

## REPORT TO CABINET

<b>Open</b>		Would any decisions proposed:		
<b>Any especially affected Wards</b>	Mandatory/	Be entirely within Cabinet's powers to decide	YES	
	Discretionary /	Need to be recommendations to Council	NO	
	Operational	Is it a Key Decision	NO	
Lead Member: Cllr Brian Long E-mail: cllr.brian.long@west-norfolk.gov.uk		Other Cabinet Members consulted: Cllr Hodson		
		Other Members consulted:		
Lead Officer: Ostap Paparega E-mail: ostap.paparega@west-norfolk.gov.uk Direct Dial: 01553 616890		Other Officers consulted: Ray Harding, Management Team		
Financial Implications NO	Policy/Personnel Implications NO	Statutory Implications NO	Equal Impact Assessment NO	Risk Management Implications NO

Date of meeting: 17 October 2017

## NORFOLK AND SUFFOLK ECONOMIC STRATEGY

### Summary

Over the past months, the New Anglia Local Enterprise Partnership has worked with local authorities, businesses, universities and colleges to develop a new economic strategy for Norfolk and Suffolk.

This report summarises the strategy's key ambitions, agreed themes and priority places. The executive summary and full strategy can be found at <http://www.newanglia.co.uk/new-economic-strategy/>

### Recommendation

It is recommended that Cabinet endorses the Norfolk and Suffolk Economic Strategy

### Reason for Decision

The Norfolk and Suffolk Economic Strategy reflects several Borough Council corporate priorities, as stated in the Corporate Business Plan 2015/16-2019/20:

Priority 2: Drive local economic and housing growth

We will support new and existing businesses to help them thrive  
We will meet our housing growth targets

Priority 4: Celebrate our local heritage and culture

We will support the improvement of our built heritage, drawing in third-party funding wherever possible

We will support leisure and tourism within the Borough

## **Background**

1. The new Norfolk and Suffolk Economic Strategy is the New Anglia LEP's economic blueprint that will guide its work and investment up to 2036.
2. The strategy commits local authorities and other partners to working together to pool resources and coordinate activity in some key areas such as inward investment, skills, place marketing and infrastructure investment. This stronger collaboration and joint effort is vital if the LEP area is to punch above its weight and get the investment needed to ensure that its economic competitiveness in an increasingly global and competitive world.
3. The new strategy summarises the economic evidence. It sets clear, challenging but achievable ambitions that describe the place that the LEP area aspires to be. It then sets out the actions proposed to deliver future success by five themes. It is focused on place, setting out where growth is most expected to happen in the years ahead. It also has clear economic indicators and targets, which will be used to measure success.
4. The evidence shows that the LEP economy contributes over £35bn to UK plc, growing by 9% since 2010, faster than many "powerhouse" areas. Norfolk and Suffolk have higher than average levels of economic activity and rapidly growing sectors and businesses across our diverse economy. The area is well connected to Cambridge, London, European and global markets. Given the significant opportunities ahead it is timely to review the evidence, make sure that businesses and local authorities understand that our economy is working and changing and agree the actions that we are going to take across all partners to ensure future success.

## **Key sectors**

5. Norfolk and Suffolk have a diverse economy and the strategy identifies nine key sectors in which the area has competitive advantages. The diverse range of sectors provides the biggest opportunity for growth – cross-sector collaboration. This is where specialist skills in one sector can drive growth across other sectors. The key sectors are:
  - energy
  - life sciences & biotech
  - ICT, tech & digital creative
  - advanced agriculture, food & drink
  - visitor economy, tourism & culture
  - financial services & insurance
  - transport, freight & logistics
  - construction & development
  - advanced manufacturing & engineering

## **Ambitions**

6. The strategy's ambitions are for Norfolk and Suffolk to be:
  - 6.1. The place where high growth businesses with aspirations choose to be.
  - 6.2. An international facing economy with high value exports
  - 6.3. A high performing productive economy
  - 6.4. A well-connected place
  - 6.5. An inclusive economy with a highly skilled workforce
  - 6.6. A centre for the UK's clean energy sector
  - 6.7. A place with a clear, ambitious offer to the world

### **Priority themes**

7. The new economic strategy sets out priority themes, which will guide investment and action to ensure the greatest impact on the area's ambitions. These are:
  - 7.1. Driving business growth and productivity
  - 7.2. Driving inclusion and skills
  - 7.3. Collaborating to grow
  - 7.4. Competitive clusters, close to global centres

