

## ADVERTISEMENT FEATURE

# Nottingham: Home to one strong talent pool

## COMMENT

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CEO of See Tickets



I arrived in Nottingham in 1989 from a small Herefordshire country town. To me, it was the biggest city on the planet at the time and full of opportunity.

28 years on I am still here operating a business with over 400 staff in 5 countries. 27 of those years have been spent with this same business. Our principal international operating locations today are as follows – Los Angeles, Paris, Berlin, Madrid and Nottingham.

Nottingham is the engine, the development centre and hub of our enterprise. We employ over 100 people here. Was the initial location a factor? It was, and maybe the biggest and this is why: From my experience, there is a strong talent pool in Nottingham that is happy to reside here and it is one of the city's greatest assets.

I am talking about the people who value their family and friends and the location in their lives – they are gold to a business like ours. My best staff are locals that grew up here and remain in the city. Without them and their dedication we would have achieved nothing at all.

I know we are not the only business thriving in the city who would attribute its successes to the people first. Independent traders, bars and restaurants continue to open in the city centre, providing a vibrancy I have not seen for a long time. People are staying – it's cool now.

There is also a credible start-up scene with an enthusiastic local authority. The future is bright here. Come along.

With remote working more and more a possibility, why not trade the light, air and noise pollution of London for somewhere more liveable? And anyway, 1 hr 40 on the train to London is a breeze.

Mix in the relatively low cost of living and great accommodation options and there is an extremely compelling reason to relocate or start a business in Nottingham.