

Recent Achievements and Current Activities: Inward Investment

Inward Investment Achievements across Leicestershire

The Place Marketing Team, account managed Investment projects:

Company: Mediq

Mediq, a global leader in medical devices, products, and solutions, has strategically expanded its UK operations. With a strong international footprint spanning 14 countries and headquartered in the Netherlands, the company sought a prime location to consolidate its medical healthcare distribution supply chain.

Investing £30 million in a state-of-the-art 280,000 sq. ft facility at the East Midlands Distribution Centre (EMDC) in Castle Donnington, Mediq has secured a strategic location but also created approximately 280 new jobs.

To facilitate this expansion, the Place Marketing Team played a pivotal role. Working closely with the developer and agents of EMDC, the PMT effectively promoted the site, attracting the attention of Mediq. Once engaged, the PMT provided comprehensive support across various areas, including:

- Facilitating recruitment and apprenticeship programs to build a skilled workforce.
- Connecting Mediq with local suppliers to optimise operations and support the regional economy.
- Prioritising the recruitment of individuals from disadvantaged backgrounds to contribute to social and economic inclusion.
- Introducing Mediq to key organisations such as the Centre for Logistics, Education, and Research (CLEAR), Charnwood Campus, Medilink, and the Department for Business and Trade to foster collaboration, research, and business development.

By providing tailored support, the Place Marketing Team has enabled Mediq to establish a strong presence in Leicestershire, contributing to the region's economic growth and healthcare sector.

Company: Octopus Energy

Octopus Energy, a leading global clean energy technology company, has strategically expanded its Leicestershire operations with the acquisition of a new 47,000 sq. ft facility at Hinckley Park. This strategic investment will serve as a pivotal hub for storing and distributing customer orders of heat pumps and solar panels, while also functioning as a national training centre for installation engineers.

Located near Junction 1 of the M69, the new facility will support 75 jobs, contributing to the local economy and accelerating the transition to sustainable energy. The Place Marketing Team played a crucial role in facilitating this expansion. Support included:

- Working closely with the developer and agents of Hinckley Park to promote the site and attract potential tenants.

- Recognising the strategic alignment between Octopus Energy's goals and the region's economic development priorities, the Place Marketing Team introduced the company to Hinckley and Bosworth District Council. This collaboration led to Octopus Energy joining the Council's Employment and Skills Taskforce and actively participating in local job fairs, partnering with regional colleges, universities, and the Centre for Logistics, Education, and Research (CLEAR) to recruit, train, and develop a skilled workforce.
- By providing tailored support and fostering strategic partnerships, the Place Marketing Team has enabled Octopus Energy to establish a strong presence in the region, contributing to the growth of the clean energy sector and creating sustainable employment opportunities.

Company: Pal International

Pal International was established in 1970 and with over 50 years' experience in providing infection control solutions for healthcare & food manufacturing, the Pal brand is a globally recognised brand. Their global head office, manufacturing and warehousing are based in Leicestershire, with a commercial office in the UAE – all this supporting an extensive distribution network that covers more than 50 countries. Pal relocated its global headquarters from Lutterworth to a new 57,703 sq ft industrial unit at Mountpark Bardon II to support its growth profile. Support included:

- Working closely with developer, Mountpark, and their agents to promote the Bardon II and Bardon III developments.
- Account managing Pal International for over 12 months following the signing of their lease through construction, fit out and occupation of the new unit, linking the company into relevant support programmes, where requested.
- Provided an overview of, and introductions to, local funding programmes, export support through DBT, and training, recruitment and skills support including an introduction to the Centre for Logistics, Education, and Research (CLEAR). Also provided intro to Hinckley & Bosworth Employment and Skills Taskforce and Charnwood Campus to foster collaboration, research, and business development.

Company: The Simulator Company

The Simulator Company, a pioneering manufacturer of advanced simulation technology, has strategically expanded its operations in Leicestershire. Recognising the need for a state-of-the-art facility to support its growth and innovation, the company sought a light industrial unit with a mix of office, manufacturing, and storage space within a convenient commuting distance of Coalville. Support included:

- After a thorough property search conducted by the Place Marketing Team, The Simulator Company successfully acquired three units at The Courtyard in Coalville, owned by North West Leicestershire District Council. This strategic move will enable the company to expand its operations, supporting up to 20 new jobs in the region.

