

# Welcome to Nottinghamshire

A legendary county aiming high



**Nottinghamshire  
County Council**

# Biographies

## **Anthony May, Chief Executive**

Anthony has been the Chief Executive of Nottinghamshire County Council since 2015 and has overall responsibility for the Council's £1.2 billion budget and 18,000 employees.

He is ultimately responsible for the County Council's statutory and discretionary services delivered to people and businesses across Nottinghamshire.

Under Anthony's leadership, Nottinghamshire has been at the forefront of innovation in public service delivery.

## **Diana, Lady Meale (Councillor Meale)**

County Councillor and Chairman of the Economic Development Committee

Diana has lead political responsibility for the economic development of Nottinghamshire.

Diana is a Director of Marketing Nottingham and Nottinghamshire which has a remit to promote the County's investment opportunities to overseas businesses and to showcase Nottinghamshire as a tourist destination.

Anthony's ambition is to promote Nottinghamshire as a strong and vibrant place to live, do business, study and visit.

### **Personal Achievements**

Anthony has a Masters' degree in Business Administration from Bournemouth University and is a qualified Executive Coach.



### **Personal Achievements**

Trained as an economist at the London School of Economics and with an MBA from the Open University, Diana has over 25 years' experience in delivering economic development and growth, having worked in local government, government agencies, universities, consultancy and a national trade union managing annual budgets of £100m plus.

Diana is married to Sir Alan Meale, Member of Parliament.





# Foreword

**As part of the Midlands Engine Trade Mission 2016,** we are delighted to introduce Nottinghamshire to the People's Republic of China.

Our visit provides a fantastic opportunity to share with you what Nottinghamshire has to offer and we believe that this is the perfect time to build new relationships and create long lasting friendships.

Nottinghamshire enjoys a global reputation for both its heritage and contemporary achievements. We are both proud of our past and excited about our future.

We are the home of the legendary Robin Hood, world famous literary figures such as Byron and DH Lawrence, fashion icon Paul Smith and sporting legends like Torville and Dean and Brian Clough. We were the starting point for the Pilgrim Father's history changing journey to the United States and the scene of major events during the English Civil War.

Throughout the ages Nottinghamshire has continually reinvented itself.

In modern times, the county has been at the forefront of innovation with design icons like the Raleigh Chopper bicycle, the first genetically engineered tomato and cutting edge medicines such as Ibuprofen.

Iconic businesses such as Boots, Rolls Royce, Capital One and Raleigh all call Nottinghamshire their home.

We are renowned for our strong identity and vibrant image. We have an enviable central location - supported by excellent rail, air, road links and digital connectivity with ongoing investment to upgrade.

Our people are renowned for their friendly, welcoming nature, skills and positive work ethic.

Our business landscape is diverse in size and scope. Innovation is in our DNA – we create, we make and we connect. Our vision is to bring a rich industrial heritage into the modern era through reinvention in our key sectors including; high value and advanced manufacturing; agri-tech; food and drink; tourism and health. We are known as an economy in structural transformation - underpinned by strong entrepreneurial growth.

**On behalf of the leaders,  
people and businesses of  
Nottinghamshire, welcome!**

**Anthony & Diana**



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# Building on our Strengths

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Nottinghamshire is a confident county that is flourishing.

The county has many benefits and unique opportunities including:

- Excellent connectivity
- Friendly people with strong skills and
- A strong heritage and identity.



## Excellent connectivity

Nottinghamshire offers a beautiful rural setting, but don't be fooled into thinking life here is slow.

Homes and businesses benefit from super-fast broadband speeds thanks to fibre optic connectivity that will reach 98% of the population by 2018 – one of the fastest in the UK.

Nottinghamshire is one of the best connected counties in England with an enviable central location with excellent air, road rail and sea links which are

continually being upgraded. It takes less than two hours travel south to reach London or north to reach Manchester.

The vibrant City of Nottingham has strong connections with China and in particular its sister city of Ningbo where the University of Nottingham has a campus.

The County is also at the heart of the Government's proposed High Speed 2 rail investment, as home to the prospective East Midlands Hub Station.

## Friendly people with strong skills

Nottinghamshire is known for its friendly people and is home to a highly motivated, skilled and diverse workforce. Schools' performance is the best it has been for over 20 years. In 2015, the first Confucius Classroom opened to support the teaching of Mandarin and promote Chinese culture to young people.

