



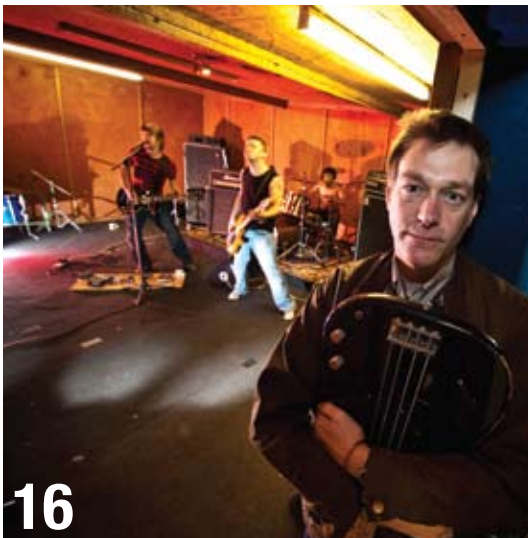
Holbeck Urban Village:  
**A creative location for business**



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Courtesy of Round Foundry Media Centre



Courtesy of Round Foundry Media Centre



Courtesy of Round Foundry Media Centre





## Holbeck Urban Village

With more than 13,600 people employed in the creative and digital media sector, Leeds is shaping up to be one of the UK's hot spots for innovation and creativity in the digital era. And nowhere in Yorkshire showcases this impressive array of talent like the fast developing **Holbeck Urban Village**, located close to Leeds city centre.

Originally a quiet hamlet, Holbeck became the powerhouse of the Industrial Revolution in Leeds, with its innovators and entrepreneurs exporting machinery and textiles to all parts of the world. Now the area is once again set to take centre stage as a new generation of digital entrepreneurs takes over the listed foundries, mills and workshops bequeathed by tailors, textile workers and steam engineers.

The new pioneers are a creative generation powered by hi-tech computers and digital technologies. Architectural practices, artists, design companies, filmmakers, games developers and web consultancies have found their place alongside cool cafes, restaurants and bars serving the new business and residential community.





## A developing destination

The vision for Holbeck Urban Village is more than the creation of buildings, offices and apartments: it is about creating a sustainable community developed with consideration for the surrounding areas of Holbeck and Beeston and how the urban village connects these communities to the city centre.

**Key themes for the regeneration of this distinctive area include the movement of traffic, the creation of high quality public realm and open spaces, and the quality of the built environment.**

Whilst the developments taking place will create a home for the burgeoning creative and digital business community in Leeds, it will also create an area that welcomes all walks of life and grows new residential communities alongside the old.

CTP St James' multi-award winning development, Round Foundry, completed phase II in 2008 opening up further courtyards, office and leisure opportunities. The shining star of the Round Foundry will be the third phase development of the Green Building offering up to 27,411 sq ft of office space in the city's first carbon neutral building with a BREEAM excellence rating.

The Green Building is a development with a social conscience. Incorporating ground breaking technologies to reduce its carbon dioxide output the Green Building is set to beat the 1990 Kyoto levels by 52%. On completion the development will be more than halfway to meeting the Kyoto target set for 2050.

Developers have also got to work opening up the urban village's south east corner. Manor Mills is developed in partnership with award-winning residential design company Y00, and raises the bar in über-chic interior design

The scheme comprises of 277 apartments over nine floors with small retail units on the ground floor. Y00, a Philippe Starck company, have worked on all visual aspects including communal areas, building facades, and overall interior design.

Meanwhile Leeds-based developers Deltalord have created The Mint, a stunning office complex on target for a BREEAM 'excellent' rating, setting the standard for future developments in the area. Spread across seven floors and centred around a glass atrium overlooking a landscaped courtyard, this development offers the ideal location to let your creativity flow.

Joining the development scene, Granary Wharf includes two residential blocks, one of which is an innovative 21 storey circular design with a communal roof terrace at the top of the building.

The second block of apartments is to be a stepped design that offers duplex apartments with gardens stretching over the roof of the apartment below. This waterside site is also the home to the city's first City Inn hotel, famed for its connection to fine dining and an interest in the arts, and offers commercial space with an unbeatable canal-side view.

The eagerly awaited development on the Tower Works site, bought by Yorkshire Forward in 2005, is expected to keep us all on the edge of our seats as for the first time in their two hundred year history, the magnificent towers adorning the Leeds skyline will be open to the public.

The regeneration of Holbeck Urban Village is a long term commitment from Leeds City Council and Yorkshire Forward to make a real difference to the lives of residents and businesses in this unique area. It is expected to take more than 20 years but certainly promises to be worth the wait.



Courtesy of Round Foundry Media Centre



## Working lunch

Just a few minutes walk from the train station and at the edge of the M621 entering Leeds from the south, Holbeck Urban Village has more to offer this style savvy sector than a place to do business. The area has something to suit every taste, in and out of the office.

You need never be short of a place for a lunchtime snack in Holbeck Urban Village. Whether it's food on the go or a meal-time meeting, there are a host of boutique eateries to choose from.

New kids on the block Jon Baldwin and Ross Halliday opened Out of the Woods juice bar in 2007 and have seen the business grow to include catering for lunchtime meetings, hampers and hearty soups alongside freshly prepared smoothies, sandwiches and sushi. A few well-manicured courtyards over, Pickled Pepper serves healthy delicatessen style lunches to be eaten in or taken away. With outdoor seating in the summer months this little deli-cafe offers the perfect place to unwind before returning to work for the afternoon.

David Street Cafe, the area's longest resident at an honourable 18 years, is the heart and soul of the urban village. Run by friendly staff, this welcoming cafe offers everything from breakfast butties to pie and chips and school-dinner puddings at reasonable prices to eat in or take away. Bridgewater Place, the recently completed landmark building, has brought with it even more choice for the hungry hoards of office workers including Panini Shack, Starbucks, Tesco Express and Nooshi.