Company: Biobia Ltd (TA The Bug Factory)

The Bug Factory, a pioneering spin-out from Loughborough University, has strategically expanded its operations in the East Midlands, establishing itself as a leader in the production of affordable and sustainable insect proteins and fertilisers.

Recognising the region's favourable business environment and access to resources, The Bug Factory sought a suitable location to scale its operations. The Place Marketing Team (PMT) played a pivotal role in facilitating this move, identifying a 10,000 sq. ft industrial unit at Sunrise Farm in Sileby. Support included:

- To ensure a seamless relocation, the PMT provided comprehensive support, including identifying affordable properties, highlighting Leicestershire's investment advantages, and offering guidance on recruitment, skills development, and general business support. By connecting The Bug Factory with the Growth Hub, the PMT ensured ongoing access to valuable resources and mentorship.
- To raise awareness of this strategic expansion, the PMT executed a targeted communications and public relations campaign. Engaging blog content chronicled The Bug Factory's journey from London to Leicestershire, while strategic social media promotion on LinkedIn and Twitter reached a targeted audience of business professionals. Place Marketing Team Press releases secured coverage at both regional and national levels, further amplifying the company's presence.
- Through these strategic initiatives, the PMT has enabled The Bug Factory to successfully establish a strong foothold Leicestershire, contributing to the region's growth in sustainable agriculture and innovation.
- <https://www.visitleicester.info/invest/news/read/2024/03/the-bug-factory-leicestershire-welcomes-a-new-era-of-innovation-b385>

The Department for Business and Trade supported projects:

Company: Maersk

Maersk, a global leader in integrated logistics, has strategically expanded its operations with the development of a net-zero warehouse and container park at East Midlands Gateway. Recognising the region's strategic location and commitment to sustainability, Maersk sought local partner support to navigate the planning process and integrate with the local business landscape. Interventions include:

- Facilitating introductions to key stakeholders, including the North West Leicestershire District Council's CEO and planning lead, to support the company's container park application.
- Recognising Maersk's commitment to sustainability, the PMT also connected the company with the Midlands Engine Low Carbon group to explore potential collaborations on regional environmental initiatives.

- To support Maersk's workforce needs and foster innovation, the PMT facilitated connections with regional colleges, universities, and the Centre for Logistics, Education, and Research (CLEAR). These partnerships provided opportunities for recruitment, training, research, and business development, ensuring a strong alignment between Maersk's operations and the local talent pool.

Company: Trimark Europe Ltd

Trimark, a leading designer and manufacturer of vehicle hardware products, has consolidated its Coalville operations into a single, state-of-the-art facility. Recognising the need for a larger, more efficient space to support its growth, the company sought a circa 40,000 sq. ft unit in the Coalville area.

With the support of the Place Marketing Team, Trimark successfully acquired a 36,000 sq. ft unit at Bardon Hill, Coalville. The PMT played a pivotal role in facilitating this expansion, working closely with the developer and agents of Bardon Hill to promote the site and attract potential tenants.

In partnership with North West Leicestershire District Council, the PMT provided comprehensive support to Trimark throughout the relocation and expansion process. This included:

- Identifying and securing relevant funding schemes to enable Trimark to purchase new production machinery.
- Assisting Trimark in finding suitable properties and navigating the planning process.
- Connecting Trimark with site developers and local providers for apprenticeships and skills development.
- Supporting Trimark in recruiting new staff to meet the demands of its expanding operations.

Trimark's successful expansion has not only strengthened its presence in Coalville but has also demonstrated its commitment to the UK market. The company's strategic decision to consolidate its operations has resulted in significant benefits, including increased efficiency, cost savings, and the ability to attract and retain top talent.

