

NORFOLK AND SUFFOLK ECONOMIC STRATEGY PROGRESS REPORT



MAY 2019

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EXECUTIVE SUMMARY

This document provides an overview of progress being made since the Norfolk and Suffolk Economic Strategy was published in November 2017.

Norfolk and Suffolk's economy contributes £35bn a year to UK plc. The area boasts more than 66,000 enterprises and is the second fastest growing region for high growth firms in the UK.

In the last couple of years we have seen our economy grow, thousands of jobs created and wages rising, but productivity has only marginally improved. While we are seeing progress, the economic and political climate continue to bring uncertainty and it will be an uphill challenge to retain the same pace of growth.

Businesses, the LEP, local authorities, the voluntary and community sector, colleges and universities are all committed to aligning relevant actions and investment to deliver the Economic Strategy.

We have set indicators for the area to deliver and we measure progress towards our goals and ambitions. By 2036 we will have added £17.5bn in real terms to our economy, have created 88,000 new jobs, 30,000 new successful businesses and 140,000 new homes. In addition to that, we look to deliver a GVA per hour of £39, increased median wages by £200 more per week and 66% of the population holding NVQ3+ qualifications.

To measure success of progress against these

ambitions, New Anglia Local Enterprise Partnership is using eight economic indicators. These are Gross Value Added (GVA), jobs, businesses, housing, median wage, employment rate and skills.

Below is a summary of progress against each indicator based on the most recent data.

- Sustaining longer term GVA growth, even at a low to moderate rate, will remain a challenging but achievable target. The continued aim will be to move Norfolk and Suffolk's GVA growth rate closer to that of the UK average.
- Norfolk and Suffolk continued a strong rate of growth in jobs over 2016 and 2017, exceeding the indicator target of 0.5% growth in both 2016 (2.03%) and 2017 (0.52%). This impressive rate of growth amounted to 16,017 jobs in 2016 and 4,211 jobs in 2017. Maintaining this growth rate will be challenging in the years to come as the labour market is already robust, with strong employment rates.
- Net business growth in Norfolk and Suffolk eased off in 2018 with 0.05% growth, which amounts to 30 net businesses. This slowdown is consistent with a wider national trend of declining business growth rates. Many areas actually saw a contraction in their business bases in 2018, with Norfolk and Suffolk remaining above the UK average.
- Norfolk and Suffolk's rate of housing completions in 2017 (4,900) remained below the target of meeting 6,978 new homes. However, Local Plan allocations and permissions data do indicate that there could be quite a substantial upswing in housing completions to 2021.
- The growth in GVA per hour worked in Norfolk and Suffolk was strong against both the national average and comparator LEP areas. Norfolk and Suffolk grew GVA per hour worked in both 2016 (0.89%) and 2017 (0.03%) against a target of 1% growth per annum.
- Norfolk and Suffolk have seen depressed wage growth, in real terms, over the past two years. With wage levels contracting in 2017 (-1.04%) and only recovering some of this loss in 2018 (+0.87%). Despite this depressed level of wage growth, the area has experienced a better than average rise in wages in 2018 in comparison to similar LEP areas.
- Norfolk and Suffolk have seen particularly strong levels of growth in the employment rate over the past decade. To maintain this growth, the Economic Strategy sets a qualitative target of maintaining a consistently higher employment rate than the national average. In 2017, the employment rate of Norfolk and Suffolk dipped to 76% from a baseline of 76.9%. Despite this fall, there still remains a comfortable buffer against the UK average of 74.8%.
- Norfolk and Suffolk improved the skills base at a faster rate in 2017 than the national average and all of the comparator LEP areas. As such, Norfolk and Suffolk are starting to close the gap with NVQ3+ levels and are on track to achieve the level of growth required to meet the indicator target.

This report also highlights excellent examples of projects where investment has positively impacted on the local economy, community and skills.

BACKGROUND

The Economic Strategy for Norfolk and Suffolk was published in autumn 2017 and delivery started the day the Strategy was signed off with several existing projects and interventions already contributing to its delivery. There are two levels of delivery:

- **Local** - the Strategy sets out shared ambitions and identifies our *Priority Places* providing the strategic case for local partners' plans and interventions. Aligning local delivery, including the work of local authorities, business intermediaries, the voluntary and community and the education sector, with our shared strategic case ensures we shape the right approach for each of our *Priority Places*.
- **Strategic** – across the Norfolk / Suffolk geography investment and collaborative action is focused on delivering against those themes where the evidence demonstrates a partnership approach will have the greatest impact.

The Economic Strategy Delivery Coordinating Board is responsible for driving and coordinating the delivery of the economic strategy, discussing delivery plan gaps and identifying innovative solutions to deliver the objectives. Members of the board also act as champions for the strategy and liaise with local decision makers ensuring alignment with local plans.

The Board is chaired by LEP Chief Executive Chris Starkie and includes representatives from business intermediary groups and the education sector. All local authorities across Norfolk and Suffolk are also represented on the Board.

AMBITIONS

In light of the economic climate and political environment, we have examined our economic strategy and believe the ambitions remain valid. They are:

- **The place where high growth businesses choose to be**
- **An international facing economy with high value exports**
- **A high performing, productive economy**
- **A well-connected place**
- **An inclusive economy with a highly skilled workforce**
- **A centre for the UK's clean energy sector**
- **A place with a clear ambitious offer to the world.**



Dudgeon Offshore Wind Farm
(Credit: Jan Arne Wold)

JOURNEY SO FAR

Since the launch of the Norfolk and Suffolk Economic Strategy in November 2017, we have made good progress towards achieving our seven ambitions. The projects outlined below are just a few examples of how we have made a positive impact against our economic indicators.

The Norwich Northern Distributor Road has been opened, funded by the LEP and Government and delivered by Norfolk County Council.

Beccles Relief Road has been completed by Suffolk County Council, unlocking development at the Ellough Enterprise Zone.

Refurbishment and new development work is underway on Cefas (Centre for Environment, Fisheries and Aquaculture Science agency) in Lowestoft, Suffolk securing its future in the region.

Work is well underway on an £11m Energy and Engineering Skills Centre in Lowestoft which will provide training in the offshore energy, maritime and engineering sectors for over a thousand new learners.

Two major regeneration projects are underway in Ipswich, including the 'Winerack' building on the Ipswich Waterfront and new office space at the Maltings.

Town centre refurbishment of the Cornhill has been completed, creating over 3,000m² of improved space. This project was also a priority project for the 'Ipswich Vision' partnership.

Completion of the Ipswich Tidal Barrier – The £70m flood defence scheme began in 2016 and was supported by £6.6m from the LEP's Growing Places Fund.

In partnership with Great Yarmouth Borough Council a new headquarters has been built for lease by Proserv as principal tenant at Beacon Park Enterprise Zone - securing a key energy sector employer with around 250 local staff. Proserv are a major manufacturer and supplier of oil and gas well-head control systems.