### Evening crowd

If you're looking for a sophisticated venue for a business lunch or an evening meal for two then the urban village can cater to your needs. The Foundry restaurant and wine bar has been established for four years and has a welcoming yet upmarket feel. Serving delights such as grilled king scallops and crisp roast half duck, The Foundry brings a little grown-up glamour to the area.

Further complementing the evening offer, new restaurant Engine House Café serves food from 7am to 9pm. The menu is changed daily and owners Catherine and Jeremy English achieve their goal of providing high quality meals at low prices with specials such as roast rump of lamb with mustard mash, onion marmalade and red wine jus for under £12 per person.

### Laid back leisure

If you aren't hungry and just want a place to meet friends and colleagues for a drink after a hard day at the office, Midnight Bell and Cross Keys are the places to go.

Leeds Brewery's first public house, The Midnight Bell offers a selection of locally-brewed ales direct from their brewery a couple of miles down the road in Holbeck. Full of little design quirks, the beautifully restored foundry building has been given a new lease of life with DJ nights and events as regular as the customers.

Three doors down is the Cross Keys, a gastro-pub on the site of what was once a public house serving mill workers and factory lads from the Industrial Revolution. Developed by Leeds-entrepreneurs responsible for local favourites such as North Bar and Further North, the Cross Keys knows how to please. You are guaranteed to meet a friendly face among the crowd at this down-to-earth pub, a favourite with locals and businesses alike.

Deeper into the urban village lies The Grove, home to Leeds' oldest folk club, and The Commercial, a favourite haunt of sports fans. Both are as much a part of the fabric of the urban village as the distinctive Italianate towers that set the tone for the village skyline. Pre-dating the area's latest phase of development, these traditional pubs have been serving the workforce for generations and are home to local bands and residents from the nearby community of Holbeck.

## A design for life

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Perfectly formed, interior design agency Urban DNA aims to get under the skin of a problem. They offer practical, intuitive, ergonomic solutions to issues that vex company managers. An example of their pragmatic style comes from a legal client, who asked the team to combat the piles of files and papers that were left on top of cupboards around the office. The overflowing paper was getting to everyone, so Urban DNA commissioned curved tops for cupboards to stop the paper trail mounting up. Simple.

Urban DNA's experience is sure to be called upon more in the year ahead. "People and property are most companies' greatest assets but also their greatest overheads. In the current climate maximising productivity can be achieved through intelligent workplace design and a reduced property overhead," says Managing Director Nigel Sikora.

The team of five moved to Globe Quay from Harrogate in June 2008, to be closer to their clients. Nigel explains, "90% of our clients are based in Leeds and we wanted to be nearby for them to drop in and see us."

But for Urban DNA's own productivity and growth, the decision to relocate into Holbeck Urban Village has already reaped further rewards.

*"We're now in a beautiful converted mill next to the landmark Tower Works – distinctive because it has a factory chimney styled on Giotto's Tower in Florence which I love to look at each day. We're closer to our clients and we're also right in the heart of an area that happens to be one of the city's best kept secrets."*

"Moving here has been an enabler to the business; the local supply chain is excellent, from printers to architects; we're close to the main rail and road links, and whilst we feel part of the city, it's also good to be part of a smaller local community."

"It's close to the city centre, but just off the beaten track, a combination we find really refreshing."

[www.urban-dna.co.uk](http://www.urban-dna.co.uk)

Globe Quay  
16 Globe Road,  
Holbeck Urban Village  
Leeds LS11 5QG



*“The local supply chain is excellent, from printers to architects. It’s good to be part of a friendly local community.”*

**Nigel Sikora, Urban DNA**

## creative concern

Communications for a Sustainable Future.

The world of communications is changing. Our aim is to use communications to change the world.

We communicate ideas and issues that challenge, provoke and surprise. Our mission is to use words and pictures that stick in people's minds, influence decision makers and inspire communities.

Creative Concern is a different type of agency. We see no liberty in building a green art installation

across an office, from design and graphics to print and film, to deliver our clients' messages.

We were born out of a belief that communications could change the world. It's five years on and this belief remains at the core of our business; it's what gets us up in the morning.

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

### Film running order

- 01 Introducing Natural Economy News
- 02 Love Your Bike, Friends of the Earth
- 03 Another Place, Mersey Waterfront  
Mersey Basin Campaign
- 04 Environmental Love, ENWORKS
- 05 Green Streets, Community Forestry
- 06 Environmental Impact, Environment
- 07 Introducing Mersey Waterfront
- 08 Sidelin Moss, Newlands
- 09 Climate Change: A Time For
- 10 Moxton Vale, Newlands
- 11 Clean It, Groundwork
- 12 The Lower Irwell Valley, New
- 13 Environmental Love, ENWO
- 14 Emscher Landscape Park  
Environmental Impact, Environ

*“ I like coming to work here. It's not just about the office: it's a place where I know I can find a great cup of coffee and a good piece of toast in an independent, home-grown café or restaurant – which makes me feel that I am somewhere rather than anywhere. ”* Andrew Peacock, Creative Concern

## Concerned about creativity

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

Round Foundry Media Centre  
Foundry Street  
Holbeck Urban Village  
Leeds, LS11 5QP

When Steve Connor and Chris Dessent established Creative Concern, an issues-based agency, in Manchester in 2002, the concept behind the company was still unfamiliar to many people. The new agency offered 'communications for a sustainable future' and set about delivering a full range of services to explore topical environmental issues, including living billboards and even temporary urban forests.

Since those early days the world has woken up to the challenges presented by climate change and the phone hasn't stopped ringing for this industrious team of 27, with a turnover of £1.5 million. Clients such as Recycling Action Yorkshire, the Academy for Sustainable Communities, Groundworks Yorkshire & Humber, The BBC and NHS have used Creative Concern's skills to reach their target audiences.

