



THE STORY OF NOTTINGHAM FOR 2021 AND BEYOND

Welcome to Nottingham. A city with a legendary past and a bright future. A green city full of creativity and culture – the home of rebels, pioneers and Robin Hood.

Nottingham is on the cusp of an incredibly exciting time in its history. It is vital we make the most of this once-in-a-generation opportunity to promote our city on the national and international stage. That's why we've developed a series of city stories with input from the people and businesses of the city – compelling narratives communicated in a clear way to the people we want to reach. Through these stories we can help bring prosperity to our city for many years to come. **So that's what this guide is all about.**



TELLING OUR STORY

In the following four narratives we tell our city's story in different ways. Each one has a specific target audience. But ultimately, they're all about positioning Nottingham and promoting its strengths to bring economic benefits to the city and prosperity to the people who live, work and study here.

Why Nottingham?	04 — 5
Living in Nottingham	06 — 7
Working in Nottingham	08 — 9
Visiting Nottingham	10 — 11

WHY NOTTINGHAM?

In our overarching story we include many of the key messages we feel are important to the people visiting, living, working or studying in Nottingham. Its aim is to provide a powerful introduction to our city and engage a wide audience.

Who are we talking to?

- ^ Citizens
- ^ Businesses
- ^ Visitors

How can it be used?

Through this story anyone can speak to an audience about Nottingham and what makes it so special.

OVERARCHING

OVERARCHING



WHY NOTTINGHAM?

Nottingham is a city with a rich past and a bright future. A city of leaders and legacy, known for its resilience, its compassion and its community spirit – just like its hero, Robin Hood. A city where you'll find the legend of its outlaw hero and a thousand years of history at Nottingham Castle a stone's throw from state-of-the-art developments emerging in Southside, Waterside and the Island Quarter.

A place that's on a mission to become the UK's first carbon-neutral city by 2028, with unprecedented levels of investment in an award-winning, clean and green public transport system, electric vehicles and sustainable energy sources.

Where a vibrant clash of creativity and culture, history and heritage, and world-class sports. And you'll find independent shops, world cuisine and a thriving nightlife buzzing within the curious alleyways, boutique arcades and beautiful architecture. And two world-class universities nurturing innovation and independent minds, while a growing business scene secures their future. A place that's always moving forward while celebrating its past. The biggest small city in the UK, nestled in the heart of the Midlands.



LIVING IN NOTTINGHAM

Our citizen story is all about communicating what makes Nottingham such a great place to live and raise a family. Its aim is to engage with people who might want to move here, while giving compelling reasons to stay for those who already do.

Who are we talking to?

- ^ People who live in Nottingham
- ^ Individuals and families who might want to move here
- ^ Students who may come here to study

How can it be used?

Through this story anyone can shout about Nottingham and all the events and attractions taking place throughout the year. We want to encourage local people of all ages to experience everything it has to offer, to shop, work with and buy from local independents and businesses, and to feel proud of where they live.



LIVING IN NOTTINGHAM

Nottingham is the biggest small city in the UK – a city for everyone, where the spirit of Robin Hood and his sense of fairness and inclusivity live on. A place to raise a family and make new friends, to live, work and study, to follow your heart and chase your dreams, all within a rich tapestry of history and heritage, beautiful architecture, culture and creativity.

A place with green spaces and heritage sites which inspire literature and film, from the Arboretum to Wollaton Hall. A place that's home to one of Europe's largest city squares, which comes to life with vibrant and colourful events for every season – presided over by its magnificent Council House and under the watchful gaze of its iconic lions. Home to two award-winning universities, which are top of the class for their teaching standards and sustainability strategies. A city with a legendary sports heritage and world-class sports stadiums on the banks of the River Trent. A place that's well connected to the rest of the UK when you need it, and offers a world-class public transport system when you don't. Where innovation and investment are driving the city forward and award-winning green housing schemes make our homes warmer and more energy efficient. A place you feel proud to call home.

CITIZENS



CITIZENS



NOTTINGHAM

WORKING IN NOTTINGHAM

Our business story communicates the innovation and enterprising side of Nottingham. Its aim is to bring to life what an exciting city Nottingham is to work in, and position Nottingham as a place where businesses want to have a presence.

Who are we talking to?

- ^ Investors and businesses looking to relocate
- ^ Start-ups
- ^ Entrepreneurs
- ^ Talented individuals thinking about relocating for work
- ^ Small, medium and large businesses

How can it be used?

Through this story anyone can promote Nottingham as a city of ambition and opportunity – a place where businesses want to invest. By raising Nottingham's profile, we can encourage future investment and growth.

WORKING IN NOTTINGHAM

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. A city of leaders and legacy, known for its resilience, its compassion and its community spirit – just like its hero, Robin Hood. A city that's leading the fight against climate change, with the awards and accolades to prove it. The biggest business centre in the East Midlands, it's home to global names including Boots, Capital One and Experian.

A city of employment, education and opportunity, where progressive minds and creative thinkers can fulfil their potential. Where start-ups thrive in the refurbished lace factories of the Creative Quarter, a stone's throw from state-of-the-art developments emerging in Southside, Waterside and the Island Quarter. Where both of our world-class universities are global leaders in sustainability, nurturing innovation and talent to support our strong growing industries like FinTech, creative, digital and life sciences as they continue to raise our city's profile. Where everyone is connected through a collaborative business culture and an award-winning clean and green public transport system, and where businesses can capitalise on the opportunities in both UK and global markets. It's a place that's moving forward fast and investing in its future – driving positive change and enterprise for everyone.



VISITING NOTTINGHAM

Our visitor story communicates all the great reasons why you might want to visit Nottingham – especially the more obscure or lesser known sights that people might not know about. Its aim is to improve tourism and our local economy, helping to secure a future for local people and businesses.

Who are we talking to?

- ^ Tourists
- ^ Day trippers
- ^ Long weekenders
- ^ Parents taking their children on school holiday outings
- ^ People visiting cultural/ nightlife venues
- ^ Sports enthusiasts

How can it be used?

Through this story local organisations, key spokespeople and tourism organisations can promote the city of Nottingham and everything it has to offer – to local, national and international visitors.



VISITING NOTTINGHAM

Nottingham is a city that's full of surprises, a city where you can follow in the footsteps of Robin Hood. A place where underground caves lie hidden beneath the city streets, where you can experience a thousand years of history at Nottingham Castle and stop for a drink in the oldest inn in England.

A city that's easy to explore on foot, where you'll stumble across secret bars, independent shops and Watson Fothergill architectural treasures amongst the curious alleyways, boutique arcades and redbrick mills. As one of UK's most sustainable cities, you can hop on and off the award-winning clean and green public transport network and breathe in the cleanest city air. Or stroll around its stunning parks and green spaces, from the legendary Sherwood Forest to the magnificent Wollaton Park to the enchanting Arboretum. Or experience its vibrant music and arts scene and taste cuisines from around the world, all in the heart of England. A city with world-class sports and a remarkable sporting heritage. A city that's buzzing with life, with new experiences around every corner – and it's waiting to be discovered.

VISITOR



VISITOR



CONTACT US

Marketing team at Marketing Nottingham
marketing@marketingnottingham.uk