



- THE -
CIRCULAR



ROUND FOUNDRY
MARSHALLS MILL



WELCOME TO THE ALL NEW CIRCULAR

THE CIRCULAR WILL FEATURE NEWS, ACHIEVEMENTS, INNOVATIONS AND EVENTS BEING CREATED IN THIS BEAUTIFUL, HISTORIC CORNER OF LEEDS

THE CIRCULAR MAKES ITS DEBUT

The Round Foundry is established in Leeds as an area where some of the most interesting and creative companies choose to locate and where commonly they thrive. There is so much great work to shout about that we have produced this first edition of 'The Circular' to help turn up the volume about the work, the companies, the bars and cafes and the place which is fast becoming a destination in its own right, as the city continues to develop. Covering the Round Foundry and Marshall's Mill areas 'The Circular' will feature news, achievements, innovations and events being created in this beautiful, historic corner of Leeds. Let us know if you have any news that we should feature in the next edition by contacting anys@anitamorrisassociates.co.uk / @weloveholbeck

THE NEW FONT OF ALL (ROUND FOUNDRY) KNOWLEDGE

A new website for the Igloo estate is now live. www.theroundfoundry.co.uk is the first place to look for vacant office space in the area and it will be regularly updated with details about events, media coverage and local area developments.

FREE CITY CAR CLUB MEMBERSHIP

All Round Foundry area tenants are able to take advantage of free city car club membership for up to five members of staff. Creative Space Management have masterminded the deal so if you are interested in taking up this offer, visit: <http://goo.gl/xWn2y>.

THE GREAT ROUND FOUNDRY BAKE OFF

Well done to all the Mary Berry fans who took part in the Media Centre Bake Sale for Comic Relief, raising £79.27. Joint winners, Kim Van Elkan from Hornall Anderson and Steven Lilley from Simple Usability won a Pickled Pepper voucher for their light-fingered culinary skills.

TWEET MEET SUCCESS

It's now standard to 'meet' people virtually on Twitter but how many of us actually arrange to meet up in person? The Round Foundry last month hosted its first Tweet Meet in association with CDI Alliance, Doo Marketing, The Smart Agency and V Social. More than 70 people attended and were able to put faces to followers and get talking without the limitations of 140 characters. Proceeds, which were in excess of £200, went to the Leeds Children's Charity. Potentially a great way to do business and, as the event was so successful, a second one is taking place on 4 June. For more details email deborah@roundfoundry.net or contact Stuart McFarlane from CDI Alliance on Twitter: @stumac1066

ALWAYS LEARNING

Igloo and Creative Space Management are committed to providing opportunities for continuous professional development. New skills and qualifications have recently been achieved by the estate management team Adam, Jamie, Myhcal & Steve who have successfully completed the Level 2 NVQ training course in cleaning support services.

SHINE A LIGHT AND SHED A TONNE

Car park lighting at Marshall's Mill has recently been converted to use LEDs which will cut down the carbon footprint by some 13 tonnes and reduce power costs. The same will be done soon at the Round Foundry.

YOUR NEWS

HERE IN THE CIRCULAR WE WILL HIGHLIGHT THE AWARD WINS, NEW BUSINESS AND GENERAL NEWS FROM THE PEOPLE, PLACES AND BUSINESSES THAT MAKE UP OUR COMMUNITY

HELLO

Three new tenants are moving into their offices over the coming weeks. Welcome to investment company The Lawrence Scofield Group, care home provider Methodist Housing Association and creative branding agency Brave.

www.thelsgroup.co.uk / www.mha.org.uk

CONGRATULATIONS

It is well known locally that the companies based in the Round Foundry area are among the best in the country but it's always good to receive recognition from industry peers. Congratulations to the companies that were celebrating at the recent Insider Yorkshire Digital & Technology Awards 2013 including Bloom for Best use of SEO, Finn Communications who were highly commended for best use of social media for client Fab and Welcome to Yorkshire for Digital Marketing Campaign of the Year and Best Business to Consumer Website of the Year Winner. A mention too for neighbour TurnKey which was awarded Best Business to Business Website of the Year for their work for Ideal Heating.