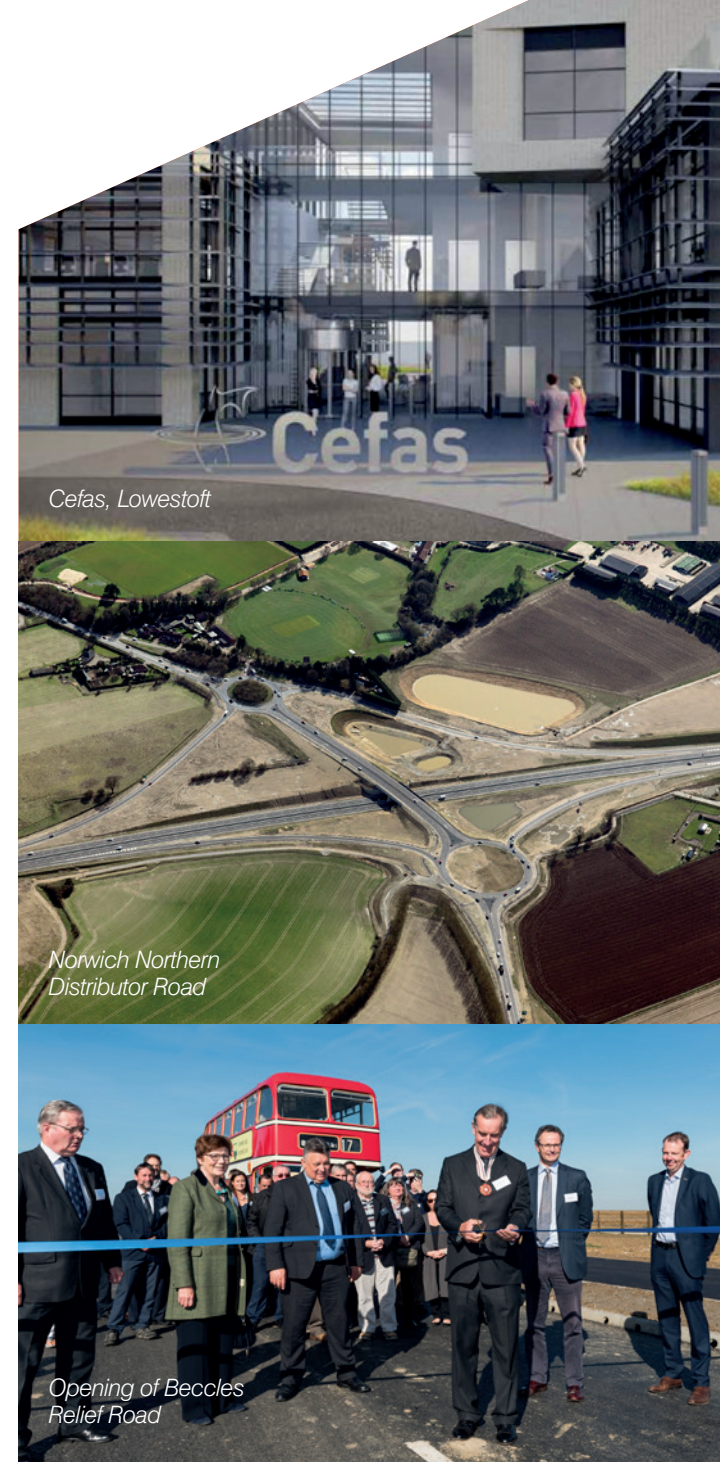
Work has been completed on the Great Yarmouth Rail Station forecourt, part of the work aimed at helping reinvigorate the town by improving the public realm and connection between the station and the town centre.

Work on the Norwich Area Transportation Strategy is well underway, being delivered by Norfolk County Council, to improve connectivity and access within the core retail and business district of Norwich by removing through-traffic, as well as improving the A11 corridor which connects the centre to growth areas in the southwest including Cringleford, Wymondham and Hethersett.

More than 900 new learners have now been realised through investments into the University Centre at the College of West Anglia and the Construction Training Centre at Easton and Otley College.

The LEP has reached the milestone of £25m of grants paid since 2013 through the Growing Business Fund and linked schemes with more than 2,000 jobs filled and over £160m in private sector investment.

The LEP has awarded £16.5m to new projects through its Capital Growth Programme.











Cefas, Lowestoft

Norwich Northern Distributor Road

Opening of Beccles Relief Road

ECONOMIC INDICATORS

To measure success we are using the following economic indicators, as outlined in the Norfolk and Suffolk Economic Strategy, published in 2017.

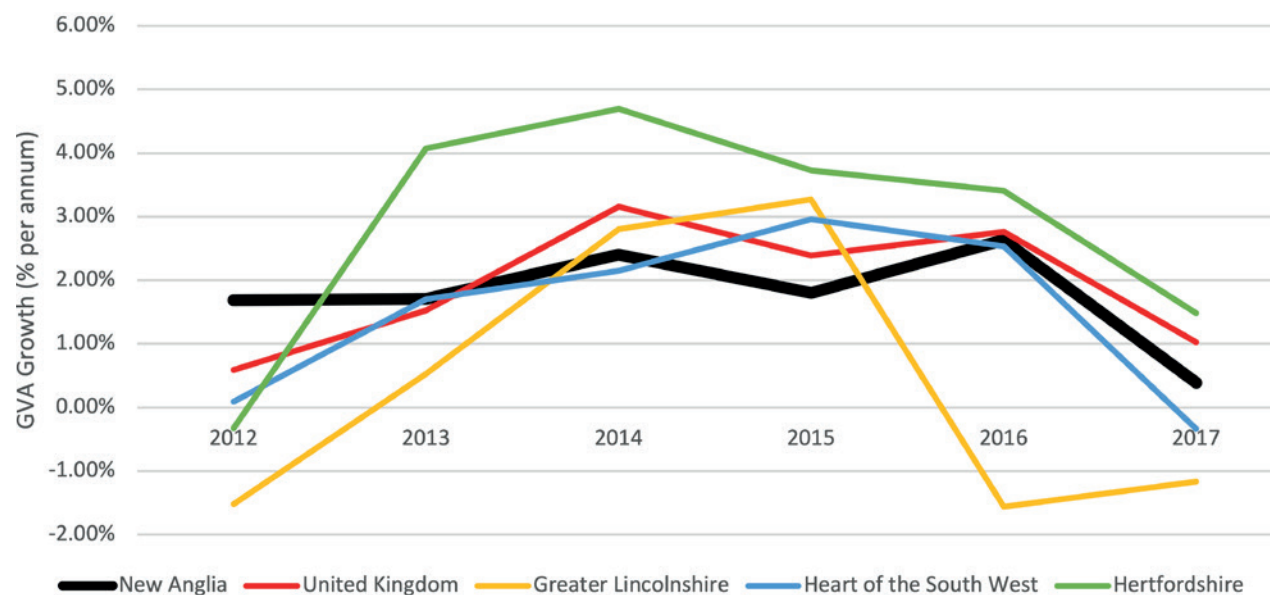
<p>GVA</p> <p>TARGET: 2% AVERAGE ANNUAL GROWTH</p> <p>RESULT:  GROW OUR ECONOMY BY £17.5BN IN REAL TERMS BY 2036</p>	<p>INCLUSIVE GROWTH: EMPLOYMENT RATE</p> <p>TARGET: CONSISTENTLY HIGHER THAN NATIONAL AVERAGE</p>	<p>RESULT:  A HIGHER PROPORTION OF PEOPLE ENGAGED IN THE LABOUR MARKET THAN ACROSS THE UK.</p>
<p>JOBS</p> <p>TARGET: 0.5% ANNUAL GROWTH</p> <p>RESULT:  88,000 NET NEW JOBS BY 2036</p>	<p>BUSINESSES</p> <p>TARGET: 2% ANNUAL GROWTH</p> <p>RESULT:  30,000 NEW SUCCESSFUL BUSINESSES BY 2036</p>	<p>PRODUCTIVITY</p> <p>TARGET: 1% ANNUAL GROWTH</p> <p>RESULT:  GVA PER HOUR OF £39 BY 2036</p>
<p>HOUSING</p> <p>TARGET: MEET THE OBJECTIVELY ASSESSED NEED</p> <p>RESULT:  140,000 NEW HOMES BY 2036</p>	<p>INCLUSIVE GROWTH: MEDIAN WAGES</p> <p>TARGET: 1.7% ANNUAL GROWTH</p> <p>RESULT:  £200 MORE PER WEEK</p>	<p>INCLUSIVE GROWTH: SKILLS</p> <p>TARGET: INCREASE NVQ3+ BY 1.4% AVERAGE (OVER EACH 5 YEAR PERIOD.)</p> <p>RESULT:  66% OF THE POPULATION WITH NVQ3+</p>