We have a number of high performing and innovative Colleges and two internationally recognised universities – Nottingham Trent University and the University of Nottingham.





## A strong heritage and identity

Nottinghamshire boasts a strong identity that includes globally recognised icons including the legendary folklore character of Robin Hood.

The County is linked to important landmarks in history that include the English Civil War and the starting point for the Pilgrim Fathers journey to America on the 16th September 1620. Today nearly 35 million Americans can trace their genealogy directly to the Pilgrim Fathers.

### Sherwood Forest

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Once an area of woodland stretching the length of Nottinghamshire, Sherwood Forest was established as a royal hunting ground in the 10th century.

The Forest was enjoyed by successive kings and the link to royalty continued as parts of the forest were acquired by nobility creating four estates – Clumber, Welbeck, Thoresby and Worksop. This unique area, known as the Dukeries, offers an abundance of heritage and intrigue.

This isn't the end of the story though. Today you can visit country parks that offer an insight into how mighty the ancient Sherwood Forest once appeared. Rufford Abbey and Sherwood Forest National Nature Reserve are both undergoing major developments. This means that those visiting Nottinghamshire to discover the legend of Robin Hood will be able to enjoy a wider and more satisfying experience.





## Food and drink heritage

Food and drink is at the very heart of our way of life in Nottinghamshire and we are proud of the range and quality of local produce. Our specialities are recognised across the country, from award-winning Stilton, Shropshire Blue, Stichelton and Colwick cheeses, famous oils and infusions, the Bramley Apple, artisan beers and beautiful meats.



## Sporting heritage



The strong and vibrant image of the county is supported by an impressive sporting heritage with two famous football clubs, Nottingham Forest and Notts County, and the world-renowned Trent Bridge Test cricket venue.

The County's National Watersports Centre was used as a training base by the Chinese rowing team ahead of the London 2012 Olympics.



# Doing business in Nottinghamshire



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Working with our partners we want to create a rebalanced, strong and resilient economy building on successful business and employment growth and facilitated by significant infrastructure investment

N2 Growth Strategy 2016



In recent years, Nottinghamshire's economic landscape has undergone a major transformation away from traditional industries.

Today the county has a strong advanced and **high value manufacturing base** founded on innovation and cutting edge products.

As the home of Ibuprofen and the original MRI scanner (Magnetic Resonance Imaging) the county is renowned for its world class **pharmaceutical and medical technology**.

As a rural county, we also have a reputation for **agricultural innovation**, through our businesses and our Universities.

Nottinghamshire also has the UK's first dedicated Food Grade Business Park. With a county wide workforce of 10,000, **food and drink manufacturing** covers everything from internationals to artisan, niche producers.

