



MARKETING NOTTINGHAM  
& NOTTINGHAMSHIRE

A N N U A L R E V I E W

2023/ 2024



# WELCOME

A MESSAGE FROM CEO,  
MEGAN POWELL VREESWIJK



Though I have not yet been with the organisation for a full year, it has been a true pleasure to work across our city and county, collaborating on trade shows, events, campaigns and promotional activity to elevate the region. I have seen our teams deliver incredible value and impact across Nottingham and Nottinghamshire, and to try and contain it in one document is impossible.

So, this annual report shares with you just some of the key successes, activities, support and engagement with our partners, members, visitors and guests as we promote Nottingham and Nottinghamshire nationally and internationally.

This year has seen the visitor economy **increase by 15.4%** in 2023 to over **£2.367 billion**, our Invest team deliver a **ROI of £139 for every £1 spent**, over 100

**thousand people** visit our Tourism Centre, **7 major events** in the region across sports and med-tech resulting in **2,656 bed nights**. The organisation at present, may be small in numbers, but is mighty in its delivery.

We are excited to move into this new era, with East Midlands Combined County Authority (EMCCA). Developing and solidifying relationships with our local authorities, stakeholders and regional counterparts. These next few years will bring great change along with a renewed set of opportunities for our region.



## TABLE OF CONTENTS

INTRODUCTION	2-3
WHO WE ARE	4-5
INVEST IN NOTTINGHAM	6-11
NOTTINGHAM PARTNERS	12-15
VISIT NOTTINGHAMSHIRE	16-21
TOURISM CENTRE	22-25
MEET IN NOTTINGHAM	26-29
MARKETING, PR & COMMS	30-33
25-YEAR ANNIVERSARY	34
LOOKING AHEAD	35

## MARKETING NOTTINGHAM &amp; NOTTINGHAMSHIRE

## WHO WE ARE

## WHAT WE DO

Marketing Nottingham and Nottinghamshire (MNN) is the official Place Marketing Organisation for the region. We deliver against three major economic drivers across the city and county – Inward Investment, Visitor Economy, and Business Tourism, working across our Nottingham Partners Network and Visit Nottinghamshire Memberships.

MNN is an independent not-for-profit organisation, funded through private membership and public funding. This ensures we remain independent and impartial across all our deliverables.

Founded in 1999 the organisation was created to support regeneration and growth in the region, elevating our offer for businesses, visitors, and residents.

We hold the Local Visitor Economy Partnership status awarded by VisitEngland.

Meet in Nottingham is the Official Convention Bureau for the region.

Invest in Nottingham is the contracted delivery agency for promotion of the Nottingham regeneration agenda.

Our work is helping to shape the new Visit East Midlands Campaign with Mayor Claire Ward and to inform on our sectors' achievements and impact. We are intertwined across our region which is rich with investment zones, supported by the



interconnectivity of the freeport and reinforced with and excellent transport infrastructure. Now all an integral part of the East Midlands Combined County Authority.

**Our overarching mission is to promote the region on both the national and international stage**





## INVEST IN NOTTINGHAM

INVESTING IN THE FUTURE OF  
NOTTINGHAM & NOTTINGHAMSHIRE



Invest in Nottingham's strategic aim is to secure new and retain current investment across the city and county, supporting sustainable regeneration and employment opportunities for the people of Nottingham and Nottinghamshire.

Providing free and impartial advice to businesses looking to establish or expand in our region, our efforts encompass both indigenous and foreign direct investment.

Between 2021-24 the Invest in Nottingham team have supported over **500 enquiries**, with **130 successfully delivered** across the past five years. These have contributed to the local economy by bringing **2,555 jobs** and with a **GVA of £135m**. 11 of these projects were delivered in 2023-2024, **creating 133 jobs** and **safeguarding a further 1,432** and delivering a **ROI of £139 for every £1 spent**.

“Working with the Invest in Nottingham and Nottingham Partners teams has enabled us to engage key stakeholders within the local business community and bring forward the War Rooms site. Once planning is approved, the £30m development will bring a forgotten part of the Cold War era into the 21st century, providing affordable homes, a visitor attraction and a creative space for businesses to come together.”

**CRAIG CAMERON**  
HAMILTON RUSSELL

We had another successful year at UKREiF (UK Real Estate Investment and Infrastructure Forum), supported by **21 Nottingham Partner organisations**, the team delivered an outstanding panel session with Mayor Claire Ward, attracting over **170 attendees**. Another key success was the Team Nottingham Drinks Reception, launching investment opportunities across the region and attended by delegates made up of investors, developers and partners.

