

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Our Offer to the World			
ES - OOW1	Work across all local authorities to integrate our inward investment and business location offer, campaigning at scale in new markets and working with national Government.	LIS-AF2	Explore ways of attracting inward investment to enable higher value food production.
		LIS-BE	Increase the number of businesses growing, scaling up, and the number of new high growth potential businesses; and raise sustainability, productivity and wages amongst the wider business base. Supporting businesses to expand market access and attract inward investment
		LIS-BE2c	Delivering an integrated inward investment and business location offer.
		LIS-BE2d	Expanding Invest East, a free "investor led" programme that supports businesses to understand and prepare to raise equity and other forms of finance.
ES - OOW2	Attract the highly skilled people we need, through targeted campaigns at specific groups working with sectors and clusters to show people opportunities that are here.	LIS-PE1c	Fifteen sector skills plans are being delivered locally for each of Norfolk and Suffolk key growth and employment areas, including clean energy, agri-food and digital tech, which identify skills needs and set out the actions to ensure these needs are met.
		LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
ES - OOW3	Make sure that investment markets have the information they need to take the decision to invest in infrastructure of all kinds. Improve digital connectivity, with a particular focus on super-fast broadband in rural areas and reliable mobile phone coverage for all those travelling around the region	LIS-ICT3	Develop the economic case for a Smart Emerging Technology Institute and testbed (SETI) – a unique advanced high-speed optical and wireless network (including 5G) which interlinks Internet of Things testbeds to support large-scale experiments and data transfer.
		LIS-IN2a	Enhancing digital infrastructure both fixed and mobile through delivering initiatives such as the Norfolk & Suffolk Innovation Network.
		LIS-IN2g	Enhance digital connectivity, with a particular focus on super-fast broadband in rural areas, gigabit connectivity to support our growing ICT and digital clusters and reliable mobile phone coverage for those travelling around the region.
		LIS-IN4a	Local Full Fibre Network fund with Norfolk and Suffolk receiving £8m and £5.9m respectively.
		LIS-IN4b	Transforming Cities fund with Norwich already securing £6.1m of government funding.
		LIS-BE1b	Working with the Department for International Trade to promote High Potential Opportunities to foreign investors.

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Our Offer to the World			
ES - OOW4	Use consistent place branding, with an overarching offer, supported by our unique places, culture and diversity.	LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
ES - OOW5	Work with Government to ensure that the unique contribution of our energy sector is well understood and supported.	LIS-BE1	Providing industry leadership that drives actions and takes advantage of the opportunities that exist within and across clean energy, agri-food and information and communications technology and digital creative through establishing Industry councils.
		LIS-CE4	Local partners will explore with central government and regulators developing innovative and locally targeted planning and regulatory pathway for new energy projects and locally funded infrastructure responsive to environmental and community needs.
ES - OOW6	Build the right kind of housing and commercial space where it is needed and integrate utility, road, rail and green infrastructure to build the communities and places people want to live.	LIS-IN	Deliver an integrated approach to infrastructure and inter-regional connectivity to maximise clean growth impacts locally and for UK plc
		LIS-IN1e	Develop an Electric Vehicle plan which covers take up, the necessary supporting infrastructure, electrification of freight and sets out the support needed for demand-led EV roll out.
		LIS-IN2	Delivering the right mix of sustainable, energy efficient, intelligent homes, commercial space and communities that are fit for the future.
		LIS-IN2b	Working with Homes England and the construction industry to explore and implement innovative approaches to building homes.
		LIS-IN2c	Encouraging new housing entrants into the market to improve diversification, driving innovative and sustainable delivery.
		LIS-IN2d	Identify and address specific pockets of under supply of suitable commercial space to accommodate business growth.
		LIS-IN12	Working with local communities to promote and support them to access the Defra's Rural Community Energy Fund.
		LIS-IN4b	Transforming Cities fund with Norwich already securing £6.1m of government.
		LIS-PL2	Accelerate investment on the Enterprise Zones to help drive economic growth
		LIS-BE3c	Supporting the development of the Enterprise Zone.
		LIS-BE3a(2)	£31.8m of Growing Places Funding providing loan-funding to help kick-start and support development projects.
		LIS-BE3a	Investing £290m Local Growth Fund to the area

