

Connecting Innovation in the UK's Clean Growth Region





Front Cover: The all-electric Lotus Evija hypercar, developed and manufactured in Hethel, Norfolk

This page: Students on campus at the University of East Anglia

Our Region

Map key



College



University



Enterprise Zone



Airport

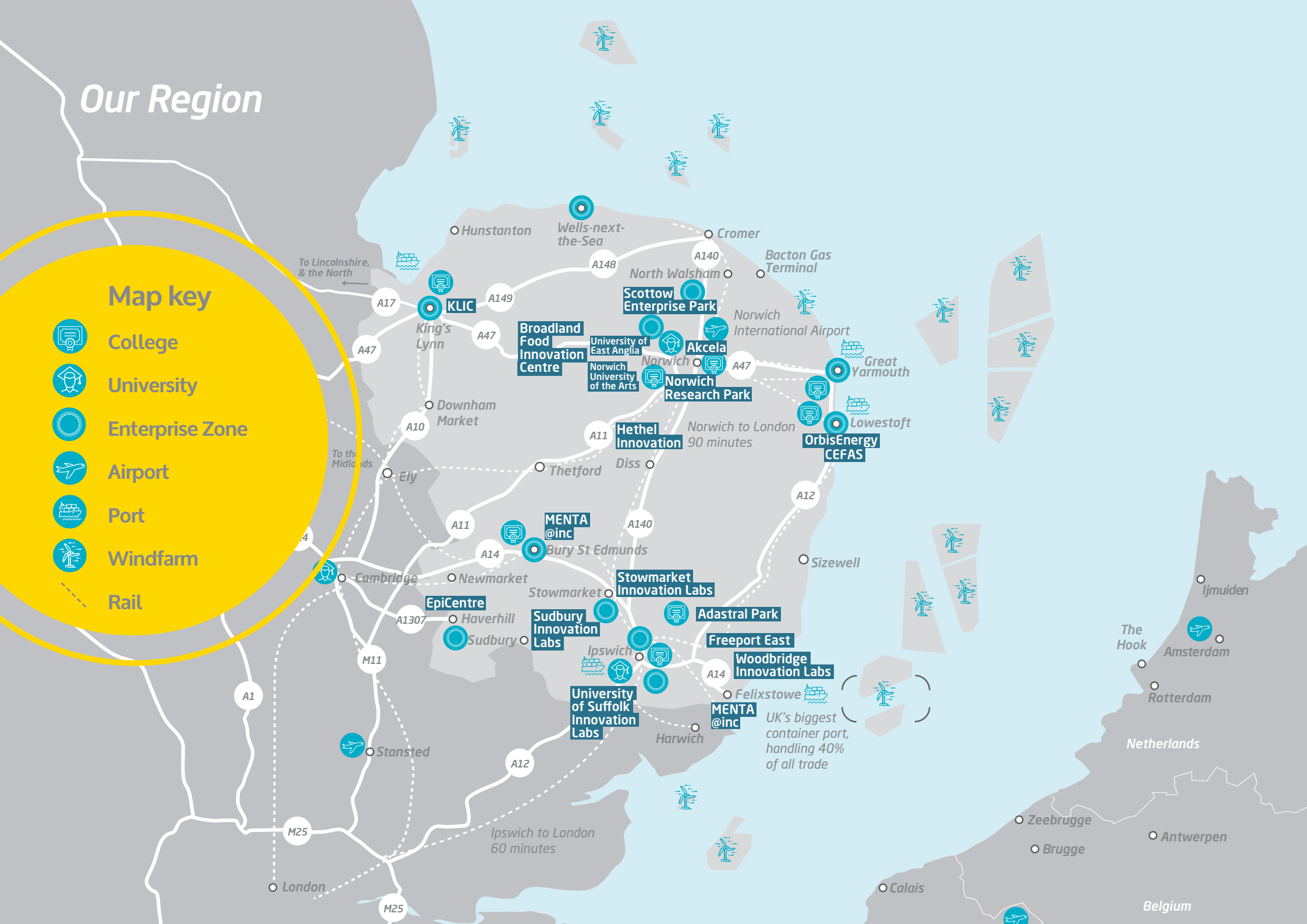


Port



Windfarm

Rail



Foreword: Unleashing the power of Norfolk and Suffolk's innovation economy

The Norfolk and Suffolk approach to innovation has been driven by the desire to collaborate. Innovation makes a difference and creates shared value. Innovation enhances places and local economies. Innovation unlocks opportunity for all.

