership. If we are able to bring that element of shared ownership in the city, then the pride in the city will come.

**JF:** When I hear this conversation, I don't believe there is one people of Derby. There are lots of different communities and interests and I certainly don't believe in consensus. The diversity, the conflict and the argument is part of the deal.

I'm sure in Glasgow and, Steve, you have created a very pretty picture, but I'm sure I could jump on a train to Glasgow and there would be some alternative views. And that's fine.

I hear what you say about those who think the city has been ruined by this or that but they are a small group of people and, while they have a right to their view, they don't have a right to impose it on everybody else.

Jon, tell us a bit about your customers. What would they be saying, not just about the City of Culture bid, but in relation to this debate about collaboration and community?

**Jon Eno:** A lot of people would say it's about time that this sort of thing happened.

What we have learned from being in education for the past 30 years is that most people consuming education don't really know the value or the point of the education they are consuming. That's why it is being prescribed.

So, why education and arts are prescribed is it's because there are people who understand that culture isn't about art installations and sexy things on walls, it's about making people feel better and being well. So, culture equals happiness, culture equals wellness. And you don't have to know why you are experiencing it or why you

are enjoying it for it to have a value to the community we are working within.

When I think about culture, I think about Love Island culture or 24-hour city culture or business culture. Culture to me means everything and culture is a very inclusive term, which should be used as a catalyst to amplify – I really love the concept of amplifying what we are trying to do with society.

The people that I work with are the people who choose to invest in culture in their young people. They don't necessarily know why but the benefits go on for a long time. Culture builds resilience and whether people know it or not they become braver when they get used to creating culture or when they are walking past it.

The message is that culture is about wellness and making people feel happy and, whether they know it's there or not, the more cultural offerings that are here, everyone gets caught up in the same thing.

**GeZ Addictive:** I've lived in Derby pretty much all my life and when we talk about culture, my concern is more mainstream people think about a homogenised culture – the culture of Derby. That isn't what culture is. Culture is diversity. Derby has always been a very diverse city and what we should be doing is celebrating all these different things – these separate identities – but, also, how can they work together.

Talking about blame, I think the council, the Telegraph and Radio Derby are part of the same machine and they don't have a real grasp on the real culture of what goes on in Derby. If I headline a festival over in Europe, no-one cares but if my dustbin hasn't been emptied for a week, I'd have a headline, 'Local musician surrounded by litter.' That's sad.

I can name three artists from Derby who have been awarded gold discs – one of them this year. Why isn't that being shouted from the rooftops?

**AB:** One of the people I always come back to when we are having this kind of discussion is Eyez. He's one of the UK's leading grime artists who, for one reason or another, has not been able to perform in the city for a while. But there's one video on YouTube, which is him walking around Derby and why he loves Derby. It's a relentlessly

positive video about Derby that has had millions of views. Red Bull made it because they see him as a global figure but he is absolutely happy to talk positively about Derby.

**DC:** I spent many years doing leadership development alongside acting. I spent a long time in education and there was a particular movement around trying to change STEM subjects into STEAM, to recognise art as well as it just being science, tech, engineering and mathematics. It feels like an opportunity to get 'A' put back on the agenda but there's a difference between writing about the value of arts and actually experiencing the value of arts.

**Culture is diversity. Derby has always been a very diverse city and what we should be doing is celebrating all these different things – these separate identities – but, also, how can they work together.**

I think those conversations are getting better. There's almost a realisation that it's not about how we talk about how good the arts are for everybody, it's how we engage more people in the activity and they will go and tell everyone.

**JF:** Jay, tell us about Dubrek.

**JD:** Twenty years ago, I used to be the promoter at the Victoria Inn, by the train station, and I had this idea of setting up a recording studio. I'm now in my fourth premises, and the idea with this particular place was to create a community arts hub, focused on music but also to have a gallery space for physical pieces of art. It's open to anything. We have always encouraged people to bring ideas in.

I think what has been said about what's happening in Derby is spot on. I also want to add that some of





my projects involve the Arts Council and, apparently, Derby has some of the lowest arts engagements in the UK and, for me, I've always wanted to know why. I think that would be quite important to find out and bring communities together, propel the bid and encourage the enjoyment of arts in Derby.

**Martin Jinks:** I just wanted to give the local business person's input on this. Local business people have understood that culture isn't just going to the theatre or the ballet, it's all the things that are taking place around here. There's an understanding that it brings people together. It brings community to life. It makes people happier. It helps achieve wellness.

Now, businesses have woken up to wellness. A few years ago, they woke up to corporate responsibility, which was a sense of duty. Now they have woken up to wellness – that, actually, if their staff and their customers are happy, their businesses prosper. So, businesses want this sort of stuff.

Derby is a bit unique in that it's got this community of businesses. It's a resource to tap into. The businesses are there. They want to achieve wellness for their people and they want to support it.

**JE:** I would echo that. I would say philanthropy in this city is far more noticeable than it is in other cities around the UK. It feels more American and European to me. Everywhere else I have worked, I don't see the companies getting as involved on a granular level as they are here. I don't mean the Bombardiers and the Rolls-Royces, I mean the regular, city-sized companies seem to be more invested in turning up to things.

**AB:** I think that's a key point though. If you go around the world, particularly Europe, the major employers are front and centre when it comes to arts and culture. They would be the ones sponsoring the music venues, putting on events, paying for public art to be placed into city centres.

It's exactly as Martin says. Those companies realise that when they are recruiting or retaining people, when they are trying to get the best productivity out of their workers, they are better if they are happy and they need to be part of that.

There's a neutrality, I think, to the way our big employers are represented within Derby at the moment. You walk into the city, we know that Rolls-Royce, Toyota and Alstom exist but does anyone else from outside when they come into Derby? Will they see that? Will they feel that? Whereas, if you go to various cities around Europe, you will see who the main employer is straight away because their name is on a piece of public art or a venue or an exhibition. That is something we have to wrestle with because, for one reason or another, the SMEs are bearing the brunt of the philanthropic activities in Derby.

**DC:** Do you think that has a relationship with the fact that many





of the people employed by those companies do not live in the city?

**JF:** It's a massive issue for the city. Talking broadly, the more people earn, the further from the city centre they live. Wealth creation we are really good at but wealth retention we are really bad at.

I want to go back to this control thing a bit. One of my analyses of Derby as a place, is it's still suffering or benefiting from the legacy of being a bit like a Soviet city. It had big employers. When I left school, you didn't really need any qualification, you could go and get a really decent job at Rolls-Royce, the railways or Celanese. There was no space for small businesses, for entrepreneurs, for diversity of thought, for culture or all of that.

That's not the case today, but still a lot of our narrative is anchored around our big companies. We want them to be here but I just wonder whether if, after the pandemic, we have a new page, what can we use that

new page for and can culture, in its broadest interpretation, be used to continue to democratise, to diversify, to allow for a thousand flowers to bloom, as opposed to having the central plan into which either we fit or we don't?

Ruchita, you have done a very brave thing in that you have taken over the former Laura Ashley premises in the city centre. It's not the place you would normally put a place called Artcore. Tell us about the reaction.

**RS:** We work with local communities through the medium of art. We saw a need to bring what we do into the city centre. We identified there was a need to work closely and showcase local talent and offer opportunities for them to create, show and sell their art.

We work with, on average, 15 to 20 artists at any particular time, either exhibiting, having residencies, or delivering art workshops to service users.

We really wanted it to be something that people felt was theirs – that the artist community can feel the connection. It had been a battle that we were trying to find the right space where anyone who walks through the door gets an experience of what art and culture in Derby looks like, but that's we have been able to achieve with that building.

**JD:** We are about to start a very similar journey to Artcore. My current premises are going to be flattened to make way for the Becketwell arena. That will give me a chance to refine what I do and, hopefully, come up with something that is bigger and better. What you were saying about a bold statement in terms of the city, we are looking at doing a similar thing.

**SS:** One of the challenges is to get more people to come and live in Derby and to do that we need to make the city more welcoming, visually and creatively, so you enjoy walking about and spending time here.





**AB:** One of the themes of City of Culture that plays into this conversation is contemporary enlightenment. There was a point in Derby's history around the Industrial Revolution when The Enlightenment occurred, where people were thinking about these big issues as a collective, rather than relying on God or someone else to make the big decisions for them.

It was about science, creativity and the arts coming together to form solutions. Our theme of contemporary enlightenment marries that concept that the ideas are out there, and I absolutely believe that, but how do we get those answers into a room and then make them practical?

The example I always use is, if Derby wants to create parklets in the city centre, small green spaces, if we want to do that, the parks department of the council puts a plan together, someone finds the funding and it gets done. What we are saying is, actually, why don't we get a climate-change activist,

someone who is an allotment organiser, a senior engineer from Rolls-Royce, someone from the local authority and an artist and a creative in a room and talk about parklets in that context?

There's an opportunity to bring those conversations together and give people a voice who sometimes don't have one.

**JF:** I'll attempt to pull this together with some concluding comments. We called the discussion City of Culture, Really? I've come away with four Cs.

The act of collaboration – what Adam was talking about. His assurance that the Team Derby thing is real and that does seem to be the case compared to others. However, there's a recognition that we really need to broaden and recognise the diversity in the city.

The act of community – it is about the people, the businesses and the state. This building from within. This grassroots thing came across

strongly and trying to find the meeting places between, while I don't like the phrase top down, bottom up, you know what I mean by that.

Thirdly, it's a catalytic act. Whether we win the City of Culture bid, lose, get shortlisted or not, we should stick with it now. Throwing our hat in the ring with the bid has the potential to act as platform for this new agenda around the economy and wellbeing.

And, finally, the whole control thing was really interesting. Is not culture a way of people getting back control? We are not a homogenised product. The DNA has to be diverse and out of control and it's that being out of control that makes it interesting and useful to people.

For me, there is a real opportunity for culture to redefine itself and be at the heart of our message as a place. **●**

## UNIVERSITY'S COVID RESEARCH HELPS IT TO CLIMB WORLD RANKINGS

The University of Derby has improved its position in a worldwide ranking of universities thanks to Covid-19 research carried out by its academics.

The university is now ranked between 601st and 800th in The Times Higher Education (THE) World University Rankings 2022.

This is up from 801st to 1,000th, where it was placed last year.

The rankings include more than 1,600 universities across 99 countries and territories.

The table is based on 13 performance indicators across four areas:

teaching, research, knowledge transfer and international outlook.

Since the beginning of the pandemic, researchers at Derby have worked on a range of projects in response to coronavirus.

This has included recommendations to integrate sports and respiratory medicine in the aftermath of Covid-19 and studies into technology to improve outcomes in patients.

They have also produced reports on whether face masks can reduce the transmission of Covid-19 and developed resources to support people during the pandemic.

Speaking about the university's climb up the rankings, Professor Kathryn Mitchell, vice-chancellor of the University of Derby, said: "During the pandemic, our researchers have continued to generate distinctive, world-leading, and impactful research as part of our ongoing commitment to becoming a more research-focused institution.

"I am delighted to see our rise in the THE World University Rankings, which reflects our commitment to delivering excellence in research at an international level, which impacts upon our high-quality teaching and learning."

## INTERNATIONAL RAIL FIRM EXPANDS DERBY PRESENCE WITH PRESTIGIOUS NEW OFFICE

An international rail firm has expanded its presence in Derby after securing a deal for a prestigious office building on Pride Park.

Loram UK has agreed a 10-year lease on Technology House in Mallard Way.

The building provides almost 8,000 sq ft of space, split over three floors, and benefits from 56 parking spaces.

FHP Property Consultants and Salloway Property Consultants acted as joint agents for landlord Derbyshire Investments.

Darran Severn, from FHP, said: "This is a substantial office transaction in Derby and I am pleased the letting has now completed."

Scott Bailey, from Derbyshire Investments, said: "We are extremely pleased with the new letting to Loram and it shows the strength of the office market within Derby and especially Pride Park."

Loram UK offers a complete range of rolling stock engineering, maintenance and restoration services.

The firm carries out these services at its 100,000 sq ft premises at the RTC Business Park in Derby.



## ROLLS-ROYCE RETURNS TO PROFIT

The chief executive of Rolls-Royce has said the engineering giant is making "solid progress" following a return to profit.

The firm, which has its civil aerospace and defence divisions in Derby, reported it had returned to pre-tax profit during the first half of its financial year.

In the six months to the end of June, the company made a statutory pre-tax profit of £114 million, compared with a loss of £5.2 billion over the same period the previous year. Underlying pre-tax profit reached £133 million, compared with a £3.2 billion loss over the same period.

Chief executive Warren East said: "Our continued focus on the elements within our control, together with a good performance from defence and order

intake recovery in power systems, have enabled us to deliver solid progress in the first half.

