

NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk



Annual Review

2019–20

newanglia.co.uk



Our highlights in numbers

Our projects and programmes are designed to deliver economic growth and support for businesses in Norfolk and Suffolk. These highlights show what the LEP has achieved with its programmes and

investments during 2019/20. Regular updates on delivery are presented to our board. You can find all our board agendas and papers on our website at www.newanglia.co.uk



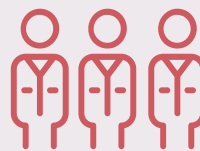
£92.5m
private sector
investment
unlocked this year



393
new businesses
created



543
new homes
constructed



More than
1,200
new jobs created



Equity investments
of **£2.7m**
made so far through
New Anglia Capital

Data from certain programme areas is still being collected and this will be updated later in the year.

Cover photos show the new STEM Innovation Campus at West Suffolk College, our flourishing offshore energy sector and the Norfolk & Suffolk Unlimited stand at Horecava.

Foreword

The changes which we have all experienced in recent months will have a profound impact on our economy. The economic impact of COVID-19 will last well beyond this year but the crisis has already shown the resilience, spirit and adaptability of many of our local firms.

New Anglia LEP remains at the forefront of work to ensure local businesses have access to support and advice they need. From advisers speaking directly to business owners to helping protect our key sectors, sharing intelligence with Government and helping frontline services source vital supplies, a significant volume of LEP resource and time has been redirected towards supporting the local and national COVID-19 response.

However, our focus on plans to deliver inclusive growth across our region has not changed. We continue to work with partners to work towards the targets in our Economic Strategy and to deliver the interventions in our Local Industrial Strategy. Our programmes continue to deliver first class business support and we are proud to have reached the milestone of awarding a total of £30m in grants.



This Annual Review highlights some of the work we have undertaken across our strategic themes – driving inclusion and skills, driving business growth and productivity, and promoting our offer to the world.

You can also find out more about how we make our decisions on page 14 and meet our board members on page 12 and 13.

Our new website at newanglia.co.uk showcases our work and hosts details of all our decisions and meetings.

We are proud to be supporting businesses through this challenging time. Thank you all for your continued support.

A handwritten signature in dark ink that reads "Doug Field". The signature is written in a cursive, slightly slanted style.

Doug Field

Chair, New Anglia LEP

The emergence of Covid-19 as a global pandemic is likely to have a profound impact on the delivery of many of the LEP's projects and programmes and the associated output targets for new and existing projects. However, New Anglia LEP continues to work with all partners to encourage and support the delivery of projects and outputs within agreed timeframes wherever possible.



Business support



Businesses across Norfolk and Suffolk have now benefited from more than £30m in grants through New Anglia Local Enterprise Partnership.

From Growing Business Fund grants of up to £500,000 for large expanding firms to Small Grant Scheme payments of up to £25,000 for SMEs, the LEP's Business Growth Programme has supported more than 800 separate projects.

Around 3,000 jobs have also been created as a result of these flagship grant programmes since the LEP was established 10 years ago.

As well as grants and funding, businesses can access free, impartial advice and support from the New Anglia Growth Hub.

Since 2014, the Growth Hub's team of advisers has provided around 46,000 hours of support – equivalent to 24 hours a day, seven days a week for more than five years.

The New Anglia Growth Hub's advisers offer free visits and will be able to support you with everything from funding and grants to management and leadership, digital skills and exporting.

The Growth Hub also has a free online information portal and telephone helpline, making access to business support straightforward.

Contact the New Anglia Growth Hub today to speak to a business Growth Adviser. Call **0300 333 6536** email growthhub@newanglia.co.uk or visit newangliagrowthhub.co.uk



European Union
European Regional
Development Fund

The New Anglia Growth Hub is part of the Business Growth Programme delivered by New Anglia LEP in partnership with Menta, Nwes, Suffolk Chamber of Commerce and Suffolk County Council and part-funded by the European Regional Development Fund.