The global societal grand challenges facing us are complex but the ideas and solutions are often local. Through effective collaboration across cities, towns and regions in the UK, we can drive a more inclusive approach to innovation to help unlock these opportunities with talent and technology at the heart.

Innovation will define the 2020's in the UK, as we face a challenging and uncertain period in economic history and some global challenges in relation to reaching net zero. At the same time, we have the potential to help secure the country's place as a leading science and innovation superpower.

To unlock our world leading science and research base and technology capabilities highlighted in the National Innovation Strategy, a step change is required. This step change needs to be driven by a fresh approach which is open, inclusive and collaborative.

Innovative places also have the potential to become magnets for talent and investment and it's vital that we continue to push forward and invest in our homegrown talent as well as attracting skills and technologies from around the world.

Norfolk and Suffolk and the wider East of England is in an exciting position to be at the very forefront of science and innovation in the UK helping to position the country as an **Innovation Nation with Global Impact**.

Norfolk and Suffolk is already leading the way in progressing a **fully connected rural and urban innovation cluster** through New Anglia LEP's **Connected Innovation Programme**. This brings together the academic and research community with business leaders and Government support organisations, such as Innovate UK Edge and the Catapult Network, as well as private investors.

Connected Innovation joins the dots across a significant number of innovation centres, research institutes, science parks, universities and collaborative business spaces with a network comprising well over 500 innovative businesses with high growth potential.

Our approach is very much about collaboration, not competition, creating a dynamic and growing network and a platform where entrepreneurs, start-ups, SMEs, corporates, researchers and academics come together.

With our successful track record and support from partners to date, we can continue to build on our existing diverse science, research and technology capabilities covering health & life sciences, environment, agri-tech, engineering, offshore energy, marine science, 5G, AI, fintech, robotics and satellite technologies.

We hope you will be inspired to join us and share your ideas for using innovation to drive real change.

We share the Government's ambition to spend 2.4% of GDP on R&D by 2027



Johnathan Reynolds,
Chair, New Anglia LEP
Innovation Board



C-J Green,
Chair, New Anglia LEP

Connected Innovation Programme

New Anglia Local Enterprise Partnership's Connected Innovation Programme links together 24 innovation hubs, universities, research institutes and business clusters across Norfolk and Suffolk to create a regional ecosystem which:

Facilitates collaboration:

- Between our globally leading research and our business base
- Between the innovation hubs and their innovation clusters, to share best practice and engage in new innovative activity
- Across the UK's regions, building on existing cross-cluster relationships formed around energy, maritime, space, agri-tech, and manufacturing and engineering.
- By connecting the dots between innovation hubs, businesses and the region's support networks and organisations
- Through simplifying the business and innovation support landscape for businesses working closely with key innovation funding and mentoring programmes (e.g., New Anglia LEP's Growth Through Innovation Fund, Innovation Grant Mentoring Programme, Innovate UK EDGE, etc.) and investor networks (e.g., Anglia Capital, Oxford Innovation Finance, etc.)

Drives cross-sector innovation:

- Linking up key business clusters with the innovation assets and key emerging technologies in the region to transform productivity and deliver the transition to Net Zero
- The programme has linked together key technologies with Norfolk and Suffolk's strategic and emerging sectoral opportunities, supporting agri-food, aquaculture, creative industries, digital, FinTech, health and social care, hydrogen, manufacturing, marine science, offshore wind, space and the visitor economy

Key Sectors and Opportunities engaged by the programme

New Anglia Advanced Manufacturing & Engineering
Council for Digital Tech / Tech East
All Energy Industry Council – supporting offshore wind, nuclear, hydrogen and clean tech innovations
Agri Food Industry Council / Agri-Tech
Space Cluster for Norfolk & Suffolk
Creative Industries

- 28 events delivered across the project with 600 attendees.
- 84 collaborations and introductions made as a result of project activity
- Engaged Innovate UK, the Catapult Network and Knowledge Transfer Network across event and project activity

- Over 60 hub businesses engaging with the Growth Hub
- 32 hub businesses accessing wider support schemes
- 31 hub businesses applying for support through the Growth Through Innovation fund

Figures correct as of March 2023



Discover our Unlimited ambition

The roots of our region's innovation culture run deep; you could say it is in our DNA. Norfolk and Suffolk has been a source of wealth and power for centuries, with strong cultural and trading links to Europe. This made it a home for merchants and thinkers, makers and inventors – and it remains so today.