In 2006, having recognised a growing thirst for green-communications, the agency decided to look across the Pennines to extend their reach as a 'Northern' rather than a 'Manchester' agency. Based in Manchester's Northern Quarter, Creative Concern were looking for premises in Yorkshire that fitted its outlook on life as well as their Manchester home did.

The Round Foundry Media Centre was an ideal choice; a business centre designed for the emerging creative and digital media companies, centrally located and full of architectural gems and rough edges. Creative Concern was keen to be part of the regeneration of the area and to benefit from flexible leasing geared towards start-ups.

As Andrew Peacock, senior advocate in Leeds explains:

*"We specialise in influencing change and in environmental regeneration, so we try to practice what we preach. Having an office in walking distance from public transport was really important, and has made us accessible for clients and less of a drain on the climate."*

The chance to be close to other young businesses gave Holbeck Urban Village the advantage. "We're very into partnership working and are keen to work with like-minded businesses, so being in this environment has brought immediate value to the business."

A year later how has the move shaped up? According to Andrew, "We've settled in and can report there really is a village feel here, with plenty of small independent shops and cafes set on cobbled streets; but it's practically in the city centre too, so we get the best of both worlds."

## Digital art on your doorstep

At 25, Pavilion is both youthful and experienced. When Pavilion started out it was the first feminist photography centre in the UK. A quarter of a century later, many of the organisation's original aims have been achieved. At the same time, photography has gained ground as an artistic medium, no longer marginalized, increasingly finding acceptance with a broad audience. Pavilion continues to make exceptional works of art with photography, artists and audiences, whilst continuing to pursue its mission in the complex sphere of digital and media arts.

In 2008 Pavilion secured new premises in Holbeck Urban Village to establish a gallery exhibiting work by Pavilion artists that explores photography and digital lens-based media. Through the gallery, Pavilion aims to build a closer relationship between the art and local audiences. A glimpse at the events they have planned for 2009 shows a team full of youthful zeal, with events as diverse as speed dating for artists, life drawing and yoga classes.

According to Gillian Howard, audience development officer, "In 2009 we're planning to surprise and persuade people with activities that will appeal to those who don't see themselves as traditional gallery goers, and hope that visitors will continue to be moved and challenged by the art we show."

As well as a national commissions programme and the new public exhibitions programme, the four-strong team released six new print editions of commissioned work in December 2008. A sign of their growing reputation is that they were recently selected to offer the Arts Council of England's 'Own Art' scheme, which allows purchasers to borrow up to £2,000, interest free to buy art. Pavilion has also been selected to exhibit at the prestigious Glasgow Art Fair, 23-29 April 2009.

Artist Jo Longhurst believes that her Pavilion commission has been instrumental in moving her career forward.

*"The Pavilion Commission programme is highly regarded on a national level, as a result I have been able to approach other funding organisations and respected research communities to put in place longer-term plans for the development of what I hope will become a major body of work."*

The team is clearly enthusiastic about being in a village that is still taking shape. "We wanted to be in the thick of things in a developing community. Where better than an area filled with a sense of discovery and adventure? We felt that Holbeck Urban Village was full of creative people and energy, and our move here has confirmed that."

The new gallery is open 12-5pm daily, based in the Saw Mill Yard, a new complex of offices at Round Foundry completed in 2008 that curve around wide cobbled lanes. It's an area surrounded by places to eat and meet, allowing Pavilion to capitalize on the flow of people working in the area, many of whom have a professional interest in the creative and digital sector.

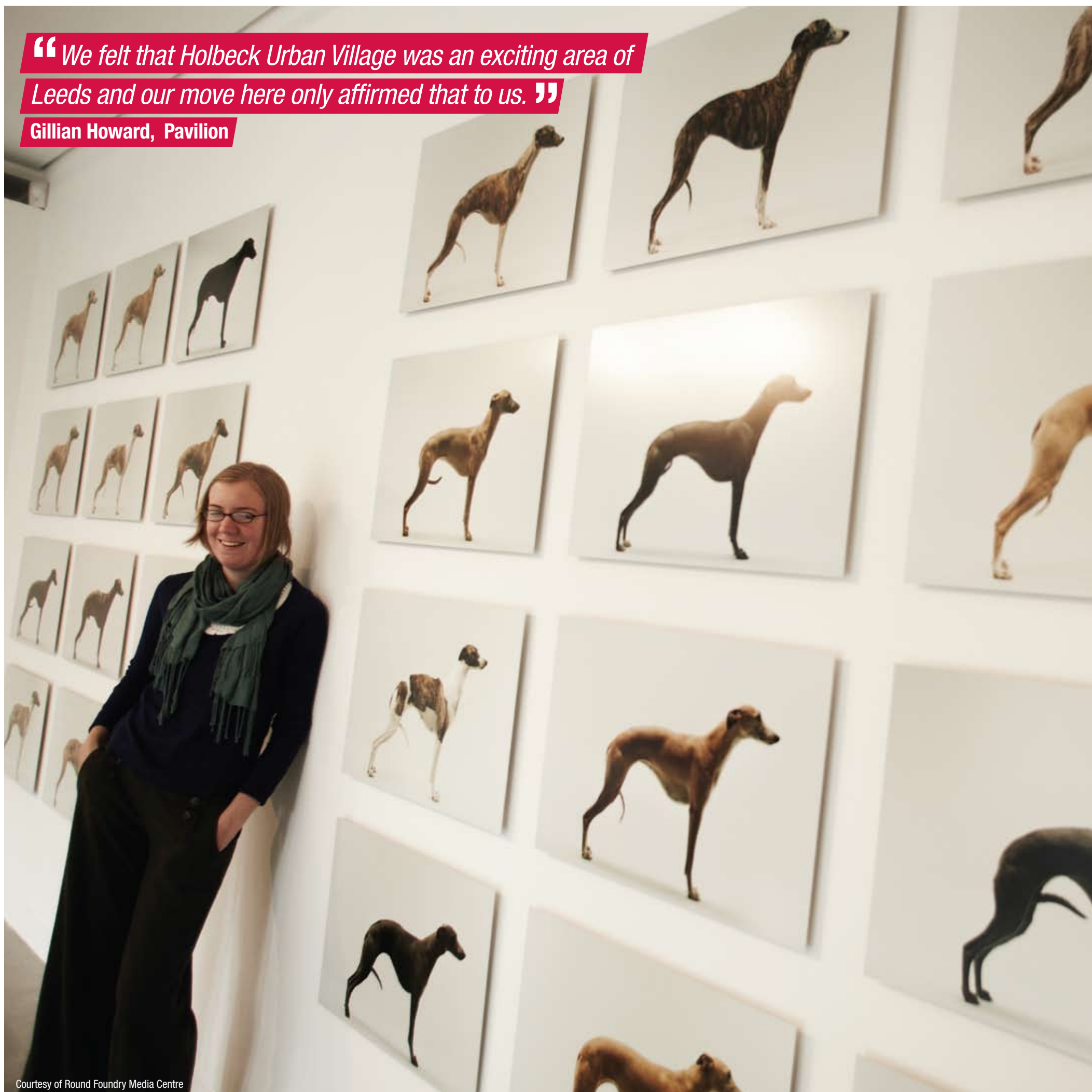
"Holbeck Urban Village is known to be where architects, designers, digital specialists and artists are basing themselves. It provides an ideal audience for Pavilion's work, but situated so close to the city centre, we hope that Pavilion will become an easy drop-in point for anyone working or visiting the city.

