

It's in Nottingham
In Review
July – December 2024

IT'S IN NOTTINGHAM



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WELCOME TO OUR END OF YEAR REVIEW

We remain *absolutely dedicated and passionate about Nottingham*, committed to supporting and promoting you, our members, and to making our city a destination of choice for visitors, and a more attractive, safer, and greener place to live, study, work, and play.

This year has seen us expand our Business Liaison team, launch and support business crime reduction initiatives, like the Alert! app, VIVA scheme and No Place for Hate, and continue to grow our Best Bar None night-time economy scheme – retaining our place as the home of the largest scheme in the UK.

We've also supported the local economy, bringing in visitors with attractions and events in Nottingham city centre, improving and promoting our place-making

app, and successfully launching the Nottingham Gift Card, a fantastic initiative designed to encourage spending in city centre businesses.

Through these projects, and with your ongoing support, we will continue to enhance Nottingham city centre, deliver initiatives which you value and put Nottingham on the map as a vibrant, thriving city.



OUR HIGHLIGHTS

Over the past six months, the team at *It's in Nottingham* have been on an incredible journey, making a tangible impact across the city – *keeping the streets clean*, working with *partners* to tackle business crime, *celebrating local businesses*, and hosting *vibrant events* which bring communities together and showcase *everything Nottingham has to offer*.

Supporting the whole It's in Nottingham team, our marketing department have continued to develop our digital marketing platforms, publishing inspirational content across our social media, website, app and member newsletter. With creativity and collaboration, and driven by our passion for our city, we've delivered visually engaging and timely content that informs, promotes and captures the spirit of Nottingham.

Key achievements

26,023

Total Instagram followers

30,464

Total Facebook followers

3,060

Total LinkedIn followers

17,039

Total X followers

776,319

Total reach across
all platforms

1,443,649

Total impressions
across all platforms

698,626

Total reel views

2,275

Content pieces shared across
all socials featuring members,
partners and our events

75+

Total collaborations with
businesses, partners and
influencers



It's in Nottingham app

We've continued to invest in and promote the It's in Nottingham app, which is free for member businesses to be part of, and is a great way for visitors to find places to eat or shop as well as the latest events and offers in the city.

Key achievements

13,793 total app downloads
since launch

10,456 total registered users
(75% conversion rate)

301 active member profiles
across retail, hospitality, leisure,
and city centre attractions

App promotion

Encouraging businesses to be part of the app and to use it for local-level marketing continues to be a priority for the team – we want you to be part of our promotion too.

Did you know –

- The app is used to send targeted marketing notifications to consumers, both as emails and in the app itself
- We integrate the app into campaigns like Nottingham Light Night and Restaurant Week to increase use by consumers, and develop new features
- We work with member businesses and partners to run joint promotions and app-exclusive offers

THE IT'S IN
NOTTINGHAM
TEAM!



Case studies

Virgin Active hosted two app-exclusive offers for users to access gym facilities for free – for a whole weekend. The Instagram reels we created were viewed over 3,900 times, 60 people claimed the offer and 30 people joined the gym as a result – with an estimated economic impact of £21,000.

Strategic promotion at our Student Night and Halloween events, and with partners at Trent Bridge, typically increase downloads and app use by over 50%.

Since expanding our defibrillator network across the city centre, the app now includes an easy-to-navigate map showing the exact locations of the ten defibrillators. Each point is marked clearly, ensuring users can identify and reach the nearest device quickly.

We proudly support local businesses by adding additional promotions to the app home screen – e.g. trentbarton's £2 single fare initiative. Prominent app banner displays like this increase visibility and can be easily linked to events, tours and relevant web pages.

Website

Our regular blogs and news articles celebrate your contribution to Nottingham and the successes of our members, partners, and Nottingham's vibrant communities. Our digital content plan, which is informed by our SEO strategy, highlights what we do to keep the city centre safe, clean and green, and promotes the projects we run, for families, residents, visitors and students to enjoy in the heart of the city.

Seamlessly integrated with our app and social media content, our web content supports and promotes the work that we do for Nottingham.

Key achievements –

- Added and updated 33 blogs since July
- Attracted a total of 71,110 web page visits

Monthly newsletters

We continue to send monthly newsletters to our members and independent businesses about our latest news, upcoming events, useful training and important information relevant to the retail, leisure and hospitality, and office sectors.

Over 800 subscribers receive our newsletters monthly, and on average 31% open it and read it regularly – look out for it in your inbox!

If you are an It's in Nottingham member or independent business in Nottingham city centre and want to receive our monthly newsletters, please drop us a line at info@itsinnottingham.com.

MANAGED CITY

Our recently expanded operational and business crime reduction team work with member businesses and partners to provide face-to-face support, to enhance the safety and cleanliness of the city centre and raise awareness of our current and future projects and campaigns.

SAFER BUSINESS ACTION DAY

We continue to collaborate with Nottinghamshire Police, community groups, and loss-prevention teams in the city centre to manage business crime, anti-social behaviour, and rough sleeping. During the one-day activity in October, over 150 member businesses attended workshops and shared their experiences with local police teams to help shape their priorities.

REGIONAL BUSINESS CRIME REDUCTION PARTNERSHIP (BCRP)

Since the establishment of a regional BCRP, the partnership has expanded significantly, with growing interest from businesses looking to join. We continue to lead and collaborate with 20 representatives across the Midlands, fostering best practice, cooperation, information sharing, and consistency in managing business crime.



