

100% INDEPENDENT

**DAVID STREET CAFÉ**

109 Water Lane  
0113 245 4349  
Mon – Fri: 05.00am – 17.00pm

**ENGINE HOUSE CAFÉ**

2 Foundry Square  
0113 391 2980  
info@theenginehousecafe.co.uk  
www.theenginehousecafe.co.uk  
@EngineCafeLeeds  
Mon – Wed: 8.00am – 15.00pm  
Thur – Fri: 8.00am – 21.00pm  
Sat: 10.00am – 18.00pm  
Sun: Closed

**OUT OF THE WOODS**

113 Water Lane  
0113 244 8123  
ross@outofthewoods.me.uk  
www.outofthewoodsme.uk  
Mon – Fri: 07.00am – 16.00pm

**THE CROSS KEYS**

107 Water Lane  
0113 2433711  
info@the-crosskeys.com  
www.the-crosskeys.com  
Mon – Thur: 12.00pm – 23.00pm  
Fri & Sat: 12.00pm – 12.00am  
Sun: 12.00pm – 22.30pm

Sign up to the mailing list by emailing  
info@weloveholbeck.eu

If you have a story that you would like us to  
include in The Circular, please get in touch with  
olivia@anitamorrisassociates.co.uk and  
we'll see what we can do.

@weloveholbeck is where we live on Twitter  
and on Facebook, it's The Round Foundry



**THE FOUNDRY**

1 Saw Mill Yard  
0113 245 0390  
info@thefoundrywinebar.co.uk  
www.thefoundrywinebar.co.uk  
@ FoundryWineBar  
Tues–Fri: Lunch 12.00pm – 14.30pm /  
Dinner: 18.00pm – 22.00pm  
Sat: 18.00pm – 22.00pm  
Sun & Mon: Closed

**THE MIDNIGHT BELL**

101 Water Lane  
0113 244 5044  
info@midnightbell.co.uk  
www.midnightbell.co.uk  
Mon – Thur, Sun: 11.30am – 23.00pm  
Fri & Sat: 11.30am – 12.00am

**NORTHERN MONK BREWING CO LTD**

The Old Flax Store  
0113 243 6430  
drink@northernmonkbrewco.com  
www.northernmonkbrewco.com  
@NMBCoRefectory  
Tues – Thurs 11.00am – 11.00pm  
Fri & Sat: 10.00am – 01.00am  
Sunday: 10.00am – 9.00pm

