



INVEST IN NOTTINGHAM

ANNUAL REVIEW

2020/21



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**.



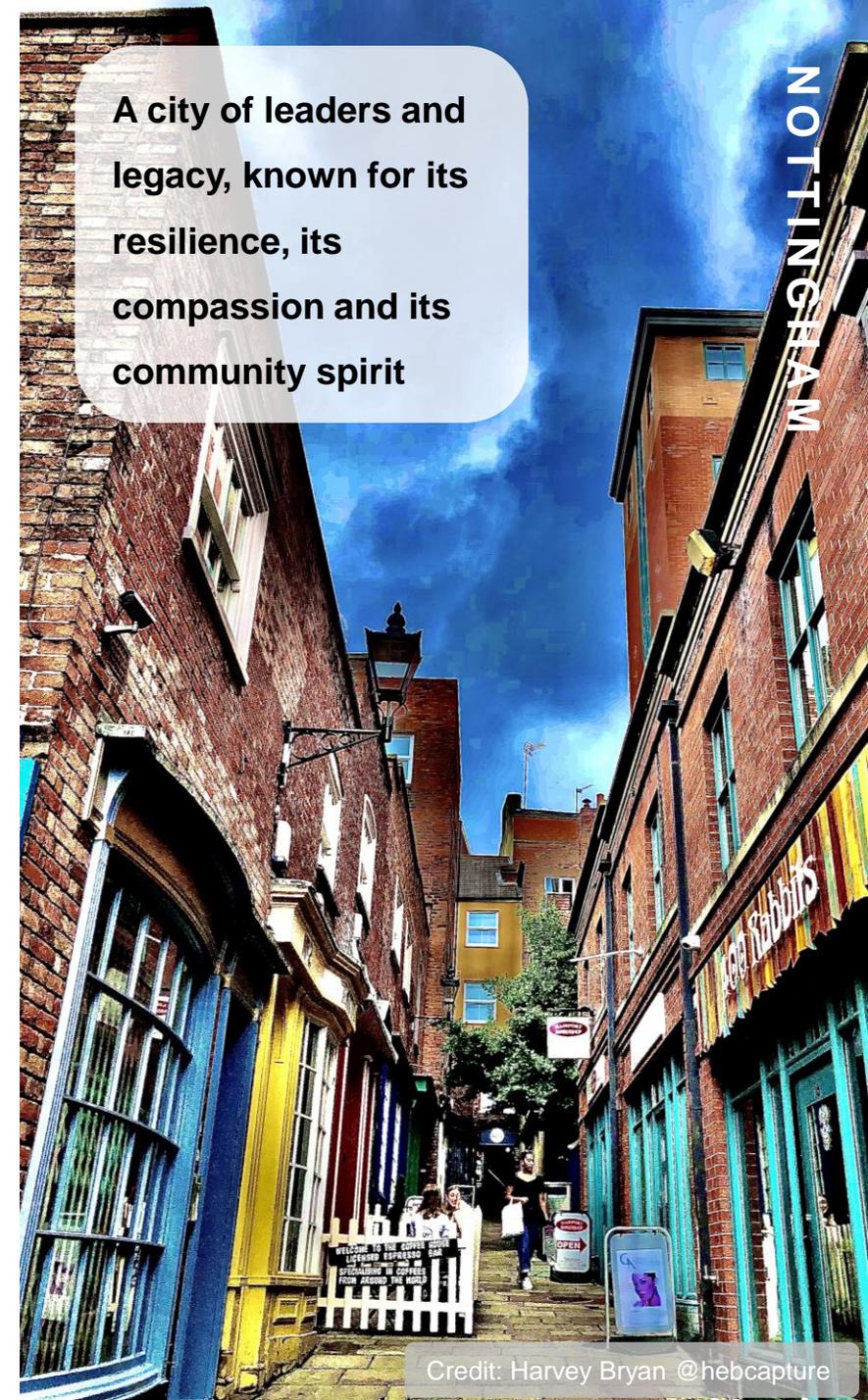
INVEST IN NOTTINGHAM

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



“We’d like to say a huge thank you to **INVEST IN NOTTINGHAM**, who were such a massive help in identifying appropriate space, setting up viewings and generally making this process so enjoyable. I’d highly recommend anyone looking for space in Nottingham to contact the team.”