What businesses said:

“I firmly believe that the Best Bar None scheme is invaluable in improving standards within the late-night economy. It encourages venues like ours to prioritise safety, responsible practices, and customer satisfaction. Winning an award under the scheme highlights these efforts and further motivates us to uphold these standards.”

Baa Bar

NOTTINGHAM BEST BAR NONE AWARDS

Following a year of accreditation visits and assessments, we celebrated the city’s *pubs, bars, clubs, restaurants, and entertainment venues* for their ongoing commitment to responsible alcohol management.

Organised by It’s in Nottingham, and held at Pitcher & Piano, we celebrated 105 accredited venues across nine categories which recognised the outstanding commitment of venue staff and partners. Supported by the Home Office and the beverage industry, Best Bar None champions excellence and high standards in the evening and night-time economy. Nottingham is home to the largest scheme of its kind in the UK.



“It’s great how the awards help cultivate and bring together such a friendly hospitality community in Nottingham.”

The Alchemist

VIVA SCHEME

The Violence in Venues Agreement (VIVA) scheme is a civil recovery initiative designed to discourage violence in pubs, bars, and clubs by imposing a fee on individuals engaging in antisocial or criminal behaviour, and holding them accountable for their actions.

Implemented through Pubwatch, the scheme is free for businesses to join. Currently 26 Nottingham businesses are fully operational and legally compliant with VIVA and 16 more are in the process of joining.

NO PLACE FOR HATE

‘No Place for Hate’ is a charter that businesses in Nottingham are encouraged to participate in to demonstrate their commitment to a zero-tolerance approach to hate crime in all its forms.

In collaboration with Nottingham City Council and Nottinghamshire Police, and promoted by It’s in Nottingham, the program helps businesses to identify what a hate crime is and how it can be reported.

352 businesses have signed up to the ‘No Place for Hate’ charter.

RADIO SCHEME

Our body-worn video (BWV) radios are integral to communication and information-sharing between partners across the city centre, efficiently helping to prevent crime before it happens.

BWV radios are now in use in over 85 locations in the city centre, enabling venue staff to livestream any incidents, communicate with, and receive support from the city centre CCTV control room. A further 35 radios have been supplied to other businesses or charities in the city centre. We hope to bring a response element to these radios in 2025.

ALERT!

Developed by ShopSafe, Alert! is a secure, user-friendly platform for Nottingham city centre businesses to share real-time information and combat business crime. Accessible via mobile, tablet, or laptop, it allows businesses to report theft, violence, and abuse instantly, with all incidents logged in a secure offender database to aid evidence gathering.

The system ensures data protection compliance, offers group messaging for quick communication with other businesses and It's in Nottingham, and provides customisable notifications via text, email, or in-app, keeping users informed even off-site.



Impact

225	590
Active users	Incidents reported
266	36
Weeks worth of prison sentences issued in November	Months of Criminal Behaviour Orders issued in November
65.21%	647
Total recovered value out of £30,655.88 total loss value	Information messages exchanged between businesses
102	
Alert messages shared in November	



PURPLE FLAG ACCREDITATION

We continue to take the lead on the city's Purple Flag assessment, showcasing Nottingham's safety, vibrancy and night-time economy partnerships.

This year we created an innovative video as part of our assessment highlighting the city's unique attractions, thriving venues, and the strong partnerships that make Nottingham a premier destination. We await the results in January and are optimistic about retaining Purple Flag status for Nottingham.

Our Head of Operations and Business Crime has recently become a national Purple Flag assessor, further strengthening our commitment to enhancing Nottingham's evening and night-time economy.

DEFIBRILLATORS

We have recently expanded Nottingham's life-saving network with the addition of four more defibrillators across the city centre.

The new units, located at the National Ice Arena (Bolero Square), Mercure Hotel (Carlton Street), Marks & Spencer (Low Pavement), and Binks Yard (Island Quarter), bring the total number of defibrillators in the city centre to ten.

Reinforcing Nottingham's commitment to being a Heart Safe city and keeping Nottingham's residents and visitors safe, these strategically placed defibrillators are accessible for public use, offering swift, critical assistance in the event of sudden cardiac arrest.

INCLUSIVE RECOVERY CITY

The Inclusive Recovery City project, led by Double Impact and supported by It's in Nottingham, aims to foster a positive city-wide attitude to addiction recovery, engage the community and stakeholders to make recovery visible, accessible, and free of stigma.

Two members of the It's in Nottingham team proudly serve as Inclusive Recovery Allies for this initiative which not only benefits individuals in recovery but also the wider community. Further workshops and training sessions will be held in the new year to encourage more people to become allies.



PROMOTED CITY

Combining the hard work and passion of our projects and marketing teams, our Promoted City pillar aims to attract more local and regional visitors and increase pride in Nottingham.

Our exciting lineup of events and experiences in the second half of the year has included our very first Taste of Nottingham foodie experience, Nottingham Gift Card promotion and family-friendly Halloween events which were even bigger and better than last year.





ROBIN HOOD'S ADVENTURE TRAIL

Free and family-friendly, this event was timed to bring local families into the city centre during the summer holidays and with the trail staying in place afterwards, to help families explore the city all year round. Visitors can collect a map from any of the ten participating cultural venues and enjoy the flexibility of starting the trail at any point.

Increasing footfall and opportunities to shop and eat, the trail also increased dwell time in the city and encouraged visitors to explore parts of the city they may not have been to before.

