

## Developing a Local Industrial Strategy for Norfolk and Suffolk Engagement Pack - Note

Government has asked each place, led by LEPs or Combined Authorities, to prepare a local industrial strategy by March 2020. The primary purpose of the local industrial strategy is to set out how future growth and productivity gains can be achieved in ways that benefit the whole population and, crucially, to start to make the case for future growth funding, once the current round of UK and EU growth funding is complete.

Government has set out its expectations that local industrial strategies are specific about the distinctive contribution and strengths that each place can offer.

It is not yet clear what funding for growth and infrastructure is going to look like post March 2020. But our industrial strategy is an important opportunity to show Government the future potential of the Norfolk and Suffolk economy and why it makes sense for private and public investment to come here.

The Local Industrial Strategy is the next stage in the evolution and implementation of the Norfolk and Suffolk Economic Strategy. It will build on the Economic Strategy by setting out in more detail the interventions collectively we will undertake to improved productivity and drive growth, with a particular focus on those market opportunities where we have distinctive strengths.

We have identified three strategic opportunities which the evidence shows are both distinct competitive advantages for Norfolk and Suffolk and where new markets and technologies are opening up significant business opportunities, as well as the need to change.

### What is the Engagement Pack for?

This engagement pack provides background information on the UK Government's Industrial Strategy White Paper, the role of local industrial strategy and the approach we are taking in Norfolk and Suffolk, including links to our existing Economic Strategy. It is designed to enable partners to stimulate discussion and input into shaping the Strategy, helping to ensure we achieve a 'best in class' Local Industrial Strategy that meets the needs of Norfolk and Suffolk. We want our local industrial strategy to be an action focussed plan which:

- Contributes to aims of Economic Strategy through action to **drive productivity** and **business growth**
- Focus on activity where we have competitive advantage and clear strategic opportunities. Don't try to cover everything or start again.
- Achieve Government recognition of our distinctive strengths and contribution, based on robust evidence
- Be business-led and owned by all partners
- Place Norfolk and Suffolk in prime position to secure Government funding and influence policy

### How should the Engagement Pack be used?

- This pack is designed so that individual sections can be used in a standalone way, or the whole pack can be used if that suits a specific session. Each slide has a notes page that explains what the slide shows and the main points that could be made in presentation.

- Please use the slides and questions to focus discussion on developing clear actions, focusing on what, how, who and when, not just general issues or requirements. “more technical skills” isn’t enough, for example.
- The questions are specifically designed to focus on the actions needed to deliver growth and productivity gains within the strategic opportunities – Agri Food, Clean Energy and ICT/Digital.
- Please provide input and feedback using the feedback template provided, and email it to [marie.finbow@newanglia.co.uk](mailto:marie.finbow@newanglia.co.uk)
- If you would like to discuss the session you are planning to use the engagement pack for, the LEP team would be happy to arrange a chat, please contact Marie Finbow [Marie.Finbow@newanglia.co.uk](mailto:Marie.Finbow@newanglia.co.uk) .
- The LEP team are keen to hear about any planned session please email [LIS@newanglia.co.uk](mailto:LIS@newanglia.co.uk) and let us know so we can include it on the engagement plan.

### **What Happens Next?**

All input and ideas generated through these discussions and sent back to us will inform how we develop actions and interventions, which will then be tested with partners before the strategy is finalised.