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Our Offer to the World			
ES - OOW7	Develop a year-round visitor offer by investing in the strategic projects such as attractions, heritage and cultural institutions that also will increase visitor spend.	LIS-PL5	Develop a shared investment prospectus with Arts Council and National Lottery Heritage, ensuring that cultural infrastructure is maintained and developed, including specific new development in market towns and places where there is significant new housing.
ES - OOW8	Take a more coordinated approach with our colleges and universities on alumni engagement and develop a network to better market the area to this group	PE3b	Enhancing New Anglia Enterprise Advisor Network and Careers Hub to ensure all secondary schools and colleges are equipped to achieve all the 8 Gatsby benchmarks.
		LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
ES - OOW9	Use new rail investment to further improve connectivity to London and Cambridge, with Great Eastern Main Line upgrades to enable regular services of under 90 minutes from Norwich and under 60 minutes from Ipswich and cross-country upgrades to enable quicker and more frequent services to Cambridge and Stansted. Other key infrastructure improvements such as Ely area rail upgrades, A14, A11 and A47 will also improve the region's internal connectivity and links to wider networks.	LIS-IN1	Delivering integrated transport priorities, that reduce the need to travel and encourage modal shift as well as support a growing and thriving economy
		LIS-IN1b	Continue to work with Network Rail and other partners, such as the Cambridgeshire and Peterborough Combined Authority, to deliver the improvements at Ely, Haughley and Trowse rail junctions.
		LIS-IN1c	Promoting the eastern section of the East-West rail project.
		LIS-IN1d	Develop options for integrated ticketing and pioneer the sharing economy alongside other initiatives to encourage modal shift and network efficiency.
		LIS-IN1f	Work with the Connected Places Catapult to maximise future of mobility opportunities locally.
		LIS-IN4e	Allocating funding for the Third River Crossing in Great Yarmouth (£98m) and the Lake Lothing Crossing in Lowestoft (£73.4m) for which both schemes are currently progressing through the planning system.

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Driving Business Growth and Productivity			
ES - DBGP1	Sharpen our high-quality business support offer to ensure it meets the changing needs of businesses adapting to new ways of working and technology. This will include leadership development, and the ecosystem firms need to share knowledge and services across sectors.	LIS-ID1f	Joining up existing innovation portals to direct entrepreneurs and businesses to the wide range of support services
		LIS-ID1g	Innovation hackathons providing opportunities for large businesses to work with SMEs to answer commercial challenges.
		LIS-PE3d	Prioritise leadership support for our entrepreneurs and those in new high growth businesses, through further accelerator support, and business mentorship. Providing the ecosystem that new entrepreneurs need to succeed.
		LIS-BE	Increase the number of businesses growing, scaling up, and the number of new high growth potential businesses; and raise sustainability, productivity and wages amongst the wider business base. Supporting businesses to expand market access and attract inward investment
		LIS-BE1	Providing industry leadership that drives actions and takes advantage of the opportunities that exist within and across clean energy, agri-food and information and communications technology and digital creative
		LIS-BE2	Sharpening the high-quality business support offer to ensure it meets the changing needs of businesses adapting to new ways of working and new technology
		LIS- BE2f	A mentoring support scheme, supported by local large businesses, which will further enhance the New Anglia Scale Up programme.
		LIS-BE2h	Enhancing support for SMEs and start-ups in the digital and creative sector including co-working space.
		LIS-BE3b	Continuing to support the New Anglia's Growth Hub to provide a gateway to high quality business support across the county, as well as targeted support to businesses with high growth potential.
		LIS-BE3a(4)	£25m to Growing Business Fund to support local businesses which want to grow and create new jobs.
ES - DBGP2	Enable our SMEs to grow and increase exports by focusing grant programmes and other support on growth, innovation, and productivity.	LIS - ID	Widen the cross section of businesses innovating and investing by providing the right support and access to finance needed to increase productivity through innovation, particularly focusing on clean growth and the networks needed. To strengthen collaboration, learning and partnership between science, research and business, across different sectors and disciplines

