

Inward Investment Case Study

REV Project Objective

The Rev Project will provide a variety of marketing communications and brokerage services which will raise the profile of all the different project areas hopefully leading to an influx of Inward Investment into the Breckland Area.

REV successfully assists company to move into Breckland.

The Requirement

If Motorsport had identified the need to move some of its existing work from its base at the Knockhill race circuit in Scotland, to some new premises close to a race circuit in England.

Initially they were looking at relocating to either the Silverstone or Brands Hatch areas.

On further investigation they discovered REV and what assistance REV could offer to a new company moving into the Breckland area.

The Solution

REV developed a programme to aid companies looking to relocate to the Breckland area.

In this instance promoting the location of Snetterton race circuit within Breckland and it's proximity to motorsport valley as a key factor together with the benefits of working and living in Breckland.

In relocating, companies face many questions. REV provided the answers to these questions. From where is the best location for my business, the best town to live in, possible supply chain/customers in the area and the future growth potential of the Breckland and wider area.

located in the vicinity of Snetterton Race Circuit. A number of premises were sourced and viewings were arranged.

On successfully negotiating terms of the lease, the company moved into their new premises within a couple of months.



If motorsport have gone from strength to strength since moving into their new premises near Snetterton. They have already expanded their operations and have now set up If Bitz to provide race car components and equipment.

Rev has also assisted If Motorsport by way of a grant to assist in the purchase of new tooling.

Bryce Wilson from If Motorsport said *"Without REV we wouldn't have moved to Snetterton and benefitted from the REV grant. Their assistance was key to our move"*

The Result

REV met with If Motorsport to discuss their needs. It was identified the benefit of being