Photo: Commercial drone firm HexCam purchased new equipment thanks to support from the New Anglia Growth Hub



Case Study: Drone company business is flying thanks to Growth Hub

A Norfolk drone and data acquisition business has been able to expand thanks to support and advice from New Anglia Growth Hub.

HexCam contacted our Growth Hub team to help it explore options to fund the purchase of a new RTK (Real Time Kinematic) drone. Within three months, the business had applied for and received a grant, purchased the Phantom 4 RTK from Chinese-owned market leader DJI and significantly increased the scope of the topographical surveying in its portfolio of work.

Since being offered to clients, the RTK service now accounts for 25% of turnover and it has helped cement HexCam's reputation as a progressive company which embraces technology. HexCam, which is located in Drayton, near Norwich, received a grant for 60% of the cost of the RTK drone through Keep+, which is supported by the European Regional Development Fund.

Mel Maritz, business growth and marketing strategist for Hexcam said of the process: ***"It was so easy and quick. If we had to fund the purchase ourselves, we wouldn't have been able to buy the drone as quickly. The funding has brought our investment decision forward."***

"The adviser pointed us towards the Keep+ grants and it was straightforward. The drone came onto the market in October 2018, by January 2019 we'd received the grant and in February we launched the new service."

Guy Gibson, the Growth Hub business adviser who helped HexCam secure the grant, said working with HexCam had been ***"an absolute pleasure"***.

"They are an enthusiastic, professional team who are open to discussing their aspirations for their company's growth," he said. ***"Once we had talked about what they wanted to achieve I was able to find the most appropriate, and most advantageous, grant stream to make it happen."***



Case Study: Norfolk brewery toasts small grant

A brewery has been able to extend its range of beers after a small grant from the LEP paid for a new 20-barrel fermentation tank.

Norfolk Brewhouse, which is based near Fakenham, is now able to produce up to 4,500 more pints of its core Moon Gazer ales every week, after receiving £2,800 through the Small Grant Scheme.

The arrival of the new equipment will also free up its existing smaller tanks for the production of seasonal specials and collaborations.

Director David Holliday said: ***"This investment means we can now fully exploit the increasing demand for our beers and new avenues of business."***

"We will now be able to produce an additional 168,000 litres of our standard cask beers each year and increase the company's overall productivity. We simply couldn't have done it without the support we received from the LEP, so I would advise other small businesses to get in touch and find out if they are eligible."

Businesses looking to expand can apply for grants of between £1,000 and £25,000 under the Small Grant Scheme. These can pay up to 20% of the total costs of your plans and, in some areas in Norfolk and Suffolk, companies may be eligible for a contribution of up to 30%.

To find out more, call **0300 333 6536** or visit www.newangliagrowthhub.co.uk



Growth



A place where high-growth businesses with aspirations choose to be

New Anglia LEP works with businesses, local authority partners and education institutions to drive growth and enterprise in Norfolk and Suffolk.

We are transforming the economy by securing funds from government to help businesses grow. The delivery of our ambitious programmes provides businesses with the funding, support, skills, and infrastructure they need to flourish and ensures the voice of our business community is heard, loud and clear.

Our Economic Strategy for Norfolk and Suffolk sets out our ambitions to grow our economy, create 88,000 new jobs and 30,000 successful new businesses.

New Anglia LEP's total Growth Deal with Government is £290.8m to be invested in the region by 2021. It is estimated to create 54,750 new jobs, 6,800 new homes and to generate an additional £628m public and private investment.

Growth Deal currently delivers two of the LEP's business support programmes – the Growing Business Fund and Growing Places Fund – and has been used to fund a range of capital investment projects.

Some significant developments have been delivered over the past 12 months with vital support from our Growing Places Fund. A modern office complex was opened at The Maltings in Ipswich after a loan of £600,000 from the LEP kickstarted the £3.5m refurbishment of a Grade II listed building nightclub that had stood derelict for years.