As part of the campaign, social media and website content highlighted family-friendly restaurants in Nottingham, featured dining offers and recommendations, plus upcoming events.



What the public said:

"We love the map with the amazing artwork! We also love how big and bold the characters were. Made it so easy to find for younger children."

"Robin Hood characters, the tram ride, discovering the swings at the Central Library and the awesome badge at the end – a brilliant day out!!"

"The trail took us to areas of the city we don't normally go to, and gave us ideas for future days out!"



2,350

Families took part in August



Social media & website impacts



Reach
28,826



Webpage visits
3,166



Reel views
18,753



Influencer collaborations
14

Highlights

53,828

Footfall

£807,420

Estimated economic value*

*(Based on £15pp)

Social media impact



Reel views
31,553



Impressions
30,991



Reach
38,445



What local businesses said:

"Sneinton Market has never been busier, there was a wonderful atmosphere. We felt more part of the city than ever before – and the fact that it allowed Notts Pride to spread out further across the city is brilliant!"

The Watered Garden

"Great communication from It's in Nottingham helped us plan our day and functions."

The Angel Inn Microbrewery



RAINBOW ROADS AND NOTTINGHAM PRIDE

In celebration of Nottingham Pride, It's in Nottingham funded the repainting of Hockley's iconic rainbow roads on Broad Street and Carlton Street, adding five more colours – black and brown to represent people of colour and light blue, light pink, and white to better represent the diverse community it celebrates. Nottingham City Council match-funded the project, further supporting this initiative.

It's in Nottingham proudly sponsored the Notts Pride march, reaffirming our support for the LGBTQ+ community.

In the lead-up to the event we shared the march route with city centre businesses, resulting in greater engagement than ever before. We also supplied vibrant balloon arches to businesses along Goose Gate, marking the route and enhancing the celebratory atmosphere.

Additionally, It's in Nottingham partnered with Tesco Express to provide over 90 lunches for the dedicated volunteers who helped make the event a success.

Promoted City

TASTE OF NOTTINGHAM

This new and vibrant week-long celebration of culinary excellence in the city centre, featured eight distinct food and drink experiences to showcase the diversity of our local food and drink scene.

Visitors loved the unique Nottinghamshire-inspired culinary experiences, including exclusive tasting menus, guided pizza tours, pint-and-cave adventures, whisky workshops, and interactive chocolate-making sessions. It was the perfect occasion for food enthusiasts to discover new favourites and indulge in the best the city has to offer!

Supporting the ambition and excellence in our projects team, a wide range of digital and print marketing, including collaborations with businesses and food and drink influencers, really inspired our audiences, highlighted Nottingham's hospitality and retail venues, and increased footfall and revenue for participating local businesses.

Event highlights

22

Businesses participated

£2,661

Estimated revenue for the city*

*Calculated on ticket sales

Influencer event

To launch Taste of Nottingham, food and drink influencers were invited to enjoy a private meal at Table 47, featuring Nottinghamshire-inspired dishes from a Michelin-trained chef. This influencer-led strategy expanded the event's reach through collaborative and engaging social media content.

Filming and restaurant collaborations

We filmed behind-the-scenes footage with participating businesses and created Instagram reels to highlight their unique contribution to Nottingham's culinary culture and promote Nottingham as a must-visit destination for food lovers.

Social media & website impacts



Impressions
115,747



Reach
176,652



Reel views
158,274



Webpage visits
3,041



Influencer and business collaborations
11

Taste of Nottingham showcased unique culinary experiences in our city



What the public said:

"Experiencing visiting new venues, learning about the history of Nottingham, and enjoying a drink whilst meeting new people was amazing!"

"Really lovely night. It was crazy to learn about the history and local ingredients and why they'd been chosen while enjoying a great meal. The wine pairings were a lovely touch, too!"

"Explored stuff on my doorstep that I didn't know existed, or I wouldn't have the opportunity to explore either!"



What the businesses said:

"Supporting small and independent businesses in Nottingham is really important to me so I loved that Taste of Nottingham was able to include and promote so many great venues throughout the week and it was lovely to be a part of that promotion."

Leigh, EAT: Nottingham

"The beer and caves tour was a great idea. Everyone from It's in Nottingham was really supportive, communicative, and reassuring. This was my first time leading a tour group!"

Tom, Nottingham Pint Guide

"Great start to the week, good to welcome new faces to the store."

The Whisky Shop

Promoted City



NOTTINGHAM HALLOWEEN FESTIVAL

This Halloween season we conjured a spellbinding celebration of spooks and thrills that captivated visitors to Nottingham.

Our iconic rooftop monsters made a thrilling comeback, appearing in three additional locations. A total of ten eerie creatures loomed over the city, captivating audiences and adding a dramatic touch to the skyline. For the first time we introduced the Monster Bus Spooky Safari, offering families and children a thrilling way to spot these rooftop beasts across the city. The safari proved immensely popular, selling out within just 36 hours!

The annual Monster Mash at Nottingham Castle was more spectacular than ever, delivering a fang-tastic experience

for just £1 per ticket. Families enjoyed a host of enchanting activities, including craft workshops, storytelling by the witch's cauldron, face painting, and interactive entertainment.

Adding to the magic, the Strolling Bones Parade by Walk the Plank mesmerised visitors with three captivating walkabout performances. The Castle grounds were transformed into a Halloween wonderland, offering countless photo opportunities for families to create cherished memories and boosting visitor dwell time in the city centre.