GVA

Norfolk and Suffolk maintained a moderate rate of growth in Gross Value Added (GVA) through 2016 (2.63%) and 2017 (0.38%). The growth rate in 2016 amounted to +£898m in real terms, which tracked above the indicator target of 2% annual growth. However, consistent with the wider national picture, the rate of growth declined in 2017 with Norfolk and Suffolk's economy expanding by +£134m in real terms, below the target growth level.

As the comparator profile above illustrates, Norfolk and Suffolk were in the middle of the pack in terms of GVA growth, broadly tracking just below the UK average. The growth rate exceeded that of the majority of the comparator LEP areas, with only Hertfordshire outgrowing Norfolk and Suffolk in both 2016 and 2017.

Sustaining longer term GVA growth, even at a low to moderate rate, will remain a challenging but achievable target. The continued aim will be to move Norfolk and Suffolk's GVA growth rate closer to that of the UK average.



(Source: ONS Gross Value Added by Local Enterprise Partnership 1998-2017. Figures in £m)

Area	Target	Baseline (2015) £m	Progress	
			2016	2017
New Anglia	2% annual growth	£34,113	2.63%	0.38%
UK		£1,692,039	2.76%	1.03%
Coast to Capital		£50,587	1.09%	0.20%
Greater Lincolnshire		£20,495	-1.56%	-1.17%
Heart of the South West		£33,332	2.53%	-0.34%
Hertfordshire		£33,755	3.41%	1.48%
York, North Yorkshire & East Riding		£23,872	2.10%	0.39%

2017
NEW ANGLIA
0.38%
UK
1.03%

JOBS

Norfolk and Suffolk continued a strong rate of growth in jobs over 2016 and 2017, exceeding the indicator target of 0.5% growth in both 2016 (2.03%) and 2017 (0.52%). This impressive rate of growth amounted to 16,017 jobs in 2016 and 4,211 jobs in 2017.

This rate of growth is more impressive when considered against the comparator areas, as shown in the table above, for both 2016 and 2017 Norfolk and Suffolk grew jobs at a faster rate than the UK and compared favourably against comparator LEP areas—only growing slower than the comparator areas in two instances over the two tracked years.

Maintaining this growth rate will be challenging in the years to come as the labour market is already robust, with strong employment rates. The current growth level is expected to be maintained ahead of the 0.5% target in the short-term.



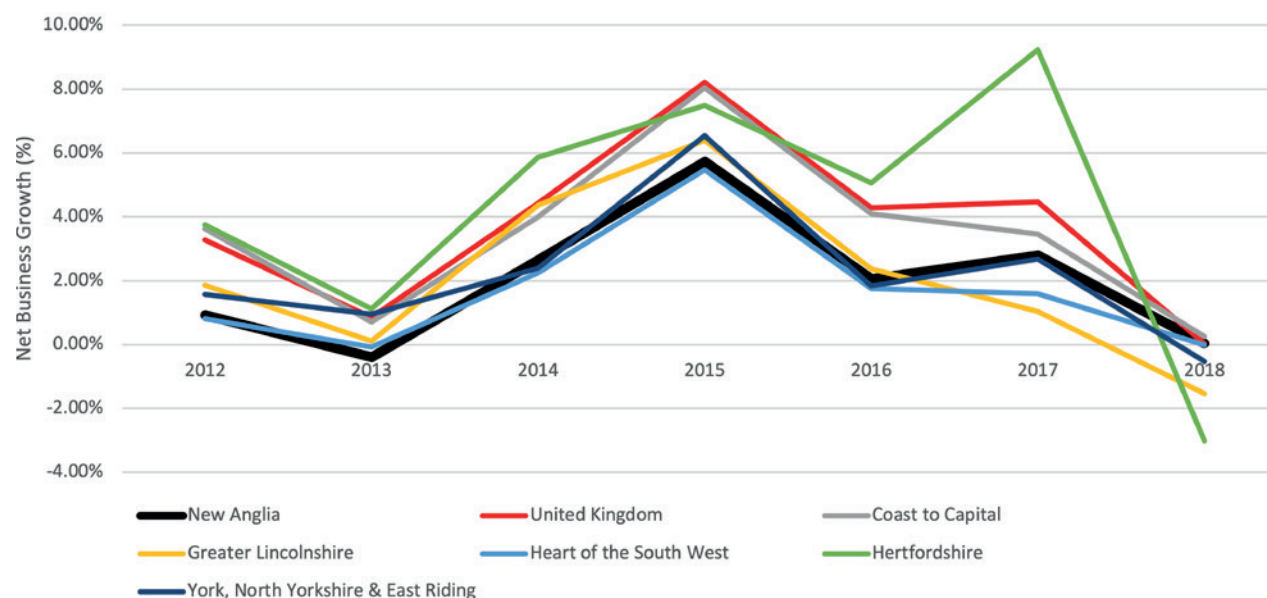
Area	Target	Progress	
		2016	2017
New Anglia	0.5% annual growth	2.03%	0.52%
UK		1.96%	0.43%
Coast to Capital		2.10%	0.46%
Greater Lincolnshire		1.35%	0.67%
Heart of the South West		0.80%	0.13%
Hertfordshire		1.11%	0.49%
York, North Yorkshire & East Riding		1.13%	1.31%

BUSINESSES

Net business growth in Norfolk and Suffolk eased off in 2018 with 0.05% growth, which amounts to 30 net businesses. This slowdown is consistent with a wider national trend of declining business growth rates. Despite the strong growth in net businesses of 2.79% in 2017, or 1,705 net businesses.

Despite the slowdown in business growth in Norfolk and Suffolk over the past year, the two counties compare favourably to the comparator areas listed in the table above. Many areas actually saw a contraction in their business bases in 2018, with Norfolk and Suffolk remaining above the UK average.

The wider trend of slowing rates of business growth could be attributed to a number of factors, such as continuing macroeconomic uncertainty and a slowing global economy. Meaning the target of 2% growth per annum is particularly ambitious.



