

# INVEST IN DERBY

Derby offers a different vision of Britain's future.

*The Economist*

Derby's rate of employment growth places it in the top five UK cities.

*Official Government Statistics*

*"This Midlands city has been the economic success of this decade".*

*The Financial Times 2009*

Derby is the 6th best performing city by GVA

*Office Government Statistics*

Major Professional and Financial organisations based in Derby.

Egg (Citi)  
LloydsTSB Corporate Markets  
Barclays  
RBS  
HSBC  
Handlesbanken  
Ark Capital  
Cooper Parry  
Dains  
Geldards Law Firm  
Freeth Cartwright LLP  
Smith Cooper  
Bates Weston  
Hewlett Packard  
Rolls-Royce

*"Location, connectivity and quality of life made Derby ideal for Egg and Citibank's new technology hub"*

*Bert Pijls - Country Business Manager  
Citibank UK*



## FINANCIAL AND PROFESSIONAL SERVICES

*“Why isn't the rest of Britain like Derby”*

Jeremy Paxman

15 Universities are based an hour from the city. They deliver over 360,000 students and ensure Derby's workforce has the UK's highest proportion of graduates.



### Potential labour supply

Sector	Per cent of workforce	
	Derby	England
Senior Officials	15	16
Professionals	14	13
Associate professionals	13	15
Administrative	9	11
Skilled Trades	11	12
Personal Services	7	8
Customer Services	7	7
Machine/Plant Operatives	7	7
Elementary Occupations	12	14

Source: National Statistics

### Almost a third of the top ten accounting and finance universities are found within an hour of Derby

Institution	Student satisfaction	Research assessment	Entry standards	Graduate prospects	Overall score
1 Stathclyde		5C	547	82	100.0
2 LSE	3.65	5*A	467	86	97.1
3 <b>Warwick</b>	<b>3.79</b>	<b>5*B</b>	<b>460</b>	<b>84</b>	<b>95.8</b>
4 Edinburgh	3.66	5A	510	74	94.1
5 Glasgow	3.93	5C	465	86	94.0
6 Durham		5A	334	78	92.5
7 <b>Nottingham</b>	<b>3.65</b>	<b>5B</b>	<b>407</b>	<b>86</b>	<b>92.2</b>
8 Manchester	3.83	5*A	397	70	91.8
9 <b>Loughborough</b>	<b>4.09</b>	<b>4C</b>	<b>402</b>	<b>84</b>	<b>91.0</b>
10 City	4.06	5C	383	80	90.4

The Complete University Guide



Derby has 20% more wealthy achievers than the national average. Derby's economy is worth around £5.5bn of Gross Value Added (GVA) - Making it the fastest growing city for wealth by GVA.

State of the Cities Database: HMG/Derby does it

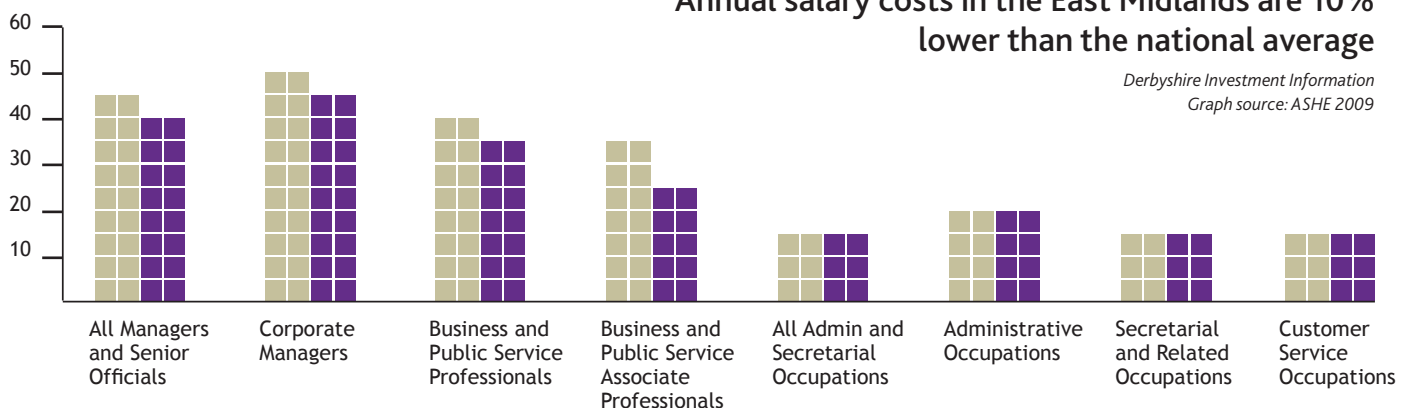
*“Derby is a city with an economy that balances high technology, retail and financial services.”*

BBC Newsnight

Annual Salary £ UK East Midlands

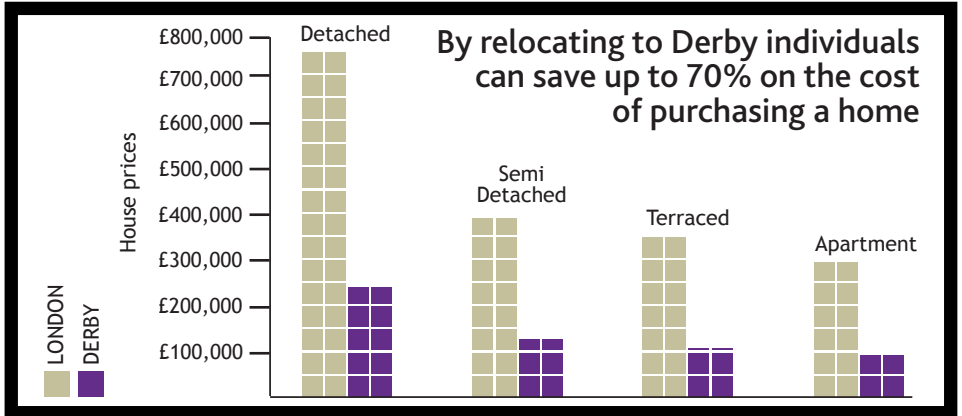
### Annual salary costs in the East Midlands are 10% lower than the national average