We are attracting and retaining a new generation of talented people with a passion for science, innovation and business. Our business and innovation ecosystem is diverse and supportive, with world-leading clusters collaborating to create a sustainable future.

We have strong connections with the Cambridge cluster through our Cambridge Norwich Tech Corridor initiative creating new opportunities for wider collaboration and talent attraction.

Feeding a healthier world

Founded on decades of research expertise, [Norwich Research Park](#) provides access to a specialist skills pool, and opportunities to collaborate and win global business at a unique research campus environment, in the UK, with four specialist research institutes including the John Innes Centre, The Sainsbury Laboratory, the Earlham Institute and the Quadram Institute, as well as the NNUH teaching hospital and UEA, a top 20 UK university.



Tropic Biosciences, based on the Norwich Research Park, develop high-performing commercial varieties of tropical crops which promote cultivation efficiencies, enhance consumer health, and improve sustainable environmental practices, using cutting edge genetic editing technologies.

These organisations, along with a growing community of businesses, collaborate, on site, creating a powerful cluster of activity, specialising in food and nutrition, and crop production and resilience, applied to the effects of climate change and improvements to human health.

Together the park has a community of over 20,000 people, including 17,000 students and more than 3,000 scientists, researchers, clinicians, and business people.

In 2000, the UK government chose the UEA as the site for the [Tyndall Centre for Climate Change Research](#), which brings together scientists, economists, engineers and social scientists from partner institutions. Along with our region's burgeoning renewable energy sector and expertise in technologies such as AI and machine learning, they are helping us achieve our goal of being the clean growth centre of the UK.



"Our business and innovation ecosystem is diverse and supportive, with world-leading clusters collaborating to create a sustainable future."

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Connecting the world

Technological innovation comes to the fore at the globally-significant science and technology campus at [Adastral Park](#), just outside Ipswich. A centre for technological research and innovation for 100 years, and at the heart of the UK's digital ecosystem for the last 45 years, it is now home to around 140 companies, 4,000 people, two research organisations and the headquarters of BT Labs, the global Research and Innovation division of BT Plc.

Applied research at BT Labs has led to the development of vital communications infrastructure, such as single mode fibre, VDSL technology and ultra-high capacity networks, including 5G.

The park's high tech business cluster – called [Innovation Martlesham](#) – now has around 140 companies that work either in or with the ICT/Digital sector. They range from global organisations like Cisco and Nokia to a diverse collection of dynamic SMEs and innovative start-ups serving a multitude of sectors. In early 2021, the University of Suffolk and BT opened a **£9.6m DigiTech centre** on the park to train students, graduates, and apprentices.

Powering the world

Norfolk and Suffolk is the [UK's clean growth region](#), critical to the nation's energy security and supply for over 50 years and now leading the drive to Net Zero.

Our region has more installed offshore wind capacity in our coastal waters than anywhere in the UK. With advanced plans and government backing for a new nuclear power station at Sizewell and Bacton gas terminal delivering 30% of the UK's gas supply, providing vital interconnections to European markets, our energy sector has transformed Great Yarmouth and Lowestoft into a major logistics and support centre that serves clients in the North Sea and worldwide.

Profiles of success

Over the next 30 years, humanity must tackle the greatest challenge we have ever faced: rapid climate change, with all its consequences. It's a challenge of our own making and only we can solve it or adapt to it. We are ready to play our part in delivering Net Zero by 2050.

We have the people, the networks, the infrastructure and the ability to attract the investment needed to transform ideas into action. Meet the people and places which drive our innovation ecosystem.

Over the next 30 years, humanity must tackle the greatest challenge we have ever faced: rapid climate change, with all its consequences. We are ready to play our part in delivering Net Zero by 2050.



Everything we now do focuses on turning world-leading fundamental research into technology that serves an economic or social purpose and solves real world challenges.

Adastra Park

Cluster profiles



Norwich Research Park

As well as the four specialist research institutes including the [John Innes Centre](#), [The Sainsbury Laboratory](#), the [Earlham Institute](#) and the [Quadram Institute](#), along with the [NNUH teaching hospital](#) and the UEA, a [top 20 UK university](#); [Norwich Research Park](#) is home to 40 companies, based in 100,000 sq ft of accommodation, and with 1.6m sq ft of planning consent available it is clear that the site is set to expand, attracting further high-growth business that can benefit from the campus key attributes:

One of only five BBSRC campuses in the UK – a profile raising address and valuable R&D facility

A unique research campus – allowing you to be part of a powerful cluster of activity with access to a specialist skills pool and over 30 technology platforms and specialist facilities