In March 2020, New Wolsey Theatre in Ipswich and St Peter's in Sudbury each received around £225,000 towards refurbishment projects after successful applications to our Growing Places Fund.

Our Enterprise Zones, covering 16 sites across both counties, continue to attract new investment and development. The LEP is working closely with Local Authorities, landowners and developers to deliver our Enterprise Zones, which are boosting jobs in a number of priority locations across Norfolk and Suffolk.

Photos – above: The Maltings in Ipswich
right: The New Wolsey Theatre, which have both received support from the LEP's Growing Places Fund





Case Study: Improving our flood defences

A £40 million upgrade of vital flood defences in Great Yarmouth has got under way and is expected to be completed in 2021.

More than 4,500 homes and businesses will receive better protection from flooding thanks to the scheme, which has received £8.2m from the LEP's Growth Deal.

An innovative technique is being used to increase the lifespan of 46 flood defence walls across the town by up to 30 years and significantly reduce the carbon footprint of the project.

The refurbishment works will extend the working life of the existing defences, and the new innovative construction methods being used will significantly reduce the carbon footprint of the project.

Doug Field, chair of New Anglia LEP, said: ***"This project is a great example of how partnership working can deliver projects which have a real impact on our people, places and economy."***

"Great Yarmouth is a vital part of our all-energy coast. It sits at the centre of the world's largest market for offshore wind and is of huge strategic importance to our region."

"By protecting homes and businesses and creating a safe environment for more to be created, these sea defences will allow the town to reach its potential as a key contributor to our economy."



Case Study: Roundabout completed at Hempnall

A new roundabout was completed at Hempnall on the A140, relieving congestion and improving safety at what had been a notorious spot for collisions.

Funding of £3.05m came from the Department for Transport, with a further £650,000 from the LEP's Growth Deal and the remainder from the Community Infrastructure Levy (CIL) and Norfolk County Council.

There had been 11 personal injury accidents in the five years up to the start of the construction work, resulting in 15 casualties and one categorised as serious.

Cllr Martin Wilby, Norfolk County Council Cabinet Member for Highways, Infrastructure & Transport, said: ***"I've heard from so many people who have been using the new roundabout what a welcome change it is. This vital scheme is set to unlock economic growth, and is already cutting journey times, easing congestion and has improved safety on this increasingly busy route."***

Cllr Alison Thomas, County Councillor for the Long Stratton division, which includes the Hempnall roundabout, said: ***"The new roundabout has totally transformed journeys."***

"Thankfully the long detours people used to make to avoid the dangerous old crossroads are a thing of the past, and parents of new drivers no longer need to advise them to avoid this junction due to safety concerns."



Skills



An inclusive economy with a skilled workforce

The LEP is continuing to work with local partners to grow an inclusive economy where skills and employment provision meets business need and the aspirations of individuals. We have 15 Sector Skills Plans which aim to identify and start addressing the skills needs in our key sectors, and to come up with a set of agreed actions.

The Skills Board transitioned to a Skills Advisory Panel this year, with a refreshed focus to oversee the development of a skills and employment system that help enable business growth and enhance the employment and progression prospects for individuals working and living in Norfolk and Suffolk.

This year, we have invested significantly through our **Growth Deal** in new facilities which have brought colleges and employers together to ensure people of all ages can gain the skills they need to take advantage of the jobs that are available (see case studies opposite).

Our **Enterprise Adviser Network** plays a critical role by linking schools with employers and encouraging pupils to explore the career opportunities this area has to offer and for which there will be a future need.

Employers can also help young people to reach their potential by signing up to our Youth Pledge, which aspires to ensure every young person in the region gets the support they need to get into education, training, an apprenticeship or a job.