[www.pavilion.org.uk](http://www.pavilion.org.uk)

7 Saw Mill Yard  
Round Foundry  
Holbeck Urban Village  
Leeds LS11 7WH

**“ We felt that Holbeck Urban Village was an exciting area of Leeds and our move here only affirmed that to us. ”**

**Gillian Howard, Pavilion**





*“ The best thing about what we do is that people volunteer with us and in a matter of weeks, you see them literally walking taller with new skills and confidence. ”*

**Judith Wayment, LS11 FM**

## Broadcasting mania sweeps Beeston

[www.leedselevenfm.co.uk](http://www.leedselevenfm.co.uk)

Hillside Enterprise Centre  
Beeston Road  
Beeston  
Leeds LS11 8ND

Sixty is a fine age to be discovered and 60 year old local radio star, Betty Kemp, presenter of 'Betty's Books' seems to be enjoying her time in the limelight.

'Betty's Books' is one of many home-grown programmes developed by local residents who have volunteered to work with community radio station, Leeds Eleven FM, known as LS11 FM. Now operating from custom-built premises at Hillside, a new enterprise centre at the refurbished Beeston Grammar School, LS11 FM is right in the heart of the community it serves.

The new space offers improved facilities and will allow 14 people to share editing suites, studios and office space at any one time. It's a big improvement on their previous base, which could only hold four people at a time. Nominated for a 'Making a Difference' Award in 2007, supported by The Big Issue & Yorkshire Forward, LS11FM have worked with hundreds of volunteers like Betty, attracted by the chance to give some time and energy back to their local community.

LS11 FM was the brainchild of Al Garthwaite and Catherine Mitchell, co-directors of Vera Media. Like Vera Media, LS11 FM intends to provide access to broadcast media, as a tool for community empowerment and to enable people to share information with each other. According to Judith Wayment, LS11 FM's station manager, "Not all of the programmes will appeal to all of our listeners. Some people like Hip Hop, some like cooking, gardening, reading, watching films; and some programmes are broadcast in community languages, but there is likely to be something there that will catch your interest. The best thing about what we do is that people volunteer with us and in a matter of weeks, you see them literally walking taller with the new skills and confidence they've taken on board."

There are other stories like Betty's, of people who have discovered a whole new outlet for their interests via LS11 FM. John Bostock from Middleton, a cabinet maker by trade, with a love of country and western music, was looking for a creative hobby. His wife had persuaded him to attend creative writing classes at Park Lane College, where he met Judith. The rest, as they say, is history, and John believes LS11 FM has really transformed his life.

*"LS11 FM gives people a voice and a chance to express themselves", says Judith, "and the programmes speak to local people. We're now based in Beeston, but LS11 covers Holbeck and Holbeck Urban Village. We're interested in programmes that cut across the social and cultural spectrum, to explore and illustrate LS11 the area, its differences and similarities, and the programmes will chart the shifting patterns and changes in the ways we live, work and play."*

## They predict a riot...

The UK is the third largest market in the world for sales of music and the market leader in Europe. Worth an estimated £5 billion the music industry has spawned a plethora of small independent recording houses and studios across the UK, and Leeds is no exception.

A small unassuming chapel in Holbeck is making the most of the boom in local live music. A quick look at the Old Chapel Studios page on MySpace reveals some fairly illustrious friends. The list reads like a roll call of the best bands to come out of the region in the last few years: Kaiser Chiefs, Pigeon Detectives, iLiKETRAiNS...

Old Chapel Studios opened in 1992 to provide rehearsal space for new and established musicians. Today there are five sound-insulated rooms and all the technology a band could need – PAs, mics, stands, bass and guitar cabinets and backline hire (for the uninitiated that's all the stuff behind a band when they are playing, such as amps).

The studios are used by the famous and the infamous. Young Leeds band iRRegulars were just getting into their stride rehearsing a cover of the Kaiser Chief's 'Ruby' when the lads themselves walked into the studio and joined in. Happily for the iRRegulars all was filmed and their seven minutes of fame duly appeared on YouTube.

