




WELCOME BACK VISITOR ECONOMY BUSINESS EVENT

@VISITNOTTS | #VNWELCOMEBACK | @MARKETINGNOTTM_

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:



ROBERT DIXON INTERIM CEO MARKETING NOTTINGHAM

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RUNNING ORDER

ROBERT DIXON – INTERIM CEO

MARKETING NOTTINGHAM

MARK HUMPHRIES – ENGAGEMENT MANAGER

HERITAGE FUND

WILLIAM SMART - PROGRAMMES MANAGER/ENGLAND

VISIT BRITAIN / VISIT ENGLAND

ANNETTE THORNLEY – BUSINESS DEVELOPMENT MANAGER

VISIT NOTTINGHAMSHIRE

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:



HM Government



European Union

European Regional
Development Fund



VISIT NOTTINGHAMSHIRE

BUSINESS SUPPORT

Resources and latest financial support available to
your business.

1. Nottingham Toolkit

2. Latest updates on grants and financial support

3. Business support page

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:

WELCOME BACK FUND

Funding to support reopening of the Highstreet,
including:

1. New Footfall cameras in the city centre
2. Marketing fund to attract more visitors
3. Business support events
4. Visitor events – Light Night, Ay up Market, Jobs Fair

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:

SAFETY OF WOMEN AT NIGHT

- **SWaN** - New police safety operations unveiled to protect female revellers in Nottingham.

The first of a series of high-visibility policing operations gets underway on Nottingham's night-time tram network as part of a major safety campaign to protect women and girls.

14th, 15th, 17th & 21st FREE workshops.

nottinghambid.com/news-and-opportunities/safety-of-women-at-night-swan-training



Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



MARK HUMPHRIES ENGAGEMENT MANAGER HERITAGE FUND

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:



Who are we?

- The largest dedicated grant funder of the UK's heritage
- Awarded over £8bn to more than 44,000 UK projects



What do we do?

- Lottery Distributor
- Project funder transforming the UK's heritage
- Sector leadership and support
- Heritage advocate

Who do we fund?

Any not-for-profit organisation including:

- Registered charities
- Community Interest Companies /
- Charitable Incorporated Organisations
- Local authorities
- Schools and educational institutions
- Community/voluntary groups
- Private owners of heritage (for up to £100k - where public benefit outweighs any private gain)





National Lottery Heritage Fund Investment since 1996

East Midlands

3870 grants, £465,659,104

Largest grant, £24,350,000 to Buxton Crescent & Spa

Priority Outcomes 2021-22

- **A wider range of people will be involved in heritage** (mandatory)
- The local economy will be boosted
- People will have developed skills
- People will have greater well being
- The local area will be a better place to live, work or visit
- The funded organisation will be more resilient

Other Outcomes

- Heritage will be in better condition
- Heritage will be identified and better explained
- People will have learned about heritage, leading to change in ideas and actions



***“We will demonstrate
how heritage helps people
and places to thrive”***

Key Performance Indicator, Strategic Funding Framework 2019-24.

Strategic approach

- Place – strategic programmes
 - Great Place Scheme (ACE)
 - Future Parks Accelerator (NT)
 - High Street HAZ cultural programme (HE)
- Areas of Focus (SFF 2019-24)



The Local Area Outcome



Thriving places

Heritage can be at the heart of place-based projects, helping communities and places to thrive.

A shared vision

Look at local needs for heritage and involve communities in future plans by listening to people who live, work and visit an area.



Greening places

Make the best of and improve urban green spaces to bring people closer to nature.



Liveable places

Investing in neglected areas and spaces will create a better working environment, attract local business and improve the local economy.



Connecting communities

Organisations that work together to improve their local area contribute to stronger, more resilient communities.



Communal places

Think about places where people come together – parks, sea fronts, high streets, local museums and all the spaces in-between!

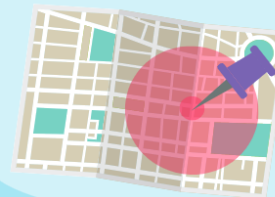
Every area has a story to tell

Projects that discover, promote and celebrate the uniqueness of the area can enhance character and a sense of place, and encourage local people to explore what's there.



Think local

'Local' can mean different things in different places. Some areas have a distinct identity which can inspire people to support local heritage.



Better places to live, work and visit

By investing in places we can improve and connect people to heritage. Better places have an impact on the quality of people's lives and enhance wellbeing.

Transforming places in partnership

Transform a whole area through partnership projects that take an ambitious approach and focus on an entire historic street, town or landscape.



Our approach to place

- Investing in places, not just projects
- Thinking beyond the project
- Using targeted programme initiatives
- Collaborative programmes
- Strategic partnerships





Derwent Valley Landscape Partnership

How we could work with you

- Mutual platforms and events
- Supporting key moments and milestones
- Notice of awards in the visitor economy
- Joined up messages to stakeholders on value of the visitor economy
- Policy advice on key topics



Thank you

For more information please get in touch:

- Website www.heritagefund.org.uk
- E-newsletter
- Twitter, Facebook and Instagram
@heritagefunduk



WILLIAM SMART PROGRAMMES MANAGER/ENGLAND VISIT BRITAIN / VISIT ENGLAND

Funded by the European Regional Development Fund and HM Government
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How tourism can deliver economic growth and vibrancy to local areas

William Smart, Programme Manager, VisitEngland

The importance of tourism

- Tourism supports jobs and cultural attractions in every single local authority area
- Visitor economy underpins many other economic sectors
- Visitors invest in local economies through shopping and cultural activities
- Deloitte: tourism gross value added (GVA) multiplier 2.8



VisitEngland



VisitBritain

Visitors support local areas

- 63% of international visitors dined in restaurants, spending £20.5bn
- 29% of visitors went to museums and art galleries, spending £9.5bn
- Domestic visitors spent £11.1bn on attractions and £4bn on museums and art galleries