"The benefits of our fundamental restructuring programme in civil aerospace are evident in our reduced cash outflow and improved operational efficiency," Mr East said that efforts to reduce costs had put Rolls-Royce in a good position to take advantage of the recovery in international travel.

He said: "This leaner cost base, together with a strong liquidity position, gives us confidence in our ability to withstand uncertainties around the pace of recovery in international travel and benefit from the eventual rebound.

"We are making disciplined investments

in the new opportunities to drive future growth, particularly in net zero power, where we are leading the way with innovation and engineering excellence.

"Our net zero pathway and targets, announced in June, set out our plan to enable the sectors in which we operate to achieve net zero by 2050 by driving step-change improvements in engine efficiency, helping accelerate the take-up of sustainable fuels and developing new technologies."

As well as announcing its half-year results, Rolls-Royce also confirmed it had entered into exclusive discussions with a consortium for the sale of ITP Aero, a Spanish aero engine and gas turbine manufacturer, which employs around 4,300 people.



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# DRIVEN TO

## HOW TERRIBLE ADVERSITY SPURRED PRESTIGE CAR BUSINESS BAYTREE ON TO SUCCESS

**In the past year, Baytree has tripled the number of head-turning cars, from Ferraris to Lamborghinis, in its expanded Derby showroom.**

It is now the go-to company for prestige and performance cars in the Midlands. But it was a company borne from extreme adversity.

For 20 years, Chris and Biba McDermott, faced the savage intensity of knowing their beloved son Frazer had a brain tumour.

Frazer had scans every three or six months and his doctors offered three options – further operations, chemotherapy or radiation.

He passed away in 2011 but, instead of being defeated by their terrible loss, the McDermotts have found inspiration from his life.

He had developed cancer as a baby but despite a bleak prognosis, the family refused to give up.

Chris said: “We were quite resilient to it all, we just had a son who had a lump in his head.

“When he was 14, he began to have a visual impairment and at 17 he went blind but life still carried on relatively normally.

“When he passed away, he had lived with his condition longer than any adolescent anywhere. He even had a girlfriend, who was suffering similarly, and she also died.

“We lived life on a quarterly basis for 20 years but we treated him just like any other kid.

“He had 50 neuro operations, which were potentially life or death every time, but we developed rhinoceros skin, becoming so optimistic for success and normality.

“It was heart-breaking when we lost him but Frazer, whose story prompted incredible fund-raising in Derby, is still as inspirational to me today as when he was alive.”

Frazer died in 2011, just when Baytree was at a crossroads, going from working from a desk at Orchid IT Solutions and having cars behind its building in Pride Park to set up its own base in Castle Donington.

Before Frazer passed, Chris led a campaign to raise £90,000 for a

unit at St Benedict’s School, which meant children with disabilities could have the opportunity of going into mainstream education. It is now aptly named The Frazer Independent Living Centre.

The family had spent such a large amount of their lives in hotels in and around Queen’s Medical Centre in Nottingham that they also raised £200,000 for two rooms for parents to stay in the hospital during critical times.

The impact of these tough times inevitably affected Chris’s view of life, particularly with regards to his business.

Chris added: “When we moved to our current showroom in Derby, we were living hand to mouth, not knowing whether the company would go on but Frazer’s strength in adversity had taught me to be a different person.

“Nothing the business world could throw at me would be tougher than the endless rounds of operations, chemotherapy and radiotherapy which he was forced to face.

“I learned determination from my son and, although we ultimately



# SUCCEED







**FRAZER'S  
STRENGTH IN  
ADVERSITY  
HAD TAUGHT  
ME TO BE  
A DIFFERENT  
PERSON.**

01/02/03: TREASURED PHOTOGRAPHS FROM THE MCDERMOTT FAMILY ALBUM HELP MUM AND DAD CHRIS AND BIBA CHERISH THE MEMORY OF THEIR INSPIRATIONAL SON FRAZER

04: THE BAYTREE TEAM - CHRIS AND MYLES MCDERMOTT WITH STEVE AND MAX PINCHBECK

lost him, I feel he has given me the ability to fight on to be a success.

"However, this doesn't come at any cost. Losing a child means I have a much clearer perspective on seeing the best in people and that every day offers opportunity.

"My other son, Myles, works alongside me at Baytree and we are devoted to making this business a success - just as Frazer would have wanted it to be.

"And I believe what we have lived through is why I care so passionately about our customers, offering them service which they tell me is unparalleled in the used car sector. As I said, if we support people, they will support us."

Chris set up Baytree, trading cars from a room in his house in Burton Road, Derby, after being Head of Business at Astle BMW.

After turning over £500,000 in the first proper trading year, he was offered an opportunity to hire a desk at Orchid IT Solutions and bought and sold cars, mainly on Autotrader, from there.

Initially, it was just Chris with a computer screen, buying and

selling but it quickly expanded to a team of six.

"A friend was selling his company at the same time that I wanted to expand mine, so he decided to invest in Baytree and we then had 20 cars in stock.

"Thereafter, an opportunity arose to move to Donington Park race circuit and our first showroom, of sorts, was on Redgate corner in a tiny office next to the track.

"We had two VIP hospitality suites, which we knocked through, and had 20 cars outside, which ranged from BMWs and Mercedes to Audis and Porsches.

"However, we needed more accessible premises and, in 2013, not long after Frazer died, we came to our current site in Derby.

"It was a massive decision but what happened to my son made me more cavalier in my business approach.

"I put my whole career on the line. We didn't have a lot of funds to do trading - indeed, we had enough money to last just three months.

"I saw a way through, which was to tell contacts to trust their cars to

us and we would sell them. It was touch and go every month but, thanks to Frazer, I was used to that sort of pressure.

"We then took the opportunity of a Derbyshire Enterprise Growth Fund grant and loan to build our showroom and to take on people. We also had a body shop and an after-sales operation - but we had no stocking loan.

"The prestige element, which is now our selling point, began after one contact asked us to sell a Ferrari 458 for £200,000. Thereafter, the supercar market snowballed by word of mouth.

"We then realised we needed to develop our website because we had up to 30 cars to sell.

"During 2015-2016, we started to move forward with the business at greater speed, thinking we had something a bit special until, in 2019, it all came together.

"I needed the right business partner, an investor, and, in Steve Pinchbeck, I found the right fit. And everything clicked in for me." Steve loves high-quality cars and has owned a number of different businesses over the last 30 years, including companies in the food





ingredients and commercial property sectors.

This experience of running businesses is now focused on Baytree Cars.

"Baytree has an excellent brand and infrastructure and now, with increased investment and management experience, we hope to take the company to a new level - in fact, to become one of the most successful independent motor dealers in the UK," added Chris.

Stepping into Baytree's showroom has the feel of walking into a motor museum, with an astonishing array of supercars.

No wonder the combination of dazzling cars and superior customer service attracts many high-worth individuals and celebrities.

The most recent to buy a car from Baytree was TV presenter Eamonn Holmes, who was hooked by the company's Instagram page.

He said: "I marked them, followed them after seeing some nice stuff.

"Chris, being the superb salesman he is, messaged me and it is meant to be.

"Baytree has the sort of cars you collected as a kid in your Matchbox series.

"When you come into the showroom, it is like art on display. You can see curves and lines of things of beauty.

"I usually change my car every two years and as you get older you wonder how many chances you have left to drive the sort of vehicle you've always dreamed of.

"But with this relationship with Baytree, I know I could be back in a year and a half and change to another superb car and that is very exciting."

Former Emmerdale star and Strictly Come Dancing winner Kelvin Fletcher teamed up with Baytree to give his dad Warren a £160,000 Bentley for his 60th birthday.

Warren burst into tears as he received the present of a lifetime.

Alongside the photo on Instagram, Kelvin said: 'We know how much you've always dreamed of this car' and explained how his dad believed the car was just on loan.

And he added: "A special thank you to Baytree Cars who helped to

make this happen. The best service I've ever experienced."

Chris said: "Making dreams come true for customers such as Kelvin and his dad makes our job so fulfilling.

"We have put even greater emphasis on customer service, while doubling the number of high-performance and prestige cars in our showroom.

"Every one of the 67 reviews about Baytree Cars on Autotrader has given us five stars. How many used car dealerships could say that?

"Customer service is at the beating heart of everything we do. Everyone talks about personal service but we really do mean it, from picking up clients from the train station to making certain they are 100 per cent happy with their purchase.

"If a customer wants to do a deal for a car at midnight on a Sunday, we do it. If they send us an email during waking hours, they will receive a reply in two minutes. Many have our mobile phone numbers. They call and we answer, whatever the day and whatever the time.



"The motor trade has a pretty bad reputation when it comes to treating customers, so we revel in providing the counter-balance.

"Even though some people will come to Baytree just to look at our supercars, as soon as someone is on the lot, they will receive full attention and are taken seriously.

"When we know they are interested in buying, we take them out on test drives and give realistic values on their car. We don't give them the hard sell.

"Our point of difference is that if someone rings up and asks for a really rare car, we are respected enough to handle the inquiry positively but also small enough to offer personal service.

"We can find those very special cars because we have contacts, thanks to 30 years in the business. Indeed, we can get answers even on rarest cars very quickly.

"We will adapt and be flexible for every deal because we are looking at the overall picture of getting clients in and them becoming long-term customers. When the deal is done, we even supply a warranty - they don't have to buy it."

Meanwhile, Myles McDermott, Baytree's business manager and Max Pinchbeck are already coming up with vibrant ideas, which complement the huge business experience of their fathers.

Baytree was set up by Chris when Myles was studying for his A levels and he arrived at the company as a helping hand, learning the importance of valeting cars and delivering them to customers.

On weekends, he helped with sales, set up spreadsheets and the company website and even got out a sponge to make sure the vehicles were clean.

He later joined the sales team and then became a business and finance manager.

After graduating from university, Myles decided to take up a full-time role within Baytree, focusing on developing the finance department - providing customers with competitive financial solutions when purchasing Baytree's vehicles.

He says: "The business is an extension of my dad and Steve's values - a real family business.



CHRIS AND STEVE ADMIRE ONE OF THE PREMIUM VEHICLES IN THEIR SHOWROOM

What you hear our customers say is what they believe in."

Steve's son, Max is a sales executive and has, from an early age, had a keen interest in prestige and performance cars.

After running a nightclub events business whilst at university, where he graduated in Business Studies, Max decided to join his father at Baytree Cars to help develop the business.

He has an encyclopaedic knowledge of cars because he was buying and selling them personally from when he was a teenager.

He said: "When my father said he was getting involved with a luxury car dealership, I started here with a bits and bobs job and then moved to sales, adding elements to our website.

"I found I was best at dealing with people face to face. I have been here three years and since then we have gone from having 15 cars to, now, 80.

"The difference in inquiries is spectacular - the amount of stock

we have is much more and our best ever month was last month."


Myles makes the point: "Because it is a family business, we take our work more seriously.

"We really have to make things happen. In everything we do, we put in 110 per cent. We have to remember that we are responsible for the team's wages being paid."

Max adds: "It is a 365-days-a-year company - we muck in everywhere, otherwise you are letting your team down or your dad down."

Myles says: "We are trying to build a legacy. It is for Max and myself to take it forward and leave a legacy for our kids as well. The whole enjoyment is taking something from here rather than just sit in a £100 million company.

"And, just as our families would, we treat every visitor the same, whether they want a £1 million car or one for £10,000. We are people and are car enthusiasts."

It is a philosophy that would have made his brother Frazer proud. 





***"IT IS A 365-DAYS-A-YEAR  
COMPANY – WE MUCK IN  
EVERYWHERE, OTHERWISE  
YOU ARE LETTING YOUR TEAM  
DOWN OR YOUR DAD DOWN."***







# DE-CARBONISE

## Are you a small to medium sized business in Derby?

*Reduce carbon emissions & save money*

We can visit your premises to assess carbon saving opportunities - you could receive a grant for up to 40% of project costs.

### Grants

£1,000—£20,000 for measures to reduce carbon emissions, e.g.

- ✓ More efficient process equipment
- ✓ Improved lighting and controls
- ✓ Renewable energy
- ✓ Insulation or improved heating
- ✓ Low carbon transport and electric vehicle chargers
- ✓ Reduction in raw material use or waste

*"We had the funding for the air compressor, which is a very important piece of machinery for us ... it is far more efficient than the old one, running wise, cost wise and repair wise." Adrian Baker, Baker Engineering Ltd.*



*"The DE-Carbonise Team took all the hassle away from applying for the grant and were absolutely brilliant to deal with. Solar panels will help us reduce our CO<sub>2</sub> emissions by 20,731kg per year."*  
Nick Whitehead, Xbite Ltd.

### For more information:

**Gemma Sylva:** [gemma.sylva@derby.gov.uk](mailto:gemma.sylva@derby.gov.uk) or 07812 300908  
[www.derby.gov.uk/decarbonise](http://www.derby.gov.uk/decarbonise)



**European Union**  
European Regional  
Development Fund

This project is part-funded by the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020.