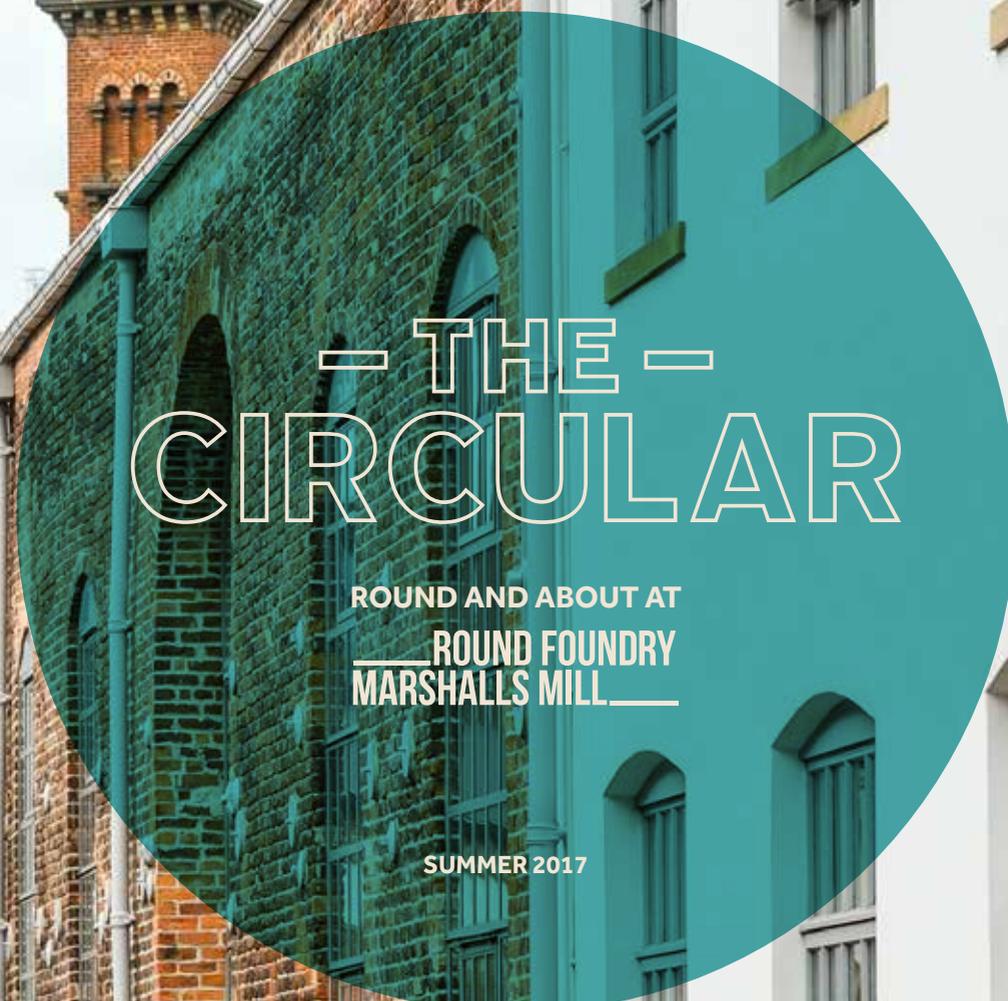
**TASTE LTD**

3 Saw Mill Yard  
0113 234 4888  
hello@taste-yorkshire.com  
@tasteltd  
Mon – Fri: 08.00am – 15.00pm

**USEFUL CONTACTS**

Managing agents:  
Workman LLP  
Jonathan.Davies@workman.co.uk  
Lisa.Glendenning@workman.co.uk

PR and marketing agency for Holbeck Urban Village:  
Anita Morris Associates. 01943 603311.  
www.anitamorrisassociates.co.uk

A large teal circular graphic is overlaid on the right side of the page, partially covering a photograph of a brick building. The building has a prominent brick tower with a clock face. The circular graphic contains the text '- THE - CIRCULAR' in a large, white, outlined font.

# - THE - CIRCULAR

ROUND AND ABOUT AT  
ROUND FOUNDRY  
MARSHALLS MILL

SUMMER 2017

# WELCOME BACK



**Welcome to The Circular for summer 2017; an issue that's packed with news, views, events and little bits of history from the most enduringly innovative corner of Leeds.**

Before it became known for its creative talent, Holbeck was a hotbed of heavy machinery and played an enormous part in the first Industrial Revolution. In this edition, we'll be taking you back to the 18th century to see how Holbeck's heritage shaped its future, as home for the fourth Industrial Revolution which has seen the area flourish as a home to creative and tech businesses.

We'll also be dishing out the latest from the area, which includes the exciting news that our lovely Marshall's Mill receptionist Lisa Riley recently came Runner Up (Leeds and Manchester) in the Receptionist of the Year awards. Congratulations Lisa!

You'll get to know two brand new tenants, SpacelInvader interior design agency and Taste, a brand-new café in Saw Mill Yard. We'll also be giving you an update about the exciting Holbeck Viaduct project, which is starting to gather some pace.

Elmwood creative director Martyn Haynes offers a personal insight in the profile piece, which sees him share his 30 years' experience of the creative industries, including some great tips for junior creatives.

There's also a packed events calendar, so you can see what's coming up in the next few weeks.

**Enjoy the read!**

# ROUND & ABOUT

THERE'S BEEN LOTS OF MOVEMENT IN AND AROUND THE MILL AND FOUNDRY IN THE LAST COUPLE OF MONTHS, AND AS A RESULT SOME EXCITING NEW BUSINESSES HAVE JOINED THE COMMUNITY.

## INVASION AT THE GREEN SAND FOUNDRY

SpacelInvader are an award-winning interior design agency, with studios in London and Manchester. The design specialists have already been delivering projects for Leeds-based clients and were recently tasked with helping Sky Betting & Gaming develop their new flagship digital base in the city, so it made sense for their much needed third studio to be based here in Leeds. They're moving into the Green Sand Foundry and we can't wait to see what they're going to do with the space.