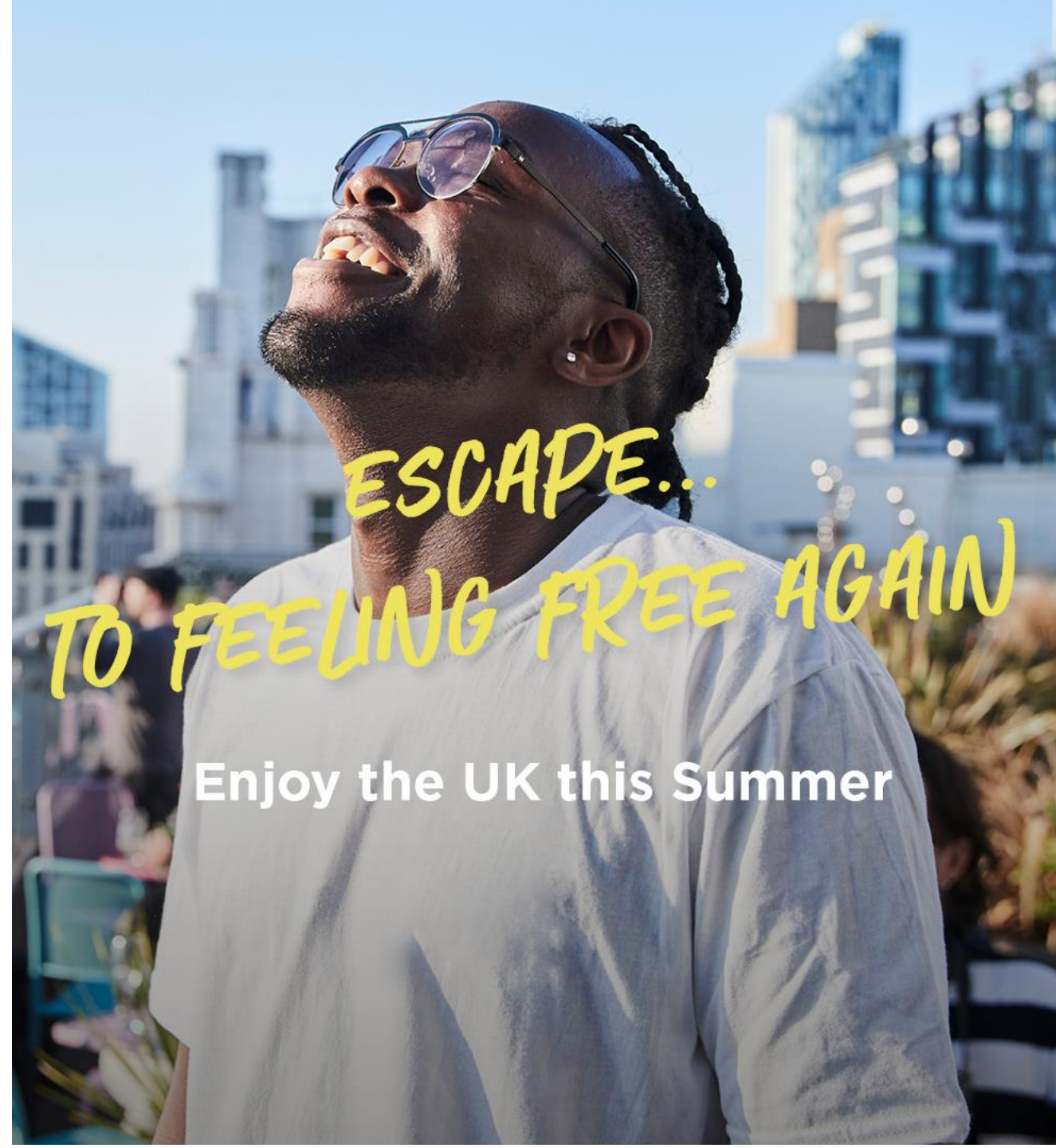
We operate in a competitive environment

- Competitor destinations are spending substantial sums to capture market share
- Staycations alone will not compensate for the loss in inbound revenue
- £10m international GREAT-branded marketing campaign in key markets US, Germany, France, Italy, Spain and The Netherlands



Regional spread is vitally important

- Up to 2019 London saw huge levels of inward investment from tourists
- Need to distribute visitors more evenly across the country to ensure levelling up of communities
- Our and DCMS activities are designed to spread visitors
- Environmental and social benefits to spreading visitors



ESCAPE...
TO FEELING FREE AGAIN

Enjoy the UK this Summer

The importance of skills and tourism careers

- VisitEngland Business Advice Hub
- www.visitbritain.org/business-advice
- Annual English Tourism Week campaign (18-27 March) – focus on skills and tourism careers
- Download the industry toolkit: www.englishtourismweek.org



A promotional graphic for English Tourism Week. It features a woman and a young girl smiling and working together on a project involving a blue cable and a metal frame. The background is a vibrant pink and purple abstract design. The text 'You're Welcome' is overlaid in large white letters. Above the image, the VisitEngland logo and 'English Tourism Week 18-27 March 2022' are displayed. At the bottom, the hashtag #EnglishTourismWeek22 is shown.

VisitEngland™
English
Tourism Week
18-27 March 2022

You're Welcome

#EnglishTourismWeek22

DMOs provide local leadership

- De Bois review of DMOs proposes a more efficient structure for the DMO landscape
- National portfolio of high performing DMOs accredited by VisitEngland
- Two tiers – Destination Development Partnerships (or “hubs”) and accredited Tourist Boards (or “spokes”)
- Accredited bodies would drive the government agenda of levelling-up and growth





Thank you! Any questions?