(Source: NOMIS Business Counts)

Area	Target	Baseline (2016)	Progress	
			2016	2017
New Anglia	2% annual growth	61,015	2.79%	0.05%
UK		2,554,510	4.47%	0.02%
Coast to Capital		87,320	3.45%	0.26%
Greater Lincolnshire		37,840	1.04%	-1.53%
Heart of the South West		70,400	1.59%	-0.01%
Hertfordshire		58,305	9.23%	-3.01%
York, North Yorkshire & East Riding		52,305	2.68%	-0.52%



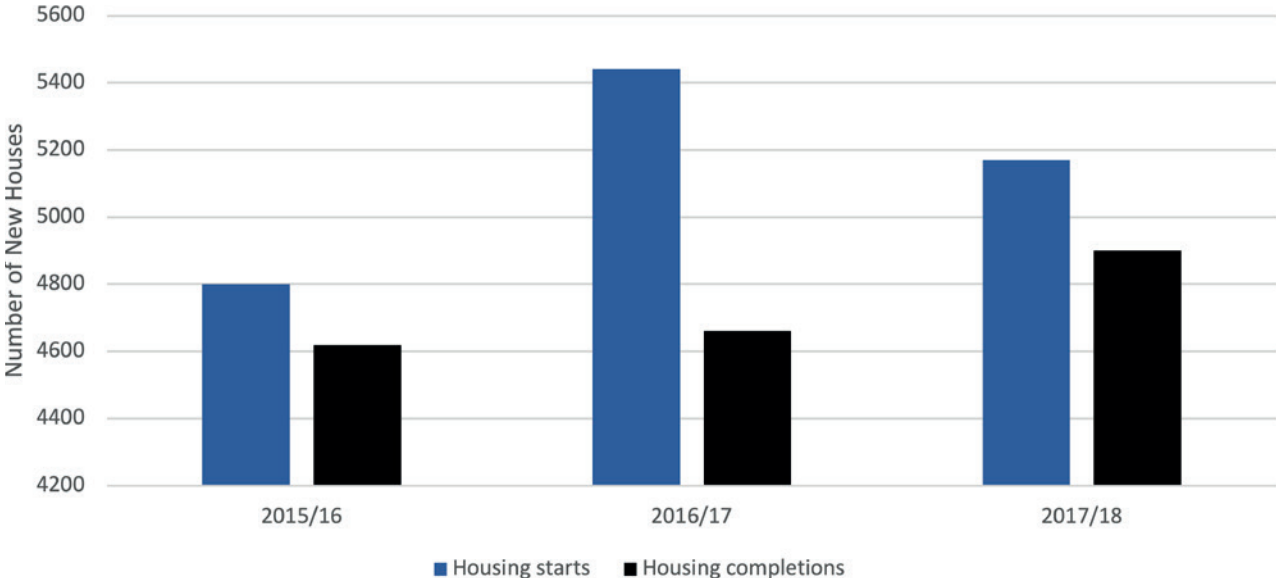
2017
NEW ANGLIA
0.05%
UK
0.02%

HOUSING

Norfolk and Suffolk's rate of housing completions in 2017 (4,900) remained below the target of meeting the Objectively Assessed Need (OAN). OAN averages out to approximately 6,978 new homes per annum required in Norfolk and Suffolk.

This challenge to meet OAN is part of a wider domestic trend, where supply has not met demand in the housing market for a number of years. However, Local Plan allocations and permissions data do indicate that there could be quite a substantial upswing in housing completions to 2021.

Given the historic delivery against OAN, this is considered an ambitious target. With the growth in the housing market also reliant on wider economic conditions such as low interest rates and the wide availability of credit. Short-term economic uncertainty could reduce demand for housing which would in turn impact completion numbers.

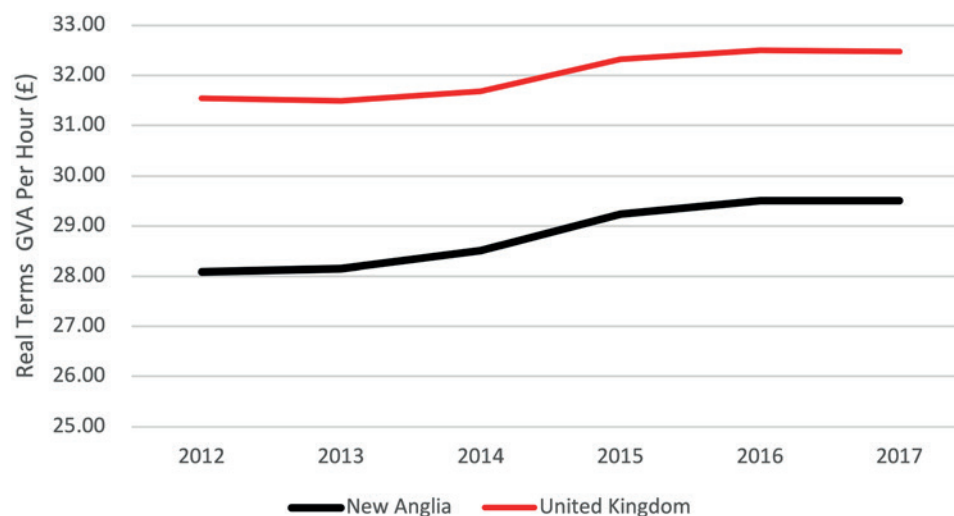


Area	Target	Progress
New Anglia	Meet OAN (6,978 new homes per annum)	4,900 completions

PRODUCTIVITY

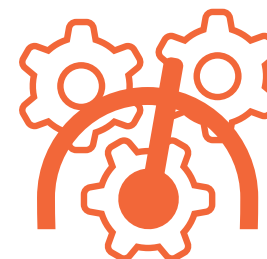
The growth in GVA per hour worked in Norfolk and Suffolk was strong against both the national average and comparator LEP areas. Only two of the comparator LEPs grew this indicator at a faster pace in both years. In fact, many comparator areas saw a net reduction in GVA per hour—particularly in 2017. Growth in productivity is a particularly important target, with central government emphasising the importance of productivity growth in the national Industrial Strategy. Norfolk and Suffolk grew GVA per hour worked in both 2016 (0.89%) and 2017 (0.03%) against a target of 1% growth per annum. This rate of growth amounted to £0.26 in 2016 and £0.01 in 2017.

With the uncertainty in forecasting this indicator, the initial growth rate indicates that 1% growth per annum is an ambitious target.



(Source: ONS Nominal (smoothed) GVA per hour worked (£); Local Enterprise Partnerships, 2004 – 2017)

Area	Target	Baseline (2015) GVA per hour £m	Progress	
			2016	2017
New Anglia	1% annual growth	£29.24	0.89%	0.03%
UK		£32.32	0.56%	-0.06%
Coast to Capital		£34.41	-0.97%	-0.79%
Greater Lincolnshire		£27.13	-1.26%	-1.27%
Heart of the South West		£26.52	1.17%	0.33%
Hertfordshire		£32.09	-1.13%	-1.29%
York, North Yorkshire & East Riding		£27.37	0.99%	0.47%



2017
NEW ANGLIA
0.03%
UK
-0.06%

WAGES

Wage growth has been particularly difficult to forecast in recent years, with wage growth lagging behind GVA growth in an unfamiliar way after the 2008 financial crisis. Norfolk and Suffolk have seen depressed wage growth, in real terms, over the past two years. With wage levels contracting in 2017 (-1.04%) and only recovering some of this loss in 2018 (+0.87%). This amounts to a reduction of weekly wages of £5.20 in 2017 and growth of £4.30 in 2018.