A campus-wide Enterprise Strategy – to maximise the societal impact, of research activity, and support companies to spin-in, and spin-out, and attract significant pre seed, seed and growth investment

An established business community - with business-to-business networking, industry events and a sports and social programme

A high-quality environment - to impress clients and help to attract and retain the best staff

On-site amenities – include a successful nursery, a restaurant and coffee bar, meeting rooms, large terrace, and an impressive sport centre 'Sports Park' managed by the UEA

AIP LLP - an experienced property partner, co-ordinating campus-wide activity to create a global destination for business, enterprise and research

An on-site management team - to work alongside you and respond to your needs on a daily basis

Flexible property options – to meet your business needs now and, in the future

Great location for access to London and Europe – close proximity to Norwich International Airport and direct train line to London Liverpool Street

Roz Bird, CEO of AIP

"Our businesses, scientists and clinicians are tackling some of the greatest challenges known to humankind. Not least how to feed a growing global population with nutritious food that enables them to lead long healthy lives, while minimising the impact of agriculture on the environment and creating a clean growth future."

Adastral Park

[Adastral Park](#) started as BT's research and innovation campus and is now a globally-significant centre of fundamental and applied research for Information and Communications Technology (ICT). It is now home to around 140 companies, 4,000 people and two research organisations, as well as BT's global R&D laboratories. As a result, the UK government has identified the cluster as a High Potential Opportunity area for investment.

Lisa Perkins, BT's Director of Research and Applied Innovation

"Everything we now do for BT on the Park focuses on turning world-leading fundamental research into technology that serves an economic or social purpose and solves real world challenges."

"Even when we don't invent a new technology on the Park, our scientists have the skills to embrace an initial idea – such as fibre optics – and develop innovative purposes for the science – such as single mode fibre systems. We have become adept at this over the last 20 years as we leverage the fantastic range of facilities, including Europe's largest test and integration facility, to further our research and collaborations. Our situational experience labs enable us to demonstrate the art of the possible to corporate leaders and thinkers by providing an immersive experience of new technologies from across our innovation ecosystem."

OrbisEnergy

OrbisEnergy is a clean energy business innovation and incubation hub at PowerPark in Lowestoft.

Business Manager Ian Pease

"Our region is an integrated energy exemplar at the frontier of the UK's charge to build a decarbonised, increasingly electrified and digitally enabled energy system. By 2035 the East of England will boost its clean energy production by 175% with huge advances in offshore wind, nuclear, hydrogen, carbon capture, solar and battery storage. When bought together, in around 10 years-time, our region will supply enough energy from renewable and low carbon sources to power the equivalent of 20 million UK homes."

"OrbisEnergy is the spiritual home for clean energy businesses in the region, providing an inspiring base and a network of energy professionals from renewable energy developers, innovative supply chain companies and the regional office of the UK's innovation and research centre for offshore renewable energy, the Offshore Renewable Energy Catapult (ORE). Together with partners like the [East of England Energy Group](#) and [East Wind](#), we provide the space, ideas and network to drive energy innovation with an overarching mission to secure a lasting legacy of sustainable jobs and a thriving business community from this intergenerational energy opportunity."

CEFAS

The UK's [Centre for Environment, Fisheries and Aquaculture Science](#) (Cefas) employs some 500 scientists and technologists at its headquarters in Lowestoft. Cefas conducts innovative, world-leading research to achieve a sustainable future for rivers, seas and the ocean. Cefas provides data, evidence and advice to policy-makers in the UK government and overseas partners to inform management measures that helps us adapt to and mitigate climate change effects, including effective conservation and sustainable harvesting of marine resources. Acknowledging that nature recovery goes hand-in-hand with food and energy security, thriving climate resilient industries and human well-

"Our region is an integrated energy exemplar at the frontier of the UK's charge to build a decarbonised, increasingly electrified and digitally enabled energy system."

being, this work links natural and social sciences with economics. Cefas is working with local partners, including universities, to ensure the region presents a strongly collaborative marine science and research community.

Science Director Dr Michaela Schratzberger

"Our natural scientists, economists and social scientists work on tackling the world's pressing environmental problems including adapting to a changing climate, recovering biodiversity and providing safe food from water. We support both UK and International governments to fulfil their commitment to restoring nature for a healthier and more prosperous future. Innovation drives our solution-driven work. We use a wide array of surveillance, mapping and sampling technologies to collect data, converting it to the diverse range of evidence needed to support our expert advice. We can't do this alone. We exchange knowledge and experience with our stakeholders to create shared understanding, ensuring that excellent science and impartial advice is at the heart of decision-making. We work with partners across the Eastern region, UK and internationally, spanning government, maritime and fishing industry, non-governmental, research and academic sectors. Increasingly, we are working to engage a greater diversity of communities to inspire the next generation of scientists needed to support our ambition."