Much of the work delivered is long-term, with continuous national and international promotion of the region being an essential activity that directly enhances the number of enquiries and elevates Nottingham and Nottinghamshire on the global stage.

INVEST PR REACH:  
**7.795 MILLION**  
ADVERTISING VALUE  
EQUIVALENCY OF  
**£72.1 MILLION**  
25 TOTAL PR MENTIONS



## HOW WE ARE DOING 23/24

INVEST IN NOTTINGHAM HEADLINE SUCCESS

**11** SUCCESSFUL  
INWARD  
INVESTMENT  
PROJECTS



INFLUENCED  
**133**  
NEW ROLES  
SAFEGUARDED  
**1,432** ROLES



CONTRIBUTED TO  
A GVA UPLIFT OF  
**£135 MILLION\***



FOR EVERY **£1**  
SPENT ON INWARD  
INVESTMENT  
**£139** RETURNED  
TO THE LOCAL  
ECONOMY



\*21/24 Data provided for GVA due to length of invest conversion process

**sifted**





# INVEST CASE STUDY

## DROPWORKS RUM DISTILLERY

### Overview

DropWorks is Europe's largest rum distillery, based on the Welbeck Estate in North Nottinghamshire. Founded by rum expert Lewis Hayes, who has been in the beverage industry for the past 20 years. From initially working in bars, Hayes has opened several venues around the world with his firm, the London Bar Consultants. Every drop of rum by the brand is produced at the DropWorks Distillery in Nottinghamshire which has the capacity to produce up to 10 barrels of rum per day.

The bespoke copper equipment used at the distillery is the first of its kind in Britain. The company started selling rum produced in Nottinghamshire in April 2023 and opened to the public for tours and tastings shortly afterwards. DropWorks have already won several awards for their rum in just over a year of being in production.

### Support Received

The Invest in Nottingham team supported Lewis and the DropWorks team in identifying and securing the location of the distillery on the Welbeck Estate, close to the Harley Gallery, School of Artisan Food and Welbeck Abbey Brewery. This process lasted many months, with multiple options considered before settling on the Welbeck Estate. The teams at Marketing Nottingham & Nottinghamshire have continued to support DropWorks with marketing throughout its evolution, including support for the formal launch of the DropWorks brand, to ongoing support through Visit Nottinghamshire, all helping the company to grow and succeed in the region.



### Impact

Securing this investment for the region has further cemented Nottinghamshire's strong food and drink sector and thriving hospitality industry and will continue to generate new jobs locally over the coming years.



“DropWorks is a fresh face in the category and is all about bringing rum into the modern era. We stand out in the food and drink category – you can see this across everything we do. We have a strong identity centred around fun and we are proud of the quality of our production. We can't wait for you to try it and see for yourselves.”

**LEWIS HAYES**  
OWNER



NOTTINGHAM PARTNERS

NOTTINGHAM PARTNERS



## NOTTINGHAM PARTNERS

FOSTERING COLLABORATION &  
DRIVING GROWTH



Nottingham Partners is the influential network of businesses both large and small from across the city and county who are committed to supporting the regeneration and growth of Nottingham and Nottinghamshire.

Each of our Nottingham Partner organisations contribute financially through its membership to ensure the successful delivery of MNN's work.

In return for their support, we offer a high value series of events, with **11 delivered last year** attended by **875 delegates**. These included city and county updates, showcasing new and upcoming developments, sector specialist panels and the first formal hustings for mayoral candidates.

The team have supported Mayor Claire Ward to engage with businesses, making introductions across our industries to ensure a perfect environment for development and investment to take place. Connecting our members together and supporting them to expand their network while they support us by being Ambassadors for our region.

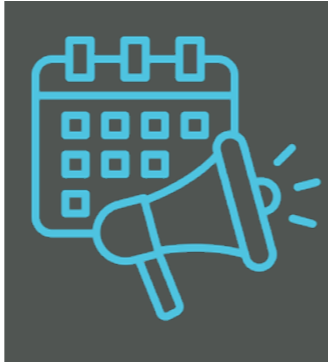
“Nottingham Partners Events are a key platform for Nottingham's top businesses to network, collaborate, and build strong relationships, fostering innovation and growth in the local business community.”

