

Recent Achievements and Current Activities: Inward Investment

Inward Investment Achievements - Leicester

The Place Marketing Team, account managed Investment projects:

Company Name: UKBC

UK Business College (UKBC) according to their website is a forward-looking institution dedicated to providing accessible education that empowers students to shape their futures with confidence and purpose.

Students at UKBC benefit from flexible study options designed to fit alongside other commitments, highly experienced teaching staff with industry expertise, personalised support and guidance, and a learning environment where staff and students form a collaborative academic community.

Invest team have been supporting the business following the set-up of their sister company Fairfield School of Business (FSB) reported last year including introductions to the Leicester Employment Hub and the Graduate Retention programme. In total 68 new jobs to be created.

- Facilitating introductions to support the company's recruitment of Lecturers and back-office staff through the Leicester Employment Hub job vacancies portal and via the Graduate Retention Programme.
- Conducted various property searches of both vacant council commercial premises and through local agents to identify expansion sites in the city. Follow up meetings to discuss individual buildings and their suitability for education use.

Company Name: RG+P

RG+P is a multi-disciplinary design business considered relocating their HQ out of Leicester. Following various discussions, property searches and site visits, RG+P opted to remain in the city with a temporary move to Sovereign House, Princess Rd West which will lead to their eventual permanent base at CANOPY once completed in the summer 2025. This project safeguards 70 jobs and supports to create a further 36 jobs in Leicester.

- Conducted various property searches of both vacant council commercial premises and through local agents to identify new offices in the city.
- Assisted viewings for interim premises and facilitated discussions around the internal mechanical and electrical services arrangements for CANOPY.
- Facilitated negotiations with Estates and Building Services colleagues to agree a temporary License and Heads of Terms for the occupation of CANOPY.

Company Name: Ministry of Justice (HM Courts & Tribunals Services)

Ministry of Justice (HM Courts & Tribunals Services) is responsible for the administration of criminal, civil and family Courts and Tribunals in England and Wales. The project involved finding suitable offices, relocating staff from existing locations in Arnhem House, Leicester and Pinfold Gate, Loughborough into one location at Sovereign House. This office will play a critical role providing administrative support to Court users, Judiciary and Management - most of the roles will be customer facing/admin roles.

- The Invest team provided property lists of LCC owned premises to MoJ, followed by site visits to inspect available office space with internal colleagues. Following a period of negotiation with the MoJ, a Licence was granted to occupy the 3rd floor of Sovereign House. Total jobs for this location are 46 safeguarded and approx. 20 jobs into the city from Loughborough.

Company Name: World Products Ltd

World Products Ltd, a rapidly growing Amazon reseller exclusively for Healthcare, Beauty and Pharmaceutical brands based in Birstall. Following an introduction by the DBT International Trade Advisor for the East Midlands, a meeting was held to understand the nature of their expansion requirements and the locations World Products Ltd were considering at the time. Several searches and property viewings were organised and an introduction to the DOCK property team facilitated. The company made the decision to retain their warehousing facility in Birstall however, their technology team would benefit from being in an innovative environment thereby occupying space in DOCK3.

- Undertaking property searches, introductions and facilitated meetings with the property team at DOCK, leading to the decision to agree heads of terms to occupy office space at DOCK3 potentially creating 6 new jobs.

Company Name: Employee Zero

Employee Zero offers a host of leading cloud software and services to clients from their partners including the likes of Microsoft and Google. They support dozens of organisations with their Office 365 and Google G Suite deployments, which often form the core of their IT services. Employee Zero have been at Dock since 2014 and were considering moving to alternative premise outside of this location.

- Following property searches and discussions with the property team at DOCK, they decided to remain in the same location and occupy larger premises at DOCK3 safeguarding employment and to help with any future increase in headcount.

Company Name: Array Marketing

Array Marketing are a provider of retail merchandising displays and store fixtures to the global prestige cosmetics industry. They provide custom, high-end merchandising solutions in more than 30,000 retail locations for the world's most iconic prestige brands and retailers. With a strong footprint in cosmetics and apparel, the company utilises its deep expertise in design, innovation, project management and global manufacturing to help transform retail environments for its clients.