The EpiCentre

The [EpiCentre](#) is committed to supporting innovators, entrepreneurs, start-ups and scale-up to build, develop and grow.

Conveniently located at the intersection of Cambridge, Suffolk and Essex, The EpiCentre is the destination for dynamic businesses looking for office space (physical and virtual), lab space, and meeting space.

The modern and fully serviced facilities at The EpiCentre supports tenants in sectors from gene and cell therapies, ground-breaking antiviral discoveries through to world-leading 3D character creation in the global digital entertainment industry; the attraction of flexible facilities, dedicated business support, all in a hub that brings together like-minded individuals, is helping drive economic growth and contributing to the East of England ecosystem.

Our business support is included – the resident innovation director is here to provide commercial guidance, development support, access to networks and business tools, all as an additional resource to the companies within The EpiCentre. There is no fixed formula to the business support, and not limited by time; it is there when a business needs it, to help unblock and unlock the next stages of growth and development. The EpiCentre is run by Oxford Innovation. This gives tenant companies access to the wider national network of innovation directors - all of whom have lived experience across different sectors, so businesses can tap into a greater level of support relevant to their market.

The EpiCentre is a unique destination for companies to maximise opportunities. It is much more to us than just a building; it includes the facilities and support a developing business needs to catapult their growth, in a modern environment in which to build their future.

The [EpiCentre](#) has facilities and support to develop business needs and catapult their growth





Hethel Innovation

[Hethel Innovation](#), based at the [Hethel Engineering Centre](#) in south Norfolk, helps SMEs across our region become more innovative, productive and competitive. An award-winning innovation hub, it has been home to more than 320 ground-breaking businesses and incubated more than 200 start-ups, creating more than 1,500 high-skilled jobs.

CEO Alice Reeve

"Hethel Innovation incubates ideas, businesses, and people. We are passionate about that. Our openness to new ideas and approaches allows us to adapt quickly, seeing beyond the norm. We are a group of bold people all focused on creating an impactful, collaborative community."

"It's important for anyone (both businesses and the people within them) joining our community to feel that the culture is the right fit for them, helps them embrace new technologies and ways of thinking, and ultimately adds value for them."

Developing innovation clusters and centres of excellence



Space to Innovate Enterprise Zones

The [Space to Innovate Enterprise Zone](#) comprises ten sites across Norfolk and Suffolk. Offering simplified planning with potential incentives available, this network of innovation hubs is generating new businesses, new jobs and exciting connections for the firms who call our Zones home. The sites are home to innovative businesses, state-of-the-art facilities and form part of our Inward Investment offer for new firms looking to expand or move to the area. Our Great Yarmouth and Lowestoft Enterprise Zone also supports the region's flourishing energy sector.

Leading in public sector innovation

The launch of the [largest public sector LoRaWAN® network in the UK](#), backed by Norfolk and Suffolk County Councils and New Anglia LEP, shows how local partners work together to innovate.

LoRaWAN is an enabling technology for the Internet of Things. It is free for anyone in the region to use and numerous businesses are already using it to test digital applications and getting real business benefits.

Towards a collaborative clean growth future

Businesses in Norfolk and Suffolk value professional networks such as Tech East, NAAME, Agri-Tech E and EEEGR, as well as the Norfolk and Suffolk Chambers of Commerce, and encourages partnership projects that support different sectors. New Anglia Local Enterprise Partnership also works with organisations such as Freeport East as well as local councils to secure Government funding for economic development projects. Examples include the recently successful City and Town Deals for Norwich, Ipswich, Great Yarmouth, Lowestoft and King's Lynn. These initiatives demonstrate our region's commitment to encouraging sustainable economic growth and supporting public and private sector innovation.

Dedicated support from New Anglia Growth Hub and New Anglia Capital

The New Anglia Growth Hub provides free, impartial business support to businesses across Norfolk and Suffolk and can help access grants, finance, international trade support and other specialist innovation advice – all from a single point of contact.

New Anglia Capital helps early stage and high growth businesses pitch to experienced angel investors and provides match funding for successful projects. This co-investment fund is backed by £4m from New Anglia LEP in partnership with Anglia Capital Group. It aims to stimulate innovation, entrepreneurship and economic growth across Suffolk and Norfolk.