MARCELLUS BAZ  
CEO OF SWITCH UP

HOW WE ARE DOING 23/24

NOTTINGHAM PARTNERS HEADLINES SUCCESS

11 VARIED AND  
INFORMATIVE  
EVENTS HOSTED



HOSTED THE FIRST  
REGIONAL  
MAYORAL DEBATE  
IN FEBRUARY  
2024



ATTRACTED OVER  
875  
ATTENDEES



COORDINATED  
NOTTINGHAM &  
NOTTINGHAMSHIRE  
ATTENDANCE AT  
UKREIIF

PR REACH:  
5.7 MILLION  
13 PR  
MENTIONS



ADVERTISING VALUE  
EQUIVALENCY OF  
£52,731



“Nottingham is an incredible city filled with exciting business opportunities along with being a great place to live, work and study. We remain committed members of Nottingham Partners as we strongly share the aim to promote Nottingham and continue to grow the business communities within the local economy.”

NATALIE E HAYDON-YEUNG  
PARTNER AT GELDARDS

“For years Notts has been well served by Visit Nottinghamshire who continue to promote City and County in dynamic and engaging ways. It is an absolute pleasure working closely with the great team for the benefit of Notts.”

**ADE ANDREWS**  
ROBIN HOOD TOWN TOUR

VISIT NOTTINGHAMSHIRE

**VISIT NOTTINGHAMSHIRE**

VISIT



## VISIT NOTTINGHAMSHIRE

### EMPOWERING NOTTINGHAM AND NOTTINGHAMSHIRE'S VISITOR ECONOMY

Visit Nottinghamshire is the official Destination Management Organisation and has this year become the **Local Visitor Economy Partnership (LVEP)** for Nottinghamshire, delivering local, national, and international promotion of our outstanding regional offer.

Our activity is supported by our members through their financial contribution which enables us to promote their business and the region as a top destination.

Our work has significantly contributed to the growth of the visitor economy in Nottingham and Nottinghamshire. In 2023, we saw an **increase of 15.4%** in economic impact, reaching **£2.367 billion**. This highlights the exceptional offer in culture, history, adventure, sports, retail, theatre, leisure, and accommodation.

Additionally, there has been a **4.12% increase** in the number of tourists visiting the region, totalling **34.33 million** and this has contributed to a **9.33% increase of Full Time Equivalent (FTE) jobs** in the sector to **22,437**, creating **1,956 new jobs** in 23/24 providing **£101,247,965 GVA**.

This year, the team collaborated with over **376 member businesses**, and supported an additional **300+ businesses** through the Shared Prosperity



Fund (SPF) providing workshops, events, assistance with planning applications, business expansion and bringing new products to market.

Our annual Visitor Economy Summit, welcomed **158 attendees**, together with industry speakers and representatives from national tourism bodies such as Visit England and the Tourism Alliance, reaching over 20 million viewers on local and national TV.

DATA SOURCE: STEAM 2023



VISIT PR REACH:   
70.9 MILLION  
ADVERTISING VALUE  
EQUIVALENCY OF  
**£655K**  
+ 47% INCREASE  
IN PR MENTIONS AT  
**129**

## HOW WE ARE DOING 23/24

VISIT NOTTINGHAMSHIRE HEADLINE SUCCESS

HOSTED THE REGIONAL  
**VISITOR ECONOMY  
SUMMIT**  
WITH **158 ATTENDEES**  
AND **98 BUSINESSES**

INFLUENCED A  
**15.4% INCREASE**  
IN ECONOMIC  
IMPACT TO  
**2.367BN**



SUPPORTED OVER  
**376**  
MEMBERS  
& **300+**  
NON-MEMBERS



SECURED  
PARTNERSHIP  
& FUNDING  
WITH  
**NOTTINGHAMSHIRE  
COUNTY COUNCIL**



GAINED  
**LVEP**  
ACCREDITATION  
FROM  
**VISIT ENGLAND**



INFLUENCED A **9.33%**  
**INCREASE** IN FTES  
TO REACH **22,437**

GVA OF NEW FTES WORTH  
**£101,247,965**  
TO LOCAL ECONOMY



# VISIT CASE STUDY

## THE 2024 VISITOR ECONOMY SUMMIT

### Overview

The 2024 Nottinghamshire Visitor Economy Summit, hosted by Visit Nottinghamshire on 21st March 2024 at Sherwood Forest Center Parcs, was a key event for the region's tourism and hospitality sectors. With 158 attendees, including local business leaders, national tourism bodies, and academic experts, the summit also welcomed Claire Ward, the new Regional Mayor for the East Midlands Combined Authority, underscoring its regional significance.