## VIDEO PRODUCTION FIRM MOVES INTO MILL

Video production firm GoldBox Productions, which was founded by a group of University of Derby graduates, has moved into a hub for creatives owned by the university.

The company was founded at the beginning of 2019 by lead representative Ben Collison, administrative director James Heaney, creative director Joshua Spaticchia and production manager Odhran Taylor, who at the time were in their second year of studying for a degree in film production at the university.

The business became fully operational in August last year when all four of them graduated.

Now, the company, which at the start of the year was highly commended in Marketing Derby's Rising Star competition, has moved into Banks Mill, which is part of the University of Derby and home to a creative community.

Since being founded, GoldBox has worked on projects across the UK, offering video services for online classes, virtual reality, promotional videos, virtual tours, training videos, event coverage and editing services.

They particularly specialise in sport and fitness videos, working on small and large-scale projects with clients such as Bear Grylls and his newly founded Be Military Fit Initiative.



## GO-AHEAD FOR £14M STUDENT APARTMENTS SCHEME

A £14 million plan to turn a former tax office building in Derby into student apartments has been given the go-ahead.

Staton Young has been granted planning permission by Derby City Council to convert Northgate House, in Agard Street, into 166 apartments.

The building, which was formerly home to HM Revenue and Customs, was snapped up by the property group towards the end of last year.

Marc Brough, managing director at Staton Young, said: "We are delighted that planning has been approved.

"We have been keen to move into the student accommodation sector for some time - and this

re-emphasises our deep commitment to Derby."

Northgate House had been occupied by HMRC for more than 30 years as its principal tax office in Derby. However, since it moved out, the building has stood vacant.

Now, with planning approval secured, Staton Young aims to bring the building back into full use in time for the academic year beginning in September 2022.

The scheme comprises a mixture of clusters, studios, and double studios.

The aim is to provide safe, modern and community-driven accommodation for those wanting to immerse themselves in the student lifestyle that the city provides. The building is close

to existing University of Derby sites, including the School of Law and Social Sciences at One Friar Gate Square, on the corner of Agard Street and Ford Street.

As well as accommodation, the revamped Northgate House will feature a laundrette, gym facilities, large cinema and 24/7 security.

There will also be an open plan communal space on the ground floor, allowing students to socialise in a safe and monitored environment.

As well as Staton Young, a number of local companies are involved in the project, including Rigby & Co, Maber, Armsons, Strata Real Estate Consulting and legal advisors Smith Partnership.





# Forging Ahead





## EVEN WHEN SPARKS ARE FLYING, SARAH AND HER TEAM ARE HELPING BUSINESSES AND THEIR PEOPLE TO WORK TOGETHER SUCCESSFULLY

**Sarah Loates pulled on a set of overalls and worked a night shift at a power station because she felt it would make her a better HR advisor.**

It was during her time with energy company E.ON and Sarah believed she would improve in her job if she could see the business through the eyes of those who were working in it.

So, she donned her hard hat and clocked on at the massive Ratcliffe power plant, near East Midlands airport, joining the team generating electricity to keep the region's lights switched on.

Empathy and the personal touch have always been important to Sarah. They remain so now as she celebrates ten years of running the consultancy that bears her name.

"We pride ourselves on the personal service we deliver to employers. There are no anonymous telephone help desks or generic document databases here," says Sarah. "It's just proper face-to-face HR support from down-to-earth, approachable people with actual names."

The 'we' she refers to is the team at Loates HR Consultancy, who supply HR advice, training and recruitment services to businesses across the East Midlands and further afield.

"We are people who you can get to know and trust, who can be relied on to be there to provide practical assistance and a non-judgemental, friendly face whenever things aren't going so well – people who, in turn, can really get to know you and your business and so fully understand how best to help you achieve your goals," she declares.

Sarah believes it is the commitment to personal service, building understanding and creating lasting

relationships that helps Loates stand apart from its competition.

And the firm deliberately set out to be different - how many HR companies would build 'fun and friendly' into their values statement or include pictures of staff members' cats on their website?

But this approach has helped them win business across multiple sectors and it's also, perhaps, why the team is still supporting the very first client that was signed up a decade ago.

Sarah is a straight talker. And she'll tell you plainly that many SMEs underestimate the value of HR within their businesses, seeing it as a 'pain purchase' that's only required in times of crisis.

Loates, of course, provides a reactive service for those kinds of emergencies. But Sarah is on a mission to persuade more company owners that there is much to gain from a strategic approach to HR.

It would help many avoid the kind of mistakes that the team sees companies make time and again.

"Too many companies get recruitment wrong. They recruit for the spot rather than the fit. They get a bum on a seat but then that person causes havoc because they are not the right fit or don't have the right values," reveals Sarah.

"Or they tolerate poor performance but then snap and decide that they want to sack the person involved when they haven't spoken to the employee about the problem or, if they have, they haven't recorded things formally. They have put off managing and having the difficult conversations. It's the Ostrich Strategy.

"A lot of businesses are also poor at succession planning. You can either buy talent or grow it. If you're





WORKING IN PARTNERSHIP: MATILDA SWANSON, FRANÇOISE DERKSEN AND SARAH LOATES

buying, particularly in a tight labour market like we have at the moment, that often has to take place at the top of the market, which will skew your existing wage structure, and so you are better off putting structures in place to develop your employees – from apprenticeships through to developing your managers. You should constantly identify and develop talent,” Sarah adds.

“Businesses also need to concentrate on communication, on engaging their people, involving them in their vision and getting their ideas and feedback.”

Sarah, understandably, won’t discuss the details of the biggest horror stories she and the team encounter – “I am the keeper of the business community’s secrets,” she says – but she believes that many of these issues could be avoided with a more proactive, strategic approach to HR.

“For many SMEs, HR is like a boiler – it’s seen as a pain purchase and you only have to put your hand in your pocket when something needs sorting out.

“But it can add so much more to a business if you invest in best-practice HR from the get-go. That needs to start from the top and it needs to go far beyond simple compliance with the law.”

Sarah highlights Swadlincote-based Midland Lead as a business which is seeing the benefits of investing in its people and seeking to become an employer of choice.

The family-owned company has been producing lead sheet for the past 38 years. Its workforce of 40 highly-skilled staff combine traditional craftsmanship with a technology-led approach to keep customers happy throughout the UK and overseas.

But it had suffered from high employee turnover and questioning of the team uncovered a feeling that loyalty was not rewarded, work was underpaid and there was little career development.

The company brought in Loates five years ago to help it deliver a business strategy that was built on the principle that if you take care of your employees, they will take care of your customers.

Critical objectives included establishing a safer workplace, increasing staff retention and attendance, improving productivity and quality and developing a happy and flexible workforce.

“Transformational HR, especially cultural transformation, is a long process. It requires time and investment – all whilst continuing to get the day job done. Midland

Lead demonstrated fortitude and a vision of a workforce that would be future-proofed and it has invested heavily to achieve that,” says Sarah.

Françoise Derksen, HR manager of Midland Lead, recalls the transformation process that the company underwent with Loates’s support.

“The collaborative vision was to establish Midland Lead as an employer of choice and an excellent UK manufacturer. It was driven by a clear business need to recruit and retain the best to deliver the best for our customers,” she says.

“Manufacturing is a challenging but exciting sector, with technological advancements creating long-lasting change ready for the future. We wanted to build a company strongly positioned for these opportunities, with a flexible, committed and happy workforce.”

The initial focus was to improve the skills of the company’s managers – helping them to better coach their teams, identify issues early and successfully deal with them.

Employee absence was tackled next, with managers receiving training on return-to-work interviews, dealing with sensitive conversations and mental health and wellbeing.



# Look out each her



**"Businesses need to concentrate on communication, engaging their people, involving them in their vision and getting their ideas and feedback"**

Then, earlier concerns, voiced through staff feedback sessions, were addressed, with reward specialists appointed to benchmark and advise upon pay levels, salary progression and benefits.

Loates designed a mechanic where employees were able to vote on their desired benefits and the top three selected, a life insurance policy for all employees, sickness pay and service-related holiday, were all introduced.

Simultaneously, a pay progression matrix, with enhanced hourly rates for additional skills and flexibility, was adopted, underpinned by a decision to pay the National Living Wage for all employees, irrespective of age.

"People that will go the extra mile and deliver for the team, business and our customers, are critical to our business," says Francoise. "Using a cultural model from the Harvard Business Review, Loates facilitated sessions to determine our culture, values and establish a clear picture of who we wanted to work for us.

"Our values, which now guide all our key decisions, were pivotal to our success during the pandemic. These values are embedded in our HR and business processes.

"Loates produced a behavioural competency framework,

underpinned with those behaviours we want to see and those we don't. All managers select against this framework, which we shared with our recruitment agencies.

"These have also been embedded in career conversations that have been introduced and form the core of performance and development conversations with our teams. Consequently, because of the project, we now have a culture of sharing ideas, working together, flexibility, and open and honest communication."

Midland Lead says the impact of its new strategic approach to HR has been transformational.

The company now recruits confidently and appoints the right people. Its pay and progression structure offers a clear development path. Attendance has increased from 92 per cent to 98 per cent. Productivity is at its highest-ever level and staff are showing increased flexibility, including around roles and shift patterns.

These behaviours have been particularly helpful as Midland Lead adjusted its operations to cope with the coronavirus pandemic.

"We have operated with a lean team and yet business performance produced similar

quality of lead, additional volumes and, crucially, it was done safely," says Francoise.

"The impact for our customers has meant we can provide on-time, quality products as the construction industry continues to open. We believe this is wholly attributable due to the change in attitudes amongst our team. They share ideas, challenge each other in line with our values, and regularly go the extra mile.

"When we started this cultural journey, staff were disengaged, some acting as saboteurs and focussing on the task not team. Absence was high, with little or no flexibility. There was an 'if it's not in my job description, I'm not doing it' mentality and a general lack of desire to make improvements to grow the business.

"The change has been breathtaking."

Sarah believes that Midland Lead has now reached what she describes as "the Holy Grail of HR" – that of achieving discretionary effort from an engaged workforce.

"They go the extra mile and that's imperative to a business if they want to gain competitive advantage," she says.

"I wish more SMEs would take a similar approach – not because I



want the business but because I want them to be great places to work."

Sarah's passion is shared by her team – her partner, in both life and business, Dr Kevin Marks, HR consultants Gill Phillips, Lucy Sherwin and Matilda Swanson and training consultant Annie Litchfield.

"We get to know each of our clients and their businesses and become their trusted partner. We want their business to succeed and we want to develop a long-term relationship," says Sarah.

Those relationships were never more important than when Covid struck and business owners were faced with huge uncertainty and a mountain of official advice that changed frequently and was often confusing.

Sarah pays particular tribute to colleague Matilda, who led the company's response to the crisis, interpreting the government guidance and counselling frantic clients.

"During the two weeks preceding Lockdown 1.0, many business owners faced the brutal reality of their sales in freefall. And they panicked. Time and again Matilda was the trusted voice to soothe and calm business owners, to counsel against knee-jerk reactions and jettisoning their employees. Matilda saved countless jobs at this crucial point," says Sarah.

"Two weeks later, Chancellor Sunak announced the furlough scheme; whilst a huge relief for employers, it equally provided different challenges. Each weekend, as we frantically investigated what 'furlough' meant, simultaneously our clients were bombarding Matilda with requests for support.

"It takes a cool head and a composed disposition to remain calm and advise clients with little or no information available. Time and again Matilda acted on her own initiative, exhibiting steely resolve, as she calmly applied huge dollops of common sense to situations where we only determined the legally correct approach weeks, or sometimes, months later.

"Matilda also demystified reams of government guidance, explaining this in layman's terms so business owners knew what they needed to do, maintaining excellent relationships throughout. Finally, on her own initiative, Matilda supported countless businesses pro-bono who, even though they

were not our clients, contacted us for help."

Covid was also a challenging time for the Loates business itself, with much of its training programme being hit as in-house training was cancelled. Fortunately, the team managed to win work with two Local Enterprise Partnerships, developing online seminars to mitigate some of the impact.

Sarah believes the pandemic has introduced long-term change into business practices – some of which she feels is for the better.

"As bad as it sounds, I almost feel that the world of work needed something like the pandemic to reset itself. People had become constantly available and it was running at such a pace. The pandemic, in some respects, allowed us to take stock of things," she says.

"It created space to think and, I believe, Covid introduced more of an element of employer empathy and businesses became more caring as a result of the context of what was going on around them.

"Covid has fast-forwarded the world of work and how it happens by, maybe, five years and, with the advent of technology and the opening up of geographical labour markets, the reality is that you could be a business in Derby and have an expert sat in the south west working for you remotely, whereas, prior to that, generally, employers wanted you to be on-site."