### **Priority places**

8. The strategy's priority places are the areas where the evidence shows there are significant opportunities and commitment for continued growth. The priority places are:
  - 8.1. Ipswich and the surrounding area
  - 8.2. Norwich and Greater Norwich area
  - 8.3. The Norfolk and Suffolk Energy Coast
  - 8.4. The Cambridge Norwich growth corridor
  - 8.5. The critical east west growth corridors along the A47 from Lowestoft and Great Yarmouth to King's Lynn and the A14 Felixstowe through Ipswich, Stowmarket, Bury St Edmunds, Newmarket and Haverhill to Cambridge
  - 8.6. King's Lynn – and the A10 and rail corridor to Cambridge

### **Options considered**

9. The New Anglia LEP has carried out a comprehensive engagement programme. The development of the new strategy has been overseen by a group of all Local Authority Leaders, the LEP Board, sector leaders and college and university leaders and included:
  - developing a robust economic evidence and understanding of the LEP area's economy
  - over 20 stakeholder events
  - over 1000 people have been involved in consultation events led by businesses and individual sector groups have been consulted
10. The analysis of economic evidence and consultation process concluded with clear shared ambitions, agreed themes and priority places on which the new economic strategy focuses.

## **Delivery**

11. This is a strategy for all Norfolk and Suffolk. As such many organisations will be involved in delivering different elements. Clear action and investment plans will be developed over the autumn on major priorities such as Transport and Skills.
12. The strategy identifies King's Lynn as a priority place with clear ambitions and plans to deliver economic growth.
13. The strategy also identifies the A47 and A10 as priority places, emphasizing their importance to delivering economic growth along those corridors.
14. It is recommended that Cabinet endorses the strategy and works with the LEP and the public and private sector partners on developing the action and investment plans necessary to ensure the successful implementation of this new economy strategy.

## **Policy Implications**

This proposal meets the Corporate Business Plan's strategic priorities of driving local economic and housing growth and celebrating our local heritage and culture.

### **Financial Implications**

No financial implications

### **Personnel Implications**

No personnel implications

### **Statutory Considerations**

No statutory implications

### **Equality Impact Assessment (EIA)**

(Pre screening report template attached)

### **Risk Management Implications**

No risk implications

### **Declarations of Interest / Dispensations Granted**

None

### **Background Papers**

The executive summary and full strategy can be found at <http://www.newanglia.co.uk/new-economic-strategy/>



## Pre-Screening Equality Impact Assessment

Name of policy/service/function	Economic Development				
Is this a new or existing policy/ service/function?	New				
Brief summary/description of the main aims of the policy/service/function being screened. Please state if this policy/service rigidly constrained by statutory obligations	The Norfolk and Suffolk Economic Strategy sets out the key ambitions, themes and priority places that will guide the LEP's investment and interventions that will deliver economic growth in Norfolk and Suffolk.				
<b>Question</b>	<b>Answer</b>				
<p>1. Is there any reason to believe that the policy/service/function could have a specific impact on people from one or more of the following groups <b>according to their different protected characteristic</b>, for example, because they have particular needs, experiences, issues or priorities or in terms of ability to access the service?</p> <p>Please tick the relevant box for each group.</p> <p>NB. Equality neutral means no negative impact on any group.</p>		Positive	Negative	Neutral	Unsure
	Age			√	
	Disability			√	
	Gender			√	
	Gender Re-assignment			√	
	Marriage/civil partnership			√	
	Pregnancy & maternity			√	
	Race			√	
	Religion or belief			√	
	Sexual orientation			√	
	Other (eg low income)			√	
<b>Question</b>	<b>Answer</b>	<b>Comments</b>			
2. Is the proposed policy/service likely to affect relations between certain equality communities or to damage relations between the equality communities and the Council, for example because it is seen as favouring a particular community or denying opportunities to another?	No				
3. Could this policy/service be perceived as impacting on communities differently?	No				
4. Is the policy/service specifically designed to tackle evidence of disadvantage or potential discrimination?	No				
<p>5. Are any impacts identified above minor and if so, can these be eliminated or reduced by minor actions?</p> <p>If yes, please agree actions with a member of the Corporate Equalities Working Group and list agreed actions in the comments section</p>	Yes/No	<b>Actions:</b>			
		<b>Actions agreed by EWG member:</b> .....			
<b>Assessment completed by:</b> Name Ostap Paparega					
Job title Regeneration, Heritage and Economic Development Manager	Date 27 September 2017				

**Please Note: If there are any positive or negative impacts identified in question 1, or there any 'yes' responses to questions 2 – 4 a full impact assessment will be required.**