



INVEST IN NOTTINGHAM

ANNUAL REVIEW

2021/22



INVEST IN NOTTINGHAM



NOTTINGHAM PARTNERS

A green city with a legendary past, a vibrant culture and a bright future.
A creative city of rebels and pioneers, and the home of Robin Hood.



This document is an annual review of the **INVEST IN NOTTINGHAM** service, which also incorporates **NOTTINGHAM PARTNERS**.



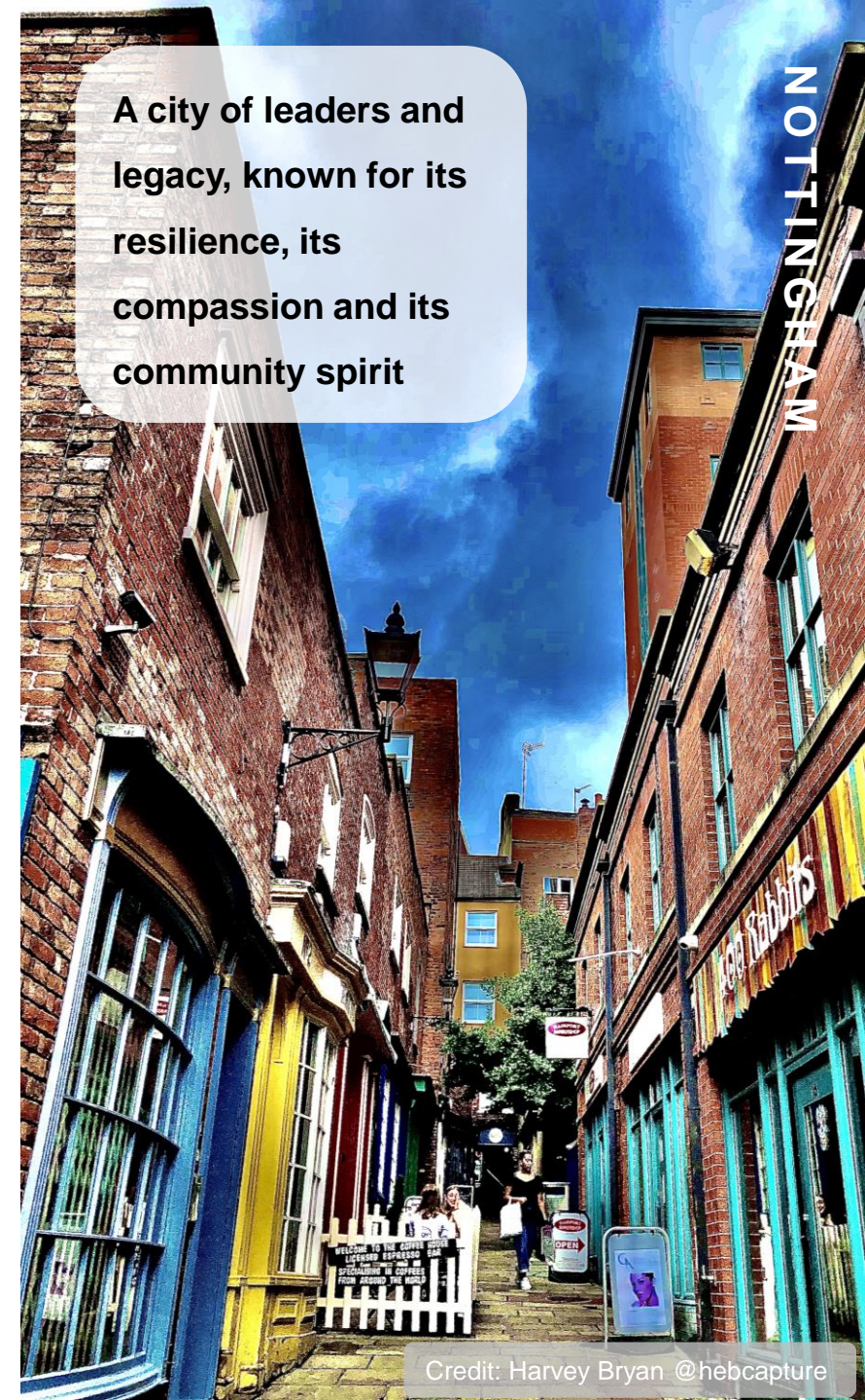
INVEST IN NOTTINGHAM

INVEST IN NOTTINGHAM delivers inward investment activity for the area, promoting Nottingham as a **business and investment destination** and also offering a range of free and impartial support for businesses looking to relocate or expand within Nottingham, including help to find suitable premises, funding advice and recruitment support.