### Objectives

The summit aimed to facilitate the exchange of knowledge on tourism trends, strengthen collaboration among businesses, national bodies, and academia, and boost local tourism by providing knowledge and tools to enhance visitor experience.

### Keynote Speakers

Speakers from prominent organisations reflected on their impact, including Visit Nottinghamshire's umbrella company Marketing Nottingham and Nottinghamshire and its 25-year role in elevating the region's profile. Insights from Visit Nottinghamshire addressed local tourism needs and business development, while VisitEngland provided a national perspective on aligning local strategies with broader priorities. Contributions from the Tourism Alliance covered sector challenges and policies, and experts from Bennerley Viaduct shared successful heritage tourism strategies. Academic insights from the University of Nottingham highlighted the importance of research in shaping a resilient visitor economy.



### Outcomes

The summit facilitated relationship building between local businesses, national bodies, and academia, enhanced Nottinghamshire's profile through extensive ITV & NottsTV coverage with over 20 million reach, and provided attendees with actionable insights in digital marketing and customer engagement, supporting long-term growth in the local visitor economy.





“ I have a very positive opinion of this tourist office. They solved all my doubts and even gave me a helping hand to have a bike for my daughter for a few days. Many thanks to Simon and Robert.”

*Translated from Catalan*  
**MARC PUJAGUT**  
TOURIST.

  
VISIT NOTTINGHAMSHIRE

# NOTTINGHAM TOURISM CENTRE



## NOTTINGHAM TOURISM CENTRE

WELCOMING VISITORS TO OUR HOME



Our award-winning Nottingham Tourist Information Centre (TIC) in the heart of the city is open seven days a week and supports over **100,000 visitors each** year (including students, national and international visitors), helping them navigate our outstanding offers and events across the city and county.

The team also provide advice on attractions and transport, supporting those with accessibility needs to explore and book activities and offers a warm welcome to all that visit and contact them.

Our top 3 international destinations are **Spain and France and Italy**, with UK tourism still the number one for visitor numbers.

The information centre also has a retail offer and provides souvenirs for our visitors with the top sellers being the classic postcards at **4,826** and fridge magnets at **3,532** and is extending to include locally produced merchandise.

The centre also works with local partners and such as Nottingham Forest Football Club providing a concession area, supports the Nottingham BID Company (trading as It's in Nottingham), and What's On Nottingham (a collaboration with Nottingham City Council) to promote community attractions such as Light Night, Halloween and the Christmas Market, providing extended opening hours, distribution of guides, tickets, support and a meeting point for visitors.



## HOW WE ARE DOING 23/24

NOTTINGHAM TOURISM CENTRE HEADLINE SUCCESS

WELCOMED  
OVER  
**100K+**  
VISITORS



NOW  
OPEN  
**7 DAYS**  
A WEEK



HIGHEST NUMBER  
OF VISITORS FROM  
**SPAIN**  
**FRANCE**  
**ITALY**



EXTENDED  
**PARTNERSHIP**  
WITH  
**NFFC**



OUR TOP SELLERS:  
**POSTCARDS:**  
**4,826**  
**FRIDGE MAGNETS:**  
**3,532**



“Helpful staff and a colourful combination of everything that's Nottingham. Would recommend for first time visitors to the city.”

**SAURAV MODAK**  
TOURIST



“Thank you for your help with the booking! Everything went really well, and we were very pleased with the venue you chose for us.”