		LIS-ID1	Introducing a new integrated offer and programme of activity that will stimulate collaboration and innovation.
Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Business Growth and Productivity			
ES - DBGP2 ... continued	Enable our SMEs to grow and increase exports by focusing grant programmes and other support on growth, innovation, and productivity.	LIS-ID4a	£45.9m of competitive funding through Innovate UK to businesses in the local area. Innovate UK is also helping businesses to better understand funding opportunities, further building on the New Anglia Growth Hub workshops and collaboration with local universities.
		LIS-BE2f	Expanding funding and support for spinouts, widening accessibility and building on initiatives such as university enterprise funds.
		LIS-BE2i	Targeted export support for firms working with the Department for International Trade and those below the threshold
ES - DBGP3	Lead a cross sector “trade global, supply local” campaign, to open up support chain opportunities for local businesses.	LIS-BE2	Delivering supply chain programmes that support local SMEs and the wider business base through initiative
		LIS-BE2j(1)	Increasing UK content in the offshore wind supply chain working with developers and local businesses to make best use of the Offshore Wind Growth Partnership.
		LIS-BE2j(2)	Delivering local supply chain opportunities linked to Sizewell C work packages for businesses to bid in for and access.
ES - DBGP4	Prioritise digital and physical infrastructure projects to support businesses to develop and provide the space that new and existing firms need to grow.	LIS-ICT2	Create a new digital hub in Norwich for the incubation of startups and accommodation of scale up businesses in the digital and creative cluster.
		LIS-ICT3	Develop the economic case for a Smart Emerging Technology Institute and testbed (SETI) – a unique advanced high-speed optical and wireless network (including 5G) which interlinks Internet of Things testbeds to support large-scale experiments and data transfer.
		LIS-PE14	Deliver the Department for Education funded National Centre for Computing Excellence based at West Suffolk College supporting the growth of digital skills in teachers.
		LIS-ID4b	Investing £290m of Local Growth Fund, including the new Ipswich Waterfront Innovation Centre and the new headquarters for the Centre for Environment, Fisheries and Aquaculture Science in Lowestoft.
		LIS-IN1f	Work with the Connected Places Catapult to maximise future of mobility opportunities locally.
		LIS-IN3d	Actively working with UKPN to address grid constraint for existing and new demand and generation, moving away from the business as usual connection model to managing demand, using smart technologies, developing local power storage and generation to alleviate network constraint on the ES

			- DIStribution network to the benefit of growth and future housing.
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Driving Business Growth and Productivity			
ES - DBGP4 ... continued	Prioritise digital and physical infrastructure projects to support businesses to develop and provide the space that new and existing firms need to grow.	LIS-IN4b	Transforming Cities fund with Norwich already securing £6.1m of government.
		LIS-BE3a(2)	£31.8m of Growing Places Funding providing loan-funding to help kick-start and support development projects.
ES - DBGP5	Set up new schemes to help high growth businesses and make it easier to access advice and funding for commercial innovation and commercialising business and university R&D	LIS-CE1	Develop an ambitious regional research and innovation programme that will build on our existing clean energy research strengths across our regional universities, Cefas and ORE Catapult's new Lowestoft facility, working closely with industry to deliver increased innovation and productivity, new research collaborations, and cross-sector translational projects.
		LIS - ID	Widen the cross section of businesses innovating and investing by providing the right support and access to finance needed to increase productivity through innovation, particularly focusing on clean growth and the networks needed. To strengthen collaboration, learning and partnership between science, research and business, across different sectors and disciplines
		LIS-ID1	Introducing a new integrated offer and programme of activity that will stimulate collaboration and innovation.
		LIS-ID1b	Innovation Ambassadors linking entrepreneurs and innovators with businesses seeking to collaborate on projects.
		LIS-ID1c	A voucher scheme for access to credible and high-quality expert support.
		ID1f	Joining up existing innovation portals to direct entrepreneurs and businesses to the wide range of support services
		ID1g	Innovation hackathons providing opportunities for large businesses to work with SMEs to answer commercial challenges.

		LIS-ID2a	Developing next gen innovation infrastructure including an exemplar ageing society assisted living community (living lab) linking up researchers and clinicians to trial and test new technologies.
		LIS-ID3c	Working with leading UK universities who specialise in complementary areas of strength in sectors such as agri-food, clean energy and ICT Digital.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Business Growth and Productivity			
ES - DBGP5 ... continued	Set up new schemes to help high growth businesses and make it easier to access advice and funding for commercial innovation and commercialising business and university R&D	LIS-ID4a	£45.9m of competitive funding through Innovate UK to businesses in the local area. Innovate UK is also helping businesses to better understand funding opportunities, further building on the New Anglia Growth Hub workshops and collaboration with local universities.
		LIS-BE	Increase the number of businesses growing, scaling up, and the number of new high growth potential businesses; and raise sustainability, productivity and wages amongst the wider business base. Supporting businesses to expand market access and attract inward investment
		LIS-BE2f	A mentoring support scheme, supported by local large businesses, which will further enhance the New Anglia Scale Up programme.
		LIS-BE2g	Enhanced targeted support for high potential businesses, including supply chain support programmes, with peer-to-peer and collaborative support for businesses.
		LIS-BE3b	Continuing to support the New Anglia's Growth Hub to provide a gateway to high quality business support across the county, as well as targeted support to businesses with high growth potential.
ES - DBGP6	Provide improved access to finance and assist business capability in identifying skills deficits. We will make it easier to access these services through a new "front door" for funding support.	LIS - ID	Widen the cross section of businesses innovating and investing by providing the right support and access to finance needed to increase productivity through innovation, particularly focusing on clean growth and the networks needed. To strengthen collaboration, learning and partnership between science, research and business, across different sectors and disciplines
		LIS-ID1	Introducing a new integrated offer and programme of activity that will stimulate collaboration and innovation.
		LIS-ID1d	An Innovation Research and Development fund with grants ranging from £1k to £25K.
		LIS-BE2a	Ensure that hard to reach rural businesses have access to funding through the DRIVE Programme, providing small grants to rural SMEs.