ANNETTE THORNLEY

BUSINESS DEVELOPMENT MANAGER

VISIT NOTTINGHAMSHIRE

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HM Government



European Union

European Regional
Development Fund



VISIT NOTTINGHAMSHIRE

WELCOME BACK CAMPAIGN

A campaign to attract day and overnight visitors back
to Nottingham

Targeted advertising to encourage overnight stays

1. Paid print

2. Promotional video

3. Paid social media and Google Advertising campaign

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VISIT NOTTINGHAMSHIRE



NOTTINGHAM

Nottingham is a city long associated with Robin Hood – but Britain's largest small city is packed with much more than just legends and it's waiting to welcome you back safely.

THE CITY OF NOTTINGHAM has had a longstanding association with Britain's most famous outlaw, Robin Hood. The legend tells of a man who robbed from the rich and gave to the poor, a real rebel hero throughout the ages. It's this exciting spirit that lives on in Nottingham, there's so much packed into this small city that it's bursting with culture, history and surprises around every corner. Nottingham is one of the UK's most historical cities,

where you can experience 1,000 years of history at Nottingham Castle, fresh off the back of a £30 million transformation. You can stop by for a drink in the oldest inn in England, the Ye Olde Trip to Jerusalem, and explore the hidden coves that twist and turn beneath the city streets. Being a small city, Nottingham is also easy to explore on foot and benefits from an award-winning tram system. However, don't let its small size deceive you, Nottingham is a city with a truly vibrant music and

"... don't let its small size deceive you, Nottingham is a city with a truly vibrant music and arts scene"

arts scene. The internationally-acclaimed Nottingham Contemporary stands as testament to the city's brilliant arts scene. The Hockley area of the city, just off the historic Lace Market (once the lace making capital of the world), is home to some incredible independent venues, with great places to eat and explore if you fancy something with a more alternative feel.

Businesses in retail and hospitality have also worked tirelessly to ensure Nottingham has been able to welcome visitors back safely. From working with Visit England's "We're Good to Go!" scheme, to supporting one-way systems throughout the city centre, Nottingham's tourism, hospitality and retail offering has worked hard to ensure Nottingham remains a safe destination to visit.

Nottingham is also blessed with stunning architecture, the home of Watson Fothergill, famed for his use of contrasting red and blue bricks as well as elaborate turrets on buildings. Much of Nottingham's grand and awe-inspiring Lace Market was designed in this style and is a must visit for those interested in city architecture.

Those wishing to visit Nottingham will have no trouble finding somewhere to stay, with charming boutique

hotels right throughout the city, there's something to suit all tastes. Whether you're looking for high end hotels such as the St. James, or if you're looking for something a little more private like the lace market apartments, visitors are spoiled for choice.

Nottingham is also famous for a strong culinary scene. With cuisines from all 4 corners of the globe and award-winning restaurants in no short supply, you can enjoy an epicurean adventure right in the heart of England.

There's also something for lovers of sport. The city has a fine sporting pedigree, with two of England's oldest football clubs and one of the world's most iconic cricket grounds all within a short walk of one another. Visitors are able to soak up some of the best sporting atmospheres found anywhere in the UK.

Nottingham is a city that's truly buzzing with life, with new experiences waiting around every corner – and it's waiting to be discovered. To plan your next trip to Nottingham, go to visit-nottinghamshire.co.uk

Funded by the European Regional Development Fund and HM Government:



Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



Visit Nottingham and take a journey to the heart of England

Walk in the footsteps of the famous legend Robin Hood in a city that's full of surprises. The UK's biggest small city that's easy to explore on foot, stumble across hidden bars and restaurants. Visit Nottingham's independent shops and soak in the famous Watson Fothergill architecture. Stop for a drink at England's oldest inn and experience a thousand years of history at Nottingham Castle, fresh from a £30 million makeover. A city that's buzzing with life, with new experiences around every corner – waiting to be discovered.

PLAN YOUR NEXT STAY AT VISIT-NOTTINGHAMSHIRE.CO.UK

Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



IMAGE: TRACEY WHITEFOOT AND NOTTINGHAM CASTLE TRUST



Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



TOURISM EXCHANGE GREAT BRITAIN -TXGB

Launched in partnership with VisitBritain/Visit England to bring together tourism businesses and routes to market. It helps customers discover tourism products and helps to grow your operations.

TXGB helps you reach new customers, drive sales and boost your profitability.

OVER 55 DESTINATIONS

OVER 200 DISTRIBUTORS



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as part of the Welcome Back Fund:



visit
BRISTOL

visitBrighton



Visit Birmingham

1066
Country

CHESTER
CHESHIRE
& beyond

Visit Coventry



DISCOVER
DERBY
GREAT PLACE, GREAT BASE

visit
devon



VISIT
EAST YORKSHIRE

Visit Lake District, Cumbria VISIT DONCASTER

visit essex

visit
exeter



the city of
Gloucester



ISLES
of
Scilly

VISIT
EAST OF
ENGLAND

Visit  Lincoln

VISIT
LIVERPOOL



visit **Maidstone**
the Heart of Kent



Visit Norfolk

EXPERIENCE
PEAK DISTRICT & DERBYSHIRE

Plymouth
Britain's Ocean City

Visit
Shakespeare's
ENGLAND
Warwickshire



destination Staffordshire
Staffordshire's official tourist board

Discover
Yorkshire
Coast

visit
SIDMOUTH
DEVON'S COAST IS CALLING

VISIT **SOUTH DOWNS**

VISIT
SUFFOLK

ROYAL BOROUGH OF
WINDSOR & MAIDENHEAD
WWW.WINDSOR.GOV.UK

Visit York

VISIT SHROPSHIRE



VISIT NOTTINGHAMSHIRE





RUGBY LEAGUE
WORLD CUP
ENGLAND 2021

PRINCIPAL PARTNER
CAZOO

Tournament ▾

Tickets ▾

Get Involved ▾

Hosts

Social Impact ▾

About ▾



ACCESS



DONATE



SHOP



LOGIN



Check out the links below to start building your Squad Trip!