George Bacon – Business Development Manger,
Equipped2Succeed





Boots Nottingham
Credit Marketing
Nottingham

HIGHLIGHTS

- ▲ During this challenging year, the team delivered **14 successful inward investment projects** (against a target of 30), creating **524 jobs** and safeguarding a further 44 roles (against an overall jobs target of 1,000). The GVA uplift of these new jobs to the local economy is **£25 million**.
- ▲ The team worked closely with Conygar Investment Company to help build the business case for investment into the hotel and food/beverage elements of **The Island Quarter**, both of which have begun to come forward during the year.
- ▲ It has also been amazing to see other **sites come forward** that we have supported over the years, including 11 Station St, Traffic St and the new HMRC Regional Hub at Unity Square.
- ▲ Continued close working with **stakeholders** (Nottingham City Council, D2N2 LEP, DIT, private sector partners), contributing intelligence, data and reports for key projects and policy developments, including local recovery plans and in the promotion of the Broadmarsh consultation.
- ▲ The team has developed a new **3-year strategy** for Inward Investment to re-shape activity to be appropriate for a post-pandemic Nottingham.
- ▲ 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**, the team have continued to work proactively. In 2020, that also meant managing the fallout from the last minute cancellation of MIPIM, the annual property event in France.

HIGHLIGHTS

- ^ The team has developed a new **marketing plan** to incorporate all elements of our work, including all Nottingham Partners activity and this has enabled us to fully embrace the new Nottingham Narrative within our work.
- ^ A **new strategy for Nottingham Partners** has also been devised, built around a shift in focus for the group back towards the original mandate of promoting Nottingham and supporting inward investment activity.
- ^ Despite the national restrictions, the team has still managed to attend **virtual sector events**, including the Life Sciences conference Genesis, as well as taking part in panel sessions including City AM's Positive Challenges panel on the gaming sector.
- ^ We have also delivered our own **Accelerating Growth** events, a series of 3 peer-to-peer panel sessions for scaling businesses, focusing on diversity, talent and finance.
- ^ New **marketing collateral** has been developed, including new digital banners and a new tech brochure.
- ^ Additional marketing resource has allowed us to increase our **PR output**, including a new quarterly newsletter, more news stories and blog posts from team members.
- ^ **Nottingham Partners** delivered **7 online events**, regularly attracting over 80 delegates and covering a range of topics, allowing stakeholders to get key messaging out to a business audience, including the Broadmarsh consultation, Nottingham's ambition to be Carbon Neutral by 2028, the Nottingham Growth Board and important information on the COVID business support schemes.