Studio founder Mark Hubbard explains, "Musicians need places to practice, and most people would probably prefer it if they went to a sound-proofed studio rather than the front room."

*"There are around 600 bands in Leeds at the moment, but we're still one of only a handful of fully equipped rehearsal rooms in the city, and one of only two in South Leeds. The city has a history of putting out great bands, like Sisters of Mercy, Cud and Embrace, who emerged in the 80s, to Sunshine Underground, Duels, and Shatner. But affordable, equipped studios are in short supply and it stands to reason that improved facilities can only benefit the local music scene."*

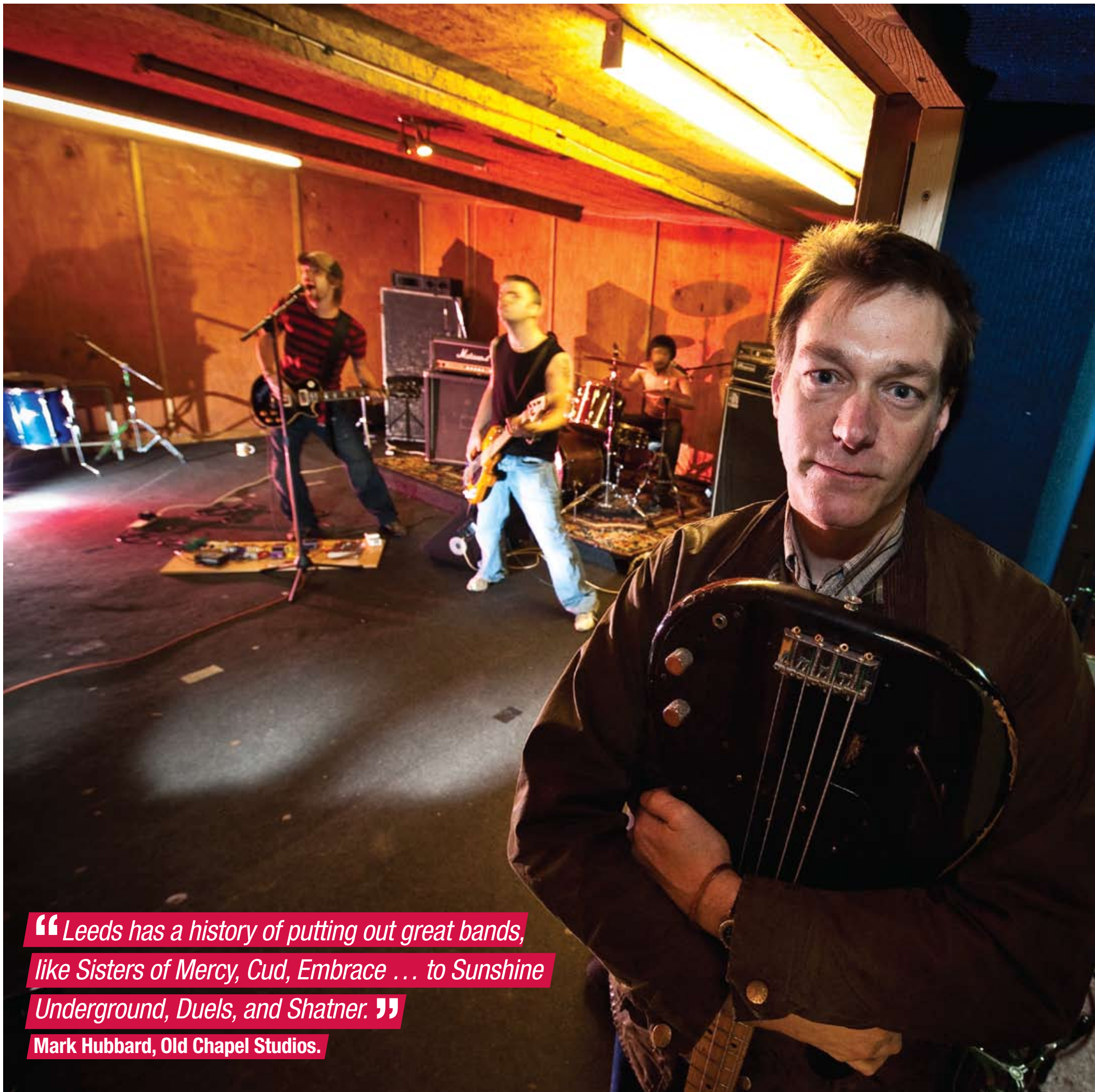
Currently run as a limited company there are exciting plans for the future of Old Chapel Studios. Mark hopes to expand the available space to 10,000 sq ft, for studios, equipment hire and as a one stop shop for musicians in the city, to rehearse, meet, and find ancillary services, from musical instrument repair to promoters.

The project is supported by Leeds Metropolitan University, whose music technology students would use the studios, and the Kaiser Chiefs who are keen to promote access to music in their home town.

Mark predicts that 2009 will be an exciting year for music in south Leeds. "Watch this space, literally," he says, and with Mark's infectious enthusiasm for music and the area it will be hard not to.

[www.myspace.com/theoldchapel](http://www.myspace.com/theoldchapel)

1 Crossland Court  
Czar Street  
Holbeck  
Leeds LS11 9PR



*“Leeds has a history of putting out great bands, like Sisters of Mercy, Cud, Embrace ... to Sunshine Underground, Duels, and Shatner.”*

**Mark Hubbard, Old Chapel Studios.**

**“ We invite our clients to visit us here because they’re as interested as we are to see how the historic architecture is being sympathetically restored with integrity. It tells them something about us too – that integrity is important to us, and it is. ”**

**Karen Willey, Edge Structure**



## Structural engineering with a sharp edge

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

Matthew Murray House  
97 Water Lane  
Holbeck Urban Village  
Leeds LS11 5QN

Three engineers, Tony Bailey, John Westmuckett and Richard Hawkes formed Edge Structures in 2005. The directors had previously worked in London and Leeds and that's where they chose to open offices, with Holbeck Urban Village favoured in Leeds and Kings Cross in London.