Squad Trips Newcastle

Experience the culture and welcoming atmosphere of Newcastle at the tournament's opening weekend.

[Book your Newcastle Squad Trip](#)



Squad Trips Manchester

Visit the Theatre of Dreams, Old Trafford, for Finals weekend and take in one of the most vibrant and progressive cities in England.

[Book your Manchester Squad Trip](#)



More towns and cities coming soon!

London, Leeds, York, Coventry and Sheffield.

VISITOR INFORMATION MATERIALS

1. Visitor Guide

2. Map pads

3. Nottingham Trail

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:

VISITOR GUIDE

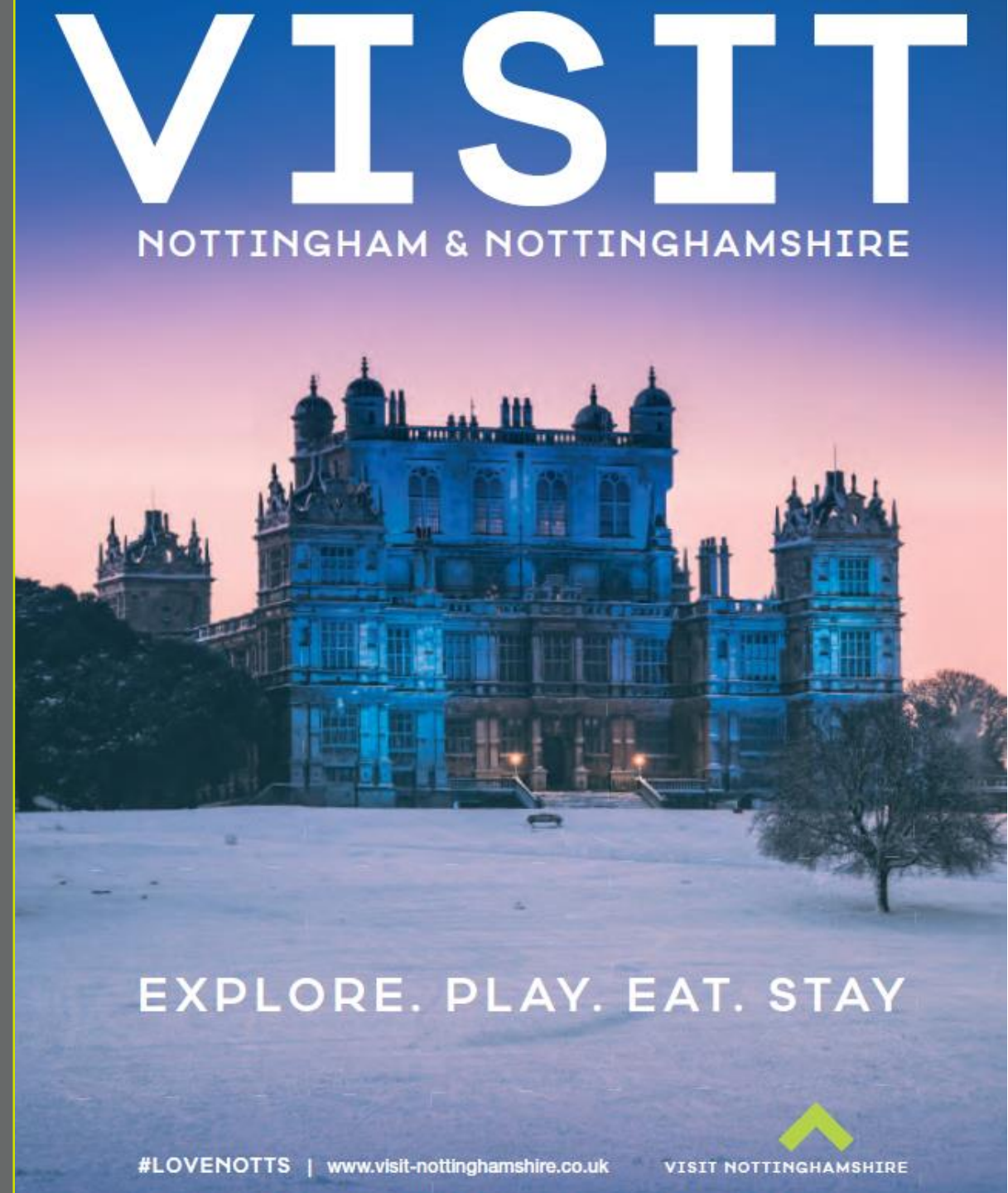
Showcases Nottingham & Nottinghamshire as a top tourist destination.

A more ever-green, editorial-led Visitor Guide.

Distributed across the country including via a dedicated distribution company, across Tourism Centres and visitor attractions.

Available to pick up at Nottingham Tourism and Travel Centre.

ANNUAL REACH OVER 40,000 VISITORS



NOTTINGHAMSHIRE'S HEROES AND PIONEERS

Nottingham has always been a city of brave **heroes** and charismatic rebels. While some of the city's protagonists are better known than others, their stories have all contributed to Nottingham's identity as a place where people have the courage to stand up for what's right, not what is easy.

ROBIN HOOD | HERO

Robin Hood is synonymous with Nottingham, and the world's most-beloved folk hero needs little introduction. A true champion of social justice, Robin fought for the poor and needy, opposing the tyrannical powers of the cruel Sheriff of Nottingham. Reminders of Robin's mischief and misadventure are everywhere in Nottinghamshire - whether it's the beautiful church of St Mary's where he and Maid Marion were married, or the grimy cells in the belly of the National Justice Museum - which failed to keep him behind lock and key for long.