Highlights

5,077

Footfall to Nottingham Castle

£123,025

Estimated economic value*
(*Based on an average spend of £10 – £15 at our Halloween events)

135

Nottingham Castle annual passes purchased by visitors

76.5%

Of people surveyed** planned to stay and explore the city centre after the event

56.96%

of people surveyed** attended the Monster Mash after hearing about it from It's in Nottingham social media

(**395 people were surveyed)

594

Views of the rooftop monster tour on the It's in Nottingham app

8,406

Visits to the webpage



What the public said:

"The Monster Bus Spooky Safari was a brilliant idea – and such good value too. The tour guide was great, the gift bags were a big hit and the fact it was an old-fashioned routemaster bus absolutely made my son's day! Thank you!"

"Great day for £1! Can't believe the value. It was way better than expected. The dancers and the disco were great. The skeletons were fab! You guys are amazing – so much hard work – you have been so great!"



What the businesses said:

"The monster was a massive help for us this year, significantly boosting visibility throughout Halloween. It also provided us with an abundance of high-quality promotional content that we can utilise year-round. In terms of footfall, Halloween was a huge success, culminating in a record-breaking 31 October!"

NG-ONE

"We love being involved with this and the monsters are a great addition to the city's calendar of events. Looking forward to next year."

Theatre Royal and Royal Concert Hall



Influencer event

We invited social media influencer families to join us on our Monster Bus Spooky Safari to experience the city's Halloween magic firsthand. The Spooky Safari took families on a fun-filled tour of Nottingham, showcasing the rooftop monsters. Influencers shared their adventures with their audiences, amplifying the excitement and encouraging others to join in the Halloween spirit.

Social media & website impacts



Impressions
249,814



Reach
223,057



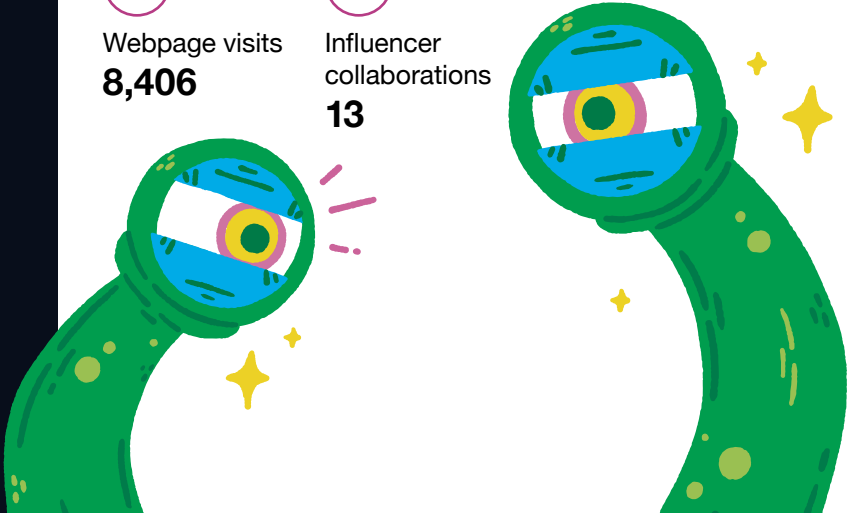
Reel views
64,580



Webpage visits
8,406



Influencer collaborations
13





BIG RED BOW

We had the pleasure of partnering with local transport provider trentbarton to spread festive cheer with our annual Big Red Bow installation on Bridlesmith House.

A perfect backdrop for festive photos, Bridlesmith Gate was adorned with a giant red bow, adding a festive and joyful touch to this bustling shopping street, celebrating the season, supporting local businesses, and enhancing the vibrancy of Nottingham's city centre.

NOTTINGHAM GIFT CARD

The Nottingham Gift Card has started to gain popularity through strategic promotion and partnerships. Introduced at this year's lively Student Night event, it attracted attention as a convenient way to shop locally. A successful influencer campaign further boosted its appeal.

Ongoing social media promotion keeps consumers engaged and showcases the card's versatility with posts highlighting participating businesses – from cafés to high-street retailers. Partnerships with Nottingham Trent University further promoted the card during Open Days, targeting the parents of prospective students with a practical way to support local businesses.

A major milestone included a collaboration with John Lewis & Partners, allowing shoppers to pick up a card directly from the store, promoting the scheme and supporting Nottingham's economy.

*190 gift cards,
with a minimum
value of £10,
are currently in
circulation*

Social media impact



Reach
27,306



Reel views
47,082



Sponsorships

ART FEST NOTTINGHAM

It's in Nottingham proudly sponsored Art Fest Nottingham in its inaugural year, celebrating the city's creative spirit.

The festival featured a range of artistic installations, including street art, graffiti, murals, live art demonstrations, and guided art tours, all created by Nottingham-based artists. By championing local talent, Art Fest Nottingham provided new opportunities for artists to connect with broader audiences and share their creativity.

As part of the festival, 32 artworks, including nine large-scale murals, were commissioned to invite visitors and add vibrant colour to the city.

FIREWORKS AT TRENT BRIDGE

We sponsored the Fireworks at Trent Bridge for a second year. As part of our collaboration, we had an in-app exclusive competition for two lucky app users to be firestarters on the night.

We also collaborated on a competition on social media to win family tickets to witness the magnificent fireworks display.