Despite this depressed level of wage growth, Norfolk and Suffolk track just below the national average in terms of percentage wage growth and saw a better than average rise in wages in 2018 when compared to the comparator LEP areas - as shown in the table above. However, this level of growth is below the required rate of 1.7% per annum to meet the economic indicator target.

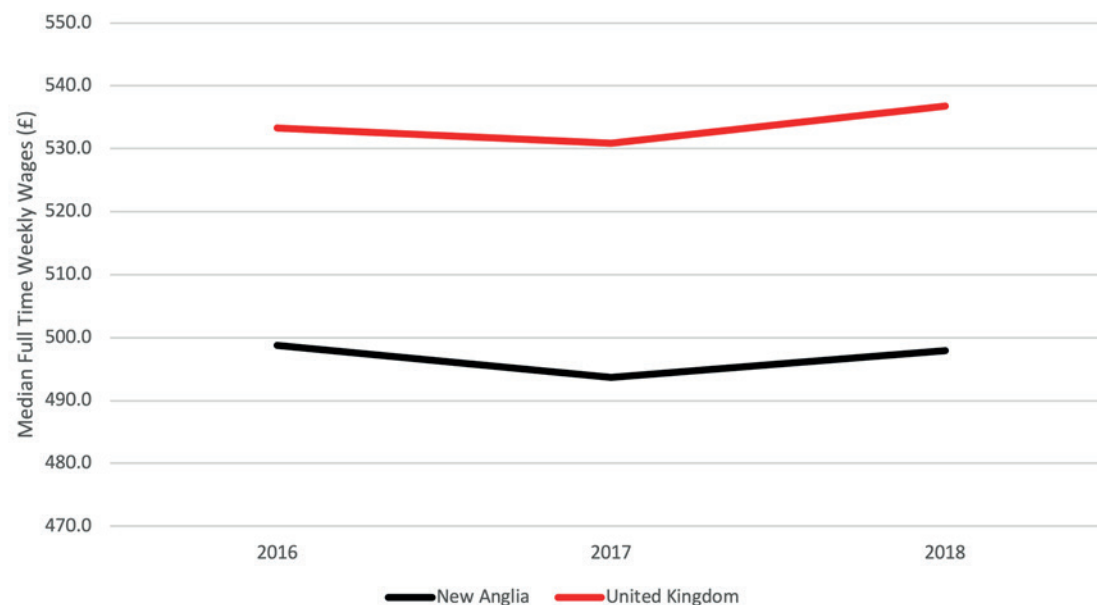
Looking ahead, the target annual growth rate in wages of 1.7% is particularly ambitious. Given the validity of the data available for this indicator we are exploring alternative more accurate ways to monitor this indicator.



2017

NEW ANGLIA
0.87%

UK
1.11%



(Source: ONS Annual Survey of Hours and Earnings - resident analysis, full time workers and gross weekly pay)

Area	Target	Baseline (2016)	Progress	
			2016	2017
New Anglia	1.7% annual growth	£498.8	-1.04%	0.87%
UK		£533.3	-0.45%	1.11%
Coast to Capital		£573.8	-0.63%	1.46%
Greater Lincolnshire		£474.4	-0.05%	0.48%
Heart of the South West		£476.1	0.98%	0.29%
Hertfordshire		£626.2	0.19%	0.22%
York, North Yorkshire & East Riding		£501.7	-0.43%	0.40%

EMPLOYMENT RATE

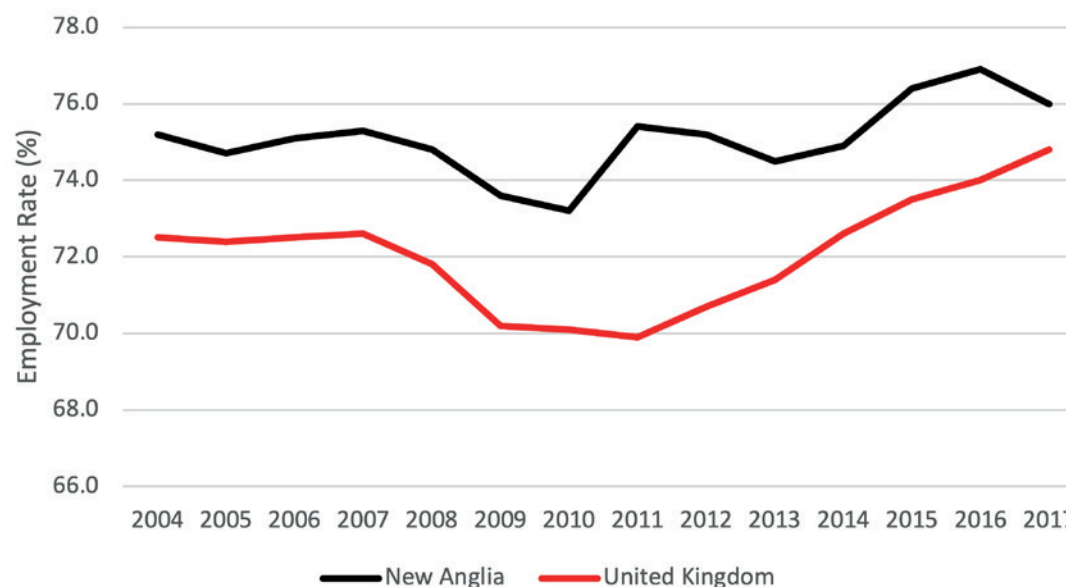
Norfolk and Suffolk have seen particularly strong levels of growth in the employment rate over the past decade. To maintain this growth, the Economic Strategy sets a qualitative target of maintaining a consistently higher employment rate than the national average.

In 2017, the employment rate of Norfolk and Suffolk dipped to 76% from a baseline of 76.9%.

Despite this fall, there still remains a comfortable buffer against the UK average of 74.8%.

Also, when compared against other LEPs, Norfolk and Suffolk track similar employment rates. With several of the LEP comparators also seeing a slight reduction in their employment rates from 2016 to 2017.

Looking ahead, labour market growth is expected to ease, which is largely attributed to the decreasing spare capacity in the labour market. It is expected, however, that growth in the actual employment rate will remain robust.