Visitors can re-live the legend in Nottingham Castle's brand-new interactive galleries and may even catch sight of the famous hooded hero roaming the streets of Nottingham. Ezekiel Bone offers engaging, character-led town tours, retelling Robin's adventures with trademark flint. Head out into legendary Sherwood Forest, to walk amongst the ancient forests and soaring trees, which played host to countless medieval skirmishes. A new Visitor Centre stands close to his famous hideout - The Major Oak - and the grand old oak stands defiant to this day.

ADA LOVELACE | PIONEER

Ada Lovelace was a true visionary of a mathematician. Often described as the first computer programmer, she saw the potential for computers to become the world-changing devices they are today. She was one of the first people to see uses for computers beyond being pure calculation machines. Daughter of Lord Byron, Ada was buried beside her infamous father at the Church of St. Mary Magdalene, in the market town of Hucknall. A small memorial stands at the church. Today, her pioneering work is celebrated globally, and she even has a cryptocurrency named in her honour.



Image - Tracey Whitfoot



LITERARY HEROES | HERO

Some of the most celebrated and provocative literary heroes ever to put pen to paper, Lord Byron and D.H. Lawrence, have deep ties with the area, and continue to inspire with their remarkable legacies. Visit the ancestral home of the 'mad, bad and dangerous to know' Lord Byron at beautiful Newstead Abbey. Despite his wealth and eccentricity, Lord Byron still used his prominence to speak up in support of Nottingham's frame-breakers in Parliament in 1811. Walk in D.H. Lawrence's footsteps by visiting his birthplace in Eastwood. A lovingly recreated miner's cottage which serves as a portal back to life in 1885, and sits in the very house where the famous author was born.



SIR PETER MANSFIELD | PIONEER

Nottingham's pioneers have also ushered in astonishing medical breakthroughs. Sir Peter Mansfield - who sadly passed away in 2017 - gifted the transformative power of MRI scanners to the world. He pioneered the technology while working as a Professor at the University of Nottingham, even becoming the first live patient to test out the prototype machine. He was knighted and bestowed with the Freedom of Nottingham in honour of his remarkable legacy. Look out to see his name adorning one of the city's trams during your visit.

PETER PAN | HERO

There is good reason to believe the story of 'the boy who never grew up' was inspired by Nottingham's beautiful Arboretum. The author, J.M. Barrie, honed his writing skills working for the Nottingham Journal and regularly enjoyed walks through the Neverland-like park. If you visit Pelham Street, you can see a plaque to Barrie, while a wander through the Arboretum - which hosts outdoor theatre and music - always inspires wonder.



NED LUDD | HERO

Nottingham's people have never taken kindly to injustice. Despite the modern meaning of 'Luddite', the real Luddites were textile workers, who protested by breaking the machines that were devaluing their employment at a time of poverty and food shortages. Ned Ludd was the mythical leader of the movement, and while he may not have ever actually existed, whispers of his presence inspired the protesters and spooked the authorities. Visit Framework Knitters Museum in Ruddington to learn more about Ned Ludd and the movement. Walk round to see how a local Victorian community lived and worked and try your hand at knitting on a 19th century sock machine.



Image - Simon Ford

ERIC IRONS | PIONEER

Eric Irons lived an astonishing life and had a momentous impact on Nottingham's history. Born in Jamaica, he would fly for the RAF, before moving to Nottingham and campaigning tirelessly to improve the rights and opportunities available to all. He broke new ground by becoming Britain's first black Magistrate in 1962, and his pioneering legacy has been honoured with a plaque on the wall of the National Justice Museum. There is also a bold mural on the canal towpath, close to Carrington Street bridge.



GEORGE AFRICANUS | PIONEER

Contemporary Nottingham is a hotbed of independent businesses and is regularly named as one of the UK's most entrepreneurial cities. George Africanus was a true torchbearer, making history as the city's first black entrepreneur. Brought to England as a slave aged three, he went on to establish an employment agency in Nottingham and become a property owner and landlord in the city after finding his freedom.

DR STEWART ADAMS | PIONEER

Another hero of medicine, Dr Stewart Adams, is known as the father of ibuprofen. While working at Boots - which was established in Nottingham - he and Dr John Nicholson developed the game-changing painkiller together. He passed away aged 95 in 2019 and is honoured with a blue plaque at the BioCity Nottingham building. There is also a bridge named in his memory, which connects the University of Nottingham with the Boots campus.





A CREATIVE CITY PACKED WITH CULTURE

Nottingham is a creative and vibrant city which has always been at the forefront of culture as one of the UK's largest small cities. From D.H. Lawrence to Paul Smith, the history of the area is rich with famous creatives, cultural staples and attractions which you can learn about on your visit to our spectacular city – and we're still leading the way. We continue to lead the UK today in creative fields through innovation as a hub for creative industries.

Nottingham is a **UNESCO City of Literature**, one of only 43 cities around the world recognised by UNESCO for literary excellence. With a thriving literary and creative scene, Nottingham hosts everything from talks and workshops to poetry and comedy festivals. We are a leading destination for lovers of literature worldwide and this is not to mention our famous literary heritage, claiming Lord Byron, D.H. Lawrence, J.M. Barrie and Alan Sillitoe among our famous residents over time.



You can still visit some of these historic literary spaces today. **Newstead Abbey**, once home to Lord Byron, is one of the most popular attractions just outside of the city, in **Ravenshead**. You can also see several plaques around the city centre with literary significance including J.M. Barrie's former office and another of Lord Byron's residences. Discover more at the **D.H. Lawrence Birthplace Museum** in Eastwood and walk in Lawrence's footsteps by taking the Blue Line Trail, and explore the countryside that inspired novels such as the *Women in Love* and *Lady Chatterley's Lover*.

Today, you can explore Nottingham with one of our creative and unique tours and tour guides. We recommend the **Nutty Nottingham Comedy Tour**, **Gold Star Guides** or **Ezekial Bone's Robin Hood Tour of Nottingham**, where fantastically creative hosts will guide your journey through the city centre, covering many interesting facts about the cultural history of the area. From the history of lace making to the internationally beloved legend of Robin Hood, this is a brilliant way to learn lots in a short amount of time.