Sarah says, though, that there needs to be a good level of trust between employer and employee for remote working to be a success.

"If there isn't trust, then they may as well forget it and pack up. I think it's about accountability and making sure people are delivering but, it's like I say to my team, I don't really care when, where or how you work as long as you are delivering results for our clients and, also, that you are available for our clients.

"It's also about maintaining communication and team cohesion – the team spirit and everyone feeling that they are still connected to one another."

Sarah also believes that changes in generational thinking are altering the 'power balance' in the workplace.

"I think different age groups want

different things from the world of work and, for many younger folk, what is important to them is making a difference, corporate responsibility, values and having a purpose.

"So, I think the balance is shifting and employers are having to adapt. It's less adversarial or dictatorial. It's got to be much more collaborative and in partnership."

Despite the challenges of the last 18 months, Loates is entering its 11th year of business in good spirits – and has plans to launch a new wellbeing service. The company's staff are all trained mental health first aiders and Sarah hopes they can assist other companies in developing a wellbeing strategy and embedding the idea of employee care into their values.

As we chat in Sarah's offices in Darley Abbey Mills, it's clear that the Loates business has come a long way in the last decade – since Sarah took the brave step to abandon her corporate role and set out alone, with just a laptop, a phone and a desk in her spare bedroom.

One of the key drivers in her decision-making back then was the desire to run her operation with a clear set of principles – and giving back to the community was a key objective.

Each of the team supports charitable or local causes and, in the last financial year, together they spent more than 200 hours working on pro bono projects.

"Our approach to CSR is a fundamental part of the business. We do it because it is the right thing to do and we can provide that support. I am proud that as a business of our size and resources, we punch above our weight," says Sarah.

Having fun and being seen as friendly have also always been important – and that, according to Sarah, is the reason for the cat pictures on the Loates website.

"A lot of folk think HR people are unapproachable and a little scary. This can be a barrier to folk talking about their HR issues. We wanted to project the opposite. Many new customers tell me from our website that we look approachable.

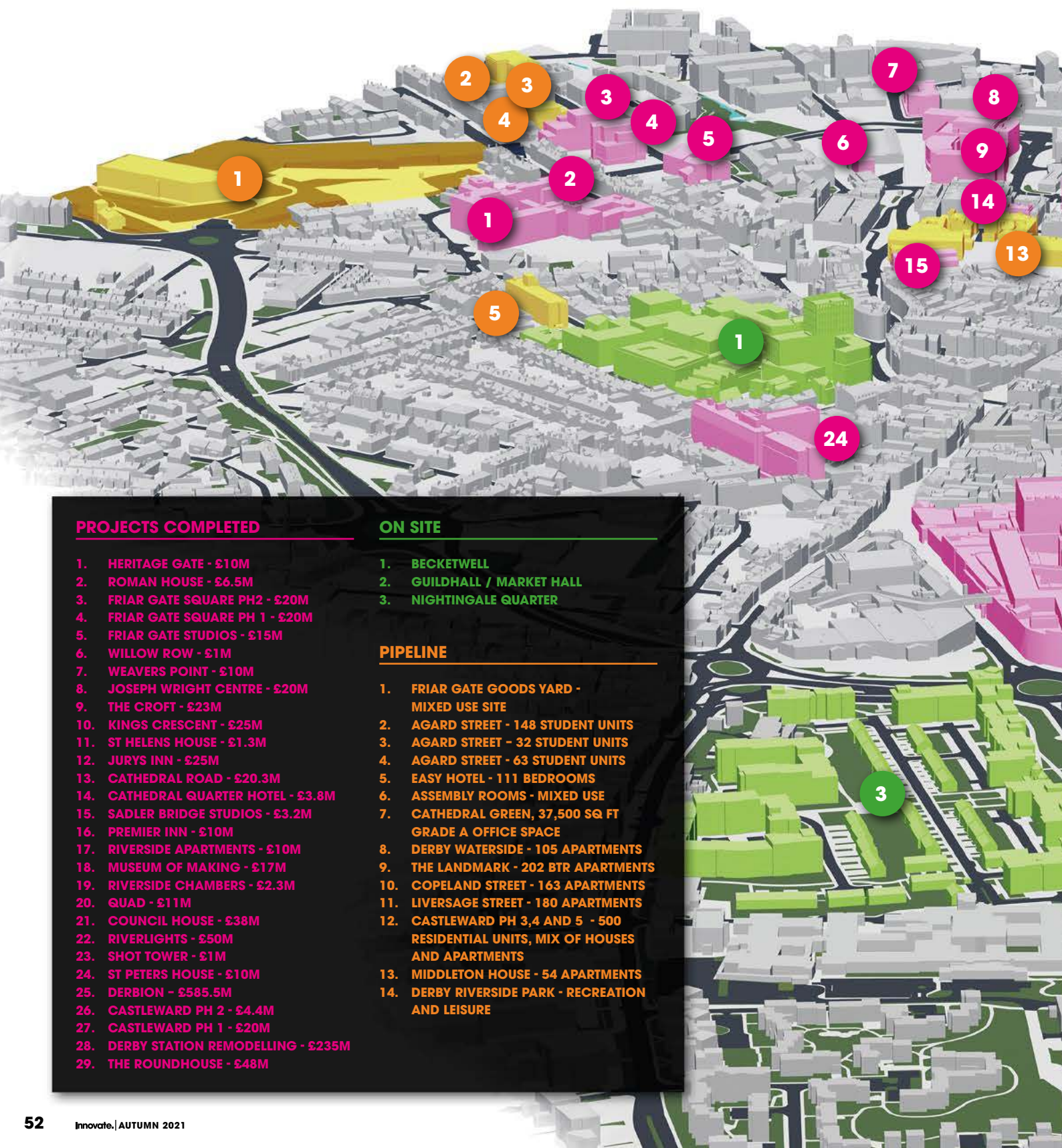
"And most of our team also have cats!" 🐾







# Breathing new life into the heart of our city



## PROJECTS COMPLETED

1. HERITAGE GATE - £10M
2. ROMAN HOUSE - £6.5M
3. FRIAR GATE SQUARE PH2 - £20M
4. FRIAR GATE SQUARE PH 1 - £20M
5. FRIAR GATE STUDIOS - £15M
6. WILLOW ROW - £1M
7. WEAVERS POINT - £10M
8. JOSEPH WRIGHT CENTRE - £20M
9. THE CROFT - £23M
10. KINGS CRESCENT - £25M
11. ST HELENS HOUSE - £1.3M
12. JURYS INN - £25M
13. CATHEDRAL ROAD - £20.3M
14. CATHEDRAL QUARTER HOTEL - £3.8M
15. SADLER BRIDGE STUDIOS - £3.2M
16. PREMIER INN - £10M
17. RIVERSIDE APARTMENTS - £10M
18. MUSEUM OF MAKING - £17M
19. RIVERSIDE CHAMBERS - £2.3M
20. QUAD - £11M
21. COUNCIL HOUSE - £38M
22. RIVERLIGHTS - £50M
23. SHOT TOWER - £1M
24. ST PETERS HOUSE - £10M
25. DERBION - £585.5M
26. CASTLEWARD PH 2 - £4.4M
27. CASTLEWARD PH 1 - £20M
28. DERBY STATION REMODELLING - £235M
29. THE ROUNDHOUSE - £48M

## ON SITE

1. BECKETWELL
2. GUILDHALL / MARKET HALL
3. NIGHTINGALE QUARTER

## PIPELINE

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



**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.**







**Dandelions**  
Bereavement Support

**Do you find it hard to know  
how to support your staff  
after a bereavement?**

**Do you find yourself lost  
for words?**



**Unfortunately, grief is something that's likely to affect everyone at some point in their lives, including our employees. Offering understanding and support can give employees the validation and space to work through their grief, meaning a faster return to their usual productivity.**

Our Dandelions Manager's Bereavement Training has been thoughtfully designed by our trained and experienced facilitators to equip your staff with:

- **The knowledge and understanding of how grief can affect employees**
- **Insight into the stages of grief**
- **Expected time frames for grief**
- **Advice on how to sensitively support a bereaved employee**
- **The benefits of effective bereavement support in the workplace**
- **Information on where they can signpost employees on for further support**



Participants will leave the 90 minute session with a greater understanding of what it means to be bereaved, and the confidence to support their staff.

We can also bring our Grief Journey Support Programme into your workplace if you have a number of bereaved employees that would benefit.

For costings or more information, please contact our Bereavement Support Coordinator, Fay Bloor, on 01332 345268 or email [fay.bloor@wathalls.co.uk](mailto:fay.bloor@wathalls.co.uk)

[www.wathalls.co.uk](http://www.wathalls.co.uk)

In association with:

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WITH YOU SINCE 1858

**Contact:** 01332 345268





THE PLANET LEGOLAND EXPERIENCE.

## KATAPULT CREATES NEW ATTRACTION AT LEGOLAND PARKS WORLDWIDE

Themed attraction and experience designer Katapult has helped create a new attraction at Legoland Parks across the world.

Working in collaboration with The LEGO Group and Merlin Entertainments, the Derby firm has completed work on Rebuild the World, Planet Legoland at eight parks across the globe.

The Planet Legoland experience is situated at the heart of the theme parks in Windsor, Billund, Deutschland, California, Florida, Malaysia and Japan, as well as the newest Legoland Park in New York.

Jonathan Bonner, Katapult's project producer, said: "It has been a pleasure to work with The LEGO Group on this exciting, global project."

Martin Weber Thomsen, from The LEGO Group, said: "Katapult has done an exceptional job driving the project seamlessly from ideation through to execution, overcoming and responding to the many challenges faced during these difficult Covid times."

The Planet Legoland experience allows visitors to take part in an immersive build

experience as they are encouraged to build, unbuild and rebuild the theme park of their dreams.

The project saw Katapult provide strategy, design, audio design and executive production services.

Each Planet Legoland experience features a two-metre-wide globe as the focal point of the attraction and provides a platform for guests to attach their own creations.

Build tables include LEGO models for inspiration that capture the campaign's

message of creativity.

The Katapult team also worked on the interior and exterior of the existing park spaces to create branded signage and decor.

Jonathan Bonner added: "As LEGO fans ourselves, we've thoroughly enjoyed creating an immersive experience that we know both children and adults will love.

"From the local teams at Legoland Parks, to our specialist build partners, I'm proud of our achievements in a year of disruption."

### TOYOTA CARS TO BE EXPORTED BY TRAIN WHICH RUNS ON USED VEGETABLE OIL

Cars built at Toyota Manufacturing UK's Derbyshire plant are set to be exported on a train that runs on used vegetable oil.

It comes after DB Cargo UK announced plans to invest £2.6 million in new facilities at its depot in Toton,

Nottinghamshire, to facilitate the export and import of Toyota vehicles.

The announcement was made during a visit to the site by Rail Minister Chris Heaton-Harris, who was on a fact-finding mission to learn more about DB Cargo UK's use of hydro-

treated vegetable oil fuel in its diesel locomotive fleet.

Leon van der Merwe, vice-president of supply chain at Toyota Motor Europe, said: "As a company, we are dedicated to making continuous progress towards carbon neutrality and this includes seeking ways to reduce emissions from manufacturing,

vehicle use and logistics.

"By utilising this new rail freight multi-modal opportunity, we are helping to ensure our low emission hybrid electric vehicles, built at our British Burnaston plant, can be transported to our customers in an increasingly sustainable way."







## COMPANY LAUNCHED TO HELP FIRE KIDS' IMAGINATIONS AND ENCOURAGE CREATIVITY AND OUTDOOR LEARNING CELEBRATES A DECADE OF SUCCESS – AND GIVING BACK

**Ten years ago, Cosy Direct was a fledgling business created by husband-and-wife Peter and Amanda Ellse. But the entrepreneurial couple, whose tiny city centre office sat in the shadows of the magnificent Derby Cathedral, had big plans.**

Peter had just sold TTS Group – a hugely successful school supplies business – so that he could spend more time with his three young children, Christina, Sophia and Frank. And the more time he spent with the kids, who were all under the age of three at the time, the more he recognised a need for ethical, imaginative play equipment which would encourage outdoor learning and engage the youngsters.

"The more time I spent at home in the company of our children, the more I realised that there were very few opportunities for young children to get outside and enjoy imaginative play in the fresh air," said Peter, who turned 50 last year.

"Amanda and I had become parents later in life and this was a stark realisation to us.

"Young children's bodies and their movement are their 'currency of communication'; I could see the joy that my children got from just moving around. They were truly shiny, happy, little people. I also quickly realised that, as a parent, the kids were calmer outside and the noise kind of bounced away!

"They are incredibly creative, too, and they can create homes for insects out of cereal bottles and wind turbines using plastic packets.

