
100% INDEPENDENT

FOUNDRY TENANTS

- DAVID ST. CAFÉ
- ELMWOOD
- FINN
- ISG
- KINGS BENCH WALK
- MOTIVE8 NORTH
- MORGAN'S CITY LIVING
- OUT OF THE WOODS
- RED SKY LEARNING
- SPACEINVADER DESIGN
- THE CROSS KEYS
- THE FOUNDRY
- THE MEDIA CENTRE
- THE MIDNIGHT BELL
- TASTE
- URBAN WILDERNESS
- WELCOME TO YORKSHIRE
- WE ARE BOUTIQUE
- ZEAL

MILL TENANTS

- ALL RESPONSE MEDIA
- ARTS COUNCIL ENGLAND
- BOLSER
- BLOOM AGENCY
- DIGITAL ME
- DUCK SOUP
- EYZON
- FLASHTALKING
- HARVEY NASH
- MEDIACOM
- NEWSTIME
- RANDSTAD
- ROBOT FOOD
- SDA SOLUTIONS
- SIMPLE USABILITY
- SEWELL GROUP
- TALL
- THE TECHNOLOGY FORGE
- TOUCH MEDIA SOLUTIONS
- TRUE NORTH PRODUCTIONS

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](https://twitter.com/weloveholbeck) is where we live on Twitter and on Facebook, it's The Round Foundry

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ROUND AND ABOUT AT
ROUND FOUNDRY
MARSHALLS MILL

A large graphic on the right side of the page. It features a dark blue silhouette of a city skyline with several gears of various sizes overlaid on it. The text '- THE - CIRCULAR' is written in a large, white, outlined font across the center of the graphic.

- THE -
CIRCULAR

WINTER 2017

WINTER WELCOME



Hello, and welcome to The Circular for Autumn/Winter 2017, an issue that's packed with the latest news and views from our creative corner of Leeds. In this edition we're taking a break from the creative minds and looking into the world of tech and behavioural research, as we chat to SimpleUsability director Guy Redwood.

Congratulations are also in order, as our resident restaurateurs, The Foundry Wine Bar, have been included in the Michelin Guide for the twelfth consecutive year. Massive congratulations to Phil, Shaun and the rest of The Foundry team!

We'll hear all about the new tenants in and around the area and some exciting projects that have been taking place in the Round Foundry, including the sparkly new video which has been produced to promote the area.

We'll also head behind the scenes at the newest café on the block, Taste, to meet their new chef Lizzie, who tells us about all the warming winter food they have on offer.

The most wonderful time of the year is just around the corner, and we'll have the latest news on Lisa's annual gift drive for Leeds Women's Aid, as well as some Christmas drinks, which you are of course all invited to. Santa hats are not compulsory but are definitely encouraged!

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

Enjoy the read!

ROUND & ABOUT



NEW ADDITIONS TO MARSHALL'S MILL AND MARSHALL'S COURT

Marshall's Mill and Marshall's Court have welcomed two brand new tenants in recent months, adding to the estates diverse network of creative businesses.

DigitalMe, a City & Guilds Group company, has taken up space on the fifth floor of the Mill. The company offers consultancy and technology services.

Duck Soup Films, a recent addition to Marshall's Court from its previous home at Tower Works, is a collaboration between producers Libby Durdy, Bekki Wray-Rogers and Jessica Holyland who, before setting up Duck Soup, were responsible for producing and line producing some of the UK's best TV drama including the multi BAFTA award winning 'This is England' and the International EMMY award winning 'Utopia' series. Since they established in 2015, the Yorkshire-based indie has built a burgeoning slate of bold, authored, scripted content for TV and film. Working with an eclectic and diverse mix of regional, national and international talent, their projects are set to simultaneously excite and challenge, taking global audiences on an entertaining journey exploring contemporary and resonant themes. Earlier this year the company received investment from Fremantle Media, who acquired a 25% stake, allowing them to expand further and appoint Jackie Okwera as Head of Development.

INTERIOR DESIGN INVASION GATHERS PACE WITH RALPH CAPPER

Ralph Capper Interiors is the latest business to make the move across the Pennines into the Round Foundry. Ralph Capper is the North West's leading independent furniture consultancies, and is bringing its 40 years of specialist experience to Leeds, with a new studio and showroom in the Green Sand Foundry alongside fellow interior designers Space Invaders. The move is something of a homecoming for the consultancy's Leeds born and bred director, Emma Bennett.