While you're walking around, you are bound to see some of our amazing street art and murals. These are most notable in **Hockley**, located to the east of Old Market Square and up the hill. This area is also home to the 'Rainbow Road', which celebrates the LGBTQIA+ community of Nottinghamshire. You will also find **Broadway** – a cinema and restaurant with the world's first (and only) Paul Smith-designed cinema auditorium, and a stunning glass front that can host digital art projections. The cinema regularly shows unique films that you may not be able to catch anywhere else, and was the first cinema in the UK to screen Quentin Tarantino's *Pulp Fiction*. You might even be able to catch the **Mayhem** horror festival on your visit!



If you are looking for a show in Nottingham, you will find no shortage of amazing venues. We have many theaters including: the **Theatre Royal & Royal Concert Hall** and **Nottingham Playhouse**. The Theatre Royal often show a mix of events including touring theatre productions, comedy, opera and ballet. Nottingham Playhouse also shows a diverse mix, but mainly showcases independent productions, often starring local talent and running workshops for Nottinghamshire creatives. If you're looking for live music, why not try **Metronome** for that perfect indie gig, **Rock City** for some of the best bands in the UK or the **Motorpoint Arena Nottingham** for world-class artists including the likes of Michael Bublé and Bryan Adams.

Nottingham Contemporary is a stunning modern art gallery in the heart of the city centre. You will be able to easily recognise it from the lace inlay on their concrete façade – a tasteful homage to Nottingham's creative and industrial past. This gallery is located in the **Creative Quarter** – an area and organisation of Nottingham dedicated to championing the local creative economy. Here, you can also catch **Sneinton Market**, home to many amazing markets and cultural events.



Just across town, you can step into the future at **Zero Latency**. Well, maybe not the future, but it is the world's only large-scale, free-roam, multi-player virtual reality gaming arena. Here, technology and creativity are one and the same. You can take down zombies or rogue drones in one game or try out their *Call of Duty* experience.



Some landmark events you may want to catch include **Beat the Streets** towards the start of the year, **Splendour** in the summer, and **Goose Fair** or the **Nottingham Comedy Festival** towards the end of the year. All year round you have the opportunity to catch some of the Old Market Square events. You will be amazed at how one of the biggest squares in the UK can be transformed into anything from a **Summer Beach** to a Christmas Market and **Winter Wonderland**, which are beloved by locals and tourists alike.



FAMILY FUN

OUTDOOR PURSUITS & ADVENTURES

SPORTS VENUES, SPAS & SALONS

MUSEUMS & HERITAGE

TOUR GUIDES & STORYTELLERS

ARTS, ENTERTAINMENT & GALLERIES

THINGS TO DO






THE WORLD'S FIRST FREE ROOM VR ARENA HERE IN NOTTINGHAM

CAN YOU SURVIVE A ZOMBIE APOCALYPSE? FIGHT OFF WAVES OF AI ROBOTS IN DEEP SPACE?
BATTLE PSYCHOTIC PIRATES WHO ARE HUNTING YOU? OR TAKE ON EACH OTHER IN THE ULTIMATE PVP SHOWDOWN?

GET READY TO BLOW YOUR MIND!

BOOK ONLINE NOW AND GET 20% OFF WITH CODE: [VISITNOTTS22](#) | [WWW.MEETSPACEVR.CO.UK](#)

FAMILY FUN

CITY OF CAVES



Gamer's Hill, (Next to Nottingham Contemporary), Nottingham NG1 1HF
T: 0115 988 1955 | W: [www.nationaljusticemuseum.org.uk](#)
Discover the hidden secrets of Nottingham's City of Caves. On your tour of this centuries-old site, you will see the UK's only surviving medieval underground tannery, visit a spectacular cave dating back to 1250 AD, find out how caves were used during the war, and see the remains of the city's infamous Drury Hill district.

CAVE ESCAPE



63 Mansfield Road, Nottingham NG1 3FN
T: 0115 666 8878
W: [www.caveescape.co.uk](#)
Cave Escape is a unique addition to Nottingham's amazing escape room scene set in a subterranean underworld. This intriguing site - a sandstone cave system once used as a WWII air raid shelter - brings you some seriously immersive escape games, jam-packed full of riveting twists and turns, conundrums and puzzles!

ESCAPOLOGIC NOTTINGHAM



21-23 Castle Gate, Nottingham NG1 7AQ
T: 0115 8374840 | W: [www.escapologic.com](#)
Escapologic are a UK-leading escape room experience, with something for everyone. They have eight rooms at their Nottingham site and all are uniquely themed; from a quirky collector's manor house in Curio, to the daunting blood-fied walls in the lair of the Butcher. Escapologic is an unequalled test of wit and logic.

CLIP 'N CLIMB NOTTINGHAM



Unit 2B, Ash Court, Millennium Way East, Phoenix Park Nottingham NG8 6AP
T: 0115 8227120 | W: [www.clipnclimbnottingham.co.uk](#)
A true family attraction - Clip 'n Climb Nottingham offers 26 different climbing elements, which have been designed to provide everyone with healthy challenging fun, in a safe environment that is clean, well-managed and stimulating. There is also an onsite cafe.

DERBYSHIRE PONY TREKKING



2 Old Hall, Scarscliffe Lanes, Upper Langwell, Mansfield NG20 9DH | T: 07557 106679
W: [www.derbyshire-pony-trekking.co.uk](#)
Complete off-road riding open all year round. Catering for all levels of experience from complete beginners to advanced riders from the age of 4 years upwards. Disabled customers catered for. Riding through beautiful woodland, fields, country parks and a quaint village with fabulous views along the way. Open all year round.