LAURA BELCHER  
ATKINS SEARCH

  
MEET IN NOTTINGHAM | OFFICIAL  
CONVENTION  
BUREAU

MEET IN NOTTINGHAM



## MEET IN NOTTINGHAM

ELEVATING NOTTINGHAMSHIRE AS A PREMIER  
CONFERENCE DESTINATION

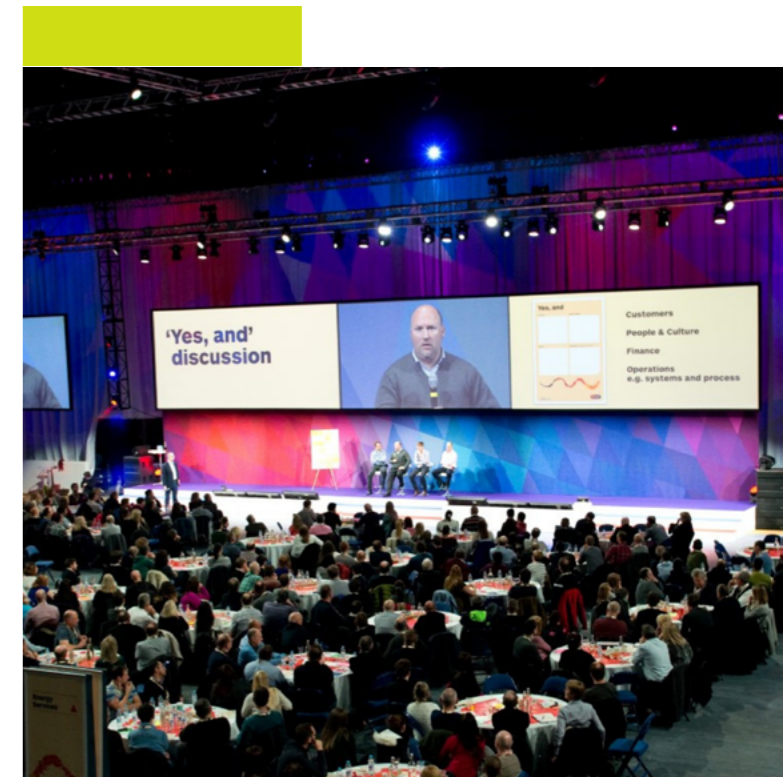
Meet in Nottingham is the official Convention Bureau for the region dedicated to attracting and supporting business tourism (events, meetings, conferences and conventions). It plays a crucial role in positioning the region as a premier destination by offering support and guidance to event organisers, both in region and externals.

We work with our members to bid for national and international conventions and events, bringing to the region over **half a million in economic impact** in 2023 working with major associations and event organisers, including UKCRF, ORBS.

The team attend travel and trade shows promoting our members event spaces to a wide audience, managing inward enquiries and in 2023 supported **7 major events** including the Photon Conference, International Agrotourism Association event, Chartered Institute for Archaeologist.

Part of our role also includes helping a business find a room for their next meeting. We support delegates with accessing accommodation and social packs during their stay, which added **2,656 bed nights** to the city last year.

The team provides regular Familiarisation Visits for major event organisers to the city and county, this year we hosted three visits delivered in partnership



with our members welcoming **12 key event buyers/planners** and association members looking to place conferences and events in our region. We have also hosted a 2-day city visit for NorthStar Travel exploring a venue to host their next international e-sport trade show.

All of our work is supported by our members through financial contribution alongside UKSPF, enabling Meet in Nottingham to promote the region as an accessible and exciting location for conferences, summits and major events.





## CASE STUDY

### 2023 UK CLINICAL RESEARCH FACILITY (UKCRF)

The 2023 UK Clinical Research Facility (UKCRF) Conference was hosted by the Nottingham Clinical Research Facility (CRF) at Nottingham Trent University's Newton Building and supported by Meet in Nottingham, whose expertise ensured that the event ran smoothly and met all their logistical needs.

Nottingham is recognised as a leading hub for life sciences and research, with institutions like the University of Nottingham and Nottingham Trent University playing pivotal roles. The presence of the NIHR Nottingham Clinical Research Facility (CRF) underscores the city's commitment to advancing clinical research.

The conference welcomed over 200 delegates which centered on the potential of experimental medicine in driving forward personalised treatments. It highlighted how CRF teams are pivotal in conducting life-changing research and

explored how the UK's research infrastructure can support these endeavours.

Nottingham Trent University, provided state-of-the-art facilities that supported the diverse needs of the event, including plenary sessions, workshops, and networking opportunities which contributed to a seamless conference experience.

Nottingham's central location in the UK made it an accessible destination for delegates traveling from various parts of the country. The city is well-connected by rail, road, and air, facilitating easy access for attendees. With a vibrant cultural scene, delegates were able to explore historical sites, cultural landmarks, and local cuisine; this added an extra layer of appeal for attendees, making their stay in Nottingham enjoyable beyond the conference.