"My team and I have been delivering projects for an increasing number of Leeds-based clients," she says. "So, it made excellent business sense to introduce a physical base here to expand our offering, and as a result be much more accessible for our Yorkshire clients."

Recent Ralph Capper Interiors projects in the Yorkshire region include the soon to be completed fit-out of the prestigious, high profile Central Square building, as well as working with Leeds United Football Club.



FROM THE MILL



LEEDS WOMEN'S AID NEEDS YOU

We can't quite believe we're saying it, but it's that time of the year again. Once again Lisa will be rallying together gifts for chosen charity Leeds Women's Aid. All the donated gifts will be used as part of the women's and children's Christmas stockings, as when women arrive at the refuge they usually have very little in the way of possessions and are effectively homeless, making the gifts very much appreciated.

This year, we're looking for general items including women's or children's pyjamas, small toys, slippers and toiletries (not gift boxes) which could be included in Christmas stockings. If you're able to help this worthwhile cause, please leave your donations with Lisa at Marshalls Mill reception before Wednesday 13th December.

www.womensaid.org.uk

FOUNDRY FESTIVITIES

We'd love to invite you to ease into the festive season with your work friends and neighbours upstairs at The Cross Keys on Wednesday 6th December from 5-7pm. All tenants are welcome, and the first drink is on the landlord!*

We'd also like to invite you to join us for mince pies, mulled wine and general festive cheer on Thursday 14th December as we hand over the donated gifts to Leeds Women's Aid. All offices from the estate are more than welcome, and we'll kick off at 12pm in Marshall's Mill reception. Santa hats are not compulsory but are definitely encouraged!

For more info, keep an eye on www.theroundfoundry.co.uk.

*just for tenants.



ROUND THE FOUNDRY



MOTIVE8 EXPAND INTO TRAINING UP & COMING PERSONAL TRAINERS

Local gym bunnies Motive8 have expanded their business and are now offering training courses for aspiring fitness instructors and personal trainers. Delivered using a blended learning approach, the course allows hopefuls to continue to work whilst studying for either their Level 2 Certificate in Fitness Instructing or Level 3 Certificate in Personal Training. Courses will be delivered at The Edge Gym (Leeds University), with the first course launched in November of this year.

For more information, check out www.m8north.co.uk.

THE FOUNDRY WINE BAR MAKES IT A DOZEN YEARS ON THE TROT

Huge congratulations are in order as The Foundry Wine Bar has made it into the prestigious Michelin Guide for the twelfth consecutive year. Of the ten Leeds restaurants hailed by the famed food and drink bible, The Foundry is the second-longest running restaurant, just behind Brasserie Forty Four. **A huge congratulations to the whole team!**

THE ROUND FOUNDRY HITS THE BIG SCREEN

Hermes, the landlord of the Round Foundry estate, has supported the production of a short video to shine a light on the area's fantastic food, drink and creative businesses in the area. Beautifully produced by Leeds-based HR Motion, which also works for BBC Top Gear, Reebok and Empire Magazine, the video shows off the modern creative talents hidden from view in the Mill and Foundry buildings, as well as the life of the pubs, cafes and gym against the city's best heritage architectural backdrop. The video is making waves throughout Leeds; it's currently being used to promote Holbeck on the Leeds Big Screen in Millennium Square until the new year and also features on southbankleeds.co.uk. It features the track 'Balearo' from Leeds-based musician Kloyd (Katie Lloyd), which was released as a single on 30th October.

We'd like to express our sincere thanks to all the businesses and individuals that helped to make the video, whether it be by making an appearance or tidying up offices for filming or just saying 'yes'. You're all fantastic, thank you! To watch the video, visit <http://www.theroundfoundry.co.uk/new-short-film-shines-light-round-foundry/>



The end of summer saw a sad goodbye to Motive8 personal trainer Louis as he moved on to new beginnings, however new personal trainer Emily Forbes has certainly stepped up to the mark and is fast earning a great reputation as she puts her classes and clients through their paces!

