

THE CIRCLAR

SPRING
SUMMER

MARSHALLS MILLS



WELCOME

Hello and welcome back, in more senses than one!

Following a time that has been so strange and disruptive to so many, we're delighted to welcome back all of you that are returning to your offices following a topsy turvy year of Teams, Zoom and more daily jaunts than you can shake a walking stick at.

It's safe to say that everyone will have felt disconnected on one level or another throughout the last year, and as a creative community that thrives on collaboration, we can see that those in our estate will really be feeling it. So, what better time to reintroduce The Circular, and in turn reintroduce to each other? The magazine will be available both digitally and in print for those that are getting a little tired of the digital world.

We hope that this edition will give you just a small slice of what's been going on at the Marshall's Mill and Round Foundry estate in recent months, from charity fundraising to huge new business wins and new tenants. Despite the challenges, the community spirit here is still strong and we're so pleased to see more and more faces safely returning to our little corner of Leeds.

One of the best things about working here is seeing familiar faces and bumping into one another in the cafes and bars – let's hope there's much more of that in the coming months. Here's to being back, better than ever.



Round & About

Aaron's Flight Against Loneliness

Huge congratulations go to Aaron Chandler from MCG, based here in Marshall's Mill, who took on a mammoth 24-hour stream in March for Mind, the mental health charity which also works to combat loneliness. Aaron hosted a long-haul stream of 'Digital Combat Simulator World', a combat flight simulation game that simulates fighting in modern day aircraft, and his skyrocketing efforts raised a brilliant £315 for Mind. That will all go towards helping those that need help with a mental health problem. Well done, Aaron!



Bolser Brings a Taste of California to Marshall's Mill

Marshall's Court based digital agency Bolser has gone from strength to strength over the years, working with huge names including Jet2, Taco Bell and Xbox. Bolser recently announced one of its most exciting business wins to date, as the team won a global pitch for MI2, Microsoft's venture fund which is headquartered in San Francisco, USA. The pitch was led by Head of Design Hanneka Kilburn and a predominantly female team.

Round Foundry Media Centre Management Moves to Employee Ownership

In a year that's seen lots of changes, there's some exciting news from Creative Space Management, the management team at the Round Foundry Media Centre who are also based in the building. The company announced that it has moved to an employee ownership model, which effectively transfers all business interests to a Trust, which will manage the shares and bonuses on behalf of the firm's 25 staff members. The move means that all CSM's employees now have an equal stake in the business and the added potential for annual bonuses based on profits. Paul Taylor, one of the directors at CSM, well-known to many readers of The Circular, spoke about the new model for the business, saying:



"Whilst employee ownership schemes are becoming more popular, it is still quite unusual for a business operating in our sector to make this move. After looking at all the options, we firmly believe that this is the very best model to secure the long-term stability, success, and growth of Creative Space Management for our employees and our customers. It gives the people who work within all areas of the business a real stake in its future success. This makes for a more robust and competitive business; with motivated, committed, well-informed staff that can deliver exceptional levels of customer service to our public and private sector clients."

Left: Marshall's Mill Entrance
Above: Bolser Head of Design; Hanneka Kilburn
Above Right: CSM Directors; Paul Fallon,
Paul Taylor, Simon Walton

Back in Business

There are so many things that we've missed in the last year, but we have to say, sitting down for a cold pint at The Cross Keys and The Midnight Bell, as well as watching the world go by with a coffee and a brownie at Out of the Woods, might just be what we've missed the most.

Thankfully, the area's much-loved independent food and drink spots are back open, both indoors and outdoors, so for those that are new to the estate or have been away for a while, here's what's on offer:

David St. Café

David St. Café has been a part of the community for more than 25 years and is renowned for its unbeatable bacon butties, baked potatoes and fry ups. The café has been open for takeaway for the last few months but now is the time to pop in, relax, and enjoy their delicious home cooked food.

Booking Options: Just turn up!

Northern Monk Refectory

We can't forget our neighbours over at Northern Monk. Their refectory, located on the first floor of the Old Flax Store next to Marshall's Mill, showcases the varied styles of beer that is brewed on site and the kitchen hosts regular takeovers from local food vendors.

Booking Options: Book your table online.



Out of the Woods

Purveyors of some of the best coffee in Leeds and melt-in-your-mouth brownies, Out of the Woods are back open with additional outdoor seating. Whether you fancy a sweet treat with your coffee or something a bit healthier such as a Brazilian Super Food Bowl, Out of the Woods is the place to be.

