

Why live in the East Midlands?



Lifestyle & Environment

A region offering a mix of tranquil countryside, outdoor adventures, lively cities, and coastal getaways, with standout natural attractions.

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Exceptional Connectivity

The East Midlands is centrally located with excellent transport links—including the M1, rail networks, and an international airport.

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Better Value Living

Housing is significantly more affordable than London and the South East, while still enabling commuting.

A Region with space to Grow, Connect, and Thrive!



A Growing, Ambitious Economy

A major hub for logistics, manufacturing, transport tech, food production, and life sciences.



Education & Innovation

The region blends academic strengths with innovation, high quality Early Years provision, primary, secondary and special schools and diverse out of school activities.



Wellbeing & Specialist Support

Outstanding-rated special schools and specialist provision supporting families with emotional wellbeing and Special Educational Needs and Disabilities ensures tailored support across the region.



Culture, Heritage & Local Delights

Blending a rich, diverse heritage with local charm, each county brings its own identity - inclusive, adaptable, and full of character.



Children's Services Collaboration

The Regional Improvement and Innovation Alliance (RIIA) brings together 10 local authorities to share expertise, collaborate and encourage sector-led support.