NEW OFFICE FOR FINN

Award winning PR company Finn Communications is moving, but they are not going far. After six successful years in the Media Centre the team is expanding into larger premises and relocating to 14 Foundry Street. It's good to know we will still be seeing them around.

www.finncomms.com / [@Finn_PR](https://twitter.com/Finn_PR)

PUBLISH INTERACTIVE EXPANSION

Landlords are well accustomed to tenants' accommodation needs changing and Igloo is always keen to help growing businesses to focus on the day to day business whilst we resolve the physical expansion requirements. Publish Interactive, which provides software solutions for market research publishers, moved its small team into the Media Centre in 2009 and, in just three years, has quadrupled its staff winning a host of industry accolades as well as a raft of international clients. These are exciting times for the company and we are pleased that their growth plans include staying local. Precision customers include Decision Resources Group, Kline & Company, Espicom, Canadean and Technomic, and the focus for the next year is consolidating sales in North America, a market which is very well-suited to the company's product and service. With plenty of ideas for developing their unique software even further, the future looks bright.

www.publishinteractive.com

TECHNOLOGY FORGE-ING GOOD CLIENT RELATIONS

At the end of last year, Marshall's Mill tenants Technology Forge held an event for The Technology Forge Northern User Group - 25 of its public sector clients, based in the North of England. Using a combination of the company's office on the 4th floor of Marshall's Mill and a temporarily empty office space nearby, the event included presentations and networking opportunities for the delegates and gave them the chance to meet the whole Technology Forge team, not just those that are typically client-facing. The event proved valuable for both clients and staff and it is hoped that more such business-focused events will be held at the Mill.

www.technologyforge.com / [@tech_forge](https://twitter.com/tech_forge)



Photo: Johnny Carr

A SIMPLE ROUTE TO SUCCESS

Behavioural research company SimpleUsability recently featured in a special Sector Focus on IT and Technology in the Yorkshire Post, which got to grips with usability testing and eye tracking as the company rolls out its fascinating service to clients including Asda, Jet2.com, Irwin Mitchell, Jewson and Action for Children. Managing director and founder Guy Redwood is aiming high, with future plans to expand the company globally, citing mainland Europe as a key target and attending a trade visit with UK Trade and Investment to New York explore opportunities in the US. The company, which has been located here since 2007, is a great example of a business that harnesses creativity and technology for the modern world, from the place where the Industrial Revolution in Leeds began.

www.simpleusability.com / [@SimpleUsability](https://twitter.com/SimpleUsability)

'WELCOME' TO STAY

The powerhouse that is Welcome to Yorkshire is set to be in the area for a while yet, having committed to staying in the Dry Sand Foundry until at least 2018. With high profile campaigns already underway to put the Yorkshire Sculpture Triangle on the map, preparations are fast developing for the Tour de France's 'Grand Depart' in 2014, when the eyes of the world will be looking this way.

www.yorkshire.com / [@Welcome2Yorks](https://twitter.com/Welcome2Yorks)

ELMWOOD STEPS UP

WHEN BBC LOOK NORTH WAS LOOKING FOR A COMPANY TO HELP THEM BUILD MOMENTUM FOR BRADFORD, ON THE BACK OF BRADFORD CITY FC'S CUP FINAL APPEARANCE AT WEMBLEY, THEY APPROACHED ONE OF THE AREA'S NEWEST TENANTS, ELMWOOD



Some of the team at Elmwood

Photo: Simon Dewhurst

With just 3 days' notice, the account team and designers really stepped up to the plate, working late into the night to produce film content and branded visuals, something that would usually take weeks of work. Their brief was to focus on Bradford's big football match and to suggest ways that the game could become a tipping point for Bradford by creating a positive buzz locally, nationally and further afield.

If you have not met Elmwood before, here's what you need to know; Elmwood is a brand design consultancy that started in Leeds in 1989 and now has offices in London, Melbourne, New York and Singapore, with

further plans to expand. The company has won more DBA International Design Effectiveness Awards than any other agency in history and just last week they were announced as the most successful design agency over the last year, according to this year's The Drum Design 100.

www.elmwood.com / @ElmwoodTweets

HAPPY BIRTHDAY TO YOU

THEY HAVE BEEN OUR FAVOURITE MORNING COFFEE CALL AND LUNCHTIME SANDWICH STOP FOR FIVE YEARS SO WE WOULD LIKE TO SAY HAPPY BIRTHDAY TO JON, ROSS AND THE WHOLE OUT OF THE WOODS TEAM



Jon Baldwin, Out of the Woods

Photo: Johnny Carr

Since 2006 the flagship coffee shop on Water Lane has proved popular with local diners and corporate customers, offering made to order sandwiches, cakes and fresh fruit smoothies, using some of the region's best suppliers. In November 2010 the team took a leap across the canal and opened up a second shop at Granary Wharf.