Booking Options: Just turn up!

The Cross Keys

Built in 1802 as a watering hole for the surrounding foundries, The Cross Keys has been at the heart of our community for decades. As well as being packed with everything from local ales to the best craft beers around, it's also home to one of the best wine lists in Leeds and able to offer almost everything by the glass. With its traditional features and pretty beer garden, the pub has a warm country feel that can be difficult to find in the city centre.

Booking Options: Book your table online.

The Midnight Bell

That's right, there's not one but TWO incredible pubs here. The Midnight Bell is Leeds Brewery's flagship pub, serving a delicious selection of the brewery's range of beers, from classic session beer to premium kegged lager and American style pale ale. With one of the best beer gardens in Leeds and a seasonal food menu using the finest ingredients Yorkshire has to offer, it's a perfect spot.

Booking Options: Book your table online.

From the Mill

There have been some big changes this year at SimpleUsability, the behavioural research company based in Marshall's Mill, as the company has now been acquired by communications agency CDS.

The two companies had been working together for three years before the acquisition. CDS hopes that combining the two firms will strengthen its in-house behavioural insight offering and help the team to deliver a joined-up communications solution to its digital and print customers.

As a leading figure within the Yorkshire tech community, SimpleUsability's founder Guy Redwood will remain within the business, and CDS will welcome SimpleUsability's 15-strong team of digital specialists, 35 active clients and its research lab and office space here in the Mill.



Mark Gair, who is the managing director of CDS said of the acquisition:

"Until now, we had to utilise our partner network to oversee large elements of behavioural research and experience testing in order to offer an end-to-end solution to our clients – which include the Metropolitan Police, National Policing, Social Work England and recently-won Yorkshire Water.

"We had been searching for the for the right acquisition within this space for two years, before we entered into discussions with SimpleUsability earlier this year. Having worked alongside Guy since 2017, we had already been wowed by the team, and knew it was an ideal fit – both commercially and culturally.

"Guy is well-respected by everyone at CDS, as well as being a real evangelist for behavioural research and user experience in the North. We're looking forward to a bright future together."

Guy Redwood, founder of SimpleUsability added: "The best customer experiences start with a deep understanding of audience needs, and our clients place enormous value on the insight we deliver. In recent years, SimpleUsability has been broadening its range of services by partnering with CDS – something which has proven to be highly successful.

"Both companies share a passion for the diligent exploration of customer needs and delivery which delights. With this deal we can offer our clients a complete range of services centred around their end customers' needs."

Best of luck to the SimpleUsability team on the new venture.

Blynk Teams Up with Leeds United

Before this year, creative technology company Blynk predominantly worked in the travel and retail sectors, but their most recent project has seen them head just down the road to Elland Road, the home of Leeds United. Working in partnership with Design4Retail and Adidas, the team has recently completed a project which will elevate the Elland Road club store.

The brief was to enhance the customer experience through brand-led engagement and eye-catching digital displays. Blynk delivered and installed all of the digital elements, including:

- LED Displays
- LED Tickers (a display that can be used to show custom scrolling or static messages)
- An LED Goal Post
- Integration of Blynk's content management system into the clubs existing screens to allow for easy scheduling
- The creation of a custom web portal, allowing the store to add custom messages and team news to the LED tickers from any device.
- Content creation for all displays, including animation of branded content.

Fingers crossed that stadiums will be back open soon and fans will be able to see Blynk's hard work in action.

Left: The Cross Keys

Above Left: Mark Gair (MD CDS), Guy Redwood (SimpleUsability) and Fergus Baillie (CEO Baillie Group)

BORN UGLY

A New Era as Elmwood Leeds Becomes Born Ugly

Water Lane stalwarts Elmwood, proudly and justifiably named the world's most effective brand design agency, has been reborn as 'Born Ugly' following its demerger from the Elmwood Group.

Born Ugly is a creative partnership of strategists, designers and digital experts with a strong track record that spans four decades and six continents, but now with a new direction.

The Born Ugly brand positioning and identity was created in-house at the company's Water Lane studio by its team of strategists and designers, and crafted by Grammy-nominated and Cannes Lion winning artist Alex Trochut.