"I wanted to make a difference, I wanted to create a business which would help free up their imagination – and that of their parents, carers and teachers, too. Right from the start, it was my intention to get as many advisors, teachers and educators on board in developing, testing and improving our product range, while actively encouraging anybody to suggest new ideas for play equipment.

"They're the ones who are 'on the frontline' so to speak. Each year, we develop 500 ideas with collaborators. Out of the 4,000 products available to buy via

Cosy, half have been ideas which have come from said inventors – teachers, pupils, childminders, parents etc.

"Early Years learning appeared to be very structured – and I wanted to change this approach. I wanted a business where the equipment we sold was made using natural or repurposed materials and encouraged children to get outside. It had to be good value for money and I also wanted to work at a community level, whether through research, supply or charity.

"Without the children, then the business may have taken a completely different direction."

As well as tapping into the knowledge of their own children, Peter and Amanda took time to research their exciting new venture.

Peter said: "At the start of our Cosy adventure, we spent a year researching in schools, talking to hundreds of education professionals, as well as reviewing the way the rest of the world approached early childhood curriculum and outdoor learning.

"We built a global 1,000-strong network of nature-loving educators, that fuelled idea leads





MEMBERS OF THE SENIOR TEAM, NICK WALKER, JACKIE RAVEN, STUART MORGAN, PETER ELLSE AND DAVID HOOK

to confer with UK schools. People appreciated us taking the time to listen to what they wanted.

"The more research we did, the more apparent it became that although there were some more advanced natural supply bases in some countries, but still with limited supply, there was no national supplier in the UK.

"The school supply market is a £1 billion industry, made up of a range of suppliers who supply schools through 20,000-product, 1,500-page massive catalogues. Products are made up of toys imported from the Far East – hardly carbon friendly – and most of the product ideas have not been sourced from school ideas in the UK system.

"The solution for us seemed simple; get those on the ground to help with product ideas. Each year, we host 10,000 research conversations, visiting 300 board level schools to generate new ideas.

"These ideas account for 80 per cent of sales. This means that we can then sell these products to our competitor-friends to help give them a sustainable shot in the arm; this is the heart of our trade and export, high-growth division."

As well as being innovators of new products, Cosy encourage the reinvention of existing products – check out the blog on '12 ways to re-use crates' which is one of the most popular pieces of content on their website!

And, as you'd expect with a company that has the planet at the heart of everything it does, they're keen to pass on their knowledge, too.

"We want to do our bit for future generations, preserving the planet is important to us," said Amanda.

"Scientific data, which we've gathered, indicates that, in 18 months' time, Cosy will be carbon negative. This is a fantastic achievement and something which we're very proud of.

"We're keen to help our suppliers become more carbon neutral, too, and we strive to educate them on recycling responsibly," added Peter.

"Pallet wrap in warehouses is, for many, an ongoing problem. It's awful single-use plastic continues to defeat the whole sector and we're keen to find a meaningful solution."

Having run TTS along traditional, profit-led lines, growing the business

from 18 to 250 employees, Peter made sure that Cosy's ground-breaking ethos was enshrined in its founding mission statement, which positions it as a hybrid private enterprise, which does public good by aiming to leave a lasting legacy; something which, a decade on, is still evident.

They pride themselves on being pioneers of Early Years resources, with a focus on selling sustainable products, reusing existing products and using – where possible – local businesses with whom they can grow.

"Many of the suppliers we work with have been with Cosy for the last 10 years," said Nick Walker, Cosy's managing director, who worked with Peter at TTS.

"We encourage them to grow with us and it has been a joy watching their success over the years. Many have developed, creating hundreds of jobs along the way.

"Eighty per cent of the suppliers who we use at Cosy are SMEs – and we all remember the growing pains of starting out, the challenges which you have to overcome. We ensure that our supplier base have the capability to grow with us and support them in any way we can."

# WE WANT TO DO OUR BIT FOR FUTURE GENERATIONS. PRESERVING THE PLANET IS IMPORTANT TO US.



Peter and Amanda were keen, too, to give back to their community, creating the Cosy Fund in 2002 – now known as the Cosy Foundation – which sees a minimum of 10 per cent of profit made from the business donated to small, table-top charities and voluntary organisations both here in the UK and abroad.

Overseas, Cosy are actively involved in the Langalanga Scholarship Fund, which supports the education of bright children from the impoverished area of the Rift Valley, around the town of Gilgil, in Kenya. Over the last decade, Cosy have helped to create doctors, teachers – and even a DJ.

“Our target is championing children between the ages of three and 11,” said Amanda, “and also the good guys involved with those youngsters.

“We’re well aware that for some, charity begins at home, whilst others focus on helping the poorest countries. That’s why we split our Cosy Foundation between the two.

“We want to help out those who are volunteering at grassroots.

“We were delighted to help the lovely ladies from networking group

Derby’s Finest – many of whom are Marketing Derby members – earlier this year. They were fundraising in conjunction with Revive Healthy Living, hosting a hugely successful virtual bingo night.

“Funds raised – £1,500 was raised on the night with Cosy match-funding that – have enabled children in the city to take a well-earned break at Butlins in Skegness. I must, though, give credit to Claire Twells, of Smith Partnership, Sarah Loates, of Loates HR, and Mercia Image Print’s Amanda Strong, who organised the event. It’s good to see such big names in the city helping those who need it the most.”

As well as giving a helping hand to Revive, Cosy have also sponsored events at QUAD, co-funded a ‘drop-in’ café in Chesterfield, purchased equipment for a secondary school in North Derbyshire so that pupils can complete their Duke of Edinburgh Award, donated much-needed funds to a charity football team – the brilliantly-named Fatball – and, more recently, they sponsored a Ram, which they nicknamed WoollAm, on the Derby Rams Trail.

At the recent auction of the Rams, held at the award-winning Museum of Making, Peter and Amanda purchased the sculpture for £4,000. The brightly-coloured creation will temporarily reside at the multi-million-pound Cosy HQ – called Crater’s Edge, named after the 400ft deep, three-quarters-of-a-mile crater which was formed there following an explosion in November 1944 at the former RAF Fauld base.

In the summer, though, WoollAm will be transported to the campsite which Cosy purchased for city charity, Derby Kids Camp.

Peter is a huge advocate for Derby Kids Camp, too; a volunteer-run charity which provides free holidays for the most disadvantaged children in the city.

“We are long-time patrons of Derby Kids Camp; they do a fantastic job, most of which goes under the radar,” said Peter.

“Amanda and I volunteered there 18 years ago, Amanda has helped out there, too, and we give our staff paid time off to help. We purchased the land on which the Kids Camp is held every year and have gone on to buy mattresses to be used on site, a mini-bus and equipment for the children – and adults – to enjoy over the years.

“Unfortunately, Covid has meant

that summer camps haven’t been held for the last couple of years but, as they approach their 50th year, there are exciting plans, which we’re actively involved in.

“There are plans to extend Kids Camp to the county. I’m from Amber Valley – I attended John Flamsteed Community School as a youngster – and I’ve always wanted to see more children from Derbyshire attend Kids Camp.

“We’ve worked with Matthew Crawford, at the Embark Federation, which looks after several schools in the county, and have expanded the scheme to give 60 children from the county the chance to visit Derby Kids Camp in 2022. I’m delighted.”

There are exciting plans, too, for the future of Cosy, which moved out of the city at the end of 2020 – in the midst of the coronavirus pandemic – to Crater’s Edge.

The 60,000-square foot building, on the edge of the Derbyshire and Staffordshire border – a £2million plus investment – is more than twice the size of their previous home, The Chocolate Factory, in Derby, which is now home to Bustler.

The eco-friendly site, which reflects the Cosy ethos perfectly, boasts a vast warehouse, an impressive showroom, which houses some of their best-selling products, rainwater harvesting equipment, solar panels and an on-site allotment.

“We also have employees’ dogs, children and grandparents come visit us,” said Amanda. “We’re considering having kennels at Cosy; it seems a cheaper option than doggy day care!”

Staff wellbeing – Cosy now employs more than 100 people at Crater’s Edge – is high on the agenda; they offer paid time off for birthdays and volunteering opportunities, as well as a bike-to-work scheme and, every Friday, retired teacher Jan tours the factory serving homemade cakes and tea in China teacups.

“Jan is a ray of sunshine,” said Peter, “a real superstar. Everyone looks forward to Fridays. It’s a chance to bring everyone together, to have a bit of down-time and chat. That’s so important.”

A new scheme has seen Cosy link up with three local prisons, offering those nearing the end of their sentence – and those on day release – a place of work;



something inspired by a talk given by John Timpson at Derby Book Festival.

And, of course, the new Cosy HQ is the perfect place to grow their business, which has seen demand for its products – which include willow dens, reading shelters, climbing frames and story chairs – soar over the past 18 months.

“It took us a year-and-a-half to find the perfect place,” said Peter, “and it was a tough decision, leaving Derby.

“The city will always be our home and The Chocolate Factory served us extremely well - but Crater’s Edge fits the Cosy brand perfectly. The vast outdoor space will allow us to grow the business and showcase exactly what we’re all about. It’s also a great place for a weekly spot of yoga.

“We are close to farmland and, first thing in a morning, we have to wait for the cows to cross the road before we can access our building.

“The countryside which surrounds Cosy HQ is stunning and we encourage as many members of our staff as possible to either cycle or walk to work to reduce our carbon footprint. That’s very important for us as a business; we aim to source as many of our resources from nearby in order to reduce air miles and, of course, it helps the local economy, too.”

While the coronavirus pandemic has seen some businesses struggle – most notably the leisure and travel industry – Cosy has seen an unprecedented level of inquiries from Early Years staff seeking advice and asking about products designed to encourage children to engage safely in outdoor learning and play.

In common with many other great companies, Cosy saw its order book dry up at the start of the first lockdown, in March 2020, when Covid impacted on its customers, as well as suppliers.

A wood shortage, caused by both the pandemic and Brexit, has impacted Cosy suppliers and the company has had to increase its supply base and some of its prices slightly to reflect this.

But with things slowly getting back to some sort of normality and Cosy approaching a £12 million turnover for the latest financial year, it’s safe to say that things are looking rosy for Peter, Amanda and the Cosy team.

“In 2016, research showed three-quarters of children in the UK spent less time outside than prisoners,” said Peter. “That’s a shocking statistic.

“Cosy has always been about getting kids outside, promoting the values of outdoor learning. Although the coronavirus pandemic has been extraordinarily damaging in so many ways, the

fact that it has led to more children being encouraged to play outside, to restrict the spread of the disease, is at least a silver lining.

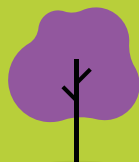
“We have seen an increase in products such as our low washing station, which encourages little ones to wash their hands independently, is vital for keeping the virus at bay, and has room to hang a towel, add soap, paper towels and a mini bin, too.”

Covid left most of us with more time on our hands and, when we weren’t baking banana bread or binge-watching Tiger King on Netflix – and with Boris Johnson restricting the time we spent exercising outside - we were online.

A study conducted earlier this year by Ofcom revealed that Britain’s internet users averaged four hours, two minutes online each day when coronavirus was at its peak. Interaction on social media surged, with 36 per cent more people checking their Twitter timelines, their Instagram feeds and Facebook groups.

Cosy have benefitted from this hugely, with their social media followers – Cosy are active on Facebook, Twitter, Instagram and Pinterest – approaching 100,000.

“We have heavily invested in social media over the past 18 months and, as well as a huge amount of followers across the four platforms, we have several active WhatsApp





01. PETER ELLSE

02. ALASTAIR SHERRY, OLIVIA OTTLEY  
AND PAUL LAVINGTON

03. RYAN LISTER WITH SOME OF THE COSY  
PRODUCTS.

04. PETER ELLSE, STUART MORGAN,  
NICK WALKER

05/06: WORK TAKING PLACE TO CREATE THE  
NEW COSY HQ - AND THE FINISHED BUILDING

07. NAZ SHAZAD AND MARK FORSTER HARD  
AT WORK.

groups where we share ideas," said Peter.

"Sometimes it can be hard to keep track of what's happening but that's testament to the passion and commitment of those involved in the groups. It's heartening to see the product innovation and the fantastic ideas being shared socially across this thriving online community we have created.

"We share resources, too, with many ideas suitable for use in the classroom being shared across our social media and WhatsApp groups."

And, when the world needed it most, Cosy's social media channels would brighten up everyone's timelines with daily messages of positivity and uplifting poems.

Peter said: "The structured 'looseness' of our peer-based social media team and unstructured editorial control which they have - for example, we're happy for them to post competitors' posts - results in a grassroots movement for our brand position.

"And this 'looseness' also means that we're happy to spread a little happiness, with tips on wellbeing, messages of encouragement and positivity. Goodness knows, we have all needed it recently."