THE HEIGHTS OF ABRAHAM



The Heights of Abraham Dale Road, Matlock Bath, Derbyshire DE43NT
T: 01629 582365
W: [www.heightsofabraham.com](#)
Begin an adventure in one of the cable cars, soaring up and over the valley and into the village in the sky! Upon arrival there are guided cave tours, heritage exhibitions, adventure playgrounds and a restaurant with an incredible view for an exceptional dining experience. A truly unique day out.

LOGICLOCK ESCAPE ROOMS



6 Trinity Walk, Nottingham NG1 2AN
T: 07950 206499 | W: [www.logiclock.co.uk](#)
Logiclock is an entertaining puzzle-based live escape game. Designed for small groups of 3-5 people. The goal is simple: escape from the rooms in 60 minutes using only the mind, logic and teamwork, solving all the puzzles and mysteries. There are 3 rooms: Pirates Adventure, Made in Stein and Cosa Nostra. Logiclock is a really fun way to spend a memorable hour with friends, families or co-workers. You'll be locked in a room packed with clues to find hidden objects, brain teasers and puzzles to solve.

THE LOST CITY ADVENTURE GOLF



The Cornerhouse, Burton Street, Nottingham NG1 4DB
T: 0115 985 9455
W: [www.lostcityadventuregolf.com/nottingham](#)
Food, drinks and FUN! Enjoy an all-weather adventure at The Lost City Adventure Golf. Located in the heart of Nottingham at The Cornerhouse, it features two 18-hole, rainforest-themed, indoor adventure golf courses suitable for all ages and fully accessible. Enjoy delicious home-cooked pizzas and a tropical selection of drinks and cocktails from their Tiki-themed bar.

NOTTINGHAM BOWL



1 Belward Street, Nottingham NG1 1JZ
T: 0843 290 8916 | W: [www.nottinghambowl.co.uk](#)
Nottingham Bowl is the biggest bowling centre in the United Kingdom, with 48 automated lanes over two floors. It has two bars, a diner facility serving hot food and drinks, and a whole range of amusement and gaming machines that will keep you entertained. Nottingham Bowl has a live DJ on a Friday and Saturday evening.

LUDORATI GAMES CENTRE AND ESCAPE ROOM



72 Maid Marian Way, Nottingham NG1 6BJ
T: 0115 959 6998
W: [www.ludorati.co.uk](#)
Ludorati is Nottingham's premier board game/escape room cafe bar located near Nottingham Castle. It is designed to provide an inclusive community for both gamers and non-gamers to "Relax, Play, Enjoy", with sumptuous design, a large games library, a 2nd generation "Escape Room" and in-store retail to create the ultimate experience for boardgamers.

MANOR FARM PARK & WOODLANDS



Castle Hill, East Leake LE12 6LU
T: 01509 852525 | W: [www.manorfarminfo](#)
Every day is an adventure at Manor Farm Park & Woodlands. Let the kids run around and explore safely in over 25 acres of countryside. You'll find lots of animals to meet, two outdoor play areas, an Indoor Play Barn and the fabulous The World of Dinosaur Road Discovery Trail. Antlers Bistro is open daily serving delicious food at reasonable prices. And there are picnic benches throughout the site if you prefer a packed lunch. Open daily from 10am to 5pm.

NOTT'S MAZE



Lime Lane Woods, Lime Lane, Arnold, Nottingham NG58DW
T: 07515359203 | W: [www.maize-maze.co.uk](#)
An outdoor Maize maze set within 12 acres of land open every year from the end of July - October. There are loads of additional activities available onsite including: laser tag, archery, axe throwing, air rifles, an outdoor cinema, bushcraft and forestry school sessions.



NOTTINGHAM TRAIL & MAP PADS

To help visitors get around the city we are producing handy map pads available to pick up at Nottingham Tourism and Travel Centre.

Also available at Nottingham Tourism and Travel Centre is the Nottingham Trail – guide to Nottingham's city centre attractions and points of interest.

Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



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VISIT NOTTINGHAMSHIRE

NOTTINGHAM TOURISM AND TRAVEL CENTRE

Bringing legendary outlaw Robin Hood and famous local heroes and pioneers Lord Byron, Ada Lovelace, Brian Clough to the forefront as part of the new displays, and the relocation of the Nottingham Travel Centre to create the new Nottingham Tourism and Travel Centre.



Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:



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VISIT NOTTINGHAMSHIRE



WHAT'S ON NOTTINGHAM

With lots of exciting events being announced all the time, keep an eye on our online What's On guide at whatsonnottingham.com to stay up to date.

FEBRUARY

Early February
Light Night
Various venues

As darkness descends, stunning light installations and special events bring the city centre to life for after dark adventures.



February – October
Witches Marks Tours
Creswell Crag

Discover the largest collection of protective symbols, also known as 'witch marks', in the UK.

Early February – March
Snowdrops
Holme Pierrepont Hall

Wander through the rooms of the magnificent Tudor Manor House and admire its delightful array of blooming spring flowers in the tranquil gardens.



Early – Mid-February
Festival of Science & Curiosity
Various venues

Join this family-friendly festival which takes science and technology out of the lab and into our everyday lives.



MARCH

17th March
St Patrick's Day
Various venues including
Old Market Square

Head to Old Market Square to enjoy a range of Irish and Irish-inspired live music and performances. Venues across the city often put on special events as well.

Mother's Day events
Various venues

Treat your mom to a selection of relaxing treats, scrumptious afternoon teas, memorable days out and unique experiences. Go to: www.visit-nottinghamshire.co.uk/mothers-day for the most up to date Mother's Day events in Notts.

APRIL

23rd April
St George's Day
Various venues including
Old Market Square

Come together and celebrate the patron saint of England. Venues across the city often put on special events as well.

Easter events
Various venues

Plan your visit to Nottingham this Easter and enjoy some egg-citing events at our local venues. Go to: www.visit-nottinghamshire.co.uk/easter for the most up to date Easter events in Notts.



