

ADVERTORIAL: Retaining talent in the East Midlands: The link between the region's business sector and graduates

Developing brownfield sites across the East Midlands, Bradgate Estates is one of many successful companies playing its part in the economic development and growth of the region. Bradgate, which identifies brownfield sites throughout the East Midlands to develop on behalf of UK and European Pension Property Investment Funds, brings fresh capital to invest in the region.

Working with regional contractors and utilising local professionals such as architects and lawyers and local manufacturers. Bradgate's core business is managing its investment of a large portfolio of residential, retail and industrial properties throughout Leicester, including a 138-bed scheme in Leicester's London Road next to the train station.

Now working to retain wealth and to bridge the gap between academia and business, the Leicester-based firm is encouraging the region's Top 500 Companies to use graduates from the region's great universities to keep talent in the city. This dynamic region encompasses three county cities, Leicester, Nottingham and Derby, and is home to internationally recognised universities producing world-changing research.

This results in innovations with commercial applications which depend on partnerships with public and commercial enterprises to reach their potential markets. Joe Levy, managing director at Bradgate Estates, explained the importance as the firm continues to sponsor the East Midlands' Top 500 Companies

index. He said: “Local universities are creating business leaders of tomorrow and this initiative shines a light on some of your region’s success stories... ‘from little acorns great oak trees can grow’.

“This is our way of encouraging inter-regional and company dialogue and closing the gaps between the region’s businesses with our excellent academic sector, local councils, and the East Midlands Chamber of Commerce to enhance the economic prospects for all in the region.

“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.”

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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](#).