**UKCRF**  
NETWORK

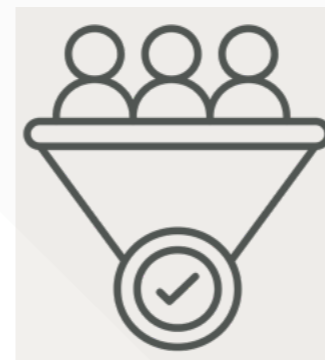
## HOW WE ARE DOING 23/24

MEET IN NOTTINGHAM HEADLINE SUCCESS

ACHIEVED  
**2,656**  
BED NIGHTS FOR  
**1,000**  
DELEGATES



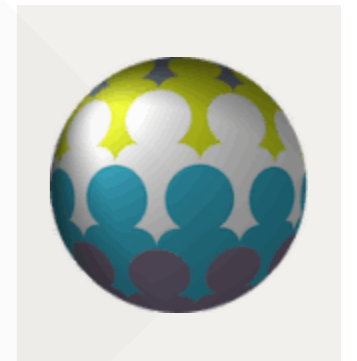
HOSTED A STAND AT  
THE MEETING SHOW  
PRODUCING  
**150** ENQUIRIES



RESPONDED TO  
**94**  
EVENT ENQUIRIES



INTRODUCED NEW  
BOOKING SYSTEM  
**CONVENUS**  
FOR DELEGATES





# MARKETING, PR & COMMUNICATIONS



## MARKETING, PR & COMMUNICATIONS

### EXPANDING REACH AND AMPLIFYING IMPACT

All of our activity is supported centrally by the Marketing PR & Communications team with the total PR generated by the team in 2023/24 across print, TV and radio reached an incredible **251 million**.

They have delivered an outstanding **203 regular PR items** with a reach of **116 million** and an Advertising Value Equivalency of **over £1m**.

The team also organised **4 press visits** to the region and **5 major TV appearances** achieving **37 million reach**. Some of our B2C work has seen **18 seasonal web campaigns**, the **Visit Nottinghamshire website** reached over **4 million people** with activity engaging a further **1.4 million** on social media channels.

Ran **14 competitions** reaching over **188k people** and attracting over **10.5k entries** and engaging with **37k** members of the public through our newsletter each month. The Christmas activity saw over **98 million reach** across all PR touchpoints.

Our 'What's on Nottinghamshire' calendar is used by **1.373 million** local, national and international visitors and also feeds the It's In Nottingham App with all the event contents for their **10 thousand** users to enjoy.

Our work supports university open days, large events, conferences and more, providing maps and guidance to potential students and their families, creating special offers for visitors and delegates to take advantage of and showing Nottingham and Nottinghamshire in best light.



## HOW WE ARE DOING 23/24

MARKETING AND COMMUNICATIONS HEADLINE SUCCESS

**4 MILLION**  
WEBSITE  
VIEWS AND  
**1.4 MILLION**  
SOCIAL  
MEDIA REACH

**203**  
REGULAR  
PR  
ITEMS



**4** PRESS VISITS  
& **5** MAJOR TV  
APPEARANCES

**251 MILLION**  
TOTAL REACH

**£1.07**  
**MILLION**  
TOTAL ADVERTISING  
VALUE EQUIVILANCY



HOSTED **14**  
COMPETITIONS  
**189K** REACHED  
ENTERED BY **10.5K**



WHATS ON CALENDAR  
VISITED BY  
**1.373 MILLION**  
PEOPLE



**37K**  
NEWSLETTER  
REACH



PROMOTED  
**ENGLISH TOURISM**  
**WEEK**





# 25 YEARS OF MARKETING NOTTINGHAM & NOTTINGHAMSHIRE

## OUR LANDMARK ANNIVERSARY

As we mark our 25th year anniversary, Marketing Nottingham and Nottinghamshire (MNN) takes immense pride in reflecting upon the remarkable achievements and contributions made over the past quarter-century.

We have reached an audience of over **3.5 billion people** across the globe. Since our website was launched in 2013, it has received more than **44 million views**, promoted over **17,985 events** and our planner has helped nearly **24+ million people** organise their trip to the region.

Our Visit Nottinghamshire guide has been printed over **430,000 times** and distributed across the world, our Nottingham Tourism Centre has assisted and welcomed over **2.1 million people** through its doors, helping them to explore our city and county. Our visitor economy has surged in value to nearly **£23.05 billion**, welcoming **492.33 million** visitors and supporting **312,437 jobs**.

We have hosted over **8,875 people** at our Nottingham Partners events which highlight the opportunities and foster collaboration and connections across our sectors and our Invest in Nottingham team have helped to bring over **7,000 jobs** and deliver a GVA uplift of nearly **£350 million** since 2016.