## A TASTY NEW SPOT

Holbeck Urban Village got a whole lot tastier last month, as brand new café Taste opened its doors in the spot that was previously home to the Pickled Pepper. Taste was born from the ideas (and appetites) of the team at Your Engine Room, which has been based in the Round Foundry Media Centre for six years. Managing Director Ian Hargreaves is keen to provide busy Villagers with a speedy service that doesn't compromise on quality, and he also wants to support fellow local businesses by making sure all their suppliers are Leeds or Yorkshire-based firms. If you've not had chance to visit the café yet, make sure you pop in to try out some of their tasty sandwiches, soups and stews. They can be found at 3 Saw Mill Yard, just next to The Foundry Wine Bar.



## MARSHALL'S MURAL

Many of you may have noticed the stunning new John Marshall mural on Water Lane. The mural was a collaboration project between CEG, which owns the site, Northern Monk Brewery and Manchester-based artists Nomad Clan. Nomad Clan have added a nice personal tribute to the piece, as next to John Marshall is an image of artist Hayley's grandfather, who once worked in the mill. A lovely nod to our Holbeck heritage.



## HOLBECK VIADUCT UPDATE

The team in charge of the Holbeck Viaduct Project have been beaver away over the past year, and have produced a feasibility report which was presented at Old Chapel Studios on 21st July.

The viaduct (not to be confused with Monk Bridge viaduct, which recently received planning permission for a similar project) runs from the city railway station, behind Temple Mill and the Holbeck Urban Village, across Domestic Street, then across the A643 dual carriageway and Gelderd Road. It's a Victorian engineering masterpiece, but has laid empty since at least the 1980s. There's been lots of talk about reopening it to the public ever since, and the past 4 years in particular have seen a new surge of interest, with a scheme led by local residents gathering significant interest and profile. Over the past year, a team of volunteers have together written and compiled a rough 'feasibility' report, to find out if and how they think the proposed scheme could work.

To find out more or get involved, visit the project's Facebook page: <https://www.facebook.com/groups/190849144426363/>

# FROM THE MILL



## RECEPTIONIST OF THE YEAR

Our very own Lisa Riley, who many of you will know as the smiling face behind reception at Marshall's Mill, has come runner up (Leeds and Manchester) in the Receptionist of the Year Award! The award was launched by Lucy Walker Recruitment, who were keen to celebrate and recognise the receptionist role and 'the integral part it plays in most, if not all businesses'.

## SIMPLE USABILITY

Research specialists Simple Usability are calling on fellow mill and foundry businesses to lend a hand with some market research. For those happy to be a guinea pig, research usually pays £40-£50 for an hour, and the sessions are run in Marshall's Mill, so participants can take part during their lunch break. Anyone can apply to take part, and the Simple Usability team are looking for all kinds of people. The sessions are really relaxed, simple and usually involve trialling apps or websites. Anyone that is interested can register at [www.research-helper.co.uk/register](http://www.research-helper.co.uk/register).

## ROBOT FOOD BRING 'BAGS OF FLAVOUR' TO SEABROOK

Brand magicians Robot Food have teamed up with one of Yorkshire's most popular brands, Bradford based Seabrook crisps, to reposition and redesign packaging for the crinkle, lattice and straight cut ranges.

Tasked with making Seabrook the "plucky northern challenger we know we can be", Robot Food took Seabrook's distinct personality and translated it into a bold, punchy design with a proud tone of voice that would be sure to stick out on the shelves. Stripped back and rebuilt, the new branding is an evolution that stays true to Seabrook's heritage.

The core range redesign features thick stripes of variant-appropriate colours, with a wave-like design for Crinkles and straight-edged for Straight Cut. The designs shout loud against a fresh white background, a key Seabrook brand equity. For the more premium Lattice range, Robot Food chose a rich blue backdrop to give each flavour's accent colour extra standout. The team also created the proud and punchy new tone of voice, including the 'Bags of flavour made with pride' strapline and the 'Saviours of flavour' brand story, which subtly nods to the company's northern roots.



Paul Taylor, director at Creative Space Management was the person to nominate Lisa, citing her diligent and creative nature as reasons for entry. He also flagged up Lisa's fantastic charity work, including the Christmas gift drive she organises every year for Leeds Women's Aid. Lisa was presented with the award on 29th June. Congratulations Lisa, and thanks for all your hard work!

## TRUE NORTH SADDLES UP FOR THE SECOND TIME

Team True North got back on their bikes for the second year running, all in aid of Martin House Children's Hospice.

On Saturday 8th July a team of 16 cyclists from True North took on a 120mile overnight ride from London to the Suffolk coast. The team set off from Hackney in East London at 8.30pm and arrived the following morning on Dunwich beach amongst thousands of other riders from all over the UK - exhausted but elated and very ready for breakfast!