ES - DBGP7	Establish new centres of excellence to improve productivity and innovation providing new skills for business leaders and employees.	LIS-ID1a	Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.
		LIS-CE1	Develop an ambitious regional research and innovation programme that will build on our existing clean energy research strengths across our regional universities, Cefas, ORE Catapult's new Lowestoft facility, working closely with industry to deliver increased innovation and productivity, new research collaborations, cross-sector translational projects.
Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Business Growth and Productivity			
ES - DBGP7 ... continued	Establish new centres of excellence to improve productivity and innovation providing new skills for business leaders and employees.	LIS-AF1	Invest in a Food Hub based at the Food Enterprise Zone site at Honingham Thorpe in Norwich, to deliver business growth through innovation, productivity, processing, exports and support new start-ups.
		LIS-PE4d(5)	A £7.4m Institute of Productivity at the University of East Anglia, helping to educate the next generation of digitally aware engineers and business leaders within modern engineering facilities. It will deliver a new regional hub for engineering, technology and management.
		LIS-ID2b	Explore the Port of Felixstowe becoming an exemplar for blue tech (driving sustainable innovation across the maritime and logistics sectors) working with the Connected Places Catapult.
		PE4d(1)	Digital Skills & Innovation Academy - a new, nationally significant information and communications technology research and training centre delivered by University of Suffolk, BT and the Adastral Park tech cluster.
Driving Inclusion and Skills			
ES - DIS1	Through the development of sector skills plans produce clear statements about the skills businesses need now and in the future, to influence providers, business investment and personal choices by new students and those already in the workforce.	LIS-PE1c	Fifteen sector skills plans are being delivered locally for each of Norfolk and Suffolk key growth and employment areas, including clean energy, agri-food and digital tech, which identify skills needs and set out the actions to ensure these needs are met.
		LIS-PE3c	Promoting the work of local colleges to provide 'Farm Ready Students' in conjunction with large farming estates such as Honingham Thorpe Farm, Stody Estate and The Morley Agricultural Foundation.
		LIS-PE4b	Working with the Department for Education to ensure a smooth transition from the existing Skills Board to the new Skills Advisory Panel.
ES - DIS2	Develop an integrated skills offer for businesses across Norfolk and Suffolk, to make it easier for them to navigate and	LIS-PE1	Close the skills and labour gaps, especially in digital and technical skills, and continue to build skills across the strategic opportunity areas
		PE2a	Develop a Digital Skills Programme building on the work of the New Anglia Digital Skills Taskforce and sector skills plan.