(Source: ONS Annual Survey of Hours and Earnings - resident analysis, full time workers and gross weekly pay)

Area	Target	Employment Rate (%)	
		2016	2017
New Anglia	Consistently higher than national average	76.9%	76%
UK		74%	74.8%
Coast to Capital		78.8%	77.3%
Greater Lincolnshire		73.3%	75.1%
Heart of the South West		75.3%	77.5%
Hertfordshire		78.6%	78.9%
York, North Yorkshire & East Riding		78.8%	77.2%



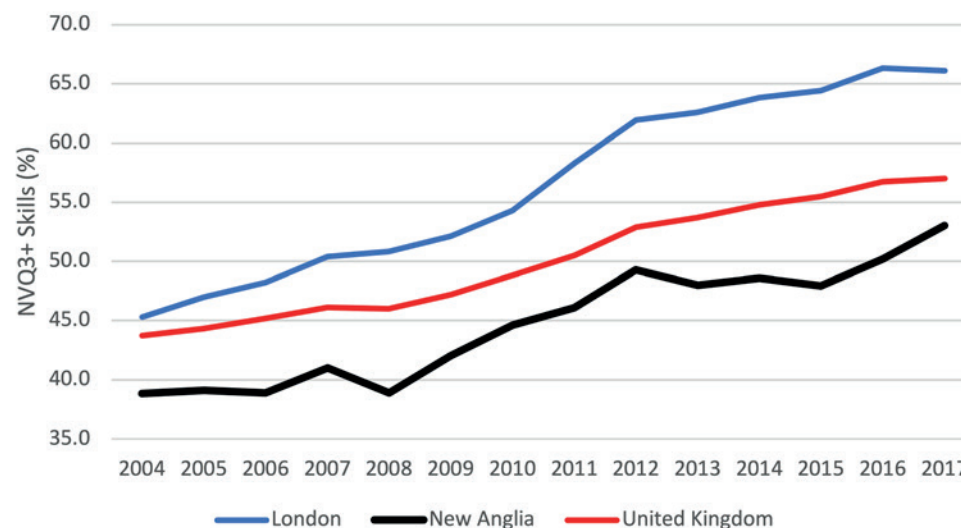
2017
NEW ANGLIA
76%
UK
74.8%

SKILLS

Historically, Norfolk and Suffolk have been behind the UK in terms of the percentage of residents with NVQ3+ qualifications. As such, the Economic Strategy set an ambition to increase the NVQ3+ levels by a 1.4% average over each 5-year period.

Norfolk and Suffolk made strong progress towards this ambition in 2017, with a growth in NVQ3+ levels of 2.8%, from a baseline of 50.2%. This baseline is set well below the national average of 56.7% and, as can be seen in the table above, only Greater Lincolnshire LEP has a lower baseline than New Anglia.

Even accounting for this low baseline, Norfolk and Suffolk improved the skills base at a faster rate in 2017 than the national average and all of the comparator LEP areas. As such, Norfolk and Suffolk are starting to close the gap and are on track to achieve the level of growth required to meet the indicator target.



(Source: ONS Annual Survey of Hours and Earnings - resident analysis, full time workers and gross weekly pay)



2017
NEW ANGLIA
2.8%
UK
0.3%

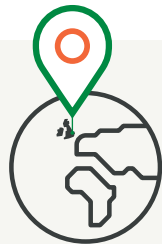
Area	Target	Baseline (2016)	Progress (2017)
New Anglia	Increase NVQ3+ by 1.4% average (over 5-year period)	50.2%	2.8%
UK		56.7%	0.3%
London		66.3%	-0.2%
Coast to Capital		62.7%	0.3%
Greater Lincolnshire		48.5%	-3.3%
Heart of the South West		57.7%	1.1%
Hertfordshire		58.8%	0.5%
York, North Yorkshire & East Riding		59.3%	0.0%

OUR PRIORITY THEMES

Our priority themes are those economy-wide opportunities where the evidence shows that investment and action will have the greatest impact on our ambitions and how we will deliver growth in all places across Norfolk and Suffolk.

The following pages highlight just some of the work taking place to deliver our ambitions through these priority themes by a cross section of partners. Further case studies will be published in the coming months, which will be available on the New Anglia LEP website.

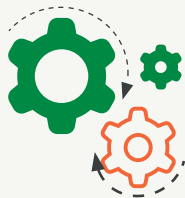
OUR OFFER TO THE WORLD



DRIVING INCLUSION AND SKILLS



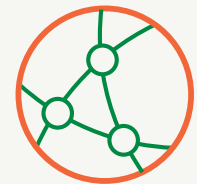
DRIVING BUSINESS GROWTH AND PRODUCTIVITY



COLLABORATING TO GROW



COMPETITIVE CLUSTERS, CLOSE TO GLOBAL CENTRES



OUR OFFER TO THE WORLD

Improving and communicating a clear, ambitious offer to the world is central to all our ambitions and targets and to attracting the people, investors and businesses of the future.



Case Studies

IMPROVING SUPERFAST BROADBAND IN RURAL AREAS

Impact: 160K invested by South Norfolk Council in a complementary wireless broadband service to provide everyone in South Norfolk with at least 10 Mbps download speeds.

The Superfast Broadband rollout programmes for Norfolk and Suffolk have continued to increase access over the last year – making a real difference to people living, working and running businesses across our region. Solutions are being sought to extend this access to all rural areas, as well as increase take up.

South Norfolk Council's investment in the Better Broadband for Norfolk programme has already made broadband available to over 91% of its businesses and residents; but recognising more needed to be done to reach the remainder, they have invested over £160,000 in a complementary wireless broadband service so that everyone in South Norfolk has access to at least 10 Mbps download speeds.

SUFFOLK DESIGN GUIDE

Impact:

The aim is to develop a county wide set of principles and practices to ensure good design is embedded in every stage of the development process. Over time this work will enhance the planning system through improved engagement between local authorities and our communities and wider development industry.

Funded by MHCLG, the Suffolk Local Authorities have been working with Wayne Hemingway, Design South East and Anthony Hudson Architects on a year long project to develop Suffolk Design. Unlike traditional design guides focused on how places should look, our work is focused on how places will work and ensuring that through consistent, early and comprehensive engagement good design can be built in to future developments.

Over 20 events have been held – ranging from Roundtable discussions to staff training; Member study tours to Developer Showcases; with feedback from these published at www.Suffolksdesign.uk. Additional work, reviewing all existing Suffolk guidance and plans; exploring national and international best practices and identifying future challenges that must be addressed through design in the built environment – e.g. the changing nature of transportation; working patterns etc; - has also been completed and is now being reviewed to develop new approaches.

Due to be launched later this year Suffolk Design will come in two parts: an online portal that provides information to support the public and private sectors and a common design management process for all Local Planning Authorities on how to manage design quality.

GREAT EASTERN MAIN LINE

Impact:

£1.5 billion investment by Greater Anglia with new spacious trains, free Wi-Fi, better timetables with more frequent services, and more peak time seats into London.
£2.2 billion investment to operate, maintain and renew our existing railways.

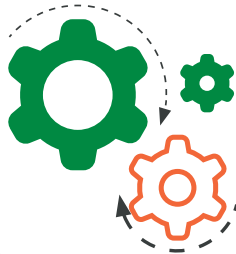
In 2014, the LEP launched a campaign for investment in the Great Eastern Main Line – the line running from Norwich to London Liverpool Street. This campaign received backing from over 100 of the region's most senior business and education leaders, representing more than 111,000 employees and students and more than 1,600 commuters and rail users.

It is through the success of this campaign and the strong case for investment made at that time, that we're now seeing £1.5 billion investment by Greater Anglia to transform our region's rail service with new spacious trains, as well as £2.2 billion Government investment awarded to Network Rail to operate, maintain and renew our existing railways – representing a 20% increase for the next five years, compared with the current financial period.

All of this has only been made possible because of the collaboration between politicians, business and education leaders across Suffolk, Essex and Norfolk.