As well as investing in their social media team, Cosy have also

boosted their senior leadership team over the past 12 months.

David Hook has joined Cosy as their Chief Operating Officer, Jackie Raven is their new Buying Director and Stuart Morgan has been appointed E-commerce Director. David and Jackie had previously worked at TTS alongside Peter and MD Nick Walker.

"David, Nick and I worked together more than 10 years ago, transforming TTS from a humble £2 million company into a resilient £40 million global business, something which we're all very proud of," said Peter.

"David is in charge of Cosy's growing distribution unit, while Jackie looks after our buying team and supply base. Stuart, meanwhile, has been given an open platform to fuel the rapid digitisation of Cosy as we head into 2022."

Now that the country is beginning to open up again, Peter is encouraging visitors to see what all the fuss is about at Cosy HQ.

In June, they hosted influential Early Years practitioner, consultant, author and trainer Anna Ephgrave in their 'Cosy Loft'.

Burton MP Kate Griffiths visited Crater's Edge the same month to see for herself the good work being done in her constituency and to talk about Cosy's ambitious export drive, that is already seeing

products shipped out to New Zealand, Australia, China and across Europe.


But some of the first VIPs to visit Fauld were teachers from schools, including Harrington Junior School, in Long Eaton, Mickleover-based Ravensdale Infant and Nursery School and St Mary's Catholic Academy.

All three schools were devastated by fire and for Peter, whose children attend St Mary's Catholic Academy, in Broadway, Derby, the impact on the community really hit home.

"The past year-and-a-half has been challenging for everyone but for those at the three schools mentioned, it has been particularly tough," he said.

"They have had to find classrooms elsewhere, in the middle of a pandemic, and the spirit and support we have seen from the community has been heart-warming.

"We were delighted to donate some of our surplus stock to these schools, to do our bit to help them get back on their feet.

"That is what is so great about living right here in Derby and Derbyshire; the city has great heart, incredible innovation - we've seen so much of this during the pandemic - and Cosy are proud to be involved." 



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#### Claire Twells Partner, Smith Partnership Solicitors

Claire has worked within the legal sector for the past 20 years, becoming a Partner at Smith Partnership in 2011. As a senior member of the organisation, Claire has extensive experience in supporting others, and enjoys helping her team fulfil their potential so that they can achieve their ambitions.



#### Steve May-Russell, Industrial Design & Innovation Consultant and CEO of Smallfry

Steve is an innovation coach and design mentor for many global high street brands, working alongside senior managers to help invigorate and develop new products and service offerings. He also lectures within academic institutions such as Cranfield Business School and Warwick University.

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## DERBION STRIKES MAJOR DEALS WITH FRASERS GROUP

The Derbion shopping centre has announced more than 200,000 sq ft of new deals with the Frasers Group.

The centre, which attracts 21 million visits into the city a year, has struck the agreement, which includes the 127,000 sq ft former Debenhams department store.

It will see the Frasers Group turn the unit, which

spans three floors, into a Frasers store.

Separately, Frasers Group has confirmed that it will take the former Topshop unit, bringing luxury retailer Flannels to the 24,000 sq ft space.

And it has also confirmed it will also take a further 50,000 sq ft of retail space, which housed the former BHS department store, in St Peter's Street.

Adam Tamsett, general manager at Derbion, said: "The retail landscape is continuing to shift and our ambitious plans for the centre complement the rapid changes that retailers are facing.

"By taking an agile, forward-thinking approach, the team has been able to secure 200,000 sq ft of new leaseings this year - an incredible feat given the current climate."

The investments follow an upward trend for the Derbion as Tommy Hilfiger opened the doors on a new 3,500 sq ft store in June and Mango set to open on a 5,000 sq ft unit, following the recent arrivals of Hugo Boss, Hobbs and Whistles.

Plans are also in development to transform Derbion's food, beverage and leisure offer, to support the successful Showcase Cinema de Lux and Hollywood Bowl and to boost the city's night-time economy.

## LOBO LANDS DEALS WITH ONLINE RETAIL GIANT AMAZON

Scaffolding system specialist LOBO Systems has secured deals to supply its technology to e-commerce giant Amazon.

The firm, based in Alfreton Road, Derby, has won Amazon orders from Germany and France worth more than £100,000 for its LOBO Advanced Platform System.

Amazon engineers are now using LOBO to access awkward areas above and around their conveyor units, which are in constant use.

In a statement, Amazon said: "We have been extremely impressed with the flexibility, quality and versatility of LOBO.

"In a very short time, it has proved to be a perfect investment for the company - safe access to our conveyor systems is now possible and LOBO provides a cost-effective way."

Robert Bokros, LOBO Systems inventor and chief executive, said: "The LOBO Advanced Platform System has revolutionised the way industry works safely at height.

"Evidence from satisfied users illustrates incredible cuts in scaffolding costs, reduced downtime while waiting for it to arrive and be erected and less reliance on outside scaffolding contractors.

"In most cases, the payback time for LOBO is measured in months when compared to conventional scaffolding."

## APARTMENTS PLAN AT CAR DEALERSHIP SITE GETS GO-AHEAD



Plans by Clowes Developments to create almost 50 new apartments in a Derbyshire Dales town have been given the green light.

Derbyshire Dales District Council's planning committee has approved plans by the property giant to build 47 apartments on land at the former Matlock Ford site, in Causeway Lane, Matlock.

The development will comprise of a four-storey structure, providing a mixture of one and two-bedroom apartments, and a ground floor retail unit, consisting of 2,960 sq ft of commercial space.

Marc Freeman, director at Clowes Developments, said: "We are delighted to have received planning consent, subject to the resolution of conditions, from the district council

for the development of residential and commercial use at the former Matlock Ford site.

"The development will be compatible with neighbouring land uses, lead to biodiversity enhancement, be flood resilient and incorporate measures within the apartments and communal areas to mitigate the effects of and adapt to climate change.

"We look forward to developing a high-quality scheme with a local stone facade, which will complement the traditional street scape along Causeway Lane."





# A THIRST FOR LEARNING

## THE NEW HEAD OF DERBY GRAMMAR SCHOOL, PAUL LOGAN, TALKS ABOUT HIS AMBITIONS IN HIS NEW ROLE ... ALONG WITH FAST JETS, CYCLING AND HEAVY ROCK!

**Q:** Welcome to Derby, Mr Logan. You joined Derby Grammar School ahead of the start of the new school year in September. What are you most looking forward to about your new role?

**A:** I feel immensely privileged to have the opportunity to lead Derby Grammar School. My predecessor, Dr Ruth Norris, left the school in a very strong position, with a growing school roll and many new staff who join us with excellent records and qualifications, adding to a very strong team. I hope to build on this firm foundation.

The ability to influence the lives of so many students and staff is a great opportunity and I am looking forward to getting to know everyone in our very special community. The resilience and potential demonstrated by the pupils shows they are capable of amazing things and I am very much looking forward to working with them and helping them take the next steps on their journeys.

**Q:** Tell us a bit about the school, its history and what, in your opinion, makes it special?

**A:** History is very much on my mind as the school considers how to celebrate the milestone of its 25th

anniversary. It was founded in 1995, with just 29 pupils and six full-time staff, and numbers grew rapidly, particularly with the opening of our Primary School and, later, the inclusion of girls in Years 12 and 13. After the initial purchase of Rykneld Hall, our facilities have also expanded considerably, starting with the The Williams Science and Technology Building, followed by The Rudd Building, providing further laboratories and space for design technology, and, more recently, the acquisition and development of Rykneld Sports Centre and a new building for our new reception pupils.

We will be looking to celebrate the many achievements of past pupils and, as a relatively young school that is not too tightly bound by tradition, innovate to blend the best of the new changes brought forward by the pandemic with the traditional methods that have served us well.

There is a very warm and inclusive feel to the school that one only gets in a small school community. On visits to the school, both physical and virtual, new pupils and staff quickly feel part of the school and one can see the pride everyone shows in being part of the community.

I was struck immediately by the diversity of the achievements of the pupils, be they academic, artistic or sporting, and how articulate and confident they were in describing them, along with the commitment shown by the staff to encouraging the pupils to achieve their best. The size of the school allows staff to know the pupils very well and work together to get the best out of them. Knowledge of each individual and the flexibility to allow them to fulfil their potential really makes this a special place.

**Q:** The school states that its ethos is built around excellence, encouragement and enrichment. How do you plan to build on those educational foundations?

**A:** The pandemic has been a catalyst for change and this is particularly true for education. Pupils and staff have had to \ deal with remote learning and Derby Grammar has been particularly successful in this area, giving continuity of education to pupils that has led to excellent exam results. I am looking forward to ensuring our students benefit from a diet blending the best of what technology has to offer with the traditional teaching methods that produced excellent results in the past.





NEW HEAD PAUL LOGAN IN CONVERSATION WITH TWO OF THE SCHOOL'S PUPILS

Encouragement and knowledge of each pupil as an individual have been instrumental in achieving excellent academic results and we will enhance what we do with a focus on well-being and mental health to ensure pupils are equipped not just to deal with a fast-changing post-pandemic world but to thrive in it. Watch this space for more developments soon.

We will be offering an expanded enrichment programme, giving pupils experiences and opportunities they can't gain in the classroom this year, and include pupil voice in how this is developed in the future.

**Q:** The school's pupils have been high achievers in recent GCSE and A Level examinations and have also impressed in extra-curricular activities, such as music, drama and sport. How important is an holistic approach to learning?

**A:** In the future, although academic results will retain their importance, they will not be enough to equip pupils for the world they will live in. One only needs to read reports of organisations like the CBI to see that other skills are needed by business, as well as to get the most

out of all aspects of life.

Well-being is something that has been very much at the front of our minds over the past 18 months, along with the activities and interests that promote it. The teamwork, presentation and leadership skills offered by an holistic education, to name but a few of the opportunities on offer at DGS, are invaluable in education, work and life.

**Q:** Derby Grammar pupils have also been involved in charitable work, particularly supporting a school in Tanzania and raising tens of thousands of pounds to build classrooms, provide electricity and running water. Why is this kind of activity important?

**A:** Every pupil should have the opportunity to give something back to the community and by community I mean the wider community of the global village. With climate change so much to the fore, we can all see we are now part of one world, and, as Marcus Aurelius said, 'What's good for the hive is good for the bee.'

As well as being of huge benefit to our partner school, projects like this give students a long-term goal and focus that is invaluable, allowing

them to plan and organise while affording them an insight into the life experiences of others that may well change their lives too.

**Q:** You began your working life as an accountant with PWC before switching to teaching. Tell us more about the journey to your current role?

**A:** I never intended to teach and actually wanted to fly fast jets for the RAF. Had my eyesight not deteriorated to the point where flying was no longer possible, I may never have set foot in a classroom.

I took up a role with PWC to gain an insight into how businesses work and specialised in small business and start-up advice. Working with hundreds of companies was invaluable and showed what did and didn't work. I would recommend anyone wanting to lead to gain similar experience.

Not wanting to pursue accountancy long term, I decided to retrain as a teacher and found what I wanted to do with the rest of my life. I have taught in a mixture of rural and inner-city state schools before moving to independent education as Head of Maths at Uppingham. The freedom to tailor education so that each



01/02: PAUL LOGAN HAS BEEN BUSY GETTING TO KNOW STAFF AND PUPILS SINCE TAKING UP HIS ROLE AT DERBY GRAMMAR AHEAD OF THE NEW SCHOOL YEAR

03: THE HEAD BUSY AT HIS DESK

pupil has the greatest number of opportunities possible, as offered at Derby Grammar, is what made the decision to teach the right one for me.

**Q:** You join the school at a time when the education sector is having to deal with the continuing impacts of the coronavirus pandemic. How is Derby Grammar coping with that and will the approach to learning change over the longer term because of experience during Covid?

**A:** Pupils and teachers have adapted to so much change over the last 18 months and shown incredible resilience. We are looking at what will be the best balance of old and new teaching methods to help students make the best progress possible and equip them for their next steps in education or employment. Work and university have changed with IT skills, collaboration, presentation, research and problem-solving taking an important place alongside academic results.

To balance the demands of a challenging curriculum, we will have a focus on well-being and mental health so that progress is sustainable and long term.

**Q:** What impacts do you think the health emergency has had on the life chances of young people?

**A:** Covid has accelerated change in the economy and society. All of us have a changed set of priorities and I've talked to many pupils who are now changing direction via subject options or course and career choices. Change is clearly a theme that is at the core of what we are doing at Derby Grammar and, as an optimist, I think it presents pupils with a raft of new opportunities that they may not have considered. Some of them will not have yet been invented.

A few years ago, who would have thought we would hang on the words of mathematical modellers like Neil Ferguson or Mike Tildesley. STEM subjects will grow in importance nationally and globally, and we will build on our strength in these areas.