Array contacted the Invest team looking for around 20,000 Sq. Ft of office space for their Leicester office and to allow for further expansion. Currently based at Friars Mill, Array were keen to remain in the city and give staff a high quality environment to work in.

- Initially, Array explored options at CANOPY and other locations in the city however, following various property searches undertaken the team including premises outside the city boundary, site visits were organised and negotiations facilitated with the DOCK team. Heads of Terms to occupy the whole of DOCK4 were agreed, safeguarding 81 jobs and allow growth for a further 50 new jobs to the city.

The Department for Business and Trade (DBT) supported projects:

Company Name: Malabar Gold & Diamonds

Malabar Gold and Diamonds is an Indian jewellery group headquartered in Kerala. The company was founded in 1993 and owns more than 330 showrooms spread across 13 countries, making it one of the largest chains of jewellery retailers in the world.

The Invest team were introduced by DBT to support the planning, recruitment and opening of their new flagship Leicester store on Belgrave Rd and the opportunity to announce their presence in the city linking the company to the local business community of Leicester and other sponsorship opportunities. This is their first store outside of London and sets the standard of their other outlets in the UK. 20 new jobs were created.

- DBT provided the company with visa entry queries, connection to the Local Authority in Leicester regarding planning permission and ongoing support for their wider UK expansion with additional property searches for Southall, Birmingham and Glasgow.

Company Name: Superhouse

Superhouse an Indian owned textiles and clothes manufacturing company based in Thurmaston, were Leicester introduced by DBT to the Invest team for assistance with their current location. The company have been looking to expand into a new site in the city however, following various searches carried out for the company they decided to invest in their existing site to increase the capacity and efficiency of the building. As a result, the company have now invested £60,000 in new racking and forklift operations and expect to invest the same amount next year, making a total of £120,000 capital investment into the site, which has resulted in 3 new jobs created in the upgraded Leicester facility.

- Connections into wider business support network across the region involving digital branding support to build an e-commerce strategy, recruiting merchandisers with experience to oversee planning, logistics and shipments, and export trading.
- To assist with their initial recruitment drive, the Invest team facilitated introductions to Leicester Employment Hub colleagues and the local universities intern schemes.

Company Name: Teatime Group

Restaurant chain TeaTime, headquartered in Qatar with branches across the Gulf region (110 outlets in total), opened its first UK branch in Leicester. In line with its operations in Qatar, the restaurant will also serve a selection of food, juices and smoothies, sandwiches, desserts, etc. The company went about this set up on their own although, have a UK based partner. Based on their market study, the company eventually aims to open 10 - 12 branches across the UK over the coming 3 - 5 years.

- DBT initially supported Teatime with their visa applications for their managerial staff and Head Chef who were required to travel to the UK to support the planned opening of their Leicester restaurant. Also, during the fit-out stage contacted the Invest team to provide guidance to assist with business rates queries, the relocation of street landscaping and for their licence application for outside furniture.
- On-going support is currently being provided by DBT for their new premises in the north of England and by the Invest team for additional storage space requirements.

Partnership and Collaboration

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

- **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.
- **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 planning to host an event at UKREiIF 2025 inside the Midlands Engine Pavilion, showcasing successful Enterprise Zones, emphasising how public-private partnerships have fostered growth-driven industries and cutting-edge R&D.
- **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.

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. 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 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.

The team is planning to host an event at UKREiiF 2025 explore the critical foundations for igniting growth for businesses in the region. Featuring organisations that have successfully invested in Leicester and Leicestershire, panellists will share their valuable insights and experiences, highlighting the compelling investment opportunities that the region presents and discussing the key factors that contribute to a thriving business ecosystem in the city and county.

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, the City Mayor and the Director of Planning and Regeneration 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.

These events offer excellent value for money for the City 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.

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

Leicester City Council and Leicestershire County 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.