DRIVING BUSINESS GROWTH AND PRODUCTIVITY

Our diverse economy is a real strength. Our work to support business will be driven by three goals – increasing investment, driving productivity and helping our firms move into new markets and products.



Case Studies

LOCAL PRODUCTIVITY CLUB

Impact: Free training and support is being offered to SMEs in West Norfolk through a new productivity club launched thanks to a grant of nearly £60K.

A local productivity club has been set up offering free training and support to small and medium-sized West Norfolk businesses following a grant from Innovate UK, the government's innovation agency.

The successful bid for funding was made through a collaboration between Anglia Business Growth Consultants Limited, the College of West Anglia and West Norfolk Council and the project aims to demonstrate that forming a group of small, low productivity companies from the same local area, together with support, can deliver significant productivity gains within four months.



Launch of the Local Productivity Club in West Norfolk

GROWING BUSINESS FUND: LDH LA DORIA

Impact:

Initial flagship development on the Sproughton Enterprise Zone involving 14 acres of developable land.

Significant local investment by an international company importing through the Port of Felixstowe. A minimum of 29 new jobs created in Ipswich. Average salary over £30k, beneficial for local GVA. Productivity and innovation model - automated picking cranes with energy recovery systems, fewer forklifts – increasing safety.

Work is underway on a flagship project close to the A14 on the Sproughton Enterprise Zone in Ipswich.

LDH La Doria is an ambient food importer, with its parent company based in Italy. With offices in Cambridgeshire and a temporary warehouse facility in Felixstowe, La Doria were looking for a site along the A14 corridor to construct a significant new state-of-the-art food storage warehouse.

Choosing between sites in Ipswich and Kent, La Doria determined that the offer of a business rates discount and a grant from the LEP's Growing Business Fund was enough to commit to a £46m investment in a new facility on the Sproughton Enterprise Zone in Ipswich.

This project marks a significant local investment by an international company importing through the Port of Felixstowe and creating up to 99 jobs, a third of which will be brand new to the company.

Representatives from New Anglia LEP and Ipswich Borough Council on site with LDH La Doria



NEW ANGLIA SCALE UP AND HIGH GROWTH PROGRAMME

Impact:

New Scale-up Business Support Programme. launched for businesses with high-growth potential Providing support to turn 'Silver' businesses into 'Gold'. Creating an exclusive community of like-minded peers and industry experts.

The LEP has recently launched its Scale Up programme supporting businesses with high growth potential. These companies have been categorised as 'Silver'. Those achieving growth in excess of 20% in terms of turnover or FTEs are categorised as 'Gold'.

The aim of the programme is to provide the business support necessary to turn 'Silver' businesses into 'Gold', engaging with potential high growth businesses throughout Suffolk and Norfolk and creating an exclusive community of like-minded peers and industry and topic experts.

The programme provides ongoing support and also understands and develops the nature of the high growth ecosystem required to generate growth across our region.

'THE ENERGY HIVE FOR NORFOLK AND SUFFOLK BUSINESSES'

Impact:

780 businesses supported to cut their costs and carbon.
£4.6 million savings (31,600 tonnes of carbon dioxide equivalent).
Over £1million in grants awarded.



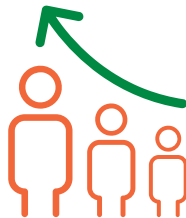
The Business Energy Efficiency programme (BEE) provides free support to eligible organisations in Suffolk and Norfolk to help them become more energy efficient. Support is provided through free energy reviews, grant funding and Carbon Charter Accreditation.

Since its launch, 780 businesses have been given energy audits identifying over £4.6million savings (31,600 tonnes of carbon dioxide equivalent) and 2,240 tonnes of associated carbon savings; 172 grants have been awarded, totalling over £1m and 81 businesses have received the Carbon Charter accreditation.



DRIVING INCLUSION AND SKILLS

Our people, whether in traditional careers, micro businesses, arts and culture or supporting others in the community are central to all our ambitions and goals. We want to raise and support aspiration across all ages. We have made good progress in raising skills levels, but we want to go further and faster, particularly for those already in work. We will help our young people set their ambitions high and understand the existing local careers available to them.



Warren Services with students at West Suffolk College



Case Studies

NEW ANGLIA ENTERPRISER ADVISER NETWORK

Impact:

100 Volunteer Enterprise Advisers from local businesses across Suffolk and Norfolk are supporting schools with delivering inspiring careers strategies. Collaboration between businesses and schools will prepare the next generation of workers.

Since 2016 the Enterprise Adviser Network has been working with Businesses and Educational Establishments across Norfolk and Suffolk to inspire and prepare young people for the fast changing world of work. Using Labour Market Information we highlight and promote the three key sectors of the Local Industrial Strategy, Clean Energy, Agri Food and ICT. By August 2020 we are committed to providing access to an Enterprise Adviser for every secondary school and college across Norfolk and Suffolk.

Aligning Careers Strategies against the Gatsby Benchmarks, a framework of eight guidelines that define the best careers provision in schools and colleges we aim to provide sustainable careers, enterprise and employer engagement plans.

SPOTLIGHT ON INDUSTRY 4.0 PROJECT AT WEST SUFFOLK COLLEGE

Impact:

An advanced manufacturing project that provides an industry 4.0 accredited training centre for the region. Development of Industry 4.0 based modules for students and employees of study
80 full time level 3 engineering students
50 part time HNC/degree Engineering Students
100 Engineering Apprentices
25 SME's employees

Industry 4.0 is a collaborative project between Warren Services and West Suffolk College to help address key structural weaknesses in workplace skills by providing training, ranging from Level 3 Engineering to BEng Degree programmes; as well as bespoke courses for existing employees and business leaders, to upskill their knowledge of production techniques and their effective implementation.

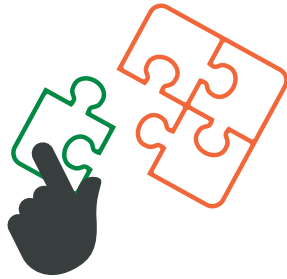
With all equipment delivered and installed, student teaching commenced in January 2019 with students now involved in learning the benefits of production facilities employing Industry 4.0 techniques and theories, to increase productivity. Equipment includes two new Haas machines and Festo equipment which are installed and being utilised for training.

A new smart factory training rig and the Haas CNC's are now fully operational with students learning how to set, operate and programme the machines, taking advantage of advanced options available through Industry 4.0 connected factories, to monitor cycle efficiencies and then optimising performance.

In addition, 14 Jobcentre Plus customers have been trained in a bespoke arrangement between the three partners aiming to return people to the workplace.

COLLABORATING TO GROW

The competition we face does not come from within Norfolk and Suffolk. Many of the opportunities we have come from our proximity to Cambridge and London as well as global markets. The new markets and investment opportunities we seek are national and global.



Case Studies

LOCAL ENERGY EAST

Impact:

The Local Energy East Strategy has helped increase knowledge both locally and nationally. The Strategy will help our area to further develop a varied mix of energy generation, storage and transmission solutions to facilitate growth, particularly in areas where energy capacity has proved a barrier to growth in the past.

Alongside the Cambridge and Peterborough Combined Authority and the Hertfordshire LEP, we were one of the first areas to develop a local energy strategy with key stakeholders.