NOTTINGHAM PARTNERS

NOTTINGHAM PARTNERS is our membership organisation that supports investment activity in Nottingham. It offers the opportunity for local business to get involved in the **promotion of Nottingham** as a business destination and also delivers a series of events for members. These events offer unique insights into the local economy and provide members with the information and tools needed to support investment into Nottingham.



A city of leaders and legacy, known for its resilience, its compassion and its community spirit



“**NOTTINGHAM** is central to BatFast’s growth, as the sports and technology infrastructure are excellent. With world-famous sports teams, international sporting venues, excellent infrastructure links and two world-class universities, Nottingham was the natural location from which to grow our business.”

Navdeep Sethi – COO, BatFast





Boots Nottingham
Credit Marketing
Nottingham

HIGHLIGHTS

- ▲ During 2021/22, the team delivered **16 successful inward investment projects**, creating **1,786 jobs** and safeguarding a further 50 roles. The GVA uplift of these new jobs to the local economy over the next few years is **£85 million**
- ▲ This includes the Levelling Up announcement that the Places for Growth project, a government relocation initiative which the team supported, will deliver at least **750 new jobs for Nottingham across 5 departments** over the coming years
- ▲ The team continued to work closely with Conygar Investment Company to help promote **The Island Quarter** site, both as an investment opportunity and a site for potential occupiers
- ▲ We have also developed relationships further with key **stakeholders** (Nottingham City Council, Nottinghamshire County Council, D2N2 LEP, East Midlands Development Corporation, DIT, private sector partners) in order to represent the key development sites at events and through promotional activities, as well as contributing intelligence to support project work
- ▲ One key piece of work was to support Nottinghamshire County Council's work on the **Fossil 2 Fusion** project, which is bidding for the West Burton A power station to become the Government's choice for the world's first STEP Fusion Power Plant
- ▲ We have been an active member of **local sector groups** including Nottingham Professional Services and ProCon Nottinghamshire
- ▲ As the contracted delivery vehicle for promoting **Nottingham's regeneration agenda**, we have led the planning of Nottingham's presence at UKREiiF, as well as collating information to go in the new Midlands Engine Investment Portfolio and supporting MIPIM 2022.

HIGHLIGHTS

- ^ The team secured **advertising assets** at East Midlands Airport to showcase Nottingham alongside Leicester and Derby to passengers and visitors
- ^ With the UK opening back up fully after the lockdowns of 2020/21, the team began to attend more **physical events** to promote Nottingham as a business destination, taking stands at both London Tech Week and Genesis in 2021
- ^ **Nottingham Partners** also moved back to delivering physical events from November 2021 and attracted **120 delegates** to the first lunch back after the enforced break. Online events also continued throughout the year to supplement the transition back and these were also very successful, with over 250 people attending over the year to see topics ranging from the value of Nottingham's waterside living offer through to the economic recovery of the area
- ^ We have also delivered our own **Accelerating Growth** events, a series of 3 peer-to-peer panel sessions for scaling businesses, focusing on talent, finance and leadership
- ^ The team has also attended other **industry events**, often taking speaker slots and providing 'expert' commentary
- ^ We took a stand at the University of Nottingham's **Freshers Fair**, promoting the area to first year students and canvassing opinion on which brands are attractors for them
- ^ We have continued to increase our **PR output**, including regular newsletters, more news stories and blog posts from team members



@InvestInNottm
10,200 followers



3,870 followers

“**NOTTINGHAM PARTNERS** events provide a place to discuss some of the key challenges we all face and gain insights into how our city – and the businesses within it – are responding to the ongoing pandemic.”

Gemma Morgan-Jones – SME Engagement Manager,
University of Nottingham

“The **INVEST IN NOTTINGHAM** team have supported Conygar extensively over the past few years. In particular, they have helped to promote **The Island Quarter** and have introduced us to both potential occupiers and key stakeholders.”