Derbyshire Investment Information  
Graph source: ASHE 2009

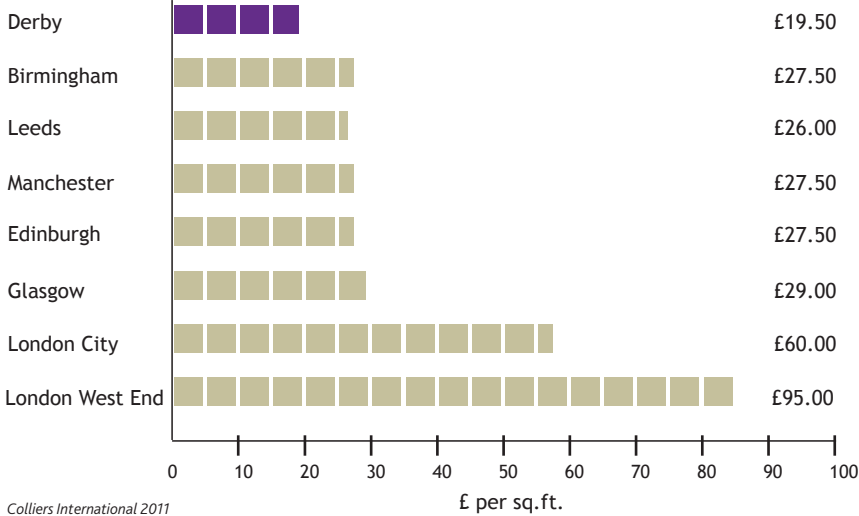


Derby offers a bespoke package of support. It can also provide assistance in identifying staff, sites and premises as well as broker business support.

Marketing Derby



## Up to 80% saving on Prime Office Rent compared to London



### New Grade A Office Locations

- 1 Central Square
- 2 City Gate House
- 3 Former DRI Site
- 4 Friar Gate Square
- 5 Number One Cathedral Green
- 6 ONEDERBY
- 7 Riverlights
- 8 Sadler Square

### Available Office Locations

- 9 Heritage Gate
- 10 Cardinal Square
- 11 Pentagon House
- 12 Lonsdale House
- 13 Midland House
- 14 St.Helen's Court
- 15 Mallard House



### One Derby

A 400,000 sq ft office scheme of six, 6-9 storey buildings set in 3 acres within the city centre.  
[www.onederby.co.uk](http://www.onederby.co.uk)



### Central Square

Large open plan Grade A office accommodation located in the heart of the city's new Business quarter.  
[www.centralsquarederby.com](http://www.centralsquarederby.com)



### Number One Cathedral Green

A mixed-use scheme will offer 95,000 sq ft of grade A office in the heart of the city centre.  
[www.wbdevelopments.co.uk](http://www.wbdevelopments.co.uk)



### City Gate House

60,000 sq ft of Grade A office space over four-storeys.  
[www.cedar-house.co.uk](http://www.cedar-house.co.uk)



### Nightingale Quarter

Proposals for 20 acres of land close to the Westfield Centre include a major mixed-use development.  
[www.nightingalequarterderby.com](http://www.nightingalequarterderby.com)



### Friar Gate Square

100,000 sq ft development will consist of two landmark office buildings.  
[www.innes-england.com](http://www.innes-england.com)

# ADDITIONAL DERBY FACTS

England's fastest growing city by GVA.

A travel to work population of 1.7m and access to 6m people within one hour.

England's most central city – 80% of the country's population is within a two hour drive of Derby.

Derby is the "safest" city in the Midlands.

The average price for a semi-detached home in the city of Derby is £166,120, which compares favourably with the East Midlands (£126,456) and the UK (£196,506) making Derby an affordable place to live.

The government has identified Derby as a housing Growth Point. By 2026 over 12,000 more homes will be built in Derby.

Derby's NVQ Level 4 skill base is well above the regional and national average.



## Connectivity and Transport

Over 30 high speed train connections to London St Pancras International daily with a typical journey taking only 90 minutes. The network connects to all major UK cities, and via the Eurostar terminal, Paris and Brussels within 4 hours. Derby Station has recently undergone an £23m refurbishment.

East Midlands Airport can be reached in only 15 minutes by road from Derby city centre. It offers access to over 100 destinations in Europe, Africa, the Caribbean and North America. It is the UK's leading airport for express freight and is the main centre of UK operations for DHL, UPS and Royal Mail. Birmingham and Manchester International airports are 45 minutes and 1.5 hours drive from the city.

Derby is central to the motorway network. Birmingham, Leicester and Nottingham are less than an hour away, and Manchester, Leeds and Liverpool are within 90 minutes drive. The city centre is just 10 minutes from the motorway network – M1 and the main trunk routes to the M42 and M6.



## CONTACT

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## MARKETING DERBY

The Invest in Derby team has a wide range of expertise and draw upon close links with the Local Authority and the Property and Business communities to ensure you receive the best advice and guidance available whatever your business requirement.

Our free and confidential service can be tailored to suit your needs and offers:

- Bespoke research and economic data
- Location Advice
- Recruitment & Training support
- Links to local business networks
- Property Solutions
- Access to funding and incentives
- Relocation support for staff