HOCKLEY HUSTLE

It's in Nottingham once again sponsored Hockley Hustle – an annual festival celebrating local music, arts, and culture. This vibrant event highlighted Nottingham's impressive music scene and the city's emerging talent.

As part of our collaboration, we launched an Instagram competition offering participants a chance to win four festival tickets. This piece of social media content generated 12,646 views.

A total of 2,777 residents and visitors attended the festival to enjoy over 400 artists across 50 venues (including 14 It's in Nottingham members) in Nottingham city centre.

We also sponsored the Young Hustlers Luminarium – Lumini – an installation of domes filled with light and colour, which created an immersive experience for families and children.



What a participating business said:

“We're super proud to be a venue for the glorious festival that is Hockley Hustle! Each year gets better and better with more fantastic local artists playing on every corner of the city and people discovering their next favourite artist! There's something for everyone with music, dancing, poetry, art, workshops, the list goes on – all while raising money for such invaluable charities. We're looking forward to next year already!”

The Bodega



WORKING CITY

We work closely with Nottingham's office sector, retail, hospitality and leisure businesses to provide wellness, connectivity and provide positive opportunities for workers in the city centre.

Another key element of our Working City pillar is to inspire the next generation of employees and business owners in the city by giving new and returning students reasons to feel proud of their new home city.



STUDENT NIGHT

To warmly welcome both new and returning students to Nottingham, we supported Victoria Centre’s Student Night by creating the *It’s in Nottingham Student Village*. This interactive hub connected local businesses and organisations with students, offering special promotions, giveaways, and engaging games.

Recognising the excitement of exploring a new city, we introduced a spend-stretch scheme at the bustling Student Village. Students spending £20 or more at participating Clumber Street businesses received a gold coin which they could exchange for a Nottingham Gift Card.

Event highlights

59

Total businesses participated

10,000

Estimated footfall

21

Businesses in the It’s in Nottingham Student Village

£150,000

Estimated economic value (based on £15pp)



What Clumber Street businesses said:

“The balloon arch really helped attract students. Between 4pm and 8pm we took £9.6K in sales, which is £4.9K more compared to 2023. I’m so proud of our store and thank you for your support and engagement for Schuh. We love you guys!”

Schuh

“Being part of the event helped bring new customers into Knoop’s. Thank you!”

Knoop’s

“Thank you for collaborating with us for the student night. We took just under £2,000 within the hour of 7pm-8pm, which is a big boost for us.”

Primark

Social media & website impacts



Impressions
22,254



Reach
22,003



Reel views
11,921



What students said:

“The staff were so friendly and happy to help direct us. The offers were super beneficial and the food including Tortilla’s offer was delicious!”

“Introduced me to a lot of local businesses!”



What It’s in Nottingham Student Village businesses said:

“The event gave us the opportunity to talk to so many students about consent, healthy relationships and the Safe Space Pledge. It was incredibly positive to see hundreds of students engaging with our stall. The stalls were placed in a much better location compared to 2023. This allowed for more interaction and personal space when engaging with the students. This was a great event and we hope we can be part of it in 2025!”

Consent Coalition

“Having the event upstairs and contained in one place was great for the students to know the zone for the event, which meant we got great attraction to our stall”.

Revolution Cornerhouse



MEMBER FORUMS

Our member forums take place quarterly, hosted at members’ venues, offering a valuable opportunity to engage and collaborate in the heart of the city.

Over coffee and croissants, we welcome key stakeholders, decision-makers, and sales and marketing managers, creating a dynamic platform for collaboration across sectors.

By bringing participants together, we aim to enhance connections, spark innovative ideas, and foster stronger business partnerships.



BUSINESS LIAISON ENGAGEMENT

Our team of Business Liaison Officers have had a total of 2,778 face-to-face interactions with members over the past six months, prioritising contact at least once every month with every member business.



TRAINING PROGRAMS

We conduct regular training programs for our members and partners every year. Our focus over the last six months has been Continuing Professional Development (CPD) and improving employability.

SUSTAINABILITY BASICS WORKSHOP

An interactive and impactful two-hour workshop covering all the key sustainability themes designed to help businesses either start their sustainability journey or move to the next step.

The training, facilitated by Spenbeck, covered the Sustainable Development Goals framework (SDGs), Nottingham City Council: Carbon Neutral 2028, carbon scoping, decarbonising governance and culture along with practical support to simplify carbon-reduction messages.

A total of 17 people, representing 11 businesses, have completed the Sustainability Basics Workshop.

EMERGENCY FIRST AID AT WORK TRAINING

This one-day accredited emergency first aid course, designed for It’s in Nottingham members and independent businesses, covered essential topics like casualty assessment, the recovery position, CPR, seizures, choking, burns, bleeds, and minor injuries.

Upon successful completion, 19 participants, representing seven businesses, received a certification valid for three years.

CHILDREN AND EARLY YEARS FIRST AID TRAINING

These award-winning first aid workshops facilitated by Mini First Aid Nottingham and Derby Ltd. taught vital skills to children in a fun and engaging way, tailored to their age group.

All participants received a certificate of completion and an activity book to take home.



BLEED KIT TRAINING

This free training taught businesses how to respond swiftly to severe bleeding incidents and provided guidance on the use and maintenance of bleed kits.

89 individuals representing 29 city centre businesses completed the training. And an additional 22 bleed kits were handed to businesses who participated in the training to equip them to respond to an emergency, should it arise.



What the businesses said:

“Really good, it’s always difficult doing training about serious issues and thankfully the facilitator leading it was really calm and welcoming. I feel that I have a better idea of what to do now and how to help.”