With incredible support from friends, family and colleagues, True North has so far raised £5,000 for Martin House.

**A huge well done to everyone that took part!**

# ROUND THE FOUNDRY

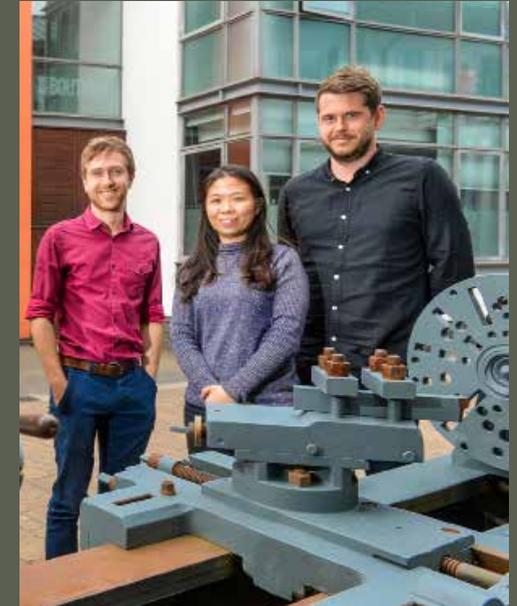
## NEW MENU EMERGES FROM THE WOODS

Out of the Woods has spiced up their menu for the summer. The quirky café has added a range of new salads to the menu, as well as a protein pasta, which has been such a success that they are now offering a gluten free option. There is also a new range of cakes courtesy of Cakesmith, including a delicious salted caramel bubbles cake, which is already going down a treat with the staff!

Customers can also now pick up a Woods loyalty card and enjoy a number of tasty offers. Every £1 spent earns 10 points, which can then be redeemed in store. Pop into their branch on Water Lane to find out more.

## FUSEBOX SPARKS TWO NEW APPOINTMENTS

The Fusebox team have added two new recruits to their Round Foundry Media Centre office. Victoria Payne has joined the growing team as Services BUYonomist, where she will work alongside other practice heads to ensure all its services are delivered seamlessly through its technology platform, BUYonomist.com. Kelly Hukin has joined the team as ILM accredited Sales Coach, focusing on business-to-business sales coaching for its tech clients. Kelly brings a wealth of experience to The Fusebox, having spent over a decade working across the UK and Europe, training and coaching individuals employed in the ever-changing and increasingly regulated Financial Services industry.



## URBAN WILDERNESS BRANCHES OUT

Design devotees Urban Wilderness have branched out of the Round Foundry Media Centre and into a beautiful space in Saw Mill Yard. The move follows growth in the landscape architecture company, which currently has seven members of staff and is in the process of recruiting two more.

Nathan Edwards, director of Urban Wilderness, welcomed the move, saying "it is great to have a standalone space which we can make our own. Saw Mill Yard has a great atmosphere and offers our staff a choice of places for lunch and relaxation on our doorstep."

## FINN DIVES HEAD FIRST INTO THE POOL

Popular women's media brand The Pool has taken the plunge and appointed Finn to deliver a communications campaign which will aim to build the brand's commercial profile with potential advertising and agency partners. The Pool was set up in 2015 by BBC broadcaster Lauren Laverne and journalist Sam Baker, and brands itself as 'platform for women who are too busy to browse'. Finn are based in the Round Foundry, and opened a London office in July 2016.



# CREATIVE MINDS

THE CREATIVE INDUSTRIES ARE THE FASTEST GROWING SECTOR OF THE UK ECONOMY SINCE THE 2008 CRASH, CURRENTLY WORTH A STAGGERING £84BILLION\* MORE THAN CAR MANUFACTURING OR AEROSPACE. HERE IN HOLBECK, CREATIVITY AND DESIGN ARE AN INTEGRAL PART OF THE COMMUNITY, SO WE SAT DOWN WITH MARTYN HAYNES OF ELMWOOD TO CHAT.



## THANKS FOR CHATTING TO US MARTYN! TELL US A BIT ABOUT WHAT YOUR ROLE AS CREATIVE DIRECTOR INVOLVES.

Firstly, it's about the creative output of Elmwood. I oversee all the projects that go out of this office and instigate the work briefs of our other designers, so my role as a director is actually much more about people than design. I've been a practising designer for thirty years, so that experience has allowed me to mentor and grow the careers of our team of talented designers.

