Ventas Central Target the North of England as Potential New Market

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Event sales and marketing firm, Ventas Central announce plans to invest in market research to aid their expansion into the North of England.

Ventas Central plan to test marketing campaigns in the North of England over the next 3 months before deciding which city is best for their expansion into the North. The research will include travelling to towns, starting with Northumberland, Westmorland, Durham, Newcastle and Sunderland.

Josh Peace Managing Director for Ventas Central has successfully expanded his business model into 12 UK markets to date and has stated that, “by spending time in these towns in the North of England prior to potentially expanding into these regions we aim to gain an understanding of which elements influence consumer buying decisions, how competitive these markets are and how much demand there is for the event services we supply.”

Effective market research can reduce unnecessary expenditures, by understanding the audience and launching market campaigns that are more appealing to customers based on their individual needs. ‘Location can play an important role in marketing. Behaviours definitely differ by county so by running some test campaigns in various towns we can get a clear picture of which sales and promotional tactics work best in each individual town,’ states Josh Peace of Ventas Central.

The North of England is currently a great place to expand a business. The Rural Development Programme for England have set up the Small Business Growth Fund, a grant designed to boost enterprise and small business growth across much of rural Northumberland, County Durham and Gateshead. The ‘Small Business Growth Fund’ complements other support available in the North for Entrepreneurs and is seeking to support over 30 micro enterprises in 2013.

Ventas Central will complete the research in 3 phases and plan to expand their business model into at least 1 of the 5 towns considered in this research project.

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