Since then, Ross and Jon have run a series of successful pop up shops at Christmas time and set up Out of Yorkshire, an online retail outlet for their Yorkshire products allowing customers far and wide to buy Yorkshire.

Next is an Out of Yorkshire market, to be held at Granary Wharf on 25 May and featuring stalls from Out Of The Woods suppliers.

www.outofthewoods.me.uk / @outofthewoodsuk
www.outofyorkshire.co.uk / @outofyorks

GREAT MINDS THINK ALIKE

JAMES BOYCE AND SIMON HALKYARD FORMED DIGITAL MINDS, A SPECIALIST DIGITAL RECRUITMENT AGENCY IN 2009. THEY RELOCATED TO THE ROUND FOUNDRY MEDIA CENTRE FROM THEIR WELLINGTON STREET OFFICE IN 2010 AND IN JUST TWO YEARS, THE COMPANY HAS EXPANDED TWICE AND DOUBLED ITS OFFICE SPACE THANKS TO A CLUTCH OF NEW CLIENT WINS.

We spoke to them just after they moved into their new, bigger office space, still in the Media Centre.

Hello Simon, can you tell our readers a little about Digital Minds?

Both James and I have years of experience in recruitment and realised the growing jobs market afforded by the digital sector, so we created a niche recruitment agency which would cater specifically for this clientele. We only hire professionals with a strong digital background to ensure they have the latest knowledge of digital trends and technologies to help companies in the industry grow using the best creative talent.

You moved to the Round Foundry from Wellington Street. What has been your experience of the area from a business perspective?

We liked this area as it has a wealth of digital and new media companies, and potential clients, right on our doorstep. Being located in the heart of this creative corner of Leeds means we talk constantly to companies about the latest developments and industry news which in turn, helps us become more knowledgeable and look informed to our clients.

You have been in the Media Centre for almost three years now, moving offices as and when required to accommodate changing staff levels. What changes within the business have precipitated the moves? Briefly, we've won more than 30 new clients in the last twelve months and are planning to double our team by the end of 2013. This development is perfect for young, creative companies like ours and provides a knowledgeable network of like-minded companies. It's good to know there are other similar spaces, both old and new, close-by, such as Marshall's Mill and Tower Works, which could accommodate us when we finally outgrow the Media Centre, as we will definitely try to stay in the area for the long-term. We have no reason to want to be anywhere else; with a satellite office in London for those clients in the city and our base here, we are covered.

<http://flavors.me/digitalminds> / @DigitalMindsLtd



Simon Halkyard and members of the Digital Minds team

SOMETHING TO GET YOUR TEETH INTO

OPPORTUNITIES TO GET INVOLVED AND ENGAGE WITH OTHER LOCAL BUSINESSES AND EVENTS FOR YOUR DIARY, HERE IN THE NEIGHBOURHOOD AND NEARBY

VOLUNTEERING OPPORTUNITIES

Leeds Ahead has new upcoming volunteering opportunities open to all levels of staff and there are several events that companies can get involved in:

- 2 May** **Careers Event**
*Co-operative Academy of Leeds
LS9 7HD*
- 10 May** **Interview Practice**
*Roundhay School Technology College
LS8 1ND*
- 18 June** **Interview Practice**
*Carr Manor Community School
LS17 5DJ*
- 25 June** **Functional Workshop**
*St Theresa Catholic Primary School
LS15 8RQ*
- 9 July** **Careers Event**
*Roundhay School Technology College
LS8 1ND*
- 9 July** **Careers Event**
*Fieldhead Primary School
LS14 2EG*
- 18 July** **Careers Event**
*Mirfield Free Grammar and Sixth Form
WF14 9EZ*

If you would like to take part in any of the opportunities listed or need further information, contact Jaspal Birdi, Project Support Assistant at Leeds Ahead on jaspal.birdi@aheadpartnership.org.uk / 0113 2467877 / [@AheadP_ship](http://www.aheadpartnership.org.uk)

GEARING UP FOR GROWTH

Find out more about two new funding initiatives designed to support business growth, by attending a free breakfast seminar for companies in the creative, media and digital sectors.