access the initiatives and providers that are available. We will focus particularly on long term development of technical skills in our existing workforce.	LIS-PE4a	Work with the Department for Education to promote the opportunities that qualifications such as T levels bring, encouraging businesses to provide industrial placement enabling students to gain employability skills.
	LIS-ID3c	Working with leading UK universities who specialise in complementary areas of strength in sectors such as agri-food, clean energy and ICT Digital.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Inclusion and Skills			
ES - DIS3	Prioritise capital investment on provision that will deliver the future skills our sectors and workforce need. Take a commissioning approach and being clear about what must be provided. We will use the Skills Deal programme to drive innovation aligned to local economic need.	LIS-PE4d(1)	Digital Skills & Innovation Academy - a new, nationally significant information and communications technology research and training centre delivered by University of Suffolk, BT and the Adastral Park tech cluster.
		LIS-PE4d(2)	Digi-Tech Factory at City College Norwich - enabling several interconnected Digital Technology, Engineering and Design Courses to come together in a purpose-designed building.
		LIS-PE4d(3)	Digital & Technology Skills Hub at Suffolk New College - offering a range of courses which provide the building blocks for individuals to progress into Higher Education and Higher-Level Apprenticeships.
		LIS-PE4d(4)	The STEM innovation campus at West Suffolk College will provide first class science, engineering and digital education and training for the young people of Norfolk and Suffolk. This campus is next to the site of a proposed £100m+ regeneration project to create and integrate new public facilities, education, skills and enterprise space.
ES - DIS4	Prioritise leadership support for our entrepreneurs and those in new high growth businesses, through further accelerator support and business mentorship. We will provide the ecosystem that new entrepreneurs need to succeed.	LIS-BE3a(3)	£2m to New Anglia Capital to support to stimulate entrepreneurship and support job creation in early-stage businesses with high-potential
		LIS-ID1b	Innovation Ambassadors linking entrepreneurs and innovators with businesses seeking to collaborate on projects.
		LIS-PE3d	Prioritise leadership support for our entrepreneurs and those in new high growth businesses, through further accelerator support, and business mentorship. Providing the ecosystem that new entrepreneurs need to succeed.
ES - DIS5	Deliver the Youth Pledge for all our young people, providing an integrated offer that shows and inspires	LIS-PE1d	Continuing to deliver the Youth Pledge for all our young people, providing an integrated offer that shows and inspires young people about the opportunities that exist and provides support to enable them to access them, including support into employment.

	them about the opportunities that exist and provides support to enable them to access them, including support into employment.	LIS-PE3	Improving aspirations and continue to develop employability and work readiness amongst young people
		LIS-PE1	Close the skills and labour gaps, especially in digital and technical skills, and continue to build skills across the strategic opportunity areas
		LIS-PE1a	Supporting Opportunity Areas in Ipswich and Norwich. Local ambition is to maintain the partnerships to continue support social mobility.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Inclusion and Skills			
ES - DIS5... continued	Deliver the Youth Pledge for all our young people, providing an integrated offer that shows and inspires them about the opportunities that exist and provides support to enable them to access them, including support into employment.	LIS-PE3a	Developing a cost-effective model to support the transfer of apprenticeship levy to businesses by creating a virtual pot where unspent levy is 'transferred' and used to match up businesses with apprentices of all ages (not for those fully funded), new entrants and existing staff at different levels, and providers supporting new skills, reskilling and upskilling.
		LIS-PE3b	Enhancing New Anglia Enterprise Advisor Network and Careers Hub to ensure all secondary schools and colleges are equipped to achieve all the 8 Gatsby benchmarks.
ES - DIS6	Step up our efforts to promote and support the delivery of high quality apprenticeships providing clear entry routes into our focus sectors, directly produce the skills and capabilities our economy needs – including higher level technical skills through degree and higher level apprenticeships.	LIS-PE2	Providing a range of opportunities that enable all residents to upskill throughout their lives
		LIS-PE3	Improving aspirations and continue to develop employability and work readiness amongst young people
		LIS-PE3a	Developing a cost-effective model to support the transfer of apprenticeship levy to businesses by creating a virtual pot where unspent levy is 'transferred' and used to match up businesses with apprentices of all ages (not for those fully funded), new entrants and existing staff at different levels, and providers supporting new skills, reskilling and upskilling.
		LIS-PE1	Close the skills and labour gaps, especially in digital and technical skills, and continue to build skills across the strategic opportunity areas
ES - DIS7	Work with Government to establish an Institute of Technology that builds on our strengths and meets the increasing need	LIS-PE1b	Delivering an 'Eastern Institute of Technology' to address technical skills shortfalls and social mobility for the young, plus the existing workforce. The curriculum needs to give employers what they need to drive their business forward.

	for higher level technical skills in key areas such as energy, engineering and manufacturing.		
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Economic Strategy Objectives		Local Industrial Strategy Interventions	
Driving Inclusion and Skills			
ES - DIS8	Grow the number of Enterprise Advisers and the number of schools that are engaged. This will further strengthen the link between the business and education community in order to drive young people's aspirations and work readiness in line with the requirements of the local economy.	LIS-PE1	Close the skills and labour gaps, especially in digital and technical skills, and continue to build skills across the strategic opportunity areas
		LIS-PE3b	Enhancing New Anglia Enterprise Advisor Network and Careers Hub to ensure all secondary schools and colleges are equipped to achieve all the 8 Gatsby benchmarks.
		LIS-PE3	Improving aspirations and continue to develop employability and work readiness amongst young people
ES - DIS9	Expand the education pipeline within our primary and secondary schools, by engaging children in science, technology and engineering skill development within their curriculum to prepare them as the region's future workforce.	LIS-PE4b	Working with the Department for Education to ensure a smooth transition from the existing Skills Board to the new Skills Advisory Panel.
		LIS-PE2	Providing a range of opportunities that enable all residents to upskill throughout their lives
		LIS-PE2a	Develop a Digital Skills Programme building on the work of the New Anglia Digital Skills Taskforce and sector skills plan.
ES - DIS10	Develop new approaches and remove barriers to get people back into work, especially for those furthest from the job market and provide support for all into sustained employment. This will include our pilot work and health programmes, the delivery of high quality basic skills training in English,	LIS-PE2a	Develop a Digital Skills Programme building on the work of the New Anglia Digital Skills Taskforce and sector skills plan.
		LIS-PE2b	Supporting the delivery of ES - DISability confident scheme for employers.

