

# AUDIENCE AND MARKET

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# AUDIENCE AND MARKET

## Where are we situated

King Street, Nottingham, NG1

We are situated in the heart of Nottingham as our firm is near the university, we closely aim to work with Nottingham Trent University students, giving young architects, a world into designing sustainably.

As these are already existing buildings, we follow the ethos we strive for our firm, embedding sustainability into the heart of our key design principles.

## Local competition

CPMG Architects Ltd. 13 St Peter's Gate, Nottingham NG1 2JF

Peter Philips Developments

Rayner Davis Architects 2 St Peter's Gate, Nottingham NG1 2JG

Beckett Jackson Thompson Eldon Chambers, Wheeler Gate, Nottingham NG1 2NS

## Competition

CPMG have developed a portfolio of BREEAM (Building Research Establishment

Environmental Assessment Method) 'excellent' rated, PassivHaus certified and operationally Carbon Neutral buildings.

## How do we compete

As there are many architectural practices near our local vicinity, the way in which we have an advantage is that we have expert research as buildings will need to be more sustainable in order to require planning permission. Furthermore, by working alongside the Nottingham city councils' carbon neutral plan for Nottingham in 2028 by which we "Undertake research with partner to facilitate a local circular economy for material reuse in construction to reduce emissions, costs and improve sustainability". As we have specialized research in circular economy and therefore, we have the knowledge and expertise needed for the future of Nottingham.

## Initial target market Vs Future strategic market

Finding clients is a challenge in itself. However, for buildings to require the planning permission, the designs need to become more sustainable, and our firm specializes in circular economy. Whereas other firms in the local vicinity will also need to take sustainability into account, but as we are already doing this, we have an advantage.

## Insight mapping

By looking at our local vicinity to see why some buildings in Nottingham were denied planning permission, to root out if sustainability was one key aspect. However, some information is classified and not public information, I branched out into the wider area of Nottingham.

### 11 And 15 Perlethorpe Avenue

#### Nottingham NG2 4JZ

Planning permission on the windows was refused by virtue of material (uPVC) would be harmful to the historic and architectural character of the conservation area



# STRATEGIES AND TACTICS

STRATEGIES	TACTICS
Ensure we know who our target audience is.	See what local businesses lack and build on this in our own business.
Get planning permission for our clients.	We design carbon neutral using circular economy meaning we are adhering to government guidance.
Keep audience aware of ongoing sustainability work.	Update regularly on Social Media.
Expanding our clientele.	Advertise regularly on Social Media.