The rapidly expanding company moved to Matthew Murray House in Holbeck Urban Village in August 2007; an apposite choice as the building is named after the eighteenth century engineer whose work in the area, developing mill technology and pioneering steam engineering for the railways, put Leeds on the world map as a centre of new industrial technology.

Edge Structures handles a varied range of projects that it approaches with the same enthusiasm, whether designing a wine rack or constructing a roof for Wimbledon's hallowed centre court. "Our involvement in the moving roof for Wimbledon is without doubt one of our biggest achievements and we're confident that rain will not halt play when the roof is in place for the 2009 championships."

Close links with other built environment professionals are essential to Edge Structure's business and the company has recently led the launch of the Yorkshire Property Network, a forum for property professionals which meets in local venues. Being in close proximity to other engineers and architects is just one of the reasons the company has valued its decision to choose premises in the urban village.

Karen Willey, business development manager says, "We really do feel part of a community here. We chose it because it has not finished developing yet. That feels exciting to us – we wanted to be somewhere that was attractive to other young companies who wanted to help create a vibrant, creative environment."

Edge Structure's London office is in Kings Cross, also a regeneration area which Karen believes is becoming really interesting. "There's plenty of synergy between the two locations, aside from the fact that we can be in either office within two hours via a short walk from the station."

*"There's no argument that being in this area is good for business – we invite our clients to visit us here because we're in Holbeck and they're as interested as we are to see how the historic architecture is being sympathetically restored without pastiche, but with pragmatism and integrity. It tells them something about us too – that integrity is important to us, and it is."*

## Making web usability simple

There is a growing recognition that great websites don't just happen by accident. Simple Usability provides brands with the chance to observe subconscious behaviour and find out why website visitors engage with certain things, and which aspects they ignore. From modest premises inside the lauded Round Foundry Media Centre they are fine-tuning innovative eye-tracking technology that watches website testers as they scan a page.

The team is able to discretely track how people's eyes are drawn to particular content, and to monitor the pathway visitors choose to take through a site. Brands which are looking to improve website traffic, raise awareness of an idea or service, or increase sales can turn to Simple Usability for detailed analysis and expert interpretation – something that standard website statistics are not able to deliver.

Simple Usability moved to the Round Foundry Media Centre 22 months ago, where its team of four people are generating £250,000 in annual turnover. They currently offer a service that is not available elsewhere in Yorkshire, and as leading users of eye-tracking equipment in the UK, attract clients from across Europe.

"We have regularly been able to double the turnover of our customers, by putting the results of our eye-tracking technology into practice on their websites", explains managing director Guy Redwood. Clients such as Hallmark Cards, O2, Tesco and the British Library are an indication of the market already attracted to Simple Usability's service.

Testing websites is reliant on access to a pool of willing participants, and for Simple Usability to be able to recruit a broad sample of people, being centrally located and near to public transport has been important. "When we bring people here they always pass comment on how great the area is and how much it has changed."

But the deciding factor for choosing their current location was more about the community they wanted to move into.

*"You can tell straight away that the media centre houses a thriving business community, and there is a real buzz about the place. But the benefit is that the media scene here is really well-connected. We're like a village in that there is always bound to be someone who will know someone who can help. It's always a pleasure to come to work here."*

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

Round Foundry Media Centre  
Foundry Square  
Holbeck Urban Village  
Leeds LS11 5QP



**“ We’re like a proper village community here, it’s big but small. It’s a really nice destination because everyone is so friendly. If you’re in a foul mood, you just go and get a smoothie from Out of the Woods and someone will cheer you up. ”**

**Guy Redwood, Simple Usability**



*“ The area itself makes a big difference, and being in Holbeck Urban Village has helped us to recruit good staff ”*

**Andrew Mason, Random Storm**

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

Round Foundry Media Centre  
Foundry Street  
Holbeck Urban Village  
Leeds LS11 5QP

## Calm before the storm

When Andrew Mason founded an internet security company with business partner Robin Hill, he took a gamble that has paid off several times over. The business they set up has stormed the market and companies across the world are waking up to Random Storm – people you’d want on your side in a fight, virtual or otherwise.

The nine-strong development team, working from offices at Round Foundry Media Centre in Holbeck Urban Village, are keeping hackers at bay, on behalf of companies who sell things on the web – products or tickets, or activities – like gambling. Random Storm release new software updates on average every six weeks to protect the financial records and activity of hundreds of organizations whose livelihoods are bound up with the world wide web. “What we do is never finished, it will always be a work in progress, but that’s part of the fun, keeping ahead of the curve,” Andrew comments.

Captivated by computers at the age of seven, he was of a generation that were invited to play the early, and very basic computer games, an experience that has galvanized many IT entrepreneurs to pioneer new products. Writing his first game aged 11, Andrew was at the forefront of technology even then. “I was programming proficiently on the ZX Spectrum and Commodore by then, so it was a natural progression for me to be in a place where I could set up my first business at 23. Being a geek definitely wasn’t cool in those days.”

It’s a different story now. As 2008 ended, Random Storm had just closed a major deal in Riga, Estonia, and is getting ready to break into the US market in 2009. “We’re popular because we monitor people’s systems for vulnerabilities. It’s well known in the industry that 95% of all attacks are made against a known vulnerability and organizations like Microsoft try to combat that threat by producing regular software patches, but most businesses don’t have the resource available to apply those patches day in day out. And when your website is effectively your business, and the gateway to the majority of your earned income, keeping thieves out is pretty important.”

