

NEWS RELEASE

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Focus on marketing Derby

Derby City Partnership's Marketing Manager, Adrian Mateo, starts in post this week with a brief to promote a positive image for Derby that the city and all its citizens can get behind.

The Derby City Partnership Board identified almost a year ago that it needed to focus on promoting a positive image for the city. A marketing group, chaired by Mike Copestake from Pro-Derby, has been working to make the idea a reality over the past few months. 'The City Council has done a terrific job in putting a package of funding together from a variety of sources over the past few months' said Mike Copestake. 'This means Derby City Partnership is able to appoint a marketing team to raise the profile of Derby to local people, the remainder of the UK and abroad. Derby has been a well kept secret for too long and it is time that we shouted its attributes from the rooftops.'

'We are delighted to welcome Adrian to Derby City Partnership' added Maurice Burgess, Chair of Derby City Partnership 'and look forward to the contribution he will make at this exciting point in Derby's history. We are currently looking at a range of key developments in the city, for example Derby Cityscape and the development of the

Eagle Centre, which mean Derby can rightfully claim a significant place among Britain's cities'.

With a solid background of marketing experience, including projects marketing Barcelona and Sheffield, Adrian Mateo is hoping to make a real impact on how people see Derby. 'Derby residents and businesses as well as our regional, national and international audiences need to see Derby as an exciting place to live, work or visit' said Adrian 'I look forward to the challenge and to helping Derby City Partnership convince all our audiences that Derby is a great place with a great future.'

Ends

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Derby City Partnership is an alliance of organisations working together to create a better Derby.

Members represent

- public services
- local businesses
- community and voluntary groups
- individuals who live or work in Derby.

Since 1995, Derby City Partnership has been working to:

- develop closer and better working between organisations
- improve services and facilities
- attract funding
- make best use of all resources
- bring the work of all partnerships in the city together

Derby City Partnership is also the Local Strategic Partnership, delivering the National Strategy for Neighbourhood Renewal in the most deprived neighbourhoods of the city.

Derby City Partnership Board meets bi-monthly. One hour of the meeting is devoted to a strategic discussion on a key topic for the city.

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