Investment in digital tech training facilities

New training facilities have been supported financially by New Anglia LEP and include the [University of Suffolk DigiTech Centre](#), Suffolk New College Tech Campus and Norwich City College Digi-Tech Factory. These centres all play a key role in enabling the delivery of innovative, industry-standard learning and are supporting a new generation of innovators and digital tech specialists across Norfolk and Suffolk.



University of Suffolk DigiTech Centre at Adastral Park

Innovation Labs Group

[Innovation Labs Group](#) currently comprises five sites across Suffolk including Ipswich (based in the University of Suffolk), Stowmarket, Sudbury, and Woodbridge, with more planned. Our entrepreneurial members can access all sites and the business support package that comes with their membership. This includes access to a business mentor, Business Development Manager, state-of-the-art university facilities and academic and student expertise. The Innovation Labs ecosystem includes a number of support businesses, such as usability experts, web and graphic designers, coders and other industry specialists.

King's Lynn Innovation Centre

The Centre is based on one of our region's Space to Innovate Enterprise Zone sites in the [Nar Ouse](#) regeneration area. It offers state-of-the-art commercial workspace, designed to support the needs of ambitious, innovative businesses looking to grow in the local area.

Broadland Food Innovation Centre

This major partnership project is an exceptional opportunity for food and drink sector SMEs and start-ups, with the combination of space and support providing the optimum conditions to accelerate business growth and turn innovation potential into thriving commerce.

A community of like-minded businesses is developing at the Centre, based on the Food Enterprise Park near Honingham. Delivered by Broadland District Council, this is a secure site with 13 food-grade units, sensory room and test kitchens and conference rooms. Neighbours include Condimentum and Fischer Farms and it also benefits from connections with and proximity to Norwich Research Park. Through Innovation Support coordinated by Hethel Innovation, businesses across the sector are accessing advice, insights and specialist expertise. The rapidly-growing food innovation cluster, managed by the University of East Anglia, is linking organisations engaged in the commercial benefits of the future of food, supply chains, changing attitudes to foods and growing food securely and sustainably.

**Cllr Jo Copplestone, Portfolio Holder
for Economic Development,
Broadland District Council**

"The driving objective behind this ambitious project is to create opportunity in food processing. Norfolk is the largest agricultural producer in the UK, but 5th for food processing, as 50% of the produce grown here leaves the county to be processed outside the area. Our food production business base also includes major large businesses and many small businesses, but we have few medium-scale enterprises. By addressing this through the Broadland Food Innovation Centre project, the aim is to deliver diverse benefits for the food and drink sector and local economy, as well as play a part in attracting inward investment."

[Broadland Food Innovation Centre](#)



Menta / @inc

A network of co-working spaces – including locations at Bury St Edmunds and Felixstowe. Encompassing Menta's business support, @inc offers newly established creative workspaces for freelancers, small businesses and aspiring entrepreneurs.

The @inc business model is all inclusive and supports a flexible approach to doing business, whilst developing skills enterprise and employability opportunities.

The easy-to-use model utilises app-based technology so users can pay an annual membership fee or pay on the day for using the facilities which have been designed to support modern working practices and feature collaborative workspace, private 'Zoom Rooms', and a shared workspace for individual or small group working.



Menta Co-working spaces

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world.**

Akcela

Akcela is a start-up incubator based in Norwich city centre that launched in 2021. Their team helps founders build teams, build products and build sales. The incubator supports start-up companies with space, coaching and consultancy services for scale-ups to help launch them from the East of England to the world.

They look to provide the right support to work with businesses to overcome the barriers to growth, understanding that every business is different and looking to adapt the solutions offered based on this.

The team have a background in supporting, growing and exiting large scale companies, as well as consulting for some of the world's largest companies, providing the capability to support growing businesses achieve their full potential.

The innovators of our success

From fundamental research, to applied thinking and skills development, our region's universities and colleges inspire each new generation.

University of East Anglia (UEA)

UEA has been at the heart of the region's innovation community for 60 years, and is a globally significant centre of research, driving social, cultural, environmental and economic innovation far beyond its Norwich campus. The University is in the World Top 50 for research citations in the Times Higher Education World University Rankings and in 2022, 91% of UEA's research was ranked as world-leading or internationally excellent by the Research Excellence Framework.

Alongside established assets such as the Climatic Research Unit, the Sainsbury Centre for Visual Arts, and The Enterprise Centre, UEA is also home to Productivity East. A £7.4 million, state-of-the-art regional hub for engineering, technology and management, the facility allows students, academics and businesses to explore new ideas, develop prototype designs and create innovative products and services.

