

# 2026 CALENDAR

## PROJECTS

### 20 JAN | *Thrive Event*

Join us to celebrate 2025 and look ahead to an exciting new year ahead

### 6 & 7 FEB | *Nottingham Light Night*

Take advantage of event footfall, open later to promote your business

### 27 - 29 MARCH | *Ay-Up Market*

Book a stall for your independent business

### 10 MAY | *Nottingham Super Soapbox Challenge*

Join us as a sponsor and see the Old Market Square come alive!

### 1 - 14 JUNE | *Restaurant Week*

Tempt customers with a special fixed price menu

### 1 - 31 AUGUST | *Robin Hood's Adventure Trail*

Use the app to promote offers for young families

### 8 SEPTEMBER | *Best Bar None Awards*

It's time for accredited venues and partners to celebrate and join the party!

### OCTOBER (TBC) | *Student Night*

Promote your city centre business to thousands of new students

### 24 OCTOBER - 1 NOVEMBER | *Nottingham Halloween Festival*

Use the app and socials to promote offers for young families

### 16 NOVEMBER | *Big Red Bow / Xmas decor*

Use the bow to spread Christmas cheer!

### 27 - 29 NOVEMBER | *Christmas Market at Nottingham Castle*

Book a stall for your independent business

## SPONSORSHIPS

### 26 MARCH | *Base 51 Awards*

### 18 & 19 APRIL | *Elite Ice Hockey Play-offs*

### 20 MAY | *Young Creative Nottingham*

### 30 MAY | *Green Hustle*

### 25 JUNE | *Fashanne*

### 25 JULY | *Notts Pride*

We're always busy looking for new sponsorship opportunities so keep an eye out for more exciting announcements during the year.

## TOP TIP

Think about ways to align your marketing to these periods of higher footfall and excitement in the city centre.

AND THERE'S MORE...

# OPERATIONS

Our dedicated Business Liaison and Engagement team are here for you, keeping in contact and organising useful activities throughout the year.

These include regular Clean Champions litter picks, Gift Card support, First Aid training, app support and our popular member breakfast events.

To find out more, email [info@itsinnottingham.com](mailto:info@itsinnottingham.com)

# BUSINESS CRIME REDUCTION

**JAN / FEB** | *Bleed Kit Training*

**FEBRUARY (TBC)** | *Purple Flag Awareness*

**MARCH - SEPT** | *Best Bar None Assessments*

**MARCH (TBC)** | *BCRP Awareness Week*

**SEPT/OCT (TBC)** | *Safe Space Pledge Awareness*

**OCTOBER** | *Inclusive Recovery City Activities*

**NOVEMBER (TBC)** | *Safer Business Action (SaBA) Week*

**THROUGHOUT 2026** | *Street Aid Awareness*  
*Safe Bus Refit and Promotion*  
*VIVA Scheme*

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## It's in Nottingham app

Our app platform is growing, with over 26k users and new features and marketing activity planned for 2026 including an improved events listing. Make the most of this popular platform by keeping your profile and offers up to date to promote your business.

## Nottingham Gift Card

With over 135 businesses now accepting the card, look out for more promotion in 2026. Want to be part of the scheme, or our marketing activities? Let us know!

## Independent Nottingham

We meet with independent high street businesses quarterly to share opportunities with It's in Nottingham and partners. To find out more, please email [jake@itsinnottingham.com](mailto:jake@itsinnottingham.com)

## Member Breakfasts

Join us at our regular networking events to hear about economic trends, projects to get involved in, and more.



DOWNLOAD OUR  
2026-2030  
Business Plan

GET INVOLVED  
*let's talk*

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