	<p>Maths and ICT and the development of pathways for young people and adults with special educational needs and ES - DISabilities to move into supported employment. And developing opportunities to capitalise on the skills, knowledge and experience that the over 65s population offer. Our ambition is to extend the principles behind our integrated approach for young people and the Youth Pledge to adults.</p>	LIS-PE2c	<p>Working with industry and communities to support and scale up existing initiatives that provide career support and wider awareness of the opportunities for working with an older labour force to provide them with fulfilling roles and enable them to contribute to their full potential; and educational programmes that support the development of digital skills right from primary school to postgraduate research and from the workforce to those that are hardest to reach.</p>
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Collaborating to Grow			
ES - CTG1a	<p>Help businesses collaborate on increasingly common requirements for technical know-how and access to new markets and techniques, for example by making the most of the connections and shared interests between the telecoms specialisms at Adastral Park and applications in high tech agricultural firms.</p>	LIS-ICT1	<p>Deliver the Adastral Park 2025 vision to take the site to a new level as a major national strategic asset and growth engine for the UK.</p>
		LIS-BE1	<p>Providing industry leadership that drives actions and takes advantage of the opportunities that exist within and across clean energy, agri-food and information and communications technology and digital creative.</p>
		LIS-BE2	<p>Sharpening the high-quality business support offer to ensure it meets the changing needs of businesses adapting to new ways of working and new technology.</p>
		LIS-ID1a	<p>Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.</p>
ES - CTG1b	<p>Link up innovation hubs and wider business support offer, focusing on specific places where it makes sense to do so, for example in the opportunities to link up culture, digital, fin-tech and creative firms in Norwich.</p>	LIS-ICT2	<p>Create a new digital hub in Norwich for the incubation of startups and accommodation of scale up businesses in the digital and creative cluster.</p>
		LIS-ID1a	<p>Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.</p>
		LIS-ICT3	<p>Develop the economic case for a Smart Emerging Technology Institute and testbed (SETI) – a unique advanced high-speed optical and wireless network (including 5G) which interlinks Internet of Things testbeds to support large-scale experiments and data transfer.</p>
		LIS-ID1g	<p>Innovation hackathons providing opportunities for large businesses to work with SMEs to answer commercial challenges.</p>

		LIS- ID4a	£45.9m of competitive funding through Innovate UK to businesses in the local area. Innovate UK is also helping businesses to better understand funding opportunities, further building on the New Anglia Growth Hub workshops and collaboration with local universities.
ES - CTG1c	Build on the success of our growth hub and sector groups to help people and businesses find the support and funding needed.	LIS-ID4a	£45.9m of competitive funding through Innovate UK to businesses in the local area. Innovate UK is also helping businesses to better understand funding opportunities, further building on the New Anglia Growth Hub workshops and collaboration with local universities.
		LIS-BE2h	Enhancing support for SMEs & start-ups in the digital and creative sector including co-working space.
		LIS-BE3b	Continuing to support the New Anglia's Growth Hub to provide a gateway to high quality business support across the county, as well as targeted support to businesses with high growth potential.
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Collaborating to Grow			
ES - CTG1d	Ensure our work on opening up supply chain opportunities reaches across sectoral boundaries.	LIS-CE2	Enhance the capacity and capability of Norfolk and Suffolk's ports with a series of ambitious projects to attract and capture manufacturing, construction and operations and maintenance investment, to serve the offshore energy market and to facilitate and attract business and supply chain clusters and support business incubation.
		LIS-BE2g	Enhanced targeted support for high potential businesses, including supply chain support programmes, with peer-to-peer and collaborative support for businesses.
		LIS-BE2j	Delivering supply chain programmes that support local SMEs and the wider business base through initiative
		LIS-BE2j(1)	Increasing UK content in the offshore wind supply chain working with developers and local businesses to make best use of the Offshore Wind Growth Partnership.
		LIS-BE2j(2)	Delivering local supply chain opportunities linked to Sizewell C work packages for businesses to bid in for and access.
ES - CTG2a	Commit to further supporting businesses through a smoother planning system, linking housing, utilities and	IN2b	Working with Homes England and the construction industry to explore and implement innovative approaches to building homes.
		LIS-IN2e	Take an active role in Water Resource East to develop a single multi-sector regional approach to water resources.