The team describes the Born Ugly name as 'born from a fundamental truth that even the very best of ideas start 'ugly', whether they help start a fledgling business or help a brand leader stretch their advantage. They all start raw, uncrafted and lacking validation. More than this, the creative process itself is ugly. It is not a sausage machine. It is a process driven by the tension that pushes boundaries and delivers extraordinary impact.'

The brand icon is Born Ugly's 'mark of potential' and represents a squiggle used to highlight ideas and insights with the greatest potential. The purpose drawn brand mark has been crafted to be ugly and raw, as well as beautiful and balanced, with a mix of lower case and caps.

Born Ugly is led by Jonathan Sands OBE (Chairman), Sarah Dear (Managing Partner), Sabrina Ahmed (Senior Partner, Client Services), Wander Bruijtel (Senior Partner, Strategy & Provocation) and Rob Skelly (Associate Creative Director).

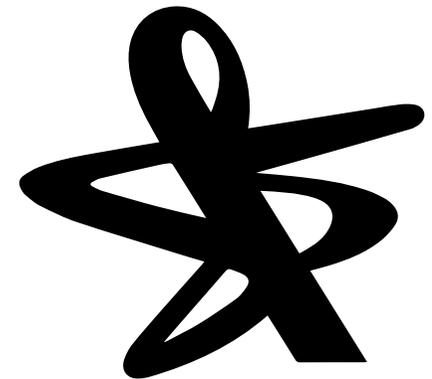
Jonathan Sands OBE, the chairman at Born Ugly spoke about the rebrand, saying "Our plan is to build on the success of the Leeds business coming off the back of a very successful year and tread a different path to Elmwood now. I have no doubt that business will go on and do bigger and better things. Our plans for Born Ugly are clear and exciting and in time I want to step back knowing that we've achieved something really special and different once again. I want to put succession in place from the very start hence me diluting my share-holding very quickly."

"Born from a fundamental truth that even the very best of ideas start 'ugly'"

Sarah Dear, Managing Partner at Born Ugly adds, "We have a history that spans forty years, and we have always believed that ugly fights harder and has somewhere to go. Ugly feeds bravery and endeavour. Ugly isn't scared to embrace dangerous creative that has the power to disrupt and breakthrough. With conviction, ugly redefines the status quo and creates something truly remarkable."

Sarah continues: "I'm extremely excited to lead the future of Born Ugly together with my colleagues. At Born Ugly we truly believe that the work we do should always have a remarkable impact in the world. It is why we are relentless in our pursuit to go deep and uncover the ideas with the potential for extraordinary. And we bring together some of the best creative minds in the industry to create truly remarkable work."

If you've had the opportunity to wander past the company's studio recently, you might have noticed signs for 'The Furnace'. Born Ugly is also the founder of The Furnace, a creative hothouse where like-minded businesses with different specialisms share its studio space and work with the team to deliver impact for its clients. It is already home to one of the fastest-growing digital businesses in Europe, a pioneer in virtual experiences and spaces, interactive gaming and film, and a Product Design & UX Consultancy specialising in user-centric digital products & services.



Above Left: Born Ugly's Wordmark. Above: "Mark of Potential"



Big News From the Small Screen

The news that Channel 4 was set to move its headquarters from London to Leeds in 2019 was huge for the city, but at Marshall's Mill we've been lucky enough to have two TV greats, Duck Soup Films and True North TV, making great TV from the city for a while now.

The two production companies, based in the Mill and Marshall's Court, have both shared exciting news. Duck Soup, which makes fresh, authentic and entertaining TV dramas and feature films, has joined Channel 4's Indie Growth Fund. Launched in 2014, the fund provides funding for independent production companies based in the UK to help them to grow and develop their business. Since its inception, the fund has made 23 investments and there are now 13 companies in the portfolio.

Between them, Duck Soup founders Bekki, Libby and Jessica have more than 50 years' experience in TV production, so we're sure that we'll be seeing even more amazing content from them in the coming months.

True North is also working with broadcasting giant Channel 4. They are one of four independent production companies that have been taken on to create content for E4's social channels aimed at 13-to-16-year-olds, following a call out in 2020. This will see the company work on a new generation of factual entertainment formats, including competitive challenges, confessionals and celebrity interviews, transformation and talent.

Left: Marshall's Mill Entrance Desk. Below: True North TV

New Faces

Whether you've returned to the workplace or are set to return soon, you'll be seeing some new faces round and about the place as there is a trio of new tenants on the estate.