The team at Motive8 clearly don't like sitting on their bums; when they're not training clients, they tend to spend their time studying. Alex is currently studying for his UKSCA Strength & Conditioning Accreditation, Kate has recently signed up for a Sports Massage Therapist Course and leuan is about to complete his PhD! All in all, a busy few months in Holbeck's most energetic hotspot.

HAVE YOU MET LIZZIE?

GET TO KNOW THE CHEF AT TASTE...

You may have noticed that Taste in Saw Mill Yard has been serving up a variety of new specials, hot food and soups lately. Served every day to eat in or takeaway, Taste now offers regularly changing meat and vegetarian taste pots that are sure to fill you up and leave you warm inside, particularly as we move into the colder months, and it's all thanks to the wonderful new chef, Lizzie.

And whilst she might be happy to go unrecognised and hide away in the kitchen, we thought it would be nice for you to get to know her a little bit and find out what makes her tick – and of course, what she's looking forward to making for the residents of Holbeck Urban Village!



We spoke to Lizzie and asked her some burning questions:

HOW LONG HAVE YOU WORKED WITH FOOD?

10 years. I started working in a bar and one night they were short-staffed in the kitchen and I was drafted in to help out – and I've been doing it ever since! I'm obsessed with food, so it really is the perfect job.

WHAT WOULD YOU SAY IS THE MOST IMPORTANT THING WHEN MAKING GOOD FOOD?

Having a good sense of flavours and what works well together, creativity and trusting your instincts. A good balance of risk-taking and being consistent. Oh, and don't mess with classics!

WHAT ATTRACTED YOU TO TASTE AND WHAT ARE YOU MOST EXCITED ABOUT TO BE A PART OF IT?

I love simple food done well. I'm a huge advocate of using local suppliers where possible and I hate frozen food, so you could say it was the perfect marriage.

WHAT IS YOUR FAVOURITE DISH TO MAKE & WHY?

I make a mean Vietnamese pork curry (you might've tried it; it's been on the menu) and I've recently become obsessed with Chinese food, so at the moment I'd have to say my Shanghai style pork belly. It's a game changer!

WHAT DO YOU ORDER IN A RESTAURANT? AND WHERE'S YOUR FAVOURITE PLACE TO GO IN LEEDS?

I tend not to order anything that I could make at home, so I'd wouldn't order a steak or a burger. I'd usually go for something a little exotic or obscure – something like lobster perhaps. In terms of places, I love what they're doing with the Swine That Dines at The Greedy Pig, the nose to tail tapas in particular. Oh, and The Reliance of course.

WHAT DO YOU LIKE MOST ABOUT HOLBECK URBAN VILLAGE?

I love the history of the area, the industrial aesthetic and how the old buildings are being reused and not just turned into apartments. There's some great places to eat and drink and there seems to be a real sense of community which is great.

WHAT ARE YOU LOOKING FORWARD TO MAKING FOR YOUR CUSTOMERS?

The breakfast offering is about to have a bit of a shake up. I'll be making homemade smokey baked beans which will become part of a breakfast taste pot, and for those feeling a little bit more adventurous I'll also be making shakshuka, which is my favourite.

I'm looking forward to making some good, hearty comfort food for the winter months too when all you want is a big bowl of something warm and delicious. We'll also be introducing a new Caribbean wrap to the menu next week, made with jerk chicken and mango chutney. It's amazing!

Want to know what Lizzie is making this week? Make sure you're following Taste on Instagram and Twitter and give us a like on Facebook for the latest daily specials.

And in other TASTY news...

Workers in Holbeck Urban Village can now enjoy Taste's fantastic food in the comfort of your own office. The café is offering a corporate catering service which supplies delicious sandwiches, soups, cakes and desserts, and they'll even deliver it straight to your office door. The café, based in Saw Mill Yard, is also going to be available to hire to Holbeck businesses for any work-based events.



Any companies interested in hiring the space should pop in and speak to a member of the team or email hello@taste-yorkshire.com.

SIMPLICITY IS KEY



Marshall's Mill is known to many as the most creative corner of Leeds, but it's not just the creative businesses that are making waves in the former flax mill. We spoke to Guy Redwood, founder and director of SimpleUsability by day and race car driver by night, to find out how the company has managed to stay at the top of its game as one of the leading behavioural research agencies in the UK.