	infrastructure provision and flexible and integrated investment plans, working with the Homes and Communities Agency and the Housing Finance Institute.	LIS-IN3d	Actively working with UKPN to address grid constraint for existing and new demand and generation, moving away from the business as usual connection model to managing demand, using smart technologies, developing local power storage and generation to alleviate network constraint on the ES - DIStribution network to the benefit of growth and future housing.
		LIS-PL3	Work with Anglian Water and other partners to establish Natural Capital East to protect and enhance the natural resource base, while increasing productivity and adding value with targeted investment.
ES - CTG2b	Ensure that local businesses are well placed to help solve the challenges in service provision and design that the public-sector faces, forging partnerships in technology and information systems that will benefit people and local businesses.	LIS-BE2j	Delivering supply chain programmes that support local SMEs and the wider business base through initiative
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Collaborating to Grow			
ES - CTG2c	Establish more flexible funding for smaller scale research and innovation projects, working with Government as it shapes national Industrial Strategy.	LIS-ID1d	An Innovation Research and Development fund with grants ranging from £1k to £25K.
		LIS-ID1e	Innovative Projects revenue fund, seeking projects that cover ideas and innovation, skills, and the business environment.
ES - CTG3a	At a regional level, continue to work with other areas, in particular Cambridge and Essex, on major physical and digital infrastructure improvements, such as the Local Energy East strategy and proactively identifying opportunities to create bigger gains across the East, joining up the ecosystem that supports our business.	LIS-CE5	Support the Greater South East Energy Hub in developing opportunities across the energy and utility networks and enabling more flexible and innovative solutions to the future power generation needs of Norfolk and Suffolk.
		LIS-AF3	Collaborate with partners including Lincolnshire, Cambridgeshire and Peterborough leveraging the existing strengths of Agri-Tech East to realise the collective power as the UK centre for hi-tech, precision agriculture and food production.
		LIS-ID3a	Jointly appointing, with the Offshore Renewable Energy Catapult, a regional manager to support local companies to innovate and develop new technologies for offshore wind.
		LIS-IN1b	Take an active role in Transport East, the sub-national transport forum for the East of England.
		LIS-IN1f	Work with the Connected Places Catapult to maximise future of mobility opportunities locally.

		LIS-IN3	Developing exemplar low carbon energy generation, networks and storage which benefit local businesses and communities
		LIS-IN3a	Increasing the number, quality and scale of local energy projects delivered working with the Greater South East Energy Hub.
		LIS-IN3b	Next generation technologies focussed on reducing demand and carbon emissions including generation of hydrogen from hydrolysis to produce clean fuel; carbon capture storage; and a new resilient, flexible transmission network.
		LIS-IN3c	Developing a local energy investment prospectus to demonstrate opportunities for innovative funding and delivery methods.
		LIS-IN3d	Actively working with UKPN to address grid constraint for existing and new demand and generation, moving away from the business as usual connection model to managing demand, using smart technologies, developing local power storage and generation to alleviate network constraint on the distribution network to the benefit of growth and future housing.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Collaborating to Grow			
ES - CTG3b	Work with other parts of the UK on enhancing supply chains, learning best practices, influencing government and drive efficiency around procurement, maximising opportunities for our firms who are part of national and global supply chains and sectors. We are also working with the South West to maximise the opportunities associated with the proposed Sizewell C nuclear power station in terms of supply chains, employment	LIS-ID3	Create partnerships with other parts of the UK to scope out shared and complementary capabilities to drive forward new innovations and access to new markets
		LIS-ID3a	Jointly appointing, with the Offshore Renewable Energy Catapult, a regional manager to support local companies to innovate and develop new technologies for offshore wind.
		LIS-ID3b	Identify mechanisms to leverage greater value and productivity from enhanced commercialisation opportunities between Norwich Research Park and the existing business base to attract inward investment.
		LIS-ID3c	Working with leading UK universities who specialise in complementary areas of strength in sectors such as agri-food, clean energy and ICT Digital.
		LIS-BE2j	Delivering supply chain programmes that support local SMEs and the wider business base through initiative
		LIS-BE2j(1)	Increasing UK content in the offshore wind supply chain working with developers and local businesses to make best use of the Offshore Wind Growth Partnership.