@InvestInNottm

10,200 followers



3,150 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

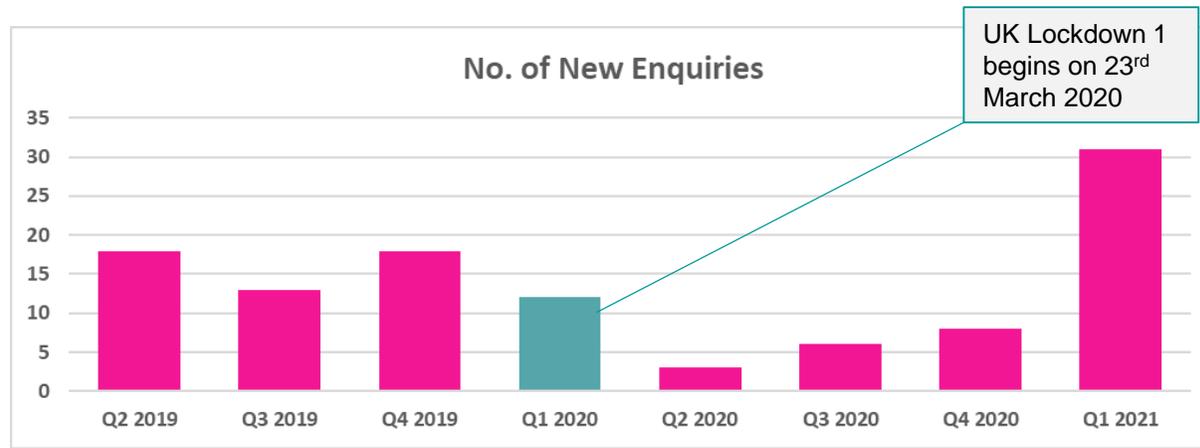
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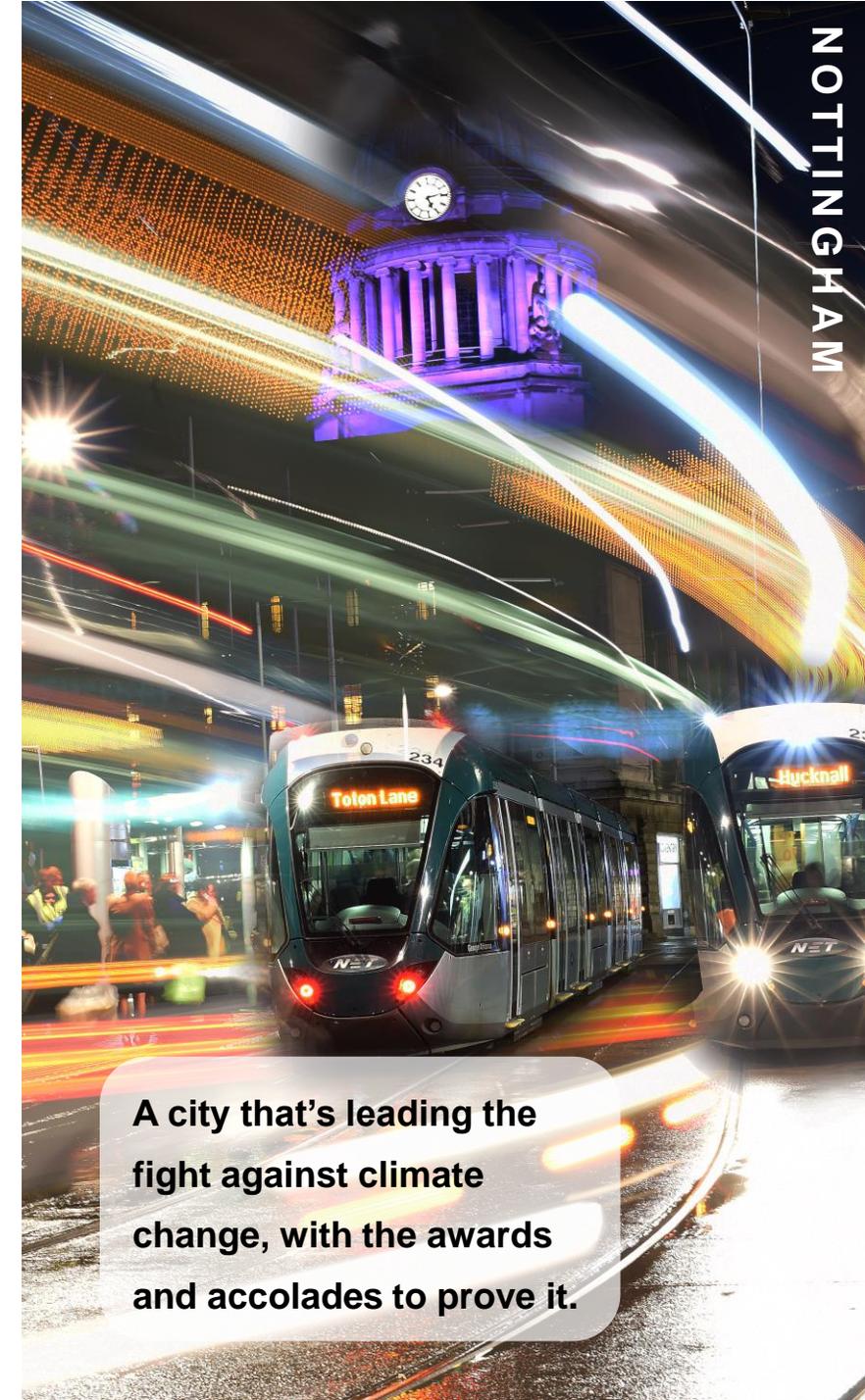