Alongside nine permanent staff based in Holbeck Urban Village, Random Storm accesses its market via strategic resellers. “We don’t sell directly but, as more resellers are hearing about what we do, the market is really opening up to us.” Having recently added a partnership in Jordan to their sales inventory, Random Storm is now working with the Bank of Jordan, as well as new possibilities in Ireland.

*“We’re growing, we’re employing more people and we’re attractive to software developers because it’s a good place to work. The area itself makes a big difference, and being in Holbeck Urban Village has helped us to recruit good staff. I can only see growth in the next couple of years for Random Storm.”*

So really, there’s nothing random about it.

## Public realm's a walk in the park

Whitelaw Turkington has had a meteoric 18 months since moving their northern office from Wakefield to Holbeck Urban Village. Having just scooped a Landscape Institute Award for their work on a public park in Dublin, they've been announced as lead architects on a major public realm project in the centre of Salford. Exchange Greengate which is due to get underway in Autumn 2009, will offer 13-hectares of retail and residential space with a stunning public realm at its centre. The new urban quarter will link the Cathedral quarter in Manchester with Salford's centre.

Clearly the news about Whitelaw Turkington has spread. Their experience delivering public realm landscape design in urban areas, parks and other public spaces – notably in St George's Square, Huddersfield, Gillett Square in Hackney and Peninsula Square, Greenwich – has secured the team a reputation for high quality design and a desire to set the bar high, with exceptional public spaces that can be enjoyed by the many rather than the few.

Guy Denton has been a director with Whitelaw Turkington for ten years. "Since joining the practice in 1997 I've seen Whitelaw Turkington rise to be one of the most respected design-led practices in the country. It's grown significantly but managed to retain a culture of creativity."

The company has offices in London and Leeds, and moved to the city to be closer to the architects, planners and engineers who are their clients. With 14 members of staff now based in Holbeck Urban Village, the company generates a turnover of £900K. Guy explained,

*"Most of our team live in Leeds, so it made sense for everyone to be here, close to public transport, personally speaking my impressions of the area are changing all the time. It's an increasingly vibrant and stimulating place to work in, with a creative feel about it, and plenty of high quality office space. There's a good community atmosphere here, and every time I step out of the office I bump into someone I know."*

*"It's also beneficial to the business to be surrounded by other creative, architectural and built environment teams. We work for a broad range of client types but our focus is on urban space and public realm, so the changes taking place around us in Holbeck Urban Village are of primary interest to the team."*

With a professional interest in the urban landscape, it's not difficult to understand some of the architectural attractions for Guy and his team that have influenced their experience of Holbeck Urban Village. "The towers of Tower Works in this area are simply, iconic." For an architect, that must offer a pretty good reason to get out of bed in the mornings...

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

Globe Quay  
Globe Road  
Holbeck Urban Village  
Leeds LS11 5QG

**“ Every time I step out of the office I bump into someone I know. It’s also beneficial to the business to be surrounded by other creative, architectural and built environment teams. ”**

**Guy Denton, Whitelaw Turkington**





Courtesy of Round Foundry Media Centre



Courtesy of Round Foundry Media Centre



Courtesy of Round Foundry Media Centre

## Vital statistics\*

The last decade (1998-2008) has seen a 20% growth in the creative and digital industries and Leeds employs over 13,600 people in the sector, compared to the 8,000 employed by the city's prominent legal sector.

Creative and digital companies in Leeds include 450 in software and IT consultancy, 162 in advertising and PR, over 70 graphic design businesses, eight news agencies and 24 companies associated with TV production.

The city has the largest internet server farm in Europe hosting more than 33,000 commercial sites and processing one million transactions simultaneously.

So it is no surprise that as the city's industry grows creative specialists are in search of an area that suits their need for urban grit and character whilst offering the latest in business solutions. Enquiries for premises in Holbeck Urban Village have increased by 9% (2005-7) from this high performing sector whose contribution to the business make up of the area has grown from 10% in 2003 to 41% in 2008.

The range of companies in Holbeck Urban Village is unique with structural engineers, architects and building designers cheek by jowl with cutting edge web design and analysis businesses. It is becoming a distinct enclave for the growing number of companies that work in the built environment, such as architecture, landscape architecture, environmental consultancies, and civil engineering.

In the five years since the Round Foundry Media Centre opened, this bustling area on the edge of the city centre has become home to a rapidly growing community of creative and media businesses. Approximately 130 companies operate in Holbeck Urban Village, employing an estimated 1,100 people and the area generates around £60 million in annual turnover.

In addition to this, a £4.6 million public art installation will be installed along Neville Street leading into the urban village from the city centre. This huge regeneration scheme, led by Bauman Lyons architects, will meld together the work of leading acoustic specialists Arup, the design talents of Leeds-based designers Andy Edwards and Alex Prokop, and the artistic integrity and skill of world renowned artist Hans Peter Kuhn. Neville Street will become a permanent sound and light installation welcoming visitors to the city and enhancing the experience for the 13,000 people who use this space every day, and leading the way for Holbeck Urban Village in arts and creativity.

\* Figures taken from Leeds Economy Handbook 2008 and recent Holbeck Urban Village research

## Networking know-how

To celebrate the digital sector in Leeds and to mark the arrival of the DADI awards (Drum Awards for Digital in Industries) in the city, Holbeck Urban Village joined forces with Leeds Media and Marketing Leeds in 2008 to host the inaugural Digital Week. Reaching almost 500 creative and digital professionals across the UK in its first year, Digital Week is just one example of the pull of the creative networks in Leeds. So what else does this city have to offer the discerning digital crowd?