The new arrivals are construction specialists McGinley CEP Ltd which has moved into a space in the First Floor Annex of Marshall's Mill. More commonly known as MCG Construction, the company are construction recruitment and logistics specialists. As well as its new space in Leeds, the company also has offices in London, Manchester and Watford.

Joining MCG are IT infrastructure technology specialists WhiteSpider Ltd who will be taking up a space on the fourth floor. WhiteSpider specialises in providing consultancy, strategic advice, and practical support in enterprise service architectures (the structures and behaviours of a business). The company helps organisations to standardise their IT

and communications infrastructures by using a unique new service framework – ea4 – developed specifically with the needs of global enterprises in mind. Headquartered in the UK, also with an office in New York City, WhiteSpider works with global companies across a range of industry sectors, including financial services, pharmaceuticals, healthcare, construction and motorsport.

Finally, family-owned building and civil engineering company Sir Robert McAlpine has moved into The Engine House space within the Round Foundry. Headquartered in Hertfordshire, Sir Robert McAlpine has worked on some of Leeds' most-loved buildings, recently completing work on the Majestic and also working on the Victoria Gate complex ahead of its 2016 opening.

A very warm welcome to everyone.



What's on?

Thanks to social distancing and Covid safety measures, we're delighted that we will be able to run some events this summer.

Taking place so far is the following:

Yoga with Alex

Every Tuesday 12.00pm – 1.45pm

Beginners yoga: 12:00 – 12:45

Advanced yoga: 13:00 – 13:45

6th Floor, Marshall's Mill
£5 per session

Stretch away any stress in a weekly yoga class with Alex. There are both beginners and advanced sessions available so all abilities are welcome.

To access the office, cross the court at the yard at the back of Marshalls Mill and go through the set of doors adjacent. You can either walk through reception to the courtyard or walk around the back of the mill. When you exit the lift, the office we are using is just on the right.

Summer Party

Dates TBC Time TBC

Location TBC

With lockdown restrictions continuing to ease, we're hopeful that we'll be able to have a good old-fashioned knees up this summer. We're monitoring the situation and don't have a date just yet, but we're hoping it will be some time in August. Fingers crossed we will see you there.



Pilates

Every Thursday 12.00pm – 1.45pm

Beginners yoga: 12:00 – 12:45

Advanced yoga: 13:00 – 13:45

2nd Floor, Marshall's Mill
£4 per session

Join Sally for a fun pilates session every Thursday. No sign up needed, just drop in at the times below with suitable clothing (gym clothes, comfy or loose clothes) with your own mat if you have one. These will be provided on the day however there is limited availability. Both sessions are the same ability and run for 45 minutes each.



What is The Circular?

It's been a couple of years since The Circular landed on desks, coffee tables and bars all around the estate, and with so many new faces in that time we're sure there will be many who have never even heard of it. So, what better time to have an introduction?

The Circular is a quarterly magazine distributed around the Marshall's Mill and Round Foundry estate. It features the latest news and updates from the eclectic abundance of businesses that are based here, whether that's new hires, new client wins or even new babies! We also share the latest news, menus and events from all the brilliant cafes and pubs in the area.

As well as the latest news, we're always interested to hear your views. Maybe you're passionate about making changes in your industry, or maybe you have a completely different passion outside of the workplace that you want to shout about. If you think you've got something interesting to talk to us about, let us know.

For all The Circular enquiries, please drop an email to Olivia on olivia@anitamorrisassociates.co.uk or have a chat with Lisa at Marshall's Mill reception.

Left: Yoga with Alex. Above: Round Foundry

THE BIRCHMILLAR

HISTORY OF INVENTION, HOME OF INNOVATION

Mill Tenants

All Response Media
Arts Council England
Blynk
Bolser
Digital Velocity
Duck Soup
Flashtalking
Harvey Nash
Lime House
MCG Construction
Mediacom
Publish Interactive
Research Helper
Robot Food
Rubies
Simple Usability
Storm Brands
Talion
Tall
The Technology Forge Ltd
True North Productions
WhiteSpider

Foundry Tenants

Born Ugly
Box Architects
City Living
David Street Café
Finn Communications
KBW
Midnight Bell
Motive8
Out Of The Woods
Red Sky
Space Invader
The Cross Keys
Urban Wilderness
We Are Boutique
Welcome To Yorkshire

THE

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(Design by Split, split.co.uk)



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