TELL US IN YOUR OWN WORDS, WHAT THE BUSINESS IS AND WHO ARE YOUR CLIENTS?

Founded in 2001 in York, we're a behavioural research consultancy primarily focused on delivering services for UX (User Experience) teams. In essence, we help brands make their apps, websites and marketing more effective and easier to use. We have a client list to die for and mainly work direct with companies like ASDA, Sky Betting & Gaming, EE, My Hermes, StepChange, McDonalds, Playtech, Jet2.com, Skipton Building Society, Morrisons, First Direct. We also rent out our research facilities and will recruit participants for research under the brand of Research Helper.

WHERE WERE YOU LOCATED BEFORE MARSHALL'S MILL?

We've been at Marshall's Mill for four years. Before that, we had become the largest tenant in the Round Foundry Media Centre.

WHY DID YOU CHOOSE TO LOCATE SIMPLEUSABILITY IN MARSHALL'S MILL?

We need to be in the city centre to make it easy for the participants that take part in the research to find us – by car, on foot or public transport. We were able to do a complete custom build on the first floor, to a high specification, at the same time the landlord was upgrading the space. This made it cost effective for us and the building has a lot of character. The builders had done a number of fit-outs already in the mill, so it was no surprise that the final bill on completion, for our three research suites and offices came in on budget.

I'm a huge fan of the Holbeck Urban Village as it attracts an intoxicating mix of successful agencies – small and large. It provides an environment for some great conversations with those agencies and businesses and our clients and prospects are hugely impressed by both our offices and the surrounding area. I've previously worked on science parks where companies are just chugging along – Holbeck is different – there's so much energy, it's really infectious.

HOW MANY STAFF DO YOU EMPLOY CURRENTLY? THERE'S 15 PEOPLE IN THE TEAM.

YOU MENTIONED THAT SIMPLEUSABILITY HAS EXPANDED A COUPLE OF TIMES WITHIN HOLBECK URBAN VILLAGE – WHAT WAS THE REASON FOR YOUR MOST RECENT EXPANSION?

Since being in the mill, we have doubled the number of clients each year. Organisations now recognise the importance of UX research, so demand for our services continues to increase. We have always invested in training for our team, alongside the use of some pretty cool technology, like eye tracking. We also have an increase in the number of customers commissioning sustained research programmes, lasting 12 months and more.

CAN YOU TELL US ABOUT TWO OR THREE PROJECTS OR CLIENTS YOU ARE CURRENTLY WORKING ON?

Playtech is the largest gaming software company in the world – so we have a wide range of projects looking at improving the user experience for people playing everything from bingo to betting on football.

We will be presenting a few case studies at the world's leading gaming conference in London in February. Playtech are hugely proud of the work we've done.

We are working with the people behind the global standard for barcodes, GS1, on a new standard for optimising FMCG product images for display on mobile phones. We joined an international team of retailers and brands for a kick off meeting in Brussels in October with the aim to establish a global standard in 2018 that makes the grocery shopping experience better on your iPhone. We have a huge amount of experience of how people shop for grocery online and hence our involvement in this.

We have also just been awarded a 12-month contract for the supply of research participants for a government department, allowing their internal teams to conduct their own research with members of the public that we will find for them. Supply of services to the government under the G-Cloud initiative has been slow to leverage, but we're now seeing some large opportunities coming through.

IT ALL SOUNDS REALLY EXCITING! ARE THERE ANY NEW APPOINTMENTS OR NEW HIRES IN THE PIPELINE?

We have a few experienced people joining us soon, bringing expertise from a variety of sectors.



And while we're at it... The four latest additions to the SimpleUsability team – Joe, Natalie, Alana and Rachel – speak about why they were so keen to work at the company.

JOE "The reason I chose SimpleUsability is because I wanted to learn more about users and user research, and there's no better place to do that than here."

NATALIE "I first became interested in working at SimpleUsability when they visited my University and showcased some of the technology that they use. It seemed like a really cool place to work, so when I found out they were taking applications I jumped at the opportunity!"

ALANA "The work is really varied, and that's something that's really important to me. I come in to work every day not knowing what I'm going to be faced with – but I really like that, it keeps it interesting. We work in an amazing space too."