The Strategy has helped increase knowledge of our energy sector both locally and nationally. Overall it will help our area to further develop a variety of energy generation, storage and transmission solutions to facilitate economic growth, particularly in areas where energy capacity has proved to have been a barrier in the past.

OPENING UP SUPPLY CHAIN OPPORTUNITIES

Impact:

New supply chain opportunities have recently opened up with the NHS.

The NHS has reformed its procurement processes – significantly reducing the admin burden of bidding for contracts.

Opportunities for firms with limited capacity to supply if they can offer quality and value.

The Federation of Small Businesses gave small firms in East Anglia an opportunity to learn about the new supply chain opportunities available to them with the NHS.

Approximately 60 local businesses attended an event in Newmarket in November 2018 to get an understanding of the NHS's reformed procurement processes, and the ways in which it had been made more accessible to SMEs. Attendees included suppliers of lighting, cleaning products, signage, stationary, and security systems.

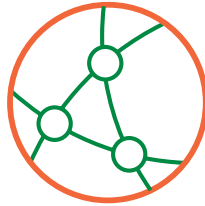
From a business perspective, the new operating model significantly reduces the admin burden of bidding for contracts – providing opportunities for firms with limited production capacity to supply if they can offer quality and value.

Greater Gabbard Wind Farm, East Coast



COMPETITIVE CLUSTERS CLOSE TO GLOBAL CENTRES

Each of our identified clusters has substantial further growth potential and supports high value jobs. We will support these clusters and their specialisations, working with each to ensure that the commercial opportunity they represent is fully developed and well communicated to Government and investors.



Case Studies

STRENGTHENING TRADE RELATIONS

Impact:

Following the MoU with Drenthe, an explorative food and drink trade visit was organised between partners meeting producers, and representatives from Norwich Research Park and universities on location in Norfolk and Suffolk. The Dutch delegation also attended one of the largest food and drink expos in Norfolk and Suffolk, named Local Flavours.

The LEP with Norfolk & Suffolk's economic development team identified Horecava, the largest hospitality trade show in the Netherlands, as a key trade show to break into the Dutch market. The team took 18 local food and drink producers for the first time to Horecava early January 2019 and the mission is already securing leads for every producer.

We have identified the Netherlands as a trade partner with major growth potential, particularly in the key sectors of agri-tech, energy, life sciences, bio tech, ICT/ tech and digital creative.

To strengthen trade relations, officials from Norfolk and Suffolk have signed a joint working agreement with Dutch province Drenthe, focusing on inward investment, export and collaboration on research and development.

The Drenthe delegation met producers and representatives from the Norwich Research Park and universities in Norfolk and Suffolk during an explorative food and drink trade visit in September 2018. The Dutch delegation also attended one of the largest food and drink expos in our region.

In January 2019, local food and drink producers across Norfolk and Suffolk visited Horecava - the largest hospitality trade show in the Netherlands – with a view to breaking into the Dutch market. 18 local food and drink producers attend the event for the first time and the mission successfully secured leads for every producer.'

CAMBRIDGE NORWICH TECH CORRIDOR

Impact:

One of Europe's most exciting growth opportunities. Bringing together the strengths of the public and private sectors.

Mission – to become globally recognised as a destination of choice for technology businesses.

The Cambridge Norwich Tech Corridor is one of Europe's most exciting growth opportunities. Home to world-renowned universities and research parks, global companies and a vibrant ecosystem of high-growth technology-led businesses and innovative start-ups.

The Tech Corridor initiative brings together the strengths of the public and private sectors with a mission to become globally recognised as a destination of choice for technology businesses - one that embraces new technology, productivity and profits alongside a truly high quality of life.



The East Food and Drink stand at Dutch Trade Show Horecava

CONCLUSION

Our overall goal is to transform our economy into one of the best places in the world to live, learn, work and do business. This report shows we are making good progress towards this goal.

The Norfolk and Suffolk economy has performed comparatively well in relation to the majority of the economic performance indicators set out in the Economic Strategy, most notably our economy has seen:

- Thousands of new jobs created
- A positive, sustained level of business growth
- A very healthy level of high-growth businesses
- Skills levels improvements at a greater pace than comparative areas
- An economy that has grown in total value – as demonstrated by an uplift in GVA per hour worked

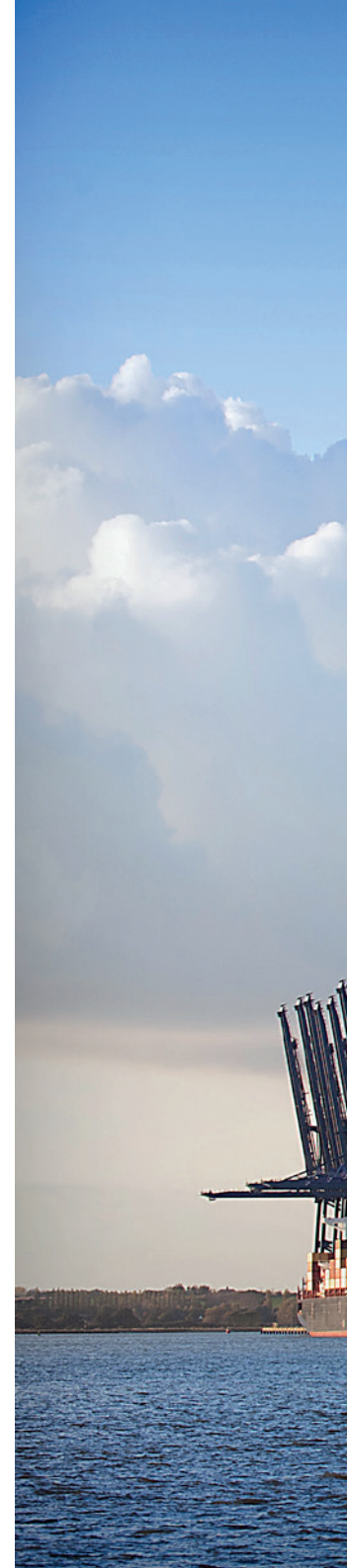
However, there are some specific areas that need focused attention:

- Productivity has only marginally improved
- Wages are only rising slowly
- Housing delivery is below target and lagging behind the averaged target of meeting the Objectively Assessed Need (OAN). The challenge to meet OAN is part of a wider domestic trend, where supply has not met demand in the housing market for several years. However, Local Plan allocations and permissions data does indicate that there could be quite a substantial upswing in housing completions to 2021.

NEXT STEPS

The Economic Strategy Delivery Co-ordinating Board is responsible for co-ordinating delivery of the Economic Strategy for Norfolk and Suffolk and New Anglia LEP will continue to monitor progress towards achieving the ambitions set out therein.

The next stage in the evolution and implementation of the Economic Strategy is the development of a Local Industrial Strategy. The Local Industrial Strategy will be co-designed with Government. It will build on the Economic Strategy but be a deeper and more focused piece of work, looking in more detail at Norfolk and Suffolk's areas of competitive strength – Clean Energy, Agri Food and ICT. The Strategy will set out how the LEP and its partners will collectively cultivate these strengths to accelerate growth. It will also articulate how we can collectively work more actively with Government and other parts of the country.





THE>EAST

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk

For more information visit
www.newanglia.co.uk