More than 7,800 pupils attended the Norfolk Skills & Careers Festival in March, giving them the chance to find out about the diverse range of jobs on offer in the region. The two-day event at Norfolk Showground was structured around 13 sectors from energy and advanced manufacturing to retail and health and social care. Our **Enterprise Adviser Network** was among the 75 businesses and organisations exhibiting.

The Suffolk Skills & Careers Festival in October welcomed 400 or so students from all over the county. Autumn 2019 also saw the launch of our Apprenticeship Levy Transfer Pool. The scheme aims to transfer unspent apprenticeship levy payments from levy payers (companies with a staffing bill of more than £3m a year) to small and medium-sized businesses (SMEs).

Photo: Students get careers advice at the Suffolk Skills Show



Case Study: New centre for energy and engineering skills unveiled

A new Energy Skills Centre which will help the region stay at the forefront of the UK's growing energy and engineering industries has opened thanks to a £10m investment by the LEP. Based at East Coast College's Lowestoft campus, it houses the innovative East Coast Energy Training Academy and combines cutting-edge technology and state-of-the-art facilities to support the development of higher-level technical skills and expertise in the energy, maritime and engineering sectors.

Chris Starkie, Chief Executive of New Anglia LEP, said: ***"The energy sector is a key priority for the region's growth and this facility stands to play a significant role in that by providing appropriately trained and qualified people to support this agenda."***

"It is designed to meet the needs of the energy, engineering and maritime sectors and will provide clear progressions from Level 3 through to higher level study programmes and apprenticeships. Companies looking to upskill and develop their employees' technical and managerial competencies and qualifications will also be able to sign up to take courses here."



Case Study: STEM Innovation Campus at West Suffolk College

Another skills-driven project developed in collaboration with businesses is the STEM Innovation Campus at West Suffolk College, which received £7m from the LEP.

It will educate the innovators, scientists, engineers, manufacturers and digital professionals of the future in a modern facility and shape its training to meet the demands of local employers.

The 5.5-acre site redevelopment was made possible through investment from the LEP and other funding from key businesses and West Suffolk Council.

Nikos Savvas, principal and chief executive at the college, said: ***"We want to train the industry leaders of today and also industry leaders for the future. This is one of the most talented areas of the UK and we want to show that. I would like to thank all of our partners for their support."***

Doug Field, Chair of New Anglia LEP, said: ***"It will be a valuable asset for the area, creating jobs for Norfolk and Suffolk employers as it will attract talented students who want to move into energy, engineering and advanced manufacturing."***



Vision

Showcasing our Unlimited opportunities

Promoting our region's strengths and our offer to the world is key to our ambitions to attract the investment, people and businesses which our region deserves.

In September 2019, following over 18 months of work, the region's new place brand Norfolk & Suffolk Unlimited was launched. The brand promotes our business location offer, highlighting everything which makes this a fantastic place to live, work and learn. This work is led by New Anglia LEP, working with many local private, public and education sector partners.