The Walrus

“Thank you for providing the training. Very informative and so useful to businesses in the city centre.”

National Ice Centre and Motorpoint Arena

“Overall the training is beneficial and something that more businesses within the city should get involved with.”

The Bell Inn, Greene King

SAFE SPACE PLEDGE TRAINING

In partnership with *Consent Coalition and Equation*, the Safe Space Pledge training gives workers and volunteers in Nottingham's night-time economy and hospitality industry the skills to address violence and abuse against women and girls.

Offered as a free 90-minute session (in-person or online), the training explores harassment and abuse in nightlife settings, including its impact on men, challenges myths and stereotypes, and provides strategies for bystander intervention and creating safe spaces.

Attendees also gained awareness of support options and the requirements for becoming a Safe Space Pledge venue, contributing to the city's commitment to improving safety for all.

121

Attendees for
training sessions

31

Individuals completed
the e-learning

42

Safe Space
accredited venues



What the businesses said:

"The training, schemes and accreditations have been very helpful in terms of our staff being better equipped to help those in need. We also feel that it has helped to bring us into the wider Nottingham community which is also very rewarding. The team at It's in Nottingham are great and we really appreciate what they do!"

The Barley Twist

"In line with our commitment to make Broadway a safe and welcoming space for all, our front of house managers and supervisors recently attended training around the Safe Space Pledge. We found the sessions valuable for improving our understanding of the key issues for women's safety in the hospitality industry, and also for identifying practical steps which we can now implement, to ensure our customers have a safe and enjoyable time with us."

Broadway Cinema



"I am genuinely proud as a Nottingham native to have this initiative in our city and to work in a venue that has committed to the Safe Space Pledge. As a citizen, I feel secure in the knowledge that the safety of women and girls in Nottingham is taken seriously. As a business, I feel strongly about being able to assist, provide a safe space for those in need and to support Nottingham throughout this programme. It is my hope that this becomes standard within the UK."

Leonardo Hotels



GREEN *HEALTHY* CITY

Our Green Healthy City initiatives continue to support Nottingham City Council's goal of creating a resilient, sustainable, and carbon-neutral city by 2028, and to the UK's first carbon-neutral city.

In addition, our projects this year have enhanced Nottingham city centre with planters which add colour and biodiversity to the city streets.

NOTTINGHAM BEST BAR NONE AWARD TROPHIES

It's in Nottingham worked closely with small, local recycling business Future Makers UK, to design and curate our stunning trophies for the Nottingham Best Bar None Awards 2024.

These trophies were made out of 100% UK recycled plastic, some of which was collected by the It's in Nottingham team and local businesses on our weekly Clean Champion litter picks.

Welcome to the
BEST BAR NONE
Awards 2024



CLEAN CHAMPIONS

Each week, we devote an hour to litter picking in different areas of the city centre. Over the past six months, this effort has resulted in the collection of over 100 bags of litter.

We invite members and partners to help make the city centre cleaner and greener for everyone – over the past months Crowne Plaza, Hilton Hotel and Park Plaza have joined us to experience this important, and surprisingly enjoyable activity. Anyone interested in joining us can email info@itsinnottingham.com.

CITY CENTRE CLEANER

It's in Nottingham continues to invest in additional cleaning services for member businesses. This has resulted in an extra 456 bags of rubbish being removed from the streets and front doorsteps of businesses.



LUSH

PROPAGATION STATION AND PARKLETS

In collaboration with LUSH and our city grower, a propagation station was installed at LUSH in April, cultivating around 72 varieties of plants, herbs, and flowers on a two-week germination cycle.

Since its inception, over 600 plants have been grown and planted in the Sussex Street parklet, where the public and culinary students from Nottingham College continue to harvest them.



LANDSCAPING AND GREENING

As part of our commitment to enhancing the landscaping and greenery of Bridlesmith Gate and Clumber Street, we have installed a total of 62 bee highway planters and hanging baskets.

Additionally, a dedicated bee habitat has been established within the newly unveiled Green Heart at Broad Marsh, further supporting urban biodiversity.



INDEPENDENT CITY

Supporting the smaller, independently run businesses in Nottingham is important to us as they both contribute to the city's retail and leisure offer and give Nottingham an important point of difference.

Our Independent City pillar acknowledges and encourages the small businesses which complement our established high street shops, bars and restaurants and ensures that through success, they can become the high street businesses of the future.



CHRISTMAS MARKET AT NOTTINGHAM CASTLE

This year’s event within the grounds of Nottingham Castle was bigger and better than ever, with over 70 stalls brimming with handcrafted gifts and seasonal treats, plus a special Makers Marquee showcasing small businesses – providing an opportunity for local independent business owners to trade in the city centre.

Families enjoyed free entertainment from Mary Christmas, the Lairy Xmas Fairy, and Magic Christmas Puddings, alongside face painting, Betty Twinkle’s antics, and a charming vintage swing carousel.

The food was irresistible, from mulled wine and hot chocolate by the bandstand to mouthwatering bites from Bah Bah Mezze,

Big Melt Cheese, and more, with sweet treats by The Pudding Pantry and Cheeky Pancakes. Live music, a vibrant Morris dancing spectacle, and a community carol sing-along rounded off the festive fun perfectly!