Professor Fiona Lettice, UEA's Pro Vice-Chancellor for Research and Innovation

"We have an extraordinary depth of academic expertise across the full breadth of disciplines. This gives us the ability to bring together multi-disciplinary teams to address regional, national and international challenges, from developing agri-foods and digital technologies to creating a clean growth economy and tackling climate change."

"As a leading academic institution, it's vital that we conduct fundamental 'blue sky' research into ideas that don't yet have an obvious application. You have to push the boundaries of knowledge before you can understand what might even be possible. However, it is also important that we look at how we can apply that learning, the intellectual capital we are creating, to solving real-world problems and improving society."

The Enterprise Centre

A thriving business hub on the University of East Anglia campus, [The Enterprise Centre](#) is home to a community of over 200 businesses. With a focus on start-ups and small to medium size enterprises, it has been an inspirational and supportive environment to businesses since opening in June 2015.

High quality workspace is offered on a flexible basis. Members of the community can easily move between packages as their requirements and situation change, helping small businesses meet the demands facing them today. Facilities are also available to the wider community and businesses for hire for meetings and events.

The Centre is multi-award winning and proud to be one of the greenest buildings in Europe.

UEA is a founding member of the Aurora network of European universities

Productivity East

Opened in September 2021, [Productivity East](#) is a state-of-the-art regional hub for engineering, technology and management. Based on the University of East Anglia Campus, Productivity East was devised in conjunction with New Anglia Advanced Manufacturing and Engineering (NAAME) and supported by the New Anglia Local Enterprise Partnership.

Productivity East enables regional engineering and manufacturing businesses to work alongside world-class researchers and students, assisting them to discover practical solutions to productivity challenges. Together we explore new ideas to develop prototype designs and creative innovative products and services.



Students on campus at the University of East Anglia

Norwich University of the Arts

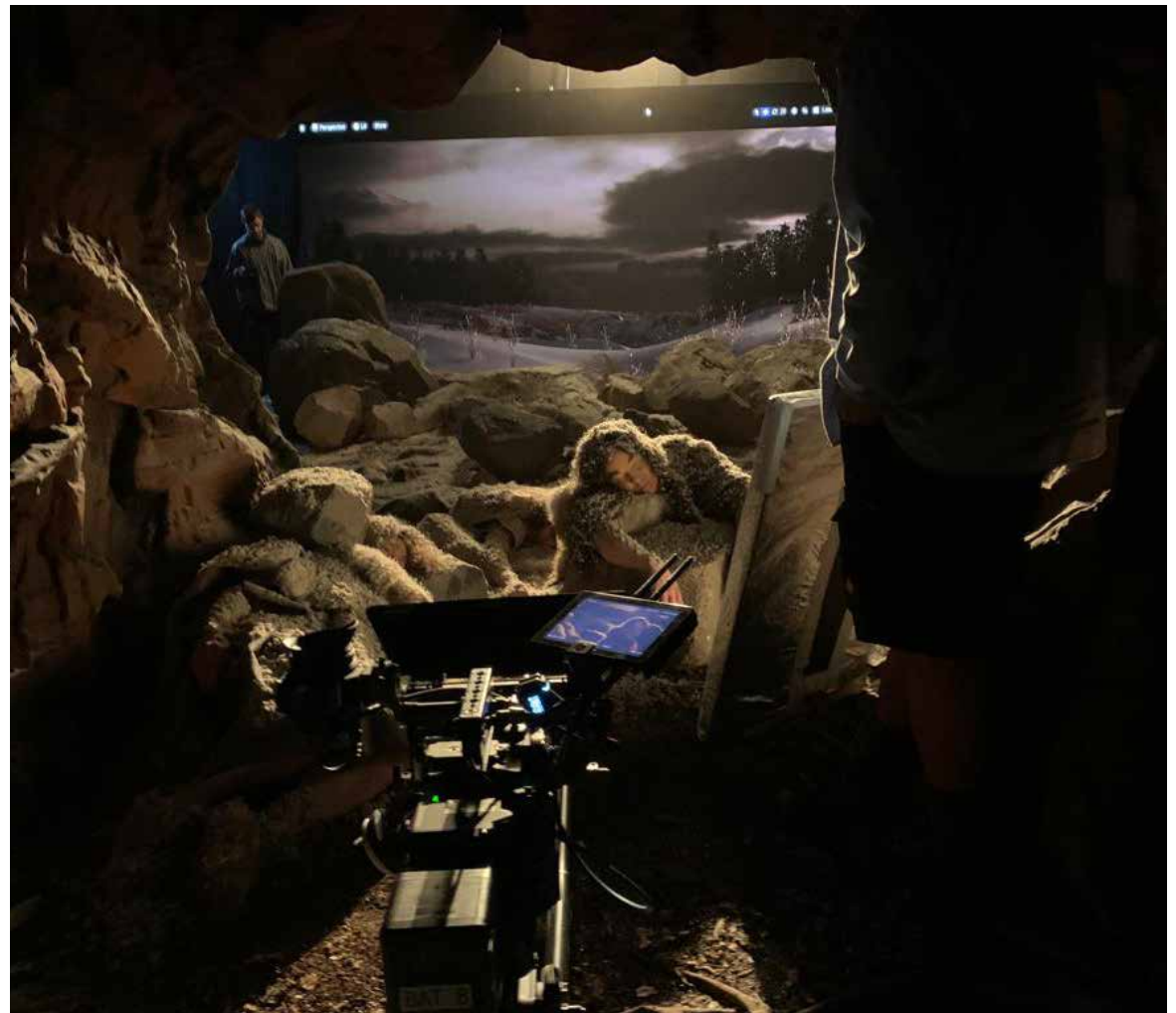
[Norwich University of the Arts](#) has helped businesses implement design thinking for 175 years. It offers 21 undergraduate courses, 6 postgraduate courses specialising in art, design, architecture and media and 3 new short courses in Creative Computing and UX Design. In 2020, Norwich University of the Arts ranked in the Top 50 Creative Media & Entertainment Schools and Colleges in the World.