This is organised in partnership between Igloo, Leeds City Council's economic development service and Creative Space Management on Wednesday 5 June, 8.30–10.00am at the Round Foundry Media Centre. David Parkin of TheBusinessDesk.com and Marc Allen of True North, two of the sector's leading companies will also share their experience of growing their businesses, the challenges they have faced and the lesson they've learned. Places are by reservation only, please email anys@anitamorrisassociates.co.uk to secure a place.

LEEDS LOVES FOOD

Leeds's big gastronomic date is approaching soon. Leeds Loves Food, spread over two weeks from 24 May–9 June, will be a celebration of the city's food and drink scene, culminating in a food fair at Millennium Square over the final weekend. This year only businesses from across the Yorkshire region will be represented at the festival and here in the Round Foundry area we are hoping to get involved too so visit www.theroundfoundry.co.uk for further details as we get everything in order.

INTELLIGENT CITIES CONFERENCE

The Intelligent Cities Conference and Exhibition comes to the Rose Bowl at Leeds Metropolitan University on 19 June 2013. Hosted by Leeds with support from Leeds and Partners and Leeds City Council the event will address the needs of smarter cities. Event organisers promise 'a look beyond the basic connectivity infrastructure to open data, mobile technologies, innovation, healthcare, medtech, wealth creation, digital inclusion and M2M capabilities.' An exhibition and trade show will run alongside the conference. Tickets are £50 + VAT (including lunch and refreshments) and you can get them here: www.nextgenevents.co.uk/events/intelligent-cities-conference

100% INDEPENDENT

THE ROUND FOUNDRY AND MARSHALL'S MILL AREA IS GATHERING A REPUTATION AS AN INDEPENDENT FOODIE HAVEN WITH OUR SELECTION OF MOUTH-WATERING CAFÉS, PUBS AND RESTAURANTS

DAVID STREET CAFE

109 Water Lane
0113 245 4349
Monday–Friday: 05.00–17.00hrs

ENGINE HOUSE CAFE

2 Foundry Square
0113 391 2980
info@theenginehousecafe.co.uk
www.theenginehousecafe.co.uk
*Monday, Tuesday: 8.00–15.00hrs
Wednesday–Friday: 8.00–21.00hrs
Saturday: 18.00–21.00hrs, Sunday: Closed*

THE FOUNDRY WINE BAR

1 Saw Mill Yard
0113 2450390
Info@TheFoundryWineBar.co.uk
www.thefoundrywinebar.co.uk
*Tuesday–Friday:
Lunch 12–14.30hrs / Dinner: 18.00–22.00hrs
Saturday: 18.00–22.00hrs, Sunday–Monday: Closed*

THE MIDNIGHT BELL

101 Water Lane
0113 244 5044
info@midnightbell.co.uk
www.midnightbell.co.uk
*Monday–Thursday, Sunday: 11.30–23.00hrs
Friday–Saturday: 11.30–24.00hrs*

OUT OF THE WOODS

113 Water Lane
0113 2448123
jon@outofthewoods.me.uk
ross@outofthewoods.me.uk
www.outofthewoods.me.uk
Monday–Friday: 7–16.00hrs

THE PICKLED PEPPER

3 Saw Mill Yard
0113 234 4888
www.pickledpepperleeds.co.uk
Monday–Friday: 7.30–15.00hrs

FEATURED INDEPENDENT



THE CROSS KEYS

107 Water Lane
0113 243 3711 / info@the-crosskeys.com
www.the-crosskeys.com
*Monday–Thursday: 12–23.00hrs
Friday & Saturday: 12–24.00hrs
Sunday: 12–22.30hrs*

The Cross Keys instantly transports you from the hubbub of the city into a welcoming inn that could be miles away from anywhere, complete with gleaming beer pumps, cosy little alcoves and roaring fires. In the summer its courtyard provides sun drenched sanctuary from the city centre. The menu offers traditional British food made from locally sourced, ethically produced, seasonal ingredients.

The Cross Keys offers a great range of local specialist ales, wines and a great range of spirits. It also plays host to a food and crafts market where local independent traders sell their wares; ranging from jams & chutneys to home made jewellery, brownies and original artwork.



Our next issue of The Circular is due out in summer so if there is anything that you want to tell us about, please get in touch directly (anys@anitamorrisassociates.co.uk) and we'll see what we can do.

[@weloveholbeck](https://www.igloo.uk.net) is where we live on Twitter or if you want to know more about igloo more generally, visit www.igloo.uk.net

Parking:

We have parking spaces available for people to let on a short term basis, if you're interested contact rob.barker@creativespaceman.com

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