What the public said:

“Thank you for facilitating this fun event – and keeping it affordable during a difficult financial time for lots of people. More and more options for a day out can be expensive, whereas this was only £1 entry and no pressure to spend anything when there. The stalls that were there were really interesting and we enjoyed looking around them all. The Morris dancing kept us entertained for ages and it was great to see the choirs too. We are now well and truly feeling the festive spirit. Thank you!”

“Fantastic selection of stalls, friendly staff, loved the live singing – really added to the lovely atmosphere. Will definitely be back next year!”

“Amazing day out for all the family, really enjoyed the carol singers along with the other entertainment and access to the castle. The perfect combination of stalls and the perfect amount of people in attendance. I hope it’ll be on again next year as we’ll definitely be returning!”



What traders said:

“The event was so well organised and completely stress-free. The decorations were beautiful (especially the little touches like the garlands) and it was so helpful that the gazebos were put up before our arrival. Thank you so much for having us!”

“Great communications, super helpful staff, and a successful weekend!”



Event highlights

14,538

Footfall

89

Local businesses participated in the market

99%

Of traders* surveyed said they would apply to trade again in 2025

100%

Of traders* were extremely satisfied with the organisation of the event and the communication from It’s in Nottingham

53%

Of traders* generated up to £2,000 in sales revenue

*70 traders responded to the survey

79.3%

Of visitors** went on to explore Nottingham during their visit to the event

65%

Of visitors** surveyed stated they wouldn’t have travelled to Nottingham that weekend if not for the Christmas Market at Nottingham Castle

92.6%

Of visitors** said they would attend the Christmas Market again

**834 visitors responded to the survey

Social media impact



Impressions
125,534



Reach
154,519



Reel plays
109,704

INDEPENDENT ADVISORY GROUP

This quarterly group offers independent business owners in Nottingham an informal networking platform to share insights and discuss topics relevant to all businesses.

In September, we hosted our third successful session at an independent business, with 38 attendees representing 29 businesses, making it a productive and engaging forum.



IT'S IN *NOTTINGHAM* LEVY INVESTMENT

2024 IN SUMMARY

This year has seen the *It's in Nottingham* team deliver significant impacts across our five strategic pillars.

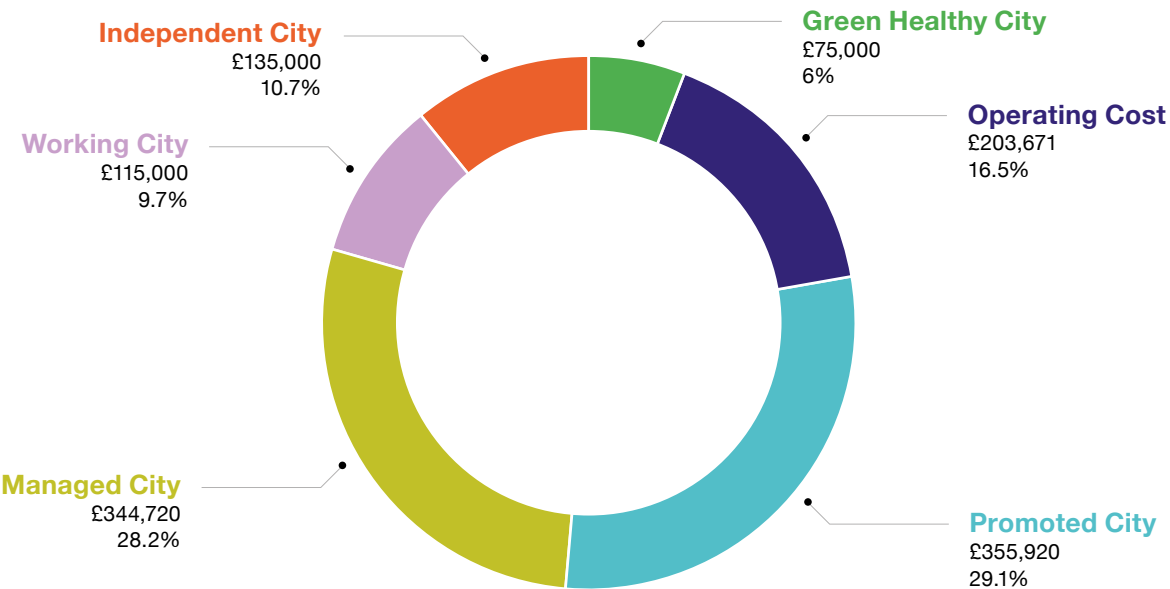
Invested in business crime reduction has remained high, in recognition of how it is a priority for our members. This year has seen us enhance our Best Bar None scheme and commit additional resources to the Safe Space Pledge, Alert! app and to maintaining our strategic involvement in the Purple Flag scheme and national Business Crime Reduction Partnerships.

To drive footfall, economic impact, and positive PR for Nottingham, we've supported our members and independent

businesses by delivering bigger and more successful events, including Light Night, the Ay-Up Market, and the return of the hugely popular Castle Christmas Market.

At the heart of all our events and projects, we've stayed true to our green values, ensuring each project is delivered with sustainability in mind, and is promoted widely to Nottingham's city centre workforce and student population.

The chart below outlines our 2024 financial investment and weighting for each strategic pillar –



To drive footfall, economic impact, and positive PR for Nottingham, we've supported our members and independent businesses by delivering bigger and more successful events, including *Light Night*, the *Ay-Up Market*, and the return of the hugely popular *Castle Christmas Market*.



