

From the Office of the Minister



Department of  
**Enterprise, Trade  
and Investment**

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**Our Ref: DETI SUB 1053/2015**

Mr James H Allister QC MLA  
Constituency Office  
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3 July 2015

*Dear Jim,*

You asked the following questions in the Assembly, which were due for answer during April 2015:

- *AQW 45502/11-15 - how many jobs were created by Invest NI in each constituency in 2014/15.*
- *AQW 45503/11-15 - how many visits by potential foreign direct investors took place to each constituency in 2014/15.*

In my response I indicated that I would make the information available to you following a data verification exercise. This exercise has now been completed and the outstanding information is attached at Annex A.

I have also placed a copy of this letter in the Assembly library.

Yours sincerely

**JONATHAN BELL MLA**  
Minister of Enterprise, Trade and Investment

## Annex A

### AQW 45502/11-15 - Answer:

The table below presents the number of new jobs created during 2014/15 by projects supported by Invest NI, broken down by Northern Ireland Parliamentary Constituency Area (PCA).

#### Invest NI New Jobs Created by PCA

<b>PCA</b>	<b>2014-15</b>
BELFAST EAST	1,070
BELFAST NORTH	425
BELFAST SOUTH	974
BELFAST WEST	371
EAST ANTRIM	198
EAST LONDONDERRY	255
FERMANAGH AND SOUTH TYRONE	521
FOYLE	662
LAGAN VALLEY	439
MID ULSTER	663
NEWRY AND ARMAGH	641
NORTH ANTRIM	259
NORTH DOWN	155
SOUTH ANTRIM	816
SOUTH DOWN	356
STRANGFORD	165
UPPER BANN	1,076
WEST TYRONE	304
NOT LOCATED	60

#### Notes

1. Not Located refers to those businesses that have not yet confirmed a location.
2. Invest NI revises performance data on a regular basis to ensure that it reflects implemented projects; therefore, the data above may differ to previously published information.

## AQW 45503/11-15 - Answer:

Invest NI promotes Northern Ireland as an attractive and viable location for inward investment opportunities to new investors, along with the parent companies of existing foreign owned investors. Northern Ireland's investment proposition is therefore promoted on the basis of a talented and loyal workforce, advanced telecoms infrastructure, high skilled business clusters, a pro-business environment, competitive operating costs and proximity to major markets.

The requirements will vary depending on the nature of the project, but a company will typically look at existing investors in the same business sector (Invest NI's key target sectors being ICT, business and professional services, financial services and renewables); universities and colleges that offer courses relating to that sector; and suitable, available property.

Areas in which these desired features do not exist, or are not clearly presented, are unlikely to attract the attention of potential investors to visit or locate in the area. In addition, potential investors are often drawn to population centres that they consider will provide the appropriate number of suitably skilled potential employees.

Therefore a clear understanding and evidence of skill demographics for any region would greatly assist a potential investor in considering a particular area.

Ultimately the investor will make the decision as to where they visit and locate based on their specific business needs and having considered the options available to them.

The table below presents the number of visits made by potential inward investors during 2014-15 broken down by Northern Ireland Parliamentary Constituency Area (PCA).

### Invest NI Inward Investment Visits by PCA (2014-15)

PCA	2014/15 VISITS
BELFAST EAST	24
BELFAST NORTH	23
BELFAST SOUTH	61
BELFAST WEST	13
EAST ANTRIM	11
EAST LONDONDERRY	5
FERMANAGH & S TYRONE	2
FOYLE	11
LAGAN VALLEY	3
MID-ULSTER	2
NEWRY & ARMAGH	2
NORTH ANTRIM	0
NORTH DOWN	2
SOUTH ANTRIM	2
SOUTH DOWN	1
STRANGFORD	1
UPPER BANN	4
WEST TYRONE	2

**Note:** In addition to the above listed visits, Invest NI has also facilitated a number of visits by other organisations e.g. influencers, overseas governments and trade bodies, which serve to strengthen FDI & Trade links in overseas markets.