	and skills opportunities and inward investment.	LIS-BE2j(2)	Delivering local supply chain opportunities linked to Sizewell C work packages for businesses to bid in for and access.
ES - CTG3c	Collaborate with sector groups and trade organisations nationally and globally, where there is the opportunity for our businesses to work with others to develop new opportunities and markets.	LIS-BE1b	Working with the Department for International Trade to promote High Potential Opportunities to foreign investors.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Competitive Clusters close to Global Centres			
Develop a commercially led plan for each cluster that will: <ul style="list-style-type: none"> • Encourage new companies and commercial investment. • Establish global and national links. • Maximise local supply chain benefits. • Market the commercial opportunity. • Develop the ecosystem that enables the cluster to thrive. 			
ES - CCCGC1	Clean Energy	LIS-CE2	Enhance the capacity and capability of Norfolk and Suffolk's ports with a series of ambitious projects to attract and capture manufacturing, construction and operations and maintenance investment, to serve the offshore energy market and to facilitate and attract business and supply chain clusters and support business incubation.
		LIS-CE3	Expand OrbisEnergy's scope from offshore renewables to 'clean energy', delivering an ambitious innovation and growth programme focussing on supply chain development, new technology solutions, investment in skills and talent, attracting investment, increasing global exports and supporting collaboration across industry to develop a shared all energy workforce.
		LIS-IN3	Developing exemplar low carbon energy generation, networks and storage which benefit local businesses and communities.
		LIS-IN3a	Increasing the number, quality and scale of local energy projects delivered working with the Greater South East Energy Hub.

		LIS-IN3b	Next generation technologies focussed on reducing demand and carbon emissions including generation of hydrogen from hydrolysis to produce clean fuel; carbon capture storage; and a new resilient, flexible transmission network.
		LIS-IN3c	Developing a local energy investment prospectus to demonstrate opportunities for innovative funding and delivery methods.
		LIS-IN3d	Actively working with UKPN to address grid constraint for existing and new demand and generation, moving away from the business as usual connection model to managing demand, using smart technologies, developing local power storage and generation to alleviate network constraint on the distribution network to the benefit of growth and future housing.
		LIS-ID1a	Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.
		LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
ES - CCCGC2	Financial Services and Insurance	LIS-ID1a	Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.
		LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.

Economic Strategy Objectives		Local Industrial Strategy Interventions	
Competitive Clusters close to Global Centres			
Develop a commercially led plan for each cluster that will: <ul style="list-style-type: none"> • Encourage new companies and commercial investment. • Establish global and national links. • Maximise local supply chain benefits. • Market the commercial opportunity. • Develop the ecosystem that enables the cluster to thrive. 			
ES - CCCGC3	ICT, Tech and Digital Creative	LIS-ICT1	Deliver the Adastral Park 2025 vision to take the site to a new level as a major national strategic asset and growth engine for the UK.
		LIS-ICT2	Create a new digital hub in Norwich for the incubation of startups and accommodation of scale up businesses in the digital and creative cluster.
		LIS-ICT3	Develop the economic case for a Smart Emerging Technology Institute and testbed (SETI) – a unique advanced high-speed optical and wireless network (including 5G) which interlinks Internet of Things testbeds to support large-scale experiments and data transfer.
		LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
		LIS-ID1a	Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.
ES - CCCGC4	Life Sciences	LIS-AF4	Develop a world-leading hub for plant and microbial research at the John Innes Centre.

and Biotech	LIS-ID1a	Connecting up innovation centres and assets opening up access which encourages cross sector collaborations.
	LIS-ID3b	Identify mechanisms to leverage greater value and productivity from enhanced commercialisation opportunities between Norwich Research Park and the existing business base to attract inward investment.
	LIS-PL1	Communicate a clear, ambitious offer to the world central to attracting the people, investors and businesses of the future.
	LIS-PL4	Develop a collaborative maritime cluster with the view of having a stronger Coastal Powerhouse narrative with government, ensuring that the opportunities of Maritime 2050 are maximised for the Norfolk and Suffolk area.
	LIS-BE3a(1)	The Eastern Agri-Tech Growth Initiative which is supporting the development of new and innovative ideas within this growing sector.