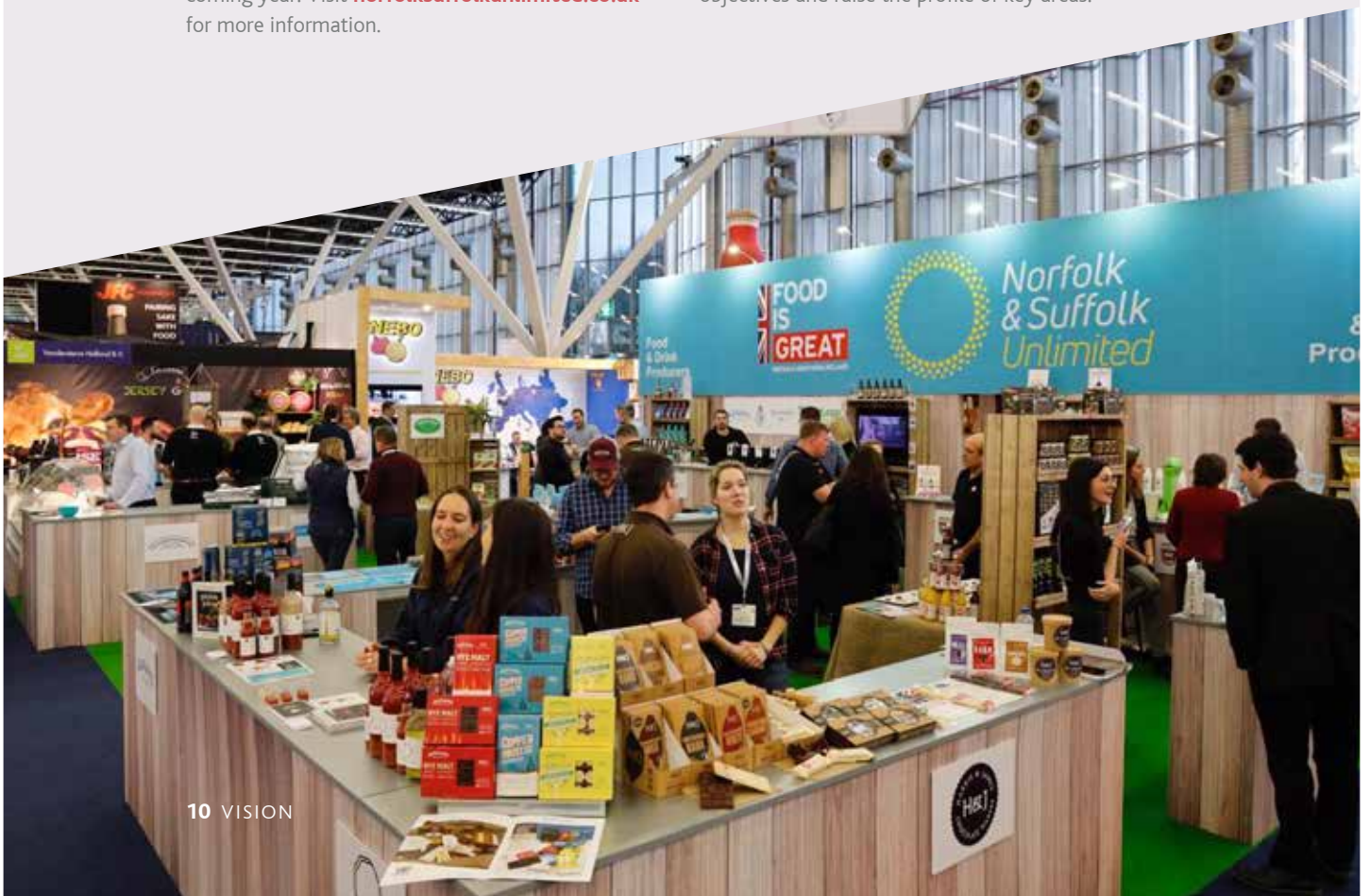
With its own website and online presence being used for digital campaigns, the brand has also been used at a number of high-profile events, including MIPIM UK and Horecava in Amsterdam (pictured below). More than 150 businesses have already become ambassadors to help support our work and a number of exciting partner projects are planned for the coming year. Visit norfolksuffolkunlimited.co.uk for more information.

New team helps attract investors

Alongside this we have created Invest Norfolk and Suffolk, a centralised team, bringing together expertise from across Norfolk and Suffolk. Located within the LEP but operating with partners across both counties the team will use the Norfolk and Suffolk Unlimited brand to attract and retain more inward investment.

Working directly with the Department for International Trade, the team will help to raise our profile and promote our assets, generating more leads and ensuring a better, more consistent approach to our responses to enquiries. We have a superb base of assets, built around world-leading sectors and businesses and the team is the first port of call for those wanting to know about our region's offer to the world.

A number of strategic projects, including the Cambridge Norwich Tech Corridor and Ipswich Vision, help to bring together partners, deliver local objectives and raise the profile of key areas.