Sarah Steed, Norwich University of the Arts' Director of Innovation and Engagement

"Our students learn the principles of structured design thinking and how to apply them to industrial processes and innovation. They and our lecturers work with businesses across the region, ranging from life sciences and technology to manufacturing and financial services. We not only help clients to improve their thinking around the physical design of new products, but also to develop effective communications that bring the 'how and why' of the innovation story to life.

"Public resistance to new ideas is often the biggest obstacle to developing and commercialising innovative products and services. It's not enough simply to have great science or clever technology; you need to be able to communicate the benefits to your public to bring them on board. By applying design principles, we can help start-ups and established organisations explore the potential pitfalls, as well as the opportunities."

Norwich University of the Arts postgraduate Media course





The University of Suffolk (UOS)

UOS was in the top 10 for Lectures and Teaching Quality and Facilities in the WhatUni awards 2022. 92% of the University's graduates are in employment or further higher study according to Graduate Outcomes 2019-20 which is above the sector average. UOS also collaborates with the region's organisations, having invested in both research institutes and a business development team in 2021. UOS has world-class facilities with a brand new Health and Wellbeing quarter, the DigiTech Centre and its Smart House which is a collaborative research facility that aims to demonstrate the regional capacity for designing, building and occupying sustainable homes.

Deputy Vice-Chancellor Professor Mohammad Dastbaz

"Education is a fundamental driver of economic and social wellbeing. We don't just equip students with knowledge; we also give them the confidence to live fulfilling lives. We aim to empower them as both professionals and individuals to make a positive impact in their work and in their community. We are committed to growing our local economy and as such, it's important that we are flexible and offer what our regional organisations need by way of skills, research and wider knowledge. We are formalising this through the creation of a Civic University Agreement."



Scientists at Quadram on the Norwich Research Park

Our region attracts world-leading scientists, ground-breaking researchers, and market-shaping entrepreneurs. Here you will find people developing collaborative ventures that translate fundamental research into commercial opportunities and use disruptive technologies to tackle some of the world's greatest challenges.

Our partners will continue to promote our region to the world, support its growing network of innovation hubs, and foster collaboration.

Our Connected Innovation programme provides innovators and entrepreneurs across our region with a single platform and network that enables them to engage with organisations such as Innovate UK, the Knowledge Transfer Network and industrial Catapults. By providing businesses with timely information on funding competitions and other support programmes, we aim to accelerate the development of new products and services.

Find out more at

norfolksuffolkunlimited.co.uk

To find out more about locating your business here or to obtain further details on the Connected Innovation programme, please email connectedinnovation@newanglia.co.uk

Visit www.newanglia.co.uk/innovation to view the latest version of the Innovation Prospectus.





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NEWANGLIA

Local Enterprise Partnership
for Norfolk and Suffolk