**Q:** In your previous role you were at the forefront of efforts to safeguard pupil wellbeing, during the pandemic and more generally. How do you think we can better support our youngsters through their learning experience?

**A:** Listening to students and knowing them as individuals and as

individual learners is so important. It's often said that to be successful one must be happy but the reverse can also be true. Students making good progress in small classes tailored to their needs, gain a sense of momentum and well-being.

Pupils need to have and to feel they have someone to talk to and to have agency in their education. This is even more true after the imposition of lock downs and the loss of freedom they have endured over the course of the pandemic.

A team of teachers and support staff who know and listen to pupils and know how to help them support themselves, as well as offering the right support, are invaluable.

**Q:** What do you think are the biggest challenges and opportunities facing young people today? How is the school helping prepare its pupils to meet those challenges and opportunities?

**A:** There is no doubt that the rate of change in the world today is unprecedented. The acronym that springs to mind is VUCA – volatile, uncertain, crisis and ambiguous. This may seem pessimistic but I think that this situation lends itself to giving us all the change



we need, as Obama said. The climate crisis, political uncertainty and ambiguity are all factors discussed and debated across the curriculum at Derby Grammar and we are looking at a review of the curriculum that will embed the skills pupils need to thrive in this environment, while maintaining their well-being.

**Q:** You'll be aware that the city of Derby was given Opportunity Area status to try to increase social mobility and improve attainment. Can Derby Grammar School have a role in driving up aspiration in the wider city?

**A:** There is a great opportunity for schools like Derby Grammar to give more back to the community as Covid restrictions continue to ease. We very much look forward to having a focus on working in partnership with the community this year and in the future. I hope people will keep their eyes peeled for events and initiatives.

The school offers generous scholarships and bursaries for talented students who could benefit from the holistic education we have to offer. Students who have received these awards have gone on to be extremely successful in their spheres and put a great deal back into the local community, as well as the wider one.

**Q:** What level of importance does the school place on its relationship with its local community and how important is a successful Derby to the continued success of Derby Grammar?

**A:** As a day school, with pupils predominantly drawn from Derby and its environs, we see the relationship as one of the highest importance. The history of the school from its founding is focussed on this area and its people. We have and will continue to offer what we feel are the best educational opportunities and experiences to pupils from the area and hope this will make a significant contribution to the success of Derby.

That is not to say our pupils should not look further afield for inspiration. We have all learned that technology has made the world even more of a village over the course of the last 18 months and we hope to take a lead in this area.

**Q:** You spent time as a young man working as Chief Investment Accountant at British Rail Maintenance in Derby. What were

your impressions of the city then – and what do you make of the changes that have taken place in the intervening years?

**A:** At that time, the rail industry was in the middle of huge changes but the city had at its core its historical strengths in engineering and technology. It was a time of transition, with major employers facing an uncertain future and as Andy Grove, former CEO of Intel, said, in a time of great change bad businesses fail, good businesses survive and great businesses thrive. I think we are in a place now that has many similarities to then.

Working for BRML was an amazing experience, offering a real insight into how people and organisations adapt to and face change and uncertainty. There were many lessons that I have never forgotten.

Looking at Derby now, it seems more outward looking. It still retains the traditional strengths and values I remember but allied to a more enterprising, commercial culture. The fact that Innovate exists and is so full of positive stories is a testament to this.

**Q:** You are married, with a teenager daughter, and describe yourself as a lover of both opera and heavy rock. Tell us a bit more about your life outside of school.

**A:** I have been married for 19 years and with my wife for many more. This partnership and then the family created when my daughter came along a year later has been a great constant and source of stability as I changed job and school many times and my wife changed careers.

I had the privilege and challenge of teaching my daughter maths GCSE and then maths and further maths A Levels over the last four years and have thoroughly enjoyed it. I'm sure she would say the same...

She leaves us this year to read Architecture at Cambridge and we move back to the constant of change that has been a part of family life for as long as I can remember.

Sport has always been important for me too, with cricket and racket sports being gradually supplanted by cycling as the favourite pastime, or, as my wife would say, obsession. As a once keen but lapsed guitarist, music has always been important to me. Playing has given way to listening and collecting vinyl and I have always been eclectic in the

**THERE IS A GREAT OPPORTUNITY FOR SCHOOLS LIKE DERBY GRAMMAR TO GIVE MORE BACK TO THE COMMUNITY AS COVID RESTRICTIONS CONTINUE TO EASE. WE VERY MUCH LOOK FORWARD TO HAVING A FOCUS ON WORKING IN PARTNERSHIP WITH THE COMMUNITY THIS YEAR AND IN THE FUTURE.**

music I wanted to play and learn. This breadth of interest is something I encourage and hope I take to school too.

**Q:** Sport is important in your life, particularly cycling, and you have recently qualified for the World Amateur Road Race Championships. How did that come about and will we now see you clocking up the miles on your bike around the roads and lanes of Derbyshire?

**A:** I did say my wife calls this an obsession and I concede she may be right. What I like about the sport is that there are no shortcuts and hard work is the only sure way to improve. As the famous American cyclist Greg Lemond said, 'It doesn't get easier, you just go faster.'

Sadly, I'm not as fast as I once was but I still try to be the best cyclist I can be – and competition is at the heart of that. I may still be seen out on the road or trail and will be trying to qualify again, just in a different age category.



**Q:** What are the qualities that a great teacher needs to display?

**A:** That is an interesting question and one could refer to the DfE Teacher's Standards. For schools like Derby Grammar, these should be assumed. What they don't really touch on is something I've seen a great deal of already at Derby Grammar - the ability to inspire. A great teacher will inspire a love of their subject in students. This should go beyond the confines of the syllabus or exam specification and spark a thirst to learn more. They should be a chameleon, adapting to the individual needs of pupils in the moment rather than following a dogmatic plan. This is where small class sizes help so much, as teachers really get to know their students. One quality that is often forgotten is eccentricity. I'm not advocating that every lesson shows this trait, or that it is taken to an extreme, but we all remember the teachers that did things a little differently - and this is often what makes learning special.

**Q:** What was your own school experience like? What were your best – and worst – subjects? What did your teachers say about you?

**A:** I loved academic subjects at school and particularly the sciences and maths. I did have a particularly inspirational English teacher though, who nearly changed my course into one of literature and drama but, in the end, I opted to pursue the study of maths, mainly for its challenge. One abiding memory is the choice I had to make in terms of subject options, which was forced on me and others with little flexibility. This is something that I have always pushed back against and, at Derby Grammar, we do all we can to meet the needs of each individual so they can fulfil their potential.

Somewhere, I still have all my old school reports and one that stands out is a comment from a maths teacher that I should push myself harder. This was after achieving a very high position in the end of year exam. At the time, I remember

being very pleased with myself and it was just the message I needed to hear. There is more to education than exam results and, from then on, I worked to do better in competition maths and got stuck into the reading list he suggested.

As for my worst subject, that was art - and I wish I had more talent in this area. That's not to say I don't appreciate the work of others and, with a daughter who has just completed A Level Fine Art, it is an area of the curriculum that I wholeheartedly support.

**Q:** What's the best single piece of advice that you were ever given?

**A:** To treat every obstacle as an opportunity. To quote an ancient, the impediment to action becomes the action. What stands in the way becomes the way. **📌**





THE NEW ARRIVALS AT COLLEAGUE BOX

## GIFT COMPANY MOVES INTO LARGER PREMISES AND ANNOUNCES NEW HIRES

Gift company Colleague Box has moved to larger premises and announced a number of new hires after experiencing rapid growth.

The firm, which was founded by husband-and-wife team Adam and Natalie Bamford, has relocated to a 4,000 sq ft warehouse – called The Smile Factory – at Northedge Business Park in Derby.

The company, which specialises in personalised gift boxes, has also announced a trio of new appointments, with Chrissy Law joining as marketing manager, Katie Lowe as order fulfilment specialist and Gemma McHarg as commercial sales director.

The new appointments mean that the workforce has more than tripled over the last year and Natalie – who has taken on the role of managing director to help grow the business – has big plans for the festive period and beyond.

She said: “Christmas promises to be a busy time of year again for us, so we’re launching early bird offers as companies look for that perfect gift for their colleagues and partners. Last year, we completely sold out of our Christmas range.

“We’re also growing other areas of our business, collaborating with others – we see collaborations as key to our success.”

## DRIVENMEDIA FOUNDER BUYS OUT DRAGONS’ DEN INVESTOR

The founder of on-truck advertising specialist DrivenMedia has bought out his Dragons’ Den investor.

Three years ago, Jenny Campbell decided to invest in the mobile advertising business, founded by University of Derby graduate Ed Hollands.

He first received funding from Jenny, known as the Cashpoint Queen, in November 2017.

The episode of the popular BBC show was not screened until February the following year, when the public saw Jenny take a 20 per cent stake in the business.

However, after coming through the pandemic and its lockdowns, Ed felt it was time to go it alone.

In recent weeks, with Jenny’s support, Ed has bought back her share of the business, and that of all other investors, and is now ready to move forward as the sole owner of DrivenMedia.

Ed said: “Attracting the support of a Dragon like Jenny Campbell was brilliant and was so important for my business to take off in those early days.

“Jenny and her team have helped me to ‘level up’ in the world of advertising, build a supply chain, develop strong business relationships and supported me in making contact with brands which would see the value of advertising on trucks travelling the UK.

“I’m very proud after all we’ve experienced during this traumatic time as a society, and in business, I’ve been able to buy Jenny out.

“I’d like to thank her and her team for their invaluable support. While the pandemic may have affected turnover last year, this current financial year is forecast to be profitable.

“With all the effort I have put into growing the business, I felt the time was right for me to take the reins, enabling me to do things my way. I’m looking forward to taking the next steps of my business journey.”

## IT FIRM NEUWAYS EXPANDS EXPERT TEAM DUE TO CUSTOMER GROWTH

Derby IT firm Neuways has added several new members of staff to its team of experts due to a rise in customer numbers.

The firm, based at Chellaston, has expanded its Enterprise Resource Planning (ERP) department, bolstering the team by 120 per cent over the last three months.

ERP systems are comprehensive business systems, that, once implemented across a period of six to 12 months, bring together and streamline business processes.

This investment in ERP specialists reflects the wider expansion experienced at Neuways this year, as the managed

service provider has seen its workforce in other areas of the business rise by 10 per cent.

Managing director Martin Roberts said: “ERP is right at the heart of what we have always done here at Neuways and it is always a delight to welcome new members of staff to the business.

“We already had many decades of knowledge within the team but the growth in customers we

have encountered has allowed us to build on that expertise.

“ERP systems are critical for allowing businesses to improve productivity and their functions.

“They are key to companies being able to achieve their long-term objectives and goals and I’m delighted we are able to offer more and more organisations long-term IT solutions.”

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CARL HILTON AND CARRIE BOOTH OF BSP CONSULTING

## CIVIL ENGINEERING FIRM ANNOUNCES NEW MANAGING DIRECTOR

Civil and structural engineering firm BSP Consulting has announced the appointment of a new managing director.

The firm, which has its Derby office on Pride Park, has appointed Carl Hilton to the post.

The move is in response to the upcoming retirement of BSP co-founder Dave Sumner after a long and distinguished career in the industry.

BSP is an award-winning firm that operates

across the UK, offering civil engineering, structural engineering, transport engineering, geotechnical and environmental engineering.

It works across multiple sectors, including housing, student accommodation, commercial, industrial, health, education, senior living, retail and heritage.

Mark Rayers, director at BSP, said: "We'd like to congratulate Carl Hilton on his appointment as managing director of BSP Consulting, as we begin a

new chapter in the life of the business.

"Carl has been with us for more than 16 years and has a wealth of experience in the sector and has consistently demonstrated his ability to successfully contribute to developing the business over the years."

Carl said: "We have a great team here at BSP Consulting and I am proud and excited to have been appointed as managing director and look forward to the future as we continue our mission statement to offer first-class civil and structural engineering services throughout the construction sector.

"On behalf of my fellow directors and our whole team, I would like to thank Dave Sumner for his hard work, professionalism and commitment to the company.

"Dave is one of the original four founding BSP directors and has helped to shape and guide the business from its inception in 1999 to what it is today

– a prominent and well-regarded member of the construction sector in the East Midlands. We wish Dave all the very best for his upcoming retirement."

As well as the appointment of a new managing director, BSP has also announced that its business development manager, Carrie Booth, will take on an expanded role in the company, which also has offices in Leicester and Sheffield.

Carl said: "Carrie joined BSP 17 years ago and has excelled in the business development role that she has undertaken for some time now – helping to grow BSP into one of the largest independent civil and structural engineering companies in the East Midlands. We are very pleased that she is taking on an expanded role as we move forward."

Carrie said: "I am delighted to be taking on an expanded role, building on the successful business development work undertaken here at BSP."