Working with Government

Draft Local Industrial Strategy published

Norfolk and Suffolk's draft Local Industrial Strategy has been endorsed by local partners and published. It has been submitted to Government and is awaiting their approval. The Local Industrial Strategy is the next stage in the development and delivery of the Economic Strategy for Norfolk and Suffolk – a more targeted piece of work focusing on the key sectors of clean energy, agri-food and ICT/digital. It sets out the region's ambition to be the UK's Clean Growth Region and identified a series of interventions to capitalise on the opportunities in each sector.

The next step in driving effective delivery of the Economic Strategy and the Local Industrial Strategy is to develop an overarching Investment Plan. The Investment Plan will capture the interventions that will deliver the ambitions and goals in the Economic Strategy and Local Industrial Strategy – projects, programmes and initiatives – which require funding. The Investment Plan will enable the LEP and partners to be in a positive position to secure future funding when opportunities arise and will ensure interventions deliver the required impact and outcomes.

The Investment Plan is currently being developed.

Work under way by Industry Councils

The Industry Councils for the region's key growth sectors – clean energy, agri-food and ICT/digital – are now in place, bringing together private-sector business leaders with public partners.

Each has identified key priorities and new initiatives and established delivery groups to action these.

You can find out about the membership, meetings, agendas and minutes from the Industry Councils at newanglia.co.uk

The LEP's Innovation Board has been re-established. It includes representation from our major innovation hubs, research centres and universities. A number of innovation projects have been supported over this past year, for example the establishment of a regional base for the Offshore Renewable Energy (ORE) Catapult in the Orbis Energy Centre in Lowestoft.



Photo: Norwich Research Park is a hub for life and plant science and research

LEP board



New Anglia LEP's board is business-led. It is comprised of highly committed leaders from the private sector, public sector and education. Their role is to guide and advise the executive team to ensure a sharp focus on activities to help grow jobs and remove the barriers to growth for business.

The board is required to approve the LEP's significant and strategic decisions, including its annual budget, business plans and the Economic Strategy. It also retains overall responsibility for risk and performance. Our board members give their time voluntarily to support the LEP. Dates for board meetings, agendas, papers and registers of interests for all board members are available at newanglia.co.uk

More information about how the LEP operates, and its processes and procedures can be found in its [Local Assurance Framework](#). This covers how our board is formed and governed, how our decisions are made and how our programmes are funded and managed. It also provides the Government with assurance that the LEP is operating correctly.



Doug Field

Chair of New Anglia Local Enterprise Partnership and Joint Chief Executive, East of England Co-op



Jeanette Wheeler

Deputy Chair of New Anglia Local Enterprise Partnership and Partner, Birketts LLP



C-J Green

CoFounder and CEO, BraveGoose



Claire Cullens

Chief Executive of Norfolk Community Foundation



Pete Joyner

Managing Director at Shorthose Russell and Thissaway



Dominic Keen

CEO, Britbots and SME Business Board Representative



Steve Oliver

Chairman,
MLM Group



Johnathan Reynolds

Director,
Opergy Group



Sandy Ruddock

New Anglia LEP's
SME Business Board
Representative and Owner,
Scarlett and Mustard



Prof. Tim Whitley

MD Applied Research
and MD Adastral Park, BT



Matthew Hicks

Leader,
Suffolk County Council



Andrew Proctor

Leader,
Norfolk County Council



David Ellesmere

Leader,
Ipswich Borough Council



Alan Waters

Leader,
Norwich City Council



Sam Chapman-Allen

Leader
Breckland District Council



John Griffiths

Leader,
West Suffolk Council



Prof Helen Langton

Vice Principal,
University of Suffolk



Corrienne Peasgood OBE

Principal,
City College Norwich



Governance

We work hard to support local businesses to drive growth, innovation and productivity across Norfolk and Suffolk.