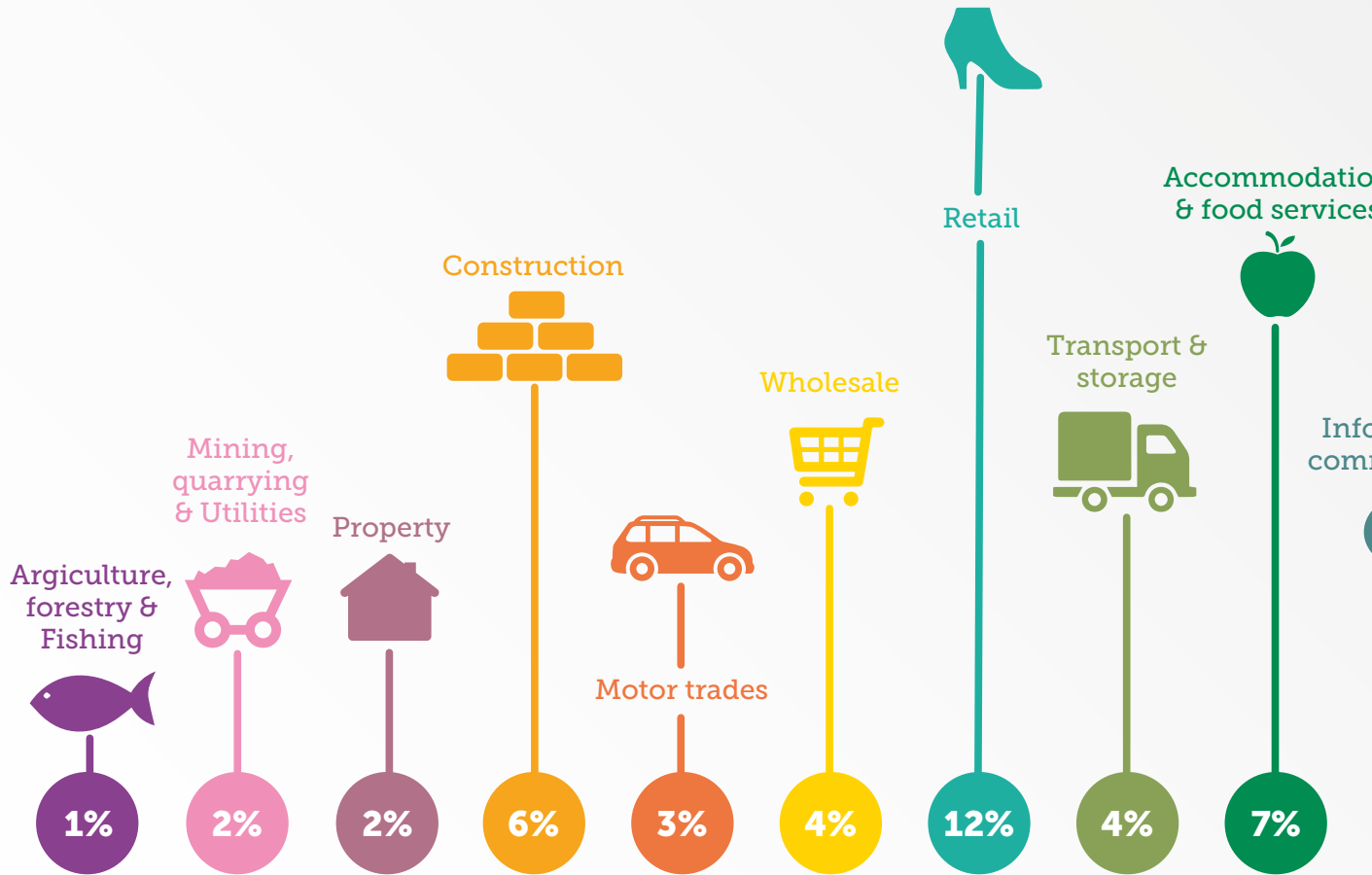
We are keen to champion our thriving business base and to play a part in attracting new investment and seeking overseas markets.

To do this we:

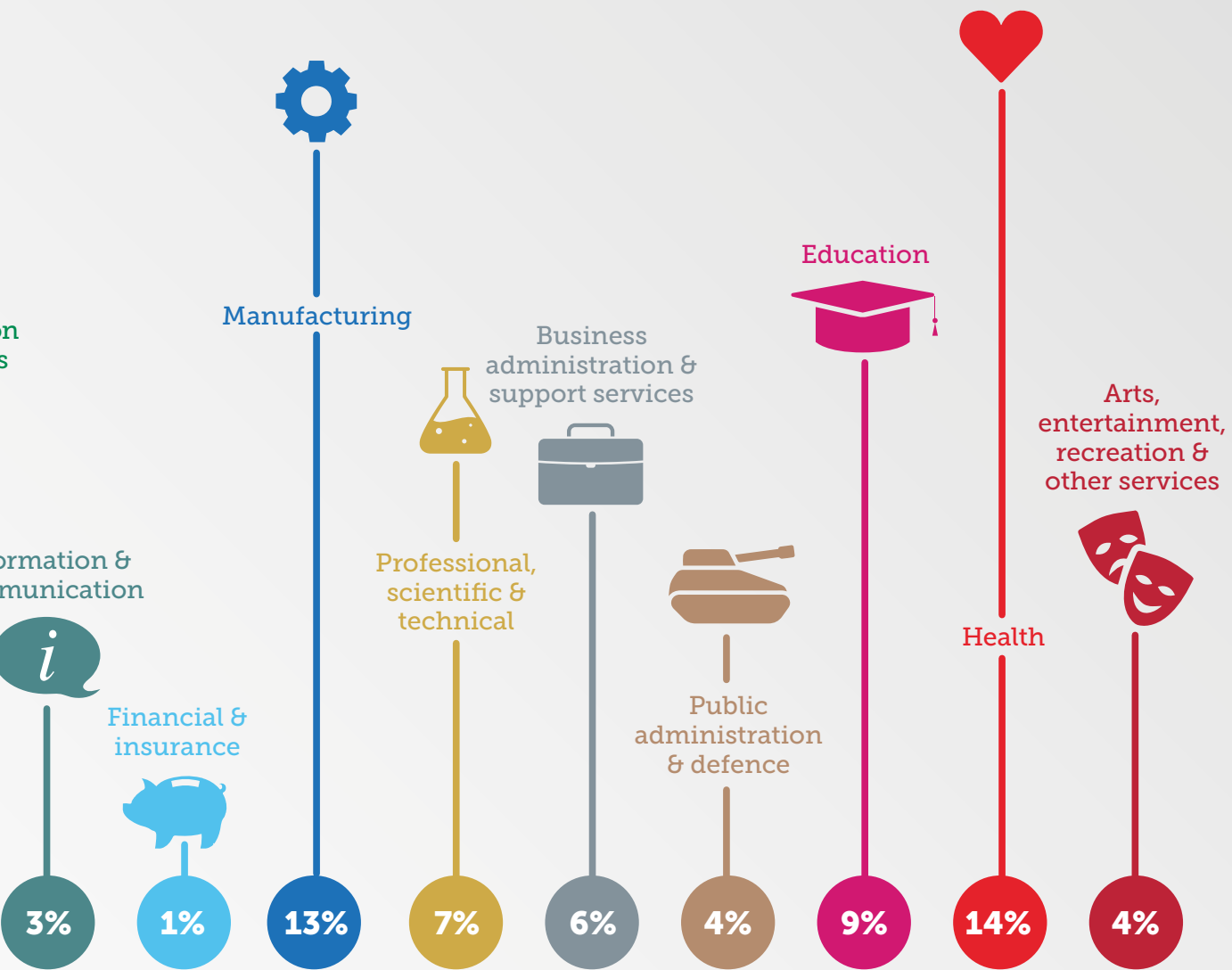
- Work in **partnership** with businesses to grow our economic potential
- We **invest** in infrastructure, employment sites and support businesses
- We **aspire** to be the best - growing a future for the county based on enterprise, innovation, creativity and ambition.