Company: Royal Enfield (Eicher Motors)

Royal Enfield, a multinational automotive company specialising in motorcycles and commercial vehicles, strategically expanded its research and development (R&D) operations at the Bruntingthorpe Proving Ground in Leicestershire. Driven by employee growth and business expansion, the company sought to establish a new 1,250sqm R&D centre encompassing a prototype workshop, 3D printing room, EMS (electronic manufacturing services), and electric vehicle charging facilities.

Interventions included:

- Providing local partner support and navigating the planning process. The PMT facilitated introductions to Harborough District Council's economic development team to address potential planning issues and connect Royal Enfield with local tech-focused events and apprenticeship programs.
- Once the new R&D centre is operational, the PMT will further strengthen the company's connection to the local innovation ecosystem by introducing Royal Enfield to Loughborough University to explore opportunities for engineering graduate placements.

This expansion demonstrates Royal Enfield's commitment to innovation, talent development, and sustainable growth in the Leicestershire region. By investing in state-of-the-art R&D facilities and fostering partnerships with local institutions, Royal Enfield is positioning itself at the forefront of the automotive industry.

Partnership and Collaboration

The Place Marketing Team has established a collaborative network with Leicestershire's district and borough councils, County Council departments, and external partners to attract and support investment and information sharing. This includes:

- **Locality Teams:** Joint working groups consisting of planning, regeneration, and economic development service heads and directors at district and borough councils to address local issues and opportunities relating to inward investment.
- **Strategic Partnerships:** Collaboration with County Council departments like Highways and Strategic Property has been established to support the promotion and delivery of strategic sites and property. The team is also actively involved in Blaby District Council's Economic Development Framework review and Hinckley and Bosworth Borough Council's town centre masterplan for Hinckley.
- **Department for Business and Trade (DBT):** The PMT regularly engages with the DBT to attract foreign investment to Leicestershire. For example, by promoting our growth sectors and regional strengths to the DBT network, supplying information on strategic sites, hosting delegation and familiarisation visits, facilitating investment projects, providing local aftercare services, and feeding back local business intelligence.
- **Team Leicester:** The PMT works closely with Team Leicester each year to jointly host events at MIPIM, UKREIIF, and hold networking sessions throughout the year for the property industry. The Team Leicester model, which covers Leicester and Leicestershire, is funded through its sponsorship base, whereby businesses support the vision of promoting all that is great and good about the city and county. Partners pay a small sponsorship fee for the year, and 100% of the funds are reinvested into events and activities that will promote the area. Sponsoring businesses then get the opportunity to attend the scheduled events and network with the attendees.
- **East Midlands Freeport:** The PMT is collaborating with the EMF team and has developed a two-way inquiry management process, provided Leicestershire-specific "place" related content to feed into marketing

materials, which have been utilised by the team in all promotional activities, and invited the EMF Chief Executive to present at our networking events.

- **Midlands Engine:** The PMT is a member of the Midlands Trade & Investment Advisory Forum, ensuring that Leicestershire is represented and involved in the development of international trade and investment activities undertaken by the Midlands Engine. The Forum enables members to discuss issues, shape and suggest initiatives, and identify areas for collaboration. The team is in discussions with Midlands Engine to host an event at UKREiiF 2025 inside the Midlands Engine Pavilion, highlighting regional collaboration.
- **Wider Networks:** Regular engagement with national government departments, business support agencies, academic institutions, and industry experts ensures the team provides comprehensive "soft landing" information to current and future investors.

This approach has enabled Leicestershire to effectively support strategic investments, highlight opportunities, and demonstrate a professional, coordinated approach to inward investment.

Investment Promotional Events

UK's Real Estate Investment & Infrastructure Forum (UKREiiF) Industry Conference

The UKREiiF conference, held in May 2024 in Leeds, is widely recognised as a key event to connect people, places, and businesses to accelerate and unlock sustainable, inclusive, and transformational investment.

For UKREiiF 2024, Invest in Leicester coordinated a broad delegation, including main stage speakers, consisting of six of our local authorities, Loughborough University, East Midlands Freeport, MIRA Technology Park, and University Hospital Leicester NHS Trust.