MAY

Early to mid-May
Nottingham Poetry Festival
Various venues

Celebrate the city's exciting literary scene with a blend of fascinating live and online events that are sure to leave you feeling inspired!

End of May
EM-Con
Motorpoint Arena Nottingham

See amazing cosplay and stars of film & TV cult classics at the biggest and best convention in the East Midlands.

May–September
Outdoor Cinema & Theatre
Various venues across the city and county

Grab a picnic blanket and something delicious to nibble on ready to enjoy a movie under the stars or an open-air theatre performance. Go to www.visit-nottinghamshire.co.uk for details.



End of September
Robin Hood Marathon Events
Victoria Embankment

Join thousands of runners, challenge yourself and test your fitness at this fantastic sporting event.

OCTOBER

Mid-October
Robin Hood Beer & Cider Festival
Trent Bridge

Enjoy hundreds of different craft beers, ciders and ales along with a serving of delicious food and drink and live entertainment.



Mid-October
Mayhem Film Festival
Broadway Cinema

With premieres, previews, special guests and midnight screenings, Mayhem Film Festival showcases the best in horror, sci-fi and cult cinema.

End of October
Bramley Apple Festival of Food & Drink
Southwell

See the original Bramley Apple tree and participate in celebrations across Southwell, including craft stalls in the beautiful Minster.



Late October
Hockley Hustle
Various Venues

Join this vibrant festival full of music acts and street entertainment. Celebrate the Notts community and support local charities.

NOVEMBER

5th November
Bonfire Night
Forest Recreation Ground

Enjoy the East Midlands' biggest bonfire and a fantastic fireworks display for free.

Mid-November – December
Winter Wonderland
Old Market Square

Step into a world of wintery bliss. Enjoy a festive square filled with traditional fairground rides and tons of market stalls serving up a Christmas bliss.



Early – Mid-November
Nottingham Comedy Festival
Various Venues

Laugh till your belly aches with a variety of comedy, including stand up, improv, sketch and more from both local and international comedians.

End of November – first week of January
Christmas at Newstead Abbey
Newstead Abbey

Discover Lord Byron's ancestral home over the Christmas period with activities for the whole family.

Late November – Early January
Christmas at Wollaton
Wollaton Hall and Deer Park

As twilight descends, head to Wollaton Hall and gardens for a visually stunning multi-sensory experience of light and music.

ONGOING EVENTS

The Bendigo Story – Guided Walking Tour
Starts outside the Nottingham Tourism and Travel Centre

Join this guided walk that celebrates the life and times of William 'Bendigo' Thompson, Nottingham's legendary Prize-Fighter and All England Champion.



The Original Nottingham Ghost Walk

Starts at Ye Olde Trip to Jerusalem

Take part in this spooktacular storytelling tour around the Castle Quarter of the city and learn about Nottingham's haunting past.



Please note that this events calendar is just a snapshot of the full and detailed what's on calendar available on our website. All dates in the events calendar are here to give you an idea of when those annual celebrations usually take place. Please check our website for detailed dates and times of each event: www.whatsonnottingham.com



ST HELENA



CONFERENCES & OTHER MAJOR EVENTS COMING TO NOTTINGHAM

- ORBS Scientific bi-annual meeting (2022)
- Institute of Physics Photon meeting (2022)
- Chartered Institute of Archaeologists (2023)
- World Freestyle Canoe Championships (July 2022) with support for accommodation being provided
- British Association of Cancer Research
- Masters Hockey World Cup (August 2022)
- Behavioural Analysis Conference





THE MEETINGS SHOW

29th – 30th JUNE 2022

Known the world over as the home of legendary outlaw Robin Hood, Nottingham is an attractive destination for event planners thanks to its central location, excellent transport links and array of world-class conference venues and hotels.

Funded by the European Regional Development Fund and HM Government
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VISIT NOTTINGHAMSHIRE

SEASONAL CAMPAIGNS

Ran throughout the year our seasonal campaigns attract day and overnight visitors to Nottingham and Nottinghamshire

1. Looking back: Halloween, Bonfire Night, Christmas

2. Coming up: Mother's Day, Easter, English Tourism

Week, May Bank Holidays, Father's Day, Summer in Nottingham

Funded by the European Regional Development Fund and HM Government as part of the Welcome Back Fund:

HALLOWEEN CAMPAIGN

Themed landing pages featuring businesses and events from across Nottingham and Nottinghamshire. Over **23,000 pageviews**.

BONFIRE NIGHT CELEBRATIONS

Themed landing page featuring bonfire events in Nottingham and Nottinghamshire. Over **41,000 pageviews**.

CHRISTMAS & NEW YEAR

Over **1 million visits** from 1 Nov 2021 – 1 Jan 2022

1 top level landing page with **13** secondary pages

12 blogs

1 Social Media paid advert

2 stay competitions

12 days of Christmas giveaways (24 prizes)

1 consumer newsletter



VISIT NOTTINGHAMSHIRE



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ENGLISH TOURISM WEEK

An annual celebration of English tourism. English Tourism Week highlights the importance, value and vast contribution of the sector makes to the UK economy to stakeholders including, government, MPs and ministers.

#EnglishTourismWeek22

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VISIT NOTTINGHAMSHIRE

PRESS AND PR

October – December 2021: 51 TITLES

Total reach: 240,232,339

KEY TITLES: ITV this Morning (Christmas markets feature), National Geographic Traveller, ITV News Central, The Independent, Business Insider, Nottingham Post, Business Live, BBC News, The Guardian, The Mirror, Mansfield and Ashfield Chad, Insider Media Limited.

Funded by the European Regional Development Fund and HM Government
as part of the Welcome Back Fund:

EXPLORE GB

21st – 24th March

Virtual platform bringing together hand-picked international buyers from over 30 markets and the best of the UK travel trade.

Funded by the European Regional Development Fund and HM Government
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THANK YOU

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