

**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 on Inward Investment into the Breckland area.



**REV successfully assists company to move into Breckland.**

**The Requirement**

After having a very successful season in 2006 winning the Mini Challenge, Advent Motorsport were looking to expand their operations and move into larger premises.

With the rental prices near Brands Hatch not the most competitive. Advent Motorsport were looking at the option of relocating the team.

They were looking for a unit of approximately 2000 sq ft with the possibility of further expansion and plenty of on site parking.

On further investigation they discovered Rev and what assistance Rev could offer to a company moving into the Breckland area. So the search for new premises began.

**The Solution**

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

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 Breckland and the wider area.

In this instance promoting the benefits of doing business and being located in the Breckland area was a key factor in attracting Advent Motorsport into the area.



**The Result**

Rev met with Advent Motorsport to discuss their needs. It was established the location and size of premises that would best suit their needs.

Rev located a number of premises that matched their criteria and arranged a number of viewings.



Advent Motorsport moved into their new premises after agreeing to purchase the premises.

Since settling into the area, Advent Motorsport has added a second unit as the number of cars they are running have increased.

Rev has also assisted Advent motorsport by way of a grant to assist the purchase of new equipment for their workshop.

Andrew Crighton from Advent motorsport *"the Rev Project was the catalyst for Advent Motorsport to move to Thetford. The levels of enthusiasm of the Rev officers was considerably greater than other areas and the transparency in the grant process was much greater than say the Welsh Development Agency"*