The team worked with partners to host three interconnecting events. A launch event was held in April 2024 for 85 delegates that prepped our ambassadors with positive messages about the opportunities we have across the city and county. Melton Borough Council were also provided with a platform to outline their growth and regeneration priorities. The event cost £3,000 and was fully funded by private sector sponsorship.

At UKREiiF the team hosted a sell-out place showcase session for 100 delegates working with the private sector to highlight how we are designing sustainable spaces in Leicester and Leicestershire that ignite creativity, fuel productivity, and foster vibrant communities.

The team also partnered with Team Leicester to hold an evening networking event for 90 senior executives from key private sector companies and senior officers from our local authorities (Leicester, Leicestershire, Blaby, Melton and North West Leicestershire), which cost £6,300 and was fully funded by Team Leicester.

Leicester and Leicestershire Property and Construction Lunches

In collaboration with private partners, the PMT established bi-annual lunches for the region's property and construction sector, held across Leicester and Leicestershire. These events offer an excellent opportunity to spotlight local authority projects, enabling stakeholders, including landowners, developers, commercial agents, and architects, to engage with each other and our local authorities.

In March 2024, North West Leicestershire District Council and East Midlands Freeport presented to 130 delegates about their development and regeneration opportunities resulting in a greater awareness of local priorities and initiatives, whilst establishing connections with key decision makers to support with bringing sites and properties forwards.

Future events include a 'universities as drivers of investment', featuring University of Leicester, De Montfort University, and Loughborough University, and 'spotlight' presentations from Blaby District Council and Hinckley and Bosworth Borough Council's chief executives.

These events offer excellent value for money for the County Council, as they are organised and managed by a private operator, who charge a commercial delegate rate of £95, with the PMT devising the agenda and influencing the attendee list.

MIPIM

In March 2024, the County Council sent one delegate to **MIPIM** and funded 50% of the Director for Place Marketing and Inward Investment's costs. This equated to a total cost to the County Council of £2,709.

The event provided a platform to highlight the property market, development projects, and investment opportunities in Leicester and Leicestershire. The city and county's participation also fosters collaboration with the private sector to attract international investors and promote development initiatives. Leicester and Leicestershire's involvement at MIPIM signals a region ready for growth, open to innovation, and ready to engage with the real estate community, strengthening the brand proposition for internationalisation.

The PMT collaborated with Team Leicester to host two targeted property and construction networking events for 20 delegates that provided a platform to highlight the property market, development projects, and investment opportunities in Leicester and Leicestershire. These cost £6,000 and were fully funded through Team Leicester sponsorship.

Business Insider East & West Midlands Property Awards

Invest in Leicester sponsored and hosted a table of private sector developers, commercial agents, and landlords at the Awards in September 2024. The event is a fantastic celebration of the region's abundance of enterprise, skill, and innovation within the property sector and provided an excellent platform to highlight the service. The team presented the award for "Regeneration and Restoration Project of the Year." To highlight the projects in the city and county, Invest in Leicester also sponsored the West Midlands Property Awards dinner in November 2023, presenting the "Regeneration Project of the Year", due to high calibre professionals that attend and an opportunity to continue the connections already established in the region.

Private Sector Roundtables

Leicestershire County Council and Leicester City Council have been meeting with private sector businesses in a series of collaborative 'roundtable' events. The roundtables spotlight specific topics impacting growth and investment within Leicester and Leicestershire, discussing how the public and private sector can work collaboratively to deliver positive outcomes for the city and county. Discussions have focussed on:

- How the public and private sector work together to market Leicester and Leicestershire,
- The planning process and working together to build on successes and overcoming challenges,
- How public sector assets can enable growth,
- How to deliver housing growth,
- How collaboration with the skills system can enable growth.

Inward Investment Collateral

New collateral items were added to the growing suite of information on www.investinleicester.com. These include:

- 'Meet the Team' pages for each district and borough council, introducing the Locality Team members and providing a high-level overview and USPs about the area <https://www.visitleicester.info/invest/about-us/meet-the-team>
- Infographics - a set of visual assets have been created for each district and borough council that are located on their 'Meet the Team' pages and are available for the local authorities to use in presentations and at events.