WHAT TO EXPECT IN 2025

2025 is shaping up to be an exciting year for It's in Nottingham. With our ongoing commitment to growth and innovation, you can expect a wide range of initiatives designed to make Nottingham a safer place to work and play, to enrich our city centre, delight visitors, and boost our members' businesses. Here's a glimpse of what's in store...

BUSINESS CRIME REDUCTION AND OPERATIONS

Creating a safe and secure environment for businesses and visitors remains at the forefront of our priorities in 2025.

RADIO SCHEME

In 2025, our enhanced radio scheme will strengthen real-time communication across the city. Members will have access to upgraded technology and streamlined processes to share intelligence swiftly, aiding in crime prevention and response coordination.

ALERT! APP

The Alert! app will see new features introduced to make information-sharing even more efficient. Alerts will be more targeted, ensuring members receive critical updates to safeguard their teams and premises.

VIVA SCHEME

The VIVA scheme will prioritise holding offenders accountable for violence against workers. Expanded reporting mechanisms and stronger partnerships with authorities will support victims and deter future incidents.

SAFE SPACE PLEDGE

Next year, the Safe Space Pledge introduces animations for public awareness and launches a champions forum, empowering members to lead and develop the community safety initiative.

FIRST AID TRAINING

Delivered by accredited professionals, the training will cover everything from minor injuries to major bleeds, ensuring you can respond confidently when needed. Tailored to your business needs, this initiative promotes safety and preparedness, fostering a more resilient community.



BEST BAR NONE

The Best Bar None scheme will continue to recognise and reward venues that prioritise safety, customer care, and responsible operations. Members can expect workshops, support with accreditation, and a celebratory awards evening to highlight their achievements in creating a vibrant and secure nightlife.

BCRP AND OPERATIONS HORIZON SCANNING

- Radio training (December and January date TBC)
- Purple Flag assessment outcome (30 January)
- NTU Wellbeing and Safety Fair (February date TBC)
- Supporting Sexual Violence Awareness Week (5 to 9 February)
- Hate Crime training (February date TBC)
- Bleed Kit training (February / March date TBC)
- Best Bar None assessments start (1 March)
- Saba Day (March date TBC)
- Safe Space Pledge training (throughout 2025 dates TBC)
- My Local Bobby (date TBC)
- Who's your Mate campaign (date TBC)
- Wisp (April / May date TBC)

PROJECTS EVENTS AND SPONSORSHIPS

Get ready for an expanded calendar of events that celebrate everything Nottingham has to offer, including:

NOTTINGHAM LIGHT NIGHT

In its 17th year and brought to the city by It's in Nottingham and Nottingham City Council, Light Night will return on Friday 28 February and Saturday 1 March 2025.

The event is expected to draw an audience of 40-50,000 residents and regional visitors into the city. This year we are excited to have successfully applied for an Arts Council England grant that has enabled us to commission local and internationally renowned artists as well as organisations to collaborate on a stunning installation at Old Market Square.

Other highlights include a partnership with Nottingham College, showcasing Fletchers Performing Arts Theatre and the college's commitment to ZERO – their sustainability pledge, a look at Nottingham Trent University's new Design & Digital Arts (D&DA) building – a space for creatives to learn, explore and innovate in state-of-the-art facilities, and a trail of nocturnal creatures which will welcome visitors to the new Green Heart.

We'd like to thank University of Nottingham and Nottingham Trent University, who have gifted us the technology and offered skilled practitioner time to what we hope will be a real showstopper!

NOTTINGHAM SOAPBOX CHALLENGE

We are excited to launch the first soapbox event in the city. Whilst the event itself will take place in spring 2026, we will be encouraging businesses and others to take part in a fun-filled day out in the city.



MARKETING AND COMMUNICATIONS

In addition to our regular campaigns, daily 'heartbeat' social media and website content, which in 2025 will focus equally on BCRP, Operations and Events, the marketing team will also deliver:

IMPROVEMENTS TO THE IT'S IN NOTTINGHAM WEBSITE

To further integrate the It's in Nottingham app into the website our What's On page will be developed to include selected live events and offers pulled directly from the app. This will make the website even more effective at promoting what the city centre has to offer and will add to the visibility of the app platform.

IT'S IN NOTTINGHAM BRAND FILM

Using the same cost-effective local supplier who creates our high-value social media content for events, BCRP and Purple Flag, the marketing team have spent this year filming with members across the city centre to capture the true spirit of Nottingham, and to showcase everything that the It's in Nottingham team do for our city. The film will be unveiled at a special screening at Broadway Cinema in March 2025.

STRATEGIC MARKETING

The marketing team will continue to support long-term strategic marketing projects to embed best practice and collaborate more widely with city centre members and anchor institutions. The established Nottingham Strategic Marketing Group, which includes amongst others, representatives from the University of Nottingham, Nottingham Trent University, DHP and Motorpoint Arena, will establish new ways for partners to work together – including the use of student content creators to bring the city's brand propositions to new and influential audiences.

We will support the development of the new strategic business plan for 2026 - 2031 and develop a communications and engagement calendar filled with high-value social media content to showcase our city and everything the It's in Nottingham team achieve.



WE ARE IT'S IN NOTTINGHAM

Our passion for Nottingham and commitment to support and promote our members will drive economic growth – creating a vibrant city centre which is a destination of choice for visitors.

Through every interaction we will build trust and inspire pride in our city centre, its businesses and its people to create a more attractive, healthier, safer, and greener place to live, study, work and play.



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