GENERAL TRENDS

- ▲ In the immediate aftermath of the first UK lockdown, we saw a **significant drop off** in terms of inward investment enquiries coming into the team. During the 7-month period of May 2020 to November 2020, we received only 11 enquiries in total. For comparison, we received 11 enquiries in December 2019 alone.
- ▲ Whilst initially concerning, this reflected the **general sense of uncertainty globally** (backed up by DIT figures for new enquiries received during 2020-21) and the desire from many companies to delay investment decisions in the short term.



- ▲ What is interesting is how the rate of enquiry has **increased dramatically in the first quarter of 2021**, with the team receiving 31 new enquiries during that period (65% of the annual total). This is a significant rise on previous quarters and could be related to increased confidence in certain markets and the general 'bounce-back' that the economy is experiencing. It could also be that many of the projects delayed at the start of the pandemic have been re-ignited at the end of the financial year, as the UK roadmap out of lockdown has been clearer.
- ▲ This view is backed up by the fact that, despite the effects of the pandemic, we have only seen a **21% year-on-year reduction** in the number of enquiries received into the team.
- ▲ The recent upturn in enquiry levels is welcome, providing us with a **strong pipeline of projects** and it will be interesting to monitor this as we move through 2021 and out of lockdown in the UK.



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

A city of employment,
education and opportunity,
where progressive minds
and creative thinkers can
fulfil their potential.

NOTTINGHAM

Trent Basin Development

OPERATIONAL CONTEXT

- Invest in Nottingham is **specifically contracted** through the Department for International Trade (DIT) and the D2N2 Local Enterprise Partnership (LEP) to work on both Foreign Direct Investment (FDI) and Small and Medium Enterprises (SME) enquiries for both Nottingham and Nottinghamshire.
- The team continues to be the **recognised inward investment agency** for the area and manages all scale of enquiries – both received directly in to the team, as well as referrals from DIT, the City Council, the D2N2 LEP and other local partners.
- The financial year started in April 2020, with the UK in the grip of the first national lockdown and the team quickly had to **adapt to remote working practices**. We ended the financial year having served our notice and vacated our office, with the team still working remotely. The team were also placed into a range of furlough arrangements, culminating in the **loss of over 400 working days** across the period of May to December 2020.
- The pandemic had a range of **negative impacts** on Nottingham as a destination, including the collapse of the Broadmarsh redevelopment. These obviously affected the marketing campaigns we had planned at the start of the year.
- The team has supported the City Council in relation to the roll out of the **COVID recovery grants** for businesses, with some team members being drafted in to help process the high volumes of applications that were received.
- 2020/21 also represents the first year that **Nottingham Partners** has been integrated into the Invest in Nottingham team, its workplans and strategies.

“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

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LOOKING AHEAD

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

Support the recovery and growth of Nottingham's economy

Activity will include:

- ▲ 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, EM DevCo Ltd, Universities for Nottingham
- ▲ Develop market intelligence from our experiences with potential investors to **shape local economic growth policy** – e.g. local inward investment funds
- ▲ Implement the new strategy for Nottingham Partners to **re-invigorate the brand**, attract new members and fully integrate the brand into Invest in Nottingham.
- ▲ Promote the **Freeport** and support inward investment enquiries for the Nottinghamshire sites.
- ▲ Lead the promotion of the **regeneration agenda**, including co-ordinating Nottingham's presence at MIPIM 2021 and supporting the development and visions of key strategic sites, including Broadmarsh and the Island Quarter.
- ▲ Support the **re-opening of Nottingham City Centre**, along with the opening of new local assets (including Nottingham Castle, Nottingham College City Hub, HMRC Regional Hub, Broadmarsh Car Park and new library).
- ▲ Continue to disseminate **relevant information** to local businesses – including vital COVID recovery information.
- ▲ Continue to explore and develop **long-term funding options** (including the emerging Shared Prosperity Fund).



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



KEN NETTLESHIP
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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