## WHAT WAS IT THAT MADE YOU WANT TO GO INTO THE CREATIVE INDUSTRIES?

Well, I've always been good at drawing, ever since my school days. When I first got into the industry, people didn't really understand what being a graphic designer was, so it was actually my art teacher at school that told me about it and encouraged me to go to art college. It's an amazing career, because I'm doing my hobby for a living! I feel incredibly honoured and privileged to be in that position, and to work alongside likeminded people.

## WHAT'S SO INTERESTING ABOUT THIS INDUSTRY?

You get to work with lots of different people from all different walks of life, whether it's in the office, other people in our industry or photographers all over the world. Our work is so eclectic too; one day we'll be working with a pig food manufacturer in the Philippines, and the next day it'll be a sausage manufacturer in Masham. We meet so many interesting people, and for me that has been a really great part of the job.

## HOW DID YOU GET INTO THE FIELD?

I'm lucky, because I've been at Elmwood for thirty years; it's been the only job I've had. When I left college [where?], I started as an intern when Elmwood was the annex of an advertising agency called Charles Walls. We designed all the logos and basically did the work that the ad boys were unable to do. Eventually, Jonathan Sands became MD and grew Elmwood into a design agency; we started to get our own clients, one of the biggest ones being ASDA. Elmwood then moved to an office in Guiseley, which was our home for 25 years. We then started opening all our other offices across the globe, and eventually we decided to make the move from Guiseley into Leeds city centre which we love, not least because we're between The Cross Keys and The Midnight Bell.

## WHERE'S YOUR FAVOURITE PLACE TO GET CREATIVE?

I'd have to say here in our studio. The space here is incredible; we do have individual desks, but we have breakout spaces where everyone is encouraged to get together to work on projects and get the creative juices flowing. It allows us to move around, get different ideas from different people, and it's a really positive way to work.

## IT SOUNDS LIKE YOU AND THE REST OF THE ELMWOOD TEAM ARE A HUGE INFLUENCE ON EACH OTHER CREATIVELY?

Yes, definitely. We're lucky because we've always had incredibly talented people here, whether they've stayed here or gone on to set up their own successful design business. I learn so much from the young people that are coming into the business; their passion and enthusiasm is infectious and helps us all to work better.

## WHAT ADVICE WOULD YOU GIVE TO THOSE YOUNG PEOPLE THAT ARE TRYING TO GET INTO THE INDUSTRY?

If you're a student, I'd say that interning is the best way. I think it's also important to identify which design agencies you really admire and to approach them and show them your work. Even if you don't get a job or an internship, at least you soak up a little bit of their culture and start to get a feel for what each company is looking for. It's not always about who has the strongest CV; sometimes it's just about finding the right agency for you. One of our designers actually trained and worked as a lawyer for four years, but she'd always wanted to get into design. She eventually left and did a design course, and then she came here to do an internship. We were so impressed by her enthusiasm and her talent, and she's now worked here for three years. People like that bring a whole different thing to the mix, which is really important.

## WHAT HAVE BEEN YOUR FAVOURITE RECENT PROJECTS TO WORK ON?

We tend to work on big, global brands such as GSK and P&G – a lot of that work comes from here and also our London and New York offices. We still work on smaller brands too, and we love doing that. For example, we started working with the Saucy Fish Company when they had just launched, and they were tiny. We created a brand around their idea, and with that they've now grown into a multi-million-pound company. Whether a brand is huge or tiny, we always apply the same thinking and strategy. Our job involves a lot of travelling too, so those are always fun projects to work on. It's amazing but true that through the only job I've ever had I've worked in two continents and had the opportunity to travel the world!

[www.elmwood.com](http://www.elmwood.com)

\*source: telegraph.co.uk

# WHAT'S ON?



**Whether you're a Holbeck worker, resident, or just a visitor, we've got some great events for you to come along to in the next few months. Here's what's on offer for August and September. Introducing...**

## **SPACEINVADER AND URBAN WILDERNESS**

*Thursday, 3 August 2017, 8am-9.30am*  
Round Foundry Media Centre

Welcome, meet and find out about two businesses that have recently moved into the Round Foundry development:

- award-winning interior design studio SpacInvader
- andscape architects & master planners Urban Wilderness

## **SARAH DODSWORTH & JOHN WILLIAMS**

*from SpacInvader*

Award-winning interior design agency SpacInvader have recently moved into The Green Sand Foundry. The design specialists, who also have studios in London and Manchester, have already been delivering projects for Leeds-based clients and were recently tasked with helping Sky Betting & Gaming develop their new flagship digital base in the city.