Christopher Ware – Director, Conygar Investment Company

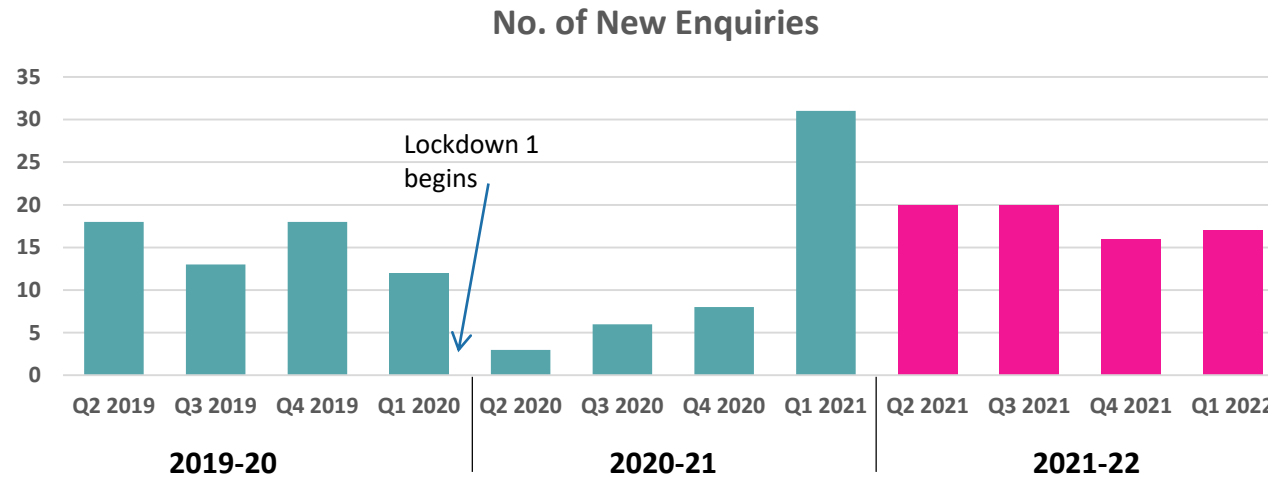
£650m Investment
creating 4,500 jobs

The 36 acre site will generate £200m annually for the Nottingham economy

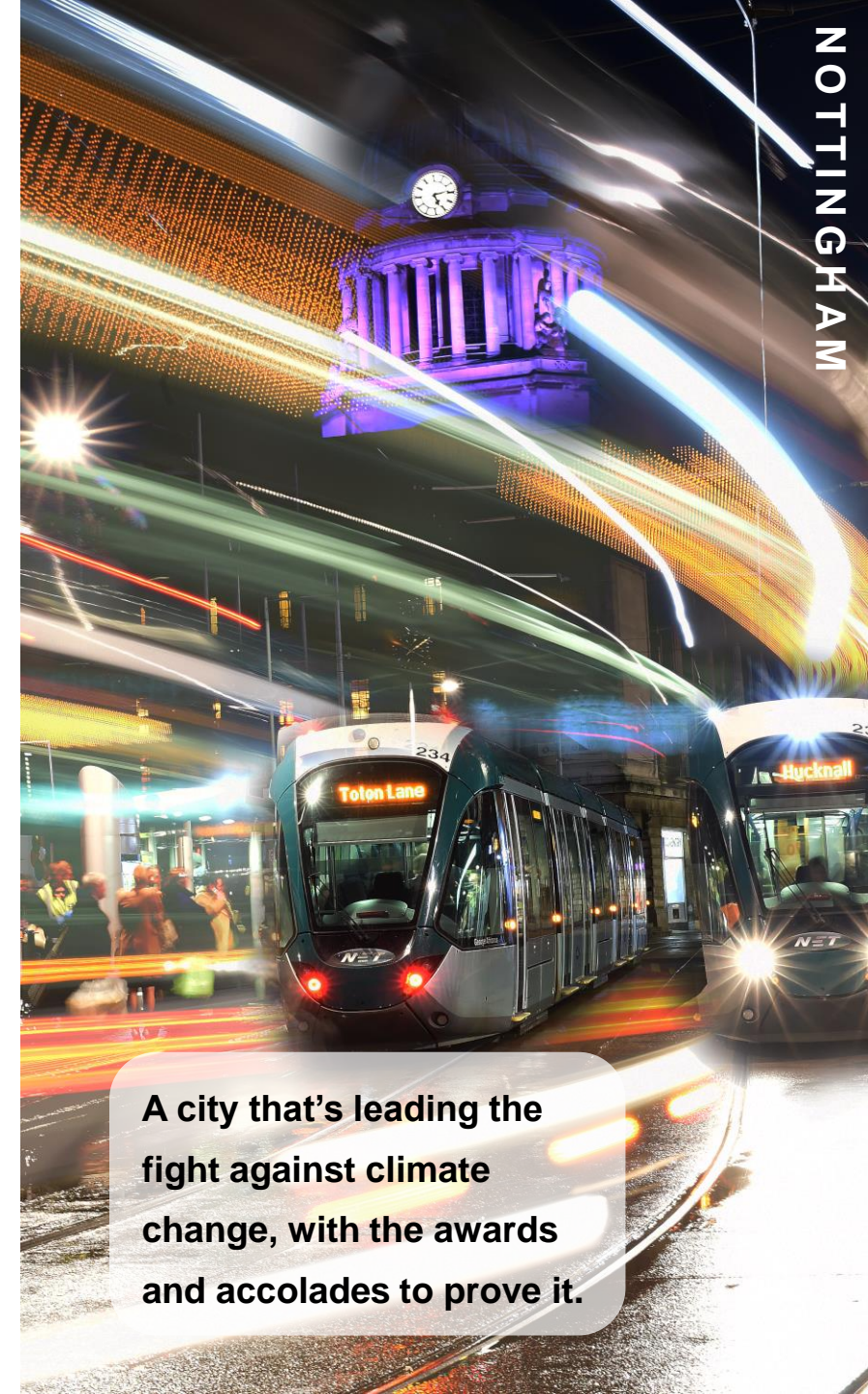
The Island Quarter
Credit: Jestico + Whiles