RACHEL "It's not your typical office set up and your typical office environment. SimpleUsability is fun, light and bright, and I work with a really creative group of people."

NEW LEASE OF LIFE FOR LEEDS'S SOUTH BANK



It's an exciting time to be located on Leeds's South Bank, as further plans are in motion to regenerate the area. The regeneration of the South Bank, which spans from Hunslet Riverside to Holbeck, will be the biggest change the city has seen in more than a hundred years and aims to double the size of Leeds city centre. The proposals aim to develop up to 750 new homes, workplaces, shops, cafes and restaurants, as well as a brand-new city centre park. There are major plans to completely revamp the connectivity of the area, making it easier to access the city centre and other areas of the South Bank from Holbeck. The scheme has been responsible for a number of projects across the south of Leeds, including street art, improved street cleaning and August's South Bank Social. A growing number of Round Foundry tenants are getting involved with Leeds City Council's South Bank team to help realise the full potential of the Round Foundry and Marshall's Mill area. From issues of lighting, public art, signage and events, a fledgling group is working towards making sure Holbeck is at the heart of the city's ambitions for the South Bank. Here in Holbeck we'll be working closely alongside the South Bank team, so watch this space.

The South Bank isn't the only exciting project sweeping the city. As many of you will already know, Leeds is bidding to become the European Capital of Culture for 2023; the last UK cities to host the European Capital of Culture competition were



Liverpool in 2008 and Glasgow in 1990. The bid was officially submitted on Friday 29th October following a full day of live events at Quarry Hill, with the city's cultural venues opening their doors – including West Yorkshire Playhouse, Northern Ballet, Phoenix Dance and Leeds College of Music. We hear there's some great things in the programme should Leeds win, including a landlocked lighthouse in the South Bank and a brand-new festival ran by 15-year olds called 'I Predict a Riot'.

Keep your eyes peeled throughout November, as that's when we're set to hear if Leeds has made the shortlist.

WHAT'S ON?



SLUNG LOW'S CHRISTMAS FAYRE

Saturday 2nd December
Holbeck Underground Ballroom

Slung Low's Christmas Fayre is jam packed with stalls featuring food, drinks, jewellery and a multitude of crafty items and vintage goods. There will also be live music from an array of wonderful performers, a chance to sing your favourite Christmas carols, festive story-telling and a whole load of yuletide activities.

#defcon151

Wednesday 13th December 2017
The Midnight Bell

Meeting every other Wednesday, DC151 aims to establish a regular social gathering in Leeds for hackers, makers and people interested in security and tech.

MAN ON THE MOON

Keisha Thompson (plus This Is Yesterday – an introduction by Manic Chord Theatre)

Sunday 26th November 2017
Holbeck Underground Ballroom

Man on the Moon is a journey through space and time, fuelled by love, fear and Afro-futurism. Keisha communicates with her reclusive dad through books, letters and symbols. But when the letters stop coming she is forced to venture into his world. This truth-infused narrative sees the protagonist follow a trail of breadcrumbs that lead her a number of check-points: cultural displacement, religious confusions, political paranoia, misplaced masculinity and more. With the use of poetry, looped sounds and story-telling, this piece explores the impact that mental health can have on the family dynamic, particularly within the context of the Black British experience. Prepare to jump from Manchester to the Moon as this story reaches for those answers that can often feel out of reach.

<http://www.slunglow.org/event/2439/>

HOLBECK CHRISTMAS MARKET

Saturday 2nd December
St Matthew's Community Centre, Holbeck

Get into the festive spirit at Holbeck's annual Christmas market, where there will be stalls selling crafts, food, gifts and more from local producers.

FESTIVE SCAVENGER HUNT

Thursday 14th December
Motive8, Marshall's Court

Motive8 are hosting a Festive Scavenger Hunt around Leeds in December (date to be confirmed) and would love to invite you to take part! This will be motive8's last charity event of 2017, aiming to raise more funds for their nominated charity, Brain Tumour Research & Support in Yorkshire. The 90-minute scavenger hunt will involve hunting for clues around Leeds city centre and scavenging for items, dressed up in Christmas fancy dress of course, with a prize for the winning team! It costs £5.00 per team to enter, please contact Kate at kate.halsall@m8group.co.uk if you would like to join.