

ADVERTORIAL: Bridging the gap between academia and the East Midlands business sector

The East Midlands and its three major cities of Leicester, Derby and Nottingham, is a dynamic business region home to some of the country's leading companies.

One of those is [Bradgate Estates](#), a powerhouse in the region's property and development sector having built and sold more than £90m worth of property in the last four years.

Developing brownfield sites across the East Midlands on behalf of the UK and European Pension Property Investment Fund, it brings an abundance of capital to invest into the growth of the region.

Its projects include a flagship 132-bed scheme on London Road in Leicester and a 117-unit private rented scheme in Nottingham's Lace Market. As landlords, Bradgate Estates also has 350 flats in Leicester and commercial retail properties.

Now in the lead up to arguably the most important business event for local firms, the East Midlands Top 500, the headline sponsor is sharing just how important retaining a local skillforce is for regional growth, especially in the time of an everchanging economic climate.

An event it hopes will encourage inter-city dialogue and close the gap between the region's excellent academic and business sectors, enhancing economic prospects for all.

The East Midlands Top 500 gives recognition to the region's most successful firms.

The Top 500 listing not only highlights regional companies that are growing into national brands, but also international

powerhouses, and established international brand names such as Boots, Rolls-Royce, NEXT and Toyota.

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Bradgate Estates aspire to be in the ranks of the future Top 500 and as headline sponsor of the event, call on local firms to support this initiative.

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Managing director Joseph Levy said: "Anything that can create a spotlight for the East Midlands as a united region and inspires others is great.

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"The listing is very important, not just for companies that are mentioned but it highlights the need to work together as a region to build strength and inspire others to grow.

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"We think this is the perfect opportunity to give back to bridge the gap between academia and business. We believe in building strength within the community by working together, keeping wealth within the region by employing local labour, suppliers, business professionals and lawyers.

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The East Midlands Top 500 is a partnership between research teams at De Montfort University, the University of Derby, Nottingham Trent university, the East Midlands Chamber and Reach Plc.

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The networking event takes place on Tuesday, July 5, 2022.

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Continuing on the importance of regional investment, Josphe Levy said: "I encourage our local companies to host more of our local university and business school graduates to capitalise on the knowledge and skills they can offer.

"The biggest commodity of keeping wealth within the region is the people itself, especially as all the major universities are helping provide the link between skilled graduates, businesses like ourselves and sponsorships in the region.

"A chance to remind companies of the many highly skilled graduates in the region and if we invest in them we invest in the region."



Its 117 unit site in Nottingham's Lace Market, forward funded by Edmond De Rothschild for £17.3m

Representing Leicester

Alongside the Top 500 event, Bradgate Estates continues to give back to the region through investing in its people.

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[listing is so important](#)



BusinessLive

One project it works closely alongside is the Future Me Project with De Montfort University. This retention programme teaches students how to progress from student life, to the life of a private citizen.



Covering topics that can suddenly become overbearing as you enter professional life like finance, transport and wealth management, it comes in to support the housing aspect of the programme. Providing presentations to help students navigate the jump into professional life.

Bradgate Estates is also heavily involved with [Team Leicester](#), a private public partnership, to bring inward investment into the city at events including the Leicester Business Festival and at MIPIM, the largest property and construction festival in the world.

You can find Bradgate Estates' current projects across the East Midlands on its website, [here](#).

The Top 500 is compiled by the Business schools at [Demontfort University](#), [University of Derby](#), and [Nottingham Trent University](#).