

ESIF Case Studies

Marketing Derby is a delivery partner on the "Invest in D2N2" project, which is part-funded by the European Regional Development Fund (ERDF) as part of the European Structural and Investment Growth programme 2014-2020.

Marketing Derby provides SMEs looking to locate or expand into Derby, as well as indigenous businesses looking to grow, with a professional, bespoke support and advice service helping them achieve their plans.

The ERDF funding we have received as part of the ESIF programme has enabled us to help SME businesses to establish, grow or relocate in the area, some examples of which are outlined below. The funding has enabled Marketing Derby to raise the profile of the city and county as a business/investment location of choice, often targeted to key strategic sectors for Derbyshire and the D2N2 LEP area. A dedicated staffing resource provides an enhanced bespoke support and advice service to help the businesses/ investors achieve their growth plans.



Composite Braiding is an advanced manufacturer of composite parts, and part of the city's advanced manufacturing sector and transport technology supply chain. Marketing Derby provided support to the business from start-up, helping secure an office location in Marble Hall, part of the Connect Derby managed workspace scheme.

Having successfully grown the company and secured local funding from the Derby Enterprise Growth Fund, Composite Braiding moved to the iHub on Infinity Park Derby in 2017, taking office and workshop premises.

Marketing Derby continues to support the company in its future growth plans.

“Marketing Derby was pivotal in helping me assess options for setting up my manufacturing business. From identifying suitable premises, to making introductions for finance support, they were proactive and interested in how they could help me and my new business.”

- Steve Barbour, Managing Director, Composite Braiding

SMITH PARTNERSHIP

SOLICITORS

Smith Partnership is an East Midlands firm of solicitors with a significant presence in Derby, with 114 staff. Having been in secondary office stock for many years, it identified the need for new premises. After considering opportunities elsewhere in Derby, it recognised the importance of remaining in the city centre including the offer it provided for its staff, as well as ease of access for its clients. Smith Partnership is likely to set a precedent for office occupiers in investing in city centre premises. Its new premises offer the company the opportunity to grow its business in terms of its client list, and in the number of staff taken on in the future.

Marketing Derby worked with several Partners at the firm to provide information on potential opportunities in the city and information regarding the local office market, offered diagnostic support on determining their objectives, budgets and timescales and brokered discussions with developers and landlord on rents and potential terms.

Following the intervention in late 2016, Smith Partnership was able to explore options throughout 2017 before securing new premises close to its existing location in early 2018. It has now completed transforming a disused location into a bright, modern space that is setting new standards for city centre office accommodation, which it moved into in July 2018. This has also helped raise its profile, with an on-street presence and corporate rebrand raising awareness of its services.

“The economic strength of Derby has allowed our business to grow the commercial side significantly over the years we have been based here.

That means a city centre presence is important to us, especially one that can provide parking and access to shops and cafes in the area for our clients and staff.

It was difficult to find what we wanted in the office space readily available and we had to be more creative in our approach to the space. Our new home in Norman House is an office we are proud to work in. We are invested in Derby and the growth of the city and our new office is a clear visual marker of our intentions going forward.”

- Claire Twells, Business Development Partner, Smith Partnership