GENERAL TRENDS

- After what was a turbulent 2020-21, with the impact of the COVID-19 pandemic being felt across the world of inward investment, we have seen incoming enquiry levels return to a more stable pattern during 2021-22, akin to what we saw pre-pandemic



- This has re-established a strong pipeline of potential investment projects that spans a range of sectors, with interest in sites across city and county, which is very encouraging for Nottingham
- We are also seeing enquiries coming in from businesses at various stages of their growth journey, from new companies looking for their first base, to large multi-nationals looking to expand their footprint in the UK. Again, this variety is an encouraging sign that Nottingham is currently a very attractive proposition
- Recent successful projects have pointed to Nottingham's attractiveness as a cost-effective location with a strong, diverse and young talent pool as being key drivers in decision-making



A city that's leading the fight against climate change, with the awards and accolades to prove it.

“The relationships that are developed within **NOTTINGHAM PARTNERS** help to drive local opportunities, with like minded people who have the wellbeing and future legacy of the city at the heart of their strategic thinking.”

Jon Enever – Chief Client Officer, Gleeds

NOTTINGHAM

NOTTINGHAM



LOOKING AHEAD

The Invest in Nottingham team's overarching objective for 2021/22 remains to

Support the recovery and growth of Nottingham's economy

Activity will include:

- ▲ Prioritise the search for **long-term funding options** (including the Shared Prosperity Fund), to replace the outgoing EU funding and ensure that the service can be maintained fully across Nottinghamshire
- ▲ Build upon our already **strong pipeline** of enquiries to increase investment into Nottingham
- ▲ **Maximise the potential** from our marketing campaigns to generate new leads and promote Nottingham as a business destination – where appropriate, targeting London companies and talent that is now looking to regional cities as more cost-effective and attractive locations
- ▲ Further develop the **Quality of Life** campaign to continue to attract talent into the area
- ▲ **Support local stakeholders** with their strategic visions and delivery of Economic Recovery Plans – Nottingham City Council, Growth Board, D2N2 LEP, East Midlands Development Corporation, Universities for Nottingham
- ▲ Develop and refresh our **suite of data** on Nottingham to enable us to market the area more effectively and provide clients with the best possible information
- ▲ Lead the promotion of the **regeneration agenda**, including co-ordinating Nottingham's presence at UKREiiF 2022 and MIPIM 2023 and supporting the development and visions of key strategic sites, including Broadmarsh, the Island Quarter and the Freeport
- ▲ Continue to identify and develop information on the key N2 sites to feature in the **Midlands Engine Investment Portfolio**
- ▲ Continue to disseminate **relevant information** to local businesses on local schemes and initiatives
- ▲ Pro-actively support the creation of the new **Growth Company**



Robin Hood Statue

CORPORATE STRUCTURE

INVEST IN NOTTINGHAM and **NOTTINGHAM PARTNERS** are brands within



MARKETING NOTTINGHAM is the place marketing organisation for Nottingham, established in April 2016 with the following overarching aim:

To promote Nottingham for the purposes of creating jobs and growing the local economy to improve the standard of living for local people

Marketing Nottingham achieves this by promoting Nottingham as a business and visitor destination using consistent messaging, via the following brands:



INVEST IN NOTTINGHAM



NOTTINGHAM PARTNERS



VISIT NOTTINGHAMSHIRE

Marketing Nottingham is funded through a mix of public sector (via grants and local authority funding) and private sector (membership and sponsorship) support, which creates a platform for the business to operate with a degree of autonomy in order to achieve agreed objectives.

Nottingham is an ambitious city with a strong independent spirit, a city that isn't afraid to disrupt the status quo and do things differently, the perfect place to grow a business.

NOTTINGHAM

THE TEAM



LORRAINE BAGGS
Head of Investment



JAMES MANN
Business Expansion
Specialist



NICOLLE NDIWENI
Business Expansion
Specialist



RAJ BIRRING
Business Expansion
Specialist



EMMA SMITH
Market Intelligence and
Strategy Development



LEONA BOWERY
Events and Projects
Manager



NATALIE WILLIAMS
Events Manager,
Nottingham Partners



KATIE BEARD
Marketing Executive

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