

The 'City of Making' plans to make...an impact

There's arguably no destination better-suited to *make* an impact at CHS Birmingham on 31 October, than the UK's best known "City of Making", Derby.

With innovation at its historical heart, Derby has chosen to become a first-time exhibitor at CHS 2023 because of the recent, current and future changes within the city centre, that will see it become one of the UK's newest venues for meetings, events and group travel.

The decision to make its inaugural appearance at CHS Birmingham in October, however, has not been taken lightly. It's part of a new, long-term strategy built entirely on the transformative changes currently taking place throughout the city centre.

New developments include the complete reconfiguration of the site of the world's first factory into an award-winning museum, and the creation of a new 3,500 capacity performance and conference venue that will be managed by world-leading venue operator ASM Global.

The Museum of Making and Becketwell Derby are the key components in the city's growing confidence in targeting a more business-oriented market.

Other partners on the Derby stand at CHS Birmingham will include the world-class Derby Arena that stands adjacent to Derby County FC's Pride Park; the state-of-the art Derby Conference Centre; Incora Cricket Ground, the home of Derbyshire County Cricket Club; hotels Leonardo, and Holiday Inn Derby Riverlights; the eclectic former Chocolate Factory, which is also home to the popular Bustler Market; and, of course, VisitDerby itself.

The £18m Museum of Making, which was shortlisted down to the last five for the 2022 "Museum of the Year" prize, and has also scooped three architecture awards, houses The Italian Mill (<https://www.derbymuseums.org/museum-of-making/venue-hire/the-italian-mill/>) - a dedicated events space that stands on the banks of the River Derwent, within a UNESCO World Heritage Site.

Becketwell (<https://becketwell.co.uk>), meanwhile, is one of the most comprehensive city centre regeneration schemes to have taken place within the city centre. The second phase, due for handover to its operators ASM Global in late 2024, will then be followed by future planned phases to include office and commercial space, and a new hotel.

As well as being the latest chapter in Derby's long history, it's also the main reason why Derby will be at CHS Birmingham this year.

Derby's Visitor Economy Development Manager Stella Birks explains, "This is an opportunity of a lifetime for Derby. Historically, the city has an incredible track record for making the most of a moment like this. And what I would say to anyone who doesn't already truly know Derby, is: we're aiming to change opinions at CHS Birmingham, in a very positive way. So please come along to our stand to find out more. We're aiming to make an impact. But most importantly of all, we want everyone to find out exactly what is making us so different these days from similar UK destinations".

CHS Birmingham stands at the very forefront of Derby's strategy to create a stir amongst the meetings, events and group travel market segments. But sustainability will also be a key theme. There will be major prizes, pop-up lucky-dips, and invitations for upcoming familiarisation visits.

Bringing a new level of confidence and vibrancy to the autumn event, the VisitDerby stand number is **D19**. For anyone unable to attend the event, further details can be found before and after the show at: <https://www.visitderby.co.uk/conferences>.

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