# Nottinghamshire Businesses







BRITISH SUGAR  
 Sugar Company



ROMO



# Business profiles

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## Advanced Manufacturing

Building on our structural economic change and our history of engineering and innovation the county can boast a wealth of development.

Using carbon fibre, **Far-UK**, is revolutionising the design and manufacture of lightweight structural components for various sectors including the automotive industry.







“ Far is already working with Chinese customers to develop chassis components for lighter vehicles. We are a young company with some amazing talent at our disposal and are driven to apply ground breaking technologies to overcome any technical challenge. We have been able to assemble this cutting edge team in Nottinghamshire using a combination of home grown talent and the accessibility of the area as a place to do business. ”

Kevin Lindsey, Technical Director.



# Pharmaceutical and medical innovation



Nottinghamshire can demonstrate world renowned commercial innovation in the medi sector.

**Brightwake** is a Nottinghamshire family company with an unparalleled reputation for quality and ingenuity in the medical sector, across the fields of development, engineering, production and research.

A long term investor and development partner in China with close links to Ningbo, the company is strengthening its trading links and happy to help others to work with Chinese companies and the government.



“ We are actively engaged in China, enjoying an extremely positive relationship in the competitive Ningbo market. We are delighted to share our expertise and experience with the Midlands Engine and Chinese partners, demonstrating the extent of our ground-breaking technologies and our extensive research and development links. I can offer a warm welcome to potential Chinese investors when you come and see us in Nottinghamshire. ”  
**Stephen Cotton**, Managing Director, Brightwake





MediCity, is a collaboration between Boots and BioCity, providing an incubator designed to help support and grow innovation in consumer healthcare, medical technology, diagnostics and beauty products.



“ At Boots UK, we welcome the Midlands Engine strategy to boost the economy of the region and help Nottingham, Nottinghamshire and the Midlands in becoming a world-leading place to live and work.

We are supporting the strategy through our site in Nottinghamshire, which was the first Enterprise Zone to be announced in 2011, and which we believe will be vital in helping the midlands continue to attract investment and for more businesses to locate to the area.

Our vision is for the site to become a centre of gravity for innovation in health, beauty and well-being; and tangible progress has already been made through MediCity, a new business innovation incubator, and first new business to locate to the site in 2013. MediCity now supports over 30 start up and small businesses focussed on the health and well-being sectors.