## SIGN OF THE TIMES AS AWARD-WINNER HARDY PASSES THE MILLION MARK

Signage manufacturer Hardy Signs is celebrating a key landmark after designing, manufacturing and installing over a million signs.

The firm, which was founded in 1993, supplies professional

and digital signage to a wide range of sectors.

The business started in the garage at founder Nik Hardy's home.

Two years' later, in 1995, as the business started to grow, he began renting his first premises.

Early projects primarily consisted of hand-painted signs and vehicles, predominantly for breweries and pubs across Burton.

Today, Hardy Signs can count a number of national and international organisations among its customers, including the NHS, Plastic Omnium, Muller and Nestle.

The firm said key to its success had been a focus on customer service, investment in people and a close connection to the community.

Over the last 36 months, all of the young professionals in the company have been undergoing training, intended to strengthen

'home-grown' talent.

And over the last decade the company has made significant investments in sustainable machinery, manufacturing techniques and recycling.

This approach has led to a number of awards, including Manufacturer of the Year in 2019 and 2020, respectively, at East Midlands Chamber and Staffordshire Chamber awards.

Recently, Hardy Signs was also nominated for Excellence in Manufacturing at awards organised by the Greater Birmingham Chambers of Commerce.



# BH

## BONDHOLDERS

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# BETTER DAYS FIRMLY IN SIGHT



**JOHN FORKIN MBE,**  
MANAGING DIRECTOR,  
MARKETING DERBY

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## **A legacy of this year's successful Derby Feste are several neon installations, created by internationally renowned artist Tim Etchells.**

Tim's oversized, understated, pieces of invented phrases sit above the streets of cities right across the world, including, most recently, at the Maximus Circus in Rome and Pompidou Centre in Paris. Add to this now, the Spot in Derby.

To be fair, we are lucky in that he has a few pieces located across the city, but my favourite sits on the brow of the curved art deco building that connects the London and Osmaston Roads, yes, at a place called the Spot.

Coming at the end of a traumatic couple of years of pandemic and lockdowns, the piece, set in large

red-light letters, simply reads "to see better days".

To me, the message is positive. It's one of hope, that encourages a sense of confidence in the future for the many thousands who pass by each day.

Art can certainly play a role in sharing light and hope, which is why I was delighted when Derby decided to throw its hat in the ring and bid to become City of Culture in 2025.

To be honest, I was even more delighted when I saw how the statement of intent was warmly welcomed by the wider community. In a funny way, I'm less concerned about winning, more about the ambition it manifests.

I suspect this is because over the summer the city felt as if it had really embraced culture and already felt like a city of culture.

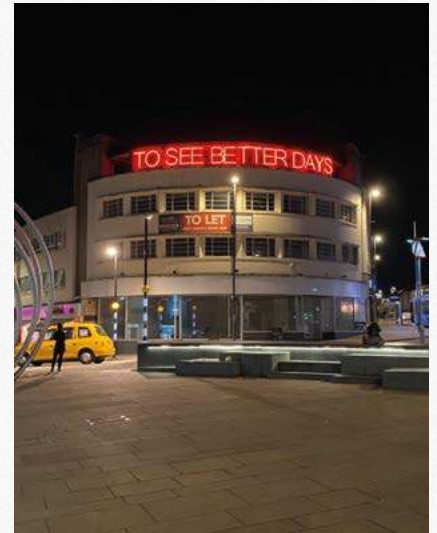
This may be why Radio 4's prestigious arts review show – Front Row – dedicated a whole episode to Derby last month.

The opening of the stunning Museum of Making was definitely a red-letter day of national significance, but the great thing is that it didn't feel like an isolated event.

For example, the brilliantly curated exhibition at the Museum and Art Gallery of the work of Quentin Blake, the thrilling Ram Trail, ambitious Darley Park concert series and, of course, the vibrant Feste put culture centre stage as restrictions were lifted and people tentatively came back into the city centre.

In particular, the 31 Ram sculptures, sprinkled across the city, were a real tonic, acting as a catalyst for energy, conversation and simple, shared excitement – a real confidence boost.






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**"There is no doubt that the cultural community played its role in helping people feel better about a place."**

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Of course, there is that famous phrase that 'confidence breeds confidence' and there is no doubt that the cultural community played its role in helping people feel better about a place.

In my experience, confidence is at the heart of every investment decision and building belief will play a key part in the recovery process underway in most businesses and places.

It is certainly core to Derby's recovery plan – shorthand as confidence, diversification and decarbonisation – which is now being rolled out across a number of projects.

Some of this is evidenced by the cranes finally appearing on the city skyline, as projects such as Wavensmere Homes' Nightingale Quarter and St James Securities' Becketwell schemes come out of the ground.

Located across the London Road from Compendium Living's Castleward 800 home scheme (which has just started phase three), the Nightingale Quarter is shooting up at speed, with a further 800 homes under construction around the beautiful, iconic and regenerated pepper pots.

This means, in a few short years, more than 5,000 people will be living on the city's south side, where only recently few lived.

Across town, the fact that the UK's number one city living investor, Grainger plc, chose to forward-fund £38 million into the 259-home build-to-rent apartment complex on Victoria Street, is another example of genuine confidence.

I was especially delighted when both these schemes won best-in-class regional awards at the recent Business Insider East Midlands Property Dinner – confidence repaid.

One investment that appears to have passed some by without too much comment – certainly in terms of its scale and impact – is that of the deals recently secured by the Derbion.

In one week at the height of summer, the Derbion team announced more than 200,000 square feet of new investments, including the complete re-let of the 127,000 sq ft empty Debenhams store to a new department store, Frasers, a luxury offshoot of the House of Fraser.

Now remember, retail was in reverse mode across the country before Covid hit and, for many retailers, the pandemic was the last straw. These daring Derbion deals included the introduction of Flannels, Evans Cycles and Mango into the city – and watch this space as there are more to follow.

Complementing these – both in terms of scale and geography

– are the investments being unlocked through the Additional Restrictions Grant, managed by Derby City Council and Marketing Derby.

In a few short months, we committed the whole £1.75 million pot to a series of entrepreneur-led schemes, primarily focused on repurposing beautiful heritage buildings in the Cathedral Quarter, many left empty and forlorn for decades.

Underpinning all of this, as always, are the investment trends at the so-called Big Three – Alstom, Rolls-Royce and Toyota – all of whom have serious deals to be done, most especially in green technology.

These are complemented by the new kids on the block, the 5,000 job, 2.4 million sq ft SmartParc SEGRO campus in Spondon, who recently announced their funding partnership, as well as the £40 million St Modwen Park Derby and, of course, Infinity Park Derby, where construction will soon begin on two landmark investments.

The Jamaican national hero Marcus Garvey said that "with confidence you have won before you have started".

Let's hope this is so as over the past 10 years, Derby has attracted £3.1 billion of investment and, with £1.7 billion in the pipeline, we may soon be seeing better days.

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# Welcome to the team!

Marketing Derby is proud to announce a number of new and returning members of its Bondholder family. It's really great to have them on the team!

**Baron & Grant Investment Management** is a new Derbyshire-based financial planning, advice and investment management firm, specialising in managing investment trust-focused portfolios.

[www.baronandgrant.com](http://www.baronandgrant.com)

**Nicco Restaurant & Bar** is a new, contemporary Indian dining and cocktail bar, which is set to open in Wheelwright Way on Pride Park.

[www.niccorestaurant.com](http://www.niccorestaurant.com)

**HSBC's Business Banking and Corporate Team for Derby** is looking forward to working with the local community and supporting the city's future growth and is keen to talk to local businesses and individuals about any banking queries or funding opportunities.

[www.business.hsbc.uk](http://www.business.hsbc.uk)

**Plant Café** is an independent, 100 per cent plant-based café and bar situated in Sadler Gate. A fusion of London's style and Derby's spirit, Plant's aim is to be the most environmentally-friendly hospitality venue in the country. [www.plant-cafe.com](http://www.plant-cafe.com)

**MacMartin Creative**, run by sisters Anna Hutton and Claire MacDonald, is a full-service marketing agency, based in the heart of the Derbyshire countryside. It offers its clients a range of services and expertise, including website design, graphic design, social media, copywriting, email marketing, SEO and paid search.

[www.macmartin.co.uk](http://www.macmartin.co.uk)

**FP Training** was founded by Fiona Porter, who has over 30 years of experience in training, coaching and mentoring, predominantly in leadership development. Her mission is to promote mentoring as a powerful method in developing the potential of individuals in organisations, schools, voluntary groups and charities. [www.fptrainingltd.co.uk](http://www.fptrainingltd.co.uk)

**JAKT Photography**, founded by commercial photographer and film-maker Simon Smith, specialises in creative photography and film for commercial clients, largely within the construction and engineering industries. [www.jaktcommercial.co.uk](http://www.jaktcommercial.co.uk)

**Be Couture** is the largest aesthetics training academy for both medics and non-medics in the East Midlands, offering a wide range of premium aesthetic treatments, skin rejuvenation, micro-needling and other beauty procedures. [www.be-couture.com](http://www.be-couture.com)

**The Hair Restoration Clinic** is a barber shop servicing Pride Park and surrounding areas, which has a growing reputation for specialist male hair treatments.

**Hardy Signs** is a multi-award-winning, professional and digital signage company, which provides quality products and services to a wide range of business sectors in the UK and beyond. The firm designs, manufactures and installs a wide range of physical and digital signage, offering a complete solution. [www.hardysigns.co.uk](http://www.hardysigns.co.uk)

**Tidyco** is a Derby manufacturing firm which specialises in improving the performance of its customers' assets. The firm manufactures and distributes hydraulic and pneumatic components and assemblies to a diverse range of industries, as well as providing hydraulic system design, consultancy and installation services.

[www.tidyco.co.uk](http://www.tidyco.co.uk)

**Nespresso Professional** (supplied by Lyreco) provides coffee solutions for the office environment throughout the UK and Ireland, thanks to an exclusive partnership. Lyreco is able to offer Nespresso Professional's unique coffee experience to businesses who are looking to improve their coffee offering.

[www.lyreco.com](http://www.lyreco.com)

**Moz's Band** aims to create a feature film documentary celebrating the marching band community in Derby and the East Midlands and the inspirational leadership of Maurice 'Moz' Ward. Film-maker David Chabeaux, Moz's grandson, also hopes the movie will spark a wider social change project.

[www.davidchabeaux.com/mozsband](http://www.davidchabeaux.com/mozsband)

**Marlix Capital** is a privately-funded group, managing family assets. Its experience and track record proves that it consistently identifies and invests in a diverse range of opportunities, whilst remaining focused on wealth retention, growth and permanence.

[www.marlixcapital.com](http://www.marlixcapital.com)

**Gigabit Networks are City Champions for CityFibre**, which is investing more than £4 billion to create over 60 Gigabit Cities across the UK. Gigabit Networks is igniting the digital revolution for the Midlands. From faster businesses to more capable schools and hospitals, Gigabit is an ultrafast upgrade for the way people work, play, and live in the Midlands. [www.gigabitnetworks.co.uk/gigabit-networks-ultrafast-fibre-internet/](http://www.gigabitnetworks.co.uk/gigabit-networks-ultrafast-fibre-internet/)

**The Dragon** is a 150-year-old pub with character, charm and a warm welcome. Situated in the heart of Willington village, backing onto the Trent and Mersey Canal, The Dragon is part of the Bespoke Inns Group. It has undergone extensive renovations and restorations but maintains its original, hospitable personality.

[www.thedragonatwillington.co.uk](http://www.thedragonatwillington.co.uk)

**The Boot** is a 17th Century coaching Inn in the historic village of Repton, Derbyshire. The Boot has been renovated and refurbished to a very high standard and now offers luxurious accommodation, award-winning classic and contemporary dishes and real ales, including Boot Beer.

[www.thebootatrepton.co.uk](http://www.thebootatrepton.co.uk)

**Harpurs** is a friendly bar and restaurant, with bespoke accommodation, in the heart of Melbourne. It is a cosy venue that offers a warm welcome to ensure customers' experience is one to remember.

[www.harpursofmelbourne.co.uk](http://www.harpursofmelbourne.co.uk)

## **The Last Word**

**Over the last 18 months, I have been inspired by so many in Derby and Derbyshire. What I find so breath-taking and unifying is that we've seen everyone in our community weather the same storm, albeit in different boats.**

**This doesn't happen by chance. It happens because we have an exceptional community, who both support and work with us with determination and passion to help those who need it most.**

**I am truly humbled by the relentlessness and strength of our young people, who in the face of extra adversity have never given up and always shown willingness to continue their journey.**

**As we move through the next years, we look forward greatly to continuing to build and nurture relationships with Derby and Derbyshire businesses.**

**Gillian Sewell**  
CEO of YMCA Derbyshire





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