## **TIM REID & NATHAN EDWARDS**

*from Urban Wilderness*

A landscape architecture and master planning consultancy, Urban Wilderness specialises in the design and master planning of urban realm, residential, education and regeneration projects, and

has just expanded for the third time within Holbeck Urban Village, moving into Saw Mill Yard.

RSVP to [info@weloveholbeck.eu](mailto:info@weloveholbeck.eu) to reserve your place

## **HERITAGE OPEN DAYS IN HOLBECK**

*7 September 2017, 11am-4pm*  
Start at Holbeck Cemetery, finish at Granary Wharf

Join a free guided walk through the area and find out the hidden stories from the mills, foundries and past communities of Holbeck to celebrate Heritage Open Days.

Visit [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk) for more information.

## **MINDFULNESS ON YOUR COMMUTE**

*21 September 2017, 8am-9.30am*  
Round Foundry Media Centre

Lee Thompson from charity Sustrans will be visiting the area to help us promote a more environmentally friendly, sustainable and healthier approach to commuting.

Find out how you could be using your car less, making more of cycle routes and generally how to be more mindful of your commute.

Email [info@weloveholbeck.eu](mailto:info@weloveholbeck.eu) to reserve your place

# CALLING ALL VILLAGE PEOPLE

Calling all Holbeck Village People! We think it's about time we all got to know each other a little better, but we know how hard that can be when we all spend so much time stuck at our desks. With that in mind (and with a little inspiration from the 40th anniversary of YMCA hitmakers the Village People), we've decided to launch #HolbeckVillagePeople, a dedicated page in The Circular and social media hashtag where we can all get to know each other. Who knows – you might find a new running partner, someone who can help your business, or even just a new drinking buddy.

## **HERE'S A COUPLE TO KICK US OFF**

**SARAH DEAR** is the Managing Partner at Elmwood Design on Water Lane. Sarah has more than 25 years' experience in brand consultancy, and outside of work, she's a keen runner and cook.

*#HolbeckVillagePeople*



**SIMON BOLLON** is Managing Director at We Are Boutique, specialists in media, digital and PR. Ambitious and driven, Simon is known for taking part in the kind of sporting events that the rest of us could only dream of!

*#HolbeckVillagePeople*

# FIRST REVOLUTION TO FOURTH REVOLUTION



Long before it became the most creative corner in Leeds, Holbeck's mill and foundry buildings were a vital part of the industrial revolution. Here, we delve into The Round Foundry's past, and see how it shaped the future. Many thanks to Kris Ward and Andrew Johnson at [www.leedsengine.info](http://www.leedsengine.info) for providing us with this fantastic information.

Thanks to John Marshall and Matthew Murray, The Round Foundry was a pioneer not only for Leeds but for the world, producing the first successful freight locomotives.

The story of the Round Foundry actually begins in Adel, at the first mill owned by John Marshall. It was here that Matthew Murray, an engineer from the North East, was employed to work initially as a handyman; however, Murray proved to be very useful in working with the water powered mill machinery, and he became chief mechanic.

The Flax spinning industry was booming and the mill at Adel soon proved too small. John Marshall then established what would become a massive complex of mills in the Holbeck area of Leeds. Setting up the works involved a great deal of work by Matthew Murray, including making his own design of a flax spinning machine. With a number of other mills being established in the area there was great demand for machinery such as Murray's. In 1795, he went in to partnership with David Wood and established a business making machines in rented buildings in Mill Green, Holbeck. The firm was so successful that Murray eventually moved to bigger premises in Water Lane, Holbeck just a few years later, and following the development and success of Murray's steam engines, he designed and built The Round Foundry as the businesses new assembly workshop.



Murray's most famous work, the design and building of the first commercially viable steam locomotive, the twin cylinder Salamanca in 1812, was built in the Engine House, which was most recently known as the Engine House Café.

Thanks to the quirky design of Murray's work, the area has managed to keep its characterful courtyards and foundry buildings, and there are a total of seven listed buildings in the area, including the Dry Sand Foundry and Green Sand Foundry. You might also have spotted bits of the Round Foundry's history dotted around the area, such as the Smith Beacock & Tannett lathe in Saw Mill Yard. As we all know, the Round Foundry is still home to some of the best designers and innovators in the city, a touching tribute to the area's founding father.