When the opportunity arises, we see our role at Boots UK to support these companies in their product development and route to market strategies. As part of a global family within Walgreens Boots Alliance, we are in a good position to help great ideas be disseminated quickly and effectively, and we see Nottingham and surrounding county as an innovation hub for the world.

Nottingham has been the home of the Boots brand for over 165 years, and the location remains an attractive place for growing businesses to be based, with access to a highly skilled local workforce and in terms of infrastructure and transport links. As we move forwards, we need to ensure that the region remains outwardly focussed and international in its approach.

”  
**Mark Chivers, Enterprise Zone Director,  
Boots**

# Agriculture

From nationally recognised agricultural venues, to ground breaking research and commercial innovation in agri-tech – Nottinghamshire has it all.

**The Nottinghamshire County Showground** comprises 120 acres of land with 11 exhibition halls and a busy, versatile calendar of events adding to the profile of this unique venue. The site is in the heart of the countryside with excellent road and rail links.



“ The Nottinghamshire County Showground is the ideal base from which to offer Chinese businesses the opportunity to view and understand the UK agricultural offer and its world class quality and innovation. The Midlands Machinery Show is the fastest growing trade show of its kind in the UK and is the perfect opportunity to help facilitate collaboration and trade with UK businesses in that sector. A warm and personal welcome will be offered to any businesses visiting the UK. ”

**Adrian Johnson**, CEO.



**Nottingham Trent University** is a leading researcher in vertical farming whilst **The University of Nottingham** is the UK's lead on food security – looking at:

- Alternative crops, food sources and farming practices
- Animal production efficiency
- Food safety
- Post-harvest technologies to enhance shelf life
- Crop resilience
- Preventative medicine through food.





Commercially **Lindhurst Engineering** is currently developing a technology called H2AD – energy from waste. Established in 1985, Lindhurst is a global leader in small scale modular flexible hybrid anaerobic digestion and microbial fuel cell technology. H2AD recycles organic waste, cleaning it up and recovering energy from that waste in the process. The advantages are that it is:

- Scalable and cost effective
- Remotely monitored and controlled
- Simply Plug and play
- It off sets CO2 emissions
- Has a small physical footprint
- Manages odour control.

“ Lindhurst is a family engineering business that has had great impact through innovation, product and service excellence. The H2AD is a diversification of our normal business but has huge potential. Having secured substantial investment in the European market we are actively looking to work in China where we really believe this product can have a huge impact in the agricultural economy. ”

**Martin Rigley** CEO



## Food and drink

In 2007, Associated British Sugar Group formed BoTian Sugar now one of the biggest beet sugar enterprises in China.



Since then British Sugar has helped the company expand through innovation and investment in agricultural machinery, production facilities and modern management systems.

AB Sugar China has focused on coordinated development, controlling environmental impacts, increasing efficiency and bringing economic benefits to rural areas.

This very much parallels the work of British Sugar in the UK where the factory in Newark has been a major local employer for over 90 years.

Sugar remains central to operations in Nottinghamshire but by adopting highly integrated approach to manufacturing, raw materials are also transformed into sustainable products. Each year, in addition to 250,000 tonnes of sugar, the Newark site produces over 40,000 tonnes of topsoil, 100,000 tonnes of dried animal feed and it exports 3MW of electricity to the national grid.

“ The Newark sugar factory is situated in the heart of British sugar beet growing country and always strives to be the supplier of choice to its customers. Newark factory and its staff are passionate about the sugar beet industry, the environment and sustainability. We provide indirect employment for over 1000 jobs in the local area and we look forward to continuing to work closely with our public sector partners in supporting the local economy. ”

**Newark Factory Manager**, Graham Heatrick



## Communications and technology

**timico**<sup>®</sup>  
connect · host · manage

“ Timico Limited has been headquartered in Newark, Nottinghamshire since being founded in 2004. Now employing around 400 staff in the UK, Timico provides internet, communications, hosting and technology services to more than 10,000 businesses ranging from FTSE100 companies to individuals with home-based businesses. Nottinghamshire has provided a strong and stable location to recruit technical talent from while keeping overheads competitive. ”

**Neil Armstrong**, Director, Business Services



## Geography

Nottinghamshire is ideally situated, covering 835 square miles.

The County has excellent road and rail links to London and Europe, with the added benefit of two local airports.

Nottingham City Council is a separate authority – with responsibility for the city area.

The two Councils work closely on key issues.