### Leeds Media

Leeds Media believes in helping companies connect with each other and the wider business community. Their main focus is to represent the views of the city's media and communications agencies, and to work with key partners to ensure that the region's talent gets the recognition it deserves. Through a range of breakfast briefings, evening seminars, e-bulletins, newsletters and special events Leeds Media keep their members connected and informed.

The company is the specialist media division of Leeds, York & North Yorkshire Chamber of Commerce. As such Leeds Media members enjoy all of the advantages of belonging to one of the largest membership organisations in the north of England. Benefits include networking events, seminars and training courses, and an impressive range of business support. Members also have access to the chamber's business opportunities service. This free service allows them to receive quotations for their own purchasing requirements, and access the latest tenders and business opportunities within the region.

**For more information visit:**  
[www.leedsmedia.co.uk](http://www.leedsmedia.co.uk)



### Marketing Leeds

Marketing Leeds is the city's destination marketing company and aims to raise the profile of Leeds as the place to do business, to visit and to study.

Digital and creative industries are a key growth sector for the UK and will become increasingly important to the national economy in coming years. Leeds is already a major centre for the creative industries and for new media in particular, and its expansion looks set to continue.

Marketing Leeds works in partnership with city organisations such as Leeds Media, initiatives such as Holbeck Urban Village, and regional bodies including Yorkshire Forward, to promote key business sectors. These include promoting the Leeds digital sector within the UK, and developing business for Leeds companies through a variety of channels, including print, online, press and events.

**For more information visit:**  
[www.marketingleeds.co.uk](http://www.marketingleeds.co.uk)



### Yorkshire Forward

Yorkshire Forward was established in 1999 to grow the region's economy, create employment opportunities and to improve the skills across the workforce. The digital and new media sector is one of five priority sectors that Yorkshire Forward is committed to developing. It aims to drive forward the economic development of this sector in two key areas:

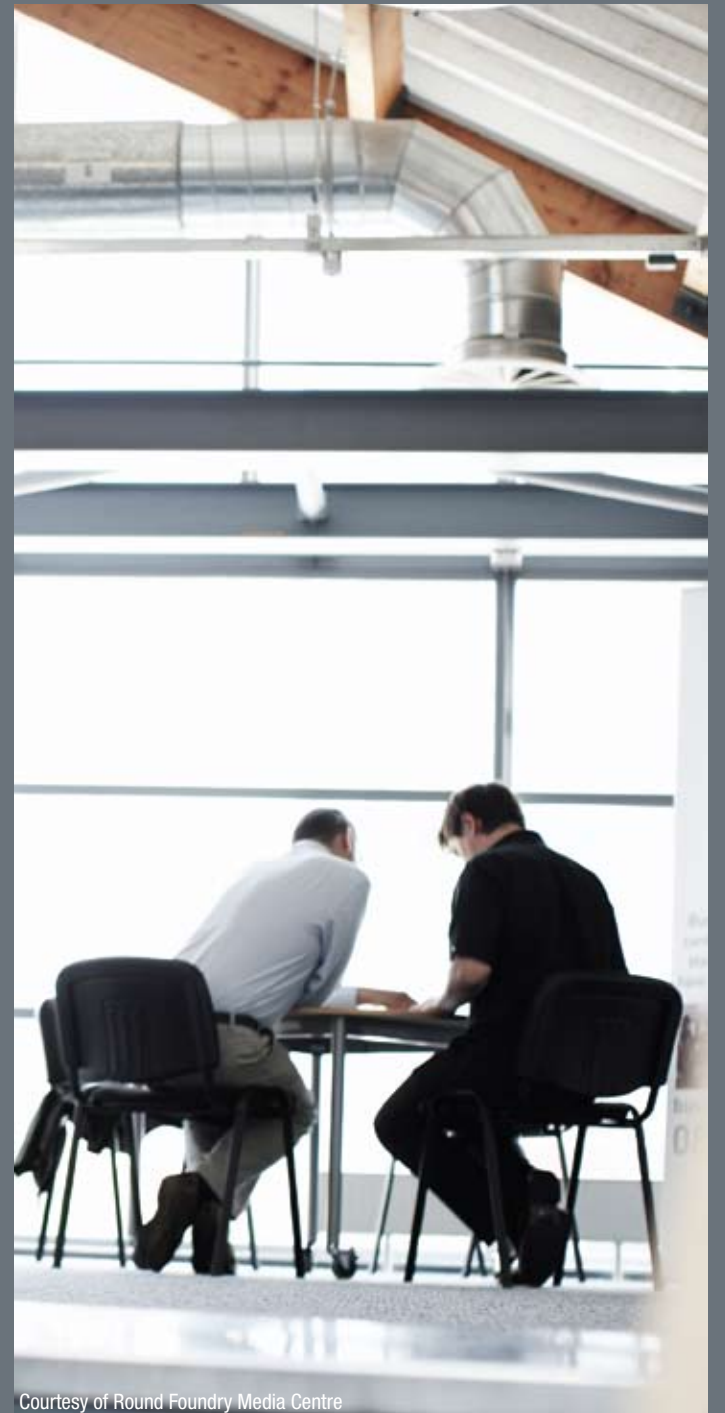
**Digital content:** supporting the development of new ideas and content which are designed and created for use across a variety of digital platforms.

**Enabling technologies:** supporting the development of new technologies for the publication of digital content and the adoption of new technologies as an integral part of the business process.

As a strategic organisation Yorkshire Forward develops projects and initiatives to support the range of creative and digital businesses. These are delivered through key partners such as Business Link, local authorities and the Creative Industries Development Agency, alongside sector networks such as Screen Yorkshire, Game Republic, Electronics Yorkshire, Print Yorkshire and Learning Light.

**For more information visit:**  
[www.yorkshire-forward.com](http://www.yorkshire-forward.com)





Courtesy of Round Foundry Media Centre



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