# LOOKING AHEAD

## OUR COMMITMENT TO THE REGION

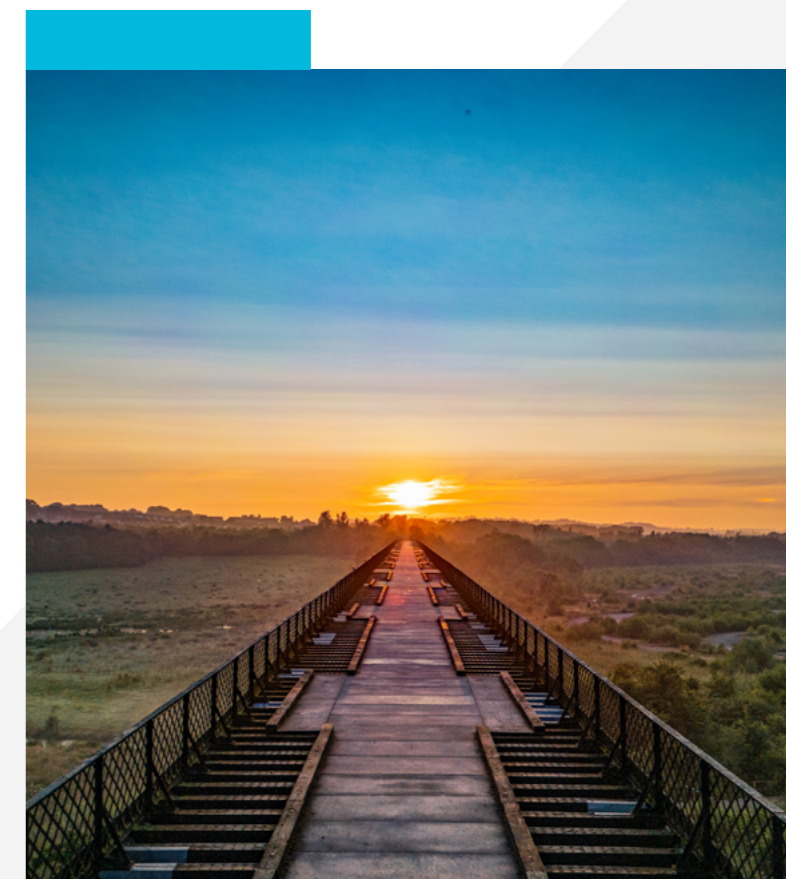
Looking forward, Marketing Nottingham and Nottinghamshire remains committed to fostering collaboration, supporting growth in the region and promoting and elevating our city and county as an outstanding destination for visitor and businesses alike. With a focus on sustainable growth and accessibility, we look forward to shaping the region's future for generations to come.

Working with our partners, we will continue to collaborate across our inward investment work and on national and international events and promotion, to elevate our city and county as an outstanding location to grow, invest and expand. MNN aims to build on the successes in the region to drive an increase in the pipeline of opportunities to bring growth, jobs and opportunity.

Our Partners network has already prepared an outstanding collection of panels, impact sessions, regional highlights and update events for our business community. They are also developing new partnerships to bring more opportunity to our members.

We are working on some big promotional campaigns across our sectors to target key audiences, these will be open for members to join us.

Our newly awarded LVEP status will help us to deliver further growth to our visitor economy, collaborating with neighbouring regions to become a Destination Delivery Partnership, we will showcase our outstanding welcome and offer for all.



Our central work as MNN is ongoing, shaping the voice of our city and county. We are preparing to launch a new central resource portal to share city messaging, PR comms, data and crisis comms, this is to ensure we are all prepared with the current and correct data and key messages to hand, to use across the media and development work.

**Our door is always open, and we welcome your contributions to how we can work together across the city and county to ensure that our messaging reaches all our key audiences.**



OFFICIAL  
CONVENTION  
BUREAU



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## WEBSITES

[MarketingNottingham.uk](http://MarketingNottingham.uk)  
[Visit-Nottinghamshire.co.uk](http://Visit-Nottinghamshire.co.uk)  
[InvestinNottingham.co.uk](http://InvestinNottingham.co.uk)  
[MeetinNottingham.co.uk](http://MeetinNottingham.co.uk)  
[NottinghamPartners.co.uk](http://NottinghamPartners.co.uk)

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