The interests of local businesses are at the heart of our decision-making and we pride ourselves on transparency and accountability.

We have recently launched a new website – still at newanglia.co.uk – which has improved navigation to help you find information about the work we do and the decisions we make.

On our website, you can find out more about our board meetings, read agendas and papers. Our new interactive investment map showcases the range of projects we have supported.

You can also find our latest decisions log, details of our Assurance Framework agreement with Government, our Scheme of Delegation and details of our sub groups and committees online.

We ensure that our Board includes representatives from small business and entrepreneurial backgrounds as well as from bigger businesses.

We recognise the key role that SMEs play in our local economy, with 99% of our businesses being SMEs. As a result, we have always reserved at least one place on the board for a business representative from the SME community, with a specific remit to represent that group. This role includes liaising with business

membership groups such as the Federation of Small Businesses (FSB), the Institute of Directors (IoD) and small businesses more widely. Sandy Ruddock and Dominic Keen both represent SMEs on our Board.

The New Anglia Growth Programme Partnership board is made up of a wide range of organisations, including a number of small business membership groups, so we are able to have an in-depth understanding of the needs of local businesses.

The New Anglia Growth Hub, which provides direct support to businesses, provides a key link with the business community and as part of its work gathers the views and concerns of businesses, so we are able to improve the services that we provide and help other delivery partners to do the same. We also have LEP Industry Councils and Sector Groups, which are business-led groups covering the key industries with potential for growth in the LEP's local area. The groups are responsible for developing insight into the priorities and needs of their sector, and championing action from the LEP and others to support these priorities. You can find out more about our Industry Councils, including information about their meetings, papers and minutes, on our website.

Private sector board members are recruited when vacancies arise. These vacancies are advertised on our website and in the local press.

**Find out more about us at
newanglia.co.uk**

You can keep up to date with our latest news on our LinkedIn page, our Twitter account [@newanglialep](https://twitter.com/newanglialep) and by subscribing to our monthly newsletter through our website homepage.



Accounts

New Anglia LEP receives income to cover operational activities, designated projects and programme funding. This page provides a snapshot of the LEP's finances.

The majority of the LEP's funding comes from the Government's Local Growth Fund (Growth Deal). The LEP also receives funding from the Enterprise Zones and other Government initiatives, for example from the Department for Business, Energy and Industrial Strategy (BEIS) and the European Regional Development Fund (ERDF). All Growth Deal funding has been allocated to projects. Delays to a small number of projects meant not all payments were made in the allocated year.

The majority of the LEP's expenditure is grant payments made through its Growth Deal programme, plus running costs to operate and help deliver these programmes. Other expenditure includes staff and office costs, running costs and funding awarded to external partners and projects.

Under company law, the LEP's accounts are independently audited and when approved by the Board, they are published on our website – newanglia.co.uk – and filed at Companies House.

Our full published accounts include additional details, such as staffing and other running costs.

INCOME

| | |
|---------------------|---------------|
| Growth Deal | £23.3m |
| Core funding | £0.7m |
| Other income | £6.7m |
| Total income | £30.7m |

EXPENDITURE

| | |
|--------------------------|---------------|
| Growth Deal grants | £25.2m |
| Other grants | £0.8m |
| Other expenditure | £4.2m |
| Total expenditure | £30.2m |

BALANCE SHEET

| | |
|--------------------------------------|---------------|
| Fixed assets (including investments) | £12.0m |
| Current assets | £43.5m |
| Current liabilities | - £0.7m |
| Total assets less liabilities | £54.8m |

FUNDED BY

| | |
|----------------------|--------|
| Operational reserves | £0.8m |
| Programme reserves | £54m |
| Members funds | £54.8m |

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Photos: Norwich Research Park is a hub for life and plant science and research. The CEFAS laboratories in Lowestoft have been redeveloped with support from our Growth Deal. Commercial drone firm HexCam purchased new equipment thanks to support from New Anglia Growth Hub

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